Clara

Center for Artificial Intelligence and Quantum Computing in System Brain Research

Deliverable 6.1

Title: Plan for Dissemination and Exploitation Including Communication Activities

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Confidentiality

Does this report contain confidential information?	Yes ☐ No ☑
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Executive Summary

This Deliverable 6.1 provides a consolidated overview of the dissemination and exploitation plan and communication activities for the CLARA Centre and Project. It outlines the planned activities and tools designed to ensure visibility, engagement, and sustainable impact of CLARA's outcomes.

The document is structured around three key pillars and includes the following key topics:

- Communication strategy, including activities: focusing on raising awareness about CLARA among diverse target groups, building the project's brand, and engaging key stakeholders through carefully selected tools and channels.
- Dissemination strategy: ensuring that project results reach the relevant scientific, industrial, and societal communities, promoting their adoption and practical use.
- Reference to exploitation strategy: providing an initial linkage to CLARA's business planning and IPR management activities, setting the ground for sustainable exploitation beyond the project's duration.

The overall objective of the plan is to support CLARA's mission by making its results visible, accessible, and impactful for a broad spectrum of stakeholders, from researchers and clinicians to policymakers and the general public. A flexible, agile approach is proposed to accommodate evolving needs and opportunities throughout the project lifecycle.

1. Introduction

Whereas the Exploitation strategy was delivered within *Task 6.3 Innovation management and exploitation* as a separate deliverable D6.4 in M5, the present *Deliverable 6.1 Plan for Dissemination and Exploitation Including Communication Activities* (further-on also solely referred to as *D&C Plan* or *D&C Strategy*) has been developed within the framework of CLARA's Work Package 6 under *Task 6.1 Dissemination and communication plan and activities*. This document defines a cohesive, impactful strategy that supports effective communication, dissemination, and engagement activities within CLARA and refers to the Exploitation strategy already defined in D6.4. The aim is to build awareness of CLARA's mission and results, facilitate knowledge exchange, and ensure the uptake of its outcomes by relevant stakeholders throughout and beyond the project's duration.

CLARA operates at the intersection of cutting-edge computing and brain research, and its dissemination and communication (D&C) must reflect the project's excellence, complexity, and societal relevance. Therefore, this strategy considers both internal and external dimensions of visibility, addressing targeted outreach, stakeholder engagement, and public understanding of the project's advances in the fields of neurodegeneration, AI, and quantum computing.

The strategy is closely tied to the overarching goals of exploitation, co-creation, and innovation sustainability and is intended to work in synergy with related strategic documents, including the D6.2 CLARA Business Plan and D6.4 Exploitation Strategy.

1.1. Purpose of this Document

The purpose of this D&C Plan is to define an integrated framework for the communication and dissemination efforts within the CLARA project. It contributes to

- Guiding all partners in planning, implementing, and reporting their communication and dissemination activities;
- Providing clarity on roles and responsibilities, including the distribution of tasks among the core communication team and wider consortium;
- Establishing shared tools and procedures for monitoring and documenting outcomes, aligned with the KPIs relevant to Work Package 6;
- Ensuring alignment with European Commission guidelines, including the distinction between communication (public outreach and awareness raising) and dissemination (sharing of results for uptake);
- Supporting the long-term visibility and sustainability of the CLARA Centre by fostering engagement with diverse target groups.

This strategy is a living document and is to be updated in the same intervals as periodic reporting throughout the project's implementation, particularly in response to project developments, evaluation results, and the evolving stakeholder landscape.

1.2. Methodology & General Approach

This chapter outlines the conceptual framework and rationale behind the development of the strategy and explains how the structure of the document serves its operational and strategic goals.
The strategy builds on a three-tiered approach that reflects the lifecycle of stakeholder engagement and the value of CLARA's scientific and technological outputs:

- **Awareness Building**
  This involves the promotion of CLARA's identity, activities, and impacts to a broad range of stakeholders. Clear and consistent messaging is used across all channels to ensure visibility and recognition, with a particular emphasis on the excellence and European significance of CLARA.

- **Community and Confidence Building**
  Active engagement of stakeholders - scientists, clinicians, industry, policymakers, patients, and the general public - is at the core of CLARA's communication. Tailored content and targeted tools are used to foster trust, support collaboration, and maintain long-term interest. The involvement of all partners, with designated contact points, ensures decentralised ownership of the communication process.
- **Utilisation of Results**
  Dissemination extends beyond visibility to support the practical use of CLARA's outcomes. The strategy promotes the adoption of research findings, methods, and tools by relevant end users. Dissemination pathways are aligned with the project's exploitation plans defined in D6.4 Exploitation strategy to strengthen impact and drive innovation.

The structure of the strategy has been influenced with a general logic used in marketing:

- What: CLARA's assets, tools, results, and key messages,
- To Whom: Clearly defined stakeholder groups,
- By What Means: Tools, channels, and methods tailored to each group,
- When: A phased approach aligned with the project timeline,
- How: Monitoring, evaluation, and continuous adaptation,
- Where Needed: Agile, ad-hoc responses based on emerging opportunities and challenges.

The methodology combines structured planning with an iterative, participatory approach, enabling proactive and responsive communication and dissemination activities throughout the project's lifecycle.

2. Communication Strategy

2.1. About CLARA

CLARA represents the interdisciplinary Center of Excellence, the first of its kind in Central and Eastern Europe, focusing on the next generation of artificial intelligence and machine learning applications and quantum-centric supercomputing tools to push the frontier of neurodegeneration research, particularly Alzheimer's disease, by processing large-scale multidimensional biological and clinical data using powerful supercomputers and quantum methods.

CLARA serves as a catalyst for cross-institutional and interdisciplinary collaboration, bringing together the best teams from diverse institutions under a shared scientific vision. By fostering strong connections between different disciplines and research organizations, CLARA ensures a flexible, transparent, and innovative approach to governance. Built on a solid legal and scientific foundation, CLARA establishes a groundbreaking organizational platform that unites top-tier research, development and innovation (R&D&I) teams from across the Czech Republic and beyond, driving innovation and excellence.

2.1.1. Mission and Vision

CLARA: Unlocking Complexity. Advancing Brain Health.

At CLARA, we believe that understanding the brain requires more than isolated studies - it demands a symphonic approach that captures the full complexity of cognition, behaviour, and neurodegenerative disease. By uniting artificial intelligence, quantum computing, and high-performance simulation, we are redefining how brain health is studied, diagnosed, and treated.

Our vision is to build a global platform that harmonizes research across disciplines, enabling breakthroughs that are actionable, scalable, and accessible. From decoding the intricate dynamics of calcium signalling to mapping neurodegenerative pathways with unprecedented precision, CLARA is more than a research initiative - it is a movement toward transforming brain health for generations to come.

2.1.2. Aspects When Communicating the CLARA Centre and CLARA Project

"CLARA (Project)"

Project submitted and awarded by European Union's Horizon Europe Framework Programme for Research and Innovation under the CLARA Project (Center for Artificial Intelligence and Quantum Computing in System Brain Research), grant agreement No. 101136607, and by the European Union and the Ministry of Education, Youth, and Sports (MEYS) of the Czech Republic within Operational Programme Johannes Amos Comenius (OP JAC) under the project Center for Artificial Intelligence and Quantum Computing in System Brain Research (reg. no. CZ.02.01.01/00/23_029/0008437)". Within this project, the new CLARA Center (Center for Artificial Intelligence and Quantum Computing in System Brain Research) will be established.

"CLARA (Center of Excellence)"

The very first distributed and interdisciplinary Center of Excellence (CoE) in CEE focused on the next generation of artificial intelligence/machine learning (AI/ML) applications and quantum-accelerated supercomputing tools to solve the etiology of neurodegenerative diseases (NDs), established and developed by CLARA Partners.

"CLARA (Organizational Unit)"

A separate accounting unit of INDRC, hosting and representing an interdisciplinary and distributed Center of Excellence primarily focused on the application of advanced methods and technologies of artificial intelligence, machine learning, and quantum and supercomputing tools to address the etiology of neurodegenerative diseases.

2.1.3. Main Elements of the CLARA's Brand

The actual CLARA Design Manual has been created in March 2025 based on a formal decision on the CLARA logo made by the CLARA Interim Director on 31 January 2025.

The CLARA logo draws inspiration from the INDRC logo, reflecting its roots as an autonomous division of the International Neurodegenerative Disorders Research Center (INDRC). This relationship is pivotal to CLARA's identity as a groundbreaking initiative that unites disparate neurodegenerative research elements within a cohesive, interdisciplinary framework.

The logo's design embodies CLARA's mission to:

1. Foster Convergence: Just as the INDRC logo symbolizes the intersection of international expertise and disciplines, the CLARA logo represents the confluence of research teams across the Czech Republic and beyond. It underscores CLARA's role in bridging academia, clinical centres, small- and medium-sized enterprises (SMEs), and non-governmental organizations (NGOs).
2. Innovate with Integrity: The clean and forward-focused aesthetic of the logo reflects CLARA's commitment to advancing cutting-edge methodologies. Leveraging the legal and scientific structures pioneered by INDRC, CLARA integrates artificial intelligence (AI), machine learning (ML), and high-performance computational platforms to unravel the complexity of neurodegenerative diseases.
3. Enable Systems Thinking: Echoing the systems-based approach championed by INDRC, the logo's design elements suggest interconnection and complexity. This visual metaphor highlights CLARA's dedication to understanding the nonlinear dynamics of brain disorders - where biology, environment, and behaviour intersect - and to developing personalized interventions.
4. Promote Sustainability and Collaboration: The logo conveys a sense of continuity and partnership, representing CLARA's non-profit ethos and its ambition to catalyse sustained advancements in neurodegeneration research. Its design hints at the cyclical nature of knowledge-sharing and innovation, vital for a collaborative ecosystem.

CLARA, meaning "bright" or "clear," encapsulates the project's overarching vision: illuminating the pathways leading to breakthroughs in understanding, treating, and ultimately preventing neurodegenerative diseases. Its connection to INDRC is structural and symbolic, reflecting shared values and a unified purpose to accelerate innovations for enhanced brain health.

Clara

The CLARA logo consists of a distinctive icon accompanied by the name. The icon evokes the shape of the brain, clearly illustrating the company's focus on neuroscience. At the same time, its morphology is reminiscent of the letter C. Modern and professional concept of the logo reflects expertise, innovation, collective effort and progress - values, that CLARA embodies.

Primary colour scheme marks form a smooth transition of light red and yellow, thus creating a harmonious and balanced visual style.

HEX	#E55861	HEX	#FFCE00	HEX	#CCCCCC
RGB	229 88 97	RGB	255 206 0	RGB	204 204 204
CMYK	3 77 51 0	CMYK	0 19 93 0	CMYK	0 0 0 25

The complete CLARA Corporate Design Manual is available as an annex to this deliverable.

2.2. Key Communication Assets

2.2.1. Facts and Objectives

The CLARA Centre is the first Centre of Excellence in Central and Eastern Europe dedicated to advancing neurodegeneration research - particularly Alzheimer's disease - through the convergence of artificial intelligence (AI), quantum computing, and high-performance computing (HPC). Supported by the European Union and the Czech Ministry of Education, Youth and Sports (MEYS), CLARA is a joint initiative involving leading Czech institutions (INDRC, VSB – TUO, CIIRC CTU, ICRC) and renowned European partners (PBI, LRZ).

Key objectives of CLARA can be extracted as follows:

- Leveraging AI and quantum technologies to analyse large-scale multidimensional biological and clinical datasets.
- Accelerating the discovery of novel diagnostics, treatments, and prevention strategies for neurodegenerative diseases.
- Building an open, interoperable research infrastructure that promotes collaboration across disciplines and borders.
- Establishing a sustainable innovation ecosystem that strengthens the Czech Republic's and Europe's competitiveness in brain research and digital health technologies.
- Supporting the education and training of the next generation of interdisciplinary scientists, engineers, and clinicians.

In the context of CLARA's Dissemination and Communication (D&C) strategy, "facts and objectives" are not only internal targets but also essential storytelling tools. They serve as anchor points for content creation, brand positioning, media messaging, and stakeholder engagement. By translating technical ambitions into compelling messages, they help communicate the added value of CLARA to various audiences, from policymakers and academia to the general public.

