

EU-JAMRAI 2 - DELIVERABLE 2.1

DISSEMINATION, EXPLOITATION, COMMUNICATION AND OUTREACH PLAN (DECO)



**BUILDING A
ONEHEALTH
WORLD** 

to reduce Antimicrobial Resistance (AMR)

WP2 | Dissemination, Exploitation, Communication and Outreach Plan

Leader acronym | AEMPS

Author(s) | Ana Navarro Tamayo, Laura Alonso Irujo, Víctor Anibal López Fernández (alphabetically ordered)

Reviewer(s) | Richard Vaux, Yohann Lacotte, Geoffrey Couraud, Karina Rojas (EU-JAMRAI 2 Coordination Team)

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I EXECUTIVE SUMMARY

The present document is the deliverable D2.1 'Dissemination, Exploitation, Communication and Outreach plan (DECO)' of the EU-JAMRAI 2 Joint Action. EU-JAMRAI 2 is co-funded by the European Union under grant agreement No. 101127787, and EU Member States and Associated Countries.

The main objective of the dissemination activities, co-lead by the AEMPS-Spain and INSERM-France, is to ensure the visibility of the Joint Action and the dissemination of public project deliverables, progress and results among the targeted groups. This dissemination effort will be conducted through very well-organized activities in order to ensure that the results of the project are sustainable after the end of the project.

The EU-JAMRAI 2 DECO Plan has been created by the project dissemination & communication team to maximize the transfer of the results achieved, ensuring that it reaches the largest possible number of relevant stakeholders and society in general through the cooperative effort of all EU-JAMRAI 2 partners. This plan is the corner stone of the dissemination strategy bringing together knowledge, experience and best practices when selecting the appropriate tools, activities, channels and timelines.

This includes, in particular, the following aspects:

- The definition and description of target groups and communication channels
- Tools utilized for dissemination of project results
- Plans for dissemination events
- Dissemination activities' tracking methodology and tools
- EU-JAMRAI 2 visual identity

The EU-JAMRAI 2 DECO Plan is a living document that will be regularly reviewed and updated to address the upcoming needs of the different working areas not yet identified and to take advantage of new opportunities. Final outcomes will be presented in the deliverable D2.2 "Dissemination report and organisation of the final meeting" at the end of the project.

Key Words: Dissemination, Sustainability, Objectives, Stakeholders, Results, Impact

2 ABOUT THE ANTIMICROBIAL RESISTANCE GLOBAL THREAT

Antimicrobial resistance (AMR), particularly antibiotic resistance, has arisen as a serious cross-border threat to health with the potential to undermine modern medicine. Each year throughout the European Union (EU), Iceland and Norway, more than 35 000 people die from infections with bacteria that are resistant to antimicrobials, and the annual cost of antimicrobial resistance in EU and European Economic Area (EEA) countries is nearly 11.7 billion EUR¹.

The World Health Organization considers AMR in humans and animals to be one of the top ten threats to global health. Estimates suggest that by 2050 up to 10 million deaths could occur annually affecting economies and shifting more people into poverty. If not dealt with, AMR could also significantly affect agricultural production, again affecting economies and food security, and the most vulnerable populations especially in low-income and lower middle-income countries.

Global attention to AMR has mainly focused on human health and agriculture sectors, but there is growing evidence that the environmental sector has also a role in the development, transmission and spread of AMR. The environmental dimensions of AMR are complex and characterized by dynamic interactions, cyclic interrelationships, complexities and multiple causalities and dynamics in multi-dimensional layers that impact global planetary health².

By adopting the 'One Health' approach, which acknowledges the interconnectedness of human, animal, plant, and environmental health, we can effectively combat Antimicrobial Resistance (AMR). Several nations have already embraced this strategy, integrating environmental considerations into their National Action Plans on AMR. Across agriculture, health, and environmental sectors, numerous policy frameworks and regulations are in place to address key drivers and factors influencing the environmental dimension of AMR. Additionally, voluntary initiatives within industries have established unified protocols for managing the release of antimicrobial compounds, implementing them throughout production and supply chains. International organizations, such as the Quadripartite Alliance (comprising FAO, UNEP, WHO, and WOAH), are spearheading joint efforts for cohesive action.

However, there remains a pressing need for further action and collaboration.

¹ <https://www.ecdc.europa.eu/assets/amr-targets-2030/index.html>

² United Nations Environment Programme (2023). Bracing for Superbugs: Strengthening environmental action in the One Health response to antimicrobial resistance. Geneva

3 EU-JAMRAI 2: AN OPPORTUNITY TO KEEP IMPROVING

To reduce AMR burden, a global approach is called for combining awareness raising, surveillance, antimicrobial stewardship (AMS), infection prevention/control (IPC) while ensuring access to antibiotics and diagnostics.

Such interventions need to be grounded in a One Health perspective, considering the interconnection between humans, animals, plants and the environment. Following the 2017 EU One Health Action Plan against AMR to make Europe a best practice region and the first European Joint Action (JA) on AMR and Healthcare-Associated Infections (EU-JAMRAI), this new JA, EU-JAMRAI 2 will support Member States/Associated Countries (MS/AC) in their efforts to develop, update and implement their National Action Plan (NAP) on AMR.

Joint actions are designed to encourage national authorities, academic and non-profit organisations to join forces with the European Commission to address major public health issues where the added value of EU-level involvement is high. EU-JAMRAI 2 contributes to several EU4Health policy priorities against AMR: Strengthening MS/AC coordination; Strengthening the responsiveness of health systems; Ensuring access to critical medicinal products and medical devices; and Protecting citizens.

The success of the EU-JAMRAI 2 will be ensured by:

- Its One Health approach with the involvement of ministries, agencies, and institutions in charge of animal health and environmental issues as well as concrete actions targeting the environment.
- The involvement of 30 MS/AC, each identifying an EU-JAMRAI liaison to guarantee the uptake of the EU-JAMRAI 2 outcomes in the respective NAP.
- The implementation of evidence-based actions and capacity building through various support programmes including pilots, mentorship/observership programmes, on-site visits and training.
- Fostering behavioural science, with activities to identify and lift barriers impeding the implementation of AMS and IPC measures.

3.1 EU-JAMRAI 2 vision, mission and structure

The vision of EU-JAMRAI 2 is to address the emerging needs of society related to antimicrobial resistance. Through appropriate involvement of each group within the different planned actions, the consortium will bring Europe to a region with the best practices to reduce AMR.

Its mission is to lead the fight against AMR through joint and coordinated action across Europe. We are committed to promoting interdisciplinary collaboration among countries, institutions, and sectors, to safeguard the effectiveness of antimicrobials and protect public health, now and in the future.

Prevention, early detection, and effective management of antimicrobial resistance are key priorities at all levels of healthcare, from primary care to hospital settings but also in animal health. This Joint Action is committed to driving innovation, education, and public awareness to effectively tackle this global public health challenge, thus ensuring a safer and healthier future for generations to come.

EU-JAMRAI 2 has defined 10 work packages (WP). All the working areas will involve the different project partners and take into account the specific social, cultural, economic and political contexts.

Table 1. EU-JAMRAI 2 Work Packages

WP	Title
1	Project management and coordination Leader: INSERM, France
2	Dissemination Co-Leaders: AEMPS, Spain; INSERM, France
3	Evaluation Co-Leaders: KG, Spain; FFIS, Spain
4	Sustainability Leader: MoH FR, France
5	One Health strategies and NAP: Member State engagement Leader: VWS, Netherland
6	Antimicrobial stewardship in humans, animals and environment Co-Leaders: AEMPS, Spain; NPHO, Greece
7	Improve the Infection Prevention and Control (IPC) actions with a One Health approach Co-Leaders: SSI, Denmark; ICO, Spain
8	Integrated One Health surveillance Co-Leaders: ANSES, France; FOHM, Sweden
9	Access Co-Leaders: NIPH, Portugal; FOHM, Sweden
10	Communication, Awareness raising Leader: AEMPS, Spain

4 KEY ADOPTED CONCEPTS

Key adopted concepts concerning communication and dissemination, based on European Commission's documents, are presented in this section.

