



D5.1 Dissemination and Communication Plan and Branding Guide

Gynaecological Endoscopic Surgical Education and Assessment for Europe
Project Number: 101101180

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AUTHORS	Sally Reynolds, Shabnam Barati, Rhona O’Flaherty, Vanya Ivanova, Lhakyi Chutitsang
EXECUTIVE SUMMARY	<p>This deliverable provides a detailed description of the dissemination and communication activities to be undertaken by the project team including the different channels to be established and used for this purpose. It elaborates on the overall approach to be taken and includes details on evaluation, management and planning.</p> <p>It includes the branding guide and is finalised to coincide with the first important milestone of the project, the official launch</p>

of GESEA₄EU at the end of M₄. The dissemination materials prepared in support of this launch are also included as an annex.

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Introduction

The aim of GESEA4EU is to develop standardised learning modules which are applicable and recognised across Europe as part of the GESEA Educational Programme. This programme is well established and already provides certification to gynaecological surgeons with more than 4,290 certificates issued to date. While the certification and diploma modules of GESEA's Educational Programme for gynaecological surgeons are standardised and implemented in Diploma Centres across Europe and beyond, the training itself is much less standardised which is why GESEA4EU is a necessary development if the GESEA Programme is to fulfil its mission of providing necessary training in endoscopy, advanced imaging techniques and robotics to not only surgeons but also other healthcare professionals including nurses and supporting non-clinical staff.

During the scope of this project, 27 learning modules will be developed and trialled in 12 centres within the existing network. Furthermore, 9 new centres are in the process of being identified in Northern and Eastern Europe where the learning modules will be piloted. These modules will be taken up in the GESEA Educational Programme to be implemented across Europe, and will be promoted through the European Board & College of Obstetrics and Gynaecology as part of the EBCOG PACT framework.

Purpose of this document

This deliverable is produced at the start of the project and provides a detailed description of the dissemination and communication activities to be undertaken, reporting on how the work in Work Package 5 will be managed and monitored as part of the overall approach to project management. It also includes a branding guide including a guide for partners on how the project should be represented along with links to relevant templates.

This deliverable also provides the results of the mapping exercise carried out at the start of the project to identify partners' dissemination channels and opportunities as well as those potentially available amongst the targeted communities. It includes a description of the different campaigns to be carried out, when these will occur as well as a summary as to how the different target audiences identified in GESEA4EU will be reached.

Structure of this document

This document is made up of several chapters and a number of accompanying annexes, several of which are intended to function as separate guides and support documents to be used during the project lifetime. While it is based on the contents of the original GESEA4EU proposal which is the subject of the grant agreement, it elaborates on the plans, strategies and activities described in the original project proposal in order to fulfil its mission of being a practical plan for the activities to be undertaken.

The main chapters cover the overall approach and target communities, the activities that are planned and a description as to how dissemination and communication will be managed during the project lifetime. This document will provide the basis for the annual report of work in WP5 to be submitted at the mid and end points of the lifetime of the project.

Classified as a public deliverable, D5.1 will not of itself be promoted by the dissemination team and serves more as a guide and resource for the work to be undertaken rather than a direct outcome of the work to be undertaken. It is accompanied by a number of annexes which includes the materials to be used in the official launch of the project scheduled to begin on 24 April 2023.

Guiding Principles

When considering dissemination, we will ensure that certain principles guide our work throughout the lifetime of the project. We plan to work in a way that is:

Open: The EC has an open access requirement for all materials developed through its projects. Therefore, GESEA4EU tangible results and outputs will be published by all partners under a Creative Commons license to ensure open access, availability and maximum freedom for adapting them to national, local, and institutional contexts. This is based on the intention of the project partners to ensure that individuals and institutions can benefit as much as possible from the work of the consortium.

Collaborative: We plan to carefully support and track partners' dissemination and exploitation activities and we will do that by establishing good working relationships with each partner organisation and the person(s) responsible for dissemination within this organisation. Regular two-way communication with this person(s) will be maintained throughout the project lifetime via the Teams environment, email, online and face-to-face meetings. In addition, easy to access tools for reporting will be provided. Partner tasks in respect to dissemination will be explicit and we will regularly review where the project is with reference to its overall ambition to disseminate our findings to and through all partners. Furthermore, we will endeavour to talk and listen to our partners on a regular basis.

Responsive: We plan to be as responsive as possible to partners and will encourage partners to reciprocate by ensuring that we limit our communications to mission critical communication as far as this is possible. Not communicating is the surest way to undermine trust and effectiveness. If communication is failing, we would like to address the issues quickly and either find alternatives or emphasise the need to communicate.

Clear and explicit: Both in terms of our communication with partners and with the external world, we are mindful of the need to be clear, explicit and concise which is particularly important when dealing with European cross-border communications addressing multilingual targets with a wide variety of expectations and experiences. Moreover, we will strive for brevity where possible, ensuring all communications are carefully edited to ensure they are short and to the point.

Ambitious and quality-driven: It is important that all communications activities are based on high-quality materials and processes. All text-based resources and communication will be rigorously edited to ensure they meet the high standards expected of a project such as GESEA4EU. Furthermore, when communicating with an audience, variety can go a long way. Many people comprehend new information better when visuals are being used. Accordingly, we will more effectively connect with our audience by using compelling visuals to draw in our audience and explain our point in addition to just text.

Responsible: As part of our work, the team will collect quite an amount of data. The team will ensure that all such data collection and the eventual management of such data will conform with partners' policies in relation to GDPR. Furthermore, the team will ensure that they adhere to all relevant copyright restrictions in relation to the use and re-use of images, video materials and text.

Inclusive: It is important that our communication actions as well as the project outputs are accessible to as many people as possible. Therefore, we will make sure to use tools such as ALT text as well as colour contrast checkers available online to ensure that our content is accessible.

Target communities

In the project proposal, the following target groups are described:

1. Training and diploma centres in Member States which are already engaged in relevant training including their training and support staff.
2. National, regional and European networks and associations of medical practitioners.
3. National, regional and European networks and associations of specialist practitioners.
4. National, regional and European federations, associations and networks of nursing staff including those specialised in relevant medical fields.
5. Technical support staff involved in the supply, maintenance and support of relevant operational procedures.
6. Research community including both those interested in research in topics related to Obstetrics and Gynaecology as well as those carrying out research into advanced training and educational practices.
7. General medical community composed of policy-makers, practitioners and administrative staff concerned with the overall quality of medical provision.
8. General public interested in topics related to women's medical health and advances in medical practice and in particular those support groups working to provide support services to those suffering from conditions such as Endometriosis.

Many of these target groups, and particularly groups 1-6, come together in national or European associations or professional bodies which makes them easier to reach. One of the key strengths of GESEA4EU is that there are already strong connections with many of the most relevant bodies which will be built upon to reach those targeted as described in this deliverable.

Groups 7-8 are more challenging due to the broad nature of such communities. However a specific campaign is planned to address these groups in the early part of the second year of the project lifetime. Through this campaign, the Communications and Dissemination Team (C&D Team) are confident that they will be successful in reaching such target communities with a clear set of messages emphasising the value of GESEA4EU in improving professional standards in gynaecological Endoscopy and thereby contributing to a betterment in women's health.

The planned approach to dissemination and communication elaborated in this deliverable is based on the operation of several continuous activities throughout the project lifetime as well as six specific dissemination campaigns carried out at key milestones in the lifetime of the project.

The ongoing activities which largely involve maintaining a continuous flow of news and information about the project is aimed at the core target group of the project, namely the training and support staff of training and diploma centres in Member States along with the

wider community of medical professionals interested and involved in the topic of gynaecological endoscopy. These actions will be concentrated in the channels described in this plan along with those specific events targeted and will largely be carried out through the combined efforts of the C&D Team led by ATiT as the partner with responsibility for WP5.

The campaigns that are planned, and one such campaign in particular, is aimed at a larger audience both in terms of reach and in terms of those specifically targeted. The idea behind organising specific campaigns is to focus a significant amount of effort in terms of communication on a specific activity or outcome of the project and share this with as wide and/or relevant a target group as necessary.

Experience shows that for partners, particularly like those involved in GESEA4EU, keeping up a continuous flow of information about the project can be a challenge. However asking for partner engagement for short and specific campaigns is more likely to be successful which is why the specific support and engagement of partners in the planned campaigns is foreseen. Information about GESEA4EU campaigns is included in Chapter 5 of this deliverable which also includes a description of the communities targeted and the type of messages foreseen for specific campaigns.

Dissemination and communication in GESEA4EU

Dissemination approach

The main objectives of our communication activities as described in the project proposal are:

- to communicate the work of GESEA4EU, guaranteeing that all targeted groups and the wider community are aware of its activities and outcomes;
- to build engagement and support outreach to relevant centres in targeted countries and regions;
- to ensure project results achieve the highest visibility possible;
- to embed the dissemination and communication work in the relevant existing communications infrastructure of the targeted communities to ensure the sustainability of project outcomes during and after the funding period.

Several principles guide our dissemination and communication activities that are worth reiterating here. First of all, we plan to take advantage of channels, events and networks that already exist amongst the target community. ESGE, its partners and its members already have access to a variety of relevant channels and important dissemination opportunities including European and national conferences, newsletters and magazines, social media channels and mailing lists, all of which will be targeted to ensure the work undertaken in GESEA4EU quickly becomes well-known through its endorsement in relevant and trusted channels.

Part of our initial work in WP5 has been to map these channels and networks and establish direct contacts with those responsible so that GESEA4EU can launch itself quickly in the wider target community at the end of April 2023, the first milestone in WP5 (MS8 Launch of Project Online) whereby the project is visible with its own identifiable and distinct identity. The project descriptors and other materials necessary to facilitate this launch are available in the difference annexes added to this deliverable and in the project shared space in Teams.

A second practice that we plan to employ is a careful segmentation of the groups of those targeted. It is clear that both in terms of the messages to be communicated and the phasing of the dissemination and communication work planned, different target groups require tailored messages, communication strategies and timing. For example, the work undertaken to support the engagement of nurses in the training targeted at nurses, needs to take place early on in the project lifetime, be very specific in terms of what is on offer including certification while the work to engage with the wider medical community will need to come a little later, focusing on what it is that GESEA4EU has to offer and the value it brings.

Thirdly our work in this area will be focused very specifically on the two core activities of the project which are 1) the development and deployment of standardised training modules in existing GESEA centres and 2) the establishment of new GESEA centres capable and willing to deliver the training modules in countries and regions not already served. This means that

at the core of all our work is a clear emphasis on the value and impact GESEA4EU brings in very practical and transparent terms. Focus will be on how this training, innovative in terms of its content, construction and delivery, can have a real impact on improving women's health and decreasing patient morbidity and mortality.

