



# BABYLUX

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## Deliverable 6.6 - Dissemination Plan Third Reporting Period

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Project - No 620996

Date 30.06.17

Deliverable 6.4 - Dissemination Plan First Reporting  
Period

Classification PU

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## Table of Contents

<b>INTRODUCTION .....</b>	<b>5</b>
<b>COMMUNICATION STRATEGY.....</b>	<b>6</b>
1.1. Foreward.....	6
1.2. Overview .....	7
1.2.1. WEBSITE .....	10
1.2.2. SOCIAL MEDIA.....	14
1.2.3. PRESS RELEASES AND OUTCOMES.....	19
1.2.4 NEWSLETTER.....	24
1.2.5 INTERVIEWS and VIDEOS .....	27
1.2.6 ARTICLES .....	31
1.2.7 EVENTS.....	32
1.2.8 FINAL EVENT.....	34
1.2.9 UPDATING OF THE COMMUNICATION MATERIAL.....	36
1.2.10 NETWORKING WITH OTHER PROJECTS.....	39
<b>CONCLUSIONS .....</b>	<b>41</b>



## Table of Figures

Figure 1: Communication flow.....	9
Figure 2: Website: homepage .....	10
Figure 3: Home page new element: the “latest news” .....	11
Figure 4: Traffic overview: January 1, 2016 – May 30, 2017 .....	13
Figure 5: General overview: January 1, 2016 – May 30, 2017.....	13
Figure 6: Website access by country: January 1, 2016 – May 30, 2017 .....	14
Figure 7: Website page views: January 1, 2016 – May 30, 2017.....	14
Figure 8: Facebook campaign.....	18
Figure 9: Newsletter n. 6: June – December 2016 .....	25
Figure 10: Newsletter n. 7: January 2017 – June 2017 .....	26
Figure 11: BabyLux video – BabyLux Talks #7 shot in July 2016 .....	28
Figure 12: BabyLux video – BabyLux Talks #8 shot in July 2016 .....	28
Figure 13: BabyLux video – BabyLux Talks #9 shot in February 2017 .....	29
Figure 14: Final event, audience composition .....	35
Figure 15: Leaflet updating .....	37
Figure 16: Edited agenda.....	38
Figure 17: Web banner .....	38
Figure 18: Event folder.....	39



Project - No 620996

Date 30.06.17

Deliverable 6.4 - Dissemination Plan First Reporting Period Classification PU

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## Introduction

This document gives a **REPORT** on the communication activities conducted from month 24 to month 40 of the BabyLux project: from January 2016 to April 2017.

It has been produced according to the **WP6 “Dissemination”** as described in the DOW. The main objective of this WP is to promote wider acceptance of the proposed solution by proper dissemination and communication activities.



## Communication strategy

### 1.1. Foreward

The dissemination procedures detailed in this document represent the partners' ambition to **build consensus and action** around and according to BabyLux project; in a wide variety of ways, by means of promotional materials, events, and through different media. They will be described in the following pages.

In a broader meaning, a communication strategy was designed to:

- **Build awareness**  
making people aware of the work of the project. This was useful for those target audiences that do not require a detailed knowledge of the work.
- **Increase understanding**  
making a number of targeted groups/audiences not only conscious but also involved in the activities carried out within the project. These actors could benefit from what BabyLux has to offer and add value to it, being in a position to "influence" and "bring about change".
- **Lead to action**  
"Action" equals a change of practice resulting from the adoption of products, materials or approaches. These groups/audiences were the end users, those who needed to be equipped with the right knowledge and understanding in order to achieve real change.

We had three year time to increase the awareness of the potential of biophotonics based solutions in the health care sector; to disseminate the results of the project to a **general audience**, to **public authorities**, to **policy makers**, to **scientific and medical communities** (people working in research), to **professional end-users**, and to other relevant **stakeholders** (people working in management and industries).

BabyLux has been a complex and quite interesting project that deserved the right attention. Involving 4 countries the project needed to be disseminate widely and **internationally**. A media team was composed by at least one communication expert per partner. The dissemination is not a static process, indeed, a good dissemination strategy should be flexible and the different activities should be adjusted according to circumstances. It is important that all project partners share a common strategy and benefit from a positive exposure of the project.



1.2. Overview

May 2017	REPORT MONTH 40
PROJECT OVERVIEW	
<b>Need addressed by the project</b>	According to the Global Action Report published by The World Health Organization in 2012, preterm births are <b>15 million every year</b> and rising. About 1.1 million babies die from preterm birth complications and 5-18% is the range of preterm birth rates across 184 countries of the world. More than 80% of preterm births occur between 32-37 weeks of gestation and most of these babies can survive with essential newborn care. <b>More than 75% of deaths of preterm births can be prevented without intensive care.</b>
<b>General objective of the project</b>	BabyLux - An Optical Neuro-Monitor of Cerebral Oxygen Metabolism and Blood Flow for Neonatology - is a project that aims to <b>provide an innovative and reliable tool to monitor and assess brain blood flow and oxygenation in extremely preterm neonates.</b> The device can be brought to the bedside, measurements can be done in a few minutes and repeatedly, if the condition is critical. The project takes up complete R&D works and extends already tested prototypes to the level of demonstrator, bridging the gap between research products and commercialization.
<b>Specific objectives of the project</b>	<p>The system uses <b>photonic technologies</b>, such as diffuse correlation spectroscopy (DCS) and time resolved near-infrared spectroscopy (TRS).</p> <p>This <b>innovative combination</b> provides an accurate state-of-the-art and robustness in TRS, and introduces, for the first time, DCS in a combined instrument. After an initial laboratory demonstration, a trial period in real-life settings will follow, conducted in parallel both at the Mangiagalli Hospital in Milan (Italy) and at the Rigshospitalet in Copenhagen (Denmark). Functioning and benefits will be <b>evaluated by professional end-users</b> during validation tests, carried out in conditions fitting in the clinical workflow, protocols and procedures.</p> <p>Funded by the European Commission under the ICT Policy Support Programme (ICT PSP), as part of the Competitiveness and Innovation Framework Program, BabyLux is a quite demanding challenge, an important initiative lead at an international level in <b>4 different countries</b>: Italy, Spain, Germany and Denmark. The 9 scientific and technical partners involved are: Politecnico di Milano, Fondazione Politecnico di Milano, ICFO-Institute of</p>

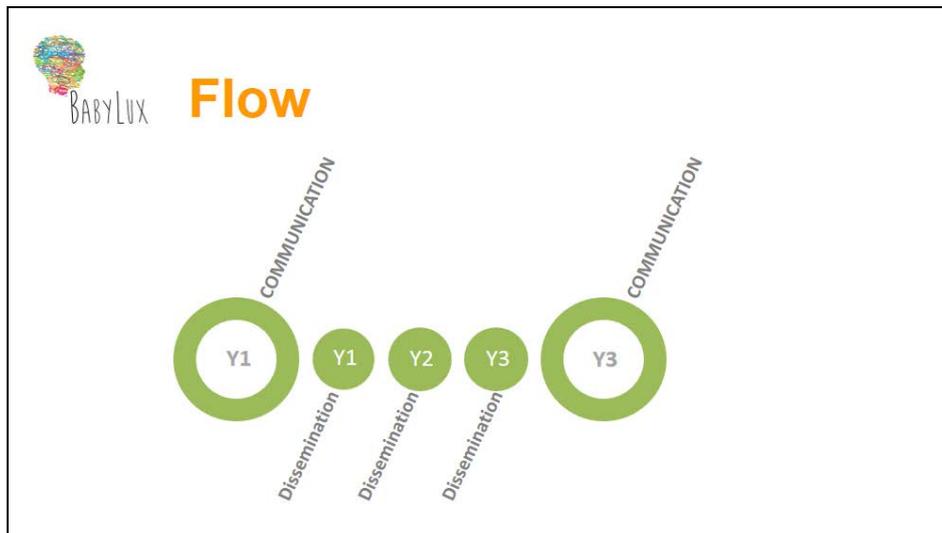


	<p>Photonic Sciences, Fraunhofer Institute for Production Technology IPT, Hemophotonics SL, PicoQuant GmbH, Loop, Capital Region of Denmark and Fondazione IRCCS Ca' Granda Ospedale Maggiore Policlinico.</p> <p>The project lasted <b>3 years</b>, from January 2014 to April 2017.</p>
<p><b>Key messages for communication</b></p>	<ul style="list-style-type: none"> <li>• Innovative instrument</li> <li>• Easy to use</li> <li>• Reliable</li> <li>• Validated and tested by two important hospitals</li> <li>• Developed by a first class partnership</li> <li>• Financed by European Union fundings</li> </ul>
<p><b>Communication objectives</b></p>	<ul style="list-style-type: none"> <li>• <b>BUILD A PROJECT IDENTITY</b></li> <li>• <b>IDENTIFY THE SUITABLE MEDIA FOR DISSEMINATION</b></li> <li>• <b>REACH INTERNATIONAL RESONANCE</b></li> <li>• <b>BE ON TIME AND RELIABLE</b></li> </ul>

The communication strategy has been respected and preserved during the course of the project. It has been carried on after the project formally ended, to guarantee an adequate follow-up. The basic elements, values and key messages, as defined at the beginning of the project, have been respected and maintained in a process of continuous adjustment.

## Activities carried out from month 24 to month 40

Once the “nature” and the “identity” of the project has been established at the beginning of the project (Y1), the second year has been essential in keeping the interest high, especially the one of the scientific community(Y2). The third year has been central both for dissemination and communication: results have been shared both with the scientific and technical community as well as with the general public (Y3).



