

Leaflet, Logo, Project presentation, Presentation template

Deliverable 2.1

31 March 2019



WP Participants:

EURORDIS

V1	5 February 2019	EURORDIS
V2	7 February 2019	All partners
Final version	11 February 2019	All partners



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Communication Materials for Rare 2030

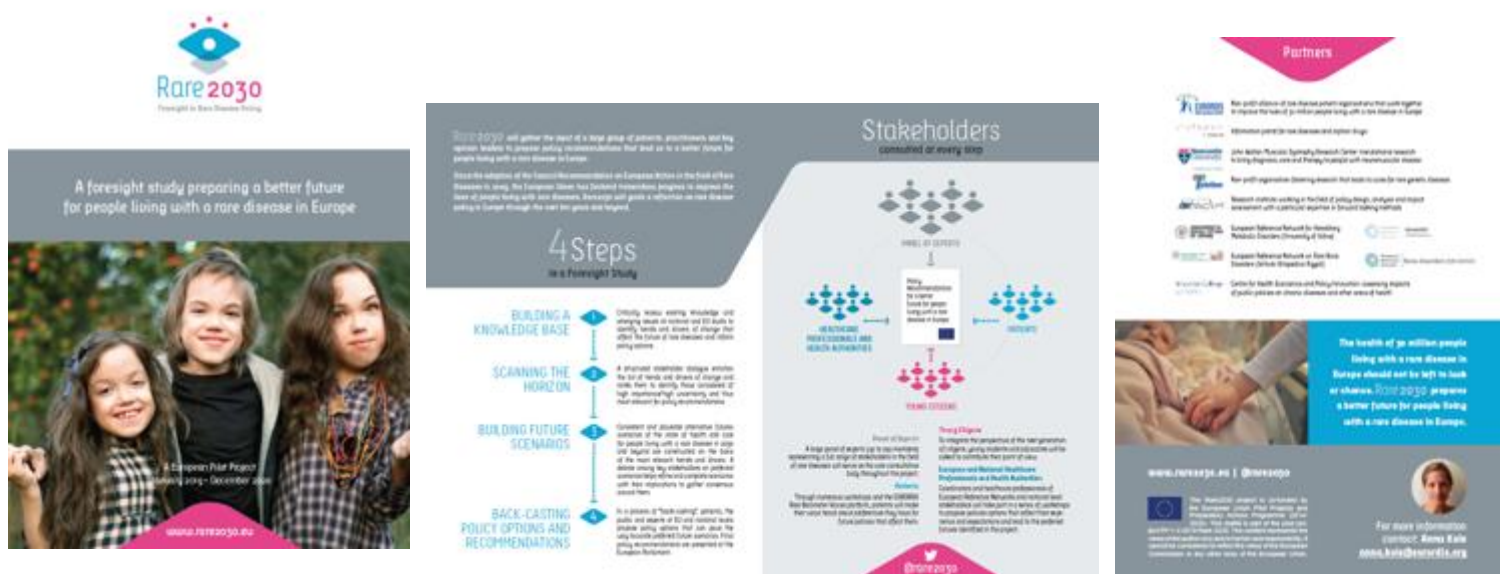
With the support of a graphic designer for several elements, we have created a pack of coherent communication materials (leaflet, logo, presentation template, report document template) to be used for widely disseminating information and gain participation in the Rare 2030 project.

Leaflet

The leaflet includes a basic description of the project, partners, objectives, process and online contact details. Available to all partners and publicly on the www.rare2030.eu website it can widely be disseminated to specific and general audiences. The leaflet will be distributed electronically as well as printed on an ad hoc basis for events organised by partners that are directly or indirectly related to the Rare2030 project. As an example, 300 copies of the leaflet were distributed to all attendees of 3rd EURORDIS Multi-Stakeholder Symposium on Improving Patients' Access to Rare Disease Therapies. More details of the dissemination of this document are available in the D2.2 Stakeholder engagement and dissemination plan.

