



# D9.6 Dissemination & Communication Strategy (M12)

PULSE project

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Lead: European Connected Health Alliance (ECHAlliance)

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## 1. EXECUTIVE SUMMARY

The present document (Deliverable 9.6) defines and describes the dissemination and communication plans for PULSE (Participatory Urban Living for Sustainable Environments). This deliverable is part of the work package (WP9), led by the European Connected Health Alliance (ECHAlliance).

The PULSE consortium will develop innovative knowledge and solutions that will be disseminated across a multi-stakeholders ecosystem, including urban policy-makers, researchers, health and social care providers, citizens, industries and start-ups, and investors. This document describes the strategies and methods that the consortium will deploy to reach, and engage with, a variety of audiences: raising awareness for citizens and transferring new knowledge and insights.

To further this strategy, the PULSE consortium will develop a project website to communicate with relevant stakeholders, accompanied by a strong branding strategy, including the PULSE logo. All media will express the main values of the project: openness; cooperation; commitment; expertise; experience and transformation.

Additionally, the PULSE consortium will continuously publish relevant information in digital format for each target group, through regular newsletters and social networks, workshops, conferences and meetings. The latter will take place within the major international events related to the PULSE project, e.g. mainly related to IT technologies, digital health, smart cities and big data. The PULSE consortium will also organize independent conference events at relevant points during the course of the project.

Deliverable 9.6 will be updated regularly during the project in 9.8 and 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.

## 3. OBJECTIVES

The main goal of the Dissemination and Communication Strategy is to define the methodologies and tools to be used by the PULSE consortium to raise awareness about project activities, including the outcomes and deliverables, and to make these available to relevant stakeholders and the wider audience. Dissemination is essential for take-up, and take-up is crucial for the success of the project and for the sustainability of outputs in the long term.

## 4. PURPOSE

PULSE (Participatory Urban Living for Sustainable Environments) project will leverage diverse data sources and big data analytics to transform public health from a reactive to a predictive system, and from a system focused on surveillance to an inclusive and collaborative system supporting health equity.

The aims of these activities are to:

- **Raise awareness** about the PULSE project and its activities.
- **Promote** the scientific outcomes, and deliverables, of the PULSE project to a global audience
- **Disseminate** information to specific communities about the results, findings and the scientific

conclusions of the PULSE project

- **Engage** with relevant stakeholders (such as scientific community, policy-makers) to seek and incorporate input and feedback, and to generate future ideas and projects.

The purpose of this dissemination and communication plan is to define the audience, messages, methods, channels and timing of dissemination and communication of PULSE outcomes and activities. This plan may serve as a reference guide to ensure consistency in communications and to maintain PULSE's brand identity.

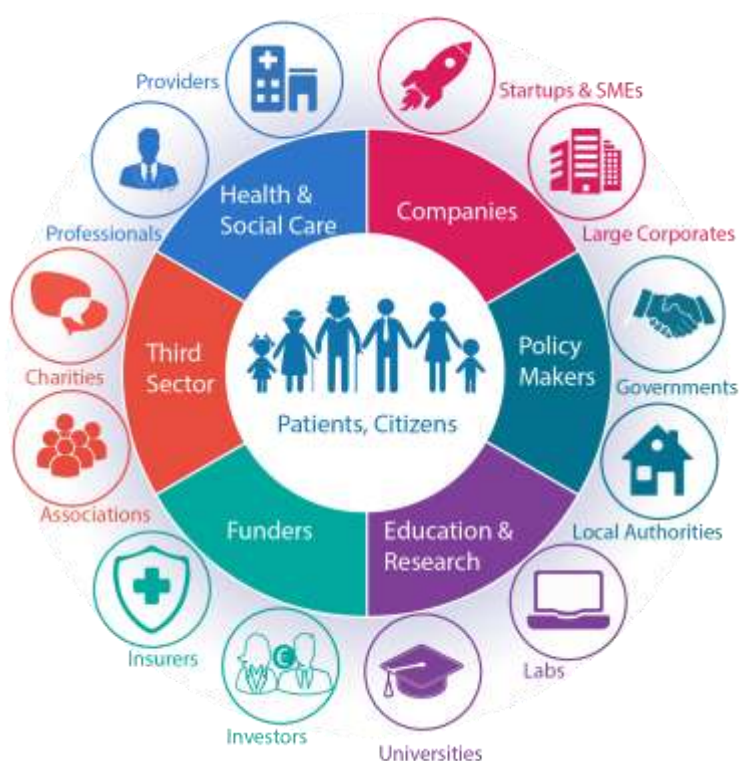
The Dissemination and Communication plan is a live document and the strategy, and the tools should be adapted all along the project, that is why the consortium will proceed with different updates of the present document.

