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COMMUNITY-DRIVEN INCLUSIVE, EQUITABLE,
MENTAL HEALTHCARE ACCESS

D6.3 Dissemination and Communication Plan-v2

Q-PLAN INTERNATIONAL

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Executive Summary

EQUICARES is a Horizon Europe project working to improve equitable access to innovative and sustainable mental health and care services for people in vulnerable situations. It combines research, co-creation and policy development, using advanced methodologies, including the updated Levesque framework, Computational Social Sciences and cost analysis techniques, to address systemic inequalities.

The project maps and pilots innovative solutions across seven countries, engages communities through Smart Health Labs, and develops tools such as an AI-based Assistant and an Inclusive Mental Health and Care Policy Dashboard to support long-term policy uptake and sustainable impact across Europe.

This document constitutes the second version of the EQUICARES project's Dissemination and Communication Plan (DCP). It evaluates the progress made since the initial plan, highlights lessons learned, introduces new actions designed to enhance outreach and visibility, and clarifies the roles and responsibilities of all project partners. The second version of the DCP reflects the project's progress in dissemination, stakeholder engagement, visibility activities, and external outreach, while updating the implementation status of the communication strategy initially defined in the first version. In particular, it includes:

- Updated dissemination and communication activities implemented during the last months,
- Project events, workshops, webinars, and conferences attended and organized by the consortium partners,
- Scientific publications released,
- Updates regarding the Network of Interest (NoI), including scheduled activities and engagement actions,
- New synergies and collaborations with other EU-funded projects and initiatives,
- Social media, website, newsletter performance updates and communication metrics,
- Upcoming dissemination opportunities and planned outreach actions for the next period.

By M3, the first D&C framework had been established. From that point until M18, the project implemented actions based on this plan while continuously refining them to achieve stronger results. A strong and recognisable visual identity was established with a logo, templates, and promotional materials that supported consistent messaging. The project website and social media accounts were launched and have been maintained with regular updates. An animated video was produced and widely promoted, while three newsletters were issued. Scientifically, the project has published one journal article and delivered 2 conference presentations. Events have also played a key role, partners participated in 5 external events such as conferences and public talks to present project developments and results at both national and international levels. Additionally, 9 synergies with relevant EU and international initiatives have been established.

Approximately 5,500 stakeholders have been engaged through the overall EQUICARES dissemination, communication, and stakeholder engagement activities so far, contributing towards the project KPI target of 10,000 stakeholders engaged. This figure combines stakeholders who visited the project website, followed EQUICARES social media channels, subscribed to the newsletter, or

participated in project events, webinars and workshops. The continuous implementation of dissemination and outreach activities has significantly strengthened the project's visibility and stakeholder engagement across Europe.

The final update of DCP will be included in D8.1 – Dissemination and Communication Results at M48, where the final monitoring and reporting of outreach efforts will be analysed.

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List of Terms and Definitions

Table 1: List of Terms & Definitions

Abbreviation	Definition
AI	Artificial Intelligence
DCP	Dissemination and Communication Plan
DGs	Directorates-General
EU	European Union
GDPR	General Data Protection Regulation
Gform	Google Form
KoM	Kick-off Meeting
KPIs	Key Performance Indicators
LGBTQIA+	Lesbian, Gay, Bisexual, Transgender, Queer or Questioning, Intersexual, Asexual and more
MOOCs	Massive Open Online Courses
NoI	Network of Interest
SHL	Smart Health Lab
SMA	Social Media Accounts

1. Introduction

1.1 Scope of the Deliverable

This report, titled “D6.3 Dissemination and Communication Plan - v2 (DCP)”, aims to design the strategy, plan and activities to be implemented under the EQUICARES project, with a view to maximizing the project’s visibility and successfully convey its key messages and results to target audiences, identifying and employing the most suitable channels to spread them. Keeping that in mind, this deliverable outlines the approach to (i) effectively communicate the project and disseminate its results, (ii) guide the partners in designing, planning and implementing their individual dissemination activities and (iii) continuously monitor the efficiency and the timely planning of the actions. In this respect, the deliverable aims to:

- Describe the types of dissemination channels and tools to be utilized and the required actions and resources
- Define responsibilities among partners
- Summarise the internal monitoring, evaluating, and reporting of dissemination activities
- Provide an indicative timetable/work planning of promotion activities during the project

1.2 Structure of the Deliverable

Taking the above into consideration, the “Dissemination and Communication Plan v2” is structured as follows:

- **Chapter 1 – Introduction:** Provides introductory information with respect to the DCP
- **Chapter 2 – Dissemination assets:** Presents the main assets and information of the project during and beyond its span
- **Chapter 3 – Targeted stakeholder groups:** Presents the key stakeholder groups that serve as the main audiences for the project’s dissemination and communication activities
- **Chapter 4 – Tools and Channels:** Encompasses all the channels and tools that are being utilised for the dissemination and communication activities of the project, such as the project’s web portal, social media accounts (SMAs) etc.
- **Chapter 5 – Timeline and Implementation Plan:** Provides the timeframe for the communication and dissemination activities of the project partners
- **Chapter 6 – Key Performance Indicators and monitoring:** Identifies the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts over the course of the project
- **Chapter 7 – Conclusions:** Pertains to the conclusions of the Dissemination and Communication Plan as well as the way forward.

The Annexes include dedicated forms for listing dissemination and communication activities, as well as external and future events. These forms support collaboration within T6.1 and provide valuable resources for the project's communication channels.

Current deliverable is the updated version of D6.1 where the initial dissemination and communication outputs were presented. One more final update will follow until the end of the project in the final

monitoring and reporting of outreach efforts in D8.1 – Dissemination and Communication Results on M48.

2. Dissemination Assets

The following assets will be disseminated by all partners with a view to maximizing the project's impact and visibility. This information will be conveyed in a meaningful way and well-tailored to each stakeholder group (these groups will be further described in Chapter 3).

- **Vision, objectives, strategic relevance, and key facts:** The vision, aim and strategic objectives of the project will be widely disseminated along with all the conceptual aspects of the project, namely the whole project concept and its innovative characteristics.
- **News, achievements, and results:** During the project, news, achievements and results will be published through newsletters and regular posts on the project's website or partners' websites to inform stakeholders about the project and its impact.
- **Events held by the project or in which partners will participate to present their results:** The events organised by the project, and their results will be widely disseminated to attract targeted stakeholder groups along with events in which partners are participating.
- **Key project results and assets:** Key project's assets, as depicted in the following, will be disseminated as widely as possible in order to stimulate the interest of prospective end-customers and nurture the ground for their post-project rollout.

Table 2: EQUICARES main assets/results

EQUICARES main assets/results	WP/Task leader
1. EQUICARES service assessment framework	KU
2. Research datasets (e.g. qualitative datasets on mental health conditions and related health and care services' access barriers and enablers, quantitative datasets on barriers to accessible mental health and care services, etc.)	KU, ZI, EUR, JIGSAW, Q-PLAN, RUG
3. Smart Health Labs	WR
4. Capacity-building programme and Citizen Science project results	GIVMED
5. EQUICARES piloted solutions	EUCOMS
6. EQUICARES economic evaluation framework and insights	RUG
7. Replication Handbook	EHTEL
8. Policy Briefs	SEERC
9. The Atlas on Mental Health and Care Innovative Solutions	KU, RUG
10. The Inclusive Mental Health and Care Policy Dashboard	SEERC

3. Targeted Stakeholder Groups

The key stakeholder groups targeted via dissemination and communication activities of EQUICARES are outlined in the following table:

Table 3: EQUICARES target groups

EQUICARES key stakeholders for dissemination	
People in vulnerable situations	• LGBTQIA+ community • People with mental disabilities • People with physical disabilities • Roma community (focus on women) • Migrants • Older Populations • Older migrants • Older women • Refugees • Ethno-religious minorities • Unaccompanied children • Youth • 2023 Turkey-Syria earthquake victims
Service providers, mental health and care workers	• Community Mental Health Centres • Private Practice Therapists/Counsellors • Social Workers • Social Economy Organisations • Crisis Helplines (e.g. Helplines consultations; Psychological support interventions, Online prompt messages and post screening) • Online Mental Health Platforms • Specialised Experts, e.g. on Trauma; LGBTQIA+; Refugee; Homeless; Child Welfare, etc.
Decision- and policymakers	• National authorities • Members of Parliament • Policy researchers • Advocacy officers • Administrators • Healthcare providers
Academia and Research	• Public universities; Mental health care • Research institutes; Researchers focusing on inclusion of vulnerable populations and healthcare accessibility
EU-wide actors	• EU institutions • Relevant DGs • EU-funded projects

- General public
- Local communities
- NGOs and associations

4. Tools and Channels

EQUICARES uses a blend of online and offline communication channels and activities with a view to maximise the project's visibility to its stakeholders. These channels and activities are presented in the list as follows:

- Graphical identity (logo, branded templates for reports and presentations)
- Promotional material (leaflet, poster), infographics, video, and newsletters
- Project website
- Project social media accounts on Facebook, Instagram, X, LinkedIn and YouTube and partner's social media accounts
- Scientific publications in impactful peer-reviewed scientific journals
- Participation in external events and conferences
- EQUICARES engagement events
- Network of Interest (NoI) activities
- Synergies with relevant projects and initiatives to build partnerships with key initiatives across Europe and beyond and strengthen the impact on health equity



The dissemination and communication assets of the project will be distributed through the above-mentioned channels and tools to all targeted groups. Q-PLAN has provided dedicated guidelines for the expected use of communication and dissemination channels to the consortium. These are listed in Annex V.

The table below provides an overview of the key messages tailored to each stakeholder group of EQUICARES, along with the main key message and the dissemination and communication tools used to convey them throughout the course of the project.

Table 4: Key messages and channels for EQUICARES targeted stakeholder groups

Target groups	Channels	Key messages
People in vulnerable situations	Smart Health Labs, Capacity building activities, Website and Social Media Accounts (SMAs), AI based assistant, project tools and Massive Open Online Courses (MOOCs), workshops and events, Awareness raising campaigns.	EQUICARES empowers individuals in vulnerable situations by enhancing their mental health and digital literacy, facilitating their access to mental health services, and including them in co-creating solutions.
Service providers, mental health and care workers	Smart Health Labs, Atlas, Policy Dashboard, AI-based assistant, Policy Briefs, Replication Handbook, Website and SMAs, project events, Awareness raising campaigns, Policy briefs.	EQUICARES equips service providers with innovative solutions, comprehensive data, and tailored training on digital literacy, digital health solutions and their applications for both healthcare providers and patients to deliver inclusive and effective mental health and care services to people in vulnerable situations.
Decision- and policymakers	Atlas, Policy Dashboard, AI-based assistant, Policy Briefs, Replication Handbook Website, Synergies with EU Initiatives, Nol, Awareness raising campaigns.	EQUICARES provides evidence-based insights, innovative solutions, and data to drive policy changes that address accessibility barriers and improve the overall well-being of people in vulnerable situations.
Academia and Research	Atlas, Project Tools and educational resources, Scientific Publications, Conferences and Events, Replication Handbook, Interviews, Focus Groups, Surveys.	EQUICARES provides access to comprehensive data sets and the chance to contribute to cutting-edge research in the field of mental health accessibility and inclusivity.
EU-wide actors	Atlas, Policy Dashboard, Policy Briefs, Replication Handbook, Website, Nol, awareness campaigns.	EQUICARES delivers data-driven recommendations for EU and national policy actions, ensuring equitable healthcare access at both EU and national levels.
Civil society	Smart Health Labs, Capacity building, Website and SMAs, project events, pilot awareness campaigns.	EQUICARES promotes awareness and social inclusion through community engagement and building a more supportive environment for people in vulnerable situations and supporting their access to mental health services.

