



Project Website Report



A transdisciplinary research project with funded by the EU and the UKRI



Pandemic literacy and viral zoonotic spillover risk at the frontline of disease emergence in Southeast Asia to improve pandemic preparedness

PANDASIA

Project Website Report

Deliverable: D6.2

Date: 30.June.2023

Dissemination Level: PU-Public document

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Project Partners

No.	Abbreviations	Full names	Countries	Main roles
1	NMBU	Norwegian University of Life Sciences	Norway	Coordinator
2	NVI	Norwegian Veterinary Institute	Norway	WP4
3	UKHD	Universitätsklinikum Heidelberg University	Germany	WP5 lead
4	IZW	Leibniz Institute for Zoo and Wildlife Research	Germany	WP2-WP3
5	QMUL	Queen Mary University of London	UK	WP1
6	CU	Chulalongkorn University	Thailand	WP1 lead
7	UMU	Umeå University	Sweden	WP4 lead
8	KKU	Khon Kaen University	Thailand	WP3 lead
9	MU	Mahidol University	Thailand	WP2 lead
10	SUPA71	SUPA71 Co., Ltd.	Thailand	WP6 lead



Disclaimer:

1. This project has received funding from the European Union's Horizon Europe research and innovation programme under [Grant Agreement No.101095444], and by UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee [grant number 10055567].
2. The material presented and views expressed here are the responsibility of the author(s) only.
3. The EU Commission takes no responsibility for any use made of the information set out.

Authors and Acknowledgements

This Knowledge Exchange Strategy of PANDASIA was developed by close collaboration between all partners and led by WP6: Dissemination, Exploitation and Communication (SUPA71, Thailand & IZW, Germany) & WP7: Project Coordination and Management (NMBU, Norway).

The Authors:

IZW

- **Steven Seet**
- **Cora Knoblauch**
- **Jan Zwilling**

SUPA71

- Kanokwan Suwannarong
- Cecile M. Lantican
- SUPA71's creative team
- Kannika Thammasutti

NMBU

- Hans Overgaard
- Mohamed Gawad

List of Acronyms

CED	Communication, Exploitation, and Dissemination
CORDIS	Community Research and Development Information Service
CU	Chulalongkorn University
EC	Ethical Committees
EH	EcoHealth
EID	Emerging Infectious Disease
EU	European Union
FAO	Food and Agriculture Organization of the United Nations
GloPID-R	Global Research Collaboration for Infectious Disease Preparedness
GMS	Greater Mekong Subregion
IPBES	Intergovernmental Science-Policy Platform on Biodiversity and
IZW	Leibniz Institute for Zoo and Wildlife Research
KKU	Khon Kaen University
MU	Mahidol University
OH	One Health
PI	Principal Investigator
QMUL	Queen Mary University of London
SUPA71	SUPA71 Co., Ltd
UKHD	Universitätsklinikum Heidelberg University
UKRI	UK Research Innovation
UMU	Umeå University
WHO	World Health Organization
WP	Work Package

1. Executive Summary

The consortium of PANDASIA aspires to deliver a transdisciplinary implementation research to examine zoonotic spillover in Southeast Asia region. Thailand was selected because of its high biodiversity with specific socioeconomic, cultural, and geographic contexts and the availability of an established strong transdisciplinary team.

We exercise transdisciplinary science in understanding the complexity of One Health notion of human, animal, and environment interaction in the actual Thai setting. Our implementation approach focuses on pioneering community-based pandemic preparedness and prevention interventions or 3PLs (Pandemic Preparedness Prevention Literacy). These approaches are country-owned, and community based which mandate a comprehensive understanding of actual, local, national, and regional forces and regulations that shape public health preparedness in Thailand.

Work Package 6 (WP6) Dissemination, exploitation and communication aims to promote the project's activities, outputs, and results to audiences in Thailand, Europa and worldwide to enhance pandemic literacy.

