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### Deliverable 6.5 - Dissemination Plan Second Reporting Period

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**Contributing Partner(s)** ALL PARTNERS  
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## 1. Introduction

This document gives a **REPORT** on the communication activities conducted from month 12 to month 24 of the BabyLux project: from January 2015 to December 2015.

This document is intended to summarize and anticipate the communication **PLAN** expected for the third year of the BabyLux project: from January 2016 to December 2016.

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.

## 2. Communication strategy

### 2.1. Foreward

The dissemination procedures detailed in this document represent the partners' ambition to **build consensus and action** around and according to the 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 is designed to:

- **Build awareness**  
making people aware of the work of the project. This may be 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 can 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 are the end users, those who need to be equipped with the right knowledge and understanding in order to achieve real change.

We have three years 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). Please, be aware that any communication plan starts from the **target**. The first question is "who we want to talk to?" and "what kind of language should be used?"

BabyLux is a complex and quite interesting project that deserves the right attention. Involving 4 countries the project needs to be disseminate widely and **internationally**. A media team has been 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.



## 2.2. Overview

December 2015	REPORT MONTH 24
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 will last <b>3 years</b>, from January 2014 to December 2016.</p>
<b>Key messages for communication</b>	<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 Unionion fundings</li> </ul>
<b>Communication objectives</b>	<ul style="list-style-type: none"> <li>• <b>BUILD A PROJECT IDENTITY</b>The first year of the project has been mainly dedicated to the creation of the <b>project identity</b>, that is to the definintion and outline of the visual individuality and key messages. Together with graphical elements, the dissemination kit portrays and explains the characteristics and goals of the project.</li> <li>• <b>IDENTIFY THE SUITABLE MEDIA FOR DISSEMINATION</b> Once the brand identity and the key messages have been defined, the BabyLux project has been presented to the public by means of <b>different media</b>: website, press releases, direct mailing campaigns, scientific publications, conferences and exhibitions.</li> <li>• <b>REACH INTERNATIONAL RESONANCE</b> Partners have actively collaborated to all communication activities. Press offices, where present, have been actively involved in the <b>external communication process</b>. Partners have also taken part to an <b>internal communication process</b> coordinated trough meetings and periodical conference calls.</li> <li>• <b>BE ON TIME AND RELIABLE</b> All tasks have been accomplished <b>on schedule</b>, respecting the <b>performance indicators</b> originally stated in the DOW.</li> </ul>





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**The communication strategy has been respected and preserved during the course of the project.** 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.



### 3. Activities carried out from month 12 to month 24

Once the “nature” and the “identity” of the project had been clearly established at the very beginning of the project (during the first year), the second year has been essential in keeping the interest high, especially the one of the scientific community.

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

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

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

The following pages will describe the work done starting from the results: a confrontation between what has been originally promised and stated in the DOW and what has been actually achieved. The document will then go into details and show every single communication tool in more details.

### 3.1. Performance indicators

INDICATOR N.	INDICATOR	METHOD OF MEASUREMENT	YEAR 2 (EXPECTED)	YEAR 2 (OBTAINED)	ABSOLUTE RESULTS (YEAR 1+ Y2)
I6.1	<b>Web site</b>	N° of visitors, n° of registered users, n° of documents' download	500	<b>2,800</b>	3,458
I6.2	<b>Press releases</b>	N° of press releases published	4	<b>5</b>	53
I6.3	<b>Newsletter</b>	N° of newsletters released	2	<b>2</b>	5
I6.4	<b>Articles</b>	N° of published articles	4	<b>3</b>	3
I6.5	<b>Interviews</b>	N° of interviews on media	2	<b>5</b>	7
I6.6	<b>Participation at local and international conferences, workshops, events, exhibitions, forums</b>	N° of conferences, workshops, events, exhibitions, forums attended	6	<b>13</b>	19
I6.7	<b>Relevant stakeholders</b>	N° of relevant stakeholders contacted	100	<b>600</b>	600
I6.8	<b>Relevant stakeholders</b>	N° of relevant stakeholders involved	10	<b>&gt;10</b>	>10
I6.9	<b>Final conference</b>	N° of participants	0	<b>0</b>	0
I6.10	<b>Dissemination to Networks and on-going project</b>	N° of network and on-going projects	6	<b>7</b>	7

All the communication activities foreseen and stated in the DOW have been accomplished with positive results. Here follows a detail description of every single action taken.

