



Capacities/Research Potential

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BASTION

From Basic to Translational Research in Oncology

Deliverable D2.7

Report on Dissemination and Promotional Activities

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INTRODUCTION

Dissemination of results and promotion of the whole BASTION project was one of the main goals of Work Package No 2. The idea of all promotional actions was to advertise the project among researchers, physicians and patients, exchange experience during scientific events and above all, pass on the message of the BASTION project about the importance of the translational research to the general public. There were numerous actions undertaken, including off-line (workshops, conferences, interviews, meetings) and on-line activities (webpages, social media, videos) and lots of promotional materials were prepared and distributed. The details of the dissemination and advertisement of BASTION project are presented below.

DISSEMINATION AND PROMOTIONAL ACTIVITIES

1.Relations with media

One of the first objectives in the WP2 was to establish key media relations which would allow to inform general public about the BASTION project. The main focus was to present strategic project goals to media and then to build long-term relations with them. A number of activities aimed at raising awareness on the BASTION project and the BASTION related goals were undertaken. Below one can find BASTION communication goals:

- to increase BASTION recognition by building expert position of the BASTION researchers in the media,
- to organize BASTION events and invite media for the events,
- to tell the success story of each research project,
- to participate in the events organized by a third party and to promote the BASTION project and its goals during the events,
- to actively support events organized by a third party (without financial involvement) by giving lectures on topics related to BASTION area of interest,
- to tell the success story of Polish scientists who have managed to obtain significant funding in the oncology area.



1.1. Project partners

Ministries' support

Official media patrons of all the events organized by the BASTION project team are:



- Ministry of Science and Higher Education












- Ministry of Health

Cooperation with patients' advocacy groups

Till now five patient organization groups (PAG) and eleven media have become official partners of the BASTION project:

Name	Description	Link	Partner logo
Stowarzyszenie Europacolon Polska	The most active PAG in the colorectal cancer area	www.europacolon.pl	
Fundacja im. dr. Macieja Hilgiera	a foundation focused on health promotion	www.fundacijahilgiera.com	
Alivia – Fundacja Onkologiczna Osob Młodych	a foundation supporting young people fighting with cancer	www.alivia.org.pl	
Polska Koalicja Pacjentow Onkologicznych	the biggest umbrella organization in oncology area in Poland	www.pkopo.pl	
Federacja Stowarzyszen Amazonki	the biggest PAG in the breast cancer area in Poland	www.amazonkifederacja.pl	
Biotechnologia.pl	the biggest service in Poland focused on biotechnology area	www.Biotechnologia.pl	



Sluzba Zdrowia	the oldest medical journal in Poland	www.sluzbaZdrowia.pl	
Chirurg.pl	an internet service for surgeons	www.chirurg.pl	
Medexpress.pl	an on-line medical service news	www.medexpress.pl	
Rynek Medyczny	a pharmacy market service	www.RynekMedyczny.pl	
Forum Medyczne Commed.pl	a medical forum	www.Commed.pl	
Lekarz Onkolog	an oncology service for MD	www.lekarzonkolog.pl	
Zdrowie Wiesz Jak	an on-line health service with guidelines	www.zdrowiewieszjak.pl	
Genetyk	an on-line service focused on genetics area	www.genetyk.pl	
Rynek Zdrowia	Polish medical magazine with the highest circulation	www.rynekzdrowia.pl	
Laborant	a laboratory related news service	www.laborant.pl	



1.2. Radio and TV interviews

In the course of the project, the BASTION project team leaders and members gave interviews on reputable and nationwide radio and TV channels.



On 25th April 2014, Prof. Rafal Ploski, one of the team leaders in BASTION project, gave an interview on TVN television, in a well-known for Poles program entitled “Dzień dobry TVN” [“Good morning TVN” in EN]. The conversation was devoted to diseases of genetic origin, which is the key issue of study of the team led by professor Ploski in BASTION.



On 23rd August 2014, station “Polskie Radio Jedynka” [“Radio Channel One” in EN] broadcasted the programme recorded in the Department of Immunology at MUW. The interview, conducted by well-known journalist Artur Wolski, was focused on the study of tumor stem cells. Dr. Tomasz Stoklosa, the BASTION team leader, explained briefly the process of cell mutations to the listeners.

On 25th of October 2014, the “Polskie Radio Jedynka” broadcasted the interview with professor Golab, the BASTION project t leader, on the photodynamic therapy for cancer. Dr. Anna Wójcicka, the member of Prof. Krystian Jażdżewski team, was the guest of the programme “Naukowy Zawrót Głowy” [“Scientific Vertigo” in EN] broadcasted on 21st July 2015, in which she told about her research concentrating on cancer diagnostic tests and designing a system for predicting mortality risk from thyroid cancer and colorectal cancer.



The radio station TOK FM broadcasts the programme entitled the “Radio Academy of Sciences” devoted to up-to-date issues vital for the Polish science. Within the framework of the programme, the station held a series of talks with BASTION project members. On 21st May 2015, the Innovation Manager, Dr. Karolina Dzwonek, was interviewed by journalist Karolina Głowadzka about the



commercialization and promotion of the Polish science. On the 23rd of July, Dr Radoslaw Zagozdzon in the interview with TOK FM Radio introduced the listeners to the issue of cancer immunotherapy. The key project issues were presented by Dr. Tomasz Stoklosa on 27th of August 2015. The last interview on the TOK FM radio has been scheduled for October. In the programme the “Radio Academy of Science” Dr. Magdalena Winiarska will talk about her research and summarize the activities carried out within the BASTION project.

1.3.The Press



On the 27th of July one of the biggest (average edition amounts to 292 thousand copies), nationwide, daily newspapers “Gazeta Wyborcza” published an interview with BASTION project member, Dr. Magdalena Krol and Prof. Przemyslaw Juszczynski. The aim of the article was to raise public awareness on the cancer prevention, building good, lifelong habits in the society and to the necessity of regular, medical examination in order to overcome the problem of low detection rate of cancer diseases in Poland.



In September 2015, the monthly, popular magazine “Zdrowie” [“Health” in EN] published an article “Medicine my Love” about the research conducted by Magdalena Banach-Orlowska, the member of Dr. Pawel Wlodarski’s team in BASTION project. The aim of the article was to promote the researchers’ ethos and introduce the goals of the BASTION project to the general public. Ms Banach-Orlowska explained in the article, that the BASTION project aim is, among others, to shorten the distance between science, investors and medical treatment, so that the results of scientific discoveries can be introduced to the clinics as soon as possible in the form of new drugs or diagnostic tests. She also mentioned young researchers who have the possibility, within the BASTION project, to work with authorities in the field and gain valuable experience.

2. BASTION project events

According to Work Package No 2 of the project, there were planned five workshops and one international conference. All the workshops as well as the conference designed in the initial plan of the project were successfully organized. Moreover, the project was actively promoted during other meetings and lectures devoted to scientific and medical issues held at the Medical University of Warsaw and in other locations.



2.1 Workshops

The following workshops were organized within the framework of BASTION project:

- Cancer genetics for medical community (workshop coordinator: Prof. K. Jazdzewski) the workshop took place on the 17th of June 2013 and was described in the previous report on Dissemination and Promotion (T2.2.2);
- Techniques in analysis of cancer vascular biology (workshop coordinator: Prof. Z. Gaciong) (T2.1.3);
- Application of flow cytometry in molecular oncology (workshop coordinator: Dr M. Winiarska) (T2.1.1);
- Genome-wide methods in cancer genetics (workshop coordinator: Prof. Rafal Ploski) (T2.1.4);
- Molecular diagnostic in cancer (workshop coordinators: Prof. Z. Gaciong and Dr Piotr Religa) (T2.1.5).

