



# BABYLUX

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Acronym BabyLux  
Project n. 620996

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## Deliverable 6.7 - BabyLux international conference

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Contributing Partner(s) ALL PARTNERS  
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Classification PU

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## 1. Introduction

This document gives a **REPORT** on the BabyLux final conference that took place at Politecnico di Milano on April 28, 2017.

This document is intended to summarize the activities and actions undertaken to define the concept of the final event, as well as to promote and follow-up the meeting. It summarizes the results obtained both in terms of participation, press reviews and social media interaction.

This document 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.



## 2. Concept

The concept of BabyLux final conference – that is the content, the approach, the target and the key message - has been variously discussed by all partners during meetings and conference calls. All partners have contributed to the definition of the agenda and shared a communication strategy.

The event, which took place at Politecnico di Milano on April 28, 2017, was thus conceived:

- not as a strictly communication event (not meant for the general audience), rather a **DISSEMINATION EVENT** (meant for the scientific community);
- strongly complemented by a **COMMUNICATION ACTIVITY** promoting the project to a wider audience (by means of promotional and follow-up campaigns);
- not as a self standing event, rather a **springboard for discussion**. International speakers have been invited and took part to a roundtable where BabyLux was not meant as the final line of a funded project, rather a starting point for enhancement in research and innovation. 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
- not limited to the geographical site where it took place, rather **open to an international audience** - thanks to an online streaming connection - and sided by social media actions to enlarge discussion in a sort of “virtual arena” (not limited to the conference room);
- Focused not only on research and technical results, but also on exploitation and put into a **business context**. A big player, such as Siemens Healthineers, has been actively involved and contributed to comment and define the positioning of the tool on the market;
- **supported by accredited subject**, such as SIN – Società Italiana di Neonatologia The Italian Society of Neonatology awarded the patronage.



### 3. Agenda

“Light-to-Cure”: Steps from Photonics to Improved Care of Neonates Born Preterm”

April 28, 2017

Politecnico di Milano, Milan | Aula Magna | Piazza Leonardo da Vinci 32, Milan

#### 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

**“Light-to-Cure”: Steps from Photonics to Improved Care of Neonates Born Preterm**

28<sup>th</sup> April 2017  
Politecnico di Milano  
Aula Magna  
Piazza Leonardo da Vinci 32, Milan

According to the Global Action Report published by The World Health Organization in 2012, preterm births are 15 million every year and rising. BabyLux - An Optical Neuro-monitor of Cerebral Oxygen Metabolism and Blood Flow for Neonatology - provides an innovative tool to monitor and assess brain blood flow and oxygenation in extremely preterm neonates.

A precise, non-invasive integrated system is the key to enable neurologists to prevent neurological damages due to lack of oxygenation in the brain, frequently accompanying premature births.

BabyLux takes up complete R&D works and extends already tested prototypes to the level of demonstrators bridging the gap between research products and commercialization. For the first time ever, the system uses photonic technologies, such as diffuse correlation spectroscopy (DCS), and time-resolved near-infrared spectroscopy (TRIS), in an innovative combination.

For more information, please visit the website [www.babylux-project.eu](http://www.babylux-project.eu)

Online degli Ingegneri di Milano will award 3 credits (CFU) to the participants.

[CLICK HERE TO REGISTER](#)

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Fondazione Politecnico di Milano  
E: [comunicazione@fondazione.polimi.it](mailto:comunicazione@fondazione.polimi.it)  
Ph: +39 0223997156

**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  
**Critical evaluation of clinical results**  
*Gorm Greisen*, Department of Neonatology, Rigshospitalet, Copenhagen

**10.30 | Coffee Break**

**10.50 | Round table**  
**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  
Discussion 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**

Figure 1 – Agenda

## 4. Promotional campaign

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**. See below for more details. DISS stands for DISSEMINATION activities (for specialists); COMM stands for COMMUNICATION (for the general audience). Please note that values are partial, as we haven't been able to monitor and trace all sources correctly.

