



NAMWISE

Gaining experience and confidence in New Approach Methodologies (NAM) for regulatory safety and efficacy testing – coordinated training and experience exchange for regulators

Deliverable 35 (D6.3) Report of communication with key performance indicators

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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This deliverable contains original unpublished work except where clearly indicated otherwise.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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Executive Summary

This report describes the implementation and monitoring of the NAMWISE communication and dissemination activities during the first eight months of the project. It documents the initial implementation of the communication and dissemination plan (D6.1), including the launch of key channels and tools such as the visual identity, social media channels (LinkedIn & YouTube), newsletter and project website.

A key focus of this report is the introduction of monitoring tools and an overview of initial engagement indicators. A first evaluation indicates a solid start in reaching the project's key target groups.

The report shows how WP6 (Communication, dissemination and capacity building) contributes to the broader project objectives, in particular by enabling knowledge sharing, promoting awareness of new Approach methodologies (NAMs) and ensuring the accessibility and relevance of scientific results for all stakeholders.

Finally, the report lays the foundation for continuous improvement that aligns with the NAMWISE strategy to adapt and refine communication efforts based on data, feedback and evolving project needs.



Glossary

AOP	Adverse Outcome Pathways
APCRA	Accelerating the Pace of Chemical Risk Assessment
CEO	Chief Executive Officer
CRO	Contract Research Organisation
EU	European Union
ECHA	European Chemicals Agency
ECVAM	European Center for Validation of Alternatives Methods
EFSA	European Food Safety Authority
EMA	European Medicine Agency
IATA	Integrated Approaches to Testing and Assessment
ICH	International Council for Harmonisation of Technical Requirements for Pharmaceuticals for Human Use
ILMERAC	International Life Sciences Institute's Multi-Regional Assessment Center
JRC	Joint Research Centre
NAM	New Approach Methodology
NAMWISE	New Approach Methodologies Within Integrated Safety and Efficacy evaluation of chemicals and pharmaceuticals
NGRA	Next Generation Risk Assessment
NGO	Non-Governmental Organisation
OECD	Organisation for Economic Co-operation and Development
PARC	Partnership for the Assessment of Risks from Chemicals
RAB	Regulatory Advisory Board
REACH	Registration, Evaluation, Authorisation, and Restriction of Chemical
SC	Steering Committee
SCCS	Scientific Committee on Consumer Safety
US-EPA	Environmental Protection Agency (USA)



VICH	International Cooperation on Harmonisation of Technical Requirements for Registration of Veterinary Medicinal Products
WPx	Work Package X



1 Introduction

1.1 NAMWISE project summary

The vision of the NAMWISE project is to provide a supporting framework to pave a scientifically substantiated way towards a paradigm-shift in (eco)toxicology that will not rely on in vivo data. To fulfil its vision the project will leverage the acquired knowledge on New Approach Methodologies (NAMs) and then gather new input from all stakeholders to refine, improve and optimize their use in regulatory contexts for chemicals and pharmaceuticals. The project will merge under its umbrella inputs from a multi-disciplinary consortium comprising academia, NAM-developers, NAM users (CROs), regulators while reaching out towards societal expectations. The workplan of NAMWISE is organized along far-reaching objectives driven by the interest for all the stakeholders:

- To sustain and amplify the momentum built by similar initiatives by combining expertise on in silico tools, in vitro assays and a widespread network with external projects,
- To provide a pragmatic approach based on case-studies for hazard/risk assessment and drug efficacy that will guide the project in implementing NAMs strategies. These procedures will be submitted to a peer-review to ensure that what the NAM community receive is of a high standard,
- To deliver an analysis of requirements in terms of standardization/validation of NAMs that benefits from the input of the PEPPER platform on pre-validation, a unique French initiative on NAMs based on public and private funding,
- To foster fruitful interactions between stakeholders catalysed by several actions, including a series of workshops and training initiatives targeted on the needs of CROs identified during the project,
- To propose a way forward for solving NAMs' shortcomings and enhancing their drivers.

Finally, the project will provide a white paper during its final open symposium that will render NAMWISE a major reference point and essential force for bringing forward proposals for animal-free chemical and drug assessments.

The work packages of the project are the following:

1. Project management and synergies with other initiatives,
2. Mapping of the existing NAMs knowledge and frameworks,
3. Assessment of the regulatory implementation of NAMs: obstacles and opportunities
4. Case studies for the effective use of NAMs for the assessment of chemicals and pharmaceuticals,
5. Analysis of the requirements for the validation and standardisation of NAMs,
6. Communication, dissemination and capacity building.



1.2 Deliverable introduction

The D6.3 presents the implementation of the NAMWISE communication and dissemination (C&D) plan (D6.1 delivered on 31/03/2025) during the starting phase of the project. This document will provide information about the established communication channels and tools including the visual identity and foundational content for stakeholder engagement. These elements are aligned to promote the uptake and trust in NAMs among regulatory, academic, industrial and public stakeholders. First key performance indicators (KPIs) will be shared focusing on outreach, engagement and content delivery across platforms. This framework enables continuous monitoring and supports evidence-based adjustments to the communication approach. The documented activities follow the priorities and ensure alignment with the overall objectives of NAMWISE and WP6 (Communication, Dissemination and Capacity Building).

