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PP	Restricted to other programme participants (including the Commission Services)	
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ABSTRACT:

This deliverable describes the target groups for PneumoNP results that have been identified by the project consortium and the specific efforts that all partners have taken to disseminate and communicate project results to these target groups. In addition, messages for the individual target groups have been formulated and certain dissemination/communication channels have been specified.

KEYWORD LIST: Target groups, project results, dissemination, communication

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¹ R=Report, P=Prototype, D=Demonstrator, O=Other

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Table of contents

TABLE OF CONTENTS	4
1. INTRODUCTION	5
2. TARGET GROUPS IDENTIFIED	6
2.1. GENERAL TARGET GROUPS	6
2.2. TARGET GROUPS SPECIFICALLY ADDRESSED BY THE PARTNERS	8
3. CHANNELS TO ADDRESS TARGET GROUPS	12
4. CONCLUSION	14
<i>Appendix 1 - Abbreviations and acronyms</i>	15

1. Introduction

Disseminating the results of PneumoNP to specific target groups is central to ensure that the results produced and the work leading to such results receive the utmost attention. To this effect, specific target groups have been determined in PneumoNP early in the project's lifetime and dissemination channels tailored to these groups have been identified. The deliverable D7.9 provides an overview of the target groups identified and a list in which the partners describe their specific approaches. Furthermore, the dissemination channels are shortly listed that will be used to address the target groups.

2. Target groups identified

2.1. General target groups

In general, two main target categories have been identified: i) key players & end users, and ii) EU citizens.

The category of key players & end users has been subdivided already in previous documents (see e.g. D7.11) and has now been supplemented with the end users marked green (see below):

- Scientific communities
 - Nanoscientists
 - Respiratory system specialists
 - Molecular Imaging scientists
 - Toxicologists
 - Microbiologists and Clinicians
- Business/Industry:
 - Pharma industry
 - Biopharmaceutical companies

The category of EU citizens includes:

- Local population
- Civil society

Relevant messages have been defined for these target groups to tailor the project's content to their specific needs. These messages have now been broadened in preparing this document (modifications marked green).

Target group	Message
Nanoscientists	Nano-carriers are being developed to deliver drugs to lung infection patients by inhalation, with more success than current treatments
Respiratory system specialists	Be aware of the increase of performance in low respiratory tract infection treatment by nanomedicine Faster detection of antibiotic resistance and of antibiotic efficacy, allowing more targeted antibiotic use, leading to a decrease in antibiotic resistance in the long term
Molecular Imaging scientists	Molecular imaging techniques are being utilized to assess the regional distribution of inhaled nanomedicines in the pre-clinical setting.
Toxicologists	Novel testing strategies are being utilized for safety assessment of

	inhalable nano-sized drug carriers
Microbiologists and clinicians	Knowledge of new treatment options for the treatment of (multi-) resistant antibiotic microorganisms.
Pharma industry/ Biopharmaceutical companies	New innovative treatment frames need to be considered, offering a treatment to MDR bacteria caused infections. Raise awareness of antimicrobial peptides for life-threatening infections being successful in pre-clinical development.
EU citizens	NPs enable great advances in lung infection treatment performance, in particular resistant bacterial infections

PneumoNP’s dissemination partner UMAPS has created dedicated entrance points for specific target groups on the project’s website to direct users to tailor-made content.

