



PROJECT ACRONYM

**CUPIDO**

PROJECT TITLE

**Cardio Ultraefficient nanoParticles for Inhalation of Drug prOducts**

## Deliverable 10.12

### Press releases

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1	04/12/2018	Document production	Michela Candotti
2	05/12/2018	Revision	Maria Parco
3	08/12/2018	Revision	Daniele Catalucci
4	10/01/2019	Approval	Communication Core Group
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## 1. Executive summary

Press releases help to communicate and disseminate the project to the media that can amplify the news reaching a larger audience. During the first two years, the project has successfully produced 9 press releases that resulted in more than 50 popularized publications in local or specialized online magazines and two radio interviews. The Consortium plans to distribute more new press releases when new results are published or new dissemination material is available e.g. the project video.

## 2. Cooperation between participants

All the press releases are the result of a collaborative effort by most of the partners and their press offices. IN has the task to coordinate the work and outline the first draft while the IPR team and Communication Core Group have the task to revise it. Once the press release is approved, IN makes it available to all the partners involved for the distribution. IN also has the task to track and collect the resulting news.

Similarly, IN is in charge to keep updated the website with news and relevant content. The entire Consortium is invited to suggest topics for the news section, the content is then developed by IN following the guidelines of the Communication Core Group and the IPR team.



### 3. Core Report

#### 3.1. 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 a wider public. During the first two years, CUPIDO has delivered **9 press releases** that resulted in **more than 50 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). Further details are available in the previous versions of this deliverable D10.10 and D.10.11 “Press releases”, due at M3 and M12 respectively.

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

#	Partner	Press Release	Date	Language
5	NEM, PLU, CNR, FIN, BET	The nano revolution reaches the heart: the EU-funded project Cupido.	April 2017	English, Italian, Greek
1	CNR	Nuova tecnologia basata sulla 'visione artificiale' supporta il paziente durante intervento cardiocirurgico	April 2017	Italian
3	CNR, IN, UniParma	Pioneering approach for a non-invasive nanopharmaceutical improvement of heart failure	January 2018	Italian English

The last press release was associated to the scientific publication “Inhalation of peptide-loaded nanoparticles improves heart failure” published in Science Translational Medicine, which received lots of attention in the media, especially on Twitter, as underlined by its Altmetric score:

<https://www.altmetric.com/details/31815527>.

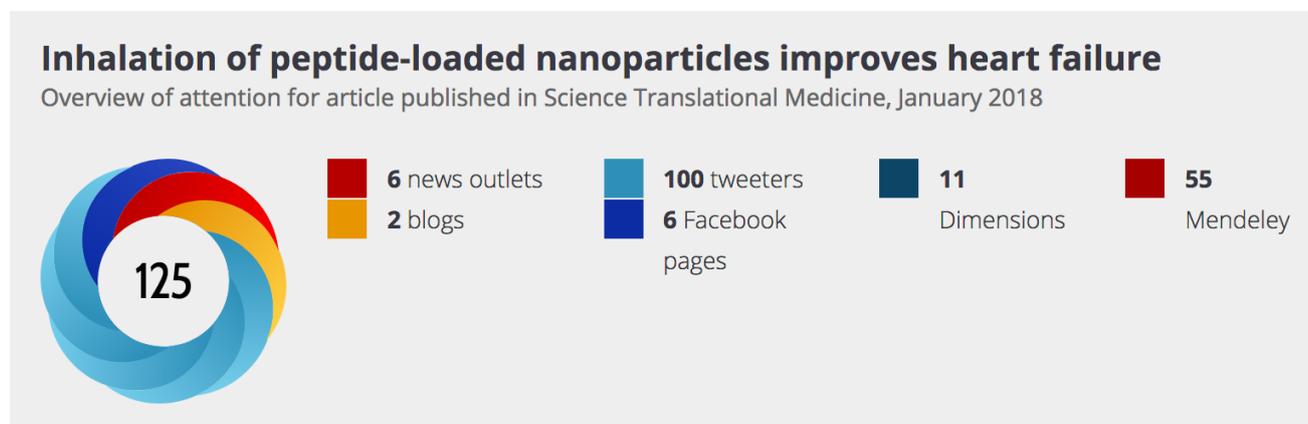


Figure 1. Altmetric score of the CUPIDO publications on Science Transitional Medicine. The score is in the top 5% of all research outputs scored by Altmetric

Besides the articles included in Deliverable 10.11 – Annex I, the project was also featured in:

- **Drug delivery using inhaled nanoparticles.** Research Highlights - Nature Reviews Cardiology vol. 15, p. 133 (2018) <https://www.nature.com/articles/nrcardio.2018.11>
- **Inhalation Therapy May Help Treat Heart Failure.** From the literature - Circulation vol. 137, issue 19 (2018) <http://circ.ahajournals.org/content/137/19/2074>
- **Inhaled Nanoparticles – Good Ones, That Is.** In the pipeline – Science Translational Research 26 January (2018) <http://blogs.sciencemag.org/pipeline/archives/2018/01/26/inhaled-nanoparticles-good-ones-that-is>
- **Cupido Inhaled Nanodrugs Delivered to the Heart.** Platinum magazine, Issue n.61- March 2018 – page 101 <http://www.platinum-online.com/marzo-2018-anna-sirica/> [Italian]



Following the success of the past press releases, more will be distributed on occasion of relevant scientific publications and/or when new communication means will be available e.g. the project videos. The next press release is foreseen for April 2018 when the official video of CUPIDO is going to be ready.

