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H2020-EIC-FETPROACT-2019  
EIC Transition to Innovation Activities



Evolving reversible iMmunocapture by membrane sensing peptides:  
towARds scalable extracellular VESicLes isolation

Starting date of the project: 01.11.2020  
Duration: 28 months

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## EXECUTIVE SUMMARY

Timely and effective communication and dissemination of results are an essential part of every research and innovation project. This ensures that the gained knowledge or exploitable outcomes can benefit the whole society, and that any duplication of research and development activities is avoided.

In order to monitor the dissemination and communication activities in MARVEL project, a document to record them was prepared (see Deliverable D6.2). This document helps to revise that the targets established at the beginning of the project will be achieved and overall the goals are fulfilled. The dissemination and communication strategy has changed during the first part of the project given the need to adapt to the global coronavirus pandemic, which has stopped or severely limited all physical dissemination activities. All such activities needed to shift to the online format which the report reflects.

This report also includes a tentative plan of the dissemination and communication activities for the next half of the project. Continuous investigation of the additional routes for dissemination will be monitored and if found this document will be updated. The final report on MARVEL dissemination and communication activities will be prepared in deliverable D6.11 “Final report on communication and dissemination activities” at the final stage of the project.

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## 1. INTRODUCTION

Deliverable D6.4 “Dissemination and communication activities is part of the task T6.1 Dissemination and communication”. The task states that partners will define a working document outlining the dissemination strategy (definition of internal procedures, target audience, and timelines) and communication strategy (means, methods and tools used to approach the defined target audience during the life of the project). The dissemination activities and plan will be updated periodically on the “MARVEL recording dissemination and plan” Excel file. Information regarding dissemination is included in the internal reports and the periodic reports.

The dissemination and communication report outlines the main elements and strategic choices regarding the dissemination and communication activities of the MARVEL project towards the most important stakeholder groups. This document enables the project team to properly plan and implement all required dissemination activities in order to achieve the identified main objectives: implementation of communication activities targeted towards different stakeholders, production of publicity materials for project outputs awareness and involvement of the community throughout all phases of the project. Active participation in conferences, workshops, exhibitions, and courses, as well as fostering relationships with other framework projects and initiatives (clustering activities) are key initiatives for the upcoming activities plan.

## 2. MARVEL DISSEMINATION AND COMMUNICATION ACTIVITIES

### 2.1. Target audience

Various communication tools are used and tailored to the needs of various stakeholders and audiences. The target audiences for MARVEL include research community, broad public and media, technology users / customers, standardization & regulation bodies, policy makers and EC. The identified communication and dissemination channels and tools are introduced in following subchapters. Communication activities are monitored and being followed-up to maximize their impact. Planned dissemination at in-person trade fairs, conferences, and workshops in the last year has been highly dependent on the evolution of the Covid-19 emergency and became possible only from summer 2021. In the meantime, the consortium pursued dissemination at online events, strictly monitoring the evolution of the crisis. Table 1 includes an indication of dissemination KPIs status and the ones that have already been met.

**Table 1. MARVEL Dissemination plan and achieved KPIs; Target KPIs are given for the duration of the project**

Target groups	Measure for dissemination	Target KPI	M18 KPI	Impact
Research community / Education	Presentations at international conferences	6	7	Disseminate technical achievements. Setup collaborations for research activities.
	Publications in international journals	6	1	
	Stakeholders participating in the final conference	10		
Industries and SMEs	MARVEL final conference	1		Direct contacts with customers at booth. Discussing licensing.
	Exhibitions and trade fairs	4	1	
	Interest of industrial customers on Technology Exploitation	8		
Broad public and media	Project Website (M4): Number of Visits	1000	2968	Create awareness about the project, its objectives and impact on the EU community. Enhance multi-stakeholder learning network for knowledge exchange and for strengthening market competitiveness.
	Public deliverables will be made available: N° of downloads	100		
	Non-scientific publications (articles, press releases, videos) and posts in social media (e.g. Twitter)	10	113	
	Flyers/Poster distributed at conferences, workshops, etc.	800		
End-users	MARVEL final conference	1		Technology replicability and business opportunity
	Publications in specialised magazines	3	1	
	Presentations at specialized events	5	4	
	Project workshop	1		
Policy makers and EC	Participation in EU commission's consultation & other worldwide regulatory in the field of interest	1	1	Interaction with EC authorities
	Clustering events	2		
	Final Conference	1		

## 2.2. MARVEL logo

The project logo was prepared by the coordinator (CNR) before the start of the project. It depicts cells communication through extracellular vesicles in the centre of the blue cycle which is surrounded by two red cycles. The logo is supplemented by a short name of the project which is placed in front of the logo. The official MARVEL logo (Figure 1) is used in all the project related dissemination materials including templates, website, leaflets, posters, and brochures.



*Figure 1. MARVEL logo*

## 2.3. MARVEL webpage

MARVEL project website (<https://marvel-fet.eu>) has been set up in order to increase public awareness of EIC Pathfinder Pilot Transition to Innovation Activities. The MARVEL website has been operational since November 2020 in a provisional version (Figure 2) and since February 2021 in a full version (Figure 3). The website has been created in Open-Source software called WordPress. WordPress started as a blogging system but has evolved to be used as full content management system, that is completely customisable and can be used for almost anything within the field of web design. It allows fast and reliable customisation and has a user-friendly back-office environment which is a key for the website updates and file uploads. The website is available for public access and will be actively maintained during the project. The website provides acknowledgement of EU funding as follows: "The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°951768, project MARVEL". The project website is described in detail in Deliverable D6.1. The project website was also promoted through MARVEL social media channels (LinkedIn, Twitter), websites of MARVEL partners (e.g. News sections, projects sections etc.), and in the social media channels of the partners.