Finally, the dissemination and communications work to be undertaken will employ the most effective means possible to get our message across including an extensive use of video.

Core messages

In the different campaigns that will be organised during the project lifetime, care will be taken to distinguish between GESEA centres participating in GESEA4EU and other centres who are potentially interested in becoming GESEA training centres in the future. In all cases we will be careful to emphasise the value and impact GESEA4EU brings in very practical and transparent terms.

Accessibility

Inclusivity is one of our guiding principles and therefore in order to ensure that our outputs are accessible we will be adding ALT text to our graphics shared on social media and also all videos produced and shared by our team will have subtitles. Moreover, we will be using tools such as WCAG Colour Contrast Checker to ensure that the colour contrast complies with web accessibility standards.

Communication Channels

GESEA4EU as a project is in a particularly good position in respect to communications as the 15 medical and scientific partners already form a very strong network with ready access to a wealth of different channels and communications opportunities. They are also in the position of being both target and means in terms of communications. As well as the channels and opportunities available at European level, many of the partners have their own channels and dissemination tools which they use to reach their own target audiences, many of these are in their own language and will be used by GESEA4EU to disseminate information about the project and its outputs as well as looking for new opportunities to increase the visibility of GESEA4EU.

Central (Europe-wide) channels available to GESEA4EU

Websites

GESEA4EU site (<https://gesea.eu/GESEA4EU>)

The project consortium has decided to use the established GESEA website and to introduce a separate and identifiable part of the website for the GESEA4EU project in order to ensure continuity and to support the eventual sustainability of the project and its outcomes.

The GESEA4EU website provides the main 'one stop shop' for the project clearly indicating the main activities and purpose of the project, partners, and funding support.

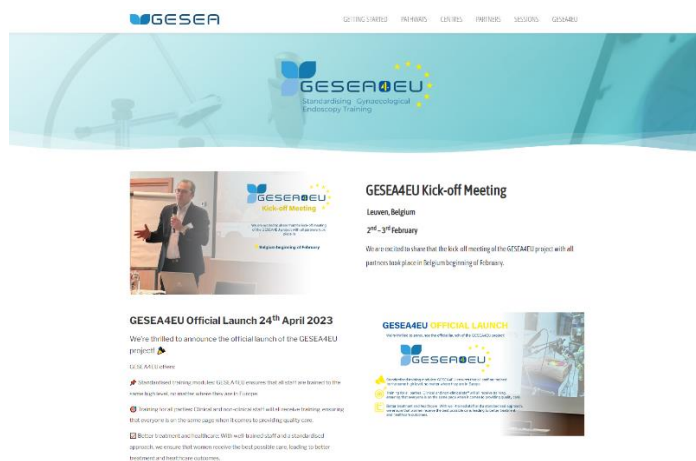
On the GESEA4EU website general information about the project, its objectives, and the concept and methodology can be found in the first section, "About". The information on this section can be read in 7 other languages beside English.



In the second part named "Partners", a list of all the partners is provided that links visitors to their main websites.



The following sections, events and news, offer the last news and upcoming events in the field.



In terms of updating, the Communication and Dissemination (C&D) Team plan to update the news section of the project website at least once a month with the latest news from the project team. Furthermore, updated information about events and training activities will be added to the website on a continuous basis.

A separate section will be included where project results and outcomes will be made available for download. This includes all project deliverables classified as “public”.

The website is in English with certain sections available in partner languages including the project description and eventually materials that are translated into partner languages such as the Training Methodology Booklets. In order to facilitate communication, contacts on language specific pages will be included to the relevant partner (s).

This site links to relevant information aimed at raising awareness of the importance of developing training courses on General Medicine, Hysteroscopy, Laparoscopy and Robotics for clinical and non-clinical staff. While information about the courses will be available on the website, this is not where online training will take place as this is housed in a dedicated separate and secure training environment not accessible to the general public.

GESEA site (<https://gesea.eu>)

The dedicated GESEA site includes detailed information about GESEA's educational programme and training methodology. It also includes information about all GESEA training centre locations and international partners which includes partners and non-partners in the GESEA4EU project.

The GESEA4EU site will directly link to information on this site to avoid duplication and will refer to this site in all communication related to the contents of the GESEA training provided by certified GESEA training centres.



ESGE site (<https://esge.org>)

The European Society for Gynaecological Endoscopy (ESGE) online platform provides readers with the latest news in the field, access to the ESGE official scientific journal (FACTS, VIEWS & VISION in ObGyn), the members' newsletter ESGE VISION and also ESGE Special Interest Groups and Working Groups that actively work on new developments in their fields and the ways to evaluate and implement these developments in general clinical practice. The C&D Team will use the News section of this website to share the latest updates of the project.



Partners' websites

All project partners are asked to include a mention of their membership of the GESEA4EU project on a relevant local website, see Annex 1 for a list of partner websites.

This mention on their own site will include the following

- Logo of GESEA4EU and link to GESEA4EU website
- Short description of the project using the agreed text in their own language
- Reference to EU funding with relevant logo and disclaimer.

Note: The partner the European Academy of Gynaecological Surgery (EAGS) is now trading as MiS Academy Europe and so all promotional texts related to the project where partners are mentioned will refer to MiS Academy Europe and information about GESEA4EU will be posted on the website of MiS Academy Europe.

Note: while the official partner in GESEA4EU is UEMS, the division in UEMS with whom the project will be working is EBCOG and so all promotional texts related to the project where partners are mentioned will refer to EBCOG and information about GESEA4EU will be posted on the website of EBCOG.

Other European and cross border websites

In addition to the dedicated space planned for GESEA4EU on the GESEA website, there are a number of other sites that will be used to share information about GESEA4EU. Several of these have been suggested by the partners in the preparation of this plan. These sites include European, International, national and regional sites. A list of these sites is included in Annex 9. Furthermore, the C&D Team will reach out to specific websites for particular campaigns such as the one aimed more at the general public when sites operated by different women's health groups and magazines will be targeted. In addition, relevant European Commission sites will be approached to identify possible opportunities for communicating specific messages.

Contacts data base

The database to be used for direct messaging about GESEA4EU is the core ESGE database of contacts which includes over 5000 contacts, mostly in European Member States. The use of this database during the project will fully conform to ESGE's existing practices in relation to data handling and privacy and GDPR.

Newsletters and other publications

Centralised newsletters and publications

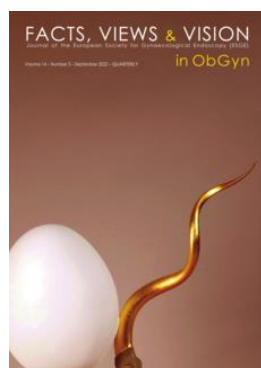
Coordinating partner ESGE has published a regular newsletter, ESGE Vision, and a scientific journal, Facts, Views & Vision, for several years.

ESGE Vision Newsletter

This newsletter is the official newsletter of ESGE and is sent to 6500 recipients every 6 months. It is a high-quality publication of about 20 pages with an update of all ESGE activities. Back issues are all publicly available on the ESGE website. The initial launch and eventual updates about GESEA4EU as well as the different campaign updates will be included in this newsletter on a regular basis.



Facts Views & Vision in ObGyn



Facts, Views & Vision is the official journal of the European Society for Gynaecological Endoscopy. It is an international peer-reviewed open access journal and primarily publishes original scientific articles, reviews, guidelines, new techniques and instrumentation and video articles relevant to gynaecological endoscopy and surgery, gynaecological oncology, urogynaecology and reproductive surgery. Facts, Views & Vision is listed in Pubmed and is also the official journal of Arbeitsgemeinschaft Gynäkologische Endoskopie (AGE), The British Society for Gynaecological Endoscopy (BSGE), The International Society for Gynecologic Endoscopy (ISGE), Société de Chirurgie Gynécologique et Pelvienne (SCGP) and Società Italiana Endoscopia Ginecologica (SEGI) and European Endometriosis League (EEL).

The journal is open access via its website www.fvvo.eu, is published by Universa Press and managed by the ESGE Central Office.

Although GESEA4EU is not a research project, the partners do have the ambition to try to have one or two scientific papers published in Facts, Views & Vision showing the scientific benefits of the GESEA4EU project either during the project lifetime or in the following period.

National and regional newsletters

The following newsletters and journals suggested by partners will also be targeted in the different campaigns:

- Ärzteblatt
- Geburtshilfe und Frauenheilkunde
- Der Gynäkologe
- Archives of Gynecology and Obstetrics
- Newsfarma (NewsEngage media group)
- The European Journal of Obstetrics & Gynecology and Reproductive Biology
- PoNTOG

Social media

Social media will be used in a very targeted fashion and will build on the existing channels currently managed by the project coordinator, ESGE, augmented by those of the partners. Specific artifacts for use in the project's channels as well as those of our partners will be created for each campaign and also whenever important milestones are reached or activities take place.

Twitter

ESGE operates its own Twitter account, @ESGEorg which currently has just over 600 followers. The C&D Team will use this account for the time being for GESEA4EU promotion and dissemination and does not plan on launching a dedicated Twitter account for the first 12 months. This policy will be reviewed at end of year 1 and a possible channel dedicated specifically to GESEA/GESEA4EU will then be considered.

