



BABYLUX

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Acronym	BabyLux
Project n.	620996

D6.1 - DISSEMINATION KIT

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1. EXECUTIVE SUMMARY

The deliverable 6.1 presents the work done from month 1 to month 3 to design and assemble the dissemination kit of the BabyLux project. **The main objective of the dissemination kit is to promote the BabyLux project and results through various channels and advertising materials.**

The dissemination kit is composed of different items, such as:

- Brand recognition & Visual identity
- Coordinated image templates:
 - o Headed paper
 - o Powerpoint (ppt) presentation
 - o Invitation card
 - o Poster
- Leaflet
- Newsletter
- Press kit
- Press releases
- Press reviews

This document briefly summarizes the work done. All items are here attached in a.zip folder and available to partners in a private shared folder. Some of them - such as the leaflet, the newsletter, the press kit, the press releases, the press reviews, pictures, and videos - are downloadable from the website <http://babylux-project.eu/>.

Fondazione Politecnico di Milano (FPM) has coordinated the task, with the participation and joined effort of all partners. Communication specialists, one from each member, have joined together and given birth to a communication team. The communication team has been sharing activities and goals since the very beginning of the project.

2. INTRODUCTION AND BRAND IDENTITY

A dissemination kit is a **collection of materials** describing various aspects of a project. It is designed and conceived to address an “unknowing” target. Indeed, the aim of a dissemination kit is that of letting people be aware of the main features, goals and attended results of a project. That’s why it should be **simple, clear and straightforward**.

A press kit should

- define a brand
- make it unique
- increase the brand awareness

As a matter of fact, the definition of the brand image is an essential prerequisite and the first step to be taken in the creation of a dissemination kit. That’s why Fondazione Politecnico di Milano has made a visual study, done some benchmark, recognized the brand values, and finally translated them into:

- a **visual identity**, that is the **logo** and the related **coordinated image**

Visual identity

The visual study has been conducted before the kickoff meeting and has produced four different versions and the **LOGO** (together with a concept explanation that you find in the attached documents):



Figure 1 – The different versions of the BabyLux LOGO

Partners have taken into account all the variations and gone for the fourth version. Here’s the concept description:

All proposals have in common the silhouette of a child head. The A and B versions focus on the concept of the flow of elements. The colors of the proposal A incorporate the spectrum variations, while the B proposal, with its blue color, refers to air. In the proposed C, instead, the elements are mixed in a flurry of bubbles. The playful font of the logotype, finally, refers to the world of children. All the proposals made have been designed to lightly evoke the delicate issue.

More specifically, partners have chosen the “**a variant**”, which has then been declined into different **sub versions**.



Figure 2 – The different sub versions of the chosen BabyLux LOGO

Coordinated image

Starting from the logo a coordinated image has been developed. It takes into account different templates, which is a set of models meant to be:

- **used by all partners** for their communication purposes
 - **adjustable** to their specific needs
 - coordinated and, most of all, **recognizable!**
- **Headed paper** (word format)