PANDASIA has the following communication, exploitation, and dissemination objectives:

- Communicate the project (activities and results) as well as the societal challenge of dealing with future pandemics to audiences in Thailand, the EU and worldwide (**Communication**)
- Make the project results accessible to the scientific community, policy makers, and industry (**Dissemination**)
- Translate project results into formats usable by stakeholders at various levels in Thailand and the EU (**Dissemination**)
- Ensure the use of project results in practice to tackle the societal challenge of preventing pandemics (**Exploitation**)

D6.2 Project Website Report comes as an implementation of D6.1 knowledge exchange strategy, whereas PANDASIA's portal <https://pandasia-project.com/> has been established to effectively communicate, disseminate, and exploit project's activities and outcomes. This portal will be managed mainly by *WP6 Dissemination, Exploitation and Communication* (SUPA71 & IZW) and under the close supervision of *WP7 Project Coordination and Management* (NMBU).

2. Introduction

PANDASIA is a transdisciplinary research project aiming to understand the complexity of zoonotic spill-over, thereby enhancing the global pandemic preparedness overall. This will be done through a comprehensive collection of social, biological, and molecular data and develop predictive modelling of zoonotic spill-over rates and disease emergence in high-risk settings in Thailand. This interdisciplinary approach will enable intensive understanding of potential pandemic drivers along nature-rural-urban gradients. PANDASIA consists of seven work packages (WPs), as shown in Figure 1.

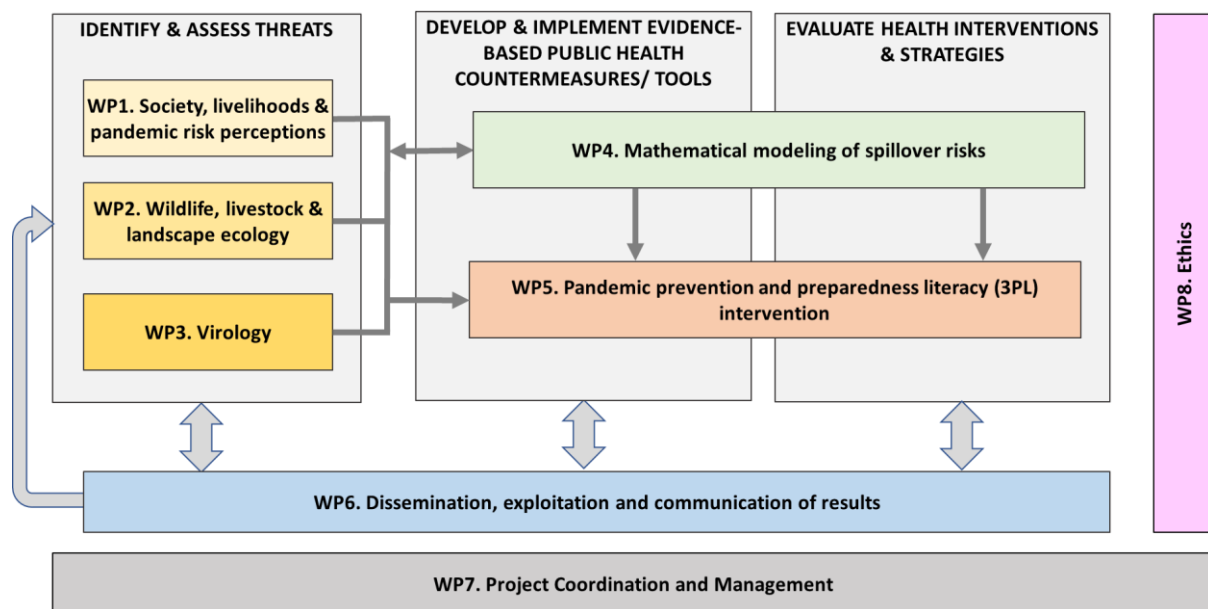


FIGURE 1: PANDASIA WORK PACKAGES

PANDASIA has the following Specific Objectives (SO):

- SO1.** Determine and monitor human and societal factors impacting zoonotic spill-over risk by identifying populations, human behaviours, human-animal-environmental interactions, structural drivers and barriers, and relevant policies in study locations (WP1).
- SO2.** Determine the most important wild and domestic vertebrate animal hosts of importance for spill-over in each study location, assessing their presence, abundance, diversity (WP2).
- SO3.** Assess and model the potential effect of changes in land use, land cover, climate, and human demographic factors since the year 2000 on spill-over risk (WP2).
- SO4.** Identify previously unrecognized pathogens with spill-over potential, specifically targeting viral groups in vertebrate animal hosts for which there is strong precedence for viral occurrence and emergence in the region (WP3).

