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xShare

Expanding the European EHRxF to share and effectively use health data within the EHDS

WP8

D8.2 v2024-05-28 xShare Communication, Dissemination and Stakeholder Engagement Plan-
WP8-ECHAlliance

Date: 28.05.2024



Project title: xShare - Expanding the European EHRxF to share and effectively use health data within the EHDS

Grant Agreement: 101136734

Call identifier: HORIZON-HLTH-2023-IND-06-02

Dissemination level: Public



This project has received funding from the European Health and Digital Executive Agency (HADEA) under grant agreement no. 101136734.

Deliverable description

Number and name of deliverable:	D8.2 v2024-05-28 xShare Communication, Dissemination and Stakeholder Engagement Plan-WP8-ECHAlliance
Publishable summary:	xShare Communication, Dissemination and Stakeholder Engagement Plan will guide the visibility, promotion, dissemination and exploitation activities of the xShare project during its implementation. The document identifies target audiences, messages and dissemination channels and outlines the timeline and responsibilities of each project partner in this process.
Status:	Final
Version:	1.0
Last update:	27.05.2024
Deadline:	31.05.2024
Actual delivery:	28.05.2024
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Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Change History

Version	Date	Author	Organisation	Description
0.1	22.04.2024	Dimitris Georgoulis	ECHA	Opening the document, ToC
0.2	30.04.2024	Karolina Mackiewicz	ECHA	Draft of the document
0.3	02.05.2024	Dimitris Georgoulis	ECHA	Further development of CDSEP
0.4	09.05.2024	Karolina Mackiewicz	ECHA	Finalising draft for the review
0.5	20.05.2024	Michael Strübin	EHTel	Review
		Mie H Matthiesen	MedCom	
		Thomas Böttcher	MedCom	

Version	Date	Author	Organisation	Description
0.6	21.05.2024	Karolina Mackiewicz Dimitris Georgoulis	ECHA ECHA	Incorporating reviewers' comments
1.0	27.05.2024	Janne Rasmussen	MedCom	Quality and compliance control
1.0	28.05.2024	Catherine Chronaki	HL7 Europe	Quality control
1.0	28.05.2024	Mie H Matthiesen	MedCom	Submission

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List of abbreviations

Please refer to the i~HD Glossary: <https://glossary.ramit.be/public/index.cfm>

Abbreviation	Term
CDSEP	Communication, Dissemination and Stakeholder Engagement Plan
CoE	Community of Experts
EEHRxF	European Electronic Health Record Exchange Format
EHDS	European Health Data Space
EHRxF	Electronic Health Record Exchange Format
HIDs	Health Information Domains

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Executive summary

The Communication, Dissemination and Stakeholder Engagement Plan (CDSEP) will guide the visibility, promotion, dissemination and exploitation activities of the xShare project during its implementation. This comprehensive document identifies target audiences, messages and dissemination channels and outlines the timeline and responsibilities of each project partner in this process.

The CDSEP provides an overview of the plans, resources and capabilities involved in CDSE activities, as well as operational guidance for raising awareness on the project achievements with a view to achieve their sustainability after the end of the project. The Plan is based on a multi-level and targeted stakeholder framework to ensure that the clear objective of the engagement is achieved. The dissemination aims to provide relevant and targeted information to identified stakeholders, opinion leaders and their networks who will disseminate the project results and key findings to a wider audience.

The implementation of the Plan will be monitored to recognise the positive trends and the issues that need to be improved. They will be captured in the report and recommendations published at the end of M12 (November 2024).

1 Project overview

The xShare project envisions everyone sharing their health data in European Electronic Health Record Exchange Format (EEHRxF) with a click-of-a-button.

To realise its vision, xShare project will:

- Demonstrate the **xShare Yellow Button** across continuity of care, clinical research, and population health
- Build the **European EHRxF Standards and Policy Hub**
- Facilitate the movement of digital health services across Europe and globally through standards
- Explore feasibility of the **xShare Label** indicating capability to work with EHRxF data

The **xShare Yellow Button** to be featured across health portals and patient apps will allow people to exercise their data portability rights under GDPR. Hence, the EEHRxF will be the driver for research and innovation in EHDS.

The **European EHRxF Standards and Policy Hub** to be established by the project is a partnership of six standards developing organizations (CEN/TC251, HL7 Europe, IHE Europe, SNOMED, CDISC, IEEE) market actors (DIGITAL EUROPE, MedTech-Europe and EUCROF), supported by competence centers, national and regional authorities, and European SMEs.

The **xShare Label** has considerable potential as an assurance mark for citizens and patients to easily share personal health data. The project will explore the label's potential to demonstrate compliance with the EEHRxF, in line with the European Health Data Space (EHDS) regulation. Initially, the label will be demonstrated in portals and apps of xShare partners to indicate the capability of producing or using structured coded health data. Data collected throughout the process will be used to offer tools and data to further accelerate adoption of EEHRxF Health Information Domains (HIDs).

2 Introduction

This document presents the Communication, Dissemination and Stakeholder Engagement Plan (CDSEP) of the xShare project. It identifies target audiences, messages and dissemination channels. The Plan also includes a detailed timeline and responsibilities of each partner to carry out appropriate and effective communication, dissemination and stakeholder engagement actions with the aim of maximising the impact of the xShare.

The plan is based on delivering key knowledge and information at the right time and in the most appropriate format to a variety of stakeholders, including the general public.

To ensure a broad dissemination of the project and to increase its impact and scope, the xShare **project undertakes the following activities:**

- Developing and implementing communication and dissemination planning to ensure that all project results reach the appropriate audience and achieve the expected impacts.
- Monitoring the impact of dissemination and adapting strategies and methodologies as deemed necessary.
- Defining the roles and responsibilities of project partners to guarantee the smooth running of the dissemination activities in numerous areas.
- Coordinating with external stakeholders (healthcare-related organisations and professionals, citizens, companies, information technology (IT) developers and academia, and patient groups), as well as other related projects and institutions to ensure a high reach of communication activities.
- Developing the ecosystem of changemakers through the stakeholder engagement activities

This document provides a comprehensive overview of the plans, resources and capabilities involved in CDSEP, as well as operational guidance for raising awareness of xShare's achievements, with a view to achieving their sustainability after the end of the project. The strategy will be based on a multi-level and targeted stakeholder framework to ensure that the clear objective of the engagement is achieved.

In line with the xShare ambitious core objectives, the CDSEP **will guide the xShare consortium in:**

- Supporting the project vision,
- Engaging with the full healthcare ecosystem,
- Gathering support from the full healthcare ecosystem,
- Widely communicating about and disseminating the progress and results of the project to a variety of audiences,
- Maximising uptake and impact of project results,
- Supporting the sustainability of the project.

