



HARMONIZE D1.2

Communication and Dissemination plan

V1.0 17.04.25



Co-funded by
the European Union

GRANT AGREEMENT NUMBER: 101196606. Co-funded by the European Union. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

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List of Abbreviations

EU	European Union
EurFMT	The European Faecal Microbiota Transplantation Network of academics
FMT	Faecal Microbiota Transplantation
PRI	Pharmabiotic Research Institute
SoHO	Substance of human origin
WP	Work package

Introduction

The HARMONIZE project is dedicated to support the implementation of the new substances of human origin (SoHO) regulation by the development of expert groups, training program and guidelines that secure the preparation, distribution and application of safe and effective Faecal Microbiota Transplantation (FMT) preparation in the European Union (EU).

During the project duration (01.01.2025 until 30.06.2026) HARMONIZE will realize this through the following sub-objectives:

- Set-up and strengthening of an expert forum including mandate, rules of procedure and proposed membership.
- Set of draft guidelines for SoHO entities/ establishments to
 - implement technical standards,
 - to comply with oversight requirements and
 - a proposed approach for future updating of guidelines, taking account of the new EU legislative framework
- Agreed training program including necessary tools (manuals, surveys)
- Gap analyses, recommended actions and implementation plan for entities to implement technical standards and meet oversight requirements. This objective includes the set-up and maintenance of a registry capturing all FMT procedures performed in Europe and covering data on donors and recipients.

Communication and dissemination strategy

This document is a deliverable of Work Package (WP) 1 “Consortium Management”. The communication and dissemination plan sets out a strategy to maximize the impact of the HARMONIZE project, to increase its visibility, and to ensure that project outputs reach a wide audience of relevant stakeholders also beyond the official project duration. It will also ensure the visibility of EU funding throughout the project's duration.

This document will present:

- visual identity (logo);
- target groups;
- communication and dissemination activities, means and instruments;
- sustainability of dissemination actions

The EurFMT network, which unites relevant academic European expertise in FMT, serves as our expert pool to realize the above-mentioned project objectives. The communication plan will

ensure effective internal communications between the project partners and the EurFMT Network experts, as well as communication and dissemination approaches to reach external stakeholders including industry, patient organizations, policy makers and the general public.

To maximize the impact of our communication strategy, we will align our activities with those of the EurFMT Communication Officer, such that EurFMT can be used as a replicator of information generated in HARMONIZE.

Visual Identity (logo)

In order to have a clear visual identity, a dedicated and original logo was designed. The logo contains project-related colours, the EU logo, a fictional bacterium and the project name. The EU stars represent the Harmonization of FMT in Europe. It will be used on all communication activities and during meeting presentations.



Figure 1 HARMONIZE horizontal logo



Figure 2 HARMONIZE vertical logo

Target groups

One of the main project objectives is to support the implementation of the new substances of human origin (SoHO) regulation by the establishment of technical standards and harmonized training programs for FMT. Thereby it is important to reach the right target audience and stakeholders in order to raise awareness about the HARMONIZE project and to promote the dissemination of the project results. Three main target groups can be defined:

- The **EurFMT network** will be defined as our main target group. The network members are stool banks and Physicians prescribing and administering FMT, which will be the **final users** of the project results (Guidelines, Training program and Registry).
- **Other stakeholders** involved in the use of human intestinal microbiota samples and FMT: the pharmaceutical industry, patients/donors, patient organisations, academic researchers and regulators.
- **Health care professionals** where microbiota therapy is relevant
- **General public**

A dialogue between the above-mentioned target groups will be established.

Dissemination and Communication activities, means and instruments

The outcomes of the project, will be disseminated to the above-listed groups by using several communication instruments. All communication activities related to the project will ensure the visibility of EU funding by displaying of the EU Emblem with the appropriate prominence and by inclusion of the disclaimer in accordance with the Grant Agreement. A detailed schedule for the planned actions can be found in Table. 1. Further meetings will be held as required.

Videoconference meetings: To ensure project internal communication, regular videoconference meetings are implemented with the HARMONIZE WP leaders, the industry-representative partner Pharmabiotic Research Institute (PRI) and the project management team. Regular videoconference meetings are also implemented to ensure effective communications between the HARMONIZE partners and the EurFMT expert pool.

On-Site/Hybrid meetings: At least two on-site meetings are planned with all WPs for detailed discussions and work on the project deliverables.