S05. Develop ecological, epidemiological, and evolutionary conceptual models to enhance understanding of the significance of the general principles and pathways of spill-over processes, and to guide the development and analyses of a structurally equivalent, yet more specific, data-driven model. (WP4).

S06. Develop a point-of-care (POC) virus test kit prototype for use by healthcare providers and professionals to identify spill-over at the earliest stages to prevent epidemic or pandemic spread (WP3).

S07. Create and test a critical public health measure – a pandemic prevention and preparedness literacy (3PL) intervention to reduce zoonotic transmission and pandemic risk (WP5).

3. Knowledge and Exchange Strategy

The PANDASIA is a trans-cultural, intercontinental, transdisciplinary research project which underscore the magnitude of communicating clearly, concisely, effectively, and timely. Therefore, this document is crucial to layout our organisational structure and the aspired flow of communication. It includes a communication strategy, brand development, dissemination, and an exploitation strategy, followed by execution plan with specific KPIs.

Generally, our strategic objective is to amplify PANDASIA's global visibility by harmonising the team, smooth the communication globally, increase the impact of our deliverables and exploit the planned implementation of interventions. PANDASIA serves the European vision of delivering Global Common Goods (enhancing the global architecture of public health preparedness) by developing strategic partnerships with local, national, regional and global stakeholders.

To ensure the national ownership of Thailand and improve our compliance to the traditional norms, our communication strategy is developed and steered by a local partner SUPA71 in close collaboration with Khon Kaen University (KKU), Mahidol University (MU) and Chula University (CU).

As a such local team ensures delivering the right message to the right audience at the right time. The below lines will outline the internal structure and flow of communication internally within the consortium and externally to various local and national stakeholders.

3.1 Our values and principles

We are an international group of researchers, we differ in our backgrounds, cultures, social status yet united and believers in the following values:

- **Trust:** We are driven by scientific curiosity, and we trust each other.
- **Openness:** We communicate respectfully, honestly, and freely.
- **Possibility thinking:** We are willing to make a special effort and think possibilities.
- **Accountability:** We act in integrity and compliance to national and global norms.
- **Equality:** We practice inclusiveness and equality in our daily work.

These core values will be further communicated and exploited on project's website.

4. Goals of the knowledge exchange strategy

The website of PANDASIA is expected to empower our vision of delivering Global Common Goods. It is expected to serve specific objectives under each category of PANDASIA's strategy of knowledge exchange.

4.1 Communication

- Sharing up-to-date information, knowledge, and collect feedback.
- Reach consensus and harmonize the flow of our internal coordination and alignment.
- Sharing knowledge with junior researchers.
- Transdisciplinary knowledge sharing between senior researchers.
- Develop a library of knowledge and concepts that can be used for exploitation at a later stage.
- Encourage global, international, and national stakeholders to take part in our work.
- Lobbying with important international and global partners.

4.2 Dissemination

- Deliver open-source knowledge.
- Develop global common goods and services with specific public health interventions.
- Engage with wide array of stakeholders to apply, test out, and sustain our outputs.
- Develop user friendly tools, apps, policy briefs, and technical guidance.
- Network with various academic institutions to share our outcomes.

4.3 Exploitation

- Utilize our results into generating national and regional policy guidance.
- Develop educational material and curriculum.
- Engage in capacity building activities.
- Enhance national and regional application of the International Health Regulations (2005) and Pandemic prevention policies.

- Develop innovative technologies including digital applications to enhance local preventive measures.
- Develop global common goods and services with specific public health interventions.

5. Project's website

The official website of PANDASIA has been launched on 09.June.2023, and it serves our global audiences in two languages of English and Thai see Figures 1, 2.



FIGURE 2: MAIN PAGE OF PANDASIA IN ENGLISH



FIGURE 3: MAIN PAGE OF PANDASIA IN LOCAL THAI LANGUAGE

5.1 Structure of the portal

The portal has seven tabs, offers user friendly experience in navigating the portal and enables an easy access to the published information, see Figure 4.