The PULSE project is animated by principles and values:

- **Openness and Cooperation:** the PULSE consortium integrates a large number of stakeholders based on the strategy of building relations with external stakeholders through its Business and Innovation Councils, and with new cities interested in deploying PULSE tools and applications
- **Commitment:** all partners have agreed to collaborate to design, build, implement and evaluate the PULSE models, tools and technologies
- **Expertise:** all PULSE partners are professionals, recognised in their domain, covering globally 3 continents;
- **Experience** best-in-class cities and researchers are associated with this project and will work together in an agile mode with key players within smart cities and digital health environments;
- **Transformation:** PULSE aims to bring more wellbeing to citizens, improve health status and quality of life, and create sustainable models for smart healthy cities.

## 5. ENGAGING THE AUDIENCE

A stakeholder mapping exercise is essential to identify the project's key stakeholders and ensure the effectiveness of communication and dissemination activities and the full exploitation of results. The diagram below represents the "ecosystem" relevant to the PULSE project.



Key stakeholders	Description of activities
<b>Policy-makers and governments (national, regional and local)</b>	Design public policies related to health and social care, to urban design and municipal policies. They could be national ministries, regional governments/councils, regional health agencies, municipalities, etc.;
<b>Education and Research organisations</b>	Develop research, scientific work, and innovations, as well education & training capacities, in order to manage change. They include universities, engineering schools, public/private training providers, research centres, etc.;
<b>Companies (large, start-ups &amp; SMEs / industry &amp; services)</b>	Develop and provide innovative solutions, potentially connected to the project's outcomes. Many sectors could be reached e.g. IT services and software developers, integrators medical & non-medical devices, pharma, social services, etc.;
<b>Health and social care providers &amp; professionals, Third sector</b>	Deliver care services at an operational level; they are part of the end-users. It includes public and private hospitals and their professionals, primary care professionals, housing for older people, etc.;
<b>Patient, citizens and families General public</b>	Users of the Health and social care system and of the solutions. It includes associations for citizens/consumers, disease focused group, older people & seniors, informal carers & families, etc.;
<b>Regulatory bodies/agencies</b>	Define the standards, norms and market authorisations for products and services;
<b>Funders of Health &amp; social care</b>	Purchase innovative solutions and decide on funding models.

Key stakeholders	Description of activities
	They could be public social insurances, local authorities, private insurances, mutual & pension funds, banks, etc.;
<b>Pan-European / international NGOs and associations</b>	International Fora and other working groups like EIT Digital, EIT Health, related to the works foreseen in PULSE.
<b>Investors</b>	Business angels, Ventures capital, social impact investors who support investments for innovation, possibly involved in specific partnerships (social impact investment) with policy-makers, health & social care providers and companies to deliver innovative care services.

## 6. MESSAGING

**PULSE (Participatory Urban Living for Sustainable Environments)** is a visionary project aimed at transforming public health from a reactive to a predictive system using heterogeneous data from numerous sources.

