

Capacities/Research Potential

FP7-REGPOT-2012-2013-1

Project No. 316254

BASTION

From Basic to Translational Research in Oncology

Deliverable D2.6

Report on Dissemination and Promotional Activities

Project start date:	1.09.2012
Project duration:	42 M
Due date of deliverable:	28.02.2014
Actual submission date:	05.03.2014
Dissemination level:	PUBLIC

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List of all acronyms

ACES	Academic Enterprise Awards
CMS	Content Management System
GA	Google Analytics
EFPIA	European Federation of Pharmaceutical Industries and Associations
MUW	Medical University of Warsaw
NHF	National Health Fund
IMI	Innovative Medicines Initiative
INFARMA	Association of Employers of Innovative Pharmaceutical Companies
OTPJ	Oncology Training Program for Journalists
PAG	Patient Advocacy Group
SEO	Search Engine Optimization
WP	Work Package

Introduction

The aim of the report is to describe all activities executed in the dissemination and promotion areas during the first eighteen months of the BASTION project. The activities has been coordinated coherently from the moment when a Communication Manager, Michał Gierattowski, had joined the BASTION team.

The report is divided into four parts:

- off-line dissemination and promotion activities,
- on-line dissemination and promotion activities,
- summary,
- links to attachments to the report.

The division into on-line and off-line activities reflects the difference in messages to specific target groups. While the primary audience for the BASTION events are professionals, the media relations for those events (including the press conferences) are prepared to communicate to the general public. The media relations are organized in a way that would be understandable not only for those who are professionals in the area but also for non-professionals. So in fact media relations target professionals as well as general public.

A different situation we have in the case of on-line activities. Due to the access threshold, on-line activities are designed to influence general public as well as professionals. Still, we have decided that our on-line activities would have different content for different target groups. The BASTION web page and our on-line activities reflect that division.

For the purpose of this report we define promotion as collection of means, which are used by the BASTION project team, to communicate with the external stakeholders including medical professionals, government representatives, National Health Fund representatives, media, patient advocacy groups and general audience. An activity has to meet at least one of the following criteria listed and described below to become a part of the promotion process:

- present up-to-date information on BASTION or BASTION-related topics to stakeholders,
- increase the demand on information regarding BASTION or BASTION-related topic,
- differentiate and position of BASTION project as a leading initiative in the area.

Due to the fact the criteria for both reports are not exclusive, scope of the Report on Raising General Public Awareness Activities (D2.8) is partly similar to the Report on Dissemination and Promotional Activities (D2.6). This is the reason why some activities are described in both reports. The Report on Dissemination and Promotional Activities focus on those activities, which contain descriptions of actions, which were held in the promotional stream. The Report on Raising General Public Awareness Activities focus on the effects of activities taken to inform the general public.

This report includes only essential information regarding each taken activity. Bellow each section reader can find links to the related materials such as photo galleries, press releases on the BASTION web page, third party web pages and many other materials related with the described topic.

At the end of the report reader can find links to the attachments to the report including: internal BASTION visual identification guidelines, promotion materials, list of publications with media clippings and conference programs.

1. OFF-LINE DISSEMINATION AND PROMOTIONAL ACTIVITIES

1.1 Introduction

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 key 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 inviting 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 active support events organized by a third party (without financial involvement) by giving lectures on topics related with BASTION area of interest,
- to tell the success story of Polish scientists who have managed to obtain significant funding in the oncology area.

1.2 Brand identity

A critical step in developing strong brand identity of the project was to build general public awareness strategy for the BASTION initiative. An important first initiative was to design a clear logotype for visual identification of the BASTION project. To have an effective communication in the BASTION project coherent rules for messaging as well as for the visual identification area are needed. While the communication objectives were set when the Medical University of Warsaw applied for the grant from the European Commission, all actions connected with visual identification needed to be developed. Before starting to build a project web site or even reaching out to media we have decided on visual identification guidelines.

An important part of the visual identification is a logotype. When we developed the logotype for the BASTION project we wanted the logotype to:

- give information about the essence of the BASTION project (commitment to applied science in biomedicine)
- be simple, easy to notice and easy to remember
- be possible to use in various kinds of media
- be able to answer the questions: What stands behind the BASTION project? What is the essence of the project?
- be able to be displayed in black and white and grayscale.



Attached to this report one can find BASTION visual identification guidelines. Attachment nr 1.

