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**TITLE: DIALOGUE & PARTICIPATION**  
**SUBTITLE: Kick-off Meeting (KoM) Report**

ASSET Project • Grant Agreement N°612236

# ASSET

Action plan on SiS related issues in Epidemics And Total Pandemics

7<sup>th</sup> RTD framework programme

Theme: [SiS.2013.1.2-1 Sis.2013.1.2-1]

Responsible partner: **ISS**

Contributing partners: LYON, PROLEPSIS, EIWH, DBT, FFI, IPRI, NCIPD, TIEMS, DMI, UMFCD, HU, VITAM, ZADIG

Nature: **Report**

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## DOCUMENT MANAGEMENT

PROJECT FULL TITLE	Action plan on SiS related issues in Epidemics and Total pandemics
PROJECT ACRONYM	ASSET
	Coordination and Support Action: project funded under Theme SiS.2013.1.2 "Mobilisation and Mutual Learning (MML) Action Plans"
GRANT AGREEMENT	612236
STARTING DATE	01/01/2014
DURATION	48 months

### D1.1 Kick-off Meeting (KoM) Report

Task: 1.1

Leader: ISS – Other contributors: All

### History of changes:

Vn	Status	Date	Organisation / Person responsible	Reason for Change
V1	Draft	2014-06-18	ISS / Valentina Possenti	Collection of comments/revisions by Partners
V2	Draft	2014-06-26	ISS / Valentina Possenti	Updated Version including comments/revisions by Partners
V3	Revised Draft	2014-06-27	ISS / Valentina Possenti	Pre-Final Version
VF	Final	2014-06-30	ISS / Valentina Possenti	



## Items of the ASSET Kick-off Meeting (KoM)

Monday, May 26<sup>th</sup> 2014

### Welcome to the ASSET Consortium Members

#### A. Presentation of the ASSET Consortium

UNIVERSITY OF HAIFA- HU

FORSVARETS FORSKNINGINSTITUTT- FFI

FONDEN TEKNOLOGIRADET- DBT

ZADIG SRL

EUROPEAN INSTITUTE OF WOMEN'S HEALTH- EIW

NATIONAL CENTER OF INFECTIOUS AND PARASITIC DISEASES- NCIPD

VITAMIB

UNIVERSITATEA DE MEDICINA SI FARMACIE CAROL DAVILA DIN BUCURESTI- UMFDB

INTERNATIONAL PREVENTION RESEARCH INSTITUT- IPRI

THE INTERNATIONAL EMERGENCY MANAGEMENT SOCIETY- TIEMS

DATAMINING INTERNATIONAL- DMI

ISTITUTO SUPERIORE DI SANITÀ- ISS

LYONBIPOLE

INSTITUTE OF PREVENTIVE MEDICINE ENVIRONMENTAL AND OCCUPATIONAL HEALTH- PROLEPSIS

Stefania SALMASO

Manfred GREEN

Kjersti BRATTEKAS

Jacob S. NIELSEN

Giulia CANDIANI

Hildrun SUNDSETH

Savina STOITSOVA

Yousseoufa TAHIROU

Mircea Ioan POPA

Alberto D'ONOFRIO

K. Harald DRAGER

Ariel BERESNIAK

Stefania SALMASO

Emilie ROMEO

Agoritsa BAKA

Alberto PERRA

#### B. Sharing ASSET logic framework and contents

#### C. Towards a common understanding: Partners role in ASSET implementation

NATIONAL CENTER OF INFECTIOUS AND PARASITIC DISEASES- NCIPD

UNIVERSITY OF HAIFA- HU

LYONBIPOLE

FORSVARETS FORSKNINGINSTITUTT- FFI

DATAMINING INTERNATIONAL- DMI

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EUROPEAN INSTITUTE OF WOMEN'S HEALTH- EIW

ISTITUTO SUPERIORE DI SANITÀ- ISS

VITAMIB



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**Tuesday, May 27<sup>th</sup> 2014**

**Legacy of “TELL ME” project by the Scientific Coordinator of TELL ME**

Manfred Green

**ASSET overall communication strategy**

Roberta Villa

**Brainstorming on ASSET Brand**

Eva Benelli, Teresa Burzigotti

**Forging an ASSET partnership through a Community of Practice (CoP)**

Angela Giusti

**Getting familiar with the CoP web platform**

Valentina Possenti

**Building a common approach to ASSET monitoring and evaluation**

Donato Greco, Youssoufa Tahirou

**Management Aspects of ASSET**

Youssoufa Tahirou

**Final discussion and concluding address**

Alberto Perra, Stefania Salmaso



## Items of the ASSET Kick-off Meeting (KoM)

<b>Meeting called by</b>	ISTITUTO SUPERIORE DI SANITA (ISS)						
<b>Date</b>	May 2014, 26 <sup>th</sup> : 14:00 – 18:30 May 2014, 27 <sup>th</sup> : 09:00 – 13:30						
<b>Place</b>	ROMA EVENTI FONTANA DI TREVI Piazza della Pilotta 4 Rome - Italy						
<b>Type of meeting</b>	Scientific	X	Management	X	Formal		Informal
<b>Chairs</b>	Alberto PERRA (ISS), Stefania SALMASO (ISS)						
<b>Note Takers</b>	Eva APPELGREN (ISS), Valentina POSSENTI (ISS)						
<b>Attendees</b>	Emilie ROMEO (LYONBIOPOLE), Hildrun SUNDSETH (EIWH), Jacob Skjød Nielsen (DBT), Kjersti BRATTEKAS (FFI), Alberto D'ONOFRIO (IPRI), Alberto PERRA (ISS), Stefania SALMASO (ISS), Barbara DEMEI (ISS), Valentina POSSENTI (ISS), Eva APPELGREN (ISS), Angela GIUSTI (ISS), Savina STOITSOVA (NCIPD), Kare Harald DRAGER (TIEMS), Tom ROBERTSON (TIEMS), Mircea Ioan POPA (UMFDB), Manfred GREEN (HU), Roberto SATOLLI (ZADIG), Giulia CANDIANI (ZADIG), Roberta VILLA (ZADIG), Eva BENELLI (ZADIG), Dimitris DIMITRIOU (ZADIG), Teresa BURZIGOTTI (ZADIG), Donato GRECO (ZADIG), Ariel BERESNIAK (DMI), Agoritsa BAKA (PROLEPSIS), Youssoufa TAHIROU (VITAMIB)						



**Monday, May 26<sup>th</sup> 2014**

## **14.00-14.15 WELCOME, APPROVAL OF THE AGENDA** *Stefania SALMASO*

The purpose of the Kick-off Meeting (KoM) was to create the basis for a smooth project development, to review the overall Project timetable and to fine tune the work of the Consortium. After welcoming the participants, the meeting agenda was approved by the Consortium. The meeting was opened by Stefania Salmaso, Director of CNESPS (ISS) where the Project's Scientific Coordinator (SC) is located. ASSET stands for: Action plan in Science in Society (SiS) in Epidemics and Total pandemics.

