European Lead Factory
Communication Strategy for Crowdsourcing

Kristina Orrling – Lygature
IMI Projects Communication Event – 2 April 2019
Background

- PhD in Medicinal Chemistry
- MSc Chemical Engineering
- Personal Chemistry (aka Biotage)
- Mercachem
- VU Amsterdam

Now!

- Canada
- Germany
- France

10 years!

My big dream

To bring better treatments to patients

Programme Manager

- ELF 2014-2018
- PDE4NPD 2014-2018
- MOMENTUM 2018-
- MMV-PDP 2018-
- ...

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lygature
pioneering medicine. together.
The research leading to these results has received support from the Innovative Medicines Initiative Joint Undertaking under grant agreement n° 115489, resources of which are composed of financial contribution from the European Union’s Seventh Framework Programme (FP7/2007-2013) and EFPIA companies’ in kind contribution.
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Communication team

WP Lead
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Marjoke Kortas
Kristina Orrling
Alexander Duyndam
Patricia Kramer
Project Executive
Ton Rijnders

Eva van Waanrooij

Project Executive
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Project Executive
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Sabine Possmann

Rob Stockman

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Award-winning video

https://youtu.be/YLnSi_3o2U8
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Impact

Drug targets

Small molecules

European Lead Factory

Drug candidates

Start-ups

Publications & dissemination

Patents

Knowledge transfer

Collaborations

Business opportunities

European Life Science Community

Public Health

Karawajczyk et al., Front. Med, 2017

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Project Progress 2013 - 2018

Aims & Plans

Assets

Results

Impact

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Target Owner + ELF assets = A person who does extraordinary things

This is what sells ELF
Project Objectives

- Fireworks: Start a dialogue
- Sparks: Create Awareness
- Bonfire: Strengthening the brand
Brand-Strengthening Tools

- Website
- Slide deck
- Fast Facts Sheet
- Wikipedia
- Folder
- Videos

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ELF Channels – Awareness

Website
- News item (2/month)
- Testimonials
- Videos

Newsletters (~4/year) + IMI LinkedIn (1/month)

Twitter (1-2/week)

(Scientific) publications

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> 70 Scientific Publications

- Encourage publications
- Clear approval process
- Provide guidelines = easy tracking
Defined roles and timelines

**Communication Tools**

*WP7 CommTeam:* 1 week

**External communication**

*WP7 -> PE* 1-2 weeks

**External communication**

*WP7 (<> party) -> PE*

**Scientific dissemination**

*PAC-> All partners*  
-> WP7

Examples:
- Templates
- News items
- Tweets (1day)

Examples:
- Press release
- Newsletter
- E-mail campaign

Examples:
- General ELF slide-deck
- Press release

Examples:
- Scientific article
- Posters
- Abstracts

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Quality Proposal

Network
Partnering talks
Satellite meetings
Conference presentations

Fireworks
Start a dialogue

Sparks
Create Awareness

Bonfire
Strengthening the brand

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ELF Partners

Academia 13
SMEs 10
EFPIA 7
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ELF Presentations

2103 - 2018: >200 events
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Target Proposals

Submitted end 2013: 38
Accepted end 2013: 17
Target Proposals

Submitted end 2014: 66
Accepted end 2014: 35
Target Proposals

Submitted end 2015: 99
Accepted end 2015: 60
Target Proposals

Submitted Nov 2016: 139
Accepted 2016: 78
Target Proposals

Submitted Dec 2017: 155
Accepted 2018: 90
**HITTING THE TARGETS**

European Stakeholder Meeting
25-26 April 2017, Heathrow/Windsor, UK

- General Assembly => **Open Stakeholder Events**

- Chemical knowledge exchange events: travel grants for **early career chemists**

- Business cards & project inbox(es)
Message House

ELF: boosting collaborative European drug discovery and translational research

- Unprecedented access to a high quality drug discovery platform
- Hard evidence of early successes and impact
- Combines SME agility, academic innovation + big pharma experience
- Rewarding and transparent collaboration
- Aiming to be sustainable in the future

Supporting Messages, Proof Points, References, Quotes, etc

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Blueprint for Public-Private Partnerships

The European Lead Factory: A Blueprint for Public–Private Partnerships in Early Drug Discovery

Anna Karawajczyk, Kristina M. Orring, Jon S. B. de Vlieger, Ton Rijnders and Dimitrios Tzalis

The European Lead Factory (ELF) is a public–private partnership (PPP) that provides researchers in Europe with a unique platform for translation of innovative biology and chemistry into high-quality starting points for drug discovery. It combines an exceptional collection of small molecules, high-throughput screening (HTS) infrastructure, and hit follow-up capabilities to advance research projects from both private companies and publicly funded researchers. By active

by Katie Kingwell

Frontiers in Medicine 3, 75 (2017); Open Access

Euronews BUSINESS PLANET, 2016-12-28
Jan Skriwanek NKS Dimitrios Tzalis ELF

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Summary

Challenge 1: Large, heterogenous consortium
  • Identify champions & ambassadors
  • Feed them tools, templates and examples

Challenge 2: Large, diverse set of stakeholders
  • Different group = different message
  • “I -> U” and blur the “We vs Us”

Challenge 3: Far from the clinic
  • Case stories
  • Collect quotes at meetings

Challenge 4: Communication efficacy
  • Define timelines, roles and when to escalate
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SEEDING TOMORROW’s PRIORITY MEDICINES

THANK YOU!
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