



IMaging-based CUSTOMised EYE diagnostics

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Deliverable 8.1 Dissemination Plan

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Table of contents

1. Summary	4
2. Dissemination & Communication objectives	4
3. Dissemination strategy	5
4. Roles and responsibilities	8
5. Dissemination channels.....	9
6. Dissemination material	11
7. Dissemination of results	13
8. Monitoring and evaluation	16



1 Summary

The present Dissemination Plan (hereinafter referred to as DP), prepared within the Dissemination Work Package (WP8), will ensure that all dissemination needs from various WPs and the project in general are considered and coordinated. WP8 will focus on presenting the project progress to the end users and general public, increasing awareness of the project-related subjects among stakeholders, synchronising communication activities within project partners, facilitating the dissemination efforts of the IMCUSTOMEYE project partners and sharing project results with the scientific community. Therefore, the main objectives of this deliverables are:

- (1) to identify stakeholders that could make use of results and audiences to be addressed.
- (2) to elaborate a preliminary action plan with concrete and well-timed measures for dissemination of all key results throughout project lifetime and after project end
- (3) to identify the dissemination and communication channels and platforms
- (4) to establish the roles and responsibility within the consortium as regards communication and dissemination activities

Although the DP is a deliverable to be submitted to the European Commission by Month 4 of the IMCUSTOMEYE project, it will be regularly reviewed and updated to ensure that its objectives are met and amended if necessary.

2 Dissemination & Communication objectives

According to the handbook “Communicating EU research and innovation guidance for project participants” (European Commission, 2014), dissemination and communication of European research projects, shall aim “...to demonstrate the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value...” by:

- “showing how European collaboration has achieved more than would have otherwise been possible...;
- showing how the outcomes are relevant to our everyday lives...;
- making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.”

In this sense, IMCUSTOMEYE consortium will support and propagate innovation in Europe through the communication and dissemination of project results, ensuring that the project generates the greatest possible impact on the public and stakeholder groups who have an interest and/or would be benefited by the



developed technology, and facilitating that the results of the project provide a solid basis on which to continue working in the future within the project partners and other collaborators.

Based on this, the objectives of IMCUSTOMEYE **dissemination** are:

- To share Information on IMCUSTOMEYE results with key project stakeholders and target groups.
- To promote and motivate the acceptance and adoption of IMCUSTOMEYE project results.

And the IMCUSTOMEYE **communication** activities are aimed:

- To promote general awareness on IMCUSTOMEYE's vision, activities and results .
- To boost public visibility of project tasks.
- To reinforce the dissemination strategies.
- Raise awareness on how EU funding contributes to technological innovation.

At the start of the project, as no results will be available, the communication strategy will focus on raising project awareness among the stakeholders and wider public. Then, as first project results will become available, dissemination of project outputs will start and last until the end of the project period, targeting progressively specific audiences: scientific community, clinical practitioners, industry.

3 Dissemination strategy

The IMCUSTOMEYE project's dissemination strategy will be based on the following fundamental pillars:

- What do we want to disseminate? The **message**
- Who will be most benefit from the project findings? The **target audience**
- When the results will be disseminated? The **timing**
- How will we disseminate the project's results? The **tools** and **channels**

The message:

The main goal of the dissemination strategy of the IMCUSTOMEYE project is to maximize visibility of its innovative contributions to different target audiences. To that end, the consortium has identified a single main dissemination and communication message:

The IMCUSTOMEYE IMCUSTOMEYE has gathered a reputed multidisciplinary group of European experts in academia, industry and clinic to deliver and demonstrate a new clinical instrument which will put Europe in the forefront of personalized imaging diagnostics in ophthalmology.



This message will be tailored (extended or restricted) to each target group, with consideration given to the communication context, channel, their expectations and access to information.

In addition to that, dissemination of project results will include peer-review publications (Green and Gold Open Access) and the publications of deliverables to be produced during the project on the project website. Only public deliverables will be fully published.

The target audience:

The IMCUSTOMEYE target audiences have been identified by looking at who has a specific interest and needs in regard to the IMCUSTOMEYE activities and its results.

The consortium has identified the following main groups of stakeholders that can support and benefit from the project:

Research/Scientific community (Universities, Research networks, Research centres):

The IMCUSTOMEYE project will produce cutting-edge results in the field of bioengineering, photonics, clinical imaging medicine and nanotechnology. Dissemination of these results across the related scientific community will constitute the basis for further future scientific work, applications and achievement of higher TRL. Planned activities are:

- Peer-reviewed scientific journal and conference publications.
- Presentations at major national and international conferences.
- Publicizing project results among partner's national and international networks.