# MARVEL

## Evolving reversible iMmunocapture by membrane sensing peptides: towARds scalable extracellular VEsicLes isolation

**Call identifier:** H2020-EIC-FETPROACT-2019

**Topic:** FETPROACT-EIC-06-2019 EIC Transition to Innovation Activities

**Start date:** 01/11/2020

**Duration of the project:** 24 months

### Abstract:

Extracellular vesicles (EV) are submicron membrane vesicles released by most cells with a fundamental role in cell-to-cell communication. Much interest is flourishing towards their exploitation in regenerative medicine and diagnostics. However, the fulfilment of the EV promise is hampered by severe limitations in their isolation, characterization and manufacturing. A particularly arduous task is to move the isolation of specific EV subpopulations beyond the analytical scale and towards scalable processes. In this scenario, our project will leverage on DNA-directed reversible immunocapturing (rDDI), a new technology developed within FET-OPEN project "INDEX". rDDI relies on the reversible EV isolation mediated by immunoaffinity followed by intact vesicles recovery upon enzymatic cleavage of a DNA linker used to anchor antibodies on solid supports. Despite unprecedented efficiency in the recovery of highly pure EVs, limitations inherent to antibodies (high costs, batch-to-batch variation and limited versatility of chemical manipulation) substantially impair the scalability of rDDI for any operating scale exceeding the analytical one. MARVEL targets a paradigm shift from antibodies to peptides as an alternative class of affinity ligands for EV capturing by introducing membrane-sensing peptides (MSP) as novel ligands for the size-selective capturing of small EV, unbiased by differential surface protein expression. MARVEL mission is to combine and implement rDDI and MSP technologies, towards the first and best performing ever affinity-based technology for scalable and reversible small EV ( <200nm ) isolation. The modularity in scaling-up of the novel protocols and kits will be demonstrated on medium/large sample volumes in relevant environments for therapeutic and diagnostics use of EVs and specifically: 1) In the manufacturing of GMP-grade EVs as a medicinal product for cardiac repair; 2) In urine-based liquid biopsy for bladder cancer diagnostics.

#	Participant organisation name	Short name	Country
1	Consiglio Nazionale delle Ricerche	CNR	Italy
2	Fondazione Cardiocentro Ticino	Cadiocentro	Switzerland
3	Università Vita-Salute San Raffaele	UNISR	Italy
4	HansaBioMed Lifes Sciences OU	HANSABIOMED	Estonia
5	Paperdrop Diagnostics SL	Paperdrop Dx	Spain
6	AMIRE SRO	AMI	Czech Republic

### Contact persons:

<b>Project Coordinator:</b>	Marina Cretich, marina.cretich(at)cnr.it
<b>Project Manager:</b>	Yevhen Horokhovatskyi, horokhovatskyi(at)amires.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 951768.

**Figure 2. MARVEL webpage (preliminary version)**





Figure 3. MARVEL website (homepage)

## 2.4. MARVEL dissemination materials

Several types of dissemination materials were prepared during the first half of the project in order to inform wide and various audiences on the MARVEL project and its development. These include:

- MARVEL Flyer message
- MARVEL videos
- MARVEL leaflet
- MARVEL poster
- MARVEL roll-up
- Press release

The dissemination of the project's achievements should always follow strict rules according to EC guidelines and should never jeopardize the potential protection of generated intellectual property and further industrial application. Therefore, before any dissemination activity (publication, presentation, posts) strict rules of prior notice to all partners are applied, according to EC guidelines: prior notice of any planned publication should be given to other consortium members at least 45 calendar days before the publication. The Dissemination Manager in cooperation with the Exploitation Manager follow the approval processes and act as an internal executive approval body for any dissemination action organized by different partners.

### 2.4.1. MARVEL Flyer message

The MARVEL Flyer Message (FM) dissemination idea was implemented to provide a regular update on MARVEL results and achievements to a broad public. It includes project's and partners' logos, acknowledgement of EU funding with EU flag, and short statement describing the presented result (Figure 4). The FM is usually supplemented by the extended version of the result description either directly on the post or through the link to the post on the MARVEL website. To disseminate FM, MARVEL website, LinkedIn, and Twitter are used. Additionally, the links of the posted posts are shared with the Consortium that they can repost it on their social media channels. The FM is prepared by the Dissemination manager from AMIRES based on files and information from partners. To avoid dissemination of confidential information the final version of the FM is approved by the Project Coordinator first and then by the MARVEL Consortium.