1.3 Project partners

1.3.1 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



1.3.2 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 Europacolona Polska	The most active PAG in the colorectal cancer area	www.europacolona.pl	
Fundacja im. dr. Macieja Hilgiera	a foundation focused on health promotion	www.fundacjahilgiera.com	
Alivia – Fundacja Onkologiczna Osób Młodych	a foundation supporting young people fighting with cancer	www.alivia.org.pl	
Polska Koalicja Pacjentów Onkologicznych	the biggest umbrella organization in oncology area in Poland	www.pkopo.pl	

Federacja Stowarzyszeń 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	
Służba 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	
LekarzOnkolog	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	

1.4 The events

1.4.1 Cancer Genetics for Medical Community

On the 17th of June 2013 a workshop focused on recent trends in cancer genetics was organized at the Medical University of Warsaw. The workshop was a part of the initial scope of the BASTION project (one of the five workshops). The main speakers during the conference were leading experts from the Comprehensive Cancer Center, The Ohio State University, Columbus, USA:

- Professor Clara D. Bloomfield, a world-class expert in the fields of genetics, leukemia and lymphoma as well as molecular diagnostics and therapy of these diseases, co-discoverer of the Philadelphia chromosome,
- Professor Albert de la Chapelle, the authority in the field of genetics of inherited diseases, co-discoverer of the genetic basis of hereditary colorectal cancer (Lynch syndrome) and the de la Chapelle syndrome,
- Doctor Krzysztof Mrozek, a specialist in cytogenetic analysis of leukemia and solid tumors, working on the development of standardized diagnostic and prognostic markers in myeloid leukemias.

One of the lectures was given by the professor Jolanta Kupryjańczyk from Warsaw Oncology Center – Instytut im. Marii Skłodowskiej-Curie, an expert in the field of gynecologic malignancies, the co-author of the WHO classification of ovarian cancer.

The honorary patronage over the conference were held by the Ministry of Science and Higher Education and the Ministry of Health. Partners Institutions of the event were the Postgraduate School of Molecular Medicine and patient advocacy group Europa Colon Polska. The event were held under the patronage of the following media: Służba Zdrowia (the oldest medical magazine in Poland issued from 1949) and MedExpress portal (portal dedicated to information from the medical field).



Photo 1. Dr. Krzysztof Mrozek during his lecture.

Photo 2. Professor Albert de la Chapelle during his lecture.



More about mentoring program can be found at:

<http://www.fnp.org.pl/nabor-do-programu-mentoring-fnp/>

More about Foundation for Polish Science can be found at:

<http://www.fnp.org.pl/en/>

More information about the workshops can be found at:

<http://medycynagenomowa.wum.edu.pl/BASTION>

<http://BASTION.wum.edu.pl/aktualnosci/najnowsze-trendy-w-obszarze-genetyki-nowotworow/>

More photos from the event can be found at:

<http://bastion.wum.edu.pl/galeria/konferencja-najnowsze-trendy-w-obszarze-genetyki-nowotworow-galeria/>

Attached to the report one can find a conference program of the OPJT. Attachment nr 7.

1.4.2 The Academic Enterprise Awards Conference

On June 4th, 2013 the BASTION project representatives participated in the Academic Enterprise Awards (ACES) conference, which took place in the European Parliament. It was the fifth edition of the event. The BASTION project received an official status of the conference partner. The ACES are the only pan-European awards for universities and public research institutes spin-outs. Supporting entrepreneurship is also one of the key focus area of the BASTION project. The key purpose of the Academic Enterprise Awards Conference was to give public recognition to those researchers, engineers, professors, students and government officials in Europe who have done the most to foster a culture of enterprise on campus. This can be through taking the risk of launching a spin-out company, developing a discovery into a marketable innovation, or promoting policies that create a receptive environment for entrepreneurship on campus. The nominations come from all sectors, disciplines and countries in Europe, and are judged by the Science Business Innovation Board, a leadership panel, business schools INSEAD and ESADE, in association with Microsoft and BP.

The conference was followed by an Award Ceremony, opened by professor Jerzy Buzek, Member and Former President of the European Parliament, and in cooperation with the European Commission's University-Business Forum. One of the key speakers during the ACES conference was professor Sławomir Majewski, Vice Rector for Science and International Relations at the Medical University of Warsaw and Leader WP7, Deputy Leader WP3 of the BASTION project.

