API-ecosystem for cross-sectorial exchange of 3D personal data

Deliverable 7.2 Dissemination plan

Date: 31-03-2018
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1 Executive summary

This document provides an overview of the BODYPASS Consortium strategy and the planned activities to disseminate the project’s new concepts, the knowledge generated and the results with a view at maximising their exploitation.

The Dissemination Plan is made up of two main parts.

The first part draws the guidelines and key elements to be addressed in carrying on all dissemination activities as identified during the first project year; it particularly focuses on the dissemination scope and purpose, contents, the target groups and the tools.

In the second part all planned and undertaken activities to implement the guidelines identified in the previous part are listed.

As planned in the Description of Action, this document will be revised in June 2019 (month 18) with increased efforts towards the project end. However, minor adjustments may take place at the time of management reports (deliverables 8.3, 8.4 and 8.6), hence IBV will collect information from partners according to the following revision calendar:

- August 2017
- May 2019
- February 2020

The revisions will be done by IBV in cooperation with all the partners and it will take place with a view at:

1) taking stock of the dissemination progresses achieved with respect of the set goals;

2) adjusting the dissemination strategies and future activities on the bases of stakeholders’ interests and their reactions to activities already done, as well as on the basis of progresses in the project results, updates in dissemination and exploitation interests of the concerned consortium partners.

3) launch a joint reflection with the all project partners and the concerned stakeholders on common issues with regards to dissemination of the BODYPASS results

Also, BODYPASS will cooperate with the BIG DATA VALUE PPP actions and joint events to promote results of the BIG DATA VALUE PPP actions.
2 Introduction

Dissemination activities in BODYPASS project are planned and carried out with the aim of informing interested organisations and general public outside the consortium about the project concepts and achievements. Dissemination and communication activities on project results are organised and supervised by IBV as responsible of WP7, with the support of all the partners.

Such aim will be pursued under strict observance of Intellectual Property Right issues and particularly commercial partners’ confidentiality requirements. Only non-confidential results will be disseminated or after adequately protecting IP. For this purpose, IBV will ensure that dissemination actions do not divulge any knowledge deemed to have protection mechanisms, aiming for preserving the potential competitive advantages derived from the progress of the project. In this sense, the particular actions to make public each partner result will be discussed during the project with the benefitted partner. Dissemination and communication activities on project results will be organised and supervised by IBV as responsible of WP7, with the support of all the partners.

The main goal of dissemination activities is presenting the BODYPASS results to the main stakeholders:

- Healthcare sector: Hospital and other providers of healthcare services.
- Consumer goods sector: apparel manufactures and designers,
- Potential technological partners addressed to accelerate the penetration on new markets:
  - Providers of CAD software interested in accessing 3D datasets.
  - Providers of scanning technologies.

In line with these objectives, dissemination activities will be initiated, organised and run throughout the project implementation, particularly under the supervision of the BODYPASS project coordinator (IBV) and partners concerned.

Furthermore, BODYPASS will cooperate with the BIG DATA VALUE PPP to promote results of the BIG DATA VALUE PPP actions; e.g., seeking coordination opportunities regarding dissemination and awareness raising activities with other BIG DATA VALUE PPP actions, to achieve greater impact and visibility.

Disseminations activities finally address the contractual obligations laid out in the grant agreement, article 29, and the consortium agreement, and will particularly consider:

a) the need to safeguard intellectual property rights

b) the benefits of swift dissemination, for example in order to avoid duplication of research efforts and to create synergies between projects confidentiality

c) the partners legitimate interests

3 Implementation approach

The dissemination plan is divided in three phases during the project:

1) Year 2018. Initial phase: the main objective is to achieve initial visibility. This visibility will be achieved through the project’s website, social media (Facebook, Twitter). The website and social media will be the tools to identify stakeholders and relevant contacts. First version of brochures and printed material are designed.

2) Year 2019. Expand and future: during this phase the dissemination of the first deliverables is started. The partners will disseminate the project results in social media; promote training events; publications in relevant journals; present results in conferences and congresses.

3) Year 2020. Product launch: this phase should prepare the project for the post-project time. Main focus is to disseminate the final results and achieve contacts for exploitation after the end of the project. The demonstrators of WP6 will be disseminated.
The section “Dissemination contents” identify what is transmitted outside the consortium. The section “Dissemination tools” identify how such contents are made available outside the consortium.

3.1 Dissemination contents

Dissemination contents identified at this stage include:
- Conference and printed material.
- Presentations.
- Technical papers.
- Demonstration activities (WP6)

3.1.1 Conferences and printed material

Consists of documents circulated in printing or electronic format, generally with limited use of technicalities or detailed information with a view to assure overall readability and absorption of information by readers.

