PULSE

Participatory Urban Living for Sustainable Environments

D9.8 Report of the executed dissemination, exploitation, innovation and communication activities

PULSE project

H2020 - 727816

European Connected Health Alliance (ECHAlliance)

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1. EXECUTIVE SUMMARY

The present document (D9.8 Report of the executed dissemination, exploitation, innovation and communication activities) describes the dissemination and communication activities implemented for PULSE (Participatory Urban Living for Sustainable Environments). This document describes the activities implemented so far in the first 24 months of the project, showing an awareness of PULSE occurring after project partners have tangibly progressed work packages. Thus, after creating the project webpage and leaflet/roll up for distribution, online activities have also raised awareness.

Latterly, the work has been to plan and promote the project workshop that took place within the World Cities Summit Singapore last 10th of July.

In terms of innovation implementation, during this period PULSE has established the Innovation Council, a group of eight experts of recognised international experience in the different areas tackled by the project that will provide insight into market trends, identify gaps in the field, and detect potential opportunities to improve and expand upon the PULSE system.

Regarding exploitation, a preliminary market analysis has taken place including the identification by the individual partners of the products that could be commercialised in the future.

Deliverable 9.8 will be finally updated in Deliverable 9.9 including new publications, events or other dissemination and communication channels are identified by the partners.

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.

The objective is to develop innovative knowledge and solutions that will be disseminated across a multi-stakeholder's ecosystem, including urban policy-makers, researchers, health and social care providers, citizens, industries and start-ups, and investors.

2.1.   DISSEMINATION AND COMMUNICATION STRATEGY AND PLAN

In these 24 months, the actions have followed the strategic dissemination framework defined at the beginning of the project in D9.1 and refined in its updated version released last September 2018 which intended to better tailor and orchestrate the PULSE dissemination effort and fit the consortium needs in terms of communication as well as the expected impact goals indicated in the Description of the Action.

Such strategy recognised the importance of shaping and differentiating dissemination contents and messages to be conveyed across different communication channels and tools, depending upon the categories of stakeholders which the consortium is aiming to reach and their desired level of engagement.

To that purpose, a review of dissemination and networking opportunities and associated strategies was provided to the partners, and the pilot sites and academic partners were encouraged to consider their strategies to achieve an increased and significant international standing as centres of excellence.

Within the strategy, the map of project's key stakeholders was refined including the final targets of PULSE and other stakeholders/organisations linked to the targets.

The dissemination plan is presented in Deliverable 9.1. An updated version of the strategy has been included in Deliverable 9.6 that was submitted with four months delay. Later on, a further detailed and tailored strategy has been delivered in the updated version of D9.1 submitted after the First Review.
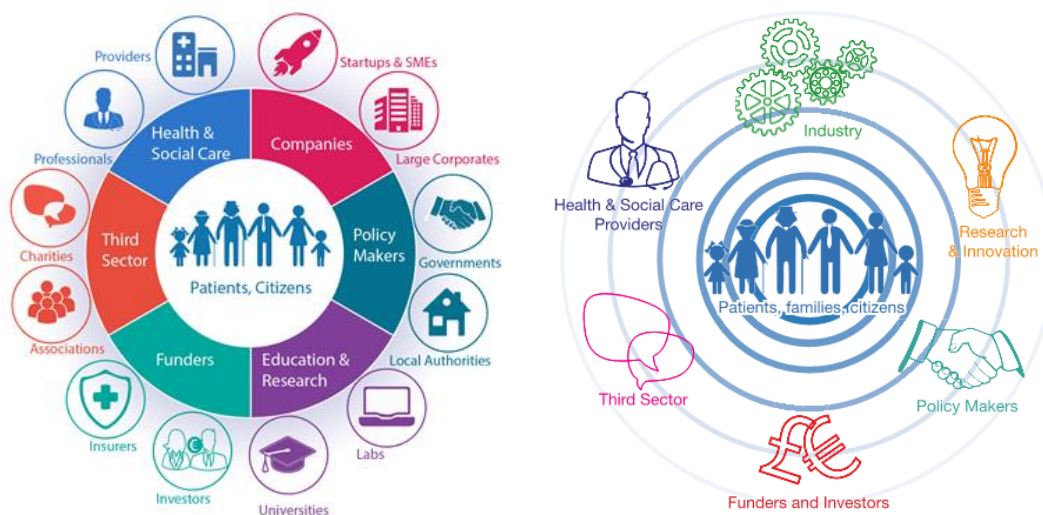