During the round table event, which was organized next to ACES ceremony, BASTION team members met Magdalena Chlebus, the European Federation of Pharmaceutical Industries and Associations (EFPIA)

Director. Thanks to this contact BASTION project and the Medical University of Warsaw have been invited to co-organize conference focused on the gaining funds from the IMI initiative (more information on the event see point 1.4.5). This conference was the only conference that was dedicated to gaining funds from IMI topic in Poland in 2014. This initiative would be helpful not only for researchers from the Medical University of Warsaw but also for many others Polish research institutions. Thanks to this training participants received information about the IMI initiative. Due to the conference there is also a chance that a number of applications from Poland will increase.

Photo 3. Professor Sławomir Majewski, Vice Rector for Science and International Relations, during his speech on ACES 2013 conference.



Photo 4. Professor Jerzy Buzek, Member and former President of the European Parliament, with the BASTION representatives during ACES 2013 (standing from the left: M. Gierałtowski, M. Czanik-Kawecka, T. Stokłosa, J. Buzek., R. Zagozdzon, J. Golab, I. Drozdowska-Rusinowicz, S. Majewski, K. Dzwonek).



More information about the event can be found at:

<http://bastion.wum.edu.pl/aktualnosci/przemowienie-prof-jerzego-buzka-roundtable-form-lab-to-clinic/>

<http://bastion.wum.edu.pl/aktualnosci/relacja-z-panelu-poswieconego-zarzadzaniu-innowacja/>

<http://www.sciencebusiness.net/aces/Default.aspx>

More photos from the event can be found:

<http://bastion.wum.edu.pl/galeria/bastion-round-table-zdjecia/>

Attached to this report an ACES 2013 Conference Program with detailed information on the conference can be found. Attachment nr4.

1.4.3 Matching Partners Forum

The BASTION project representatives took part in Matching Partners Forum (Forum Kojarzenia Partnerów, MPF) in the area of knowledge transfer and innovation, which was held from 9th till 10th December 2013 in Warsaw on Faculty of Mathematics and Information Science at Warsaw University of Technology. The idea behind the forum was to create the event which would facilitate contacts between entrepreneurs, scientists and institutions supporting entrepreneurship.

The event was part of the project organized by the Governor of the Mazovian area as part of the project focused on supporting innovation-orientated business in the region. The event involved government and local government stakeholders, entrepreneurs and scientist from various research institutions from the Mazovian area. Over 100 representatives from over 40 institutions took part in the event.

The BASTION objectives in participating in the MPF were to:

- look for a potential partners willing to collaborate in the research projects,
- be recognized as a potential research partner with know-how in the oncology area,
- establish business contacts that could be used in future projects,
- gather know-how on start-up projects,
- gather know-how on funding opportunities for start-ups in the Mazovian area.



Photo 5. Matching Partners Forum – matching session with Michał Gierałtowski.



Photo 6. Matching Partners Forum – exhibition space.

More information about the MPF initiative can be found at:

<http://www.msodi.mazovia.pl/fkp/index.html>

1.4.4 The Oncology Training Program for Journalists

On August 7th, 2013 the third edition of the Oncology Training Program (OTPJ) for journalists was organized by the Polish Oncology Society, Dr. Maciej Hilgier Foundation and Health Project Management. This year's edition was run by leading Polish experts in the oncology field from leading research centers in Poland (professor Jacek Jassem, professor Wojciech Golusiński, professor Piotr Rutkowski, professor Radziśław Kordek). The OTPJ was also attended by the government representatives, lawyers specialized in the medical area and representatives of the National Health Fund (NHF). 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 in collaboration with the BASTION project. The opening honorary speech *Tumors: Genesis and Formation Development Mechanisms* was given by the professor Jakub Golab, the leader of the BASTION project.

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



Photo 7. Professor Jakub Golab during the opening lecture during the OPJT.



Photo 7. Professor Jacek Jassem introducing professor Jakub Golab during the OPJT event.

Graph 1. Congratulation diploma for professor Jakub Golab and BASTION project team for taking part in the OPJT initiative.



More information about the event can be found at:

<http://BASTION.wum.edu.pl/aktualnosci/BASTION-wspolpraca-przy-organizacji-iii-letniej-akademii-onkologicznej-dla-dziennikarzy/>

http://www.pto.med.pl/edukacja/letnia_akademia_onkologiczna_dla_dziennikarzy

<http://www.youtube.com/playlist?list=PLFD7F6B3C4A7BB9DB>

Attached to the report a conference program of the OPJT can be found. Attachment nr 5.

