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## D7.3 Impact creation and assessment report – mid-term v2 M30

Dissemination, Communication & Exploitation

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### Abstract

This deliverable presents a comprehensive overview and report of the activities outlined in D7.1 within Work Package 7 – Dissemination, Communication, and Exploitation. It aims to evaluate the impact of communication and dissemination efforts carried out from month 18 to month 30 of the BIO-STREAMS project. This includes updates on website content, events, social media, synergies with similar projects and

	community engagement, as well as an assessment on impact, exploitation measures and policy developments. The report also includes mitigation strategies to correct course of certain KPIs, and future steps.
Keywords	Communication strategy, Stakeholder engagement, Healthcare, Nutrition, Obesity, Children, Knowledge exchange

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Nature of the deliverable:	R	
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<b>SEN</b>	<i>Sensitive, limited under the conditions of the Grant Agreement</i>	
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<b>Classified C-UE/ EU-C</b>	<i>EU CONFIDENTIAL under the Commission Decision No2015/ 444</i>	
<b>Classified S-UE/ EU-S</b>	<i>EU SECRET under the Commission Decision No2015/ 444</i>	

\* *R: Document, report (excluding the periodic and final reports)*  
*DEM: Demonstrator, pilot, prototype, plan designs*  
*DEC: Websites, patents filing, press & media actions, videos, etc.*  
*DATA: Data sets, microdata, etc*  
*DMP: Data management plan*  
*ETHICS: Deliverables related to ethics issues.*  
*SECURITY: Deliverables related to security issues*  
*OTHER: Software, technical diagram, algorithms, models, etc.*

## Executive summary

Deliverable 7.3 (D7.3) provides an update to Deliverable 7.2 (D7.2), continuing the mid-term reporting on communication and dissemination activities outlined in the Impact Creation and Assessment Plan (Deliverable 7.1), under Work Package 7: “Dissemination, Communication & Exploitation.”

These outreach activities aim to raise awareness and engage key stakeholders around the effective use and reuse of health data. The goal is to support the generation of meaningful insights and the development of innovative health-related tools. These efforts align with and advance key project objectives, including:

- The development and implementation of the BIO-STREAMS Biobank
- The prevention of childhood obesity
- The empowerment of young people in managing their health
- The enhancement of collaboration between public authorities and policymakers to strengthen cross-sectoral health promotion strategies

Among the key findings identified in this report are:

- **Increased communication and dissemination activities:** regarding the fields of publications, website updates, social media activities, promotional materials, events participation and coverage.
- **Sustained stakeholder collaboration:** progress has been made in developing synergies with partner projects and community networks, facilitating knowledge exchange and increasing outreach impact.
- **Impact monitoring and community engagement:** key highlights include detailed reporting on the recent hackathon, which has the potential of being instrumental in enhancing community engagement and solutions development.
- **Exploitation and impact planning:** considerations into D7.4 and the exploitation workshops planned for the project’s 6<sup>th</sup> plenary.

During this second monitoring period, it also became evident that communication frequency needs to be kept constant, to ensure a broad range of activities coverage, and hence a heightened project’s visibility and maintenance of momentum. It is crucial to ensure an agile and receptive communication strategy.

Secondly, the alliances created in 2024 need to be nurtured especially around key events, such as industry workshops and conferences of common interest.

Finally, with its growing visibility, the project is well positioned to engage with policymakers as its lifecycle progresses. Dissemination and exploitation should now begin to align more closely with the project’s long-term sustainability goals.

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## Abbreviations

AI	Artificial Intelligence
CDE	Communication, Dissemination and Exploitation
DMP	Data Management Plan
EC	European Commission
EU	European Union
IP	Internet Protocol
IPR	Intellectual Property Rights
TCP	Transmission Control Protocol
WP	Work Package
KPI	Key Performance Indicator
iKPI	Impact Key Performance Indicator

# 1 INTRODUCTION

From month 18 to month 30, WP7 made significant strides into the communication and dissemination of the BIO-STREAMS project related activities. This includes organising, joining and promoting key industry events, intensifying common initiatives with synergies, and fostering the dissemination of research findings into the project key area.

## 1.1 Purpose of the document

The Dissemination and Communication Report details the communication and dissemination activities of the BIO-STREAMS project, including discussing the tools and actions for awareness creation and engagement of all target stakeholders.

This Deliverable builds on the Impact Creation and Assessment Report v01 (D7.2) for the reporting period (October 2024 – October 2025) and aims to:

- Describe communication and engagement activities that have been implemented, monitored and evaluated.
- Depict how the methods, tools and promotional materials have been used in the project's dissemination and communication.
- Provide a complete overview of the communication activities and mitigation strategies to correct the performance of some KPIs.

## 1.2 Structure of the document

This document is organised into 8 sections to ensure ease of navigation and reference:

- Section 1 introduces the document, detailing its purpose and structure.
- Section 2 outlines the mission of BIO-STREAMS, and the fundamental aspects of its communication and dissemination strategy, including key objectives, target audiences, and a comprehensive overview into performed activities.
- Section 3 highlights the collaborations and synergies BIO-STREAMS has with other industry projects, including discussing workshops and a dedicated hackathon.
- Section 4 provides details of the Communication and Dissemination KPIs, including an analysis of highlights and lowlights with mitigation strategies.
- Section 5 provides an update into the impact assessment plan designed to support the project in achieving its proposed goals.
- Section 6 summarises considerations related to exploitation aspects.
- Section 7 addresses policy considerations for the current reporting period.
- Section 8 concludes the document, summarising key insights and outlining the next steps.

## 2 DISSEMINATION AND COMMUNICATION

### 2.1 Objectives

BIO-STREAMS is a Horizon Europe Research and Innovation project aimed at addressing the epidemic of childhood obesity in the EU through a holistic approach that integrates data driven research, prevention measures, and community engagement. The project mobilises diverse partners who joined forces to establish the first EU Childhood/Adolescence Obesity Biobank, create an integrated digital platform for personalised risk assessments and prevention programs, and develop a community network that facilitates knowledge sharing and promotes healthier environments. This collaborative effort seeks to reduce obesity rates among children and adolescents across Europe.

The BIO-STREAMS communication and dissemination strategy emphasises active collaboration among partners, tailored messaging for various audiences, multi-channel outreach, and regular updates. It leverages synergies with related projects and continuously monitors progress to maximise impact in the relevant sectors. This strategy is implemented through a series of activities with the following primary objectives:

- To raise awareness and interest in the project among target audience groups.
- To effectively communicate the project’s results, benefits, and potential applications.
- To engage relevant stakeholders and create opportunities for collaboration and knowledge exchange.
- To promote the adoption of BIO-STREAMS research findings, innovations, and best practices within the healthcare sector.

### 2.2 BIO-STREAMS target stakeholders

The engagement of a diverse range of stakeholders is crucial to the success of the BIO-STREAMS project. During the reporting period (M01-M18), activities were designed to ensure stakeholders could both benefit from and contribute to the project’s outcomes. The table below outlines the rationale for reaching diverse target audiences, including their contribution to the BIO-STREAMS project and their impact to its overall success.

*Table 1: Target audience for BIO-STREAMS project*

Target audience and partners	Rationale for reaching them	Expected impact
Health professionals	Access to a vast, harmonised database for informed clinical decisions.	Improved diagnostic and therapeutic approaches; more personalised care.
Researchers	Opportunity for in-depth obesity-related research and innovation.	Breakthroughs in understanding and treating obesity; innovative solutions and methodologies.
Policymakers/ authorities	Data-driven insights for effective health policy formulation.	Creation of informed, evidence-based policies for

		obesity prevention and health promotion.
Schools	Equip educational institutions with tools and resources for healthy lifestyle promotion.	Healthier school environments; increased teacher and student awareness about obesity and its prevention.
Citizens/general public	Empowerment through personalised risk-assessment and healthy living tools.	Improved health literacy, better self-management of weight, and increased adoption of healthy lifestyles.
Children & adolescents	Direct beneficiaries of obesity prevention efforts.	Decreased prevalence of childhood obesity, better health outcomes, and well-being.
Parents	Central role in influencing children's lifestyles and habits.	Adoption of family-centric healthy practices; increased knowledge about obesity prevention.
Standardisation bodies	Standardisation can enhance the credibility and acceptance of BIO-STREAMS.	Recognition and potential standardisation of the BIO-STREAMS results.
Tech developers & entrepreneurs	Opportunity to develop and market health-centric tools and apps.	Informed decision-making, increased collaboration, and synergised efforts in addressing obesity challenges.