1.3 Link to project objectives and work package

The communication activities implemented in the first few months are directly related to the overarching project objective 5: 'Communicate and disseminate NAMs advantages to a large audience and build capacity with dedicated trainings.' They are carried out as part of WP6 which acts as the central interface between the substantive work packages and the external target groups. WP6 is not only responsible for the visibility and outreach of the project, but also for addressing and involving all relevant stakeholder groups in a targeted manner from regulatory authorities to the general public. The tools and measures developed (e.g. visual identity, social media channels, newsletter, website) ensure that information from WP2-WP5 is communicated in an accessible, comprehensible and target group-orientated manner.



2 Implemented Communication Channels and Tools

In order to support the dissemination of the NAMWISE objectives and activities, several communication channels and tools were established and implemented during the first phase of the project. These elements are aligned with the C&D plan. Table 1 provides an overview of the currently used communication components.

Table 1 : Overview of implemented communication channels and tools.

Communication Channel/Tool	Description
Project Branding and visual identity	The defined visual identity of NAMWISE was fully implemented in all relevant communication materials and platforms during the first phase of the project. This includes the consistent use of the project logo, typography and colour schemes in official documents, presentation, social media images, newsletter and the NAMWISE website. The logo/project branding is visible in the Communication and Dissemination Plan (D6.1) and can be seen in the figures throughout this deliverable (e.g. Figure 1,2,4,5) and annex (Figure 10).
Online social channels - LinkedIn channel - YouTube channel - Newsletter	LinkedIn has been established as the main social media channel for NAMWISE to announce events, workshops and participation in conferences. It is used to inform stakeholders about upcoming activities, share insights from attended events and maintain continuous visibility within the regulatory, academic and industrial communities. A baseline frequency of at least one LinkedIn post per month has been implemented, following an editorial calendar. Additional posts are published as needed to highlight current events, project (partners') participation in conferences or new publications. To ensure compliance with the Consortium Agreement (Article 8.4.2.1), all partners are required to notify the consortium of any planned dissemination activities, including LinkedIn posts that refer to project results or contain technical or scientific content. This is done via the dissemination form, which must be submitted at least 15 working days prior to publication. Any partner has the right to raise objections within this period if legitimate interests or confidentiality could be affected. Posts related purely to general project promotion (e.g., event participation without reference to project results) do not require prior notification but should always include the hashtag #NAMWISE. Partners are requested to inform both STERN and ALBERTOX when publishing LinkedIn content, to ensure coordination and increase project visibility across networks. Additionally, a YouTube channel has been created to complement LinkedIn by providing e.g. interviews, supporting broader dissemination and capacity-building efforts across different stakeholder groups. A project newsletter was created and distributed as part of the NAMWISE communication strategy. Lead for the coordination for the newsletter is LBP. The newsletter is distributed not only through NAMWISE's own channels, but also actively through partner networks to maximise its reach and visibility. Its purpose is to inform a wide audience about the project's objectives, recent activities and scientific publications.

Public engagement, events and networking	NAMWISE is regularly participating in events and conferences to highlight the project goals. Event and conference participation is an essential part of the NAMWISE C&D plan. The tracking is conducted via the monthly reporting questionnaire.
NAMWISE Project Website	The official NAMWISE project website has been secured under the domain 'namwise.eu' and 'namwise.org' by FC3R and AIT. Although the full website is still under development due to delays linked to consortium agreement finalization, a static landing page is already in place to ensure initial project visibility. The website will serve as the central platform for sharing project updates, resources and event information with all stakeholder groups as defined in the C&D plan. Full public launch is planned in summer 2025.

3 Metrics and Monitoring

3.1 Tools used for monitoring

To evaluate the effectiveness of communication and dissemination efforts, several tracking and coordination tools have been implemented (Table 2). These tools serve both as operational instruments for day-to-day management and as sources for KPI-based evaluation of communication reach and resonance.

Table 2: Overview of implemented monitoring tools.

Monitoring tool	Description
Monthly Questionnaire	This internal survey is used to collect qualitative feedback from project partners regarding activities, visibility and stakeholder engagement (see Annex Figure 11). This provides information about recent and upcoming dissemination activities.
MetriCool	An analytics platform used to monitor and evaluate the performance of LinkedIn content, including important KPIs like follower growth, engagement rates, clicks and likes.
YouTube: Channel analytics	The NAMWISE YouTube channel metrics are monitored using the platform's built-in analytics tools. Key indicators such as views, dwell time and audience engagement are tracked and stored regularly to ensure consistent documentation and performance evaluation over the course of the project.
Specific Hashtags (LinkedIn)	To support consistent tracking and audience-specific targeting on LinkedIn, NAMWISE partners have implemented a set of standardized hashtags provided by ALTERNATIVE. These hashtags are used in all relevant posts and facilitate analytics through tools like MetriCool. For project-related content: • #NamwiseDeliverables (e.g., reports, newsletters) • #NamwisePublication (e.g., scientific papers) • #NamwiseConference (e.g., event participation) • #NamwiseTraining (e.g., capacity-building activities) • #NamwisePolicy (e.g., regulatory discussions) For target groups: • #NamwiseStageResearchers#NamwiseSeniorResearchers • #NamwiseAcademia



