

# Project Summary

## History

Since 2008, our goal has been to provide **trusted high quality information on stem cell research** accessible to citizens and stakeholders across Europe. This has been achieved through a **strong and growing network of scientific partners** who support development of EuroStemCell.org and underpin the credibility of EuroStemCell's work. Together, we have implemented an ambitious programme of online and direct engagement initiatives aimed at European citizens and stakeholders.

An information and engagement hub team links to all project partners and to key stakeholders in the stem cell/regenerative medicine arenas and wider society, working with these groupings to implement the project.

Through this infrastructure we provide training, sharing of best practice and resource development for stem cell researchers and communicators. Our aim is to support and **foster high-quality and diverse public engagement across Europe**.

## Digital Property

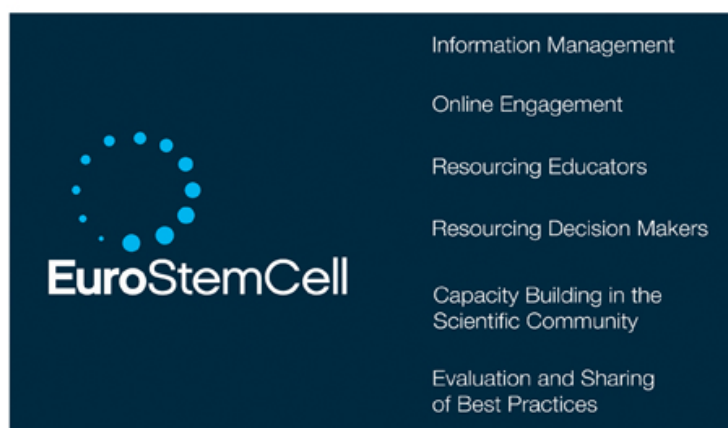
EuroStemCell.org is now one of the top digital spaces for information on stem cell research for the public. The site includes hundred of educational resources, fact sheets, films, digested reads, interviews and articles on stem cell themes - for educators, patients, and interested publics alike. Content created by the project is curated for accuracy and style, reviewed by experts and the intended audience before publishing. To increase local accessibility, the site and selected resources have been translated into 5 additional languages - French, German, Italian, Polish and Spanish.

As of 2016, the web property boasts the highest rankings in Google for a multitude of stem cell-related search terms with over **1.3 million unique visitors annually** from around the world. Additionally, in 2016, we provided personalised responses to over 500 individual enquiries in 6 languages from patients looking for additional information on stem cell research's impact on their conditions.

## EuroStemCell Network

The EuroStemCell network spans 33 partner institutions, collectively representing over 400 stem cell research groupings across Europe. The consortium comprises leading stem cell labs across Europe, including new member states, together with experts in ethical and societal concerns and evaluating clinical outcomes, providing unparalleled European expertise across the fields of stem cell biology and regenerative medicine.

Partners connect with EuroStemCell in a variety of ways; proposing themes, writing or reviewing content, sharing research findings, participating in the network of expertise, event collaboration, resource development (e.g. film, animation, outreach activities), collaborating in research/evaluation, resource dissemination or project dissemination. Partners connect with each other through collaborative projects/events or initiatives such as the 'sharing best practice in stem cell research engagement' workshops.



After a comprehensive network consultation the project has a **clear mandate from leading members of the european stem cell scientific community** to continue our 'mission'. In addition, the project vision will evolve strategically to:

- 1) **increase the reach** of the project through new research consortia, healthcare networks and pan-european stem cell networks;
- 2) develop a **work package on preclinical and clinical stem cell research** for use by e.g. **high level 'decision makers'** including ethics review boards, regulators, healthcare leaders and policy makers; and,
- 3) **achieve sustainability** for elements of the project.

