

PARTNER OFFER FOR
HORIZON-HLTH-2026-01-STAYHLTH-03

BUILDING PUBLIC TRUST AND
OUTREACH IN THE LIFE SCIENCES

DEADLINE 16 APRIL 2026



OUR EXPERTISE IN A NUTSHELL

FVA New Media Research (FVA) is an Italian SME with over 30 years of experience in science communication, public engagement, co-creation, stakeholder involvement and empowerment.

FVA designs, prototypes and deploys **innovative, evidence-based engagement formats** that make complex scientific and technological topics accessible, meaningful and trustworthy for diverse audiences, including **citizens, young people, educators, policymakers, researchers and industry stakeholders**.

With participation in **25+ EU-funded projects**, FVA also brings to the consortium a **portfolio of replicable and adaptable methodologies, tools and formats**, ensuring rapid deployment, scalability and long-term impact for Coordination and Support Actions (CSAs).

CONTRIBUTION TO THE EXPECTED OUTCOMES OF THE CALL

Strengthened capacity of life sciences actors in science communication, risk communication, public outreach, and citizen engagement

- Proven methodologies for **knowledge transfer and capacity building**, with extensive experience in designing, delivering and organising **training-of-trainers** and **co-creation** workshops for stakeholders, including researchers, policymakers, industry and civil society;



Strengthened public awareness of risks and benefits of life sciences and their societal impact

- Development of **high-impact communication assets** translating cutting-edge R&I results into accessible, engaging content.
- Strong track record in science **storytelling, visual communication and educational design**, including:
 - children's books and youth-oriented materials,
 - interactive exhibitions and science-art installations,
 - gamified experiences,
 - hands-on labs and experiments.



New and innovative, inclusive and participatory approaches to public engagement in life sciences R&I

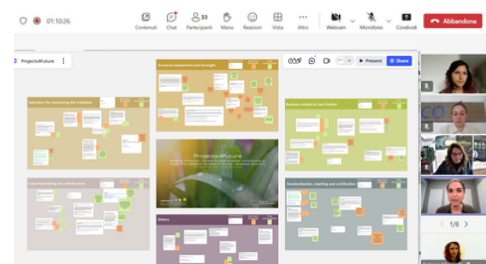
- Deep expertise in **co-creation, participatory and multi-actor methodologies** that actively involve citizens, researchers, policymakers, civil society and business actors in co-design processes and discussions.



CONTRIBUTION TO THE CORE ACTIVITIES OF THE CALL

Advisory support and training on science and risk communication to life science stakeholders

- Development and deployment of **modular training packages**, tailored to different life science stakeholders; Reference projects: [Dandelion](#), [TETRA](#), [BIOVOICES](#), [Transition2Bio](#), [BIOBec](#), [InterHealth](#), [LEILA](#).
- Development and deployment of **innovative methodologies and formats to support co-creation, participatory and multi-actor collaboration** deployed in more than 50 workshops (online and in presence at local and European level)
- **Extensive experience in building synergies with EU-level projects and initiatives**, grounded in FVA's long-standing role in coordinating and animating cross-project collaboration within [The European Bioeconomy Network \(EuBioNet\)](#) - a proactive alliance of over **160 EU-funded projects and initiatives**. Through EuBioNet, FVA has demonstrated a strong ability to **maximise collective impact** by fostering structured knowledge sharing, mutual learning, networking, and the coordination of joint activities and events, providing a robust operational model that can be effectively leveraged to facilitate links and collaboration with other EU-level projects and initiatives.



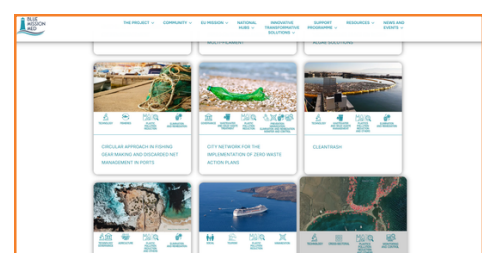
CONTRIBUTION TO THE CORE ACTIVITIES OF THE CALL

Produce, publish and advertise to the relevant actors, guidance to engage citizens upstream in the development, co-production, and co-design of life sciences innovation

- In the context of projects like [Dandelion](#), [BioGov.Net](#), [BIOVOICES](#), and [Transition2Bio](#), FVA developed methodologies to support stakeholders and innovators in implementing multi-actor co-creation activities.

Produce, publish, and advertise to the relevant public an accessible repository of tools for life science stakeholders on risk communication

- Experience in curating, adapting and communicating toolkits developed under previous EU-funded projects (in [BlueMissionMed](#), [GenB](#), [LIFT](#))
- Capacity to:
 - select relevant tools from existing repositories;
 - tailor them specifically to life sciences contexts;
 - design an accessible, **user-friendly and long-lasting repository**.
- Strong outreach and dissemination expertise to ensure the repository is **actively used**, not only published. FVA was responsible of D&C in more than 10 EU-funded projects.



CONTRIBUTION TO THE CORE ACTIVITIES OF THE CALL

Design and run community engagement activities in the life sciences, in partnership with relevant local actors, such as science museums, R&I organisations, and/or community organisations (including agriculture and food technology)

- Design and implementation of **innovative community engagement formats**, autonomously and in partnerships with other actors (e.g., science museums, research organisations, schools, other EU-funded projects and initiatives).
- Proven experience in **large-scale public events** and science festivals;
- Demonstrated ability to reach large and diverse audiences (**350,000+ people engaged** across EU projects and public events). Reference projects: [BlueMissionMed](#), [GenB](#), [BIOVOICES](#), Transition2Bio, [BIOWAYS](#), [MEAL](#)
- Specific expertise relevant to **agriculture, food systems, biotechnology and sustainability**, fully aligned with the call's priorities. FVA was involved in 12 projects on these topics.



MEET OUR TEAM

With a multidisciplinary team spanning from science communication, stakeholder engagement, co-creation and outreach, FVA strengthens public trust in life sciences while maximising creativity and impact.



Louis Ferrini

(Partner/Managing Director) is the co-founder and managing director of FVA. With a background in graphic design and a master's in computer graphics, he is expert in ICT solutions and serious games design and art direction of new media products.



Susanna Albertini

(Partner) senior communication expert. She combines her background in work psychology and business organization with multimedia and digital communication.



Selenia Marinelli

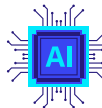
(Project Manager) is an architect with a Ph.D., specialised in bio-architecture and design. She supports the developing of communication strategies and the organisation of stakeholder engagement and awareness activities based on arts-based methods.

MEET OUR TEAM



Valentina Vavassori

(Project Manager) is a biotechnologist with a Ph.D. in molecular biology and a Master's in science and health communication. She supports scientific dissemination, communication, awareness, and stakeholder engagement activities.



Nicholas Ferrini

(Junior New Media Designer) he studies computer engineering and AI. He has extensive knowledge of web design, video editing and social media. He is an expert on promoting the bioeconomy to younger people, being an ambassador for the bioeconomy in the context of the GenB project.



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