Figure 3 – A picture of the BabyLux headed paper

- **Ppt presentation model (pdf format)**

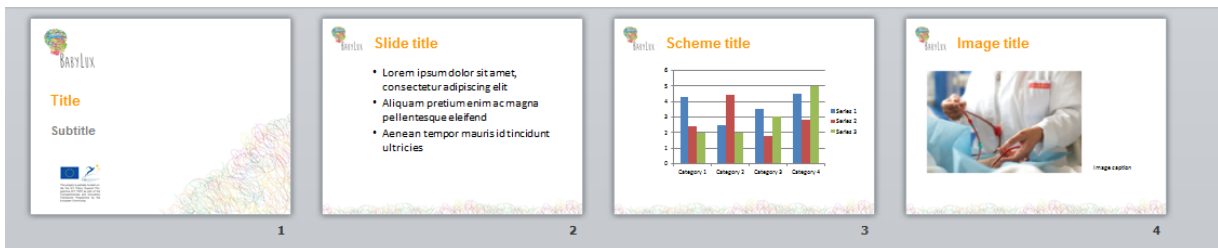


Figure 4 – Snapshots of the BabyLux ppt presentation

- **Poster / Invitation card (indesign and ppt formats)**



Figure 5 – Example of the BabyLux poster card

- **Deliverable (word format)**

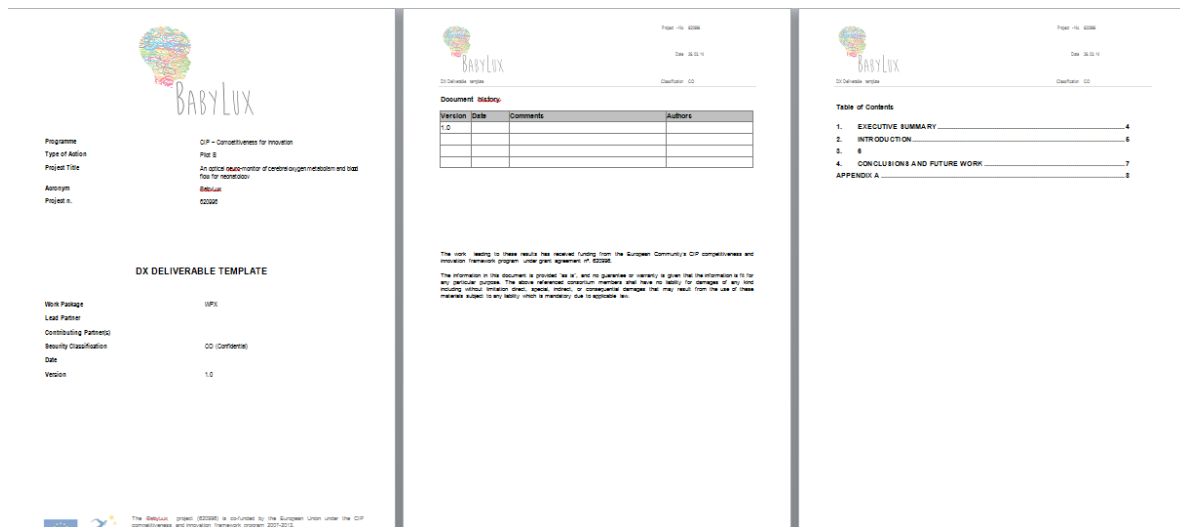


Figure 6 – Snapshots of the BabyLux template for deliverables

Templates are downloadable from a reserved and common folder by **partners only!** They are not of public domain.

3. DISSEMINATION KIT

The dissemination kit contains advertising materials used within the project for raising awareness about BabyLux among various target users and for attracting potential ones.

The dissemination kit is a set of **written materials** translating into a simple language the main intents and aims of the project, the partners involved, the research lines, the awaited outcomes.

- **Leaflet**
At present in English, it will be soon translated into the different languages of the project: Italian, German, Spanish, and Danish.