The full leaflet can be found at

http://download2.eurordis.org.s3.amazonaws.com/rare2030/rare2030_leaflet.pdf

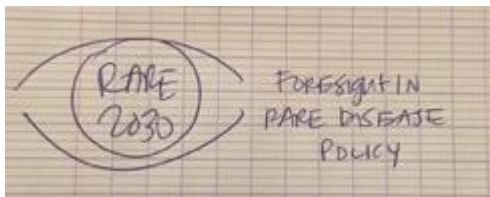


Logo

Desired requirements for the Rare 2030 communication materials

Graphic design was request for a logo including the Logo: Include elements of vision, future and policy with a sub-text: Rare 2030: Foresight in Rare Disease Policy

- Examples were provided: (with preference for a bit more details and smaller text)



As were inspirations for the look: distinct from partner logos, somewhat subdued colours as our audience will also be policy makers though not too serious as we need to inspire the participation of all!

And feel: vision, future, planning, scenarios, inspiration.

Work output requested

- 4 logo options
- 3 rounds of feedback/ updates
- Once logo option decided, it will need to be produced in specific requirements sent separately (RGB high-def etc).

versions	RGB .eps	CMYK .eps	Greyscale .eps	High Def RGB .jpg/.png	High Def Greyscale .jpg/.png
Vertical coloured with white background	1	1		1	
Vertical coloured with transparent background	1	1		1	
Vertical white only with transparent background			1		1

Vertical black only with transparent background			1		1
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Interim logos

The following logos were proposed:



With the final logo selected as:



Where the logo will be used

Full communication on the project is detailed in D.2 Stakeholder Engagement and Dissemination Plan. A unexhaustive list of logo uses include

- Rare 2030 website, social media, EURORDIS and partner websites
- Rare 2030 and EURORDIS and partner printed materials and presentations
- Signature at the bottom emails
- Any other printed project information, such as programmes, leaflets, folders including our projects
- Power point presentation
- Word doc template

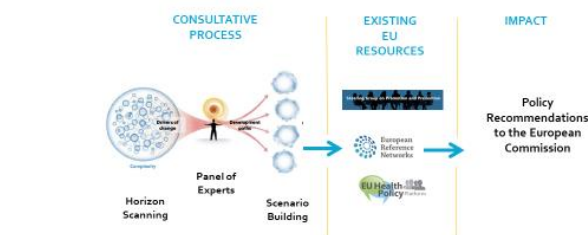
Project Presentation

A general presentation allows partners to quickly present the Rare 2030 project. It may be adapted with additional details.



OPPORTUNITY TO SHAPE THE FUTURE

> **Rare 2030** is a 2-year **foresight study** using a participatory approach to identify the most relevant drivers of change in the field, anticipate their influence over the next decade (scenarios) and propose policy recommendations that lead us to a **better future for people living with rare diseases**.



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MULTISTAKEHOLDER INPUT AT EACH STEP

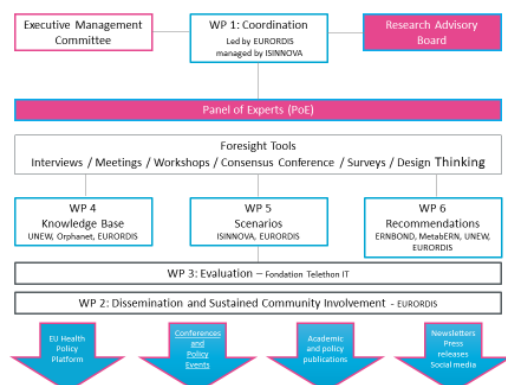


COLLABORATION OF THE KEY OPINION LEADERS

> The project brings together some of the **most dedicated and influential actors**, each representing a valuable stake in advancing the field of rare diseases.



