

101172693 – VICT3R

**Developing and implementing
Virtual Control Groups
to reduce animal use in Toxicology
Research**

**WP10 – Dissemination and
sustainability**

D10.1 First plan for dissemination and communication activities

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Document History

Version	Date	Description
V0.1	03/02/2025	First internal draft
V0.2	14/02/2025	Second internal draft
V0.3	10/03/2025	Version for Formal Review
V0.4	11/03/2025	Version for Consortium Review
V1.0	07/04/2025	Final version

Definitions

Participants of the VICT3R Consortium are referred to herein according to the following codes:

1. UNIVERSIDAD POMPEU FABRA (UPF)
2. SYNAPSE RESEARCH MANAGEMENT PARTNERS SL (SYNAPSE)
3. FRAUNHOFER GESELLSCHAFT ZUR FORDERUNG DER ANGEWANDTEN FORSCHUNG EV (ITEM)
4. GRITSYSTEMS AS (grit42)
5. TECHNISCHE UNIVERSITÄT DORTMUND (TUDO)
6. PHUSE CUIDEACHTA FAOI THEORAINN RATHAIOCHTA (PHUSE)
7. MEDBIOINFORMATICS SOLUTIONS SL (MBIS)
8. BARCELONA SUPERCOMPUTING CENTER CENTRO NACIONAL DE SUPERCOMPUTACION (BSC CNS)
9. UNIVERSITÄT KONSTANZ (UKON)
10. DECIPHER LIMITED (Decipher)
11. ORGANON SRL (Organon)
12. SYNCWORK AKTIENGESELLSCHAFT (Syncwork)
13. VRIJE UNIVERSITEIT BRUSSEL (VUB)
14. BAYER AKTIENGESELLSCHAFT (Bayer)
15. MERCK KOMMANDITGESELLSCHAFT AUF AKTIEN (MKDG)
16. AMGEN RESEARCH (MUNICH) GMBH (Amgen)
17. ASTRAZENECA UK LIMITED (AZ)
18. BASF SE (BASF SE)
19. BOEHRINGER INGELHEIM INTERNATIONAL GMBH (BII)
20. BRISTOL-MYERS SQUIBB COMPANY CORP (BMS)
21. INCYTE BIOSCIENCES DISTRIBUTION B.V (Incyte BD)
22. INSTEM SCIENTIFIC LIMITED (Instem)
23. IPSEN INNOVATION SAS (IPSEN)
24. JANSSEN PHARMACEUTICA NV (Janssen)
25. NOVARTIS PHARMA AG (Novartis)
26. NOVO NORDISK A/S (Novo)
27. ORION OYJ (Orion)
28. PFIZER INC (Pfizer)
29. F. HOFFMANN-LA ROCHE AG (ROCHE)
30. SANOFI-AVENTIS DEUTSCHLAND GMBH (Sanofi)
31. TAKEDA PHARMACEUTICALS INTERNATIONAL AG (TPIZ)
32. UCB BIOPHARMA (UCB)
33. ABBVIE INC (AbbVie)

Grant Agreement

The agreement signed between the beneficiaries and the IHI for the undertaking of the VICT3R project (101172693).

Project

The sum of all activities carried out in the framework of the Grant Agreement.

Consortium

The VICT3R Consortium, comprising the above-mentioned legal entities.

Consortium Agreement

Agreement concluded amongst VICT3R beneficiaries for the implementation of the Grant Agreement (GA). Such an agreement shall not affect the parties' obligations to the Community and/or to one another arising from the GA.

List of Abbreviations

AMED – Japan Agency for Medical Research and Development
ANC – Associated Network of CROs
ASPIS – Animal-free Safety assessment of chemicals: Project cluster for Implementation of novel Strategies (cluster including H2020-funded projects ONTOX, RISK-HUNT3R and PrecisionTox)
BfArM – Federal Institute for Drugs and Medical Devices, Germany
BfR – Federal Institute for Risk Assessment, Germany
CDISC – Clinical Data Interchange Standards Consortium
CRO – Contract Research Organisation
ECHA – European Chemicals Agency
ECVAM, JCR – European Centre for the Validation of Alternative Methods, European Commissions Joint Research Centre
EFSA – European Food Safety Authority
EMA – European Medicines Agency
EPA – U.S. Environmental Protection Agency
EPAA – European Partnership for Alternative Approaches to Animal Testing
EU – European Union
FDA – U.S. Food and Drug Administration
HESI – Health and Environmental Sciences Institute
ICCVAM – Interagency Coordinating Committee on the Validation of Alternative Methods
IHI – Innovative Health Initiative
JPMA – Japan Pharmaceutical Manufacturers Association
MEB – Medicines Evaluation Board, Netherlands
NGO – Non-Governmental Organization
NHPig – Reducing non-human primates in non-clinical safety assessment: The European initiative on minipig and micropig models (IHI-funded public-private partnership)
NICEATM / ICCVAM – U.S. National Toxicology Program Interagency Center for the Evaluation of Alternative Toxicological Methods / Interagency Coordinating Committee on the Validation of Alternative Methods
OECD – Organisation for Economic Co-operation and Development
PAASP – Partnership for Assessment and Accreditation of Scientific Practice
PHUSE – The Global Healthcare Data Science Community
PMDA – Pharmaceuticals and Medical Devices Agency, Japan
RP – Reporting Period
SCCS – Scientific Committee on Consumer Safety
SEND – Standard for Exchange of Nonclinical Data
SRAB – Scientific and Regulatory Advisory Board
VCG – Virtual Control Group
WP – Work package
3Rs – Replacement, Reduction, and Refinement (of animal use in research)

Executive Summary

Deliverable 10.1 (D10.1) outlines the initial Communication and Dissemination Strategy for the VICT3R project. This strategy will be regularly updated throughout the project's duration to ensure alignment with evolving activities and operational needs. Flexibility will be a key component of the strategy, allowing it to adapt as required.