Industrial community (Market-oriented institutions, SMEs, Private investors):

The IMCUSTOMEYE partners will promote the project concept and outcomes and exploit the developed technologies through IMCUSTOMEYE industrial partners and SMEs. Commercially oriented communications will inform stakeholders, investors, entrepreneurs and potential customers about the IMCUSTOMEYE technology, devices, business models and tools.

Clinicians and end-users:

Communication and engagement of clinicians and patients will be prioritized. General standard tools (website, social networks, newsletters, press releases) to make them aware of the projects outcomes. Nevertheless, a most direct approach will be taken through the project partners' networks. Partners' representatives will participate in selected clinical sessions, will develop contact with hospital groups to explore possible clinical consequences of the new technology, and facilitate participation in open door activities and local outreach activities.



General public:

One of key WP8 objectives is to raise and increase public awareness of the IMCUSTOMEYE project and its results and outcomes. The IMCUSTOMEYE consortium will foster public awareness of the project's objectives, results and outcomes through the IMCUSTOMEYE website, social media (Twitter), press releases and newsletters, and video. All these media platforms will be used frequently to gather and disseminate all the information related to the project.

The timing:

Communication and dissemination activities have been planned in accordance with the stage of development in the project.

Phase 1:

At early project stage, the awareness creation will mostly rely on communication activities (visual identity building, presentation/ newsletters and flyer publication). In this first phase, some bases for future actions will be created. Subsequently, more proper dissemination activities will be carried out. Consequently, dissemination strategy will focus on:

- i. Identifying and targeting stakeholders
- ii. establishing and setting up tools to be used alongside project implementation;
- iii. spread the knowledge of the project concept and of the expected outcome among the target communities (in particular industry, general public and end-users). The participation of the partners at ad hoc conferences and application to target journals will convey the disclosed information to the scientific community.

The main aim of this phase will be promoting project understanding.

Phase 2:

Once the optimization of the IMCUSTOMEYE technology embedded in the project evolve to higher Technology Readiness levels, the dissemination activities will direct more specifically toward specialised audiences in order to engage their interest on IMCUSTOMEYE ongoing scientific results and potential industrial achievements and applications. These been said, communication actions will also maintain focus on the broader public through various channels, such as the website, newsletters, social networks and videos.

The main aim of this phase will be enhancing project interest.

Phase 3:

The most significant dissemination activities will take place as final research results are available. The consortium will aim at informing the general community on how the project outcomes have been achieved and their potential impact on industrial applications and competitiveness.



The main aim of this phase will be consolidating project involvement.

4 Roles and responsibilities

CSIC, as leader of WP8, will lead the dissemination activities, developing the tools and procedures and coordinating the work. CSIC will be responsible for the quality, the execution and design of the DP. These been said, the responsibility to guarantee high quality IMCUSTOMEYE communication and dissemination content lies with all partners.

Responsibilities for WP leader:

- Coordinate and align dissemination activities as defined in the DP.
- Produce WP8 deliverables.
- Produce a calendar for dissemination activities, including partners' written and/or audio-visual contributions to the website.
- Maintain the project's website and social media accounts, including the content management.
- Periodically inform partners on dissemination progress and report during project meetings.
- Collect and review partners' periodic dissemination reports.
- Update the DP if needed, based on the feedback received in order to take the best advantage of these results.

Responsibilities for all partners:

- Comply with the calendar of dissemination activities and provide dissemination material (news, videos).
- Report to CSIC (WP leader) on dissemination activities.
- Display the EU flag and acknowledge support received under the H2020 programme in all communication and promotional material.
- Disseminate and communicate the project and its outcomes using several channels and especially on the occasion of conferences, congresses, brokerage events and meetings/events with investors.

5 Dissemination channels

To achieve the project's dissemination objectives, the IMCUSTOMEYE project will use online and offline dissemination channels, which will be employed during the different project phases, to better share project progresses and results to the target groups.

5.1. Graphic material

Project flyer

IMCUSTOMEYE will provide a project flyer which will detail the project's objectives, methodology, expected outcomes, etc., targeting academic and non-



academic audience. The level of the scientific content will be low-medium (special efforts will be made to present complex ideas accessible and attractive or both academia and general public). The flyer will be available electronically and in print.

