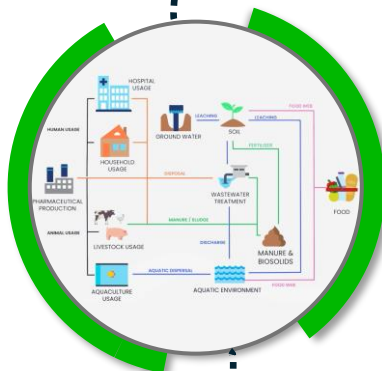


ETERNAL

Change Lab Impact - Business

2 press releases
featuring in 35
external titles



7 newsletters



60 news / blog articles

INITIAL FOCUS

Influencing *pharma industry* decision makers
Disseminating results to *industry decision makers*

PART OF A BIGGER PICTURE

A broader eco-system
Healthcare, Water *and* Pharma
ETERNAL as part of Green
Pharma Cluster

37 presentations & posters



FROM AWARENESS

Launch communications
Profile raising events
Early technical presentations
and posters

600 industry decision
makers targeted

9 open access papers
1 special conference session
1 scientific workshop



TO ENGAGEMENT

Campaign based comms
communications
Deeper technical
dissemination
Advisory Board and
Industry Stakeholder
Engagement

25 Expressions
of Interest



AND IMPACT

Success celebrated, put in
context and set for action



4 workshop / training events