## 2.3 Communication phases

The core structure of the BIO-STREAMS dissemination and communication plan is organised into four stages. In this report, we will focus on Year 2 (M18-M24) and the beginning of Year 3 (M25-to date), providing a glimpse into future next steps.

- Year 2 - Sharing innovations to address children obesity (M13-M24):** In this phase, BIO-STREAMS actively engaged with target stakeholders, generating interest in its activities and results, and laying a solid foundation for future dissemination efforts. This phase included an active effort from partners in joining events in Europe and beyond. During Year 2, synergies with similar projects intensified, culminating in common events and outputs, and more publications were accepted and made available on the website. In addition, projects updates were reflected both on the website and online.
- Year 3 - Demonstrating progress and disseminating research findings (M24-M36):** During this phase of the project, active efforts were made towards the Knowledge

Hub and the Community Network (described thoroughly in the relevant section of this deliverable), with the goal of intensifying the research network of the project and making its mission known among audiences. During these months, publications proceeded in full swing in line with partners' participation in key industry events. Publications were reflected in the Zenodo community of the project (documented in the relevant section). During the incoming months, WP7 envisions sustained website and social media activities, including the reporting of the incoming fifth plenary meeting, and further outputs in collaboration with sibling projects.

## 2.4 Communication and dissemination tools and measures

Following the introduction to BIO-STREAMS' tools and measures outlined in D7.1, this section will explore their impact during this reporting period. In addition, a detailed overview of the produced assets and resources will be provided.

### 2.4.1 Website

The BIO-STREAMS website (<https://www.bio-streams.eu/>) serves as a central hub for comprehensive information on the project's aims and objectives. Designed with user-friendliness in mind, it provides easy access to public materials generated within the project and information collected from various work package activities related to relevant initiatives.

**This platform is the primary access point for both the public and stakeholders**, including existing and new participants, to explore the activities, services, and resources that BIO-STREAMS plans to create and share.

Since M18 and to the time of writing (M30), the website has been updated with **nine news articles**, featuring events participation in chronological order, partners presentations and common outputs with cluster projects:

- BIO-STREAMS 4th Consortium Meeting: Expanding Our Efforts to Tackle Childhood Obesity: <https://www.bio-streams.eu/bio-streams-4th-consortium-meeting-expanding-our-efforts-to-tackle-childhood-obesity/>, October 2024
- BIO-STREAMS New Study on Time-restricted Eating and Cardiometabolic Health: <https://bio-streams.eu/bio-streams-partner-publishes-new-study-on-time-restricted-eating-and-cardiometabolic-health/>, November 2024
- Key Highlights into University Clinical Center Maribor (UKCM) Press Conference: <https://bio-streams.eu/key-highlights-from-partner-university-clinical-center-maribor-ukcm-press-conference-why-bio-streams/>, November 2024
- BIO-STREAMS Video Series: Project Overview and Ambitions: <https://bio-streams.eu/bio-streams-video-series-project-overview-and-ambitions/>, January 2025
- World Obesity Day 2025: Reflecting on the Current Landscape: <https://bio-streams.eu/world-obesity-day-2025-reflecting-on-the-current-landscape/>, March 2025
- BIO-STREAMS Video Series: ESHA and the Role of Schools: <https://bio-streams.eu/bio-streams-video-series-eshs-and-the-role-of-schools/>, March 2025

- BIO-STREAMS Showcased at SciComPt: <https://bio-streams.eu/bio-streams-showcased-at-scicompt-2025/>, April 2025
  - Key Takeaways from OBEClust's First Webinar: Leveraging Technology to Address Obesity: <https://bio-streams.eu/key-takeaways-from-obeclusts-first-webinar-leveraging-technology-to-address-obesity/>, April 2025
  - BIO-STREAMS Fifth General Assembly: Progress, Collaboration and Future Directions: <https://bio-streams.eu/bio-streams-5th-general-assembly-progress-collaboration-and-future-directions/>, May 2025
  - BIO-STREAMS at ECO 2025: Showcasing European Innovation in Obesity Research: <https://bio-streams.eu/bio-streams-at-eco-2025-showcasing-european-innovation-in-obesity-research/>, May 2025
- Synergies tab: an update on the synergies page, featuring a link to the replay of the first cluster webinar
  - 2 Newsletters: [December 2024](#) and [June 2025](#)
  - 1 Press release on OBEClust's synergies, translated in [Italian](#), [Danish](#), [Greek](#), [Portuguese](#), and [French](#)
  - 15 publications, of which 11 in Zenodo
  - 2 videos, including interviews about the pilots and presenting consortium partners (contributing to the total number of 9 videos)
  - Graphic support on clinical workshop-related material, to be used in schools with children and teachers
  - [1 flyer for ECO 2025](#)
  - [Community Network tab](#): a website section, still in progress, with contacts of healthcare professionals as a way to intensify the project's dissemination efforts

### Website Analytics

During the reporting period (October 2024 – October 2025), BIO-STREAMS' website gathered **a total of 2,873 visits at the time of writing** (+11% since the monitoring conducted for D7.2, which showed 2,566 visits) with following breakdown of traffic source:

- Direct entry: 1,489 (51,85%)
- Search engine: 812 (28,27%)
- Website: 420 (14,63%)
- Social Networks: 143 (4,98%)
- Other: 8 (0,28%)

Data above suggests that direct entry is the dominant source of traffic, meaning that users are typically either typing the project's URL directly, or have it bookmarked. This strong result for direct entry can be further used to encourage users to subscribe to the project's newsletter and download assets.

Secondly, **visits from search engine represent a healthy share of organic search**, meaning that users are discovering BIO-STREAMS' website through Google or other search engines when searching for keywords tied to the project's field. To further boost this data, special attention will be given to SEO, including analysing keywords, and conducting performance reports.

Thirdly, website visits, accounting for a mix of partners' websites and sibling project's websites, signal that project recognition is strong among those partners and that collaboration with sibling projects results in more visibility and potentially more users.

Social network visits account for less than 5% of total traffic despite the high number of impressions and visibility among users through X and LinkedIn. This low percentage will be improved by posting more multimedia content (such as images and videos), improving the visibility of call to actions directing to our website, and further engaging in cross-posting from sibling projects.

The "other" source, corresponding to less than 1% can be considered as negligible traffic, possibly coming from unclassified sources.

Regarding total page views, the website has achieved a total of 7,089 page views at the time of writing (- 8% since the monitoring conducted for D7.2, which showed 7,708 page views) and 5,074 unique page views, corresponding to -10% since the previous 5,739 unique page views).

We see this minor decline as a sign of reduced activities due to the summer break which saw a halt of events and relevant project's updates from approximately June to end of August 2025. We are confident that the incoming communication and dissemination wave that will be intensified by the incoming plenary, as well as cluster activities and publications, will provide balance and ultimately an increase in awareness analytics.

The average website visit duration of nearly 2 minutes and 20 seconds suggests meaningful engagement.

The website sections reporting the lowest bounce rate for the reporting period were:

- Newsletter (31%)
- Synergies section (35%)
- Project intro video with clinical coordinator Mr. Izidor Mlakar (37%)

The Newsletter and Synergies sections will continue to be promoted through social media channels, with the aim of enhancing visibility and improving overall web analytics performance.

A word of caution is needed when interpreting the bounce rate: a rate of 50% is not necessarily negative. Bounce rate must be understood in the context of user intent and content type. A 50% bounce rate indicates that half of the users exited the site after viewing only one page. However, this is common for visitors seeking specific information, such as reading a report on a particular event or downloading promotional material. In such cases, users may find what they need and leave without further interaction. This may in fact reflect well-structured landing pages that provide clear, accessible content and an intuitive call to action.

Moreover, bounce rate should be considered alongside the **average time spent on page**, which currently stands at **2 minutes and 20 seconds**. This is generally considered a healthy engagement indicator, suggesting that users are reading or interacting meaningfully with the content. By contrast, a 50% bounce rate paired with a session duration of 30 seconds or less would be more concerning, as it could suggest a mismatch between user expectations and the page content.

Traffic analysis during this reporting period also shows that users engage most with videos, as well as articles covering event summaries and publication highlights, reinforcing the value of multimedia and timely content in the project's communication strategy.

