

ESC Officers Newsletter

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A MESSAGE OF CELEBRATION, CONNECTION, AND MOMENTUM FOR ESC LEADERSHIP

The new ESC Website & our purpose in action



Presidential Voice

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Safe Hearts Plan & visibility through the new ESC website

Cardiovascular disease remains Europe's leading cause of death, and addressing this burden requires visibility, credibility and coordinated action. The momentum created by the EU Safe Hearts Plan provides a unique opportunity for the ESC to reinforce its role as a trusted scientific and public health partner at European and global level.

Our new website, www.escardio.org, is a strategic tool in this context. It is not simply a redesign, but a platform that strengthens how we communicate our mission, our evidence and our responsibility to society. By improving clarity and accessibility, the website helps ensure that science, data and advocacy efforts are visible, understandable, and impactful for all audiences, from clinicians and researchers to policymakers and the public.

As the ESC contributes to the implementation of the Safe Hearts Plan, visibility matters. The new website enables us to better surface public health initiatives, data-driven insights and collaborative projects that support prevention, early diagnosis and equitable cardiovascular care.

I invite you to explore how this renewed digital presence serves our shared purpose and reinforces the ESC's voice at a time when cardiovascular health must remain high on the European agenda.



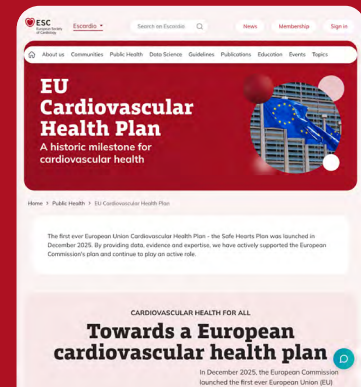
READ MORE on the President's Page / CardioPulse:
"The Safe Heart Plan for Europe and Beyond"



Editor's Note

What You'll Find in This Issue

This issue offers a **behind-the-scenes look** at the new ESC website as a strategic investment in **clarity, trust and community visibility**. Beyond a refreshed interface, www.escardio.org reflects deeper choices around how we present our purpose, governance, social responsibility and the people who power our Society, delivering greater transparency and coherence for the long term.



Communicating purpose, responsibility and trust



Our Purpose Why we do what we do



At the heart of the ESC is a clear and enduring mission: **to reduce the burden of cardiovascular disease** by uniting experts, advancing science and improving patient care worldwide.

The new website places this purpose front and centre. Visitors can more immediately understand who we serve, what we stand for and how our activities, from guidelines and education to research and advocacy, contribute to better cardiovascular outcomes globally.

By articulating purpose more clearly, the website strengthens alignment across the ESC's diverse communities and reinforces our role as a scientific society acting in the public interest.

Social responsibility & public impact

Reducing the burden of cardiovascular disease goes beyond producing excellent science. It also requires **clear public health positioning, ethical leadership, equity, and concrete action where needs are greatest**. The renewed www.escardio.org brings this broader responsibility more clearly to the forefront.

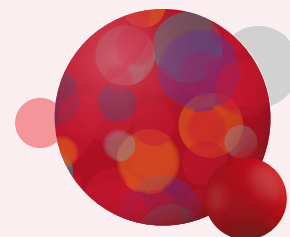
The website now better surfaces the ESC's **public health mission**, highlighting initiatives in prevention, population health, data science and advocacy. Dedicated sections make it easier to understand how ESC research, guidelines, registries and data-driven insights support policy development, healthcare planning and real-world implementation at European and global level. This clarity strengthens the ESC's visibility as a trusted scientific partner for decision-makers, healthcare systems and society at large.



Beyond public health action, the new website more explicitly reflects the ESC's **social responsibility commitment**. It showcases how the Society acts on principles of health equity, gender and diversity, environmental sustainability and responsible governance. These priorities are embedded across activities and aligned with global public health objectives, including the United Nations Sustainable Development Goals, reinforcing the ESC's role as a not-for-profit organisation serving the public interest.

A key expression of this commitment is the **ESC Fund**, now more clearly positioned within the ESC's digital ecosystem. The Fund mobilises philanthropic resources to help ensure that cardiovascular knowledge, education and innovation reach communities facing structural barriers, regardless of geography or socioeconomic context. Operating as an independent, non-profit entity aligned with the ESC's mission, the ESC Fund focuses on translating scientific advances into **practical, equitable solutions**, from education and training to prevention and healthcare capacity building.

ESC:Fund



Values, ethics & compliance



As a scientific society whose guidance influences clinical practice, research and policy, the ESC has a duty to act transparently, independently, and in the best interests of patients and society.