Core communication assets derived from CLARA's key facts and objectives:

Communication Asset	Main messages
CLARA's Identity as a European First	As the first interdisciplinary Centre of Excellence of its kind in Central and Eastern Europe, CLARA represents a landmark investment into frontier science, technology, and healthcare. This distinction can be used to position CLARA as a flagship initiative that places the Czech Republic and its partners on the global map of brain research and computational innovation.
Strategic Partnerships and Complementary Expertise	The consortium itself is a communication asset: • International Neurodegenerative Disorders Research Center (INDRC) coordinating the CLARA project, as a private, non-profit global research institute based in Prague brings a distinctive interdisciplinary dimension. • VSB – Technical University of Ostrava (VSB-TUO) brings supercomputing and infrastructure development. • Czech Institute of Informatics, Robotics and Cybernetics Czech Technical University in Prague (CIIRC CTU) contributes AI, robotics, and data science excellence. • International Clinical Research Centre, FNUSA + Masaryk University (ICRC) contributes direct clinical and research capacity, expertise in

	molecular mechanisms of neurodegenerative diseases, and state-of-the-art computational and experimental tools for protein engineering • Paris Brain Institute (PBI) adds world-class neuroscience expertise. • Leibniz Supercomputing Centre (LRZ) offers high-performance computing resources. These alliances serve as proof points in messaging about interdisciplinarity, international cooperation, and knowledge integration.
Cross-domain interdisciplinarity – Turning complexity into collaboration	Combine neuroscience, clinical research, AI, quantum computing, and HPC and unite the experts into a single, collaborative ecosystem to create integrated, system-level approaches to brain health and to enable scientific questions to be addressed from multiple dimensions. → Communication angle: "**Where science meets synergy**" Showcasing CLARA's ability to break down silos and foster collaboration across disciplines to drive faster, smarter innovation in neurodegeneration research.
Objective 1 – Scientific excellence & Breakthrough discovery	Build an international Centre of Excellence that identifies novel pathways to understand brain complexity and neurodegeneration using HPC and quantum computing tools. → Communication angle: **"Mapping the brain, decoding optimal performance"** Highlighting the use of cutting-edge technologies to tackle real-world health challenges.
Objective 2 – Sustainability and autonomy	Ensure the long-term, independent operation of CLARA as a leading research infrastructure. → Communication angle: "**Built to last**" Emphasizing public investment, strategic foresight, and CLARA's role in shaping Europe's research and innovation landscape for the future.
Objective 3 – National impact, European reach	Create a competitive research environment and contribute to national R&I reform while supporting the European Research Area. → Communication angle: "**Elevating Czech science to European prominence**" Showcasing how CLARA enhances local capacities while aligning with broader European ambitions.
Objective 4 – Translational research engine	Integrate diverse knowledge into a translational research Centre that accelerates real-world health applications. → Communication angle: "**From laboratory discoveries to life-changing applications**" Demonstrating how fundamental research translates into diagnostics, treatments, and healthcare improvements.
Objective 5 – Ecosystem building and socio-economic outreach	Foster long-term operation through ecosystem development and stakeholder engagement. → Communication angle: "**Beyond a project – cultivating a movement**" Opening avenues for citizen science, patient group engagement, philanthropy, and regional innovation narratives.

2.2.2. Strategically Relevant Sector-related Information

CLARA operates at the intersection of several high-impact and fast-evolving sectors:

- artificial intelligence,
- quantum computing,
- neuroscience,
- clinical research, and
- digital health.

As such, the D&C strategy is embedded within broader European and global research agendas, notably:

- The European Strategy on AI and Data, which emphasizes ethical, secure, and human-centric AI technologies.
- The European Health Data Space, promoting cross-border access to health data for research and innovation.
- Horizon Europe's missions, especially in the areas of health and digital technologies.
- The increasing importance of quantum-enabled infrastructure in biomedical and brain research, aligned with initiatives such as the Quantum Flagship.

CLARA also addresses strategic gaps by:

- Bridging biomedical and computational sciences to advance precision medicine approaches.
- Enabling data-intensive research through sovereign European infrastructure and supercomputing capacity.
- Responding to societal challenges linked to ageing populations and the rising prevalence of dementia and Alzheimer's disease.
- Strengthening Europe's leadership in the emerging field of computational neuroscience and system brain research.

2.2.3. Expected Impacts of CLARA Findings on Health, Society and Well-being

Preserving Neuronal Longevity & Vitality

The conventional approach in neurodegeneration research aims to explain the pathophysiology of NDs, such as Alzheimer's disease (AD) and focuses on putative mechanisms of neuronal dysfunction leading to failure in particular neural systems. The CLARA represents a paradigm shift by asking a different research question. What are the necessary and sufficient conditions to maintain optimal function, vitality, and longevity of a neuron to exceed 100 years? Research focuses on understanding why neurons deteriorate over time and how to prolong their survival and vitality. Protecting neurons from degeneration could drastically delay or prevent disease onset.

Thanks to emerging technologies and methods of AI, HPC and Quantum computing, at CLARA we address the anchor scientific question *"What cellular mechanisms determine whether a neuron survives or degenerates over time?"* within the Pilot use case: evaluating the Calcium ([Ca2+]) Hypothesis of Brain Ageing and the APOE Cascade Hypothesis.

Reduced Burden of Age-related Cognitive Decline, Ageing Population, Healthier Minds

Enhancing the longevity and vitality of neurons can postpone or prevent diseases typically associated with ageing, reducing societal dependence on long-term care facilities and medical infrastructure. As life expectancy increases globally, prolonging cognitive and neural function will be essential for maintaining an active, engaged, and independent elderly population. By ensuring neurons remain healthy and functional, individuals can maintain memory, personality, identity, and emotional balance, this represents key components of life satisfaction and well-being.

By placing the longevity and vitality of neurons at the heart of neurodegenerative research, we at CLARA move from reactive disease management to proactive brain preservation — impacting not only health outcomes, but also the social structures and emotional well-being of individuals and communities.

2.3. Target Groups

The CLARA's D&C strategy targets a broad spectrum of audiences, ranging from specialized scientific communities to the general public. These groups play different but complementary roles in maximizing the impact, visibility, and uptake of CLARA's research outcomes. Each target group is approached with tailored messaging and dedicated tools to ensure relevance, clarity, and engagement.

2.3.1. Scientific Community

CLARA engages with international and national R&D&I stakeholders across neuroscience, clinical medicine, molecular biology, genomics, computer science, AI, and quantum computing. Research and technology organisations (RTOs), universities, clinical centrs, academic and non-academic researchers, and scientific consultants all fall under this category. Emphasis is placed on communities advancing cross-disciplinary methods and platforms, such as open data infrastructures and computational modelling.

A key subgroup includes excellent PhD students, postdocs, and young investigators, who represent both contributors to and multipliers of CLARA's research and can create opportunities to collaborate across disciplines and access state-of-the-art research infrastructure. CLARA also actively connects with European research networks and initiatives (e.g., ELLIS, CAIRNE, ADRA).

- **Communication goal:** Promote CLARA as a hub for cutting-edge interdisciplinary research and a space for early-career talent to grow and contribute.

2.3.2. Industry & Innovation Ecosystems

Targeting actors in deep tech, biotech, digital health, and pharmaceuticals, CLARA aims to foster innovation pipelines and co-develop scalable technologies. Relevant stakeholders include large companies, SMEs, startups, software developers, pharmaceutical and biotechnology companies and drug manufacturers, hospitals, and care providers. These players are essential not only for exploiting results, but also for contributing knowledge, technologies, and real-world challenges to shape CLARA's research.

- **Communication goal:** Position CLARA as a partner of choice for co-innovation, tech transfer, and joint development of AI- and data-driven biomedical solutions.

2.3.3. Policymakers, Regulatory Bodies and Professional Stakeholders

This group includes national and EU-level government institutions, regulatory bodies, standardization agencies, insurance agencies, and health-related advocacy groups. Special attention is paid to stakeholders from professional initiatives such as Alzheimer's Disease Data Initiative (ADDI), Aridhia DRE, European Prevention of Alzheimer's Dementia Consortium (EPAD), European Platform for Neurodegenerative Diseases (EPND) etc.

- **Communication goal:** Inform and involve decision-makers and professionals in shaping policy, standards, and ethical frameworks around AI, quantum computing, and neurodegenerative health research.

2.3.4. Clinicians and healthcare providers

CLARA directly supports this group through improved diagnostic tools, precision medicine approaches, and AI-enabled decision support systems. This includes neurologists, general practitioners, medical specialists, hospitals, and care institutions.

- **Communication goal:** Promote uptake of CLARA's clinical results by highlighting their practical relevance, reliability, and patient-centred design.

2.3.5. Patients, caregivers & Patient advocacy groups

This group includes individuals affected by Alzheimer's and related conditions, their families, and caregiver communities. They are both end-users of improved diagnostic and therapeutic tools, and valuable contributors to patient-driven research. CLARA values their perspectives in co-design and communication efforts.

- **Communication goal:** Empower patients and families through clear, empathetic, and accessible information; promote awareness, advocacy, and support tools developed through the project.

2.3.6. European computing & Infrastructure ecosystem

A key stakeholder group focused on strengthening Europe's digital and computing sovereignty. It includes operators of high-performance computing (HPC) and quantum infrastructures, developers of AI frameworks, and research networks building interoperable platforms.

- **Communication goal:** Showcase CLARA's contribution to advancing HPCQC capabilities and standards, and facilitate partnerships for long-term infrastructure sustainability.

2.3.7. Society and the General Public

Key audiences include patients and their families, elderly populations, healthy citizens (in relation to prevention), NGOs, and civil society actors. Public interest in brain health and digital ethics is growing, making transparent and inclusive communication crucial. Moreover, citizen engagement and public education are core to CLARA's mission, especially in demystifying cutting-edge science and promoting awareness around healthy ageing and brain health. Moreover, citizen initiatives and communities as they may promote advocacy for increased research funding and they can actively contribute to advancing knowledge, potentially leading to increased public and political support.

- **Communication goal:** Increase scientific literacy, public trust, and societal ownership of the research by providing open, engaging, and human-centred content through trusted channels.

2.4. Tools and Channels

To ensure maximum visibility, outreach, and stakeholder engagement, CLARA employs a comprehensive mix of digital and traditional communication tools tailored to the needs and preferences of its target groups. These tools reflect CLARA's identity as a modern, interdisciplinary Centre of Excellence and play a crucial role in delivering clear, consistent, and strategic messaging.

2.4.1. Website

The CLARA website is the primary digital gateway for showcasing the Centre's mission, activities, and results. Designed to grow alongside the project, it provides a comprehensive, accessible, and up-to-date online presence, tailored to a wide range of audiences - from scientists and innovators to patients, policymakers, and the general public. It shall serve as a comprehensive overview of CLARA's objectives, funding, research domains, and partner institutions, with an emphasis on the project's relevance to current scientific and societal challenges.

The website will serve as:

- A **central communication hub** presenting the CLARA project, its objectives, funding source (including EU support), structure, and partnership.
- A **dynamic site** for news, events, public deliverables, publications, and outreach materials.
- A **platform for visibility** of CLARA's solutions, pilot results, training and co-creation activities.
- A **showcase** of testimonials, use cases, and references related to CLARA's experimentation and impact.
- A **resource centre** providing access to educational content, datasets, promotional toolkits, videos, and more.

In line with the Grant Agreement and project work plan, CLARA launched the website and online channels in M3 and is available at multiple domains:
https://www.clara-center.eu/ (primary domain)
https://www.clara.institute, https://www.clara-center.org/, https://www.clara-center.com/
The website is continuously updated throughout the ramp-up and implementation phases to reflect the Centre's evolving structure, outputs, and strategic messaging.

The high-level strategy is to create CLARA website as the central digital hub for the project, offering a comprehensive, engaging, and accessible presentation of the Centre's objectives, activities, and outcomes. It aims to create an interactive platform that informs and engages a wide range of stakeholders, from researchers to the general public, while also showcasing CLARA's unique value propositions.

The website structure is designed to be marketing-oriented, with content tailored to each stakeholder group, including scientists, business partners, policymakers, and citizens. The goal is to position CLARA not just as a research centre but as a collaborative innovation platform that promotes cross-disciplinary engagement, business opportunities, and public involvement.
As the project advances, the website will also highlight:

- Experimentation and training materials developed under CLARA's activities
- Citizen engagement and co-creation efforts, including feedback loops and participatory outcomes
- Collaborative projects, partner highlights, excellent members of the teams, and ecosystem-building actions
- Dedicated sections for stakeholders with tailored content, such as:
  - CLARA Collaboratorium: Highlighting the collaborative, co-creation activities at CLARA, emphasizing impact, activities, and testimonials from stakeholders and participants.
  - Business opportunities: Outlining opportunities for research collaboration, commercialization, licensing, and technology transfer - inviting potential business partners, innovators, and industry leaders to join forces with CLARA's research teams.

- For the public: Featuring sections like Science for All, Learn with Us, and Get Involved, which focus on public engagement, educational initiatives, and fostering an understanding of brain research and neurodegeneration issues.

Further website features and functionalities:

- **News and Events:** Keeping stakeholders informed about the latest developments, breakthroughs, and events from the CLARA Centre and related initiatives.
- **Public deliverables and resources:** Providing easy access to research publications, white papers, and datasets, as well as promoting knowledge sharing.
- **Interactive features:** Including testimonials, citizen engagement initiatives, and collaborative projects that demonstrate CLARA's cross-disciplinary impact and societal value.
- **Newsletter sign-up:** Enabling visitors to subscribe to regular updates on CLARA's progress, new collaborations, and upcoming events.

