



PROJECT ACRONYM

CUPIDO

PROJECT TITLE

Cardio Ultraefficient nanoParticles for Inhalation of Drug prOducts

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Press release

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1. Executive summary

Press releases help communicate and disseminate the project to the media, functioning as news amplifier. During these very first months, the project has already covered two types of press releases: the first is a general communication about the project, while the second presents the very first results obtained by one of the partners (CNR) within the project. Several partners have been actively involved in the promotion of the press releases; their collective effort resulted in at least 20 news in local or specialized online magazines.

2. Cooperation between participants

The press releases are the result of a collaborative effort by most of the partners and their press offices. For the first press release IN had the task to coordinate the work and outline the first draft, the project coordinator acted as reviewer while each partner had the task to spread it through its press office. IN also has the task to track and collect the resulting news. Each partner is also responsible for disseminating via press releases its own important achievements within the project. The procedure for the press release production and distribution is still under revision (it will be included in D9.11 “Plan for dissemination, exploitation of project results”, due by July 2017).

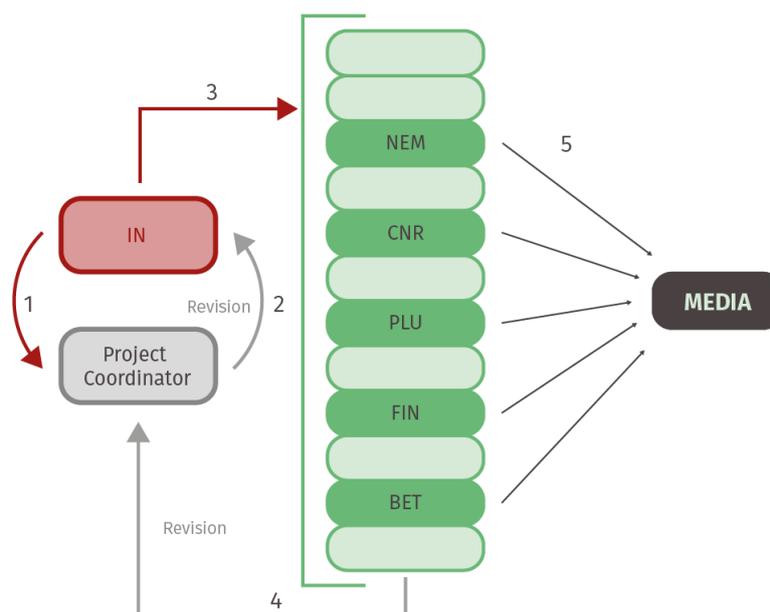


Figure 1. Scheme representing the collaborative process to produce the first press release for CUPIDO.

3. Press releases and related news

Press releases are the main communication channel with journalist and editors. A single press release acts as news multiplier and fosters the project awareness among several media, reaching the wider public.

In the first three months, CUPIDO has already covered two types of press releases: the first is a general dissemination about the project, where CUPIDO is the primary focus; the second type instead communicate more specifically the results achieved in the project. The following sections present first the press releases produced by the project and secondly the impact of each press release, listing the resulting news.



3.1. First PR: Project Introduction

The first press release of CUPIDO aimed to present the project, highlighting its goals and its innovative method as well as presenting the consortium and the EU role. A general project description was outlined by IN in collaboration with the project coordinator. The text (see Annex I) was then made available to all the partners at the beginning of April 2017, inviting them to finalize its publication through their press offices. Each press officer could add a brief description about the partner's role and revise the text according to its standards. If changes were made, the press release was revised again by IN and by the project coordinator to get the final approval. The final press release could also be translated in the partner's main language to enable its publication in the local media.

Five partners have shared the press release with their media contacts; a full list is available in Table 1.

Table 1. List of Press Releases that introduce the project.

<i>Press Release</i>	<i>Language</i>
NEM Nemera announces its participation in the European Project Cupido (Cardio Ultraefficient nanoParticles for Inhalation of Drug prODucts)	English
CNR The nano-revolution reaches the heart: the EU-funded project Cupido	English, Italian
BET Η νανο-επανάσταση φτάνει στην καρδιά: το Ευρωπαϊκό πρόγραμμα Cupido	Greek, English
PLU La rivoluzione "nano" raggiunge il cuore con Cupido: la start up parmigiana PlumeStars all'interno di un progetto finanziato dall'UE	Italian
FIN The nano revolution reaches the heart The EU-funded project Cupido	Italian, English

3.2. News related to the project presentation

Following the press releases, several newspapers, online magazines, and blogs have featured the news related to Cupido. Partners have also shared the news on the news section on their websites. So far, at least 16 news described the project, covering local media (i.e. ParmaReport) and information source in the pharmaceutical sector. A full list is available in Table 2, while Figure 1-2 shows some examples.