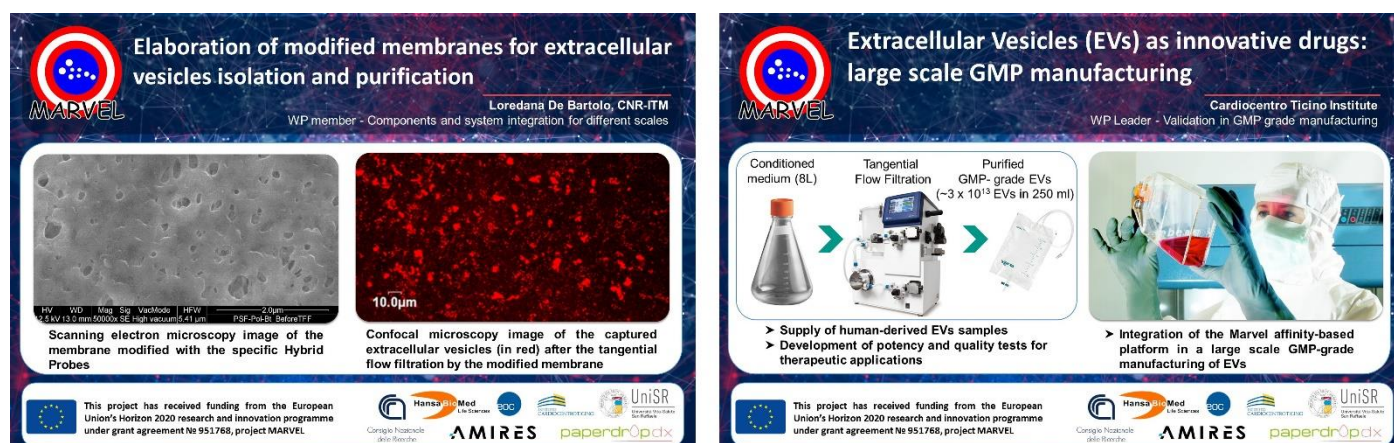


Figure 4. Examples of the MARVEL Flyer message

### 2.4.2. MARVEL videos

Short video spot about the project was made and distributed through the project's communication channels and also was broadcasted during the Future Tech Week (<https://futuretechweek.fetfx.eu>). The video is targeted to broad public and contain visual contents. Further videos in interview format are planned. They will present information about individual partners, their role, plans, and results within the MARVEL project.

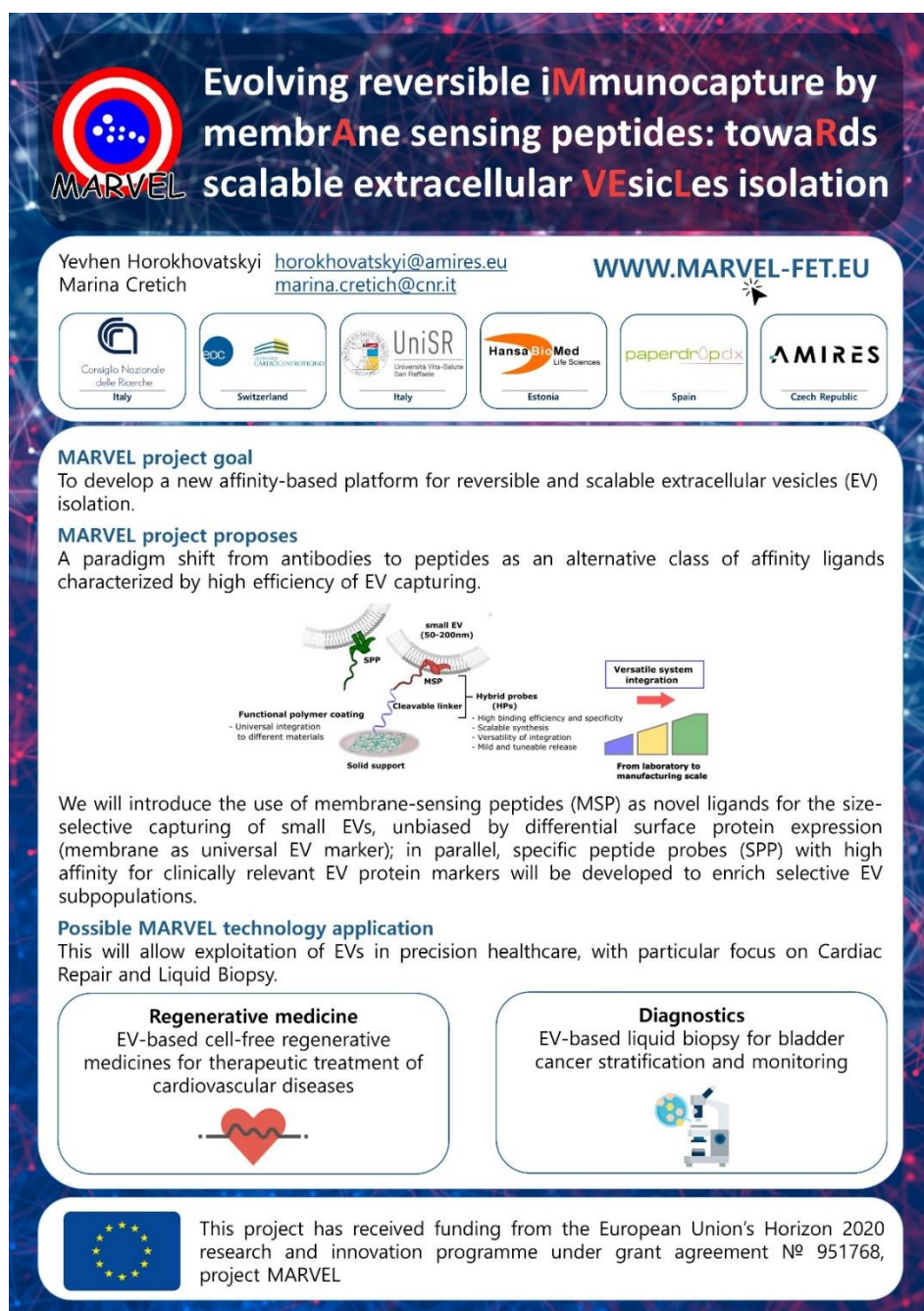


### 2.4.3. MARVEL leaflet

The project leaflet is under preparation and it will provide at glance the project overview / goals / impacts / partners to those interested in the topic.