As the project develops, the website will undergo regular updates to reflect CLARA's evolving activities and goals. Features will be added progressively, including potential multi-language support to reach a broader European and global audience and integration of automated plug-ins for accessibility.

The website will also be optimized for SEO to ensure maximum visibility and reach, and will be designed for easy navigation, prioritizing a user-friendly experience that makes complex research accessible to diverse audiences. Content will be continuously refreshed, focusing on the most relevant and timely information for CLARA's varied stakeholders.

The website will serve as the key tool for building the CLARA brand, promoting transparency, and ensuring consistent engagement with all target groups throughout the project lifecycle and beyond it.

2.4.2. Promotional Toolkit

The Promotional Toolkit will provide all the necessary assets and templates to ensure a consistent and professional presentation of the CLARA Centre across both online and offline channels. The aim is to promote a unified and recognizable visual identity for the CLARA project, ensuring that its visibility is coherent across all platforms, from digital media to printed materials.

The toolkit will include:

- **Corporate identity manual:** A comprehensive guide outlining CLARA's brand standards, including logo usage, colour palette, typography, and visual elements. This manual ensures that all communication materials adhere to a unified and recognizable look and feel, both on the central level and across the distributed levels of CLARA's partnerships.
- **Templates for a variety of documents:** Reusable documents will be pre-prepared to ensure visual and messaging consistency across all communication and dissemination activities. These documents are for example letterheads, press release templates, event invitations, poster templates, report of deliverable templates and etc.
- **Slide deck templates:** Professionally designed slide decks to support presentations at conferences, workshops, and other events. These templates will allow project members to showcase CLARA's goals, objectives, and impact in a consistent manner, whether the audience is academic, industrial, or public-facing.
- **Flyers and roll-ups:** Printable materials such as flyers and roll-ups for use at events, conferences, and workshops. These materials will highlight the key aspects of the CLARA project, such as its mission, vision, and core activities, and will help create awareness and interest in CLARA's work and collaborations.

- **Online promotional materials:** Digital assets such as banners, social media visuals, and email templates that can be used for online promotions. These materials will help project partners and stakeholders disseminate information about CLARA via their own channels, maintaining consistent messaging across diverse platforms.
- **Introductory/promotional video:** A short, engaging video that introduces CLARA, showcasing its research focus, key partners, and societal impact. The video will be suitable for embedding on the website, sharing on social media, and distributing during events and conferences. It will serve as an accessible entry point for new stakeholders and the general public.
- **Infographics and photos:** High-quality infographics and photography that visually represent CLARA's work, research outcomes, and impact. These assets will make complex scientific content more understandable and accessible, facilitating easier communication with both scientific and non-scientific audiences.

The Promotional Toolkit will be regularly updated as CLARA evolves, ensuring that new materials are available to reflect any changes in the project's objectives, findings, and milestones. The toolkit will be shared with CLARA's partners and collaborators to enable them to maintain the project's visibility and impact across various communication channels, ensuring maximum outreach and consistent messaging at every level.

2.4.3. Social Media Appearance

Linkage to ***KPI #28: Social media reach*** and ***#32: Social media posts*** (including posts by individual researchers/staff involved in CLARA and including reposted messages).

Social media is a key tool for engaging both the professional community and the general public. The CLARA project will leverage various platforms to promote its activities, share key developments, and build a strong online presence. For the initial phase of the CLARA project, a LinkedIn profile as well as a YouTube channel have been created. These Social Media profiles have been launched at the beginning of the project, which does not preclude launch and presence on other SMs platforms. While dedicated X, Facebook, Bluesky or Instagram etc. channels are not planned at this stage, outreach to the general public will be supported through the institutional profiles of CLARA's partners, which already have established followings. These channels will help promote health-related content, project milestones, and societal impact stories. As the project evolves, additional platforms may be considered based on audience needs and communication effectiveness.

As CLARA continues to develop, an evaluation of the social media presence and platforms will be conducted. The results will inform decisions on expanding to other platforms such as Instagram or Twitter, depending on the target audience and the evolving needs of the project. This evaluation includes recommendations for further engagement strategies and the development of future social media guidelines.

2.4.3.1. LinkedIn (Professional Community)

www.linkedin.com/company/clara-center/

LinkedIn will be the primary platform for communicating with the professional community, including researchers, industry experts, policymakers, and institutional stakeholders. It will also serve for engaging both the professional community and the general public, particularly in areas where public health, digital innovation, and scientific outreach intersect. The LinkedIn profile for CLARA has been active since the CLARA Opening Ceremony in November 2024, with the first post receiving 1828 impressions and 50 likes. The profile will be regularly updated with news, milestones, and event highlights. It plays a central role in shaping the project's voice among researchers, clinicians, innovators, and stakeholders, while also reaching broader audiences interested in health, neuroscience, and technology-driven societal challenges. The main goal is to raise awareness and promote public engagement with the project's broader impact on society, particularly related to health and well-being.

Content Focus: Posts will include updates on research progress, partnerships, collaborations, scientific events, and policy initiatives. Additionally, industry news relevant to CLARA's core areas (AI, quantum computing, neuroscience) will be shared to maintain engagement with a broader professional audience. News and relevant information on health-related insights, prevention programs, and general updates that highlight the societal benefits of CLARA's research will also be posted. The goal is to engage citizen initiatives, patient organizations, and the general public in the conversation about neurodegenerative diseases and their prevention as well.

Post Types:

- **News Updates:** Announcements of milestones, publications, and upcoming events.
- **Visual Content:** Shared photos from events, infographics, and research highlights.
- **Research Findings:** Brief summaries of significant findings or breakthroughs, with links to detailed reports or publications.
- **Engagement:** Encourage interaction by asking thought-provoking questions, sharing polls, and inviting comments on relevant topics.

Engagement Strategy:

- Use hashtags relevant to CLARA's research areas (e.g., #AI, #QuantumComputing, #Neuroscience, #AlzheimersResearch).
- Regularly tag partners and key stakeholders in posts to enhance reach and encourage sharing.
- Promote events and share insights from webinars, conferences, and panels that CLARA is involved in.
- Encourage interaction by sharing patient stories, testimonials, and public calls to action (e.g., promoting research funding or encouraging participation in events).
- Promote health education materials, including tips for healthy living, that tie into CLARA's broader goals.
- Frequency: Posts will be made regularly (at least once a week) to maintain consistent visibility and engagement with the professional community.

2.4.3.2. YouTube (Video Content)

www.youtube.com/@CLARA-EUCENTER

A YouTube channel for CLARA was created to showcase event recordings, keynote speeches, and other relevant video content. This platform will be used to archive and share recordings of conferences, workshops, training courses, and other key project events, making CLARA's activities accessible to a global audience.

Content Focus: Videos will include recordings of events, such as the CLARA Opening Ceremony, panel discussions, and interviews with CLARA partners. These videos will be valuable for stakeholders who are unable to attend events in real-time but are interested in following the project's developments.

Engagement Strategy:

- Each video will be accompanied by detailed descriptions and links to related project materials, publications, or websites.
- Playlists will be created to organize content by type (e.g., events, workshops, scientific presentations).
- Frequency: The YouTube channel will be updated regularly with new event videos as they are recorded. The first video featuring the CLARA Opening Ceremony was shared in November 2024, with additional content scheduled for future events.

2.4.4. Non-scientific Articles and Media Input

Linkage to ***KPI #26 Press releases, non-scientific and popularization articles***.

Non-scientific media communication is essential for ensuring the CLARA Centre's visibility beyond academic circles, translating complex scientific results into accessible messages, and engaging a broader public, including policymakers, patients, and industry. These efforts support public understanding, build trust in the Centre's activities, and demonstrate societal value.

General media strategy recommendations:

- An effective media strategy for CLARA would benefit from maintaining a coherent narrative and ensuring consistency across all forms of public communication. A well-structured and readily accessible **media kit** - comprising project factsheets, key messages, expert contacts, and visual assets - can support this aim and facilitate engagement with journalists and public audiences.
- Designating specific project representatives as spokespeople (or media ambassadors), particularly those with strong communication skills (even among CLARA scientific team members) or prior media experience, may help enhance credibility and clarity in public outreach. Media training can also play a valuable role in preparing researchers for interviews or public appearances, contributing to more confident and compelling storytelling.
- **Monitoring media coverage** - both quantitatively and qualitatively - can provide insights into the reach and impact of communication activities. This can include tracking mentions in European, national, and local media, assessing tone, and evaluating how well key messages are being received. Such observations can inform future messaging and channel selection.
- In addition, aligning all communication with the **CLARA's broader identity** - highlighting its interdisciplinary nature, societal relevance, European dimension, and long-term innovation objectives - can support cohesive public engagement over time.

To ensure broad and effective dissemination, media content - particularly press releases and popular articles - can be distributed not only through CLARA's official communication channels but also via the public relations departments of institutional partners, which often have established media contacts and local outreach capacity. Leveraging pan-European science communication platforms such as EurekAlert, CORDIS News, or AlphaGalileo can significantly extend visibility across the European Research Area and beyond, reaching science journalists, policy stakeholders, and general media outlets. These platforms provide access to targeted audiences already engaged in scientific and innovation reporting and are particularly useful for promoting research breakthroughs, cross-sectoral collaborations, and impact stories with EU-wide relevance.

Below are the key formats and strategic considerations for non-scientific communication:

2.4.4.1. Press Releases

Purpose: Press releases are crucial for announcing project milestones, achievements, major partnerships, event outcomes, or new initiatives. They ensure timely dissemination of official information to journalists and media across Europe.

Practice to be followed:

- Coordinate releases with key project events (e.g. major discoveries, published results, funding awards, public launches).
- Align with European science communication calendars (e.g. Brain Awareness Week - every year in mid-March, founded by the Dana Alliance for Brain Initiatives in 1995 European Brain Day on 11 March; Alzheimer's and Brain Awareness Month - June; Dementia Action Week in May).
- Ensure translation into English and Czech (at minimum), and consider additional languages when targeting broader European audiences (in particular French and German also in regard to CLARA's consortium).
- Distribute via project channels, institutional partner PR departments, and European science communication networks (e.g. EurekAlert, CORDIS News, AlphaGalileo).

2.4.4.2. Non-scientific and Popularization Articles

Purpose: These articles help translate complex research findings into a form that can be understood by a lay audience, enhancing public understanding of topics such as AI in healthcare, Alzheimer's prevention, or the role of quantum computing in medicine.

Practice to be followed:

- Publish regularly in science communication platforms (e.g. Horizon Magazine, Research*EU, The Conversation Europe).
- Develop short, visually engaging explainers (articles with infographics) for both web and print use.
- Highlight interdisciplinary success stories and human-interest elements (e.g. profiles of researchers, patient stories, or societal impact).
- Encourage CLARA researchers and affiliated institutions to contribute articles and expert columns in national and European media.

2.4.4.3. Interviews and Podcasts

Purpose: Interviews and podcasts offer a personal and accessible format to explain research, introduce project leaders, and foster trust with the public. They are particularly useful for reaching younger and more digitally engaged audiences.

Practice to be followed:

- Feature CLARA experts in relevant podcast series.
- Develop CLARA-branded podcast segments or partner with institutional partners to co-host podcast episode within an already established series.
- Prioritize story-driven content that showcases the "why" behind the research ("How AI is changing Alzheimer's research").
- Record short interviews during events (conferences, public talks) to build a media library for reuse on social media, YouTube or website.

2.4.4.4. Mass Media and Journalists

Purpose: Building a network of trusted media contacts ensures consistent coverage of CLARA's breakthroughs and supports strategic agenda-setting in local, national and European mass, science and innovation media.

Practice to be followed:

- Identify and establish relationships with science correspondents and health/tech journalists across major national and European media.
- Offer exclusive previews, background briefings, and fact sheets to journalists to encourage accurate and contextual reporting.
- Collaborate with science press offices of partner institutions to widen outreach through their networks.
- Consider participating in European science journalism forums to build presence and share best practices.

2.4.5. Newsletter

The newsletter will be one of the efficient tools in CLARA's communication strategy, serving both internal coordination and external outreach. Recognizing the evolving content maturity and stakeholder engagement throughout the project's lifecycle, the newsletter strategy will be developed in phases:

2.4.5.1. Phase 1 – Internal Newsletter: "Inside CLARA"

From the early stages of the project, a regular internal newsletter - "Inside CLARA" - will be issued to foster awareness, knowledge-sharing, and community-building within the consortium. This format will serve not only the

core communication and scientific CLARA teams but will also be distributed across all participating partner institutions to keep researchers, administrators, and affiliated teams informed and engaged.

Key features may include:

- Project milestones and achievements
- Operational issues and internal guidelines
- News from individual partners and work packages
- Announcements of upcoming meetings, trainings, and calls
- Highlights of team members and institutional assets
- Coordination reminders and best practice sharing

This phase ensures a strong internal culture, promoting cohesion, transparency, and aligned communication across CLARA's interdisciplinary and geographically distributed ecosystem.