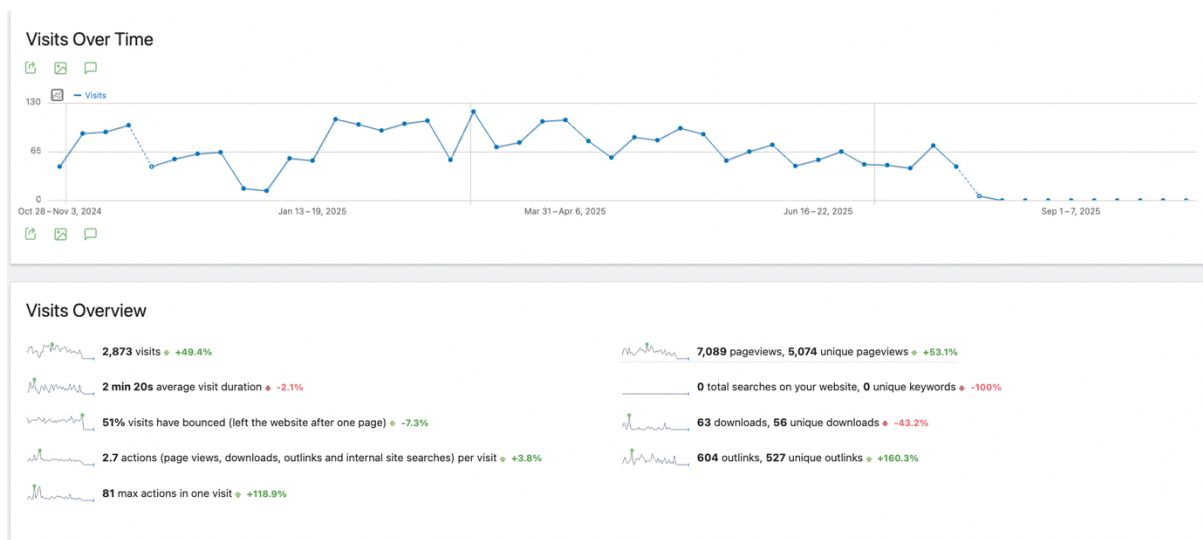


Figure 1: BIO-STREAMS website Matomo analytics visitors' overview (M18- M30)

## 2.4.2 Press Releases

At the time of writing, the project “Press releases” tab, under “News” in the project’s website counts **four press releases, which signifies that this KPI has been met**. Still, as the project evolves, WP7 reserves the right to produce and disseminate more press releases if supportive of project’s findings. Below is a complete breakdown of press releases, in reverse chronological order:

- Press release on updated OBEClust’s synergies, translated in [Italian](#), [Danish](#), [Greek](#), [Portuguese](#), and [French](#), January 2025 (291 downloads for the English version; 146 for the Italian, 125 for the Danish, 118 for the Greek, 152 for the Portuguese version and 285 for the French version)
- [BIO-STREAMS press release from partner Blocks \(in Hungarian\)](#), August 2024
- [Press release on initial OBEClust’s synergies](#), May 2024 (309 downloads)
- [First press release on project launch](#), June 2023 (466 downloads)

## 2.4.3 Newsletter

As documented above in the general overview of website activities, since October 2024, two newsletters have been published and disseminated via project website and social media. Partners have been encouraged to further disseminate. Below is a comprehensive overview of newsletters in reverse chronological order.

- [Summer newsletter](#), with a recap of the latest project’s plenary meeting, the first cluster webinar, project videos and participation in key industry events, June 2025
- [Christmas newsletter](#), with a recap of the latest project’s plenary meeting, an overview of first school pilots performed by partners, a second OBEClust’s press release, and incoming events of interest, December 2024

- [Autumn newsletter](#), with insights into the past project’s plenary meeting, and first publications strides, October 2024
- [First project newsletter](#), documenting the kick-off meeting and providing an overview of next steps, September 2023

At the time of writing, the project’s newsletter has a **total of 57 subscribers**, with 74% accessing it via desktop and the remaining 26% via mobile devices. **The average open rate stands at 45%, while the click rate is 5.93%.**

According to industry benchmarks, Mailchimp reports an average open rate of 35% for newsletters in the research and education sectors, while HubSpot considers an open rate between 45% and 50% to be strong. This suggests that the newsletter’s content is relevant, well-targeted, and engaging for its intended audience.

The click rate of 5.93% indicates that approximately three recipients clicked on at least one link. While this number is modest, it is reasonable for a niche audience operating in the research and policy landscape. Nevertheless, efforts will be made to improve engagement through a range of strategies, including:

- Crafting clearer and more compelling calls to action (CTAs)
- Designing the newsletter for easy skimming, with a mix of concise text, bold headings, and visuals
- Positioning key links near the top of the email for greater visibility
- Focusing on the most relevant content, rather than summarising all recent activities
- Refreshing subject lines to make them more engaging and clickable

These adjustments aim to optimise user interaction and support the newsletter’s role as a key communication tool within the project’s broader dissemination strategy.

#### 2.4.4 Press Kit and Promotional Materials

A diverse range of promotional materials and a press kit have been made available, with the press kit assets collectively downloaded 896 times from project’s inception to date. All promotional materials are available on the website, under the dedicated “Resources” section on the top bar.

The **press kit** includes:

- A detailed factsheet in PDF format, providing information on childhood obesity in the EU, and detailing BIO-STREAMS’ scope.
- The project’s “Brand guidelines” aimed at providing directions that are central to the BIO-STREAMS brand, including fonts, corporate colours, dos and don’ts, and acknowledgments. These guidelines are available for partners and intended as guiding elements when creating communications assets that are consistent with the brand.
- “**BIO-STREAMS logo kit**”, including different sizes of the logos, available for partners’ use.

**Promotional Materials** are a set of multimedia content meant to promote the project during dedicated events. At the time of writing, this section includes, in chronological order:

- A [roll-up](#), in support of physical events, summarising the project’s mission and key priorities
- A [two-page introduction flyer](#), with project’s priorities and logo

- A flyer for partner EASO, to be used during ECO 2024, describing the project in numbers and providing some supporting health data
- A poster made by partner NUCLIO, on the European Researchers Night 2024
- An update of the project’s roll-up in French, for local dissemination
- An update on EASO’s ECO flyer, for the 2025 edition
- A clinical study recruitment leaflet, translated in Bulgarian, Spanish, French, Greek, and Slovenian

Regarding the printing of promotional materials, the consortium has convened to opt for digital flyers and digital assets to encourage sustainability and avoid waste of materials moving forward. This said, printing necessities will be assessed ad hoc based on the event’s scale and project’s dissemination purposes.

In addition to the listed promotional material, since October 2024, WP7 has been supporting partners of WP6 ad hoc, through the creation of several multimedia assets. These include tailored material (such as power point animated sketches and other multimedia assets) to be used during clinical and school pilots to engage children and their educators in interactive and original ways. Martel has focused on providing reusable and highly customisable resources to offer partners the freedom they need to diversify their workshops. Some of this material has been uploaded to the project’s community on Zenodo.

Secondly, Martel has also supported clinical partners in the project’s pilot sites with tailored promotional material for the recruitment of patients.

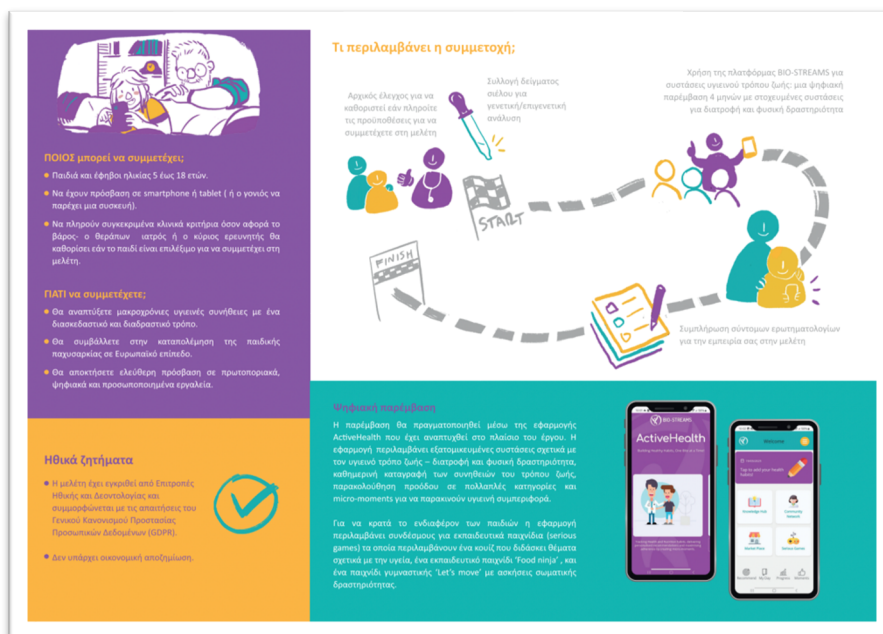


Figure 2: BIO-STREAMS Clinical Leaflet in Greek, June 2025

### 2.4.5 Publications

Publications are an important tool to communicate research advancements and to further strengthen partners' collaboration and knowledge sharing, as well as credibility in the project. The BIO-STREAMS website features a dedicated section for publications, and further promotes these through news articles and social media posts.