## **14.15-15.15 a) ASSET consortium presentation** *Partners*

Following the introductory speech, the Project Partners had the opportunity to briefly introduce their own institutions (mission, scope, objectives, fields of activity) in a round clockwise-order according to seats around the table.

### **1. UNIVERSITY OF HAIFA- HU**

HU has a solid expertise in the same field (EU funded Project on Epidemics and Total Pandemics) especially due to being the SC of TELL ME (acronym for: "Transparent communication in Epidemics: Learning Lessons from experience, delivering effective Messages, providing Evidence"). Connections with ASSET have been widely presented in the morning of the day after, 27th May (point A).

### **2. FORSVARETS FORSKNINGINSTITUTT- FFI**

FFI has both specific experience with research on crisis management as well as CBRN related EU-projects and expertise within societal security and CBRN. Another strength of FFI is to be closely connected to the health sector.

### **3. FONDEN TEKNOLOGIRADET- DBT**

The main features of DBT are: to be a parliamentary technology assessment institution and independent, non-profit, corporative foundation SME; to work with a local, regional, national and international perspective; to be specialized in stakeholder involvement, citizen participation and political deliberation.

### **4. ZADIG SRL**

Zadig is an Italian leading media SME that focuses on health communication, technology, and science. Its aim is to give critical information about scientific issues, and their implications on ethics, policy making and society. To achieve this goals, Zadig operates in four main areas: Communication, Publishing, Research, Learning. Some activities of Zadig are: TELL ME, ECRAN within FP7; Scienceonthenet, PartecipaSalute with regard to Science in Society (SiS); CCM, EpiCentro, AzioniQuotidiane for Public Health issues.

### **5. EUROPEAN INSTITUTE OF WOMEN'S HEALTH- EIW**

EIWH is a nongovernmental organisation with the objective of providing the gender perspective. Topics that EIWH covers are: Women's Health; Gender and Health; Family Health – women as caregivers; Health across the lifespan; Women and Pregnancy; Women and Ageing. EIWH links to several patients organizations/associations across EU and vaccination is one of the main fields of interest.

### **6. NATIONAL CENTER OF INFECTIOUS AND PARASITIC DISEASES- NCIPD**



NCIPD is a leading national health institution, dealing with research, surveillance, diagnosis, prevention, control, training and scientific advice in the field of Communicable Diseases (CDs). ECDS is one of NCIPD's Departments and deals with research, postgraduate training, infectious disease surveillance, development and evaluation of new programs for surveillance, prevention and control of infectious diseases. ECDS participated in a number of EC funded projects: VENICE, EPISOUTH, ACSATC, National Plan for Influenza Pandemic Preparedness.

#### **7. VITAMIB**

VITAMIB, Part of ABSISKEY Group, is a French 14-year experienced company in the design and management of RDI projects (services & tools). Within the specific area "Management of Research and Innovation projects", VITAMIB manages several European and national projects and organizes training sessions as well.

#### **8. UNIVERSITATEA DE MEDICINA SI FARMACIE CAROL DAVILA DIN BUCURESTI- UMFDB**

UMFDB has a professional luggage made of good knowledge and previous experience in managing public health issues at local, regional and national level. UMFDB can offer a number of specialists and experts in the field of infectious diseases, epidemiology, public health, virology, microbiology, psychology, etc.

#### **9. INTERNATIONAL PREVENTION RESEARCH INSTITUT- IPRI**

IPRI could be defined as an institute devoted to disease prevention, at the interface between basic science and public health planning. IPRI's major prevention accomplishments deal with Ultraviolet light and Sunbeds, mammographic and PSA screenings. Among the main projects/events, it can be recognized: 4th Edition of 'European Code Against Cancer' and preparation of 'African Code Against Cancer'; Vaccine preventable infectious diseases report (for EU); Annual National Cancer Institute Directors meeting. In particular, Alberto d'Onofrio is editor of "Dynamics of infectious diseases spread and the related behavioural changes in the population".

#### **10. THE INTERNATIONAL EMERGENCY MANAGEMENT SOCIETY- TIEMS**

TIEMS is an International multidisciplinary Network of Users, Planners, Researchers, Industry, Managers, Response Personnel, Practitioners, Social scientists, and other Interested Parties in the field of Emergency and Disaster Management. TIEMS stimulates the exchange of information on the use of innovative methods and technologies within emergency and disaster management to improve society's ability to avoid, mitigate, respond to, and speedy recovery from natural and technological disasters. TIEMS' experts represent a unique source of expertise and ideas which are important "assets" for research and development activities.

#### **11. DATAMINING INTERNATIONAL- DMI**

DMI is a Swiss independent research agency specialized in risk assessment in Public Health and Health Economics. WHO collaborations: Risk assessments Yellow Fever in Africa, prioritization of vaccination programs against Meningitis in Africa, risk Assessments of Human Influenza pandemics, assessments of European preparedness plans against influenza pandemics. EC research activity: ECHOUTCOME, SEMANTIC HEALTH NET (FP7); EHR4CR (FP7/IMI); FLURESP EGOHID (DG Sanco).

#### **12. ISTITUTO SUPERIORE DI SANITÀ- ISS**

CNESPS is one of ISS' centres: among its main activities there are: epidemiologic research project, population surveillance, projects of information and communication to promote healthy life styles; training programs in applied epidemiology; the National Epidemiological Bulletin; a Web portal in Epidemiology/EpiCentro (<http://www.epicentro.iss.it/default.asp>).





Most of the projects are based on a Public Health approach, that means: focusing on risk factors, performing epidemiological research, enhancing disease surveillance and control systems, reinforcing public health infrastructure, developing applications, supporting capacity building, evaluating interventions. In matter of CDs, CNESPS provides scientific evidence to support decision making in public health with regard to prevention and control carrying out influenza surveillance and syndromic surveillance for flu.

### 13. LYONBIOPOLE

Localized in the 2nd French region in the health sector, LYONBIOPOLE is constituted by Federate 139 members (116 SMEs, 4 big pharmaceutical industries, 19 research centres). One fourth of its work is on CDs since LYONBIOPOLE has a historic interest toward vaccination & infectious diseases.