D10.1 ensures that communication and dissemination efforts align with IHI rules and requirements. The initial considerations addressed in this deliverable include:

- **Building the project identity:** Providing sufficient materials to all partners to enable effective and efficient work across the project.
- **Stakeholder analysis:** Identifying and analysing key stakeholders within the project's context to help define target audiences and guide communication efforts. This will allow for prioritizing tasks and tailoring strategies accordingly.
- **Selecting appropriate tools and channels:** Identifying specific communication tools and channels that best suit each target audience.

As the project progresses, this strategy will be further refined, supported by the Midterm Plan and Report (D10.4, M21) and the Final Report (D10.6, M42).

Effective liaison between internal and external communication will be another essential tool for maximizing engagement throughout the project.

This document also includes detailed guidelines for the approval, reporting, and monitoring of all communication and dissemination activities. The activities delivered up to the submission date are included as an annex to this document.

Introduction

Effective external communication and dissemination are crucial for promoting the VICT3R project, engaging stakeholders, sharing results and ensuring transparency with the broader community. Clear, strategic communication and dissemination are key to maximizing the impact of the project's outcomes, fostering collaboration, and facilitating the adoption of its findings. VICT3R aims to revolutionize toxicology research by replacing up to 25% of animals used in experimental studies with Virtual Control Groups (VCGs), setting new standards for ethical research practices.

To support these objectives, the project WP10 (Dissemination and Sustainability) has been designated to create the necessary environment and infrastructure for communication and dissemination activities. In this initial phase, we have conducted a stakeholder mapping exercise, evaluated key tools for project communication (including branding and shared materials), and identified the most effective channels to reach our target audiences. These include the project website, social media platforms, and a comprehensive conference plan.

Throughout the project, effective communication and dissemination will play a vital role in driving meaningful changes in thinking, behaviour, and policy. By increasing visibility and fostering engagement with key stakeholders, VICT3R can pave the way for the widespread adoption and implementation of VCGs in regulatory science and beyond.

The following principles will guide all communication and dissemination activities across the project:

- **Clarity:** Ensure messages are clear and accessible.
- **Consistency:** Maintain unified tone and branding.
- **Engagement:** Actively build relationships with stakeholders.
- **Timeliness:** Communicate relevant information promptly.
- **Transparency:** Uphold openness to build trust.
- **Compliance:** Follow applicable regulations and guidelines.

By following these guiding principles, VICT3R aims to maximize its impact, foster stakeholder collaboration, and support the regulatory acceptance of the VCG concept.

In the context of the project, **communication** and **dissemination** are closely linked and mutually reinforcing activities. However, they serve different strategic purposes:

- **Communication** refers to the broad activity of reaching out to any audience, scientific, regulatory, industrial, public or media, with the aim of informing them about the project, its purpose, progress, and results. It supports awareness, transparency, stakeholder engagement, and visibility across the project's lifespan.
- **Dissemination** is more specifically focused on the structured and purposeful sharing of validated results, data, tools, and methodologies. It aims to promote the uptake, application, and further development of these outputs by target users, especially within scientific, regulatory, and industry communities.

TERM	PURPOSE	TARGET AUDIENCES	EXAMPLE ACTIVITIES
COMMUNICATION	➤ Sharing information about the project and its progress / results to engage and inform	➤ Broad audience – public, media, policymakers, regulators, scientists	➤ Website, social media, newsletters, press releases, interviews
DISSEMINATION	➤ Sharing concrete results and outputs for uptake and use	➤ Expert audience – regulators, researchers, industry stakeholders	➤ Peer-reviewed publications, technical reports, conference presentations, webinars, workshops

Table 1. Distinction between communication and dissemination activities in the context of the VICT3R project.

By combining effective communication and targeted dissemination, VICT3R ensures both visibility and impact, supporting broad societal awareness while facilitating the scientific and regulatory acceptance of VCGs.

1. Stakeholder Analysis for VICT3R

Effective communication and dissemination are essential for the success of any project. Given VICT3R's goal of achieving regulatory acceptance for the VCG concept, a strong outreach strategy is even more vital. By identifying and engaging key stakeholders early on, the project can enhance its impact, build trust, and facilitate the adoption of VCGs in regulatory science and beyond. Tailoring the communication approach for each stakeholder group ensures that VICT3R's message is effectively conveyed, and its objectives are met. The stakeholder groups relevant to VICT3R are outlined in Table 2.

TYPE OF STAKEHOLDER	KEY STAKEHOLDERS	GOALS	COMMUNICATION STRATEGY
1. REGULATORY AUTHORITIES AND GUIDELINE-SETTING BODIES*	➤ EMA, FDA, ECHA, EFSA, OECD, ECVAM /JRC, EPA, EPAA, NICEATM / ICCVAM, SCCS ➤ National regulatory bodies in key regions (e.g., Europe, Japan, etc.)	➤ Achieve regulatory acceptance of the VCG concept. ➤ Ensure alignment with current regulatory frameworks for safety testing and toxicology studies. ➤ Contribute to future regulatory guidance regarding the VCG concept	➤ Direct engagement through formal presentations, workshops, and technical reports as well as submissions through official qualification processes. ➤ Incorporation of representatives from these organizations into the project Scientific and Regulatory Advisory Board (SRAB). ➤ Regular updates on progress, with a focus on scientific validation and regulatory compliance. ➤ Formal dissemination of findings through publications & conferences. ➤ Tailored one-on-one discussions and meetings to address specific regulatory concerns. ➤ Initiation of guidance documents describing VCG application.
2. SCIENTIFIC COMMUNITY AND RESEARCHERS	➤ Academic researchers in toxicology, pharmacology, data science and regulatory science. ➤ Research institutions and universities conducting animal testing studies, NGOs bringing together academia, industry, and regulatory agencies to advance research in toxicology, safety sciences, & risk assessment (e.g., HESI).	➤ Build awareness and credibility around the VCG concept. ➤ Encourage adoption of VCGs in research methodologies and experimental design. ➤ Engage researchers in the development and refinement of the VCG approach.	➤ Publishing research findings in peer-reviewed journals. ➤ Presentations at key scientific conferences and symposia. ➤ Organization of workshops and webinars to explain the VCG concept and gather feedback. ➤ Leveraging open access platforms for wide dissemination of results.
3. INDUSTRY PARTNERS	➤ Pharmaceutical, crop science, chemical and biotechnology companies. ➤ Contract research organizations (CROs) involved in preclinical and toxicology testing.	➤ Promote the adoption of VCGs for reduction of animal use in industry settings. ➤ Increase understanding of how VCGs can enhance efficiency in drug development and testing. ➤ Ensure industry compliance with emerging regulations around animal testing.	➤ Targeted outreach through industry-focused conferences, workshops, and roundtables. ➤ Development of case studies and white papers demonstrating the value and application of VCGs in industry. ➤ Providing of training materials and guidelines to facilitate the integration of VCGs into existing processes.
4. ANIMAL WELFARE ORGANIZATIONS	➤ Animal rights groups and advocacy organizations (e.g., Eurogroup for Animals, Humane World for Animals (former HSI)).	➤ Demonstrate how the VCG concept can significantly reduce animal testing in scientific research (3R contribution).	➤ Providing of regular updates on the progress and success of the VCG concept through reports and newsletters. ➤ Engage in dialogue and collaboration with key organizations to discuss ethical considerations and benefits for animal welfare.