### 3.2. Tools and media: detailed description

#### 3.2.1. WEBSITE

Released on March 24, 2014

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

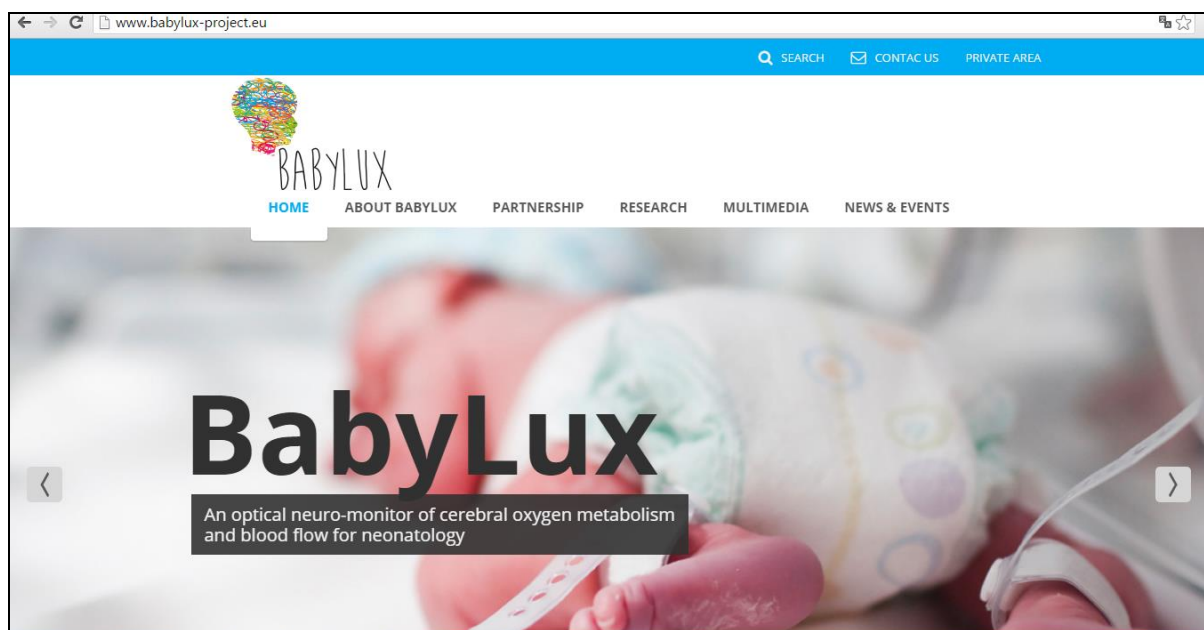


Figure 1: Website: homepage

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. Dissemination through the website aims at raising:

- **awareness**, making the project known;
- **understanding** on aims, attended results, and effective outcomes;
- **action**, to receiving feedback and involving end users and shareholders.

The structure of the site as been maintained unaltered. It is composed of 6 sections:

- **HOME PAGE**

The home page shortly introduces the BabyLux project and gives the relevant information.

- **PROJECT**

The section contains 5 sublevel pages: Overview, Objectives, Background, Milestones, and Deliverables. The main objectives and goals, data, foreseen activities and partial results of the project are described.

- **PARTNERS**

A brief description of the project partners, their logos and the link to the respective website are available.



- **RESEARCH**

The section contains 3 sublevel pages: Photonic Technologies, Demonstration & Feasibility, Business Strategy. The 3 main topics of the research of BabyLux project are here described.

- **MULTIMEDIA**

The section contains 3 sublevel pages: Newsletter, Photo Gallery, Video Gallery. These pages include the newsletter, the pictures taken at meetings and events, labs images, the project video and the various video interviews.

- **PRESS ROOM**

The section contains 3 sublevel pages: News, Press Releases, Press Review. The “news page” shows general news and events about the project, partners, etc., i.e. internal meetings, the latest project results. Moreover, significant conferences, events, and projects related to BabyLux will be announced. The other two pages allow visitors to view and download the press releases and press review of BabyLux.

During the second year, from month 12 to month 24, the website has been constantly **updated with the ongoing activities**. A special attention has been given to the following sessions:

#### **DELIVERABLES**

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>

#### **NEWS & INVENTS**

BabyLux has been widely discussed and presented in a rich variety of contexts. 13 events have hosted the project. All of them have been indicated on the website as to raise the attention of the target audience before and after the meetings/exhibitions.

See <http://www.babylux-project.eu/press/2014-02-07-11-42-07>

#### **PRESS REVIEWS**

Media have talked about the project, especially on the occasion of important meetings. The press reviews have been updated on the website, where they can be freely downloaded.

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

#### **NEWSLETTER**

According to the communication plan, two newsletters have been produced. The website is the access point together with a direct mailing campaign.

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

#### **MULTIMEDIA**

The photo gallery and the video gallery have been constantly improved.

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

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

### YOU TUBE & GOOGLE PLUS

Social media have also been updated and used as “loud speakers” to echo the website itself.

See <http://www.youtube.com/user/BabyLuxProject>

See <https://plus.google.com/u/0/113677848902583032786/posts>

**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.

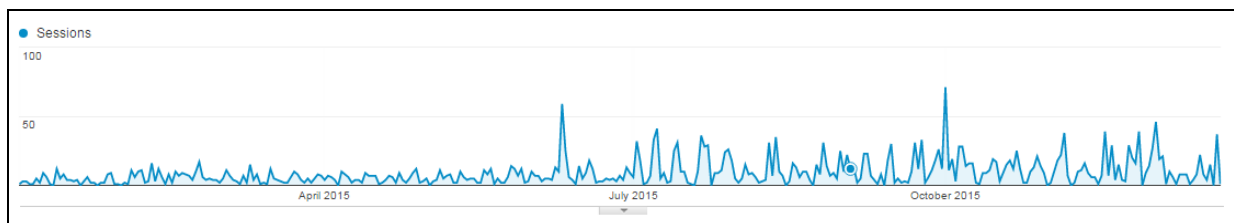


Figure 2: Traffic overview: January 1 – December 21, 2015

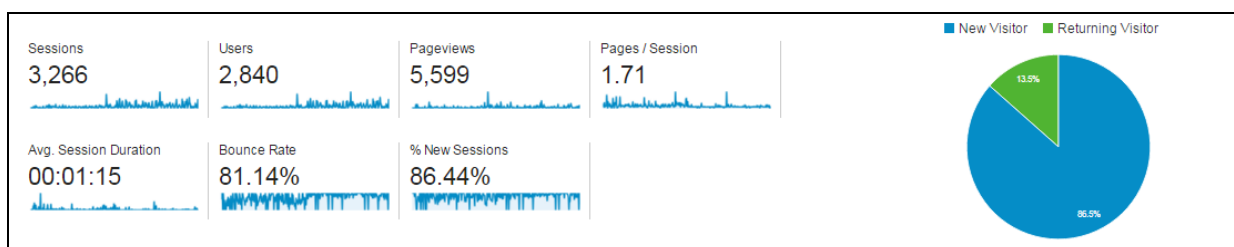


Figure 3: General overview: January 1 – December 21, 2015

Country	Sessions	% Sessions
1.  Italy	803	24.59%
2.  Germany	478	14.64%
3.  Spain	408	12.49%
4.  United States	323	9.89%
5.  France	156	4.78%
6.  Brazil	129	3.95%
7.  United Kingdom	126	3.86%
8.  Denmark	80	2.45%
9.  Belgium	70	2.14%
10.  Japan	61	1.87%