4.1 Dissemination

“The audience of the dissemination are those how might use the results”

Alexandra Ruete

Communication Officer, DG Research & Innovation
European Commission

Dissemination means sharing project results with potential users - peers in the research field, other healthcare players and policymakers. By sharing the project results with the rest of the scientific community, the project is contributing to the progress of science in general³.

Project outcomes may include concrete (tangible) results, knowledge, skills, and experience that both the Joint Action partners and the participants have acquired (abstract results). Some examples are methods, experiences, best practices, recommendations or guidelines.

Main goals of dissemination are therefore:

- To share information both on the Joint Action in general and on specific activities and methods, highlighting their added value and innovativeness.
- To raise awareness of the importance of the JA for the areas concerned.
- To strengthen and broaden the involvement and participation of target groups.
- To facilitate and strengthen the relationships between the JA partners to achieve the expected results.
- To publicize the funding of the European Commission and its commitment to concrete and actionable solutions.
- To inform decision-makers and facilitate their decisions by formulating recommendations.
- To raise the awareness of future funding authorities and stakeholders by ensuring the continuity and sustainability of the project.

³ https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grantmanagement/dissemination-of-results_en.htm

4.2 Communication

“The European Health Union seeks to ensure that all Member States are better prepared and respond together to future health crises”

Communication “The European Health Union: acting together for people's health”
European Commission

“Communication is to inform and reach out to society”

Alexandra Ruete
Communication Officer, DG Research & Innovation
European Commission

One of the main goals for the European Health Union over the coming years is to further promote the health and well-being of people across the EU and beyond. The EU pursues answering to the needs of citizens, putting equity in access and care at the heart of the European Union⁴. It directly strengthens what officer Alexandra Ruete highlights about science communication and the focus on the wider audience: “Communicating to society is a matter of giving back in some way a return for its taxes that also finance the European projects.”⁵.

Communication is about showing society how research and innovation is impacting their lives; is about knowing the audience and making it count; is about being visual, interactive and personal with any material generated; is about using infographics, videos and social media profiles; is about creating conversations and engaging the audience to ask questions about researchers' jobs and results.

The communication activities of European projects go beyond dissemination: they do not involve project results only but also how the project addresses the societal challenges and the European added-value of the project. As already mentioned, communication activities target a much wider audience than dissemination ones, including the media and the general public. It is important to use a less technical language so that a non-specialist audience can easily understand the goals and means of the project.

For example, communication activities include: visual identity (logo, graphic charter, etc.), public website, leaflets and flyers, social media, videos, press releases, etc. With the communication activities we call attention of multiple audiences about EU-JAMRAI 2 work (in a way that they can

⁴ Communication on the European Health Union: The European Health Union: acting together for people's health - COM(2024). https://health.ec.europa.eu/publications/communication-european-health-union_en

⁵ <https://www.youtube.com/watch?v=0JbLCd-7u7g&list=PLvpwljZTsLhe0wu6uy8gr7JFfmv8EZuH&index=2>

be understood by non-specialists) and address the public policy perspective, by considering aspects such as⁶⁷:

- International health initiatives and transnational cooperation in a European consortium (i.e. how working together has allowed to achieve more than otherwise possible)
- Health promotion and disease prevention
- Prevention, preparedness and response to cross-border health threats
- Integrated work among national health systems
- Contributing to competitiveness and to solving societal challenges (eg. impact on everyday lives, better use of results and spill-over to policymakers, industry and the scientific community).

Table 2. Communication vs Dissemination⁸

COMMUNICATION	DISSEMINATION
Covers the whole project (including results).	Covers project results only .
Start at the outset of the project.	Happens only once results are available .
Multiple audiences Beyond the project's own community, including the media and general public. Multiplier effect.	Specialist audiences Groups that may use the results in their own work, including peer groups, industry, professional organizations, policymakers.
Informing and engaging with society, to show how it can benefit from research.	Enabling the take-up and use of results .

⁶ https://health.ec.europa.eu/funding/eu4health-programme-2021-2027-vision-healthier-european-union_en

⁷ https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grantmanagement/communication_en.htm

⁸ Font: https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

5 OUR DISSEMINATION OBJECTIVES

Antimicrobial resistance is a complex problem that must face the challenge of generating a lasting increase in public awareness, considering what some studies point out about the low knowledge of the public and even physicians⁹. As already mentioned, the main objective of WP2 is to ensure the visibility of the JA and the dissemination of the project deliverables, progress and results among the targeted groups. In this context, the four concrete objectives of this dissemination plan are:

- To ensure that the scientific community, health professionals and practitioners, and the general public understand the value of EU-JAMRAI 2 and the importance of the One Health approach in reducing AMR burden.
- To engage the scientists directly involved in EU-JAMRAI 2 in communicating their results to society.
- To ensure coordination among all partners supporting each other in communication and dissemination related actions.
- To successfully disseminate the scientific results, concrete actionable solutions, technical achievements and knowledge generated during the project.

6 CORE MESSAGES

6.1 Slogan/Claim

Aiming at developing a memorable identity, the positioning statement/slogan below guides the development of key messages and ensures that they all have a consistent voice and that all planned activities reinforce each other for a cumulative effect.

**Building a One Health World
to reduce Antimicrobial Resistance**

From the EU-JAMRAI 2 communication and dissemination team, we plan to base our messaging on positive concepts, avoiding warlike approach to refer to the work we do. We do not want to use the verbs 'to fight' or 'to combat', and so we are committed "to build"; expressing that together we can still find a solution to reduce antimicrobial resistance.

⁹ Krockow EM. Nomen est omen: why we need to rename 'antimicrobial resistance'. JAC Antimicrob Resist. 2020 Sep;2(3):dlaa067. doi: 10.1093/jacamr/dlaa067. Epub 2020 Aug 11. PMID: 34192252; PMCID: PMC7454604.

6.2 Visibility key messages

Key messages are the essential information we want our audience to hear, grasp, and retain. These concise statements highlight what we do, why it matters, what sets us apart, and the value we provide to our stakeholders.

- **Together we are stronger.** EU-JAMRAI 2 brings together 128 partners and more than 50 stakeholders from 30 countries to lessen the burden of AMR and reduce HCAs.
- **EU-JAMRAI 2 works from a One Health perspective.** We are committed to the 'One Health' approach, which recognizes that the health of people, animals, plants and the environment are interdependent when addressing AMR.
- **We are on time.** Solutions exist and can be implemented through international commitment. If we take proactive action, we can reduce the harm and risks of AMR.
- **AMR needs an ambitious approach.** Tackling AMR will require all hands-on deck: governmental institutions, civil society, health professionals, international organizations and the private sector.
- **AMR is a global threat that requires a global response.** This threat that does not recognize geographic borders and mandates a common European approach coordinated with other international initiatives.
- **AMR and infection control are tightly linked.** We seek to implement state-of-the-art infection prevention and control measures for both community-acquired and healthcare-associated infections.

7 THE AUDIENCE

The Joint Action target audiences will be:

- **Human and animal healthcare professionals** who make decisions about screening, diagnostics, treatment, and recommendations for patients and animal care.
- **Environmental experts** who investigate the development, transmission, and spread of antimicrobial resistance through the environment to humans, animals, and plants.
- **Policymakers** at European, national and sub-national levels with responsibility for their human and animal health programmes and its regulations.
- **Beyond AMR and HCAI communities** (other Joint Actions and other policy areas, such as JPIAMR, CHESSMEN, EUPAHW, EU-WISH).
- **International organizations and stakeholders** that make decisions about funding and implementing human and animal health programmes.
- **EU-JAMRAI partners & National Action Plans on AMR** who are implementing the Joint Action.
- **Scientific community (Academia, researchers)** involved in the field of AMR.