Each of these objectives will be addressed through the implementation of a series of activities that will be tailored through the project's stages and degree of advancement. **In this context, the project will:**

- **Introduce** the project to stakeholders, demonstrate its objectives, benefits and innovative approach;
- **Define**, maintain, and promote a consistent xShare identity;
- **Raise awareness** and maintain stable interactions with the project target audience;

- **Liaise** with other relevant national, European and international projects and initiatives;
- **Disseminate** the project achievements and progress made in terms of innovation;
- **Actively engage** the stakeholders in the activities of the project.

3 Methodological approach

The CDSEP has been developed within the first six months of the project. During this crucial period, our primary objective has been to effectively communicate xShare's objectives, expertise, solutions and progress to a wide range of audiences through a series of mechanisms implemented over four stages. A detailed description of mechanisms is described in [Section 5](#).

The CDSEP encompasses four stages that strategically guide stakeholder engagement and participation:

1. **Awareness:** In this stage, our objective is to create awareness among stakeholders about the identified need that xShare activities aim to address.
2. **Consideration:** Once stakeholders have become broadly aware of the problem or need, they enter the consideration stage. Here, their focus shift towards clearly defining their own requirements and determining whether xShare's solutions align with their needs.
3. **Decision:** At this critical stage, stakeholders have reached a point where they must decide regarding their level of engagement with the xShare project. We strategically emphasize the distinct value proposition of our solution, showcasing how it addresses their specific needs and challenges. By effectively communicating the tangible outcomes and potential impact of the project, we seek to inspire stakeholders to actively contribute and support its objectives. This may include encouraging uptake of project outputs or actively participating in the project's activities.
4. **Loyalty:** Once stakeholders have made the decision to engage with the xShare project, we aim to foster and maintain their loyalty. We understand that their continued involvement and dedication are key to the project's long-term success. To achieve this, we focus on continually delivering value to stakeholders, offering opportunities for ongoing learning, collaboration, and growth. By nurturing their relationship with the project, we aim to cultivate a community of engaged stakeholders who are invested in the project's success. These loyal stakeholders hold the potential to become advocates, actively promoting and endorsing the xShare project within their networks and spheres of influence.

By strategically navigating each of these stages, we can effectively engage stakeholders, drive their commitment and participation, and cultivate a strong and supportive community around the xShare project through the following **communication and dissemination mechanisms**:

1. Identification of key messages
2. Use of multi-channels
3. Leverage of xShare partners networks
4. Monitoring and evaluation
5. Events/workshops
6. Regional collaboration across European initiatives

The strength of the xShare mission also lies in the collaboration of its consortium, consisting of 40 partners representing a diverse range of organizations. Each partner brings their extensive expertise, networks, and stakeholder interactions to foster the xShare message and to ensure project's success. Leveraging their established communications platforms and channels, including websites, social media

accounts, newsletters, and industry connections will support CDSEP. These platforms will also serve as powerful tools for disseminating and communicating the results and key findings from xShare.

By harnessing the collective strength of our partners' communication resources, we aim to create significant awareness, drive engagement, and maximize the impact of xShare. Moreover, several partners are actively contributing to the implementation of the EEHRxF and EHDS through e.g. projects like XpanDH or Xt-EHR or the work of the eHealth Network. By harnessing the expertise, connections, and diverse backgrounds of our partners, we can help to drive impactful communications and make significant strides in the field of digital health.

Overall, the methodological approach presented for promoting the xShare project aims to ensure targeted, engaging, and measurable communication activities that effectively convey the project's goals, generate interest and support, and foster meaningful engagement with stakeholders. Based on the analysis and monitoring results, the CDSEP will be revised and updated accordingly to build upon learnings and deliver even greater impact.

3.1 General approach

Dissemination and communication are essential components of a comprehensive strategy to share project information and engage stakeholders. Dissemination involves sharing project findings and innovations to raise awareness and establish credibility, while communication focuses on creating meaningful connections and influencing stakeholders' perceptions and behaviours. Effective communication builds trust, facilitates collaboration, and ensures stakeholders understand the project's objectives and value proposition.

Outreach complements dissemination and communication efforts by proactively engaging stakeholders and maximizing the impact of project outcomes. Stakeholder engagement involves targeting specific audiences, understanding their needs, and tailoring engagement strategies to build relationships and mobilize support. It expands the project's reach and leverages external stakeholders' expertise and networks. Exploitation aims to maximize the value of xShare's objectives and mission.

By integrating dissemination, communication, outreach, and exploitation, partners create a holistic approach that enhances xShare's visibility, credibility, and influence. This integration enables effective knowledge transfer, collaboration, and long-term sustainability. It leverages stakeholders' engagement and amplifies project impact. As xShare develops, the communication, dissemination and outreach activities will be aligned with the project's evolution.

The CDSEP's key focus is on effectively communicate the xShare's objectives, benefits, and progress to a wide range of audiences through a series of mechanisms implemented over four primary stages.

1. Awareness Stage mechanisms include:

- **Stakeholder identification:** Identification of key stakeholders who are most relevant to the mission, and objectives of the xShare project. Stakeholder identification is a crucial step in developing a strategic communications plan for the xShare project. By identifying key stakeholders, we tailor our messaging and engagement strategies to effectively reach and connect with the individuals and organizations that have the greatest interest and influence in the project's outcomes. Regularly assessing and updating our stakeholder identification will be an integral part of the CDSEP. As the project progresses, new

stakeholders may emerge, while the needs and interests of existing stakeholders may evolve. By continuously monitoring and adapting our stakeholder identification, we ensure that our communication efforts remain targeted and effective throughout the lifecycle of the xShare project.

- **Identification of key messages:** Next, we established clear and consistent messaging that highlights the unique aspects and value proposition of the xShare project for each respective stakeholder (section 3.1). This messaging will be refined to ensure it resonates with our target stakeholders and effectively conveys the project's significance.
- **Leverage of xShare Partners:** The strength of the xShare mission also lies in the collaboration of its consortium, consisting of 40 esteemed partners representing a diverse range of organizations. Each partner brings their extensive expertise, networks, and stakeholder interactions to foster the interoperability ecosystem and ensure the xShare's success. Leveraging their established communications platforms and channels, including websites, social media accounts, newsletters, and industry connections will support stakeholder engagement. These platforms will serve as powerful tools for disseminating the results and updates of xShare, sharing key findings, and promoting activities to a wider audience. By harnessing the collective strength of our partners' communication resources, we aim to create significant awareness, drive engagement, and maximize the impact of xShare.

2. **Consideration stage mechanisms include:**

- **Use of multi-channels:** In terms of channels and platforms, we will employ a multi-channel approach to reach our stakeholders. This will include a combination of digital platforms such as the xShare website, xShare's social media channels, and audiovisual products such as videos and podcasts. We will also leverage networks with our partner organisations to amplify the reach of xShare. We will actively encourage two-way communication by providing opportunities for feedback, questions, and discussion. This will be facilitated through webinars focused on the latest developments in EEHRxF to foster meaningful engagement.

