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Introduction

Task 5.4. Raise awareness on the importance of brain research seeks to improve the awareness of citizens on the importance of brain health and brain science, to showcase scientific achievements in these fields and lift taboos around brain ill health. Brain awareness was raised by the whole community (see Figure 1) and the EBRA partners and third parties were also actively involved in this endeavour. Monthly meetings with our partners and third parties ensured that our communication efforts to the general public were aligned.

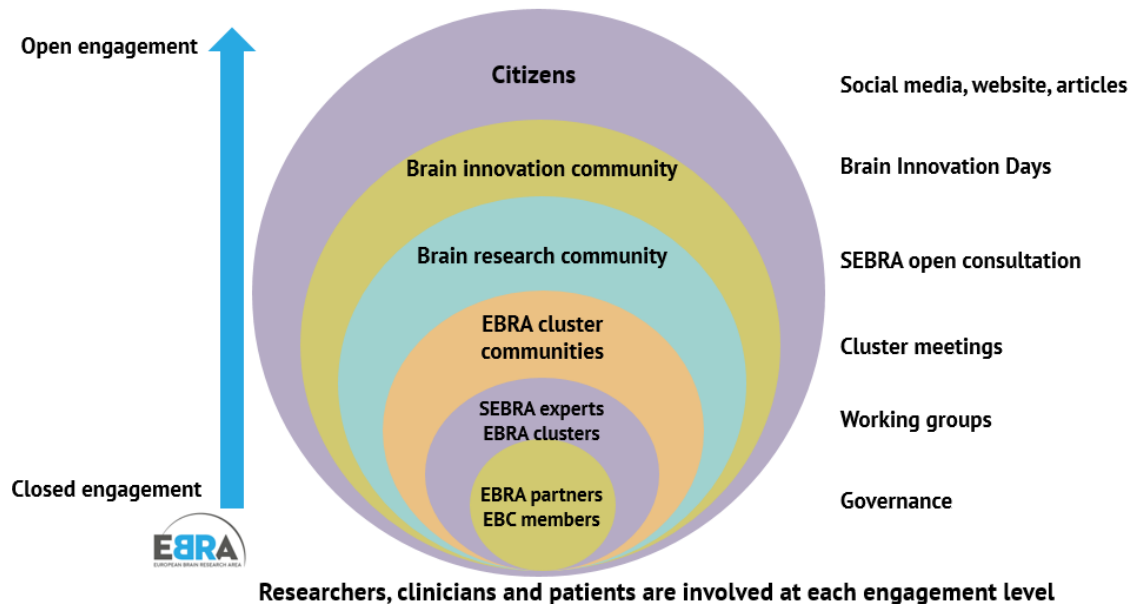


Figure 1. EBRA's community building model

For the public awareness raising, we used different means which were outlined in EBRA's communication and dissemination strategy and in more detail here below:

- Events
- Tools
- Articles
- Social media

1. Public Outreach Events

1.1. Brain Awareness Week



Brain Awareness Week is the global campaign to foster public enthusiasm and support for brain science. Every March, partners host imaginative activities in their communities that share the wonders of the brain, and the impact brain science has on our everyday lives. Brain Awareness Week was founded by the Dana Alliance for Brain Initiatives (DABI) and the European Dana Alliance for the Brain (EDAB) and coordinated by the Dana Foundation.

EBRA's Coordinating organisation (i.e., the European Brain Council - EBC), holds annual events during the Brain Awareness Week to engage with the general public and the brain community. These events highlight the importance of brain research. Since the first year of EBRA project, EBRA was presented

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in all BAW events and the online awareness was done through the various social media channels of the project coordinator, partners and EBC third parties.

1.1.1. Mood and Food: Exploring the gut-brain connection

In March 2019, in the context of the Brain awareness week, EBC held an event in the European Parliament on the research topic of the brain-gut connection, inviting researchers to speak on their work to an audience of the general public and policymakers. The event is likely to be on the general importance of brain research for society, focusing on some highlighted fields within brain research. EBRA was mentioned as a new project taking shape and that would take a broader role in future events.

1.1.2. EBRA in Parliament Magazine

2020 and the start of the COVID-19 pandemic exactly at the time of Brain Awareness Week meant awareness-raising events were cancelled, however, EBRA was featured in [a publication in Parliament Magazine](#) to celebrate the week and call attention to prioritising brain research. Project Coordinator Prof Monica Di Luca proclaimed that Europe could make and is on the path to make a huge impact in the fight against brain conditions strengthened by a call from MEPs Tomislav Sokol, Petra De Sutter and Frédérique Ries for an EU vision addressing brain research as a priority.

