



**Euro-BioImaging**  
European Research Infrastructure for Imaging Technologies in Biological  
and Biomedical Sciences

WP3 Process Plan

**Task 3.3**

Working plan including how to integrate new partners and future trends in biomedical  
imaging

**Deliverable 3.9**

Strategy for inclusion of all relevant stakeholders

**Task leader**  
MPG

**May 2011**

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## **1 Executive summary**

To achieve the aim of a pan-European infrastructure for biological and biomedical imaging in a harmonized, coordinated and well-balanced way requires consideration of the expectations, needs and requirements of all interested parties, which will then be incorporated in the working plan and the business plan for the implementation of the infrastructure. In such regard, 'all interested parties' defines the stakeholders of Euro-Biolmaging. The strategy on how to include all stakeholders consists of measurements that have already been taken, are applied at the moment and will be implemented in the near future. Major components of the communication strategy are the Stakeholder Meetings, the Euro-Biolmaging Website, the Survey and the Newsletter. Furthermore, Euro-Biolmaging has reached out and included the relevant professional organizations, societies and associations in order to disseminate information to their membership. Additionally, Euro-Biolmaging partners have and will continue to systematically participate in relevant national meetings and conferences to introduce Euro-Biolmaging to the participants of such meetings and conferences. Implementing a "national contact" at the level of each member state will further increase the flow of information in a bidirectional manner as well.

This effective choice of different communication channels will ensure every interested person and party and all stakeholders will adequately participate in the process of establishing Euro-Biolmaging.

## **2 Introduction**

Based on the results from Task 3.2 (State-of-the-art inventory map), which will define exactly what infrastructure already exists and where and how to bring existing infrastructure to an appropriate state-of-the-art or establish new infrastructure as necessary, a working plan for the implementation of the infrastructure will be developed, bearing in mind the evolution of Euro-Biolmaging over time (D3.6). The working plan and the financial planning and results from Task 4.3 (Identify funding requirements for establishing a pan-European research infrastructure for biomedical imaging) will, in the final stages of the preparative phase, be integrated in a business plan. The business plan will present the case for a harmonized approach towards a European infrastructure for biological and biomedical imaging as well as provide financial, legal and access models for existing infrastructure to be opened for pan-European access as well as for the new infrastructure that is needed to fill gaps in the existing landscape.

## **3 About the deliverable and the work package/task**

### **3.1 Objective**

While developing the working plan and business plan for the implementation of the biological and biomedical imaging infrastructure, the expectations, needs and requirements of all stakeholders must be considered and incorporated to truly achieve a harmonized approach towards European infrastructure for biological and biomedical imaging. Therefore, the main objective of Task 3.9 is to provide a strategy on how to ensure that all relevant stakeholders can adequately participate in the process during the preparatory phase and thereafter and make sure their input is well received and represented by the different work packages.

### **3.2 Approach**

The strategy of how to include all stakeholders will consist of the measurements that have been taken already - partly even before the preparatory phase had started – and that are applied at the moment as well as expanding the most successful measures in the future. The different communication channels will form an effective choice of instruments to make sure every interested person and party can step in and get actively involved in Euro-Biolmaging.

### **3.3 Results**

The communicating strategy is being based on the following key components, which consist of:

#### I) Stakeholder Meetings

All stakeholders are being invited to attend the Annual Stakeholder Meeting. To date, two such meetings have taken place – the first one in September 2009 in Heidelberg, the second one in October 2010 in Vienna. Both meetings hosted about 250 attendees representing policy makers, funders, EC representatives, scientists, infrastructure providers, journalists and industry. The assemblies are structured in such a way that at first a general introduction is given then key-note lectures by representatives of the European Strategy Forum on Research Infrastructure (ESFRI) and/or the European Commission are given followed by a report on the status quo of Euro-Biolmaging. After that the attendees are actively involved in the planning of the work packages (WP) by joining various “Break-Out-Sessions”. Each session represents one WP and is chaired by the WP Chairs. Multilateral discussion and interaction between the stakeholders’ and WP’s site is actively supported in those sessions. The Stakeholder meetings conclude with a final session including all participants in which the Chairs present a summary of the discussion that occurred in their particular break-out session and the conclusions that were reached. In this manner, all participants are informed and can provide input on each topic. The attendance to the Stakeholder meetings will be continually evaluated as an indicator of their success.