3. **Decision stage mechanisms include:**

- **Events/workshops:** To facilitate the CDSEP, we will organize workshops/sessions and a final event leveraging project partners activities. These events will enable xShare partners to engage with key stakeholders and gather feedback to refine the strategy for experimentation bubbles and inform the sustainability plan.
- **Regional collaboration across European initiatives:** The preliminary stakeholder analysis ([see Section 4](#)) will be further elaborated, and the list of experts already engaged will be further extended to facilitate engagement with patient, consumer, and health professional associations. This will help to amplify xShare's influence and contribute to a collective and impactful approach towards our shared goals.

4. **Loyalty stage mechanisms include:**

- **Monitoring and evaluation:** Periodic monitoring and evaluation of our communications efforts will be undertaken to assess the effectiveness of our CDSEP methodology and adjust them as needed. We will track metrics such as engagement rates and website visits to gauge the impact of our messages and make data-driven decisions for continuous improvement. This feedback loop will enable us to make informed decisions on refining

and improving our approach, ensuring that our communications resonate with stakeholders and drive the desired outcomes.

3.2 Allocation of responsibilities

For the reasons above, the xShare consortium deems it important to define and clearly allocate CDSEP core activities and corresponding responsibilities across all partners, according to the Table 2:

Activity	Responsible partner(s)
Dissemination, communication and stakeholder's engagement planning and reporting. Production of corresponding deliverables	ECHAlliance
Website design, update and maintenance	ECHAlliance with support of MedCom and HL7
Design and production of the xShare visual identity and dissemination materials (flyer, poster, roll up, banners, visuals and infographics)	ECHAlliance with support of all partners
xShare social media management	ECHAlliance
Newsletter design, content curation and subscription database management	ECHAlliance with support of MedCom and HL7
Press releases: 1) Writing and editing in English 2) Translation and adaptation in languages other than English 3) Posting in relevant local press outlets	1) ECHAlliance 2) All partners with appropriate in-house capabilities 3) All partners with appropriate local networks
News: Collection from partners, English revision and publication on the project website	ECHAlliance

Publications: 1) Writing, editing and manuscript submission 2) Coordination and compliance with the rules settled in the xShare Grant Agreement and Consortium Agreement 3) Writing of publishable summaries suitable for general public communications to be uploaded on the website and production related social media posts	1) Partners involved in the related WPs, tasks and activities 2) MedCom 3) ECHAlliance
Publication of non-indexed articles, grey literature pieces, interviews, and commentaries on magazines, websites of relevant associations and networks: 1) Identification of the topic, the suitable channel for the publication and writing in English 2) Review, editing, if necessary, check of formal communication requirements (logos, colour palette, style, format, etc.)	1) Partners involved in the relevant WPs, tasks or activities 2) ECHAlliance
Organisation of project's internal events: 1) Concept, agenda, content and speakers 2) Logistic and technical support	1) Partners involved in the relevant WPs, tasks or activities 2) Partner responsible for the organisation if live events or ECHAlliance if online

Table 2: CDSEP core activities and responsibilities

4 Stakeholder identification and mapping

The xShare project encompasses a diverse and interdisciplinary group of individuals and organizations with a shared interest in digital health, interoperability, the European Health Data Space and the European Electronic Health Record Exchange Format (EEHRxF). That includes citizens, policymakers, healthcare-related organisations and professionals, payers, tech providers and academia.

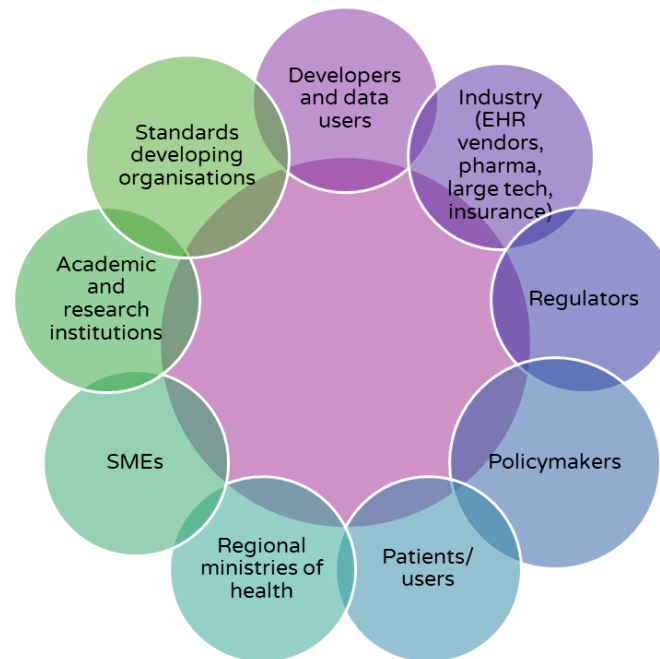


Figure 1: xShare project stakeholders' groups

For this plan, the potential stakeholders and interest groups were identified. This identification is based on the objectives of the project, relevant political, economic, legal frameworks as well as the interest of stakeholders themselves. As those stakeholders will be involved in the project, we did not distinguish between primary and secondary stakeholders as their engagement is equally important. These stakeholders include:

- Patients/ users

- Developers and data users
- Industry (EHR vendors, medical technologies, pharma, large tech, insurance)
- Regulators
- Policymakers
- Regional ministries of health
- SMEs
- Academic and research institutions
- Standards developing organisations

To ensure effective communication and engagement, the xShare consortium has co-created a messaging plan including tailored key messages specifically designed to resonate with each stakeholder group. These key messages highlight the value, benefits, and potential impact of the project in addressing their specific needs and priorities. The messaging plan included in the current version of the CDSEP focuses on raising project awareness and initiating engagement with the various stakeholders. The messaging plan will be regularly updated throughout the project's duration, following the course of project developments and activities.

Table 3: Key messages per stakeholder groups based on the Campaign 1 messaging plan

Concept	Key message	Target audience	Benefits for the audience	Sector-specific messages
Introducing the xShare Yellow Button	Sharing health data in European EHRxF with the click of a button!	Patients/ users	Seamlessly access and sharing of health data across European healthcare platforms.	The xShare Button is your entry point to get the best out of your health data!
		Developers and data users	Simplifying data integration and interoperability.	Integrate the xShare button to enhance data interoperability!
		Industry (EHR vendors, pharma, large tech, insurance)	Enhancing data accessibility and collaboration within European healthcare ecosystems by adopting the xShare button for streamlined health data sharing.	Enabling the trusted flow of data for a core set of elements so EU citizens to access their healthcare data while supporting clinical research, a 20-30B€ market is expected to grow to 50B€!
		Regulators	Enabling compliant and efficient cross-border health data exchange across Europe.	Creating a single market for interoperable digital health products!