**Table 1 - Conference promotional campaign.**

CHANNEL	INFO	REACH	TARGET
<b>ONLINE</b>			
Società italiana di neonatologia (Italian Association of Neonatology), event calendar	<a href="http://www.neonatologia.it">www.neonatologia.it</a> <a href="https://www.neonatologia.it/show/eventi/5/eventi/1/">https://www.neonatologia.it/show/eventi/5/eventi/1/</a>		DISS
Pediatria online (Pediatricians online), event calendar and dedicated page	<a href="http://www.pediatria.it/congressi/elencoCongressi.asp">http://www.pediatria.it/congressi/elencoCongressi.asp</a> <a href="http://www.pediatria.it/congressi/schedaCongresso.asp?congresso=4347">http://www.pediatria.it/congressi/schedaCongresso.asp?congresso=4347</a>		DISS
Politecnico di Milano, event calendar	<a href="https://www.eventi.polimi.it/events/light-to-cure-steps-from-photonics-to-improved-care-of-neonates-born-preterm/">https://www.eventi.polimi.it/events/light-to-cure-steps-from-photonics-to-improved-care-of-neonates-born-preterm/</a>		COMM
Politecnico di Milano, post-degree & alumni page	<a href="http://www.polimi.it/postlaurea">www.polimi.it/postlaurea</a>		COMM
Home page Department of Physics Politecnico di Milano (English version)	<a href="http://www.fisi.polimi.it/en">http://www.fisi.polimi.it/en</a>		DISS
Home page Dipartimento di Fisica Politecnico di Milano (Italian version)	<a href="http://www.fisi.polimi.it/">http://www.fisi.polimi.it/</a>		DISS
Dipartimento di Fisica Politecnico di Milano - dedicated page (Italian version)	<a href="http://www.fisi.polimi.it/it/home/news/57020">http://www.fisi.polimi.it/it/home/news/57020</a>		DISS
Department of Physics Politecnico di Milano - dedicated page (English version)	<a href="http://www.fisi.polimi.it/en/home/news/57020">http://www.fisi.polimi.it/en/home/news/57020</a>		DISS
<a href="#">Fondazione Politecnico di Milano, home page and dedicated page</a>	<a href="http://www.fondazionepolitecnico.it/">http://www.fondazionepolitecnico.it/</a> <a href="http://www.fondazionepolitecnico.it/eventi/eventi/light-to-cure-steps-from-photonics-to-improved-care-of-neonates-born-preterm#.W0s7ZPmLTIU">http://www.fondazionepolitecnico.it/eventi/eventi/light-to-cure-steps-from-photonics-to-improved-care-of-neonates-born-preterm#.W0s7ZPmLTIU</a>		COMM
PICO QUANT website	<a href="https://www.picoquant.com/events/exhibitions-and-conferences">https://www.picoquant.com/events/exhibitions-and-conferences</a>		COMM
OMCeO (Italian Medical Association)	<a href="http://omceomi.it/news">http://omceomi.it/news</a>		DISS
Ordine degli Ingegneri di Milano	<a href="https://www.ordineingegneri.milano.it/">https://www.ordineingegneri.milano.it/</a>		DISS