In BIO-STREAMS, **both clinical and technical partners have been committed from the onset to supporting clinical, scientific, and technical dissemination** by submitting several abstracts, which were then accepted as conference proceedings, journal articles, posters or oral presentations. Below is a snapshot of relevant endeavours from the beginning of the project, in chronological order.

Table 2: BIO-STREAMS publications overview

Work Package	Reference	Link/DOI	Date
WP2	The Effect of Time-Restricted Eating on Cardiometabolic Risk Factors: A Systematic Review and Meta-Analysis	<a href="https://doi.org/10.3390/nu16213700">https://doi.org/10.3390/nu16213700</a>	Oct. 24
ALL	BIO-STREAMS: Multi-Pillar Framework for children Anti-Obesity Behavior building on an EU biobank, Micro Moments and Mobile Recommendation Systems	<a href="https://doi.org/10.1159/000541189">10.1159/000541189</a>	Oct. 24
WP2	Dietary patterns and risk of childhood overweight/obesity or metabolically unhealthy childhood obesity: A systematic review and meta-analysis	<a href="https://doi.org/10.1017/S0029665124005469">https://doi.org/10.1017/S0029665124005469</a>	Dec. 24
WP2	Meal patterns and risk of childhood obesity and metabolically unhealthy obesity: a systematic review of the evidence, methodological issues and research gaps	<a href="https://doi.org/10.1017/S0029665124005494">https://doi.org/10.1017/S0029665124005494</a>	Dec. 24
WP2	Key Themes and Gaps of Obesity in Children and Adolescents: A critical Appraisal of Clinical Guidelines	<a href="https://www.mdpi.com/2227-9067/12/3/347">https://www.mdpi.com/2227-9067/12/3/347</a>	Mar. 25
WP2	Exploring Metabolic Signatures: Unraveling the Association with Obesity in Children and Adolescents	<a href="https://doi.org/10.3390/nu17111833">https://doi.org/10.3390/nu17111833</a>	May 25

WP2	Development of a Large Language Model Chatbot to aid healthcare professionals in Childhood Obesity Management	<a href="https://zenodo.org/records/15738897">https://zenodo.org/records/15738897</a>	May 25
WP5, WP4	Integrated Framework for Managing Childhood Obesity Based on Biobanks, AI Tools and Methods, and Serious Games	<a href="https://www.mdpi.com/2079-9292/14/10/2053">https://www.mdpi.com/2079-9292/14/10/2053</a>	May 25
WP5	Behavioral Change Through Serious Gaming Approaches for Childhood Obesity Interventions	<a href="https://ebooks.iospress.nl/doi/10.3233/SHTI250298">https://ebooks.iospress.nl/doi/10.3233/SHTI250298</a>	May 25
WP6	Reaching consensus on screening approaches and preventive lifestyle interventions for childhood overweight/obesity and metabolically unhealthy obesity in school settings: a Delphi method	<a href="https://doi.org/10.1159/000545968">https://doi.org/10.1159/000545968</a>	May 25
WP6	Co-Creation of Digital Health Interventions with Children: Initial Results of the Multi-Country Workshop in the BIO-STREAMS Project	<a href="https://doi.org/10.1159/000545968">https://doi.org/10.1159/000545968</a>	July 25
WP5	Establishing children’s healthy behaviour using digital interventions: Design and development of the ActiveHealth mobile application and serious games	<a href="https://doi.org/10.1159/000545968">https://doi.org/10.1159/000545968</a>	July 25
WP2	Association Between Physical Activity and Indicators of Overweight/Obesity and Metabolically Unhealthy Obesity Risk in Children and Adolescents: A Systematic Review of Prospective Epidemiological Studies and Randomized	<a href="https://onlinelibrary.wiley.com/doi/10.1111/obr.70014">https://onlinelibrary.wiley.com/doi/10.1111/obr.70014</a>	Sept. 25

	Controlled Trials in Western Countries		
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### 2.4.6 Events

In the reporting period, BIO-STREAMS partners participated in relevant projects pertaining to the healthcare industry, where they promoted the project, supported networking with similar activities and stakeholders of interests. Below is a snapshot of events, including – where feasible – their respective websites.

Table 3: Past health-related events

Event	Date	Link
62nd Annual ESPE Meeting 2024, Liverpool, UK; abstract submission	Nov. 2024	<a href="https://www.eurospe.org/event/62nd-espe-meeting/">https://www.eurospe.org/event/62nd-espe-meeting/</a>
SEEDO XX National Congress, Santiago de Compostela, Spain; e-poster presentation	Nov. 2024	<a href="https://www.seedo.es">https://www.seedo.es</a>
11th Congress of the Hellenic Atherosclerosis Society, Ioannina, Greece; e-poster presentation	Dec. 2024	<a href="https://www.has2024.gr/">https://www.has2024.gr/</a>
Athens Digital Health Week, Athens, Greece; project presentation	Jan. 2025	<a href="https://www.athensdigitalhealth.eu/">https://www.athensdigitalhealth.eu/</a>
2nd Educational Conference of Pediatric & Adolescent Endocrinology, Metabolism and Diabetes, Athens, Greece; project dissemination	Feb. 2025	<a href="https://era.gr/portfolio-item/2nd-seminar-of-the-greek-society-of-child-adolescent-endocrinology-metabolism-and-diabetes/">https://era.gr/portfolio-item/2nd-seminar-of-the-greek-society-of-child-adolescent-endocrinology-metabolism-and-diabetes/</a>
World Obesity Day; project participation in eprObes project’s workshop within OBEClust	Mar. 2025	<a href="https://eprob.es/">https://eprob.es/</a>
HBIO Forum 2025, Athens, Greece; project presentation	Mar. 2025	<a href="https://www.hbioforum2025.com/pages/reception">https://www.hbioforum2025.com/pages/reception</a>

21st Panhellenic Post-educational Pediatrics Seminar, Athens, Greece; abstract submission	Mar. 2025	<a href="https://21ped.welcometravel.gr/">https://21ped.welcometravel.gr/</a>
2nd ISPAD Postgraduate Course, Athens, Greece; project presentation	Apr. 2025	<a href="https://21ped.welcometravel.gr/">https://21ped.welcometravel.gr/</a>
Beyond Expo, Athens, Greece; project presentation	Apr. 2025	<a href="https://www.beyond-expo.gr/">https://www.beyond-expo.gr/</a>
Wellness Awards 2025, Athens, Greece; project presentation	Apr. 2025	<a href="https://wellnessawards.boussiasevents.gr/">https://wellnessawards.boussiasevents.gr/</a>
SciCom Portugal 2025, Madeira, Portugal; project presentation and abstract submission	Apr. 2025	<a href="https://scicom.pt/home">https://scicom.pt/home</a>
School Heads conference Germany, Dusseldorf; project presentation and deep dive into the role of schools and workshops to produce behavioral change	Apr. 2025	<a href="https://neu.slv-nrw.de/blog/detailseite?tx_ttnews%5Btt_news%5D=258&amp;cHash=6a14877fa50d76578a0036c23fa1b08a">https://neu.slv-nrw.de/blog/detailseite?tx_ttnews%5Btt_news%5D=258&amp;cHash=6a14877fa50d76578a0036c23fa1b08a</a>
Joint Congress of European Society for Paediatric Endocrinology (ESPE) and European Society of Endocrinology (ESE) 2025; Copenhagen, Denmark; abstract submission	May 2025	<a href="https://espe-ese-congress2025.org/">https://espe-ese-congress2025.org/</a>
European Congress on Obesity (ECO) 2025 in Malaga, Spain; several abstract submissions; project presentation and OBEClust awareness raising	May 2025	<a href="https://eco2025.org/">https://eco2025.org/</a>
35th Medical Informatics Europe Conference, Glasgow, Scotland; abstract submission	May 2025	<a href="https://mie2025.efmi.org/">https://mie2025.efmi.org/</a>
51st Annual Panhellenic Medical Conference of the Athens Medical Society, Athens, Greece; abstract submission	May 2025	<a href="https://www.mednet.gr/51ο-ετήσιο-πανελλήνιο-ιατρικό-συνέδριο">https://www.mednet.gr/51ο-ετήσιο-πανελλήνιο-ιατρικό-συνέδριο</a>