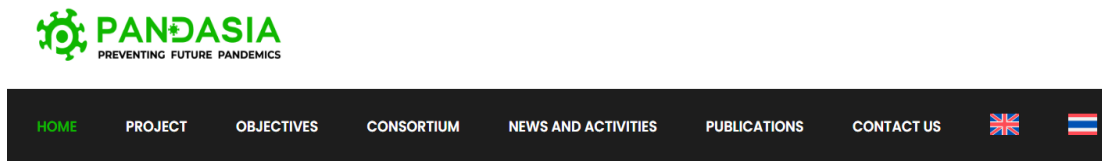


FIGURE 4: STRUCTURE OF THE WEBSITE

5.2 Launching Page

The launching page is titled “Home”, as shown in Figure 5. It contains brief information about the project, news updates, and “upcoming activities”, which will be updated after we have implemented them throughout the project duration. This page also includes a legal notice and grant information from the EU and UKRI. In addition, it features the key “contact person” or “principal investigator (PI)” of the project. The official website of PANDASIA, accessible at <https://pandasia-project.com/>, provides comprehensive insights into the project's goals and initiatives.

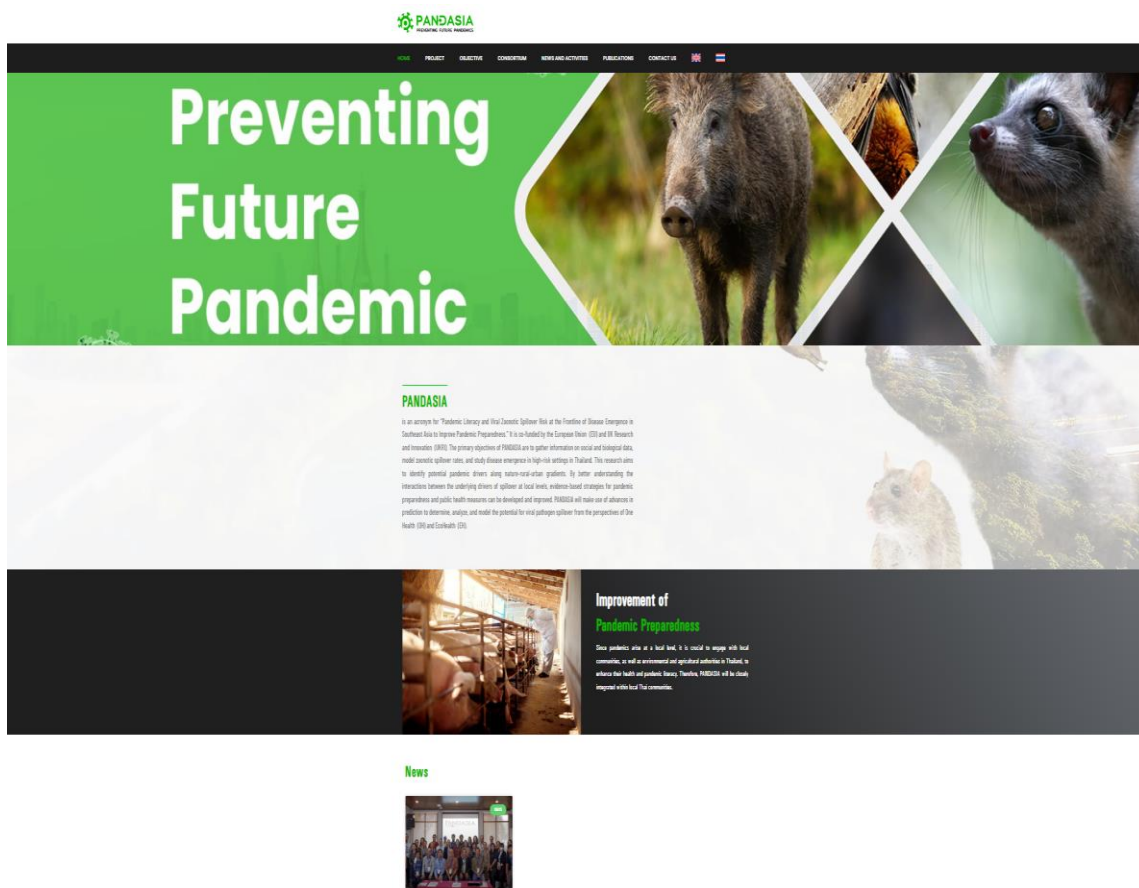


FIGURE 5: AN INTERACTIVE LAUNCHING PAGE

5.3 The Profile Page

This page consists of information on the project's acronym, descriptions, objectives, timeframe, and project partners. It showcases the logos of the partner institutions, along with direct links to their respective website see Figure 6.