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RESEARCH ADVISORY BOARD

> High level opinion leaders in foresight, innovative industries and health policy



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HOW IT WORKS



PANEL OF EXPERTS

> A **Panel of Experts**, representing all types of stakeholders in the rare disease community including patients and young citizens, will participate at every step of the foresight process through a number of workshops, interviews and surveys throughout 2019 and 2020, we will ask



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PANEL OF EXPERTS

Up to 250 members of the rare disease community including:

- Patients and advocates
- National and regional authorities
- EU Policy makers
- Organisations involved in former EUCERD Joint Actions
- Healthcare professionals and managers
- Learned societies
- European research networks and infrastructures
- Researchers
- Pharmaceutical and other health-related industries
- Regulators (EMA committees)
- HTA bodies, reimbursement authorities (EUnetHTA)
- International initiatives (RDI, NGO Committee for RD at UN, ICORD, IAPO)
- Other relevant NGOs

• Young advocates

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CONSOLIDATE A KNOWLEDGE BASE

> Taking stock of existing public health knowledge and emerging issues at national and EU levels to define drivers and inform policy scenarios through a gray and peer-reviewed literature review



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SCANNING THE HORIZON



> A structured stakeholder dialogue to:

1. list trends, disruptive events, wild cards and weak signals
2. rank them to identify those trends considered of high importance/ high uncertainties for the future of rare disease care and governance
3. identify those for which European policy actions are considered most relevant



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BUILDING FUTURE SCENARIOS

> Build consistent and coherent alternative futures (storylines) on the basis of the most influencing trends



> Stimulate the debate among key stakeholders on rare diseases as well as on RD policy visions & options



> Redefine and complete scenarios with their implications to gather consensus around them



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FINAL POLICY RECOMMENDATIONS

> The policy recommendations translate results from identified preferred scenarios and are 'legitimized' with backcasting exercises at EU and national level



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CREATE LASTING IMPACT



- This moment marks a critical opportunity to ensure a strong future for people living with rare diseases.
- We have made great progress in addressing unmet health and social needs and decreasing health inequalities in rare diseases across Europe. However, without **vigilance and constant effort**, progress can easily be reversed in the coming decades.
- Progress in health and social care, research and treatment development must be supported by **sound and sustainable policies and legislation**.



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The health of 30 million people living with rare diseases in Europe should not be left to luck or chance.



Help shape and secure the healthy future of people living with rare diseases by supporting the Rare 2030 Foresight Study



For additional information:

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Presentation Template

The following presentation template is available for all internal and external presentations of the Rare 2030 project:



YANN LE CAM
CEO EURORDIS-RARE
DISEASES EUROPE

Lorem ipsum sit amet
CONSECTETUR
ADIPISCING ELIT
PHASELLUS UT MI
IN ORCI.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPI.

- > **Ut tortor : Sed mattis ornarepe.** Suspendisse risus ipsum, egestas nec, dapibus pulvinar, luctus nec, quam.
- > **Nullam libero erat, pulvinar ut, consequat ut,** congue non, mi. Nulla ollicitudin leo justo a diamagittis turpis.
- > **Curabitur fringilla laoreet dui.** Suspendisse quis justo ferm cus in, mi. Nullam rat, diam. Donec luctus lectus sed sapien. Maecenas incissim odio.

YANN LE CAM CEO EURORDIS-RARE DISEASES EUROPE

PART | 2

LOREM IPSUM DOLOR SIT AMET CONSECTETUR

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPI.

- > **Ut tortor : Sed mattis ornarepe.** Suspendisse risus ipsum, egestas nec, dapibus pulvinar, luctus nec, quam.
- > **Nullam libero erat, pulvinar ut, consequat ut,** congue non, mi. Nulla ollicitudin leo justo a diamagittis turpis.
- > **Curabitur fringilla laoreet dui.** Suspendisse quis justo ferm cus in, mi. Nullam rat, diam. Donec luctus lectus sed sapien. Maecenas incissim odio.

YANN LE CAM CEO EURORDIS-RARE DISEASES EUROPE

THANK YOU FOR
YOUR ATTENTION.

YANN LE CAM

CEO EURORDIS-RARE DISEASES EUROPE



- For each communication related to Rare 2030, always displays:
 - **The logo of Rare 2030**
 - **The logo the EC logo to acknowledge the funding source**

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