PHOTONICS PUBLIC PRIVATE PARTNERSHIP

H2020-ICT-2019-2
Photonics Manufacturing Pilot Lines for Photonic Components and Devices

MedPhab

Photonics Solutions at Pilot Scale for Accelerated Medical Device Development

Starting date of the project: 01/01/2020
Duration: 48 months

= Deliverable D9.2 =

Project Dissemination and Communication Strategy

Due date of deliverable: 30/04/2020
Actual submission date: 16/04/2020

Responsible WP: Dissemination and Communication WP9, EPIC
Responsible TL: Francesca Moglia, EPIC
Revision: V3

Dissemination level		
PU	Public	x
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 871345.

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DOCUMENT CONTROL

Document version	Date	Change
V1	30/03/2020	First draft
V2	07/04/2020	Updates from Coordinator and PM comments
V2.1	09/04/2020	Pre-Final version
V3	14/4/2020	Final version

VALIDATION

Reviewers		Validation date
Work Package Leader	Francesca Moglia, EPIC	06/04/2020
Project Manager	Mariana Pacheco Blanco, AMI	09/04/2020
Coordinator	Jussi Hiltunen, VTT	14/04/2020

DOCUMENT DATA

Keywords	Dissemination and communication activities, flyer, website, stakeholders, audience
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Delivery date	16/04/2020

DISTRIBUTION LIST

Date	Version	Recipients
16/04/2020	V3	All partners, EC, ownCloud

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Executive Summary

In accordance with Work Package 9 (Exploitation, dissemination and communication), we present herein the Project Dissemination and Communication Strategy for MedPhab which aims to serve as Europe's first pilot line dedicated to the manufacturing, testing, validating and upscaling of new photonics technologies for medical diagnostics. This report details the key stakeholder groups and the messages and dissemination tools and activities that will be used to target them, as well as the KPIs that will be used to measure the effectiveness and success of each tool or activity.

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1. Introduction

MedPhab's communication and dissemination strategy is set out in sections as follows:

Section 3.1 sets out the key dissemination objectives and activities that will be used according to the three described phases of the project. **Section 3.2** defines the 8 groups or audiences who will be the target for the dissemination and communication strategy. They range from potential users of the pilot line to the general public and will receive different messages according to their level of technical knowledge and potential role in the pilot line.

Section 3.3 lists the key messages of the project and **section 3.4** summarises the various project messages, dissemination objectives and activities that will be used for each target group.

In **section 3.5**, we detail the range of dissemination tools and activities that will be used to convey the project messages and achieve the project objectives and **section 3.6** contains a provisional calendar of face-to-face events that will be crucial for promoting and disseminating all aspects of the project, particularly for obtaining potential users of the pilot line.

Finally, in **section 3.7**, we detail the KPIs that will be used to measure the effectiveness/success of all MedPhab dissemination activities.

2. Communication strategy

2.1. Internal communication

Internal communication is crucial for the success of a consortium and for instance a project. Therefore in MedPhab consortium a communication plan was set since the kick-off meeting in agreement of the partners.
This plan considers a proper communication flow, which means that the information is concrete, clear, transparent and distributed in a timely manner to all interested parties, whilst maintaining a good balance between insufficient information and too much information.
The main objectives of internal communication within MedPhab are to:

- Share information among partners concerning the project,
- Inform constantly about project progress among partners,
- Identify problems (if any) and find proper solutions,
- Make decisions on project changes (if applicable).

In a big Consortium as MedPhab with 18 partners, communication is carried out in different levels, including different types of meetings. Physical meetings will be organised every 6 months and Work Package (WP) and Project Steering Committee (PSC) teleconferences have been organised weekly or monthly. Any problematic issues are and will be immediately dealt with using appropriate solutions proposed in cooperation with involved partners.
In order to efficiently exchange information and documents internally, MedPhab uses a cloud-based management and storage platform ("ownCloud") hosted and managed by Amires. All partners will have easy access to this platform and therefore to the latest information, documents, and templates therein stored.