In the meantime, when promoting GESEA4EU activities on the ESGE account and those of partners, the C&D Team will use include, where possible, several additional handles and hashtags as follows:

Recommended Twitter Handles	Recommended Twitter Hashtags
<ul style="list-style-type: none">• @ESGEorg• @TheBSGE• @IJGCFellows• @ENYGO_official• @EU_HaDEA• @EU_Health• @EU_Commission• @EUScienceInnov• @HorizonEU	<ul style="list-style-type: none">• #EUfunded• #healthUnion• #EU4Health

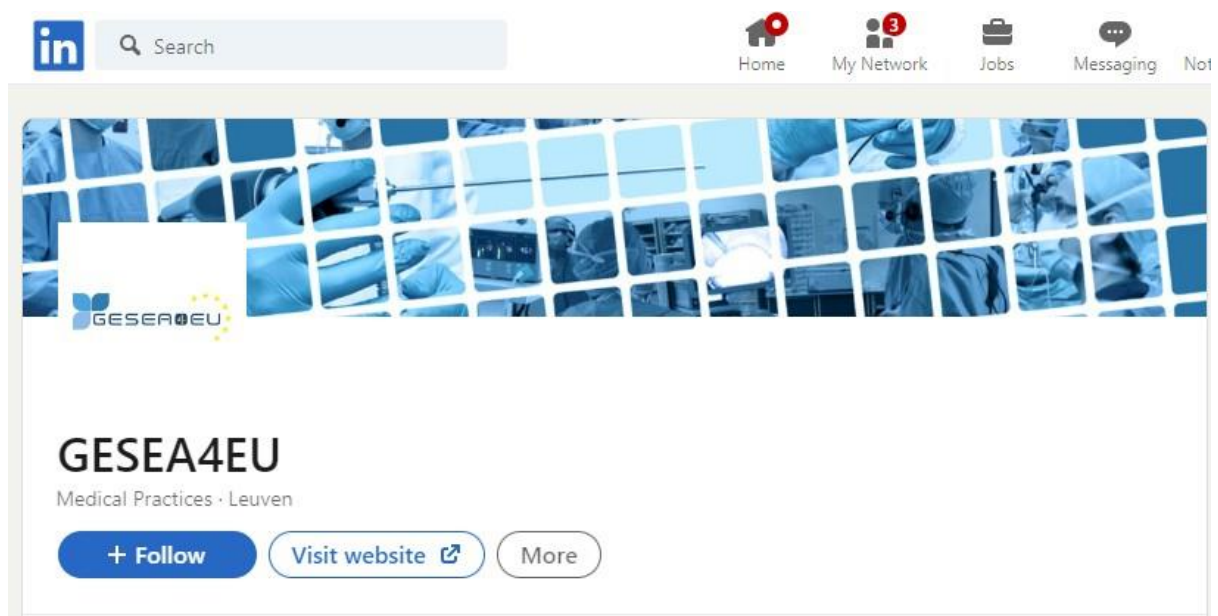
Facebook

ESGE operates its own Facebook page which currently has 3.7K followers and which is used to promote the activities of ESGE in general. The C&D Team have set up a dedicated Facebook page as part of the project launch entitled GESEA4EU which will be used to promote project activities.



LinkedIn

ESGE operates its own LinkedIn page which currently has over 2000 followers and which will be used to promote GESEA4EU. The C&D Team have set up a dedicated LinkedIn page as part of the project launch entitled GESEA4EU which will be used to promote project activities.



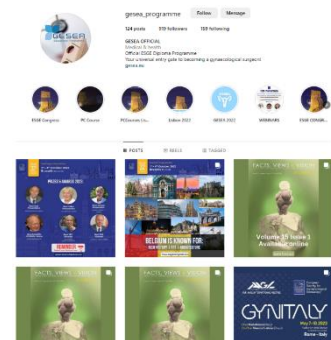
Furthermore, the following LinkedIn pages will be referenced regularly in GESEA4EU LinkedIn postings:

- European Health and Digital Executive Agency (HaDEA)

- European Commission (EC)

Instagram

The dissemination team plan to use the existing GESEA account to promote GESEA₄EU. This existing Instagram account already has almost 900 followers and will be a valuable channel in which to promote the project.



A significant effort will be dedicated to promoting the project results via our partners' established social media channels (Annex 1) and shared to relevant communities on social media. Partners are encouraged to use their own social media channels as widely as possible to build up interest in the project, see the partner dissemination guide in Annex 3.

Brochures and other publications

Brochures, booklets, leaflets and short info videos created as specific moments in the project lifetime to support specific activities, e.g. availability of new courses. This includes the planned GESEA₄EU Training Methodology Booklet created at the end of the implementation activities in WP₃ and WP₄. These will be created on demand in relevant partner languages and made available on the project website as well as being sent to specific targeted communities and groups.

Dissemination and Communication Activities

Campaigns

Campaigns to promote the GESEA4EU project results and outputs will be prepared in English to ensure the consistency of messaging. The Communications and Dissemination (C&D) Team will provide partners with ready to use resources when contacting local partners/communication channels/and other relevant networks as well as when sharing information about the project campaign via their own channels (website, social media, newsletters, etc...). The campaign artefacts listed below will be distributed among the project partners who will translate them into their languages and distribute via appropriate channels according to need and opportunity. All partners will be asked to record their communication efforts in relation to each campaign for reporting and evaluating purposes as well as to gather evidence of the take-up of such materials in other channels.

Materials for each campaign will include:

- Press Release (1 page document)
- Blog post (500-800 words article)
- Short news item (100 word announcement)
- Social media posts with accompanying graphics (3-5 different posts that can be used in different channels)
- Explainer documents when necessary, to be translated where relevant by partners, circulated directly to key target groups and available on the website.

As well as engaging all GESEA4EU partners, the C&D team will also reach out to other significant players including relevant news sites and information channels as well as those operated by the European Commission including HaDEA.

Each campaign will last approximately 2 weeks although it is expected that materials related to individual campaigns will continue to circulate for several weeks after the launch of the campaign.

The following table provides a summary of the timing, general content and targets of the planned campaigns.

GESEA4EU Campaign timetable (subject to minor changes regarding dates particularly in year 2)

Note * all target groups mentioned in the proposal will receive information about the different campaigns, however the emphasise of each will vary according to the campaign topic and it is these specific target groups that are mentioned here.

	Campaign	Target groups specifically targeted*	Key messages	Timing
1	Launch of GESEA4EU project, its mission and what it plans to achieve	<p>Training and diploma centres in Member States which are already engaged in relevant training including their training and support staff.</p> <p>National, regional and European networks and associations of medical practitioners, specialist practitioners, networks of nursing staff and technical support staff involved in the supply, maintenance and support of relevant operational procedures.</p> <p>General medical community composed of policy-makers, practitioners and administrative staff concerned with the overall quality of medical provision.</p>	<p>Purpose of project</p> <p>Expected outcomes</p> <p>Value to specific sub-set of the medical community</p>	Start April 24 2023 (M3)
2	Launch of official GESEA4EU training based on standardised training modules timed to coincide with ESGE Congress in Brussels	<p>Training and diploma centres in Member States which are already engaged in relevant training including their training and support staff.</p> <p>General medical community composed of policy-makers, practitioners and administrative staff concerned with the overall quality of medical provision</p>	<p>Advantages of new standardised training material</p> <p>Training available to new categories of professionals</p>	1 October 2023 (M9)
3	Public campaign on the value of GESEA4EU in terms of women's health with a	General medical community composed of policy-makers, practitioners and administrative staff	Importance of non-invasive surgical procedures for women's health	M13/14 planned to coincide with

	specific focus on support groups and channels concerned with women's health issues.	concerned with the overall quality of medical provision General public interested in topics related to women's medical health and advances in medical practice and in particular those support groups working to provide support services to those suffering from conditions such as Endometriosis.	Value of advanced training for surgeons, nurses and other key staff in improving women's health More specialised centres means more opportunities for women to access better healthcare	annual Endometriosis Awareness Month in Europe
4	Expansion of GESEA4EU to additional countries based on extension of training into new countries	Training and diploma centres in Member sStates which are already engaged in relevant training including their training and support staff. General medical community composed of policy-makers, practitioners and administrative staff concerned with the overall quality of medical provision	More opportunities to train specialised staff More specialised centres means more opportunities for women to access better healthcare	M15-16
5	Announcement of EBCOG-PACT-GESEA Centres Framework and MoU	General medical community composed of policy-makers, practitioners and administrative staff concerned with the overall quality of medical provision	Recognition of GESEA centres expertise within the wider medical community	M18-19 - actual date depending on status of agreement
6	Launch of Outcome Indicators Report	Research community including both those interested in research in topics related to Obstetrics and Gynaecology as well as those carrying our research into advanced training and educational practices.	Value and impact of the GESEA4EU work in particular and GESEA in general.	M24

Events

Centralised events and congresses

Dedicated dissemination activities organised where possible alongside relevant conferences and events are an important element in our approach to Dissemination and Communication based on our firm belief in the value of organising activities that build on the strengths of our partnership and existing channels.

As a result, the C&D Team foresee the organisation of workshops, presentations and setting up booths at certain European, National and regional events.

ESGE congress

The ESGE congress is the premier event for gynaecological endoscopy. For over 1,500 medical practitioners from 80 countries, it is the gathering to exchange scientific knowledge and research, promote cutting-edge inventions, and network with peers. The ESGE 32nd annual congress will take place in October 2023, in Brussels.

"Creating History by Shaping the Future, the 2023 congress theme, perfectly complements the new trends in endoscopic surgery and the work of ESGE. The programme will include high-quality, fact-based subjects as well as advice on a number of themes, not to mention the significance of pre- and postoperative medical care.

Promotion of the work of ESGE always features centrally in this annual congress and so it is planned to highlight the work of the GESEA4EU project prominently in this event both in the conference exhibition and also on the conference programme.

ESHRE Annual Meeting

Dating back to 1985, ESHRE 39th annual meeting will take place in June 2023, Denmark. During this 4 day congress in Denmark, several lectures and networking opportunities in the field of human reproduction and embryology are offered. The C&D Team plan to ask speakers connected with GESEA4EU already attending this event to announce the project as part of their presentation and will provide a suitable presentation slide(s) for this purpose.

SERGS Annual Meeting

The annual Robotic Gynaecological Surgery Conference, offers professionals a unique opportunity to share knowledge, experience and practice in the latest Robotic Gynaecological Surgery developments. This year's event takes place in Athens, Greece on June 8-10. The C&D Team plan to ask speakers connected with GESEA4EU already attending this event to announce the project as part of their presentation and will provide a suitable presentation slide(s) for this purpose.

Winners Meeting

The Winners Project has become an innovative international platform with the goal to provide high-quality training and share experience in the field of minimally invasive surgery in gynecology far from the classic congress concept. The 9th Edition of the Winners Meeting will take place in Valencia, Spain on June 15, 16, and 17, 2023. The C&D Team plan to ask speakers connected with GESEA4EU already attending this event to announce the project as part of their presentation and will provide a suitable presentation slide(s) for this purpose.

EBCOG Congress

The European family of obstetricians and gynaecologists (EBCOG) together with the Polish Society of Gynaecologists and Obstetricians, other special interest societies like, ESGE and the subspeciality societies like ESHRE, offer insight in novel techniques, debates on equal opportunities, accreditation of centres, staff training, Women's Rights and influence of Climate changes on our well-being, prenatal diagnostics, gynaecological oncology, obstetrics and much more. Together with the European Network for trainees (ENTOG) they provide information and training at affordable conditions. EBCOG also offers the possibility to perform the level 1 and 2 certification of the GESEA programme, the universal entry gate to becoming a gynaecological surgeon.