**Figure 1: Communication flow**

BabyLux ongoing activities have been effectively disseminated and communicated through intertwined and parallel actions as follows:

- **Website and social media**
- **Media coverage**
- **Newsletter**
- **Scientific and technical articles**
- **Interviews and videos**
- **Events / Conferences and Final event**
- **Target groups definition and involvement**
- **Updating of the communication material**
- **Networking with other projects**

**Planning** has been important to pull all the above elements together. All partners have strongly contributed in keeping an **up-to-date dissemination plan**. Information has been

exchanged and shared promptly via email, during the monthly call conferences, at the partners meetings. **All partners have actively organized and taken part to all the communication actions mentioned above.**

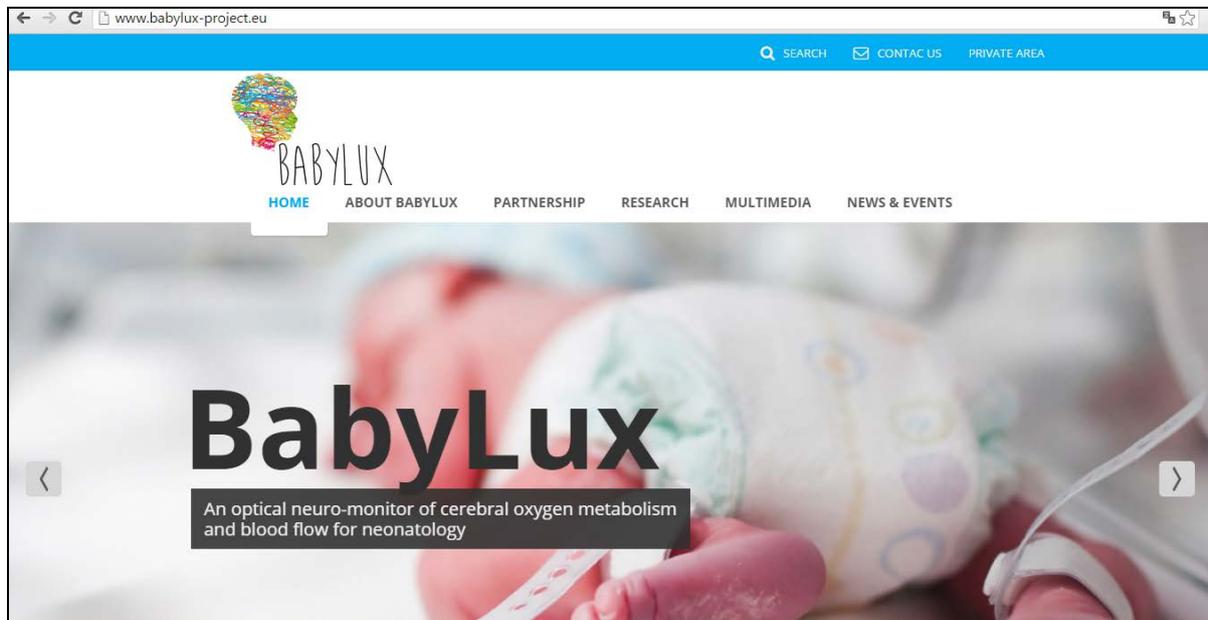
The impact of the dissemination activity has been **assessed** by means of:

- **Measurement** of success;
- **Evaluation** of success and validation of results against key metrics.

### 1.2.1. WEBSITE

Released on March 24, 2014

Available at the URL address: [www.BabyLux-project.eu](http://www.BabyLux-project.eu)



**Figure 2: Website: homepage**

The website is a powerful mean of communication, which means that it is meant for a broad audience. That's why contents are given in a simple and direct way and the tone of voice has been kept as such.

**The structure has slightly changed according to the needs of the project and sections have been updated as indicated below.**

- **HOME PAGE**

The home page has been designed in order to shortly introduce BabyLux project and give relevant information. It has been modified during the course of the last year to:

- Provide quick updates, thus adding a "latest news" module", which has been brought-up-to-date on several occasions, such as:
  - \_the presentation of the device in Copenhagen;t
  - \_the presentation of the device in Milan;

- \_the promotion of the final event;
- \_the event follow-up.



**Figure 3: Home page new element: the “latest news”**

- Broadcast the final event, with a dedicated banner and link to the online streaming;
- Keep resources up-to-date, with the publication of the final brochure.

See: <http://www.babylux-project.eu/>

- **PROJECT**

The section contains 5 sublevel pages, which have been preserved unaltered: Overview, Objectives, Background, Milestones, and Deliverables. The main objectives and goals, data, activities and results of the project are described. Results will be taken into account and integrated, as the website will be kept online for two years more after its formal deadline.

- **MULTIMEDIA**

This section has been constantly updated. Pictures have been added to document the project progress and events, such as :

- Project meeting at Rigshospitalet | Copenhagen, 8-9 June 2016. The device finally reached Copenhagen;
- BabyLux device at Clinical Mangiagalli in Milan, September 2016;
- PolimiOpenLabs - La Fisica e la Matematica scendono in piazza | Milan, 15 October 2016;
- “Light-to-Cure”: Steps from Photonics to Improved Care of Neonates Born Preterm | Milan, 28 April 2017 (final event).

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

Videos have also been added to the video gallery, such as:

- BabyLux Talks #7 | Interviews with Partners: Gorm Greisen, Rigshospitalet and Monica Fumagalli, Fondazione IRCCS Ca' Granda - Ospedale Maggiore Policlinico of Milan
- BabyLux Talks #8 | Interviews with Janni Rise Larsen & Kristian Malvan Frellsen - "The story of Elliot"
- BabyLux Talks #9 | Interviews with Udo Weigel, Ceo of Hemophotonics, and



Paul Borm, Chief Scientific Officer Nano4imaging

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

- **NEWS AND EVENTS**

Previously named “press room” this section has been enriched with:

- 8 new **events**, BabyLux has been widely discussed and presented in a rich variety of contexts. All of them have been indicated on the website as to raise the attention of the target audience before and after the meetings/exhibitions;

- New **press releases**:

\_07/06/2016

*Specialdesignet overvågningsudstyr (BABYLUX Neuromonitor) testes på Rigshospitalet: Skal reducere risikoen for hjerneskade hos for tidligt fødte børn*  
By Rigshospitalet to announce the beginning of the trial phase and the launch of the device in Copenhagen.

\_28/04/2017

*BabyLux, la luce che illumina i bambini prematuri*  
By Fondazione Politecnico di Milano on the occasion of the final event to inform about the project results;

\_22/05/2017

*BabyLux: Lys forude for tidligt fødte børn*  
By Rigshospitalet to inform Danish media about the end of the project and final results;

\_30/05/2017

*BabyLux, the light that brightens the lives of premature babies*  
By Picoquant to inform German media about the end of the project and final results;

\_05/06/2017

*BABYLUX: la luz que ilumina la vida de los bebés prematuros*  
By ICFO to inform Spanish media about the end of the project and final results;

\_05/06/2017

*BABYLUX: la llum que il·lumina la vida dels nadons prematurs*  
By ICFO to inform Catalan media about the end of the project and final results.

\_One more press release by Fraunhofer IPT is about to come and will be added to the website

For the complete list, see: <http://www.babylux-project.eu/press/press-releases>

- New **press reviews**. 35 outcomes have been produced on local and national newspapers. They can be downloaded from the website.  
See: <http://www.babylux-project.eu/press/press-review>



- **Newsletters.** Two more numbers have been issued:  
\_ Newsletter n.7 | January 2017 - June 2017  
"BabyLux, the next step is the market!"  
  
\_ Newsletter n.6 | June 2016 - December 2016  
"The time has come for BabyLux to start the clinical demonstration"  
See: <http://www.babylux-project.eu/press/newsletter>

- **ABOUT**

- Deliverables, if public, have been published on the website. They clearly summarize the state of the art of the project.

See <http://www.babylux-project.eu/about/deliverables>

**Google Analytics** is active to monitor the traffic and the behavior of visitors on the website. Here follow some screen shots with the most relevant data in terms of number of visitors; pageviews and provenance during the third year of the project.

The biggest impact has been registered during April 2017, on the occasion of the final event. Traffic has been generated both before and after the event, thus showing that the promotional campaign and the follow-up campaign have produced results in terms of interest and engagement. On April 28, 2017 the site has been visited by 133 users.