Workshop: Techniques in Analysis of Cancer Vascular Biology

On the 6th of June 2014 a workshop focused on techniques in analysis of cancer vascular biology was organized at the Medical University of Warsaw. The main speakers during the conference were leading experts from the Karolinska Institutet, the Jagiellonian University and the Warsaw Oncology Center:

- Dr Agnieszka Łoboda assistant professor at the Department of Medical Biotechnology, the Faculty of Biochemistry, Biophysics and Medical Biotechnology, Jagiellonian University,
- Prof. Jozef Dulak President of European Vascular Biology Organization;
- Dr Jonas Fuxe from the Karolinska Institutet;
- Dr Piotr Religa from the Karolinska Institutet;
- Prof. Yihai Cao from the Karolinska Institutet;
- Prof. Jolanta Kupryjanczyk from Warsaw Oncology Center – Instytut im. Marii Skłodowskiej-Curie.

The honorary patronage over the conference were held by the Ministry of Science and Higher Education and the Ministry of Health. The media patronage of the event were the biggest magazine focused on health care sector “Rynek Zdrowia”, portal laborant.pl, the biggest portal in Poland focused on biotechnology biotechnologia.pl and the national television TVP Info.



Photo1. Prof. Jozef Dulak during his lecture.



Photo2. Prof. Yihai Cao during his lecture.

More information about the workshops can be found at:

<http://bastion.wum.edu.pl/aktualnosci/techniki-analityczne-uzywane-w-biologii-naczyn-nowotworow/>

Workshop: Application of Flow Cytometry in Molecular Oncology

On the 15-16th of October 2014 a workshop focused on application of flow cytometry in molecular oncology was organized at the Medical University of Warsaw. The following scientists and experts held presentations during the workshop:



- Dr. Przemyslaw Juszczynski from the Institute of Hematology and Blood Transfusion, (Warsaw);
- Dr. Dimitar Efremov from the Molecular Hematology, International Centre for Genetic Engineering and Biotechnology (Rome);
- Dr. Dinis Calado from the Cancer Research UK, London Research Institute (London);
- Dr. Patrick Engelberts from the Genmab A/S (Utrecht);
- Dr. Ewa Zuba-Surma from the Jagiellonian University, Malopolska Centre for Biotechnology (Cracow);
- Dr. Cyril Fauriat from the Centre de Recherche en Cancérologie de Marseille;
- Dr. Katarzyna Piwocka from the Nencki Institute of Experimental Biology (Warsaw);
- Rafal Januszewski from the Becton Dickinson;
- Marzena Biernacka from the Becton Dickinson.

The honorary patronage over the workshop was held by the Ministry of Science and Higher Education and the Ministry of Health. Partners of the event were: infoNFZ.pl; Termedia publishing house, Openmedica, Life Science OpenSpace; Klaser Life science Cracow. The media patronage of the event were the Rynek Zdrowia magazine, MedTube, Laborant.pl service, Biotechnologia.pl service, eOnkologia.pl service, MedycynaPraktyczna magazine, LekarzOnkolog service, Naukowiec.org service and Gazeta Lekarska magazine.



Photo3. Professor Przemyslaw Juszczynski during his lecture.



Photo4. Dimitar Efremov, PhD during his lecture.

The theoretical part of the workshop was followed by practical extension which took place on the 6th of May 2015 and was aimed to give the participants the laboratory experience on the flow cytometry techniques.

More information about the workshops can be found at:

<http://bastion.wum.edu.pl/aktualnosci/warsztaty-poswiecone-cytometrii-przeplywowej-w-onkologii-molekularnej-15-16-10-2014/>

Workshop: Genome-wide Methods in Cancer Genetics

On the 28th of October 2014 a workshop focused on genome-wide methods in cancer genetics was organized at the Medical University of Warsaw. The main speakers during the event were experts from the following institutions:

- Dr. Arkadiusz Piotrowski from the Medical University of Gdansk, (Poland);
- Dr. Ellen Heitzer from the Medical University in Graz, (Austria);
- Aleksandra Kołodziejczyk from EMBL-European Bioinformatics Institute & Wellcome Trust Sanger Institute, Cambridge (UK);
- Dr. Luca Quagliata from the Institute of Pathology, University Hospital, Basel, (Switzerland) and
- Dr Alex Garvin from the Droplet Diagnostics, Mulhouse, (France).



The honorary patronage over the conference was held by the Ministry of Science and Higher Education and the Ministry of Health. Partners of the event were: infoNFZ.pl; Termedia publishing house, Openmedica, Life Science OpenSpace; Klaser Life Science Cracow.

The media patronage of the event were the Rynek Zdrowia magazine, MedTube, Laborant.pl service, Biotechnologia.pl service, eOnkologia.pl service, Medycyna Praktyczna magazine, Lekarz Onkolog service, Naukowiec.org service and Gazeta Lekarska magazine.



Photo5. Ellen Heitzer, PhD during her lecture.



Photo6. Alexander Garvin, PhD during his lecture.

During the workshop the speakers presented the leading technological approaches to genomic studies in cancer. This theoretical part was followed by a practical extension which took part in November and December 2014 at the Department of Medical Genetics.

More information about the workshops can be found at:

<http://bastion.wum.edu.pl/aktualnosci/warsztaty-technik-analizy-genomu-w-badaniach-nowotworow/>

Workshop: Molecular Diagnostics in Cancer

The workshop was held on the 8th of June 2015. During the event five invited speakers gave presentations on new techniques of cancer diagnostics and the role of molecular medicine in prognosis and treatment of cancer. The following, top-notch scientists gave presentations during the workshop:

- Dr. Karin Schütze from CellTool (Germany);
- Prof. Christer Ericsson from Karolinska Institutet, (Sweden);
- Dr. Andreas Lennartsson from Karolinska Institutet (Sweden);
- Prof. Jan Lubiński from the Pomeranian Medical University in Szczecin (Poland);
- Prof. Cezary Szczylik from the Military Institute of Medicine in Warsaw (Poland).



Photo7. Dr Karin Schuetze during her lecture on application of Raman microscopy to diagnostic of cancer.



Photo8. Prof. Cezary Szczylik during his presentation “Personalized health care in cancer treatment”

The theoretical part of the workshop was followed by the series of practical demonstrations which were organized in July and August 2015 by Dr. Grzegorz Placha from the Department of Internal Medicine, Hypertension and Vascular Diseases of MUW.

Ewa Debudaj and Anna Fogler coordinated the organization of workshop, managed the reception desk and took responsibility for smooth running of the event according to the schedule. They received accolades from the speakers for hospitality and management. Speakers and guests of the workshop also highly appreciated the quality, design, and choice of the promotional products.



Photo9-10. BASTION team during the registration procedure.



June 8th, 2015

Molecular Diagnostic in Cancer WORKSHOP

AGENDA:

8:00-9:00

welcome *coffee*

9:00-9:15

Dr Piotr Religa, Karolinska Institutet:

welcome & introduction

9:15-10:00

Dr Karin Schuetze, CellTool GmbH: Application of Raman microscopy to diagnostic of cancer

10:00-10:45

Prof. Christer Ericsson, Karolinska Institutet:

Progress in CTC research and application

10:45-11:00

coffee break

11:00-11:45

Dr Andreas Lennartsson, Karolinska Institutet:

Epigenetic regulation of myelopoiesis
discussion panel

11:45-12:00

12:00-13:15

LUNCH

13:15-14:00

Prof. Jan Lubiński, Pomeranian Medical University:
Genetic diagnostics in cancer

14:00-14:45

Prof. Cezary Szczylik, Military Institute of
Medicine in Warsaw: Personalized health care
in cancer treatment

14:45-15:00

discussion panel

15:00

Dr Piotr Religa, Karolinska Institutet: closing remarks

15:00-15:30

coffee break

For more information visit:
www.bastion.wum.edu.pl

Please register!