2.4.5.2. Phase 2 – External Stakeholder Newsletter: "CLARA Connect"

As the project matures and content production increases, a second, it is recommended to consider releasing of a public-facing newsletter - "CLARA Connect" - designed to target external stakeholders such as the scientific community, innovation actors, policy institutions, and the broader public. This edition might highlight:

- Key scientific and technological advancements
- Calls for collaboration and co-creation
- Event invitations (e.g. workshops, open days)
- Media appearances and publications
- Insights from experts and partner institutions
- "CLARA Faces" introducing the excellent team and personalities within CLARA

The tone of this newsletter will be accessible yet informative, maintaining CLARA's scientific credibility while maximizing stakeholder engagement across sectors.

2.4.5.3. Distribution and Access

Both newsletters will be disseminated in electronic format, hosted on CLARA's official website and distributed via email. An integrated sign-up form will be available on the homepage of the website to build a subscriber base organically.

Internal newsletters will be primarily distributed via mailing lists managed at the WP and institutional levels, while the external edition will benefit from social media promotion, institutional channels, and relevant European networks. In later stages, segmentation of audiences (e.g. researchers, clinicians, policymakers) may be introduced to tailor newsletter content for specific communities.

The newsletters will contribute to reinforcing CLARA's visibility, credibility, and accessibility, while also acting as a living archive of its development and impact. A consistent visual identity, tone, and structure will ensure recognizability and professional presentation throughout all editions.

2.4.6. Public Events

Linkage to ***KPI #19 Workshops, seminars, tutorials, lectures, co-creation events*** (Including invited lectures given by CLARA team members), ***KPI #30 High-level quadruple innovation helix meetings and co-creation events*** (any event organized with participation of public authorities, representatives of the society, academia and industry), ***#31 Joint events with other European and international projects and initiatives*** and ***#35 CLARA Open Days***.

Public events represent an essential pillar of CLARA's communication strategy, serving to increase visibility, raise awareness, and foster broader societal engagement. In line with the European Commission's understanding of

public communication, these activities aim to present the goals and relevance of the CLARA Centre of Excellence to non-specialist audiences, spark curiosity about cutting-edge research, and build trust in science through openness, transparency, and accessibility.

Given CLARA's strong interdisciplinary focus and societal relevance - particularly in the areas of brain health, ageing, and digital innovation - there is significant potential to design a diverse portfolio of public-facing events. These may evolve and adapt based on the project's development and the needs of local communities or thematic focus areas.

Types of public events may include:

- **Science outreach initiatives**, such as participation in European Researchers' Night, science festivals, or university open days, offering interactive demonstrations and public talks.
- **Patient- and caregiver-focused events**, introducing CLARA's mission and progress in accessible formats, helping to bridge the gap between scientific research and everyday experiences with neurodegenerative conditions.
- **Youth and education-oriented activities**, including school visits, classroom materials, or student competitions to inspire interest in neuroscience, AI, or quantum computing.
- **Citizen engagement or co-creation events**, where members of the public are invited to provide input, share lived experiences, or explore real-world applications of CLARA's research in dialogue with scientists.
- **Regional showcases and public dialogues**, co-hosted with CLARA partners, to stimulate local innovation ecosystems and connect with stakeholders at the municipal and regional level.

Special attention will be given to developing partnerships with relevant Czech **NGOs and local governments**, particularly in cities with strong CLARA presence and research capacity - Prague, Brno, and Ostrava. These partnerships can support outreach efforts, co-organize thematic events and guided tours, and help connect with citizens through existing networks in areas such as ageing, mental health, patient support, or science education.

These events will be promoted through CLARA's communication channels and, where relevant, co-organized with partner institutions, civil society organizations, and educational entities. The emphasis will be on inclusivity, mutual learning, and a clear articulation of CLARA's impact on health, science, and society.

Rather than prescribing a fixed format, the approach will remain *flexible and responsive* to emerging opportunities and thematic relevance. Events will be evaluated not only by reach, but also by the quality of interaction and their potential to initiate further dissemination, cooperation, or citizen science initiatives.

3. Dissemination Strategy

In the context of European Union-funded research and innovation projects, dissemination refers to the public disclosure of project results by appropriate means, ensuring they reach individuals and organizations that can best utilize them. This includes the scientific community, industry stakeholders, policymakers, and civil society. The primary goal of dissemination is to maximize the impact of research outcomes by facilitating their uptake, fostering collaborations, and opening avenues for potential exploitation.

For the CLARA project, a well-structured dissemination strategy is essential to ensure that its findings and innovations are effectively shared with relevant stakeholders. By doing so, CLARA can enhance its visibility, encourage interdisciplinary collaborations, and contribute to advancements in its fields. This chapter outlines the approach and methods CLARA will employ to disseminate its results, aligning with EU guidelines and best practices.

3.1. Dissemination Assets

Dissemination within CLARA is about ensuring that the knowledge, outputs, and results generated through the project are made available and accessible to those who can use them for further research, development, clinical application, standardization, or commercialization. The assets listed below represent the primary knowledge products and innovations expected to emerge from CLARA. They form the core of the project's dissemination strategy and further on, with high probability some of them will be translated into Key Exploitable Results (KERs), with potential for long-term impact and value creation.

Scientific and Technical Results	• Peer-reviewed publications, conference papers and proceedings, and technical reports derived from the three interdisciplinary CLARA research programmes. • Contribution to scientific breakthroughs in fields such as protein dynamics, systems biology, and deep learning for neurodegeneration. • Joint scientific authorship showcasing cross-institutional and cross-disciplinary collaboration.
CLARA Testbed and Computational Infrastructure	• CLARA Testbed as a unique distributed hybrid environment integrating EuroHPC supercomputing, local R&D infrastructure, and quantum computing nodes. • Reference architecture and operational guidelines that can inform other initiatives and research infrastructures. • Outputs from the testbed (benchmarking data, technical configurations) as valuable dissemination materials for technical audiences.
Data Libraries and Datasets	• Multimodal datasets generated through pilot use cases (e.g. related to Calcium Brain Ageing and APOE Cascade hypotheses). • Annotated biological, clinical, and simulation data shared in accordance with FAIR principles (Findable, Accessible, Interoperable, Reusable). • Data sets and harmonization approaches, possibly contributing to standard-setting efforts.
Developed Solutions and Tools	• AI and ML models, simulation workflows, hybrid quantum-classical algorithms, and related software tools emerging from the research. • Tools provided with technical documentation or training materials to support reuse and adaptation by the broader R&I community. • Potential for modular deployment or integration in open-source platforms (as part of the broader European R&D ecosystem).

Best Practices, Standards, and Policy Input	• White papers and methodological frameworks arising from CLARA's interdisciplinary collaboration. • Input to standardization processes or open technical standards in biomedical computing, HPC, and quantum research. • Position papers or recommendations relevant for European initiatives like the European Health Data Space or the Quantum Flagship.
Training and Capacity Building Outputs	• Educational modules, summer schools, and other capacity-building activities producing reusable content. • Materials for different levels of expertise - from basic awareness to advanced technical instruction. • Dissemination of transdisciplinary knowledge, emphasizing the convergence of life sciences, AI, and quantum computing.
Strategic Pilot Use Case Outcomes	• Consolidated learnings and findings from the pilot use case investigating Alzheimer's disease hypotheses. • Use case documentation and implementation frameworks to guide similar translational research across Europe. • Engagement with the clinical and pharmaceutical community through applied and actionable insights.

3.2. Specification of Target Groups

Target groups for dissemination and communication often overlap, but the intent, expectations, and level of engagement differ significantly when viewed through the dissemination perspective. Dissemination is about making results usable, reusable, and accessible - so the focus shifts toward how each group might benefit from, apply, or further develop CLARA's outputs.

3.2.1. Industrial Stakeholders and Innovators

Pharmaceutical and biotech companies, med/dee-tech startups, AI and software developers, data platform providers, SMEs and companies in health tech.

Motivations and Needs:

- Discovery of novel technologies or models that can be further developed into market-ready products.
- Access to validated use cases and datasets that accelerate product design.
- Potential licensing or technology transfer opportunities.

Dissemination Focus:

- Demonstrators, software prototypes, and reference implementations from CLARA research.
- Webinars or white papers outlining technical feasibility and business potential.
- Engagement via innovation matchmaking events and tech transfer mechanisms.

3.2.2. Scientific and Research Communities and Academia

Academic institutions, research centres, RTOs, individual researchers and experts in fields including neuroscience, molecular biology, clinical medicine, bioinformatics, AI/ML, quantum computing, and HPC.

Motivations and needs:

- Access to cutting-edge scientific results, methods, and datasets for replication or further investigation.
- Application of new computational tools, models, and testbed outputs to their own research.

- Collaboration on follow-up studies, co-authorship, or participation in joint projects and staff exchanges.

Dissemination Focus:

- Open-access publications, data repositories, research software, white papers.
- Invitations to conferences, symposia, and workshops hosted by CLARA.
- Technical deep-dives, workshops, and joint experimentation on the CLARA Testbed.

3.2.3. Students as a Specific Target Group

Bachelor's, Master's, and PhD students across disciplines relevant to CLARA - including biomedical sciences, neuroscience, computer science, AI, physics, mathematics, engineering, and ethics. This also includes students from interdisciplinary programmes such as bioinformatics, cognitive science, and health tech.

Motivations and Needs:

- Exposure to cutting-edge scientific challenges and technologies.
- Opportunities to participate in real-life research and hands-on innovation.
- Access to mentorship, guidance, and peer networks in top-level European research.
- Development of career-relevant skills in AI, HPC, quantum computing, or health research.
- Inclusion in international mobility and internship programmes.

Dissemination Focus and CLARA Engagement Opportunities:

- **Educational Outreach**
  - Participation in public lectures, seminars, or "CLARA Days" organized at universities and research institutes.
  - Online educational content, open-access videos, and explainer toolkits for self-study.
  - Eventually: Integration of CLARA topics into university curricula (lectures, modules on hybrid computing or neurodegenerative disease research).
- **Collaborative Research and Internships**
  - Opportunities for students to contribute to CLARA pilot projects, testing environments, or datasets under supervision of CLARA researchers.
  - Summer schools or research internships across CLARA partner institutions.
  - Theses and dissertation topics inspired by or embedded in CLARA's research domains.
- **Knowledge Sharing and Mentorship**
  - Mentorship programmes pairing students with senior researchers in CLARA's interdisciplinary community.
  - Student involvement in workshops and scientific events as junior contributors or co-authors.
  - Showcasing student research via CLARA's channels.

3.2.4. Clinicians and Healthcare Providers

Hospitals, clinics, practising physicians, neurologists, diagnostic labs, healthcare institutions and associations.

Motivations and Needs:

- Improved diagnostic and treatment insights through data-driven clinical tools.
- Translation of research findings into evidence-based clinical guidelines.
- Opportunities for collaboration in clinical validation or real-world evidence collection.

Dissemination Focus:

- Clinical summaries of pilot results, toolkits, and training resources.
- Guidelines, use case briefs, and practitioner-targeted dissemination.
- Channels via medical societies and journals, with focus on applicability and readiness levels.

3.2.5. Policymakers and Regulatory Bodies

National and European regulatory authorities, ministries of health, education, industry and innovation, ethics boards, funding bodies, standardization agencies.

Motivations and Needs:

- Awareness of emerging standards, ethical implications, and regulatory requirements around AI, HPC, and clinical research.
- Input on shaping policy recommendations, especially in areas such as European Health Data Space, data governance, and quantum research.

Dissemination Focus:

- Position papers, executive summaries, and policy briefs.
- Invitations to stakeholder dialogues, workshops, and expert roundtables.
- Participation in standardization working groups (e.g. via CEN, ISO, IEEE).

3.2.6. Education and Training Sector

Higher education institutions, curriculum developers, vocational training bodies, student organizations.

Motivations and Needs:

- Access to up-to-date knowledge, training material, and technical content to be integrated into education.
- Development of transdisciplinary learning modules in AI, neuroscience, and quantum computing.

Dissemination Focus:

- Reusable training packages, online courses, and documentation.
- Participation in CLARA activities (summer schools, open lectures) or student competitions.
- Reflection of CLARA findings in lifelong learning initiatives.

3.2.7. Patients, Caregivers, and Advocacy Groups

Patients with Alzheimer's and related neurodegenerative diseases and their families, caregivers, NGOs, health advocacy groups.

Motivations and Needs:

- Practical insights into potential future therapies, diagnostics, or support resources.
- Empowerment through understandable summaries of research progress.
- Involvement in co-design, ethical reviews, or awareness-raising.

Dissemination Focus:

- Plain-language publications, brochures, and visual materials.
- Public events, co-creation workshops, and collaborations with patient organisations.
- Participation in outreach campaigns about personalized care and future research directions.

3.2.8. General Public and Citizens

Civic society, interested individuals, local communities, young audiences, science enthusiasts.

Motivations and Needs:

- Understanding how European research addresses pressing societal challenges.
- Trust in the development of advanced health technologies and ethical research practices.
- Engagement in awareness campaigns or public participation.