Figure 4: Website access by country: January 1 – December 21, 2015

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Page	Pageviews	% Pageviews
1. /	2,387	42.63%
2. /multimedia/photo-gallery	424	7.57%
3. /about/overview	293	5.23%
4. /press/2014-02-07-11-42-07	289	5.16%
5. /multimedia/video-gallery	165	2.95%
6. /research/photonic-technologies	163	2.91%
7. /about/objectives	151	2.70%
8. /about/deliverables	124	2.21%
9. /about/mile-stones	121	2.16%
10. /press/press-releases	120	2.14%

Figure 5: Website page views: January 1 – December 21, 2015

Landing Page	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	3,266 (100.00%)	86.50% (86.44%)	2,825 (100.07%)	81.14% (81.14%)	1.71 (1.71)	00:01:15 (00:01:15)	0.00% (0.00%)	0 (0)	\$0.00 (0.00%)
1. /	1,898 (58.11%)	81.93%	1,555 (55.04%)	75.40%	1.95	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /about/overview	152 (4.65%)	94.74%	144 (5.10%)	94.08%	1.19	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /multimedia/photo-gallery	119 (3.64%)	88.24%	105 (3.72%)	87.39%	1.43	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. /press/2014-02-07-11-42-07	90 (2.76%)	88.89%	80 (2.83%)	72.22%	2.63	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /about/objectives	89 (2.73%)	98.88%	88 (3.12%)	96.63%	1.13	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /research/photonic-technologies	83 (2.54%)	89.16%	74 (2.62%)	81.93%	1.89	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. /multimedia/video-gallery	74 (2.27%)	87.84%	65 (2.30%)	90.54%	1.36	00:00:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /about/background	68 (2.08%)	97.06%	66 (2.34%)	94.12%	1.07	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. /private-area	54 (1.65%)	88.89%	48 (1.70%)	92.59%	1.17	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /about/mile-stones	53 (1.62%)	92.45%	49 (1.73%)	96.23%	1.19	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)

Figure 6: Website landing pages: January 1 – December 21, 2015

As per social media, BabyLux has a **Google+** account, where news are periodically posted, and a **YouTube** channel, for video releases.

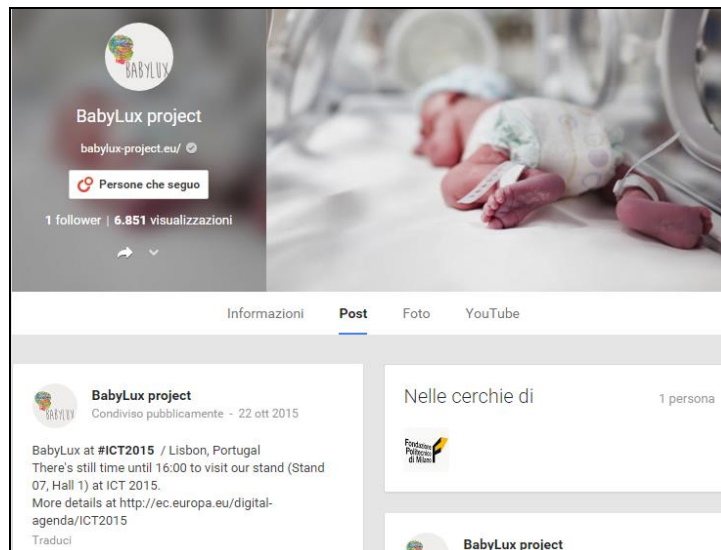


Figure 7: Google+

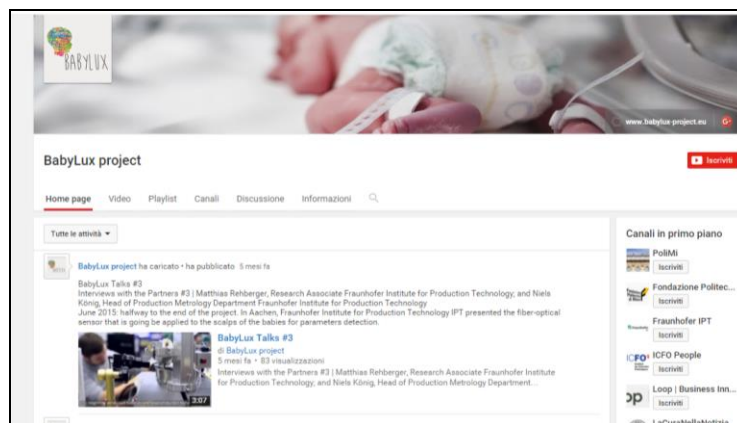


Figure 8: Youtube

### 3.2.2 PRESS RELEASES

As it generally happens with research projects, the second year is the toughest to communicate. Results aren't ready yet and the project is not a novelty anymore. It is especially difficult to communicate with a specific target group: the one of **media**, i.e. journalists and bloggers. If the first year counts on "curiosity" – the project is launched and the goal is that of attracting attention – and the third year counts on on real outcomes – the press likes numbers and figures, that is proofs of the work done – the phase that goes inbetween pays the price of being the most "analytical" and therefore the most cirtical to understand. That's why no actual press release has been sent out to journalists, whereas **interest has been raised by events, by the public occasions where BabyLux has been presented and talked about.**