Project management team will support the other WPs in the organization and conduct of online, hybrid or on-site meetings scheduled within the project.

Project website: The website is intended to be a key platform for publishing the description, results and achievements of HARMONIZE. To ensure it remains a viable platform, it will be integrated into the EurFMT website. It will contain the main information about the HARMONIZE objectives and outputs, descriptions of each WP, descriptions and contact details of the partners involved and information about the Consortium structure describing the interaction of HARMONIZE with external stakeholders. The website will focus on the Action deliverables, publications, results and background of the project and the partners. The website will be implemented as subpage on the website of the EurFMT website to ensure the alignment of the communication activities and to use the network community as replicator. In this way we can also ensure that the main target group is reached and that project results are maintained after the end of the project.

Project Leaflet: A printable project leaflet will be produced. The leaflet gives a detailed overview of the project background, the aims and objectives of the project and describes the WPs and partners. It also gives information about the HARMONIZE expert network, the EurFMT network. Through the leaflet we actively encourage FMT professionals to engage with HARMONIZE and to become part of the EurFMT network. The leaflet will be downloadable on the website and will be distributed during project-related events, and sent by mail to all FMT centres in the EurFMT network as well as the project partners. It will serve as an instrument to recruit experts in the expert pool and inform about the project, EurFMT, the SoHO Regulation and associated technical guidelines (EDQM and ECDC).

Social Media: The EurFMT Social media channels will be used to share Project-related content. In this way, the community that has been built up since the founding of EurFMT can be used as a replicator. There will be a close dialogue between the HARMONIZE project management and the EurFMT communication officer to align the activities. Social media will also be used to outreach to patients and the general public. The EurFMT has a Twitter/X account that has been maintained and developed since 2023, and the EurFMT will build a BlueSky account. Dissemination via LinkedIn is done via the project group members' personal accounts.

Newsletter: The EurFMT Newsletter will be used to spread information about the project as well as project outputs into the expert pool. The Newsletter is published quarterly and is prepared by the EurFMT communication officer and approved by the EurFMT steering committee. The newsletter subscription is open to the public; therefore, a large target group can be reached beyond the EurFMT membership. All newsletters are posted and

permanently available from the EurFMT website. New newsletters (March, June, September, December each year) are posted on social media platforms, too.

Publications: The Guidelines will be disseminated to stool banks and physicians through publication in peer-reviewed reputable journals.

Workshops: Workshops will be held for the exchange with commercial stakeholders on selected topics. Workshops will be used also for training of stool banks. Training will be coordinated with SoHO Events in EDQM.

Table 1. Time schedule of HARMONIZE communication actions

Action	What?	When?	Who?
Videoconference meetings	HARMONIZE Jour Fixe	Every other week	All Beneficiaries, project management, additional project staff (if required)
	EurFMT Steering Committee	Every two months	HARMONIZE WP leaders, project management, EurFMT Steering Committee
	Guideline Meeting	Beginning of 2026	All Beneficiaries, project management, other project staff, EurFMT expert members
On site/Hybrid meetings	Project meeting	13 May 2025	All Beneficiaries, project management, other project staff, HaDEA representative
	Guideline Meeting	12 September 2025	All Beneficiaries, project management, other project staff, HaDEA representative, EurFMT expert members, regulators
Project website	HARMONIZE website	The website will be implemented in the	All Beneficiaries and project management

		2 nd quarter of 2025 and maintained after the project end (not specified)	
Project leaflet	Printable project leaflet	One printable leaflet finalized by April 2025	All Beneficiaries and project management
Social media	X/Twitter, Bluesky, LinkedIn	On demand	WP leaders, project management, EurFMT communication officer
Newsletter	EurFMT Newsletter	Quarterly (March, June, September, December)	EurFMT communication officer, EurFMT steering committee
Workshops	Training workshop for stool banks	Q4, 2025 Q1, 2026	WP leaders, project management, EurFMT members, coordinated with EDQM SoHO Events

Sustainability of dissemination actions

Dissemination is essential for the sustainability of outputs in a long-term perspective and to maintain or expand the outputs after the end of the EU funding. We will actively promote the utilization of project results by engaging with relevant stakeholders. By sharing communication channels such as website, social media and newsletter with the main target group, the EurFMT network, and by establishment of a solid partnership between HARMONIZE and the EurFMT, the maintenance of these instruments is ensured. The project results and deliverables will be available on the website also after the end of the EU funding.