2.2. External communication

Dissemination activities of the project's achievements should never jeopardise the protection of generated intellectual property (e.g. patent, product design) or further industrial application. In order to address this, before any dissemination activity (publication, presentation) strict rules of prior notice to all partners will be applied, according to EC guidelines. Partners are in position to deny dissemination of their own know-how (background or results) by others when it could potentially harm the partner's interests. The Dissemination Manager in cooperation with the Exploitation Manager and Coordinator will follow all the above described approval processes and will act as an internal executive approval body for any dissemination action organised by different partners. Prior notice of any planned publication shall be given to the other Parties at least 30 calendar days before the publication. Any

objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 21 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.
The following information shall always be stated in the publication: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 871345 project MedPhab”.
The role of a Dissemination Manager (WP9 Leader, Francesca Moglia, EPIC) has been established in order to plan, follow, undertake and monitor the planned communication and dissemination activities. To track all these activities a document to register all dissemination activities was created and the structure can be seen in Annex I. Regular contact with all Work Leaders will ensure timely communication and dissemination of project outcomes and results.

2.3. Publication policy and open access

Due to EU regulation, EU funded projects will generate open access publications. Article 29.2 H2020 MGA on open access to scientific publication and the “green” or “gold” model will be used depending on the strategy of the consortium regarding the specific peer-reviewed scientific publication. MedPhab partners at the moment of signing the Grant Agreement, agreed to generate peer-reviewed articles resulting from projects to an institutional or subject-based repository and to make their best efforts to ensure open access to these articles, at time of publication or at the latest within six months after publication.

3. Dissemination strategy

3.1. Key dissemination objectives and activities

The key objectives of MedPhab’s dissemination strategy are:

1. Create broad awareness and understanding of the MedPhab pilot line services.
2. Maximize the number of companies applying to use MedPhab’s technologies and services.
3. Create an investor/user eco-system comprising investors and people at decision-maker level from hospitals and the key companies who are interested in emerging photonics-based technologies and engaging with the EU photonics/medical devise ecosystem.

Different emphasis will be placed on these objectives and activities according to the three phases of the project as illustrated in Figure 1.

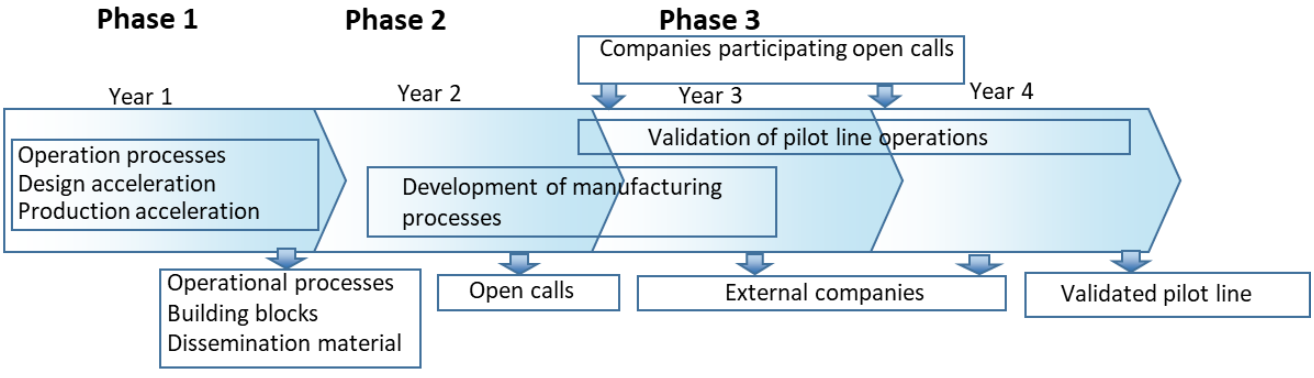

Figure 1. Three phases to target objectives and validate the operation model.

Phase 1 (year 1) will focus on accelerating design, production procedures and maturing the technology in relation to 5 use cases. In addition, 2 model cases with higher maturity level are carried out completely in the first phase. The model cases comprise opto-fluidic sensors and wearable PIC temperature sensors. The results will be used to

create the basis for the libraries and dissemination material without Intellectual property rights (IPR) restrictions and to define specifications for the Use-Cases in phase 2.

Phase 2 (years 2 & 3) will focus on validating the pilot line technologies in relation to< 5 high impact use-cases taken from in-vivo biophotonics based surgical tools e.g. for surgical guidance; in-vivo wearables for personalised monitoring e.g. of heart activity; and in-vitro diagnostic devises using disposable opto-fluidic sensors.