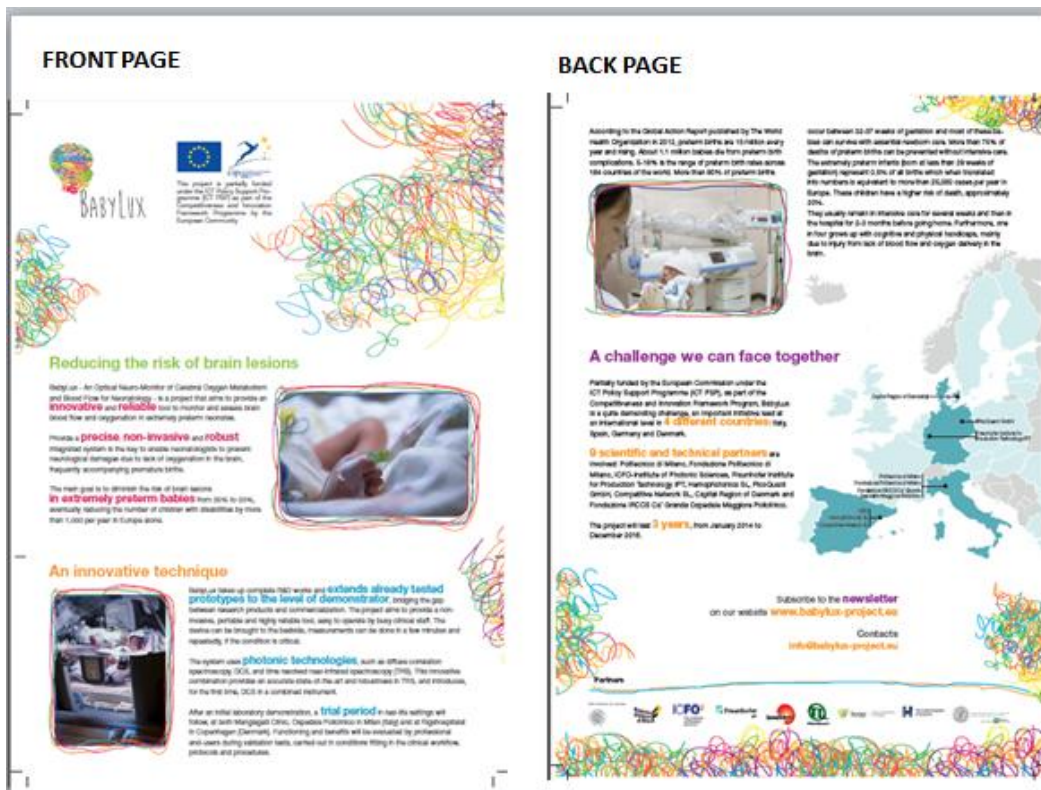


Figure 7 – Example of the BabyLux leaflet

It can be downloaded from the **website home page** at <http://babylux-project.eu/>

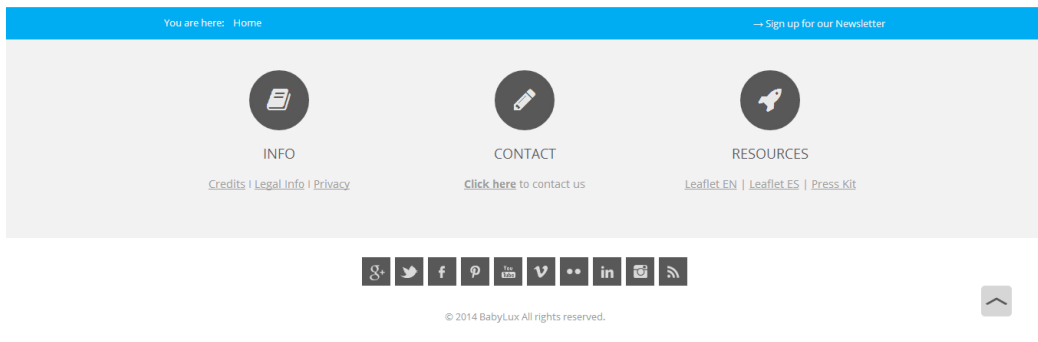


Figure 8 – Screenshot from the BabyLux website with the link to the leaflet

o **Newsletter**

A periodical publication to keep target groups updated about the project milestones and outcomes.