### 2.4.4. MARVEL poster

MARVEL project poster (Figure 5) was created at the beginning of the project to be used by partners during their participation in events. It is prepared in a style of the MARVEL website and contains basic information about the project idea, partners involved and acknowledgement of EU funding with EU flag. Further posters displaying scientific content were prepared in a similar style by partners and were presented during scientific symposia and conferences, demonstrating results along with project achievements. These posters were uploaded on the MARVEL project's website (section "Downloads") and are available for a broad public.



**Evolving reversible iMmunocapture by membrAne sensing peptides: towaRds scalable extracellular VEsicles isolation**

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Marina Cretich [marina.cretich@cnr.it](mailto:marina.cretich@cnr.it) [WWW.MARVEL-FET.EU](http://WWW.MARVEL-FET.EU)

Partners: Consiglio Nazionale delle Ricerche (Italy), SBC (Switzerland), UniSR (Italy), HansaBioMed Life Sciences (Estonia), paperdröpx (Spain), AMIRÉS (Czech Republic)

**MARVEL project goal**  
To develop a new affinity-based platform for reversible and scalable extracellular vesicles (EV) isolation.

**MARVEL project proposes**  
A paradigm shift from antibodies to peptides as an alternative class of affinity ligands characterized by high efficiency of EV capturing.

**Diagram:** Illustrates the MARVEL platform. A functional polymer coating on a solid support is linked via a cleavable linker to a membrane-sensing peptide (MSP). MSP captures small EVs (50-200nm). Specific peptide probes (SPP) are also used. Hybrid probes (HPs) combine MSP and SPP. The system is versatile, allowing integration from laboratory to manufacturing scale.

We will introduce the use of membrane-sensing peptides (MSP) as novel ligands for the size-selective capturing of small EVs, unbiased by differential surface protein expression (membrane as universal EV marker); in parallel, specific peptide probes (SPP) with high affinity for clinically relevant EV protein markers will be developed to enrich selective EV subpopulations.

**Possible MARVEL technology application**  
This will allow exploitation of EVs in precision healthcare, with particular focus on Cardiac Repair and Liquid Biopsy.

**Regenerative medicine**  
EV-based cell-free regenerative medicines for therapeutic treatment of cardiovascular diseases

**Diagnostics**  
EV-based liquid biopsy for bladder cancer stratification and monitoring

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 951768, project MARVEL

Figure 5. MARVEL project poster

#### 2.4.5. MARVEL roll-up

The MARVEL project roll-up (Figure 6) was prepared in order to attract more attention to the concept of the project during in-person meetings, conferences, and workshops. It includes general project information, project logo, logos of partners, the EU flag and acknowledgment of EU funding as follows: “The project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement n°951768, project MARVEL”.