4.1 Graphical Identity and Promotional Material

The design and creation of the project's graphical identity (i.e., logo, templates, etc.) aim to ensure consistency in the project communication and promotional material throughout its duration. Promotional material is mainly used at project workshops, webinars and external events where EQUICARES partners participate. It is also used in the everyday publicity of the project. Moreover, newsletters (on a bi-annual basis), website and social media posts, leaflets and posters will stress and demonstrate with evidence the benefits of EQUICARES, providing incentives for the involvement of different stakeholder groups in project activities, as well as foster their exploitation and uptake beyond the end of the grant.

Keeping that in mind, the main promotional material of the EQUICARES project is described in the following subsections. Each partner is responsible for translations (if considered necessary) and printing the material according to its specific needs. Partners should always consult and request approval from the Dissemination Manager/WP6 Leader Q-PLAN before producing any kind of promotional material.

4.1.1 Project logo

The EQUICARES project logo was developed on the eve of the project (M1) to meet the visual and graphic requirements of the project. Prior to the EQUICARES kick-off meeting (KoM), various logo options were presented to the project partners in order to allow them to express their preferences and select their favourite design. The selected logo of EQUICARES was adopted in agreement with the majority of partners and it is a combination mark which means that it is comprised of a combined wordmark and a distinctive pictorial/icon mark. All versions of the EQUICARES logo are provided in ANNEX I.

A total of six logo formats were created to suit different needs. These include a full version with the tagline in both brand colours and black, a version without the tagline in coloured and black editions, and an icon-only version available in both coloured and black variations.

The project's logo is a combination mark which means that it is composed of a combined wordmark and a distinctive pictorial/icon mark. The icon and text are integrated together to create an image. Specifically, it is mostly a font-based logo that focuses on the project's acronym. The name itself is catchy and memorable so, when combined with strong typography, the logo helps create strong brand recognition. Furthermore, since the focus is on the project's acronym, a modern font was chosen to capture the essence of what the project does. As for the icon, a human head with an integrated heart symbol was chosen to reflect the project's focus on mental health care. The typography is modern and clean.

The logo colours are used in all possible circumstances to ensure consistency and to reinforce the visual identity of EQUICARES. The main colours are green (#6EBA9A), pink (#D570BC) and gold (#C3B981) symbolising inclusion, diversity, and compassion in mental healthcare (see ANNEX II).

In addition to the use of the EQUICARES project logo, in any communication material, deliverable, presentation, etc. produced in the frame of the project, the EU flag and funding acknowledgement are shown below:



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Figure 1: The EU flag and funding acknowledgement

Moreover, any dissemination and communication activity must indicate the following disclaimer:

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4.1.2 Project leaflet, poster and roll-up

The project [leaflet](#), [poster](#) and [roll-up banner](#) constitute an important pillar of communication activities and present essential project information (aim, objectives, partners, etc.). They were created by February 2025 (M2), following the project's time plan of activities. Apart from the general project leaflet, poster, and roll-up, promotional material to support EQUICARES events will be prepared during the project, according to the needs of the responsible partners. The project leaflet, poster and roll-up banner are presented below in Figure 2 and are included in Annex III.



Figure 2: Promotional materials



Figure 3: Promotional materials on SHLs

Beyond these core materials designed to engage a broad range of stakeholders from researchers to the general public, further promotional content will be developed as needed throughout the project to support specific EQUICARES events. For instance, a promotional brochure was created for the Smart Health Labs (SHL) activities, as shown in Figure 3. This flexible, partner-driven approach ensures that communication efforts remain adaptive, targeted, and effective in reaching diverse audiences.

4.1.3 Branded templates

Templates have been created for the consortium partners to be able to produce their deliverables and presentations. They are designed to give the slide presentations a consistent appearance and ensure uniformity. The branded templates are memorable to audience brand recognition. EQUICARES presentations include the logo, brand colours, fonts and brand elements from the project's visual identity. In particular, a template for the project's deliverables as well as a template for the partners' presentations have been created and are available to project partners. In addition to the templates mentioned above, an EQUICARES comprehensive Dissemination and Communication guideline has been developed. This serves as a useful resource for a variety of day-to-day communication activities, such as email invitations to events and more.



Figure 4: EQUICARES templates

The following templates have been prepared for the EQUICARES project:

- EQUICARES presentation template;
- Project deliverables and reports template;

The templates are presented above in Figure 4 and are included in ANNEX IV.

EQUICARES continues to develop promotional material and templates when needed, as in the case of the SHLs promotion of activities. By building on existing core materials, the project can maintain a cohesive identity while adapting content to specific audiences and event needs. This approach strengthens credibility, maximises outreach, and helps retain and refine effective messaging for future activities.

4.1.4 Promotional video

An animated video, as depicted in Figure 5, was chosen to enhance the project as through visual storytelling, the animation captured attention and simplified key information, helping audiences understand and retain the project's core concepts. The project's [promotional video](#), two (2) minutes and thirteen (13) seconds in length, was produced in M12 (December 2025) to effectively reinforce the project's communication activities. The preparation of the video was the responsibility of Q-PLAN. The video provided an overview of the project, including vital information, and served as an engaging way to highlight the mission and vision of the project. It has been uploaded to the EQUICARES YouTube channel and featured on the front page of the website. It has also been promoted through all the project's social media platforms. Up until now the promotional video has gained 171 views on YouTube and 955 views on Instagram.

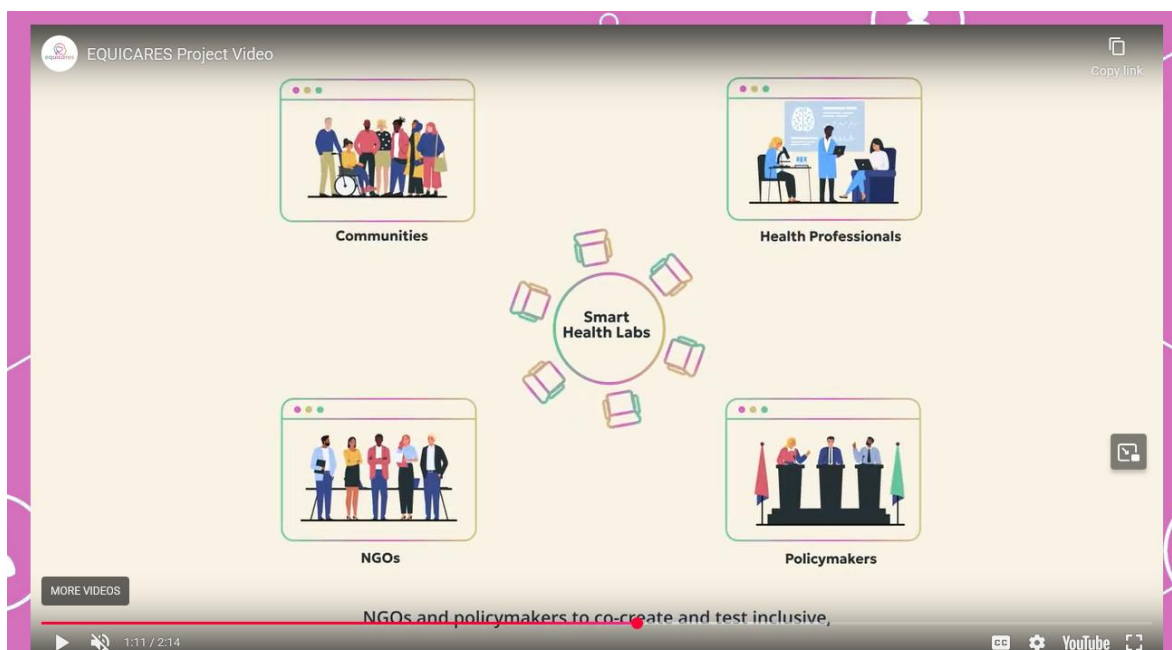


Figure 5: Animated video

4.2 EQUICARES Digital Presence

4.2.1 EQUICARES website

The project website is a key communication tool, enhancing both the visibility and the overall impact of the EQUICARES project. It serves as a central platform to present the project's progress and milestones to a wider audience.

Launched in M3 (March 31st, 2025), the [EQUICARES website](#) functions as the primary online hub for public outreach. It has been carefully designed for ease of navigation and clarity, providing comprehensive information on the project's concept, objectives, and ongoing developments. It also features regular updates on news and upcoming events. Figure 6 shows the website's homepage.

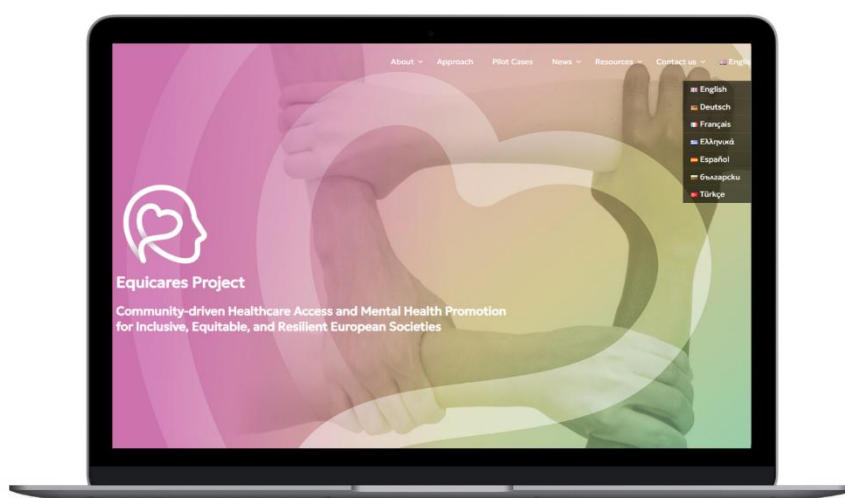


Figure 6: EQUICARES website

Q-PLAN is the partner responsible for the website's design, development, maintenance, and overall management. Special care has been taken to ensure the site is fully responsive and accessible across a wide range of devices, including mobile phones and tablets.

As the main gateway to all EQUICARES-related activities, the website hosts a wide array of resources, including:

- A detailed overview of the project's concept, objectives, activities and approach
- Overview of the consortium partners and the Ethics Advisory Board (EAB), whose guidance supports the project activities, ensuring alignment with real-world ethical, societal, and practical needs.
- Links to the project's synergies
- A dedicated page for the project's Approach where the main outcomes are being presented
- Pilot Cases presentation through an interactive map
- News, events and newsletters announcements
- Access to public deliverables, scientific publications and dissemination material
- Newsletters and NoI subscription webpages
- Links to the project's social media channels in all webpages

The site also features a newsletter subscription option, allowing users and stakeholders to stay up to date with the latest project developments. For any inquiries, visitors can reach out via the dedicated contact email: info@EQUICARES-project.eu.

Additionally, all website pages apart from the News section have been translated into all EQUICARES pilot case languages (German, French, Greek, Spanish, Bulgarian and Turkish) to ensure all visitors can easily comprehend the project's information.

Content development is a collaborative effort, with all project partners expected to contribute by providing news, updates, and relevant material. As the project evolves, the website is continuously updated with new publishable deliverables, promotional assets, and key developments. The news section is refreshed regularly to reflect ongoing actions and achievements. To date, twenty four (24) news items posts have been featured on the EQUICARES website.