Figure 2. CUPIDO featured in the Italian newspaper ParmaReport, following the press release by PLU.



- News
- PharmTech Talk
- Peer-Reviewed Research
- US Regulatory Watch
- EU Regulatory Watch
- Outsourcing Outlook
- API Synthesis & Manufacturing
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Nemera Joins European Project to Develop Inhaled Nanoparticles for Heart Disease

Apr 12, 2017 By Pharmaceutical Technology Editors

CDMO Nemera [announced](#) its participation in the Cupido (Cardio Ultraefficient nanoParticles for Inhalation of Drug prOducts) project, which started in February 2017. The four-year project is funded by the European Union Horizon 2020 Framework Program and focuses on developing inhalable nanoparticles for cardiovascular diseases.

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April 11, 2017 11:11 AM

Nemera participates in project Cupido

by Felicity Thomas

RSS Print

Nemera is contributing to the EU-funded project Cardio Ultraefficient nanoParticles for Inhalation of Drug prOducts (Cupido), which is aimed at applying nanotechnologies to the cardiovascular field.



Figure 3. CUPIDO featured in two pharmaceutical online magazines, following the press release by NEM.

Table 2. List of news that introduces the CUPIDO project.

	Title	Link
NEM	Nemera Joins European Project to Develop Inhaled Nanoparticles for Heart Disease	http://www.pharmtech.com/nemera-joins-european-project-develop-inhaled-nanoparticles-heart-disease
NEM	Nemera participates in project Cupido	http://www.epmmagazine.com/news/nemera-participates-in-project-cupido/
NEM	Nemera announces its participation in the European Project Cupido (Cardio Ultraefficient nanoParticles for Inhalation of Drug prOducts)	http://www.samedanltd.com/pressrel/more/2098
NEM	Nemera announces its participation in the European Project Cupido	https://www.webpackaging.com/en/portals/nemera/assets/11586931/nemera-announces-its-participation-in-the-european-project-cupido/
NEM	Nemera to work on nanotechnologies for cardiovascular diseases	https://www.manufacturingchemist.com/news/article_page/Nemera_to_work_on_nanotechnologies_for_cardiovascular_diseases/127818



	<i>Title</i>	<i>Link</i>
NEM	Nemera announces its participation in the EU-funded project Cupido	http://www.nemera.net/european-project-cupido-nanoparticles-heart/
NEM	Nemera announces its participation in the European Project Cupido with nanotech cardio device	http://www.pharmabiz.com/NewsDetails.aspx?aid=101309&sid=2
NEM	Nemera to develop inhaled nanoparticle delivery devices as part of Project Cupido	http://www.oindpnews.com/2017/04/nemera-to-develop-inhaled-nanoparticle-delivery-devices-as-part-of-project-cupido/
CNR	The nano-revolution reaches the heart: the EU-funded project Cupido	https://www.cnr.it/it/news/7396/the-nano-revolution-reaches-the-heart-the-eu-funded-project-cupido
IN	IN takes part in Cupido	http://www.insrl.eu/2017/04/18/the-nano-revolution-reaches-the-heart-the-eu-funded-project-cupido/
BET	CUPIDO 1st press release published	http://betsolutions.gr/cupido-1st-press-release-published/
PLU	Rivoluzione nella cura del cuore: la parmigiana PlumeStars nel Progetto Cupido	https://www.ecodiparma.it/2017/04/12/rivoluzione-nella-cura-del-cuore-la-parmigiana-plumestars-nel-progetto-cupido/
PLU	PlumeStars, la start up parmigiana partner del progetto europeo Cupido	http://www.parmareport.it/plumestars-la-start-parmigiana-partner-del-progetto-europeo-cupido/
PLU	La startup dell'Ateneo PlumeStars tra i partner del Progetto Cupido	http://www.unipr.it/notizie/la-startup-dellateneo-plumestars-tra-i-partner-del-progetto-cupido
PLU	PLUMESTARS ENTRA NEL PROGETTO CUPIDO	http://www.plumestars.com/news/plumestars-entra-nel-progetto-cupido/
FIN	EN: The nano revolution reaches the heart The EU-funded project Cupido // <i>IT: La rivoluzione nano raggiunge il cuore con Cupido, un progetto finanziato dall'UE.</i>	http://www.finceramica.it/wps/wcm/connect/finceramica_en/finceramica/news/latest+news