### 14. INSTITUTE OF PREVENTIVE MEDICINE ENVIRONMENTAL AND OCCUPATIONAL HEALTH-PROLEPSIS

PROLEPSIS, as a Greek Civil Law Non-Profit Organization, promotes health in Greece and Europe through: research, applied public health projects, education, advocacy. The main research interests deal with: screening for chronic diseases especially cancer, environmental research, occupational research, migrant health, nutritional epidemiology, substance abuse, health promotion, health communication, health literacy/ICT health applications. Some of the ongoing projects are: IROHLA, E-CAPACIT8, HProlImmune.

## 15.15-15.45 **B) A wider understanding of the ASSET project through sharing its logic framework and contents** **Alberto PERRA**

### DISCUSSION

The ASSET consortium has gone through some changes since the official start of the project on 01 January 2015. P08 ISS took over the role of SC instead of CSSC (P14). From the original DOW, BMJ (P03) and UNIGE (P11) have been replaced by two new Partners, DMI and PROLEPSIS (respectively, P16 and P17).

In his role of SC, Alberto Perra, from ISS, gave an overview of the ASSET logic framework, a 48 month Mobilisation and Mutual Learning Action Plan (MMLAP) that is built around 4 main objectives, which are: 1) forge a partnership with complementary perspectives, knowledge and experiences to address affectively scientific and societal challenges raised by pandemics and associated crisis management; 2) explore and map SiS-related issues in global pandemics; 3) define and test a participatory and inclusive strategy to succeed; 4) identify necessary resources to make sustainable the action after the project completion.

The SC presented the wider context of Mobilisation and Mutual Learning Action Plan (MMLAP) in which the ASSET Project is included. He outlined the wide transdisciplinary Consortium Partners areas of expertise, ranging from public health, vaccine and epidemiological research to communication and socio-political issues (social and political sciences, law and ethics, gender studies, science communication and media). Then, he focused on the MMLAP in time (FP7, H2020) and in SiS defining the three main functions (connecting, communicating, democratising). Starting from the background of societal challenge, MMLAP is equally informed by both multifaceted world of partners and civil society

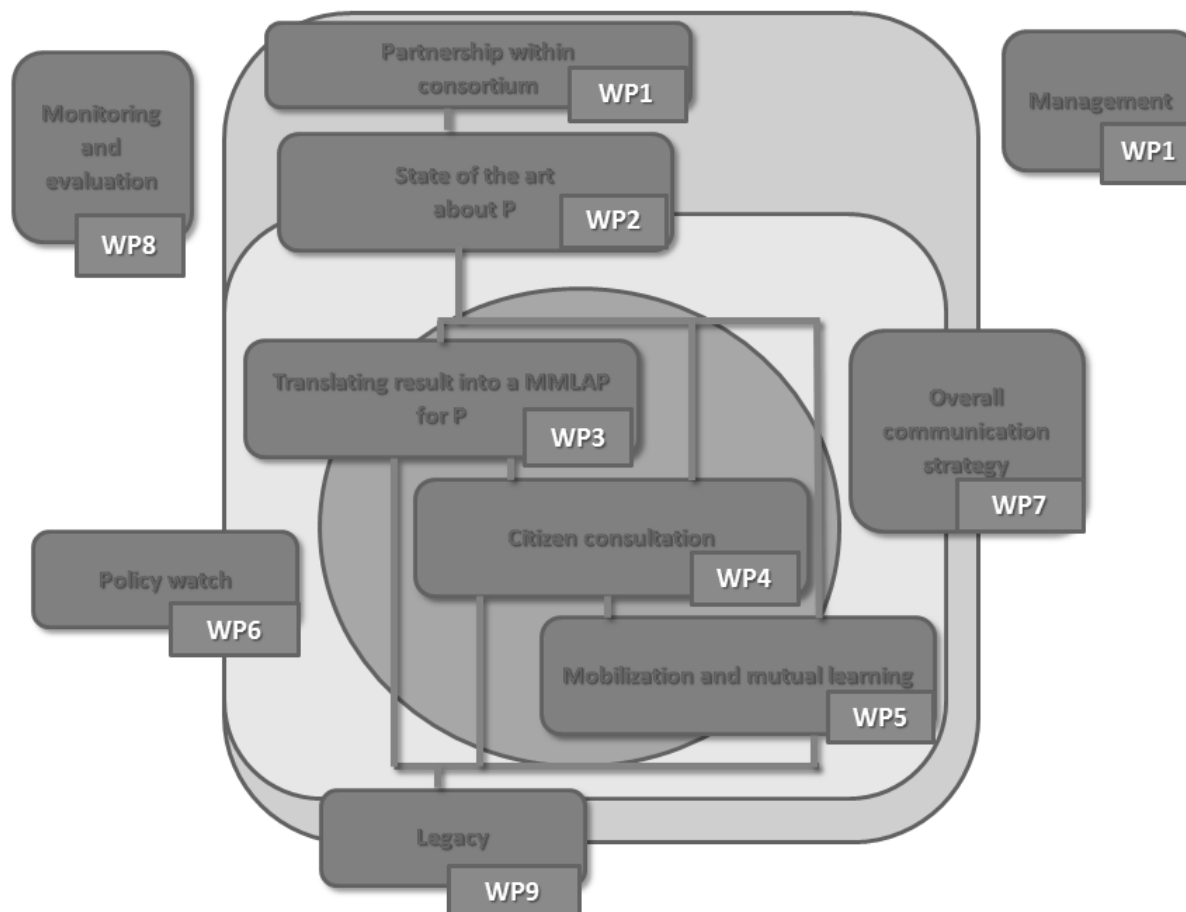


organisations plus other actors.

Linking MMLAP patterns with ASSET WPs, it has been shown that:

- multifaceted world of partners refers to WP1-3;
- civil society organisations plus other actors relates to WP4, mainly;
- mobilisation and mutual Learning intervenes in WP5-9.

Whether we wanted to look metaphorically at the shift from potentialities of MMLAP to its practical implementation within the ASSET framework, it is as if a sleeping cat becomes an agile cheetah.



## 15.45-18.30 c) Towards a common understanding: Partners' role in ASSET implementation

Partners

### DISCUSSION

All the Partners were called to describe their own role in ASSET (generating an identifying claim, sometimes even metaphoric) basing the presentation upon a common template that was provided by ISS and specified a set of questions to answer about what/how will be done in the Project. This second presentation session proceeded following the rough sequence of activity in ASSET.

1. **NATIONAL CENTER OF INFECTIOUS AND PARASITIC DISEASES- NCIPD. A team with experience in**

***CD surveillance and communication***

NCIPD participates in ASSET in its capacity as a Public Health body, operating in the specific field of Policy Making and in an Eastern European country, which places it well geographically in terms of providing a balanced covering for the Citizen Consultations. NCIPD leads WP1 “Dialogue and Participation” and contributes to a number of other tasks.