News

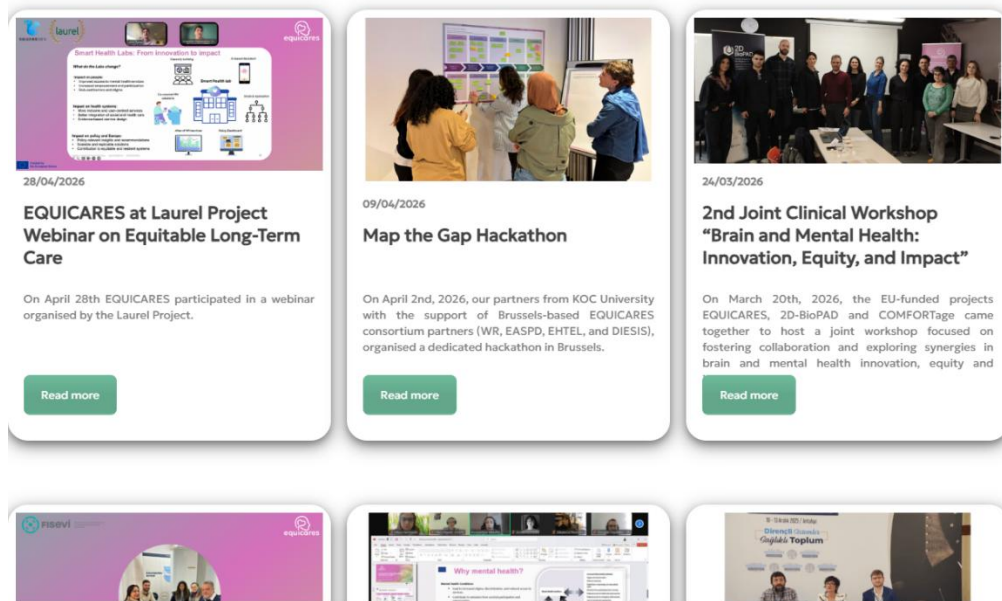


Figure 7: News section of EQUICARES website

At the end of the project, the website should reach 10,000 visits. To ensure the project stays on track, the website is monitored periodically to determine whether progress is sufficient or if additional efforts are needed. Site visits, user statistics, and other visitor metrics, such as pages per visit, time on site, and most viewed pages, are tracked using Google Analytics, to which the website has been registered since its launch.

From the website's launch date through the current period (March 2025 - June 2026), the website has already attracted 10K views, as illustrated in Figure 8 below.

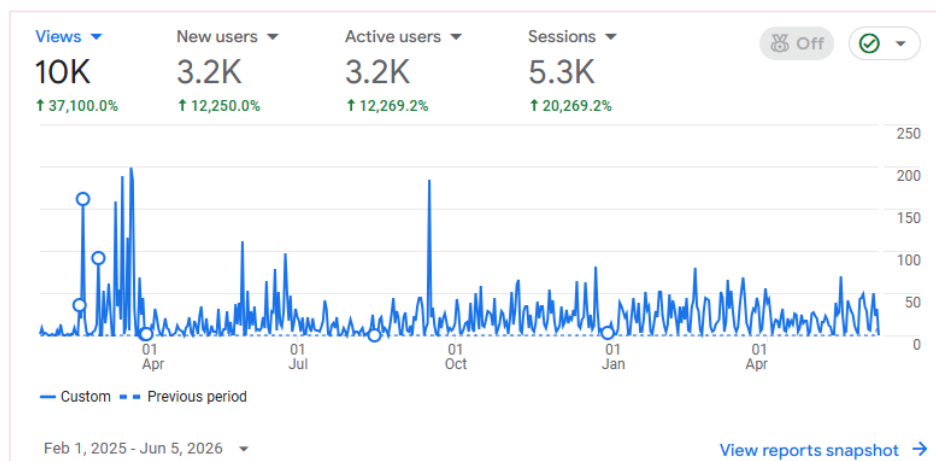


Figure 8: Google analytics (website visits)

Looking ahead, the EQUICARES website will continue to evolve as a dynamic communication and dissemination platform, providing regular updates on project results, pilot activities, and emerging collaborations. The news and events section will be further enriched to showcase partner initiatives, Smart Health Labs activities, and synergies with relevant external stakeholders and projects.

Continuous monitoring of website analytics and user engagement will support ongoing improvements, ensuring the platform remains effective, accessible, and aligned with the project's dissemination objectives, including the target of exceeding 10,000 visits by the end of the project.

4.2.2 Social Media accounts

The project's SMAs are among the main pillars of promoting the project's news, events and activities. EQUICARES utilises social media accounts on LinkedIn, X, Instagram, Facebook and YouTube. The above-mentioned accounts were launched in M1 (January 2025). Additionally, the potential integration of Bluesky into its social media strategy is currently being explored. The following table contains URL links to the five (5) existing social media accounts of EQUICARES.

Table 5: EQUICARES social media accounts

Social Media Platform	Account name	URL
LinkedIn	@EQUICARES	https://www.linkedin.com/company/EQUICARES/
X	@EQUICARES_EU	https://x.com/EQUICARES_EU
Instagram	@EQUICARES.project	https://www.instagram.com/EQUICARES.project/
Facebook	@EQUICARES.project	https://www.facebook.com/profile.php?id=61571805159384
YouTube	@EQUICARESEUProject	https://www.youtube.com/@EQUICARESEUProject

The project's social media are continuously updated in English with news about the project's activities and results, events, scientific news, news from several organisations/associations that promote mental health care, news from related EU projects etc. The frequency of social media posts depends on the availability of news about the activities and results of the project, but usually the aim is for two posts per week. Each partner is responsible for disseminating content on their own social media channels in their respective languages. In addition, Figure 9: EQUICARES Social Media hashtags are used on project's posts to help stakeholders to easily find it and encourage interaction. The hashtags used on the project's social media accounts are:

- #EQUICARES
- #HorizonEurope
- #MentalHealth
- #HealthcareInnovation



Figure 9: EQUICARES Social Media

- #InclusivePolicy
- #EquitableCare
- #euprojects

Q-PLAN is responsible for the administration of EQUICARES social media accounts. All partners are requested to follow the social media accounts, disseminate the posts through their own networks, as well as to publish posts and news about EQUICARES regularly, through the social media of their organisations.

Project partners are aware that a few of the social media sites listed above have recently rolled back protections for key target groups of the project, such as LGBTQIA+ persons and migrants. This was discussed at the Kick Off Meeting in January 2025. Due to the need for the project to reach relevant stakeholders, partners agreed that the project will continue to use these platforms in a variety of ways (outlined below) and will also continue to monitor the situation on each individual platform.

LinkedIn

LinkedIn constitutes a significant networking tool for professionals, offers a more institutional approach and has therefore been selected as a core social media channel. The project's [LinkedIn page](#) was set up in M1 (January 2025) and it focuses on presenting the project, its objectives and results. All partners are responsible for timely updating and sharing their input to ensure their activities are duly promoted.

As shown in Figures 10 and 11, the LinkedIn page currently has 442 followers and has reached over 51,155 impressions, with visitors coming from various industries, such as civic and social organisations. These backgrounds closely align with those of the project's partners and the key stakeholders the project aims to engage.

Given that the primary target audience on LinkedIn are researchers, policymakers and professionals who may be working with vulnerable populations, the project will continue to follow and further fine-tune its D&C strategy to focus on evidence-based content, thought leadership, and the sharing of wider-public adapted content. It will keep sharing project updates and findings, academic insights, and event-related content but in a compelling and accessible way.

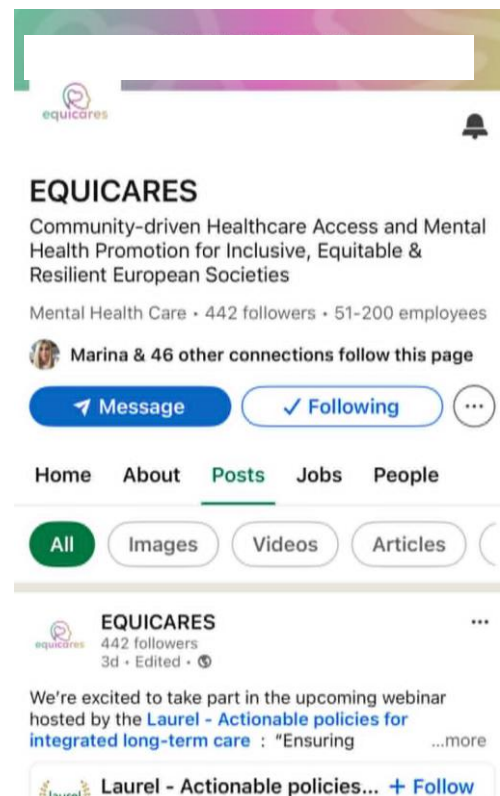


Figure 10: LinkedIn Account

Visitor demographics



Figure 11: LinkedIn visitor demographics

In addition, the project will continue to make use of videos, news items, and press releases to boost media attention and spark online discussions. LinkedIn's networking features will also be actively used to connect with research communities, foster dialogue through comment threads and groups, and highlight contributions from academic collaborators. Through this approach, the project aims to further build visibility, foster trust, and strengthen engagement.

X

An [X account](#) (formerly Twitter) was also launched in M1 aiming to build engagement with stakeholders and other European projects through the exchange of quick, frequent messages. X is known for communicating via short messages. That helps project stakeholders understand, quickly and easily, what EQUICARES is and what it does. In addition, X can be used as a promotional tool for the project's events and workshops as it can create a buzz around the activity in a short period of time.

During the KoM, there were discussions about the possibility of abandoning the platform due to its recent political shift, which has seen a roll back of protection for key target groups of the project, such as LGBTQIA+ individuals and migrants. Given that similar algorithmic changes are occurring on other platforms like Facebook and considering that X currently remains a crucial platform for policy discussions, it was decided to continue using X for high-level policy-related posts while refraining from sharing photos from dissemination events and workshops. Since not all partners actively use every one of the aforementioned social media platforms, each partner will focus on the platforms they currently engage with.

EQUICARES X account currently has 29 followers. To date, the account has generated a total of 1.4K tweet impressions. Although the audience is still growing, the platform has proven effective in enhancing the visibility of the project content. The strategic use of hashtags has helped increase the reach of posts, enabling them to appear in relevant user feeds and conversations beyond the project's immediate network.



Figure 12: X account

Instagram

An [Instagram account](#) was also created in M1 to connect quickly and visually with a wide audience, share useful insights, engaging stories, and updates on mental health initiatives across Europe. As a platform for awareness, discussion, and impact, Instagram enables EQUICARES to connect with younger populations within its target groups. The account is being regularly updated to foster community engagement and actively involve users in the project's co-creation process, including Smart Health Labs, MOOCs, and workshops. Up to M18, EQUICARES Instagram account has 62 followers. It has also reached 14.8K total views across all posts, while EQUICARES promotional animated video has reached 955 views on the platform.