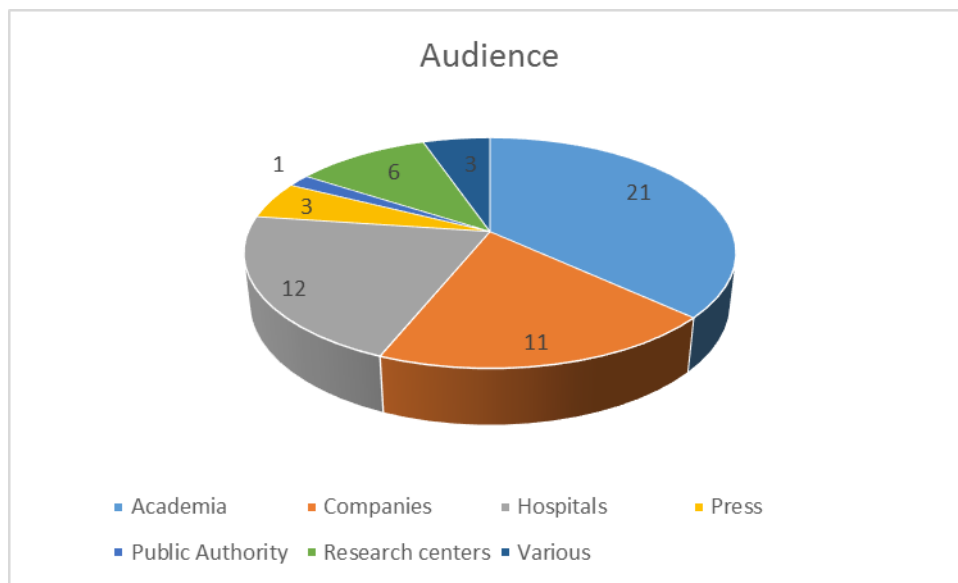
(Engineering Association of Milan)			
<b>DEM (direct email marketing)</b>			
DEM, direct email marketing, Pediatria online (Pediatricians online)	Target: Italian pediatricians	6.000	DISS
DEM, direct email marketing, BabyLux dedicated mailing list (24_03); (19_04)	Target: medical associations; parent association; authorities; scientific associations)	889	DISS
DEM, direct email marketing, FPM all contacts (19_04)		30.000	COMM
DEM, dedicated mailing list by Alessandro Torricelli and Monica Fumagalli (6_04)		600	DISS
DEM, dedicated mailing, to Polimi's professors and researchers		1.300	COMM
DEM, dedicated mailing, by Polimi Department of Physics			DISS
Weekly communication by Osservatorio Innovazione Digitale (Healthcare Digital Innovation Observatory) to the advisory board (one hundred IT healthcare referents, companies and local authorities)	data da verificare	100	DISS
fNIRS newsletter			DISS
Fondazione Politecnico di Milano, newsletter (28_03)			COMM
<b>SOCIAL MEDIA</b>			
Fondazione Politecnico di Milano, Twitter account + retweets by partners		9.333	COMM
Fondazione Politecnico di Milano, Facebook page + shared by partners		7.437	COMM
Ad-hoc social media campaign (Facebook; Twitter)		11.000	DISS
<b>MASS MEDIA</b>			
Dedicated list of contacts (magazines, blogs, newspapers; TVs; topics: medicine, science, news)		180	COMM
<b>TOTAL VALUE</b>		<b>66.839</b>	

## 5. Attendance

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 2 – Audience**

Here follows the list of participants.

**Table 2- List of participants.**

Name	Surname	Institution / Company	TYPE
Roberto	Franzosi	Artemide SpA	Company
Felicia Filomena	Varsalone	Bolognini Asst Bergamo Est	Company
Ivan	Piccinini	Celestica	Company
Laura	Rapazzini	CMS Snc	Company
Lorenzo	Spinelli	CNR-IFN	Company
ambrogio	galli	coop	Company
Tanya	Nikolova	European Commission	Public Authority
Cinzia	Mambretti	Fondazione	Academia
agnese	de carli	fondazione ca' granda ospedale maggiore policlinico milano	Hospital
Elisa	Visani	Fondazione IRCC Carlo	Hospital

		Besta	
tiziana	toniatti	Fondazione Politecnico	Academia
Emanuela	Caputo	Fondazione Politecnico di Milano	Academia
Monica	Lancini	Fondazione Politecnico di Milano	Academia
Gianantonio	Magnani	Fondazione Politecnico di Milano	Academia
Emanuela	Murari	Fondazione Politecnico di Milano	Academia
König	Niels	Fraunhofer Institute for Production Technology IPT	Research center
Giuditta	Bricchi	Freelance	Press
Lorenzo	Pedotti	Growy	Company
Udo	Weigel	HemoPhotonics S.L.	Company
Adelina	Pellicer	Hospital Universitario La Paz	Hospital
Turgut	Durduran	ICFO	Research center
Martina	Giovannella	ICFO	Research center
Soledad	Royo	ICFO -The Institute of Photonic Sciences	Research center
Roberta	Ramponi	IFN-CNR Polimi	Research center
Elisa	Bellistri	IIT	Research center
Beatrice	Cairo	IRCCS E. Medea	Hospital
Gianluigi	Reni	IRCCS E. Medea	Hospital
GIORNALISTA	GIORNALISTA	Italpress	Press
Camilla	Colombo	La Stampa	Press
monica	fumagalli	NICU Fondazione IRCCS Ca' Granda Ospedale Maggiore Policlinico Milano	Hospital
Antonietta	Auriemma	Ospedale Bolognini	Hospital
Erdmann	Rainer	PicoQuant GmbH	Company
Sofia	Passera	Policlinco milano	Hospital
Chiara	Lembo	Policlinico	Hospital
Anurag	Behera	Politecnico di Milano	Academia
Edoardo	Martinenghi	Politecnico di Milano	Academia
MARCO	BROZZONI	Politecnico di Milano	Academia
Davide	Contini	Politecnico di Milano	Academia
Rinaldo	Cubeddu	Politecnico di Milano	Academia
Laura	Di Sieno	Politecnico di Milano	Academia
Edoardo	Ferocino	Politecnico di Milano	Academia
sanathana	konugolu venkata sekar	politecnico di milano	Academia
Antonio	Pifferi	Politecnico di Milano	Academia
Ileana	Pirovano	Politecnico di Milano	Academia
Alessandro	Torricelli	Politecnico di Milano	Academia
Marta	Zanoletti	Politecnico di Milano	Academia