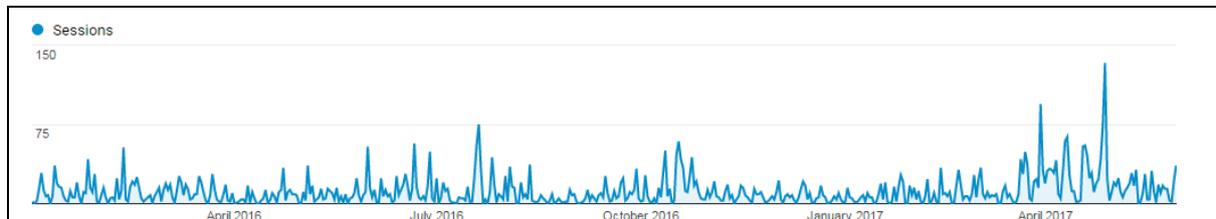


Figure 4: Traffic overview: January 1, 2016 – May 30, 2017

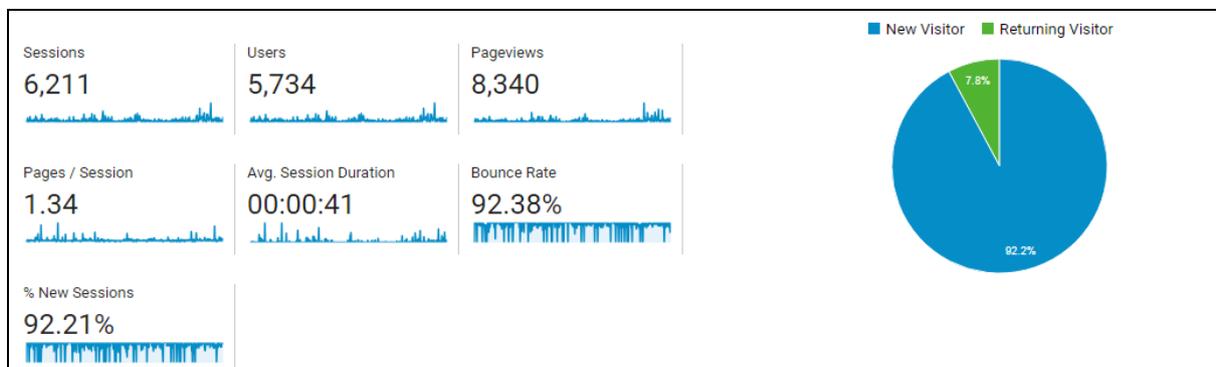


Figure 5: General overview: January 1, 2016 – May 30, 2017



Country	Sessions	% Sessions
1.  Italy	1,747	28.13%
2.  Spain	925	14.89%
3.  Germany	728	11.72%
4.  United States	459	7.39%
5.  United Kingdom	263	4.23%
6.  Japan	262	4.22%
7.  France	245	3.94%
8.  Denmark	165	2.66%
9.  Poland	143	2.30%
10.  Netherlands	140	2.25%

[view full report](#)

**Figure 6: Website access by country: January 1, 2016 – May 30, 2017**

Page Title	Pageviews	% Pageviews
1. Home - Babylux Project	3,637	43.61%
2. Final event - Babylux Project	536	6.43%
3. Overview - Babylux Project	437	5.24%
4. Photo Gallery - Babylux Project	352	4.22%
5. Events - Babylux Project	326	3.91%
6. Photonic Technologies - Babylux Project	279	3.35%
7. Video Gallery - Babylux Project	219	2.63%
8. Newsletter - Babylux Project	213	2.55%
9. Objectives - Babylux Project	185	2.22%
10. Deliverables - Babylux Project	180	2.16%

[view full report](#)

**Figure 7: Website page views: January 1, 2016 – May 30, 2017**

### 1.2.2. SOCIAL MEDIA

Social media have played an important role in promoting the project final phase (third year) to a general audience. A coordinated action has been developed and actively performed by all partners. Fondazione Politecnico has acted as pivot in developing the social media planning and timeline.



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These are the social media accounts that partners have made available and their potential reach (data refer to May 30, 2017):

	TWITTER		FACEBOOK		LINKEDIN	
ICFO @ICFOnians	<a href="https://twitter.com/ICFOnians">https://twitter.com/ICFOnians</a>	3326	<a href="https://www.facebook.com/ICFOnians">https://www.facebook.com/ICFOnians</a>	2020	<a href="https://www.linkedin.com/company/icfo?trk=top_nav_home">https://www.linkedin.com/company/icfo?trk=top_nav_home</a>	2018
FRAUNHOFER IPT @FraunhoferIPT	<a href="https://twitter.com/fraunhofeript">https://twitter.com/fraunhofeript</a>	1010	<a href="https://de-de.facebook.com/FraunhoferIPT?sk=wall">https://de-de.facebook.com/FraunhoferIPT?sk=wall</a>	1155	<a href="https://www.linkedin.com/company/fraunhofer-ipt">https://www.linkedin.com/company/fraunhofer-ipt</a>	1117
LOOP @loop_cn	<a href="https://twitter.com/loop_cn">https://twitter.com/loop_cn</a>	729	<a href="https://www.facebook.com/LoopCN">https://www.facebook.com/LoopCN</a>	247	<a href="https://www.linkedin.com/company-beta/321698/">https://www.linkedin.com/company-beta/321698/</a>	969
REGION H @RegionH	<a href="https://twitter.com/RegionH">https://twitter.com/RegionH</a>	8096	<a href="https://www.facebook.com/RegionHovedstade">https://www.facebook.com/RegionHovedstade</a>	14853		7700
MANGIAGALLI			<a href="https://it-it.facebook.com/pages/Fondazione-IRCCS-Ca-Granda-Ospedale-Maggiore-Policlinico/351484081567839">https://it-it.facebook.com/pages/Fondazione-IRCCS-Ca-Granda-Ospedale-Maggiore-Policlinico/351484081567839</a>	902		
FPM	<a href="https://twitter.com/FondaPolimj">https://twitter.com/FondaPolimj</a>	1730	<a href="https://www.facebook.com/Fondazione.Politecnico.di.Milano?fref=ts">https://www.facebook.com/Fondazione.Politecnico.di.Milano?fref=ts</a>	1724		
HEMOPHOTONICS						
PICOQUANT		14891		20901		11804

The editorial plan has been developed according to the following milestones:

Tool in Copenhagen	June 22	Twitter; Facebook
Testimonial: Deanna Fei	June 29	Twitter; Facebook
Newsletter	July 18	Twitter; Facebook
Tool in Copenhagen - first feedbacks	July 27	Twitter; Facebook
Final event announcement	August 3	Twitter; Facebook
Tool in Milan - anticipation	August 31	Twitter; Facebook
The tool in Milan	September 19	Twitter; Facebook
Euronews footage	September 26	Twitter; Facebook
World Prematurity Day	17 November	Twitter; Facebook
Event promotion	03 March 2017 23 March 2017 31 March 2017 03 April 2017 06 April 2017 13 April 2017 20 April 2017 28 April 2017	Twitter; Facebook
Event follow-up	May 31 ONWARDS	Twitter; Facebook



As per results on partners' accounts, the social media campaign reached about **20,000 people** (potential reach) and got more than **2,000 interactions** (reactions to the news with likes or retweets or comments).

### **#BABYLUXPROJECT and #BABYLUX on Twitter**

#### POST EVENT

<https://twitter.com/FondaPoliMi/status/869866928285863936>

#### FINAL EVENT - LIVE TWITTING

<https://twitter.com/FondaPoliMi/status/857903654195605504>

<https://twitter.com/FondaPoliMi/status/857898690979221504>

<https://twitter.com/FondaPoliMi/status/857882494951194625>

[https://twitter.com/loop\\_cn/status/857857641606938624](https://twitter.com/loop_cn/status/857857641606938624)

<https://twitter.com/ICFOnians/status/857854731187834881>

#### FINAL EVENT - ANNOUNCEMENT

<https://twitter.com/ICFOnians/status/857606274111995904>

[https://twitter.com/loop\\_cn/status/857257206672224256](https://twitter.com/loop_cn/status/857257206672224256)

<https://twitter.com/FondaPoliMi/status/855079073424527360>

<https://twitter.com/FondaPoliMi/status/849951932689108992>

[https://twitter.com/loop\\_cn/status/844944606580092928](https://twitter.com/loop_cn/status/844944606580092928)

<https://twitter.com/FondaPoliMi/status/844942727368314881>

#### FINAL EVENT - FOLLOWUP

<https://twitter.com/policlinicoMI/status/859390064283049984>

<https://twitter.com/ICFOnians/status/872094971490435073> (INTERACTION: 12)

<https://twitter.com/ICFOnians/status/874156129147924480>

<https://twitter.com/ICFOnians/status/874266359269658624>

<https://twitter.com/ELETimes/status/869499326644367360>

<https://twitter.com/camillacolombo9/status/858282476745175040>

<https://twitter.com/FraunhoferIPT/status/874244107174019072>

#### MISCELLANEOUS

<https://twitter.com/FondaPoliMi/status/848930419995279360>

[https://twitter.com/openmind\\_eu/status/834011637468299264](https://twitter.com/openmind_eu/status/834011637468299264)

<https://twitter.com/FondaPoliMi/status/831527227984576513>

<https://twitter.com/FondaPoliMi/status/811153436179890176>

<https://twitter.com/FondaPoliMi/status/801411149967327233>

<https://twitter.com/FondaPoliMi/status/799253388894633985>

<https://twitter.com/ICFOnians/status/799153638027493376>

[https://twitter.com/loop\\_cn/status/788676842677006337](https://twitter.com/loop_cn/status/788676842677006337)

<https://twitter.com/FondaPoliMi/status/786973611835985920>

<https://twitter.com/FondaPoliMi/status/786209038635638788>

<https://twitter.com/FondaPoliMi/status/780756114682048513>

<https://twitter.com/FondaPoliMi/status/780414963374587904>

<https://twitter.com/FondaPoliMi/status/778619853003452417>

<https://twitter.com/FondaPoliMi/status/778532898878132224>

[https://twitter.com/loop\\_cn/status/762574235755802624](https://twitter.com/loop_cn/status/762574235755802624)



<https://twitter.com/FondaPoliMi/status/760771114893242368>  
[https://twitter.com/loop\\_cn/status/745662825385828356](https://twitter.com/loop_cn/status/745662825385828356)  
<https://twitter.com/FondaPoliMi/status/758572049380048896>  
<https://twitter.com/pjbarc/status/874264510424645632>  
<https://twitter.com/FondaPoliMi/status/755344630573662208>  
<https://twitter.com/FondaPoliMi/status/748517116261900288>  
<https://twitter.com/FondaPoliMi/status/745566556923506688>