Concept	Key message	Target audience	Benefits for the audience	Sector-specific messages
		Policymakers	Facilitating patient-centric healthcare policies and data governance frameworks with the seamless health data sharing capabilities.	The key towards harmonized data elements across health care, public/population health, and clinical research!
		Regional ministries of health	Better access to health data, lower costs of care, better prevention.	The xShare button enhances public and private health systems in terms on efficiency, accessibility and economical sustainability!
		SMEs	Innovation and collaboration opportunities in healthcare services across Europe, demand for new supporting services.	Returning data to the patients becomes easier!
		Academic and research institutions	Accelerating research and insights in healthcare.	Enabling research collaboration with secure health data sharing!
		Standards developing organisations	Advancing global health data interoperability standards and initiatives.	The key towards harmonized data elements across health care, public/population health, and clinical research!
The xShare Yellow Button & the European Health Data Space	xShare Yellow Button makes EHDS a reality	Patients/ users	The xShare Yellow Button empowers patients to easily access and share their health data within the European Health Data Space.	xShare Button ensures seamless healthcare coordination and personalized care!
		Developers and data users	Integrating the xShare Yellow Button drives interoperability within the EHDS, enabling developers and data users to build innovative solutions with standardized health data exchange.	With EHDS implemented, the yellow button offers a lot of opportunities for innovative services to people for better managing their health conditions!
		Industry (EHR vendors, pharma, large tech, insurance)	The xShare Yellow Button facilitates streamlined data sharing and collaboration across EHDS, fostering	Enhanced collaboration and innovation in healthcare with interoperable data!

Concept	Key message	Target audience	Benefits for the audience	Sector-specific messages
			efficiency and innovation within the healthcare industry.	
		Regulators	Adopting the xShare Yellow Button supports EHDS's vision of secure and compliant health data exchange, ensuring regulatory standards are met for cross-border data sharing.	Supporting the potential of the European Health Data Space (EHDS) regulation, bringing digital health transformation to the cultural and operational tipping point!
		Policymakers	The xShare Yellow Button advances EHDS objectives by promoting patient-centric policies and transparent governance in health data sharing across Europe.	The EEHRxF will enable everyone to safely share their health data with a click of the xShare Yellow Button and citizen engagement will be the driver for research, as new innovative ways to explore health data will truly realize the vision of the European Health Data Space (EHDS)!
		Regional ministries of health	Better access to health data, lower costs of care, better prevention.	Enhanced collaboration and innovation in healthcare with interoperable data!
		SMEs	Innovation and collaboration opportunities in healthcare services across Europe, demand for new supporting services.	Empowering SMEs to leverage interoperable health data solutions!
		Academic and research institutions	Accelerating research and insights in healthcare.	Supporting academic initiatives with interoperable health data solutions!
		Standards developing organisations	Advancing global health data interoperability standards and initiatives.	Driving global data interoperability through industry partnerships!

Concept	Key message	Target audience	Benefits for the audience	Sector-specific messages
The xShare Yellow Button and citizen-centric approach to personal data	Yellow Button gives you control over your health data	Patients/ users	Gaining control and ownership of your health data with the xShare Yellow Button.	Empowering patients to control and share their health information!
		Developers and data users	Enabling privacy while providing data.	Join the movement for citizen-centred data sharing!
		Industry (EHR vendors, pharma, large tech, insurance)	Fostering trust and transparency with users while enhancing industry collaboration and innovation.	Drive efficiency and patient-centric care with xShare integration!
		Regulators	Supporting citizen empowerment and data protection regulations with the implementation of the xShare Yellow Button.	Supporting the right of individuals to data portability!
		Policymakers	The xShare Yellow Button promotes citizen-centric policies by empowering individuals with control over their health data, aligning with broader efforts to prioritize data privacy and user rights in healthcare.	Driving innovation and transparency in healthcare data governance!
		Regional ministries of health	Better access to health data, lower costs of care, better prevention.	Supporting the right of individuals to data portability!
		SMEs	Developing user-friendly health data solutions and delivering innovative services.	Drive efficiency and patient-centric care with xShare integration!
		Academic and research institutions	Enabling academic institutions to conduct ethically sound studies and promote data stewardship.	This button will help make RWD for secondary use more available for research!
		Standards developing organisations	Advancing global health data interoperability standards and initiatives.	Seamless healthcare coordination and personalized care!

5 Dissemination Actions and Tools

Having identified the main objectives for building a sound CDSEP and the community of stakeholders who are more prominent to the project's results adoption, implementation and value, this section presents a more detailed plan of actions, techniques, and channels to be used for achieving the goals, considering both traditional communications methods as well as novel digital marketing techniques.

5.1 Planning

The planning started before the public launch event of the project at the Athens Digital Health Week in January 2024 to ensure the solidified message of the project before this important occasion. The key contact persons of the partners were addressed with the requests to provide the WP8 leader with the logos and other important information and other calls to action regarding the development and promotion of the website. The adoption sites were contacted for the design of their specific roll-ups and the partner projects, namely XpanDH and Xt-EHR were engaged for synergies from the start.

5.2 Compulsory elements to be included in all Horizon Europe projects

In line with the Horizonte Europe, all communication activities and products (articles, project, websites, presentations, flyers, press releases, social media, videos etc.) must include all the following elements:

- A formal acknowledgement of Horizon Europe support: The project is funded by the European Union (Grant Agreement No. 101136734)
- Figure 1 & Figure 2 present the EU logo of minimum 1 cm



Figure 2: Horizontal EU funding emblem



Figure 3: Vertical EU funding emblem

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

- A disclaimer: "Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HaDEA. Neither the European Union nor the granting authority can be held responsible for them."

5.3 Communication and Dissemination plan

Communication and Dissemination activities involve specific measures aimed at ensuring that the project and its outputs reach the target audiences appropriately, to achieve our intended outcomes.

Carefully chosen and targeted channels, tactics, campaigns and KPIs will allow the consortium to execute actions effectively, to monitor performance of such efforts, and to refine or pivot approaches accordingly to build upon learnings and deliver even greater impact. The plan includes actions on coordinating with external stakeholders, projects, initiatives and events to leverage synergies, outreach and impact.