Key objectives of dissemination activities during phases 1 & 2:

- Focus on branding, i.e. to broaden awareness of the aims, objectives and technology of the MedPhab project to all target groups.
- Engage particularly with potential pilot line users and end users of MedPhab devises via a range of events.
- Support generation of a photonic medical network comprising people at decision-making level within hospitals and key companies interested in emerging photonics-based technologies and engaging with the pre-existing EU photonics/medical devise ecosystem.

Key dissemination activities during phases 1 & 2:

- Social Media (Project website, Twitter and LinkedIn posts) and press releases
- Presentations at conferences, symposia, EPIC meetings and at leading photonics events such as OFC, Photonics West, ECOC, and main exhibitions for medical technologies such as MedTech and MEDICA.
- Pilot line workshops
- Publications in international journals
- Non-scientific publications.
- Flyers/Poster distributed at events.
- Downloadable public deliverables.

Phase 3 (years 3 & 4) In addition to validation of the 5 use cases, there will be further validation through the selection of 18 SMEs interested in using MedPhab to develop their products. Selection will be made via open competitive calls and companies will be selected to cover a variety of medical diagnostic fields that showcase the full extent of MedPhab's technology offering and the efficiency of the single-entry point service model to accelerate product development

Key objectives of dissemination activities during phase 3

- Continue to promote the MedPhab project to all target groups
- Focus on maximising the number of SMEs applying to participate in the validation process in phase 3
- Greater focus on the commercial aims of the project to maximise number of pilot line users and investor involvement to ensure sustainability of pilot line.

Key dissemination activities during phase 3

Similar activities as for phases 1 and 2 will be placed on supporting the commercial objectives of project through engagement with potential pilot line users, investors and end users at leading photonics and EPIC events.

3.2. Key target Groups

Dissemination and communication activities will target the following 8 groups:

Group 1: Users of the pilot line

Comprises SMEs that want access to a functional and efficient pilot line for prototyping, pilot and volume production of in-vivo and in vitro medical devises. This is a key stakeholder group as their degree of participation will determine the success of the project and sustainability of the pilot line.

Group 2: End-users of MedPhap products
Comprises medical doctors, hospital policy makers, companies developing novel products and system integrators who will use MedPhap products. This is another key stakeholder as high demand pull from this sector will increase user participation in pilot line.

Group 3: Research and scientific community
Engagement with this group is important for encouraging new collaborative research proposals and to stimulate young scientists and engineering students to research in photonics based medical technology. Research community can also benefit from pilot line services, because access for up-scaled manufacture enables the collection of large amounts of data by test devices from patients or volunteers.

Group 4: Policy Makers & Funding Agencies
Includes the EU Commission, Photonics21 PPP, health related PPPs and national agencies.
Engagement with this group is important as Increased awareness of the importance of MedPhab and photonics in the European economic growth, including the generation of new jobs and further training. The relevance of Medphab will help to maintain and secure future funding for photonics.

Group 5: General public and the media
Important to engage with this group to provide transparency on how EU citizen's taxes are being spent.
Increased awareness among the public on the health benefits of MedPhab technology and its importance for the growth and stability of the European economy will put pressure on politicians to continue to support future initiatives in photonics**.** Also, broadening awareness of this technology and photonics in general will attract young people to study science including photonics and ensure a future, gender-balanced supply of expertise for the photonics industry.

Group 6: Standards & Regulatory Bodies
A crucial target group as all MedPhab device projects need to comply with medical regulatory standards. This is a very complex part of the development process and MedPhab will have to put in place and offer systems procedures and protocols suitable for SMEs.

Group 7: Other EU pilot lines
Comprises e.g., PIXAPP, Pix4Life, InPulse and Actphast. It is important for MedPhab to identify and exploit synergies with other EU pilot lines to share contacts, grow the network and find new opportunities for collaboration.

Group 8: Investors
Crucial to enhance investor confidence in MedPhab technologies in order to secure pilot line users investment to develop their projects.

3.3. MedPhab messages

MedPhab has the following key messages:

1. Photonics technologies have become a key enabler for modern medical devices ranging from diagnostics to surgical tools and therapeutics.

2. The high diversity of photonics technologies in scattered ecosystems presents together with highly regulated validation and production of devices major challenges for both end-user companies and manufacturers.

3. MedPhab addresses these challenges by giving European SMEs easy access to a unified infrastructure dedicated to manufacturing, testing, validation and up-scaling of new photonics technologies for medical diagnostics.