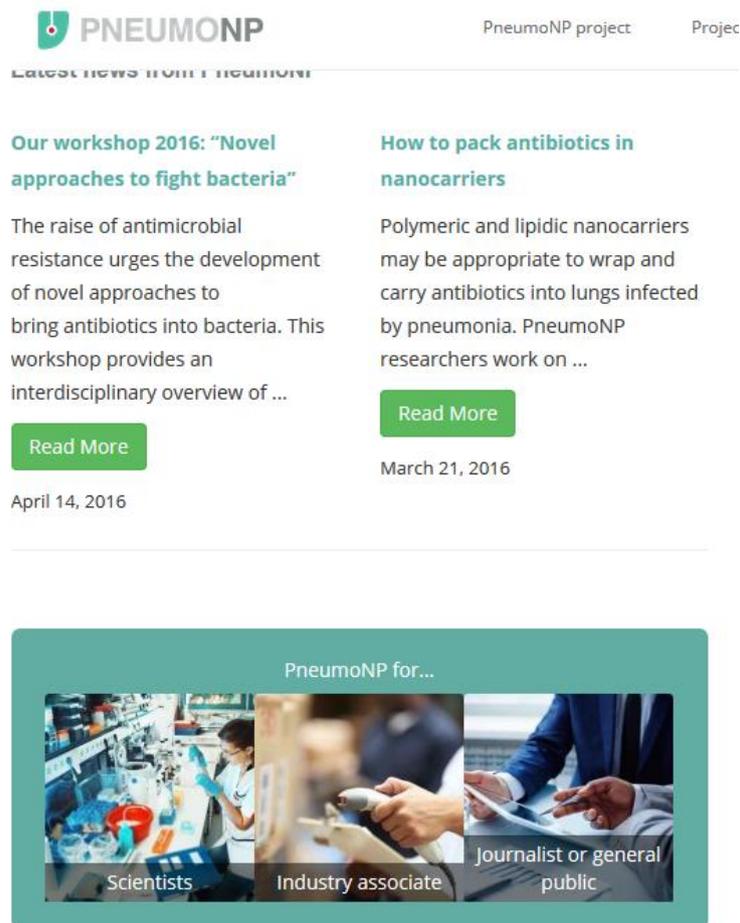


Figure 1: Screenshot of PneumoNP website (www.pneumonp.eu)

2.2. Target groups specifically addressed by the partners

Given the various scientific backgrounds, the partners focus on addressing different target groups. The following table gives an overview whom the individual partners have addressed more recently and which contents they have communicated to them.

PneumoNP partner	Target groups addressed	Content communicated
Fundación Cidetec	EU citizens	<ul style="list-style-type: none"> • Presentation of PneumoNP in the frame of the EAAD 2015 in San Sebastian, Spain (18/11/2015); • Information on bacterial resistance in order to improve citizens' consciousness of the use of antibiotics.
	Pharma industry	<ul style="list-style-type: none"> • Presentation of PneumoNP in the Translocation Workshop 2015 in Bremen, Germany (11/07/2015) where different companies were present (GSK, Sanofi, Entasis Therapeutics, etc.).
	Nanoscience	<ul style="list-style-type: none"> • TelCo with EMA to individualize the key points for translation (added value of using nanoparticles as antibiotic carriers, regulatory issues, characterisation) (03/11/2015)
Adenium Biotech ApS	Pharma industry	<ul style="list-style-type: none"> • Presentation of PneumoNP in discussions with current and potential investors, collaboration partners
CIC biomaGUNE	Molecular Imaging Scientists/ Respiratory system specialists	<ul style="list-style-type: none"> • Presentation of PneumoNP in the Working Groups meeting of the COST action "Siminhale" (Lisbon, Portugal; February 2016).
	Nanoscience	<ul style="list-style-type: none"> • Presentation of PneumoNP in the workshop "Molecular and Supramolecular Carriers for Imaging and Therapy", Lisbon, Portugal, July 2015, in the frame of the Marie Curie ITN action Trace'n Treat

Erasmus MC	Microbiologists and Clinicians	<ul style="list-style-type: none"> • Oral and poster presentation of PneumoNP work at the European Congress of Clinical Microbiology in Amsterdam, the Netherlands. Oral presentation of PneumoNP work at the Dutch National Society for Medical Microbiology Meeting in the Netherlands (March and April 2016)
Fraunhofer ITEM	Nanoscientists, Respiratory system specialists, Toxicologists, Pharma industry	<ul style="list-style-type: none"> • Presentation of the PneumoNP project in the frame of the 55th Annual Meeting of the Society of Toxicology (SOT), March 2016, New Orleans, USA, Talk topics: Testing approaches towards safe nanoproducts/Development of safe nano-sized drug carriers requires intelligent testing strategies
	PhD students (toxicologists)	<ul style="list-style-type: none"> • Target group session for toxicologists at 4th Progress Meeting in Hannover, Germany (26/01/2016)
Ingeniatics	Pharma Industry	<ul style="list-style-type: none"> • III International Biotechnology Meeting (Granada, Spain, (Oct. 2015). B2B meetings with potential partners including project introduction and showing flyers.
	Pharma Industry	<ul style="list-style-type: none"> • Farmaforum (Madrid, Spain, March 2016). B2B meetings with potential partners including project introduction and showing flyers.
Pathfinder	Microbiologists and Clinicians	<ul style="list-style-type: none"> • European Congress of Clinical Microbiology in Amsterdam, the Netherlands (April 2016). Displayed the flyer in our company booth, discussed the development of the diagnostic assay with visitors

