



PROJECT N. 018687

# APPEAR

Raise public appearance and perception of Life science Projects through communication experts and services

**SPECIFIC SUPPORT ACTION**

**LIFE SCIENCES, GENOMICS AND BIOTECHNOLOGY**

## **PUBLISHABLE FINAL ACTIVITY REPORT**

Period covered: from M1 to M18 2007

Date of preparation: July 2007

Start date of the project: 01/01/2006

Duration: 18 months

Project coordinator name: Mr. Mauro Bianchi

Project coordinator organisation: Teseo Sprl.

Revision: Final

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## Publishable final activity report

### 1- Project execution

#### Summary description of project objectives

APPEAR is a pilot communication action likely to boost the public perception of four running Life Science projects in a way of striking new paths in future research communication of the Life Science Programme.

A selection of 4 Life Science projects were made thanks to the contribution of the EC-officials, the mediation of the APPEAR Project Coordinator and the scientific officers of the European Commission. APPEAR consortium established a cooperation agreement with the 4 chosen projects that allowed them to improve their abilities of communication with extra expertise coming to them from the APPEAR members specialised in different fields of communication.

The project directly supported one of seven major thematic priorities of the European Union's FP6: Life sciences, genomics and biotechnology for health. In particular, the project contributed to the strategic objectives of the thematic priority 1 as a whole and it centres to the topic LSH-2004-3-5: Life sciences and biotechnology – A strategy for Europe.

As a Specific Support Action it aimed at integrating the communication and public perception of several research projects referred to different strategic objectives of the programme. In particular, as for the action plan of the Communication from the Commission of the thematic priority 1 two of the objectives quite meet the aims of APPEAR project. They are:

- To set up an "initiative to improve and facilitate the science communication process"
- To do "activities to promote public perception"

To this end the project acted through an inclusive, comprehensive and well-structured methodology of information flow and communication activities at European level.

The most relevant contributions that the project wanted to give are:

- Addressing to European citizens' rights to get informed on human well-being and health research results;
- Helping European citizens' getting seriously involved in RTD results;
- Bridging the gap existing between the public and the EU projects;
- Increasing European citizens' interest and involvement towards further initiatives;
- Broadening public support for future LifeScience research related projects;
- Fostering public debate on RTD projects;
- Strengthening the knowledge-based society.

The main target group foreseen and reached has been the large public, the citizens, approached through a specific communication platform disseminating information on examples of best results in European Research LifeScience and Health.

The APPEAR project ran for 18 months, until June 2007, and reached in particular the following objectives:

- To set up customised communication plans for the production and distribution of correct and understandable information on issues related to raise controversial debates on the objectives and impact of research.

- To provide a wide range of communication services to each project assisted ranging from inputs and development of news to the production and distribution to international broadcasters of various formats of audiovisual material for short or in-depth TV stories in local languages.
- To make the flow of information from projects as smooth as possible and to ensure the overall scientific coherence of the project by involving scientific experts in the most strategic phases of “news raising activities”.
- To care about the production and the distribution of valuable and understandable information towards the media outlets, to ensure the attainment of a large public.
- To raise public perception of research communication and to provide a valuable communication model to improve the public perception of research and scientific content.

### **Contractors involved**

#### **1) TESEO Sprl (Belgium)**

TESEO Sprl is a Brussels-based consultancy company specialized in RTD funding and assistance to SMEs on innovation and research matters. TESEO Sprl has been operating for 15 years and has a diversified portfolio of clients including several companies across Europe. It provides services ranging from technological audits, project idea development, financial viability analysis and support in the EU potential partner searches.

[www.teseo.be](http://www.teseo.be)

#### **2) AIDNetwork (Italy)**

AIDnetwork is a full-service marketing and communication agency, present for over 30 years in the business. Its strong professional and focused team of 22 people across the Milan headquarter and subsidiaries in Brussels and Geneva has a proven expertise in handling projects of integrated communication for a wide variety of clients. AIDnetwork has a consolidated experience in all communication areas, combined with a creative approach to communication issues.