	• #NamwisePolicymakers • #NamwiseLifeSciencesRegulators • #NamwiseNGOs
Editorial Calendar/Roadmap	Ensures regular and thematically coordinated content across platforms, aligned with project milestones (see 3.2). It is used to keep track to the past and upcoming activities. In addition, there is a roadmap with upcoming publications, formats and responsible persons to ensure consistency and strategic planning.
Website Tracking	Implementation is still in progress but will allow monitoring of unique visits on website per month and single user visits through tools like Google Analytics.

3.2 Editorial Calendar

The editorial calendar (Figure 1) was introduced as a central planning tool within WP6 to coordinate all communication and dissemination activities. It is located in the NAMWISE Teams environment, updated regularly and provides an overview of planned LinkedIn, YouTube, newsletter and website updates. The editorial calendar serves as a practical tool for keeping all partners involved up to date and actively involving them in the project's public relations work.

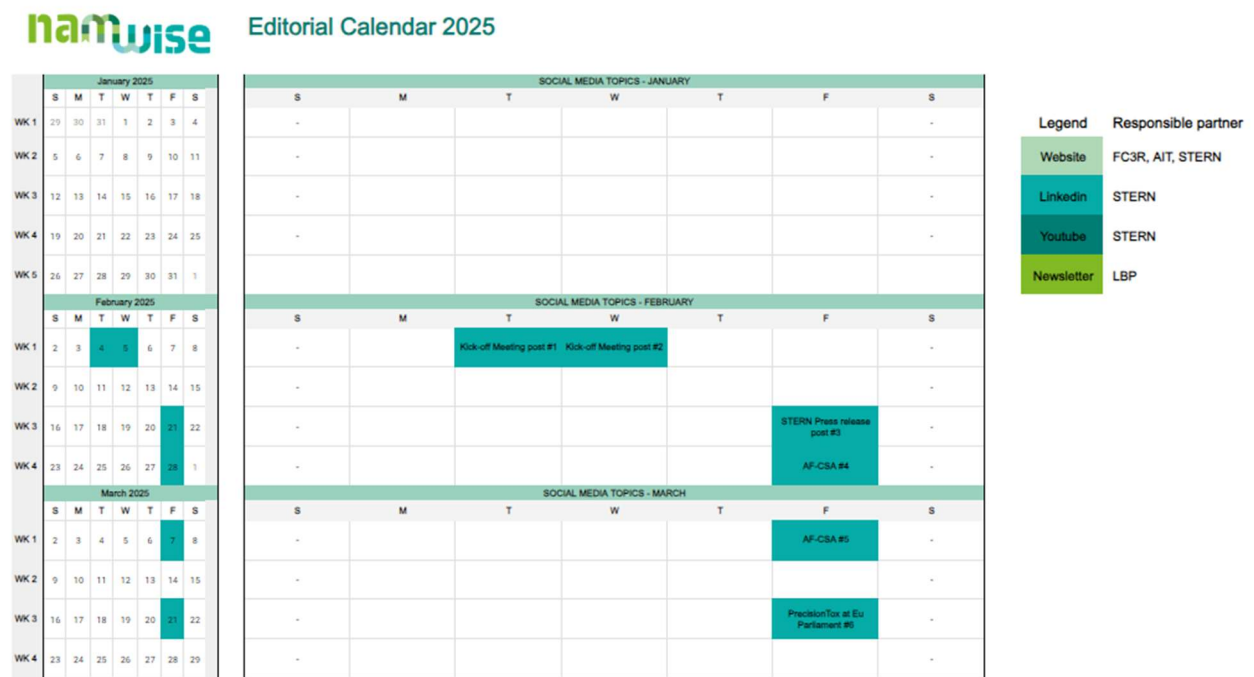


Figure 1 : Excerpt of the NAMWISE Editorial Calendar 2025

4 Initial Activities

4.1 Overview activities (LinkedIn, YouTube, Newsletter)

In Table 3 the conducted activities of the LinkedIn channel, YouTube channel and Newsletter are listed.

Table 3: Overview of social media activities.