Distributed **via e-mail in a pdf version.**



Figure 9 – Example of BabyLux newsletter

Available for downloading at the **website home page**: <http://babylux-project.eu/>

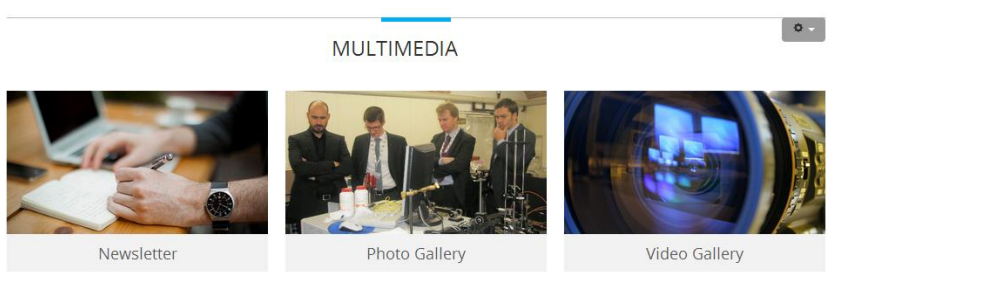


Figure 10 – Screenshot from the BabyLux website with the link to the newsletter

At the **dedicated page**: <http://babylux-project.eu/multimedia/newsletter>

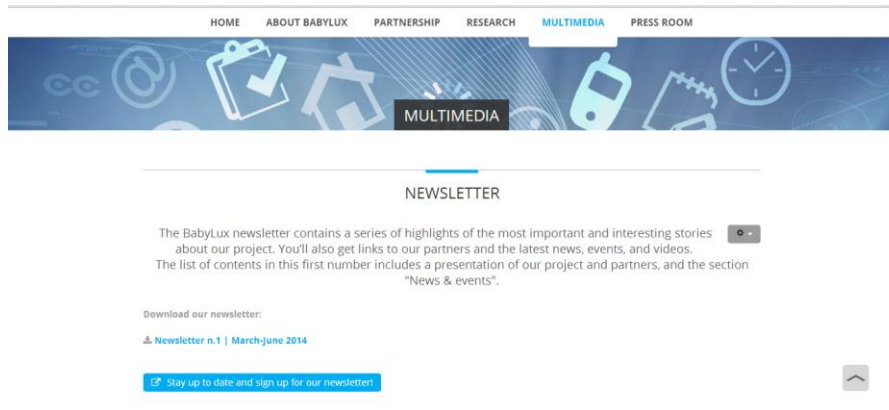


Figure 11 – Screenshot from the BabyLux website with the link to the newsletter registration

People can sign up and **register** at: <http://babylux-project.eu/newsletter-subscription>

Newsletter subscription

Please fill the fields of the following form. Thank you!

First Name (*)

Last Name (*)

E-mail (*)

Your Country (*)

Your organization (*)

Check code (*) [Refresh](#)

Figure 12 – Screenshot from the BabyLux website with the newsletter subscription

Data protection policy and disclaimer are visible and accessible.

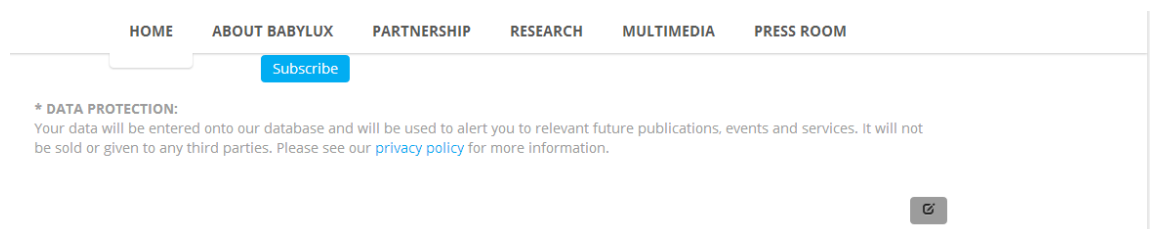


Figure 13 – Screenshot from the BabyLux website with the data protection issues

The first issue is going to be **sent via email** at the end of month 3 by all partners to specific mailing lists, corresponding to the target groups identified in the project proposal:

1. HEALTH CARE SECTOR

- professional communities of health care practitioners–neonatologists
- nurses
- hospitals
- neonatal intensive care units
- hospitals

2. PUBLIC BODIES

- national, regional and local health authorities

3. ASSOCIATIONS

- Associations of diagnostic and medical device industries
- International Measurement Confederation (IMEKO)
- Optical Society of America (OSA)
- ...