4. MedPhab will enable companies to accelerate design and product development, reduce R&D and production costs, and overcome the difficulties of highly demanding regulatory compliance for SMEs launching their first product to market.

5. In this way, European SMEs will be able to complete more favorably with their global competitors in the medical device market making them an attractive proposition for investors.

6. The commercialisation of MedPhab technology will enable Europe to benefit from improved health and patient care, increased revenue, increased job-growth and training opportunities and a strengthened photonics ecosystem.

7. MedPhab offers exciting opportunities for new collaborative research into the next generation of photonics based medical diagnostic devices.

Different emphasis will be given to these messages according to the target group as shown in Table1 in section 5 below.

3.4. Summary of project messages, dissemination objectives and activities by target group

The following table details the project messages, dissemination objectives and activities that will be used for each target group:

Table 1: Summary of project messages, dissemination objectives and activities by target group	
Group 1	**Users of the pilot line**
Messages:	MedPhab addresses the key challenges faced by SMEs in commercialising medical devices enabling them to be more globally competitive by: • accelerated design and fabrication of medical diagnostic devices at different TRLs. • reduction of R&D and production costs • overcoming difficulties of integrating mminiaturised photonic devices. • partnering with multiple companies. • overcoming highly demanding regulatory compliance for SMEs launching their first product to market. • exploiting digitalisation enabled opportunities.
Aims of dissemination activities	• Disseminate the progress and latest results of project to obtain users of pilot line • Increase number of registrations in ecosystem building tool • Increase number of companies inquiring through Helpdesk
Key dissemination activities	• Website, Twitter and LinkedIn posts. • Presentation at conferences, symposia, EPIC meetings and at leading photonics events such as OFC, Photonics West, ECOC, and application-oriented events such as MEDICA.

Group 2	**End-users of MedPhap products (medical doctors, companies developing novel products and system integrators)**
Messages:	• MedPhab devices can significantly improve health and patient care. • The MedPhab infrastructure will have the inter-disciplinary expertise required to quickly scale from prototypes to higher volumes, while being cost-effective with faster delivery times.

Aims of dissemination activities	To promote faster and increased demand from end users for MedPhab devices thus increasing SME participation in pilot line by: • promoting photonics technologies among end-users internationally with special focus on connecting them with already existing integrator companies, so they can become users of the pilot-line; • creating a photonic medical network, comprising people at decision-maker level from hospitals and the key companies interested in emerging photonics-based technologies and engaging with the EU photonics/medical devise ecosystem.
Key dissemination activities	Presentation of MedPhab to end users at: • international associations in medical devices such as AACC and MedTech. • pilot line workshops giving visibility to the commercial partners of the project. • the main exhibitions for medical technologies such as MedTech and MEDICA.

Group 3	**Research and scientific community**
Messages:	• Photonics based MedPhab technology will significantly improve health and patient care. • There are exciting opportunities for research into the next generation of photonics based medical diagnostic devices. • MedPhab partners can help academic groups in research by providing test devices that are required in pre-clinical studies.
Aims of dissemination activities	• Disseminate the latest results towards Photonics actors, • Encourage new collaborative research proposals • Stimulate young scientists and engineering students to research in photonics based medical technology
Key dissemination activities	• Social media, including a project website, Twitter, LinkedIn and press releases • Presentations of MedPhab publications at international technical conferences such as ECOC. • Publications in international journals • Participation with presentation of results at international events and workshops

Group 4	**Policy Makers & Funding Agencies**
Messages:	• New devices from the commercialisation of MedPhab technology will improve health and patient care and generate revenue, job-growth and training opportunities for Europe and reinforce Europe's photonics ecosystem.
Aims of dissemination activities	• To increase awareness of politicians/policy makers on the importance of photonics/MedPhab for jobs, training and economic to maintain and secure future funding for photonics. • To promote top-line KPIs on user numbers, revenue generation and job-growth opportunities.
Key dissemination activities	• High-profile events, such as Photonics21 annual meetings and H2020 promotional events.

Group 5	**General public and the media**
Messages:	• New devices from the commercialisation of MedPhab technology will improve health and patient care and generate revenue, job-growth and training opportunities for Europe and reinforce Europe's photonics ecosystem
Aims of dissemination activities	• Give transparency on how EU citizen's taxes are being spent. • Increased awareness among the public on the potential that MedPhab/photonics have for the growth and stability of the European economy in order to put pressure on politicians to support future initiatives in photonics.