Heidrun	Wabnitz	PTB	Academia
Gorm	Greisen	Region H	Hospital
Bjørn	Andresen	Rigshospitalet, Capital Region of Denmark	Hospital
Margherita	Milite	Siemens Healthineers	Company
Michela	Minero	Università degli Studi di Milano	Academia
Paola	Schiavolin	Università degli Studi di Milano Scuola specializzazione in Pediatria	Hospital
Bruno Nicolò	Germinario	Università Vita-Salute San Raffaele	Hospital
Martin	Wolf	University Hospital Zurich	Academia
Vincenzo	Catania		Various
Vittorio	Indini		Various
Chreim	May		Various

The event has also took advantage of an ad-hoc **streaming connection** to allow people to join the meeting online. It obtained:

- 37 visualizations live (see below for details)

**Table 3 - Visualizations in streaming.**

□ Country	Country ID	Video length (minutes)	Visualization (minutes)	Visualization (number)	Average time (minutes)
Brasil	BR	223.47	49	1	48,5
Canada	CA	223.47	5	1	5,1
Cyprus	CY	223.47	11	1	11,5
Germany	DE	223.47	2	1	2,4
Spain	ES	223.47	644	11	58,5
France	FR	223.47	10	1	9,9
United Kingdom	GB	223.47	63	1	62,9
Ireland	IE	223.47	162	1	161,6
Israel	IL	223.47	0	1	0,2
Italy	IT	223.47	228	6	38,1
South Korea	KR	223.47	112	5	22,5
Netherlands	NL	223.47	1	1	1,1
Poland	PL	223.47	26	3	8,6
Taiwan	TW	223.47	0	1	0,1
USA	US	223.47	99	2	49,4

- 39 visualizations on demand (upon request from April 28 to May 25. See below for details).

**Table 4 - Visualizations on demand.**

Country	Country ID	Video length (minutes)	Visualization (minutes)	Visualization (number)	Average time (minutes)
Brasil	BR	223.47	11	1	10,5
Canada	CA	223.47	112	3	37,2
Switzerland	CH	223.47	10	1	9,8
Spain	ES	223.47	112	10	11,2
Finland	FI	223.47	3	1	3
UK	GB	223.47	1	1	0,6
Ireland	IE	223.47	28	3	9,2
Italy	IT	223.47	4	4	1
South Korea	KR	223.47	225	6	37,5
Poland	PL	223.47	1	1	0,8
United States	US	223.47	4	3	1,5
Cyprus	CY	223.47	37	1	37
Spain	ES	223.47	6	2	3,2
Italy	IT	223.47	16	3	5,2
South Korea	KR	223.47	8	2	4
Mexico	MX	223.47	0	1	0,3
Canada	CA	223.47	223	1	223,5
United States	US	223.47	1	2	0,3
Brazil	BR	223.47	2	1	2
Italy	IT	223.47	7	6	1,2
Japan	JP	223.47	1	1	0,7
United States	US	223.47	6	1	6,1
Belgium	BE	223.47	10	1	9,5
Canada	CA	223.47	0	1	0,1
Germany	DE	223.47	1	1	0,7
Spain	ES	223.47	23	1	22,7
Italy	IT	223.47	20	2	9,9
Netherlands	NL	223.47	20	1	19,6
Poland	PL	223.47	37	3	12,2
Switzerland	CH	223.47	2	1	2,3
Germany	DE	223.47	0	1	0,1
Spain	ES	223.47	0	1	0,5
Italy	IT	223.47	5	1	5
Cyprus	CY	223.47	20	1	20,2
Italy	IT	223.47	12	6	2,1
Canada	CA	223.47	0	2	0
Spain	ES	223.47	8	1	8
Spain	ES	223.47	0	1	0
Canada	CA	223.47	0	2	0