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01/10/2015

[New NIRS devices](#) on **SfNIRS Newsletter, October 2015**

01/09/2015

[BabyLux, il progetto EU \(e del Politecnico di Milano\), che salva la vita ai prematuri](#)  
**Digital Champions**

27/08/2015

[Nascer cedo demais!](#)  
**ICT 2015 O maior evento TIC da Europa**

11/08/2015

[BabyLux develops an innovative technique to monitor oxygen in the brain of premature babies](#)  
**Digital Agenda for Europee**

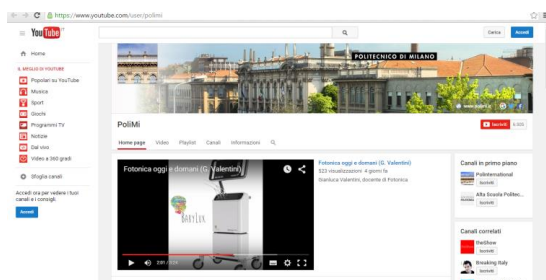
Quite a good coverage has been obtained on **social media**.



**MEETMETONIGHT – Face Book**  
More than 800 followers



**PHOTONICSEU - Twitter**  
More than 300 followers

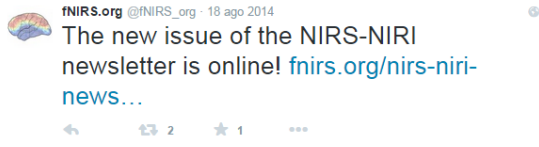


**POLIMI – You Tube**  
More than 1,000 visualizations



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**fNIRS - Twitter**  
More than 100 followers



**DIGITAL CHAMPION - Twitter**  
More than 4,400 followers

### 3.2.3 NEWSLETTER

According to the DOW, 2 newsletters have been edited and distributed. One was delivered in June 2015 and the second one, expected by December 2015, is going to be sent out in January 2016, at the very beginning of the year (small adjustments are still to be made).

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 strucyure and the tone of voice have been maintained. As agreed, every newsletter hosts :

- an introduction dedicated to the news and to the future events (for those who might want to meet the BabyLux partners in person and have a chance to dicuss the project);
- a double interview comparing the opinion of one of the partners and a stakeholder (an internal and an external point of view on the project);
- a video clip (composing a seires of interview called "BabyLux Talks ").

#### **JUNE-DECEMBER 2015**

This issue focuses on the sensor, as a fundamental component of the mock-up.

Table of contents:

- **News & events**
- **INTERVIEWS:**

Partner: **Fraunhofer**

Fraunhofer Institute for Production Technology IPT has provided its technology portfolio for the design, development and fabrication of the fiber-optical sensor that will be applied to the scalps of the babies for parameters detection.

#### Stakeholder: Fionec

The fionec GmbH is a high-tech enterprise that develops sophisticated optical technologies. It is specialized in the field of optical metrology and assembly of special fiber optic probes. It has established close ties with both scientists and engineers in the industrial sector.

Download this newsletter at

[http://www.babylux-project.eu/images/pdf/04\\_Newsletter\\_Babylux\\_project\\_2015\\_06.pdf](http://www.babylux-project.eu/images/pdf/04_Newsletter_Babylux_project_2015_06.pdf)

You can watch the **BabyLux Talk # 3** here:

[https://www.youtube.com/watch?v=rkEL6Hx\\_Xfc&feature=youtu.be](https://www.youtube.com/watch?v=rkEL6Hx_Xfc&feature=youtu.be)



Figure 9: Newsletter n. 4: June – December 2015

#### DECEMBER 2015 – JUNE 2016

This issue focuses on the design and the actions that led to the realization of the second prototype.

Table of contents:

- **News**
- **INTERVIEWS:**

Partner: **Loop**

Loop has more than 20 years of experience in the market defining new business models by creating and developing new products and new user experiences. Thanks to its highly qualified background, it is in charge of the product design, the user experience, the interface design, and prototype manufacturing.

#### Stakeholder: Roberta Ramponi, Photonic 21

Roberta Ramponi, Full Professor at Politecnico di Milano, is the Director of the Institute of Photonics and Nanotechnology of the National Research Council (IFN-CNR) in Italy. She is vice-president of the International Commission of Optics (ICO) and a member of the Board of the Stakeholders and of the Executive Board of the European Technology Platform Photonics21. It has been a honor for us to interview her during ICT 2015, where, together with Alessandro Torricelli presenting BabyLux, she took part to the session "A strong ICT for a Strong Economy".

The download this newsletter is expected in January 2016 in the dedicated section of the website.

2 **video clips / interviews** accompany this newsletter:

- A video interview to Ignacio Rocchetti and Roberta Ramponi;
- A video interview to Tanya Nilolova, from the Photonics Unit of the European Community, and to “common people” who attended “Meet me Tonight”, the European Reasearchers Night).