[www.aidnetwork.com](http://www.aidnetwork.com)

#### **3) Broadview TV (Germany)**

BROADVIEW TV is one of the leading independent documentary film production companies in Germany with special focus on art-, social issues- and science programming. In co-operation with public broadcasters worldwide BROADVIEW TV has a consistent output of internationally highly acclaimed prime time HD-productions as well as award-winning documentaries (German Television Award 2004, EMMY-Award 2005, Magnolia Award 2006).

Since 2001, BROADVIEW TV has additionally been taking the lead of marketing activities for several EU-funded research projects.

<http://www.broadview.tv/>

#### **4) German United Distributors (Germany)**

german united distributors is an expert in the international business of TV content distribution and has a proven track record of activities all over Europe and in several other regions of the world. The company is well established in distributing scientific content, as part of german united's complete content portfolio.

<http://www.germanunited.com/>

### Co-ordinator contact details

Project Coordinator: **TESEO Sprl**  
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### Work performed:

#### methodologies and approaches employed and achievements to the state-of the art

APPEAR project activities performed have all been conceived with the final aim of helping bridging the gap between EU research results and their general perception all around Europe. Since European research results in the targeted fields are likely to contribute to the potential improvement of European citizens' quality of life, APPEAR communication and dissemination activities tried to pave the way for a strengthened consensus on European joint efforts in research.

While addressing to the awareness raising towards the large public, the APPEAR project cooperated with 4 ongoing projects in the LifeScience sector.

The APPEAR project work packages have been structured in an integrated manner in order to perform the activities in a planned way. WP 1 management was lead by the coordinator Teseo, specialized in the management of European RTD projects in various areas and in international cooperation.

Teseo has coordinated the project in order to assure the achievement of project results and objectives. In particular the following are the activities executed:

- Assurance of successful achievement of project objectives on time and within budget
- Representation of the project to the European Commission and other external entities
- Management of liaisons to other projects/initiatives
- Monitoring and reporting on budgets and schedules
- Providing of technical guidance to ensure best results during all project phases
- Preparation of project meetings
- Consortium Agreement
- Annual Activity and Management Report and Costs Statement
- Effective Risk Management

WP2 was based on the preparation of the projects communication strategies under the leadership of Teseo again. In the first phase of preparation four projects under the LifeScience area were selected with the support of the European Commission and its scientific advisors. The four single project coordinators were thus contacted and met by Teseo who was then responsible of planning customized communication plans for each of the assisted project, with the support of AID Network.

Direct contacts and meetings with single projects coordinators allowed acquisition of confidentiality and liability on APPEAR consortium and facilitated the exchange of information in the future months.

WP3 was lead by AID Network, a full-service marketing and communication agency, present for over 30 years in the marketing and communication business. AID Network endowed the APPEAR consortium with communication strategies ad-hoc for the four projects. The activities dealt with the development of strategies, implementation of these communication strategies into successful communication tools and all other types of activities reflecting the work of a press agency.

WP 3 "Projects communication Platform" was conceived to elaborate a permanent cooperation platform between the assisted projects and the APPEAR consortium and a regular communication flow was thus established in the second year of the project bringing successful results. The following are the activities executed:

- Production of a “Communication Toolbox”, designed as a reference guide to let project managers understand the importance of communication
- Identification of PR opportunities, creation of news stories about R&D programmes
- Dispatching of short news to press production: Press release drafting and distribution, Organisation of press meetings and press events
- Development of press releases and news releases on the basis of the inputs received from the four projects
- Development of articles on the basis of the inputs received from the four projects
- Electronic newsletter: Four newsletters produced in automatic format

WP 4 Audiovisual production was led by BROADVIEW TV, one of the leading independent documentary film production companies in Germany with special focus on art-, social issues- and science programming. In co-operation with public broadcasters worldwide BROADVIEW TV produces more than 1.000 minutes of internationally highly acclaimed prime time HD-productions as well as award-winning documentaries broadcasted in Europe, USA and Asia. With the proven business experience in management of the whole production chain of audiovisual content, from editorial office to post production and management of royalties, BROADVIEW TV has been the ideal partner in charge of the production of the films for the four projects. BTV produced a total of eight films, a short (approx. 1:40 min) and a long (8 min) version of each film about the four assisted research projects. BROADVIEW TV produced the films in two different lengths in order to target both, generic news programmes, for a short introduction of the projects, and more specialised TV science magazines, where subjects are treated more in depth with more images, 3D-content and interviews.