4. RESEARCH CENTERS

i.e. Boston University, Fraunhofer Alliance for Medical Devices

5. INDUSTRY

Instrumentation and Diagnostics

6. OTHERS... (tbd)

The following numbers will be issued at month 6, month 12, month 18, month 24, month 30, and month 36.

The **newsletter n.1** contains:

- A welcome address to the readers
- A brief description of the project
- A brief description of the partners and their role in the project
- News & Events: a focus on the Milan kickoff meeting
- Subscribe and visit the website plea

The following numbers will be organized into recurring sections such as:

- **News & Events**
- **People**
An interview/dialogue between a BabyLux partner (one at a time) and a local stakeholder (either a local institution or a company) on the project main topics. This is meant to give visibility to each partner and to underline the impact of the project on the stakeholders through their own voice.
- **Numb3rs**
Significant data about the project result
- Subscribe and visit the website plea

See the template below.



Figure 14 – Issue n.º1 of the BabyLux newsletter

- **Press kit**
A press kit is a pre-packaged set of promotional materials distributed to members of the media for promotional use.

Apart from the media contact information, the BabyLux press kit is composed of:

- Project information sheet



Figure 15 – The BabyLux Project Information Sheet

o Project coordinator profile



PROFILE OF THE PROJECT COORDINATOR

Prof. Alessandro Torricelli



Curriculum Vitae et Studiorum:

- He was born in Modena (Italy) in 1968.
- In 1994 he graduated cum laude in Electronic Engineering at Politecnico di Milano.
- In 1999 he obtained the PhD title in Physics at Politecnico di Torino.
- Since March 2005 he has been associate professor in Experimental Physics at PolMI.

Research Activity:

- Published more than 200 papers (more than 100 on international peer-reviewed journals).
- Presented more than 200 contributions to international congresses (more than 20 invited talks).
- Bibliometric indices: h-index 30, 2349 total citations by 1398 documents since 1996.
- Referee of international journals (e.g. Optics Letters, Optics Express, NeuroImage).
- Evaluator of international research proposals (e.g. Wellcome Trust, UK; Technology Foundation STW, The Netherlands; Harvard Medical School, Massachusetts, USA).
- Member of Committee SC 62D "Medical devices" at Comitato Elettrotecnico Italiano, as national expert on tissue oximeter standardisation (since April 2012).

Figure 16 – The profile of the BabyLux Coordinator

o Partners profile



Figure 17 – The profiles of the BabyLux partners

The press kit is downloadable from the **website home page** at www.babylux-project.eu

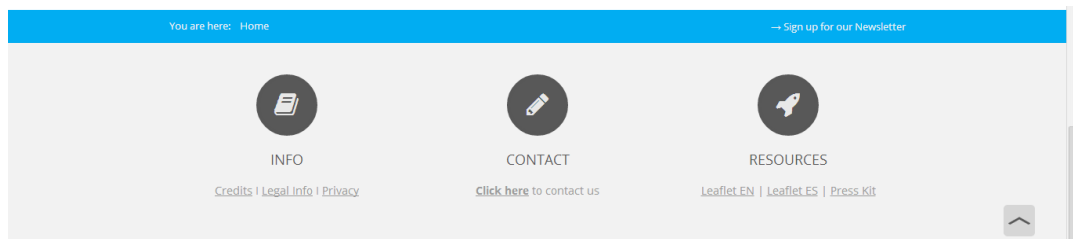


Figure 18 – Screenshot from the BabyLux website with the link to the press kit

Collateral advertising material, such as pictures and videos are downloadable from the multimedia section of the website at