### 1. Risk and Resilience in Cities

Working with the cities of Paris, Barcelona, Birmingham, New York and Singapore, the PULSE project will harvest open city data, clinical data, and data from satellites and fixed and mobile sensors. We will develop stratified population models of chronic disease risk and environmental exposure. Our focus is on two major chronic diseases in adult populations (the respiratory disease of Asthma, and the metabolic disease of Type 2 Diabetes).

We will design and build a unique cyber-physical-human system comprised of mobile applications, personal devices, augmented objects, an integrated sensor system and a citizen science platform to detect, measure and monitor health risk and promote health resilience.

### 2. Big Data Value and Public Health

Deploying a Health in All Policies (HiAP) perspective, and a 'whole-of-city' model, PULSE will integrate and analyse data from the health, environment, planning and transport sectors in each city. PULSE will pioneer the development and testing of dynamic spatio-temporal health impact assessments using geocoded population-based data. PULSE will also develop simulation models of potential policy scenarios to allow decision-makers, citizens and businesses to ascertain the impact of proposed policies, and Communities of Practice and a Learning Platform to encourage the use of a HiAP approach in cities.

The project will culminate in the establishment of Public Health Observatories in each urban location. These observatories will serve as linked hubs that use knowledge-driven processes and big data to shape inter-sectorial public policy and service provision, support citizen health, and encourage entrepreneurship in the fields of data science and mobile health.

The PULSE consortium will develop specific messages for each category of stakeholders listed in the table above. These messages will be tailored to each audience and bring the relevant information actionable by each target.

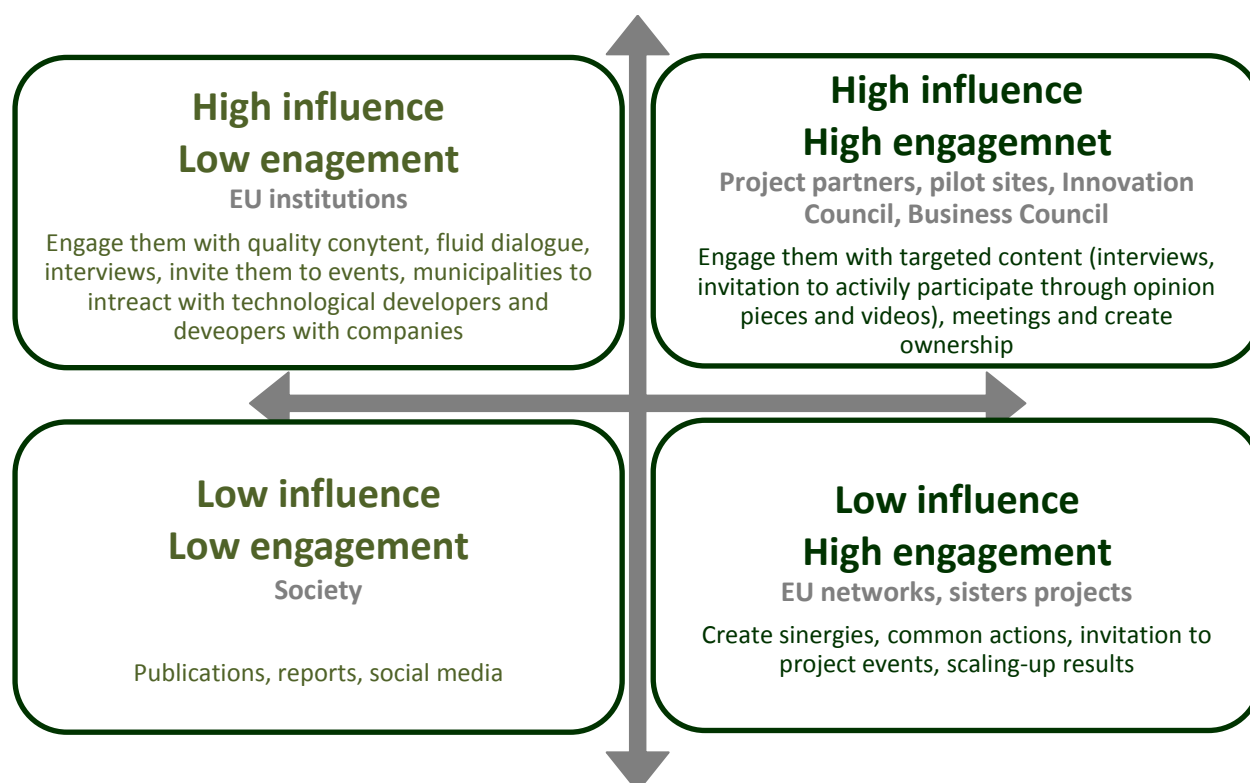
The type of language and the content type will change, as the project develops its activities. For instance, during the pilot phase, specific messages will be designed and delivered to health professionals and to local policy-makers.