Scheduled Date	Publication Date	Tag	Communication Channel	Media Type	Target Audience	Status
04.02.2025	04.02.2025	#1 Kick-off Meeting post	Linkedin	Text + Image	All	Published
05.02.2025	05.02.2025	#2 Kick-off Meeting post	Linkedin	Text + Image	All	Published
21.02.2025	21.02.2025	#3 STERN Press release post	Linkedin	Text + Link	All	Published
28.02.2025	28.02.2025	#4 AF-CSA (<i>Animal-Free Chemical Safety Assessment</i>) Conference	Linkedin	Text + Image	All	Published
06.03.2025	07.03.2025	#5 AF-CSA (<i>Animal-Free Chemical Safety Assessment</i>) Conference	Linkedin	Text + Image	All	Published
21.03.2025	21.03.2025	#6 PrecisionTox at Eu Parliament	Linkedin	Text + Image	All	Published
14.04.2025	14.04.2025	#7 Organoids/OoC Event	Linkedin	Text + Image	All	Published
02.05.2025	02.05.2025	L. Geoffroy - EPAA	Youtube	Video	All	Published
05.05.2025	05.05.2025	L. Geoffroy - NAMWISE Interview	Youtube	Video	All	Published
06.05.2025	06.05.2025	#8 1st Newsletter	Linkedin	Text + Image	All	Published
	06.05.2025	Newsletter #1	Newsletter	Email	All	Published
14.05.2025	14.05.2025	#9 NAMWISE at SETAC	Linkedin	Text + Image	All	Published
12.06.2025	12.06.2025	#10 Teaser 3rd ECHA Workshop	Linkedin	Text + Image	All	Published
17.06.2025	17.06.2025	#11 NAMWISE at ECHA Workshop	Linkedin	Text + Images	All	Published
30.06.2025	30.06.2025	L. Geoffroy - NAMWISE Interview 2	Youtube	Video	All	Published



4.2 Visuals, screenshots or links as evidence

The listed images serve as evidence of activities carried out across the different channels. Figure 2 and Figure 3 show the front page and the first post on LinkedIn.

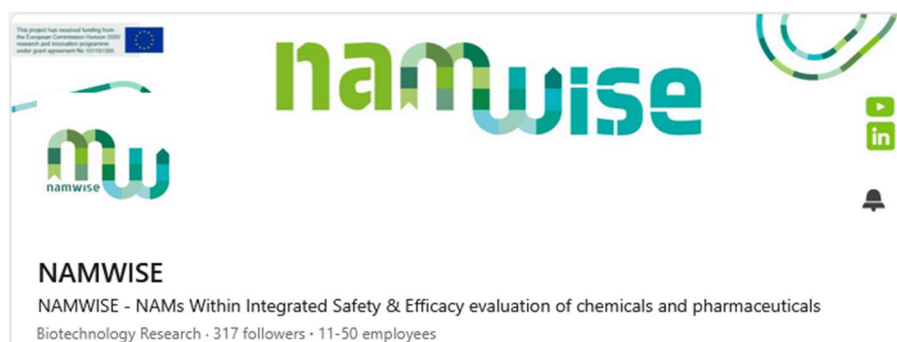


Figure 2 : Front page of the NAMWISE LinkedIn channel.

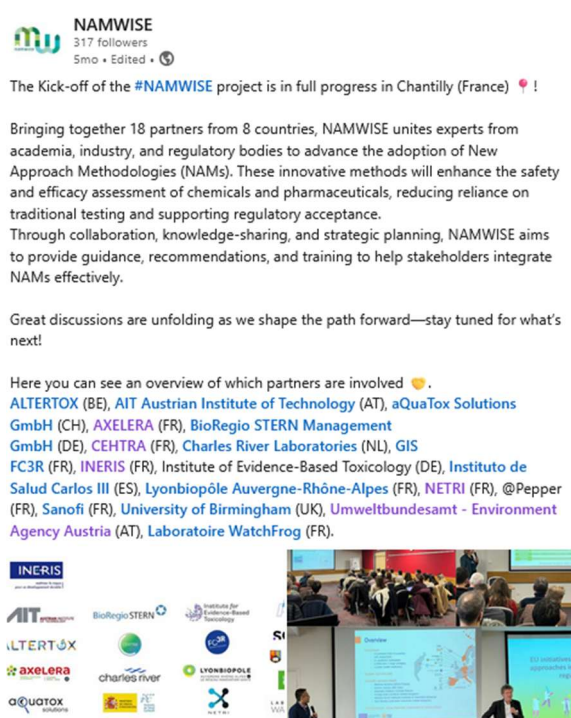


Figure 3 : NAMWISE first LinkedIn post.

Figure 4 shows the front page of the YouTube channel with the uploaded videos.

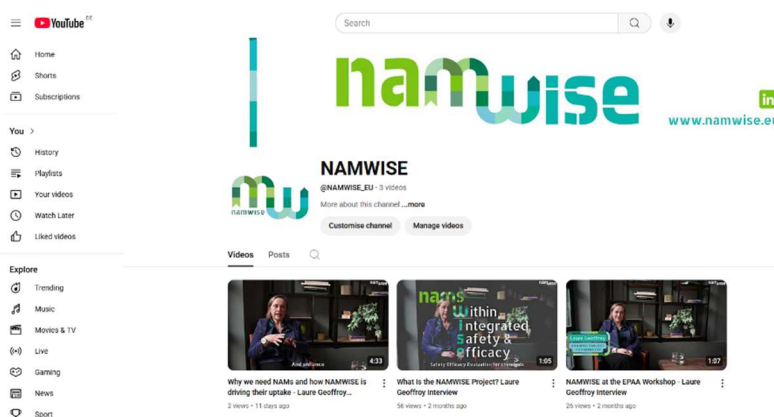


Figure 4 : Front page of the NAMWISE YouTube channel.