Registration is free of charge

CONTACT: bastion@wum.edu.pl

Venue place:

Medical University of Warsaw

Księcia Trajdena 2a Street, Hall A

BASTION office:

Department of Immunology

Center of Biostructure Research

Medical University of Warsaw

Zwirki i Wigury 81th street, 02-091 Warsaw



Photo11. Molecular Diagnostic in Cancer information poster.



Photo12-17. The TRON conference guests and speakers at the conference venue (top left). Top middle: Professor Bruno Botta. Top right: The Jagodzinski TRIO jazz concert. Bottom left: Dr Adam Tarnoki and David Tarnoki. Bottom middle: Professor Sven Brandau. Bottom right: Dr Takanori Kitumura giving his presentation.



2.2 International conference TRON: “Translational Research in Oncology in New Member State Economies”

The international oncology conference planned in the project proposal, was held on 21st and 22nd of May 2015 at the Medical University of Warsaw. Among the invited lecturers of the first, scientific day, were the leading European researchers from the best research centers (from Germany, the Netherlands, Great Britain, France, Italy, Ireland, Hungary) involved in oncology, including Prof. Lars Bullinger, Prof. Sven Brandau, Dr. Rederick Beijersbergen, Prof. Daniel Olive, Dr. Munitta Muthana and many others.

The second day of the conference was dedicated to innovations in medicine and implementation of scientific discoveries to practice. The outstanding scientists, who also achieved commercial success of their research, shared their experience with the audience (Dr. Ali Gure, Prof. Bruno Botta, Dr. Tim Kiebits, Magda Chlebus). Representatives of pharmaceutical companies gave presentations about establishing cooperation between the world of science and the world of business. The dedicated website www.tron.wum.edu.pl was set up in order to attract the participants, collect the application forms, present the details of the conference and advertise the event and the BASTION project.



Photo18-19. The TRON conference book photographed along with 3D printed conference decor (left). The ID card (right).

The honorary patronage over the conference was held by the mayor of the capital city of Warsaw, the Ministry of Science and Higher Education and the Voivode of the Mazovia Province. Partners of the event were: Eppendorf, Biomedica, Science|Business, and A&ABiotechnology.

The TRON Conference was organized by Dr. Magdalena Krol, WP2 consultant in BASTION project with active support of BASTION PR team: Ewa Debudaj and Anna Fogler.



Photo20. The screenshot of TRON conference web site.

2.3 Other promotional events:

The “Meeting with Medicine” MUW Picnic in Warsaw (24 May, 2015).

On the 24th of May 2014, seventh consecutive year, the Medical University of Warsaw invited Warsaw residents for a ”Meeting with Medicine”. On the New Town Market Square in Warsaw, over 100 units of the University organized 63 thematic exhibition stands. The event was attended by nearly 1,300 university employees and students. The event was an ideal opportunity to obtain information within the scope of, among others: oncology, transplantology, nephrology, urology, geriatrics, infectious diseases, orthopedics, rehabilitation, dermatology, dietetics, obstetrics, emergency medical services, endocrinology, gastroenterology, pharmacy and health promotion. Visitors could, among others, make basic dental check-up, examine skin moles, perform spirometry tests, ECG, CTG, pregnancy ultrasound or carotid ultrasound,



undergo first aid training on manikins, try the technique of surgical stitching or use a laparoscope. The measurement of blood pressure, of cholesterol and sugar level, as well as hearing tests and bone density tests, offered in mobile clinics, enjoyed huge popularity.

The BASTION project on its stand offered tests on a modern device called "Avatar". It is an interactive computer system, which is able to instantly assess the risk of cardiovascular disease. The device, which weighs over 130 kilograms, has dimensions: 1m x 1m x 2m, was compared by visitors to an ATM. The tent, in which Avatar was located, was additionally darkened in order to get better readings from the device.

Two nurses were in turns operating Avatar and doing tests for those interested. When the reading was done, they could take advice from a physician present on the spot. The BASTION stand was visited by the Rector of the Medical University of Warsaw, Prof. Marek Krawczyk.



Photo21. The “Meeting with Medicine” Picnic site with Michal Gieraltowski presenting Avatar to the Rector of the Medical University of Warsaw, Prof. Marek Krawczyk.

The Oncology Training Program for Journalists

On August 7th, 2014 the fourth of the Oncology Training Program for Journalists (OTPJ) was organized by the Polish Oncology Society, Dr. Maciej Hilgier Foundation and Health Project Management. This edition was run by leading Polish experts in the oncology field from the main research centers in Poland (Prof. Jacek Jassem, Prof. Pawel Krawczyk, Prof. Piotr Wysocki, Prof. Wieslaw Tarnowski, Prof. Wieslaw W. Jedrzejczak, Prof. Włodzimierz Olszewski, Prof. Romuald Krajewski). The OTPJ was also attended by the government representatives, lawyers specialized in the medical area, representatives of the medical community and patient advocacy groups. During those three days leading Polish researchers in the oncology area had the opportunity to share their knowledge with over fifty leading journalists from national radio and television, dailies, magazines and internet services specialized in medical journalism.



This year's edition of the Oncology Training Program for Journalists was organized for the second time in collaboration with the BASTION project. The opening honorary speech “Cancer stem cells - forever young and almost immortal?” was given by the Dr Tomasz Stoklosa, the leader of one research group in the BASTION project.

The event was a superb opportunity to increase BASTION media visibility. It was also an excellent chance to network with key stakeholders from the medical area in Poland and to build BASTION brand and expertise in the oncology area among Polish journalists.



Photo22. Dr Tomasz Stoklosa during the opening lecture of the OTPJ.



Photo23. Professor Jacek Jassem introducing professor Tomasz Stoklosa, a leader of WP3 in BASTION project, during the OTPJ event.

More information about the event can be found at: http://www.fundacijahilgiera.com/IV_lao.html

Participation in the conference EUPRIO 2014 conference (4-7 September, 2014)

EUPRIO is the Association “European Universities Public Relations and Information Officers”. It was established in Brussels in 1986 with the support of officials from the European Community.

EUPRIO goal is to use communication to support the successful development of the higher education systems and help to make its performances accessible and sustainable for the society, hence to contribute to Europe as competitive and dynamic knowledge-driven economy in global perspective. EUPRIO has national representatives in 14 European countries, and members and supporters in many other countries.

The aims of EUPRIO congress is to promote exchange of ideas, techniques and experiences amongst its members, both within the whole communication field and particularly from the institutions of higher

education's perspective. EUPRIO would like to encourage and promote collaboration and partnership between European institutions of higher education and research in the field of communications. EUPRIO goal is to create a network to assist members in their tasks as professional communicators within their institutions.

The aim of participating in the EUPRIO conference held on 4-7 September 2014 was to:

- increase BASTION project visibility on the university level. In the event took part representatives of the top life science representatives from all over Europe;
- tell the story of BASTION project success;
- obtain knowledge and best practices from the leading experts in the promotion of science area;
- strengthen networking opportunity with the EUPRIO community.

Michał Gieraltowski, the Communication Manager in BASTION project (until 06.12.2014), took part in several panel discussion focused on the new approaches towards promoting science, challenges in the environment driven by change. Michał Gieraltowski presented also the case study of the BASTION project and its latest results. The participation in the event was a professionally fruitful experience which helped in more effective promotion of the project. The case study discussion gave a lot of ideas on the process of gathering an online audience around science topics.