1.4.5 Innovative Medicines Initiative Conference

On January 17th, 2014 a conference focused on ways of applying for funding for biomedical research projects within the framework of the Innovative Medicines Initiative (IMI) was organized at the Medical University of Warsaw. The organizers of the conference were Medical University of Warsaw, the BASTION project, the Innovative Medicines Initiative Joint Undertaking and the European Federation of Pharmaceutical Industries and Associations together with the Association of Employers of Innovative Pharmaceutical Companies (INFARMA).

The conference, combined with workshops, was addressed to researchers, small and medium-sized businesses, non-profit organizations, government agencies and other institutions supporting, leading or interested in participating in research projects.

The IMI is Europe's largest public-private initiative aiming to speed up the development of better and safer medicines for patients. IMI supports collaborative research projects and builds networks of industrial and academic experts in order to boost pharmaceutical innovation in Europe. IMI is a joint undertaking between the European Union and the pharmaceutical industry association EFPIA.

Till now IMI invested about 1.5 billion euros in research projects carried out by public and private partners. The budget for grants to potential beneficiaries is approximately 170 million Euros.

The conference was an excellent opportunity for:

- raising awareness about the BASTION project,
- disseminating information about the personalized medicine,
- building expert image of the BASTION project team members among journalists and the conference participants,
- building relations with journalists from the medical area,
- building relations with key stakeholders in the medical area including EFPIA, INFARMA and representatives of Polish pharmaceutical industry.

BASTION representatives took active part in a discussion – professor Jakub Golab was one of the key speakers during a special press conference which was held during the event.

Photo 8. Press conference during the event with (from right): professor Jakub Golab, leader of the BASTION project, Magda Gunn, Scientific Project Manager IMI, Magda Chlebus, Director Science Policy EFPIA, Paweł Sztwiertnia President of INFARMA.



Photo 9. Press conference during the event- session with open questions.



More photos from the event can be found:

<http://bastion.wum.edu.pl/galeria/galeria-zdjec-konferencja-imi/>

Attached to the report a conference program of the OPJT can be found. Attachment nr 6.

2. ON-LINE DISSEMINATION AND PROMOTIONAL ACTIVITIES

Introduction

We have also decided to use the most effective marketing channel - on-line - to promote the project. Below one can find arguments for that decision:

- people change their habits in patterns of searching for information - web site presence becomes a communication standard,
- the web site is the most cost-effective tool among all marketing tools, it is an advertisement which runs 24hours a week,
- on-line tools are generally free tools; most of them allow to track on-line audience and adjust content to deliver exactly what users are searching for,
- it is possible to deliver different messages to different target groups,
- it is a two-way communication channel with all potential project stakeholders.

2.1 BASTION web site

www.BASTION.wum.edu.pl

All BASTION endeavors have been promoted on the BASTION web site, which is a part of the media plan executed in the project. Before each event one can find a press release regarding the event was published on BASTION web site. After each event materials from the event were published on BASTION web site.

From January 2013 till January 2014, 7110 people have visited BASTION web site.

Analytical tools on BASTION web site

BASTION web site is integrated with Google Analytics (GA) tool. This service offered by Google generates detailed statistics about a web site's traffic and traffic sources. The service is offered free of charge.

GA is used to analyze users' behavior on the site which in fact is the benchmark for the project on-line promotion activities. Analytical tools give detailed statistics about the site, which allows the site owner to assess if the site content is attractive for users. GA also helps the site owner to attract browsing on site.

SEO – delivering the message to target groups

To deliver information about the BASTION web site to internet users a SEO (Search Engine Optimization) strategy for the BASTION web site have been developed. The main reason for developing such strategy is generating more traffic to the BASTION web site in order to reach wider public. SEO is a way of analyzing and building web sites so that they can be found a lot easier when they are indexed by the search engines. From the beginning of the project SEO optimization was one of our key focus. A month after the re-launch of the BASTION web site, the site was recognized by Google as place with valuable content (page rank 5/10), which was a huge success.

2.2 Social media

The BASTION site is fully integrated with social media. All materials, articles, news, reports published on the BASTION site can be easily shared through social media, just by clicking one of the links attached to

the material (using Twitter, Google+ or Facebook). The social media puts the project communication in to the next level. Instead of being send by a standard source of information, the message send by social media channels spreads from user to user which makes it resonates more. Because it appears from a trusted source rather than third-party (like the brand or company) the impact of the message is much bigger. Hence, this form of marketing is driven by word-of-mouth, which means it results in earned media rather than paid media.