Figure 5 shows the twice-yearly newsletter sent to all stakeholders. The full first newsletter is available under the following link: <https://shorturl.at/tzRvf>.



Figure 5 : First NAMWISE newsletter published in May 2025.



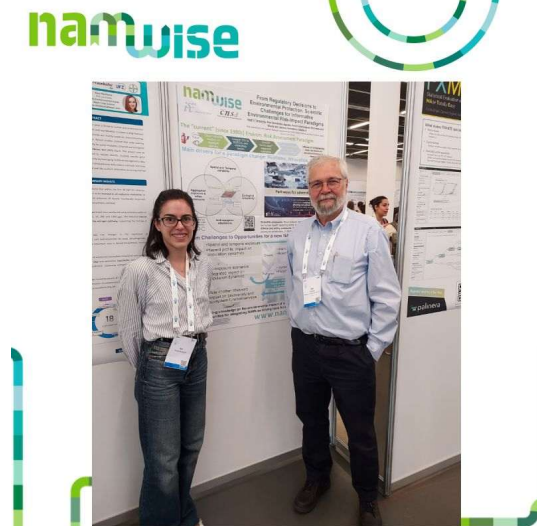
4.3 Events and Conferences

NAMWISE's presence at key conferences and meetings, highlights stakeholder engagement and reinforces the project's visibility across different audiences.

NAMWISE at 3rd ECHA WORKSHOP (June)



NAMWISE @ SETAC Europe 2025 (May)



NAMWISE @ European Parliament (March)



NAMWISE at the AF-CSA Conference (March)



5 Engagement statistics & KPIs

First performance indicators provide insight into the early impact of communication activities.

5.1 Newsletter

The first issue of the newsletter was disseminated by the project partner networks to 3,385 recipients and achieved a click rate of 12.16%, indicating promising initial interest and relevance for the targeted



audiences. This is in line with the KPIs from the C&D Strategy (D6.1) where a 15% click rate for newsletters was anticipated. The newsletter was also shared via the NAMWISE LinkedIn channel.

5.2 LinkedIn (01 Feb 25 – 30 Jun 25)

In Figure 6 the metrics from 01.02.2025 – 30.06.2025 are summarized for the NAMWISE LinkedIn channel. After launching the LinkedIn channel at the kick-off meeting, the page had gained 306 followers by the end of June.

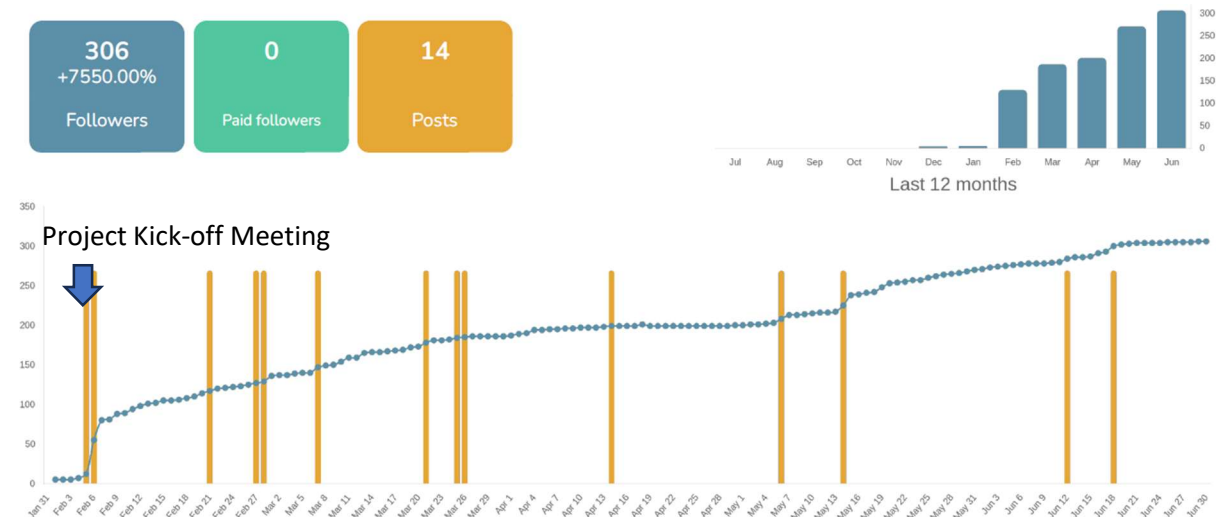


Figure 6 : Metrics for the NAMWISE LinkedIn channel.