- **Mass media and specialized media** that will help us spread the project information among a large audience.
- **Specialist audiences.** Groups that may use the results in their own work, including peer groups, industry, professional organizations.
- **General public.**

8 REACHING THE TARGET AUDIENCES

8.1 Dissemination to general public

Various channels of communication set up within EU-JAMRAI 2 will guarantee broad public engagement. This dissemination initiative will cover a range of media including informative articles, news updates, public forums, audiovisual content, and a variety of platforms such as the EU-JAMRAI website, social media channels, newsletters, and live events.

Think out of the box

A European research from 2021 reveal a high level of interest in science and technology (82%) and a desire amongst citizens to learn more about it in places like town halls, museums and libraries (54%)¹⁰. The same research discovered that most people often mentioned "health and medical care" and the "fight against climate change" when asked about the areas in which research and innovation can make a difference.

The EU-JAMRAI 2 communication team will promote the collaboration with cultural and scientific spaces to bring the project closer to citizens. Museums, Festivals of Science or Book Fairs are great places to connect with the general public in a relaxed atmosphere.

In addition, we see a good relationship with the media as key to objective reporting on antibiotic resistance. We will try to create opportunities to talk to the media, while providing EU-JAMRAI 2 members with tools to deal with them.

8.2 Counting on professionals experts and EU-JAMRAI 2 partners

Professional experts on antimicrobial resistance, the scientific community and our partners are the driving force behind EU-JAMRAI 2. It is imperative that they actively participate in sharing information, good practices and actions through talks, conferences, and open releases.

¹⁰ <https://europa.eu/eurobarometer/surveys/detail/2237>

It's crucial to stay informed about AMR relevant conferences, congresses, and live events happening at local, national and international levels and to encourage EU-JAMRAI 2 professionals experts and partners to take part. The dissemination and communication team will offer support to partners by providing communication materials such as presentation templates, updating event information on the website and social media pages, and writing press releases when needed.

Key Roles of WP4 and WP5 in dissemination

As mentioned above, EU-JAMRAI 2 partners and leaders of the different working areas will be the best ambassadors for the initiative. However, it is essential to emphasize the critical role of two specific work packages in disseminating the Joint Action's results and recommendations:

Sustainability (WP4): Focused on ensuring the sustainability of the most relevant EU-JAMRAI 2 outcomes and advocating for their integration at regional and national levels.

One Health Strategies and NAP: Member State Engagement (WP5): Among other tasks, this working area is responsible for coordinating the 30 liaisons (one for each member state or associated country participating in EU-JAMRAI 2), ensuring the uptake of EU-JAMRAI 2 outcomes in their respective NAPs.

These work packages will collaborate through the EU-JAMRAI 2 Antimicrobial Resistance One Health Policy Group (AMR-OHPG) to establish a coordinated procedure with countries, securing their commitment to participate in key EU-JAMRAI 2 activities and to implement relevant outcomes at the national level.

Therefore, the dissemination and communication team must work closely with WP4 and WP5 to ensure that key EU-JAMRAI 2 outcomes are presented during the EU-JAMRAI 2 AMR-OHPG meetings and communicated effectively to countries and their NAPs. Additionally, they must guarantee that EU member states and associated countries receive regular information about the progress of EU-JAMRAI 2 through the periodic eNewsletter.

8.3 Stakeholders Forum & international organizations

EU-JAMRAI 2 wants to reinforce the work and messages on AMR that other organisations, institutions, projects and joint actions have been developing for some time. In order to join forces and not duplicate efforts, we will work closely with the members of the Stakeholder Forum and other international organizations. Internal communication will be fluid with them, and regular meetings, webinars, and working groups will be scheduled to facilitate direct dialogue and discuss ideas, proposals, concrete actions and sustainability plans for most relevant outcomes.

8.4 Policymakers & specialist audiences

EU-JAMRAI 2 will try to engage policymakers through formal channels such as European Union institutions, national health ministries, and regulatory bodies, providing evidence-based reports,

policy briefs, and recommendations tailored to their priorities. We will seek to exchange views with industry leaders by participating in key conferences, industry forums, and working groups focused on AMR. Additionally, we will build partnerships with all healthcare professional organizations like medical societies, pharmacists' associations, and veterinary networks, offering tailored information, best practices, and tools to support AMR efforts. We will also establish ongoing dialogue and foster collaboration by organizing and/or participating in roundtables, workshops, and public consultations to ensure alignment and maximize impact on AMR policies and practices.

WP5 (One Health Strategies and NAP) and its network of liaison officers as well as WP4 (sustainability) will play a crucial role on engaging policymakers in each country.

8.5 Mass media and specialized media

We will craft clear, compelling narratives that highlight the urgency and public health impact of AMR, tailored to resonate with general audiences. We will reach out to mass media through press releases and media briefings, ensuring that key messages are accessible and newsworthy. The relationships with journalists who cover health, science, and public policy, will be leveraged to offer them interviews and expert commentary. For specialized media, such as medical, pharmaceutical, and scientific publications, we will provide in-depth analysis, research findings, and technical updates that appeal to professionals in the field. Additionally, we will utilize targeted digital campaigns and social media to amplify our message and engage both types of media.

Table 3. Reaching the target audiences

Audience	General activities	Responsibility
General Public	Developing conferences and live events. Sharing information about EU-JAMRAI 2 through Social Media, website, press releases, etc.	WP2 leaders with all partners' support
Professionals experts Partners Scientific Community	Sharing results through publications, newsletters, conferences, web portals and open releases.	All Partners
Stakeholders International organizations	Organizing regular meetings, webinars, working groups.	Coordination & WP2 leaders with all partners' support WP4 & WP5
Policy makers Specialist audiences	Providing evidence-based reports, policy briefs, and recommendations tailored to their priorities. Participating in key conferences, forums, workshops and working groups focused on AMR.	WP2 leaders with all partners' support Liassons WP4 & WP5

Mass media Specialized media	Reaching out through press releases and media briefings. Offering interviews and expert commentary. Providing in-depth analysis, research findings, and technical updates that appeal to professionals in the field.	WP2 leaders with all partners support
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9 THE TOOLS

To achieve the objectives set out in the EU-JAMRAI 2 Dissemination Plan, the Joint Action will make use of a wide range of resources and tools to promote awareness of its results: An updated visual identity, a new public website, a complete intranet service, a social media strategy, audiovisual and infographic contents, a regular publication of an e-Newsletter, informative printed materials, press releases, email distribution lists, as well as the organisation and promotion of events, workshops, meetings and a Final Dissemination Conference.

9.1 Visual Identity

A revision of the visual identity of EU-JAMRAI I has been carried out. The new image is more optimistic, without losing the institutional and professional tone. Colours and fonts have been updated. A corporate manual is available to ensure consistency in brand communication in all channels and media, both physical and digital (see APPENDIX I).

The following materials have already been updated under the guidelines of the new Brand Tool Kit:

- Logo
- Web and Social Media Banner
- Social Media feeds
- Templates (letter, ppt presentations, publications, agenda, minutes, participants list, business card, backgrounds for videocalls, email signatures, etc.)
- Promotional materials:
 - Conference folders
 - Roll-ups

9.1.1 The new logo

The new logo preserved the logo's core elements while revising their arrangement to introduce a more modern aesthetic and a more balanced composition. This seeks to highlight the logo's modernity and versatility while maintaining its recognizability and ensuring a fresh and dynamic image.