The renewed www.escardio.org brings its values clearly into view. It highlights the principles that guide how the ESC works and makes explicit how ethical leadership is embedded across all activities. At the heart of this approach are shared values:

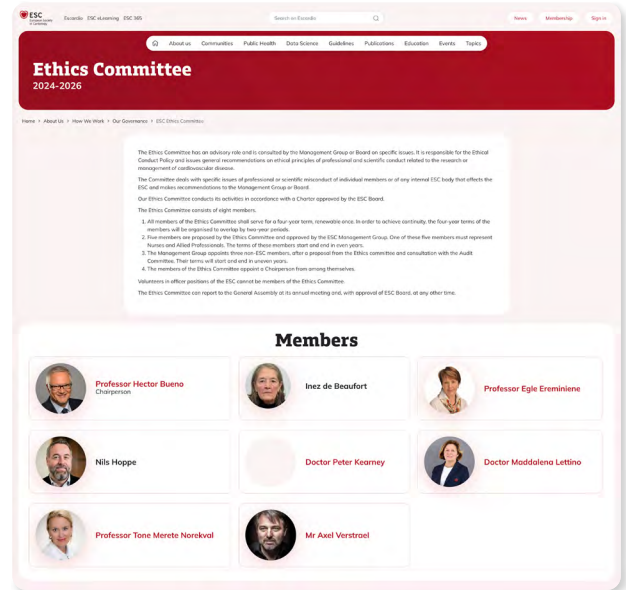
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Integrity: Being trustworthy through transparent decisions, clear processes and accountable leadership.
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Innovation, agility and creativity: Adapting quickly, experimenting responsibly and responding to emerging needs in cardiovascular health.
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Inclusivity, respect and empathy: Welcoming diverse perspectives and nurturing an open, collaborative global community.
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The pursuit of excellence: Staying focused on our mission, patient impact and the highest standards of scientific and professional quality.



The website offers greater visibility into the **ethical safeguards** that uphold these values, including clear governance structures, robust compliance frameworks and a transparent, not-for-profit funding model. Officers and Volunteers operate within well-established ethical conduct and conflict-of-interest policies designed to protect the integrity of ESC content and recommendations.

This increased visibility is intentional. By placing values and ethics at the forefront, not in the background, the ESC reinforces its position as a **trusted, unbiased source of cardiovascular expertise**.

*www.escardio.org does not simply present what the ESC does; it shows **how and why it does it**, strengthening confidence among professionals, policymakers and the public alike.*



Honouring the people behind the Society

The ESC Is its Communities

People first – Our volunteers at the core

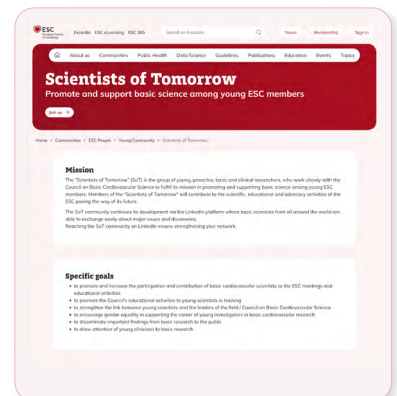
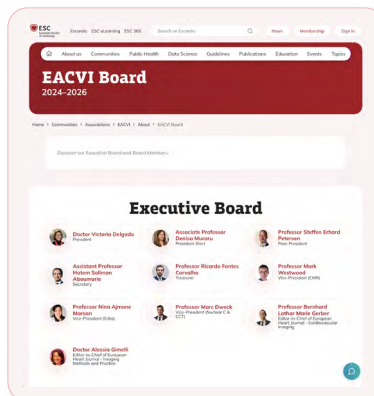
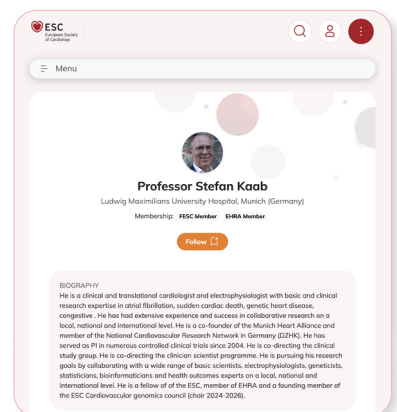
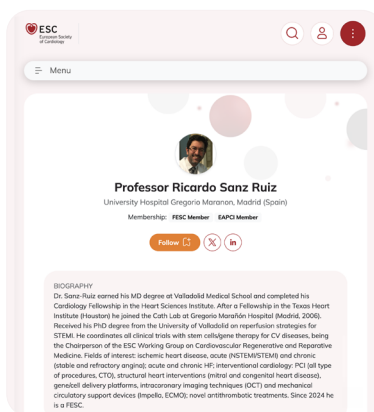


The ESC's strength lies in its people. Volunteers across councils, committees, working groups and task forces are the engine of the Society, shaping science, education and policy.

The new website increases visibility for these contributions, with:

- Improved volunteer profiles:
- Clearer community pages:
- Better surfacing of leadership roles and expertise:

These changes recognise the essential role of volunteers and reinforce a sense of belonging across ESC communities.



The ESC Spring Summit 2026



This year, ESC Spring Summit united leaders around the shared objective of advancing a Global Cardiovascular Health Plan, addressing obesity, ageing and environmental determinants of cardiovascular disease, translating the EU Safe Hearts Plan into national cardiovascular health plans.