Dissemination Focus:

- Non-scientific articles, podcast episodes, social media explainers.

- Participation in European Researchers' Night, public science festivals, and exhibitions.
- Distribution through cultural institutions, media partners, and cities (Prague, Brno, Ostrava).

3.2.9. Social Sciences and Humanities (SSH) Representatives

Representatives of the Social Sciences and Humanities (SSH) fields, including experts in ethics, law, social innovation, economics, psychology, sociology, and related disciplines. SSH representatives are involved in understanding and shaping the societal, ethical, regulatory, and behavioural dimensions of CLARA research and innovation processes.

Motivations and Needs:

- Ensure that technological development is socially responsible, ethical, inclusive, and aligned with citizens' needs.
- Understand and address the societal impacts of CLARA technologies, particularly in healthcare and AI.
- Contribute interdisciplinary perspectives to research, development, and exploitation activities.
- Support co-creation, policy dialogue, and citizen engagement initiatives.
- Promoting the principles of Digital Humanism.

Dissemination Focus:

- Targeted invitations to co-creation events such as Quadruple Helix Meetings and Open Days.
- Dedicated communication materials emphasizing societal relevance, ethics, and responsible innovation.
- Involvement in advisory roles or as expert speakers at CLARA events.
- Collaboration in preparing policy briefs, societal impact assessments, and guidance documents.
- Outreach through SSH-related networks and initiatives, especially in the fields of digital health, AI governance, and public sector innovation.

3.2.10. Philanthropic Organisations and Donators

Private foundations, philanthropic initiatives, individual benefactors, family offices, donor-advised funds, and CSR-oriented corporate foundations. This includes actors active in health, neuroscience, patient care, ageing societies, technology for good, education, and science advancement.

Motivations and Needs:

- Interest in impact-driven research and measurable societal benefit, especially in areas like ageing, Alzheimer's disease, public health, and ethical AI.
- Desire to amplify innovations that bridge gaps between science, care, and community well-being.
- Need for transparency, credibility, and visibility in supported initiatives.
- Opportunities to collaborate with visionary, interdisciplinary ecosystems and contribute to European/global health goals.
- Strategic alignment with sustainable development goals (SDG), especially health, innovation, and education.

Dissemination Focus:

Visibility of Purpose and Outcomes

- Disseminating CLARA's mission and societal relevance through clear, compelling storytelling tailored for non-technical audiences.
- Highlighting pilot use cases in terms of real-world impact on disease understanding, treatment innovation, and quality of life.
- Showcasing testimonials, case studies, and success stories across digital channels and events.

Showcasing Responsible Innovation

- Demonstrating how CLARA aligns with ethical, responsible, and patient-centred research - values often shared by philanthropic organisations.
- Emphasizing interdisciplinary collaboration, openness, and public benefit.
- Presenting CLARA's work on inclusivity, co-creation with citizens, and commitment to education.

Offering Structured Engagement Opportunities

- Invitations to public events, stakeholder roundtables, or special forums designed to engage with potential philanthropic supporters.
- Visibility through advisory roles, patronage options, or collaborative initiatives co-branded with supporting foundations.
- Opportunities for named support or specific thematic funding.

Channels and Tools for Dissemination

- Dedicated donor engagement section on the CLARA website and in promotional materials.
- Curated impact reports, video content, and high-level briefings targeted at donors and foundations.
- Regular updates via newsletter or direct outreach tailored for philanthropic stakeholders.
- Participation in relevant international forums and platforms.

Outlook and Long-Term Potential

Philanthropic engagement can play a pivotal role in supporting CLARA's sustainability beyond public funding. By providing flexible, mission-driven support, donors can accelerate high-risk, high-reward research and amplify public impact. Establishing these relationships early on in the project ensures readiness for continuity, growth, and transformation of CLARA's legacy.

3.3. Scientific Publications

Linkage to ***KPI #1 Published articles in top journals (JCR Q1/Q2), monographs, conference papers/presentations*** (including papers/presentations, abstracts in international conferences as well as of external users of the CLARA infrastructure acknowledging the CLARA Project).

Dissemination of scientific knowledge is a key pillar of CLARA's outreach to the academic and research community. The project aims to share its findings and methodologies widely through high-quality, peer-reviewed journals and international conferences, ensuring that the knowledge generated is accessible, reusable, and impactful across domains. The strategy focuses on **Open Access (OA)** to align with the principles of open science and the European Commission's mandate for publicly funded research.

Scientific results will be disseminated via:

- Peer-reviewed journals (Q1/Q2 in JCR),
- Leading international conferences (CORE A*/A),
- Open repositories and preprint servers,
- Complementary scientific channels such as the AI-on-Demand platform and social media.

The details of Open Access rules will be defined within Work Package 2. In general, Open Access publishing will be pursued immediately, using Gold, Green, or hybrid models in accordance with legal and financial conditions.

3.3.1. Open Access Communities and EC Open Access Platforms

CLARA will ensure that research outputs are openly accessible in compliance with the Horizon Europe Open Science policy. Authors will achieve open access either by publishing via open access journals or by depositing in suitable repositories such as Zenodo, ORE (Open Research Europe), HAL, or other recognized open access platforms - enabling wide dissemination and discoverability of CLARA results. These repositories also allow metadata tagging, persistent DOIs, and integration with European research infrastructure. In addition, preprint servers such as bioRxiv, chemRxiv, and arXiv will be used to share early-stage research findings and stimulate

community feedback ahead of formal publication. Discoverability of CLARA's open access outputs will also be supported through integration with OpenAIRE services. CLARA partners will be encouraged to adopt FAIR principles (Findable, Accessible, Interoperable, Reusable) when sharing both publications and underlying datasets.

Efforts will be coordinated with institutional repositories, ensuring coherence with partners' own publication policies and research evaluation criteria.

3.3.2. AI-on-Demand Platform

CLARA will contribute to the AI-on-Demand platform as part of its engagement with the European AI research and innovation ecosystem. Research outcomes, training datasets, and AI tools developed by the project will be made available in suitable formats for reuse and collaboration. The platform serves as an important dissemination vector for AI-related developments within CLARA, especially those arising from the hybrid HPCQC environments or generative models for AD research. Furthermore, contributions to this platform will help position CLARA within the European AI and supercomputing communities (e.g. ADRA, CAIRNE, ELLIS) and foster interdisciplinary knowledge sharing.

3.3.3. Scientific Dissemination through Social Media

Linkage to ***KPI #28: Social media reach*** and ***#32: Social media posts*** (including posts by individual researchers/staff involved in CLARA and including reposted messages).

In line with modern science communication practices, CLARA will complement traditional publishing with active scientific engagement on social media. Platforms such as LinkedIn and Twitter/X will be used to:

- Announce and promote publications,
- Share key findings in accessible formats (e.g. infographics, short videos, threads),
- Highlight team member contributions and conference participation,
- Encourage discussion and amplify reach within relevant academic networks.

Partners will be encouraged to share CLARA outputs through institutional and personal profiles, supported by centralized visual and messaging templates. Select publications and datasets may also be accompanied by lay summaries or explainers, supporting both outreach and engagement with multidisciplinary peers and broader audiences

3.4. Dissemination Materials

To effectively disseminate the project's outcomes, CLARA will develop a wide range of tailored materials that communicate scientific and technical results in ways that are accessible, engaging, and actionable for diverse stakeholder groups. These materials will support presentations, awareness raising, training, and engagement activities, and will be adapted in style and content to fit the needs of various target audiences.

3.4.1. Specific Slide decks

Dedicated slide decks will be developed to support various dissemination scenarios:

- Scientific presentations for conferences and academic symposia, structured around specific research programmes or findings.
- Stakeholder engagement decks aimed at decision-makers, industry representatives, and potential collaborators or investors, focusing on the impact and application of CLARA's results.
- General overview decks for broader audiences, highlighting CLARA's mission, structure, Testbed, use cases, user stories and societal relevance.
- Training and education slides, used in lectures, summer schools, and workshops.

All decks will follow the visual identity of CLARA and will be available as editable templates to be adapted by consortium members.

3.4.2. Printed and Electronic Materials

A consistent set of printed and electronic dissemination materials will be produced for events, networking, and external communication:

- Flyers and one-pagers summarizing CLARA's key messages, research areas, and partnership opportunities.
- Posters and roll-ups for showcasing CLARA at conferences, exhibitions, or public science events.
- Digital one-pagers and fact sheets tailored to specific use cases or stakeholder groups.
- Infographics and scientific illustrations to visually explain complex concepts such as hybrid HPCQC systems or Alzheimer's disease modelling.

Materials will be made available in digital and print-ready formats and distributed both online (via the website and social media) and offline at relevant venues.

3.4.3. Explanatory and Guidance Videos

Short, focused video content will be produced to explain the concepts, approaches, tools, and outcomes developed by CLARA:

- Explainer videos (2–5 minutes) on topics such as the CLARA Testbed, quantum-HPC integration, or AD modelling.
- Short science communications featuring key researchers discussing results or broader relevance of the work.
- Animated storylines may be considered to engage broader audiences or to introduce complex scientific workflows in an accessible format.

All video content will be hosted on the CLARA YouTube channel and embedded within relevant parts of the project website, social media and training resources.

3.4.4. User Stories and Testimonials

To humanize and contextualize CLARA's work, user stories and testimonials will be collected from a variety of stakeholders:

- Researchers and students working on CLARA's programmes will share their experience, insights, and motivation.
- Clinical or institutional users will describe how CLARA's tools or data enhance their work.
- Industry representatives and potential adopters will provide statements on collaboration and relevance.
- Where appropriate, patients or caregivers involved in co-creation or outreach events may contribute with their personal perspectives.

These stories will be published on the website and social media, potentially as short text articles or short video interviews, and may also be used in presentations and funding applications to highlight real-world impact.

3.5. Dissemination Activities and Events

Linkage to ***KPIs*** (based on Grant Agreement and Project Consortium Agreement)***:***

- ***#2 Joint educational & training programs*** (including summer school program, internships program for students within mobility provided by CLARA; Participation of students or staff to educational programmes in collaboration with other partners e.g. ELLIS, doctoral study programme etc.),
- ***#19 Workshops, seminars, tutorials, lectures, co-creation events*** (including invited lectures given by CLARA team members),
- ***#24 Collaborations with other European and international projects and initiatives*** (including presentations about CLARA at meetings of European/international projects and initiatives).
- ***#25 High-level meetings incl. stakeholders and public authorities*** (any event organized with the participation of public authorities together with representatives of academia).
- ***#30 High-level quadruple innovation helix meetings and co-creation events*** (any event organized with participation of public authorities, representatives of the society, academia and industry).
- ***#31 Joint events with other European and international projects and initiatives***,
- ***#33 Invited lectures*** by a CLARA team member,
- ***#34 3rd parties events attended*** (any kind of presentation on any event organised by a 3rd party (including congresses/workshops).
- ***#35 CLARA Open Days***.

Dissemination through direct interaction remains a key channel for reaching relevant stakeholders, building long-term collaborations, and supporting the uptake of CLARA's results. A rich portfolio of targeted activities will be implemented throughout the project's lifecycle to ensure high visibility and active engagement across scientific, industrial, policy, and societal ecosystems. The format of these activities will range from participatory training to high-level visibility events.

Whenever possible, events such as seminars, workshops, and invited talks will be grouped into thematic series or campaigns under unified branding. This structured approach will enhance audience engagement, reinforce CLARA's identity, and contribute to community building across diverse stakeholder groups.

To support consistency, event organization will follow an internal coordination process (to be discussed within WP6 and detailed in a dedicated internal guideline), covering:

- Event planning and partner contributions
- Use of branded visual identity and promotional templates
- Coordination with WP6 for communication and outreach
- Documentation of KPIs and lessons learned

In line with Horizon Europe priorities and the principles of Responsible Research and Innovation (RRI), CLARA will systematically involve Social Sciences and Humanities (SSH) representatives in its dissemination and co-creation activities. This engagement will ensure that societal needs, ethical aspects, and inclusiveness are properly considered, enriching the project's impact and fostering responsible innovation.