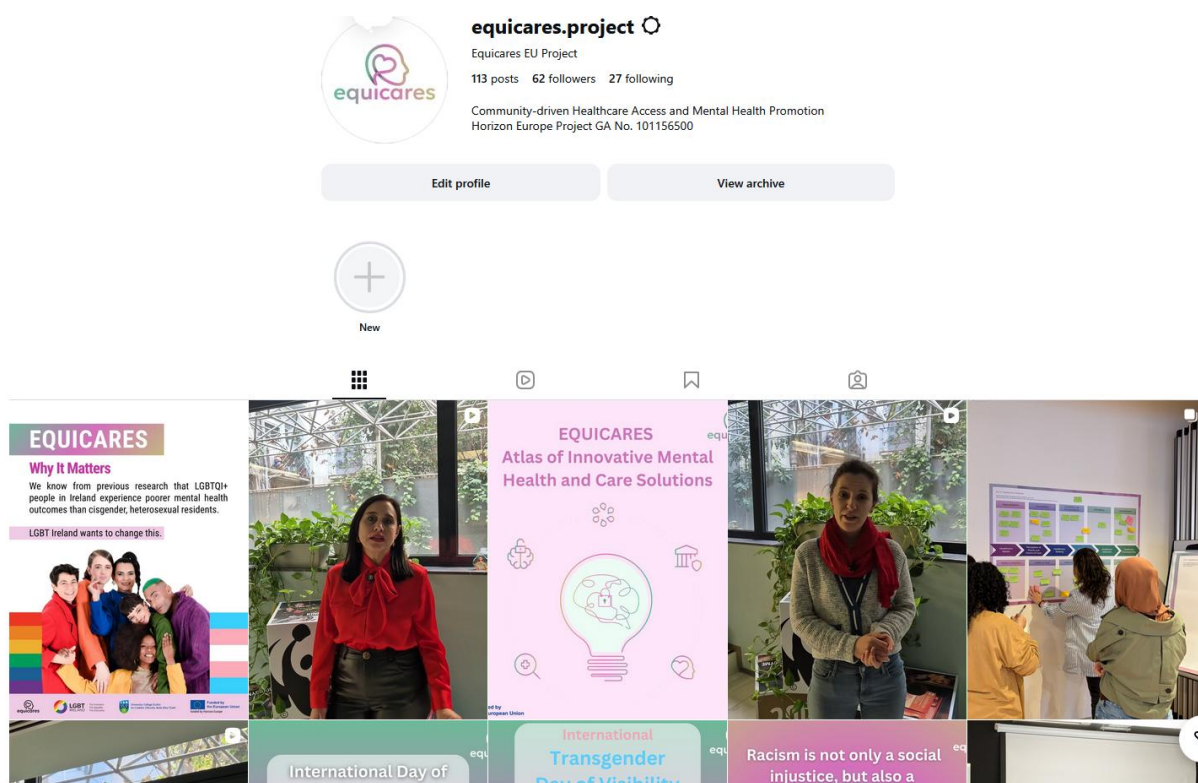


Figure 13: Instagram account

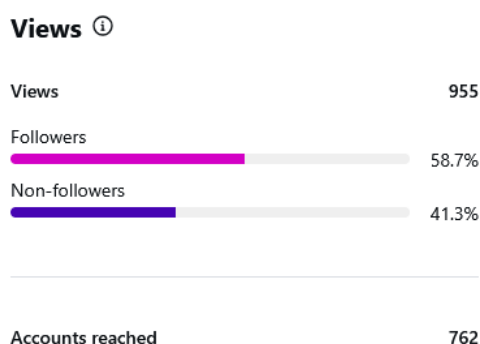


Figure 14: Promotional video views on Instagram

Facebook

A [Facebook account](#) was also created in M1 with the aim of building a strong community in various ways such as posting useful, relevant and interesting links.

Facebook provides a fast, free connection to a significant number of stakeholders, so it gives the EQUICARES project an opportunity to share news and results.

Like all EQUICARES social media accounts, the project's Facebook page will be regularly updated either with posts related to the project or other related projects and initiatives. EQUICARES's Facebook page has 100 followers. It has also reached 14.5K total views across all posts.

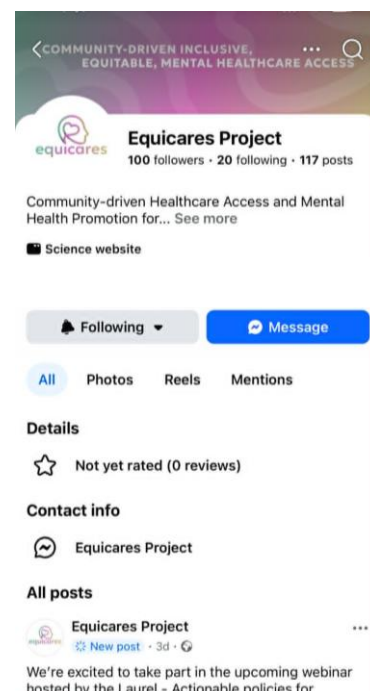


Figure 15: Facebook account

YouTube

Finally, the [EQUICARES YouTube channel](#) was created on M1 and includes the project's communication video since M12 (section 4.1.4 Promotional video) and will be updated with various material from the project's activities. That channel was chosen to gather project videos in a single and accessible location. The aim of creating the YouTube channel is to share the promotional video, allowing YouTube to expose the project to a larger audience. To date, the channel has 12 subscribers, and the promotional video has received 186 views.

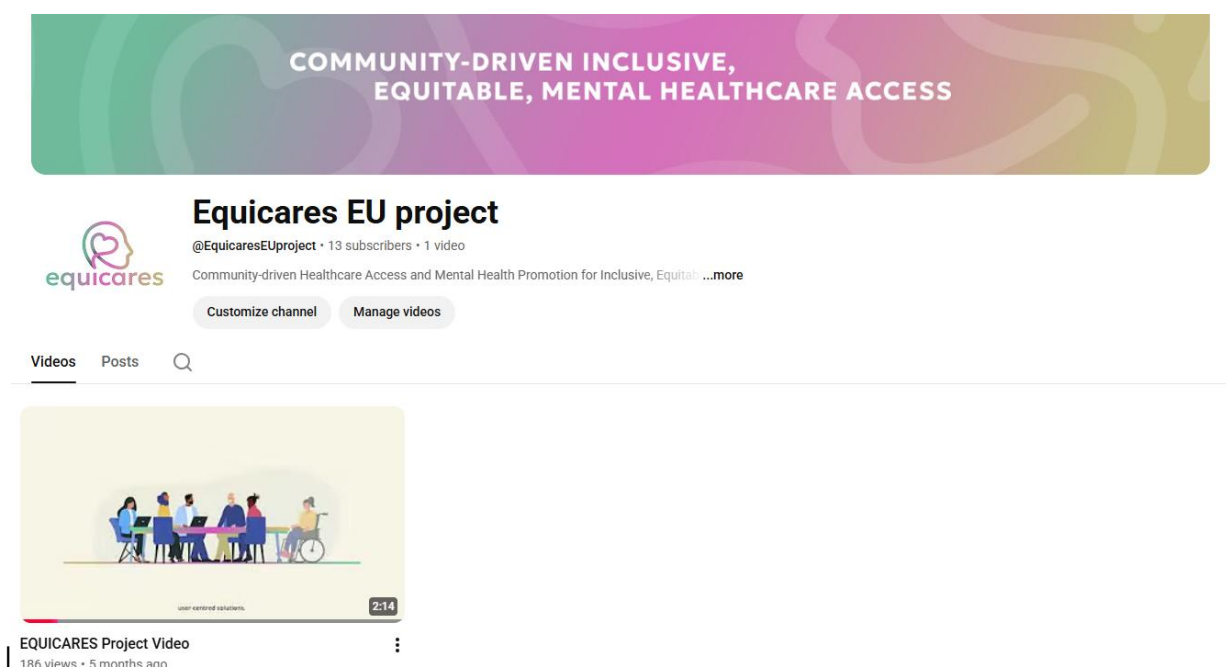


Figure 16: YouTube Channel

4.2.3 Online newsletter and mailing list

Online newsletters are prepared and distributed through Mailchimp and LinkedIn, presenting among others the results achieved, upcoming activities and events, news from similar initiatives and news in the relevant scientific fields. The frequency of newsletter issues depends on the amount and importance of news to be presented, with the target to produce a newsletter at least every 6 months. Additional ad-hoc newsletters may be added if deemed necessary.

Q-PLAN initially compiled and continues to manage the project's mailing list, which is regularly updated as the project evolves. Anyone interested can subscribe or unsubscribe at any time through the newsletter section of the website, fully in line with GDPR regulations. Beyond newsletters, the mailing list also serves as a channel for sharing important project-related updates and special announcements. Up to now there are 36 registered recipients in Mailchimp and 185 recipients in LinkedIn.

The newsletter issues are prepared by Q-PLAN, with the contribution of all partners regarding the content. The content of each issue is decided and agreed in the consortium. Partners are also required to disseminate the newsletter issues through their own channels.

The newsletters are shared with a targeted audience, including all individuals who have subscribed through the project's website. In addition to email distribution, each issue is also made publicly available in the [Newsletters](#) section of the project website.

Each issue is prepared by Q-PLAN with content contributions from all consortium partners when relevant. While the final content is agreed upon collaboratively, each issue-typically structured as shown in Figure 17 includes the following key sections:

- **Overview:** A brief summary of the issue
- **Progress highlights:** Major activities completed during the past six months
- **Networking & joint activities:** Updates on collaborative efforts
- **Participation in external events:** Coverage of the project's involvement in relevant events
- **Next Steps:** Plans for the coming period
- **Upcoming Activities:** Events and initiatives on the horizon

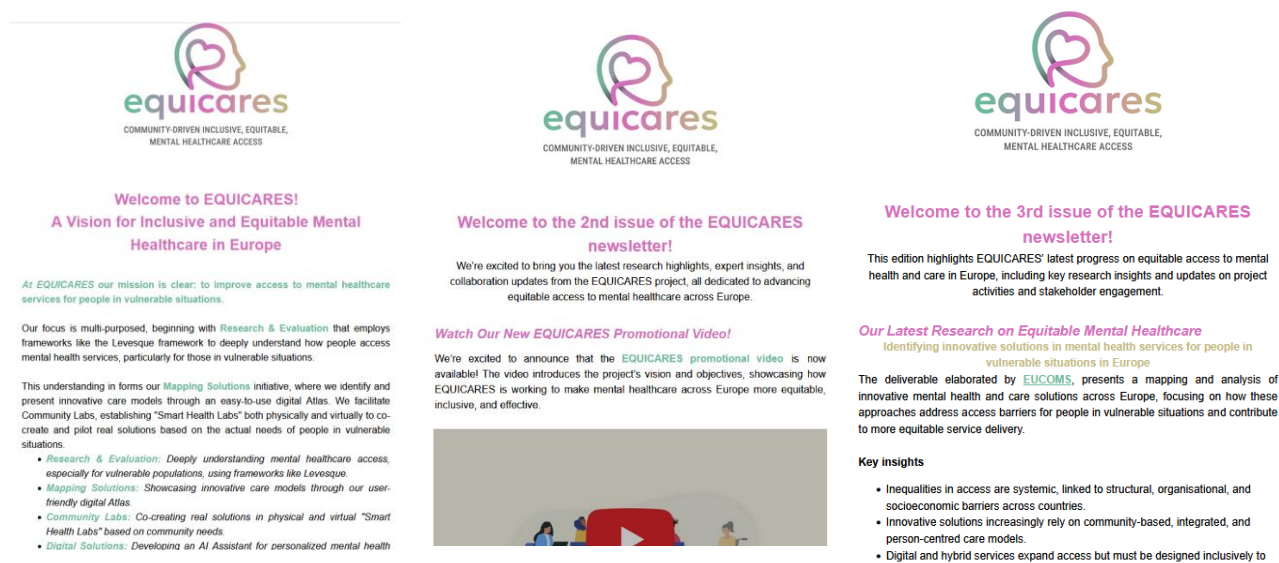


Figure 17: EQUICARES Newsletters

At this stage, three (3) online newsletters were prepared and distributed through MailChimp and LinkedIn: [M6](#) (June 2025), [M12](#) (December 2025) and [M18](#) (June 2026).

All partners are expected to support dissemination by sharing each newsletter through their own communication channels, thereby maximising reach and visibility.

Looking ahead, the project will continue releasing bi-annual newsletters until all eight planned issues are completed, with the upcoming editions scheduled for M24, M30, M36, M42, and M48. Each newsletter will maintain the established structure, providing stakeholders with clear updates on progress, collaborations, events, and upcoming activities. Q-PLAN will manage content and distribution with contributions from partners, while also implementing targeted promotion strategies to increase the number of subscribers through the website, social media, and partner channels. Ad-hoc editions will additionally be issued to share urgent or noteworthy developments.

4.2.4 Scientific Publications

During the project, at least six (6) scientific publications will be published in scientific journals/conferences. Publications in impactful peer-reviewed scientific journals are one of our key channels for dissemination. EQUICARES will disseminate the research and experimental results via scientific articles and conference presentations. The beneficiaries must ensure embargo free open access to peer-reviewed scientific publications relating to their results.

In addition, all authors are responsible for identifying any publishing opportunities and for carrying out all necessary actions to ensure publications of project news and results. Each partner will endeavour to produce publications in the highest quality, which not only reflect on the consortium's reputation but also on the EQUICARES project. All publications must cite and / or refer to the EU contribution and project grant agreement number, as required in Article 17 of Grant Agreement No.101156500.

Also, according to the GA and CA publication guidelines, when intending to submit a scientific publication, partners must inform the entire consortium at least 45 days prior to submission, as consortium partners have the right to raise objections within 30 days of receiving the notification.