Film scripts were written, interview partners were chosen and during two months, 21 interviews, beauty shots as well as lab and experiment shootings were conducted.

The film shootings took place in the main locations (universities, research institutes) of the four research projects, including interviews with relevant researchers and 3D bio-animations to visualise and explain the complicated scientific concepts to the large public through a combination of “real images” and animation. Besides the pre-production and the production, BTV was in charge of the post-production, including 3D-animations programming, music composition, onlining, cutting, editing, speaking, licensing, archiving and indexing.

WP 5 Audiovisual distribution was committed to german united distributors, a successful player in European distribution market, well established in distributing scientific content (as part of their complete content portfolio). german united is active in the international business of TV content distribution and has a proven track record of activities all over Europe and in several other regions of the world. german united distributors (GUD) by its professional standing, experiences and network in the European media business ensured direct access to TV Networks’ Heads of programming and especially to their scientific editorials. Scientific Content brought up by this project was polished, filed, indexed and integrated into GUD’s established Network of presentations, events, TV fairs, road shows and online/offline databases and catalogues.

WP6 Newsroom and distribution to other Media gathered all the activities of the so-called newsroom of the project devoted to the production of news in the appropriate format for the targets and their distribution to the targeted media. Activities were thus articulated in two different sets of action: production and distribution.

The news raising activity executed within each project brought to the production of news inputs in WP3 that were transmitted to the newsroom in WP6. Here the APPEAR editorial team worked at transforming the inputs into different formats. In summary the following was executed:

- Production of 9 News in short version and 2 News in long version
- Production of 7 Press releases
- 2 Interviews arrangements
- Production of 4 newsletters
- Information source for the info pack to be distributed to the Members of the European Parliament

All written material was in English that was also the language used in the exchange of information between partners and projects supported. The Media received also the information in English but in some

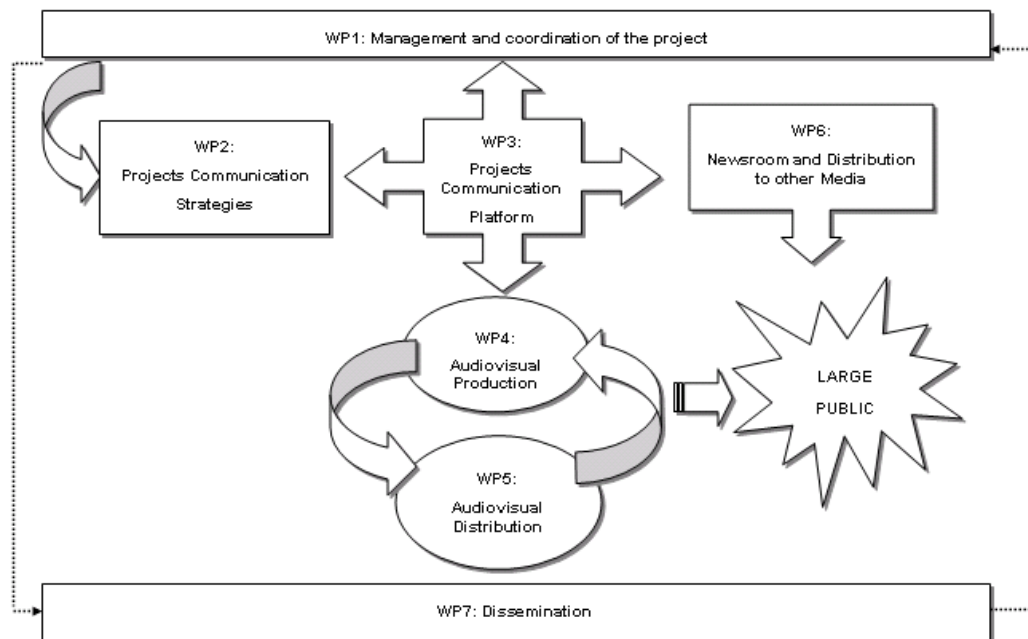
cases this has been translated into the local language. Efforts have thus been made also to translate the news and localise the articles when this were related to a particular region, thus to increase the interest of the media for research activities taking place in their own regions or having an impact on their own regions.