NCIPD will be responsible for the “Glossary and Terminology” Deliverable, which will provide the transdisciplinary language for the Action Plan (WP3) and will cover concepts and terminology from all topics, listed for Study and Analysis (WP2). NCIPD will also contribute to: the review of Governance of Pandemics and Epidemics in WP2; the Strategic Plan, the Action plan Handbook and the ASSET Tool box in WP3 (built on the research from WP2); all activities into WP4 “Citizen Consultation” and the closely linked group of coordinated actions, named “Local Initiatives” in WP5.

**2. *UNIVERSITY OF HAIFA- HU. The “ferryman” of the TELL ME theoretical background on success or failing experiences with EIDs***

HU role in ASSET is linked to the following issues: governance of flu pandemics – communication policy; Unsolved scientific questions regarding influenza and pandemics – information; past experience of participatory governance – communication and information; ethical, legal and societal implications of pandemics – communication; research and innovation – information, communication; risk of intentionally caused outbreaks – information, communication.

HU has in fact the objectives of a) translating the theoretical background on risk communication during infectious disease crises developed in TELL ME into applications in ASSET; b) expanding and refining the tools for communication based on the framework model in TELL ME; c) evaluating the communication needs of stakeholders and reduce the gaps in communication during the 2009 influenza pandemic. Main methods and procedures which will be used are both reviews (literature, documents) and qualitative research (interviews with stakeholders, focus groups).

**3. *LYONBIOPOLE. Putting cooperation first***

LYONBIOPOLE coordinates 3 tasks and contributes to other 19. The 3 tasks which LYONBIOPOLE is coordinator of are:

- T2.2: Edit a reference guide of unsolved scientific questions related to pandemics and epidemics. It will be developed through a) reviewing and analysing existing work, b) interviewing experts and specialists;
- T3.2: Design a roadmap to open and responsible research and innovation in pandemics/on vaccines and antiviral drugs that will be based on the a) review of existing experiences in pharmaceutical/health sector and epidemic preparedness, b) analysis of transferrable or synergic projects;
- T7.10: Edit a newsletter «Research & Innovation» devoted to responsible research and innovation monitoring in the field of antiviral drugs and vaccines (2/year) with the contribution of all Partners.

**4. *FORSVARETS FORSKNINGINSTITUTT- FFI. The “onlooker” at the whole picture providing***

***technical expertise***

FFI activity is transversal to all WPs with a supporting function (WP 1: T1.1, T1.2; WP2: T2.6, T2.7; WP3: T3.1; WP4: T4.1, T4.2, T4.3; WP5: T5.3; WP6: T6.1; WP7: T7.6, T7.13; WP8: T8.1; WP9: T9.1, T9.2).

FFI will lead T2.6 “Intentionally Caused Outbreaks” (related deliverable is D2.6) in a collaborative way with Partners to review state of the art (collection and analysis of the main policy documents concerning Intentionally Caused Outbreaks) and to obtain/create a taxonomy of the main governance problems posed by the risk of Intentionally Caused Outbreaks in democratic societies, chiefly the tension between secrecy and transparency, freedom of research and security, citizen involvement and experts’ decisions.

***5. DATAMINING INTERNATIONAL- DMI. The “cross-fertilizer”***

The main task DMI has within ASSET is T7.11: Organization of a conference “Music and communicable diseases” for mobilizing general public and promote prevention of communicable diseases (related deliverable is D7.15: Organization of the conference). DMI will contact organizing committees of most famous classical music festivals in Switzerland, develop the program, select speakers and artists within a solid and comprehensive communication strategy. In doing this activity, DMI will combine some of its main strengths which are a significant experience both on EU projects and in the field of investigating CDs, an activated historical network in the classical music world in particular, and more in general strong organizational skills.

***6. THE INTERNATIONAL EMERGENCY MANAGEMENT SOCIETY- TIEMS. Think globally and act locally!***

TIEMS is leader of WP3, “Action Plan Definition” and coordinates 3 tasks:

- T2.3 “Collection and analysis of experiences of participatory governance in crisis management” corresponds to collecting and analysing models and experiences of participatory governance (citizens vote on public policies) in crisis management at various levels (local, national, and international). This task will be developed through: a) developing collection and analysis template, b) reviewing with ASSET team, c) collecting information (including from ASSET partners), d) analysing and summarizing, e) assessing feasibility of standards for participatory governance, f) developing family of models;
- T3.4 “Develop a set of relevant tools” consists of creating SOPs, check-lists, templates, etc., detailing the processes described in the Action Plan Handbook and coming up with methods and tools;
- T6.1 “High Level Policy Forum”: to bring together selected European policy-makers at regional, national and EU levels, key decision makers in health agencies and pharmaceutical industry, and civil society organizations, in a unique and interactive dialog to support ongoing reflection on EU strategic priorities about pandemics, promote both physical and virtual contacts. The actions which will be developed in order to achieve this aim are: a) identify/solicit policy makers, using TIEMS network, b) arrange physical meetings, c) set up virtual forum (draw on WP 7), d)



summarize/analyse/produce minutes/facilitate interaction.

TIEMS also contributes to a number of tasks, looking at 2 of them in particular:

- T5.2 “Local Initiatives”: to promote mobilization and mutual learning at local level and enhance the transferability of the most effective policies and practice; to identify localities to participate in initiatives (TIEMS network, ASSET) and collaboration resources; to develop basic approach to local initiatives which can be used for refining a MML model;
- T5.3 “Understand from the inside local stakeholders”: to characterize how locals view, prepare for and respond to pandemics, including information sharing methods. It will be achieved through reviewing results from task 5.2 and summarizing local commonalities and differences in stakeholder attitudes and priorities, physical needs and vulnerabilities, communication networks, and approaches to preparedness and response.

#### **7. FONDEN TEKNOLOGIRADET- DBT. *Giving voice to citizens***

DBT is leader of WP4, “Citizen Consultation”, that has the objectives of: a) to make a concrete and policy-relevant example on EU level coordinated public consultation with a link to parliaments, b) to give input to policy-making about policies on pandemic crisis, in terms of expression of informed ideas and opinion from near-representative samples of citizens, c) engaging citizens in the debate of crisis prevention and management.

DBT coordinates 3 WP4 tasks:

- T4.1 Background Production - D4.1 Citizens Meeting Preparatory Materials: workshop that involves all Project Partners and aims at identifying the questions and needed content for the information material;
- T4.2 Citizens Meeting National Preparation - D4.2 Citizens Meeting Preparatory Materials: method-training seminar and involves Project managers from the 8 partners;
- T4.3 Citizen Meetings and Follow Up - D4.3 Policy Report on Pandemic Consultation & Public trans-national synthesis report: citizen meeting with around 50 people each will be held in 8 of the partner countries (Denmark, Italy, Ireland, Switzerland, France, Bulgaria, Romania, Norway).