Photo24. Michał Gieraltowski in front of EUPRIO venue.

More information about the congress can be found on: <http://www.euprio.eu/>

Participation in the Life Sciences Baltics conference in Vilnius, Lithuania (10-12 September, 2014)

Life Sciences Baltics 2014 is the only international forum in the Baltics dedicated to world-class biotechnology, pharmaceutical and medical devices experts from all around the world. It provides an opportunity to explore the new horizons of partnerships, exchange ideas and seek progress through networking. The event does show enormous potential and passion in the field of life sciences in Lithuania and the Baltics. The goal of the event is to establish the gateway to emerging markets.

Michał Gieraltowski took part in the discussion dedicated to innovations and research in the medical sector. The discussion covered a lot of topics including problems with financing research projects and



cutting the current path between the science and the practical implementation by the industry. A key to the progress in that area is the new EU Financial Framework 2014-2020 and the opportunity it creates for the development of innovative technologies in medicine. According to all panelists, it seems to be the only systematic approach that can change the reality for the researchers doing a cutting edge research in the universities and research facilities not only in Poland, but also in other new member states.

The conference participants had opportunity to hear about the BASTION project and to interact with one BASTION representative. Michal Gieraltowski talked with several research groups representatives and pharma representatives.

Michal Gieraltowski aimed at getting to the right company representatives, in order to invite them for upcoming International Conference organized by BASTION conference in 2015. Michal Gieraltowski spoke with the representatives of: SCANBUR RESEARCH, CiTox Lab Hungary, NORDTEX UAB, PROBIOSAN Laboratory, GRIDA, SportekaMedicinosirmoksloiranga, LaboChema, Inbio Estonia, Orto Baltic group, DeimenaDrasutyte, BioSan, Profarma, Brucker, MedSciNet, HromSword, BiomapsAS, PALL Life Sciences, Iris Biotech GMBH, Biomedicina.



Photo25. Participants of the Life Sciences Baltics conference in Vilnius, Lithuania at the venue.

More information about the congress can be found on: <http://www.lsb2014.com/>

Participation in the Eastern Economic Congress in Bialystok (18-19 September, 2014)

The aim of the congress was to create a platform for debate on what concerns a large part of Poland and a considerable part of Europe, that is the eastern borders of both these areas. The Eastern Economic Congress fills a serious gap in the public debate. As a part of the event there was organized dozen debates and sessions. Over a thousand guests appeared, both from Poland and from Europe – politicians, business representatives and experts. The subject matter of the Congress covered both current priorities in the European policy and the future of Europe in its relations with the East and the development issues of Eastern Poland, which are related to this background including the pharmaceutical market.



BASTION project was an official partner of the conference. As part of this cooperation between the organizers and the BASTION project representatives, during the event Prof. Zbigniew Gaciong gave a speech about the BASTION project and its accomplishments.

Prof. Zbigniew Gaciong also took part in several panel discussions including one focused on Innovations, research and development in the medical sector. The discussion covered a lot of topics including the innovation potential of Polish medical centers, universities and institutes. The problem with financing of scientific research was also discussed during the meeting. One of the topics that gathered the most of audience attention was the new EU Financial Framework 2014-2020 and the opportunity it creates for the development of innovative technologies in medicine and will it be able to shorten the path from science to industry.

The conference participants had an opportunity not only to hear about the BASTION project but also to interact with one of the group leaders. Prof. Z. Gaciong had several talks on possible cooperation between BASTION research groups and other research organizations.

During the event Michal Gieraltowski had several contacts with media representatives which would allow him to generate extra coverage for the BASTION project. Michal Gieraltowski organized a couple of TV interviews for Prof. Zbigniew Gaciong.

Example interview can be found in the link below:

<http://www.rynekzdrowia.pl/Moim-zdaniem/Nie-finansujmy-badan-naukowych-na-zasadzie-kazdemu-sie-nalezy,144801.html>



Photo26. Professor Z. Gaciong giving his interview.

The event helped to intensify the promotion of the BASTION project.

More information about the congress can be found on: <http://www.wschodnikongres.eu/en/>



Wielka Orkiestra Świątecznej Pomocy WOSP (11 January, 2015)

The BASTION PR specialist, Anna Fogler, organized and led the BASTION project exhibition stand during the 23rd Grand Finale of Wielka Orkiestra Świątecznej Pomocy [Great Orchestra of Christmas Charity in EN], the biggest charity in Poland. Every January thousands of volunteers gather for one day to collect money for a pre-selected goals connected with the protection of health and medical treatment. Involved in the charity are both individuals, companies and NGOs. BASTION joined the charity collection on the day of the 23rd Grand Finale (11th January 2015) and organized the exhibition stand in the Primary School and Nursery Unit No.2 in Legionowo.

There was a 3D printer presented, on which pupils, their parents, residents of Legionowo, volunteers and all the others could examine printouts: skulls, tibias or buy a prosthesis of a hand. However, the publicity was mostly impressed by the prints of small hearts with WOSP logo and the possibility to print on one's own using a manual 3D printer called 'doodler'. There were 6 doodlers on the BASTION stand and they were used nonstop during the day. At that time also, Anna Fogler presented the audience with the printing technique and its application in science and medicine (e.g. artificial limbs for humans and animals, production of missing pieces of rescue equipment in the areas of natural disasters). Finally, the heart with WOSP logo printed on a 3D printer was given by the Mayor of Legionowo city to the charity organizer, Jurek Owsiak, which was broadcasted by the national TV station. Other printed items have been put up for auction organized in the school during the Grand Finale. During that day school gathered 45,702.35 PLN and other currencies.

The BASTION project leaflets were distributed all day during the event. The roll-up with basic information about BASTION project was located on the front of the exhibition stand.



Photo27-28. BASTION exhibition stand with a 3D printer during the WOSP charity event (left) visited by the Primary School and Nursery Unit No.2 Headmaster Ms Dorota Kuchta (right), where the event took place.

Duncan Holmes from GSK at the Medical University of Warsaw (23 April, 2015)

On the 23rd of April 2015 there was organized the meeting for students and young researchers with Duncan Holmes, the Head of DPAC Europe (Discovery Partnership with Academia) in GlaxoSmithKline. Duncan Holmes talked about the possibilities of implementation of basic research results in medical treatment and cooperation with the pharmaceutical company. BASTION project members also took part in the meeting.



Photo29. Dr Duncan Holmes during his meeting at MUW.

Prof. Theresa L. Whiteside visiting BASTION (15 June, 2015)

Theresa L. Whiteside, Professor of Pathology, Immunology and Otolaryngology at the University of Pittsburgh visited the Immunology Department at the Medical University of Warsaw on 15th of June 2015. Theresa L. Whiteside is a clinical immunologist with years of experience in evaluating human immune-mediated diseases. Professor gave an interesting presentation entitled “Regulators T-cell networks in human cancers and immune therapy”.



Photo30-31. Professor Theresa L. Whiteside visiting the Immunology Department at the MUW.

Dr. Magdalena Król in the Primary School with Nursery Unit No 2 in Legionowo (10 April 2015)

Dr. Magdalena Król of BASTION visited the Primary School in Legionowo on April 10th, 2015. She gave an exciting lecture for pupils attending two units of first classes. The lecture was combined with a series of scientific experiments (dry ice, blending liquids, examining tissues under the microscope) which were enthusiastically received by children. The goal of the meeting was to introduce the pupils with the work of scientists and making the first step in the cancer prevention (no-smoking habit first).



Photo32-33. Dr. Magdalena Krol gave an exciting lecture for pupils attending the first classes.