### #BABYLUX ON FACEBOOK

#### FINAL EVENT - LIVE

<https://www.facebook.com/groups/SfNIRS/permalink/1447243228631268/?match=I2JhYnlsdXhwcm9qZWN0>  
<https://www.facebook.com/ICFOnians/photos/a.274459805964808.64340.136416713102452/1351081494969295/?type=3&theater>

#### FINAL EVENT - ANNOUNCEMENT

<https://www.facebook.com/Fondazione.Politecnico.di.Milano/posts/1472855072749579?match=I2JhYnlsdXhwcm9qZWN0LGJhYnlsdXhwcm9qZWN0>  
<https://www.facebook.com/Fondazione.Politecnico.di.Milano/photos/a.295258093842622.59810.197989883569444/1451076861594067/?type=3&theater>

#### FINAL EVENT - FOLLOWUP

<https://www.facebook.com/Fondazione.Politecnico.di.Milano/posts/1553130201388732?match=I2JhYnlsdXhwcm9qZWN0LGJhYnlsdXhwcm9qZWN0>  
<https://www.facebook.com/Fondazione.Politecnico.di.Milano/posts/1506364359398650?match=I2JhYnlsdXhwcm9qZWN0LGJhYnlsdXhwcm9qZWN0>  
<https://www.facebook.com/ICFOnians/posts/1385293298214781?match=I2JhYnlsdXhwcm9qZWN0LGJhYnlsdXhwcm9qZWN0>

#### MISCELLANEOUS

<https://www.facebook.com/Fondazione.Politecnico.di.Milano/posts/1228481757186913?match=I2JhYnlsdXhwcm9qZWN0>  
<https://www.facebook.com/Fondazione.Politecnico.di.Milano/posts/1240452152656540?match=YmFieWx1eHB5b2plY3Q%3D>  
<https://www.facebook.com/Fondazione.Politecnico.di.Milano/photos/a.295258093842622.59810.197989883569444/1467043216664098/?type=3&theater>  
<https://www.facebook.com/Fondazione.Politecnico.di.Milano/photos/a.295258093842622.59810.197989883569444/1406696619365425/?type=3&theater>  
<https://www.facebook.com/ICFOnians/posts/1185691164841663?match=I2JhYnlsdXhwcm9qZWN0LGJhYnlsdXhwcm9qZWN0>  
<https://www.facebook.com/Fondazione.Politecnico.di.Milano/photos/a.295258093842622.59810.197989883569444/1139547886080301/?type=3&theater>  
<https://www.facebook.com/Fondazione.Politecnico.di.Milano/photos/a.295258093842622.59810.197989883569444/1484512921583794/?type=3&theater>  
<https://www.facebook.com/Fondazione.Politecnico.di.Milano/posts/146233320468421?match=I2JhYnlsdXhwcm9qZWN0LGJhYnlsdXhwcm9qZWN0>  
<https://www.facebook.com/Fondazione.Politecnico.di.Milano/posts/1249770305058058?match=I2JhYnlsdXhwcm9qZWN0LGJhYnlsdXhwcm9qZWN0>

<https://www.facebook.com/Fondazione.Politecnico.di.Milano/videos/1288344161200672/>  
<https://www.facebook.com/Fondazione.Politecnico.di.Milano/photos/a.295258093842622.59810.197989883569444/1149903688378054/?type=3&theater>  
<https://www.facebook.com/Fondazione.Politecnico.di.Milano/videos/1288344161200672/>  
<https://www.facebook.com/Fondazione.Politecnico.di.Milano/posts/1495966827105070?match=I2JhYnlldXhwcm9qZWNOLGJhYnlldXhwcm9qZWNO>

An additional ad-hoc campaign on Facebook has also been taken into account to promote the final event. As shown below, it has reached **11,000 people**.



**Figure 8: Facebook campaign**

The campaign addressed:

- Potential audience: 3.500.000 contacts
- Interests: Maternity, Midwifery, Premature Babies, Maternity, I am Pregnant, Obstetrics (Medicine), Your Pregnancy Magazine, Birth, Being Pregnant, Pregnancy & Birth (magazine), Neonatology, Photonics, Neonatal Nursing, Prenatal Care, Obstetrical Nursing , Premature Premature Eating, IEEE Photonics Society, Birth, Pregnancy, Neonatal Intensive Care Unit, Obstetrics and Gynaecology, Premature Babies Live Help, Pediatrics, Global Alliance to Prevent Prematurity and Stillbirth or World Prematurity Day
- Field of study: Pediatrics
- Job title: Pediatric Registered Nurse, Neonatologist, NICU RN, BSN, NICU Nurse, ER/Trauma Nurse, Registered Nurse-Emergency Department, Emergency Nurse,



Staff Registered Nurse, Pediatric RN, Emergency Department RN (Emergency Department Registered Nurse) o Midwife (obstetrics)

- People reached: 11,000
- Views: 96
- Replies: 88
- 7 participants + 57 interested + 2 likes

### 1.2.3. PRESS RELEASES AND OUTCOMES

As per the initial phase, the final step of the project is fundamental in dealing with the media. A **final press release** has been written with the contribution of all partners. It has initially been distributed to the Italian media on occasion of the final event (April 28). Translations and adjustments have then followed in Danish, German and Spanish in order to be distributed to local media.

\_07/06/2016

*Specialdesignet overvågningsudstyr (BABYLUX Neuromonitor) testes på Rigshospitalet: Skal reducere risikoen for hjerneskade hos for tidligt fødte børn*  
By Rigshospitalet to announce the beginning of the trial phase and the launch of the device in Copenhagen.

\_28/04/2017

*BabyLux, la luce che illumina i bambini prematuri*  
By Fondazione Politecnico di Milano on the occasion of the final event to inform about the project results;

\_22/05/2017

*BabyLux: Lys forude for tidligt fødte børn*  
By Rigshospitalet to inform Danish media about the end of the project and final results;

\_30/05/2017

*BabyLux, the light that brightens the lives of premature babies*  
By Picoquant to inform German media about the end of the project and final results;

\_05/06/2017

*BABYLUX: la luz que ilumina la vida de los bebés prematuros*  
By ICFO to inform Spanish media about the end of the project and final results;

\_05/06/2017

*BABYLUX: la llum que il·lumina la vida dels nadons prematurs*  
By ICFO to inform Catalan media about the end of the project and final results.

\_12/06/2017

*Forschungsprojekt BabyLux: Neues Messinstrument schützt Frühgeborene vor Gehirnschädigungen*



Project - No 620996

Date 30.06.17

Deliverable 6.4 - Dissemination Plan First Reporting  
Period

Classification PU

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See: <http://www.babylux-project.eu/press/press-releases>

The final press release has been sent out to the following list of contacts (please note that the list is incomplete. ICFO'S and Fraunhofer's media contacts will be added when ready as the media campaign hasn't been completed yet. Additional info will follow and will be presented during the project review meeting in Bruxelles, on July 2017):

**ITALY (by FPM):**

BENESSERE.COM

ITALIASALUTE.IT

PIAZZA SALUTE.IT

REPUBBLICA.IT\_SALUTE

SAPERESALUTE.IT

FOCUS.IT

CLICMEDICINA

IL NUOVO MEDICO D'ITALIA ONLINE

JOURNAL OF PRENATAL MEDICINE

MEDICI ITALIA.IT

MEDICINA360

MEDICINAOLTRE

PAGINEMEDICHE.IT

GIORNALE ITALIANO DI OSTETRICIA E GINECOLOGIA

IL PEDIATRA

OK - SALUTE E BENESSERE

PIU' SANI E PIU' BELLI

SORRISI E SALUTE

STARBENE

FOCUS

LE SCIENZE

SCIENZA TECNICA

ADNKRONOS

AGI

ANSA

ASKANEWS

IL SOLE 24 ORE RADIOCOR

ITALPRESS

BLOOMBERG

BRAINFACTOR

MEDIA VIDEO NEWS

OMNIMILANO

REDATTORE SOCIALE

REUTERS NEWS

GOOD NEWS AGENCY

AGENZIA INTERNEWS

PRIMA PAGINA NEWS

PRIMAPRESS

NOVE COLONNE

TELEPRESS

AVVENIRE



Project - No 620996

Date 30.06.17

Deliverable 6.4 - Dissemination Plan First Reporting  
Period

Classification PU

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CORRIERE DELLA SERA  
IL FATTO QUOTIDIANO  
IL GIORNALE  
IL GIORNO  
QN  
LA REPUBBLICA  
LA STAMPA  
SOLE24ORE  
LIBERO  
EURONEWS  
RAINEWS  
SUPERQUARK  
RAI 3 REGIONE  
RADIO 3 SCIENZA  
LA STAMPA  
Tuttoscienze (supplemento La Stampa)  
WIRED  
COSMOPOLITAN  
DONNA MODERNA  
GIOIA  
GLAMOUR  
GRAZIA  
INTIMITA'  
IO DONNA  
MARIE CLAIRE  
NOI DONNE  
VANITY FAIR  
VISTO  
QUIMAMME  
DOLCE ATTESA  
IO E IL MIO BAMBINO  
BAMBINO NATURALE  
NOSTRO FIGLIO (MONDADORI)  
MAMMOLE  
GIOVANI GENITORI  
GENITORI CHANNEL  
MAMMA FELICE  
SUPERMAMMA  
PAGINE MAMMA  
BIMBI SANI E BELLI  
BENESSEREBLOG  
QUOTIDIANOSANITA.IT  
CICOGNASPRINT.IT  
BUONANASCITAONLUS.ORG  
NATIPERCRESCE.EU  
PIANETAMAMMA.IT  
MAMMEDOMANI.IT

**GERMANY (by PICOQUANT):**



AZO Networks  
Electro Optics  
Laser Systems Europe  
GIT Lab. Journal Portal  
Laser Live  
LaserFocusWorld  
BioOptics World  
OptoIQ  
Microscopy & Analysis  
novuslight.com (Novus Light Technologies Today)  
Physics today  
physicsworld.com  
Spectroscopy Europe/Asia  
Photonics Online  
Photonics Spectra  
Imaging & Microscopy  
Cluster Optik (optik-bb.de)  
Photonik  
Physik Journal  
Optik + Photonik  
Laser Technik Journal  
BIOspektrum  
optics.org  
<http://www.adlershof.de/>  
<http://www.biophotonics.world/>

In terms of results, **30 press outcomes** have been obtained so far. The records are still partial. Numbers will be updated on the occasion of the project review meeting in July 2017 and press outcomes will be added to the website when ready.