BRAIN AWARENESS

Prioritising brain research

The EU needs a vision that addresses brain research as one key priority, argue MEPs **Tomislav Sokol, Petra De Sutter** and **Frédérique Ries**

living with brain disorders is extremely challenging. The complexity of brain disorders is a testament to the need for a multidisciplinary approach to tackling them. Engaging patients and scientific and clinical communities at all levels is required to ensure that Europe's citizens can benefit from discoveries and that advances in neuroscience are translated into new diagnostic tools and treatments for brain disorders. Multi-stakeholder engagement is needed to create an enabling environment that can foster investment in innovation in brain disorders and propose concrete avenues to remove existing barriers.

EU decision makers can also play a major role in ensuring Europe transforms into a global leader in the development of new treatments by creating an innovation-friendly environment that can sustain scientific breakthroughs in the field of brain disorders. It should be highlighted that well-evidenced improvements to clinical care are crucial to patients' quality of life and to improved access to treatments. The redesign of health-care systems to become proactive rather than reactive can play a significant role in the prevention of these disorders and the improvement of care for EU citizens. Around a third of the world's population will be affected by a mental or neurological disorder during their lives. Global data, particularly those from European studies, indicates that these disorders are a major public health problem

of costs rather than the benefits of better health. Therefore, emphasising the need for more value-based and patient-centred care, and the scaling-up of an integrated care model for mental and neurological disorders, is important. An integrated care model encompasses the whole care process, from prevention, onset of symptoms and early diagnosis to disease management and patient empowerment.

In Europe about 30 million people suffer from a debilitating rare disease. In the European Union, a disease is defined as rare when it affects fewer than 1 in 2000 people. Rare diseases can be clinically and economically burdensome and a significant challenge for health systems because of the risk of not responding to patients' needs and of not guaranteeing equal access to treatment. To address the challenges of rare diseases, the creation, promotion and funding of European Reference Networks (ERNs) is crucial. Cross-border healthcare in Europe must come hand in hand with cooperation between health systems. The Horizon Europe research and innovation framework programme holds the potential to accelerate the development of novel treatments for improving the lives of people affected by mental and neurological conditions and could ultimately reduce the disease burden of brain disorders if well-designed and implemented.

In order to do so, the EU needs a vision that addresses brain research as one key priority. This should cut across the forthcoming framework programme and we call on the European Commission and Member States to make this a key priority for the next Strategic Planning exercise. If our goal as Europeans is to ensure increased leadership in fields such as research and innovation at a global level, we undeniably need to be making bolder decisions.*

THOUGHT LEADER

EUROPE CAN MAKE AN IMPACT IN THE FIGHT AGAINST BRAIN CONDITIONS, SAYS MONICA DI LUCA

THOUGHT LEADER

Now is the time for Europe to shine and be bold at international level, to join global efforts and make an impact in the brain community*

As we transition from Horizon 2020 (2020) to Horizon Europe, this presents us with a window of opportunity to make a difference. During this shift, it is essential that funding is uninterrupted and that adequate resources continue to be dedicated to addressing the burdens brain disorders place on society. It also is crucial that Horizon Europe begins with a robust and appropriate structure for research, particularly through maintained collaboration opportunities and other coordination mechanisms such as a unified and ambitious co-funded brain health partnership.

The H2020-funded European Brain Research Area, coordinated by the European Brain Council (EBC), was launched with the aim of identifying research communities active in the field and to provide them with coordination and support. In parallel, a community-wide strategic reflection has been initiated on the future of brain research within Horizon Europe and beyond, involving key large-scale initiatives that fund brain research in Europe today, including the Human Brain Project, Neuroimaging, the EU Joint Programme on Neurodegenerative Disease Research, the Innovative Medicines Initiative and other initiatives coordinated by the Commission.

Now is the time for Europe to shine and be bold at international level, to join global efforts and make an impact in the brain community. To this end, we will convene a roundtable meeting on global brain research collaboration, involving relevant actors in the field from across the world at the upcoming neuroscience forum in Glasgow.

We are equally approaching what can only be described as a state of emergency when it comes to noncommunicable diseases, with brain conditions leading as the highest cause of ill health and disability worldwide. Demographic numbers are set to double within the next ten years and the leading cause of years lost due to ill health, disability or early death by 2030 is projected to be unipolar depressive disorder. It is clear we cannot wait much longer to recognise that we have a non-communicable pandemic brewing among us.