Along with their specific involvement in GESEA4EU as a partner, EBCOG is also organising their bi-annual Congress on 18-20 May 2023 in Krakow, Poland. Although this event comes at an early stage in the project lifetime, GESEA4EU Project Coordinator, Dr. Federica Campolo will be giving a talk about the GESEA4EU project and promoting the activities and mission of the project in this community. This presentation is listed on the conference programme.

Partners' events and other events that will be targeted

The following table lists many of the key events and conferences that are under consideration. Where known, dates and locations are included, in certain cases the dates for these events are already passed but they are included here for reference. Several of these events are annual events and so may not be targeted immediately but will be considered at a later stage when more information about GESEA4EU will be available. Several of the events listed are organised by, or directly involve, project partners.

Event description	Location	Dates if known
Interactive Colposcopy Day 2023 organised by the Royal College of French-speaking Obstetrician Gynecologists of Belgium)	Brussels, Belgium	22 April, 2023
Global Congress on Hysteroscopy (GCH	Sitges, Barcelona, Spain	26-28 April, 2023
GLEM (Glem, groupe local d'évaluation médicale, Medical assessment local group);		
JLGO (journées liegeoises de GYNOB);	Liege, Belgium	14-15 April, 2023
Arbeitsgemeinschaft Gynäkologische Endoskopie (AGE) congress:	Germany	Every 3 years in spring
Deutschen Gesellschaft für Gynäkologie und Geburtshilfe e.V congress DGGG	Germany	Every 2 years in Autumn
ESGO congress	Turkey	Sept 28 – Oct 1 - 2023
National congresses in ObGYN European and other Gyn Endoscopic Societies organised by Cyprus Gynaecological and Obstetrics Society	Cyprus	

OB-GYN Conference 2023 - 3rd International Conference on Gyneacology and Obstetrics	Rome, Italy	16-17 November, 2023
23rd Congresso de obstetricia e ginecologia	Lisbon, Portugal	16-18 November, 2023
ISUOG World Congress 2023 organised by the International Society of Ultrasound in Obstetrics and Gynecology)	Seoul, South Korea	16-19 October 2023
Hospital da Luz Learning Health Events for Obstetrics & Gynaecology		
Società Italiana Endoscopia Ginecologica (SEGI) Italy	Rome, Italy	7-10 May 2023
SERGS (Society of the European Robotic Gynaecological Surgery) Annual Meeting	Athens, Greece	8-10 June 2023
Sigo (Società Italiana di Ginecologia e Ostetricia) conference	Milan, Italy	14-16 December 2023
AGUI conference (Associazione Ginecologi Universitari) Shabnam		
AOGOI conference (Associazione dei Ginecologi Italiani) Shabnam		
Global Congress on Gynecology, Women Health and Breast Cancer	Valencia	21-22 June, 2023
ICOG 2023: 17. International Conference on Obstetrics and Gynecology	Rhodes, Greece	17-18 July, 2023
Gynaecology and Obstetrics 2023	Rome, Italy	19-20 July, 2023
ICGOWH 2023: 17. International Conference on Gynecology, Obstetrics and Women Healthcare	Baku, Azerbaijan	10-11 August, 2023
Winners Meeting	Valencia, Spain	15-17 June 2023
ESHRE Annual Meeting	Copenhagen, Denmark	25-28 June 2023
EBCOG Bi-Annual Congress	Krakow, Poland	18-20 May 2023
ESHRE Campus Workshop "Added value of endoscopic surgery in the era of ART+GESEA-ECRES Level1 training session"	Thessaloniki, Greece	7-9 December 2023

Management and Resources for Dissemination and Communication

Dissemination Guide

In order to support the partners in their work, ATiT has created a guide to dissemination that is contained in Annex 3. The idea behind this guide is to provide in a single easy-to-access document a summary of the resources and guidance that partners need for their decentralised dissemination activities. The guide will be updated and adjusted as and when necessary and contains the following elements either in the guide itself or in the accompanying documentation:

- Tips and guidelines for sharing information about the project.
- Project brand book/style guide for partners to use in their creation of other dissemination resources.
- Templates for documents, presentations and any other materials based on style guide for partners to use which will include the project logo and relevant EC logo.
- Directions on how and when to use the EC logo, the reference to the funding source and the EC disclaimer.
- Suggested hashtags for twitter communication about the project.

Set of common summary texts

In order to ensure that GESEA4EU is always described in the same way in the different partner languages, the consortium have agreed a by-line and a common set of summary texts in 50 and 200 word versions translated into Dutch, French, German, Greek, Italian, Portuguese and Slovenian. These texts are available in Annex 7.

GESEA4EU Brand

A project brand book has been created based on the original GESEA brand to ensure a separate and attractive identity for the project. This brand is elaborated in Annex 2 and relevant templates based on the project brand book are provided for partners. These have been sent to the WP5 contact points in each partner and are available for partners to access from the GESEA4EU Teams environment.

Dissemination management structure and tools

In order to ensure the smooth operation of the work to be carried out in WP5, the team have established a number of practices and protocols that fits within the overall management structure of the project.

Management of work in WP5

Overall responsibility for the management of WP5 rests with ATiT as the designated WP leader in the project, this work will be led by ATiT staff member, Sally Reynolds. Sally is responsible for reporting to the Project Steering Board (PSB) on a monthly basis at the PSB meetings arranged for this purpose. Sally is also responsible for reporting on progress to the plenary meetings arranged on a monthly basis for all partners. Each management meeting will include a dedicated section devoted specifically to WP5 where progress according to the agreed planning set out in this document will be discussed and where necessary remedial actions can be taken.

In order to ensure the smooth operation of activities in WP5, a small working group has been established of staff working in ATiT and ESGE concerned with dissemination and communication of GESEA4EU called the C&D Team. This team has established the practice of having a short weekly meeting to agree tasks and check progress in relation to WP5 work.

Communication with partners

All partners are expected to carry out the necessary steps as described in this plan and have dedicated resources to carry out this work. In order to ensure good communication with the partners, the C&D Team have established a contact in each of the 14 partner organisations concerned who will take direct responsibility for dissemination and communication of GESEA4EU in their own community/target group.

The WP5 team plan regular contact with these contacts, providing them with the necessary campaign and other materials to ensure an effective dissemination of project activities and outcomes.

Document management

A dedicated space in the GESEA4EU Teams environment has been set up specifically devoted to dissemination. This plan and the accompanying annexes are available there for access by all partners.

Reporting

In addition, a shared document, the Dissemination Activities Log, has been made available for partners to help in the management and reporting of progress related to Communication & Dissemination. The idea behind this log is that each partner is asked to record all dissemination and communication activities that they undertake throughout the lifetime of

the project so the dissemination activities of the project as a whole can be monitored and reported upon as and when necessary. An outline showing this log is contained in Annex 5 while the log itself is available as a living excel document in the teams environment.

Sustainability Strategic Plan

In the project proposal, a Sustainability Strategic Plan was foreseen a part of the project planning to address the topic of sustainability and continuation of the activities foreseen in GESEA4EU. Planning for sustainability is a topic that concerns the partnership as a whole and so while support to, and reporting on this topic, are addressed here, this topic will be further considered by the project management team as a whole with the involvement of all partners.

The overall approach to sustainability and continuation is one that has been of real concern to the GESEA4EU partnership from the start. This is why the project leadership has adopted an approach which ensures that while GESEA4EU is building its own identity, this identity is clearly located within the wider GESEA story which is turn is conceived and branded as the educational programme of the membership organisation ESGE. This fundamental principle is borne out in all branding and representation of GESEA4EU right from the start of the project lifetime. Where, for example, suitable ESGE/GESEA channels and communication and dissemination opportunities, tools and services already exist, they will be used to promote GESEA4EU. Where new channels are under development, this is carried out based on a clear understanding that such channels can revert to the GESEA brand when the project comes to an end. All products and outputs including the training modules are clearly identified as being GESEA materials developed in the context of the GESEA4EU project with due recognition of the funding provided to support this effort by the European Commission.

While all GESEA4EU training centres are members of ESGE and part of the GESEA network, not all GESEA centres are part of GESEA4EU. This means that it is important to include the non-project centres where relevant and possible in the overall planning for GESEA4EU going forward, the same is true for those new GESEA centres who will come on stream as part of the planned work to expand GESEA supported under GESEA4EU.

In order to support the overall sustainability of GESEA4EU within the context of GESEA/ESGE, WP5 leadership propose to establish a dedicated taskforce with the involvement of the PSB and leading GESEA/ESGE figures to carry out a SWOT analysis and to lay the foundations for a business plan to estimate the eventual full cost of operation of GESEA going forward. This work will begin in earnest in the second half of the project lifetime when the training modules have been standardised and the expansion of the GESEA network of training centres in directly underway. This work is also closely linked to the activities planned under T5.5, the definition of the EBCOG-PACT-GESEA Centres Framework which is foreseen for the second half of the project.

Progress towards the goal of ensuing sustainability and continuity will be reported on in both D5.2, the mid-term dissemination and communication report due in M12 and D5.4, the final dissemination and communication report due in M24.