Colors: The gradient is replaced with more modern and adaptable colors, while preserving the original brand color palette. The new main color is a vibrant blue that conveys light and optimism.

The darker blue is one of the colors in the original logo gradient, complementing the blue of the figure and ensuring the legibility of the text. It has been replaced by black to soften the image and mitigate the feeling of harshness.

The typography is Exo. It was chosen for its geometric design, which lends it a technological and avant-garde appearance. Its clean and contemporary style makes it very attractive, friendly, and up-to-date.



9.1.2 Icons areas

A set of icons has been created to distinguish, identify, and contextualize different work areas. Each icon represents the name of a specific work area, and they are based on the antimicrobial resistance symbol (see next section), offering a consistent visual identity.



9.1.3 The Antimicrobial Resistance Symbol

In EU-JAMRAI 1, the communication team called to action individuals from all over the world and organised a design contest to find the first global symbol that represents the threat of antimicrobial resistance. A symbol that anyone can make at home and everyone, anywhere can wear proudly. This was the winning symbol:



Our goal in EU-JAMRAI 2 is to raise awareness of this symbol, encouraging policymakers, healthcare providers, and society at large to recognize it and wear it with pride. To achieve this, we have integrated the symbol into all dissemination and communication materials, and we have strengthened the brand including the red colour of the symbol in the graphic charter of the EU-JAMRAI 2 brand toolkit.

9.1.4 The EU flag and funding acknowledgment

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use.

Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

9.1.5 Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“EU-JAMRAI 2 receives funding from the European Union’s EU4Health programme under grant agreement No 101127787. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HaDEA. Neither the European Union nor the granting authority can be held responsible for them.”

9.2 Website

Public:

Online dissemination is a powerful channel to reach thousands of people around the world. A new official website in English has been developed in the first half of 2024 (www.eu-jamrai.eu), maintaining the [EU-JAMRAI I website as a subdomain](http://www.eu-jamrai.eu). It was indeed important to keep the results of the first European Joint Action accessible. The content of website is divided in menus dedicated to general information about the project; each work area; the news and events; audiovisual materials and contact. It is a lively site constantly updated.

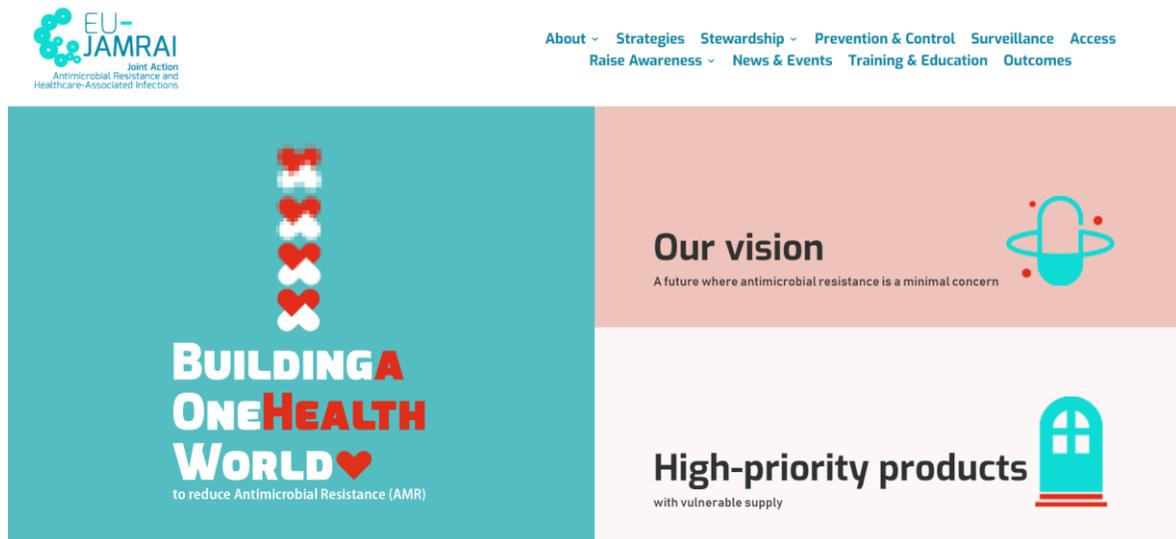


Figure 1. EU-JAMRAI 2 Website Home

Intranet:

The main objective of the intranet (Teams) is sharing internal materials among the project's partners. It will serve also as a platform for the different partners to work together on project documents, establish meetings and discussion groups.

The intranet will:

- Allow an efficient and effective up-to-date exchange of information.
- Function as project repository and central resource library organized according to the needs of the project.
- Be used as a shared workspace for the different project teams to inspire, and nurture collaboration, alignment, visibility, and engagement with one another.

Each EU-JAMRAI 2 member will have access to Intranet channels specific to the areas and work packages in which it participates. In each of these channels the content will be organised through a system of tabs and folders customised according to the needs of each work package.

When a WP leader or focal point have a specific publishable document finished, it should be informed to the dissemination and communication team and it will be uploaded at the corresponding area in the website (and consider disseminating it through other ways).

9.3 Social Media Profiles

The EU-JAMRAI 1 presence in online social networks was happening in Twitter (now X), Facebook, Youtube and Flickr. EU-JAMRAI 2 has extended its presence by creating a profile on LinkedIn, where it has gained 1110 followers in its first six months. These active profiles are updated daily through new content, images, animations, information, etc. contributing to generate interest and enhance support from the community at large.

Fundamental guidelines when using social media channels can be summarized in:

- Requiring disclosure and truthfulness in social media dissemination
- Monitoring the conversation and correct misstatement
- Establishing social media policies to be followed by the project members, collaborators and advocates

A particular effort needs to be made on the online dissemination in terms of production, content and update. The most of this effort will be done by the EU-JAMRAI 2 communication team, but help from all the participants will be required.



Figure 2. EU-JAMRAI 2 Social Media channels

9.4 Audiovisual

Short videos yield the highest Return on Investment (ROI) for social media marketing, according to HubSpot’s 2024 Social Media Trends Report¹¹. ROI is a financial metric used to evaluate the profitability or efficiency of an investment. It measures the gain or loss generated relative to the amount of money invested. It helps organizations determine whether an investment is yielding sufficient value or if resources could be better allocated elsewhere.

Long-form videos are also popular, despite having lower ROI than short-form. They’re more expensive to produce; consumers expect high production quality from them while lacking the attention span to finish watching them.

At the time of writing this DECO Plan, EU-JAMRAI 2 is producing its institutional video, with two lengths: one minute and four minutes. When ready, “The power of being one” video presentation, will be placed on the homepage of the website, and shared on social media channels.



Figure 3. Screenshots of the EU-JAMRAI 2 institutional video

¹¹ https://blog.hubspot.com/marketing/hubspot-blog-marketing-industry-trends-report?hubs_content=blog.hubspot.com

Along the project, video interviews will allow us to energize the website and give visibility to the Joint Action also in social media. Taking advantage of congresses and conferences about AMR where the Joint Action is going to participate, the communication team will set up the technical needs and the questions to interview relevant people in the antimicrobial resistance field and launch them on the EU-JAMRAI 2 website and social media profiles.

9.5 eNewsletter

In order to disseminate the most relevant information that emerges from the project, a newsletter will be produced and disseminated periodically among the project's contact list and those who subscribe through the website. Special issues will also be distributed when necessary (for example, to announce a special project event, a result, etc.).

To build on the work already developed during EU-JAMRAI 1, priority will be given to the use of the MailChimp tool for the design and dissemination of the newsletter. This tool meets all the necessary privacy, data management and monitoring requirements.

9.6 Publications

Leaflets and Factsheet: Using the EU-JAMRAI 2 established visual identity and previous materials, we will update their content producing two general leaflets and additional ones under specific topics when needed.