Professor Monica Di Luca is President of the European Brain Council

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1.1.3. Patient Engagement in EU-Funded Brain Research Projects

Despite the ongoing COVID-19 restrictions, a Brain Innovation Days event was held virtually in 2021 on the subject of Patient Engagement in EU-Funded Brain Research Projects, moderated by Project Coordinator Prof. Monica Di Luca, who – speaking as a basic scientist – highlighted the fundamental importance of patient involvement in research in order to gain knowledge from the lived experience of patients to boost research findings to work towards understanding and discovering proper

treatment and cures for brain disorders as well as the fact that patient engagement is a central force of the EBRA project.

1.2. Brain Innovation Days

EBRA played a major role in the birth and continuation of the Brain Innovation Days, which were launched in October 2020 as an instrument to bring together the wider brain community, raising awareness on the importance of brain research and brain innovation through digital sessions, online content and an in-person event. The event brings together both key stakeholders and the broader public through these accessible materials.

After three digital sessions during the COVID-19 pandemic, a first in-person event took place in October 2021, under the auspices of the European Brain Council and EBRA and a second in-person event took place in October 2022 in conjunction with the EBRA final conference.

1.2.1. Disrupt and Rewire: How Brain Innovation is changing Europe

The first ever Brain Innovation Days, “Disrupt and Rewire: How Brain Innovation is changing Europe”, was held virtually due to the COVID-19 pandemic on 13 October 2020 and kicked off one full year of a packed virtual brain innovation agenda. The launch event brought together key stakeholders from the wider brain community (scientists, researchers, clinicians, patient representatives, industry) as well as representatives from the European Commission, European Parliament, Innovative Medicines Initiative (IMI) and the European Medicines Agency (EMA) and explored the importance of innovation, particularly in the European brain space.



1.2.2. “From Innovative Ideas to Creative Brain Interventions”

The second Brain Innovation Days digital session, held on 26 January 2021 under the theme [“From Innovative Ideas to Creative Brain Interventions”](#), hosted the first ever Brain Innovation Days [Pitch Competition](#), co-organised in cooperation with Belgian start-up accelerator [beLean.net](#), where a number of start-ups went head-to-head to pitch their business for the chance to win Best Pitch, awarded by a jury of esteemed experts in related fields. Furthermore, a panel discussion on the challenges faced by innovators in Europe took place – from idea to business – and the support structures that exist to alleviate and guide the process.

1.2.3. Fast-tracking brain innovation in times of COVID-19

The third digital session, “Fast-tracking brain innovation in times of COVID-19”, addressed the COVID-19 pandemic directly, which kept the Brain Innovation Days online for most of 2020-2021. The session, however, explored the positive direct and indirect results of COVID-19 pandemic response and research on the brain innovation ecosystem, what lessons have been learned, what countries have come out winning, what advancements have been made and what threats lie ahead – particularly when and if the world returns to the pre-COVID status quo. The session featured testimonials from key opinions leaders, patients, representatives from the EU and WHO level and the industries that were forced to adapt to this rapid change of pace in innovation.

1.2.4. Creating synergies and showcasing innovation



In October 2021, the first in-person Brain Innovation Days was held in Brussels, Belgium, on 12-13 October. The two-day event was able to go ahead under strict sanitary measures and was a welcome reunion for the wider brain community, bringing together scientists/researchers, clinicians, industry, patients and patient representatives, policymakers, start-ups, and many others working and interested in the brain space. The two days consisted of a packed programme

across two days filled with community application-led Breakout and Agora Sessions, Innovation Showcases, Business Panels, how-to sessions and a policy-driven [European Brain Summit](#) (see more details below in 1.3), the latter organised in partnership with EBRAINS in conjunction to the Brain Innovation Days and the Human Brain Project Summit, partners under EBRA.

The in-person event also saw the introduction of “Brain Talks”, inspiring Tedx-style talks given by innovative leaders in their respective fields to showcase exciting innovation and the potentials for the future of brain research. The 2020 edition brought out topics such as new frontiers in migraine research, virtual epilepsy treatment cannabis in medicine, optical brain imaging and detecting consciousness in unresponsive patients. This style of talks became an integral part of the Brain Innovation Days, continuing in the Brain Talks Podcast Series (detailed in 2.1) and future Brain Innovation Days.

1.2.5. Connecting Brains



One year later, in October 2022, the Brain Innovation Days were held in person once again, this time in conjunction with the EBRA Final Conference (see section 1.4), making for two full days of brain research and innovation fully on display in Brussels. The event brought in a wide range of attendees from the community, focused on networking opportunities and connecting brains after over two years of COVID-19 restrictions. With matchmaking in mind, the dynamic programme encouraged interaction while turning the spotlight on

exciting new movement in the brain innovation space. Additionally, the first in-person Pitch Competition was also held, rewarding a Jury and Public Prize.