	• Increase visits to project website and downloads of public deliverables.
Key dissemination activities	• Social media, including a project website, Twitter, LinkedIn and press releases. • Non-scientific publications. • Participation events promoting new Photonics solutions. • Flyers/Poster distributed at events. • Downloadable public deliverables.

Group 6	**Standards & Regulatory Bodies**
Messages:	Project technology needs to be aligned with international standards in medical sensing.
Aims of dissemination activities	Promote the project results and ensure that they are integrated & contribute to future standards.
Key dissemination activities	• Technical presentations to and interaction with medical device regulatory bodies (e.g. MDEG). • Participation in EU commission's consultation & other worldwide regulatory in the field of interest.

Group 7	**Other EU pilot lines (PIXAPP, Pix4Life, InPulse, MIRPHAB, Phabulous and Actphast)**
Messages:	It is critically important that MedPhab forms strong partnerships with the other Pilot Lines
Aims of dissemination activities	• To exchange best practices. • To share contacts and grow the network. • To identify and exploit synergies to develop new opportunities for collaboration.
Key dissemination activities	Annual Pilot Line workshop and sharing booths and costs of meetings at international events.

Group 8	**Investors**
Messages:	Companies engaging with MedPhab represent unique opportunities for investment
Aims of dissemination activities	• Enhance investor confidence in MedPhab technologies. • To prepare user companies to maximize their chances to raise investment and create improved business certainty.
Key dissemination activities	• Annual workshops with investors • Regular events such as EPIC VIP dinners with EPIC Corporate Investors and Business Angels Dinners as well as EPIC technology workshops to be held in partnership with other pilot lines such as InPulse and MIRPHAB.

3.5. Dissemination tools

The following dissemination tools will be used to convey the project messages and achieve the project's objectives in accordance with the following principles:

1. Acknowledgements
All MedPhab dissemination tools and activities communication activities will acknowledge that the project is an initiative of the Photonics Public Private Partnership. Specifically, for workshops, press releases, presentations etc., the EU emblem and Photonics21 logo will be displayed prominently together with the text "Photonics Public Private Partnership". The link www.photonics21.org will also be included. Similarly, all LinkedIn and Twitter posts relating to MedPhab will include the links #Photonics, @Photonics21 and @PhotonicsEU.

2. Gender equality

All project dissemination materials - website, social media posts, posters, leaflets, videos and press releases will use gender neutral texts and display a balance of female/male imagery.

3.5.1. Visual identity

To aid in branding and increasing visibility and awareness of the MedPhab project, 2 logos and 1 visual identity have been created to be used in all dissemination activities and tools, as well as a PowerPoint template (see Figures 2 to 5).

Figure 2. MedPhab logo 1

Figure 3. MedPhab logo 2

Figure 4. MedPhab visual identity

Figure 5. MedPhab PowerPoint template

3.5.2. Website

The MedPhab website https://medphab.eu/ is now online. The website will be the main entry to the project for all target groups and will provide a full range of essential information, including information about MedPhab, technologies and services available, open calls and downloadable public documents and a calendar of events. The newsroom content will be constantly updated with the latest developments.

There will also be a private area with access to the Ecosystem Management Tool which will provide an overview of the community of photonic based medical diagnostics comprising suppliers, manufacturers, market news and information about public and private funding. This area will require registration and as the project develops, more functions will be implemented to map the medical diagnostics ecosystem and set the ground for the transition of MedPhab into the Digital Innovation Hub.

The home page contains the logo (6) and summarized information about MedPhab and the advantages and offerings provided (Figure 6and Figure 7). The homepage is a simple but attractive welcoming to the MedPhab project. Please see D9.1 for more information about the website.

Figure 6. MedPhab logo appears in home page.

