# PULSE

## Participatory Urban Living for Sustainable Environments

# D9.6 Report of the executed dissemination, exploitation, innovation and communication activities

## PULSE project

H2020 - 727816

Lead: European Connected Health Alliance (ECHAlliance)

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# DOCUMENT INFO

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# 1. EXECUTIVE SUMMARY

The present document describes the dissemination and communication activities implemented for PULSE (Participatory Urban Living for Sustainable Environments) during the first 12 months of the project.

The objective of the actions implemented up to now has been the dissemination across a multi-stakeholder' ecosystem, including urban policy-makers, researchers, health and social care providers, citizens, industries and start-ups, and investors.

Deliverable 9.5 will be updated regularly during the project to include new publications, events or other dissemination and communication channels are identified by the project.

## 2. INTRODUCTION

The dissemination and communication activities in the PULSE project are carried out within Work Package 9 (WP9) "*Exploitation, Innovation, Communication & Dissemination*". This WP is led by the European Connected Health Alliance (ECHAlliance) and will involve all partners of the project.

## 3. Communication tools and channels

### 3.1. PULSE brand and logo

The PULSE Consortium has developed a professional logo, which expresses the values and approach of the project. This logo will be used on all external communications and will define the PULSE brand. The following design is the final version of the logo:



Figure 1 PULSE logo

The main colour is green, related to healthcare, medicine and technology as well as sustainability and environmentally friendly.

### 3.2. Templates

To promote consistency and coherence in PULSE branding and communications, PULSE has created standard templates/materials for use by Consortium members. These templates and materials include:

- Word template for project deliverables;
- Word template for general internal and external project communications;
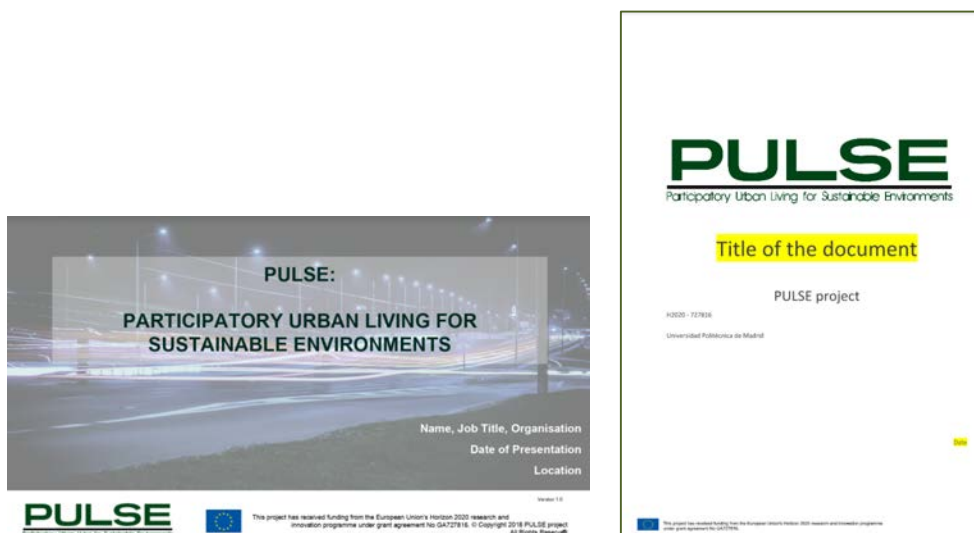- PowerPoint template incorporating the major brand elements;