The event brought together over 200 people interested and/or involved in the brain innovation space, not limited to researchers but also to patients/patient representatives, investors and the general public, who were encouraged to attend to learn more about the exciting space. The tone and content of the event was kept open and understandable for all, with presentations encouraged to be informative but inspiring, discussions between all facilitated and entertaining activities and matchmaking opportunities also provided.

1.3. European Brain Summit

In 2021, the Brain Innovation Days also housed the first European Brain Summit, a collaborative event of two EBRA partners: European Brain Council and Human Brain Project. This was a unique opportunity to explore the challenge of understanding the brain and the role that Europe should continue to play in this endeavor. High-level speakers and experts presented their vision of the future of European brain health research in the context of the European Health Union. The objective was to create a genuine momentum for scientific breakthroughs and policy advancement to the benefit of European citizens.

Though the Summit was slightly more political, it drew wide interest from the brain community and beyond due to its policy nature and its conjunction with the broader Brain Innovation Days, which highlighted exciting, cutting-edge innovations for all to see and learn more about.



1.4. European Brain Research Area Final Conference

The conference took place on October 11th, 2022, at the historical building of the Les Ateliers des Tanneurs, in the centre of Brussels, located in Rue des Tanneurs 60A, 1000 Brussels.

The final event was an occasion to bring the wider brain research community and key players together, to discuss key aims of the project: the current state of brain research in Europe, increased patient engagement and public awareness, research infrastructures and data sharing and the future potentials and need for a brain health partnership going forward (see detailed agenda below).



Collaboration and cooperation in the brain research area remain more important than ever and the EBRA Final Conference was a major milestone to ensure unification and commitment to the future of brain research in Europe.

It was a great success as we had 227 registered participants for the fully in-person event, ranging in backgrounds of research, industry, patients and patient representatives, policymakers and civil servants, clinicians, funders/investors and general public interested in the subject matter.

8:00 - 9:00	Registration
9:00 – 9:05	Welcome <i>Monica Di Luca, Coordinator, European Brain Research Area project</i>
SESSION 1:	The Impact of the European Brain Research Area (EBRA) Project
9:05 – 9:20	Introduction <i>Monica Di Luca, Coordinator, European Brain Research Area project</i>
9:20 – 9:50	A Moderated Panel Discussion with the EBRA Partners <i>Hella Lichtenberg, project manager of the ERANET-NEURON, Network of European funding for Neuroscience research</i> <i>Paweł Świeboda, Director General of the Human Brain Project, and CEO at EBRAINS</i> <i>Philippe Amouyel, Chair of the EU Joint Programme for Neurodegenerative Disease Research)</i> <i>Juan Lerma, Vice President at the European Brain Council</i> <i>Moderator: Frédéric Destrebecq, Executive Director of the European Brain Council</i>
SESSION 2:	Tackling the Brain Research Challenges and Priorities in Europe
9:50 – 10:20	Translation from basic to clinical research <i>Moderator: Hella Lichtenberg, project manager at ERA-NET NEURON</i> <i>Harm Krugers, Treasurer at the Federation of European Neuroscience Societies (FENS)</i> <i>José Lanciego, board member at the Federation of European Neuroscience Societies</i> <i>Hatice Tankisi, president of the Europe Middle-East Africa chapter of the International Federation of Clinical Neurophysiology (EMEAC-IFCN)</i>

Sabine Hölter-Koch, Coordinator of the Predictive Model Systems or PREMOS cluster

Roger Adan, Coordinator of the BRAINFOOD cluster

10:20 – 10:50

Digital Innovation, Technology, and Data Sharing

Moderator: Paweł Świeboda, Director General of the Human Brain Project and CEO at EBRAINS

Thilo van Eimeren, Coordinator of the European Cluster for Imaging Biomarkers (ECIB)

Mara Dierssen, Coordinator of the TRISOMY21 cluster

Thomas Berger, Chair Scientific Committee at the European Academy of Neurology (EAN)

Suzanne Dickson, Secretary at the European College of NeuroPsychopharmacology (ECNP)

Peter Falkai, President of the European Psychiatric Association (EPA)

10:50 – 11:20

Break

11:20 – 11:50

Patient Involvement

Moderator: Philippe Amouyel, Chair of the EU Joint Programme for Neurodegenerative Disease Research (JPND)

Joke Jaarsma, President at the European Federation of Neurological Associations (EFNA)

Erik Vandereycken, Project Manager at GAMIAN-Europe

David Henshall, Coordinator of the EPICLUSTER

11:50 – 12:00

Conclusion

Paul Boon, President at the European Academy of Neurology

SESSION 3:

Shaping the Future Brain Research and Brain Health Landscape in Europe and Globally

12:00 – 12:05:

WHO video statement

Katrin Seeher, Technical Officer at World Health Organisation

12:05 – 12:10:

OECD video statement

Francesca Colombo, head Health Division at OECD

12:10 – 12:25:

Keynote

Wolfgang Oertel, President of the European Brain Council

12:25 – 12:50:

Panel discussion

Moderator: Frédéric Destrebecq, Executive Director of the European Brain Council

Elisabetta Vaudano, Principal Scientific Manager & Portfolio Manager Neuroscience at the Innovative Health Initiative

Magali Haas, CEO at the Cohen Veterans BioScience

Barbara Kerstiens, Head of Unit at People - Combatting Diseases, European Commission Directorate-General for Research and Innovation

12:50 – 13:00:

Conclusions

Monica Di Luca, Coordinator, European Brain Research Area project

1.5. ERA-Net NEURON lay lecture Series and Networking Event

ERA-Net NEURON launched a lay lectures series for the broad public and conducted three virtual events. All webinars were open to the public and communicated via Twitter and NEURON's website.

1. Professor Dr. Martin Dichgans on 'Challenges and opportunities in stroke care and research', on October 29th, 2021.
2. Professor Philip McGuire on 'Prevention in Mental Health' on June 29th, 2022.



3. Dr. Livia de Picker on COVID and Mental Health on October 21st, 2022.



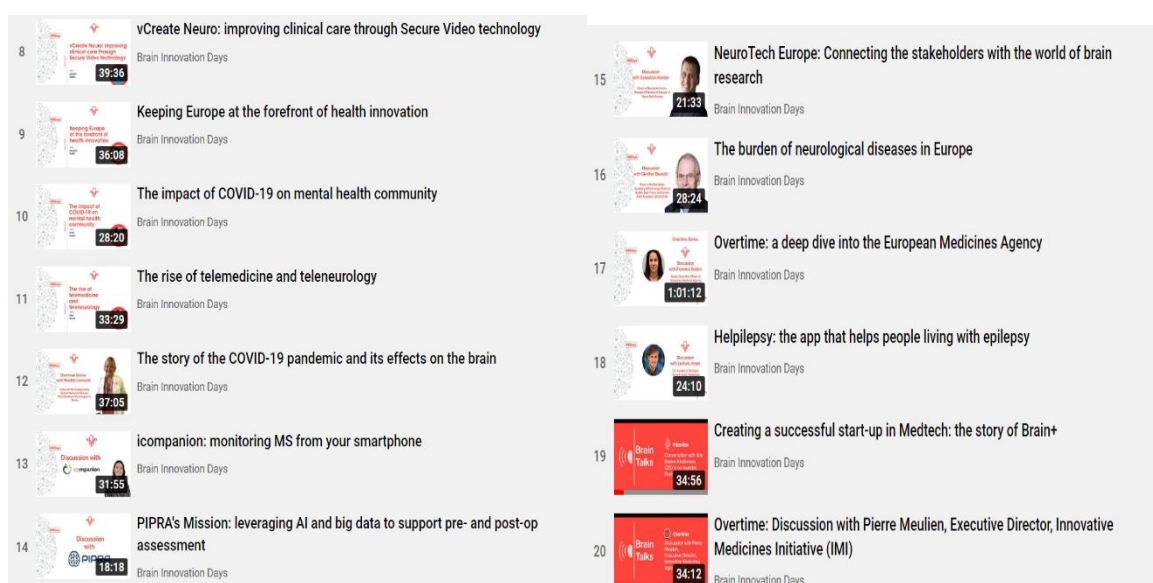
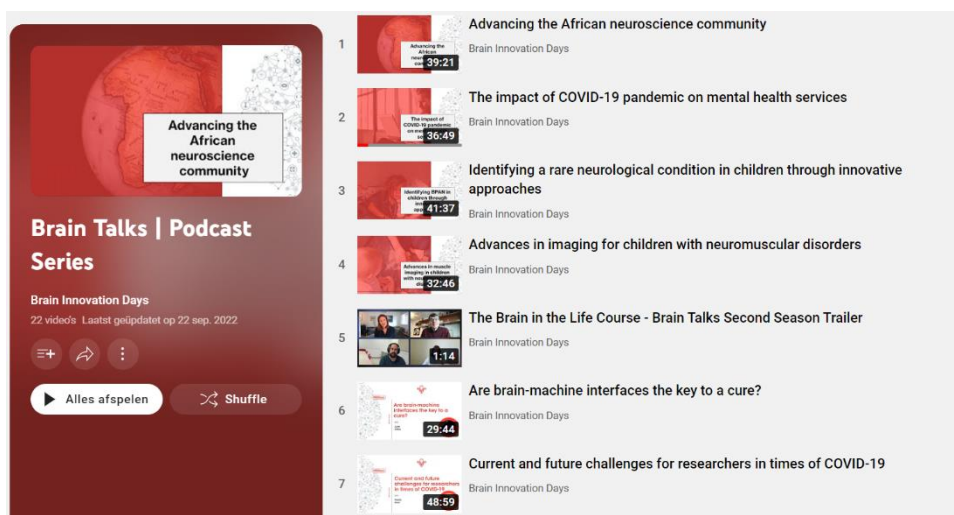
In addition, the ERA-Net NEURON organized a Networking event:

On Sunday, July 10th, 2022, the networking event was organized by the ERA-Net NEURON, the FENS Committee for Higher Education and Training (CHET), the Cajal Training Programme, and the IBRO PanEurope Regional Committee (PERC). Set in a relaxed and cosy environment, this networking event offered a unique opportunity to ask questions to representatives from FENS, IBRO-PERC, the Cajal Training Programme and ERA-NET Neuron on future funding and training activities. Early Career Researchers (ECRs) connected with their peers and participants who attended past training courses and events to best understand how to boost careers to the next level. Funding and training opportunities were explained to the graduate students and postdocs by Erkki Raulo (ERA-Net NEURON Early Career Researcher coordinator) from the Academy of Finland and Marlies Dorlöchter (ERA-Net NEURON coordinator).

2. Tools

2.1. BrainTalks

BrainTalks is a podcast produced by the European Brain Council, featuring key opinion leaders and stakeholders from the ever-growing brain ecosystem, discussing the latest breakthroughs, ongoing research and other exciting topics related to brain innovation. It is intended to be accessible to citizens and to create awareness about brain research and innovation. Until now 20 podcasts have been produced covering several brain related topics such as covid-19, telemedicine, the burden of neurological diseases (see full list below): <https://linktr.ee/braininnovationdays>



2.2. Websites

The [EBRA](https://www.ebra.eu) website is the main EBRA communication channel, however the EBC website, partner's websites and third parties' websites also contain relevant information for citizens and have been promoted throughout EBRA's social media channels. Here below, you can find the links to EBRA news items and/or dedicated webpages on the partner and third parties' websites:

- ERA-Net NEURON: <https://www.neuron-eranet.eu/about/cooperations/>
- EBRAINS: <https://ebrains.eu/news/ebra-releases-mapping-report>
- JPND: <https://www.neurodegenerationresearch.eu/?s=EBRA>
- FENS : <https://www.fens.org/engagement/advocacy/fens-advocacy-strategy/ebra>
- IBRO : <https://ibro.org/save-the-date-for-the-ebra-final-conference/>
- EPA : <https://www.europsy.net/?s=EBRA>
- EAN pages : <https://www.eanpages.org/>
- EFNA : <https://www.efna.net/?s=EBRA&x=11&y=11>
- GAMIAN-Europe : <https://www.gamian.eu/activities/projects/ongoing-projects/ebra-2/>

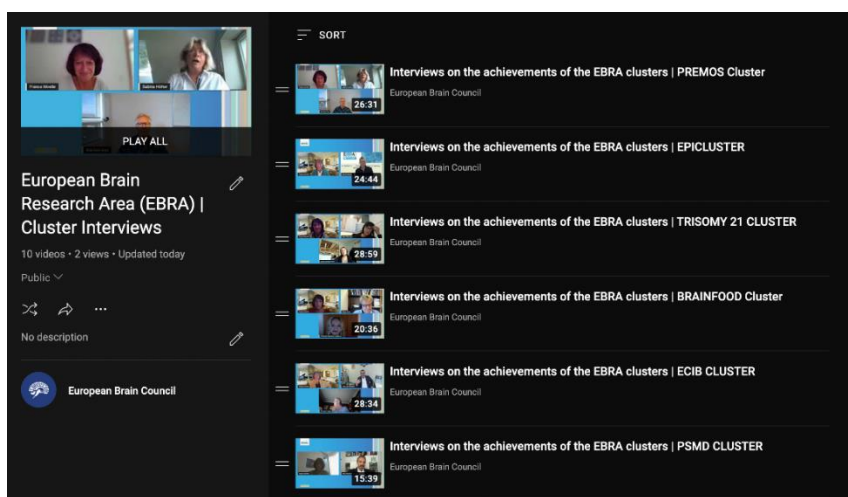
2.3. EBC YouTube channel

The EBC YouTube channel holds a section of EBRA related videos such as the project video, conference videos (EAN 2020 conference, FENS regional meeting 2021), specific EBRA events & interviews (quality assurance workshop & data sharing workshop) as well as interviews with EBRA partners and clusters. This to ensure that the content is widely accessible for all Interested stakeholders and the general public.