Layman report: The Layman's report, mandated by the European Commission upon project completion, serves as a concise and informative document. Its purpose is to offer a clear summary of the project's scope and primary outcomes, intended for broad public dissemination.

9.7 Media and press releases

Radio, television and newspaper audiences matter too. Mass media reach millions of people and we must take advantage of that.

Quick and accurate answers to the media are vital to build a trustful and closed relationship. EU-JAMRAI 2 advocates must be designated by each partner, just to be ready to set up an interview if required. A proactive interaction is also fundamental to engage a larger number of mass media.

Press releases relating key milestones and achievements will be distributed by the EU-JAMRAI 2 communication team. Each partner can adapt the press releases given to make them more attractive for the national and local media. Each partner is responsible for sharing the press release with its local and national press contacts. If partners would like to publish their own press release for a single event, they are welcome to do so as far as it is done in coordination with the EU-JAMRAI 2 communication team.

9.8 Infographics

Social media analytics demonstrate that images and infographics are the tools with the highest impact and reactions in social media.

Several postcards and infographics with attractive images and different short key messages targeting each audience will be designed, translated to different languages and widely disseminated through main social media networks: X, Instagram, Facebook and LinkedIn.

9.9 Distribution lists

The communication team will contribute to the creation of a project database that will include partners, stakeholders, professionals in the sector, media, etc. The information will be organised in different lists addressing the specific interests and responsibilities of each segment of the audience. This database will also be fed through:

- Social media group lists with audiences' segmentation
- Newsletters subscriptions

This data collection meets the European privacy standards according to the General Data Protection Regulation (GDPR).

9.10 Congresses, events and workshops

We will encourage EU-JAMRAI 2 related professionals and key managers to participate in relevant meetings, talks, science conferences, science communication congresses and general public science events.

WP2 leaders will prepare a calendar (or ad hoc emails) with the most relevant [events](#) and share them with partners in advance to facilitate their participation. Most of them will also be published in the events section of the website <https://eu-jamrai.eu/news-events/events/>.

Two complementary roll-ups have been designed by the dissemination and communication team; they can be found in the Teams WP2 folder. If partners need a specific design, they should contact the communication team for help.

EU-JAMRAI 2 has already participated in:

- AMR Conference of the Belgian Presidency of the Council of the European Union 2024
- ESCMID 2024 - European Society of Clinical Microbiology and Infectious Diseases Global Leaders Group on AMR
- AMR One-Health Network 2024

9.1 | Final Dissemination Conference

A final Conference will be organized at the end of the project (4th year) to disseminate the project results. This Conference will target in priority clinicians and general practitioners, veterinarians, environmental researchers, professional associations, mass media, patient organizations, stakeholders, etc. It will also involve representatives of the Joint Action.

Although designed with a different objective (raising awareness and changing behaviour) the activities developed by WP10 share the same tools used by WP2 (website, social media channels, etc.) and will also give visibility to the Joint Action.

10 THE CONTENTS

EU-JAMRAI 2 will promote the dissemination and visibility of all concrete actions developed during the project, both internally and in the promotion of public results, reports, guidelines, resources and tools.

In this sense, some of the actions and results foreseen are:

Coordination:

- Interims and final Coordination reports

Sustainability

- A Sustainability guidance tool
- A Sustainability Plan

OH Strategies and NAPs:

- An Overview of the programs designed to countries in the development, update, implementation of their National Action Plan
- An Overview of the chosen priority topics to improve per country, with defined progress indicators, updated and operationalised National Action Plans

Stewardship

- A European framework for AMS programs in human health for hospitals, primary care and for long term care facilities
- Guidelines on core elements and competencies for stewardship program in food-producing animals and companion animals
- P2P training programs for human and animal antimicrobial stewardship
- A pilot training program for AMS in the environment
- A behaviour change toolkit for AMS

Infection Prevention and Control

- An European Framework for Core Competencies, requirements, and self-assessment systems
- Support programs for IPC implementation
- A data plan of requirements for IPC in veterinary medicine
- Highlighted success, barriers and best practices for IPC actions in Human, Animal and Environmental sector

Surveillance

- Report on existing AMR surveillance systems
- Report on the EARS-Vet network activity
- Recommendations on common environmental surveillance

Access

- An interactive map with high-priority products with vulnerable supply
- Interventions to improve access to selected products

Awareness

- Review of existing awareness raising key messages and materials at EU level
- Study to identify barriers and potential facilitators for implementing AMR awareness activities in schools
- Awareness raising campaigns, materials, and AMR symbol promotion

II IMPLEMENTATION

EU-JAMRAI 2 partners play a very important role in the implementation of this plan by:

- **Task leaders:** Sharing information with the communication team of EU-JAMRAI 2 about all the activities, events, results, etc. where they will participate on behalf of the Joint Action and are likely to receive dissemination support from the WP2 team.
- **Task contributors:** Actively participating in the development and implementation of any of the tasks reflected in the Grant Agreement.
- **All partners:** Supporting the dissemination (through their social media networks, contact lists, newsletters, web pages, etc.) of all the materials generated by the communication team.

A more comprehensive distribution of task leaders and task contributors among EU-JAMRAI 2 partners is included in APPENDIX 2: Partners Participation.

11.1 Timeline

The following figure shows visually the implementation period of each activity and highlights the most important milestones.