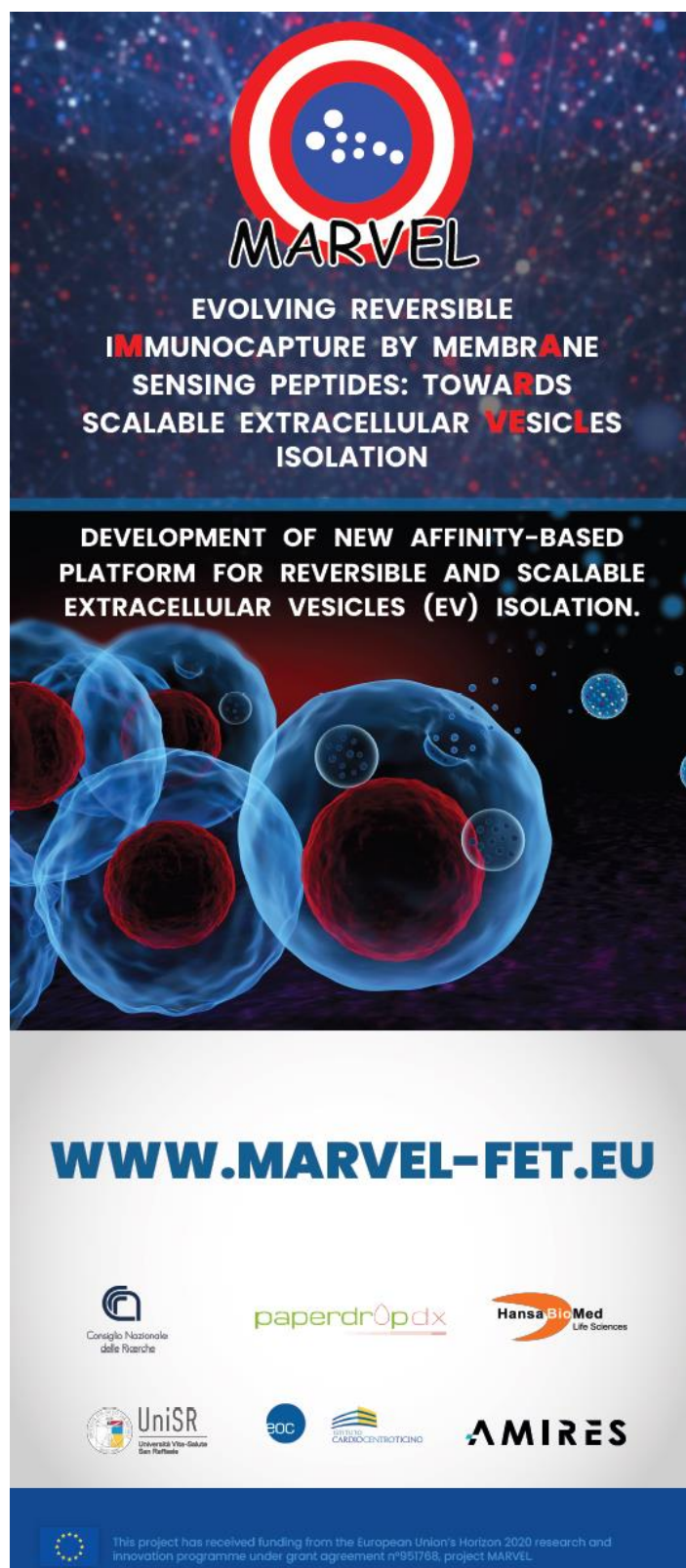


Figure 6. MARVEL project roll-up



## 2.5. Press release

The aim of the press releases is to attract favourable media attention and provide publicity for the project and its events. The first press release where MARVEL project was mentioned (Figure 7) was published in big Italian newspaper Il Sole 24 Ore (<https://www.ilssole24ore.com/>). Press releases have also been published by individual partners to present their involvement in the project (e.g. CNR).



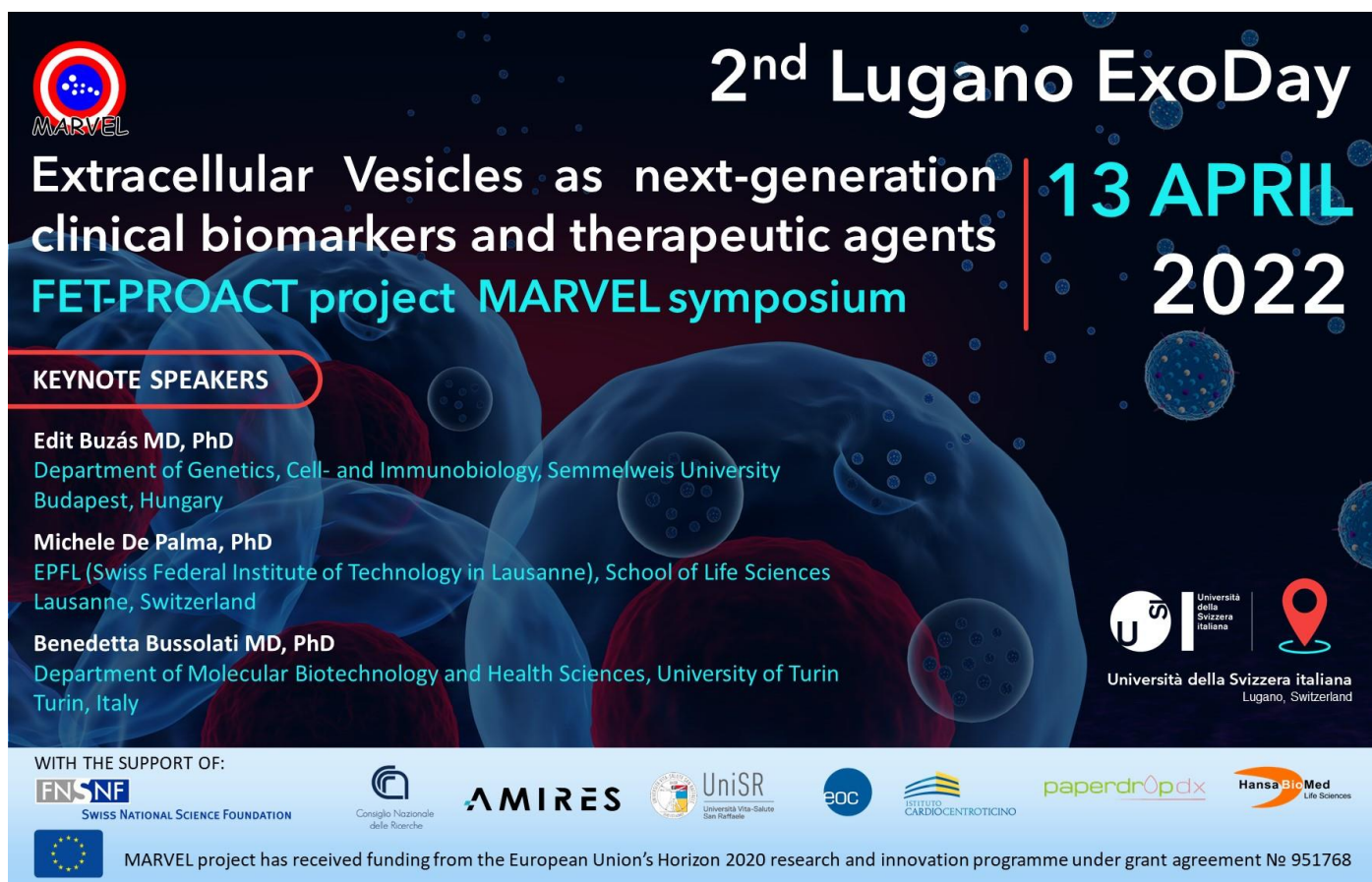
Figure 7. Press release in Il Sole 24 Ore.