To date, one scientific article has been published in international journals and two abstracts have been accepted and presented in international conferences. Relevant publications, abstracts, and dissemination materials are made available through the project's official channels, including the [EQUICARES website](#) and [Zenodo](#) community, ensuring open access to the project's scientific and technical outputs.

Table 6: Publication at international journals

No	Title	Type	Lead Partner	Contributing Partner(s)	Journal / Venue	Year of Publication	DOI
1	Access to mental healthcare among people in vulnerable situations across Europe: a multi-site	Journal	JIGSAW	KU	BMC Public Health	2025	doi.org/10.21203/Rs.3.rs-8678907/v1

mixed methods
study protocol

2	Systemic Barriers and Macro-Level Megatrends in Mental Healthcare Access across the EU	Conference	Q-PLAN	ZI	European Health Management Conference 2026	2026	N/A
3	Re-thinking Access to Mental Health Care for LGBTQIA+ Communities: Applying the Levesque Framework in Ireland	Conference	LGBTI	JIGSAW, EUR	European Society of Health and Medical Sociology Conference 2026	2026	N/A

4.3 EQUICARES Events

4.3.1 Project events

Events serve as powerful communication tools, spreading the word for the benefits that can be derived from the project services and outcomes. A series of events are being organised to facilitate the engagement of stakeholders and promote the uptake of the project's outcomes. Up until now 15 events have been organised by the EQUICARES project partners where external stakeholders were invited to participate.

Table 7: Events organised by EQUICARES

Event	Date	Description
1 st Joint Clinical Workshop: Advancing Innovative Technologies for Brain Health by Q-PLAN and participation of WR and SEERC.	24/04/2025	The EU-funded 2D-BioPAD , MUNASET , COMFORTage and EQUICARES projects came together to host a joint workshop focused on fostering collaboration and exploring synergies in brain health research & innovation (R&I).
Stakeholder Online Event by LGBTI	12/09/2025	The session introduced EQUICARES to Irish stakeholders, highlighting its goals, pilot activities, and opportunities for involvement.

Synergy session during the 3 rd EQUICARES project meeting in Athens	10/12/2025	A dedicated synergy session with sister projects HPV-FASTER-Implement , SP-EU , and SERENA enabled structured exchanges on results, ongoing activities, and shared challenges, while a presentation by the Society of Social Psychiatry provided practical insights from community-based mental health service delivery in Greece.
Access to care and social prescribing for people in vulnerable situations webinar by EUCOMS	28/01/2026	EUCOMS Network hosted a webinar with the contribution of ZI and the SP-EU coordinator to address how access to care and social prescribing can be strengthened across Europe following a discussion with lived experiences.
EQUICARES NoI Launch Online Event by EASPD	18/02/2026	The webinar presented the EQUICARES project, its objectives, and its implementation approach, alongside early results from ongoing research activities.
2 nd Joint Clinical Workshop “Brain and Mental Health: Innovation, Equity, and Impact” by Q-PLAN, WR and SEERC	20/03/2026	The EU-funded synergy projects 2D-BioPAD , COMFORTage and sister projects HPV Faster-Implement and SP-EU came together for a joint workshop in hybrid format focused on fostering collaboration and exploring synergies in brain and mental health innovation, equity and impact.
Map the Gap Hackathon in Brussels by KOC University, WR, EASPD, EHTEL, and DIESIS	02/04/2026	KOC University with the support of Brussels-based EQUICARES consortium partners (White Research, EASPD, EHTEL, and DIESIS), organised a dedicated hackathon in Brussels, bringing together 20 participants from across Europe to collaboratively explore solutions for improving equitable access to mental healthcare for people in vulnerable situations.
Two SHL warm-up meetings with local NGOs by FISEVI	17/04/2026	FISEVI held two warm-up meetings with local NGOs working with migrant populations and mental health support to introduce EQUICARES, the Smart Health Labs, the planned Info Day and the first co-creation workshop. The meetings helped build trust, adapt the planned activities to the target groups’ needs, and identify suitable channels for reaching professionals and end users through the NGOs’ established networks.
SHL warm-up event in Varbovka and Vladislav by Amalipe	21– 22/05/2026	Amalipe introduced EQUICARES and the Smart Health Labs, locally presented as “Meetings and Support”, in two communities in North Central Bulgaria. The events engaged around 25–28 Roma and ethno-religious minority participants, raising awareness on mental health, stress and emotional well-being, while collecting initial input on local needs and barriers to inform follow-up workshops and SHL activities.
SHL warm-up event in Thessaloniki by SEERC	26/05/2026	SEERC introduced the Smart Health Labs by presenting its vision and next steps. The first steps towards establishing the project identity were also taken, including discussions on the project name and logo.
SHL warm-up event in Athens by GIVMED	26/05/2026	GIVMED introduced EQUICARES, the Smart Health Labs and the upcoming Co-creation workshop by

presenting its vision and next steps. The aim of the event was to introduce the project and engage people in the upcoming co-creation activities and workshops.

SHL warm-up event in Dublin by LGBT Ireland	12/06/2026	LGBT Ireland introduced EQUICARES during the Annual Pride Healthcare Conference in Dublin, through an information stand. The event reached over 80 participants and generated interest in the forthcoming co-creation workshop, with several participants signing up for further information.
SHL warm-up event in Umutkent by KU	15/06/2026	KU planned an open-day warm-up event in Umutkent to introduce EQUICARES and the Smart Health Lab activities to the target vulnerable group, NGOs and local stakeholders. The activity aimed to raise awareness on mental health, build trust with the local community, collect initial insights on needs, and establish links for future SHL and co-creation activities.
SHL warm-up event in Mannheim by ZI	17/06/2026	ZI organised an informal warm-up meeting in Mannheim to present EQUICARES, the Smart Health Lab activities, preliminary findings and next steps. The event engaged NGOs, community organisations, mental health professionals and public authorities, supporting discussion on access barriers and generating input for future co-creation activities.

SHL events and activities are briefly reported in current deliverable as relevant project dissemination and engagement actions, while further details on their implementation, outcomes and contribution to the SHL process will be provided in D3.2 as part of the Smart Health Lab engagement activities.

4.3.2 External events

Partners participate in several external events of great interest to target stakeholders of the project to keep in touch with them, exchange knowledge and communicate the project value propositions and results.

Additionally, the targeted events are helping to maintain alignment with the latest research and provide a platform for communicating project updates. Partners follow the guidelines below:

- If a partner is presenting, the general project presentation should be used with any modifications necessary to this file, keeping the same template;
- The partner is requested to inform the Dissemination and Communication Manager (Q-PLAN) on the upcoming activity in order to be involved in the project's dissemination activities, no later than 10 days before the event;
- During the event, it is important to disseminate the project promotional material (leaflets, posters etc.);
- A number of photos/screenshots must be taken;
- The partner is requested to update the Dissemination and Communication Manager (Q-PLAN) about the participation in the event and to share the photos taken, not later than 10 days after the event;

- All partners are requested to complete the "Dissemination and Communication Activities Reporting" section of the project's Gform¹, specifically filling out the corresponding tabs that appear after selecting the "external events" category on the first sheet of the form. Specifically, relevant tabs that appear after selecting the "external events" category on the first sheet should be filled. All required information about event participation should be submitted no later than three weeks after the event.

Relevant screenshots of the form can be found in ANNEX VI.A table of the events where EQUICARES was featured is provided below.

Table 8: List of external events with EQUICARES participation

No	Event	Date	Description
1	"The Maze of Mental Health Access" at the European Researchers' Night	15/09/2025	An "escape room"–style activity invited participants to overcome a series of challenges that represented real-life barriers faced by people when trying to access the mental health care system. FISEVI contributed to the event by providing its community-based perspective and expertise in promoting inclusive and equitable access to mental health services.
2	"Designing WITH and FOR the community" by LISTEN Project	9/10/2025	The SEERC team contributed to the workshop discussions, sharing insights from the project's work on equitable, inclusive, and community-based models of care.
3	Brain Innovation Days 2025	16/10/2025	Organised by the European Brain Council , this high-level event brought together key stakeholders from across the brain health and innovation ecosystem -including researchers, policymakers, patient organisations, and industry leaders. EQUICARES was represented by LGBT Ireland.
4	9th International and 27th National Public Health Congress	10-13/12/2025	Our partners from KOC University , JIGSAW and ZI presented their ongoing work and results at the 9th International and 27th National Public Health Congress in Antalya, Türkiye.
5	EQUICARES at Laurel Project Webinar on Equitable Long-Term Care	28/04/2026	Representatives from SquareDev showcased key project outcomes, including the Smart Health Labs concept and the main functionalities of the project's AI-based Assistant, which are both designed to support a more integrated and responsive care delivery.
6	EQUICARES at Health Management Conference (EHMC) 2026	11/06/2026	Q-PLAN presented the abstract titled "Systemic barriers and macro-level megatrends in mental healthcare access across the EU" during the oral session on "System Governance and Access to Care".

¹https://docs.google.com/forms/d/e/1FAIpQLSdv5QUYzzbP90BbB-12lliSuzlfbQfn8HbQ_KujWmmuK3bY8Q/viewform?usp=sharing

4.3.3 Final conference

By the end of the project, a closing conference will take place, organised under the lead of Q-PLAN. The aim of this conference is to attract interested stakeholders from the project's target groups, to spread the word for EQUICARES accumulated knowledge and present the project's final results and achievements as well as to promote their uptake across Europe. EQUICARES partners should contribute to further dissemination of the final event through their own networks.

4.4 Synergies with Relevant Projects/Initiatives

EQUICARES is proactively building partnerships with key initiatives across Europe and beyond to strengthen its impact on health equity. During the first semester synergies were made with EQUICARE's sister projects: [Social Prescribing-EU](#), which promotes social prescribing for vulnerable populations; the [SERENA Project](#), focused on improving care for maltreated children; and [HPV-FASTER-Implement](#), dedicated to reducing cervical cancer disparities. Additionally, collaboration with Canada's [VICCIY Initiative](#), supporting Indigenous youth mental health through innovative digital tools, further enriches EQUICARES' integrated strategy to address health inequalities.

During the second and third semester five additional synergies with Horizon EU Projects have been fostered, with [COMFORTage](#) which focuses on fostering personalised solutions for prevention of dementia and frailty and with [2D-BioPAD](#) which is a graphene-based Point-of-Care and In-Vitro Diagnostics system for early Alzheimer's Disease detection. More recently, a synergy was fostered with the [Society of Social Psychiatry "P. Sakellaropoulos"](#), a scientific non-profit organisation active in the field of community mental health in Greece. [Laurel Project](#) that aims to help care systems build better services for integrated long-term care, has also become one of our synergy projects. Finally, a synergy was established with [RECONNECTED](#), a project that investigates the impact of global developments on the mental health and wellbeing of European citizens and develops digital solutions to support vulnerable communities.

Synergies are being decided after discussions with their representatives and may involve joint communication and dissemination activities such as press releases and campaigns, invitation of other projects to participate in our events or vice versa, organisation of joint webinars to present progress and results, etc.

To date, EQUICARES has successfully participated in four joint activities, either by being the organizer or by attending, detailed in the Table 9 below.

Table 9: Joint activities with other EU projects & initiatives

No	Date	Project / Initiative	Joint Activity
1	4/4/2025	MUNASET, COMFORTage , 2D-BioPAD	1 st Joint Clinical Workshop on fostering collaboration and exploring synergies in brain health research & innovation (R&I).
2	10/12/2025	Sister projects: HPV-FASTER-Implement , SP-EU , SERENA and the Society of Social Psychiatry	A dedicated synergy session with exchanges on results, ongoing activities, and shared challenges, and a presentation by the Society of Social Psychiatry, held during EQUICARES 3 rd Project Meeting.