The Communication and Dissemination plan (see Table 4 below) encompasses the four stages that strategically guide stakeholder engagement and participation in xShare project, as described in the Methodological approach section:

1. Awareness
2. Consideration
3. Decision
4. Loyalty

Stage 1: Awareness
Activities
Branding: Conceptualisation and development of the project's visual identity that will present the tenets of the project to the public whilst promoting first-touch contact with potential stakeholders.
Website: Creation of the main platform for the promotion of project activities and outputs to all target audiences. The first version has been delivered in M4 and will undergo regular maintenance/updates. KPI: 25000 visitors
Blog posts: Streamlined content that includes bi-monthly blog posts (starting M4) - e.g. on the benefits of EEHRxF, xSHARE Button, interoperability, the value of human-centred data sharing, standards, harmonised data formats etc. KPI: 16 blog posts
Social media (SoMe): Online presence on X, LinkedIn and YouTube, with targeted growth of approximately 20% per year, leveraging consortium members' SoMe reach. KPI: 3000 followers
Press releases: Published once a year (and additionally if necessary) to announce major project advances. KPI: 3 press releases
Wikipedia: Creation and update of the xShare Wikipedia page. KPI: 1 page
Stage 2: Consideration
Activities
Webinars and podcasts: Twice annually, EEHRxF Roundtables with Community of experts to debate EHRxF topics in EHDS like interoperability, digital equity and inclusion, business opportunities from EHDS, data formats and quality, societal impact etc. The fora will be organised virtually, and the recordings will be released as podcasts at least twice a year (YouTube, website). KPI: 6 (2 per year)
Infographics: Eye-catching infographics to highlight outputs or challenges addressed. KPI: 2 per year
Outreach events: At least 3 high-profile events at international conferences with European/ global audiences to boost awareness and engagement with the project. KPI: 3 events

Stage 3: Decision
Activities
Events: Dissemination of project results at strategic events (≥4per year) including Digital Health Society, Digital Health Observatory, Medical Informatics Europe Conference, HL7 FCATs, IHE Connectathon, HIMSS, EFMI EuroScience Open Forum, Dev Days, Data Spaces, MedTech Forum. KPI: 12 events
Collaboration with other initiatives: Synergies with other projects and initiatives that have similar pursuits (e.g. XpanDH, Data Saves Lives, projects of EIT Health, EDAH, TEHDAS2, Data Spaces Support Centre, Digital Health Society). KPI: 10 initiatives engaged
EEHRxF Community of Excellence: A multi-stakeholder community that will meet at least quarterly to discuss the societal, technological, business and legal implications of EHDS and EEHR. The community will generate thought leadership pieces that will be shared on the website and social media (blog posts, recordings and input to policy papers). KPI: 100 experts engaged
Scientific publications: xShare project will follow FAIR and Open-access best practices to disseminate scientific publications in peer-reviewed journals and “grey” (non-indexed) alliteration. We expect that xShare will stimulate the creation of publications by the scientific community. Relevant third-party publications will be identified and promoted in the context of the EEHRxF Community of Excellence. KPI: 6 publications
QR code: A QR code directing to the project website, for easy access through mobile devices, has been created and is incorporated in visuals and printed materials. KPI: 1 QR code
Stage 4: Loyalty
Activities
xShare Label Ambassadors: Identification and selection of high-value stakeholders in the first year to promote uptake of the xShare Label with actions such as guest blogging on websites/platforms. KPI: 6 ambassadors
Final virtual event: Final hybrid conference to celebrate achievements and handoff. KPI: 400 participants

Table 4: Communication and Dissemination plan

5.4 Digital communication

With a strategic selection of digital communication channels, tactics, and Key Performance Indicators (KPIs), xShare aims to engage the most relevant audiences and monitor the performance of their communication efforts. By continuously evaluating and refining their approaches, xShare can adapt to challenges and capitalize on opportunities for even greater success.

Additionally, the CDSEP includes proactive coordination with external stakeholders, such as regulatory bodies and policymakers, as well as collaboration with other projects, initiatives, and events, to leverage synergies and enhance engagement and outreach. This comprehensive approach ensures that the project's digital communication efforts are well-coordinated, impactful, and capable of maximizing resources and knowledge for future advancements in digital health.

5.4.1 Content production

A clear process is established for news content production to be published on the project's website and diffused on social media.

Each partner who wishes to produce and publish relevant content is requested to:

- Alert ECHAlliance as Communication Manager via email or during one of the consortium meetings,
- Fill in the xShare news template ([see Annex 1](#)) and provide a draft for content, rationale for publication and alignment with the ongoing project activities.
- Support further the content dissemination via its own social media and communication channels (i.e., own website, newsletters, etc.).

The template for news production and collection, including relevant instructions to make the process smooth and ensure that communication is homogeneous and complies with the Horizon Europe programme requirements, is placed in the Teams collaborative working space of the project.

5.4.2 Project website

Just after the project starts, the WP8 Leader European Connected Health Alliance (ECHAlliance) worked together with xShare's Project Coordinators (MedCom and HL7) to conceptualise and develop the project's website, as the main communication platform about the project to the external world.

The WP leader intentionally created the xShare website (Figure 4) as a page that will be developed over time, as the project activities progress. At this point in time (M6, May 2024) the xShare website includes essential elements to communicate about the project.

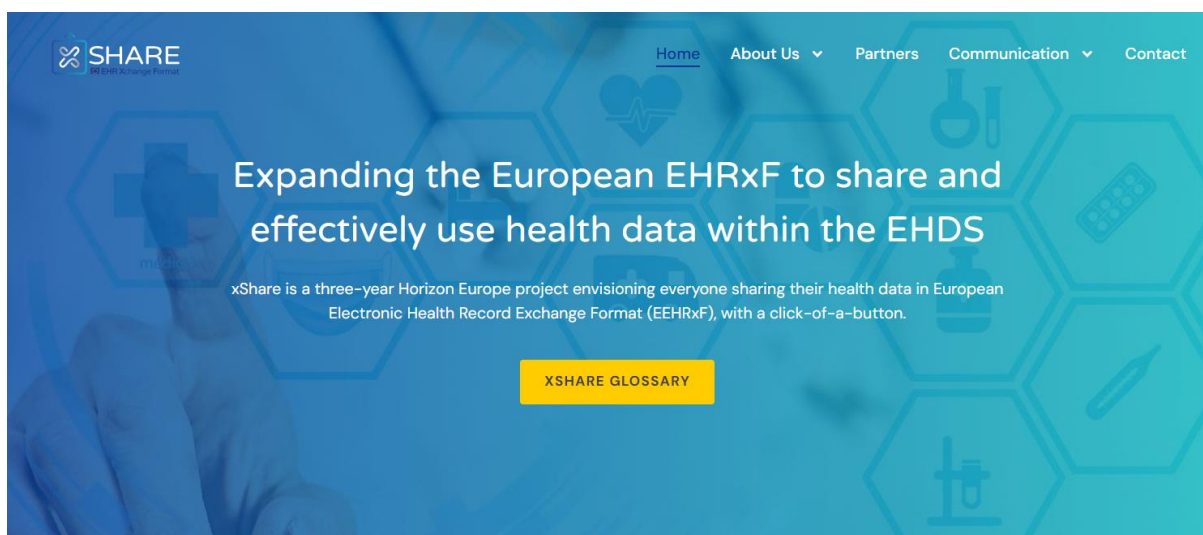


Figure 4: xShare project website

The launch of the website was communicated widely through xShare's social media, as well as partners' social media and other channels. The information was also disseminated in the relevant partners' communications to their networks and audiences.