<http://babylux-project.eu/multimedia/photo-gallery>



Figure 19 – Screenshot from the BabyLux website with photo gallery

http://babylux-project.eu/multimedia/video_gallery

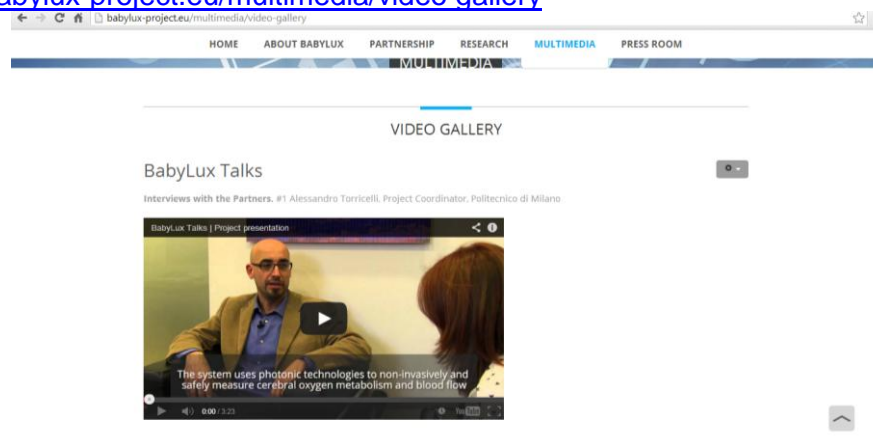


Figure 20 – Screenshot from the BabyLux website with video gallery

○ **Press release**

One press release has been issued **at the very beginning** of the project in accordance with the kick-off meeting that took place in Milan on January 21st and 22nd.

A common draft, in English (see below), has circulated among partners, has been reviewed and translated into the different languages of the project and has been sent to the press.

The intent was that of launching the project.

Very good results have been achieved in Italy, Spain and Germany.

FRONT PAGE



PRESS RELEASE

The project will start in January 2014 and last for 3 years. A phase of experimentation will follow. The goal is to reduce the risk of brain damage in new-borns from 25% to 20% in extremely premature babies. In Europe alone, this involves more than 25,000 babies per year.

BabyLux for premature babies: Italy, Spain, Germany and Denmark launch an innovative technique that accurately detects oxygen in the brain

Milan, January 21, 2014 - Nine European partners got together in Milan today to start the BabyLux project. The initiative has one strong goal, that of controlling the oxygenation of the brain of babies born prematurely with a high level of accuracy. BabyLux - involving Politecnico di Milano, Fondazione Politecnica di Milano, ICFO - The Institute of Photonic Sciences, Fraunhofer Institute for Production Technology IPT, Hemofotonics SL, PicoQuant GmbH, Competitive Network SL, Region Hovedstaden and Fondazione IRCCS Ca' Grande Ospedale Maggiore Policlinico - applies innovative techniques. The project, partially funded by the European Commission under the ICT Policy Support Programme (ICT PSP) as part of the Competitiveness and Innovation Framework Program, will last three years, at the end of which a six-month trial period will follow at the Mangiagalli Hospital in Milan and at the Rigshospitalet in Copenhagen. Through the monitoring of optical signals NIRS, the ultimate goal is to reduce the risk of brain lesions from 25% to 20% which can eventually decrease the number of children with disabilities by more than 1,000 per year in Europe alone.

This tool will enable neonatologists to measure the blood flow to the brain and its oxygenation non-invasively and to intervene promptly in case of a problem so as to avoid serious clinical complications leading to brain damage and permanent physical damage and cognitive disabilities. Extremely premature infants are under intensive hospital care during the first vulnerable months and this possibility is relevant whenever there is a concern for the brain. The tool is portable and can be brought to the bedside, and measurements can be done in a few minutes or done repeatedly if the condition is critical.