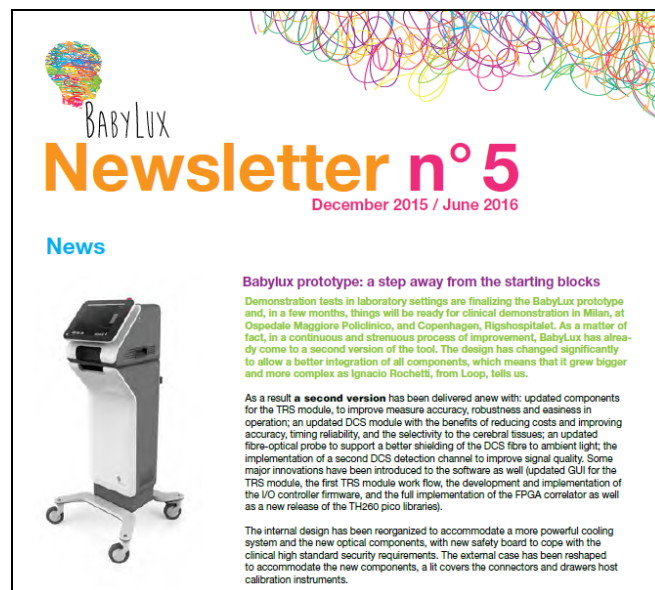


Figure 10: Newsletter n. 5: December 2015 – June 2016

### 3.2.4 INTERVIEWS and VIDEOS

Having its own **You Tube channel**, BabyLux has used a communication tool such as the video clip to interview and therefore to involve stakeholders in the project.

During the first year BabyLux has been commented, endorsed and criticized by different points of view: the one of the PUBLIC ADMINISTRATION (Mario Melazzini, Lombardy Region); the one of the CLINICIANS (Daniel Licht, Children’s Hospital Philadelphia). In the second year, more stakeholders have joined BabyLux interview series:

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

All interviews can be downloaded here :

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



Figure 11: BabyLux video – shot in June 2015



Figure 12: BabyLux video – shot in September and October 2015





Figure 13: BabyLux video – shot in October and December 2015

### 3.2.5 ARTICLES

The scientific partners involved in the project have disseminated BabyLux on dedicated, international journals to selected target groups. Here follows the list of 2015 publications:

- A.Torricelli et al., **Neurophotonic non-invasive optical techniques for monitoring brain functions**, Functional Neurology
- A.Pifferi et al., **Mechanically switchable solid inhomogeneous phantom for performance tests in diffuse imaging and spectroscopy**, Journal of Biomedical Optics
- M. Rehberger et al., **Fiber-based hybrid probe for non-invasive cerebral monitoring in neonatology**, SPIE

### 3.2.6 EVENTS

The participation to events and international conferences has been the most powerful and effective vehicle of communication in 2015.

BabyLux has been presented, discussed and commented in **13 events**:

- **3 communication** events, i.e. the research has been promoted beyond the project's own community, in a way that it is understood by non-specialists:
  - ICT 2015 - Innovate, Connect, Transform
  - GoPhoton!
  - Meet me Tonight

- 10 **dissemination** events, i.e. the research has been promoted during scientific conferences.

All of them, listed below, have been announced on the website, where they are still accessible at the following url: <http://www.babylux-project.eu/press/2014-02-07-11-42-07>

## 2 December 2015

### **Loop Breakfast Club: "Innovation and new business models in the health sector"**

Barcelona, Spain

Professionals and businesses related to the health sector in Spain, together with journalists, CEOs and general managers from 17 different companies from the health sector attended the meeting. Loop talked about its experience in the health care domain through some of the projects the company is working on. BabyLux, of course, was one of them.

## 2 November 2015

### **13th European short course on "Principles and Applications of Time-resolved Fluorescence Spectroscopy"**

Berlin, Germany

During a lecture on "Instrumentation for Time-Resolved Fluorescence Measurements", Rainer Erdmann from PicoQuant addressed BabyLux project. The course was intended for individuals wishing an in-depth introduction to the principles of fluorescence spectroscopy and its applications to the Life Sciences. Attendees were typically professionals using or intended to use fluorescence in their research. The course was held in cooperation with Prof. J.R. Lakowicz from the Center for Fluorescence Spectroscopy and the Department of Biochemistry and Molecular Biology, University of Maryland School of Medicine, Baltimore, Maryland, USA.

## 20-22 October 2015

### **ICT 2015 - Innovate, Connect, Transform**

Lisbon, Portugal

From 20 to 22 October 2015, BabyLux exhibited at the ICT 2015 at the Centro de Congressos de Lisboa. You could find us in the Connect Area, where Hemophotonics took care of the booth and was able to show people a working mock-up. The exhibition showcased the best-in-class results of the existing European ICT Research & Innovation (from FP7, CIP and H2020 programmes), presenting very advanced research, future visions and being a showcase for activities with a high potential impact on the European industry, competitiveness and the future life and well-being of European citizens. What's more, Alessandro Torricelli, BabyLux Coordinator, gave a speech during the Session 3T "A strong ICT industry for a strong economy", Auditorium 8, 20/10/2015 (16:00-17:30).

## 2-4 October 2015

### **Vermont Oxford Network Annual Quality Congress**

Chicago, USA

BabyLux as the topic of a lecture on cerebral oxygenation given by Gorm Griesen at "Vermont Oxford Network Annual Quality Congress and Newborn Intensive Collaboration for Quality Symposium". Nearly 1200 members of the worldwide community of neonatology converged in Chicago for the meeting. Vermont Oxford Network, founded in 1988, is a nonprofit voluntary collaboration of health care professionals working together as an interdisciplinary community to change the landscape of neonatal care.

**24 September / 3 October 2015****GoPhoton!**

Milan, Italy

The European Commission has financed several initiatives for the promotion of Photonics in 2015, which has been declared by UNESCO as the "International Year of Light". Among these initiatives, one of the most relevant projects is GoPhoton, involving 8 major European Universities and Research Institutions including Politecnico di Milano, with the aim of setting up outreach activities in Photonics for the general public. These activities have been organised in a full week of events ("Photonics Week") for school kids, students from high school to university, entrepreneurs and general public. BabyLux prototype has been shown to the public during the tour and the presentation of the Department of Physics' labs on Saturday, October 3.