Figure 1. PULSE stakeholder targeted community

In the dissemination plan, target groups have been classified considering their influence on supporting the implementation of the dissemination strategy, and their expected easiness of engagement (see D9.1 updated version for details).
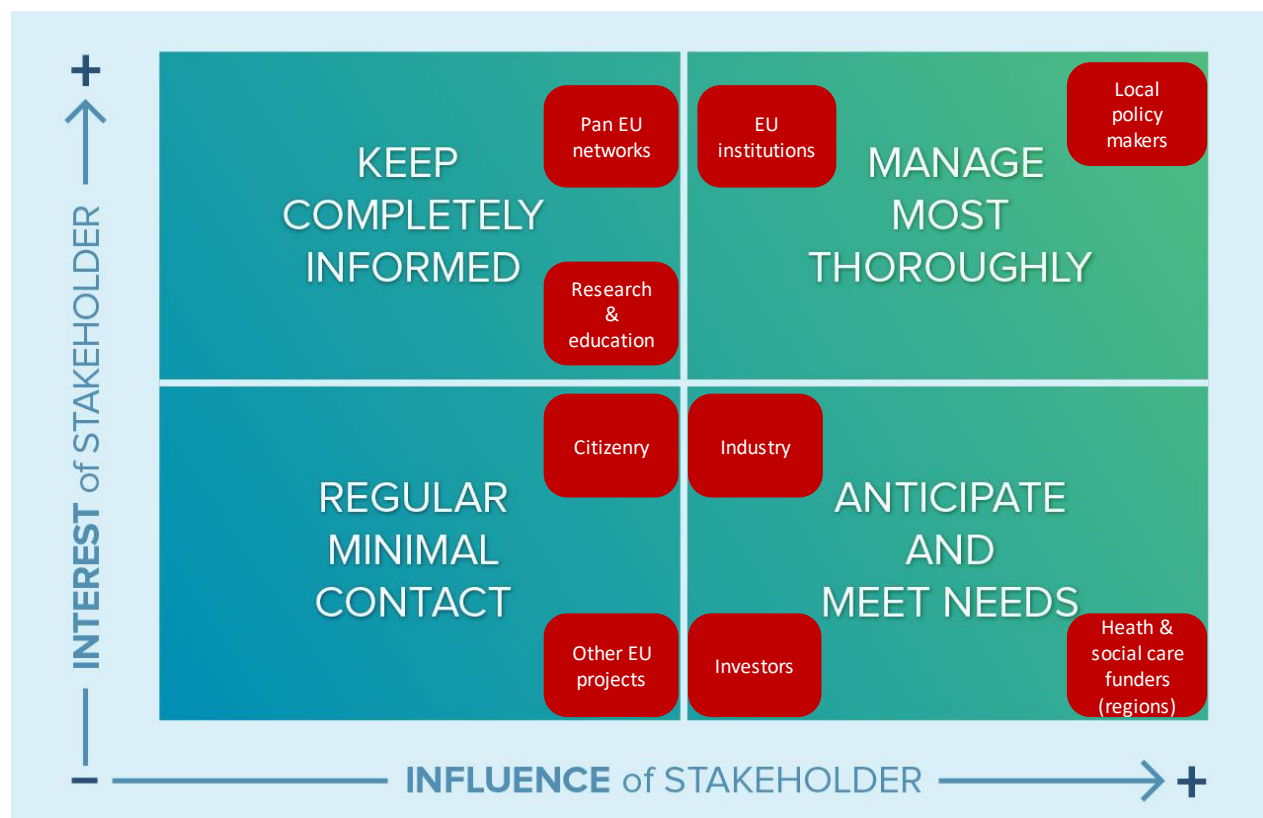
Figure 2. Communication matrix of the PULSE project according to the stakeholders

3. COMMUNICATION TOOLS AND CHANNELS

A set of communication tools have been developed and are being extensively used to raise awareness about project's objectives and achievements.

Figure 3. PULSE Communication tools

3.1. PULSE visual identity: brand and logo

The creation of a visual identity in the early stage of the project to help to secure a strong and unique brand, included the PULSE logo, leaflets and posters.

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 4. PULSE logo

3.2. Templates

Standard templates and materials have been also created..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;
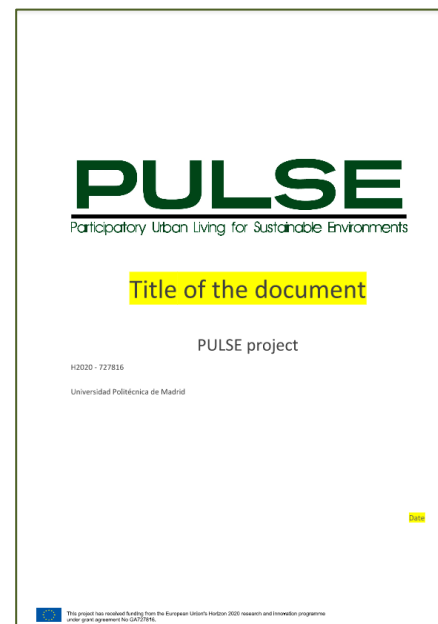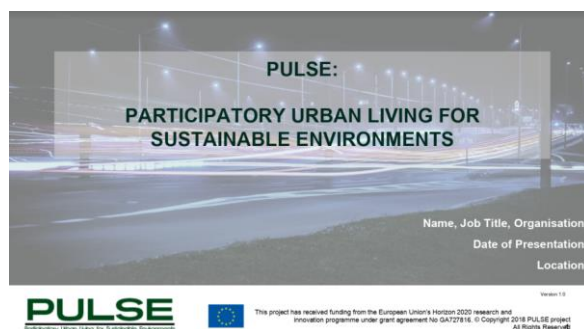
Figure 5. PULSE templates