Date	Newspaper/magazine	Article
13/06/2017	Espacio Logopedico	LUZ PARA LOS BEBES PREMATUROS
12/06/2017	Diario de Córdoba	LUZ PARA LOS BEBES PREMATUROS
11/06/2017	El Periodico	LLUM PER ALS NADONS PREMATURS
11/06/2017	El Periodico	LUZ PARA LOS BEBES PREMATUROS
13/06/2017	EurekAlert! The Global Source for Science News	BABYLUX: THE LIGHT THAT BRIGHTENS THE LIVES OF PREMATURE BABIES BABYLUX AIMS TO REDUCE RISK OF BRAIN LESIONS IN EXTREMELY PRETERM BABIES
31/05/2017	News Medical	PREMATURE BABIES ARE IN MORE SAFE HAND WITH BABYLUX
30/05/2017	Eletimes.com	PICOQUANTS LICHT HILFT FRÜHGEBORENEN
30/05/2017	Adelshof	BABYLUX, THE LIGHT THAT BRIGHTENS THE LIVES OF PREMATURE BABIES
30/05/2017	Biophotonic.world	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO
02/05/2017	Padovanews.it	

Deliverable 6.4 - Dissemination Plan First Reporting Period  
Classification PU

01/05/2017	Gravita-Zero.org	BABYLUX: LA LUCE CHE ILLUMINA I BAMBINI PREMATURI
29/04/2017	Oggitreviso.it	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO.
28/04/2017	Affaritaliani.it	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO
28/04/2017	Arezzoweb.it	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO
28/04/2017	Gosalute.it	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO
28/04/2017	Ildubbio.news	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO
28/04/2017	Ilfoglio.it	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO
28/04/2017	Impresamia.com	INNOVAZIONE-PROGETTO UE: BABYLUX, LA LUCE CHE ILLUMINA I BAMBINI PREMATURI...
28/04/2017	Intrage.it	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO
28/04/2017	Italpress.com	POLITECNICO DI MILANO: UN PROGETTO PER "ILLUMINARE" CERVELLO BIMBI PREMATURI
28/04/2017	Lasaluteinpillole.it	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO
28/04/2017	Lasicilia.it	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO
28/04/2017	Meteoweb.eu	RICERCA: MILANO TESTA "BABYLUX", LA LUCE CHE MONITORA I BEBE' PREMATURI
28/04/2017	Padovanews.it	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO
28/04/2017	paginemediche.it	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO
28/04/2017	Paginemonaci.it	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO
28/04/2017	Panorama.it	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO
28/04/2017	SassariNotizie.com	14:33   SALUTE   LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO

Other press releases, prior to the final event, are:

- 13/02/2017  
*La fotónica tiene gran potencial para impulsar la nanomedicina*  
In "Diario Medico" (printed version)
- 16/10/2016  
*Babylux, una herramienta para mejorar el cuidado de los bebés prematuros*  
In Euronews
- 17/10/2016  
*New ray of hope for premature babies*



- In Euronews.com
- 03/06/2016  
*There's plenty of light at the bottom: statistics of photon penetration depth in random media*  
In Scientific report, a Nature Research Journal
- 28/06/2016  
*BABYLUX: Innovativo progetto EU che unisce fotonica e medicina per difendere la vita dei bambini prematuri*  
In Assolombarda - Newsletter Ricerca e Innovazione

All things considered, BabyLux has obtained an excellent visibility on traditional media with a total amount of **35 hits**, in 2016 and 2017 only.

#### 1.2.4 NEWSLETTER

According to the DOW, 2 newsletters have been edited and distributed:

- Newsletter n.6 | June 2016 - December 2016  
"The time has come for BabyLux to start the clinical demonstration"
- Newsletter n.7 | January 2017 - June 2017  
"BabyLux, the next step is the market!"

The newsletters can be **downloaded** from the website at <http://www.babylux-project.eu/press/newsletter>

People can **subscribe** at the same url as above.

The concept, the structure and the tone of voice have been maintained unaltered. That is, every newsletter hosts :

- A « news » section ;
- a « double interview » comparing the opinions of both partners and stakeholders on the same topic (an internal and an external point of view on the project);
- a « video clip » (composing a seires of interview called "BabyLux Talks ").

#### **JUNE - DECEMBER 2016**

This issue focused on clinical demonstration, which was a highly significant goal for the project. In this issue, we have decided to compare the opinion of clinicians and the one of parents, being both active players in this phase of the project.

Table of contents:

- **News**
- INTERVIEWS:  
Partner: **Rigshospitalet & Mangiagalli**  
GORM GRIESEN, Professor of Paediatrics at the Department of Neonatology at The Juliane Marie Centre, Rigshospitalet, Copenhagen University Hospital and the University of Copenhagen (Denmark); MONICA FUMAGALLI, Neonatologist at the Neonatology and Neonatal Intensive Care Unit at Fondazione IRCCS Ca' Granda - Ospedale Maggiore Policlinico of Milan, Italy.  
Stakeholders: **JANNI RISE LARSEN & KRISTIAN MALVANG FRELLSEN**, parents

of a preterm baby born at Rigshospitalet (Elliott's mom and dad); **DEANNA FEI**, Author of "Girl in Glass: How My 'Distressed Baby' Defied the Odds, Shamed a CEO, and Taught Me the Essence of Love, Heartbreak, and Miracles".

- **Events**

Download this newsletter at

[http://www.babylux-project.eu/images/pdf/06\\_Newsletter\\_BabyLux.pdf](http://www.babylux-project.eu/images/pdf/06_Newsletter_BabyLux.pdf)

You can watch the **BabyLux Talk # 7** and **BabyLux Talk # 8** here:

<https://www.youtube.com/watch?v=8RogmF7NDDM>

<https://www.youtube.com/watch?v=20UTbMY2uJI>



Figure 2: Newsletter n. 6: June – December 2016

## DECEMBER 2015 – JUNE 2016

Since the project is reaching its final steps, this last newsletter was dedicated to the market analysis in order to identify future business opportunities.

Table of contents:

- **News**
- **Focus on the market**
- **INTERVIEWS:**
  - Partner: **Hemophotonics**  
Spin-off of the ICFO-Institute of Photonic Sciences, will draw up an exploitation plan, the DCS system customization and control software adaptation to commercialize and further develop the final prototype.
  - Stakeholder: **Nano4imaging**  
Nano4imaging has a great experience in medical devices. It is a startup company based in Aachen. Its focus area is minimally invasive medical devices. It plays the same role as Hemophotonics in other EU financed projects.
- **Events**

Download this newsletter at

[https://www.babylux-project.eu/images/pdf/06\\_Newsletter\\_BabyLux.pdf](https://www.babylux-project.eu/images/pdf/06_Newsletter_BabyLux.pdf)

You can watch the **BabyLux Talk # 7** and **BabyLux Talk # 8** here:

<https://www.youtube.com/watch?v=8RoqmF7NDDM>

<https://www.youtube.com/watch?v=20UTbMY2uJI>



**Figure 3: Newsletter n. 7: January 2017 – June 2017**

In terms of results, the newsletter has been distributed to **about 800** contacts, variously addressing the project's target groups as stated in the DOW.

Subject	Total Recipients	Successful Deliveries	Unique Opens	Total Clicks
BabyLux project, the next step is the market!   Newsletter n. 7	939	865	188	180
BabyLux project   The clinical demonstration has started   Newsletter n. 6	827	779	140	169

Target groups addressed (last mailing list update) are described below:

Parents_Associations-Organisations	119
Healthcare	324
Scientific_Associations	68
Authorities	79
From PARTNERS	22
EN_NEWSLETTER	3
Medical_Associations	147
Contacts from ICT_LISBON_2015	9



Contacts from OSA	71
Contacts from EAPS_BARCELONA	71
From PARTNERS	22

### 1.2.5 INTERVIEWS and VIDEOS

Having its own **You Tube channel**, BabyLux has used video clips to interview and therefore to involve stakeholders in the project. During the first year BabyLux has been commented, endorsed and criticized by:

- PUBLIC ADMINISTRATION (Mario Melazzini, Lombardy Region);
- CLINICIANS (Daniel Licht, Children's Hospital Philadelphia).