According to the Global Action Report published by The World Health Organization in 2012, premature births are 15 million every year and rising. About 1.1 million babies die from premature birth complications. 5-18% is the range of premature birth rates across 184 countries of the world. More than 80% of premature births occur between 32-37 weeks of gestation and most of these babies can survive with essential newborn care. More than 70% of deaths of premature births can be prevented without intensive care.

BACK PAGE



The extremely premature infants (born at less than 28 weeks of gestation) represent 0.3% of all births which when translated into numbers is equivalent to more than 25,000 cases per year in Europe. These children have a higher risk of death, approximately 20%. They usually remain in intensive care for several weeks and then in the hospital for 2-3 months before going home. Furthermore, one in four grows up with some kind of disability, mainly due to brain injury.

The BabyLux project aims to reduce this problem.

"We are very proud to present a European project of this magnitude", said the project coordinator, Alessandro Torricelli, Associate Professor in the Department of Physics at Politecnico di Milano, "Our goal is to fill a void in the neonatal intensive care, where there aren't any reliable tools to assess the brain blood flow and oxygenation in infants born prematurely. With the synergy and joint work of researchers, clinicians and SMEs from 4 European countries at the end of three years, we aim to have a significant step forward in this important area - improving the future of our smallest children."

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 T. +39 335.5613180

Figure 21 – Example of BabyLux common draft for press release
































○ **Press reviews**

Up to **41 articles** have been published about BabyLux, most of them on Net. They have extended to three countries:

- **11 in Italy**
- **13 in Germany**
- **17 in Spain**

Table 1 – Articles published about BabyLux

Date	Article
21/01/2014	BabyLux per i neonati prematuri: Italia, Spagna, Germania e Danimarca lanciano una tecnica innovativa che rileverà con precisione l'ossigeno nel cervello - Wn.com 
21/01/2014	Sorveglianza speciale per il cervello dei bambini prematuri - Solonotizie24.it 
21/01/2014	BabyLux per i neonati prematuri: Italia, Spagna, Germania e Danimarca lanciano una tecnica innovativa che rileverà con precisione l'ossigeno nel cervello - Panoramasanita.it 
21/01/2014	Bebe' prematuri, da Milano progetto UE contro danni cervello - Adnkronos.com 
22/01/2014	Prematuri. Progetto europeo per monitoraggio innovativo dell'ossigenazione del cervello - Quotidianosanita.it 
22/01/2014	Prematuri. Progetto europeo per monitoraggio innovativo dell'ossigenazione del cervello - Ilfarmacistaonline.it 
22/01/2014	BabyLux per i neonati prematuri: tecnica innovativa che rileverà con precisione l'ossigeno nel cervello - Clicmedicina.it 
22/01/2014	BabyLux. Progetto su bimbi prematuri - Avvenire, Ed. Milano 
27/01/2014	BabyLux, obiettivo prematuri - Quimamme.it 
27/01/2014	Daños cerebrales en bebés prematuros - Todopapas.com 
27/01/2014	España, Italia, Alemania y Dinamarca crean una nueva técnica que reduce el riesgo de daño cerebral en bebés prematuros - Telecinco.es 
27/01/2014	España, Italia, Alemania y Dinamarca crean una nueva técnica que reduce el riesgo de daño cerebral en bebés