## 2.6. MARVEL symposium

MARVEL symposium entitled "Extracellular Vesicles as next-generation clinical biomarkers and therapeutic agents" is planned to be held on 13 April 2022 in Lugano, Switzerland as a part of the 2<sup>nd</sup> Lugano ExoDay (Figure 8). The goal of this event is to highlight and capture the new developments in the area of extracellular vesicles (EVs). As it clearly seen from the title, the workshop will be focused on two main topics:

- 1) "EVs application as next-generation clinical biomarkers" - this session will be dedicated to discussion of different methods for the isolation and characterization of EV from biofluids
- 2) "EVs as therapeutic agents" – this session will focus more on scale-up processes and specification for applying EV-based product in therapeutic context.

The tentative symposium program includes keynote lectures from the invited speakers, flash presentations by Ph.D. students and/or post-doc researchers and a poster session. Each session will be summarized with a round-table discussion.



**2<sup>nd</sup> Lugano ExoDay**

**Extracellular Vesicles as next-generation clinical biomarkers and therapeutic agents**

**FET-PROACT project MARVEL symposium**

**13 APRIL 2022**

**KEYNOTE SPEAKERS**

**Edit Buzás MD, PhD**  
Department of Genetics, Cell- and Immunobiology, Semmelweis University  
Budapest, Hungary

**Michele De Palma, PhD**  
EPFL (Swiss Federal Institute of Technology in Lausanne), School of Life Sciences  
Lausanne, Switzerland

**Benedetta Bussolati MD, PhD**  
Department of Molecular Biotechnology and Health Sciences, University of Turin  
Turin, Italy

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HansaBioMed  
Life Sciences

Università della Svizzera italiana  
Lugano, Switzerland

MARVEL project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951768

**Figure 8. MARVEL symposium flyer**

## 2.7. Publication of MARVEL results

Publication of MARVEL results to relevant scientific and industrial periodicals, journals and key conferences in Europe will be assured throughout the whole project lifetime.

Joint publications from different partners are encouraged during the course of the project. The publications will be submitted to the Open Access Issues of these Journals. Examples of journals, where contributions from MARVEL partners might be expected (the list is not exhaustive):

Journal of Extracellular Vesicles  
Analytical Chemistry  
Advanced Materials  
Journal of Membrane Science

To date there is already one published paper related to MARVEL project. The citation and link to the Open Access publication is:

Frigerio R, Musicò A, Brucale M, Ridolfi A, Galbiati S, Vago R, Bergamaschi G, Ferretti AM, Chiari M, Valle F, Gori A, Cretich M. Extracellular Vesicles Analysis in the COVID-19 Era: Insights on Serum Inactivation Protocols towards Downstream Isolation and Analysis. Cells. 2021; 10(3):544. <https://doi.org/10.3390/cells10030544>



## 2.8. Social media

Social Media such as LinkedIn (Figure 9) and Twitter (Figure 10) were created for MARVEL project to engage a wider audience especially to the younger generation and to enable feedback from various audiences. Short news stories about the MARVEL project and its development were prepared and shared on the identified tools especially during events, conferences, and symposiums. Social media also used as a communication channel to disseminate potential clustering activities. For the first 15 Months of the project duration there were 18 posts published with the 13405 post views on the LinkedIn profile while 50 posts with 107930 post views were achieved on Twitter profile. It is also worth emphasizing that each post is usually reposted on AMI or partners' social media channels increasing visibility of posted materials to a much broader public. The posts on LinkedIn usually include full version of the post and the link to the MARVEL website, where more information about the project is available. Some posts on Twitter profile also include a link to the project's website, however, due to characters limit the posts are usually shorter and include only basic information about the post. In this case, the website link leads to the MARVEL website where full version of the post is available.