3	20/3/2026	COMFORTage , 2D-BioPAD , HPV-FASTER-Implement , SP-EU	2 nd Joint Clinical Workshop on fostering collaboration and exploring synergies in brain and mental health innovation, equity and impact.
4	28/04/2026	Laurel Project	Representatives from SquareDev showcased key project outcomes, including the Smart Health Labs concept and the main functionalities of the project's AI-based Assistant, which are both designed to support a more integrated and responsive care delivery.

Such collaborative activities, as described in the Dissemination & Communication Plan, are essential for the full exploitation of EQUICARES project potential. In this respect, the consortium should be constantly vigilant for new collaborations and joint actions.

4.5 Network of Interest

As part of T6.2, EASPD is in charge of creating a NoI, bringing together a multi-actor body of relevant experts (in mental health, care services, social economy, patient centric technologies, health economic, etc.), providing strategic guidance in key stages and extending the reach to target audiences. Acting as ambassadors, members will support the replication and uptake of project initiatives. Stakeholders will be identified by partners and assessed based on expertise and relevance. Partners will contribute with their networks and will contribute to recruitment and engagement. EQUICARES NoI will support the promotion of the project's Atlas and Policy Dashboard, and its members are expected to create synergies with relevant initiatives.

To support continuous expert engagement throughout the project, the EQUICARES consortium plans to organise online webinar sessions for NoI members aligned, where relevant and feasible, with key project outputs and milestones. These exchanges will aim to present project results, encourage discussion on their relevance and practical applicability, and explore their potential uptake and transferability. The proposed topics and timing remain indicative and may be adapted according to project progress, emerging findings, stakeholder interest, and overall project priorities.

Table 10: Proposed NoI Webinars on EQUICARES key Milestones

Webinars on EQUICARES Milestones	Date
Atlas on Mental Health and Care Innovative Solutions (M18), WP1 - Framework for Mental Healthcare Access (M18)	October – December 2026 (M22-M24)
Piloting of innovative solutions in Smart Health Labs (M36)	February 2028 (M38)
Delivering the AI-based Assistant (final version) (M36)	July 2028 (M43)

4.6 EU Dissemination Channels

A tentative list of EU dissemination channels that may be utilised by EQUICARES throughout its duration is provided below.

- **CORDIS** is the EC primary source of results from projects funded by the EU's framework programmes for R&I.

- **The Horizon Results Booster** addresses projects eager to go beyond their Dissemination and Exploitation obligations under Horizon funding schemes.
- **Horizon Results** is a repository of Key Exploitable Results of EU-funded research and innovation projects.
- **Open Research Europe** is an open access publishing platform that beneficiaries can use to publish any research results coming from R&I funded programmes, and it is in line with the EU's open science policy.
- **Horizon Dashboard** is an interactive knowledge platform where statistics and data on EU Research and Innovation programmes can be extracted
- **Zenodo** is a widely used open-access research repository to ensure the long-term availability and accessibility of EQUICARES results.

6. Key Performance Indicators and Monitoring

To measure the success of EQUICARES dissemination and communication strategy, the following KPIs will be employed, and all dissemination activities will be monitored with their results being compared to the KPIs to assess whether EQUICARES are on the right path or if increased efforts need to take place.

Table 11: EQUICARES dissemination KPIs

Indicator	Target (impact)	Responsible partner(s)	Up to M18 achievements
Stakeholders engaged in overall activities*	≥ 10,000	All	~5,700
Visits to the project's website	≥ 10,000	All	10,000
Followers on social media	≥ 500	Q-PLAN	680
Scientific publications	≥ 6	Q-PLAN	3
Views of the promotional video	≥ 500	Q-PLAN	1,141
External events & conferences attended	≥ 15	All	5
Promotional material distributed	≥ 200	All	~350
Number of newsletters released	≥ 6	Q-PLAN	3
Synergies with initiatives & networks	≥ 10	All	9
Final Conference participants	≥ 100	All	-

**The reported figure for stakeholders engaged is an aggregate calculated across the project's main dissemination channels, including social media engagement (reactions, comments, shares, and follower growth across LinkedIn, Facebook, Instagram, and X), YouTube views, and in-person dissemination activities such as event participation and distribution of promotional materials (e.g. flyers). Passive metrics such as impressions were excluded, as these would count toward reach rather than engagement.*

To meet target values, project partners are expected to continuously carry out publicity actions and also continuously report all publicity and communications outcomes. Q-PLAN will be overall responsible for the monitoring and evaluation of EQUICARES dissemination activities.

Partners are required to provide detailed reports on all communication and dissemination activities conducted using the EQUICARES Dissemination and Communication Reporting Template. This template is accessible via Gform and is available online². Screenshots of the Gform reporting template can be found in ANNEX VI, Q-PLAN will notify all partners in advance for input collection.

Any kind of promotional material related to the project produced by the partner should be previously reviewed and approved by WP6 leader Q-PLAN. Each project partner should immediately contact Q-

²https://docs.google.com/forms/d/e/1FAIpQLSdv5QUYzzbP90BbB-12lliSuzlfbQfn8HbQ_KujWmmuK3bY8Q/viewform?usp=sharing

PLAN if they identify opportunities, problems or risks arising while planning or implementing publicity actions.

Lessons Learned and Next Steps: As this is the first update of the Dissemination and Communication Plan, the activities implemented during the first reporting period provide useful lessons for the refinement of the strategy. The establishment of a coherent visual identity, the regular use of the project website and social media channels, the production and promotion of the animated video, the publication of newsletters, participation in external events, and the development of synergies with relevant initiatives have contributed positively to the visibility of EQUICARES and supported stakeholder engagement. At the same time, the monitoring of KPIs highlights the need to maintain momentum and further strengthen targeted outreach, particularly towards stakeholder groups that are essential for the uptake of project results, including policymakers, service providers, civil society organisations and communities in vulnerable situations. The progress achieved by M18, including the engagement of approximately 5,500 stakeholders, confirms that the current approach is effective, while also helping to shape the next phase of the Dissemination and Communication strategy. In the remainder of the project, dissemination activities will build more strongly on the upcoming Smart Health Labs, Network of Interest activities, project workshops, webinars, scientific outputs, policy-related actions and the promotion of key project results and tools. These activities will provide concrete opportunities to reach more targeted audiences, communicate emerging findings in a clearer and more practical way, and further support stakeholder engagement across the pilot countries and at European level. Future actions will therefore place increased emphasis on evidence-based targeting, stronger partner mobilisation, tailored messages for each stakeholder group, and the systematic use of performance data to adapt channels, content and outreach activities.

7. Conclusions

This second version of the Dissemination and Communication Plan builds upon the foundation established in D6.1 and reflects the progress achieved during the first 1,5 year (M18) of the project. While D6.1 focused primarily on laying groundwork, such as the project's identity, website, social media presence, newsletters, press releases, promotional material, and a single animated video, D6.3 demonstrates how these initial structures have been expanded and enriched with additional tools, content, and outreach activities.

Dissemination apart from the animated video, has produced a wider range of videos, such as highlights from consortium meetings, recordings of project events, and interviews with key partners.

Overall, while D6.1 established the structures and tools for dissemination, D6.3 shows how these have been translated into concrete actions and measurable impact. The consortium has not only met but exceeded many of its original targets, expanded its communication strategy to include richer multimedia content and external media coverage, and achieved significantly higher levels of stakeholder engagement than initially anticipated. Looking forward, the focus will be on consolidating these achievements, preparing for the large-scale dissemination of scientific and clinical results, and ensuring sustainability of communication beyond the project's lifetime.

As the project evolves, the DCP will be updated at the final monitoring and reporting of outreach efforts will be analysed in D8.1 – Dissemination and Communication Results at M48.

ANNEXES

ANNEX I - Logo

#1



#3



#5



#2



#4



#6



ANNEX II – Colour palette

HEX: #6EBA9A	HEX: #D570BC	HEX: #C3B981
R: 110 C: 58	R: 213 C: 17	R: 195 C: 25
G: 186 M: 6	G: 112 M: 67	G: 185 M: 21
B: 154 Y: 50	B: 288 Y: 0	B: 129 Y: 57
K: 0	K: 0	K: 0

ANNEX III - Project leaflet, poster and roll-up banner

IN A NUTSHELL

EQUICARES enhances access to mental health care for people in vulnerable situations through research, community engagement, and policy development. It integrates research to identify gaps in mental healthcare services, co-designs solutions through "Smart Health Labs," and assesses the costs of policy inaction. Mental health services and innovative solutions are compiled in an Atlas, while the Inclusive Mental Health Care Policy Dashboard supports sustainable policymaking with tools like monitoring, a Policy Handbook, and an AI-based assistant. Pilots in 8 sites across 7 European countries address diverse socioeconomic settings and all major categories of people in vulnerable situations.

PROJECT OBJECTIVES

- Understand Barriers**
Analyse mental health service access challenges for people in vulnerable situations.
- Innovative solutions**
Identify, test, and assess cost-effective solutions to improve care access.
- Engage Communities**
Co-create solutions in "Smart Health Labs" with educational, health and digital literacy programs with AI support.
- Pilot & Empower**
Test solutions at 8 sites to enhance access, efficiency, and user empowerment.
- Inform Policy**
Evaluate impact, costs, and unmet needs to provide evidence-based recommendations.

PROJECT PARTNERS

	White Research SRL white-research.eu (Coordinator) Belgium
	University of Groningen- Faculty of Spatial Sciences www.rug.nl/the Netherlands
	Erasmus School of Health Policy & Management www.eur.nl/en/edgim Netherlands
	KOC University www.koc.edu.tr/en Turkey
	South East European Research Centre www.seercc.org Greece
	GVMED gvmmed.org Greece
	Center Amolga amolga.bg/en/home-3/ Bulgaria
	LADAPT www.ladappt.net France
	LGBT Ireland www.lgbt.ie Ireland
	FISEVI fisevi.com Spain
	Central Institute of Mental Health (CIMH) www.zi-mannheim.de/en/ Germany
	Q-PLAN International Advisors PC www.qplan-wa.gr Greece
	JIGSAW www.jigsaw.ie Ireland
	EHTEL - European Health Telematics Association www.ehtel.eu Belgium
	Diasia Network www.diasia.coop Belgium
	EUCOMS Network www.eucoms.net Netherlands
	EASPD easpad.eu Belgium
	SQUAREDEV squaredev.io Belgium

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Community-driven Healthcare Access and Mental Health Promotion for Inclusive, Equitable, and Resilient European Societies

IMPACT

Societal

- Improves access and equality in mental healthcare by co-designing solutions with people in vulnerable situations and fostering community-driven solutions.
- Empowers mental care workers and service providers through capacity building programs, AI tools, and resources for efficient, high quality, patient-centered care.
- Empowers citizens by reducing mental healthcare barriers and promoting well-being through literacy programs, AI tools, and tailored, accessible solutions.
- Enhances policymaking by providing data on barriers to mental health services.

Economic

- Promotes mental health policy recommendations that foster cost-effectiveness through service innovations.

Scientific

- Advances mental health research by exploring inequalities, pioneering data collection methods, and integrating AI in mental healthcare service evaluation.
- Enhances data reliability through innovative methodologies and participatory research.

THE EQUICARES APPROACH

PILLAR 1 Researching and understanding barriers and inequalities

- Develop the Atlas of Innovative Solutions to address these challenges.

PILLAR 2 Engaging and co-creating

- Setting up Smart Health Labs to promote mental healthcare service access
- Strengthen Mental Health & Digital Literacy to empower people in vulnerable situations to understand their rights and seek support via:
 - MOCs to enhance digital competences for better health service navigation.
 - Training Workshops to strengthen digital skills.
 - Citizen Science for data collection and problem-solving.
- AI-based Assistant for personalised mental health support and data collection.

PILLAR 3 Piloting, evaluating, and sustaining

- Co-Creating and Piloting Solutions to design accessible, cost-efficient, and high-quality mental health services.
- Inclusive Mental Health and Care Policy Dashboard with monitoring, assessment, and cost analysis tools and a Handbook for site-specific policy briefs

PILOT CASES

The EQUICARES pilot cases will cover all major categories of people in vulnerable situations, representing a wide range of barriers and inequalities in accessing mental health care services.