- Standard project presentation in PowerPoint format that will be updated with content and accomplishments;
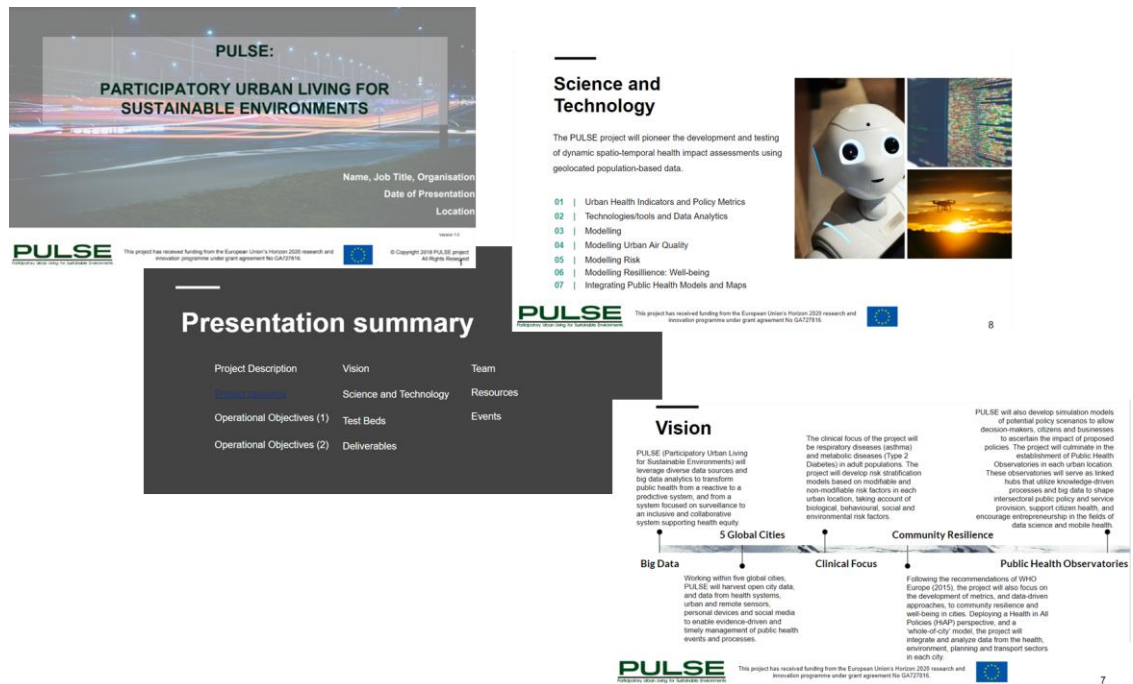
Figure 6. PULSE presentation in power point

- Project rollup/kakemono to support dissemination events.

Figure 7. PULSE roll-up

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.
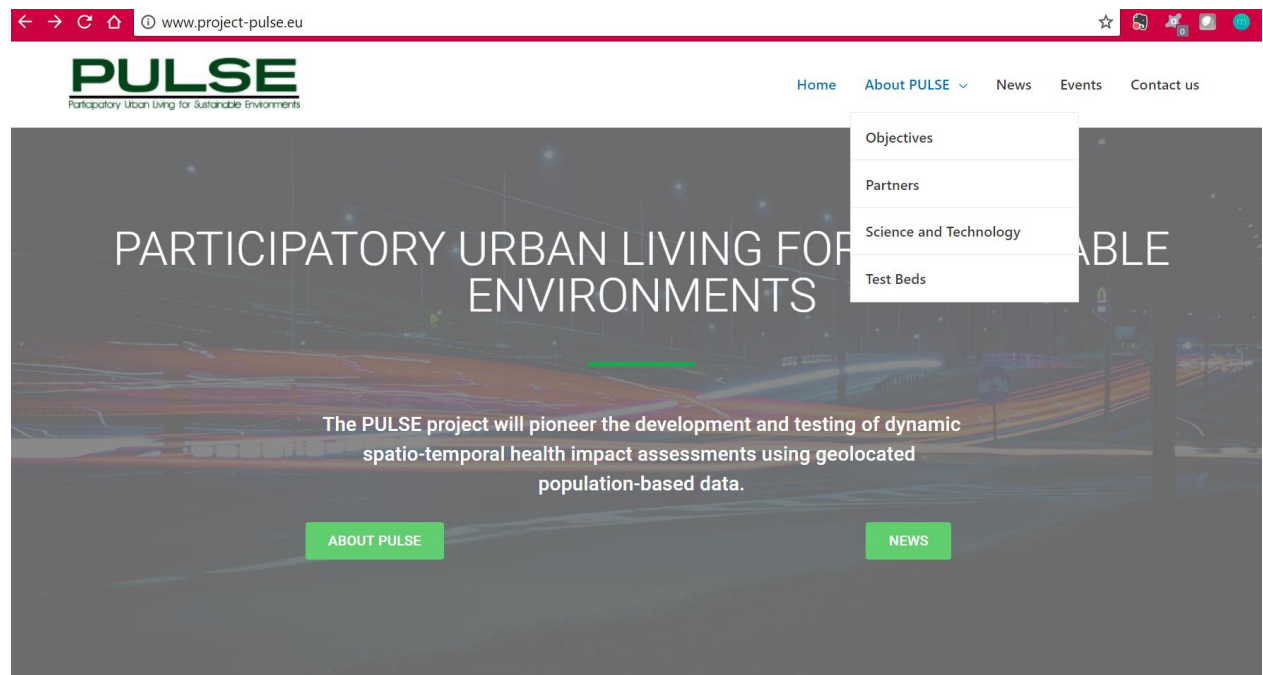
Figure 8. PULSE website