The distribution of the articles was made according to the established single projects communication plans, since these had identified targets, tools and timing for the information released. A media distribution list was drawn up and regularly updated. The list included two different tiers: the first more specific for the project, the second more general for health issues. A follow-up action was also carried out through direct contacts, after mails-exchange, in order to increase the publication chances.

WP7 Dissemination was under the lead of Broadview TV who took care of the preparation, programming and launching of the promotional website, the entire corporate design, including the logo and the PowerPoint template as well as the writing and editing of all texts. Content and graphical material was inserted and the website was constantly kept up to date by inserting information, news and events. Broadview TV created and provided a common internal work platform and file sharing programme for the consortium.

The corporate design has been adapted to all communication materials produced by the entire consortium. This included the “communication toolbox”, the leaflet produced by AID, and the MEP info kit which was designed, created and printed by Broadview TV and included 200 DVDs with the four films and project info sheets produced by AID and Broadview TV as promotional material. The MEP info kits and the DVDs were distributed to all the participants at the event, the European Commission, the project coordinators of the four assisted projects, the Members of the European Parliament and journalists.

The seven work packages have been thus very well interconnected, as foreseen in the methodology displayed in the below pert diagram.



A full range of communication services were offered to the four beneficiaries projects. The following table presents a summary of the communication services provided to selected RTD projects and the outputs reached.

Service	Service description	Higher media output of RTD project	Higher receptiveness of mass media
Single project communication strategy	Consultancy by specific area assistance groups: each project has been consulted to find the most suitable communication strategy	YES	N/A
Single projects communication plan	One to one communication plan coaching: effective instruments for the promotion and dissemination of intermediate and final results	YES	YES
Media contacts database	Project database contains contacts of persons from the media and especially broadcast media and the press, and a list of all the local or regional media outlets	YES	YES
Dispatching of short news to press production	Press release drafting and distribution to the main European target groups	YES	YES
Audiovisual production	Producing of image and demonstration films for media distribution	YES	N/A
Europe- and worldwide TV distribution	Distribute all video material to European broadcasters by an internationally positioned network	N/A	YES
Newsroom and Distribution to other Media	Development of press releases and news releases. Development of articles. Arranging interviews with researchers. Electronic newsletter.	YES	YES

### **End results and impact of the project**

With reference to the project objectives described in the Technical Annex, the partners have worked hard to ensure a contribution to the EC efforts in defining standards or models for an efficient Research communication.

The project has responded to the need of contributing to the impact of European's public health by:

- promoting and facilitating the dissemination, transfer, exploitation, assessment and take-up of past and present programme results
- contributing to the strategic objectives, regarding European Research area
- preparing future community RTD activities

The results and the impact of the APPEAR project so widely distributed and spread contribute to increase the knowledge about the European research in Life Science among European Citizens.

The expected end results of the overall project lifetime were to reach all the objectives foreseen within the Technical Annex of the project and the contract signed during the negotiation phase.

In particular, these objectives could be gathered under the same concept of setting up a full platform of communication services to be offered to European projects in the research sector.

The idea was to provide them with some tools and actions that could be necessary to promote their activities and in view of an adequate dissemination action but that would have been hardly executed by their own internal resources.

The project partners of APPEAR have thus created a model allowing projects in charge of research activities to benefit from the activity of experts in communication able to disseminate their results and activities. This way doing, supplies the projects that did not foresee a budget dedicated for communication activity or provides those with something more efficient and effective than simple communication.