**Helping European citizens make sense of stem cells and stem cell scientists make sense of public engagement**

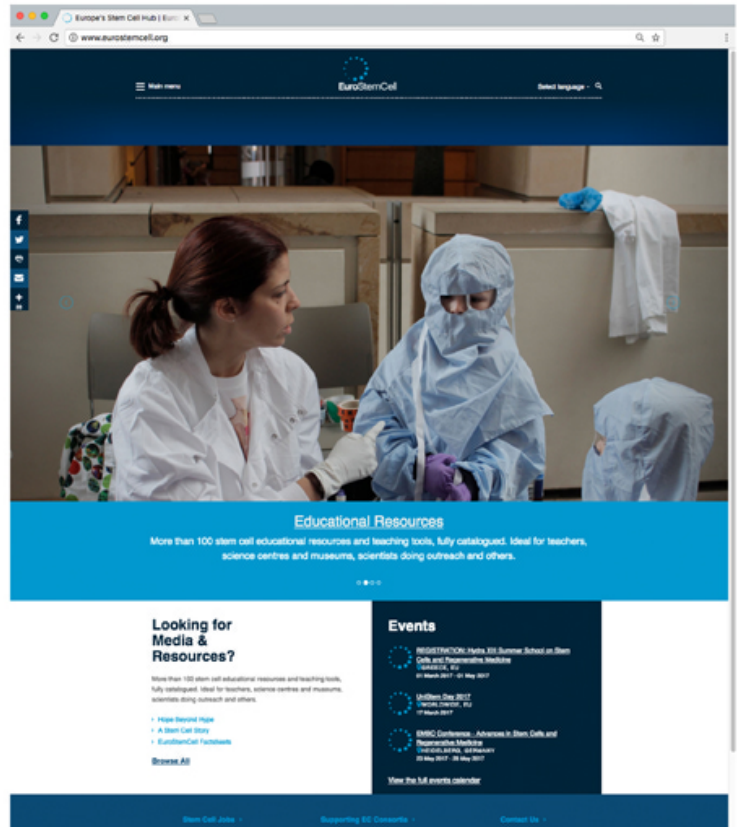
# Digital Property

## EuroStemCell.org

The EuroStemCell website has become one of the foremost digital spaces for quality, scientist-reviewed resources on stem cell research for the general public. With over **1.3 million unique visitors** and **3.8 million pageviews** in 2016 alone, the site has had visitors from over **239 countries and territories** with content available in **6 different languages**. Visitor growth is seen across all languages. Additionally, 81% of all sessions were initiated by individuals using a Google search of stem cell-related terms (organic searches) revealing EuroStemCell has now reached a prominent place in google rankings.

The hundreds of resources available have been developed by EuroStemCell, partners and trusted sources to be used in in schools, at home and by researchers at public engagement events.

On social media, EuroStemCell maintains a strong presence on Facebook, Twitter and youtube comparable to the ISSCR, Australian Stem Cell Network, Canadian Stem Cell Network and other major stem cell research networks.



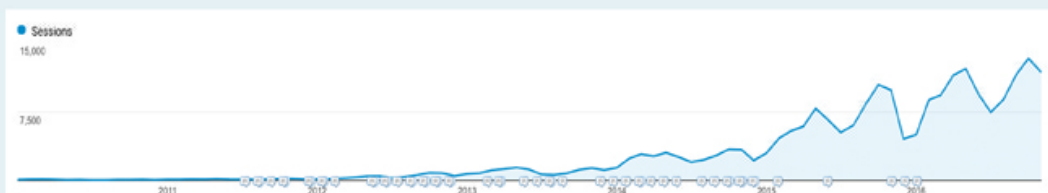
## Quick Stats 2016

 **>3,600 Followers**
 **>8,600 Followers**
 **>2,000 Followers**

Growth of website (2010-2016) nearly 200,000 users per month by end 2016



Growth of website consistent across all languages (spanish shown as example)



## Top 5 Google Result: (28.2.2017)

- "Stem cells ethics"
- "Stem cells therapy"
- "Stem cell uses"
- "Stem cells embryonic"
- "Stem cell embryonic facts"
- "Stem cells teaching resources"
- "Stem cell resources"
- "Stem cells activity"
- "Stem cells controversy"
- "Stem cells reprogramming"
- "Stem cells alzheimer's"
- "Stem cells and diabetes"
- "Stem cells huntington's disease"
- "Stem cells cancer"
- "Stem cells cerebral palsy"
- "Stem cells cord blood"
- "Stem cells eye"
- "Stem cells kidney"
- "Stem cells liver"
- "Stem cells muscular dystrophy"
- "Stem cells motor neuron(e) disease"
- "Stem cells neurological disorders"
- "Stem cells parkinson's"
- "Stem cells spinal cord injury"
- "Stem cells leukemia"
- "How to teach stem cells"

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and stem cell scientists make sense of public engagement**

## EuroStemCell Network

**The people and institutions represented in the pan-european EuroStemCell partnership maintain its standing as a high ranking, credible and relevant source.**

The website is the public-facing arm of EuroStemCell. However, the infrastructure of the project is anchored within the scientific community. This is fundamental to our ability to achieve our collective goals, and anchoring in that community represents a core unique feature of the project.

EuroStemCell consists of a large and growing network of stem cell research consortia, networks, stem cell research institutes, scientists, social scientists, ethicists and stem cell-related professionals. The project provides a channel into and channel out of approximately 400 research institutions Europe-wide and beyond. It is through these broad and diverse internal and external connections that EuroStemCell is able to offer stem cell information that is accurate, in-depth, digested and considered, accessible and relevant to our audiences. **As far as we are aware, there is no other partnership of this size, maturity and depth in Europe.**



**A dissemination route offering increased reach and impact, and providing leverage for funding applications**

EuroStemCell provides a **co-ordinated approach to stem cell engagement/dissemination**. Partners can utilise the standing of the website to gain increased reach and impact for their dissemination actions. For example: The EU-funded HumEN project produced a Diabetes Factsheet, short film and engagement activities. These were launched through the EuroStemCell website and social media channels on World Diabetes Day and **reached >40,000 people** in the first week of release alone.

EuroStemCell also provides a focus for dissemination, communication and outreach strategies on funding applications. Rather than prospective research consortia initiating an engagement action, there is an established initiative for them to contribute to. This cohesion allows for materials, resources and best practice to be shared and built upon.



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