Newsletters

A bi-monthly newsletter will be issued to ensure all stakeholders are regularly updated on project's developments. It will be circulated to the project partner networks. Partners will contribute content.

Press releases

Press releases will be pursued upon acceptance of manuscripts in high impact journals and relevant project's achievements. Project partners will capitalise on the Press Offices of their own institutions for launching those press releases, as well as on their leading roles in prestigious academic and clinical societies, which generally highlight significant achievements in specialist magazines and newsletters to their membership.

Videos

Prior experience by the partners has revealed that short video clips are an extremely powerful tool to communicate projects. These will serve to create awareness across the general public of the results of the project; they will also capitalise on the imaging nature of the results, dynamic aspects of the raw data and data analysis. Videos will be an important communicating tool of the public website, and will be circulated via social media and used in open-door events and communications to the public. All partners will be involved in the elaboration of these short videos. Videos will be issued in months 12, 24 and 36.

5.2. Website

The project website constitutes a key dissemination tool in order to increase the project visibility and ensure uptake of the project's outcome and that the envisaged impact is reached. The partners secured an internet domain (imcustomeye.eu) by the time of grant preparation. The website will follow a clear and style. Delivered in M4, it will be constantly updated, and be accessed through <http://www.imcustomeye.eu/>

The website will be accessible to all visitors and will contain general information on the project, such as the aims, the activities, expected results and involved stakeholders.

The project website will be set up by CSIC who will also undertake its maintenance.

5.3. Social media



To maximize dissemination of results and public engagement, IMCUSTOMEYE partners find that a social media strategy is necessary. Use of social media will provide the following benefits to the project:

- Generate awareness with stakeholders, expanding dissemination efforts by promoting online visibility.
- Promote the knowledge of the project, ensuring that its results are sufficiently advertised during the lifetime of the project.
- Provide dynamic and update content, which can be easily linked to partners' own activity in social media.

The project had already created a twitter account @imcustomeye by the time of preparation. By using twitter, the project will aim at reaching technology providers, industry associations, and other related European projects. Moreover, other activities are envisaged, such as sharing project content, participating in related conversations and generating hashtag, as needed.

5.4. Events

The IMCUSTOMEYE partners will target high-profile conferences and workshops organized by national, European and international organizations in order to dialogue and network with potential stakeholders and disseminate project key results. The list below describes conferences and events identified by the partners so far:

- The Association for Research in Vision & Ophthalmology Annual Meeting (ARVO)
- Vision and Physiological Optics Conference (VPO)
- OPTICS & PHOTONICS International Congress (OPIC)
- The European Society of Cataract and Refractive Surgeons (ESCRS)
- International Congress on Wavefront & Presbyopic Refractive Correction Congress
- Frontiers in Optics (FIO) Optical Society's (OSA) Annual Meeting
- OSA Fall Vision Meeting
- International Society of Presbyopia (ISOP)
- International Society for Eye Research (ISER) Biennial Meetings

6 Dissemination material

6.1. Project logo

And easily recognisable visual identity of the project is essential to achieve optimal communication results. The logo design was inspired by the key elements of the project: eye globe and corneal lenses and air-puff on, and airpulse and the project acronym. It has been made available to project partners to apply during dissemination and communication activities.





6.2. Graphical layout guidelines

To reinforce the project corporate image and effective communication, a set of templates have been designed to the main project documents, such as:

- *Deliverables*

The image shows three templates for deliverables:

- Cover page:** Features the Imcustomeye logo, the title "IMaging-based CUSTOMised EYE diagnostics", Project ID: 779960, and funding information from the European Union's Horizon 2020 research and innovation programme.
- Document control information:** A form with sections for "Document control information" and "Revision history". The "Document control information" section includes fields for Title, Contributing partners, Type, Dissemination level (with checkboxes for Confidential, Restricted, WP, and Public), Status (with checkboxes for Draft, WP Manager accepted, and Co-ordinator accepted), Due date, and Delivery date. The "Revision history" section is a table with columns for Version, Date, Author, and Comment.
- Table of contents:** A list of sections with page numbers: 1 Summary... 3, 2 Introduction... 3, 3 Material and methods... 3, 4 Results... 3, 5 Conclusions... 3, 6 References... 3.

- *Meeting minutes*

The image shows a "Meeting Minutes" template with the following sections:

- Purpose:** A text box for the meeting's purpose.
- Location:** A text box for the meeting location.
- Date:** A text box for the meeting date.
- Time:** A text box for the meeting time.
- List of attendees:** A list of names of participants.
- Agenda Items:** A list of agenda items with presenter names and due dates.
- Action Items:** A list of action items with responsible persons and due dates.