Special video materials

To increase an impact of translational studies in oncology we have 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. All materials are available on-line on the BASTION site and on the YouTube channel. Till January 2014 we have managed to prepare five educational videos with the leading researchers from the BASTION team.

YouTube channel

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

An exclusive YouTube channel was created especially for the BASTION project materials. The main purpose for this action was to establish as many entry points as possible in order to reach to project target groups. On the YouTube channel one can find all official video materials connected with the BASTION project. Till January 30th, 2014 eight video materials were uploaded to the YouTube channel. Over 2 300 people have seen video materials regarding the BASTION project.

Detailed information about all on-line activities can be found in the Report on Raising General Public Awareness Activities D2.8.

Summary

During the first 18 months of the BASTION project we have managed to:

- build visual identification guidelines of the project,
- establish cooperation with the crucial patient advocacy groups,
- gain official patronage form the Ministry of Health and the Ministry of Science and Higher Education,
- establish cooperation with media and gain their support for the BASTION project,
- develop promotional materials (a folder and a leaflet), that are distributed during the events we organize, co-organize or take part in,
- develop the BASTION project recognizability in the media. [Till January 30th 2014, 147 articles have been published in the media concerning the BASTION project],
- organize all events planned for the first 18 months and also co-organized additional events, which increased the BASTION project recognizability. [The events were also an excellent opportunity to engage crucial stakeholders.]
- create BASTION web site, which is very often visited. [Till January 30th 2014, over seven thousands of people enter the site.],
- establish the BASTION project presence in the social media.

Corresponding estimated budget

PERSONNEL, SUBCONTRACTING AND OTHER MAJOR DIRECT COST ITEMS FOR BENEFICIARY "1" FOR 18M			
	Item description	Amount/* [EUR]	Explanations
WP2 Task 2 & 2.5	Personnel costs	34.384	Salaries of the WP2 Leader (0,775 PM), hired PR Specialist (6,41 PM) - part time job
	Subcontracting	2.539,78 2.553,27 757,55 806,77	BASTION Web-page, BASTION Project folder preparation and printing, Video lectures (2), Graphical design - logo
	Remaining direct costs	862	Other PR-related costs (ex. job announcement, printing)
TOTAL DIRECT COST		41.903,38	

/* - exact costs for M1-M18 will be presented in the 1st Period Report and Form C (April 2014)

Prof. Zbigniew Gaciong
WP2 Leader

Michal Gieraltowski
Communication Manager

Prof. Jakub Golab
BASTION Project Coordinator

Warsaw, February 2014

Attachments:

1. **BASTION visual identification guidelines**
[<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A1.pdf>]
2. **BASTION promotion folder**
[<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A2.pdf>]
3. **BASTION leaflet**
[<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A3.pdf>]
4. **Conference program: ACES 2013**
[<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A4.pdf>]
5. **Conference program: Oncology Training Program for Journalists**
[<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A5.pdf>]
6. **Conference program: Conference on gaining founds from the Innovative Medicines Initiative**
[<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A6.pdf>]
7. **Workshop program: Cancer genetics for medical community**
[<http://bastion.wum.edu.pl/wp-content/uploads/2014/02/A7.pdf>]
8. **Media clippings**
[<http://bastion.wum.edu.pl/files/a8.pdf>]

List of all photos

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Photo 2. Professor Albert de la Chapelle during his lecture. [\[page 9\]](#)

Photo 3. Professor Sławomir Majewski, Vice Rector for Science and International Relations, during his speech on ACES 2013 conference. [\[page 10\]](#)

Photo 4. Professor Jerzy Buzek, Member and former President of the European Parliament, with the BASTION representatives during ACES 2013 (standing from the left: M. Gierałtowski, M. Czanik-Kawecka, T. Stokłosa, J. Buzek., R. Zagózdzon, J. Golab, I. Drozdowska-Rusinowicz, S. Majewski, K. Dzwonek). [\[page 10\]](#)

Photo 5. Matching Partners Forum – matching session with Michał Gierałtowski. [\[page 11\]](#)

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Photo 7. Professor Jakub Golab during the opening lecture during the OPJT. [\[page 13\]](#)

Photo 8. Press conference during the event with (from right): professor Jakub Golab, leader of the BASTION project, Magda Gunn, Scientific Project Manager IMI, Magda Chlebus, Director Science Policy EFPIA, Paweł Sztwiertnia President of INFARMA. [\[page 15\]](#)

Photo 9. Press conference during the event- session with open questions. [\[page 16\]](#)