#### II) The Euro-Biolmaging Website

The website <http://eurobioimaging.eu/> is the central information tool for external (scientific communities, general public, stakeholders) and internal communication (project partners). Besides a broad range of information on Euro-Biolmaging working groups and contacts the site also provides an internal section for persons that may have a strong interest in the project. Each Associated Partner can apply for a personal log-in to this internal area. By doing so the interested person gets access to more specific information on the different WPs. Also, a Wiki-platform is available, where every user can discuss and interact with the WPs on the variety of measures and procedures planned and implemented. The Euro-Biolmaging website has already proven to be a popular, highly dynamic and valuable communication forum. The normal metrics (hits/number of site visits, ranking in most popular search engines etc) of assessing the success of web sites will be employed to continually evaluate the effectiveness of the Euro-Biolmaging web site and will be used to drive improvements and modifications.

### III) The Survey

Another key role for stakeholders to provide input and feedback is by participating in the survey at <http://www.eurobioimaging.eu/>. The invitation to participate in the survey will be sent out to all stakeholders in June 2011. The survey has been designed with extensive input from representatives of each stakeholder group, WP Chairs and members of the biological and biomedical imaging community. Key consideration has been given to how to get the maximum participation by providing a user-friendly and informative web-based interface and arranging the survey in sections each targeted to a different stakeholder group. This ensures that completing the survey is not burdensome and that the representative navigating the survey finds questions that are most relevant to their own particular background. Those completing the survey may choose to complete additional sections at their discretion.

The overall aim of the survey is to identify the unmet needs and requirements of future biological and biomedical imaging users and to establish an inventory map of the existing imaging research infrastructure facilities including a summary of their training activities. The results will be summarised in a report for the European Commission that will also be published on the Euro-Biolmaging website. Additionally, the survey aims to collect information on funders' needs and views on European research imaging infrastructure. The outcome of the survey will help to define eligibility criteria for future Euro-Biolmaging infrastructure nodes. An open call for becoming a node of the Euro-Biolmaging infrastructure is envisaged in 2012. The survey respondents will be informed about the call. The number of participants and percentage response rate in the survey will be quantified and employed as a Key Performance Indicator of the success of the survey.

### IV) The Newsletter

The Euro-Biolmaging Newsletter is being published biannually starting in M6 (deliverable 5.1 WP5). It will highlight facts and developments of Euro-Biolmaging and is being sent out to all stakeholders. In addition, the Newsletter will also be available on the website <http://www.eurobioimaging.eu/>

The impact of the Newsletter will be assessed through following subscription numbers as well as requesting feedback regarding its content.

### V) Euro-Biolmaging at Meetings, Conferences and Actions through Professional Societies

Euro-Biolmaging has already organised special sessions in relevant conferences (e.g. European Congress on Radiology, March 2011, Vienna, International ELMI meeting on Advanced Light Microscopy June 2011, Alexandroupolis). Moreover, it is planned that national stakeholders will be informed about Euro-Biolmaging in a systematic approach. Wherever possible, Euro-Biolmaging partners will participate in relevant national meetings and conferences to introduce Euro-Biolmaging or to provide the latest developments. In addition, it is intended to implement a "national contact" at the level of each member state that will further increase the flow of information in a bidirectional manner.

Finally, professional societies, organizations, and associations that have biological or biomedical imaging within their purview, or that represent stakeholder groups (e.g. including scientific societies, patient groups, health providers, regulators etc) are included in Euro-Biolmaging and additional relevant groups will continue to be contacted as a means of

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disseminating information among their membership and further consulting with key stakeholders.

#### **4 Conclusion**

All of the ways described above of communicating with and integrating relevant stakeholders are already being implemented or will be applied very soon. They form an effective conglomerate of different ways to support exchange and feedback between the interested parties and the project partners. In this manner, Euro-Bioluminescence is fulfilling its mandate to include all relevant stakeholders and comprehensively consult with its stakeholder communities. The success rate of each of the various communication strategies will be evaluated by employing the separate Key Performance Indicators for each measure as described above.

## **5 Appendix**

Agenda of 1st and 2nd Stakeholder Meeting.



## FIRST STAKEHOLDER MEETING SEPTEMBER 21/22, EMBL (HEIDELBERG)

### AGENDA

#### Monday, 21 September

Busses arrive at 11:00, 11:30, 12:00, 12:30

11:00	Registration and sign up for working groups during a light lunch	<i>Operon Foyer</i>
<b>13:00</b>	<b>Welcome</b>	<i>Operon</i>
13:15	ESFRI - E. Curtius <i>Chair of BMS-Roadmap Working Group</i>	<i>Operon</i>
13:45	Keynote Lecture - S. Hell <i>Göttingen, Germany</i>	<i>Operon</i>
14:30	Keynote Lecture - A. Dixon <i>Cambridge, UK</i>	<i>Operon</i>
15:15	Coffee Break	<i>Operon Foyer</i>
15:45 - 16:15	Introduction: Work Packages of Euro-BioImaging	<i>Operon</i>
16:30 - 18:00	<b>Work Package Breakup Sessions I</b> (1 rapporteur / session)	<i>Rooms as specified below.</i>
19:00	Dinner	<i>New Canteen</i>