	➤ NGOs focused on reducing animal testing in scientific research.	➤ Build support for regulatory changes that allow for the acceptance of VCGs replacing live animal control groups.	➤ Highlight the ethical advantages of VCGs in project reports and public outreach campaigns. ➤ Leverage media and social media platforms to amplify the message of reducing the use of animals in research.
5. GOVERNMENT BODIES AND POLICY MAKERS	➤ EU policymakers, national governments, and intergovernmental organizations. ➤ Health and safety regulatory bodies setting policy for animal testing in pharmaceutical and chemical approval processes and bodies setting related data standards (e.g., CDISC).	➤ Influence policy changes that recognize VCGs as a valid alternative to animal testing. ➤ Ensure that VICT3R's findings are considered when drafting new legislation or updating existing regulations or recommendations.	➤ Engage through policy briefs, position papers, and meetings with representatives from these bodies. ➤ Advocate for the inclusion of VCGs in national and international regulations and recommendations. ➤ Foster relationships with key policymakers through strategic partnerships and advisory boards. ➤ Use high-level conferences and seminars to present evidence of the viability of VCGs to influence policy recommendations.
6. THE GENERAL PUBLIC AND MEDIA	➤ Broader society concerned with ethical practices in science. ➤ Journalists, bloggers, and influencers in science, ethics, and technology sectors.	➤ Increase public understanding of the ethical challenges associated with the use of animals in pharmaceutical research. ➤ Build support for alternatives like VCGs through clear, accessible communication. ➤ Gain media coverage to highlight VICT3R's positive impact on animal welfare and scientific innovation.	➤ Develop public-facing materials (e.g., infographics, videos, social media posts) explaining VCGs in simple terms. ➤ Media outreach to feature VICT3R in popular science & news outlets ➤ Use the project's website and social media to engage with the public and respond to inquiries.
7. PROJECT PARTNERS / INTERNAL STAKEHOLDERS	➤ All partners involved in the VICT3R project, including industry, CROs, SME and academic partners.	➤ Ensure effective internal communication to align efforts across work packages. ➤ Maintain ongoing collaboration and information sharing among project partners.	➤ Regular internal updates through meetings, emailing, periodic bulletins, shared document repository (e.g., SharePoint, Teams). ➤ Ensure smooth communication across the consortium to facilitate collaboration and input at all stages of the project. ➤ Foster a sense of ownership and commitment to project goals through internal workshops and team-building activities.

Table 2. VICT3R Stakeholder map.

Additionally, a classification has been established for the above groups in primary, secondary and tertiary stakeholders following the below rationale:

- **Primary stakeholders** are those whose direct involvement is essential for the **regulatory acceptance** and **scientific validation** of the VCG concept. Without them, the project's core objectives cannot be achieved.
- **Secondary stakeholders** support the project's success but do not have the immediate power to influence regulatory outcomes or scientific results. Their role is important for broader adoption and implementation of VCGs.
- **Tertiary stakeholders** help in raising awareness and gaining public and societal support, but they do not directly influence the technical or regulatory progress of the project.

TYPE OF STAKEHOLDER	DEFINITION	STAKEHOLDERS AND REASONING
1. PRIMARY STAKEHOLDERS	➤ Stakeholders whose engagement is critical to the success of the project and whose actions directly influence the adoption of the VCG concept.	➤ Regulatory Authorities and Guideline-setting Bodies: The primary goal of VICT3R is to gain regulatory acceptance of the VCG concept. Without the endorsement and approval of regulatory authorities, the project cannot achieve its long-term goals, making them the most crucial stakeholders. ➤ Scientific Community, Researchers and Industry Partners: Their work in toxicology and related fields is essential for validating and demonstrating the scientific credibility of VCGs. Their support and adoption of VCGs are critical for proving the methodology and gaining wider acceptance.
2. SECONDARY STAKEHOLDERS	➤ Stakeholders that have an important, but indirect role in supporting the project's objectives. While their actions may not directly influence regulatory approval or scientific validation, their support is still necessary for broader acceptance and impact.	➤ Animal Welfare Organizations: Critical for public advocacy and ethical support, which will help ensure that the VCG concept is seen as a viable method for the reduction of animal use. Their involvement will help in promoting public support, though their role is secondary in the formal regulatory process. ➤ Government Bodies and Policymakers: Important for advocating for regulatory changes that recognize VCGs, but they are not the direct decision-makers in the regulatory approval process. Their influence is significant in terms of supporting or influencing policies, but they are secondary to regulators.
3. TERTIARY STAKEHOLDERS	➤ These stakeholders, while important for long-term sustainability and visibility, do not play a direct role in achieving project objectives. Their engagement helps to build public awareness and broader societal support.	➤ General Public and Media: While public awareness is important for fostering a positive perception of the project, the general public and media have a less direct influence on the technical and regulatory aspects of the VICT3R project. Their support will help in gaining societal acceptance and impact. ➤ Internal Stakeholders: While the project partners are crucial to the day-to-day execution of the project, they are internal stakeholders. Effective internal communication is important for coordination, but from a communications perspective it does not have the same external influence as the primary or secondary stakeholders.

