

## IMI2 Launch – JULY 9 2014 - Useful Communications Materials

### Launch Press Release **\*Under Embargo Until 9 July 12:00 noon CET\***

- *Attached to Email*

### Social Media Pack

- *Attached to Email*

### IMI Key Messaging Document

- *Attached to Email*

### Relevant EFPIA Blogs (see [efpia.eu/blog](http://efpia.eu/blog) for more)

- *Three Weeks to Go until Second Innovative Medicines Initiative Launch*
- <http://efpia.eu/blog/161/51/Three-Weeks-to-Go-until-Second-Innovative-Medicines-Initiative-Launch>
- *The R&D Evolution: New Partnerships Inspire Global Approaches to Global Problems*
- <http://efpia.eu/blog/133/51/The-R-and-D-Evolution-New-Partnerships-Inspire-Global-Approaches-to-Global-Problems>
- *Innovative Medicines Initiative: Tracking Progress in Alzheimer's Research*
- <http://efpia.eu/blog/119/51/Innovative-Medicines-Initiative-Tracking-Progress-in-Alzheimer-39-s-Research>

### Video introducing the Innovative Medicines Initiative

- [https://www.youtube.com/embed/3MZVej2\\_GAY?list=UUSoatAirOLDiTISVsCiLpCg](https://www.youtube.com/embed/3MZVej2_GAY?list=UUSoatAirOLDiTISVsCiLpCg)

### Prezi Presentation Detailing IMI Achievements

- <http://prezi.com/rbm9tzifgeg7/imi-achievements/>

### IMI2 Strategic Research Agenda

- [http://www.imi.europa.eu/sites/default/files/uploads/documents/IMI2\\_SRA\\_March2014.pdf](http://www.imi.europa.eu/sites/default/files/uploads/documents/IMI2_SRA_March2014.pdf)

### IMI Website

- <http://www.imi.europa.eu/>

### IMI and IMI2 on the EFPIA Website

- <http://efpia.eu/topics/innovation/innovative-medicines-initiative>
- <http://efpia.eu/topics/innovation/innovative-medicines-initiative/innovative-medicines-initiative-2>

### IMI Highlights 2014

- [http://www.imi.europa.eu/sites/default/files/uploads/documents/New\\_Folder\\_1/Highlights%202014%20LR.pdf](http://www.imi.europa.eu/sites/default/files/uploads/documents/New_Folder_1/Highlights%202014%20LR.pdf)

### IMI calls for topic (link to the process):

- <http://www.imi.europa.eu/content/future-topics>