### 3.2. News on project website

Short articles are periodically released by IN on the dedicated section of the project website, following a rough 2-month schedule. They provide a quick update regarding the status of the project i.e. new publications, events, news about the project personnel, updates on the project results, etc.

In the past two years, **12 short news** have been released and they are accessible from the main CUPIDO homepage in the News section (Figure 2). Some news has also been featured on the e-newsletter as explained in the dedicated deliverables D10.5 and D10.6, due at M12 and M24 respectively.

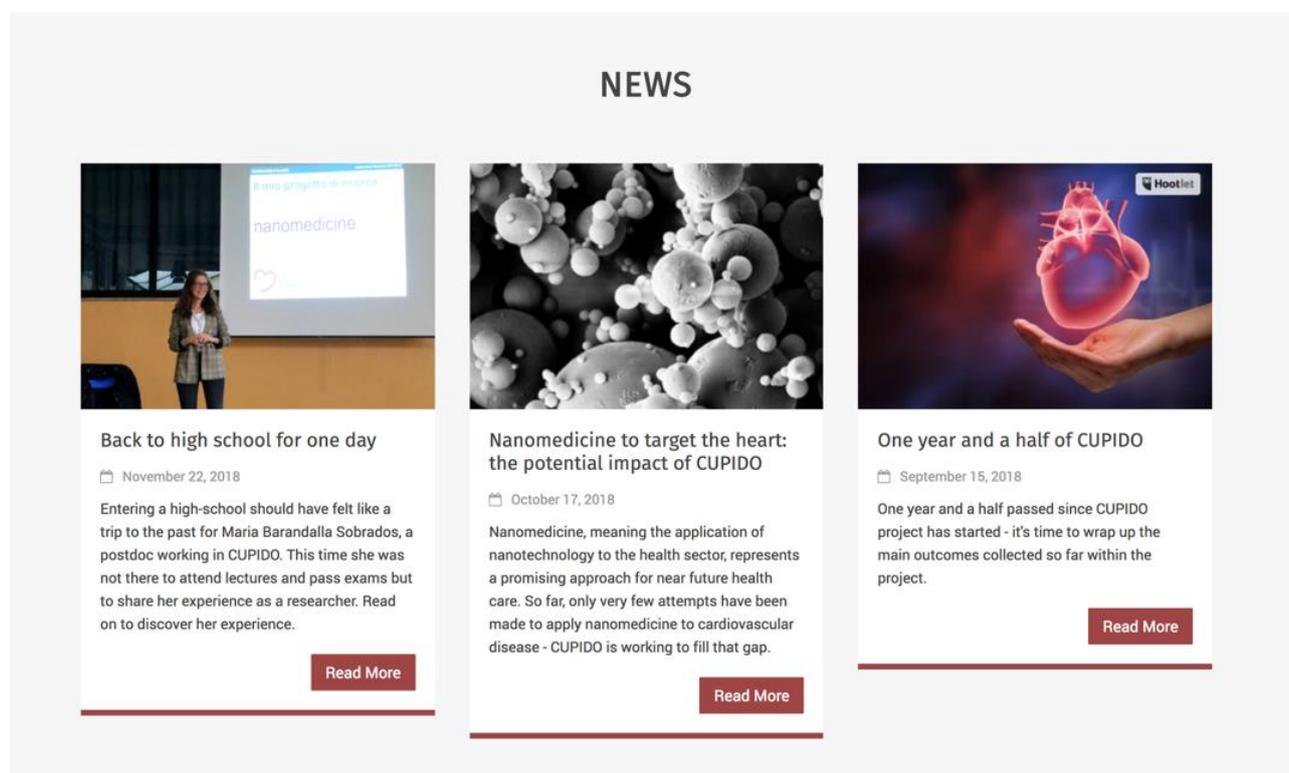


Figure 2. The News section on the homepage of the CUPIDO website ([www.cupidoproject.eu](http://www.cupidoproject.eu))

Future updates on the projects results will be extracted from the public deliverables or scientific publications when available. Project key-personnel might be also interviewed to complement the information extracted from these publications. Again, some of these articles will be included in the future newsletters and promoted via social media.

## 4. Conclusions

During the first half of the project, the project has been successfully featured in more than 50 news and articles. The consortium will continue to produce press releases presenting the major achievements and publications whenever it will be possible. Updates on press releases will be given in D10.13, due M48, and in the 2<sup>nd</sup> Periodic Report (M36).