During the second year, more stakeholders have joined BabyLux interview series:

- BUSSINESS – Frank Depiereux, Fionec ;
- EU COMMUNITY – Tanya Nikolova, Photonics Unit ;
- SCIENTIFIC COMMUNITY – Roberta Ramponi, Photonics 21 and CNR ;
- GENERAL PUBLIC – comments by the public opinion.

In the third year, other target groups have been taken into account, such as :

- **PARENTS** – JANNI RISE LARSEN & KRISTIAN MALVANG FRELLSEN, parents of a preterm baby born at Rigshospitalet; **DEANNA FEI**, Author of "Girl in Glass: How My 'Distressed Baby' Defied the Odds, Shamed a CEO, and Taught Me the Essence of Love, Heartbreak, and Miracles";
- **BUSINESS | MEDICAL DEVICES**– Paul Borm, Nano4Imaging.

All interviews can be downloaded here :

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



Figure 4: BabyLux video – BabyLux Talks #7 shot in July 2016



Figure 5: BabyLux video – BabyLux Talks #8 shot in July 2016



Figure 6: BabyLux video – BabyLux Talks #9 shot in February 2017

BabyLux YouTube channel is now composed of two **playlists**:

- **BabyLux Talks**, which is a collection of all the nine episodes released during the project lifetime (interviews with partners and stakeholders as mentioned above) ;

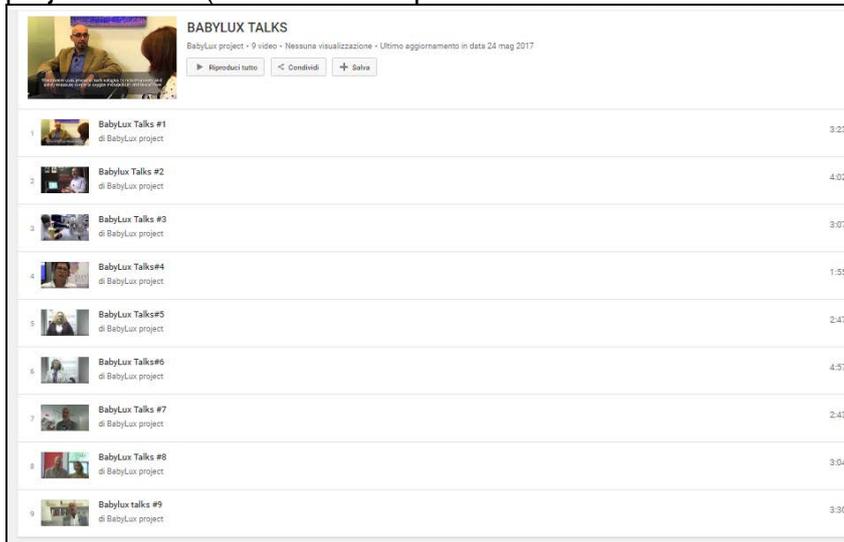
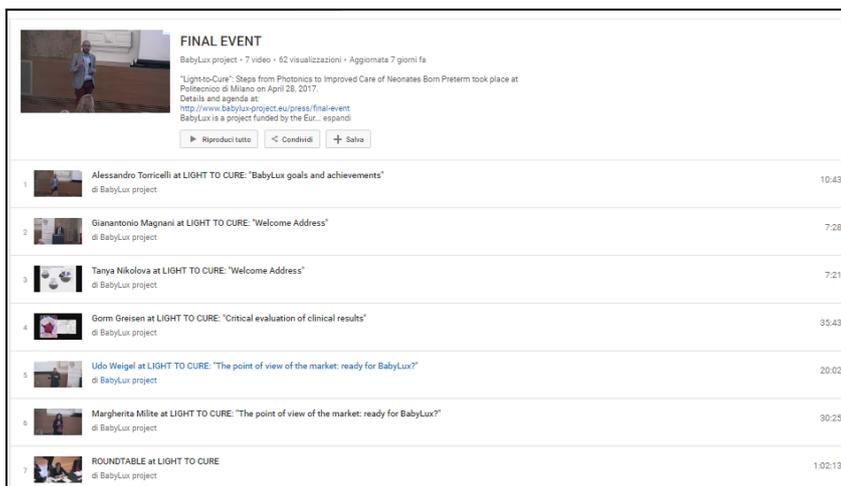


Figure 14: BabyLux Talks Play List

- **BabyLux Final Event**, which is a collection of all the speeches given during the project final event that took place in Milan on April 2017. The playlist is composed by 7 video clips :
  - **Gianantonio Magnani**, President, Fondazione Politecnico di Milano, Welcome Address

- **Tanya Nikolova**, Photonics Unit, European Commission, Welcome Address
- **Alessandro Torricelli**, Department of Physics, Politecnico di Milano, Speech : « BabyLux goals and achievements »
- **Gorm Greisen**, Department of Neonatology, Rigshospitalet, Copenhagen, Speech : « Critical evaluation of clinical results »
- **Roundtable**, with the participation of Turgut Durduran, ICFO, Institute of Photonic Sciences, Castelldefels, Barcelona ; Adelina Pellicer, Hospital Universitario La Paz, Madrid ; Heidrun Wabnitz, PTB (Physikalisch-Technische Bundesanstalt Braunschweig), Berlin ; Martin Wolf, University Hospital Zurich
- **Udo Weigel**, HemoPhotonics SL, The point of view of the market: ready for BabyLux?
- **Margherita Milite**, Siemens Healthineers, The point of view of the market: ready for BabyLux?



**Figure 15: BabyLux Final Event Play List**

In terms of results, the videos released during the third year only (talks+event) got 209 visualizations, compared with a total amount of 2,192 visualizations so far (data refer to May 31, 2017). Here follow the analytics of the YouTube Channel during its whole lifetime.

VIDEO	VISUALIZATIONS
BabyLux   Project video	817
BabyLux Talks #1	463
BabyLux Talks #2	291
BabyLux Talks #3	145
BabyLux Talks #7	78
BabyLux Talks#5	72
BabyLux Talks #8	71
BabyLux Talks#6	70
BabyLux talks #9	49



BabyLux Talks#4	47
Gianantonio Magnani at LIGHT TO CURE: "Welcome Address"	14
Udo Weigel at LIGHT TO CURE: "The point of view of the market: ready for BabyLux?"	13
Margherita Milite at LIGHT TO CURE: "The point of view of the market: ready for BabyLux?"	16
Alessandro Torricelli at LIGHT TO CURE: "BabyLux goals and achievements"	20
Tanya Nikolova at LIGHT TO CURE: "Welcome Address"	7
Gorm Greisen at LIGHT TO CURE: "Critical evaluation of clinical results"	8
ROUNDTABLE at LIGHT TO CURE	11
Udo Weigel at LIGHT TO CURE	0
Margherita Milite at LIGHT TO CURE	0
<b>OVERALL NUMBER OF VISUALIZATIONS ON BABYLUX CHANNEL</b>	<b>2192</b>

### 1.2.6 ARTICLES

Scientific partners involved in the project have disseminated BabyLux on dedicated, international journals to selected target groups. Here follows the list of 2016 and 2017 publications:

#### 2016

- NATURE / Scientific Reports

“There’s plenty of light at the bottom: statistics of photon penetration depth in random media”

Abstract at: <http://www.nature.com/articles/srep27057>

Authors: Fabrizio Martelli, Tiziano Binzoni, Antonio Pifferi, Lorenzo Spinelli, Andrea Farina & Alessandro Torricelli

Published: 03 June 2016

Scientific Reports is an online, open access journal from the publishers of Nature. It publishes scientifically valid primary research from all areas of the natural and clinical sciences.

Citation: Martelli, F. et al. There’s plenty of light at the bottom: statistics of photon penetration depth in random media. Sci. Rep. 6, 27057; doi: 10.1038/srep27057 (2016).

- Journal of Biomedical Optics

“New frontiers in time-domain diffuse optics, a review,”

Abstract at: <http://biomedicaloptics.spiedigitallibrary.org/article.aspx?articleid=2529883>

Authors: Antonio Pifferi, Davide Contini, Alberto Dalla Mora, Andrea Farina, Lorenzo Spinelli, Alessandro Torricelli

Published: September 2016

The Journal of Biomedical Optics (JBO) publishes peer-reviewed papers on the use of modern optical technology for improved health care and biomedical research.

Citation: Pifferi, A. et al., New frontiers in time-domain diffuse optics, a review, J. Biomed. Opt. 21(9), 091310 (2016), doi: 10.1117/1.JBO.21.9.091310.

- SPIE Newsroom



"BabyLux: shining light on premature babies"

At: <http://newsroom.spie.org>

Online technology news service with content designed to complement that of archival journals and proceedings on one hand and conventional science journalism on the other. The aim is to allow ideas to propagate widely through the technical community, allowing cross-fertilization of disciplines, by making them accessible.

Author: Alessandro Torricelli

## 2017

Papers in preparation for international peer-reviewed journals:

Technical papers from WP2-WP4:

- 1) system description: a paper on a technical / physical / engineering journal with description of the system, basic characterization of phantom and on adult volunteer (e.g. cuff occlusion).
- 2) Sensitivity of TRS and DCS: a paper describing the sensitivity to errors in the estimate of the optical properties.

Clinical papers from WP5

- 3) c-section: results of measurements after birth.
- 4) reproducibility: results of multiple re-positioning experiment.
- 5) ventilation: results of the ventilation experiment

### 1.2.7 EVENTS

The participation to events and international conferences has been a powerful and effective vehicle of communication in 2016 and 2017. BabyLux has been presented, discussed and commented during the course of **8 events**. All of them have been announced on the project website, where they are still accessible at the following url: <http://www.babylux-project.eu/press/2014-02-07-11-42-07>

3-4 May 2017

#### **HEALTHIO**

Barcellona, Spain

In May 2017, Fira de Barcelona became the hub of healthcare innovation. Nurses and other healthcare professionals got first-hand knowledge of the latest medical developments, new products, technologies and ideas for improving patient health. BabyLux took part to the event.