**25-26 September 2015****Meet me Tonight**

Milan, Italy

BabyLux was back again at "Meet Me Tonight", the Milanese edition of the European Researchers' Night, where scientists translate complex concepts into everyday language. On Saturday, September 26, at the Giardini Idro Montanelli, booth C06, from 11.00 to 22.00, people learned about the project and saw, for the first time in Italy, the prototype that would be operational in a few months at Mangiagalli Clinic Hospital Milan General Hospital and Rigshospitalet in Copenhagen.

**16-20 September 2015****1st Congress of Joint European Neonatal Societies (jENS)**

Budapest, Hungary

The 1st Congress of joint European Neonatal Societies (jENS 2015) has been a unique event in the field of neonatology. Attendees from all levels of neonatal care attended the meeting, whose panel was composed by more than 120 leading international experts who have personally contributed to the state of the art and who will review cutting-edge developments in the areas of neonatal care and research. Among them, Gorm Griesern, a key person in the BabyLux project, and keynote speaker in the cardiovascular track at jENS 2015.

**25-29 August 2015****37th Annual International Conference of the IEEE Engineering in Medicine and Biology Society (EMBC 2015)**

Milan, Italy

Alessandro Torricelli, Project Coordinator of BabyLux project and Professor at Politecnico di Milano, was the Co-Chair of the symposium 'Functional Near Infrared Spectroscopy: Engineering Challenges and Translation to the Clinic'. The symposium took place on Saturday, 29 August 2015, from 12:45 to 14:15, in the framework of the international conference EMBC 2015. The theme of EMBC 2015, "Biomedical Engineering: a bridge to improve the Quality of Health Care and the Quality of Life", remarked the central role of BME in the improvement and innovation of health care (with a direct impact on the quality of life) but also focused on how to reach and maintain a "wellness" through proper and advanced technologies, devices and protocols.



**22-25 June 2015****Laser Photonics**

Munich, Germany

LASER World of PHOTONICS is well known as the international trade fair for the laser and photonics industry. Together with the World of Photonics Congress, the fair unites research and industry and promotes the use and ongoing development of optical technologies. A big event, held since 1973, that gathers participants from 70 countries in a 42,000 square meter exhibition space. Those who were interested in BabyLux and wanted to find out more joined Picoquant at Booth 226, Hall B2.

**3-4 June 2015****Photonic Event**

Veldhoven, Netherlands

BabyLux has been the topic of an invited talk given by the project coordinator, Alessandro Torricelli. An important occasion to address designers, developers and users of photonics-based applications, instruments, machines, equipment and services. The Photonics Event was organized at the same time as Vision, Robotics & Mechatronics. Special attention was paid to the added value of the crossovers between the two events, both by exhibitors as in the lecture program.

**18-20 May 2015****ICOB 2015, International Conference on Biophotonics**

Florence, Italy

Antonio Pifferi, Professor at Politecnico di Milano, was one of the speakers at the 4th International Congress on Biophotonics (ICOB 2015). BabyLux has been the topic of an invited talk on translational activities from bench to clinics. From medical and biological end users to decision makers from industry, ICOB 2015 addressed different groups in biophotonics with custom-tailored sessions. ICOB 2015 took place within the "Florence Biophotonics Week" together with IEEE BioPhotonics 2015, 20 - 22 May 2015.

**13 February 2015****ICFO Open Day**

Barcelona, Spain

On Friday, February 13th ICFO opened its doors to offer a day full of activities designed to highlight many of light's applications as well as its most fascinating properties. The Open Day event took place within the framework of the celebration of the International Year of Light. Members of the ICFO community offered activities and lab tours for schools and the general public to show the research that is being carried out at the institute and demonstrate the many ways that light affects our daily lives. BabyLux was one of them!

**3 February 2015****ICFO CLP Day: Wearable Technologies**

Barcelona, Spain

The Corporate Liaison Program (CLP) Day is an annual meeting where ICFOnians, representatives of international platforms, multinational corporations, local business representatives and researchers of other institutions have the opportunity to interact with experts from around the world in a particular sector to review the latest advances in photonic



technologies while focusing on the generation of joint research projects. The theme of each edition of the CLP Day changes in order to highlight topics of interest and relevance to ICFO's corporate partners and collaborators. In 2015 the CLP Day focused on Wearable Technologies. Though not part of the event, the BabyLux mock-up has been shown to the participants during the lab tour presentation.

### 3.2.7 TARGET GROUPS DEFINITION AND INVOLVEMENT

Events and public occasions have expanded our target groups. Mailing lists have been enriched with new, selected contacts collected on these occasions.

In order to address the communication needs of the third year, work has been done in creating **a new ad-hoc mailing list of 100 contacts specifically dedicated to parents' associations**.

This mailing list has been added to the project data base that contains **700 contacts** so far, thus distributed :

- a dedicated mailing list of **600 international contacts** (professional communities of health care practitioners; national, regional and local health authorities; scientific and technology communities);
- FPM's own mailing list of **422 local contacts** (national contacts in the health sector);
- a dedicated mailing list of **100 international contacts of parents' associations** and supporting organizations.

Target groups have been involved by parallel actions, such as:

- **public events**;
- **DEM** (direct mailing campaigns on the occasion of important events);
- **newsletter**;
- **video interview** (stakeholders).