In Figure 7 the top five LinkedIn posts are listed with respective evaluation for reactions, comments, impressions, clicks and engagement.

Published	Type	Text	Reactions	Comments	Impressions	Clicks	Engagement
Apr 14, 2025 16:00		Exciting momentum for the orga... Go	9	1	258	162	66.67
Mar 21, 2025 15:00		@NAMWISE at the @European Parl... Go	34	0	622	92	20.9
Feb 05, 2025 10:18		The Kick-off of the #NAMWISE p... Go	45	1	1827	237	15.93
Mar 07, 2025 15:00		✈ NAMWISE at the AF-CSA Confe... Go	47	0	1311	155	15.87
Feb 06, 2025 14:30		Exciting news from Chantilly! ... Go	50	0	1594	125	11.23

Figure 7 : Top five posts of the NAMWISE LinkedIn channel.

In Figure 8 the overall evaluation of the NAMWISE LinkedIn channel is depicted.

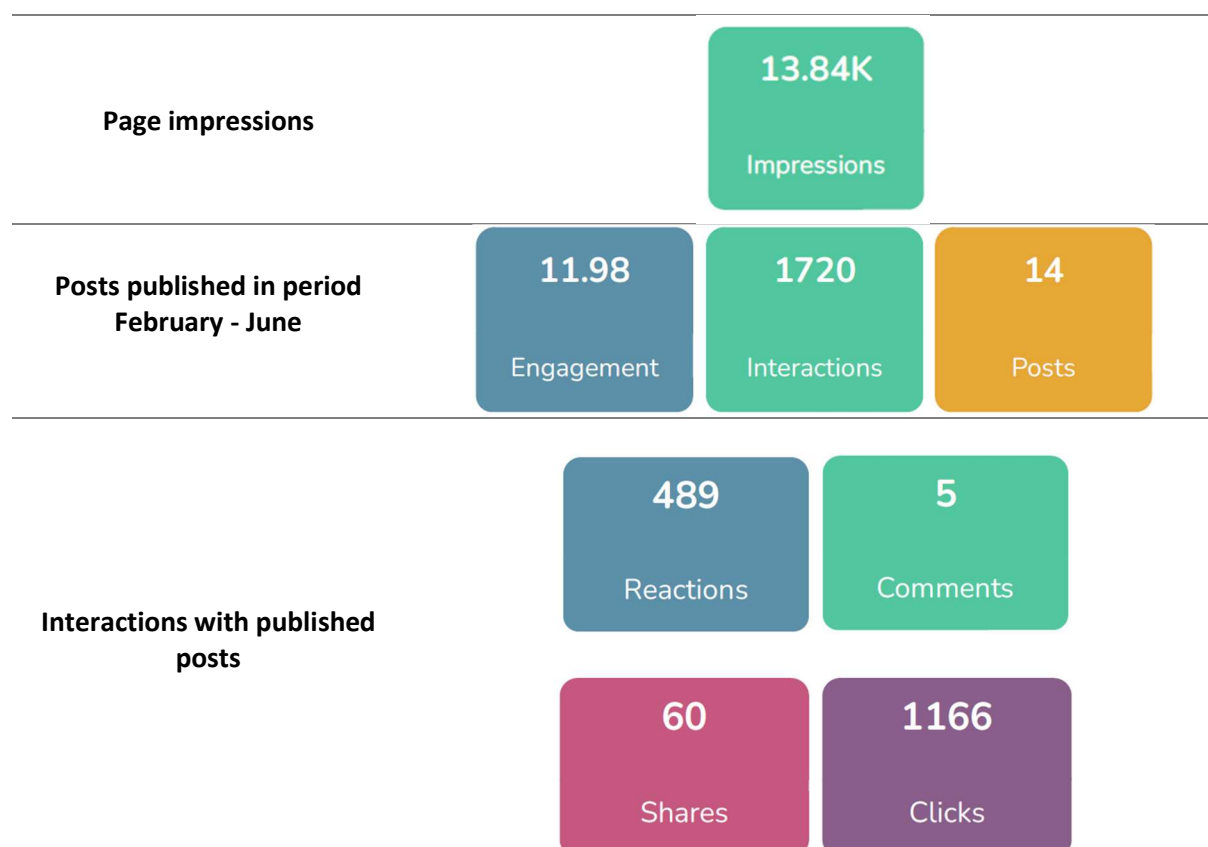


Figure 8 : Metrics evaluation of the NAMWISE LinkedIn channel.

5.3 YouTube (01 Feb 25 – 30 Jun 25)

In the first period of the project from 01.02.2025 – 30.06.2025 the NAMWISE YouTube channel recorded a total of 82 views and 0.8 hours of watch time. The performance of the three uploaded videos is illustrated in figure 9.