\*\*\*

1-4 April 2017

#### **28th Symposium on Cerebral Blood Flow, Metabolism and Function | 13th Conference on Quantification of Brain Function with PET**

Berlin, Germany

The abstract "Baseline haemodynamic and optical properties of the newborn brain and the reproducibility of the measurements: a preliminary report from the BabyLux project" was presented in the "Cerebral ischemia: clinical" session on April 3rd.



\*\*\*

15 October 2016

**PolimiOpenLabs - La Fisica e la Matematica scendono in piazza**

Milan, Italy

For those interested in the world of physics, mathematics and its applications, Politecnico di Milano organized guided tours of its research laboratories, entertaining and stimulating activities, experiments to introduce visitors of all ages to world of science. BabyLux was there.

\*\*\*

13 October 2016

**fNIRS 2016**

Paris, France

The Society for functional near-infrared spectroscopy (SfNIRS) is a professional organization of basic and clinical scientists who seek to understand the functional properties of biological tissues, especially the brain, using optical methods. The aim of the Society is to promote the exchange of ideas, interdisciplinary collaboration, and education. Gorm Greisen (Capital Region of Denmark) gave an invited talk on October 16, "Testing the benefit and harms of cerebral oxygenation monitoring in preterm infants", during the 2016 fNIRS conference.

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30-31 May 2016

**Biomedica 2016 – Make the health care field of tomorrow today**

Aachen, Germany

Biomedica, The Euregional LifeSciences summit, started in 2007, as the first Euregional conference on Lifesciences and Medical Technology. This was the tenth year that companies and organizations from the Life Sciences fields presented their innovations to a thousand mainly European trade visitors, ranging from health care center representatives and investors to politicians and government officials. Fraunhofer IPT attended the event.

\*\*\*

25/28 April 2016

**OSA Biomed**

Fort Lauderdale, USA

This OSA (The Optical Society) Congress focused on technological solutions to medical challenges and medical applications, complementing the OSA Congress on Optics in Life Sciences. It has covered a diversity of cutting-edge research and innovative new tools and techniques, and brought together an international group of leading engineers, optical and medical scientists, and physicians, as well as junior researchers and graduate students, who are engaged in optical methods to advance discovery and application of medical science to clinical practice. Politecnico di Milano, Picoquant and Hemophotonics took part to the event with a few specific talks and posters on BabyLux.

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14/16 April 2016

**EURONEURO**

Barcelona, Spain

EuroNeuro is a biennial multidisciplinary meeting aimed at neurologists, neurosurgeons,



(neuro-) intensivists, (neuro-) anaesthesiologists and basic neuroscientists, as well as neurocritical care nurses, anaesthesia nurses and other healthcare practitioners who care for patients with neurological diseases and brain injuries. EuroNeuro brings together specialists and scientists with diverse backgrounds. ICFO and Hemophotonic took part to the event.

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28 January 2016

### **La ricerca e l'innovazione: motori del miglioramento**

Piacenza, Italy

Fondazione Politecnico di Milano presented and introduced its role in fostering research and innovation, with a specific focus on the medical field. BabyLux was mentioned as a case study.

#### **1.2.8 FINAL EVENT**

The final event took place at Politecnico di Milano on April 28, 2017 and was strongly complemented by a **COMMUNICATION ACTIVITY** that promoted the project to a wider audience through a promotional and a follow-up campaign.

The event has been a **springboard for discussion** with international speakers. The discussion was animated by:

- Adelina Pellicer, Hospital Universitario La Paz, Madrid
- Heidrun Wabnitz, PTB (Physikalisch-Technische Bundesanstalt Braunschweig), Berlin
- Martin Wolf, University Hospital Zurich

It was focused not only on research and technical results, but also on exploitation and put attention to the **business context**. A big player, such as Siemens Healthineers, was actively involved and contributed to define the positioning of the tool on the market.

The event was **supported by accredited subject**, such as SIN – Società Italiana di Neonatologia (Italian Society of Neonatology) – and Ordine degli Ingegneri di Milano (Milan Engineer Association).

The event was **open to an international audience**, thanks to an online streaming connection and sided by social media actions to enlarge discussion in a “virtual arena” (not limited to the conference room).

The agenda was composed as follows:

#### **9.00 | Welcome Address**

*Gianantonio Magnani*, President, Fondazione Politecnico di Milano

*Tanya Nikolova*, Photonics Unit, European Commission

#### **9.15 | BabyLux goals and achievements**

Alessandro Torricelli, Department of Physics, Politecnico di Milano

#### **9.30 | Critical evaluation of clinical results**

*Gorm Greisen*, Department of Neonatology, Rigshospitalet, Copenhagen

#### **10.30 | Coffee Break**

**10.50 | BabyLux project and then? Priorities in technical development, standardization and clinical studies**

*Turgut Durduran*, ICFO, Institute of Photonic Sciences, Castelldefels, Barcelona  
*Adelina Pellicer*, Hospital Universitario La Paz, Madrid  
*Heidrun Wabnitz*, PTB (Physikalisch-Technische Bundesanstalt Braunschweig), Berlin  
*Martin Wolf*, University Hospital Zurich  
 Roundtable moderated by *Gorm Greisen*, Department of Neonatology, Rigshospitalet, Copenhagen

**11.50 | The point of view of the market: ready for BabyLux?**

*Udo Weigel*, HemoPhotonics SL  
*Margherita Milite*, Siemens Healthineers

**12.30 | Q&A**

The event has been promoted following a communication roadmap, which has been shared and supported by all partners. The communication plan started two months prior to the event and took into account various tools, such as:

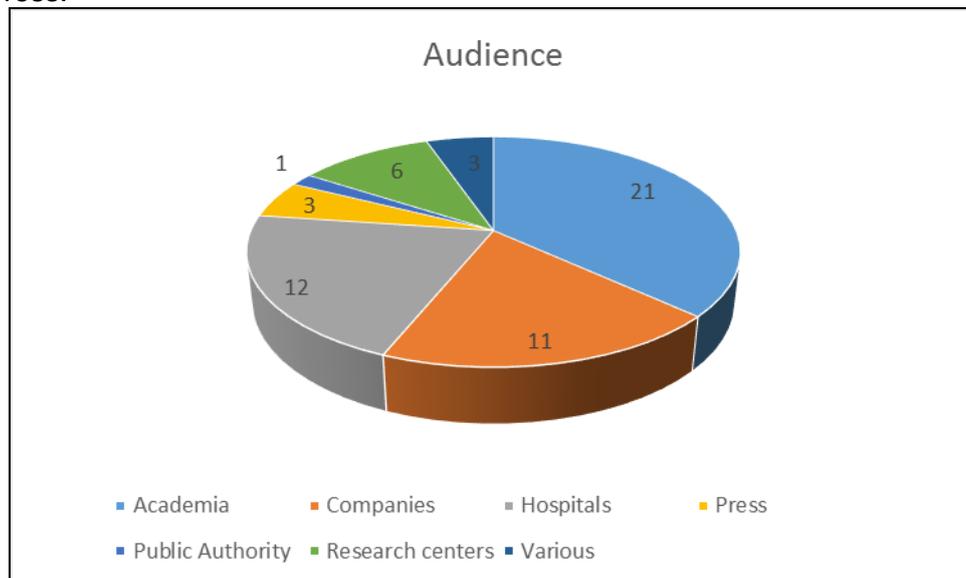
- WEB: Project’s website; Partners’ websites;
- SOCIAL MEDIA: Tweeter / Facebook accounts; Ad hoc social media campaign;
- DEM (direct email marketing): project’s mailing lists; partners’ mailing lists; personal mailing lists;
- MASS MEDIA: journalists, bloggers and influencers.

The promotional campaign reached about **60,000 contacts**.

72 people enrolled to the event; 57 actually did take part to the conference.

The attendees came from the following target groups:

- Academica;
- Companies;
- Hospitals;
- Public Authorities;
- Press.



**Figure 76: Final event, audience composition**



It obtained 37 visualizations live and 39 visualizations on demand (upon request from April 28 to May 25).

The event has been accompanied by a dedicated press release, which has produced 20 articles.

The online version of the agenda (see the project website) has been enriched with:

- ppt presentations;
- video clips containing all the speeches and a full footage of the roundtable (linked to the BabyLux YouTube channel at [https://www.youtube.com/playlist?list=PLRRkgI8uFZdCiO9ponmrQL2\\_9f3Mm6CHS](https://www.youtube.com/playlist?list=PLRRkgI8uFZdCiO9ponmrQL2_9f3Mm6CHS) )

All participants have been reached via a post-event email campaign and invited to download the event material from the website. The download option has also been promoted via social media.

A selected photo gallery of the event is available on the website:

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

For more details on the final event see D6.7

### 1.2.9 UPDATING OF THE COMMUNICATION MATERIAL

While the project leaflet, the one giving a general description of the project's activities and goals, has remained unaltered, the accompanying "**technical**" leaflet has been edited twice: at month 18 and at month 40. It has been distributed during the final event and uploaded on the project website.

This third version of the documents collects:

- the project goals and vision (page 1);
- the device essential features (page 2);
- the technical data (page 3);
- the project partners and contacts (page 4).