Table 3. Stakeholder classification.

2. Communication and Dissemination Plan

The initial stakeholder mapping and analysis for VICT3R has focused on identifying key audiences and stakeholder groups that are crucial for advancing the development of the VCG concept and ensuring its regulatory acceptance. This analysis highlighted areas of interest, communication needs, and the role each group plays in the success of the project.

Based on this exercise, five key communication objectives have been defined for VICT3R, summarised in the below graphic.

VICT3R Communication & Dissemination Objectives

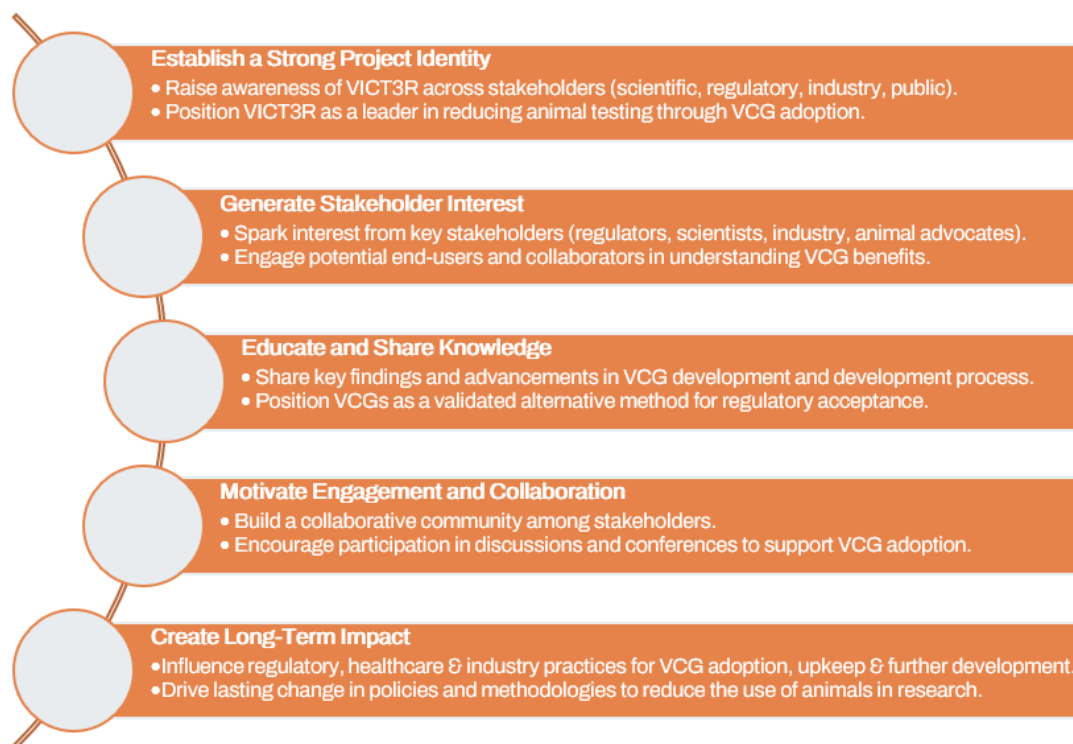


Figure 1. VICT3R communication and dissemination objectives.

Throughout the project, the partners within WP10 involved in communication and dissemination tasks will proactively engage with the project leadership team and consortium members to ensure the above objectives remain aligned with the evolving operational goals, milestones, and challenges of VICT3R. By consistently supporting the external communications and dissemination efforts of VICT3R partners, we aim to synchronize messaging, maximize stakeholder engagement, and ensure effective outreach across all project phases. Examples of how these objectives have already been put into practice for engaging with the different stakeholder groups during the first months of project, are provided in section 3.

2.1. Tools and Channels

Effective communication and dissemination of VICT3R’s achievements require the use of diverse tools, channels, and materials to reach the identified stakeholder groups. The VICT3R consortium has begun developing and producing the necessary tools and channels to implement the communication plan. This section outlines the key tools and channels that will be utilised throughout the project, with the flexibility to adapt or create new tools as needed to ensure effective communication.

2.1.1 VICT3R Logo

The VICT3R logo was designed with several key visual elements in mind to reflect the project's core objectives and values:

- **Animal paw representation:** Symbolising the ethical shift towards reducing animal use in research.
- **Transition from “real” to digital:** Interconnected nodes representing the move from traditional animal testing to the adoption of **VCGs**.
- **Focus on the 3Rs:** Highlighting the project’s goal of advancing the principle of **reduction** in animal testing.
- **Study group comparison:** Illustrating the design of usual toxicology studies, which typically involve one control group (to be replaced with a VCG) and three study groups.
- **Legacy of eTRANSAFE:** Reflecting the connection to the previous **IMI2 eTRANSAFE** project, incorporating elements like its colour scheme and arrow (symbolising expansion and growth) motif to maintain continuity.

The design of the logo visually incorporates these considerations, as shown in Figure 2.



Figure 2. Visual design considerations for the VICT3R Logo.

Based on these considerations, multiple versions of the logo were developed to suit various uses. One version features the paw symbol, composed of an arrow and nodes, as a standalone icon. This allows for immediate recognition of VICT3R without needing to display the project acronym.

The key attributes of the logo, as illustrated in the figure below, are: 1) **Easily recognizable**, 2) **Simple and clear**, 3) **Versatile and flexible**, and 4) **A powerful icon**.



Figure 3. VICT3R logo versions.