Having the research projects not enough resources to dedicate to dissemination issues, but being dissemination an important activity to execute to make the results being known, the fact of having an



external consortium consisting of experts in different areas within the communication, facilitates the spreading of the project results.

The press office organized the production of news and articles and distributed them to the press, reaching at least 30 online publications, a production company produced videos, in two different versions for each of the four projects and a distribution company managed the distribution of the films in 18 European countries, to 17 broadcasters in 16 different languages.

An event to promote these results in front of the Members of the European Parliament in Brussels gathered all the results from the four projects and showed them in front of a public composed by Members of the European Parliament, members of the Commission and journalists. This event contributed to provide the Members of the European Parliament and the journalists with more information and material on the European research in Life Science area thus generating a positive perception of the European Union activities.

## 2 – Dissemination and use

Publishable results of the Final plan for using and disseminating the knowledge

Table

### Dissemination of knowledge

<b>Actual dates</b>	<b>Type</b>	<b>Type of audience</b>	<b>Countries addressed</b>	<b>Size of audience</b>	<b>Partner responsible /involved</b>
<b>SHORT NEWS</b>					
6 sep. 2006	"Awards for Eurostemcell film"	International Scientific Press (TV and radio included), Diabetes Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
15 sep. 2006	EMBO/FEBS/JDRF Workshop, October 18 2006	International Scientific Press (TV and radio included), Diabetes Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
1 March 2007	Science Theatre: Human Spare Parts?	International Scientific Press (TV and radio included), Diabetes Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
28 June 2007	BetaCellTherapy announces its second Symposium – October 2007	International Scientific Press (TV and radio included), Diabetes Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
5 March 2007	Agriculture gives its contribution in preventing HIV infection	International Scientific Press (TV and radio included), HIV Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
1 June 2007	Council for Scientific and Industrial	International Scientific Press (TV	Belgium, England, France,	350/400 contacts	AID

	Research (CSIR) of South Africa joins the EMPRO Consortium	and radio included), HIV Associations and Institutions	Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic		
16 February 2007	The EuroHear Consortium is actively organizing the meeting "The Structure and Operation of the Hair Bundle"	International Scientific Press (TV and radio included), deafness Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
16 April 2007	New International Congress launched by the EuroHear Consortium: Age Related Hearing Impairment	International Scientific Press (TV and radio included), deafness Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
25 June 2007	Hearing and Seeing: Joint European efforts for fighting sensory disabilities	International Scientific Press (TV and radio included), deafness Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
<b>LONG NEWS</b>					
16 Nov. 2006	Cell Therapy in Diabetes	International Scientific Press (TV and radio included), Diabetes Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
15 January 2007	An interview with Jacques Remacle, Scientific Officer European Commission, to understand the importance of the EuroHear Project	International Scientific Press (TV and radio included), deafness Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
<b>PRESS RELEASES</b>					
11 November 2006	Newsletter	General Public	UK, France, Germany, Italy, Spain, Eastern Countries, Netherlands, Belgium...	European	AID
15 Nov. 2006	The BetaCellTherapy project, funded by the European Union, achieves its first goal	International Scientific Press (TV and radio included), Diabetes Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland,	350/400 contacts	AID

			The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic		
16 November 2006	Press Release "The European JDRF Center for Beta Cell Therapy in Diabetes reports its results on cell transplantation in 22 patients with type 1 diabetes."	Generalist and Scientific press	All European countries	European	AID
20 Feb. 2007	Last Call for BetaCellTherapy Training Course "Transdifferentiation to Beta Cells"	International Scientific Press (TV and radio included), Diabetes Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
10 May 2007	Bial Merit Award in Medical Sciences" for Daniel Pipeleers, Bart Keymeulen and Zhidong Ling of the Brussels Free University-VUB and JDRF Center for Beta Cell Therapy in Diabetes	International Scientific Press (TV and radio included), Diabetes Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
5 March 2007	Bloodomics Discovers new Platelet Receptors	International Scientific Press (TV and radio included), Heart diseases Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
28 June 2007	Mapping the platelet profile for functional genomic studies and demonstration of the effect size of the <i>GP6</i> locus.	International Scientific Press (TV and radio included), Heart diseases Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
3 April 2007	EMPRO announces phase one clinical trials	International Scientific Press (TV and radio included), HIV Associations and Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	350/400 contacts	AID
<b>NEWSLETTER</b>					
November 2006	Appear Newsletter #1	International Scientific Press (TV and radio included), Associations and academic Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland,	400 contacts	AID