3. POLICY PAPER

Preparation of a Policy Paper with guidelines and recommendations for Ministry of Health, the National Health Fund and health providers (hospitals and clinics) in the final stage of the project realization was planned in the initial scope of the BASTION project. It results from the crippling statistics which show that the death rate from cancer in Poland is still one of the highest in EU. The planned goal of the document was to propose a set of actions to improve cancer prevention in order to reduce premature mortality from cancer and raise awareness in general public of the necessity of translational research.

The document written by Prof. Krystian Jazdzewski, one of the BASTION team leaders, and Dr. Anna Wojcicka, the experienced researcher from Prof. Jazdzewski team, proposes a new policy on the prevention of cancer. It votes for universal accessibility to diagnostic cancer tests, enabling the realization of personalized prevention for each patient. Personalized prevention is closely linked to the individual, well-defined risk of developing a particular tumor in each patient. The document presents guidelines for currently conducted in Poland programs related to oncology, the analysis of the potential savings from the introduction of genetic diagnostics for oncology, and presents the results of the social studies on the awareness of Polish society regarding the prevention of cancer and genetic research, which were ordered for the purposes of the document. In the last part of the paper the authors propose a scheme of social campaign aimed at informing the public about the need for appropriate prevention trials.

4. BASTION RAISING PUBLIC AWARENESS

Scientist from the BASTION project in the finals of the “Poles with Verve” poll

"Poles with Verve" is a contest aimed at promoting the biggest potential of Poland: people who have ideas, passion and strength to create great things. The competition is scheduled for seven categories: Science, Medicine, Art & Culture, Environmental Protection, Innovation in Business, Design & Architecture and Sports. The winner of the competition is awarded with a grant for the implementation of his/her projects. The first edition of the poll took place in 2013.

The category of Medicine is given to people who contribute to patients' access to novelties in healthcare services and medical treatment. Among the finalists in 2014 was Dr. Magdalena Winiarska, the research



team leader from BASTION project. In 2015, among the nominees is Dr. Anna Wojcicka, the experienced researcher from Prof. Krystian Jazdzewski BASTION research team, who focuses on genome sequencing.

In the third edition of the contest "Poles with Verve", there will be awarded people with a remarkable energy and passion needed to create innovative ideas, implement them to practice and build new standards for Europe. The contest aim is to inspire all Poles to follow the path of modernity and innovation. The contest honors young people, whose outstanding achievements are not yet known to the general public.

Jagodziński TRIO concert

On the 21st of May 2015, the Auditorium of the Warsaw Medical University hosted an exceptional concert performed by outstanding musicians from the Jagodziński TRIO band. The performance was the crowning achievement of the first day of the international oncology conference "TRON: Translational Research in Oncology in New Member State Economies" organized within the framework of BASTION project. The concert was attended by leading European scientists – speakers of the conference and participants.

Andrzej Jagodziński is a Polish jazz pianist. His most popular album is "Chopin" recorded in 1993 by a trio with Adam Cegielski on bass and Czesław Bartkowski on drums. The album was awarded a prestigious prize "Fryderyk" ["Frederick" in EN] in the category of best jazz album. This album initiated a peculiar fashion for jazz interpretations of Chopin's music.



Photo34. The Jagodziński TRIO band in concert.

BASTION collecting books for children's hospital

BASTION project team joined the action "Great Collection of Books", which lasted throughout the Warsaw Medical University in May 2015. There was collected a considerable amount of books for children aged 0-18. The books will be handed over to children's hospitals, pediatric clinics and orphanages in Warsaw, where the Libraries of Little Patients will be organized. Among the institutions to which the books will be transferred is the University Children's Clinical Hospital located at Marszałkowska and Działdowska streets in Warsaw. The collected books were given annotation about the BASTION project, which was also a "get well soon" card.

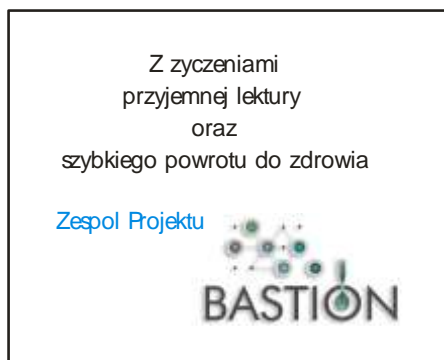


Photo35. The annotation about the BASTION project given to each book.

“Anatomy of Colour” – exhibition of works by Maja Abgarowicz

Exhibition of paintings by Maja Abgarowicz entitled "Anatomy of Color" accompanied the second edition of Pharma Day conference held in Warsaw on 24th April 2015. Wonderfully colorful, intense works became a symbol of our oncology project, which aims to promote young and creative Polish researchers.

Maja Abgarowicz is a young artist born in 1988 in Warsaw. She graduated from the Academy of Fine Arts in Warsaw with Major in graphic design. She specializes in illustration. A painting series "Anatomy of Colour", which is a part of her master project, introduces pictures known from the atlas of anatomy into the world of fine arts.



Photo36-38. Maja Abgarowicz works.



Photo39. The “Anatomy of Colour” exhibition - the info slider on BASTION web site.