Releases address a rather heterogeneous audience and for instance journalists, professionals of consumer goods and healthcare sectors, R&D specialists, standardization committees and students.

A first release will laid out at the project before June 2018 as a project flyer providing one-page size information with contents on the project work program, project rationale, objectives general organization and outlook with only a limited use of technicalities. Its circulation is assured by both publication in the project website and printing as required.

Other releases may include project update issued on a medium term time frames, Press Releases following project milestones achievements or events participation, proceeding and ad-hoc releases which are set up following national or international events in which the project is presented.

3.1.2 Presentations - Others

Include Powerpoints or other multimedia presentations held by project coordinator or other project partners and which are held in occasion of national or European events. The addressed audience is expected to hold a more professional background in one or several of the areas researched in the project and which varies depending on the nature of the event where contents are presented (e.g. medical data processing, Textile/footwear related technologies, business and entrepreneurial events).

Depending on the nature of the presentations, contents may be drawn up by individual partners or jointly at WP or project level. Contents of joint-presentations are normally cross-checked by concerned partners and project coordinator to guarantee harmonization of data provided and coherence within the whole BODYPASS initiative.

3.1.3 Technical papers

Include mainly documents highlighting key technical achievements in the project researched area. Produced by partners authors of such achievements, papers address a more restricted range of audience with higher technical background.

3.1.4 Demonstration activities

Demonstration activities are included in a stand-alone project work package (namely WP6). Contents developed as part of such Work Package may be rather technically oriented and therefore exceed the simple transfer of project-related information, however availability of demonstrators would provide great deal of convincing information sources, both visual (e.g. pictures, video) and based on text (e.g. simplified version of the demonstration explanatory material).
3.2 Dissemination tools

Dissemination tools are utilized both within the BODYPASS planned activities and taking into account existing external projects’ or initiative activities, both in line with the overall dissemination strategy and which suits the consortium interest. In relation to this issue, the BIG DATA VALUE PPP actions and joint events will provide opportunities to achieve greater impact and visibility.

3.2.1 Visual identity and Acknowledgements

The logo includes the name of the project (BODYPASS), its main concept intends to capture the attention of the audience. The logo aims to reproduce the relation that will be created between the consumer goods and the healthcare sectors.

![BODYPASS logo](image1)

Figure 1: Logo

![BODYPASS logo with background](image2)

Figure 2: Logo with background

All dissemination tools and activities must refer or include:

- The name of the project: BODYPASS
- The project's website URL: [www.bodypass.eu](http://www.bodypass.eu)
- The BODYPASS logo.
- Acknowledgement to BDV PPP: This project is part of the Big Data Value Public-Private Partnership.
- The logo of BDV PPP:

![BDV PPP logo](image3)

Figure 3: Logo of BDV PPP

- Acknowledgements to EC public found: This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 779780

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1 Other BDV PPP logos are available in http://big-data-value.eu/marketing-tools/
3.2.2 Website

The project web site is the first and most easy-to-use tool for disseminating all sort of project related information.

Carefully planned with contributions from all project partners the web site is developed, managed and constantly updated within the project consortium. The resources allocated to this purpose and particularly the website management by the project coordinator allow prompt problem solving and periodic improvement of contents. The website will allow disseminating project information and:

- Coherent way of presenting information
- Common reference point for project partners
- Easy-to-use to include additional features
- Easy-to-use for contents update

3.2.3 Mass media

Interviews and press notes to local, regional, national, international media (press, TV & radio) and news agents, specifically when celebrating meetings or events; use of partners websites.

Press release are a formal announcement to the national or specialised/technical press in order to present a short overview of the BODYPASS project to the public. One press release for each consortium meeting is expected: every 6 months.

Also, when major achievements or participation to specific event is going on, the dissemination manager will distribute an ad hoc press release and where it is considered feasible, to also organise press conferences involving key project stakeholders.

BODYPASS aims to produce more than 100 impacts in mass media during the project.

3.2.4 Social Networks

BODYPASS will use social networks to create a network of followers: general public and stakeholders.

Depending of the phase of the project updates maybe monthly, weekly or even daily.