			Norway, Poland, Sweden, Slovak Republic		
February 2007	Appear Newsletter #2	International Scientific Press (TV and radio included), Associations and academic Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	400 contacts	AID
May 2007	Appear Newsletter #3	International Scientific Press (TV and radio included), Associations and academic Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	400 contacts	AID
June 2007	Appear Newsletter #4	International Scientific Press (TV and radio included), Associations and academic Institutions	Belgium, England, France, Spain, Germany, Italy, Austria, Denmark, Finland, The Netherlands, Ireland, Norway, Poland, Sweden, Slovak Republic	400 contacts	AID
<b>INTERVIEWS</b>					
14 December 2006	BetacellTherapy (Dr Pipeleers) – La Repubblica (Alessandra Ritondo)	Daily, science section	Italy	Italian readers 680,000	AID
April 2007	EMPRO (Dr Kelly) – Il Sole 24 Ore (Federico Mereta)	Financial daily, science and technology section	Italy		AID
<b>ARTICLES</b>					
4 January 2007	Article	An interview with Jacques Remacle, Scientific Officer European Commission, to understand the importance of “EuroHear” Project	UK, France, Germany, Italy, Spain, Eastern Countries, Netherlands, Belgium...	European	AID
<b>CONFERENCES</b>					
19-21 June 2006	Shanghai TV Festival	filmmakers, television commissioning editors and independent documentary producers	Worldwide		BTV
14-18 August 2006	International Academy Days, Beijing	filmmakers, television commissioning editors and independent documentary producers	Worldwide		BTV
9-12 October	MIPCOM, The world’s audiovisual content market in Cannes	commissioning editors, purchasing agents and	Worldwide		GUD, BROADVIEW TV

2006		programme buyers			
November 11-14	World Congress of Science & Factual Producers in Manchester	Broadcasters and producers	Worldwide		GUD
23-30 November 2006	International Documentary Film Festival Amsterdam	filmmakers, television commissioning editors and independent documentary producers	Worldwide		GUD
18-21 November 2006	International EMMY Television Festival and Gala	filmmakers, television commissioning editors and independent documentary producers	Worldwide		BTV
December 2-7	German Screenings in Vienna	commissioning editors, purchasing agents and programme buyers	Worldwide		GUD
6 December 2007	Conference Issues affecting science communication by the mass media?	scientists, professional organisations, patient organisations, national representatives, Belgian media and press	Belgium	50 people	TESEO Sprl.
1 February 2007	Event: ICT Proposers Day	Research organisations, universities, science centers, education institutes, European Commission members,	EU Member States, Associated and Candidate Countries and International Cooperation Partner Countries	3000 people	TESEO Sprl., BTV
12-13 February 2007	Conference Personal Health Systems 2007	research organisations, medical device industry, healthcare organisations, user groups, Member State public administrations, policy makers, procurers and insurers	Member States	400 people	TESEO Sprl.
25 April 2007	Information Day European Public Health Research in Action	scientists, Programme Committee Members and Advisory Group Members, National Contact Points, professional organisations, patient organisations, NGOs, policy makers, national representatives, stakeholder groupings and other	EU Member States, Associated and Candidate Countries and International Cooperation Partner Countries	400 people	TESEO Sprl.