Annexes

Annex 1: Overview of channels available to each partner

no	Partner	Website	Newsletters/mailings	Social Media ESGE has a list of these
2	ULG	https://www.citadelle.be/Services/Services-medicaux/Centre-d-endometriose/Accueil.aspx http://www.anathum.ulg.ac.be/Service.htm	Gunaikeia Medlink	https://twitter.com/H_Citadelle https://www.facebook.com/HCitadelle https://www.linkedin.com/company/h%C3%B4pital-citadelle/
3	UNITO	http://www.unito.it	https://www.surgicalexcellence.unito.it/	https://www.instagram.com/unitorino/
4	EAGS	https://www.mis-academy.be/	newsletters	https://www.facebook.com/EuropeanAcademyOfGynaecologicalSurgery
5	UNINA	https://www.geseanapoli.com		https://www.facebook.com/geseanapoli
6	PiuSH	https://www.pius-hospital.de/	Pius Website Pius Magazine "Pia" (2 issues/year)	https://www.pius-hospital.de/service/pia-krankenhausmagazin
7	MUM	https://www.mf.um.si/	Periodical journals: "Medicina danes" and "Naša bolnišnica"	https://www.facebook.com/MedicinskaFakultetaMaribor/

8	UNIC	https://www.womana.com.cy/en Aretaeio Hospital in Nicosia University of Nicosia /		https://www.facebook.com/womana.com.cy
9	CAC	https://www.cuf.pt/cuf-academic-center/	Internal and external newsletter. +Vida (internal magazine) + Gazeta Médica	https://www.facebook.com/cuf https://www.linkedin.com/company/cuf-hospitais-e-cl%C3%ADnicas/
10	AUTH	https://www.med.auth.gr/en		https://www.facebook.com/MedicalSchoolAUTH/
12	UEMS	https://ebcog.eu/	newsletter subscription list associated with website, also regular mailings are sent to Council members who are asked to distribute information to their national societies.	https://www.linkedin.com/groups/5045962/ https://www.instagram.com/ebcog_eu/ https://twitter.com/EBCOG_EU https://www.facebook.com/ebcogorg
13	GLSMED	https://www.hospitaldaluz.pt/learninghealth/pt	GLSMED runs internal and external newsletters	https://www.instagram.com/hospitaldaluzlearninghealth/?hl=pt https://www.linkedin.com/showcase/hospital-da-luz-learning-health/ https://www.facebook.com/HospitaldaLuzLearningHealth/
14	FPAG	https://www.policlinicogemelli.it/ https://obegyn.com/gest	Newsletters Journal Club Online periodical of scientific update	FPAG and OBGYN Facebook, Instagram, LinkedIn

			regular mailings are sent to members	
15	SERGS	https://www.sergs.org/	Publishes a newsletter sent four times per year	info@sergsmail.org
16	CICE	www.cice.fr		https://www.instagram.com/cice.clermont.ferrand/ https://www.facebook.com/ciceclermontferrand https://www.youtube.com/channel/UCbY41YfMpBTmx-bi58WGBmg

Annex 2: GESEA4EU Brand book



Logo

There are two versions of the GESEA4EU logo.

One version with the strapline and one without. Either can be used. Legibility is important so if the logo is small please use the version without the strapline



LOGO – WITHOUT STRAPLINE



LOGO – WITH STRAPLINE

COVER

LOGO

LOGO VARIATIONS

LOGO SPACING

COLOUR

TYPOGRAPHY

Logo variations

It is not always possible to reproduce the logo in full-colour.

So the logo can be reproduced in:

- Full colour
- Black
- Reversed (in white)



LOGO - FULL COLOUR



LOGO - BLACK



LOGO - REVERSED

Logo spacing

The GESEA4EU logo needs to be legible when reproduced. Please give the logo breathing space. Use the “4” and double it to create a virtual white border around the logo.



LOGO – NO STRAPLINE – CLEAR SPACE



LOGO – STRAPLINE – CLEAR SPACE

Minimum size

The logo should not be reproduced small that these sizes.

It will be too difficult to see detail if they're any smaller.

LOGO WITHOUT STRAPLINE



LOGO WITH STRAPLINE



COVER

LOGO

LOGO VARIATIONS

LOGO SPACING

COLOUR

TYPOGRAPHY

Colours

GESEA4EU – Blue 1



CMYK:
52/14/0/0

RGB:
130/187/231

Web:
#82BBE7

GESEA4EU – Blue 2



CMYK:
71/21/0/0

RGB:
56/161/219

Web:
#38A1DB

GESEA4EU – Blue 3



CMYK:
83/42/13/1

RGB:
27/123/176

Web:
#1B7BB0

GESEA4EU – Blue 4



CMYK:
94/64/30/16

RGB:
20/80/120

Web:
#145078

EU – Reflex Blue



CMYK:
100/87/0/20

RGB:
0/20/137

Web:
#001489

Pantone:
Reflex Blue

EU – Yellow



CMYK:
0/1/100/0

RGB:
255/221/0

Web:
#FFDD00

Pantone:
Yellow

Permar

Typography

Few things communicate the look and feel of the GESEA4EU brand more clearly than typography.

The fonts visually show the brand to be modern and unique. We believe typography should balance legibility with interest.

For **headline** text we use typeface family called *ASAP*.

For **subheading** and **texts**, we use a sans-serif typeface called *Open Sans*.

Both fonts are available from Google fonts.

FOR HEADINGS

Asap Bold

aâbcçdðeéffghiiijklmñõøppqoerstuüvwxyz
AÂÂBCÇDEFGHIÍJKLMNOØÓÒÏPQRSTUUVWXYZ 0123456789
°(, " - ; : ! ? & © ° π ® † ≈ ◊ ™ £ ¤ ∞ § • ° °

FOR HEADINGS

Asap Medium

aâbcçdðeéffghiiijklmñõøppqoerstuüvwxyz
AÂÂBCÇDEFGHIÍJKLMNOØÓÒÏPQRSTUUVWXYZ 0123456789
°(, " - ; : ! ? & © ° π ® † ≈ ◊ ™ £ ¤ ∞ § • ° °

FOR SUBHEADS

Open Sans Semibold

aâbcçdðeéffghiiijklmñõøppqoerstuüvwxyz
AÂÂBCÇDEFGHIÍJKLMNOØÓÒÏPQRSTUUVWXYZ 0123456789
°(, " - ; : ! ? & © ° π ® † ≈ ◊ ™ £ ¤ ∞ § • ° °

FOR BODY COPY

Open Sans Regular

aâbcçdðeéffghiiijklmñõøppqoerstuüvwxyz
AÂÂBCÇDEFGHIÍJKLMNOØÓÒÏPQRSTUUVWXYZ 0123456789
°(, " - ; : ! ? & © ° π ® † ≈ ◊ ™ £ ¤ ∞ § • ° °

COVER

LOGO

LOGO VARIATIONS

LOGO SPACING

COLOUR

TYPOGRAPHY

Annex 3: Dissemination guide for partners

The purpose of this short guide is to provide partners with instructions related to the branding and dissemination of project activities and outputs.

Project logo and design guide

The brand guide created for the project accompanies this document and contains all the information partners need about colour, logo and fonts to be used. Please ensure that the project logo as follows is always visible on all project outputs as well as following the design guidelines included in this plan.

Use of Images

A separate folder with images that can be used by partners will be made available in the Teams environment. Please first check if you would like to use images other than these in your dissemination activities that you have permission to use such images, contact the Communication and Dissemination (C&D) team for advice and support if necessary.

Templates

The C&D team are building up a set of templates based on the design guide that can be used for different outputs, the first of these are already available for documents, reports and presentations in the Teams environment. Additional templates will be developed based on the project brand book as and when necessary.

Use of EU logo and disclaimer

In order to ensure that the EU support to our project is acknowledged appropriately, we will follow the EU guidelines related to the use of the European Union logo and disclaimer.

In practice this means that the **Co-funded by the European Union logo** shown here should be clearly visible on all publications, announcements, documents and materials related to the project when they are visible to the public.



**Co-funded by
the European Union**

Please note the guidance issued by the EC in reference to the use of this logo as provided in Article 17.2 of the Grant Agreement:

- 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. This logo needs to be given appropriate prominence when displayed in association with any other logo.

Furthermore, Article 17.3 of the Grant Agreement states the following:

- 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):

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Health and Digital Executive Agency (HaDEA).

Neither the European Union nor the granting authority can be held responsible for them.

Social media

For Twitter, we suggest the following hashtags:

- #EUFunded
- #healthUnion
- #EU4Health

Also the following handles can be referenced:

- @ESGEorg
- @TheBSGE
- @IJGCFellows
- @ENYGO_official
- @EU_HaDEA
- @EU_Health
- @EU_Commission
- @EUScienceInnov

- **@HorizonEU**

Tips and advice on dissemination

Project name: please always write the project name as follows: GESEA4EU

Project description: please use the common project description at all times, you will find this in two different formats (50 words and 200 words) in annex 7. It is also available in the GESEA4EU Teams environment.

Log all dissemination activities: no matter how limited the action it is important to log in the dissemination log every instance of dissemination. Not only is this useful for us in terms of managing the dissemination process, but it is also very useful for when we need to report to the European Commission.

Look out for all opportunities to promote the project and keep a watchful eye out for all relevant events and gatherings where we can promote the project. Please note all events, conferences, workshops and seminars which may be interesting for the project so we can collaborate where possible in terms of participation.

Finally, do stay in contact with the C&D Team and let us know if you need any help and support. We are ready and available to support you in all your GESEA4EU communication and dissemination activities.

- Sally Reynolds: sally.reynolds@atit.be
- Shabnam Barati: shabnam.barati@atit.be

Annex 4: Evaluation and Performance KPIs

All KPIs will be logged in a shared excel file.

No.	Title	Targeted	Key Performance Indicators (KPI)
KPI.01	GESEA4EU website	All groups targeted, with certain items clearly marked for different target groups	4,000 visits per year, at least one news update per month on GESEA4EU site
KPI.02	Dedicated dissemination campaigns	To be tailored depending on the target group but in general terms aimed at practitioner communities	At least 6 such campaigns over the project lifetime
KPI.03	External newsletters and magazines	Depending on the target group of the newsletter or magazine.	Articles and announcements in at least 30 such newsletters or magazines over the project lifetime.
KPI.04	Social media	Facebook for general community engagement purposes, feedback etc., particularly general public. LinkedIn for specific professional communities.	GESEA4EU LinkedIn – 200 followers per year GESEA4EU FB followers -400 per year
KPI.05	Dedicated dissemination events	Events targeted at specific audiences used to raise awareness, recruit trainees and expand number of centres offering training.	Aim to organise a minimum of 2 such events over the project lifetime.
KPI.06	Brochures, booklets, leaflets and short info videos	Tailored to specific groups and including course announcements in specific languages, video clips and information brochures.	Minimum of 6 such brochures. information leaflets and 4 video clips to be created during the project lifetime.
KPI.07	Scientific publications	This KPI will be measured by a simple review of the relevant sections of the websites	Target of 2 papers accepted.

Annex 5: Dissemination Activities Log

The Dissemination Activities Log is available to all partners in the Teams environment, partners need to keep this log up to date, noting all dissemination activity done for promoting and sharing GESEA4EU project. The following table provides an explanation to the different columns in this table where a separate tab is available to each partner.

Dissemination activity	What type of dissemination activity was this, posting on a website? Presentation at an event?
Focus of dissemination	What were you disseminating about? A training course? A new activity? The project in general?
When	When did it take place, if online, when was the announcement posted?
Where	Was it online? Or was it at an event that took place in a specific location, if a location then please indicate where.
Who	Who carried out the activity in your organisation
Web URL	To the actual link if online action, otherwise to a relevant site, e.g. the conference or workshop website
Title	If a presentation, then the name of the presentation, if a post, then the headline or first words
Description	Anything further you want to add about the dissemination action
Language	Language used
Target	Indicate who the action was aimed at, if non-specific, then just insert "general"
Reach	Insert roughly how many people you think you reached with this action
Additional information	Anything else you want to add?