The architecture of the website has a classical layout divided into:
- Home
- About: Objectives, Partners, Science & Technology, Test beds
- News
- Events
- Resources
- Contact us
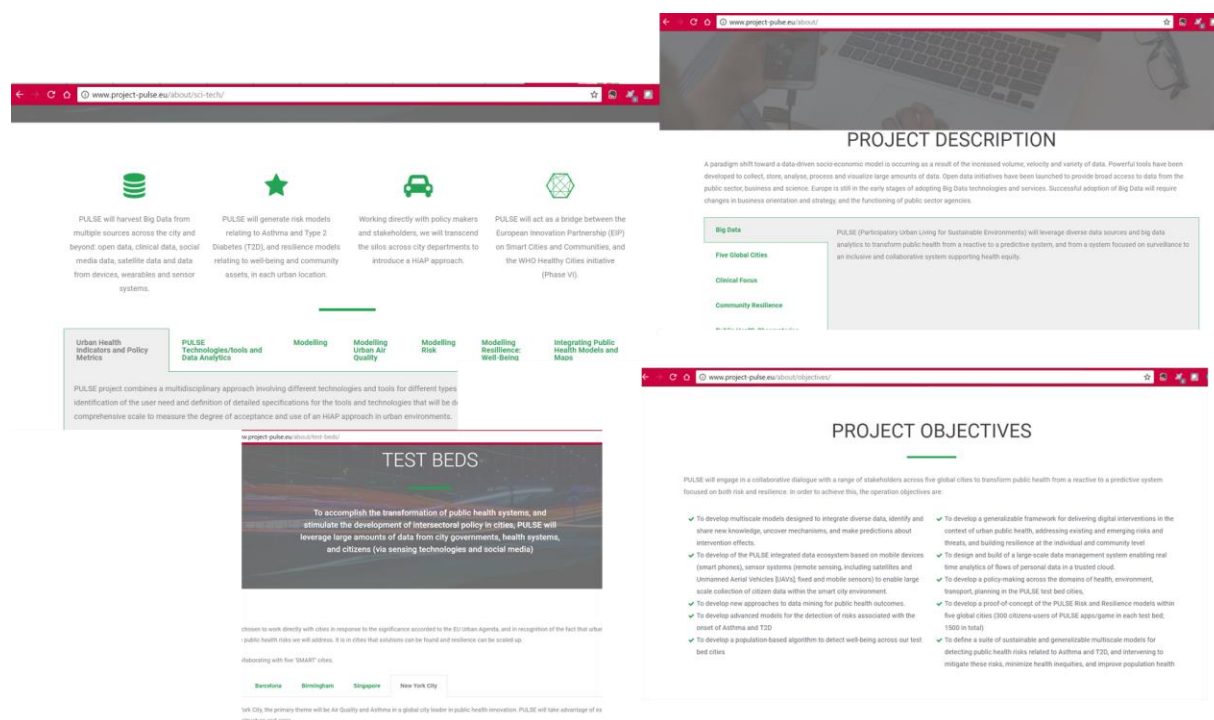
Figure 9. PULSE website screenshots

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

For the third year of the project, a new section is planned to be introduced to the website. It will contain relevant information on current technological development as well as hands on information about the running pilots.
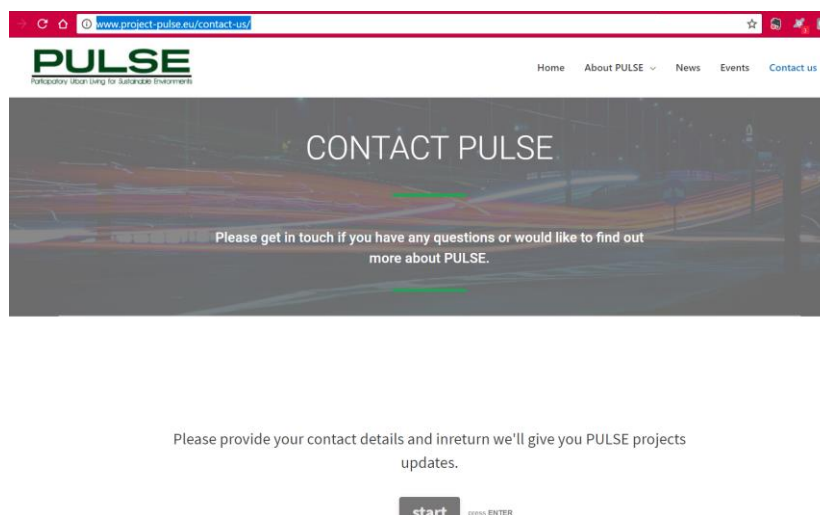
Figure 10. PULSE website contact section

PULSE web site establishes a link with the CONNECTOR Digital Platform (www.echalliance.com) provided by ECHAlliance reaching a large community of 16,500 contacts in the Digital health sector. The CONNECTOR is a key enabler for communications between project partners, external partners/stakeholders and the wider public to share project outcomes.

