

# Global Health EDCTP3 External Communication Strategy 2024-2031



## 1. Context and scope

This strategy defines the purpose and scope of the external communication activities to be developed by the Global Health EDCTP3 Joint Undertaking (Global Health EDCTP3) for the period 2024 to 2031. It highlights strategic objectives, target audiences, key messages, channels, resources and key performance indicators.

It is based on the Global Health EDCTP3 mission as set in the [Council Regulation \(EU\) 2021/2085](#) and in the [Strategic Research and Innovation Agenda](#) (SRIA). It builds on the [EU Global Health Strategy](#) as well as the [AU-EU Innovation Agenda](#). It provides continuity to the [EDCTP Association communication strategy](#), which has been successfully implementing the partnership since 2003.

The strategy supports the partnership objectives detailed in the Council Regulation and in the SRIA by:

- Raising awareness about the partnership
- Broadening stakeholder engagement in the partnership
- Attracting new applicants to calls for proposals
- Demonstrating the visibility of the investments and results of the programme
- Highlighting the impact of the programme at EU and global level.

To guarantee flexibility and accommodate the specific needs of the partnership, this strategy sets out key communication objectives in broad terms. It will be put into practice through an **annual communication work plan** that defines specific actions. The strategy and the work plan are two sides of the same coin, both being crucial elements of delivery on Global Health EDCTP3 communication objectives.

This communication strategy is complemented by a **brand booklet** which defines the tone of voice and look and feel of the Global Health EDCTP3 brand.

## 2. Communication objectives

The Global Health EDCTP3 communication actions for the period 2024-31 will be guided by the following strategic objectives:

1. Raise **awareness** about Global Health EDCTP3's vision, mission, objectives and achievements to mobilise political and private support
2. Encourage global cooperation in the implementation and co-funding of the programme, facilitating broader **engagement** in the partnership
3. Promote Global Health EDCTP3's **funding** opportunities and enlarge the scope of participants



4. Ensure increased visibility, understanding and impact of Global Health EDCTP3's funded work and **results**
5. Highlight Global health EDCTP3's **impact** to EU and Africa R&I policies and global health broadly.

### 3. Target audiences

Global Health EDCTP3 will target different audiences. These are divided into three categories according to their roles and needs:

1. The Global Health EDCTP3 **community** that includes the core stakeholders with a direct link to the Joint Undertaking's activities
2. The Global Health EDCTP3 **enablers** that include global health funders and partners with a direct impact on the Joint Undertaking's activities, reputation and future sustainability
3. The Global Health EDCTP3 **influencers** that include organisations and individuals with a far reach beyond our community and which can support our strategic objectives.

Global Health EDCTP3 community	Global Health EDCTP3 enablers	Global Health EDCTP3 influencers
<ul style="list-style-type: none"> <li>• Global Health EDCTP3 constituents: Members of the Governing Board, EDCTP Association, and advisory bodies</li> <li>• Contributing Partners</li> <li>• Beneficiaries of EDCTP2 and Global Health EDCTP3 funded projects</li> <li>• Potential applicants to Global Health EDCTP3 calls</li> <li>• Potential expert evaluators of Global Health EDCTP3 calls</li> <li>• Potential applicants to Global Health EDCTP3 vacancies</li> </ul>	<ul style="list-style-type: none"> <li>• Public and private funders</li> <li>• International and regional organisations</li> <li>• Potential partners, like-minded research and development organisations</li> <li>• National governments / policy makers</li> </ul>	<ul style="list-style-type: none"> <li>• EU Institution representatives</li> <li>• General Assembly members, High Representative(s) and staff of the EDCTP Association</li> <li>• Global health leaders</li> <li>• Regulatory agencies</li> <li>• Specialised media</li> <li>• Patient community /representatives and civil society organisations</li> <li>• The general public</li> <li>• Global Health EDCTP3 implementing office staff.</li> </ul>



## 4. Key messages

For each of the five strategic communication objectives, Global Health EDCTP3 will develop a narrative around the following key messages:

### **Raise awareness about Global Health EDCTP3 as a progression of the EDCTP movement**

- Global Health EDCTP3 is a unique Africa-Europe partnership of equals, respecting principles of co-ownership and co-leadership
- Global Health EDCTP3 funds competitive and collaborative global health research and capacity-building activities for the benefit of African populations
- Global Health EDCTP3 is a respected global health actor with more than 20-year track record of supporting excellent, equitable research and capacity development in Africa
- EDCTP has supported more than 2,000 African researchers in the long-term and strengthening scientific leadership in the region
- EDCTP has funded over 300 clinical trials which have developed key global health interventions and influenced national and international policy and practice
- Global Health EDCTP3 encompasses populations often excluded from clinical studies, such as pregnant and lactating women, new-borns, children, adolescents and people with co-infections and co-morbidities.

### **Broaden engagement in the partnership**

- Global Health EDCTP3 welcomes the engagement of like-minded organisations (public and private) as Contributing Partners in the partnership to shape the global health agenda
- Global Health EDCTP3 has a long-standing commitment to the principles of equity, diversity and inclusion, striving to address language, gender and geographical-related disparities in the funded research and capacity development
- Global Health EDCTP3 is a neutral global player uniquely contributing to the clinical trials ecosystem and with a diversified presence in sub-Saharan Africa.