Positioned on the new escardio website as an **ESC Strategic Think Tank**, the Summit embodies how the ESC thinks about leadership today.

- **Looking beyond the horizon**, to anticipate long-term challenges and opportunities in cardiovascular health
- **Harnessing collective wisdom**, grounded in decades of scientific, clinical and organisational experience
- **Turning strategic reflection into direction and action**, for the benefit of the entire ESC community



Focus Piece – European Projects

ESC amplifies its impact across Europe through participation in EU-funded projects to advance research and innovation in cardiovascular health.

Why the ESC engages in EU-Funded Projects

The ESC's involvement in EU-funded research projects reflects its commitment to **evidence-based public health, innovation and collaboration**. Through these initiatives, the ESC contributes scientific expertise, networks and dissemination capacity to address major cardiovascular challenges across Europe. Today, ESC is involved in 18 projects!

Learn more:

<https://www.escardio.org/data-science/supporting-your-research/>



Selected Examples

Project 1 – PROFID:

The important role of primary prevention defibrillator in Heart Failure

*** PROFID**

Sudden cardiac death remains responsible for up to 20% of all deaths in Europe. Current ICD implantation guidelines are based on trials conducted more than 20 years ago, before today's advances in heart failure therapy dramatically reduced risk. As a result, many patients may receive devices they no longer need, while others at high risk remain unidentified. This field is the focus of the PROFID project, which is funded by the EU Horizon 2020 Research and Innovation Programme.

PROFID aims to develop and validate a modern, data-driven risk prediction model for SCD in patients after myocardial infarction. The project integrates large-scale European clinical datasets, advanced statistical and machine learning approaches, and clinical decision-support tools to optimize ICD patient selection.

In addition, PROFID evaluates whether current ICD implantation strategies remain clinically and economically justified in the context of modern heart failure management.

ESC role:

The ESC and EHRA provide scientific expertise, clinical networks, and dissemination channels to support contemporary, large scale reassessment of ICD use in patients with reduced LVEF after myocardial infarction.



Key takeaway:

As the PROFID project just finished, the project delivered tangible ICD implantation evidence, aligned with modern therapies and hopefully helping improve patient outcomes across Europe.

Results from the trial will have significant implications for patient care, society, and the sustainability of healthcare systems.

Discover more the project's trial and its publications here: profid-project.eu

Project 2 – AF-B-STEP:

From “Yes/No” diagnosis to meaningful AF burden assessment



Atrial fibrillation affects one in three people by age 55 and drives major healthcare costs. Yet, AF is still diagnosed in a binary way, which creates uncertainty for clinicians and anxiety for patients, especially as wearables detect ever smaller episodes. AF B STEP

will clarify which AF patterns carry real risk, guide more precise treatment decisions, support European regulatory innovation, and ultimately reduce AF related stroke, heart failure, disability, and healthcare costs.

ESC role:

The ESC contributes clinical expertise, guideline relevant insight, and dissemination capacity to help establish new standards for measuring, reporting, and interpreting AF burden across medical devices and consumer wearables.



Key takeaway:

- New international research project AF-B-STEP will for the first time systematically assess how much time individuals spend in atrial fibrillation (AF) - their AF burden - and determine how this burden affects risks such as stroke, heart failure, and overall quality of life.
- The project will develop uniform standards for how medical devices and consumer technologies from implantable monitors to smartwatches detect and quantify AF and its burden.
- Eighteen partners from Europe and Canada have joined forces in this initiative to fundamentally improve the diagnosis and care of people with AF.

Project website: afbурden.org

Project 3 - Cities@Heart:

Building Heart healthy cities



Urban populations face rising cardiovascular risk, with stark inequalities in prevention, diagnosis, and access to care. Cities lack integrated data, coordinated strategies, and scalable interventions to reduce CVD burden. Cities@Heart ambitions to create new tools,

digital ecosystems, and policy recommendations to improve CVD prevention and management in urban settings (especially for underserved communities), while shaping the next generation of health technology solutions.

ESC role:

The ESC supports the project's scientific direction, stakeholder engagement, and dissemination efforts, helping connect municipalities, clinicians, patients, and innovators around a shared cardiovascular health agenda.



Key takeaway:

- Cardiovascular disease remains a major concern in cities, with poor outcomes and high societal cost often driven by unequal access to healthcare.
- A pan-European consortium of 34 international partners launches an ambitious project to reduce the burden of urban cardiovascular disease.
- The initiative will focus on obesity, high blood pressure, elevated cholesterol and diabetes, which are common yet treatable causes of death, heart disease, stroke and vascular dementia.

Project website: citiesatheart.eu

What Success Looks Like



Success is measured through:



Delivery of key project milestones



High-quality scientific outputs



Policy relevance & dissemination reach



Integration of results into ESC activities

What Officers Can Do

- Act as **ambassadors** for ESC-led EU projects within your networks
- **Support dissemination** of findings nationally and regionally
- **Encourage collaboration** between ESC communities and EU initiatives
- Highlight the value of EU funded research & innovation in cardiovascular care