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 11. PULSE twitter account

- **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.

Table 1. Current and targeted numbers of followers in project's social media

SOCIAL MEDIA ACCOUNT	NUMBER OF FOLLOWERS (06/2018)	TARGETED NUMBER AT THE END OF THE PROJECT (10/2019)
Facebook	27	300
LinkedIn	24	150
Twitter	75	300
Tweets	390	800

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

Table 2. PULSE articles published and disseminated on social media.

Type of content	Title	Date
Project`s progress	• PULSE consortium meeting in Belgrade and 1st pilot site launching in Barcelona!	20-05-2018
	• PULSE in Pavia "Pavia città test_ qui l'auditel dello smog"	23-02-2018
	• PULSE partners meet in Barcelona. 16-17 November 2017	19-11-2017
	• PULSE consortium review the implementation status in Madrid	21-05-2017
	• PULSE consortium advance on the description of use cases in Paris	5-03-2017
	• PULSE first steps towards the transformation of public health	2-05-2018
Findings and new challenges arising from technology transfer and experimental test beds in Spain, UK, France, US and Singapore	• PULSE test beds to enable evidence-driven and timely management of public health events and processes	02-05-2018
	• PULSE cities: Barcelona test beds	22-05-2018
	• PULSE cities: Birmingham Council is adopting open standards and practices	26-05-2018
	• PULSE cities: Singapore accelerates the fight against Type II Diabetes	28-05-2018
	• PULSE cities: Paris focus the test bed on air quality and Asthma	25-05-2018
	• PULSE cities: Collection of data in New York City	25-05-2018
Research results and impact	• Genegis GI presented the H2020 project PULSE (Participatory Urban Living for Sustainable Environments) during ASITA 2017 (XXI Conferenza Nazionale ASITA, November 2017, Salerno)	01-12-2017

Type of content	Title	Date
Deployment of tools arising from PULSE	• PULSE app "Pulsair" launched on apps platforms in April	15-04-2018
	• Deterministic and Probabilistic Predictive Modelling of Environmental and Clinical Risk Factors in T2D and Asthma [link] [linkedIn] [Tweet]	7-8-2018
Testimonials from stakeholders interested in potential adoption of PULSE	• TAIWAN interested in cooperate with PULSE project	18-06-2018
	• Pavia city test	04-04-2018
Interviews with relevant stakeholders	• "Main challenge in digital health is data protection" Interview to Carme Pratdepadua, member of PULSE innovation council (https://echalliance.com/news/406910/Main-challenge-in-digital-health-is-data-protection-Interview-to-Carme-Pratdepadua-member-of-PULSE.htm)	28-06-2018
	• PULSE project will enable Taiwan's large amount of data and R&D energy to be effectively integrated (https://echalliance.com/news/news.asp?id=417675)	11-09-2018
Key events	• PULSE partners presented at the Digital Health and Wellness Summit @ 4YFN Mobile World Congress	04-04-2018
	• PULSE participates in the IASIS symposium	24-05-2018
	• Join PULSE Workshop @iCOST conference 10th July. Singapore	04-06-2018

3.5. Articles on media

Lastly, PULSE makes also use of local and national media (TV, radio, newspapers) to cover some of the events to ensure a wider dissemination of the activities. Figure below illustrates some examples of press coverage in Italy.

Figure 12. PULSE presence in the press

3.6.   Events

Table 3. Participation of PULSE in relevant events.

Event	Content
Key events	• PULSE partners presented at the Digital Health and Wellness Summit @ 4YFN Mobile World Congress • PULSE participates in the IASIS symposium • Join PULSE Workshop @iCOST conference 10th July. Singapore

3.6.1. 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 events addressing 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 as well as participation in round tables in external events.
- Clustering activities with the 2016-PM-18 projects: IASIS, MIDAS, CrowdHEALTH, BigO y EVOTION.

To secure 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.

The first project workshop took place in February 2018 in Barcelona within the framework of the Mobile World Congress. The symposium entitled "Smart Healthy Cities" within the Digital Health & Wellness Summit @Mobile World Congress. The Mobile World Congress is the biggest congress in the world dedicated to mobile technologies, with more than 100.000 attendees in Barcelona. The PULSE symposium targeted an audience of 400 people, including policy-makers, public and private insurances, healthcare professionals, leading companies and start-ups, researchers, patients/citizens' representatives, as well as investors.

Figure 13. PULSE Symposium announcement and event photos

Raj Mack, Head of Digital Birmingham and Hugo Vasquez, Researcher at the Public Health Agency of Barcelona have both participated to the 5th edition of the Digital Health and Wellness Summit during 4YFN Mobile World Congress on Tuesday 27th February 2018 in Barcelona.