World Physiotherapy Congress 2025, Tokyo, Japan; abstract submission	May 2025	<a href="https://wp2025.world.physio/">https://wp2025.world.physio/</a>
3rd Conference of the Hellenic Society of Digital Medicine, Athens, Greece; project presentation	Jun. 2025	<a href="https://congressworld.gr/event/digitalmedicine2025/">https://congressworld.gr/event/digitalmedicine2025/</a>
6th International Conference in Electronic Engineering and Information Technology, Chania – Crete, Greece; oral presentation	Jun. 2025	<a href="https://eeite.hmu.gr/">https://eeite.hmu.gr/</a>
2025 International Congress on Obesity and MEtabolic Syndrome hosted by KSSO, Seoul, South Korea; project presentation	Sep. 2025	<a href="https://icomes.or.kr/">https://icomes.or.kr/</a>
2025 European Researchers' Night, Athens, Greece; project presentation	Sep. 2025	<a href="https://researchersnight.gr/en/home-page-en/">https://researchersnight.gr/en/home-page-en/</a>
2025 European Researchers' Night, Braga Portugal; project presentation	Sep. 2025	<a href="https://inl.int/european-researchers-night-2025/">https://inl.int/european-researchers-night-2025/</a>

Although at the time of writing we don't have a table detailing future events (also due to the slow start of activities following the summer break), BIO-STREAMS partners have been regularly updating the consortium's shared events calendar, and will participate in more events to disseminate project's findings, network, and raise awareness on this crucial healthcare initiative.

The next event of interest that we can document for this year will take place in Athens, Greece, from 4 to 6 December, and refers to the 18th Panhellenic Congress of Nutrition and Dietetics. For this event, partners envisioned a round table focusing on "serious games/ gamification and health promotion", where they plan to present the BIO-STREAMS project and the associated work.

Following D7.2, BIO-STREAMS is committed to connecting with researchers to promote knowledge sharing (as participation in multiple *European Researchers Night* events suggests). The project will explore the possibility to explore EIT Health, a Knowledge & Innovation Community (KIC) of the EU Institute of Innovation and Technology and potentially connect and exchange knowledge with other innovators.

## 2.5 Social Media Channels

BIO-STREAMS established various social media channels to facilitate the communication and dissemination of the project's activities and outcomes. **The project has an active presence on social media platforms such as X (formerly known as Twitter) and LinkedIn.** The social media channels are linked to the BIO-STREAMS website and are used to promote the project's activities and outputs regularly. In addition, BIO-STREAMS created a YouTube channel to release videos related to the project on Year 2, and this channel serves to enhance visibility. The following is a brief overview of the social media channels created for BIO-STREAMS, including their performance.

### 2.5.1 LinkedIn

The BIO-STREAMS LinkedIn channel was opened in September 2023 to highlight the project's activities, progress, and outcomes to a wide professional network. This includes consortium meetings, industry events, workshops, publications and other project updates. LinkedIn enables project partners to connect, exchange knowledge and industry updates with stakeholders and professionals across healthcare, nutrition, and related fields. At the time of writing this deliverable (October 2025), BIO-STREAMS' LinkedIn page counts 489 followers, a total of over 40,000 post impressions (+ 26,800 since M18), and 93 total posts. LinkedIn proves to be the most successful social media platform in terms of user engagement and project's visibility.

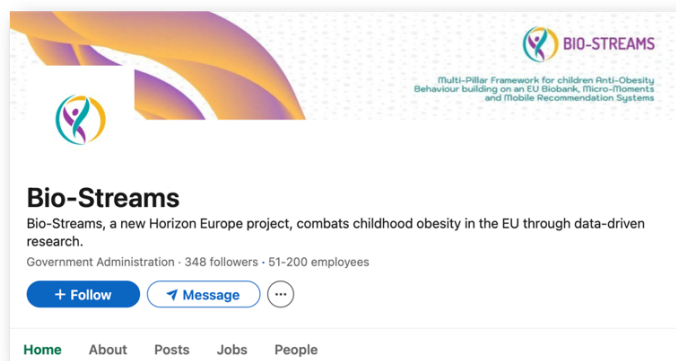


Figure 3: BIO-STREAMS LinkedIn channel

### 2.5.2 X (formerly known as Twitter)

The BIO-STREAMS X channel was opened to promote the project's activities and outcomes, and to engage with a diverse target audience, including industry institutions, healthcare professionals, and partners.

With this channel, BIO-STREAMS leverages X's distinct real-time marketing feature, with frequent updates during meetings and events, aimed at further strengthening its brand.

BIO-STREAMS's X account, **@BioStreams\_EU**, was set up in May 2023 (M1). At the time of writing, it counts 93 followers, 13,700 impressions, and 81 posts, corresponding to over 8,800 new impressions and 18 new posts since October 2024.

Considering the recent geopolitical events affecting X, BIO-STREAMS, and many other public European profiles saw a decrease of followers due to many European users leaving the platform. BIO-STREAMS will continue to post regularly on X, but a further decrease of followers

– although not ideal – could be envisioned. For this reason, it is important to compensate through other awareness-raising channels, such as the website, and LinkedIn.

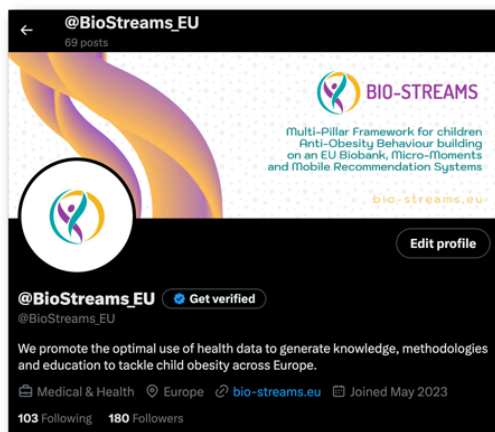


Figure 4: BIO-STREAMS X channel (formerly known as Twitter)

### 2.5.3 Facebook

The BIO-STREAMS’ Facebook page was opened in February 2024 to engage the general public on the project’s developments and research. The project's Facebook page was discontinued shortly after Month 18, as WP7 identified limited strategic value in maintaining an active presence on the platform. Analysis showed that Facebook offers few effective opportunities to engage either the medical community or the general public in the context of Horizon Europe research dissemination. In particular, the platform's primary use among target audiences tends to be for personal and social interactions rather than for consuming or engaging with scientific or technical content (where LinkedIn proves to be an idea platform). As such, project resources were redirected toward more impactful communication channels better suited to reach stakeholders and disseminate research outputs. Nevertheless, the page won't be closed, and major updates such as plenary meetings and project findings will be shared ad hoc in an effort to support general dissemination.

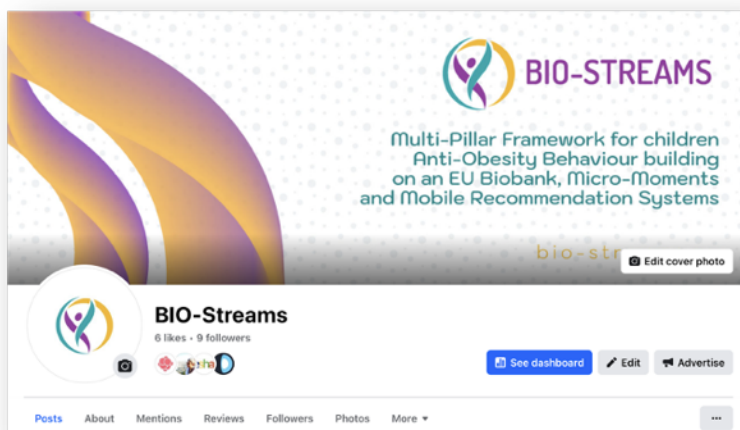


Figure 5: BIO-STREAMS Facebook page

## 2.5.4 YouTube

To ensure a broad reach of the project's activities, the BIO-STREAMS YouTube channel was created in April 2024. The channel currently showcases six more videos since M18, bringing the total number to 9 videos, garnering a total of 382 views in the platform.

More videos documenting the project's progress are planned for incoming plenaries. In addition, to support the increase of views, videos will be also posted natively through LinkedIn. More on this will be detailed in section number 4 of this report.