	prematuros - Teinteresa.es 
27/01/2014	Crean una técnica que reduce el riesgo de daño cerebral en bebés prematuros - Saludismo.com 
27/01/2014	Crean una técnica que reduce el riesgo de daño cerebral en bebés prematuros - Que.es 
27/01/2014	España, Italia, Alemania y Dinamarca crean una nueva técnica que reduce el riesgo de daño cerebral en bebés prematuros - Medicinatv.com 
27/01/2014	España, Italia, Alemania y Dinamarca crean una nueva técnica que reduce el riesgo de daño cerebral en bebés prematuros - Lavozlibre.com 
27/01/2014	España, Italia, Alemania y Dinamarca crean una nueva técnica que reduce el riesgo de daño cerebral en bebés prematuros - Lainformacion.com 
27/01/2014	Innovadora técnica que reduce el riesgo de daño cerebral en bebés prematuros - Innovaticias.com 
27/01/2014	España, Italia, Alemania y Dinamarca crean una nueva técnica que reduce el riesgo de daño cerebral en bebés prematuros - Infosalus.com 
27/01/2014	España, Italia, Alemania y Dinamarca. Crean una técnica que reduce el riesgo de daño cerebral en bebés prematuros - Elsemanaldigital.com 
27/01/2014	Desarrollan una técnica innovadora que reducirá el riesgo de daño cerebral en bebés prematuros. La española Loop Business Innovation participa en el proyecto - Elmundofinanciero.com 
27/01/2014	Crean una técnica que reduce el riesgo de daño cerebral en bebés prematuros - Eleconomista.es 
27/01/2014	Crean una nueva técnica que reduce el riesgo de daño cerebral en bebés prematuros - Divulgacionmedica.blogspot.it 
27/01/2014	Crean una técnica que podría reducir el riesgo de daño cerebral en prematuros - Consalud.es 
27/01/2014	Desarrollan una técnica innovadora que reducirá el riesgo de daño cerebral en bebés prematuros - Eldiariodelbebe.es 
28/01/2014	Una técnica que reduce el riesgo de daño cerebral en bebés prematuros - Solidaridaddigital.es 
30/01/2014	Via al progetto europeo BabyLux: costruito uno strumento per ridurre i danni cerebrali nei bambini nati prematuramente - Igeacps.it 
17/02/2014	PicoQuant is partner of the European BabyLux project for premature babies - Adlershof.de 
25/02/2014	Cervello sotto controllo con le fibre ottiche - Corriere.it 
26/02/2014	Neues Messinstrument soll Frühchen vor Behinderungen schützen - Uni-online.de 
26/02/2014	BabyLux - Medport.de 
27/02/2014	Neues Messinstrument soll Frühchen vor Behinderungen schützen - Scinexx.de 
27/02/2014	Forschungsprojekt BabyLux soll Frühchen vor Behinderungen schützen - Familienfreund.de 
27/02/2014	Neues Messinstrument soll Frühchen vor Behinderungen schützen - Kinderkrankenpflege-netz.de 
27/02/2014	Neues Messinstrument soll Frühchen vor Behinderungen schützen - Medizin-aspekte.de 
27/02/2014	Neues Messinstrument soll Frühchen vor Behinderungen schützen - Innovations-report.de 
03/03/2014	Progetto BabyLux, intervista ad Alessandro Torricelli del Dipartimento di Fisica del Politecnico di Milano - RAI 3, TGR Lombardia 
03/03/2014	Optik für die Kleinsten - Pro-physik.de 
03/03/2014	Sauerstoffversorgung unter Aufsicht - Medizin-und-elektronik.de 
06/03/2014	Neues Messinstrument soll Frühchen schützen - Biermann-medizin.de 
06/03/2014	Neues Messinstrument soll Frühchen schützen - Vasomed.net 
10/03/2014	Neues Messinstrument soll Frühchen vor Behinderungen schützen - Optik-bb.de 

Plus 1 TV interview to Prof. Alessandro Torricelli, by the Italian national television station RAI.

- **Video**

While the project video is expected at month 6, short interviews have been shot in Milan during the kick-off meeting. The intent is that of building a series of video clips called “BabyLux Talks”. According to the newsletter editorial plan – that is at month 3, at month 6, at month 12, at month 18, at month 24, at month 30, and at month 36 – an interview will be released.



This is meant to give partners visibility and keep the video gallery updated.

The first BabyLux talk has been uploaded on the website. The series starts with the coordinator, Prof. Alessandro Torricelli from Politecnico di Milano.

See <http://babylux-project.eu/multimedia/video-gallery>