Raj Mack from Birmingham explained how Big Data could bring added-value to cities with predictive analytics or high personalisation of interventions. Mack put the emphasis on the crucial needs fro cities to set up strong leadership and governance models in order to develop their strategic vision and roadmap. (View Raj Mack's Presentation)

Hugo Vasquez presented the Barcelona's "SuperBlocks" strategy, a new model of mobility that restructures the typical urban road network. With its implementation, Superblocks provide solutions to the main problems of urban mobility and improves both the availability and quality of the public space for pedestrian traffic. The public health agency of Barcelona is currently assessing the environmental and health potential effects and health inequalities related to mobility or urban interventions, such as the Superblocks. (View Hugo Vasquez's Presentation)

They both presented PULSE project developing tools to capture data, to run models and to provide personalised interventions fro diabetes and asthma patients in 5 cities (Birmingham, Barcelona, Singapore, Paris and New York). The first aim is to work on behaviour change and trigger healthy habits. PULSE will also develop tools and dashboards for policy-makers and other cities' partners in order to better define and adjust future urban policies and planning.

Next PULSE workshop took place at the 16th International Conference on Smart homes, Assistive Technologies and Health Telematics (iCOST conference) hosted in Singapore, from 10th to 12th July 2018. This year the conference was colocated with the World Cities Summit.

The workshop was held on the 10th July 2018 and will consist in a 3 hours session including a keynote from Mr Lee Chien Earn, Deputy Group CEO of SingHealth. CEO of Changi General Hospital. Singapore, followed by an Innovation Panel with policy-makers, industry, healthcare and research representatives.

The event will counted with the participation of 2 PULSE partners, José A. Pagán, Director of the Center for Health Innovation at The New York Academy of Medicine and Vladimir Urošević, from Belit.

The iCOST conference offers a unique framework to present the activities PULSE (PARTICIPATORY URBAN LIVING FOR SUSTAINABLE ENVIRONMENTS) is undertaking to o transform public health from a reactive to a predictive system focused on both risk and resilience.
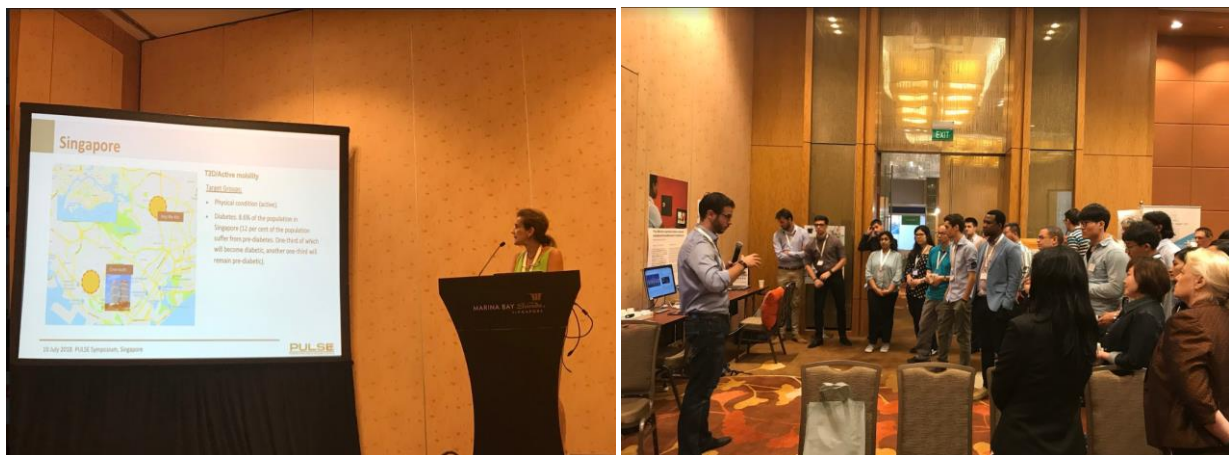
Figure 14. PULSE workshop at iCOST and event photos

External events and conferences will be increasingly targeted as potential opportunities to disseminate PULSE achievements during its last year. To this purpose the consortium is sharing an agreed calendar of events which are going to take place from month 25 to month 36 where the participation of some PULSE partners in the form of keynote speeches, short presentations, panellist participation or submission of abstracts and posters will be pursued.

In parallel, the structure and content of the three main events that PULSE will arrange along 2019 is being defined in detail having in mind they are going to targeting specific goals and stakeholder categories:

- PULSE event @ Digital Health and Wellness Summit – February 2019, 4YFN Mobile World Congress, Barcelona: 4YFN is the startup event of Mobile World Capital Barcelona and GSMA Mobile World Congress, the premier event for the global mobile industry. Thus the relevant audience is such case is represented by **big industry players and start-ups**.

- PULSE Big data in Cities – Fall 2019, NYAM, New York: this will the US based main PULSE event and will gather a varied representation of stakeholders with a specific focus on **healthcare experts and academic communities**.
- PULSE Final Conference – Fall 2019, venue to be selected: this last event will be the core one to present final PULSE results and to attract interest and commitment especially from **urban and regional policy makers** to promote further uptake of PULSE solutions and investment on the exploitation of big data for public health in cities. To this aim, the consortium is investigating the opportunity to link such event to the 2019 European Week of Regions and Cities.