Busses leave at 21:00 and 21:45

## Tuesday, 22 September

All buses arrive at 08:20

08:15	Welcome Coffee	<i>Operon Foyer</i>
08:30-10:00	<b>Work Package Breakup Sessions II</b> (1 rapporteur / session)	<i>Rooms as specified below.</i>
<i>Coffee break</i>		
10:20	Keynote Lecture – JE Faure <i>European Commission, DG Research</i>	<i>Operon</i>
10:50	Lecture - Dr. Stephan Berghmans <i>European Science Foundation</i>	<i>Operon</i>
11:00	Summary of Breakup Sessions by Rapporteurs	<i>Operon</i>
13:00	Résumé and Closing Light Lunch	<i>Operon</i> <i>Operon Foyer</i>

Busses to Heidelberg train station and town centre at 13:15, 13:30 and 14:00  
Bus to Frankfurt International Airport at 13:30

## Breakup Sessions - Stakeholder Meeting

**Monday, 21.09.09, 16:30 – 18:00**

<b>Work package</b>	<b>Room</b>
ALM – General Access Nodes	Large Operon
Medical Imaging – Technical Innovation	Small Operon
WP Training	6.51
WP Legal and Governance	208
WP Finance Planning	215
WP Access	417

**Tuesday, 22.09.09, 08:30 – 10:00**

<b>Work package</b>	<b>Room</b>
Medical Imaging – Animal to population	Large Operon
ALM – Specialized Access Nodes	Small Operon
WP Data Management	202
WP Process Plan	6.51

**2<sup>ND</sup> STAKEHOLDER MEETING**  
**OCTOBER 21/22, 2010 VIENNA**

*Austria Center Vienna, Bruno-Kreisley-Platz 1, A-1220 Vienna*

**Thursday, October 21<sup>st</sup>**

11:00	Registration	
<b>13:00</b>	<b>Welcome</b>	Room N/O
13:15	The European Strategy Forum on Research Infrastructures (ESFRI) <i>Edvard Beem, ZonMw</i>	Room N/O
13:40	Perspectives for Research Infrastructures in Biomedical Imaging <i>Ian Smith, Monash University</i>	Room N/O
14:20	ESFRI projects from a funders point of view <i>Gabriela Pastori, BBSRC</i>	Room N/O
14:40	EC perspectives on Research Infrastructures <i>Jean Emmanuel Faure, EC</i>	Room N/O
15:00	<i>Coffee Break</i>	Foyer
<b>15:30</b>	<b>Break-out Sessions I (chaired by WP-leaders)</b>	
	Medical Imaging From Patient to Population <i>Chairs: J. Frokiaer &amp; L. Donoso</i>	Room O
	Access to Innovative Technologies –ALM <i>Chairs: R. Pepperkok &amp; B. Geiger</i>	Room N
	Data Storage and Analysis   <i>Chairs: W. Niessen &amp; M. Unser</i>	Room O1 J2411
	Legal, Governance and Ethical Issues   <i>Chairs: S. Schumacher &amp; E. Beem</i>	Room O1 J2412
17:45	<i>Busses leave for dinner</i>	
19:00	<i>Dinner</i>	

**Friday, October 22<sup>nd</sup>**

<b>9:00</b>	<b>Break-out Sessions II (chaired by WP-leaders)</b>	
	ALM-General Access   <i>Chairs: A. Musacchio &amp; J. Swedlow</i>	Room O
	Access to Innovative Technologies –Medical Imaging   <i>Chairs: J. Hennig &amp; O. Speck</i>	Room N
	Finance Planning   <i>Chairs: W. Spek &amp; F. Martens</i>	Room O1 J2411
	User Access   <i>Chairs: C. Glaser &amp; J. Eriksson</i>	Room O1 J2412
11:00	<i>Coffee Break</i>	Foyer
<b>11:30</b>	<b>Break-out Sessions III (chaired by WP-leaders)</b>	
	Molecular Imaging   <i>Chairs: S. Aime, A. Jacobs, C. Schulz &amp; J. Sharpe</i>	Room N/O
	Training   <i>Chairs: A. Frangi &amp; P. Hozak</i>	Room O1 J2411
	Process Plan   <i>Chairs: K. Lohmann &amp; I. Baines</i>	Room O1 J2412
13.30	<i>Light Lunch</i>	Foyer
<b>14.15</b>	<b>Summary of Break-out Sessions</b>	Room N/O
15:00	Résumé and Closing	Room N/O