Annex 6: Common set of summary texts

Banner headline

EN	GESEA4EU Standardising Gynaecological Endoscopy Training
NL	GESEA4EU De opleidingsstandaard voor Gynaecologische Endoscopie
FR	GESEA4EU Uniformisation de la formation endoscopique gynécologique
IT	GESEA4EU La standardizzazione della formazione in endoscopia ginecologica
DE	GESEA4EU Standardisierung der Ausbildung in der gynäkologischen Endoskopie
SL	GESEA4EU poenotenje usposabljanja za ginekološko endoskopijo
EL	GESEA4EU Τυποποιημένη εκπαίδευση στη Γυναικολογική Ενδοσκόπηση
PT	GESEA4EU Uniformização da Formação em Endoscopia Ginecológica

Short (60 word description)

EN	Gynaecological Endoscopic Surgical Education and Assessment (GESEA) is a structured educational programme for Gynaecological Endoscopy providing training, certification and skill advancement leading to surgical competence. GESEA4EU is a two year project supported by the European Union that will standardise and expand the existing GESEA offer in twelve centres and expand it to nine new centres in Northern and Eastern Europe.
NL	GESEA, het gynaecologische endoscopische chirurgische onderwijs- en beoordelingsprogramma, is een gestructureerde opleiding die training, certificering en verbetering van vaardigheden biedt die leiden tot chirurgische competenties. GESEA4EU is een tweejarig project dat met de hulp van de Europese Unie het bestaande GESEA-aanbod zal standaardiseren in twaalf centra en verder uitbreiden naar negen nieuwe centra in Noord- en Oost-Europa.
FR	Le GESEA (Gynaecological Endoscopic Surgical Education and Assessment) est un programme éducationnel structuré pour l'Endoscopie gynécologique. Il est composé de sessions d'entraînement, de certification et de amélioration des compétences nécessaires en chirurgie. GESEA4EU est un projet de 2 ans, financé par l'Union Européenne, qui vise à uniformiser et étendre l'offre GESEA existant déjà dans 12 centres et de développer 9 nouveaux centres en Europe du Nord et de l'Est.
IT	L'educazione e la valutazione chirurgica endoscopica ginecologica (GESEA) è un programma educativo strutturato per l'endoscopia ginecologica che fornisce formazione, certificazione e avanzamento delle competenze per ottenere la competenza chirurgica. GESEA4EU è un progetto biennale sostenuto dall'Unione Europea che standardizzerà e amplierà l'offerta GESEA

	esistente in dodici centri e la estenderà a nove nuovi centri nell'Europa settentrionale e orientale.
DE	Gynaecological Endoscopic Surgical Education and Assessment (GESEA) ist ein strukturiertes Ausbildungsprogramm für die gynäkologische Endoskopie, das Ausbildung, Zertifizierung und Kompetenzerweiterung bietet und zu chirurgischer Kompetenz führt. GESEA4EU ist ein zweijähriges, von der Europäischen Union unterstütztes Projekt, das das bestehende GESEA-Angebot in zwölf Zentren standardisieren und erweitern und auf neun neue Zentren in Nord- und Osteuropa ausdehnen wird.
SL	Ginekološko endoskopsko kirurško izobraževanje in ovrednotenje (GESEA) je strukturiran izobraževalni program za ginekološko endoskopijo, ki nudi usposabljanje, certifikat in izboljšanje veščin, kar vodi do kirurške sposobnosti. GESEA4EU je dveletni projekt, ki ga sofinancira Evropska unija, ki bo poenotila in razvijala obstoječo GESEA ponudbo v dvanajstih centrih in jo razširila v devet novih centrov v severni in vzhodni Evropi.
EL	GESEA, εκπαίδευση και αξιολόγηση της Ενδοσκοπικής Χειρουργικής στη Γυναικολογία είναι ένα δομημένο εκπαιδευτικό πρόγραμμα στη Γυναικολογική Ενδοσκόπηση, το οποίο παρέχει εκπαίδευση, πιστοποίηση και βελτίωση δεξιοτήτων, με στόχο τη χειρουργική επάρκεια. Το GESEA4EU είναι ένα πρόγραμμα διετούς διάρκειας, το οποίο χρηματοδοτείται από την Ευρωπαϊκή Ένωση και στοχεύει στη τυποποίηση και περαιτέρω διεύρυνση του εκπαιδευτικού ενδοσκοπικού προγράμματος GESEA σε 12 Κέντρα Ενδοσκοπικής Χειρουργικής, με περαιτέρω διεύρυνση σε ακόμη 9 Κέντρα στη Βόρεια και Κεντρική Ευρώπη.
PT	Gynaecological Endoscopic Surgical Education and Assessment (GESEA) é um programa educacional estruturado para Endoscopia Ginecológica que oferece treino, certificação e desenvolvimento de competências e ferramentas, contribuindo para o aumento da capacitação cirúrgica. O GESEA4EU é um projeto de dois anos apoiado pela União Europeia que irá padronizar e expandir a oferta atual do programa GESEA em doze centros, e expandir para nove novos centros no norte e leste da Europa.

Longer description (200 word descriptions)

EN	The Gynaecological Endoscopic Surgical Education and Assessment programme (GESEA) is a structured educational approach to Gynaecological Endoscopy providing training, certification and skill advancement for surgeons. This programme is well established and already provides certification to gynaecological surgeons with more than 3,200 certificates issued to date. GESEA4EU is a two year project built on GESEA which began in February 2023. This innovative cross-border project brings together 16 partners from 8 European countries and is co-funded by the European Union. GESEA4EU partners plan to standardise the GESEA training offer already provided to surgeons in the existing 12 GESEA centres and expand it to meet the training
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	<p>needs of other healthcare professionals including nurses and supporting non-clinical staff.</p> <p>During the project lifetime, 27 learning modules will be developed and trialled within the existing network under the existing certification procedures. Furthermore, GESEA4EU will enable the GESEA programme to be expanded to meet the training needs of 9 new GESEA centres in the process of being identified in Northern and Eastern Europe where the learning modules will be piloted and evaluated. Finally, GESEA4EU will support the promotion of the GESEA programme through the European Board & College of Obstetrics and Gynaecology as part of the EBCOGPACT Framework.</p>
NL	<p>GESEA, het gynaecologische endoscopische chirurgische onderwijs- en beoordelingsprogramma is een gestructureerde educatieve benadering van gynaecologische endoscopie die training, certificering en verbetering van vaardigheden voor chirurgen biedt. Dit programma is reeds goed ingeburgerd en heeft tot nu toe al meer dan 3.200 certificaten uitgereikt aan gynaecologische chirurgen. GESEA4EU is een tweejarig project dat begon in februari 2023 en dat voortbouwt op GESEA. Dit innovatieve grensoverschrijdende project brengt 16 partners uit 8 Europese landen samen en wordt gefinancierd door de Europese Unie. De GESEA4EU-partners zullen het huidige GESEA-opleidingsaanbod voor chirurgen in de bestaande 12 GESEA-centra standaardiseren en uitbreiden om tegemoet te komen aan de opleidingsbehoeften van andere zorgprofessionals, zoals verpleegkundigen en ondersteunend niet-klinisch personeel.</p> <p>Tijdens het project zullen 27 leermodules ontwikkeld. Deze zullen getest worden volgens de gevestigde certificeringsprocedures binnen het bestaande netwerk. Dankzij GESEA4EU kan het GESEA-programma bovendien uitgebreid worden om te voldoen aan de opleidingsbehoeften van 9 nieuwe nog te identificeren GESEA-centra in Noord- en Oost-Europa. Ook hier zullen de leermodules getest en geëvalueerd worden. GESEA4EU zal het GESEA-programma verder ondersteunen en promoten met de steun EBCOG, the European Board & College of Obstetrics and Gynecology, als onderdeel van het EBCOGPACT Framework.</p>
FR	<p>Le programme GESEA (Gynaecological Endoscopic Surgical Education and Assessment) est une approche éducationnelle structurée pour l'endoscopie gynécologique fournissant entraînement, certification et développement des compétences pour les chirurgiens. Ce programme est bien établi et plus de 3 200 chirurgiens gynécologues ont déjà obtenu leur certificat.</p> <p>GESEA4EU est un projet de 2 ans, construit sur le GESEA, et qui a débuté en février 2023. Ce projet innovant transfrontalier rassemble 16 partenaires originaires de 8 pays européens et est co-financé par l'Union Européenne. Les partenaires du GESEA4EU prévoient d'uniformiser l'offre de la formation GESEA, actuellement proposée aux chirurgiens dans les 12 centres GESEA déjà existants. Cette offre sera ensuite étendue aux autres professionnels de la santé, dont les infirmières, ainsi qu'à l'équipe de support non clinique.</p>