3.6.2. 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 are being 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 4. Participation in conferences and events

Partner	Person	Description of dissemination activity	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
GENEGIS	Francesca Sapio	Presentation of paper @National congress about GIS and remote sensing "ASITA 2017"	21-23 Jan 2017	Participation to a Conference	Salerno (Italy)	Potential end–users and supporters, Policy maker
UPM	María Teresa Arredondo	Presentation of PULSE at BHI 2017	16-19 Feb 2017	Conference	Orlando (Florida)	Scientific community, end users, 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)

Partner	Person	Description of dissemination activity	Date	Type of activity	Place of the activity	Audience Target group
FCL	Suzanne Holt Ballard	Smart to Future Cities and Urban IoT conference	May, 2017	Participation to a Conference	London (United Kingdom)	Scientific community, end users, policy makers
FCL	Suzanne Holt Ballard	JPI Urban Europe Conference: Engaging for Impact – the Next Step in Urban Transition (policy day and cities day)	May 2017	Participation to a Conference	Brussels (Belgium)	Scientific community, end users, policy makers
UPM	María Teresa Arredondo	Presentation of PULSE at EMBC 2017	11-15 Jul 2017	Participation to a Conference	Jeju (Korea)	Scientific community, end users, policy makers
UNIPV	Vittorio Casella	Presentation of PULSE in an invited presentation given at 3° International Forum on Research and Technologies for Society and Industry, organized by IEEE Italy Section; website: http://rtsi2017.ieeesezioneitalia.it/	11-13 Sep 2017	Participation to a Conference	Modena (Italy)	Scientific Community (Higher Education & Research); Policy makers
UNIVP NYAM ASPB	A. Marinoni, V. Casella, E. Fisher, H. Vasquez	Presentation of papers on Web GIS and air quality mapping from remote sensing data @Intl conf. on Urban Health (ICUH)	26-29 Sept. 2017	Participation to a Conference	Coimbra (Portugal)	Scientific Community (Higher Education & Research) Policy makers
BELIT	Vladimir Urošević	Presentation of Smart City public health solutions in the "SMART CITIZEN – SMART SOCIETY - SMART LIVING" section @iSEC - Smart & Safe Cities Fair (www.isec-expo.rs)	4-6th Oct 2017	Trade Fair	Belgrade (Serbia)	Potential end–users and supporters, Policy makers
UPM	Maria Teresa Arredondo	Presentation of PULSE at SABI 2017	25-27 Oct 2017	Participation to a Conference	Cordoba, (Argentina)	Scientific community, Potential end–users and supporters, Policy makers

Partner	Person	Description of dissemination activity	Date	Type of activity	Place of the activity	Audience Target group
FCL	Suzanne Holt Ballard	Smart Cities Conference, Smart Cities Week	Oct 2017	Participation to a Conference	Washington DC (USA)	Scientific community, Potential end–users and supporters, Policy makers
FCL	Suzanne Holt Ballard	Smart Cities Summit,	Oct 2017	Participation to a Conference	London (United Kingdom)	Scientific community, Potential end–users and supporters, Policy makers
IMT	Mounir Mokhtari, Antoine de Marass	Welcoming the French and Singaporean Delegation at the lab and presenting the current projects. @French Minister visit at IMT IPAL. Launching France-Singapore Innovation Year 2018.	22 Jan 2018	Participation to an Event other than a Conference or a Workshop	Singapore	Potential end–users and supporters, Policy makers
IMT	Antoine de Marassé	Participation in the international collaboration workshop to discuss new ideas and best practices on SG-EU Collaboration, Presentation of PULSE Project and Insights. @EPIC EU-Singapore IT Research Cooperation Workshop	29 Jan 2018	Participation to an Event other than a Conference or a Workshop	Singapore	Potential end–users and supporters, Policy makers
UNIPV	E. Parimbelli	Presentation of a paper on the WebGIS @AAAI 18 - Health intelligence workshop (w3phai)	2-3 Feb 2018	Participation to an Event other than a Conference or a Workshop	New Orleans (USA)	Scientific Community (Higher Education & Research)
BELIT	Vladimir Urošević, Milan Vuković	Presentation of PULSE data fusion and well-being aspects on the Action Group D4 workshop @Conference of Partners of the European Innovation Partnership on Active and Healthy Ageing	26-28 Feb 2018	Participation to a Workshop	Brussels (Belgium)	Potential end–users and supporters, Policy makers