- *Power Point Presentations*





6.3. Publications

External dissemination is designed to effectively communicate with parties outside the consortium. Considering the strong scientific record of the participants and the nature and novelty of the research field, it is expected that the research outputs of the project will result in milestone, in both high impact factor journals as well as journals specific to the field, respecting Open Access principles and IP protection (see paragraph 7.2 below).

The main scientific repositories identified as potential disseminators of IMCUSTOMEYE results are the following:

- [SCOAP3 Repository](#)
- [European Physical Journal](#)
- [PMC Physics B](#)
- [PMC Physics A](#)
- [HighBeam Research](#)
- [Crossref Metadata Search](#)
- [RefSeek - Academic Search Engine](#)
- [Dimensions](#)
- [1findr](#)
- [Paperity](#)
- [BASE - Bielefeld Academic Search Engine](#)
- [CORE](#)
- [Unpaywall: An open database of 17 million free scholarly articles](#)
- [Directory of Open Access Journals \(DOAJ\)](#)
- [Open Content on JSTOR](#)
- [Electronic Journals Library \(Information on the Elektronische Zeitschriftenbibliothek EZB\)](#)
- [HighWire Free Online Full-text Articles](#)
- [SpringerOpen](#)

Partners are frequently invited as keynote speakers in the most prestigious international conferences; the progress made as a result of this application will be presented at international meetings, helping to further promote the reputation of European research in the areas of optics, photonics, imaging, biomechanics



and ophthalmology. At each project meeting, partners will address the dissemination strategy in relation to the IP protection and scientific publication plan.

7 Dissemination of results

7.1. Project deliverables

The IMCUSTOMEYE project will produce a wide range of public deliverables. All of them will be made available on the project website. They are listed in the table below:

Dev. n.	Title	WP	Lead participant	Type	Dissemination level	Delivery month
D2.2	Functional 3D airpuff OCT imaging experimental systems	WP2	4 - IChF PAN	Demonstrator	Public	8
D2.3	Report demonstrating the technique on enucleated eyes	WP2	4 - IChF PAN	Report	Public	12
D2.4	Report demonstrating the techniques in human eyes in vivo	WP2	4 - IChF PAN	Report	Public	14
D3.1	Functional acoustic stimulation vibrational ps-nsOCT	WP3	3 - NUIG	Demonstrator	Public	8
D4.2	OCT platform for integration into miniaturised device and testing	WP4	4 - IChF PAN	Demonstrator	Public	18
D4.5	Fabricated dynamic OCT prototype	WP4	4 - IChF PAN	Demonstrator	Public	28
D4.6	Documentation of dynamic OCT prototype	WP4	4 - IChF PAN	Report	Public	34
D6.1	Report of viscoelastic parameters in first sets of eyes	WP6	1 - CSIC	Report	Public	16
D6.2	Report on diagnostic value of imaging tool for keratoconus and IOP-related glaucoma	WP6	1 - CSIC	Report	Public	28
D7.1	Report of effect of the impact treatment parameters on simulated outcomes	WP7	10 - Optimo	Report	Public	28
D8.1	Dissemination Plan	WP8	1 - CSIC	Report	Public	4
D8.2	Internet outreach and social media	WP8	1 - CSIC	Report	Public	6
D8.3	Press releases and media coverage	WP8	1 - CSIC	Websites, patents filling, etc.	Public	18



D8.4	Video clips	WP8	1 - CSIC	Websites, patents filling, etc.	Public	12
D8.5	Patient and general public engagement	WP8	1 - CSIC	Websites, patents filling, etc.	Public	30
D8.6	Data Management Plan	WP8	1 - CSIC	ORDP: Open Research Data Pilot	Public	6
D10.1	Project intranet in operation	WP10	1 - CSIC	Websites, patents filling, etc.	Public	1
D10.2	Project website	WP10	1 - CSIC	Websites, patents filling, etc.	Public	3
D10.3	Innovation management report	WP10	1 - CSIC	Report	Public	24

When a deliverable initially categorized as “public” includes sensitive information (research results, confidential scientific data, engineering developments) which is potentially protected by a patent, utility model registration, trademarks or similar protection actions, only the deliverable cover will be published in the IMCUSTOMEYE project website. Once the protection actions have been completed, the full deliverable document will be disclosed.