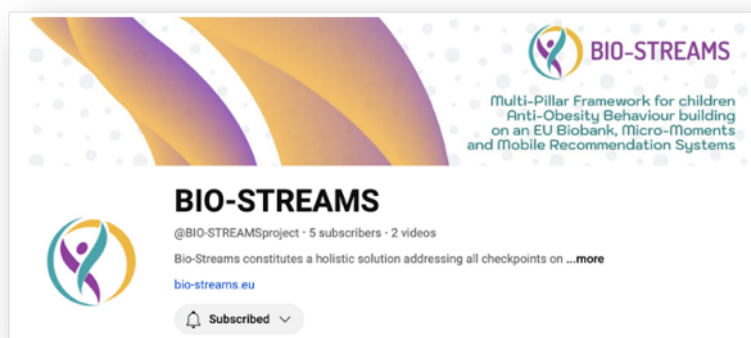


Figure 6: BIO-STREAMS YouTube channel

## 2.6 Community Network

Over the past months, and in line with the objectives set out in the project's Grant Agreement, consortium members have collaborated to develop a dedicated section of the BIO-STREAMS website: the **Community Network**. This section is envisioned as a central hub for European healthcare professionals working in the field of childhood obesity.

As part of **Phase 4** of the BIO-STREAMS Methodological Structure, built around a series of strategic Pillars, this initiative aims to foster engagement, knowledge exchange, and collaboration among stakeholders. At the core of the Community Network are two main components:

1. **The associative catalogue:** a growing directory of healthcare professionals, educators, researchers, and public sector representatives whose expertise aligns with the project's mission.
2. **A strategic roadmap:** currently under development, this framework will guide collaborative campaigns and foster long-term synergies.

By joining the associative catalogue, professionals formally acknowledge their alignment with the BIO-STREAMS vision, reinforcing the project's reach and credibility. The Community Network is designed to function as a **pan-European Living Lab**, actively involving citizens, public and private stakeholders, and academia. It will support the sustainable co-design, implementation, monitoring, and evaluation of awareness-raising actions and service innovations, during the project and beyond.

The associative catalogue serves as a vital tool for creating direct links and fostering collaboration between healthcare professionals, researchers, NGOs, academic institutions, policymakers, regulatory bodies, and industry actors. Both BIO-STREAMS consortium

members and external stakeholders (e.g., hospitals, universities, and organisations) are invited to participate.

The relevance and impact of the Community Network will be further amplified through key BIO-STREAMS activities, including:

- School- and community-based physical activity & nutritional interventions
- Health communication & equal access, with a focus on inclusive and respectful messaging around childhood obesity
- Active citizen involvement
- Policy integration & adoption
- Ecosystem engagement & motivation

Together, these efforts will ensure the Community Network becomes a lasting, impactful resource for addressing childhood obesity across Europe.

## 2.7 Knowledge Hub

The **BIO-STREAMS Knowledge Hub**, currently under development and soon to be launched as a dedicated section of the project website, will serve as a central repository of educational resources. Its purpose is to raise awareness of the project's mission, enhance health literacy, and facilitate the exchange of knowledge across Europe.

As a key element of BIO-STREAMS' educational and dissemination strategy, the Hub will present best practices, selected public deliverables, and research findings. It will be designed to engage a broad audience, including children, educators, healthcare professionals, school staff, researchers, and the wider scientific community.

The Knowledge Hub will consist of four main components:

- **Directives:** a curated set of guidelines and policy documents on childhood and adolescent overweight and obesity, organised by age group and tailored to different audiences (e.g., citizens, educators, health professionals).
- **Indicator & biomarker inventory:** a detailed inventory of health indicators and biomarkers, aligned with Pillars 1.3 and 1.4, and including the BIO-STREAMS Data Model developed under Pillar 1.3.
- **Intervention library:** a collection of lifestyle intervention pathways (Pillar 1.5) suitable for various settings such as the home and school. These will support the Recommendation Engine and community-based behavioural change strategies outlined in Pillar 4.2.
- **BIO-STREAMS lexicon:** a searchable repository of scientific publications and research outputs from both project partners and external sources, reviewed by an expert panel. It will also include links to key literature and reference materials.

The Knowledge Hub will be integrated into the project's Marketplace, currently being developed by BIO-STREAMS technical partners (WP5), further enhancing its accessibility and

long-term usability. The Marketplace will serve as a repository for the project ActiveHealth App and a pool of serious games designed for mobile devices.

## 2.8 Research Platforms

In D7.2 we communicated the choice of [Zenodo](#) as release platform for our research output: a repository funded by the European Commission, built and operated by CERN and OpenAIRE, to ensure full availability of Open Science.

It is in the BIO-STREAMS project's interest to ensure broad visibility within the scientific community, foster collaboration opportunities among researchers and organisations and keep updated with recent advancements in the field. When evaluating ResearchGate, the open-source option was not included. It was in this context that the consortium decided to explore other possibilities, founding a key asset in Zenodo, an open-access repository with more attractive benefits for the BIO-STREAMS project. Among its core features are the assignment of a Digital Object Identifier (DOI) to every upload, ensuring easy citation and greater visibility. In addition, Zenodo supports a wider range of research outputs beyond publications, such as datasets and software, making it more versatile. Zenodo also complies with open science mandates, offers full control over licensing, and integrates seamlessly with platforms like GitHub. It also offers the possibility of custom data sharing (open or closed). In contrast, ResearchGate lacks formal open-access infrastructure, does not offer direct copyright protection to users, and is a for-profit platform. A [project community](#) was created on Zenodo in October 2024, informing the consortium and instructing members (especially authors) on the upload of publications. To date the community features:

- 11 open access publications (also available on the website)
- 1 PowerPoint presentation, titled “A Multi-Pillar Framework to Address Childhood Obesity by Building on an EU Biobank, Micro-Moments and Mobile Recommendation Systems”, prepared as part of EU Cluster OBEClust on the European Workshop for Prevention of Obesity hosted by project eprObes
- 1 Word Document on the construction of personas for digital health interventions for the prevention and management of childhood obesity.

On Zenodo, the uploaded assets totaled 202 downloads and 185 views to date, suggesting a strong interest in the academic and scientific community. BIO-STREAMS will continue to use this open repository to foster knowledge exchange and support open science.

### 3 COMMUNITY BUILDING

The BIO-STREAMS project is creating an ecosystem of researchers, professionals and stakeholders through networking events, which are crucial for community building, especially for research and innovation projects like this one. Recognising that community building and stakeholder engagement are essential for fostering collaboration, sharing best practices, and promoting project outcomes, we have outlined a series of activities to maintain their involvement. These initiatives focus on enhancing communication, outreach, and engagement efforts, ensuring continuous collaboration and knowledge exchange throughout the project lifecycle and beyond.

By cultivating a strong community, we aim to integrate their perspectives into project outcomes, ensuring their needs and ideas are reflected. This approach facilitates solution adoption, strengthens partnerships, and aligns results with stakeholder priorities, ensuring project sustainability and long-term impact.

Among those activities, we outline the following:

- Synergies with projects of the same cluster and other relevant organisations
- Workshops at schools and with relevant stakeholders
- Organisation of the first project hackathon

#### 3.1 Synergies with projects of the same cluster and other relevant organisations

BIO-STREAMS continued the collaboration – started during the previous reporting period - with other projects of the obesity cluster (hereafter referred to as OBEClust), totalling eight active synergies with obesity and other non-communicative disease-related projects.

*Table 4: Projects or initiatives collaborating with BIO-STREAMS*

PROJECT	LINK
PAS GRAS	<a href="https://cnc.uc.pt/en/rd-projects/pas-gras">https://cnc.uc.pt/en/rd-projects/pas-gras</a>
OBCT	<a href="https://www.obct.nl">https://www.obct.nl</a>
BETTER4U	<a href="https://better4u.eu/">https://better4u.eu/</a>
OBELISK	<a href="https://obeliskproject.eu/">https://obeliskproject.eu/</a>
EPROBES	<a href="https://eprob.es/">https://eprob.es/</a>
HEALTHYW8	<a href="https://www.healthyw8.eu/">https://www.healthyw8.eu/</a>
CODIET	<a href="https://www.codiet.eu/">https://www.codiet.eu/</a>
SHIFT2HEALTH	<a href="https://shift2health.eu/">https://shift2health.eu/</a>

Since the last reporting period, following activities have been carried out with OBEClust members, listed in chronological order:

- Joint project press release, translated in Italian, Danish, Greek, Portuguese, and French, and disseminated on the website and social media, January 2025
- Participation in European Workshop on the Prevention of Obesity organised by sibling project eprObes, Brussels, March 2025
- Co-organisation of first joint OBEClust webinar “Leveraging Technology to Address Obesity”, with nearly 200 attendees, disseminated via SciFoodHealth’s YouTube Channel (counting over 170 views), the project’s website and social media, April 2025
- Submission of OBEClust to the ECPO & EASO World Obesity Day Europe Awards for the “best collaborative project” category, May 2025
- Regular meetings with cluster projects to brainstorm common activities in support of the cluster dissemination
- Initiation and contribution to the Communication and Dissemination Guidelines of OBEClust (currently work in progress, to be integrated into a policy booklet by members of other working groups within the cluster)

Future activities include the organisation of the cluster’s second webinar, participation in key industry events (from ECOG to ECO), and potential live synergies around key dates (World Obesity Day).