	<p>Durant ce projet, 27 modules d'apprentissage seront développés et testés lors des procédures de certification existant déjà dans le réseau.</p> <p>Par la suite, GESEA4EU permettra d'étendre le programme GESEA pour rencontrer les besoins de formation de 9 nouveaux centres GESEA potentiels, qui sont sur le point d'être identifiés en Europe du Nord et de l'Est. Les modules d'apprentissage y seront testés et évalués.</p> <p>Finalement, GESEA4EU va promouvoir le programme GESEA auprès des Sociétés et Collèges européens de Gynécologie-Obstétrique dans le cadre de IEBCOGPACT.</p>
IT	<p>Il programma di educazione e valutazione chirurgica endoscopica ginecologica (GESEA) è un approccio educativo strutturato all'endoscopia ginecologica che fornisce formazione, certificazione e avanzamento delle competenze ai chirurghi. Questo programma è ben consolidato e fornisce già la certificazione ai chirurghi ginecologici con oltre 3.200 certificati rilasciati fino ad oggi. GESEA4EU è un progetto innovativo basato sul programma GESEA iniziato nel febbraio 2023 della durata di 2 anni. GESEA riunisce 16 partner di 8 Paesi europei ed è co-finanziato dall'Unione Europea. I partner di GESEA4EU intendono standardizzare l'offerta formativa GESEA già fornita ai chirurghi nei 12 centri GESEA esistenti ed espanderla per soddisfare le esigenze formative di altri operatori sanitari, compresi gli infermieri e il personale non clinico di supporto.</p> <p>Durante la durata del progetto, 27 moduli di apprendimento saranno sviluppati e sperimentati all'interno della rete esistente secondo le procedure di certificazione esistenti. Inoltre, GESEA4EU consentirà di espandere il programma GESEA per soddisfare le esigenze di formazione di 9 potenziali nuovi centri GESEA in fase di identificazione nell'Europa settentrionale e orientale, dove i moduli di apprendimento saranno testati e valutati. Infine, GESEA4EU sosterrà la promozione del programma GESEA attraverso l'European Board & College of Obstetrics and Gynaecology come parte dell'IEBCOGPACT Framework.</p>
DE	<p>Das Programm Gynaecological Endoscopic Surgical Education and Assessment (GESEA) ist ein strukturierter Ausbildungsansatz für die gynäkologische Endoskopie, der Chirurgen eine Ausbildung, Zertifizierung und Kompetenzerweiterung bietet. Dieses Programm ist gut etabliert und bietet bereits eine Zertifizierung für gynäkologische Chirurgen mit bisher mehr als 3.200 ausgestellten Zertifikaten. GESEA4EU ist ein zweijähriges Projekt, das auf GESEA aufbaut und im Februar 2023 begann. Dieses innovative grenzüberschreitende Projekt bringt 16 Partner aus 8 europäischen Ländern zusammen und wird co-finanziert von der Europäischen Union.</p> <p>Die GESEA4EU-Partner planen, das GESEA-Schulungsangebot, das bereits für Chirurgen in den bestehenden 12 GESEA-Zentren angeboten wird, zu standardisieren und auf den Schulungsbedarf anderer Gesundheitsberufe, einschließlich Krankenschwestern und -pflegern und unterstützendem nicht-klinischem Personal, auszuweiten.</p>

	<p>Während der Projektlaufzeit werden 27 Lernmodule entwickelt und innerhalb des bestehenden Netzes im Rahmen der bestehenden Zertifizierungsverfahren erprobt. Darüber hinaus wird GESEA4EU die Ausweitung des GESEA-Programms ermöglichen, um den Ausbildungsbedarf zu decken von neun neuen noch nicht identifizierte GESEA-Zentren in Nord- und Osteuropa, in denen die Lernmodule erprobt und evaluiert werden. Schließlich wird GESEA4EU die Förderung des GESEA-Programms durch das European Board & College of Obstetrics and Gynaecology als Teil des EBCOGPACT-Rahmens unterstützen.</p>
SL	<p>Program izobraževanja in ovrednotenja ginekološke endoskopske kirurgije (GESEA) je strukturiran izobraževalni pristop do ginekološke endoskopije, ki nudi usposabljanje, certifikat in izboljšanje veščin za kirurge. Ta program je dobro uveljavljen in že nudi uradno potrditev ginekološkimi kirurgom z več kot 3200 izdanimi certifikati do danes. GESEA4EU je dveletni projekt, ki temelji na izobraževalnem programu GESEA, ki se je začel februarja 2023. Ta inovativni čezmejni projekt združuje 16 partnerjev iz 9-ih evropskih držav in ga sofinancira Evropska unija. Partnerji GESEA4EU načrtujejo poenotenje GESEA ponudbe usposabljanja, ki se že nudi kirurgom v obstoječih 12-ih GESEA centrih in tudi načrtujejo izpopolnjevanje za izpolnitev potreb drugih zdravstvenih strokovnjakov, vključujoč medicinske sestre in drugo neklinično osebje. Med trajanjem projekta se bo razvijalo 27 učnih modulov, ki bodo preizkušani znotraj obstoječe mreže v obstoječih postopkih uradnih potrditev. Poleg tega bo GESEA4EU omogočil GESEA programu, da se razširi, da izpolni potrebe po izpopolnjevanju 9-im novim potencialnim GESEA centrom, ki so že identificirani v severni in vzhodni Evropi, kjer bodo učni moduli vodeni in ovrednoteni. Končno bo GESEA4EU podpiral promocijo GESEA programa skozi (EBCOGPACT) Evropski odbor in kolegij za porodništvo in ginekologijo kot del EBCOGPACT okvira.</p>
EL	<p>Η Εκπαίδευση και Αξιολόγηση της Ενδοσκοπικής Χειρουργικής στη Γυναικολογία (GESEA) είναι ένα δομημένο εκπαιδευτικό πρόγραμμα στην Γυναικολογική Ενδοσκόπηση, το οποίο παρέχει εκπαίδευση, πιστοποίηση και βελτίωση των δεξιοτήτων, με στόχο τη χειρουργική επάρκεια. Το πρόγραμμα αυτό έχει ήδη εδραιωθεί και έχει προσφέρει περισσότερες από 3.200 πιστοποιήσεις μέχρι σήμερα. Το GESEA4EU είναι ένα πρόγραμμα διετούς διάρκειας, το οποίο βασίζεται στο GESEA και άρχισε τον Φεβρουάριο 2023. Αυτό το πρωτοποριακό πολυκεντρικό πρόγραμμα φέρνει κοντά 16 κέντρα από 8 ευρωπαϊκές χώρες και συνχρηματοδοτείται από την Ευρωπαϊκή Ένωση. Οι συμμετέχοντες στο πρόγραμμα GESEA4EU στοχεύουν να τυποποιήσουν την εκπαίδευση GESEA, η οποία παρέχεται ήδη σε 12 GESEA Κέντρα και να την επεκτείνουν ώστε να καλύψουν τις ανάγκες και άλλων επαγγελματιών υγείας, όπως νοσηλευτικό προσωπικό και συναφές μη-ιατρικό προσωπικό .</p> <p>Κατά τη διάρκεια του προγράμματος αυτού, θα αναπτυχθούν 27 εκπαιδευτικές μονάδες, οι οποίες θα δοκιμαστούν με το ήδη υπάρχον δίκτυο υπό την επίβλεψη των υπαρχουσών εκπαιδευτικών διαδικασιών πιστοποίησης. Επιπρόσθετα, το GESEA4EU θα επεκτείνει το πρόγραμμα GESEA ώστε να υλοποιήσει τη δημιουργία 9 νέων Κέντρων GESEA στη Βόρεια και Ανατολική Ευρώπη, τα οποία είναι στη διαδικασία αναγνώρισής τους και στα οποία οι εκπαιδευτικές μονάδες θα δοκιμαστούν και αξιολογηθούν. Επιπλέον, το GESEA4EU θα υποστηρίξει την</p>

	<p>προώθηση του προγράμματος GESEA μέσω του Ευρωπαϊκού Κολλεγίου Μαιευτήρων και Γυναικολόγων (EBCOG), ως μέρος του δικτύου EBCOGPACT.</p>
PT	<p>Gynaecological Endoscopic Surgical Education and Assessment (GESEA) é uma abordagem educacional estruturada para Endoscopia Ginecológica, que fornece treino, certificação e aperfeiçoamento de competências para cirurgiões. Este programa encontra-se já bem estabelecido e fornece certificação para cirurgiões ginecológicos, atualmente com mais de 3.200 certificados emitidos. O GESEA4EU é um projeto de dois anos construído sobre o pré-existente GESEA, que iniciou em fevereiro de 2023. Este projeto transfronteiriço inovador reúne 16 parceiros de 8 países europeus e é co-financiado pela União Europeia. Os parceiros GESEA4EU planeiam uniformizar a oferta de formação e treino GESEA já fornecida aos cirurgiões nos 12 centros existentes e expandi-la para ir ao encontro das necessidades de formação de outros profissionais de saúde, incluindo enfermeiros e equipas não clínicas de apoio.</p> <p>Durante a duração do projeto, irão ser desenvolvidos e testados 27 módulos de aprendizagem dentro da rede existente, de acordo com os procedimentos de certificação existentes. Além disso, o GESEA4EU permitirá a expansão do programa GESEA no sentido de responder às necessidades de treino e certificação de 9 novos potenciais centros em processo de identificação no norte e no leste da Europa, onde os módulos de aprendizagem irão ser testados e avaliados. Por fim, o GESEA4EU apoiará a promoção do programa GESEA através do European Board & College of Obstetrics and Gynecology como parte do EBCOGPACT Framework.</p>

Annex 7: Campaign materials for launch campaign on 24 April 2023

Press Release



Launch of GESEA4EU - Standardising Gynaecological Endoscopic Surgical training for all healthcare professionals and supporting non-clinical staff

24 April 2023

ESGE is delighted to announce the official launch of the new GESEA4EU project which will expand the offer of standardised training and certification in the important field of Gynaecological Endoscopy.

Gynaecological Endoscopic Surgical Education and Assessment (GESEA) is a structured educational programme for Gynaecological Endoscopy providing training, certification and skill advancement leading to surgical competence. GESEA4EU is a two year project supported by the European Union that will standardise the GESEA training offer already provided to surgeons and expand it to meet the training needs of other healthcare professionals including nurses and supporting non-clinical staff.

This innovative cross-border project brings together sixteen partners from eight European countries who will expand the existing GESEA offer in twelve centres to nine new centres in Northern and Eastern Europe.

"The importance of training in endoscopic surgery is undisputed and so the creation of an international project involving 15 different countries is a great source of pride for our society."
Dr. Federica Campolo, GESEA4EU coordinator, ESGE/Fondazione Policlinico Universitario Agostino Gemelli, Italy

"Preparatory activities for standardising training have started. Our first efforts are going into mapping the diverse simulation training tools, methods and programmes currently employed at GESEA Training and Diploma Centres in the Consortium." Dr. Istvan Argay, European Academy of Gynaecological Surgery (EAGS)

For more information about GESEA4EU visit the project website:
<https://gesea.eu/GESEA4EU>

To contact the project team: GESEA4EU@esge.org

Complete Testimonials

- "The importance of training in endoscopic surgery is undisputed and so the creation of an international project involving 15 different countries is a great source of pride for our society. GESEA4EU is all about collaboration, integration, standardisation, innovation and the future, foundation stones of a progressive and revolutionary project in which we deeply trust." Dr. Federica Campolo, GESEA4EU coordinator, ESGE/Fondazione Policlinico Universitario Agostino Gemelli, Italy
- "Preparatory activities for standardising training have started. Our first efforts are going into mapping the diverse simulation training tools, methods and programmes currently employed at GESEA Training and Diploma Centres in the Consortium. Analysis, synthesis and expert consensus will enable evidence-based standardisation. Training materials design is progressing well. GESEA4EU Training modules based on this work, together with a precise training programme and agenda, will form the basis for GESEA4EU training activities." Dr. Istvan Argay, European Academy of Gynaecological Surgery (EAGS)

Blog post (500 word article)

(This article will first appear in the April/May 2023 edition of ESGE VISION)

Launch of the new GESEA4EU project with the support of the European Commission

ESGE is delighted to announce the official launch of the new GESEA4EU project which will expand the offer of standardised training and certification in the important field of Gynaecological Endoscopy. This two year project which is being officially launched at the end of April builds on the established Gynaecological Endoscopic Surgical Education and Assessment programme (GESEA), a structured educational approach to Gynaecological Endoscopy providing training, certification and skill advancement for surgeons. GESEA is already well established and provides certification to gynaecological surgeons with more than 3,200 certificates issued to date.