3.5.1. Main Conferences and Liaisons with Sector-relevant Ecosystems

Participation in the leading conferences will ensure CLARA's scientific visibility, strengthen collaborations with key research communities, and support the dissemination of results to both academic and industry audiences. Attendance and active contributions (talks, posters, panels) will also foster networking, co-creation opportunities, and strategic positioning within emerging technology fields. CLARA's scientific and technical advancements will struggle to be presented at leading international conferences and workshops in relevant domains such as among others:

- **Artificial Intelligence and Machine Learning:**
  Neural Information Processing Systems (NeurIPS), International Conference on Machine Learning (ICML), International Conference on Learning Representations (ICLR), European Conference on Artificial Intelligence (ECAI), AI Action Summit
- **High-Performance Computing:**

International Supercomputing Conference (ISC), Supercomputing Conference (SC), EuroHPC Summit, European Convergence Summit

- **Quantum Computing:**
  European Quantum Technologies Conference (EQTC), Quantum.Tech, Quantum 2 Business (Q2B)
- **Healthcare and Neuroscience:**
  Alzheimer's Association International Conference (AAIC), Clinical Trials on Alzheimer's Disease Conference (CTAD), European College of Neuropsychopharmacology Congress (ECNP), European Academy of Neurology Congress (EAN), Alzheimer Europe Conference, Dementia World Conference (DWC), Advances in Alzheimer's and Parkinson's Therapies: An International Conference (AD/PD), Controversies in Neurology (CONy)
- **Computational Biology and Bioinformatics:**
  Intelligent Systems for Molecular Biology / European Conference on Computational Biology (ISMB/ECCB)

These conferences offer a platform for:

- Dissemination of project findings to peers
- Fostering new partnerships
- Liaison with European and global R&I ecosystems
- Positioning CLARA within policy-relevant and standardization dialogues

A structured calendar of key events will be maintained and updated within the consortium to ensure proactive planning. Consortium members will be encouraged to submit contributions and leverage their networks to secure speaking slots or panel participation.

In addition, liaisons with sector-relevant European initiatives and ecosystems (AI-on-Demand, EuroHPC JU, Quantum Flagship, EIT Manufacturing, EIT Health) will support cross-promotion and strategic alignment.

Conferences and workshops are essential for outreach to the professional community. These presentations will provide an opportunity to showcase the project's results and technologies and to engage with experts and stakeholders in the field.

3.5.2. CLARA Events and Training Workshops

CLARA will organize various events that enable knowledge sharing, skills development, and stakeholder dialogue. These may include:

- Scientific symposia and technical workshops
- Training seminars on specific CLARA technologies, infrastructure usage, or methods
- Co-creation events, hackathons, or ideation workshops with user groups
- CLARA Summer schools, online lectures, and tutorials aimed at early-career researchers
- Joint events with synergic European projects to facilitate ecosystem-building and collaborative dissemination
- Sessions dedicated to responsible research and innovation (RRI), ethics, societal impact, and human-centred AI, inviting SSH experts as trainers or panelists.

Each event will follow internal coordination procedures (guidelines to be detailed in a separate internal document elaborated within WP6), covering:

- Decision-making and planning workflow incl. hands-on event management checklists based on best practices and experience of particular partner organisation
- Partner contributions and speaker coordination
- Use of CLARA branding and promotional templates
- Event documentation and reporting (participant feedback, KPIs)

Standardised templates and an event branding kit will support a consistent, professional appearance across all events. Communication and promotion of events will be coordinated with WP6 to ensure wide visibility through the CLARA website, social media, and other channels.

3.5.3. CLARA Open Days

CLARA Open Days will serve as high-visibility events aimed at presenting the project's infrastructure, capabilities, and results to a broader public and professional audience. These events will include:

- Live demonstrations of CLARA technologies and workflows
- Guided visits to CLARA Testbed nodes or partner institutions
- Talks from researchers, clinicians, and collaborators
- Showcases of user stories, citizen involvement, or co-creation results
- Exhibition areas or short talks highlighting societal dimensions and ethics, possibly co-designed with SSH communities.
- "Ethics and Society" sessions aimed at the broader public and stakeholder groups.

It is expected that these Open Days will rotate among the main CLARA partners and cities (e.g. Prague, Brno, Ostrava) to maximize reach and inclusivity. Each edition may take a different format, adapted to the hosting institution's focus and the regional context.

Open Days will be promoted via CLARA's main communication channels, institutional partners, and local stakeholder networks. Open Days will also offer an opportunity for media outreach, engagement with policy stakeholders, and fostering public understanding of advanced computing and neuroscience.

3.5.4. Quadruple Helix Meetings

Dedicated Quadruple Helix meetings will be designed to foster collaboration and dialogue across the academic, industrial, public, and civil society sectors. These gatherings may take the form of:

- Roundtables with national and regional policymakers
- Collaborative innovation workshops with industrial partners, SMEs and startups
- Citizen-science co-design sessions including SSH representatives (ethicists, sociologists) alongside policymakers, industry, academia, and citizens.
- Dialogues involving patients, caregivers, and healthcare providers

Such meetings are key for ensuring relevance, social embedding, and ethical alignment of CLARA's activities. They also provide a platform for identifying potential routes for sustainability, exploitation, and citizen trust-building. These events will also facilitate interdisciplinary dialogues on societal and ethical challenges related to AI and digital health technologies.

Special focus will be placed on regional partnerships, including possible collaboration with cities such as Prague, Brno, and Ostrava, and relevant Czech NGOs active in science communication, healthcare, or civic engagement.

3.5.5. CLARA Young Innovator Award

To actively involve the next generation of innovators, a dedicated CLARA activity targeting students and early-career researchers will be launched. A flagship initiative in this area is the planned launch of the **CLARA Young Innovator Award**. It shall serve as an international competition recognising outstanding contributions by young individuals or small teams (up to four members) under the age of 35. A special sub-category will be open to applicants under 22 years of age. The award will be open to both academic and applied industrial innovations in the domains of AI, machine learning, and hybrid computing for brain health and healthy ageing.

The competition will be launched in Autumn 2025, with the theme focusing on AI-powered innovations to support ageing populations. Award cycles will take place every two years, with candidates selected through a transparent call process and evaluated by a jury of experts. Winners will be invited to present their work at major CLARA events and potentially at co-located scientific conferences or public forums.

As the initiative is led under Work Package 4, close collaboration with WP6 will be essential for:

- Promotion across CLARA's channels and stakeholder networks
- Storytelling and testimonials to showcase talent and innovation
- Integration of award activities into CLARA's broader dissemination calendar and thematic campaigns

The award initiative may also be tied to mentorship opportunities, internships, and research exchanges within the CLARA network and with industrial partners, reinforcing the Centre's role as a platform for nurturing young talent. A special recognition or encouragement for interdisciplinary contributions addressing societal challenges or responsible AI practices might be also considered.

3.5.6. CLARA Final Conference

The CLARA Final Conference will mark the culmination of the project and serve as a high-impact event to present its main results and lessons learned. It will be designed as:

- A flagship dissemination and exploitation event
- A space for high-level exchange with external experts and institutions
- A platform to pitch CLARA's outcomes to future collaborators, investors, and funders

The conference will include keynote talks, panel discussions, demonstrations, and parallel sessions covering major research and infrastructure achievements. Special sessions may focus on future directions for hybrid HPCQC research and the CLARA Centre's sustainability plans.

It is envisaged that the event may be held as a stand-alone event or collocated with a major international conference or EU event to maximise visibility and attendance.

3.6. Specific Aspects of CLARA Dissemination Activities

3.6.1. CLARA Collaboratorium

The CLARA Collaboratorium is conceived as a dynamic and interactive dissemination platform, designed to connect scientific excellence with public engagement and innovation ecosystems. Embedded within the project's communication and dissemination strategy, it will serve as a multifunctional environment that bridges research, technology, healthcare, education, and civil society - turning complex outputs into understandable, relevant, and actionable knowledge.

Functioning both physically and digitally, the Collaboratorium integrates physical infrastructure, virtual collaboration spaces, and community-building activities under one umbrella. It will support a wide range of dissemination activities, including:

- Showcasing cutting-edge technologies and scientific breakthroughs developed within CLARA, such as AI-powered diagnostics or hybrid quantum-classical computing tools.
- Hosting scientific conferences, thematic workshops, public lectures, and seminars, bringing together domain experts and broader audiences to exchange perspectives.
- Offering a flexible co-working and collaborative space for researchers and technology professionals across disciplines to act as a catalyst for innovative ideas, socially responsible projects, spin-offs, and high-tech businesses.
- Delivering targeted training activities for healthcare practitioners, early-stage researchers, students, and interdisciplinary teams.

- Providing an online conferencing and consultation platform, enabling webinars, hybrid participation and engagement.
- Facilitating a *Community Co-creation Support Group*, allowing citizen scientists, patient families, and advocacy organizations to collaborate and provide user-centric input to research and innovation.
- Organizing hackathons and innovation-driven events, stimulating entrepreneurial thinking and the creation of user-oriented tools and services.
- Functioning as an incubation and acceleration hub - including matchmaking support, grant consultation for young teams, and early-stage support for spin-offs and startups.
- Enabling cross-stakeholder collaboration, via an online collaboration forum, including connections to related projects, networks, and European or national initiatives.

Dissemination through the CLARA Collaboratorium will not only focus on one-way information sharing but will foster two-way dialogue and participatory engagement. As such, it supports a responsible research and innovation (RRI) approach, ensuring that the project's outcomes are accessible, socially embedded, and oriented toward real-world needs.

The Collaboratorium will also be the operational framework for specific activities such as the Grant Lab, Dissemination, PR initiatives, Donor engagement, and co-creation events, managed by the Head of CLARA Collaboratorium in close collaboration with the Technology Transfer Office (TTO) and other relevant structures.

Moreover, the CLARA Collaboratorium will act as an umbrella initiative, under which many of the project's key engagement and dissemination activities will be framed - such as the CLARA Open Days, thematic campaigns, stakeholder workshops, and collaborative events that bring together the quadruple helix stakeholders (academia, industry, public sector, and citizens).

3.6.2. CLARA Testbed

The CLARA Testbed is a cutting-edge distributed High-Performance Computing and Quantum Computing (HPCQC) infrastructure designed to accelerate research in brain science and neurodegenerative diseases. It represents a hybrid computing environment that integrates high-performance computing (HPC), quantum computing (QC), and artificial intelligence (AI) to solve computational challenges beyond the capabilities of traditional supercomputing.

The CLARA Testbed aims to provide a state-of-the-art hardware and software infrastructure, seamlessly interconnected with quantum computing acceleration, to support advanced modelling and simulations in brain research and neurodegenerative diseases. To achieve this, CLARA Testbed focuses on:

- Building and deploying a state-of-the-art testbed infrastructure with HPC and quantum computing capabilities – Procuring, developing, and deploying high-performance hardware and software components to power neuroscience research.
- Ensuring accessibility, integrity, and longevity – Providing open and sustainable access to CLARA researchers while maintaining a high-performance, future-proof infrastructure.
- Leveraging quantum computing acceleration – Enhancing numerical simulations, AI workloads, and data engineering through hybrid quantum-classical computing.
- Demonstrating real-world impact – Validating the CLARA Testbed's capabilities through a pilot use case focused on advancing neurodegeneration research and catalysing broader scientific utilisation.

A National and European Investment in Dissemination and Scientific Capacity

The CLARA Testbed is being developed through a synergistic collaboration of Czech and European partners, co-funded by the Czech Ministry of Education, Youth and Sports (MEYS) with potential integration with other EuroHPC Joint Undertaking resources (including LUMI and LUMI-AI). The complementary OP JAC (Operational Programme

Johannes Amos Comenius) grant supports the modernisation of laboratories and IT infrastructure at four Czech CLARA partners:

- INDRC (International Neurodegenerative Disorders Research Center) – focused on infrastructure expansion and integration of co-developed computing systems.
- VSB-TUO (VSB - Technical University of Ostrava) – home of the IT4Innovations National Supercomputing Center, leading CLARA Testbed deployment, including the connection to other EuroHPC Joint Undertaking resources (including LUMI and LUMI-AI) and future CLARA supercomputer.
- CIIRC CTU (Czech Technical University in Prague) – upgrading deep-learning clusters and assistive technology labs.
- ICRC (International Clinical Research Centre, FNUSA + Masaryk University) – investing in powerful computing systems for biomedical data analysis, protein modelling, and biophysical innovation.

These upgrades, representing over EUR 29 million in equipment investments, will allow Czech and European researchers to access a world-class, integrated ecosystem for developing and applying advanced AI and quantum methods in neuroscience.

The CLARA Testbed will:

- Integrate HPC, QC and AI capabilities across multiple sites (VSB-TUO, CIIRC CTU, LRZ).
- Enable cross-system workflow orchestration and advanced data management.
- Leverage a hybrid HPCQC infrastructure to overcome computational bottlenecks that hinder progress in understanding neurodegeneration.
- Enable potential integration with other EuroHPC Joint Undertaking resources — including LUMI and LUMI-AI — in combination with QC power of VLQ (the LUMI-Q consortium quantum computer), Euro-Q-Exa at LRZ and other quantum computers in Europe.
- Support assistive technologies and biosignal processing, via modernized labs at CIIRC and ICRC.

The infrastructure will include data storage and management. Data access and integration with European data ecosystems will be facilitated through a federation across the participating institutions, leveraging the experience from a build up of the LEXIS Platform[1], and facilitating:

- Data accessibility across centres, data mirroring where needed,
- Integration with relevant European data ecosystems, considering EOSC and EUDAT in particular,
- FAIR research data management and metadata handling,
- Access rights management and open-data publication where intended.