7.2. Open Access

The IMCUSTOMEYE project will follow the guidelines set out by the EC and as per Article 29.2.b) of the project Grant Agreement:

“Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results”.

To ensure open access to all peer-reviewed scientific publications, each partner who is planning to publish an article for a journal or on a peer-reviewed conference, will ensure in advance that the selected journal/conference allow so assure compliance with the EC rules on Open Access.

There are two main routes towards open access to publications:

A. Self-archiving (also referred to as 'green' open access): in this case, IMCUSTOMEYE partners will deposit the final peer-reviewed manuscript in a repository of their choice before, alongside or after its publication.

B. Open access publishing (also referred to as 'gold' open access): this route will be applicable when IMCUSTOMEYE partners publish in open access journals in which publication costs are shifted away from readers paying via subscriptions.



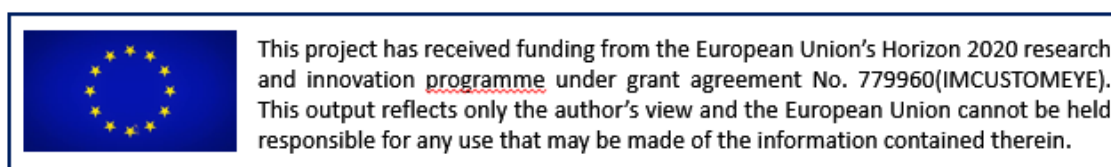
Open Access will not interfere with IP protection. As stated in Art. 23a1 and Art. 27 of the Grant Agreement, the intellectual property will be managed effectively to protect its value as project asset.

7.3. Obligation to disseminate

As previously said, IMCUSTOMEYE partners have the obligation to disseminate their results as soon as possible by disclosing them to the public. However, no dissemination may take place before a decision is made regarding possible protection. Other partners may object if their legitimate interests in relation to their foreground or background could potentially suffer harm. The partner that intends to disseminate must give the other beneficiaries at least 45 days' notice (together with sufficient information on the dissemination) (IMCUSTOMEYE Consortium Agreement Article 8.4.2).

7.4. Obligation and right to use the EU emblem

Any dissemination of results must display the EU emblem and include the following text:



And the following Photonics21 logo:



8 Monitoring and Evaluation

To measure the communication and dissemination progress, impact, effectiveness and efficiency at project level, number of quantifiable Key Performance Indicators (KPIs) have been established. Following periodic evaluations, appropriate realignments will be implemented if needed.

Audience	Objectives	KPIs	Comments
Project website			
General public, policy makers, scientific community, clinical practitioners and surgeons, industry.	Keep the target groups informed of the progress of the IMCUSTOMEYE project, results and outputs.	# of visits Y1: 200 Y2: 500 Y3: 1.000 Y4: 1.700	IMCUSTOMEYE website will be fed regularly by partners with explanatory information about the project, press releases,



		# of downloads: Y1: 150 Y2: 400 Y3: 800 Y4: 1.350	videos, project newsletters, etc. The website is intended to be an exciting communication tool, with valuable information and resources.
Attendance to conferences			
Optics and biophotonics sector professionals.	Present the potential benefits for the industry, stakeholders and/or end-users of the new solutions/devices	# of conferences attended: Y1: 20 Y2: 50 Y3: 50 Y4: 120	Key conferences are: ARVO, ESCRS, FIO, ISOP, etc.
Scientific publications			
Researchers in photonics and optics disciplines	Scientific advances, engineering development, new applications, innovative device mounting solutions	# of peer reviewed publications Y1: 5 Y2: 10 Y3: 10 Y4: 25	Key target journals: Biomechanical Optics Express, Optica, Optics Express, Scientific Reports, etc.
General public and media publications			
General public, end-users, clinicians, industry.	Informed interested audience of IMCUSTOMEYE advances, innovative solutions to public health challenges and impact on EU and worldwide society.	# of newsletters Y1: Y2: Y3: Y4:	IMCUSTOMEYE gives response to public health concerns (ocular conditions such as keratoconus, cataract and refractive errors). New solutions to tackle this conditions will attract media coverage and both general public and specialized audiences.
		# of press releases Y1: Y2: Y3: Y4:	
Social media			
Researchers, general public, industry representatives		# of twitter followers: Y1: 30 Y2: 60 Y3: 150 Y4: 200	Social media is a valuable and important communication tool. Social media allows immediate dissemination of information from almost anywhere and real-time feedback.