At the moment this dissemination plan is released the BODYPASS is present in Facebook, LinkedIn and Twitter, in general partners will populate them with posts and news respecting the defined BODYPASS image criteria. Later on in this document a list of planned activities is provided (see “5.2 Dissemination activities”).
https://www.facebook.com/Bodypassproject/

Figure 5: Facebook interface
Deliverable 7.2 Dissemination plan

https://www.linkedin.com/groups/12099700

Figure 6: LinkedIn interface

https://twitter.com/Bodypassproject

Figure 7: Twitter interface
3.2.5 Participation in events

BODYPASS will participate actively in action and joint event organized by the BIG DATA VALUE PPP. Networking between project partners on one side and external organizations on the other is expected to be facilitated according to the appropriate level of conferences set up and, additionally, following the project participation in project external events.

A list of events is included in “5.2 Dissemination activities”.

3.3 Identify, approach and communicate with the targeted stakeholders

The main goal of dissemination activities is presenting the BODYPASS results to the main stakeholders:

- Healthcare sector: Hospital and other providers of healthcare services.
- Consumer goods sector: apparel manufactures and designers,
- Potential technological partners addressed to accelerate the penetration on new markets:
  - Providers of CAD software interested in accessing 3D datasets.
  - Providers of scanning technologies.

This section will be elaborated with more detail as of the plan second release (June 2019) based on partners’ legimates interests, on more concrete information available on the project progresses and therefore on a clearer perspective of short/mid-term available messages for the target stakeholders.

4 Assessment of dissemination

Dissemination assessment and related corrective actions aim at guaranteeing the effective implementation of planned activities and correspondence between dissemination state of play and consortium intention. Assessment will be therefore carefully addressed in cooperation between the Project Coordinator and the Management Board as required.

Such assessment aims at verifying:

a) Completion of dissemination activities with the overall dissemination plan guidelines as laid down during the project first year and following the annual updates.

b) Modification of the dissemination strategy, approach and implementation in line with updated requirements expressed by the Consortium.

c) Impact of the carried out dissemination activities.

Assessment tool includes:

In the case of a) and b)

- Relevant extract of the periodic Activity Reports (every 9 months) and particularly with regards of the following criteria: Planned against realized dissemination activities; follow up actions arising from implemented actions.

In the case of c)

- Feedback to concerned consortium members on contact established and with reference with their activities carried out in the project.
- Time schedule for management and follow up actions.
- Quantitative Assessment criteria and later assessment of success of the dissemination strategy (Month 18 onwards).
5 Disseminating of knowledge

At the moment this dissemination Plan is released the following reference documents have been taken into account:

- The Description of Action, WP7.
- Minutes of the KO meeting – Valencia January 2018
- Consortium agreement.

5.1 Publishable results

At the moment this dissemination plan is released no publishable results are yet available. This section will be elaborated with more detail as of the plan second release (June 2019) based on partners’ legitimates interests, on more concrete information available on the project progresses.

5.2 Dissemination activities

This section provides an overview of the dissemination activities foreseen by the project partners and which significantly contributed in transmitting information about the project results.

In line with the H2020 reporting templates the dissemination activities are identified according to the following categories:

- Organisation of a Conference
- Organisation of a Workshop
- Press release
- Non-peer-reviewed publication
- Exhibition
- Flyer
- Training
- Social Media
- Website
- Communication Campaign (e.g. Radio, TV)
- Participation to a Conference
- Participation to a Workshop
- Participation to an Event (others)
- Video/Film
- Brokerage Event
- Trade Fair
- Participation with other H2020 projects
- Other
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<td>Periodical publications in the facebook page of IBV.</td>
<td>Every 6 months, coinciding with the meetings</td>
<td>Social Media</td>
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<td><a href="http://www.biomecanicamente.org">www.biomecanicamente.org</a></td>
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<td>IBV</td>
<td>The IBV corporate website to describe the projects in which IBV is involved.</td>
<td>Every year</td>
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<td><a href="http://www.ibv.org">www.ibv.org</a></td>
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<td>IBV</td>
<td>IBV publishes annually this magazine. Subscribers registered at that time (more than 6,000 recipients).</td>
<td>December 2020</td>
<td>Non-peer-reviewed publication</td>
<td>Magazine “Innovación biomecánica en Europa”,</td>
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<td>IBV</td>
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<td>January 18 to December 20</td>
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<td>12-16 August 2018</td>
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6 Conclusion

This plan highlights strategy, contents and tools for dissemination activities as envisaged at very project beginning, these will be updated in line with project progresses and partners’ interests.

All dissemination activities are as good as the individual partners’ efforts to implement them, the project is also heavily dependent on the initiatives carried out by every single consortium members.

As identified in this plan, even though some key undertakings have already been carried out, there are still a number of important avenues to be exploited in the dissemination chapter and we shall make sure to reach out to the greatest number of people creating opportunities for the different consumer goods sectors and healthcare sector so as to pave the way to an increased European research productivity and business competitiveness.