

*“Towards a common approach for collaboration in RDI in Personalised Medicine (PM) between the EU and China”*

## Lessons learned and recommendations



### To whom Policy Brief could be useful:

This policy brief is developed to support stakeholders related to Personalised Medicine who are involved in the development of the international collaborative activities, including cooperation with China.

### Introduction

Throughout the last 48 months, the IC2PerMed project joined efforts of the European Union (EU) and China (CN) in the field of PM, resulting in recommendations that are helpful for stakeholders focusing on the further work towards PM development. Thus, this report aims to facilitate the execution of future undertakings of similar scope and objective by reflecting on transversal issues that the consortium has encountered throughout the project implementation. Recommendations include

1. Project Coordination and
2. Stakeholder Consultation.

Further, this document describes IC2PerMed experiences.



### Project Coordination

#### Collaboration with partners from different continents

- Regular (virtual) meetings should be implemented to continuously discuss and validate actions, activities, strategies, etc.
- Use different types of communication channels, dependent on the culture of partners and their availability in the different countries.
- Be open and responsive to other cultures.
- Perform delegation visits for personal and direct contact.
- Efforts should be made to explain foreign funding mechanisms in detail.



#### IC2PerMed Experience

- 1 consortium meeting every two month (virtual) was conducted.
- Networking activities have been performed to build trust and commitment between Chinese and European partners/stakeholders.
- European funding mechanisms, including HORIZON Europe and CSA projects, were explained to the Chinese by several activities.
- Chinese partners experienced with EU projects were involved in the consortium.
- In the project social media channels common for the EU (Twitter (X), LinkedIn) and CN (Weibo, Wechat, DXY) were used.



#### Political and legal frameworks

Regular exchange within the consortium and the corresponding contact points should be organised to clarify issues.



#### IC2PerMed Experience

Strategic approaches towards international cooperation of both the EU and CN have undergone significant changes during the project. Thus, IC2PerMed had regular exchanges within the consortium and with the corresponding contact points in EU and CN to clarify different issues.



## Stakeholder Consultation

### Engagement with international stakeholders

Design engaging and effective activities to compete with competitive events, by considering the following aspects:

→ A sound analysis of stakeholders should be done by:

- Developing a stakeholder map.
- Identifying stakeholders' needs.
- Analysing benefits for stakeholders.
- Using targeted communication (social media, newsletter, events, website).

→ Robust set of tools and means for online events should be used.

- Perform a comprehensive briefing and preparation to avoid technical difficulties.
- Perform test runs for speakers and organisers.
- Set up clear rules or, if necessary, written agreements to create and maintain confidentiality between participants
- Define a co-creation strategy to make the most in terms of meaningful and active participation and collaboration, capable of producing new content for the progress of the actual project. This includes the collection of concrete results (reports, roadmaps, etc.).

→ Collaborate with a large and international association/organisation and similar projects.

→ Cope with the limited availability of high-level experts by appointing a proxy, who is an authorised representative of the expert.

→ Set up or engage with national contact points, to efficiently foster the project's outreach and to bring various stakeholders from different regions together.



#### IC2PerMed

- Sound analysis of stakeholders was done during the project and stakeholders were organized in different "Areas of Cooperation" to establish an active stakeholder community.
- Regular exchange activities in this community were organized to maintain the existing network and to include additional stakeholders.
- The World Federation of Public Health Associations (WFPHA) is part of the IC2PerMed consortium and boosted the awareness and visibility of the project, due to its high member number and extensive network.
- IC2PerMed collaborated with Sino-EU-PerMed and ICPPerMed, which increased heavily the project awareness.



## Accessing international policy makers

- Perform policy dialogue workshops and bilateral exploratory workshops.
- Define a communication strategy, to clarify the project's aims, objectives and results to the policy makers, and to have a constructive dialogue.
- Involve funding agencies directly in the project to ensure policy-level cooperation and active participation at all stages of the project.
- Invite policy makers and policy representatives to the project's public events.
- At the intercountry level, the exchange of policy makers should be established by:
  - setting up special exchange programmes.
  - helping high-level policy makers to participate in research projects in other countries.
  - cooperating with third-party institutions, such as universities, research institutes, etc., to help organise informal visits of policy makers from other countries.
- Delegation visits should be organised to promote interactions between the different stakeholders in the participating countries. In this way, the consortium can mobilise key agency stakeholders and facilitates B2B interactions.
- To ensure sustainability of the project, future actions after the project have to be planned. Therefore, it is recommended to set up a Memorandum of Understanding (MoU), expressing the interest from the participants for these future activities. Here, not only consortium members should be involved, but also external stakeholders such as policy makers and funding agencies. Thus, such an MoU can be a very useful tool to facilitate effective collaboration and networking especially with policy makers, as it represents a commitment by the parties, becomes a beneficial agreement that brings the parties together to achieve a specific outcome, and helps to solidify the partnership between the consortium partners.



### IC2PerMed

- The consortium organised events with and for policy makers (e.g. high level symposium in Geneva 2023 <https://www.ic2permed.eu/2023/03/22/international-ic2permed-symposium/> ).
- Delegation visits to the EU and CN took place to further engage (public and private) funding agencies, policy makers and IC2PerMed members in «face-to-face» cooperation activities, e.g. workshops, roundtables. The IC2PerMed consortium developed a Memorandum of Understanding, which summarises shared commitment, common ground, responsibilities, and enthusiasm to promote and advance knowledge and research in the field of PM, providing a framework for collaboration between CN and EU parties in the areas that will accelerate research in PM. It is an agreement mainly between the IC2PerMed consortium members, but also includes external stakeholders from CN and EU.

## IC2PerMed Partners



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