2.1.2 VICT3R Branding

In addition, several branding materials have been created for the project and are available to all project partners. These resources aim to ensure consistent branding and streamline communication efforts across the consortium. These include:

Templates (available on the project [SharePoint](#) (General → Templates folder)):

- **Slide deck** (.ppt)
- **Poster templates** (.ppt)
 - Horizontal
 - Vertical
- **Internal document template** (.doc) for minutes and other internal communications
- **Deliverables template**

Additional branding materials and guides (available on the project [SharePoint](#) (General → Communications folder)):

- **Initial press release** (Annex 1) along with a **Launch toolkit** (Annex 2), designed to support partners when the project was publicly launched on 16 September 2024. The toolkit includes:
 - General guidelines and key links to the project website and social media channels
 - Key messages and example social media posts
 - Social media cards:
 - Standard (featuring the project name and acronym)
 - Quote (featuring quotes from the project coordinator and industry lead)
- **[Conference tracker](#)**: Aimed at gathering information on conferences where VICT3R could be and is presented. Partners have been requested to update the tracker, and reminders on upcoming abstract submission deadlines are circulated by email by the communications group at SYNAPSE.
- **One-pager** (Annex 3): An overview document explaining VICT3R in a nutshell.
- **[Communication and Dissemination Guidelines](#)** (Annex 4): Guidelines on the proper use of logos, acknowledgement, disclaimer, project templates, and approval timelines for dissemination activities.

2.1.3 Communication Channels

To effectively engage with external audiences and share key updates, the **VICT3R** project utilizes several online platforms. The **[VICT3R website](#)** serves as the central hub for project information, news, and resources. Additionally, we maintain active accounts on [LinkedIn](#) and [Bluesky](#) to expand our reach, share insights, and foster collaboration with the wider community. These platforms ensure consistent, transparent communication with external stakeholders and the general public. While the project also has an [X](#) account, it has been decided to pause activity on this platform and focus efforts on the aforementioned channels.

Internally, the project publishes a periodic **bulletin**, which provides concise updates, key developments, and important reminders for consortium members. The first issue was released in December 2024. Externally, the project is preparing its first **newsletter**, aimed at informing stakeholders, collaborators, and the broader community about VICT3R's progress, achievements, and activities. This first edition is being finalized alongside this deliverable.

VICT3R website

The first version of the website (www.vict3r.eu) was launched as a one-page site, featuring the following sections:

- **About Us**
- **Our Mission**
- **Our Partners**
- **Contact**



Figure 4. VICT3R homepage.

At the time of writing this deliverable, a more comprehensive version of the website is launched. The final website will serve as a dynamic and evolving platform, with additional sections created as needed throughout the project. The structure, launched on 25 February 2025 includes:

- **Home**
- **About**
 - Project
 - VICT3R Community
 - Work Packages
 - Facts and Figures
- **Results**
 - Publications
 - Related Publications
 - Public Deliverables
 - Public IT Tools
- **News**
 - Latest News
 - Minds Behind VICT3R
 - Newsletters
 - Training
- **Contact**

LinkedIn Account

The project LinkedIn account (<https://www.linkedin.com/company/ihl-vict3r/>) has served as the principal platform for project communication in these first months of the project.

The most important metrics during this time include:

- High level metrics: 1 September 2024 – 12 February 2025 (all-time)

Sep 1, 2024 - Feb 12, 2025 ▾

Export

Highlights

Data for 9/1/2024 - 2/12/2025

30,373

Impressions
● 0%

1,041

Reactions
● 0%

39

Comments
● 0%

58

Reposts
● 0%

- Recent metrics - **Impressions**: 1 January 2025 – 1 February 2025 (trend)