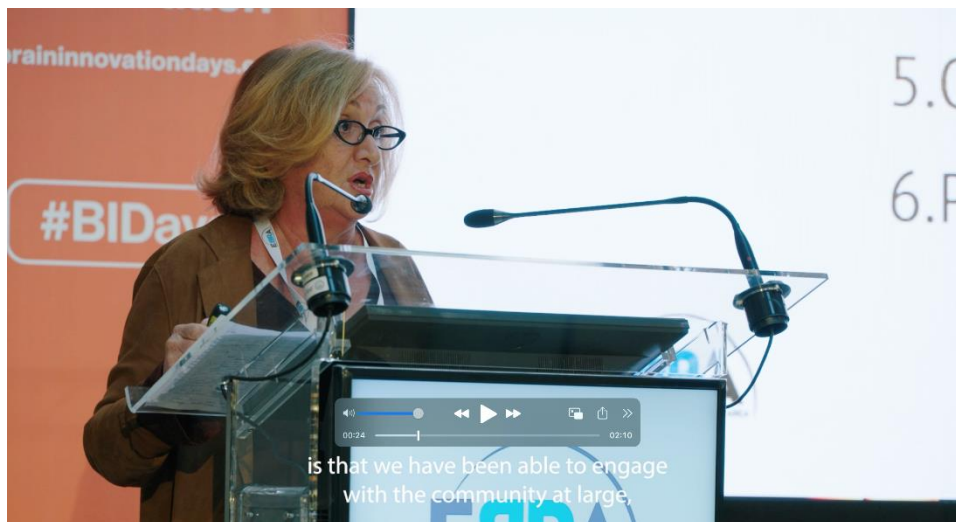
[The European Brain Research Area](#) Project video: This video was launched in 2021, which introduces the project, and its key aims and outcomes in understandable terminology, animated with voiceover.



EBRA cluster interviews: towards the end of the project, EBRA partners Human Brain Project interviewed representatives from all 6 EBRA clusters: BRAINFOOD, ECIB, TRISOMY 21, PSMD, PREMOS, and EPICLUSTER. The interviews consist of a presentation of the purpose of the clusters, a description of the role of the partner involved, but also touch upon the key research and advocacy points raised during the cluster activities (messages to policy makers, needs about data-sharing, or ethical considerations, for example) and outline plans of the clusters. The playlist is available [here](#)



A Final Conference highlight video is currently in its final stages of completion and will be available on the YouTube channel soon.



2.4. Newsletters and general mailings



A newsletter has been distributed every six months to all stakeholders in order to inform them about project news, progress and findings. First release at M6 and then every six months (i.e., 7 plus a final coming at the end of the project to highlight key achievements and share the Final Conference report). The newsletter came with the establishment of a mailing list, which has been available for subscription since the beginning of the project.

In addition to the scheduled newsletters, additional mailings were also sent to the mailing list when needed, such as the announcement of the mapping results or to gather responses to the SEBRA Open Consultation.

This was done on a regular basis to keep the community engaged.

3. Articles

3.1. Policymaker and public-reaching articles

To raise awareness on brain research and the EBRA project, several articles were published in policy and public journals. Here below, we give an overview of the most important journals and the list of articles:

- The Parliament Magazine: A monthly EU politics magazine covering EU news, opinion, and comment
- Open Access Government: A digital publication that provides an in-depth perspective on key public policy areas
- Aging Brain (Elsevier)
- Health Europa Quarterly: health publication committed to highlighting the latest trends and developments in health and healthcare from across Europe and beyond.
- Health Awareness: A Media planet website that publishes healthcare news, information, and personal insight stories.