To communicate with professional audiences (scientists, policy-makers and institutions, companies), PULSE messaging will be built around the outcomes and outputs of the programme, such as:

- Project's progress, findings and new challenges arising from technology transfer and experimental test beds in Spain, UK, France, US and Singapore.
- Research results and impact
- PULSE deliverables
- Proposals on new business concepts, models and processes related to the deployment of the methodologies and tools arising from PULSE.
- Testimonials from public health agencies, city administrations, public transport agencies, environmental agencies and groups, urban planning/design agencies and groups, other government bodies or stakeholders interested in potential adoption of PULSE models, tools and technologies.
- Key Partnerships
- Key events

### 6.1. PULSE Target messages

The target groups for dissemination have been structured considering their influence on supporting the implementation of the model, and their expected easiness of engagement.



academics and scientists, municipalities agencies and PHOs, industrial companies and partners, officials.

## A) High influence, high engagement

This group comprised by the project partners beyond the staff directly involved in the project, especially of Pilot Sites Municipalities and Research teams. Dissemination will reach the organisations, specially intrapreneurs and other functional departments.

Potential municipalities interested in implementing PULSE solutions will have a specific dissemination activity. Also, the Innovation and Business Council, will also receive well focused information to invite them to spread the word.

Academia, including disciplines like public health management, socio-economic sciences and other researchers will be made aware of the project outputs via publication of results in peer-reviewed papers and conferences and workshops.

**Contents to disseminate:** Supported by the communication strategy, targeted content will be disseminated to this target group, such as interviews to an outstanding person from the staff, invitations to actively participate through opinion pieces and videos, meetings celebration and dissemination workshops, appearance on press releases... In the end, to create ownership in an internal level and become a pole of attraction in an external level.

## B) Low influence, high engagement

This group comprises EU networks and sister projects to create synergies with, and that could be powerful channels to disseminate the model as potential value for their nodes.

These network representatives will be invited to dissemination workshops and will be regularly updated about the project results as their members could be highly interested in taking-up the good practice. This could be a significant and relevant way of scaling-up the results and ensuring the sustainability after the project lifetime.

**Contents to disseminate:** Articles, opinion pieces, videos and newsletters with Project results and good practices.

## C) High influence, low engagement

The target is actors with great political influence, but hard to mobilize for the purposes of the project. It aims to:

- Relevant Directorate-General of the European Commission, such as DG RESEARCH, DG GROW, DG REGIO, DG SANTE or DG CONNECT.
- The Smart Specialisation Platform, in order to feed their role in providing advice to EU countries and regions for the implementation of their research and innovation strategies for smart specialisation (RIS3).
- The EU Committee of the Regions, as political representative at EU level of local and regional authorities, and a privileged platform to reach regional policy-makers and promote mutual learning.
- The European Parliament, as EU co-legislator and supervisor and responsible to monitor the use of EU budget and, therefore, interested in concrete impact of European funded projects.

**Contents to disseminate:** Specific results of how inDemand is giving answer to the need of supporting regional innovation and competitiveness, which affects citizens directly and has, therefore, a potential great impact on society. It will be done through articles and opinion pieces with Project results. Besides, several interviews will be arranged with them and they will also be invited to participate. This target group will not only receive information but also put in place channels for feedback and direct participation and input.