Setlance	European Commission and Biopharmaceutical companies	<ul style="list-style-type: none"> Displayed the project flyer to participants in the Meeting BEAM Alliance (Europe innovating in Anti-Microbial resistance research) meets the EC (February 2016).
	Microbiologists and Clinicians	<ul style="list-style-type: none"> PneumoNP introduction within oral presentation at re-entering antibacterial drug development summit in Boston and during poster presentation at the European Congress of Clinical Microbiology (ECCMID) in Amsterdam, the Netherlands (October 2014, April 2016).
	Pharma industry	<ul style="list-style-type: none"> Flyers and introduction to the project at workshops on aerosol delivery, peptide IMP manufacturing, bioanalytical methods a pre-clinical drug development in Milan, Strasburg and Cambridge (26/2/2015, 13/7/2015, 25/09/2014, 29/5/2014).
Universiteit Utrecht	Nanoscientists	<ul style="list-style-type: none"> Poster presentation at the FIGON Dutch Medicine Days on Drug Formulation, Delivery and Targeting. Organised in Ede (Netherlands) from 7-8/10/2015.
	Nanoscientists	<ul style="list-style-type: none"> Poster presentation at Aston University, Birmingham, UK (3/11/2015) on "Enhancing Nanoparticle Formulation & Scale Up: Microfluidics Users group meeting".

UMAPS	Nanoscientists, Pharma industry, Respiratory system specialists, EU citizens	<ul style="list-style-type: none"> • Dissemination of PneumoNP news to the nanoscientists and pharma industry using social media (Twitter and LinkedIn) through targeted communities (ECCMID, etc.). Focus on disseminating intermediate results of the project. • Specific campaigns during the EAAD and World Pneumonia Day each year. Doing so, PneumoNP is actively involved in international awareness campaigns toward EU-citizens.
	EU citizens	<ul style="list-style-type: none"> • Newsletter published every 3 months since December 2015 to update EU citizens (about 200 subscribers) on the advancement of the project. Focus on disseminating intermediate results of the project: development of new techniques, improvement of M33, etc.

The following diagram visualizes how often the individual target groups have been addressed:

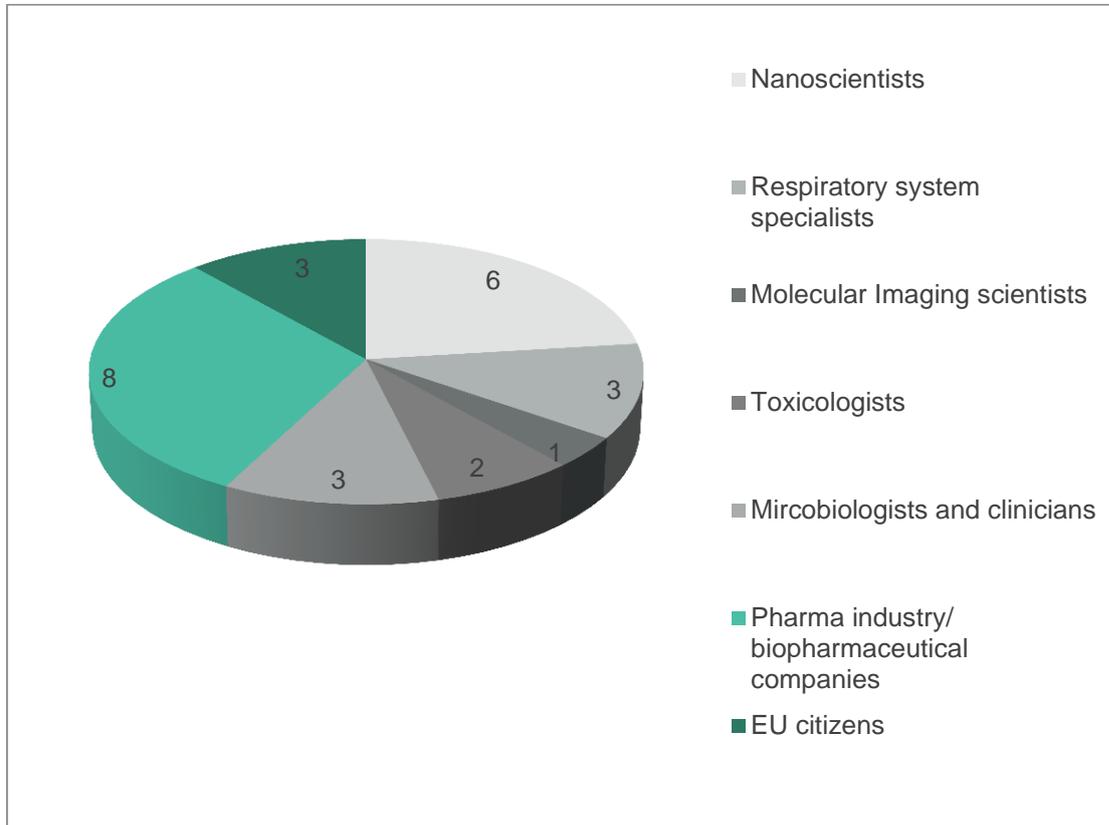


Figure 2: Target groups addressed by the PneumoNP partners

Although the largest overall group addressed are scientists (first and foremost nanoscientists but also toxicologists, microbiologists, etc.), the pharma industry in general and biopharmaceutical companies in particular have already been addressed quite often in the first half of the project’s duration.

It is expected that this effort will intensify towards the end of the project, particularly also with the two workshops that will be (co-)organized by PneumoNP (see below).

3. Channels to address target groups

A number of dissemination channels have been identified to address the target groups. These include:

- Attending international nano-science events and creating a nano-health event in Europe
- Brochure/specialized posters and dedicated content on the website

- Press releases for specialized magazines or online media
- Publications in peer-reviewed journals
- Project flyer
- Posters
- Educational video/project video
- Newsletters
- Networking with related projects and working groups including ETP Nanomedicine
- Social media (LinkedIn, Twitter, etc.)
- Pharma & Drug events

All of these dissemination channels are frequently used to address the target groups. In order to maximize the output of the PneumoNP project, CID applied to the Nanomedicine Translation Advisory Board (TAB), sponsored by the ENATRANS project, for strategic advice, support and recommendations with regard to access to exploitation. PneumoNP was chosen for the Initial Advisory Stage (Stage I) and CID presented the project to a group of experts during the ETPN (European Technology Platform for Nanomedicine) Annual Event in October 2015. In November 2015, CID received the suggestion from the TAB that it would be advisable to prepare presentations/posters for individual results produced in PneumoNP to make project results even more accessible. The preparation is now underway and will explain the project's results in a precise and detailed manner to the target groups.

The two scientific workshops that will be (co-)organized by PneumoNP will also offer a great opportunity to present the project's outcomes to the specific target groups.

The first event will be a joint workshop with the IMI Initiative Translocation and PneumoNP's cluster partner projects NAREB and FORMAMP. The workshop will take place on July 10-14, 2016 at Jacobs University in Bremen, Germany. The opening session on Sunday evening as well as the morning sessions on Monday and Tuesday will be co-organised by the four projects. These sessions include topics such as:

- Assays and mechanism of action
- Nanoencapsulation
- Mass-spectrometry & fluorescence
- In vitro, ex vivo and in vivo animal models
- Translation to clinical development

Participants and contributors from related areas of research as well as representatives from the pharma industry are expected to take part in the workshop. It is thus assumed that the outreach of results presented by PneumoNP will be significant.

4. Conclusion

In the past 30 months of the project's lifetime, all partners have actively engaged in disseminating and communicating the project's results to specific target groups. The focus on the type of target group addressed naturally varies with the partners' expertise and contribution to the project. All in all, a great variety of target groups have been reached with different activities.

Specifically now, in the second half of the project's duration, efforts will be intensified to address all relevant target groups and to make sure that PneumoNP's results are properly disseminated.

Appendix 1 - Abbreviations and acronyms

<i>B2B</i>	Business to business
<i>EAAD</i>	European Antibiotics Awareness Day
<i>ECCMID</i>	European Congress of Clinical Microbiology
<i>EMA</i>	European Medicines Agency
<i>ETP</i>	The European Technology Platform (for Nanomedicine)
<i>FIGON</i>	Federation for Innovative Drug Research Netherlands