Figure 2 PULSE templates

- Standard project presentation in PowerPoint format that will be updated with content and accomplishments;
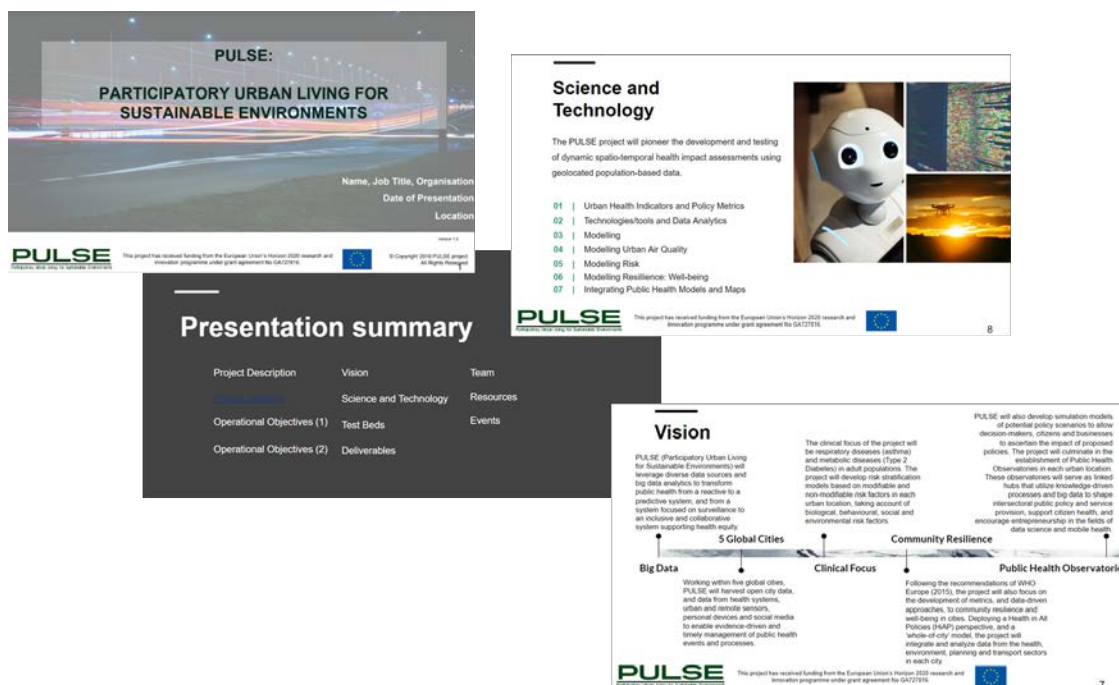


Figure 3 PULSE presentation to be used in dissemination events

- Project rollup/kakemono to support dissemination events. The roll-up presents the message directly to the PULSE targeted audience and can be moved easily. The roll-ups are planned to be used at the entrance of an event, when giving a presentation or a demonstration at a booth, and are considered an effective communication tool.

  The PULSE roll-up includes the following elements:

- Location of the PULSE test beds
- Key messages
    - PULSE, the innovative approach for the transformation of public health systems
    - PULSE: find solutions in the cities and scale up resilience
    - PULSE: a paradigm shift toward a data-driven socio-economic mode
    - PULSE: development and testing of dynamic spatio-temporal health impact assessments using geolocated population-based data.
    - PULSE engagement in a collaborative dialogue across five global cities to transform public health from a reactive to a predictive system focused on both risk and resilience.
- Logo of all PULSE partners
- Logo of the EC and mentioning the origin of the funding *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No GA727816."*



Figure 4 PULSE roll-up design

## 3.3.    Communication tools

Our digital media channels are our primary delivery method for PULSE project updates and communications. We have a new presence which consists of website and social media.

### 3.3.1. Website

The new project website, **www.project-pulse.eu**, is the public showcase and document sharing channel for the project. All project activities and results are promoted online. The project website provides project overviews and highlights; up-to-date information on intermediate and final project results, including public reports and publications; project events e.g. user group meetings, conferences and workshops, etc.
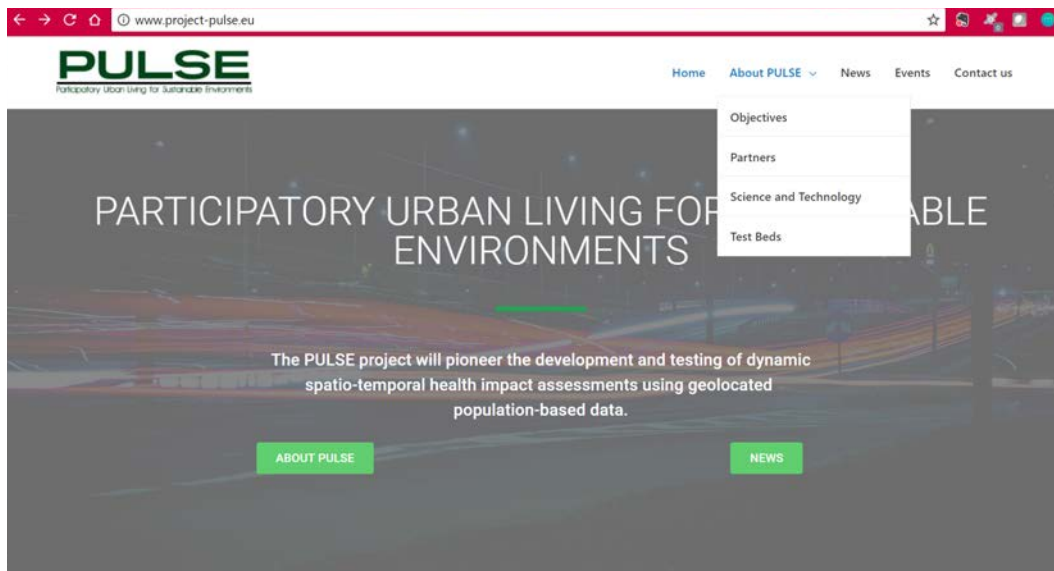
Figure 5 PULSE website homepage