Figure 14: Example of DEM - Meet Me Tonight, September 26 2015

### 3.2.8 UPDATING OF THE COMMUNICATION MATERIAL

**Ad-hoc** communication material has been updated on occasions of public events, such as:

- **roll-ups** with the images of the second prototype and its characteristics;
- **gadgets** with a branded copybook.

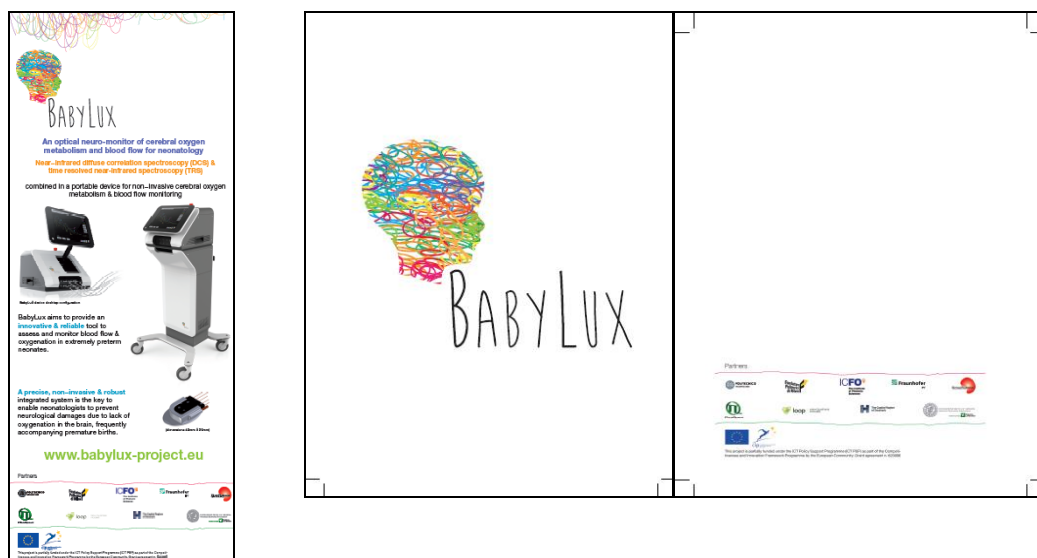


Figure 15: Ad-hoc communication material: roll-up and copybook

While the main leaflet, the one giving a general description of the project's activities and goals, has remained unaltered, the **"technical" leaflet** has been renovated with the second version of the mock-up. It is now in under review and will be delivered in January 2016, together with the newsletter, and uploaded on the website as well.

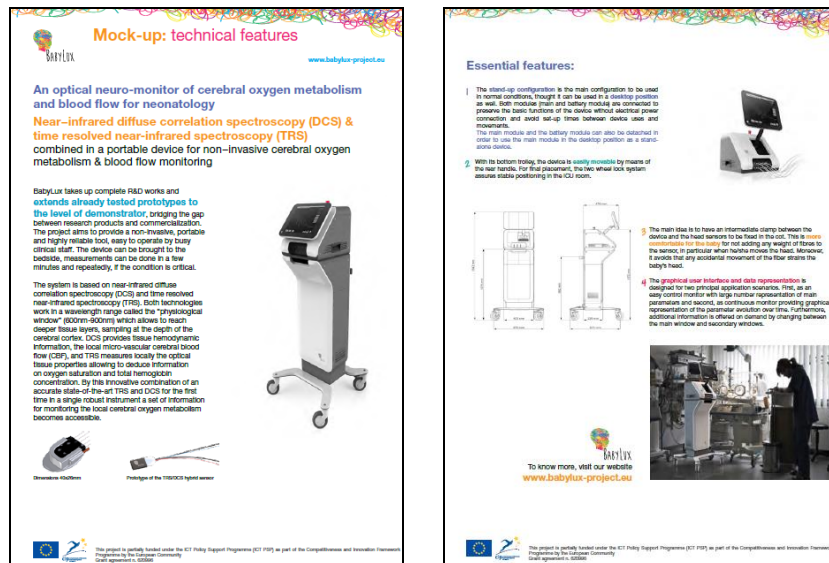


Figure 16: Leaflet updating

All the other materials composing the press kit - Project information sheet; Project coordinator profile; Partners profile - have been kept unaltered.

### 3.2.9 NETWORKING WITH OTHER PROJECTS

In order to expand its network, BabyLux has established contacts with other projects, consortia, international activities and, or 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/departments-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)



Project - No 620996

Date 29.01.16

Deliverable 6.4 - Dissemination Plan First Reporting  
Period

Classification PU

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- **Graphene Flagship**  
<http://graphene-flagship.eu/>
- **fNIRS society (SfNIRS)**  
<http://fnirs.org/>
- **LIGHT2015**  
<http://www.light2015.org/Home.html>



## 4. Overview of the plan for the third year

The plan for the third year will be based on the communication and dissemination of **results**. The communication strategy, that is the ability to let the project be known outside its own scientific "circles", will be central and should be attentively planned.

**All partners** will be actively involved in the process in order to reach the widest resonance and coverage.

As the tool is going to be ready and clinical phase will be start, our main target groups can be summarized as follows:

- **end-users**  
doctor and nurses who will use the tool in NICU;
- **families**  
assisting the clinicians in the process and being directly involved in the validation and testing of the tool;
- **industries**  
according to the business strategy and the exploitation plan, the demonstrator as to be introduced to the market;
- **media**  
public opinion.

Of course, the **scientific community** and health **authorities** will also be taken into account.