Figure 5: Social media post, link to the xShare website

5.4.3 xShare social media channels

Social media channels play a crucial role in generating interest among audiences for the xShare project, maximizing audience and stakeholder engagement.

At the outset, dedicated LinkedIn (Figure 7) and X (Figure 6) accounts were established for the xShare project, along with tailored banners and images for effective social media campaigns that align with the project's brand identity. Through these channels, the project will share concise and engaging updates, announcements, and developments, optimized for each platform to cater to diverse target audiences across various social media platforms.

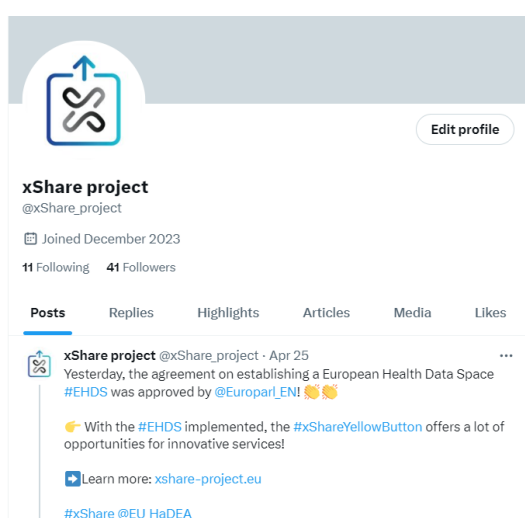


Figure 6: xShare X profile



Figure 7: xShare LinkedIn page

In addition, two LinkedIn groups were created to support the online presence of xShare project, and foster engagement between partners and stakeholders.

- [xShare: Expanding the European EHRx to share and effectively use health data within the EHDS group](#) facilitates the online communication and networking of xShare project partners and teams: accessible for the project partners, approved by the comms team and if needed, coordinator.

- [xShare Community of Excellence group](#) will serve as an online forum for the multi-stakeholder community, including leadership pieces generated by it (e.g. blog posts, recordings, policy papers).

Furthermore, these channels serve as platforms to share news and articles from the project website, providing a preview and directing the audience to the full publication on the website.

In addition to disseminating information, the social media channels encourage stakeholders to actively engage with the project, fostering an open dialogue on the progress and impacts stemming from xShare's activities.

As outlined in the upcoming section, regular activity is planned and will be maintained on these channels, with special campaigns designed for relevant events, milestones, and policy developments throughout the project's lifespan.

Apart from special occasions, the xShare online communication strategy foresees the publication of at least four (4) posts per month on LinkedIn and X, featuring:

- Relevant results, ongoing activities, workshops conducted by the project partners, especially in relation to digital health, interoperability, health innovation and EEHRxF.
- Presentation of the project at external conferences and events,
- Publication of relevant reports from European political institutions and agencies,
- Activities carried out by those projects and initiatives with which xShare is liaising and collaborating, e.g. Events, presentations, and seminars.
- Relevant publications, initiatives, news and events promoted by the European Commission.

In addition to the xShare project's official hashtag #xShare, a series of relevant hashtags have been identified:

#xShareYellowButton, #xShareLabel, #EEHRxFHub, #xShareCommunity, #eHealth, #EEHRxF, #interoperability #electronichealthrecords, #digitalhealth, #healthdata, #healthcaretechnology, #HIDs, #HorizonEurope.

Hashtags are important as they enable content to be found by the right people. Using relevant hashtags helps give context to our content and drives traffic so that you can boost views, likes, and shares. ECHAlliance will be monitoring the use of hashtags on social media, to identify new trending ones and to support partners in using the right keywords to attract more audiences.

5.5 Audio-visual materials

The project will create audio-visual materials to support its dissemination activities. These materials will have the form of short videos and/or soundbites, created by all partners and edited by ECHAlliance. Audio-visual materials will be uploaded and available through the project's YouTube channel.



Figure 8: Audio visual material example

5.6 Communication materials for printed and digital distribution

Figure 9 presents the xShare rollup developed to present an overview of the project to the general audience at the Athens Digital Health Week. Additionally, figure 9 present the rollup developed for the 1st xShare Yellow Button campaign (May-June 2024, more on that in Section 6).



Figure 9: xShare project rollup V1

5.7 Events

An essential part of the project's dissemination and communication strategy will be the participation of xShare consortium members in relevant European, regional and national events to spread the project's value and interact directly with the stakeholders. Although those events will be selected continuously according to the focus and stage of the project, a preliminary list of the events is

presented below. To keep the Dissemination Lead (ECHAlliance) informed and aware about the partners commitments to the events, the special reporting form was provided to the consortium.

The partners are encouraged to fill it in as soon as the opportunity appears. After a submission, the Dissemination Leads will promote the xShare engagement through the project's communication channels.

Event	Location	Date	Link
Athens Digital Health Week	Athens	15-19 January 2024	https://www.athensdigitalhealth.eu/
UNICOM Final event	Brussels	25-26 April 2024	https://unicom-project.eu/event/unicom-final-event/
Webinar on Trust in Data Exchange under the EHDS during the European Public Health Week	Online	13 May 2024	https://eupha.org/euphw_page.php?p=HW35
Radical Health Helsinki	Helsinki	21-23 May 2024	https://radicalhealthfestival.messukeskus.com/
Joint meeting on Semantics, the EEHRxF, and communities of (interoperable) practice	Online	21 May 2024	https://www.tickettailor.com/events/communitysupportforclinicalterminologiesasblvzw/1207775
SNOMED CT in Europe	Brussels	22-23 May 2024	https://www.snomed.org/snomed-ct-in-europe#:~:text=SNOMED%20CT%20in%20Europe%20calls,digital%20health%20initiatives%20across%20Europe.&text=Be%20a%20part%20of%20the,this%20special%20two%20day%20conference.
HIMSS Europe	Rome	29-31 May 2024	https://www.himss.org/event-himss-europe
IHE Connectathon	Trieste	03-07 June 2024	https://connectathon.ihe-europe.net/connectathon-week-2024
HLTH24 Europe	Amsterdam	17-20 June 2024	https://europe.hlth.com/
Madeira Digital Transformation Week	Madeira	20-28 June 2024	https://mdtweek.digit-madeira.pt/summit/

5.8 Featuring xShare through Horizon Europe communication and dissemination tools

The xShare project is committed to leveraging all available communication and dissemination tools provided by Horizon Europe to effectively promote its activities and showcase its impactful results.