## **D) Low influence, low engagement.**

Society will be made aware of the project outputs via publication of results in peer-reviewed papers and conferences and workshops.

## **7. METHOD: TOOLS & CHANNELS**

### **7.1. Internal communication**

PULSE's partners will use several tools to manage internal exchanges within the consortium in relation to

- Online meetings: Go-to-meeting, Google Hangouts, Skype
- Design and development activities: Slack, emails
- Sharing documents: Google Drive, Dropbox, emails, PULSE website.

### **7.2. Corporative image**

#### **7.2.1. 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:



#### **7.2.2. Templates**

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

- Word template for project deliverables;
- Word template for general internal and external project communications;
- PowerPoint template incorporating the major brand elements;
- Standard project presentation in PowerPoint format that will be updated with content and accomplishments;
- Project rollout/kakemono to support dissemination events.
- Additional materials, such as project flyers will be produced on an ad hoc basis, based on available resources.

## 7.3. Communication tools

### 7.3.1. Website

The new project website, <http://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.

The architecture of the website follows a standard configuration:

- Home
- About
  - Objectives
  - Partners
  - Science & Technology
  - Test beds
- News
- Events
- Resources
- Contact us

The website can receive comments from visitors and also applications for the PULSE newsletter.

In addition to the PULSE website, the ECHalliance provides a dedicated web area within its CONNECTOR Digital Platform ([www.echalliance.com](http://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.

### 7.3.2. Newsletter Communicating PULSE news

A news section has been included within the PULSE project website. This section will be updated on a regular basis, and will showcase the developments and achievements of the project. The PULSE project will publish regularly newsletters.

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

### 7.3.3. Social Networks

Facebook, Twitter and Instagram accounts for the PULSE project have been created. These social media accounts will be 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 to these social networks, a blog will be integrated in the News page of the project's website to share the latest project developments. In addition, the partner's social networks will play an important role in disseminating project activities.

Current PULSE social media accounts are:

- Twitter: <https://twitter.com/PulseProjectEU1>
- Facebook: <https://www.facebook.com/PULSEprojectEU1>
- LinkedIn group: <https://www.linkedin.com/company/27224239/admin/overview/>

## 7.4. Sources for content

There are two potential sources for content to be provided for sharing by social media and on the project website:

### 1. Project deliverables for dissemination:

The public project deliverables will be published both in the project website and via social media.

### 2. Related material or information (article, publication, video, social media links...) and all content sent by a consortium member to the WP9 communications team (ECHAlliance):

The Communication team (ECHAlliance) will check the relevance of the material or information. In case of doubt, the proposition will be discussed during the Board meeting. Once approved, all information and material will be circulated via the appropriated channels and in a timing agreed with the source.

### 3. Events

Events can be organized by PULSE consortium or the project can receive invitation to an external event. In the case of a PULSE event, the Communication team will write an article, make photographs (and potentially all types of useful materials) and then disseminate through the several channels (website, social medias, partners). In the case of an external event, the PULSE partner(s) participating to this event are expected to provide the material in order to relay the information before and after the event. It could be an article, a presentation (ppt-type), photos or videos, etc.

## 7.5. Events

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

### 7.5.1. Dissemination events (international)

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

As examples, we can mention the following events:

**Mobile World Congress**<sup>1</sup>. PULSE consortium plans to organise a symposium about “*Big Data & Public Health Policies*” within the Digital Health & Wellness Summit<sup>2</sup> @ Mobile World Congress, organized by the

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<sup>1</sup> <https://www.mobileworldcongress.com>

ECHalliance, in Barcelona and potentially in Asia. The Mobile World Congress is the biggest congress in the world dedicated to mobile technologies, with more than 100,000 attendees in Barcelona and 50,000 in Shanghai in 2017. The PULSE symposium would target a public of 400 people, including policy-makers, public and private insurances, healthcare professionals, leading companies and start-ups, researchers, patients/citizens' representatives, investors. This symposium will create conferences, workshops and matchmaking sessions in order to inform stakeholders and interested parties about current innovations, present the latest solutions (especially PULSE products and services), and create meeting and networking opportunities to the participants.