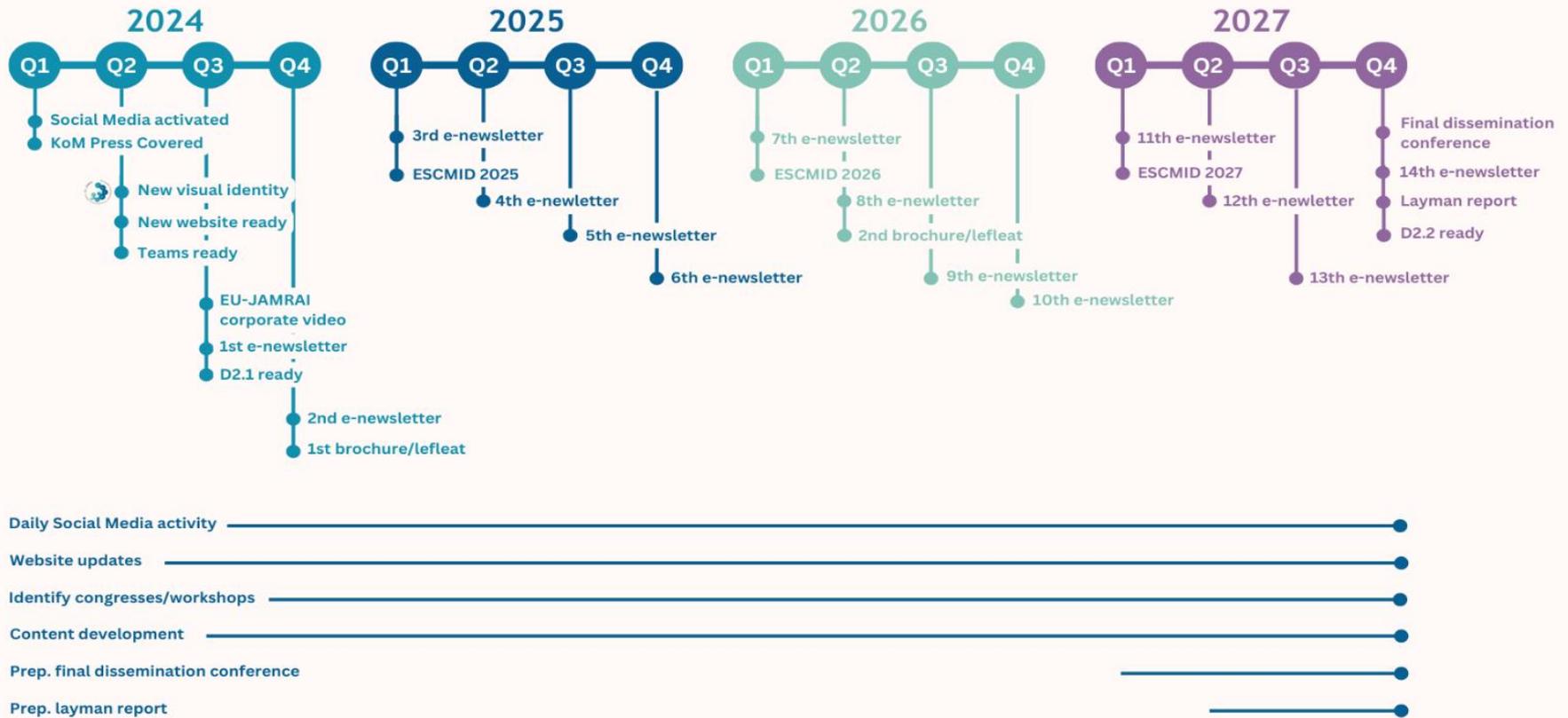


Figure 4. EU-JAMRAI 2 Dissemination Timeline (January 2024 - December 2027)

12 INTERNAL COMMUNICATION STRATEGY

12.1 Objectives

12.1.1 General Objectives

It is very important for the project impact that all members are aligned in terms of the way and means in which EU-JAMRAI 2 information is communicated outward. Appropriate internal coordination with the communication area will be required.

Our objective is to deliver a communications framework that provides clear, informative and engaging two-way communications, which will be planned and effectively linked with the key messages.

12.1.2 Specific Objectives

- Simplify the structure of internal communications, channels and messages.
- Ensure that all the WPs inform and get informed about the events and activities developed during the project in advance.
- Promote two-way feedback with WP communication focal points and regularly respond to feedback received.
- Identify areas/channels of success and areas/channels in need of further attention.
- Establish an appropriate communication process in which the communication focal points of each WP receive the information and disseminate it through the WP participants.

12.2 Dissemination/Communication Focal Points

A Dissemination/Communication Focal Point is a designated individual responsible for coordinating and managing the project's communication activities. Their primary role is to ensure that the project's key messages, achievements, and updates are effectively conveyed to stakeholders, partners, and the public.

Within the EU-JAMRAI 2, a communication focal point will be identified for each work package with the objective of having that person handle all regular communications with the dissemination and communication team (WP2 & WP10). This person will act as the central hub for information dissemination of the work package that she or he represents.

They will be in charge of:

- Centralizing their WP information susceptible to be disseminated and transfer it to the dissemination and communication WP leaders.
- Disseminating the communication materials and campaigns that WP2 and WP10 will provide during the project:
 - Ensuring that the materials reach all the participants of their work package, and that the information flows in both directions.
 - Participating in the dissemination of campaigns and press releases through the members of their organization, their own social networks, web and their available channels, to help reach the target audiences.
 - Sharing information on relevant events of interest for the consortium.

Until a representative is appointed, the dissemination/communication focal points will be the WP leaders.

12.3 Internal Communication tools/channels

12.3.1 Email

The dissemination and communication Work Packages (WP2 and WP10) will contact the *communication focal points* when needed through email.

Emails are one of the most common and versatile communication channels. However, the average number of emails received in a day is normally high; therefore, WP2 and WP10 will use the email correspondence only in the following cases:

- To inform about new communication materials/tools that will be useful for every WP (templates, social media channel, website launch, etc.).
- To distribute new awareness campaigns developed by WP10. Each WP communication focal point will support the dissemination of these campaigns through their organization and their target audiences.

12.3.2 Intranet (Teams)

Teams will be used by EU-JAMRAI 2 members as its intranet in order to:

- Allow an efficient and effective up-to-date exchange of information.
- Function as project repository and central resource library organized according to the needs of the project.
- Be used as a shared workspace for the different project teams to inspire, and nurture collaboration, alignment, visibility, and engagement with one another.

When a WP leader or focal point has a specific publishable document finished, it should be informed to the communication team and it will be uploaded at the corresponding area on the website (and consider disseminating it through other ways).

12.3.3 Teams Calendar

Events will be posted by each work package leader in the common Teams calendar. In this way, the communication and dissemination team will be regularly informed of all planned events and will be able to request additional information (photos, etc.) from those responsible.

Important:

- Events shall be entered in the calendar in the following order: *WPx-Type of event-Name of event-Place*. Example: *WP10-WS-Communication Network-Brussels*
- During the organization of events and meetings, consult the communication team so that we can provide support and the communication materials developed for the Joint Action.
- Please, any changes in the contact persons (new additions, email changes, etc.) should be communicated, not only to Coordination, but also to the leaders of the WP2 and WP10 in order to keep the databases updated and not suffer a breakdowns of information flows during the project.

12.3.4 Meetings

The Executive Board meetings and the General Assemblies will be good opportunities for both parts (communication/dissemination team and other WP leaders) to discuss about the main subjects related to EU-JAMRAI 2 communication and dissemination, for example:

- Summarize the latest most important activities related to communication, awareness raising, and dissemination developed to support the visibility of the Work Packages.

- WP leaders could highlight the main challenges that may arise in the next months related to communication.

12.3.5 Other Project management channels

Newsletters and the news section of the website shall also play a role as internal communication tools. Although targeted to external audiences, EU-JAMRAI 2 quarterly external newsletters will provide information that is directly relevant to the members of the consortium.

The messages to communicate and the information shall be centralized by WP2 as responsible for writing, compiling, editing, and disseminating the content in accordance to the purpose of the Newsletter.

The “Events” and “News” sections of the website, which shall target external communication, will serve also to keep partners informed of important milestones of the project, event announcements, and even to recognise partners’ contribution.

12.3.6 Flowchart

The organizational chart or communication flowchart is a valuable tool that promotes clarity, efficiency, and collaboration within EU-JAMRAI 2 project. It enhances communication practices, reduces misunderstandings, supports decision-making processes, and contributes to a positive and productive work environment.

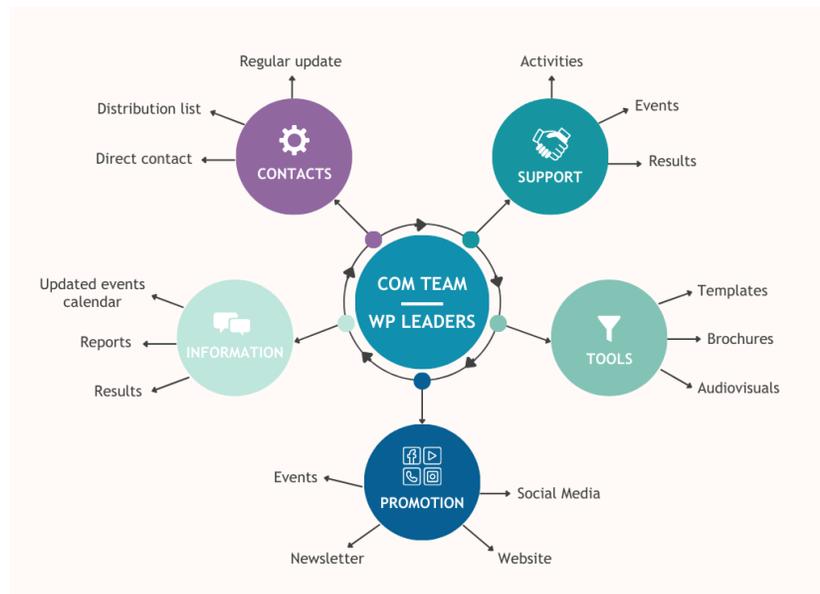


Figure 5. EU-JAMRAI 2 Flowchart

The EU-JAMRAI 2 flowchart provides partners with a clear view of the relationships between them and the communication/dissemination team. Communication pathways are presented for an efficient communication, reducing confusion in procedures. The chart also improve collaboration, as everyone knows who to approach for support.