#### **8. ZADIG SRL. *Building internal “agora” and linking the ASSET with external***

Zadig leader of WP7 “Communication” that is closely linked with scientific coordination (these activities have been presented in the morning of the day after, 27<sup>th</sup> May; points B and C) and coordinates following tasks:

- T1.3 “Project infrastructure” (internal community in Moodle + other MMLAPs);
- T2.4 “General taxonomy of Ethics, Law and Fundamental Rights implications in Pandemics and Epidemics”;
- T3.3 “Design of Action Plan Handbook”: description and timetable of MML actions to be carried out;
- T5.1 “Social media mobilisation” (monitor and intervene);
- T7.3 “Web portal” (2-ways communication both with partners and with targets and stakeholders);



- T8.1 “Project ongoing evaluation”: set up and implement project evaluation (these activities have been presented in the morning of the day after, 27th May; point F).

**9. *INTERNATIONAL PREVENTION RESEARCH INSTITUT- IPRI. The methodologist supporter to move from stick definitions***

The main areas of IPRI activity are:

- WP5 in establishing a Best Practice Platform;
- WP3 in contributing to design the Action Plan & in fighting the public uneasiness about science;
- WP7 in giving a contribution to dissemination.

Further methodological contributes will be provided since IPRI will put in practice a translational and quantitative approach (where possible and appropriate) in constant connection with the other ASSET Partners.

**10. *UNIVERSITATEA DE MEDICINA SI FARMACIE CAROL DAVILA DIN BUCURESTI- UMFDB. Making way for young people (students): a chance to improve their professional skills***

UMFDB's participation in ASSET will be characterized as follows:

- both a good knowledge and previous experiences in managing public health issues at local, regional and national levels;
- involvement in WP1-WP7 (mainly WP4, WP5 and WP7);
- readiness to collaborate with the other Partners in order to reduce the implication of the delay.

In terms of main activities which will be carried out by UMFDB, they are: a) participating in building a common approach to ASSET and creation of a common language; b) contributing to unsolved scientific questions regarding influenza and pandemic situations; c) taking part in Joint Design Workshops (JADs), in order to define vision and mission of the action plan; d) carrying out a public consultation (WP4/links with WP2-WP3 and WP5) – citizen meeting, policy report, dissemination; e) joining in Best Practice Platform and Stakeholder Portal; f) giving inputs in producing a common communication strategy, and ensuring the highest visibility to the Project's main results.

These objectives will be achieved through: firstly a good intra-university collaboration (among different disciplines) and a constant relationship with the public health system/authorities (local, regional and national levels, including high-level ministerial leaders); involving young researchers and public health specialists, students and PhD students; establishing good liaison with both mass-media and GPs organizations.

**11. *INSTITUTE OF PREVENTIVE MEDICINE ENVIRONMENTAL AND OCCUPATIONAL HEALTH- PROLEPSIS. Bringing specific expertise in medical writing and qualitative research***

PROLEPSIS' participation is foreseen in:

- WP1- T1.1 Kick off meeting, T1.2 Capacity Building;
- WP2- T2.2 Ethics, Law and Fundamental rights in Pandemics and Epidemics, T2.7 Transdisciplinary Workshop;
- WP3- T3.1 Strategic Plan, T3.3 Action Plan Handbook, T3.4 ASSET Toolbox;





- WP4- T4.1 Background Production;
- WP5- T5.1 Social Media Mobilisation, T5.3 Local Initiatives;
- WP7- T7.1 Overall Communication Strategy, T7.5 Science Communication, T7.6 Summer School on SiS related issues in Pandemics, T7.7 SiS in Pandemic Best Practice Award for GPs, T7.12 Final Publishable summary report, T7.13 Final Conference.

PROLEPSIS' presence in ASSET will be strong within WP7 since they will be leading 2 tasks (assigned deliverables are: D7.7- Science Communication Report, D7.8- Science Communication Report 1, D7.9- Science Communication Report 2, D7.11- GP Award Report). Drawing on their own experience of medical writing seminars and relying on the assistance of the Consortium, PROLEPSIS will ensure a good coordination. A focus of PROLEPSIS' activity will be basing on social media mobilisation and scientific communications.

#### **12. EUROPEAN INSTITUTE OF WOMEN'S HEALTH- EIW. An eye on gender and age patterns**

EIWH will contribute to WPs: 1, 3, 4, 5 and be leading 3 tasks, 1 in WP2 and 2 in WP7.

WP 2- Study and Analysis:

T2.5 "Gender Issues and Epidemics" (Deliverable: Report on Gender Issues) will be achieved through completing a literature review from sources such as: Eurostat, OECD, WHO and grey literature, and so on; looking at gender differences affecting exposure to CDs; having face-to-face meetings with: DG SANCO, CPME, UEMS; referring to EU Association of Obstetricians and Gynaecologists, Midwives, EFN as well as other relevant Institutions (ECDC, EMA, IDF, EPF, EPHA);

WP 7- Communication and Dissemination:

- T7.8 "Liaison with the Comenius Programme" (Deliverable: Liaison with Comenius Report). Reaching out to Youth, EIWH will: a) explore dissemination of ASSET generated information to young people in primary and secondary schools, b) examine e.Twinning Community, that is a platform for staff (teachers, librarians, etc.), working with them in a school in one EU country, c) contact project consortia who were awarded grants from 2011 to 2013 under the priority "Support to making science education more attractive", d) work with them jointly, involving other Asset partners, to design targeted dissemination initiatives in schools, e) liaise with the Committee of the Regions;
- T7.9 "Gender Issues Platform" (Deliverables: Gender Issues Platform Report) will be developed starting from a draft implementation plan outlining impact of gender/age inequalities in respect of infectious outbreaks, then identifying effective communication strategies promoting gender-sensitive, women-centred research on pandemics, promoting circulation of information both on flu pandemics, related risks for pregnant women and infants, and on preventive measures enabling women to make informed and responsible decisions. Policy briefs target the different stakeholders to whom the Platform will provide informing tools (health professionals, policy makers and citizens, particularly women).

#### **13. ISTITUTO SUPERIORE DI SANITÀ- ISS. The "tour operator"**

Beside the function of SC, ISS will be leading WP6 "Policy watch" (Start: June 2014 - End: December 2017). ISS-CNESPS will be participating in ASSET with a double expertise: both on public health issues and on risk communication/management. The main output is the



“Pandemic Policy Bulletin” (T6.2) with three “Pandemic Preparedness and Response Bulletin Reports” (D6.4, D6.5, D6.6). This kind of activity “lives” in WP6 with the “High Level Policy Forum” (T6.1; led by TIEMS). Basically, ISS role as ASSET Partner is linked to the semester Bulletin that namely is a communication product and can be read according to the “Process of Communication: identifying the stages of the Communication Lifecycle”.