GESEA4EU is an innovative cross-border project bringing together 16 partners from 8 European Member States and is co-funded by the European Union under the EU4Health Work Programme. Led by ESGE, partners in the project include two other pan-European Societies (EBCOG, SERGS) as well as state-of-the-art GESEA training centres in Belgium, Cyprus, France, Germany, Greece, Italy, Portugal and Slovenia in which the faculty are already members of associations with links to national health authorities.

"The importance of training in endoscopic surgery is undisputed and so the creation of an international project involving 15 different countries is a great source of pride for our society. GESEA4EU is all about collaboration, integration, standardisation, innovation and the future, foundation stones of a progressive and revolutionary project in which we deeply trust." Dr. Federica Campolo, GESEA4EU coordinator, ESGE/Fondazione Policlinico Universitario Agostino Gemelli, Italy

During the project, GESEA4EU partners plan to standardise the GESEA training offer already provided to surgeons in the existing 12 GESEA centres and expand it to meet the training needs of other healthcare professionals. Over the next two years, 27 learning modules will be developed and trialled within the existing network under the existing certification procedures. The training methodology will follow a structured learning approach that combines e-learning, distance learning, simulation training, instructor-led training, mentoring and roleplaying.

"Preparatory activities for standardising training have started. Our first efforts are going into mapping the diverse simulation training tools, methods and programmes currently employed at GESEA Training and Diploma Centres in the Consortium. Analysis, synthesis and expert consensus will enable evidence-based standardisation. Training materials design is progressing well. GESEA4EU Training modules based on this work, together with a precise training programme and agenda, will form the basis for GESEA4EU training activities." Dr. Istvan Argay, European Academy of Gynaecological Surgery (EAGS)

Work in GESEA4EU is planned according to three main sets of tasks. The first of these scheduled for the initial 9 months of the project will focus on first mapping and then building a coherent set of standardised training modules in all partner languages. The

second set of tasks which will begin in October 2023 is all about testing out the training modules and approach in practice and will involve all GESEA centres and all groups of targeted trainees as well as eventually expanding the offer to new centres. The third set of tasks which will begin in November 2023 will focus on assessing the impact of the GESEA4EU training modules and will verify their acceptance in real conditions within the training courses.

GESEA is built on the understanding that robotics and endoscopy demand a high degree of expertise from all members of the healthcare workforce including nurses and supporting non-clinical personnel, which can only be attained through effective and validated training. The purpose of GESEA4EU is to create standardised learning modules that are usable and recognised throughout Europe based on the experiences of consortium partners. These learning modules are divided into four thematic areas; General, Laparoscopy, Hysteroscopy and Robotics. Through GESEA4EU, ESGE will broaden the focus of GESEA to include training for nurses and other non-clinical staff members, as well as other sectors. In addition, GESEA4EU provides an opportunity to standardise the training of trainers who will deliver the planned learning modules.

Furthermore, GESEA4EU will enable the GESEA programme to be expanded to meet the training needs of 9 new potential GESEA centres in Northern and Eastern Europe where the learning modules will be piloted and evaluated.

Finally, GESEA4EU will support the promotion of the GESEA programme through the European Board & College of Obstetrics and Gynaecology as part of the EBCOG-PACT Framework which is an important step in putting in place a broad European training infrastructure that builds on and improves on existing training infrastructure.












For more information about GESEA4EU visit: <https://gesea.eu/GESEA4EU>








Short news item (100 words announcement)









GESEA4EU is a two year project built on the existing Gynaecological Endoscopic Surgical Education and Assessment programme (GESEA) which began in February 2023. This innovative cross-border project led by ESGE brings together 16 partners from 8 European countries and is co-funded by the European Union. GESEA4EU partners plan to standardise the GESEA training offer already provided to surgeons in the existing 12 GESEA centres and expand it to meet the training needs of other healthcare professionals including nurses and supporting non-clinical staff. GESEA is a structured educational approach to Gynaecological Endoscopy providing training, certification and skill advancement for surgeons.

Social media posts with accompanying graphics (3-5 different posts)

Image	Text
<p>https://drive.google.com/file/d/1Es_1Hij4dzgdzrcSFb_0wdECFd148CVP/view?usp=share_link</p>	<p>We're thrilled to announce the official launch of the GESEA4EU project! 🎉</p> <p>GESEA4EU offers:</p> <ul style="list-style-type: none"> 📌 Standardised training modules: GESEA4EU ensures that all staff are trained to the same high level, no matter where they are in Europe. 🎯 Training for all parties: Clinical and non-clinical staff will all receive training, ensuring that everyone is on the same page when it comes to providing quality care. ✅ Better treatment and healthcare: With well-trained staff and a standardised approach, we ensure that women receive the best possible care, leading to better treatment and healthcare outcomes. <p>🔔 Don't forget to follow us on Instagram and Facebook for the latest updates on GESEA4EU!</p> <p>facebook.com/GESEA4EU</p> <p>linkedin.com/company/gesea4eu/</p> <p>#GESEA4EU #womenshealth #healthUnion #EU4Health</p>
<p>https://drive.google.com/file/d/1_2juF53ZVzdCLg6jL34fuGIIORkkf0Mx/view?usp=share_link</p>	<p>📌 According to Dr. Federica Campolo, GESEA4EU coordinator:</p> <p>"The importance of training in endoscopic surgery is undisputed and so the creation of an international project involving 15 different countries is a great source of pride for our society."</p> <p>👤 She describes GESEA4EU as:</p> <p>🔔 Don't forget to follow us on Instagram and Facebook for exciting updates on this project!</p> <p>facebook.com/GESEA4EU</p> <p>linkedin.com/company/gesea4eu/</p> <p>#GESEA4EU #womenshealth #healthUnion #EU4Health</p>
<p>https://drive.google.com/file/d/1X0v5Kiv99B_8KBdPofaPA5p6M9L0zw_U/view?usp=share_link</p>	<p>🌱 With the official launch of #GESEA4EU, all the partners are working tirelessly to develop the program.</p> <p>Dr. Istvan Argay, from the European Academy of Gynaecological Surgery (EAGS) breaks down the initial phases of the projects as follows:</p> <p>🔔 Make sure to follow us on Instagram and Facebook for exciting updates on this project!</p>

	<p>facebook.com/GESEA4EU linkedin.com/company/gesea4eu/</p> <p>#womenshealth #healthUnion #EU4Health</p>
<p>https://drive.google.com/file/d/1eD1TPDjvSU_6QVt5YRkSI4RCRSGPou2h/view?usp=share_link</p>	<p> Since endoscopy and robotics require a high level of skill and teamwork between all members of the health workforce, #GESEA4EU will develop learning modules for:</p> <ul style="list-style-type: none">  Specialist professionals  General medicine  Nurses  Non-clinical staff  Training the trainers <p> Make sure to follow us on Instagram and Facebook for the latest updates on this project!</p> <p>facebook.com/GESEA4EU instagram.com/gesea_programme/</p> <p>#womenshealth #healthUnion #EU4Health</p>
<p>https://drive.google.com/file/d/1KTWf286DIIImQqb9yEza9igE7bzmkPEcp/view?usp=share_link</p>	<p>What are the objectives of #GESEA4EU?</p> <ul style="list-style-type: none">  To identify and categorise simulation training materials and training programs  To standardise European training modules  To extend the GESEA educational program  To execute and test the developed learning modules and to offer certification that is recognized on a European level

	<p> For the latest project updates, be sure to follow us on Facebook and Instagram!</p> <p>instagram.com/gesea_programme/ facebook.com/GESEA4EU</p> <p>#womenshealth #healthUnion #EU4Health</p>
<p>https://drive.google.com/file/d/1LfNxHz0Occy_NNoUakzyM9ypgwU8W-a/view?usp=share_link</p>	<p>GESEA4EU brings many benefits for the health workforce and for patients.</p> <p>Benefits include:</p> <ul style="list-style-type: none">  Increased mobility of gynaecologists and trainees in Europe, resulting in the exchange of best practices  Standardisation of the quality of training  Increased scalability and exportability of the program to other countries  Increased resilience of health systems by addressing skills mismatch and a lack of heterogeneity <p> For the latest project updates, be sure to follow us on Facebook and Instagram!</p> <p>facebook.com/GESEA4EU instagram.com/gesea_programme/ #womenshealth #healthUnion #EU4Health #GESEA4EU</p>
<p>https://drive.google.com/file/d/1zhY0AcEZfdAsAvzgR-IU2UAaa7NsySSP/view?usp=share_link</p>	<p>European added value of GESEA4EU</p> <ul style="list-style-type: none">  GESEA4EU involves 16 participants from 8 different Member States, including three societies with a pan-European focus (ESGE, SERGS, and EBCOG). <p>The involvement of these partners, combined with the Consortium members' extensive experience in European collaboration and projects, gives the project a global perspective that will enable it to be highly adaptable in all European Union Member States.</p>

	<p> This will guarantee the necessary standardisation of training curricula.</p> <p> Following us on Facebook and Instagram will keep you up to date on the exciting project! facebook.com/GESEA4EU instagram.com/gesea_programme/</p> <p>#womenshealth #healthUnion #EU4Health #GESEA4EU</p>
<p>https://drive.google.com/file/d/1fQDX3rCKRC5m-ZnrIZnM3fZ9E1A1BMeP/view?usp=share_link</p>	<p>What type of impact will GESEA4EU make in the health sector?</p> <ul style="list-style-type: none">  Increased use of remote consultations and digital tools by participants  Increased motivation  Improved communication  Impact on organisational change, improvement of workload and teamwork  Creation of new centres <p> Follow us on Instagram and Facebook for the latest updates on this project! facebook.com/GESEA4EU instagram.com/gesea_programme/</p> <p>#GESEA4EU #womenshealth #healthUnion #EU4Health</p>