3.3. Press release related to project results

A second press release has been spread by CNR on April 14th, 2017, following the scientific paper “Cardiac kinematic parameters computed from video of in situ beating heart” (doi:10.1038/srep46143) published by Michele Miragoli, one of the Cupido’s partners. The press release, in Italian, highlights the results presented in the journal Scientific Reports pointing out the role of the author, Prof. Miragoli, in Cupido and redirecting to the news regarding Cupido, released just a few days before.

Table 3. List of Press Releases that present project results.

	<i>Press Release</i>	<i>Language</i>
CNR	Nuova tecnologia basata sulla 'visione artificiale' supporta il paziente durante intervento cardiocirurgico	Italian

3.4. News related to project results

Following the press release, several Italian newspapers have featured the news related to Cupido. So far, at least 4 news described the results obtained within the project. A full list is available in Table 4, while Figure 3 shows some examples.

Table 4. List of news that present CUPIDO results.

	<i>Title</i>	<i>Link</i>
CNR	Un computer aiuta le operazioni al cuore: lo studio firmato Parma	http://www.gazzettadiparma.it/news/italia-mondo/426922/-un-computer-aiuta-le-operazioni-al-cuore--lo-studio-firmato-parma.html
CNR	Rilevare i parametri cardiaci da un video del cuore battente: studio su Scientific Reports	http://www.parmatoday.it/cronaca/video-cuore-parametri-cardiaci-ricerca.html
CNR	Uno studio del gruppo di ricerca del prof. Miragoli pubblicato su Scientific Reports	http://www.unipr.it/notizie/uno-studio-del-gruppo-di-ricerca-del-prof-miragoli-pubblicato-su-scientific-reports
CNR	Nuova tecnologia basata sulla 'visione artificiale' supporta il paziente durante intervento cardiocirurgico	https://www.cnr.it/it/news/7407



Rilevare i parametri cardiaci da un video del cuore battente: studio su Scientific Reports

Uno studio del gruppo di ricerca del prof. Miragoli pubblicato sulla prestigiosa rivista: Lo studio riguarda la progettazione e lo sviluppo di una nuova tecnologia basata sulla visione artificiale in grado di estrarre parametri cinematici da un video del cuore di un paziente durante intervento cardiocirurgico

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 - 3 Donna di Parma accompagna nel Po ricerche in corso
 - 4 Tubo nei papi di scorpide (Marozzo): clienti amascherano il ladro

Uno studio del gruppo di ricerca del prof. Michele Miragoli, del Dipartimento di Medicina e Chirurgia dell'Università di Parma, è stato pubblicato sulla prestigiosa rivista Scientific Reports di Nature Publishing Group. Alla base dello studio c'è una nuova tecnologia di Computer Vision, testata sia a livello sperimentale che clinico, che permette, analizzando un video del cuore battente durante l'intervento chirurgico, di rilevare in tempo reale i parametri cinematici cardiaci. Il lavoro è reso possibile dall'utilizzo di un algoritmo sviluppato in collaborazione con il Dipartimento di Ingegneria Industriale e dell'Informazione dell'Università di Pavia.

Questa nuova tecnologia comporta importanti vantaggi, in quanto rileva le variazioni dei parametri meccanici cardiaci locali e globali e consente di mostrarli direttamente in sala operatoria. L'obiettivo finale dello studio consiste nel fornire al chirurgo dati diagnostici e prognostici utili per ridurre o addirittura eliminare il rischio di ulteriori interventi.

Il lavoro pubblicato è il primo del neo-nato progetto europeo CUPIDO, dove il prof. Michele Miragoli è ricercatore associato del CNR, ente coordinatore del progetto.