Dissemination dimensions of CLARA Testbed

CLARA Testbed will:

- Combine **cutting-edge computing technologies** to unlock new frontiers in brain science, neurodegeneration studies, and AI-driven medical advancements.
- Offer **open access and scientific community engagement:** The Testbed is designed for open science, making its computing power and data available to **researchers across Europe and beyond.**
- Serve as a showcase for CLARA's technological outputs, demonstrated in workshops, hackathons, and co-creation events. Integrate other **EuroHPC Joint Undertaking resources** (including LUMI and LUMI-AI)
- Support collaborative R&D, attracting innovation-driven SMEs, startups, and spin-offs.
- Provide a foundation for training and capacity building, especially in high-tech computing for life sciences.
- Be actively promoted across CLARA's communication channels and through synergies with other infrastructures (CLARA Collaboratorium, European projects etc.).

[1] LEXIS Platform: https://www.lexis.tech

The CLARA Testbed's openness, visibility, and thematic focus on real-world impact will help position CLARA as a model for distributed research infrastructures in Europe, while simultaneously nurturing an innovation ecosystem around AI, quantum computing, and neuroscience.

3.6.3. Synergies with Key Networks, Initiatives and Projects

The success of CLARA's dissemination strategy is significantly reinforced by the strategic involvement of its consortium partners in numerous European and international networks, initiatives, and projects. Several CLARA partners host offices or national coordination units of key initiatives such as ELLIS Unit Prague or CAIRNE Office Prague, and are directly engaged in major Horizon Europe projects, European Partnerships, or digital infrastructure efforts. This embedded presence within the European research and innovation ecosystem creates natural synergies and high-leverage dissemination pathways for CLARA's results.

Moreover, many partners are involved in complementary activities across Networks of Excellence (NoEs), EuroHPC-related initiatives (LUMI), and Testing and Experimentation Facilities (TEF/AI-MATTERS). These affiliations provide concrete opportunities to align dissemination efforts, co-create dissemination assets (such as policy briefs, training materials, or demonstrators), and expand the visibility of CLARA's outputs across scientific, industrial, and policy-making audiences. The following subsections outline these synergies in more detail and suggest pathways for systematic engagement.

Engagement with Key European Networks and Ecosystems

CLARA will systematically engage with leading European platforms and associations that are shaping the future of AI and computing infrastructures:

- **ELLIS** (European Laboratory for Learning and Intelligent Systems) and **CAIRNE** (Confederation of Laboratories for Artificial Intelligence in Europe): These initiatives represent the frontier of academic AI research in Europe. CLARA's researchers and fellows can contribute to and benefit from shared resources, training programmes, and research synergies.
- **ADRA and ADRA-e Ecosystems:** As the central Public-Private Partnership for AI, Data, and Robotics in Europe, ADRA provides an important stakeholder ecosystem for CLARA to contribute to policy dialogues, technology roadmaps, and strategic foresight.
- **Gaia-X:** With its focus on European data infrastructure and interoperability, collaboration with Gaia-X can open avenues for CLARA's work in trusted data spaces, particularly for sensitive health-related data.
- **EFFRA, IDSA**: Engagement with data and digital sovereignty networks (like the International Data Spaces Association) and industry-focused alliances (like the European Factories of the Future Research Association) can support the industrial exploitation of CLARA technologies.

Collaboration with EuroHPC

Given the integral role of high-performance computing (HPC) in CLARA's scientific and technological activities, the project will actively engage with the EuroHPC Joint Undertaking. This includes both participation in community activities and alignment with infrastructure access, training, and innovation initiatives. The CLARA Testbed will serve as a concrete point of integration with the EuroHPC ecosystem, offering experimentation and scale-up opportunities.

Synergies with European Networks of Excellence Centers in AI, Data and Robotics (NoEs)

CLARA aims to actively collaborate with the major Networks of Excellence (NoEs) funded under Horizon Europe and the Digital Europe Programme, including:

- dAIEDGE (A network of excellence for distributed, trustworthy, efficient and scalable AI at the Edge)
- ELIAS (European Lighthouse of AI for Sustainability)
- ELSA (European Lighthouse on Secure and Safe AI)
- ENFIELD (European Lighthouse to Manifest Trustworthy and Green AI)

- euROBIN (European ROBotics and AI Network)

These NoEs form a dynamic and cross-sectoral fabric of excellence and provide valuable platforms for joint events, staff exchanges, and dissemination of results, especially in the domain of trustworthy, secure, and sustainable AI technologies. CLARA's participation will also help reinforce the visibility of its innovations within the broader AI landscape in Europe.

Synergies with Other EU-funded Projects

In addition to the structured networks, CLARA will explore collaboration and cross-dissemination with:

- AI4Europe and the AI-on-Demand Platform, where dissemination of tools, datasets, and solutions can support adoption by a wider scientific and innovation community.
- Other Teaming projects and CoEs with a complementary focus, especially in neuroscience, computational biology, or digital health domains.
- European Partnerships and Missions related to health, data, and digital technologies.

Strategic Recommendations

- **Mapping and continuous monitoring:** A dynamic mapping of relevant projects and initiatives will be maintained to identify timely opportunities for engagement and co-creation.
- **Liaison roles:** Designated liaison persons or groups within the CLARA consortium will be responsible for maintaining communication with key platforms and projects.
- **Joint activities and visibility:** Whenever possible, CLARA will co-organize events, training, or dissemination campaigns with other projects to maximize reach and avoid fragmentation.
- **Cross-linking dissemination assets:** Publications, solutions, or open data will be promoted through these networks to increase reuse and impact across sectors.

These synergies will support CLARA not only in its dissemination goals but also in positioning itself as a strategic contributor to Europe's AI and digital health agendas.

4. Reference to Exploitation Strategy

As part of the CLARA project, an Exploitation Strategy has been developed, documented as Deliverable D6.4, and forms an integral part of the project's official outputs. The Exploitation strategy aims to transition research outcomes effectively from their developmental stages into practical applications that benefit society. The main objective of the project is to improve treatment of neurology diseases and also increase knowledge in this field. CLARA, a renowned Center of Excellence focused on Artificial Intelligence (AI) and Quantum Computing, is dedicated to improving our understanding and treatment of neurodegenerative diseases, including Alzheimer's, Parkinson's, Huntington's, and Multiple Sclerosis, by leveraging innovative technologies. Also, this project improves and starts a new type of close collaborative approach involving six prominent institutions in three states; each contributing their specialized knowledge and resources to advance research, secure intellectual property, and facilitating the commercialization of innovations. The Exploitation Strategy outlines the collaboration among these institutions to produce knowledge, safeguard intellectual property, and deliver concrete benefits to society, taxpayers, patients, researchers, and industry.

CLARA's exploitation strategy has clearly defined objectives:

- Facilitate seamless knowledge generation and transfer among all project partners.
- Rigorously protect and strategically manage intellectual property.
- Foster effective commercialization through well-structured business models and comprehensive market analyses.
- Articulate clear value propositions tailored to diverse stakeholders, including patients, healthcare providers, researchers, and industrial partners.
- Ensure long-term sustainability through diversified funding and revenue generation strategies.

The primary information is provided by the exploitation strategy document; a brief citation from the document follows.

- **Market Analysis**
  *„The neurodegenerative disease market is experiencing significant growth, driven by the increasing prevalence of conditions such as Alzheimer's, Parkinson's, and multiple sclerosis, coupled with advancements in treatment options. It could rise to **139 million**."*

- **Business model Canvas**
  „The business model will outline the key value propositions, revenue streams, cost structures, and partnerships needed to sustain long-term financial viability - particularly for the envisioned Center of Excellence. The business model for CLARA is not intended as a formal deliverable but rather as internal documentation crucial for guiding project activities."

- **Intellectual Property Rights / Intellectual property management**
  „CLARA will designate an IPR & Innovation Officer (leading the TTO of INDRC) to work with stakeholders, monitoring evolving requirements and relevant products/services on the market."

- **Key impact**
  „Groundbreaking developments in artificial intelligence (AI), machine learning (ML), and quantum-centric supercomputing pave the way for more nuanced analysis of extensive biological and clinical datasets. By deploying ML foundation models to decipher the mechanisms behind neurodegenerative diseases (NDs) - particularly involving proteins like ABeta, APOE, and Tau - researchers can better capture how these molecules assemble and interact. Special attention is given to APOE's three isoforms, given their recognized genetic influence on Alzheimer's disease (AD)."

- **Beneficiaries (end-users)**
  „Patients and Caregivers"
  „Clinicians and Healthcare Providers"

„Pharmaceutical and Biotechnology Industries“
„Research Community“
„European Computing Ecosystem“
„Society at Large“

- **Monitoring/audits/cooperation**
  „The IPR Audits Report (Deliverable D6.5) will document the audits conducted by the IPR & Innovation Officer throughout the project. This report will provide a systematic review of intellectual property rights (IPR) owned, used, or acquired by the project stakeholders.“

- **Sustainability**
  „A central element in CLARA's sustainability plan is the Grant Lab, which functions as both a strategic platform and a physical office supporting the preparation of national, EU, and international grant proposals.“

4.1. Integrated Approach to Dissemination, Communication, and Exploitation

The most effective way to achieve significant results and impacts from dissemination, communication, and exploitation activities is by integrating these activities closely, rather than treating them as separate entities. Dissemination, communication, and exploitation should mutually reinforce each other, creating a synergistic environment where each activity enhances the effectiveness and reach of the others. A unified approach maximizes the overall impact by ensuring clear, consistent, and compelling messaging, supporting stakeholder engagement, and streamlining pathways from innovation to market adoption.

From an exploitation perspective, enhanced visibility achieved through effective dissemination and communication significantly boosts opportunities for commercial collaboration and facilitates market penetration. Engaging commercial partners with clear, well-structured project propositions and robust public relations activities extends our reach and increases negotiation success. Therefore, strategic communication and dissemination are crucial elements of our exploitation activities.

Start-ups provide a clear example: having a competitive product and innovative ideas alone is insufficient. Effective public relations activities significantly enhance the probability of attracting investors, securing funding, and acquiring customers. Furthermore, strategic dissemination and communication add considerable value to companies preparing for initial public offerings (IPOs) or entering stock exchanges.

To sum up, fostering strong links and information flow between dissemination, communication, and exploitation is essential for the long-term success of the project.

5. Monitoring, reporting and operational coordination

Effective monitoring, reporting as well as operational coordination are essential pillars for ensuring the consistency, visibility, and impact of dissemination and communication (D&C) and exploitation activities within the CLARA project. A robust yet flexible system for tracking activities, contributions, and outcomes supports not only internal coordination but also external accountability and strategic alignment with project KPIs and expected outcomes.

This strategy provides a high-level framework for these efforts. It defines the overall structure, objectives, and mechanisms guiding the CLARA's D&C activities. However, specific internal workflows, content approval processes, detailed guidelines, and operational tools will be elaborated separately in internal working documents within Work Package 6 in close collaboration with CLARA Project Management and Coordination team. These materials will ensure practical implementation while maintaining agility and responsiveness to evolving project needs.

The following sections outline the practical principles and mechanisms foreseen for managing and coordinating dissemination and communication activities across the consortium, including operational planning, content creation and approval, partner engagement, and monitoring and reporting procedures.

5.1. Implementation and Operational Coordination

Implementation of the activities will therefore be supported by the following mechanisms:

- **Weekly/biweekly operational meetings** of the T6.1 core communications team, focusing on planning, identification of new topics, coordination of content creation (press releases, articles, social media posts, etc.), and updates on dissemination opportunities.
- **Topic identification workflow**: Researchers and partners will be encouraged to proactively suggest potential topics (scientific results, publications, events, initiatives). Simultaneously, the T6.1 team will actively scout and propose topics based on ongoing project activities.
- **Approval and validation procedures**: Content intended for external dissemination (press releases, interviews, social media campaigns) will be created in close cooperation with the relevant researchers and approved through a simple, agile process respecting internal procedures of partners.
- **Shared documentation**: A joint spreadsheet will track planned, ongoing, and published communication activities. This will serve both for internal planning purposes and formal project reporting.
- **Development of internal guidelines**: To support consistent communication and facilitate broader involvement of CLARA researchers, a set of internal guidelines and checklists will be gradually developed (templates for press releases, quick guides for suggesting news, acknowledgment instructions).
- **Engagement of wider project community**: Beyond the core WP6 team, communication efforts will be supported by the CLARA scientific community through transparent information-sharing, simplified procedures, and targeted outreach, ensuring that researchers and technical staff are empowered to contribute actively.

This flexible yet structured approach ensures that the D&C activities remain responsive to project dynamics while maintaining quality, consistency, and alignment with the overall goals of CLARA.

5.2. Structure and Responsibility

A core CLARA communications team within WP6/T6.1 has been established, composed of at least one representative from each CLARA consortium partner. This team is responsible for the implementation and execution of D&C activities, ensuring alignment with the strategy and operational priorities. The core team meets 2-3 times per month to coordinate ongoing and upcoming efforts, with a focus on:

- Operational planning and task assignment

- Social media content planning and execution
- Event promotion and campaign planning
- Cross-promotion of partner activities
- Content development and storytelling

These regular meetings serve as agile planning check-ins to maintain momentum and encourage proactive participation. In addition, monthly Work Package 6 meetings provide a broader forum for progress review, strategic alignment, and stakeholder engagement across all relevant tasks.