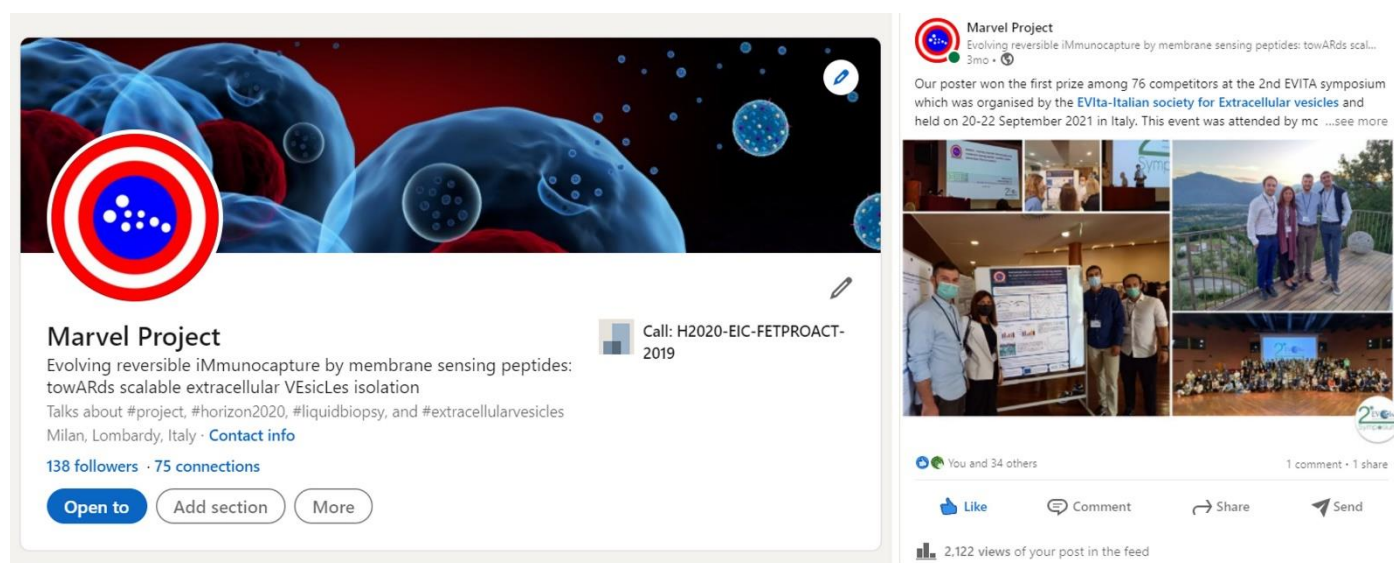


Figure 9. MARVEL LinkedIn profile and example of project's post.

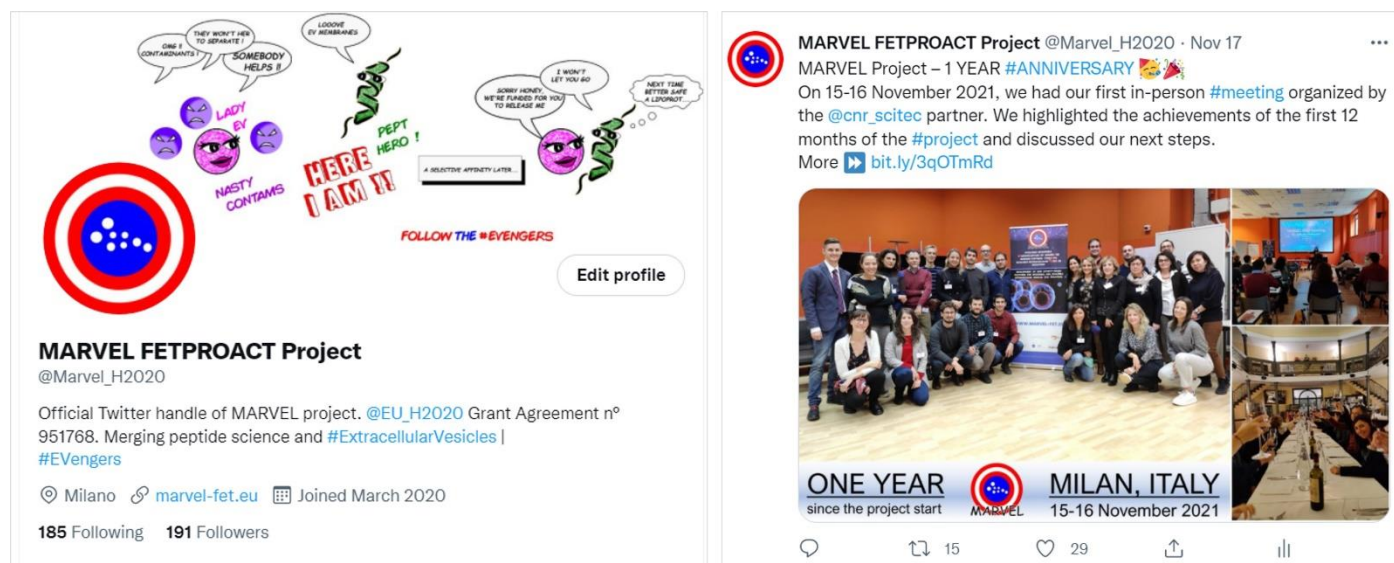


Figure 10. MARVEL Twitter profile and example of the project's post.

## 2.9. Presentation at conferences, symposia, meetings

Planned dissemination at in-person trade fairs, conferences, and workshops has been highly dependent on the evolution of the Covid-19 emergency and became possible only from the summer 2021. A set of conferences on extracellular vesicles were selected and articles, papers and posters were prepared for them. To create a list of upcoming events where partners plan dissemination of the MARVEL project, an Events Calendar was created. This calendar includes all planned events in the consortium, and it helps to disseminate information about partners' participation as before the event as well as after the event. For this purpose, MARVEL's website, LinkedIn, Twitter, and partners' websites and social media channels are used. During these events the representatives of the project have the possibility to communicate the project's scope and possible interaction and exchange with initiatives and projects in related fields. The list of the biggest events in 2021 where MARVEL partners disseminated project is presented in Table 2. List of the biggest events attended by MARVEL partners in 2021. Table 2.