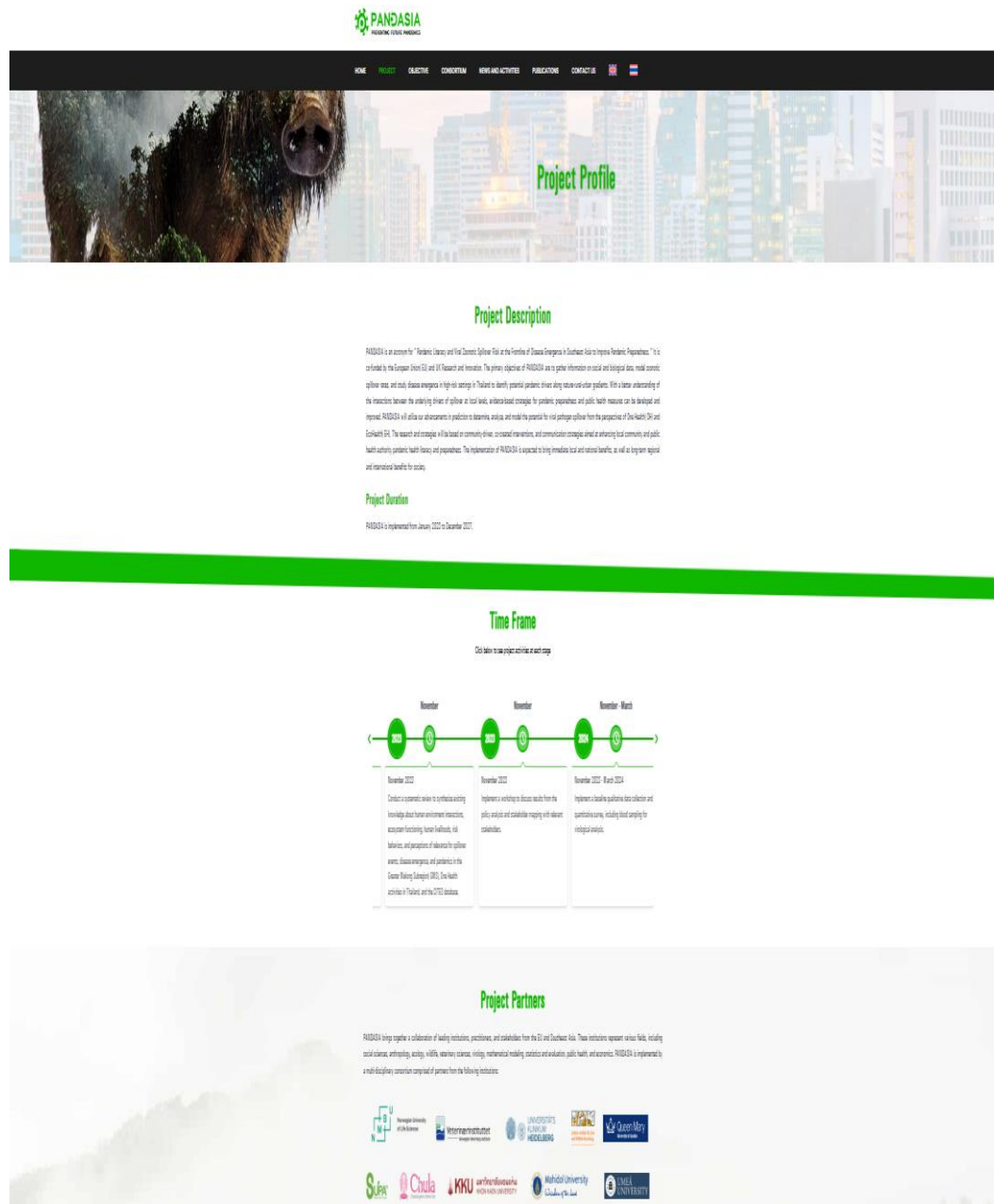


FIGURE 6: AN INTERACTIVE PROFILE PAGE OF PANDASIA

6. Social Media Platforms

In addition to the website, various project pages/accounts were created on social media platforms in June 2023, as follows:

6.1 Facebook

The Facebook page was officially launched by SUPA71 on June 9, 2023. The page will be linked to information in parallel to the website's information. SUPA71 will grant administrative authority to certain consortium members, such as the PI, see Figure 8.