### **Promote Global Health EDCTP3's funding opportunities**

- By taking part in Global Health EDCTP3 researchers will enlarge their scientific network and achieve a broader impact
- Through Global Health EDCTP3 funding researchers will elevate their research career and skills
- Any Global Health EDCTP3 funded project must include at least one African beneficiary
- Global Health EDCTP3 is always on the lookout for global health experts to evaluate project proposals.



### Demonstrate Global Health EDCTP3's achievements

- Global Health EDCTP3 funds research that will lead to the development of key global health interventions in sub-saharan Africa
- Global Health EDCTP3 funding boosts research capacities in sub-saharan Africa
- EDCTP is a successful initiative which has developed sustainable capacities and supported local leadership in many African countries<sup>1</sup>
- Global Health EDCTP3 is an important player in global health security through supporting clinical research, capacity strengthening and epidemic preparedness in Africa and globally.

### Highlight Global Health EDCTP3 impact

- Global Health EDCTP3 is the key EU instrument to support the development of global health interventions in Africa
- EDCTP is the most cited joint programme strengthening health research and health systems in Africa<sup>2</sup>
- EDCTP is the flagship EU-Africa partnership in health R&D cooperation<sup>3</sup>
- Global Health EDCTP3 boosts the career of the next generation of African researchers
- Global health EDCTP3 contributes to fighting antimicrobial resistance and mitigating the impacts of climate change on health
- Global Health EDCTP3 is supporting large-scale initiatives that could have a major impact on poverty-related infectious diseases responsible for a huge global burden
- Global Health EDCTP3 is developing the evidence base for national and international policy-making.

## 5. Channels, products and tools

Global Health EDCTP3 uses a mix of communication channels, products and tools to reach out to its target audiences in an integrated way.

Digital communications – web, newsletter and social media – take the largest share of Global Health EDCTP3 communication resources.

Events also have a very important role to play in highlighting the strategic objectives of the partnership and showcasing the successes of the EDCTP programmes, especially the biennial EDCTP Forum.

<sup>1</sup>[https://cdn.who.int/media/docs/default-source/research-for-health/supplementary-report-wha-75-8.pdf?sfvrsn=fd466762\\_3&download=true](https://cdn.who.int/media/docs/default-source/research-for-health/supplementary-report-wha-75-8.pdf?sfvrsn=fd466762_3&download=true)

<sup>2</sup>[https://apre.it/wp-content/uploads/2022/02/KI0522007ENN.en\\_.pdf](https://apre.it/wp-content/uploads/2022/02/KI0522007ENN.en_.pdf)

<sup>3</sup>[https://apre.it/wp-content/uploads/2022/02/KI0522007ENN.en\\_.pdf](https://apre.it/wp-content/uploads/2022/02/KI0522007ENN.en_.pdf)



In order to present a united front, Global Health EDCTP3 will coordinate and align its communications with the EDCTP Association and the European Commission, jointly preparing and publishing messages and communication products as appropriate, relevant and practicable.

The Global Health EDCTP3 main communication **channels** are:

- Website
- Newsletter
- Social media – LinkedIn, X (formerly Twitter) and YouTube
- EDCTP Knowledge Hub and Alumni Platform
- Multipliers, including the partnership's ambassadors, NCPs and the media.

The Global Health EDCTP3 key communication **products** (will) include:

- Digital publications, such as infographics, leaflets, brochures and reports
- Audiovisual content such as photos, videos, testimonials and animated infographics
- Events, such as the EDCTP Forum, Info Days and stakeholder events organised by Global Health EDCTP3
- Contributions to key R&I and global health channels by providing content for press releases, news articles, success stories, peer-reviewed publications and by participating in key EU and Africa global health events.

As much as possible, and to ensure broader impact of the programme, communication products will be produced in English, French and Portuguese.

Global Health EDCTP3 communication **tools** include:

- Visual identity, which is used consistently across all the channels
- Promotional material, which is produced and distributed responsibly.

## 6. Resources

- One team leader
- Two communication officers
- One communication assistant
- One intern.

## 7. Key performance indicators

Global health EDCTP3 long-term communication key performance indicators are:

Objective	Success	Indicator
1. Raise awareness about Global Health EDCTP3	Awareness about the partnership	Number of mentions in the media and specialised press, website and social media engagement
2. Broaden engagement in the partnership	Increased engagement of stakeholders in the partnership	Number of stakeholders such as project participants, Contributing Partners, advisory body members, peer-reviewers, etc. participating in the partnership
3. Promote Global Health EDCTP3's funding opportunities	Participation of researchers in the partnership	Numbers of funded researchers and applicants
4. Demonstrate Global Health EDCTP3 achievements	Awareness of the global health community	Number of mentions in scientific publications and key health interventions funded
5. Highlight Global Health EDCTP3 impact	Awareness of the EU and AU Institutions	Number of mentions in policy documents or by high-level representatives

These indicators do not depend exclusively on communication activities, however, communications play an important role in reaching them.

More specifically, communication activities will be measured as follows:

Output	Indicators	Baseline 2024
Reach on the website	Number of page views	TBC
	Number of unique visitors	
Reach on social media	Number of followers	TBC
	Total number of engagements	
Reach via the newsletter	Number of subscribers	TBC
	Opening rate and click-through rate	
Reach via events	Number of attendees	TBC
	Overall satisfaction rate	
Reach on media	Number of media mentions	TBC
	Sentiment analysis	