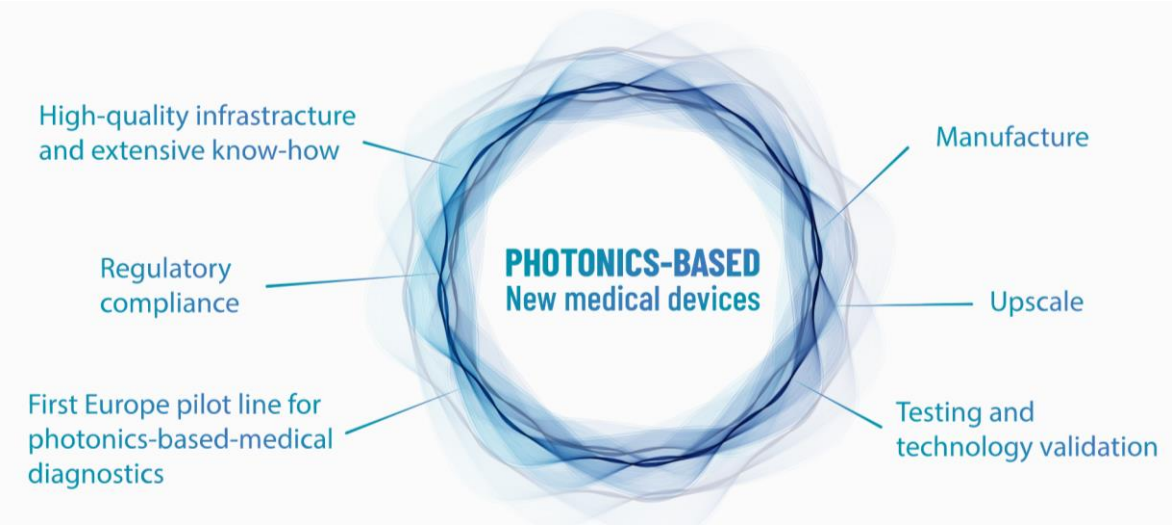

Figure 7. MedPhab logo interactively slightly is modified showing the project offerings.

Figure 8. Bottom part of the home page showing the three areas in which MedPhab offerings can be applied.

3.5.3. Social media (LinkedIn & Twitter)

Social media will be crucial for promoting the aims, services and results of the project; events in which MedPhab participates; open calls and pilot line offer; and driving traffic to the MedPhab website, where LinkedIn and Twitter are linked.

LinkedIn

A LinkedIn account was set up in early January 2020 for the MedPhab project, and can be found at: https://www.linkedin.com/company/medphab-pilot-line/

Currently, no other LinkedIn accounts will be used, and no discussion groups have been set up. However, they may be set-up should the need arise.

Twitter

A Twitter account was set up in early January 2020 for the MedPhab project, and can be found at: https://twitter.com/MedPhab

3.5.4. Banners

The banners and roll-ups have yet to be designed but will be present when deemed necessary at booths and other functions.

3.5.5. Flyers

The objective of the flyers is to aid in the communication of the project regarding the non-specialized community and stakeholders. The flyers will be printed and distributed to partners, the EC and at various events. Infographics will be used for better visualization of the information and project's objectives.

The flyer for MedPhab is still under review, but the preliminary design is shown in **Figure 9** below.

Figure 9. Proposal of MedPhab Flyer

3.5.6. Communication Kit

A communication kit comprising a handbook with text and photos, possibly supported by videos, will be prepared for dissemination, discussion for potential users of the pilot line and to educate the general public about possible use of advanced photonics technologies in medical diagnostics and process requirements. Some standard dissemination slides describing in brief the technologies addressed by MedPhab is also under preparation. The communication kit will target audiences beyond the project's own community, including the broader public and potential end-users, and focus on expected outcomes and related socio-economic benefits for the EU. The communication kit will be updated at mid-term and at project end to reflect project progress achieved.

3.5.7. Scientific publications

To date, there have been no published scientific publications related to MedPhab.

3.5.8. Workshops

Project workshops on the photonics system for medical diagnostics will be held both autonomously and in connection with other European or National meetings (e.g. Photonics 21 or EPIC event).

A workshop has already been planned to be held at the PIC Meeting on Medical Devices at Philips Innovation Services, in Eindhoven, The Netherlands on the 8-9 December 2020. This meeting will address the challenges of development of medical devices and integration of photonics technologies, focusing on the manufacturing, testing, validation and up-scaling of new photonics technologies for medical diagnostics. The meeting will bring together companies working on development and manufacturing of the medical devices from components providers to system integrators. Additionally, needs and solutions for the highly regulated validation and production processes and the timespan of the device development will be discussed.

At the end of the project, the final MedPhab event will be organized coinciding with the annual EPIC biophotonic workshop.