Table 4. Internal Communication Matrix

Internal communication matrix					
Mean	Purpose	Intended result	Communication role	WP leader & focal point's role	Frequency
Email	Inform, engage	<ul style="list-style-type: none"> - Communication team receives information to disseminate and feedback from the WPs. - WPs receive information and materials from communication work packages. 	<ul style="list-style-type: none"> - Maintain all the WPs informed about new materials and news from WP2 and WP10. - Give support on the dissemination of information to all the WPs. 	<ul style="list-style-type: none"> - Maintain WP2 informed about any information/material developed by their WP susceptible to be disseminated. - Support WP2 and WP10 on the dissemination of materials and campaigns among their networks. 	WP2 will send communications through email when needed.
Meetings	Inform, receive feedback	- A more interactive way to keep updated and give/receive feedback and contributions from other WPs.	- Update information about the last materials, campaigns, strategies developed.	- Update information of the developed and planned activities to other WPs.	When scheduled by coordination
Intranet (Teams)	Exchange information	- Shared workspace for the different project teams to inspire, nurture collaboration, alignment, visibility, and engagement with one another.	- Make all communication materials available on the intranet.	- Work package leaders are able to assign a specific group of partners to each folder, classifying who should receive an email when a document is uploaded or need to be reviewed by the collaborators of this WP.	When needed
Newsletter	Share EU-JAMRAI 2 information with internal & external audiences	- Keep all the target audiences informed and provide/update information that is directly relevant to the members of the consortium.	<ul style="list-style-type: none"> - Release quarterly newsletters. - Improve the external database. 	- Maintain WP2 informed about the activities developed or to be developed susceptible to be published on the Newsletter.	Quarterly

Internal communication matrix					
Mean	Purpose	Intended result	Communication role	WP leader & focal point's role	Frequency
Website	Inform	- The "Events" and "News" sections of the website will serve to keep partners informed of important milestones of the project, events and even to recognise partners' contribution.	- Keep the website updated.	- Send WP2 any future event or activity, article, milestone, publication developed by their WP.	When needed

13 INDICATORS

The most frequently practiced communications assessment focus on monitoring website traffic, news and social media. Tracking audience exposure to the project's channels and messages is helpful to establish trends over time, and also to capture how particular products such as website content or press releases reach specific audiences. It will be measured through:

- Press clipping.
- Google Analytics (website).
- X, Facebook, LinkedIn and YouTube statistics.

13.1 List of evaluation indicators applicable for WP2 about dissemination

Dissemination, Exploitation, Communication and Outreach plan (DECO)	
Indicator	Definition
Development of a dissemination plan	Preparation of the Dissemination Plan/Strategy
Visual identity	Update of EU-JAMRAI branding: templates, web banner and Brand Tool Kit with new visual identity user guidelines
Development of dissemination contents	Development of dissemination contents (interviews, short clips and promos, infographics, press releases) to update JA website and support identified key events
Number of events (JA dissemination)	Number of events where JA is disseminated (general information or presentation of results)
Website management	
Indicator	Definition
Development of JA sharing platform	Design of a sharing platform for internal communication and file sharing
Joint Action external website design	Design and development of JA external website
Average number of visits to JA website	Average number of yearly visits to JA external website
Percentage of partners with JA web banner in their websites	Percentage of partners that have links to EU-JAMRAI-2 website at their institutional website
Stakeholder engagement	
Indicator	Definition
Perception of the impact of EU-JAMRAI results	Level of perception that JAMRAI-2 results have impact in policy, scientific, and industrial forums

E-Newsletters	Number of digital newsletters released announcing Joint Action events, planned activities and results.
Leaflets and factsheets	Update, development, publication and distribution of at least 2 general leaflets and additional ones under specific topics when needed
Outreach and Public Engagement	
Indicator	Definition
Estimated audience reached by JAMRAI-2 social media channels	Number of followers of JAMRAI-2 on social media
Social media dissemination	Exploitation of the EU-JAMRAI presence on social media platforms to share information with the general public.
Press releases	Number of press releases disseminated
Presentations at scientific and policy-maker events	Number of scientific and policy discussion events with EU-JAMRAI-2 presentations
Development of the Layman report	A comprehensive information brochure focused on project objectives and results with a full overview of the JA outcomes developed
Participation in the Final Dissemination Conference	Percentage of participants in the Final Dissemination Conference
Satisfaction with the Final Dissemination Conference	Level of satisfaction expressed by the participants on the Final Dissemination Conference

APPENDIX I: BRAND TOOL KIT

This Brand Tool Kit has been shared with all EU-JAMRAI 2 partners and can be downloaded following this link: <https://eu-jamrai.eu/visual-identity/>



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Hello!

It is a pleasure to present you with the redesign proposals for your current logo. The goal is to update the visual identity without losing the essence that your partners and the institutions and companies that support you already know.

The new logo maintain the essence of the brand, but with a fresh and updated touch. I hope you like it

The manual

This manual aims to establish guidelines for the correct use of the new EU-JAMRAI logo, the result of a redesign process carried out to update the brand's visual identity.

1

LOGO

The new logo preserved the logo's core elements while revising their arrangement to introduce a more modern aesthetic and a more balanced composition.

This seeks to highlight the logo's modernity and versatility while maintaining its recognizability and ensuring a fresh and dynamic image.

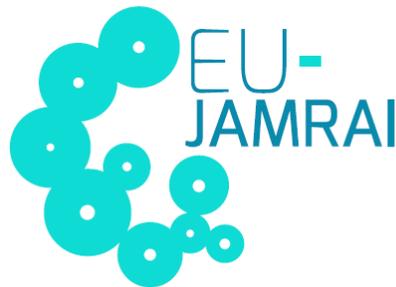
Colors: The gradient is replaced with more modern and adaptable flat colors, while preserving the original brand color palette. The new main color is a vibrant blue that conveys light and optimism. The darker blue is one of the colors in the original logo gradient, complementing the blue of the symbol and ensuring the legibility of the text. It has been replaced by black to soften the image and mitigate the feeling of harshness.

The **typography** is Exo. It was chosen for its geometric design, which lends it a technological and avant-garde appearance. Its clean and contemporary style makes it very attractive, friendly, and current.

2

LOGO

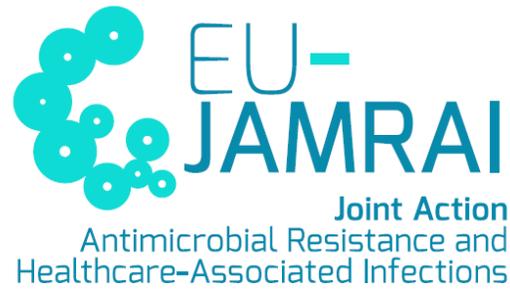
Square



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

3

LOGO
Rectangular



4

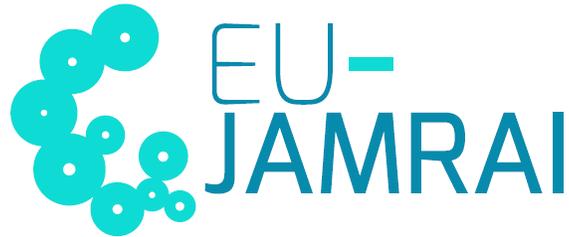
LOGO
Long



5

LOGO

Simple



6

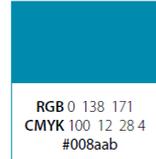
CO LO RS

Digital/screen use



RGB 15 219 213
#0fdbd5

RGB Digital/screen use
CMYK Print use



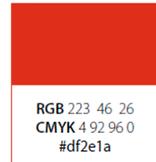
RGB 0 138 171
CMYK 100 12 28 4
#008aab

Print use



CMYK 66 0 23 0
#26cad3

Symbol and areas detail



RGB 223 46 26
CMYK 4 92 96 0
#df2e1a

Bright blue is the primary color of the symbol. I have chosen an RGB color model for its luminosity and considering that the logo will be used mainly in digital environments.