**eHealth week<sup>3</sup>.** Organised by the European Commission, and the country ensuring the EU Presidency every year, this event is a great opportunity to disseminate the outcomes of PULSE project. PULSE consortium plans to organise a presentation or conference dedicated to Big Data and Public Health policies during the eHealth week.

**NYAM Big Data for Cities Conference.** The PULSE consortium, in conjunction with the New York Academy of Medicine, and the City of New York, will host or organise in collaboration with an existing event, a summit on Big Data for Cities, showcasing the achievements of the PULSE project and highlighting the use of big data for policy design, formulation and evaluation across urban sectors. Other partners will include: WHO Collaborating Centre on Ageing, Globalisation and Urbanisation, the International Society of Urban Health, and the Rockefeller Foundation's 100 Resilient Cities Campaign.



**The biennial World Cities Summit** is an exclusive platform for government leaders and industry experts to address liveable and sustainable city challenges, share integrated urban solutions and forge new partnerships. Jointly organised by Singapore's Centre for Liveable Cities and Urban Redevelopment

<sup>2</sup> <https://echalliance.com/events/64>

<sup>3</sup> <http://www.ehealthweek.org/ehome/index.php?eventid=128630&>

Authority, key highlights of the Summit include the Lee Kuan Yew World City Prize, and the annual World Cities Summit Mayors Forum.



**ICOST – Singapore Urban Assisted Living.** The PULSE consortium, in conjunction with IMT will participate in the ICOST conference officially co-located with the World Cities Summit event in Singapore.

**Other large international events** occur throughout the year and could be useful opportunities to either communicate and/or disseminate PULSE results. Several events are under consideration by the PULSE consortium.

### 7.5.2. Dissemination events (local/regional level)

All consortium partners will work 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.

## 7.6. Scientific publications

PULSE project results will be disseminated through specific scientific channels. The Consortium has identified several Scientific Publications that are relevant for this action and publications will all be open access:

- Journal of Big Data
- Big Data Research
- Big Data
- International Journal of Big Data Intelligence
- Data and Knowledge Engineering
- Journal of Computer and System Sciences
- Journal of Ambient Intelligence and Smart Environments
- International Journal of Ambient Computing and Intelligence (IJACI)
- Health Affairs
- American Journal of Preventive Medicine
- Social Science and Medicine
- Journal of Urban Health

- Cities and Health
- American journal of Health Behaviour
- Knowledge-Based Systems (IF: 3.058)
- The Journal of Medical Internet Research/ mHealth and uHealth
- mHealth: New horizons for health through mobile technologies
- Physiology & Behavior (If:3.033)
- IEEE Journal of Translational Engineering in Health and Medicine
- Journal of Telemedicine and Telecare
- International Journal of Healthcare Technology and Management
- International Journal of Healthcare Information Systems and Informatics
- BMC Medical Informatics and Decision Making
- Diabetic Medicine
- Diabetes Research and Clinical Practice
- Journal of clinical Endocrinology and Metabolism
- International Journal of Medical Informatics

## 8. OUTREACH

PULSE consortium involves members from Europe, US and South East Asia, and numbers of partners have partnerships in different continents. The PULSE consortium will build concrete, operational and sustainable relations inside and outside of Europe with similar communities within these countries. The PULSE project will develop innovation within the EU and will also promote European skills and innovations outside Europe in order to export business and research activities. PULSE will work with intermediaries as multipliers to promote awareness of its website and its activities and messages.

### 8.1. Project Partners

Each partner within the PULSE consortium will use its own website to communicate information about the project, by linking directly with the PULSE website.