Highlights

Data for 1/1/2025 - 2/1/2025

6,610

Impressions
▲ 70%

174

Reactions
▲ 4.2%

5

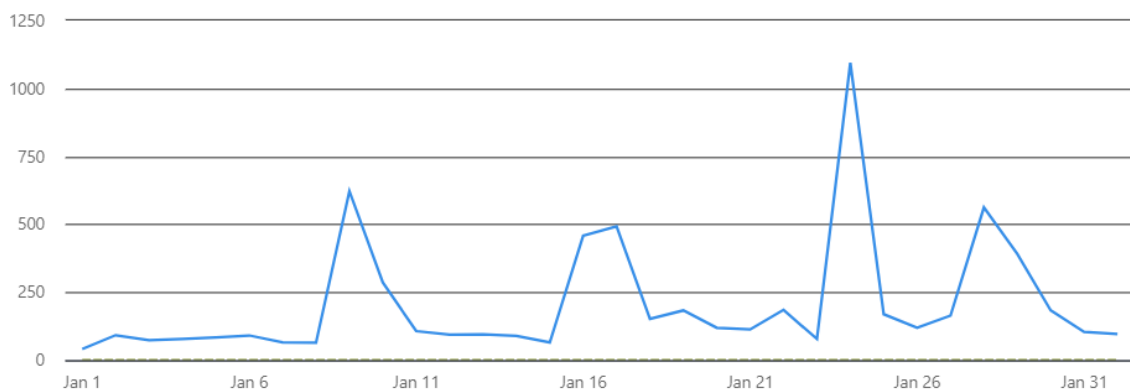
Comments
● 0%

7

Reposts
▲ 16.7%

Metrics

Impressions ▾



- Total followers: **544**

Sep 1, 2024 - Feb 12, 2025 ▼

Export

Follower highlights ⓘ

544

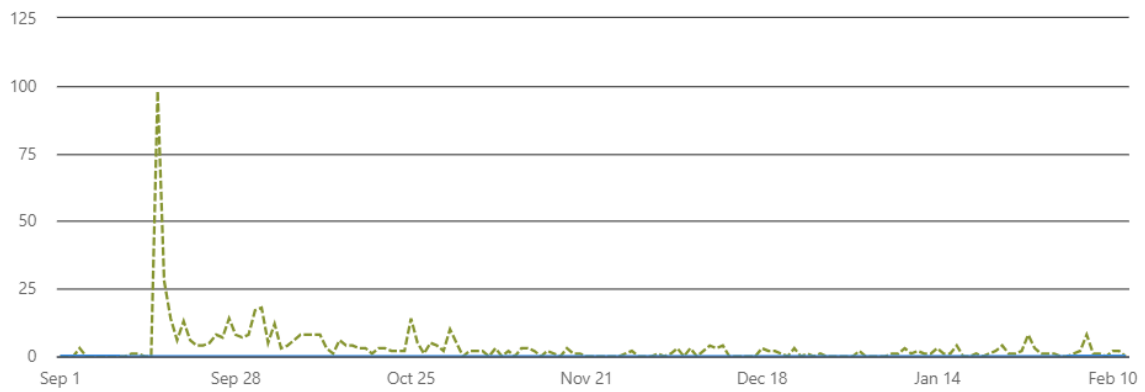
Total followers

543

New followers in the last 165 days

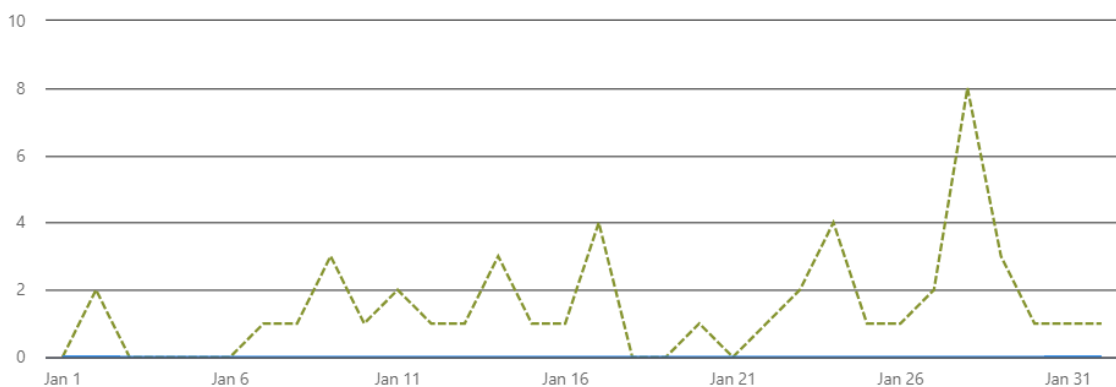
• 0%

Follower metrics ⓘ

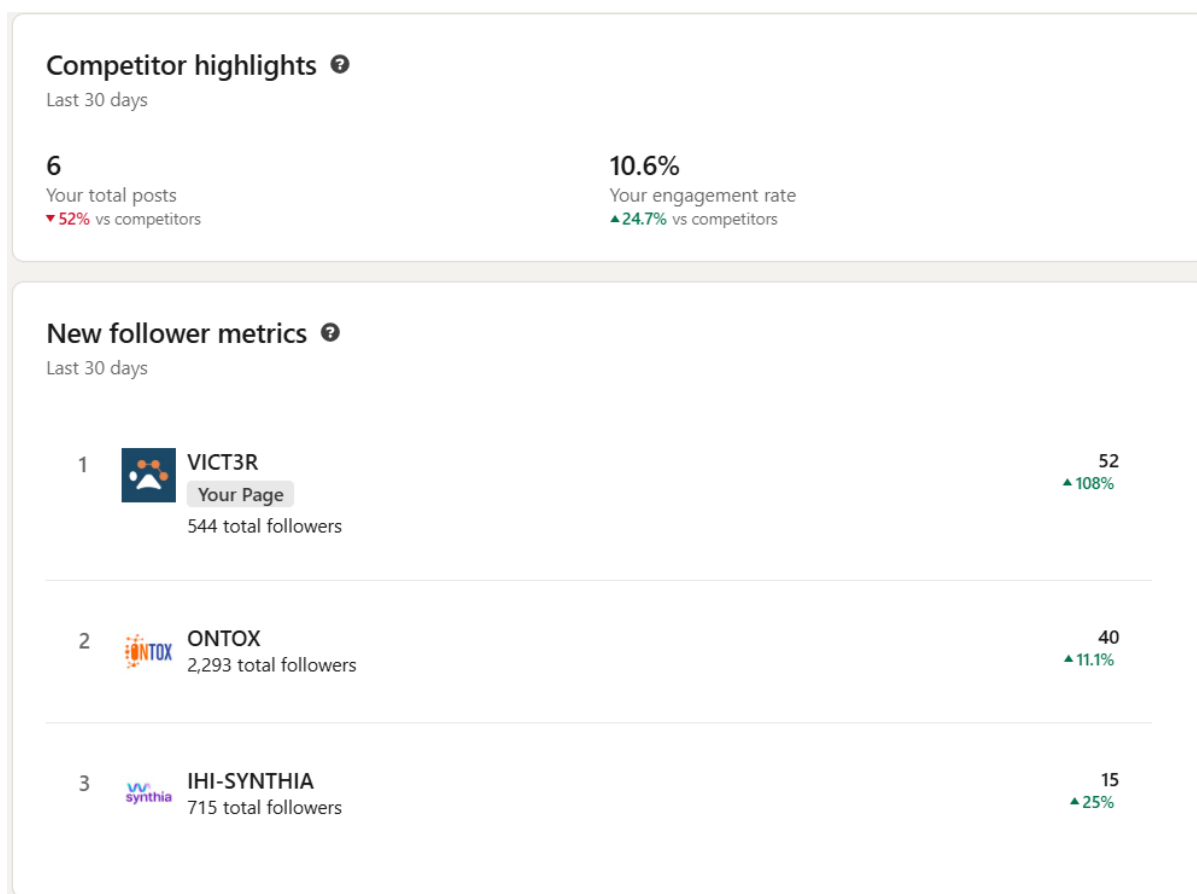


- Recent metrics - **followers**: 1 January 2025 – 1 February 2025 (trend)

Follower metrics ⓘ



- Performance compared to similar projects and initiatives: *last month 2025* (trend)



Bluesky Account

Since January 2025, VICT3R is also present on Bluesky (<https://bsky.app/profile/ihl-vict3r.bsky.social>). (currently 23 followers)

3. Communication and Dissemination Activities to Date

In the initial months of the project, several activities have been carried out to engage with the stakeholders identified in the stakeholder mapping exercise and to align with the established communication & dissemination objectives. Highlights of these activities are listed below, linked to each stakeholder group.