- DUBLIN SOUTH & WICKLOW (IE)**
• ELDERLY COMMUNITARIAN
- NORTHUMBRIA REGION (UK)**
• PEOPLE WITH MENTAL DISORDERS
• PEOPLE WITH INTELLECTUAL DISABILITIES
- BADEN-WÜRTTEMBERG (DE)**
• ELDERLY
• ELDERLY WITH DISABILITIES
- NORTH-CENTRAL REGION (DE)**
• ELDERLY COMMUNITARIAN
• ELDERLY WITH DISABILITIES
- HUNGARY (HU)**
• ELDERLY
• ELDERLY WITH DISABILITIES
- THESSALONIKI AREA (GR)**
• ELDERLY POPULATIONS
• ELDERLY WITH DISABILITIES
• ELDERLY WITH INTELLECTUAL DISABILITIES
• ELDERLY WITH MENTAL DISORDERS
- SEVILLA (ES)**
• ELDERLY
• ELDERLY WITH DISABILITIES
- MADRID (ES)**
• ELDERLY
• ELDERLY WITH DISABILITIES

PROJECT IDENTITY

Project Title: EQUICARES
Grant Agreement No: 101156500
Start: 1 January 2025
Duration: 48 months
Budget: € 5,935,974.33
Project Coordinator: White Research SRL

FIND OUT MORE:

VISIT
www.equicares-project.eu
CONTACT US
info@equicares-project.eu

FOLLOW US:

Figure 19: EQUICARES leaflet

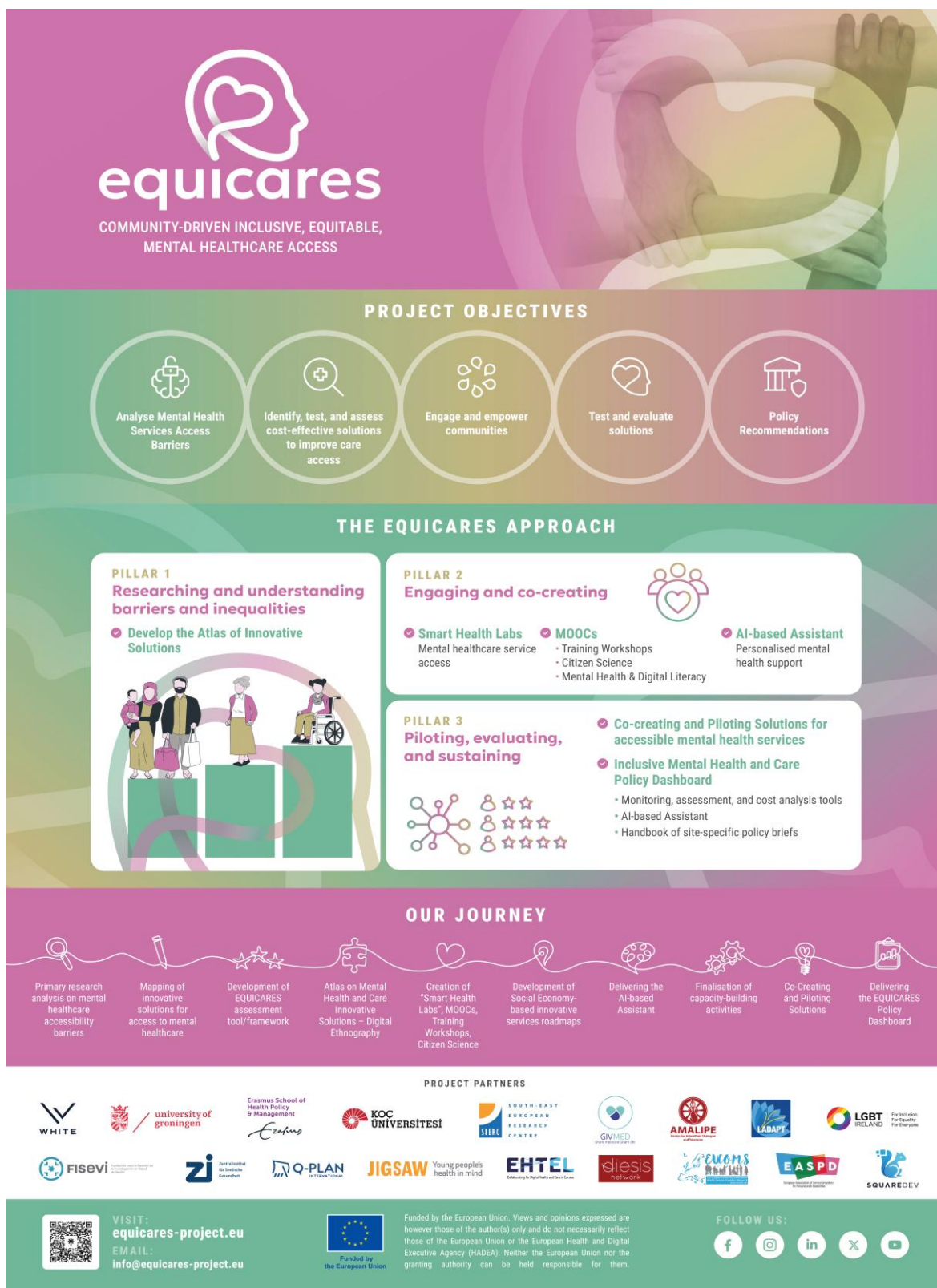


Figure 20: EQUICARES poster

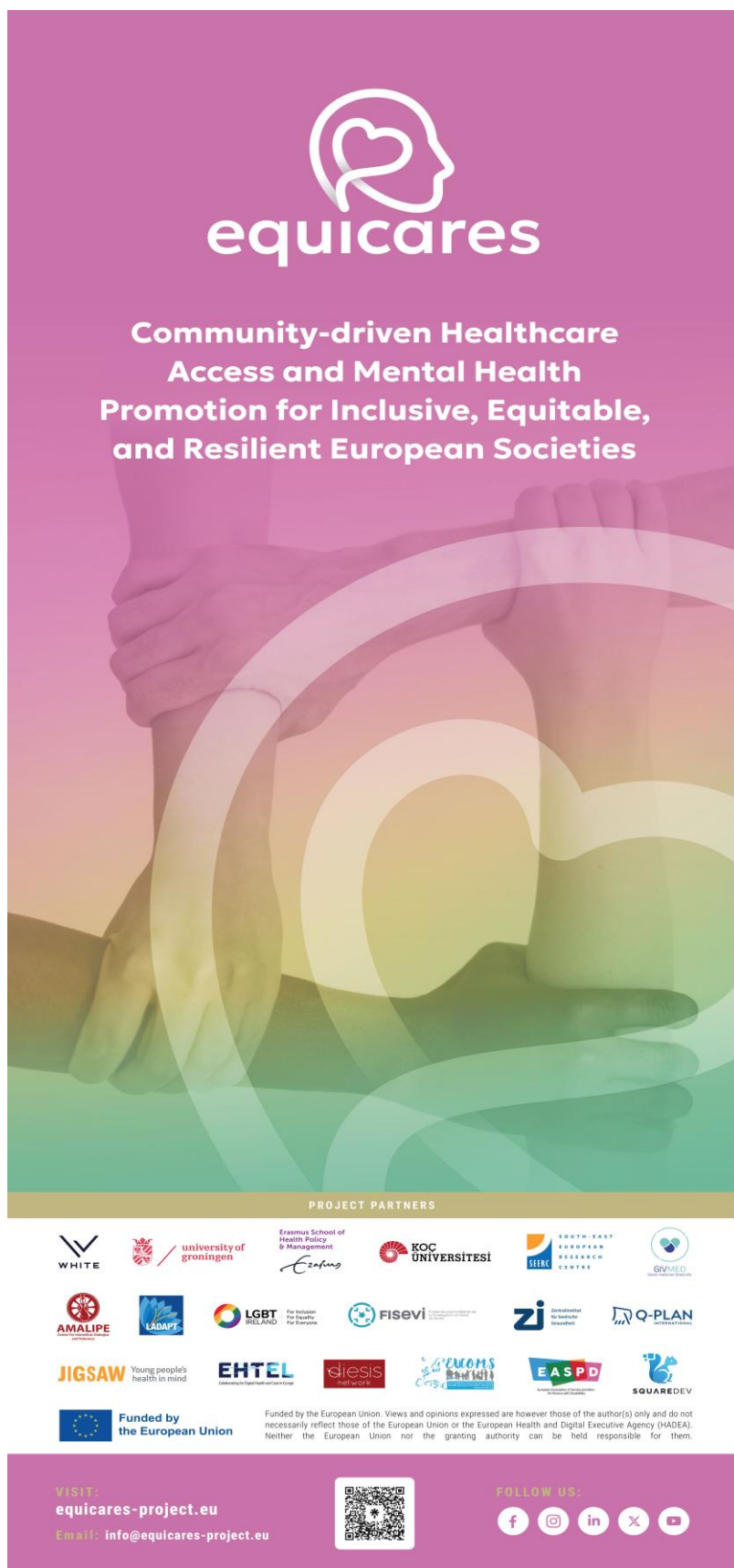


Figure 21: EQUICARES roll-up banner

ANNEX IV - Branded Templates

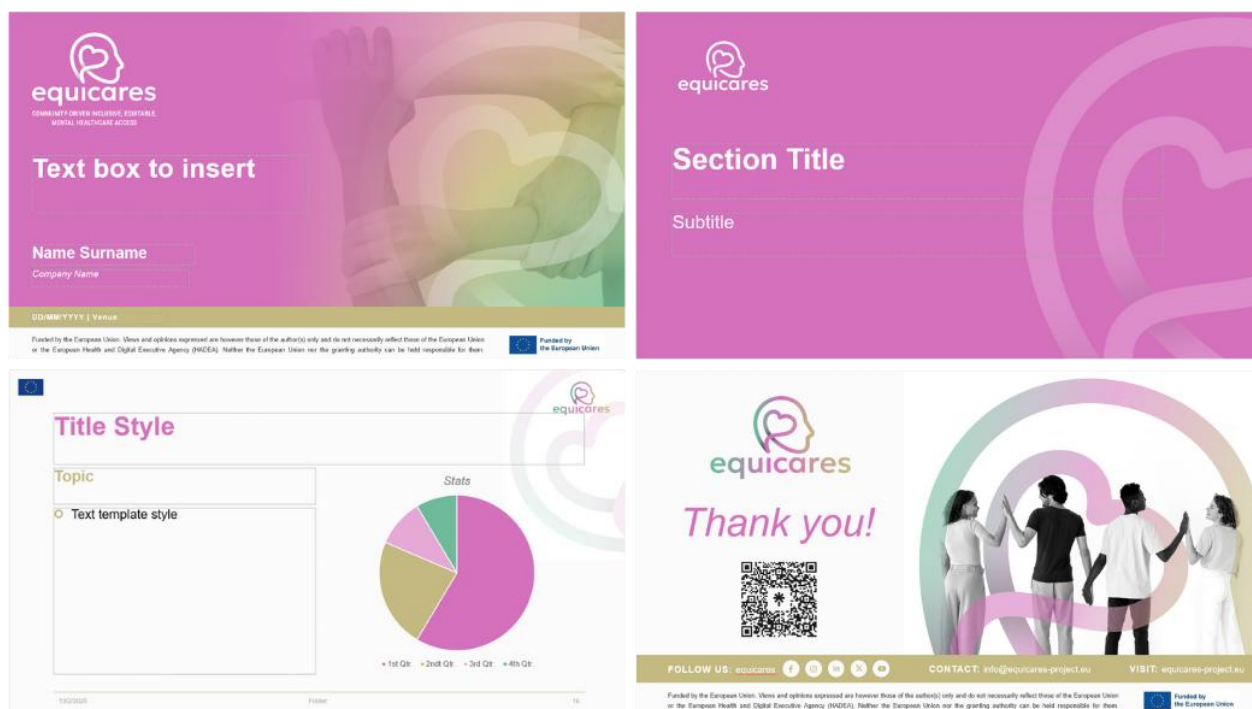


Figure 22: The presentation template



Figure 23: EQUICARES deliverables template cover

ANNEX V - DC Guidelines

This document provides you with key initial guidelines regarding communication and dissemination activities and introduces the main dissemination monitoring tools that you are kindly asked to use throughout the project.