In addition to fostering synergies with projects within our cluster, BIO-STREAMS is committed to expanding its collaborative network to encompass a diverse range of relevant organisations across Europe. To this end, BIO-STREAMS will actively engage with European nutrition associations, such as the European Federation of the Associations of Dietitians (EFAD, <https://www.efad.org/>) to leverage their expertise and extensive networks. The project will also establish connections with national organisations, like the Portuguese Association of Nutritionists (<https://www.apn.org.pt/>). Such approaches enable BIO-STREAMS to tailor its interventions to specific cultural and regional contexts, ensuring that obesity prevention strategies are both culturally sensitive and locally relevant. National bodies can also serve as conduits for disseminating project findings and implementing best practices at country level.

## 3.2 Workshops

The BIO-STREAMS Project is focusing on behavioural interventions for obesity prevention, particularly through workshops and awareness campaigns. These activities are key to achieving the project’s goals, especially in promoting healthy living among children and adolescents across various EU countries.

In October and November 2024, a series of co-creation workshops were conducted with multiple stakeholders, including school children aged 9–11 and 12–14 years. The sessions focused on key lifestyle factors related to childhood health, namely physical (in)activity, such as participation in organised sports, active commuting to school, and screen time, as well as dietary habits. Feedback collected from the participating children provided valuable insights into their perceptions of the workshop content, activities, and resources to be produced. In addition, other partners belonging to WP6 have worked towards the preparation of stimulating resources in the framework of school pilots study, which will begin soon. In order to make the workshops interactive, dynamic, and appealing, and in alignment with the BIO-STREAMS

visual identity and communication materials, several resources and materials are being developed in collaboration with Martel. These will be used to engage participants and facilitate active learning throughout the sessions.

### 3.3 Organisation of the project hackathon

Plans to organise the BIO-STREAMS Project Hackathon at the start of the next school year (October – November 2026) in school settings are being discussed as an intensive, collaborative event designed to accelerate innovation in the prevention and management of childhood obesity, while promoting healthy lifestyle choices. The idea is to bring together diverse participants, including students, educators, data scientists, health professionals, nutrition experts, app developers and community health advocates. Participants will form interdisciplinary teams to develop innovative solutions, taking advantage of the BIO-STREAMS Biobank and the integrated digital platform. The hackathon aims to involve students in the creation process of these solutions and stimulate creative approaches to personalised risk assessment, prevention programmes and community involvement strategies.

Teams will cooperate to create the most impactful and viable solutions, with a focus on data-driven and scalable interventions that can be implemented in diverse European contexts. Proposals could include mobile apps for personalised nutrition and activity plans, gamified educational tools for children and families, predictive models for early detection of obesity risk or innovative community awareness programmes based on citizen science approaches. A panel of experts from the BIO-STREAMS consortium and external consultants will evaluate the projects based on their potential impact, technical feasibility and alignment with the project's objectives.

## 4. IMPACT CREATION MONITORING

The following metrics are used to monitor and assess the progress of the dissemination and communication activities and provide measurable outcomes related to their impact created (as far as this is feasible from a quantitative point of view). The content of the table below has been thoroughly addressed in the previous sections, and serves as a comprehensive summary of Communication and Dissemination KPIs. Below follows an analysis with mitigation strategies to address critical performance (affective very few KPIs).

Table 6: Dissemination and Communication KPIs

Channels	Activity Measures	Target value at M48	Target value at M30
Dissemination activities			
Scientific publications	Journal publications	≥5 peer-reviewed publications	2 peer-reviewed publications among the total of 17 scientific publications (including abstracts, conference proceedings, oral presentations, journal publications, book chapters and scientific posters)
		≥12 participations and/or publications	40 events (including participation and/or abstract submission)
International events and demonstrators	Workshops	≥2 workshops/special sessions; ≥80 attendees;	6 workshops; 155 attendees
	EU-focused events	≥2 demonstrations	ECO 2024, ECO 2025
	Technical Academic events	≥4 demonstrations	2
Communication activities			
Electronic activities	Project website	≥ 5,000 visits annually	6,800 yearly average
		≥ 500 downloads (deliverables, data, results & materials)	5,765
	Video clips	≥ 10 online video clips;	9 videos
		≥ 8000 views	293 views

	Social media	≥ 500 connections/followers on Facebook and X	123
		≥ 150 social networks posts	95 posts
	Press releases	≥ 4 press releases	4 press releases
	Newsletters	≥ 8 newsletters	4 newsletters
	S&T communities Research networks	LinkedIn: ≥ 100 connections/followers ≥ 50 posts on social networks	486 followers 93 posts
	ResearchGate	Replaced by Zenodo	
Non-electronic activities	Presentation materials	≥ 10 press/media kits containing detailed press releases, videos, publishable images, flyers	1 study recruitment leaflet in multiple languages 1 roll-up 1 roll-up (French) 1 intro flyer 2 promo flyer (ECO) 1 factsheet 1 poster
	Traditional media	≥1 articles/interviews to national magazines and/or newspapers per participating country	16 in total, covering Slovenia, Portugal, Spain, Greece, Denmark
Networking and Outreach	Interactive networking	≥4 training webinars jointly organised with other initiatives towards best practices & knowledge exchange	1 webinar
	Collaboration with other projects	≥6 synergies established with pertinent EU projects ≥8 workshops jointly organised with other projects (2 per year); >4 participations in events organised by other initiatives	8 total synergies 1 workshop; 1 event participation
	Collaboration with Policy Makers	≥1 meeting with health policy makers per pilot country	Planned for later in the project
		≥2 meetings with EU healthcare & citizen associations	Planned for later in the project

## Performance against Key Performance Indicators (KPIs)

A first glance at the KPIs presented above suggests that overall progress is positive, with many targets already achieved, particularly those related to events and scientific outputs. Notably, despite not all publications being open access, the project website currently features 17 scientific outputs, including conference proceedings, abstracts, posters, and journal publications.

In addition, both clinical and educational workshops have been delivered at a steady pace, attracting high levels of participation from relevant stakeholder groups, including children, educators, parents, and school leadership, demonstrating ongoing engagement at grassroots level.

Downloads have reached 5,765 in total, indicating strong user interest in the website's content and activities. These downloads are distributed across a variety of materials, including press releases (accounting for over 1,890 downloads), promotional assets, plenary meeting agendas, and publication abstracts.

From the previous reporting period to the current one, downloads have increased by 4,758, reflecting both growing engagement and the significant expansion of website content during this time.

## KPIs Requiring Further Attention

However, a number of KPIs still require additional effort to reach their targets. These include:

- Video views
- Webinars within OBEClust and related synergies

### Video views

Current YouTube video views stand at 293, which, while not inherently low for a niche EU-funded project, are still well below the target of 8,000 views. This figure includes the first OBEClust webinar, delivered in collaboration with sibling projects.

To better understand the overall reach and engagement of this content, joint analytics reports should be collected across the participating cluster projects.

To improve visibility and reach moving forward, a shift in video dissemination strategy is planned:

- Videos will be posted natively on LinkedIn, rather than directing users to YouTube. This decision is informed by LinkedIn's algorithm, which favours native content over external links, and aligns with current best practice to enhance organic reach and user engagement.
- Native video allows users to watch directly within their feed, without needing to leave the platform, providing a better user experience and encouraging higher view rates.

Additional strategies will include:

- Producing short, engaging video snippets (under one minute), designed to drive curiosity and engagement.

- Tagging relevant partners and stakeholders consistently, helping to amplify reach across wider networks.

### Webinars/ workshops with synergies

The establishment of the Communication and Dissemination Working Group within OBEClust, coordinated by BIO-STREAMS, has already led to several successful outcomes (as detailed in the relevant section above). This collaborative initiative, however, also revealed some of the challenges inherent in coordinating across a cluster of nine projects, all of which must collaborate and make decisions collectively.

The first cluster webinar, organised within the space of a month, was a successful milestone. However, it also underscored the importance of planning joint events involving external stakeholders well in advance, ideally no later than two months prior.

Another challenge lies in the varying timelines and thematic focuses of the participating projects: some are scheduled to conclude in 2026, while others are not specifically centred on obesity prevention or management. As a result, levels of contribution to the cluster's activities remain uneven.