TYPE OF STAKEHOLDER	COMMUNICATION ACTIVITIES CARRIED OUT
1. REGULATORY AUTHORITIES AND GUIDELINE-SETTING BODIES*	➤ Scientific Advice Procedure (Qualification of VCGs) is ongoing with EMA. ➤ VICT3R has also been invited by the EMA 3RsWP to give a talk on our experiences in the ongoing qualification process at the EMA 3Rs Working Party (3RsWP) annual stakeholders meeting on 02 April 2025. The EMA's 3RsWP advises the agency's committees on all matters concerning the use of animals in the regulatory testing of medicines with a particular focus on 3Rs. ➤ VICT3R was also presented at the Japan Pharmaceutical Manufacturers Association (JPMA) meeting on 17 January 2025, with the presence of representatives from the Japanese regulatory authorities AMED and PMDA and the Japanese government. ➤ Representatives from regulatory bodies and guideline-setting bodies (ECHA, MEB, OECD, ECVAM/JCR, BfArM, BfR) have been incorporated in the project Scientific and Regulatory Advisory Board (SRAB): https://www.vict3r.eu/vict3r-community/. Some of these regulatory representatives initially formed part of the EMA Scientific Advice Procedure for VICT3R. Contacts have also been established with other regulatory representatives for their involvement in the SRAB, namely FDA, EFSA, NICEATM, EPAA, EPA.
2. SCIENTIFIC COMMUNITY AND RESEARCHERS	➤ First VICT3R overview article has been published in Toxicologic Pathology. Available Open Access at the UPF repository. ➤ Several presentations at key scientific conferences and symposia have already been given and further are being scheduled. For details, consult Annex 5 – Dissemination Tracker. ➤ Organization of the VICT3R: <i>Virtually Speaking</i> webinar series: https://www.vict3r.eu/training/. ➤ Sections for Public IT Tools, Publications and Related Publications have been created on the project website, Results section: https://www.vict3r.eu/. ➤ Key collaborations are underway with academic research groups in neurodegeneration to standardize data for integration into VICT3R. The goal is to promote the adoption of "SENDification" in academic research, an area where this approach is yet to be implemented. ➤ VICT3R is also collaborating actively with The Health and Environmental Sciences Institute (HESI) on several fronts to extend the CDISC SEND standard to VCGs. HESI has also requested an intro presentation of VICT3R for their next biannual meeting taking place in Washington on 4-5 June 2025: HESI Conference Series - HESI - Health and Environmental Sciences Institute. ➤ VICT3R is also forging collaborations with other consortia and initiatives. In this sense, Memoranda of Understanding are being prepared with the ASPIS cluster and the IHI NHPig project. Collaboration with the PAASP network has also been established. A representative from PAASP will be delivering the VICT3R: Virtually Speaking webinar on Study Reproducibility and Robustness in April 2025. The webinar will be open to external participants.
3. INDUSTRY PARTNERS	➤ VICT3R is working on incorporating several interested CROs to the VICT3R ANC (Associated Network of CROs) through specific agreements.
4. ANIMAL WELFARE ORGANIZATIONS	➤ VICT3R has established connections with EuroGroup for Animals and Humane World for Animals (formerly HSI). ➤ In late 2024, teleconferences were held with EuroGroup for Animals to share updates on the project's progress. As part of this collaboration, VICT3R has also been invited to contribute to the "Lab of Tomorrow" short video initiative. Interviews with the Project Coordinator and Project Lead have already been recorded and will be published in the coming months. ➤ Several contacts and teleconferences have been held with Humane World for Animals between late 2024 and early 2025 and a joint article is currently in progress, which will be followed by a collaborative training activity, expected to take place in fall 2025 – spring 2026. ➤ The ethical benefits of VCGs remain a core focus in all VICT3R communications. A LinkedIn post published on World Animal Day (4 October 2024) serves as a strong example of this effort: https://www.linkedin.com/feed/update/urn:li:activity:7247890069808705537
5. GOVERNMENT BODIES AND POLICY MAKERS	➤ VICT3R was showcased at the 2nd Commission Conference on the Roadmap to phase out animal testing for chemical safety assessments held in Brussels on 25th of October. The project was recognized as a key contributor to the European Commission's efforts to reduce animal use in safety assessments. The conference provided a valuable platform for engagement, leading to numerous stakeholder interactions with policymakers, government and regulatory bodies, and animal welfare advocates. ➤ VICT3R was also invited to join the EPAA Animal-Free Chemical Safety Assessment (AF-CSA) Conference, that took place 4-6 March 2025.

	➤ VICT3R is actively engaging with CDISC to enhance the SEND standard to support the inclusion of VCGs. As part of this effort, VICT3R members participate in a PHUSE working group on “Supporting the Use of SEND for the Implementation of Virtual Control Groups”, where discussions have focused on how to standardize and represent VCGs within SEND. A manuscript summarizing key findings from these discussions is being planned between PHUSE, VICT3R and HESI representatives and a formal proposal for SEND development has been submitted to CDISC.
6. THE GENERAL PUBLIC AND MEDIA	➤ VICT3R was officially introduced to the public on 16 September 2024, as a joint effort by all consortium members (Press Release – Annex 1). The launch generated significant attention, sparking engagement across various channels. Since then, the project’s social media accounts and website have been actively used to keep the public informed about VICT3R’s progress and developments. Through these channels, it is also possible for the public and media to contact VICT3R for any inquiries. A specific Press Kit has been developed and will be shortly included on the VICT3R website. ➤ To help introduce the VICT3R community to a wider audience, specific activities like the Minds Behind VICT3R interview series have been planned. This series highlights project partners and explains their roles in the project in a clear and accessible way. First interviews have featured Claus Stie Kallesøe, CEO of grit42, and Mathieu Vinken professor at Vrije Universiteit Brussel. ➤ A short video explaining the project to all audiences is also planned and will be launched in late RP1 / early RP2.
7. PROJECT PARTNERS / INTERNAL STAKEHOLDERS	➤ The commitment of project partners has been clear in the first two consortium meetings, with strong momentum building as the project moves forward. ➤ To keep communication effective and well-connected, consortium members receive regular updates through various channels, including consortium meetings, WP and Task Force/Working Group meetings, emails, periodic bulletins, and a shared document repository (SharePoint and Teams, which are interconnected). ➤ Additionally, various shared materials have been provided to ensure a consistent project image across all partners and compliance with IHI communication guidelines. These include project templates (slide deck, poster, internal document, and deliverables template), a press release (Annex 1), a Launch Toolkit (Annex 2), a Conference Tracker, a One-Pager (Annex 3), and the Communication and Dissemination Guidelines (Annex 4). ➤ Together, these elements help maintain a strong link between internal and external communication, ensuring that all partners stay aligned on project developments.