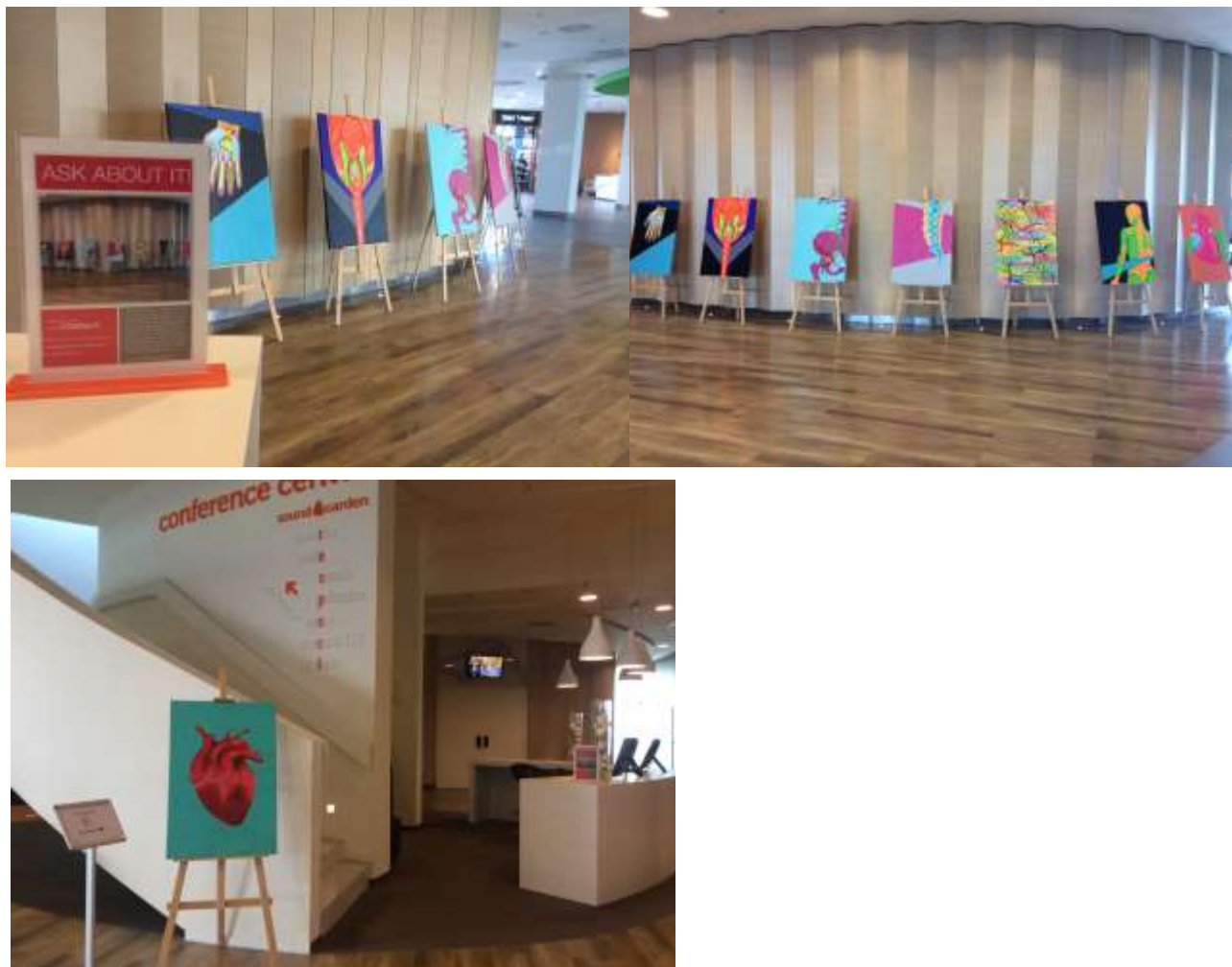


Photo40-42. The “Anatomy of Colour” exhibition - venue place.



Recognition for BASTION

The BASTION project has been appreciated by the reviewers evaluating the Medical University of Warsaw in the 5th edition of the National Certification Program of Higher Education “University of Leaders”.

In their opinion reviewers have mentioned BASTION as an example of a project with the highest level of innovation and practical utility. In this year's edition of the National Certification Program, the Medical University of Warsaw has been awarded a certificate and trademark of “University of Leaders”.

PROMOTONAL PRODUCTS and ON-LINE TOOLS

5. BASTION web site

Launching and maintenance of a dedicated project website was planned in the initial scope of the BASTION project (Task 2.5). The site <http://bastion.wum.edu.pl/en/> was launched at the beginning of the project realization in two language versions: Polish and English. In the course of the project, it became the powerful promotional tool.

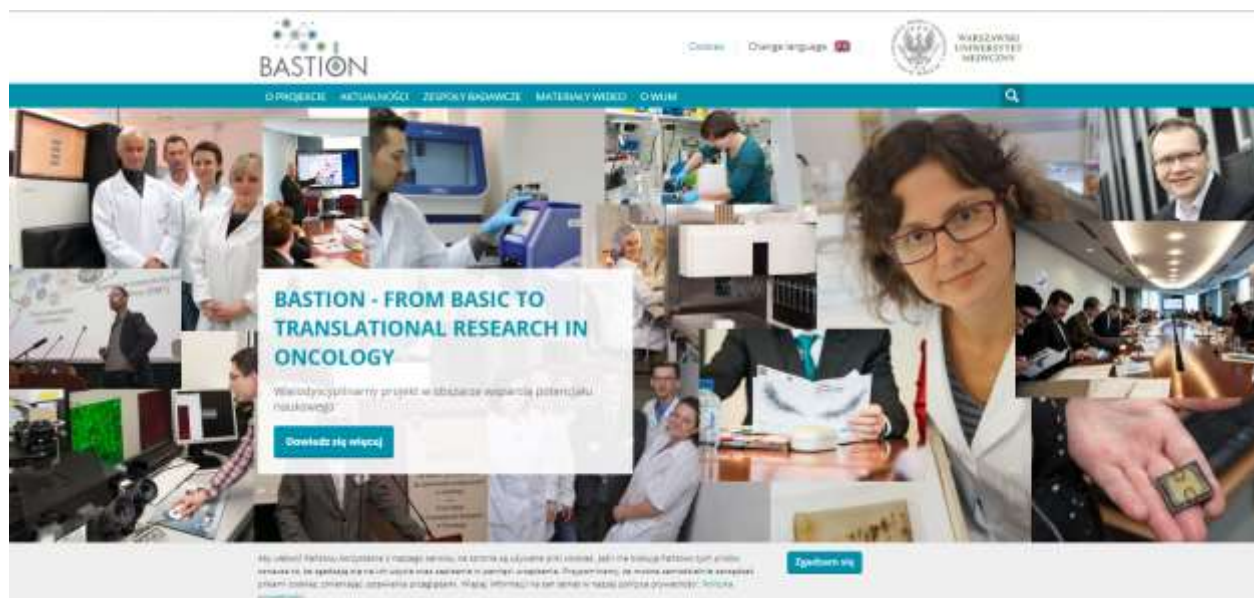


Photo43. The screen shot of BASTION web site (August 2015).

The site contains huge amount of information about the project, its goals and research areas. The BASTION project team is also presented there, with a special focus on research teams and their activities. These includes, among others, the description of research interests, grants, awards, patents and patent applications, reports from twinnings and from participation in international conferences. The special attention was put to research teams publications prepared in the course of the project. The publications were listed on the web site with the information given on the title, authors, a periodical, and Impact Factor. They were also collected in a form of an annual bulletin and presented on the BASTION web site.

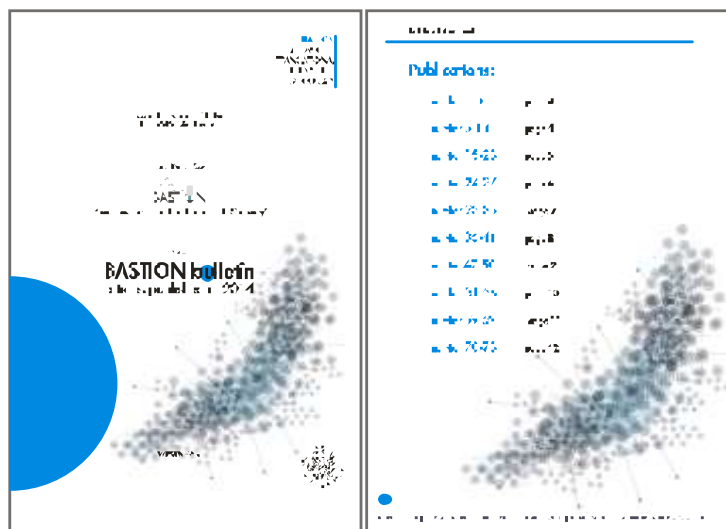


Photo44-45. The cover of a BASTION bulletin (more can be seen on: <http://bastion.wum.edu.pl/wp-content/uploads/2013/07/bulletin-2014.pdf>)

The site contains general information about the Medical University of Warsaw and provides many useful links to organizations involved in research and supporting science. Finally, BASTION website provides information about initiatives undertaken within the project: the news section was updated on a regular basis (approx. 3-4 entries a month).