FIGURE 8: PANDASIA'S FB PAGE

6.2 LinkedIn

SUPA71 created a LinkedIn account to promote the project through professional and technical experts, especially those in the OH, human health, and animal health fields, see Figure 9.

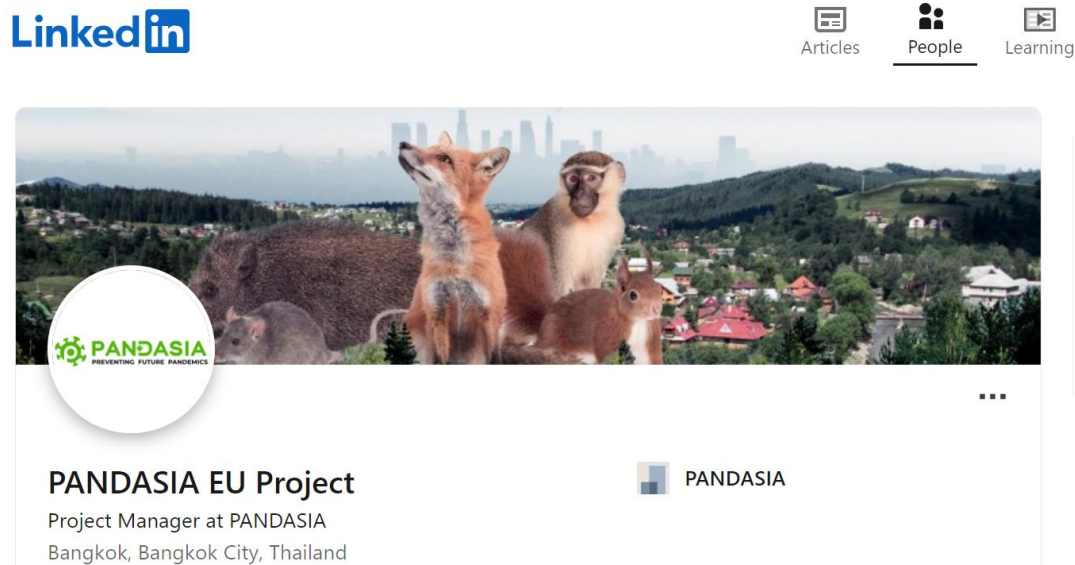


FIGURE 9: PANDASIA'S LINKEDIN PAGE

6.3 Twitter

A Twitter account for the project has also been created. It will be used to promote and provide updates on project activities, and to share outbreak news with locals of various target age groups from Thailand, Southeast Asian countries, and European countries, see Figure 10.



FIGURE 10. PANDASIA'S TWITTER ACCOUNT

6.4 YouTube

A YouTube channel for the project has been created. It is expected to be used for sharing communication information and video clips on pandemic prevention and control. However, this will be actively updated in the later stage, see Figure 11.