Recommendations for continuous improvement

To foster a high-performance D&C culture across the consortium, the following practices are recommended:

- Reminder system: A regular reminder sent to all partners to ensure updates to the monitoring sheet.
- Content calendar visibility: Maintain a shared social media/editorial calendar accessible to all partners to streamline campaign planning.
- Training & support: Provide “micro-trainings” or resource sessions to improve partner capacity in media writing, storytelling, or visual content creation.
- Feedback loop: At the end of each quarter, allocate time during the Friday meeting to reflect on what worked well and what can be improved.

5.3. Shared Monitoring Tool

All communication and dissemination activities are tracked using a shared multi-sheet table, which serves as the central repository for planning, monitoring, and reporting. The structure includes:

- **Activities Overview**

Captures all types of planned and completed D&C actions (events, campaigns, press releases, interviews, media inputs, etc.).
→ Each partner is expected to regularly update this sheet with their activities and relevant details.

- **Scientific Publications**

A dedicated section to ensure traceability and quality control of published research results related to CLARA. The expected workflow includes:

1. Data entry by the responsible person(s) from each partner, including title, journal, authors, and associated KPIs.
2. Verification of correct CLARA acknowledgements in each publication. If missing, the partner will coordinate with authors to rectify.
3. Final DOI update for referencing the publication.
4. Upload of the publication PDF into the shared folder.
5. Open Access Status - clearly indicate whether the journal and article are fully open access, and specify licensing where applicable.

Each partner is accountable for the accuracy and completeness of their own data. This decentralised responsibility model ensures shared ownership and promotes transparency.

5.4. KPI-Linked Reporting

Each dissemination and communication activity continuously recorded in the monitoring tool should, where relevant, be linked to the corresponding project Key Performance Indicators (KPIs) as an input for the regular Internal progress reports (each 6 months) and Project reviews (each 18months). While not all KPIs fall directly under the scope of the Work Package 6, a significant portion includes dissemination-related aspects such as publications, event participation, stakeholder engagement, or outreach impact.

It is important to note that the responsibility for fulfilling and reporting on KPIs lies with the respective CLARA partners, not solely with the core communication team. The communications team facilitates and supports this process by:

- Providing tools and templates for KPI tracking
- Ensuring communication-related outputs are properly documented and connected to relevant KPIs
- Reminding partners to maintain KPI-relevant records during routine reporting cycles

The communications team will monitor progress on D&C-related KPIs in coordination with Work Package leaders and individual partners, but it is up to each partner to ensure accurate, timely, and complete reporting of their contributions. This approach maintains accountability at the partner level while enabling strategic oversight and comprehensive reporting from the communication team and the WP6 leadership.

Conclusion

This document provides a strategic framework for CLARA's dissemination, communication, and exploitation activities. It defines the essential tools, principles, and target audiences, while remaining flexible to adapt to project needs. This D&C plan as sets in D6.1 serves as a framework that defines the overall "playground" serving as a foundation for coordinated activities and agile implementation while the Exploitation strategy was defined in D6.4 already. Through active collaboration and continuous refinement, we aim to effectively promote CLARA's objectives, results, and long-term impact across scientific, industrial, policy, and societal spheres. It consolidates key elements required by the Description of Action (DoA) of the CLARA project and integrates best practices in scientific communication to support impactful outreach to all relevant stakeholder groups. The document outlines the main strategic directions, assets, tools, target audiences, and monitoring principles that will guide the project's communication and dissemination work.

At the same time, it is important to underline that this strategy is not a rigid manual. It is designed to remain flexible and adaptable to the evolving needs and opportunities of the project. The implementation of the strategy - including the creation and approval of specific contents such as press releases, social media posts, event communications, or scientific dissemination materials - will be agile, with regular coordination, internal guidelines, and close collaboration across the consortium to ensure effective outreach and engagement. Many of the practical details will be addressed during regular coordination meetings, where the core communication team will continuously discuss, refine, and prioritize upcoming activities based on current project developments.

An editorial process will be maintained, combining both proactive topic scouting by the communications team and open proposals from CLARA researchers and partners. Internal guidelines, checklists, and simple procedural documents will be compiled to streamline communication workflows and approval processes. These tools will be made available not only to the core communication team but also to the broader CLARA research community, ensuring that everyone feels equipped and encouraged to contribute to the project's visibility and impact.

Ultimately, the success of the CLARA dissemination and communication effort relies on a shared commitment among partners: to keep information flowing, to recognize and promote achievements, and to ensure that CLARA's results reach their intended audiences in a timely, engaging, and effective manner.

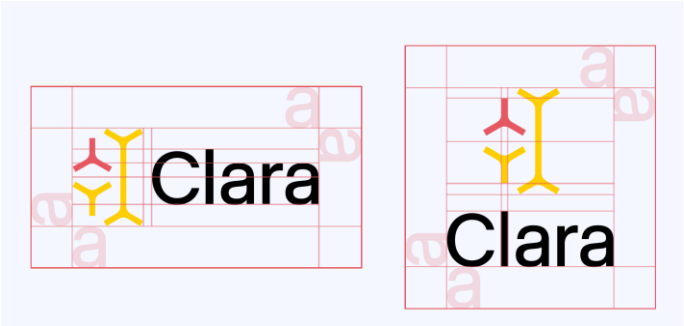
As CLARA is funded under Horizon Europe, the dissemination and communication strategy fully integrates the principles of Responsible Research and Innovation (RRI), including the systematic involvement of Social Sciences and Humanities (SSH) perspectives. Throughout the planned activities, particular attention is given to addressing societal, ethical, legal, and humancentred aspects of the project results, ensuring their relevance and responsiveness to broader societal needs.

Annex: CLARA Design Manual

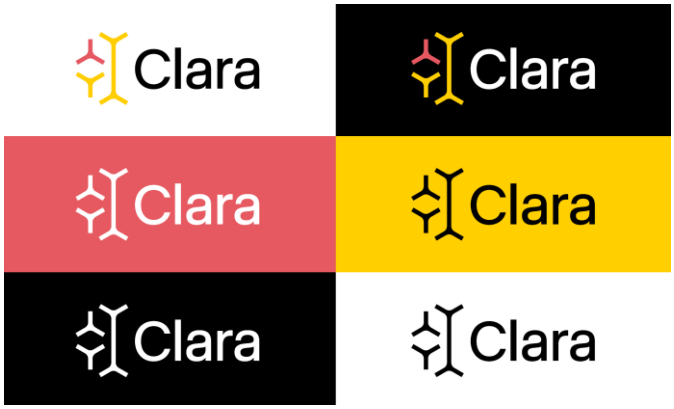
Full version of the CLARA Design Manual is available to CLARA partners as a separate PDF at the shared folder/portal. The most important parts are as follows:

Logo design and protection zone

The purpose of the protection zone is to separate the logo from other graphic elements that could visually distort it. For ease of use and variability, the three forms of the logo are provided for - horizontal, vertical and a variant with the full name company. Marking in the file: "primary" - horizontal, 'centred' - vertical.

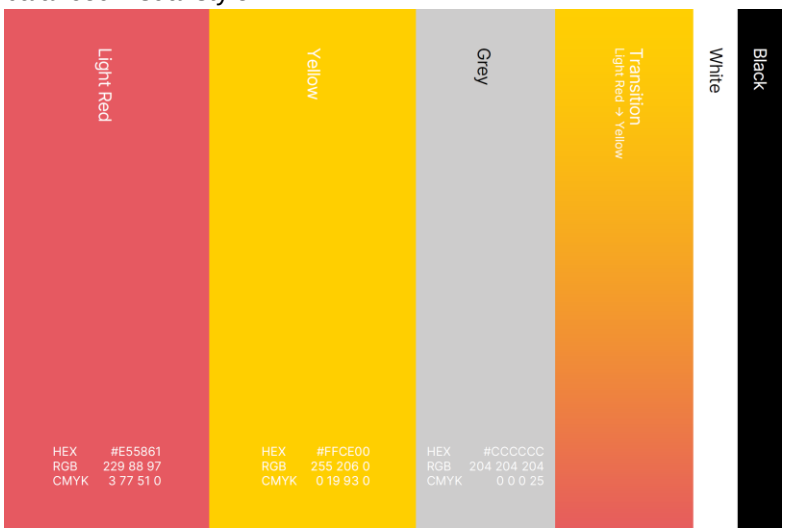


Basic colour variants of the logo



Colour palette

Primary colour scheme marks form a smooth transition of light red and yellow, thus creating a harmonious and balanced visual style.

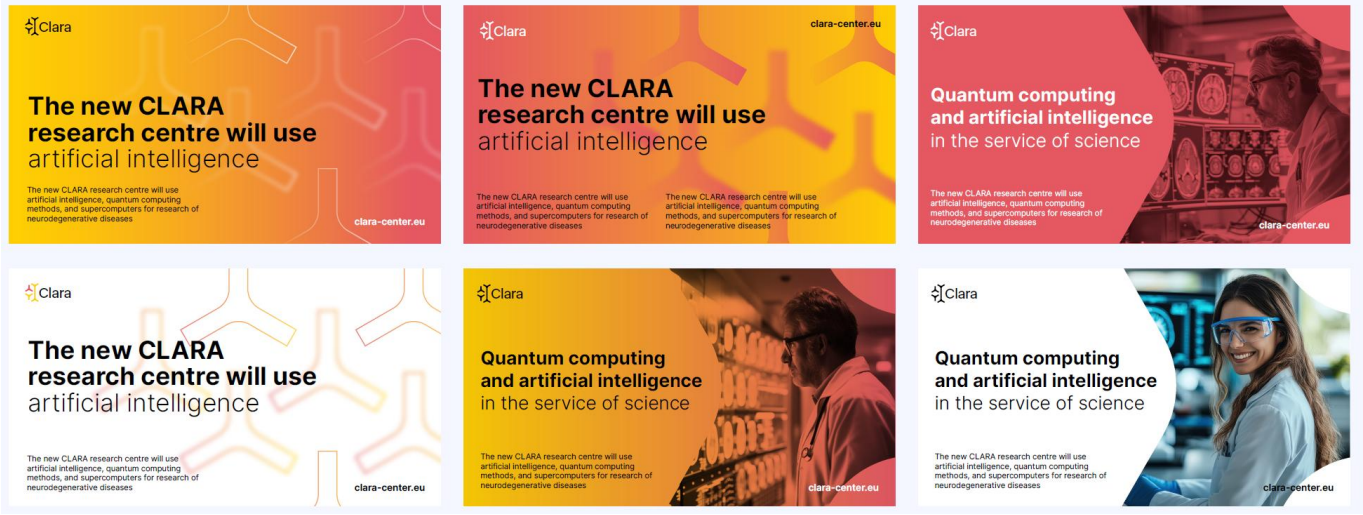


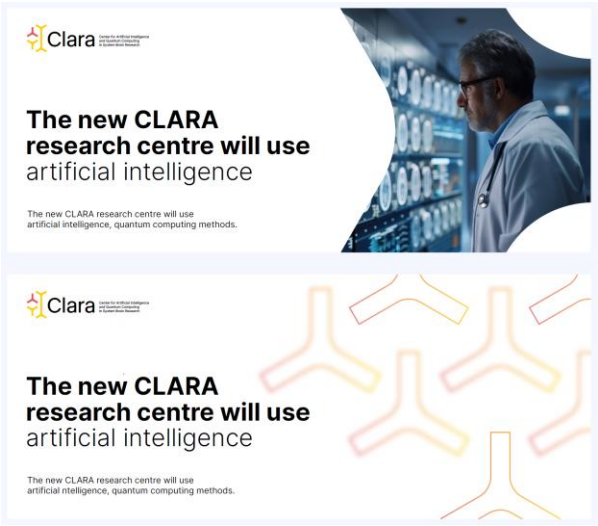
Definition of fonts

We primarily use the **Inter** font for all CLARA text output.
Inter is a modern grotesque font whose clean design underlines its emphasis on professionalism, innovation and accessibility. We use the font for main headings, subheadings and regular text, ensuring visual consistency and easy readability across all formats. **Basic sans serif** fonts are chosen as alternative fonts **Arial / Helvetica**.

Business Cards and Letterheads

Banners


Clara
The new CLARA research centre will use artificial intelligence
The new CLARA research centre will use artificial intelligence, quantum computing methods, and supercomputers for research of neurodegenerative diseases
clara-center.eu
Quantum computing and artificial intelligence in the service of science


Clara
The new CLARA research centre will use artificial intelligence
The new CLARA research centre will use artificial intelligence, quantum computing methods.

Posters


Clara
The new CLARA research centre will use artificial intelligence
The new CLARA research centre will use artificial intelligence, quantum computing methods, and supercomputers for research of neurodegenerative diseases
Center for Artificial Intelligence and Quantum Computing in System Brain Research
clara-center.eu


Clara
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