3.5.9. Webinars

Webinars are used as a channel to network and build ecosystem. MedPhab can arrange or participate the webinars to disseminate capabilities being under development. A webinar that was not focused on MedPhab but that served as a dissemination tool to present the pilot line was held on 25 March 2020: Towards a prototype of anti-virus UVC-LED-based respiratory mask. In this webinar, two partners of MedPhab proposed support for an ingenious idea coming from an EPIC member to counter biological viruses. The MedPhab coordinator also had the opportunity to present the pilot line and the possibility for such innovative ideas to be considered for the MedPhab common competitive calls which will be open in 2021.

3.5.10. Newsletters

E-mail newsletters will be distributed at six-monthly intervals to identified stakeholders.
MedPhab was included in the Pilot Lines Newsletter in January 2020:
https://mailchi.mp/10e271396218/european-pilot-lines-quarterly-update-january-1387985?e=[UNIQID]

Figure 10. Screenshots of the Pilot Lines Newsletter in January 2020 which included the MedPhab Project

Figures 11 and 12. Screenshots of the Pilot Lines Newsletter in January 2020 which included the MedPhab Project

3.5.11. Technology news servers

MedPhab will comply with knowledge sharing arrangements and will actively contribute to European Technology Platform Photonics21 and the EU's CORDIS website - periodically, each time after the latest achievements, at latest at the beginning and at the end of the project. See this link for MedPhab's first entry with CORDIS.

3.5.12. Press releases

The consortium issued a press release at project launch. This was published among others by optics.org, PhotonicsViews. The consortium will issue additional press releases whenever the project has reached a significant milestone or exceptional scientific, economic or societal impact is expected. There will be a final press release at the end of the project.

3.5.13. End-user interest groups

Potential customers for whom the pilot line will be of advantage originate from various diagnostic sectors, all of which are served by the industrial partners. These sectors include:

- Healthcare sector including clinical diagnostics and consumer health
- Environmental diagnostics
- Foodstuffs and agricultural diagnostics
- Industrial diagnostics

Among the existing customer base of the industrial partners are the majority of the top diagnostics companies as well as many smaller and specialized players. This gives the consortium immediate access to a significant customer base.

3.6. Dissemination events

Face-to-face events will be key for promoting all aspects of the project. MedPhab will be present at the following types of event:

- Technical conferences and symposia.
- Leading photonics exhibition events such as OFC, Photonics West and ECOC
- Leading application-oriented events such as MEDICA.
- Various EPIC technical meetings and networking events.

Due to the world health emergency due to Covid-19 started in early 2020, some exhibitions and events have been postponed or transformed into online events. WP9 is planning counter measures, such as online events, to compensate for missing dissemination opportunities.

A provisional calendar of MedPhab events together with the KPIs for measuring the success of the events are detailed in the following table:

Table 2: Provisional Calendar of MedPhab Events for 2020

Date	Event	Dissemination activity	Aims	KPIs to measure success of event
03 Feb 2020 –	EPIC world photonics Technology Summit, San Francisco USA		• Increase visibility • Inform potential users and collaborators about the project's technology and services • Obtain potential user and end user leads	• Number of attendees at the event. • Number of potential user and end-user leads
04 Feb 2020	Pilot lines Breakfast meeting	Presentation Networking	As above	• Number of potential user and end-user leads
4-6 Feb 2020	SPIE Photonics West (PW) pilot lines booth, San Francisco, USA	Exhibiting with other pilot lines	As above	• Number of booth visitors. • Number of potential user and end-user leads
25 Mar 2020	EPIC Webinar on Towards a prototype of an anti-virus UVC-LED-based respiratory mask	Presentation of the pilot line by the coordinator	As above	• Number of attendees
30 March- 2 April POSTPONED 17-19 Nov 2020	PIC international	Exhibiting with other pilot lines	As above	• Number of booth visitors. • Number of potential user and end-user leads

19 May 2020	Angel tech Online summit	Online summit	As above	• Number of attendees
30 June- 2 July 2020	Medtech	Exhibiting with other pilot lines	As above	• Number of booth visitors. • Number of potential user and end-user leads
29-30 Oct 2020	EPIC Meeting on Automation for Manufacturing (Packaging and Testing) at PI, Karlsruhe, Germany	Presentations Networking	As above	• Number of attendees at the event. • Number of potential user and end-user leads
16-19 Nov 2020	MEDICA	Exhibiting with other pilot lines	As above	• Number of booth visitors. • Number of potential user and end-user leads
8-9 Dec 2020	EPIC Meeting on Medical Devices at Philips Innovation Services, Eindhoven, The Netherlands	Presentations Workshop Networking	As above	• Number of attendees at the event. • Number of potential user and end-user leads

3.7. KPIs for measuring the effectiveness/success of MedPhab dissemination activities

The following table details the KPIs contained in the grant agreement that will be used to measure the effectiveness/success of MedPhab dissemination activities. The yearly and total project target numbers are estimates based on previous EU funded pilot line projects.