It is meant to combine a more detailed description of the tool with the project main outlines.





### An optical neuro-monitor of cerebral oxygen metabolism and blood flow for neonatal research

The goal is to reduce the risk of brain lesions in extremely preterm babies and eventually decrease the number of children with disabilities.

The BabyLux device can be brought to the bedside, measurements can be done in a few minutes (set up) and continuously, both under critical and non-critical conditions.

The system is based on near-infrared diffuse correlation spectroscopy (DCS) and time-resolved reflectance spectroscopy (TRS). Both techniques work in a wavelength range called the "physiological window" (600nm-900nm) which allows to reach deeper tissue layers, sampling at the depth of the cerebral cortex. DCS provides tissue hemodynamic information, the local micro-vascular cerebral blood flow (CBF), and TRS measures locally the optical tissue properties allowing to deduce information on oxygen saturation and total hemoglobin concentration. By this innovative combination of an accurate state-of-the-art TRS and DCS for the first time in a single instrument, a set of information for monitoring the local cerebral oxygen metabolism becomes accessible.

**Preclinical testing:** the clinical protocol has been authorized by the Danish Medical Agency and by the Italian Ministry of Health; two demonstrators have been tested at the Rigshospitalet in Copenhagen (Denmark) and the Mangiagalli Hospital in Milan (Italy) for at least 6 months.

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#### About the BabyLux Project

Funded by the European Union under the Competitiveness and Innovation Framework Programme 2007-2013, BabyLux has been a challenging project led by:

- 9 scientific and technical partners: Politecnico di Milano, Fondazione Politecnico di Milano, ICTO-Institute of Photonic Sciences, Fraunhofer Institute for Production Technology IPT, Helseklinikken St. TroQuant Gentofte, Laser, Capital Region of Denmark and Fondazione IFOCS del Grande Ospedale Maggiore Policlinico
- in 4 different countries: Italy, Spain, Germany and Denmark
- for more than 3 years, from January 2014 to April 2017

BabyLux has taken up complete R&D works and has extended already tested prototypes to the level of demonstrator, bridging the gap between research and development, and the market.

To know more, visit the website <http://www.babylux-project.eu>

This project is partially funded under the ICT Policy Support Programme (ICT PSP) as part of the Competitiveness and Innovation Framework Programme by the European Community Grant agreement n. 620996

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#### Essential features



With its bottom trolley, the device is easily movable by means of the rear handle. For final placement, the two wheel lock system assures stable positioning in the ICU room.

- Three wavelengths for TRS, one for DCS
- Time resolution up to 1 s

- Time chart updated online
- Online evaluation of data quality
- Safety measures employed
- Online results shown

The graphical user interface and data representation is designed for two principal application scenarios. First, as an easy central monitor with large number representation of main parameters and second, as continuous monitor providing graphical representation of the parameter evolution over time. Furthermore, additional information is offered on demand by changing between the main window and secondary windows.

#### Technical data

<b>Medical Applications</b>	
Monitoring of brain hemodynamics in neonates; cerebral blood flow (CBF) and cerebral tissue oxygenation (S <sub>CT</sub> )	
Estimation of cerebrovascular reactivity in response to different treatments	
<b>Measurement Specifications</b>	
Optical data	Receptor $\mu_s$ & scattering $\mu_s$ coefficients ( $\mu\text{m}^{-1}$ , photon intensities $\mu\text{W}$ )
	For expert users: full DCS autocorrelation curve, TRS photon time of flight distribution
Hemodynamics	Concentration of deoxygenated and total hemoglobin ( $\mu\text{M}$ ), S <sub>CT</sub> , R <sub>CBF</sub> , CBF ( $\mu\text{mL}/100\text{g}$ ), relative cerebral metabolic rate of oxygen (CMRO <sub>2</sub> )
Max. acquisition rate	1 s
Data collection rate	1 Hz
Data storage	>50 days of uninterrupted measurement
Tissue penetration depth	~ 1 cm
<b>Technical Specifications</b>	
Dimensions & Weight (Access table)	672 x 1372 x 673 mm; 100 kg
Lasers	1 x DCS CW laser 3 x TRS pulsed lasers
Detector	DCS: 2 x single APDS TRS: PMA hybrid photomultiplier detector
Acquisition electronics	DCS: custom-made hardware correlator, 2-channels TRS: Time-correlated SPC board
Sensor	34 x 20 x 5 mm 1 light emitting window and 2 light collecting windows 2 source/detector separations (0.5 and 1.5 cm) 7 fibers and connectors integrated in a 3 m shielded cable (Ø 175 mm) fiber connectors: 1 x SMA, 3x FC/APC (TRS), 3 x FC/PC (DCS)
PC	Touch screen monitor 15", 500 GB HDD
OS	Linux
Power requirements	UPS: 110-240 V, 300 W; operation time while battery supplied >30

Figure 17: Leaflet updating

Ad hoc material has been produced for the final event, such as:

- the final agenda;



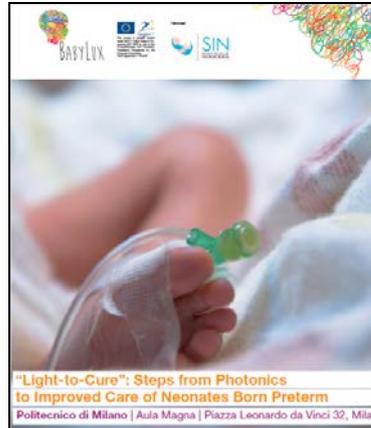
Figure 18: Edited agenda

- the web banner;



Figure 19: Web banner

- the event folder;



**Figure 20: Event folder**

### 1.2.10 NETWORKING WITH OTHER PROJECTS

In order to expand its network, BabyLux has established contacts with other projects, consortia, international activities and associations that are close in terms of content and potentialities. Some of them are listed below:

- **Safe BoosC**  
<https://www.rigshospitalet.dk/english/departments/juliane-marie-centre/departmen-t-of-neonatology/research/safeboosc/Sider/default.aspx>
- **Laserlab Europe**  
<http://www.laserlab-europe.net/>
- **Oiltebia**  
[http://portal.uc3m.es/portal/page/portal/grupos\\_investigacion/optoelectronics/europea\\_n\\_projects/oiltebia](http://portal.uc3m.es/portal/page/portal/grupos_investigacion/optoelectronics/europea_n_projects/oiltebia)
- **Graphene Flagship**  
<http://graphene-flagship.eu/>
- **fNIRS society (SfNIRS)**  
<http://fnirs.org/>
- **LIGHT2015**  
<http://www.light2015.org/Home.html>
- **LUCA - Laser and Ultrasound Co-analyzer for Thyroid Nodules**  
<http://www.luca-project.eu/>
- **OPENMIND**  
<http://www.openmind-project.eu/>



Project - No 620996

Date 30.06.17

Deliverable 6.4 - Dissemination Plan First Reporting  
Period

Classification PU

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### **BITMAP**

Project ID: 675332, Funded under: H2020-EU.1.3.1. - Fostering new skills by means of excellent initial training of researchers; Brain injury and trauma monitoring using advanced photonics; From 2016-01-01 to 2019-12-31, ongoing project

### **SOLUS**

Project ID: 731877. Funded under: H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT). Smart optical and ultrasound diagnostics of breast cancer. From 2016-11-01 to 2020-10-31, ongoing project

## Conclusions

This document provides an overview of the dissemination tools used to raise awareness and visibility about the BabyLux project during the third year (M24-M40). Expected results have been reached and have been accomplished duly and on time (see table below).

The strategy has been designed and undertaken with the contribution of all partners. It has been regularly reviewed during project meetings and conference calls to ensure the proposed approach reflected the project needs and partners' expectations.

In terms of results, all the communication activities foreseen and stated in the DOW have been accomplished with positive results. More has been added in terms of social media action, which was not originally taken into account in the proposal, but which is also necessary nowadays to keep the project up to date.

## PERFORMANCE INDICATORS

DEL..	METHOD OF MEASUREMENT	YEAR 3 (EXPECTED)	INDICATOR	INDICATOR N.	RESULTS
I6.1	Results dissemination	<b>Web site</b>	N° of visitors	<b>1,000</b>	<b>5,734</b>
I6.2	Results dissemination	<b>Press releases</b>	N° of press releases published	<b>6</b>	<b>6</b>
I6.3	Results dissemination	<b>Newsletter</b>	N° of newsletters released	<b>2</b>	<b>2</b>
I6.4	Results dissemination	<b>Articles</b>	N° of published articles	<b>6</b>	<b>35</b>
I6.5	Results dissemination	<b>Interviews</b>	N° of interviews on media	<b>4</b>	<b>5</b>
I6.6	Results dissemination	<b>Participation at local and international conferences, workshops, events, exhibitions, forums</b>	N° of conferences, workshops, events, exhibitions, forums attended	<b>6</b>	<b>8</b>
I6.7	Results dissemination	<b>Relevant stakeholders</b>	N° of relevant stakeholders contacted	<b>200</b>	<b>900</b>



Project - No 620996

Date 30.06.17

Deliverable 6.4 - Dissemination Plan First Reporting Period Classification PU

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I6.8	Results dissemination	<b>Relevant stakeholders</b>	N° of relevant stakeholders involved	<b>20</b>	<b>&gt;20</b>
I6.9	Results dissemination	<b>Final conference</b>	N° of participants	<b>150</b>	<b>133</b>
I6.10	Results dissemination	<b>Dissemination to Networks and on-going project</b>	N° of network and on-going projects	<b>12</b>	<b>10</b>