Argomenti: università

SANITÀ

Un computer aiuta le operazioni al cuore: lo studio firmato Parma



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14 Aprile 2017 - 13:56

Rilevare in tempo reale i parametri cardiaci analizzando un video del cuore battente durante l'intervento chirurgico, grazie a una nuova tecnologia di computer vision testata a livello sperimentale e clinico. È lo studio del gruppo di ricerca del prof. Michele Miragoli, del dipartimento di medicina e chirurgia dell'Università di Parma, che è stato pubblicato sulla rivista Scientific Reports di Nature Publishing Group.

Il lavoro è reso possibile dall'utilizzo di un algoritmo sviluppato in collaborazione con il dipartimento di ingegneria industriale e dell'informazione dell'Università di Pavia. Questa nuova tecnologia comporta importanti vantaggi, in quanto rileva le variazioni dei parametri meccanici cardiaci locali e globali e consente di mostrarli direttamente in sala operatoria. L'obiettivo finale dello studio consiste nel fornire al chirurgo dati diagnostici e prognostici utili per ridurre o addirittura eliminare il rischio di ulteriori interventi. Il lavoro pubblicato è il primo del neo-nato progetto europeo CUPIDO dove il prof. Miragoli è ricercatore associato del CNR, ente coordinatore del progetto. (ANSA).

Figure 4. CUPIDO results presented in two local magazines, following the press release by CNR. The reference to CUPIDO is in red.

4. Conclusions

During these first months, the project has been presented to the media in 6 press releases: 5 introducing the project and one presenting some of the results achieved so far. As a result, the project has been featured in at least 20 news in online magazines and blogs, some at local level and some specific for the pharmaceutical sector and covering overall three languages (English, Italian, and Greek).

All partners will continue to produce press releases presenting their achievements and results within the project, while IN will take care of producing press releases aimed at disseminating updates related to the project.

Updates on press releases will be given in D10.11, due M12, and on the 1st Periodic Report (M18).



Annex I: M2 Press Release Outlined by IN

The nano-revolution reaches the heart: the EU-funded project Cupido

Cardiovascular diseases, such as myocardial infarction and heart failure, are the first cause of global deaths and costs of ~190 billion € for European healthcare. The chronic treatments of patients with current drug therapies made considerable progress at saving lives but sometimes fail or are not enough tolerated.

Indeed, most of the drugs are delivered orally or by injection and consequently reach the whole blood stream. As such, large organ distribution and associated risks of side-effects can prevail over to the beneficial heart delivery. Additionally, later, during the critical end-stages of CVD, the drug administration might become more invasive, employing catheters or implantable pumps. Definitively, the cardiovascular field needs more efficient devices to deliver in a patient-friendly way, current and new therapies into the heart.

The EU-funded project Cupido started in February 2017, open rooms on an innovative solution by applying nanotechnology as a drug-deliverable system. Nanoparticles are small enough to be inhaled, almost 100.000 times smaller than a grain of sand in size, designable for tissue interaction and adaptable to carry drugs. Exploiting this mode of administration can revolutionize the treatment of cardiovascular diseases, becoming the first non-invasive and heart-specific therapeutic option.

Precisely, the Cupido consortium aims to develop inhalable and safe nanoparticles that can deliver as simple as by breathing, a therapeutic directly to the diseased heart. For this purpose, biocompatible and biodegradable nanoparticles that can self-assemble and encapsulate drugs (novel or available) are been developed. The nanoparticles, once inhaled, will translocate through the lungs and fast reach the heart, where the drugs will be finally released on the site needed their action. Already partly demonstrated in pilot studies, the efficient heart delivery will be enhanced thanks to chemical and magnetic guidance, thus lowering the required amounts of therapeutic compound.

The EU-based consortium, composed of 6 academic research groups, 5 SMEs, 2 industries, and 1 pharmaceutical company, gathers a complementary array of expertise and pull together cutting-edge research with pre-clinical experience and industrial manufacturing. The 4-year project, funded with 6M € under the EU Horizon 2020 Framework Programme, aims to proof the preclinical feasibility of the nanotherapy, preparing the way for a future clinical trial.

Consortium:

- CNR – National Research Council of Italy
- Charité - Universitätsmedizin Berlin
- Simula Research Laboratory AS
- Imperial College of Science, Technology, and Medicine
- BET Solutions
- IN S.r.l
- Cambridge Innovation Technologies Consulting Ltd
- Sanofi-Aventis Recherche & Developpement
- Nemera
- FIN-CERAMICA Faenza S.p.A.
- L.I.F.E. Corporation S.A.
- PlumeStars S.r.l