By utilizing these tools, such as the Horizon Europe website, social media platforms, newsletters, and project databases, the project aims to reach a wider audience and maximize its impact.

The use of appropriate hashtags related to Horizon Europe, such as #HorizonEurope, #EURResearch, and #EUInnovation, will be integrated into the project's communication strategy to enhance visibility and ensure alignment with the broader European research and innovation community.

This strategic use of hashtags will facilitate the discovery of xShare's activities and outcomes by stakeholders, policymakers, researchers, and innovators who are interested in the advancements and contributions of Horizon Europe-funded projects.

5.9 Networking with relevant projects and initiatives

Networking and cooperation between research and implementation projects and initiatives in the same field has a positive impact on the visibility, uptake of the results and sustainability of the project. Thus, xShare will engage in the cooperation with related EU projects and initiatives with the aim to:

- Generate synergies between networks, communities and stakeholders at European level,
- Accelerate the information flow and exchange of experience of the ongoing and future projects,
- Identify and address mutual drivers and barriers in the field,
- Accelerate adoption of the EEHRxF

The collaboration with some projects has been already initialised. They are:

- XpanDH – Expanding Digital Health through a pan-European EEHRxF-based Ecosystem (CSA, 2023-2024) led by ISCTE
- Xt-EHR - Extended EHR@EU Data Space for Primary Use (Joint Action, 2023-2026), led by Cyprus National eHealth Authority

This collaboration will also be extended to other projects through the activities of the whole consortium, especially T8.2 (Stakeholder Engagement for adoption and scale-up) and T8.3 (Community of Excellence).

5.10 Community of Excellence

The xShare project aims to establish a multi-stakeholder EEHRxF Community of Excellence (CoE) to accelerate policy implementation activities and support the sustainability of Standards & Policy Hub. Consortium partners will engage with XpanDH, Data Saves Lives, projects of EIT Health, EDAH, TEHDAS2, Data Spaces Support Centre, Digital Health Society, Global Digital Health Partnership, Hospitals on FHIR and other initiatives across Europe, as well as experts representing industry, government, academia and society, to create synergies and establish a lasting coalition of partners dedicated to the ensuring enabling policies and advance EHRxF implementation.

Starting in year 2 of the project, the EEHRxF Community of Excellence will meet online quarterly to discuss the societal, technological, business and legal implications of EEHRxF and EHDS. The community will generate thought leadership pieces that will be shared on the website and social media (blog posts, recordings and policy papers). The EEHRxF Community of Excellence will also contribute to the development and testing of work plans and business models for the Standards & Policy Hub, proposing recommendations with a view to sustainability and business viability in the wider ecosystem.

The next steps of establishing the Community of Excellence include:

- June-August 2024: Development of Terms of Reference for the CoE
- September 2024: Open call for experts
- October 2024: Review of the applications
- November 2024: Onboarding of experts
- December 2024: First (online meeting)

5.11 Monitoring and reporting

A tool for monitoring and reporting of dissemination and communication activities was provided to all partners in the format of a spreadsheet shared in the SharePoint.

xShare Communication and Dissemination activities reporting template		Instructions							
This form is used to report all communication and dissemination activities performed by xShare partners. You will be receiving bi-monthly reminders to report your activities throughout the whole project duration.		1. Select your organisation from the dropdown menu of the first column, and then fill 1 LINE PER ACTIVITY/CHANNEL 2. For participation in Events, you will have to fill 1 line per event. You can add more lines if necessary. 3. For any question please contact dimitris@echalliance.com							
Partner (Choose from the drop-down list)	Activity (Choose from the drop-down list)	1. Social media		2. Newsletter (where xShare is mentioned)		3. Direct mailing (where xShare is mentioned)		4. Partner's Website	
		No. of posts	Total Impressions	No. of sent newsletters	Total number of recipients	Total number of emails sent*	Target audience	Total of publications	Type of content
ECHalliance	1.2 LinkedIn	2	135						
MEDIO	2. Partner's Newsletter			1	1000				
HL7 Europe	3. Partner's Direct Mailing					125	Healthcare companies		
DIGITALEUROPE	4.2 Partner's News article							2	News articles
ECHalliance	5.2 Conference participation								
TIC Salut	1.2 LinkedIn								
TIC Salut	5.1 Conference organisation	4	1947						
TIC Salut	4.2 Partner's News article							1	News articles
	4.2 Partner's News article							1	News articles
TIC Salut	2. Partner's Newsletter			5	8373				

Figure 10: xShare C&D activities monitoring sheet

All partners are requested to collect and report information, links and supporting documents related to the communication and dissemination activities they have carried out every six months. Such information is processed, analysed and reported by ECHalliance in the reporting due to the EC as from the project's Grant Agreement.

Based on the results of the reporting as well as the analysis of the performance of the website and social media channels, feedback from the Coordinator, partners and stakeholders, as well as priorities

of the project, the Communication, Dissemination and Stakeholder Engagement Plan will be reviewed in December 2024, in order to provide the value to the project in the upcoming year.

6 xShare Yellow Button Campaign

As part of its efforts to promote the xShare Button, the project will organise and run two European-wide campaigns (1st campaign in M6, 2nd campaign in M18), aiming to reach at least 10,000 people across Europe.

The 1st campaign will be running during May and June 2024. The objectives of this campaign are to:

- **Increase awareness:** Reach at least 5000 individuals across Europe about the project, the xShare Button/Label, and its mission.
- **Engage stakeholders:** Generate interest and engagement from a diverse group of stakeholders, including potential collaborators, supporters, and future Community of Excellence members.
- **Mobilise action:** Encourage individuals to share their knowledge and expertise through the xShare platform, contributing to the project's success.
- **Promote xShare Label:** Present and promote the vision for the xShare Label

6.1 Design principles of the campaign

To ensure effectiveness of the campaign, the xShare consortium will follow the below design principles:

1. **All-partners engagement** - active involvement and contribution from all partners fostering a sense of ownership and collective responsibility for its success.
2. **Collaboration and co-creation** - teamwork and mutual participation to disseminate the campaign widely within the partners' networks
3. **Adaptability and flexibility** – partners are allowed / encouraged to use the templates in a way that best fits their message and core activity

6.2 Campaign plan and KPIs

Action	Target audience	Channel	Responsible partner	Timeline	Expected reach organic content (No. of people)	How to measure
Social media campaign: infographics	All audiences - tailored messaging	xShare LinkedIn and X channels, partners	Design: ECHA	Weekly 20.5- 30.6, Mondays	400 impressions	Social media impressions