The architecture of the website has a classical layout divided into the following section

Table 1 PULSE website screenshots per sections

| HOME | |
|---|---|
|  | Clear presentation of the project objectives **"About PULSE"** as well as the project description **"a paradigm shift"** presenting the main 5 characteristics of the project:<br>• leverage big data,<br>• clinical focus,<br>• working with 5 global cities,<br>• including the development of metrics, and<br>• the final aim of establishing Public Health Observatories.<br>There is also a direct link to the **news section** from the home page |

## ABOUT



### OBJECTIVES

This section includes a full description of the main objective of PULSE as well as the secondary objectives



### PARTNERS

Full description of each of the 12 partners involved in the implementation of PULSE, highlighting their main areas of expertise.



### SCIENCE & TECHNOLOGY

Analysis of the main scientific and technological aspects of PULSE project

- Urban Health Indicators and Policy Metrics
- PULSE Technologies/tools and Data Analytics
- Modelling
- Modelling Urban Air Quality
- Modelling Risk
- Modelling Resilience: Well-Being
- Integrating Public Health Models and Maps



### TEST BEDS

Presentation of the five SMART cities PULSE is collaborating with, and main focus in each of the cities.

- Paris
- Barcelona
- Birmingham
- Singapore
- New York City

## NEWS
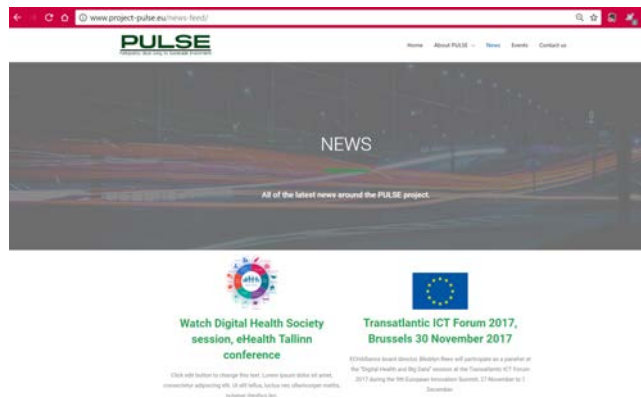


News section incudes all of the latest news around the PULSE project.

## EVENTS
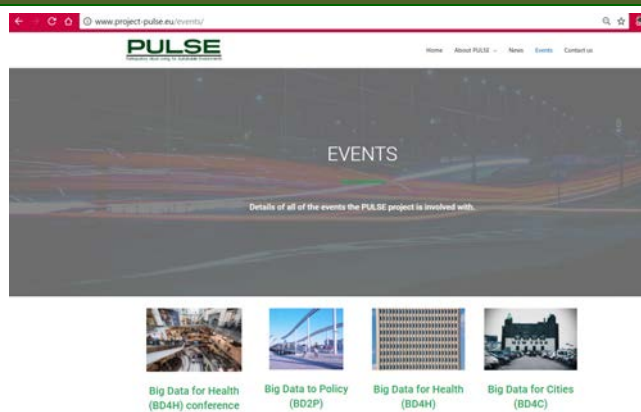


Events shows all details of all of the events the PULSE project is involved in.

## CONTACT US
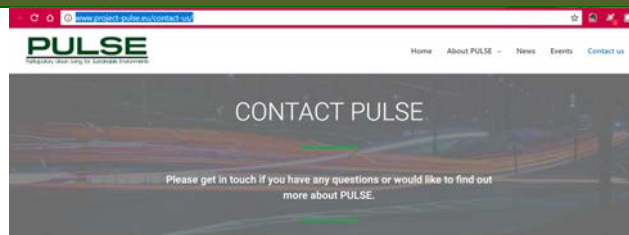


The website is able to receive comments from visitors and also applications for the PULSE newsletter.

Contact us is the section to get in touch if there is any questions or would like to find out more about PULSE.

A specific section on resources will facilitate the access to the resources once ready and will include all the material developed within PULSE that could be useful for further implementation of the model.