Nonetheless, BIO-STREAMS sees significant opportunities for collaboration in the near future, including:

- A joint OBEClust session at the ECOG 2025 Congress in Uppsala, Sweden
- The eprObes Workshop on Obesity in March 2026, in Cordoba, Spain
- The European Congress on Obesity (ECO) in May 2026, in Istanbul, Turkey

These upcoming initiatives are expected to strengthen joint visibility and contribute positively to the cluster-level KPIs for collaborative outputs.

## 5. IMPACT ASSESSMENT

### 5.1. Progress & next steps

During the last year, the impact assessment followed the project developments to gather all impact-related activities and information to feed the impact assessment. The assessment will be concluded at the end of the project, in April 2027. The impact assessment methodology is based on the twenty-one iKPIs as presented in the previous deliverables, following the Logical Model Approach. Up to this point, **two** of the twenty-one iKPIs **have been achieved**:

**iKPI-20** Compliance of the harmonised health data hubs with HL7 standards: 100% compliance with FHIR protocol, 100% usability of the data models [M18]

- Target: Achieve 100% compliance with FHIR protocol and 100% usability of data models.
- Verification: D3.2

**iKPI-10** Large number of joint communication events: At least 25 [M24]

- Target: BIO-STREAMS to participate and co-organise events with other projects
- Verification: D7.1, D7.2 - 27 events held

In the next months, iKPIs will be achieved as follows:

iKPI	KPI Description	Due	
20	<i>Compliance of the harmonised health data hubs with HL7 standards</i>	M18	OCT. 24
10	<i>Large number of joint communication events</i>	M24	APR.25
19	<i>Generation of high-quality synthetic data</i>	M36	APR. 26
3	<i>Guidelines for a federated data space (on top those from DigitalEurope Programme)</i>	M44	DEC. 26
4	<i>Identification of prognostic biomarkers - new related insights analysed by the BIO-STREAMS prognostic model</i>		
5	<i>Adherence to suggested interventions</i>		
8	<i>Publicly available architecture, code &amp; anonymised data sources</i>		
11	<i>Validation of the ML developed models</i>		
6	<i>Efficient healthcare pathways</i>		
9	<i>Gauge cost-effectiveness of BIO-STREAMS data utilisation VS. other sources</i>		
13	<i>Improve quality of life &amp; well-being</i>		
14	<i>High overall satisfaction with the interventions received</i>		
16	<i>High convenience/usability of the BIO-STREAMS Associative Catalogue</i>		
17	<i>Improved assessment of individuals' status in the context of a clinical intervention</i>		
21	<i>Identification of behavioural &amp; biological obesity prognostic biomarkers</i>	M48	APR.27
1	<i>High number of retrospective data sources</i>		
2	<i>High number of prospective data collected</i>		
7	<i>Establish strong links with EU-driven initiatives regarding underage obesity</i>		

12	<i>High degree of BIO-STREAMS services usability-user friendliness/acceptance</i>		
15	<i>Promoting partnerships for the BIO-STREAMS' Marketplace Apps deployment</i>		
18	<i>Contribution to the adoption of policies/standards/ clinical guidelines</i>		

During the next months, the impact assessment will continue following the iKPIs progress to shape the final report. The Impact Assessment report will provide a structured overview of the BIO-STREAMS project's impact, guiding the reader from methodology to actionable insights. It will begin with an introduction and a detailed description of the methodology, which is based on the Logical Model approach, followed by a presentation of the impact results. The report will explore the impact pathways across three domains: *research*, highlighting scientific prospects and technological innovations; *economic* impact, focusing on digital solutions and cost-effectiveness; and *social* impact, addressing awareness and policy contributions. In each of these pathways, the relevant existing gaps and the respective BIO-STREAMS solutions will be presented. The report will conclude with key insights and recommendations. This structure is a draft version and is subject to change as the assessment progresses and additional data become available.

## 6. EXPLOITATION CONSIDERATIONS

### 6.1 Ensuring Long-Term Impact

The deliverable D7.4 – Scale-up and Sustainability led by UKEMED presented the mid-term exploitation and sustainability strategy for the BIO-STREAMS project. It outlines a comprehensive roadmap for ensuring the long-term impact and scalability of BIO-STREAMS' outcomes, particularly those addressing childhood obesity prevention and management. The report was focused on three main pillars:

- The *Exploitation Strategy*, identifying key exploitable results, such as the BIO-STREAMS Biobank, Knowledge Hub, and Intervention Technologies, and defining pathways for their adoption and integration into real-world healthcare and educational settings;
- The *Sustainability Plan*, which details financial, operational, and stakeholder engagement mechanisms to secure the longevity of project outputs;
- *Impact and Legacy*, including contributions to standardisation, policy alignment, and measurable health and socioeconomic benefits. The deliverable also introduced monitoring and evaluation frameworks using defined KPIs and Health Technology Assessments (HTA) to measure progress and ensure evidence-based implementation. By combining communication, exploitation, and sustainability strategies, D7.4 sets the foundation for transforming BIO-STREAMS' research results into actionable, sustainable solutions that can be embedded in EU health systems and policies.

### 6.2 Plan for the plenary exploitation workshop

For the upcoming plenary, taking place in Stockholm, Sweden, from 24 to 25 November 2025, UKEMED will coordinate a Scale-Up and Sustainability Workshop aimed at:

- Presenting the core outcomes of D7.4 and aligning partners on the exploitation roadmap
- Gathering feedback from technical, clinical, and policy partners on sustainability mechanisms and stakeholder engagement strategies
- Discussing synergies with related EU initiatives and exploring opportunities for post-project collaboration and funding
- Reviewing draft KPIs and impact measurement tools to support upcoming assessment milestones
- Setting the groundwork for a shared communication plan for the dissemination of exploitable results.

The session will be interactive, combining short presentations and group discussions, ensuring every partner contributes to shaping the long-term impact strategy. No major updates are foreseen at this stage, but the workshop will serve to validate the existing roadmap and integrate feedback from the consortium for the next reporting cycle.

## 7. POLICY IMPACT

Since the submission of D7.2, no new policy-specific activities have taken place. EASO will continue leading on policy engagement and translation of BIO-STREAMS findings as new evidence from the pilot and scientific work packages becomes available.

The next policy-related steps remain aligned with the BIO-STREAMS D7.2, including preparation of policy translation materials and engaging with EU and national stakeholders to inform evidence-based recommendations in the final reporting period.

## 8. CONCLUSIONS AND NEXT STEPS

This report has provided a clear and comprehensive overview of the progress made under Work Package 7 (WP7) from October 2024 to the present. The project's communication and dissemination activities (T7.1 and T7.2) have maintained a steady rhythm, marked by regular publication outputs, growing social media engagement, and active participation in relevant events. These efforts continue to enhance the project's visibility and stakeholder reach across its digital channels.

Notable achievements during this period include:

- **Participation in 24 events**, showcasing consistent engagement from project partners
- The addition of **11 scientific outputs** published and featured on the website
- A rise of over **26,000 LinkedIn impressions**, indicating increased online visibility
- More than **4,000 downloads** of website content, reflecting user interest and outreach effectiveness

Despite this positive trajectory, the report has also identified areas requiring further attention, specifically, **video views** and **joint outputs with sibling projects** (e.g. workshops and synergies). Mitigation strategies for these KPIs have been proposed and will be rolled out in the next period.

Looking ahead, priority will be given to:

- Enhancing the **Community Network** and **Knowledge Hub** sections of the website
- Strengthening collaborative outputs within **OBECIust**
- Increasing engagement through more targeted, data-informed dissemination strategies

With these adjustments and a continued commitment to strategic communication, WP7 remains well-positioned to meet its objectives and support the wider impact of the BIO-STREAMS project.

Community engagement activities (T7.3) have fostered strong synergies across stakeholders, laying the groundwork for future initiatives such as a hackathon focused on AI-driven health literacy and behavioural change. The Hackaton's structure is currently being discussed among partners. Exploitation activities (T7.4), while detailed in Deliverable 7.4, are progressing, with an upcoming consortium meeting set to address strategic priorities in this area.

The impact assessment (T7.5) shows progress towards meeting the project's iKPIs, supporting the broader goals of BIO-STREAMS. Task 7.6 remains in progress, with no major developments reported during this period. Finally, T7.6, Policy Recommendations, showed no major updates in the field for the time being, but will be more relevant and extensively documented as more findings will be available.

Overall, WP7 remains on track, with strategic actions underway to ensure the sustainability, visibility, and long-term impact of the project.