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Spain	ES	223.47	17	1	17,1
Cyprus	CY	223.47	3	1	2,8
Ireland	IE	223.47	0	1	0,5
				<b>39</b>	

## 6. Follow-up

The event has been accompanied by a dedicated press release, which has produced 20 articles summarized as such:

**Table 5: Press release follow-up.**

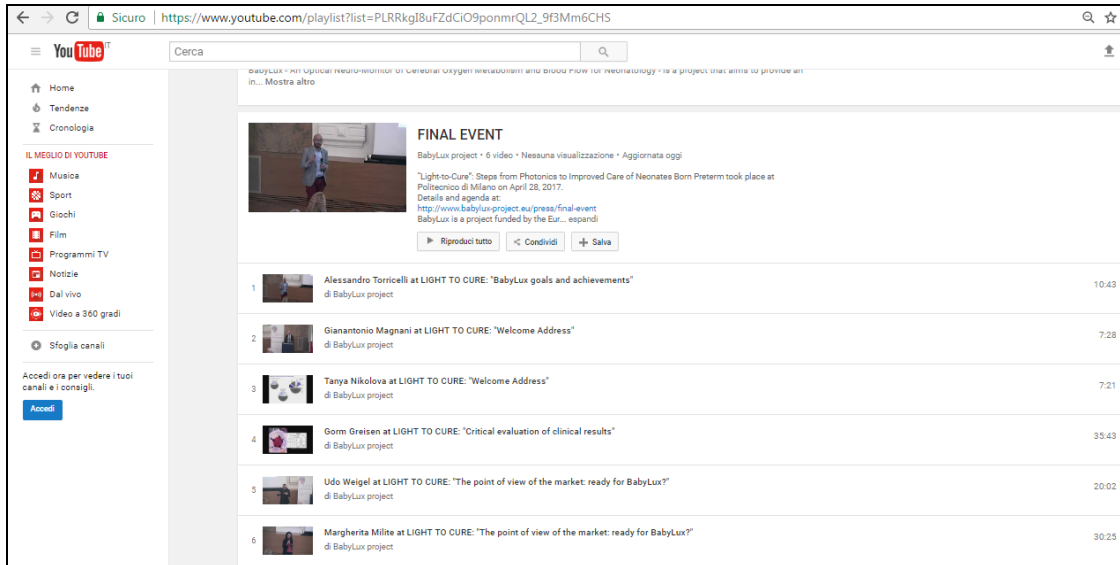
Date	Newspaper	Article
02/05/2017	Padovanews.it	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI QUALCHE ANNO
01/05/2017	Gravita-Zero.org	BABYLUX: LA LUCE CHE ILLUMINA I BAMBINI PREMATURI
29/04/2017	Oggitreviso.it	LO SCIENZIATO, SPERIAMO CHE STRUMENTO ARRIVI SUL MERCATO NEL GIRO DI 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

The full press review is online at the following url:

[http://www.babylux-project.eu/images/pdf/press\\_OUTCOMES\\_2017\\_final\\_event.pdf](http://www.babylux-project.eu/images/pdf/press_OUTCOMES_2017_final_event.pdf)

The online agenda on the the project webiste has been enriched with:

- ppt presentations;
- video clips of the all the speeches given as well as the roundtale (linked to the BabyLux YouTube channel at [https://www.youtube.com/playlist?list=PLRRkgI8uFZdCiO9ponmrQL2\\_9f3Mm6CHS](https://www.youtube.com/playlist?list=PLRRkgI8uFZdCiO9ponmrQL2_9f3Mm6CHS) )



**Figure 3 – Final event video clips on YouTube**

All participants have been reached via a post-event email campaign and invited to download the event material from the website.

A selected photo gallery is also available on the website at:

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



**Figure 4 – Event participation**



**Figure 5 – BabyLux demonstrator**

In terms of social media activity Fondazione Poitecnico's accounts alone registered:

- 298 interactions on Facebook;
- 182 intercation on Twitter.