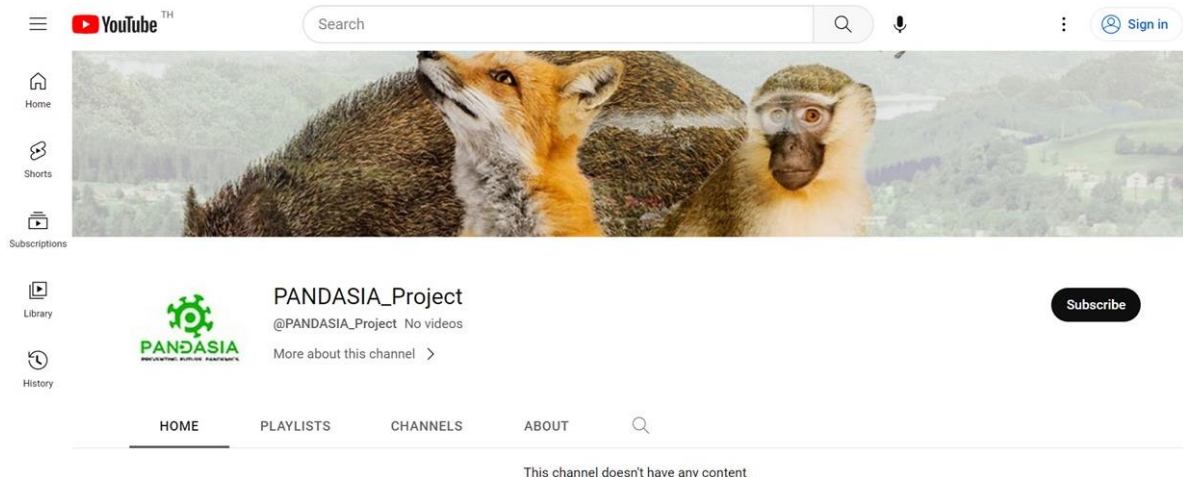


FIGURE 11. PANDASIA'S YOUTUBE CHANNEL

7. Impact & Conclusion

The website, relevant publications, and social media channels have been officially launched. They will be promoted and linked with relevant stakeholders and potential target beneficiaries. These platforms offer opportunities for engagement and encourage the participation of scientific networks. Webpages and platforms will be updated in every 6 months. Below are the channels through which connectivity can be established –

- **Website:** The website experiences engagements primarily from the following countries –
 - Thailand
 - Southeast Asian countries
 - European countries
 - The United State of America
- **Facebook:** The Facebook page receives engagements mainly from the following countries –
 - Thailand
 - Southeast Asian countries
 - European countries
 - The United State of America

- **LinkedIn:** This will be actively connecting with various relevant experts in next six months.
- **Twitter:** This will be actively posting and sharing relevant news and activities in next six months.

Due to limited field activities at this stage, active promotion of the website and social media pages has not been prioritized. However, we will actively promote these platforms once the baseline study is implemented in the project locations in Chiang Rai and Chathaburi Provinces.

Citizens will benefit from a reduced health threat of epidemics, both within and across borders. We will actively engage citizens in research and outreach, aiming to understand their role in preventing spillover risks and intervening effectively. PANDASIA intends to utilize these insights to develop user-friendly tools that facilitate the design of new prevention and risk reduction strategies. Moreover, the project will collaborate with stakeholders to co-design and evaluate interventions, specifically targeting the reduction of spillover risks and potential epidemics associated with various communicable health threats. The outcomes of this research will hold significant value for the global One Health community and enhance pandemic preparedness efforts. The study findings will be extensively disseminated in the study regions and throughout Europe in multiple languages. They will also be shared in reputable global scientific journals and conferences. Furthermore, leveraging the extensive network of collaborating and affiliated projects, the project will widely disseminate its findings among research and policy-making circles. The data, tools, and insights generated through these studies will be sustained beyond the project's duration through open databases, providing indirect benefits to the wider community. By contributing to the implementation of SDG target 3.3, this project will actively support the achievement of sustainable development goals.

Additionally, citizens will benefit from an increased understanding of disease threats, active involvement in decision-making processes regarding their health, and the ability to shape policies and strategies based on knowledge-driven disease management. This is particularly crucial in controlling outbreaks and managing emergencies. PANDASIA aims to thoroughly investigate and engage with citizens, establishing interactive capacity-building platforms that promote knowledge development. These initiatives will benefit society as a whole and empower decision-makers. Furthermore, the project will extrapolate insights and tools from the study sites to benefit Europe and the global community. This approach will contribute to enhancing local and global control measures for outbreaks, epidemics, and emergencies by promoting effective, system-wide approaches across various sectors.



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AN DER FACHBEREICH BIOLOGIE, BERLIN E.V.



Chula
Chulalongkorn University



KKU มหาวิทยาลัยขอนแก่น
KHON KAEN UNIVERSITY



Mahidol University
Wisdom of the Land



Queen Mary
University of London