	Content		Average view duration	Views
1	 What Is the NAMWISE Project? Laure Geoffroy Interview 5 May 2025		0:39 (61.0%)	55
2	 NAMWISE at the EPAA Workshop - Laure Geoffroy Interview 2 May 2025		0:30 (45.3%)	26
3	 Why we need NAMS and how NAMWISE is driving their uptake - Laure Geoffroy Interview 29 Jun 2025		0:28 (10.5%)	1

Figure 9: Performance overview of uploaded YouTube videos (01 Feb – 30 Jun 2025)

5.4 Website

Due to the delayed implementation of the website no KPIs were monitored.



5.5 Event participation

By presenting project objectives, activities and preliminary results, these participations contribute to building trust in NAMs, supporting regulatory acceptance and strengthening partnerships. Each event is selected based on its relevance to the project's focus areas, including chemical safety assessment, pharmaceutical development and alternative testing methods. Participation is coordinated within WP 6. Table 4 lists the event participations between February 2025 – June 2025.

Table 4 : Overview of events/conferences from February until end of June.

Month	Event
February 2025	NAMWISE Project Kick-Off Meeting in Chantilly, France Purpose: Official launch, work package planning, stakeholder engagement.
March 2025	- The Animal-Free Chemical Safety Assessment Conference (AF-CSA) in Brussels, Belgium Purpose: Active participation in cross-sector discussions on regulatory integration of NAMs. - PrecisionTox Lunch Discussion hosted by Jutta Paulus (European Parliament) in Brussels, Belgium Purpose : Stakeholder dialogue with policymakers, scientists and industry. - French Hub of the PARC Project Meeting (Organized by Santé Publique France and ANSES) Purpose: Risk assessment, public health and environmental issues.
April 2025	Organoids and Organs-on-Chip Workshop (Organized by BioValley France) in Paris, France Purpose: Presentation of the NAMWISE project to stakeholder
May 2025	Society of Environmental Toxicology and Chemistry – 35th Annual Meeting in Vienna, Austria Purpose: Participation and engagement with environmental toxicology experts
June 2025	3rd EC Roadmap Meeting in Helsinki, Finland Purpose: Coordination with European Commission stakeholders and NAM initiatives

5.6 Status of publications, stakeholder feedback and training outcomes

During the first reporting period, no activities were initiated in relation to the reach of publications, stakeholder feedback or training outcomes. Therefore, no data is yet available for these indicators.

6 Initial Results and Impact

In the initial phase of the project, NAMWISE successfully implemented the communication structures outlined in WP6, thereby supporting the project objectives:

➔ Objective 1: Gather knowledge and information on NAMs

Through early participation in conferences (e.g. Animal-Free Chemical Safety Assessment Conference, PARC Project Meeting), NAMWISE has positioned itself within existing NAM-related networks, providing visibility and initial knowledge exchange with relevant stakeholders.



➔ **Objective 2:** Evaluation of the implementation of the NAM by the regulatory authorities
Activities such as the “PrecisionTox Lunch Discussion” with political decision-makers have created the basis for dialogue with the regulatory authorities. Although no formal regulatory outcomes have yet been achieved, the basis for stakeholder engagement has been established and will be addressed during the next months.

➔ **Objective 3:** Provide guidance and practical examples
Through communication channels such as the newsletter and LinkedIn posts, work has begun to raise awareness of the project's forthcoming outputs (case studies, white papers) and create initial visibility for future guidance.

➔ **Objective 4:** Analyse the requirements for the validation and standardisation of NAMs
Although no direct validation results are yet available, participation in thematic workshops (e.g. Organoids and Organs-on-Chip workshop) demonstrates the proactive involvement of relevant stakeholders, which supports the subsequent activities under this objective.

➔ **Objective 5:** Communicate and disseminate the benefits of NAMs to a wide audience and build capacity through specialised training
Core tools such as the LinkedIn, YouTube channel, the newsletter and the first version of the project website have been implemented. The LinkedIn channel currently has 317 followers (status 15.07.2025), which is close to the anticipated 400 followers on social media. The most clicked video on the YouTube channel currently has 57 views, although it has so far only been available and shared via the newsletter. The newsletter almost reached its target of 15% clicks (12.16% click rate achieved).

7 Planned Future Activities

In the upcoming phases of the project, NAMWISE will focus on expanding its communication and dissemination activities in line with the C&D plan.

Interviews and Surveys

A key element will be to conduct structured interviews and surveys (WP2) to obtain feedback from regulators, industry representatives, academics and other relevant groups. These activities are planned to gain a better understanding of the needs, barriers and expectations related to the adoption of New Approach Methodologies (NAMs) in direct support of the project's regulatory and standardisation objectives.

NAMWISE Website

The full launch of the NAMWISE project website is planned in summer 2025.

YouTube channel

The videos on the YouTube channel are to be distributed more widely and also made accessible via LinkedIn and the project website in order to reach a larger audience.

Training Material

In addition, NAMWISE will begin developing and delivering training materials. This will include webinars, hands-on exercises and training materials tailored to contract research organisations (CROs), regulators and academic stakeholders. These activities are planned to start as soon as the technical deliverables are available and will contribute to capacity building as defined in WP6.