First of all, WP6/CoP will make clear the intended definition of Bulletin scope and objectives, since it could correspond to an updating/dissemination tool/activity on established plans and/or strategies, statements, etc. about public health emergencies - especially pandemics - developed at different levels (transnational, national, regional, local) in EU. Contents that to be included will be both Emergent Infectious Diseases-EIDs (pandemic flu, Ebola, dengue, H7N9, etc.) and crisis management issues, Public Health Emergency Preparedness (PHEP). The target is made by the wider ASSET stakeholders community plus relevant public health authorities and policy making Institutions. Sources to refer to will be EU pandemic plans as well as relevant literature information plus inputs from the ASSET CoP Partners. Additional features have been provided: a module/column-based architecture (electronic journal style) could be implemented, readers’ participation will be foreseen, applications to constitute the editorial committee will be promoted.

#### 14. *VITAMIB. The “bus driver”*

VITAMIB plays the role of ASSET Administrative Coordinator, it means that VITAMIB has the functions of interface with the European Commission; financial monitoring; management of the legal, contractual, financial and administrative issues of the Project; editing and forwarding formal project reports to the EC.

VITAMIB will be leading 2 WPs: WP10 “Project Management” (only participant); WP8 “Evaluation” (leader of T8.2 “Ex Post-evaluation”). VITAMIB will also contribute in WP1 “Dialogue And Participation” (T1.1, T1.3, T1.4); WP7 “Communication” (T7.1, T7.3, T7.4, T7.13). In general, about WP10 VITAMIB will be:

- supporting and advising ASSET Partners for administrative and financial issues/reporting (FP7 rules -Eligibility of costs, Preparation of Form C, all tables - expenses, efforts, etc. - and justifications requested by the EC, Grant distribution - according to Consortium Agreement, CA); periodic and final report preparation and writing (writing of the management section, support for writing the activity section);
- providing tools with associated services to ASSET Partners for the Project management (Project Netboard);
- ensuring dedicated Helpdesk to ASSET Partners for administrative, contractual and financial issues.

In particular, WP10 will be made of 3 tasks:

- T10.1 “Initiation of the project”: amending the CA, collecting formal approval/signatures; setting the (Internet-based) Project Management Tools and training consortium members; designing and circulating of the Project Handbook





(which is a “Must know” project manual including QA/QC procedures) to all actors in the project; designing and circulating of all templates for reporting internally on managerial issues; setting the risk registration spreadsheet;

- T10.2 “Management-Cruise mode”: collecting operational information from partners (efforts, costs, deviations from plans, etc.), reminding continuously the deadlines, chasing inconsistencies, providing the partners with assistance upon managerial issues and structured feedback on a monthly basis; assisting the partners for the Project Periodic Reports, checking consistencies, reminding the rules, constraints and obligations, Assisting partners with FS; handling legal issues, IPR issues and maintenance of the consortium agreement; preparing and post-processing the EC reviews including support in the implementation of recommendations from the EC and reviewers;
- T10.3 “Project termination”: preparing archives, closing sub-contracts, preparing and collecting financial ‘quitus’; reminding partners about concrete rights and obligations surviving after the end of the project (confidentiality, etc.).

These activities have been presented in the morning of the day after, 27<sup>th</sup> May (point G).

<b>ACTION ITEMS</b>	<b>RESPONSIBLE PARTNER</b>	<b>DEADLINE</b>
Make circulate a provisional contact list of ASSET Consortium members	VITAMIB	June 6 <sup>th</sup> 2014
Update the ASSET contact list and return it to VITAMIB	All Partners	June 15 <sup>th</sup> 2014
Circulation of a provisional poster to present ASSET (made by Emilio Mordini in 2013)	VITAMIB	June 6 <sup>th</sup> 2014
Provide the Consortium with an update presentation of ASSET	ISS	TBC
Gather the 14 contributions about: a) added value from Partners to ASSET; b) expected added value from ASSET to Partners; c) single Partner contribution to the Consortium identity	ISS	September 30 <sup>th</sup> 2014
Drafting and circulation of scientific publications policy	ISS	Within the 2 <sup>nd</sup> Semester of activity
Starting to design a book on the work carried out in ASSET	ISS	By the end of 2014

**Tuesday May 27<sup>th</sup>, 2014****09.10-09.30 a) Legacy of “Tell me” project by the Scientific Coordinator of TELL ME****Manfred GREEN**

DISCUSSION		
<p>Manfred Green, from HU, presented TELL ME that is a collaborative project, seeking to provide evidence and to develop models for improved risk communication during infectious disease crises. Its main objectives are: 1) how communication can affect population behavioural responses to infectious disease outbreaks 2) emerging challenges, new methods and tactics in communication for outbreaks 3) new communication strategies for health professionals and agencies to effectively engage with vaccine-resistant groups. He outlined the TELL ME outputs: a) theoretical framework; b) scientific basis; c) a communication package based on a new participatory model for crisis communication; d) a program for simulating the interactions of decision-making entities during an epidemic (Agent-Based Social Simulation). The TELL ME key-question is about the communication gap during the 2009 H1N1 outbreak between global and local health organizations and the public which led to immunization non-compliance and a sense of mistrust and lack of transparency. ASSET will broaden the TELL ME information and/or communication aspect, erasing it to the wider socio-political level. Since pandemics and other infectious disease (ID) crises impact on mortality/morbidity as well as on socio-economic elements, several issues enter ASSET research: governance of flu pandemics; unsolved scientific questions regarding influenza and pandemics; ethical, legal and societal implications of pandemics; gender issues – vulnerability, vaccines; research and innovation; risk of intentionally caused outbreaks. ASSET products are supposed to be both practical tools, for enhancing partnership with policy makers and health professionals and for upholding compliance and resilience in the public, and scientific publications. Beside validating the main TELL ME outputs, ASSET could establish international and local infrastructure for communication between stakeholders.</p>		
<b>ACTION ITEMS</b>	<b>RESPONSIBLE PARTNER</b>	<b>DEADLINE</b>
Make the TELL ME DOW circulate within the Consortium	VITAMIB	June 6 <sup>th</sup> 2014

**09.30-10.15 b) ASSET overall communication strategy ZADIG**

DISCUSSION	
<p>WP7 Leader (ZADIG), in the person of Roberta Villa, gave a brief overview of the varied WP on dissemination and communication. It is the most transversal WP and deals with the double</p>	



objective of producing materials and ensuring high-level visibility.