Action	Target audience	Channel	Responsible partner	Timeline	Expected reach organic content (No. of people)	How to measure
	for different audience groups	social media channels				
Social media campaign: video clips	All audiences - tailored messaging for different audience groups	xShare LinkedIn and X channels, partners social media channels	Production: all partners, especially adoption sites editing: ECHA, posting: ECHA	Weekly 20.5- 30.6, Tuesdays	600 impressions	Social media impressions
Social media campaign: templates for social media cards (English version to be adapted by partners)	All audiences - tailored messaging for different audience groups	Partners social media channels	Design: ECHA, posting: all partners	Weekly 20.5- 30.6, anytime	1000 impressions	Social media impressions
Social media campaign: quiz and LinkedIn polls	All audiences - tailored messaging for different audience groups	xShare LinkedIn channel	Design and execution: PARTNER X	Weekly 20.5- 30.6, Thursdays	500 impressions	Social media impressions
Educational resources: flyer	All audiences - tailored messaging for different audience groups	xShare website, partners websites, emails, newsletter	Design: ECHAlliance, content: PARTNERS	Deadline: 19 May	100 views	xShare website analytics (e.g. number of downloads or clicks)

Action	Target audience	Channel	Responsible partner	Timeline	Expected reach organic content (No. of people)	How to measure
Educational resources: slide deck	All audiences - tailored messaging for different audience groups	Website, meetings, events	Design: ECHAlliance, content: PARTNERS	DL: 19 May	500 views	xShare website analytics (e.g. number of downloads or clicks) + events where it was presented
Educational resources: EEHRxF in a nutshell	All audiences - tailored messaging for different audience groups	Website, project's and partners social media, meetings, events	Design: ECHAlliance, content: ISCTE	DL: to be confirmed with ISCTE	500 views	xShare website analytics (e.g. number of downloads or clicks) + events where it was presented
Newsletter	All audiences - tailored messaging for different audience groups	Online newsletter to be sent	ECHA with participation of all partners	12-Jun	150 opened newsletters	xShare Newsletter opening rate
Snippets for partners' newsletters	All audiences - tailored messaging for different audience groups	Partners newsletters	Preparation: ECHA, execution: all partners	DL: 12 May	1000 opened newsletters	Partner's Newsletters opening rate

Action	Target audience	Channel	Responsible partner	Timeline	Expected reach organic content (No. of people)	How to measure
Blog posts	All audiences - tailored messaging for different audience groups	Website, xShare social media	All partners	Weekly 20.5- 30.6	1000 views	xShare website analytics
SWAG: t-shirts	All audiences	Events	Design: ECHA, printing: in the location	Available for events	TBC based on confirmed events	Event tracker
SWAG: stickers	All audiences	Events	Design: ECHA, printing: in the location	Available for events	TBC based on confirmed events	Event tracker
xShare Button roll-up for events	All audiences	Events	Design: ECHA, printing: in the location	Available for events	TBC based on confirmed events	Event tracker

Table 5: Campaign 1 plan

The xShare Yellow Button campaign also includes presentation of the concept in key events during May and June 2024 (see Events table in [section 5.7](#)).

6.3 Available materials

ECHAlliance has created templates for visuals (social media cards, gifs etc.) and printed materials (rollup & poster), to be adjusted, translated and used by all partners for promotion and awareness raising in their respective contexts. Below there are some examples of the materials to be used:

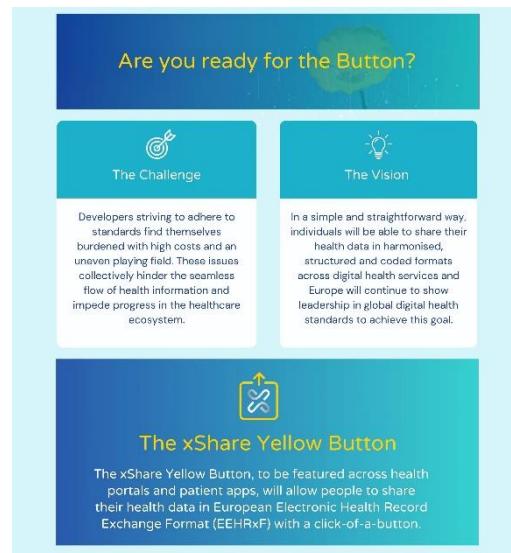


Figure 11: xShare rollout caption



Figure 12: xShare poster caption



Figure 13: Social media card (Trust & Flow)



Figure 14: Social media card (EHDS)

6.4 Monitoring and evaluation

After the campaign end, the WP8 lead, together with all partners, will evaluate the implementation and results of the campaign. The results will guide the planning and implementation of the Campaign 2 (M18) as well as the communication of the project.

The following elements will be reviewed:

1. **Goals and objectives:** Understanding if the campaign achieved its intended goals and objectives, were the desired outcomes met?
2. **Audience engagement:** Understanding how the target audience responded to the campaign by reviewing metrics such as reach, impressions, clicks, conversions, and audience feedback (e.g., surveys, social media comments).
3. **Message effectiveness:** Analysis if the campaign message resonated with the audience. Was the messaging clear and compelling?
4. **Channel performance:** Evaluating the performance of communication channels used (e.g., social media, newsletter)
5. **Stakeholder feedback:** Gathering feedback from internal and external stakeholders involved in the campaign. What worked well, and what could be improved?
6. **Lessons learned:** Identifying key learnings and insights gained from the campaign. What strategies were effective, and what strategies should be avoided in the second campaigns?

7 Conclusions and next steps

The CDSEP plays a crucial role in fulfilling the ambitious core objectives of xShare project. By establishing the main audiences, key messages, communication activities, as well as processes and tools, the document provides the guidance for the WP8 leader and the whole consortium towards the successful promotion of its progress and results.

The Plan encompasses a range of activities designed to support the project vision, engage with the interoperability and health data ecosystem, gather widespread support, communicate progress to diverse audiences, maximize the impact of project results, and ensure project sustainability. These objectives will be addressed throughout the project's stages and tailored according to its degree of advancement.

To achieve these goals, the CDSEP lists the activities that introduce the project to stakeholders, emphasizing its objectives, benefits, and innovative approach. It also defines a consistent xShare identity. The plan includes raising awareness and fostering stable interactions with the project's target audience, liaising with other relevant national, European, and international initiatives, disseminating project achievements and innovative progress, and actively engaging stakeholders in project activities.

Through these strategic actions, the CDSEP will ensure that the xShare project is recognised as one of the pivotal steps in establishing the health data sharing infrastructure in the European Union and an important building block of the European Health Data Space.

8 Annexes

Annex 1: xShare News template

xShare News template

Title	
Excerpt (200 characters)	
Article body	
Keywords	
Featured image	
Comments	

Table 6: xShare news template