Publication of case studies and white papers

NAMWISE will produce and disseminate case studies, guidance documents and a white paper targeting regulatory stakeholders. These outputs will be promoted through the established communication channels.

Conferences and events

Further participation in relevant national and international conferences is planned.

Promotional Items

The NAMWISE project plans to create promotional material. These branded materials are distributed during conferences, workshops and partner forums to strengthen the project's presence and ensure consistent recognition alongside digital communication activities.

Monitoring and continuous improvement

KPIs are continuously monitored using the described tools in section 3. The results will be used to adjust the communication strategy to ensure that it is in line with stakeholder needs and project milestones.



8 Conclusion

Deliverable 6.3 provides a first overview of the communication and dissemination activities carried out during the initial phase of NAMWISE (first eight months). It documents the implementation of the tools and channels foreseen in the C&D plan and presents the first KPIs used to measure visibility, engagement and reach. The report shows how the communication strategy has been put into action and ensures that it is in line with the project objectives and stakeholder landscape. It reflects the project's commitment to transparency, relevance and continuous improvement. The insights gained through the initial KPIs and stakeholder interactions will serve as a basis for refining communication efforts in the next phases of the project.



9 Annex



Figure 10: Big and small project logo

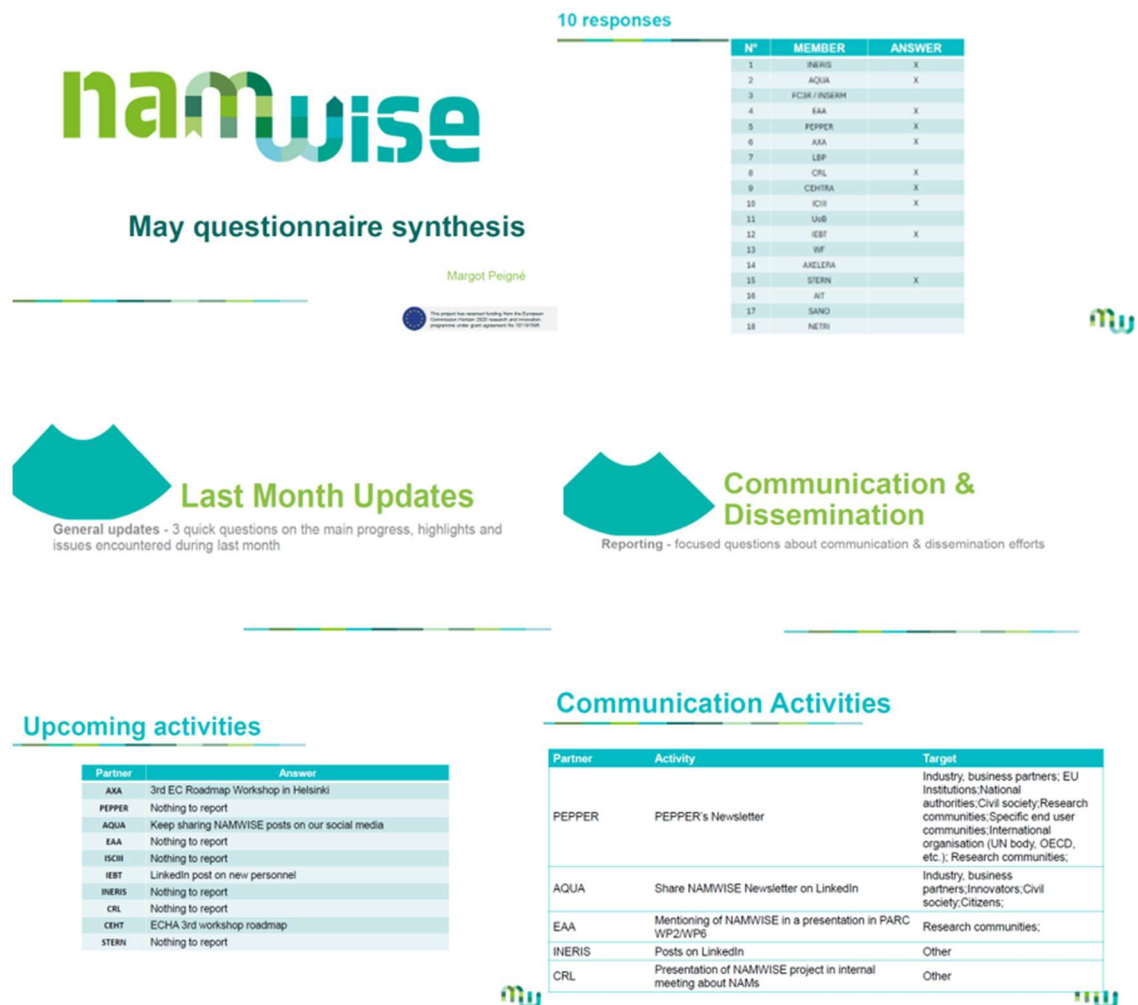


Figure 11: Selections from the feedback survey conducted in May 2025