- Destrebecq (2021). Prioritising brain research in Europe. [Open Access Government](#), November 2021.
- Henshall et al. (2021). Meeting report: EpiXchange II brings together European epilepsy research projects to discuss latest advances. *Epilepsy Res.* 2021 Dec;178:106811. doi: 10.1016/j.epilepsyres.2021.106811. Epub 2021 Nov 14. PMID: 34814066.
- Amouyel (2022). JPND: Towards a stronger brain health partnership. [Open Access Government](#), June 2022.
- Di Luca (2022). Mapping European brain research: The past, present and future. [Open Access Government](#), March 2022.
- Di Luca (2022). Improving the lives of people with brain disorders. [Open Access Government](#), June 2022.
- Adan et al. (2022). Towards new nutritional policies for brain health: A research perspective on future actions. *Brain Behav Immun.* 2022 Jul 20;105:201-203. doi: 10.1016/j.bbi.2022.07.012. Epub ahead of print. PMID: 35868600.
- Fusar-Poli et al. (2022). Ethical considerations for precision psychiatry: A roadmap for research and clinical practice. *Eur Neuropsychopharmacol.* 2022 Oct;63:17-34. doi: 10.1016/j.euroneuro.2022.08.001. Epub 2022 Aug 27. PMID: 36041245.
- Tankisi H (2022). Policy, priorities and practice: 'Being in the room where it happens.' The European Brain Research Area and the Europe, Middle-East and Africa Chapter, International Federation of Clinical Neurophysiology. *Clin Neurophysiol.* 2022 Sep;141:75-76. doi: 10.1016/j.clinph.2022.07.002. Epub 2022 Jul 16. PMID: 35905630.
- Hölter (2022). European brain research: Addressing translational gaps. [Open Access Government](#), October 2022.
- Henshall et al. (under preparation): Shaping the future of European epilepsy research: final meeting report from EPICLUSTER.
- Potier et al. (under preparation) Improving research for advancing treatments in Down syndrome.
- Giehl et al. (under preparation). Sharing brain imaging data in the Open Science era. How and why?

3.2. Press releases and news

News was kept up to date on the [EBRA website](#), which is updated on a regularly basis, usually once a week. News was also released through various other channels, also to the press. This included:

- Announcement of the EBRA project (e.g., [Serbian Brain Council](#))
- Announcement of the European Brain Summit to a list of stakeholders and journalists as well as circulation of the [Event Report, "Making brain health a priority in Europe: Brussels sees event packed with high-level brain scientists and policy-makers"](#)
- The Importance of [enhanced collaboration in the world of brain research](#)
- EBRA releases Mapping Report: investment in European brain research still vital (e.g., [EAN pages](#)).
- [Summary of PREMOS Cluster activities](#) on INFRAFRONTIER Research Infrastructure
- EBRA releases an open consultation on the Shared European Brain Research Agenda
- Announcement of chosen clusters after each application stage (i.e., [final clusters announced](#))
- Event and participation reports

4. Social media

EBRA focused on the use of two main social media channels: Twitter and LinkedIn, to keep in touch with the community and share all the big news coming out of the project alongside mailings and events. Both channels were kept up to date on a weekly basis throughout the project and not only shared the latest of the project but reported live during events, shared cluster and partner updates plus were the main share point for additional project activities such as partner interviews, cluster interviews and more. Both channels were extremely successful in terms of followership and engagement:

4.1. LinkedIn

LinkedIn was used for professional contacts and to upload all posts from the website (news, blog, etc.) as well as key project outcomes (www.linkedin.com/in/ebra-eu) such as the mapping report, SEBRA consultation, cluster activities/outcomes and the final conference. The account was also used to keep in contact and reach out within the brain research community. In October 2022, the EBRA LinkedIn account reached a number of 805 connections with a steady growth: 2019: 601 connections; 2020: 623 connections; 2021: 722 connections; 2022: 805 connections.

4.2. Twitter - @EBRA_EU

The EBRA Twitter account — @EBRA_EU — is used to share updates and news on the achievements of the project and to promote reports, events and the project as a whole (https://twitter.com/EBRA_EU). In October 2022, the EBRA Twitter account reached a number of 1618 followers and showed a fast growth over the past 4 years (2019: 483 followers; 2020: 795 followers; 2021: 1200 followers; 2022: 1618 followers).

OCT 2022 SUMMARY

Tweets	22	Tweet impressions	25.1K
Profile visits	3,370	Mentions	85
New followers	61		

Steady tweeting meant the account averaged between 10,000-25,000 impressions every month which was higher during months with “larger” news, such as the release of the mapping or an event taking place.

Additionally, the account profile was visited regularly, with each month over the last year going well above 3000 - 4000 visits and at minimum 30 mentions from external stakeholders.

5. Conclusions

This report provides an overview of the public awareness activities as well as the tools, articles and social media channels that were used to inform the citizens and to raise awareness on the importance of brain health and brain science, to showcase scientific achievements in these fields and lift taboos around brain ill health. Given the involvement of the large EBRA community (EBRA partners, third parties, experts, working groups), our efforts reached a wide audience.

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