Table 3: Summary of KPIs used to measure the effectiveness/success of MedPhab dissemination activities

Dissemination Activity KPIs	**Target Year 1 2020**	**Target Year 2 2021**	**Target Year 3 2022**	**Target Year 4 2023**	**Target project total**
Website KPIs					
№ of page views	500	2000	3000	5000	10,500
№ of registrations to access ecosystem building tool	50	150	150	150	500
Social Media KPIs					
№ of tweets	20	30	40	50	140
№ of twitter followers	30	60	90	120	120
№ of twitter likes	200	300	400	500	1400
№ of LinkedIn posts	20	30	40	50	140
№ of LinkedIn followers	40	80	120	160	160
№ of Newsletter recipients	100	150	200	250	250
Publications/printed material KPIs					
№ of flyers/leaflets distributed at events	250	250	250	250	1,000
№ of press releases	1	1	1	1	4

№ of publications in scientific journals/conferences	1	2	2	2	7
№ of non-scientific publications	2	2	2	2	8
№ of public deliverables downloaded	20	20	20	20	80
№ of Communication Kits downloaded/sent	20	20	20	20	80
Event KPIs					
№ of technical presentations given	2	4	4	4	14
№ of EPIC meetings attended	5	5	5	5	20
№ of leading photonics expos and events such as OFC & Photonics West attended	5	5	5	5	20
№ of leading application-oriented expos and events such as MEDICA attended	5	5	5	5	20
№ of workshops	1	2	2	2	7
№ of Webinars	1	1	1	1	4
№ of investor workshops	1	2	2	3	8
User Leads KPIs					
№ of potential pilot line user leads obtained from events	30	30	40	60	160
№ of potential end user & supply chain leads obtained from events	30	30	40	60	160
№ of user enquiries through helpdesk	5	20	40	40	105
Standard and regulation bodies					
Standardisation groups and regulatory consultations	0	1	1	1	3
EC Manufacturing Pilot Lines					
Meeting other pilot lines at events	4	4	4	4	16

4. Conclusion

In this report, we have set out a comprehensive dissemination and communication strategy to achieve the key objectives of creating a broad awareness and understanding of the MedPhab pilot line services; maximizing the number of companies applying to use MedPhab's technologies and services; and creating an investor/user eco-system to ensure long term sustainability of the project.

To this end, we have detailed the various dissemination activities and events that will be used to target specific stakeholder groups together with the KPIs that will be used to measure the effectiveness/success of all the dissemination activities.

The strategy is both detailed and comprehensive and we believe that it will be effective in helping MedPhab achieve its goal of creating a successful European pilot line for the manufacturing, testing, validating and upscaling of new photonics technologies for medical diagnostics.

5. Degree of progress

The deliverable is 100% fulfilled.

6. Dissemination level

The Deliverable 9.2 Dissemination and Communication Strategy document is public and will therefore be available to download on the project's website.

7. Annex I

MedPhab Dissemination recording and plan (Scientific publications)									
Scientific publication (name of the journal/book)	Publisher	D.O.I. (*)	Title of the article/abstract/manuscript/thesis	Partner responsible/main author	Authors	Cost of the Gold Open Access	Date of submission	Date of publication	Language

MedPhab Dissemination recording and plan (Events)															
Event									Dissemination activity						
Type of event (*)	Name of event	URL	Date	Place	Partner responsible/participants	Targeted audience (#)	Number of participants/Visibility (Ç)	Attendance	Abstract submission	Paper submission	Poster submission	Lecture/Powerpoint presentation	Brochure/Newsletter distribution	Video/DEMO	Booth/stand

MedPhab Dissemination recording and plan												
Media								Dissemination activity				
Press and Media (*)	Place	URL	Publication date	Partner responsible/author	Targeted audience (#)	Language	Visibility	Publication (press)	Web article	Web post	Visual contents	Interview