For printing purposes, the color model should be CMYK.

The darker blue, inherited from the gradient of the original logo, is the color of the text.

Later we will see how to use the colors in the rest of the communication.

BLACK (POSITIVE)

The black version of the logo ensures that the brand identity can be maintained in different contexts and on various backgrounds. There are situations where the color version of the logo is not viable, either due to technical, budget or design limitations (for example, in monochrome printing or on materials where colors cannot be used). A black logo, in positive, ensures that it remains clear and legible in all applications.



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections



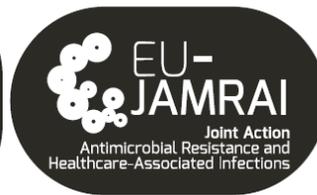
8

WHITE (NEGATIVE)

When using the logo on dark backgrounds or intense colors, a white version ensures that the logo remains visible and legible. A logo in its original color may get lost or not stand out properly in these contexts.



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

9

GRAY

A grayscale logo ensures that the company's visual identity remains consistent and recognizable in situations where color reproduction is not possible, such as black and white printing, faxes, photocopies, or certain types of printers.



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections



Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections



10

SAFE AREA

The logo's safe area refers to the minimum amount of clear space that must be maintained around the logo when it is accompanied by text, photographs, or illustrations. This ensures the visual independence of the brand from other graphic elements with which it shares space.



11

SHARING SPACE WITH THE EU LOGO

The EU logo must be accompanied by the following text on all communication materials: "Co-funded by the European Union"



Co-funded by
the European Union



Co-funded by
the European Union

12

WHAT NOT TO DO

EXAMPLES:



Do not change or alter the elements of the logo



Do not recreate the logo using any other type font



Do not distort the properties of the logo



Do not add any additional effects (frames, shadows etc.)



Do not change the color



Do not place on backgrounds that provide little contrast or legibility.

AREAS

To distinguish between different work areas in communication, I have developed a set of icons based on the resistance symbol. Each icon represents the name of a specific work area. I have subtly modified the red color of the symbol to ensure a harmonious combination with the colors of the logo.

Within the templates, I will incorporate some visual lines using the same red color. This approach will ensure that the introduction of the symbol does not appear overly intrusive. You will be able to see how these visual lines function within the context of the templates at a later stage.

14

AREAS

 #COUNTRIESCOMMITMENT

 #RATIONALUSE*  #STEWARDSHIP

*for raising awareness among the general public

 #INFECTION PREVENTIONANDCONTROL

 #SURVEILLANCE

15

AREAS

 #ACCESS

 #RAISING AWARENESS

 #SUSTAINABILITY

 #EVALUATION

16

TYPOGRAPHIC USE

Exo: This is the typeface used for the logo. The Bold weight can be used for titles on the website.

Bahnschrift Condensed: This typeface should be used for PowerPoint templates. The Semibold weight should be used for titles, the Semilight weight for subtitles, and the regular weight for body text.

Gill Sans MT: This typeface should be used for titles in Word templates.

Gill Sans MT Pro Book: This typeface should be used for body text in Word templates.

17

APPENDIX 2: EU-JAMRAI 2 PARTNERS PARTICIPATION

Partner Acronym	Country	Participation in WP2	Persons/ Months per participant in WP2	Task 2.1	Task 2.2	Task 2.3	Task 2.4
GÖG	Austria		0,5				
FPS HFCSE	Belgium	X	3	task leader	task leader	task leader	task leader
DHZ	Belgium	X		task leader	task leader	task leader	task leader
Scienciano	Belgium	X		task leader	task leader	task leader	task leader
NCIPD	Bulgaria	X	10				
MoH Bulgaria	Bulgaria	X	4				
NDRVI (BFSA)	Bulgaria	X	4				
CIPH	Croatia	X	0,5	x	x	x	x
MoH CY-MPHS	Cyprus	X	0,8				
SZU	Czech Republic	X	3,84				
SSI	Denmark	X	2	x	x	x	x
UCPH	Denmark	X		task leader	task leader	task leader	task leader
HB	Estonia	X	0,5	task leader	task leader	task leader	task leader
NPHO		X		x	x	x	x
THL	Finland	X	0,5	x	x	x	x
INSERM	France	X	36	Co-leader	Co-leader	Co-leader	Co-leader
MoH-FR	France	X	2	x	x	x	x
ANSES	France			x	x	x	x
UNILIM	France	X		task leader	task leader	task leader	task leader
NNGYH	Hungary		1				

Partner Acronym	Country	Participation in WP2	Persons/ Months per participant in WP2	Task 2.1	Task 2.2	Task 2.3	Task 2.4
ISS	Italy	X	1,4	task leader	task leader	task leader	task leader
DAFM	Ireland	X	0,5				
DOHI	Island	X	1				
PSCUH	Latvia		1				
HI LT	Lithuania	X	2				
LNS	Luxemburg	X	0,5		task leader	task leader	task leader
MFH	Malta	X	1	task leader	task leader	task leader	task leader
VWS	Netherlands	X	1,8	x	x	x	x
RIVM	Netherlands			x	x	x	x
UU/FVM	Netherlands	X		task leader	task leader	task leader	task leader
NIPH	Norway	X	3,95	x	x	x	x
NMI	Poland	X	4				
DGS	Portugal	X	24				
INBI MB	Romania	X	4,8				
SK MoH	Slovakia	X	2				
NIJZ	Slovenia	X	2				
NLZOH	Slovenia	X	0,5				
UMCL	Slovenia	X	0,5				
UMCM	Slovenia	X	0,5				
AEMPS	Spain	X	12	Leader	Leader	Leader	Leader
JUNTAEX	Spain	X		task leader	task leader	task leader	task leader
KG	Spain	X		x	x	x	x
SALUD	Spain	X		task leader	task leader	task leader	task leader

Partner Acronym	Country	Participation in WP2	Persons/ Months per participant in WP2	Task 2.1	Task 2.2	Task 2.3	Task 2.4
SAS	Spain	X		task leader	task leader	task leader	task leader
FCSAI	Spain		72				
CSGIB	Spain		0,76				
FFIS	Spain	X	1	x	x	x	x
FPS	Spain		4				
ICO	Spain	X	0,48	x	x	x	x
IdISBa	Spain		0,8				
SMS	Spain	X	1				other
FOHM	Sweden	X	0,5	x	x	x	x
PHC	Ukraine	X	1,43				

LIST OF ACRONYMS

AEMPS	Spanish Agency of Medicines and Medical Devices
AMR	Antimicrobial Resistance
ATB	Antibiotic
EU	European Union
EU-JAMRAI	European Union Joint Action on Antimicrobial Resistance and Healthcare Associated Infections
GAP	Global Action Plan
HCAI	Healthcare Associated Infections
INSERM	Institut national de la santé et de la recherche médicale
JA	Joint Action
SM	Social Media
SMART	Specific, Measurable, Appropriate, Realistic and Time-Bound
SMP	Social Media Promotion
WP	Work Package



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Joint Action
Antimicrobial Resistance and
Healthcare-Associated Infections

EU-JAMRAI Partners involved in the elaboration of this document:



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