In addition to the PULSE website, the ECHAlliance provides a dedicated web area within its CONNECTOR Digital Platform (www.echalliance.com) reaching a large community of 16,500 contacts in the Digital health sector. The PULSE web area displays general information on the project and links directly to the project website.

## 3.3.2. Social Networks

Our social media channels are our primary delivery method for project updates.

Facebook and Twitter accounts for the PULSE project have been created. These social media accounts are used to share multimedia content relating to project activities. The project also created a LinkedIn Group to provide the target audience with an online space for networking and discussion. In addition, the partner's social networks play an important role in disseminating project activities.



Figure 6 PULSE presence in social media

- **Twitter: @PulseProjectEU1**

    https://twitter.com/PulseProjectEU1

- **LinkedIn: PULSE Project**

    https://www.linkedin.com/company/pulse-project/

- **Facebook: PULSE Project**

    https://www.facebook.com/PULSEprojectEU1/

    - o **Other Social Channels.** In the future, we'll explore establishing channels on Youtube: TBC
    - o Slideshare: TBC
    - o Instagram: Further assessment required.

## 3.4.   News

A news section has been included within the PULSE project website. This section is updated on a regular basis, and showcases the developments and achievements of the project.

News announcements in PULSE will be promoted via different channels:

- PULSE website and social networks accounts (see below)
- Project partners newsletters

- Announcement via other stakeholders
- Events

## 3.4.1. Organisation of events

In addition to digital communications, the PULSE Consortium is engaged in face-to-face interactions involving workshops, presentations and exhibitions at appropriate events and conferences. These include:

- Dedicated presentations to end-users and related organizations, to raise awareness and promote future uptake of project outcomes and deliverables
- Individual presentations/discussions with major public and private stakeholders, and round tables.
- Clustering activities with the 2016-PM-18 projects: IASIS, MIDAS, CrowdHEALTH, BigO y EVOTION.

To provide additional promotion and visibility for PULSE and its activities and products, PULSE organises event presentations, conference sessions, and exhibitions at appropriate conferences and meetings. These events may be held throughout the project to promote general visibility.

## 3.4.2. Participation in events

All consortium partners have worked to raise awareness about project activities and documents within their professional networks.

The ECHAlliance International network of Ecosystems gathers 30+ locations organising quarterly meetings (120+ meetings per year). Some of these meetings will be used to promote PULSE project and its outcomes, as outlined above regarding the roadshow concept.

The events that counted with the participation of the PULSE partners can be found below:

Table 2 Participation of PULSE partners in dissemination events

| Partner | Person | Description of dissemination activity | Event | Date | Type of activity | Place of the activity | Audience Target group |
|---|---|---|---|---|---|---|---|
| **BELIT** | Vladimir Urošević, Milan Vuković | Presentation of Smart City services for public health to the City Administration of Novi Sad | | 17 Jan 2017 | Participation to an Event other than a Conference or a Workshop | Novi Sad (Serbia) | Potential end–users and supporters, Policy makers |
| **BELIT** | Vladimir Urošević, Milan Vuković | Presentation of Data Services for Assistive Smart Environments | HIMSS eHealth Week 2017, Speaker's Corner | 10-12 May 2017 | Participation to an Event other than a Conference or a Workshop | San Giljan (Malta) | Scientific Community (Higher Education &Research) |
| **BELIT** | Vladimir Urošević, Anita Jović | Participation and presentation in "The role of open data and IoT in urban innovation" panel | Smart City Education Festival 2017 | 26-28 May 2017 | Participation to an Event other than a Conference or a Workshop | Belgrade (Serbia) | Scientific Community (Higher Education &Research) |
| **UNIVP, NYAM, ASPB** | A. Marinoni, V. Casella, E. Fisher, H. Vasquez | Presentation of papers on WebGIS and air quality mapping from remote sensing data | - Intl conf. on Urban Health (ICUH) | 26-29 Sept. 2017 | Participation to an Event other than a Conference or a Workshop | Coimbra (Portugal) | Scientific Community (Higher Education &Research) |

## 4. A timetable for communication and dissemination activities.

After this first year, PULSE communication will focus on the announcement of the launch of the pilot study sites within the test-beds. The communications will present the PULSE solutions proposed to our 5 test-beds cities' and citizens (Paris, Barcelona, Birmingham, New York and Singapore). An active link between PULSE communication team and the local city council communication units will ensure the success of the large public coverage in the test-beds.

After the end of the pilots, PULSE communications will disseminate the results of the test beds and the study, showcase the main findings and spread the message to all targets mentioned above.

This will be the opportunity to bring together the members of the Innovation and the Business Councils and communicate about these activities and conclusions.