		intermediaries			
06/06/2006 – 09/06/2006	Congress / conference “CST - Communicating Science and Technology” Tromsø, Norway	Scientists, media experts, science educators, funding agencies, educational institutes	EU, worldwide	Approx. 600	BTV
10/09/2006 – 10/12/2006	MIP COM Cannes, France, TV content market	Programme buyers, commissioning editors, TV and film producers	International	10.000	BTV / GUD
01/15/2007 – 01/16/2007	Official FP7 launch Bonn, Germany	EU-Officials, researchers, politicians, scientific community, National Contact Points, research projects, journalists, media	EU	1.500	BTV
04/17/2007 – 04/20/2007	MIP TV Cannes, France, TV content market	Programme buyers, commissioning editors, producers	International	10.000	BTV / GUD
25/05/2007	Bavarian Film Prize, Munich, Germany	Programme buyers, commissioning editors, producers	Germany	2.000	BTV
14-20 April 2007	MIPTV, The world’s audiovisual content market in Cannes	commissioning editors, purchasing agents and programme buyers	Worldwide	13.000 participants	GUD
19-26 June 2007	DISCOP, The Eastern European TV market, in Budapest	Commissioning editors and programme buyers	Eastern European countries mainly	1.500 participants	GUD
25-29 June 2007	Sunny Side of the Doc, The international documentary market in La Rochelle/France	Commissioning editors and programme buyers	Europe	1.900 participants	GUD
<b>WORKSHOPS AND BUSINESS MEETING DAYS</b>					
6 <sup>th</sup> December 2006	Conference: Belgium research and media seminar	Media, journalists,	Belgium and the rest of Europe	30 people	Teseo
October-December 2006	9 Meetings with broadcaster	broadcasters	8 different European countries		GUD
06/27/2007	"From Lab to Life - Bringing the results of European research to society", European Parliament	Politicians, EU Officials (Parliament, Commission) Mr. Jas Gawronski – Member of European Parliament	EU	Approx. 35	Teseo / BTV / GUD

		Mr. Jerzy Buzek – Member of European Parliament – rapporteur of the Parliament for FP7 Mrs. Josefina Enfedaque, DG Research, P.O. of APPEAR, European Commission, journalists			
<b>PUBLICATIONS</b>					
27-06-2006	Press clippings of the four research projects	European Commission, European Parliament, assisted projects, journalists	EU	More than 40 people	AID
<b>PROJECT WEB-SITE</b>					
Launch 30/06/2006	Project promotional website <a href="http://www.appear-project.org">www.appear-project.org</a>	European public, European Commission, other RTD projects, scientists	Worldwide	n/a	BTV
<b>POSTERS</b>					
27-06-2007	Conference poster	European Commission, European Parliament, assisted projects, journalists	EU	n/a	TESEO
<b>FLYERS</b>					
M7	Project leaflet	Promotion for the APPEAR and the assisted projects to be used in every public occasion, from expo to presentations			AID
M 7	Project flyer	European public, European Commission, other RTD projects, scientists	EU	n/a	BTV
M9	Flyer called "Science in Europe" to present the Appear films	Commissioning editors and programme buyers of international broadcasters, all participants of TV markets	worldwide	Participants of MIP COM (10.000), World Congress of Science and Factual Producers (500) and of German Screenings (170)	GUD
M9	A page in the semi-annual highlight catalogue to present the Appear films	Commissioning editors and programme buyers of international broadcasters, all participants of TV markets	worldwide	Participants of MIP COM (10.000), World Congress of Science and Factual Producers (500) and of German Screenings (170)	GUD
27-06-2007	APPEAR project info sheet	European Commission,	EU	200	BTV



		European Parliament, assisted projects, journalists			
27-06-2007	APPEAR MEP and press info kit (press folder)	European Commission, European Parliament, assisted projects, journalists	EU	200	BTV
<b>FILM / VIDEO</b>					
Delivered 29/11/2006	4 x 2 films (each long and short version) about the four assisted projects	European public, European Commission, other RTD projects, scientists	EU	n/a, depending on distribution to TV broadcasters	BTV
March 2007	Four films were made available for online viewing on the APPEAR website	European public, European Commission, other RTD projects, scientists	Worldwide	n/a	BTV
March 2007	Four films were sent in flash format to four assisted projects for upload on their project websites	European public, European Commission, other RTD projects, scientists	Worldwide	n/a	BTV
27/06/2007	200 DVDs with 4 APPEAR films (short versions)	EU Commission and Parliament Officials, assisted research projects, journalists	EU	200	BTV