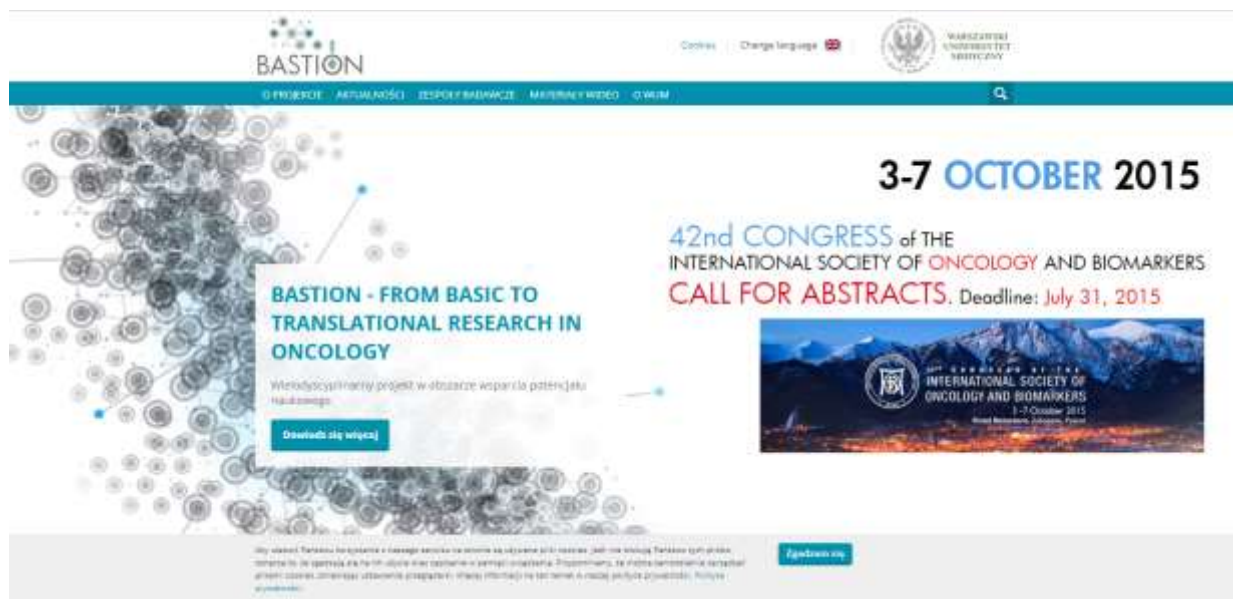


Photo46. The screen shot of BASTION slider of a related congress event (August 2015).

The PR specialists Anna Fogler and Ewa Debudaj took care of the website maintenance and regular update. Due to the huge amount of information to be uploaded, the site required extension. The website extension was provided by its author, IT specialist Andrzej Pilatowicz.

The BASTION web site became a comfortable communication channel for all team members and project target groups: academia, local research community, scientists, stakeholders and the general public. The



BASTION logo and graphic presented on the site became a recognizable sign/brand among researchers. Every month there was prepared and presented a new slider focusing on a recent oncological topic: there were displayed, for example sliders referring to the international conference TRON, workshops or meeting with BASTION guests (e.g. Dr Duncan Holmes from GSK). In order to turn attention of the public to the oncological research there were also presented sliders referring to cancer prevention and treatment, for example about the day dedicated to cancer survivors.



Photo47-48. The screen shot of BASTION cancer theme sliders (July and February 2015).

Social media

When the BASTION web site was developed an important feature of the site was its full integration with social media. All the materials, articles, news, reports displayed on the BASTION web site are integrated with social media. When a user finds an interesting material, she/he can easily share it with others, just by clicking one of the links attached to the material (hosing Twitter, Google+ or Facebook, YouTube).

YouTube channel

<http://www.youtube.com/channel/UCeRvc8oJ4umwgb727uACqNw>

An exclusive YouTube channel was created especially for the BASTION project materials.



Photo49. The screen shot of BASTION YouTube channel.



Special video materials

To increase the impact of translational studies in oncology, there have been developed a set of educational video materials available for those who would like to know more about personalized medicine, latest research in oncology, biomarkers and latest trends in genetics research. All materials are free and available on-line on the BASTION site and on the YouTube channel.

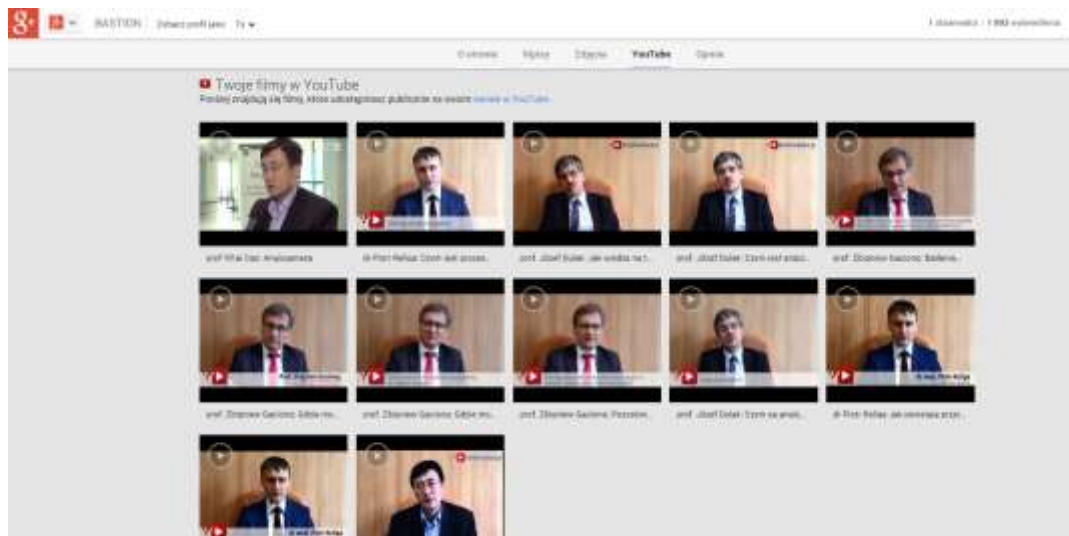


Photo50. The screen shot of BASTION educational video materials.

Facebook community.

In the course of the project, BASTION was also present for facebook community:



Photo51. The screen shot of BASTION Facebook profile.

Evaluation of BASTION web site and internet communication

After the project first evaluation round in January 2015, following the evaluators' suggestion, it has been decided to shift the focus of attention from promotion via BASTION web site targeted at patients, toward promotion via other media channels targeted strongly at the academy, research community and stakeholders.

6. PROMOTIONAL PRODUCTS

A new set of gadgets was the second ordered during the course of BASTION project. The first was a standard one, made to meet general promotional needs. After analyzing each of its elements, the second set of products was modified and designed to correspond with the idea of the BASTION project.

The set gadgets was to reflect the project content :

1. The general idea of all the gadgets was connected to the core areas of BASTION project: science, development, research, and progress. Therefore, the references of products to:

- Ecology (recycled materials e.g. paper for notebooks, the choice of eco, soft colors; living plants and a pepper mill)
- Health (sugar-free mints, herbs and spices to use for cooking)



- Bastion logo and graphic: (wherever it was possible, there was repeated the shape of a circle: a pack of mints and candies themselves, in the form of small pills, circular badges, round can for herbs to grow in a kitchen garden;
- Colors: white, gray/silver or monochrome, shades of green and blue, natural color of a cardboard in notebooks and drill fabric on a bag);
- New Technologies to bring to mind science, research, development (mini USB drives, powerbanks, a pen with a secure touchpad for smartphones screens);
- Gadgets-symbols (a pepper mill in a form of a light bulb, as a symbol of idea/thought/discovery; a plant in a can that, after opening and watering, grows out of the package - as a symbol of development, ideas, beginning; white pills, similar to drugs, as a symbol of the final result of research).

2. All the new promotional products could be freely arranged. In this way, a few different sets could be composed from these items: a separate for press, for conferences, workshops, large sets or small ones, etc. Also, the needs of those who travel long distances between conferences were taken to consideration – in these sets the items inconvenient while travelling, fragile or questionable during check-in were not included (we rejected the idea of a pen in a form of a syringe, ceramic cups and candies in a packaging imitating a laboratory vial).

3. At the same time we wanted to order a new set of items which could suit the elements from the previous set (pens, notebooks-pads, tea infusers, hangers for bags, badge holders etc.). Therefore, we used neutral, light colors in order to mix the two sets easily.