She went through all the WP7 tasks, better explaining the first 4 Ts which ZADIG will be leading:

- T7.1 “Overall communication strategy” is made of several elements such as information and publicity requirements; identification/characterization of ASSET target groups, key messages, communication means and tools; local, national, and European communication plans; communication guidelines; monitoring of communication activities.
- T7.2 “Brand” (these activities have been presented in detail at the following presentation; point C)
- T7.3 “Web site”: a design concept was presented to the Consortium. The ASSET web site was compared to an “open debate and discussion place”, as the ancient Greek agoras did, for providing public with information on the Project, its results and progress towards objective.
- T7.4 “Media office”: it implies the delivery of press releases, open visual data, press kit, videopills, press conference in Brussels in conjunction with the Policy Workshop at the European Parliament, action on social media (aligned to T5.1).

Then, other WP7 tasks have been illustrated, leaders are indicated in the brackets:

- T7.5 “Science communication” (ISS)
- T7.6 “Summer school” (ISS)
- T7.7 “Best Practice Award for GPs” (PROLEPSIS)
- T7.8 “Liaison with the Comenius Programme” (EIWH)
- T7.9 “Gender Issue Platform” (EIWH)
- T7.10 “Biannual Research and Innovation Newsletter” (LYONBIOPOLE)
- T7.11 “Geneva Music and Science Festival” (DATAMINING)
- T7.12 “Final publishable summary report” (PROLEPSIS)
- T7.13 “Final conference” (ISS).

The ASSET communication strategy will be informed by: current scenario, past experiences and MMLAP principles. Roberta Villa pointed out the key figures of the process, namely: health authorities, public, scientists, new social media. Then, the presentation focused on T5.1 “Social Media Mobilization” taking inputs from TELL ME main products/lessons learnt.

Finally, the ASSET Partners were given some first communication strategy ideas (to be developed further):

- to keep in touch and let ZADIG know, what regard to ASSET issues, what happens in each Partner country;
- to upload on website local products delivered by Partners (with abstract in English);
- to have periodic newsroom meeting (virtual editorial staff);
- to designate at least one press person for each country;
- to indicate main channel for each country (as EpiCentro and Scienceonthenet do in Italy);
- to help in tailoring contents for each country (not minding linguistic issue only, but



also cultural differences and checking out working progress of E-COM, too); <ul style="list-style-type: none"> <li>to coordinate with other EU projects.</li> </ul>		
<b>T7.1 ACTION ITEMS</b>	<b>RESPONSIBLE PARTNER</b>	<b>DEADLINE</b>
ASSET communication strategy: a first draft	ZADIG	September 30 <sup>th</sup> 2014
D7.1: ASSET communication strategy	ZADIG	October 31 <sup>st</sup> 2014
<b>T7.3 ACTION ITEMS</b>	<b>RESPONSIBLE PARTNER</b>	<b>DEADLINE</b>
ASSET website beta version available	ZADIG	October 31 <sup>st</sup> 2014
ASSET website available	ZADIG	By the end of 2014

### 10.15-11.00 c) Brainstorming on ASSET Brand

ZADIG

DISCUSSION		
The Consortium was presented other WP7 activities that refer to T7.2 “Brand”.		
Eva Benelli and Teresa Burzigotti from ZADIG carried out the brainstorming on ASSET brand.		
<ul style="list-style-type: none"><li>• First of all a brief introduction was made about the conceptual definitions (vision as description of the issues that the project is addressing; mission as ways in which the project intends to make a contribution towards its vision; essence; personality; positioning; core values).</li><li>• Some further steps were outlined: logo creation (by crowdsourcing, if possible); brand utilization; voting by stakeholders/shareholders (evaluation).</li><li>• Then the ASSET Partners were called to do a practical work basing on material and documents which were prepared and distributed so that statements were discussed among the Consortium.</li></ul>		
T7.2 ACTION ITEMS	RESPONSIBLE PARTNER	DEADLINE
Material (papers: A, B) available on ASSET CoP web platform	ZADIG	June 10 <sup>th</sup> 2014
Fulfil in the templates provided about brand	All Partners	July 7 <sup>th</sup> 2014



Deliver ASSET brand package	ZADIG	October 31 <sup>st</sup> 2014
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### 11.15-11.35 d) Forging an ASSET partnership through a Community of Practice (CoP)

ISS

DISCUSSION	
<p>Angela Giusti, from ISS, presented the rationale of Community of Practice (CoP) as theorized by E. Wenger. Starting from the three interrelated dimension of CoPs (domain, community, practice), their key-function was outlined that is generating new knowledge, expertise and practice. She showed the different levels of participation in CoPs and the possible applications. Then, introducing Moodle (an Open Source Learning Management System) as Web environment for CoP's development, Angela Giusti indicated strengths and limits of this collaborative way of mutual learning.</p>	

### 11.35-12.00 e) Getting familiar with the CoP web platform ISS

DISCUSSION		
<p>Valentina Possenti (ISS) presented the ASSET CoP that stands for the Project infrastructure. Thus, it could be seen as a micro-environment mirroring the wider real Consortium and its high-level heterogeneity. The main aim is to ensure the most transparency and to uphold the participation of all the Partners. In these 48 months of life (2014-2017), the ASSET CoP can have the function of telling the common journey. Registration is needed to access the ASSET CoP. Inside the CoP web platform a wide-ranged toolkit is provided; in particular, it includes: forums (news, all, specific for each WP); courses; events; database; calendar(s); glossary; chat(s); survey(s); wiki; common links; help desk.</p>		
ACTION ITEMS	RESPONSIBLE PARTNER	DEADLINE
Provide ASSET Partners with criteria to access CoP web platform	ZADIG/ISS	June 10 <sup>th</sup> 2014
Put KoM materials and other relevant documents in ASSET CoP web platform	ZADIG/ISS	June 10 <sup>th</sup> 2014
Starting general forum discussion threads	ZADIG/ISS	June 30 <sup>th</sup> 2014

**12.00-12.30****f) Building a common approach to ASSET monitoring and evaluation****ZADIG, VITAMIB****DISCUSSION**

Donato Greco (ZADIG) showed where WP8 “Evaluation” is placed within the ASSET Project from a conceptual point of view. WP8 aims to carry out an in-depth independent evaluation of the methodology and implementation progress of ASSET and of its potential impacts on citizens and civil society, thought the duration of the project, in relation to its objectives and expected impacts.

Then, he better defined T8.1 “Project monitoring and ongoing evaluation” that will ensure the periodic oversight of the implementation of the Project and assess the development results. It aims to establish the extent to which work schedules, contractual deliverables, other required actions and targeted outputs are progressing according to plan, are high quality, and are achieving the expected impacts, so that timely action can be taken to correct deficiencies if detected.