Main Guidelines

1. Actively contribute to the dissemination of project results and key messages.
2. Do not forget to include the EQUICARES logo and website URL together with the EU logo and the disclaimer:

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.

In practice, it should look like this:

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.



When displayed with another logo, the EU emblem must have appropriate prominence.

You can download the needed EU emblem in the desired resolution following this link:

https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/

3. If possible, follow the style guide concerning writing style, formatting options, numbers and currency, abbreviations and acronyms, captions, electronic cross-references, naming conventions, and citation style. In general:
 - Use Arial for text in documents.
 - To ensure consistency in formatting, please use "First Word in Caps" for first-level titles and "First word in sentences" format for all subsequent levels of titles and subheadings.
 - Always use the same style for references, both for in-text citations and in the bibliography/footnotes.
 - Be consistent in using currency references (for example, use EUR instead of € throughout).
 - Be consistent in the numbering format; comply with the British usage (e.g. 75,000,239.23), unless differently indicated.
 - Make sure to introduce each abbreviation and acronym the first time you use it and create an abbreviation/acronym list at the beginning of the document.
 - Review the language and the coherence of the structure of the text you drafted.

4. Whenever possible, use the templates that are provided to you, i.e. letterhead, presentation, and publication. A leaflet, a poster and a roll-up will be prepared for you to use throughout the project. Other communication materials will be prepared ad-hoc if needed.
5. **Always inform Q-PLAN regarding every dissemination and communication activity that you plan to carry out** (e.g., organizing an event, writing articles for websites or magazines, participating in an external event, etc.) **at least one week prior to your activity**. This will enable us to publicize it through the EQUICARES communication channels in a timely manner.
6. You will have to report in detail all the communication and dissemination actions you undertook (see EQUICARES Dissemination & Communication Reporting Form for instructions available here: https://docs.google.com/forms/d/e/1FAIpQLSdv5QUYzzbP90BbB-12lliSuzlfbQfn8HbQ_KujWmmuK3bY8Q/formResponse).
This template is in line with the new Horizon Europe programme needs and is sent to all partners by email.
 - a) Always report about meetings and events you organized and/or participated in the “D&C Reporting” form.
 - b) The initial expectation for input collection is every 6 months, and Q-PLAN will notify the consortium in due time to start collecting input as well as in case of any changes.

Important Note: The reporting information for all D&C activities on the SYGMA platform has been officially defined by the European Commission (EC). This form is mandatory for reporting all such activities.

7. **A Synergies List** will be provided for all partners to fill. Please follow the instructions provided by Q-PLAN via email on deadlines for initial input. For updates during the project period, when suitable opportunities arise, please contact Q-PLAN as soon as there is a list update.
8. In compliance with GDPR requirements, **always gather consent, when collecting, using, and storing personal data (i.e., email, photos, etc.) during your events/conferences**

Guidelines for Enhancing Equicares Online Presence

This section provides you with some key initial guidelines regarding your expected contribution and use of the Equicares website and social media accounts (SMAs).

Website

1. Actively contribute to the news section of the website. Please send each news item to Q-PLAN. For all EQUICARES activities collect high-quality photos, and videos if possible, and share them with Q-PLAN. This will enable us to use them on the project website and project SMAs. For generic images, that do not pertain to implemented project activities, simply outline your expectations together with content about the activity and Q-PLAN will select a suitable royalty-free image for the post.
2. Inform Q-PLAN regarding every event you organise or take part in for the purposes of the project (e.g., conferences, workshops, seminars etc.) and provide Q-PLAN with a link to the event if available, so that it can be posted online in the dedicated section of the website.
3. Inform Q-PLAN about news articles (e.g., newspaper article, blogpost, etc.) mentioning your pilot area or the EQUICARES project and provide Q-PLAN with a link/scan for giving it more visibility online.

Social Media Accounts (SMAs)

1. Register to all EQUICARES SMAs (i.e. LinkedIn, Facebook, Instagram and YouTube) and use them: monitor announcements and posts, comment, like and retweet/repost - share. This is not obligatory for platform X, where EQUICARES will continue to have an account for posting high level policy related news.
2. Do make your own posts to foster discussion and keep the page alive, either in English or in both English and your native language – Make sure to tag EQUICARES so that we can follow up accordingly.
3. Promote the EQUICARES SMAs within your network of contacts.
4. Signal to EQUICARES relevant profiles that we could follow (on Facebook, Instagram LinkedIn, X).
5. Select among the project hashtags when posting on SMAs and add any that you feel is appropriate for your post. Available hashtags are:
Mandatory: #EQUICARES
Optional: #HorizonEurope, #MentalHealth, #HealthcareInnovation, #InclusivePolicy, #EquitableCare, #EUProjects
6. If you make a short video, edit it to enhance the project identity (add the name of the project, the logo, the EU emblem and the disclaimer *“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.”*). Q-PLAN will upload it on EQUICARES YouTube channel.

The above-mentioned points will be updated, when necessary, to be in line with the project's requirements and progress.

ANNEX VI - GForm DC Reporting

EQUICARES' D&C Reporting Form

Please report all communication and dissemination activities you have conducted in detail. This form aligns with Horizon Europe programme requirements and has been shared via email. Input collection is expected every six months, and Q-PLAN will notify the consortium accordingly.

* Indicates required question

Email *

☐ Record gerotziafa@qplan-intl.gr as the email to be included with my response



equicares
COMMUNITY-DRIVEN INCLUSIVE, EQUITABLE,
MENTAL HEALTHCARE ACCESS

Partner *

☐ White Research

☐ University of Groningen

☐ Erasmus School of Health Policy & Management

☐ LGBT Ireland
☐ FISEVI
☐ Central Institute of Mental Health (CIMH)
☐ Q-PLAN International
☐ JIGSAW
☐ EHTEL - European Health Telematics Association
☐ Diesis Network
☐ EUCOMS Network
☐ EASPD
☐ SQUAR

Type of D&C Activity *
☐ Communication activities
☐ Dissemination activities
☐ Publications
☐ Events

Next
Clear form

Never submit passwords through Google Forms.

This form was created inside of qplan-intl.gr - [Contact form owner](#)

Does this form look suspicious? [Report](#)

First page of the report: Identification of Partner and Type of Activity

EQUICARES' D&C Reporting Form

a.g.bikou@gmail.com [Switch accounts](#)

Not shared

* Indicates required question

Communication activities

Type of communication activity (e.g. Social Media post, article published to a magazine etc) *

Your answer

Description/title of activity (e.g. Online)

Your answer

Objective(s) *

Your answer

Link to WP

Your answer

Date *

Date

mm/yy/yyyy

Type of audience *

☐ Citizens
☐ Civil Society
☐ EU Institutions
☐ Industry - Business Partners
☐ Innovators
☐ International Organization
☐ Business Advisors
☐ Local Authorities
☐ National Authorities
☐ Regional Authorities
☐ Research Communities
☐ Policy Makers
☐ Investors

Messages

Your answer

Countries addressed

Your answer

Communication Tool *

☐ Event
☐ Exhibition
☐ Interview
☐ Media Article
☐ Newsletter
☐ Other
☐ Press Release
☐ Print Materials
☐ Social Media
☐ TV_Radio_Campaign
☐ Video
☐ Website

URL for Social Media *

Your answer

Outcome of the activity (impact)

Your answer

Status of the activity *

☐ Cancelled
☐ Delivered
☐ Ongoing
☐ Postponed

Comments

Your answer

[Back](#)
[Submit](#)
[Clear form](#)

Second page of the report: Information required for Communication Activities

EQUICARES' D&C Reporting Form

a.g.bikou@gmail.com [Switch accounts](#)

Not shared

* Indicates required question

Dissemination Activities

Type of activity *

- ☐ Conferences
- ☐ Education and Training Events
- ☐ Meetings
- ☐ Clustering activities
- ☐ Collaboration with EU-funded projects
- ☐ Other scientific collaboration
- ☐ Other scientific cooperation
- ☐ Other

Description/ title of activity *

Your answer

Date *

Date

mm/yy/yyyy

Type of audience *

- ☐ Research communities
- ☐ Industry
- ☐ Business Partners
- ☐ Investors
- ☐ EU Institutions
- ☐ National Authorities
- ☐ Regional Authorities
- ☐ Local Authorities
- ☐ Civil Society
- ☐ Citizens
- ☐ International Organization (UN body, OECD etc)
- ☐ Specific end user communities
- ☐ Other

Size of audience *

Your answer

Promotional material printed and distributed *

Your answer

Description of the objective(s) with reference to a specific project output (max 200 characters)

Your answer

Status of the activity *

- ☐ Cancelled
- ☐ Delivered
- ☐ Ongoing
- ☐ Postponed

Comments

Your answer

Back Submit Clear form

Never submit passwords through Google Forms.

Second page of the report: Information required for Dissemination Activities

EQUICARES' D&C Reporting Form

a.g.blikou@gmail.com [Switch accounts](#)

Not shared

* Indicates required question

Publications

Type of PID *

☐ DOI

☐ Handle

☐ ARK

☐ URI

☐ pURL

☐ Other

☐ None

Type of publication *

☐ Article In Journal

☐ Publication In conference proceeding/workshop

☐ Books/monographs

☐ Chapters In books

☐ Thesis/dissertation

☐ Other

Title of the scientific publication *

Your answer

Authors *

Your answer

Title of the journal or equivalent *

Your answer

PID (link) *

Your answer

Number

Your answer

Month of publication *

☐ January

☐ February

☐ March

☐ April

☐ May

☐ June

☐ July

☐ August

☐ September

☐ October

☐ November

☐ December

Year of publication *

Your answer

Was the publication available in open access through the repository at the time of publication?

☐ Yes

☐ No

Peer-reviewed *

☐ Yes

☐ No

Book Title

Your answer

Did you charge OA publishing fees to the project?

☐ Yes

☐ No

Type of publishing venue

☐ Hybrid venue

☐ Full open access venue

☐ Full subscription venue

Article processing costs that will be charged to the project

Your answer

Back

Submit

Clear form

Second page of the report: Information required for Publications

External attended or Future Events

Type of event *

☐ External attended event
 ☐ Future event

Event's name *

Your answer

Thematic Focus *

Your answer

Date *

Date

Location *

Your answer

Registration fees *

Your answer

Specific requirements for participation (e.g. abstract submission etc) *

Your answer

Deadline for abstract submission (if applicable)

Your answer

Website *

Your answer

Status *

☐ Cancelled
 ☐ Ongoing
 ☐ Done

Back

Submit

Clear form

Second page of the report: Information required for External Events



COMMUNITY-DRIVEN INCLUSIVE, EQUITABLE,
MENTAL HEALTHCARE ACCESS

GA 101156500

PARTNERS



university of
 groningen

Erasmus School of
Health Policy
& Management



KOC
ÜNİVERSİTESİ



SOUTH - EAST
EUROPEAN
RESEARCH
CENTRE



Share medicine Share life



Center For Interethnic Dialogue
and Tolerance



For Inclusion
For Equality
For Everyone



Fundación para la Gestión de
la Investigación en Salud
de Sevilla



Zentralinstitut
für Seelische
Gesundheit



INTERNATIONAL

JIGSAW

Young people's
health in mind



Collaborating for Digital Health and Care in Europe



European Community based Mental
Health Service Providers Network
www.euons.net



European Association of Service providers
for Persons with Disabilities



SQUAREDEV