Partner	Person	Description of dissemination activity	Date	Type of activity	Place of the activity	Audience Target group
UNIPV	Paolo Gamba	Presentation of the paper ''High Spatiotemporal Resolution PM2.5 Concentration Estimation with Satellite and Ground Observations A case study in New York City" - 2018 IEEE International Conference on Environmental Engineering (EE) (IEEE EE 2018), Milan (Italy),	12-14 Mar 2018	Participation to a Conference	Milan (Italy)	Scientific Community (Higher Education & Research);
UNIPV	Riccardo Bellazzi VIttorio Casella	Presentation of PULSE project with the Municipality of Pavia, clinical and environmental experts to review past and running activities on environmental monitoring and to plan the PULSE installation in Pavia.	10 Apr 2018	Participation to an Event other than a Conference or a Workshop	Pavia (Italy)	Scientific Community , Policy Makers, Stakeholders
UPM	María Teresa Arredondo	Presentation of PULSE at Geneva Health Forum	11 Apr 2018	Keynote speech	Geneva, (Switzerland)	Policy makers
UNIPV	Riccardo Bellazzi	Presentation of PULSE in the panel entitled: Contributions from Informatics and Data Science to Environmental Health and Exposome Research @European Conference of Medical Informatics - MIE 2018	24-26 Apr 2018	Participation to a Conference	Gothenburg (Sweden)	Scientific Community (Higher Education & Research)
FCL	Suzanne Holt Ballard	6th International Istanbul Smart Grid and Smart Cities Congress	Apr 2018	Keynote Speech	Istanbul (Turkey)	Scientific Community, Policy Makers, Stakeholders

Partner	Person	Description of dissemination activity	Date	Type of activity	Place of the activity	Audience Target group
FCL	Suzanne Holt Ballard	Interview with the American Psychological Society (published in The Monitor on Psychology, May 2018) titled "Building a Sustainable Future: Psychologists Helping Cities and Corporations Embrace More Eco-Friendly Behaviours"	May 2018	Interview	USA	Scientific Community
UNIPV	Riccardo Bellazzi VIttorio Casella	Definition of operational details regarding the PULSE installation in Pavia	Jul 2018	Participation to an Event other than a Conference or a Workshop	Pavia (Italy)	Policymakers
BELIT	Vladimir Urošević	Demonstration of PULSE solutions and participation as invited expert panellist on the "Participatory Urban Living for Sustainable Environments" panel session. ICOST 2018 Conference, World Cities Summit 2018	Jul 2018	Participation to a Conference	Singapore	Scientific Community (Higher Education &Research)
UNIPV	Riccardo Bellazzi VIttorio Casella	PULSE Press conference	Sep 2018	Press release	Pavia (Italy)	Policymakers
UNIPV	Riccardo Bellazzi VIttorio Casella	PULSE dissemination booth	Sep 2018	Participation to an Event other than a Conference or a Workshop	Pavia (Italy)	Potential end–users and supporters
BELIT	Vladimir Urošević Dušan Poznanović	Bilateral meetings and contacts with mayors and officials/executives of cities and towns in the region (former Yugoslavia and Western Balkans), presentations of the PULSE system and solutions	Oct 2018	Participation to an Event other than a Conference or a Workshop	Belgrade (Serbia)	End users

Partner	Person	Description of dissemination activity	Date	Type of activity	Place of the activity	Audience Target group
UNIPV	Riccardo Bellazzi	Presentation on "data mining to improve diabetes outcomes" in the session "digital diabetes health: from now to the future" and presented PULSE	Oct 2018	Participation to a Conference	Berlin (Germany)	Scientific Community (Higher Education &Research)
UPM	Maria Fernanda Cabrera Maria Teresa Arredondo	PULSE workshop and presentation to local authorities	Oct 2018	Participation to a workshop	Taipei, Taiwan	Industry and Government authorities

3.7.   Scientific publications

The following papers have been already submitted:

Table 5. PULSE papers in conferences.

PARTNERS	DESCRIPTION OF DISSEMINATION ACTIVITY	DATE OF THE ACTIVITY
ASPB	Submission of the paper "New technologies for the assessment of Superblocks' effects on health in Barcelona: the PULSE experience SEE2018". We will apply as an innovative experience and we explain in the abstract which are the expected results and that we will have them for the congress by September. Congress of the Spanish Association of Epidemiology and Portuguese Association of Epidemiology Link to the paper submitted	Lisbon 11-14th September 2018.
UNIPD	Submission of part of the work performed on diabetes model implementation on HRS data, (included in D5.2), to a biomedical engineering conference: the 40th International Engineering in Medicine and Biology Conference (EMBC 2018) Link to the paper submitted	Honolulu (USA) June 25-27, 2018
GENEGIS	Presentation of paper "PULSE: Piattaforma collaborativa per lo sviluppo di un ambiente urbano sostenibile". Congress about GIS and remote sensing. ASITA 2017" Organised by Federazione Italiana delle Associazioni Scientifiche per le Informazioni Territoriali e Ambientali Link to paper presented	21-23 November 2017, Salerno

4. Next steps in communication and dissemination activities.

After the second 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.

On the other side, content production will be intensified building upon the collaboration between the communication WP leader and the technical partners in order to release articles and posts illustrating the most relevant technological advances of the project to either experts and lay public.

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.

Specifically, in order to increase awareness and interest from policy makers and enable real change, the consortium will keep always the Health-in-All-Policies approach as core pillar of the dissemination strategy itself and stress in its communications the need of breaking down the barriers which are preventing or limiting the free flow of data, thus impeding to break down the data silos in public health management.

Furthermore, communication and dissemination activities in the last project's year will be increasingly linked and coordinated with the objectives of the projects in terms of exploitation, thus, specific ad hoc opportunities for dissemination and communication are being identified to engage with the members of the Innovation and the Business Councils and leverage their contribution to the success and sustainability of the project itself.