4. We hoped that the selected objects would be considered by recipients as useful and aesthetic. For that purpose, we ordered products of good quality and tailored to the needs of people who receive them. Therefore, for example, we resigned from paper bags (although seemed to be perfect, cheap and environmentally friendly packaging for conference gadgets) and ordered instead strong bags made of thick fabric: drill cotton. We wanted to encourage people to reuse the products after conferences and workshops rather than throw them easily. For the same reason we resigned from ceramic cups and T-shirts due to the wide popularity of such products and market saturation with such gadgets.

5. All the other printed promotional materials were compatible with the sets of gadgets in terms of color and size.



Photo52-54. Different BASTION logos used to brand the gadgets (right) and the actual look of a logo print on the object (left).



The new set of gadgets included:

- a bag with the BASTION logo, sewed from drill cotton. The dimensions: 38cm x41cm with a bottom width of 10 cm, and short, strong handles for easy carrying;
- A5 notebook with lined paper, with a hard, cardboard cover and small monochrome BASTION logo on the cover and/or block of pages in the same format;
- Small, sugar-free mints in a round box with a BASTION logo – easily opened with a finger by pressing the lid. All in neutral, "medical" white colour: both packaging and pills;
- Herbs to grow type “The Easy Planting”: light, round, aluminum can filled with the ground for planting attached seeds of the following herbs, to choose from: mint, lemon balm or basil (gadget as popular as a light bulb);
- Pepper mill in the shape of the light bulb (the most popular gadget) wrapped in white and blue carton;
- Round button-like badges- (we decided on their purchase because of the large number of people who collect small items with logo), which were also used as identifiers for workshops;
- Small, narrow, two-sided badge hanger with a clip to fasten a phone and a safety buckle to unfasten the hanger quickly if necessary;
- Power Bank: capacity 3000 mAh, light and small - Dimensions: 122 x 63 x 8 mm, in white colour with a monochrome BASTION logo, Input DC 5V = 1A, Output DC 5V = 1A, battery 3.7V / 3000mAh (lithium polymer), min. thousand charging cycles, with a power cord, USB / micro USB to charge, LEDs indicating the remaining charge, packed in a white cardboard carton;
- Mini USB (about the size of small coins – easy to carry in a wallet) in silver aluminium box-type packaging with the BASTION logo;
- a slim, white pen with a soft end to work on touch screens of smart phones and tablets.



Photo55. The new set of BASTION gadgets.



Photo56. The new set of BASTION gadgets.



Photo57. Some examples of old set of gadgets.

Feedback

We collected opinions on our sets of promotional product among employees of the Medical University of Warsaw, guests of workshops, and of the main conference summing up the BASTION project. We obtained a lot of positive and helpful comments from people who received or only examined somebody's else gadget. The most frequently repeated opinion:

- the small size of a powerbank as well as its look – similar to suitable for iPhone.
- good-quality touchpad pen that do not scratch the screens
- very strong and durable bags (useful for heavy shopping or carrying books).

Several persons also noticed and appreciated the design of the whole set and the idea that lay behind such choice of products. A lot of people have asked for an extra gadget or a whole additional set.



7. CONCLUSIONS

The reporting period March 2014 - August 2015 was very fruitful in terms of BASTION project promotion and dissemination of its results. Many interesting events were organized within the framework of the project, including four workshops and one international conference. BASTION team leaders and members involved in many activities within and outside the premises of the Medical University of Warsaw. They were also present in the press, on radio, TV and on-line channels giving interviews, presentations and lectures. The BASTION logo and graphic became a

recognizable brand among students, researchers and representatives of the pharmaceutical industry.

Moreover, BASTION promotional products enjoyed considerable popularity. The ideas of the BASTION project, as well as research activities carried out within its framework were popularized in the research community, which resulted in promising collaboration opportunities. All the planned goals concerning dissemination and promotional activities were successfully achieved.

Corresponding estimated*/budget

Dissemination and promotional activities (D2.7) are close to general awareness activities (D2.9) and we find some difficulties to spread costs between two deliverables. To avoid sharing a single expenditure for the two objectives the corresponding budgets of both deliverables should be considered jointly.

PERSONNEL, TRAVEL AND OTHER MAJOR DIRECT COST ITEMS FOR BENEFICIARY "1" FOR M19-M36			
WP no.	Item description	Amount [EUR]	Explanations
WP2	Personnel costs	19,238.73	Salary of the T2 Co-leader (5,27 PM) – part time job
	Travel	1,859.68	Participation of the Communication Manager in the EUPRIO conference and Project Manager in the KRAB meeting
	Subcontracting	-	
	Remaining direct costs	428.08	Recruitment press announcements
TOTAL DIRECT WP2 COST (T2-T2.5)		21,526.49	

/* - exact and detail costs for M19-M36 will be presented in the 2nd Period Report and Form C (30th October 2015)

Ewa Debudaj-Krywult
PR Specialist

Anna Fogler
PR Specialist

Prof. Jakub Golab
BASTION Project Coordinator

Warsaw, September 2015



PHOTOS

- Photo1. Prof. Jozef Dulak during his lecture.
- Photo2. Prof. Yihai Cao during his lecture.
- Photo3. Professor Przemyslaw Juszczynski during his lecture.
- Photo4. Dimitar Efremov, PhD during his lecture.
- Photo5. Ellen Heitzer, PhD during her lecture.
- Photo6. Alexander Garvin, PhD during his lecture.
- Photo7. Dr. Karin Schuetze during her lecture on application of Raman microscopy to diagnostic of cancer
- Photo8. Prof. Cezary Szczylik during his presentation “Personalized health care in cancer treatment”.
- Photo9-10. BASTION team during the registration procedure.
- Photo11. Molecular Diagnostic in Cancer information poster.
- Photo12-17. The TRON conference guests and speakers at the conference venue (top left). Top middle: Prof. Bruno Botta. Top right: The Jagodzinski TRIO jazz concert. Bottom left: Dr. Adam Tarnoki and Dr. David Tarnoki. Bottom middle: Prof. Sven Brandau. Bottom right: Dr. Takanori Kitumura giving his presentation.
- Photo18-19. The TRON conference book photographed along with 3D printed conference decor (left). The ID card (right).
- Photo20. The screenshot of TRON conference web site.
- Photo21. The “Meeting with Medicine” Picnic site with Michal Gieraltowski presenting Avatar to the Rector of the Medical University of Warsaw, Prof. Marek Krawczyk.
- Photo22. Dr. Tomasz Stoklosa during the opening lecture of the OTPJ.
- Photo23. Prof. Jacek Jassem introducing professor Jakub Golab during the OTPJ event.
- Photo24. Michal Gieraltowski in front of EUPRIO venue.
- Photo25. Participants of the Life Sciences Baltics conference in Vilnius, Lithuania at the venue.
- Photo26. Prof. Z. Gaciong giving his interview.
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- Photo35. The annotation about the BASTION project given to each book.
- Photo36-38. Maja Abgarowicz artworks.
- Photo39. The “Anatomy of Colour” exhibition - the info slider on BASTION web site.



- Photo40-42. The “Anatomy of Colour” exhibition - venue place.
- Photo43. The screen shot of BASTION web site (August 2015).
- Photo44-45. The cover of a BASTION bulletin.
- Photo46. The screen shot of BASTION slider of a related congress event (August 2015).
- Photo47-48. The screen shot of BASTION cancer theme sliders (July and February 2015).
- Photo49. The screen shot of BASTION YouTube channel.
- Photo50. The screen shot of BASTION educational video materials.
- Photo51. The screen shot of BASTION Facebook profile.
- Photo52-54. Different BASTION logos used to brand the gadgets (right) and the actual look of a logo print on the object (left).
- Photo55. The new set of BASTION gadgets.
- Photo56. The new set of BASTION gadgets.
- Photo57. Some examples of old set of gadgets.