### 4.1. Proposed communication actions

Dissemination plan contemplates a reinforcement of the communication action already set forth during the first two years of work, with the addition of:

- a **final conference**, meant to disseminate the results of the project to a wide public. Most likely it will be organized in Milan;
- a **specific event dedicated to the media to be held in one of the two hospitals** hosting the clinical proofs. Most likely it will be organized in Copenhagen.

It is still an open issue whether the two events might be joined as one. This is a valid option that will be discussed and evaluated according to the project developments and performances.

	MONTH 25	MONTH 26	MONTH 27	MONTH 28	MONTH 29	MONTH 30	MONTH 31	MONTH 32	MONTH 33	MONTH 34	MONTH 35	MONTH 36
REPORTING PERIODS												
TOOLS												
Press releases						June						December
Dissemination kit												
leaflet												December
E-newsletter						June						December
Video						June						December
International conference						June						December
Website												
Journals												

As you can see from the table above, the BabyLux project will keep target audiences updated through the following media:

- **Newsletter**

Two issues will be delivered: at **month 30** (June 2016) and at **month 36** (December 2016).

The editorial plan won't be changed and will precede accordingly. That is, every newsletter will: update the project results; inform about future events where BabyLux will be presented and discussed; focus on partners; host a double interview, involving at least a stakeholder in the field; be accompanied by a video clip.

**June 2016- Table of contents** (tentative)

Main topic: clinical trial

News & Events: announcement of the final event + upcoming events (if any)

Interviews and video: Region H/Mangiagalli + Partents and, or Partents' association (TBD)

**December 2016- Table of contents** (tentative)

Main topic: project results

News & Events: final conference + project follow-up

Interviews and video: Picoquant/Hemophotonics + industry / market (?)

The mailing list will be enriched with new contacts through a continuing process of fine tuning. Accesses and registrations will be monitored to check improvements.

- **Website and Social media**

Contents will be constantly updated. Deliverables and technical information will also be published. Analytics will be constantly monitored and used as a valuable tool to adjust the communication strategy.

A special attention will be dedicated to social media as to reinforce the process of **engagement**. Therefore, the communication plan will be expanded in this direction.

A **Twitter account** will be opened to:

- engage **media & journalists**;
- raise site traffic and interaction;
- create interest for the final conference and final results.

A **LinkedIn profile** will be opened to:

- engage **businesses**;
- raise site traffic and interaction;
- create interest for the prototype.

- **Scientific & Technical publications**

Scientific and technical journals will be identified and addressed by all partners. Results will be published widely as to assure the BabyLux project can reach and meet the needs of end users communities and shareholders.

- **Project leaflet**

The project leaflet will be updated at M36, together with the press kit with final results. It will be translated into the four languages of the project: English, Italian,

German, Spanish, and Danish.

- **Participation to events**

Partners will take part to a series of events of interest throughout the year such as:

**Euro Neuro 2016**

Barcelona, 14-16 April 2016

<http://www.euroneuro2016.org/>

**OSA Biomed**

Fort Lauderdale, 25-28 April 2016

[http://www.osa.org/en-us/meetings/optics\\_and\\_photonics\\_congresses/biomedical\\_optics/](http://www.osa.org/en-us/meetings/optics_and_photonics_congresses/biomedical_optics/)

**fNIRS 2016**

Paris, 13 October 2016

<http://fnirs.org/conferences/fnirs2016-conference/>

More will be added according to upcoming occasions and further developments.

- **Press releases**

2 press releases are planned so far. One will be distributed to journalists according to the clinical event and one according to the final conference. As said above, it is still an open issue whether the two might coincide.

- **Ad-hoc materials**

Ad-hoc dissemination materials (for workshops, conferences and events), as well as tailored messages, will be designed and produced in order to assure a timely and effective communication.

A special attention will be given to the final conference, where all the communication materials will be designed on purpose.

\*\*\*

The dissemination plan will ensure that all dissemination activities are performed in a coherent, satisfactory and timely manner. Being communication a variable instrument, results and actions cannot be predicted precisely and in a reliable way. Partners will do their best to keep the process abreast with what's going on inside (intermediate results) and outside the project (topical events of interest).



## 4.2 Expected communication results

INDICATOR N.	INDICATOR	METHOD OF MEASUREMENT	YEAR 3 (EXPECTED)
I6.1	<b>Web site</b>	N° of visitors, n° of registered users, n° of documents' download	1.000
I6.2	<b>Press releases</b>	N° of press releases published	6
I6.3	<b>Newsletter</b>	N° of newsletters released	2
I6.4	<b>Articles</b>	N° of published articles	6
I6.5	<b>Interviews</b>	N° of interviews on media	4
I6.6	<b>Participation at local and international conferences, workshops, events, exhibitions, forums</b>	N° of conferences, workshops, events, exhibitions, forums attended	6
I6.7	<b>Relevant stakeholders</b>	N° of relevant stakeholders contacted	200
I6.8	<b>Relevant stakeholders</b>	N° of relevant stakeholders involved	20
I6.9	<b>Final conference</b>	N° of participants	150
I6.10	<b>Dissemination to Networks and on-going project</b>	N° of network and on-going projects	12



## 5. Conclusions

This document provides an overview of the dissemination tools that have been used to raise awareness and visibility about the BabyLux project during the second year (M12-M24). All the expected results have been reached and have been accomplished duly. It also anticipates some of the actions that will be taken during the third year (M24-M36) to assure the best and widest communication and to lay the foundations for a project follow-up.

The strategy has been designed with the contribution of all partners, according to the current stage of the project and its results. It is a realistic and plausible schedule to achieve the project goals on time and within budget.

The communication strategy will be regularly reviewed during project meetings and conference calls to ensure the proposed approach reflects the project needs and partners' expectations.