Table 4. Summary of initial communication and dissemination activities carried out by VICT3R, mapped to key stakeholder groups.

Conclusions

The first months of VICT3R have set a strong foundation for communication and dissemination, ensuring that the project’s identity is well-defined, and its outreach is effective. By mapping out key stakeholders, setting up communication channels, and providing partners with the right tools, VICT3R has created a solid starting point for engagement.

Early efforts have already made an impact. The project has connected with regulatory agencies, scientists, industry partners, and animal welfare organizations, sparking important conversations and collaborations. VICT3R’s presence at key events, participation in regulatory discussions, and involvement in global data standardisation efforts are clear signs of growing recognition and influence.

Externally, the website and social media channels have helped bring VICT3R to a wider audience, while internally, regular updates and shared materials are keeping partners aligned and engaged. As the project moves forward, communication efforts will continue to evolve, adapting to new opportunities and challenges. The upcoming Midterm plan and report for dissemination and communication activities (D10.4, M21) will help refine strategies to ensure VICT3R’s message reaches the right people, ultimately supporting the broader adoption of VCGs in research and regulatory settings.

Annexes

Annexes 1-5 have been embedded as attachments within this PDF. To access, open the attachments panel in your PDF viewer. Annex 6 has been included as images (pages 23-25).

Annex 1 – VICT3R press release

Annex 2 – Launch toolkit

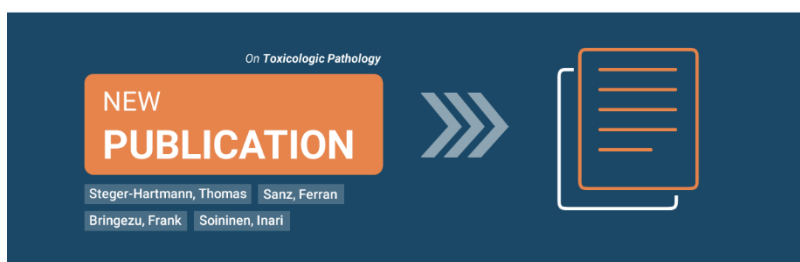
Annex 3 – One pager

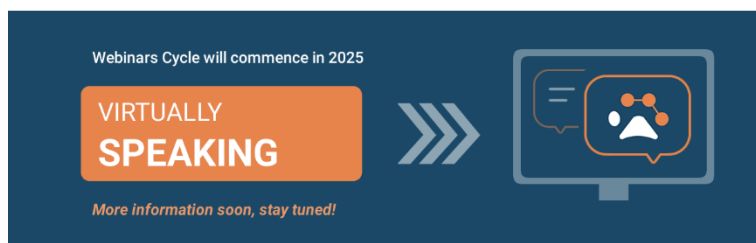
Annex 4 – Communication and Dissemination Guidelines

Annex 5 – Dissemination Tracker



Annex 6 – Visuals Created







Claus Stie Kallese


Claus Stie Kallese
grit42

1

Who is Claus Stie Kallese, and what is grit42?

I started my career as a medicinal chemist within neuroscience. Moved to compound management, logistics and data management. Then studied software development and later an EMBA in France. I headed up Lundbeck's internal global research informatics group for 15 years before founding grit42 with 3 colleagues in 2014.

grit42 is focused on supporting data management in the biopharma preclinical drug discovery space. We are self-funded and owned by the founders. I function as the CEO of the company.

#Toxicology #AnimalWelfare #EthicalResearch #AI

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Claus Stie Kallese
grit42

2

What motivated you to get involved in the VICT3R project?

Firstly, it's a big consortium with many partners. That's always exciting!

Secondly, it's a new domain for us in grit42. We move downstream into pharma early development and the GXP space. So lot's for us to learn and many new people to interact with. After 25 years in preclinical drug discovery it's refreshing to see something new.

Finally, the VCG concept is something we need to develop in the project and get regulatory acceptance to use in the filings going forward. That's certainly an interesting challenge - also from a software development/platform perspective.

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Claus Stie Kallese
grit42

3

How does your expertise help drive VICT3R's goals forward?

The grit42 founder team have worked together for 25 years developing and maintaining databases for preclinical data. And in some of the current big IMI projects we are part of we already store data in both CDISC SDTM as well as CDISC SEND format. The VICT3R database and platform will focus entirely on control data in SEND.

So we will use our existing data warehouse platform on our many years of expertise in large scale data management to optimise and tune the VICT3R/grit42 platform for firstly SEND data and later algorithms for generating the VCGs.

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Claus Stie Kallese
grit42

4

What excites you most about VICT3R's potential impact?

It would naturally be very nice if we can help reduce the use of animals in these kinds of studies. The drug safety world is - for good reasons - very conservative. But if we can get the VCG concept accepted and reduce the use, then hopefully over time with more data, more new technologies and more validation we can reduce even more and spread the concept to other domains.

As a former medicinal chemist with 15 years in Pharma I also cannot help thinking it will be cool to impact the whole industry and the regulatory processes. Globally.

#Toxicology #AnimalWelfare #EthicalResearch #AI

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Thank you, Claus!

Stay tuned for more on **Minds behind VICT3R**.
Let's reshape the Future of Toxicology **TOGETHER**


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