

# Global Health EDCTP3

## Annual communication work plan 2024

## Communication objectives 2024 (in line with communication strategy objectives)

### Objective 1: Develop new communication tools to raise awareness about Global Health EDCTP3

- Launch the external monthly newsletter
- Create a one-pager, brochure, folder, video, photo gallery, media kit, set of infographics, slide deck, Teams background, banners, and other promotional materials in view of the Forum
- Create unique content for the website and social media (e.g. short Q&As with staff members, interviews with projects and grantees, FAQs and tips for applicants).

### Objective 2: Organise and engage in events to encourage global cooperation and facilitate broader engagement in the partnership

- Engage in and nurture relationships with key like-minded organisations by attending strategic networking events, high-level policy events and scientific events (based on events planner)
- Organise high-level visibility events and side events to foster cooperation and engagement in the partnership, in particular at UNGA Science Summit, World Health Summit and CPHIA 2024
- Participate in technical and non-technical working groups, cross-funder and partner initiatives and other types of meetings to reach a broader audience.

### Objective 3: Promote Global Health EDCTP3 funding opportunities and enlarge the scope of participants

- Promote the 2024 and 2025 calls on social media, at events and meetings
- Highlight topics that are undersubscribed and address gender and geographical imbalances in the proposals/projects (via paid ads, participation in events, etc.)
- Launch a campaign to attract global health, African and women experts to register in EMI.

### Objective 4: Ensure increased visibility, understanding and impact of the Global Health EDCTP3 funded work and results

- Identify and promote success stories in different formats with the EDCTP Association
- Promote new projects that are starting via news items, social media promotion, invitation to events/meetings
- Engage further with projects by creating a database of contacts and social media handles
- Develop the projects area of the website
- Publish commentaries and other written content in scientific / medical journals (e.g. the Lancet Global Health, BMJ Global Health, etc).

### Objective 5: Highlight Global Health EDCTP3 impact to EU and Africa R&I and health policies and global health broadly



- Produce a compelling Annual Report
- Propose EDCTP success stories for key EU publications and events
- Initiate high impact joint communication messages with DG R&I, INTPA, HERA, EMA and ECDC.

**Objective 6: Kickstart the organisation of the 2025 EDCTP Forum**

- Create a checklist of needs and identify relevant contractors
- Create different Committees (Programme, Organising and Local)
- Develop the structure and programme of the event
- Promote the Forum dates and registration
- Kick-start logistics discussions as necessary (travel, accommodation, catering, etc).