T8.1 is made of two components:

- first level evaluation (ISS) consisting in a) owner self-evaluation (using a quality check list); b) deliverable sent to the WP leader and the Quality Manager (QM); c) WP leader and Quality Manager review; d) approved (no further action requested); e) approved with minor changes (sent back for implementing changes); f) need of further review, deliverable sent to other beneficiary or/and the External Advisory Board; g) recommendations, implementation, resubmission;
- internal observer (ZADIG) that is the Quality Manager with the objectives of a) preparing a concise quality plan setting project standards and procedures; b) setting up a self-assessment checklist for Partners, to be filled out when submitting Project outcomes; c) ensuring that Project outputs are delivered according to the agreed timeline; d) reviewing work schedules, contractual deliverables, other required actions and targeted outputs; e) in selected cases, sending outputs to other Partners or the External Advisory Board for further review; f) providing after review feedback to the relevant partner; g) ensuring that recommended changes and mitigation measures (if any) were properly implemented; h) providing early warnings of any event that may threaten project quality; i) each six months giving brief quality reports to the Project Management Office (PMO), the Project Coordinator, and the Project Scientific Coordinator; j) reporting quality in a comprehensive annual report.

Donato Greco specified that style and tools of QM are effective, on time and paperless. He indicated the MMLAP EU 2012 Workshop report as a relevant reference and made a final proposal.

During the following few weeks, each Partner should express his/her ideas in few lines on the web platform to work out a shared evaluation approach:





- whether it is preferred a passive or active role (e.g. discussions vs. questionnaires)
- which tools can be modified or added (focus groups, surveys, confidential comments, etc.)
- any other idea.

Yousoufa Tahirou from VITAMIB, illustrated T8.2 (“Ex-post Evaluation”: External Independent Evaluator; subcontracted) with regard to its

- goals- to determine as objectively as possible the relevance, effectiveness, efficiency and impact of action’s activities in the light of its objectives. T8.2 aims to improve both current activities and future planning, programming and decision-making;
- timing- at the end of critical activities (WPs and Milestones);
- means and modes- a) the External Independent Evaluator will prepare a list of performance and effectiveness indicators for each WP and milestone; b) each evaluation activity will be faithfully reported, draft evaluation reports send first to relevant partners for feedback, then to T8.2 Leader, which will report to the SC; c) post-processing of each evaluation report by the SC.

<b>WP8 ACTION ITEMS</b>	<b>RESPONSIBLE PARTNER</b>	<b>DEADLINE</b>
Give a contribution about the ASSET evaluation approach/methods and procedures on CoP web platform	All Partners	TBC
Provide the Consortium with the MMLAP EU 2012 Workshop report	VITAMIB	June 30 <sup>th</sup> 2014

## 12.30-13.15 g) MANAGEMENT Aspects of ASSET

VITAMIB

### DISCUSSION

Yousoufa Tahirou (VITAMIB; as the WP leader and only participant to the WP Management) gave an overview of its role and responsibilities in ASSET from the Initiation phase to the daily “life” and the termination of the Project in terms of management, reporting duties and communication.

Firstly he pointed out the Project Management Structure and where the Project Executive Board (PEB) is placed in it.

Then, VITAMIB presented the workplan and the main management tools:

- the Project handbook that will describe in detail the process of deliverable approval by the PEB;
- Project Netboard (PNB) that is the web-based utility which will allow Partners to frequently do the activity and financial reporting for all the work-plan elements (WPs, tasks, deliverables) they are involved in.

He explained both economic details (costs: direct, indirect; expenses; payment of pre-





financing) and organizational aspects (PEB meetings: plenary at least every 12 months; conference calls at least every 6 months and on explicit written request). Moreover, he highlighted the collective responsibility of the Partners towards the EC in implementing the work described in the DOW, but also their duties towards each other in contributing to the relevant deliverables and reports in due time. As the administrative coordinator of the Project, VITAMIB underlines the requirement for all Partners to keep a strict accounting system in case of audits by the EC. Finally, in light of the delay (in the original DOW, the KoM was supposed at January 2014) the Consortium agreed about the deadlines of deliverables which should be produced in the very first part of the Project. Particular attention has been paid to D1.2 “Glossary and terminology” (NCIPD) now due by November 2014.

<b>WP8 ACTION ITEMS</b>	<b>RESPONSIBLE PARTNER</b>	<b>DEADLINE</b>
Amend the Grant Agreement including new Partners (P16 DMI, P17 PROLEPSIS)	VITAMIB	Depending on Commission approval
Collect signatures for the Consortium Agreement (CA), pending approval for new Partners	VITAMIB	Depending on Commission approval
Circulation of the amended DOW within the Consortium	VITAMIB	Once the Commission confirms
Drafting and circulation of the Project Management Handbook	VITAMIB	June 30 <sup>th</sup> 2014
Indicate scientific and administrative contact persons to VITAMIB	All Partners	ASAP
Schedule and train Partners on the use of the PNB (so that the financial reporting can be provided just after the training)	VITAMIB	By December 2014
Next financial reporting	All Partners	By January 2014
After the 1st instalment (70%) of the pre-financing, to distribute the next paying	VITAMIB	December 31 <sup>st</sup> 2014

**13.15-13.30 h) Final discussion and concluding address****ISS**

DISCUSSION	<b><i>TIMETABLE AND NEXT MEETINGS</i></b>	
During the KoM, some general principles to be followed in the scope of ASSET emerged:		
<ul style="list-style-type: none"><li>the CoP web platform will support a regular interaction: intra-Consortium, between WPs leaders and tasks leaders, as well as between the WPs leaders and the Project scientific and administrative coordinators;</li><li>ASSET CoP could start experiencing web platform co-operation for the Capacity Building Task (T1.2) by setting up the Glossary (task leader: NCIPD);</li><li>WP leaders should regularly keep the SC updated with the progress of the WP tasks they lead;</li><li>the working documents and the draft deliverables will be early uploaded on the CoP web platform;</li><li>it will be made available a common template to be used for deliverables as well as for slides/presentations.</li></ul>		
As a last point of discussion, the ASSET Consortium asked the timetable for the upcoming months with particular attention to the schedule of the next meetings.		
<b><i>ACTION ITEMS</i></b>	<b><i>RESPONSIBLE PARTNER</i></b>	<b><i>DEADLINE</i></b>
Calendar of meetings/conferences circulated for approval	ISS	TBC
To confirm meeting dates	All Partners	At least 2 months before the event
<b><i>ANY OTHER BUSINESS</i></b>		
DISCUSSION	NONE	