**Table 2. List of the biggest events attended by MARVEL partners in 2021.**

Event	Description	Type of the presentation
EVITA 2 <sup>nd</sup> symposium	Annual meeting of the Italian Society of Extracellular Vesicles (EVIta)	3 poster presentations MARVEL showcase
European Researchers' Night 2021	Annual Europe-wide public event, which displays the diversity of science and its impact on citizens' daily lives in fun, inspiring ways	Poster presentation
2021 ISEV Workshop: massivEVs - an ISEV workshop on massive production of EVs	Annual meeting of the International Society for Extracellular Vesicles	Oral presentation Poster presentation
XXIII CONGRESSO SIRC 2021	National Congress of Italian Society of Cardiovascular Research SIRC	Oral presentation
Cardiovascular Grand Rounds in Maastricht	Yearly CARIM Symposium and irregular organised meetings and lectures are means to update the knowledge of our graduate students, our researchers and other external people with interest in the field of cardiovascular research.	Oral presentation

A set of the upcoming conferences on extracellular vesicles were already discussed and a tentative list is presented in Table 3. Nevertheless, the participation in these events is highly dependent on the evolution of the Covid-19 emergency.

**Table 3. Examples of conferences, symposia and meetings where presentation on project MARVEL will be considered (the list is not exhaustive).**

Event	Description
MARVEL workshop	Extracellular Vesicles dedicated workshop organized in the frame of the MARVEL project which will be a part of the 2nd Lugano ExoDay
ISEV2022	Annual meeting of the International Society for Extracellular Vesicles
Frontiers in CardioVascular Biomedicine 2022	The Frontiers in CardioVascular Biomedicine meetings are increasingly considered as one of the most relevant exchange platforms for basic and translational cardiovascular biomedicine.
European Researchers' Night 2022	Annual Europe-wide public event, which displays the diversity of science and its impact on citizens' daily lives in fun, inspiring ways
Euromembrane 2022	European Conference on Membranes of EMS. The special edition of Euromembrane 2022 to celebrate the 40th EMS anniversary



### 3. EAB cooperation

The MARVEL External Advisory Board was created not only to support the consortium during the technical specification phase at the start of the project, validation of results and flawless results exploitation but also to increase the Pan-European concept of this project and provide desirable feedback from other closely related European or national activities in this topic. The communication with EAB members is ensured through regular meetings (in person or through teleconferences).

The current list of EAB members includes the following representatives:

Edoardo Marchisio, Sales and Marketing Director, Dia.Pro Diagnostic Bioprobes s.r.l.

Peter Ferdinandy, Founder and CEO, Pharmahungary 2000 Ltd

George G. Daaboul, Co-Founder and CSO, NanoView Biosciences

Carolina Egea, Business develop manager, Agarose Bead Technology

## 4. CONCLUSIONS

This document represents the Deliverable D6.4 “Dissemination and communication activities”. The deliverable summarizes the strategies which were implemented for the last 15 months for dissemination of the MARVEL project and its results. It also includes the activities which are planned for the upcoming year in order to continue giving high visibility to the project, its achievements, and partners.

The target audience is defined in the document as well as the corresponding dissemination routes: project website, dissemination materials and social media are addressed to broad public; scientific publications and participation to conferences are addressed to the scientific community; workshops, events, press releases are addressed to potential technology users, policy makers, media, and etc.

MARVEL dissemination materials create awareness and inform the wide and various target audiences about the MARVEL project and its development through the MARVEL website and social media channels. In order to create an attractive content for these channels, Flyer message approach was implemented. It focuses mainly on the presenting of the technical progress within the project while general posts cover the rest of the information for the dissemination. On the other hand, Events calendar helps to disseminate news about events where MARVEL partners take part in disseminating the project. The promotional materials such as MARVEL poster and roll-up are used by MARVEL partners whenever they present at such events which include conferences, attend exhibitions, workshops or establishment of contacts with media.

List of main Open Access journals and key conferences have been identified by partners. It is the role of the main author to propose fair and equal distribution of co-authorships and determine the order. Each partner is free to choose any national or international event or conference, which may be interesting for showing results from the MARVEL project.

When disseminating the results of the MARVEL project, the following acknowledgment of the EU funding is always included: “The project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement n°951768, project MARVEL”. The dissemination of the project’s achievements should never jeopardize the potential protection of generated intellectual property and further industrial application. Therefore, before any dissemination activity (publication, presentation, posts) strict rules of prior notice to all partners are applied, according to EC guidelines: prior notice of any planned publication should be given to other consortium members at least 45 calendar days before the publication. The Dissemination Manager in cooperation with the Exploitation Manager follow the approval processes and act as an internal executive approval body for any dissemination action organized by different partners.

## 5. DEGREE OF PROGRESS

This deliverable D6.4 is 100% complete. The final report on MARVEL dissemination and communication activities will be prepared in deliverable D6.11 “Final report on communication and dissemination activities” at the final stage of the project.

## 6. DISSEMINATION LEVEL

The Deliverable D6.4 is public and therefore it will be available to download on the project’s website.