Also each partner will disseminate through their own communication channels the PULSE's news and publications. They will circulate to the community around them, such as the ECHAlliance network covering 40+ counties and including a Database of 16,500+ contacts from 600+ organisations.

### 8.2. External Partners

External partners of the project will be asked to circulate information about PULSE. These partners could be international and pan-european organisations, related to healthcare, smart cities, big data and digital technologies, reaching an audience which is relevant for the purpose of PULSE, e.g. experts, professionals, scientists, policy-makers, companies... within the sectors previously mentioned.

The PULSE consortium will send them regular news, information, publications, with a request to publish this content to their own communities through its proper communication channels.

The list of external partners is defined by the PULSE partners and updated on a regular basis. At the beginning of this project, we have established relations with the following European organisations:

- EIP Smart Cities & Communities Marketplace - <https://eu-smartcities.eu>
- EIT Digital - <http://www.eitdigital.eu>
- EIT Health - <https://eithealth.eu>

### 8.3. Media

PULSE will work with appropriate media outlets, especially those with an online presence, in the digital health, big data and smart cities fields to disseminate news about the important milestones in the project. The initial list of targeted media and print outlets includes the DG Connect newsletter, Ehealthnews.eu, E Health Com, Healthcare IT Management, and Health Tech Wire. PULSE project will also promote through the media channels of smart cities in Europe and beyond, in priority the 5 cities involved in the project, Paris, Barcelona, Birmingham, Singapore and New York, but also through the Smart Cities Council (Europe) and the Smart Cities Council (US). This list of media outlets and contact information will be expanded continuously with suggestions from the network and others.

### 8.4. European Commission

Attention will be paid to making the European Commission support visible during events, as in all communication tools and materials disseminated.

Press releases and news will be sent to all relevant EC publications, such as about the EIP Smart Cities & Communities, several DGs (REGIO, SANTE; CONNECT, ENTERPRISES...)

PULSE project will seek support from the European Commission in dissemination of results, thanks to:

#### EC publications

- Horizon magazine <http://horizon-magazine.eu/>
- Project stories <https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/>
- Research\*EU results magazines [www.cordis.europa.eu/research-eu/magazine\\_en.html](http://www.cordis.europa.eu/research-eu/magazine_en.html)
- Newsletters [www.ec.europa.eu/research/index.cfm?pg=publications&lg=en](http://www.ec.europa.eu/research/index.cfm?pg=publications&lg=en)

#### Open Access Scientific Publishing

- OPENAIRE [www.openaire.eu](http://www.openaire.eu)

#### Online news

- Headlines [www.ec.europa.eu/research/infocentre/all\\_headlines\\_en.cfm](http://www.ec.europa.eu/research/infocentre/all_headlines_en.cfm)
- CORDIS Wire <http://cordis.europa.eu/wire/>

#### Social Networks (EC Twitter accounts)

- |                                           |                                                   |
|-------------------------------------------|---------------------------------------------------|
| - European Commission                     | - EIP Active & Healthy Ageing @EIP_AHA            |
| @EU_Commission                            | - EIP Smart Cities and communities @EUSmartCities |
| - Horizon 2020 @EU_H2020                  | - VP Andrus ANSIP @Ansip_EU                       |
| - EU Science & Innovation @EUScienceInnov | - Commissioner Gunter Öttinger @GOettingerEU      |
| - EU Regional policy @EU_Regional         | - CORDIS @myCORDIS                                |
| - DG Growth @EU_Growth                    | - H2020 SME instrument @H2020SME                  |
| - EU ICT4Cities @EU_ICT4Cities            |                                                   |
| - Digital Single Market @DSMeu            |                                                   |

## 9. TIMELINE

PULSE's dissemination activities will vary in intensity and focus in accordance with the project schedule.

PULSE will spend the first phase of its dissemination activities laying the groundwork including developing the logo, branding, website, various online presences, while strategies, policies and mechanisms are being developed.

After the 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.