



PROMETEUS

preterm brain-oxygenation
and metabolic eu-sensing

D8.3 – Plan for Dissemination and Exploitation including Communication Activities

Partner:	Università degli Studi di Padova
Lead Author:	Università degli Studi di Padova
Version: F: final; D: draft; RD: revised draft	F
Date:	31/07/2023





Grant Agreement	101099093
Acronym	Prometheus
Project full title	Preterm Brain-Oxygenation and Metabolic EU-Sensing: Feed the Brain

Deliverable	D8.3
Deliverable Name	Plan for Dissemination and Exploitation including Communication Activities
Nature of deliverable	R: Document, report (excluding the periodic and final reports)
Dissemination level	PU (Public – fully open automatically posted online on the Project Results platforms)
Scheduled delivery date	31/07/2023
Actual delivery date	31/07/2023

Prepared by	Sabrina Brigadoi
Reviewed by	Marta Pozza, all partners
Verified by	Sabrina Brigadoi

History of Changes

Revision	Date (dd/mm/yyyy)	Author	Changes	Status (Draft/Inreview/Submitted)
v2	21/07/2023	Sabrina Brigadoi	Small changes to dissemination paragraph	Draft
v3	28/07/2023	Marta Pozza	Changes to 3.2	Draft
v4	31/07/2023	Mauro Buttafava	Changes to 3.2.2, 4.2.5, 5.2	Draft
v5	31/07/2023	Sabrina Brigadoi	Incorporated all changes	Final



Table of contents

History of Changes.....	1
1. Introduction	3
2. General objectives	3
3. Dissemination Plan.....	3
3.1 Target audience.....	3
3.2 How.....	4
3.2.1 Publications	4
3.2.2 Conferences	5
3.2.3 Workshop	5
3.2.4 Training	5
3.3 When	5
4. Communication Plan	6
4.1 Target audience.....	6
4.2 How.....	6
4.2.1 Visual identity	6
4.2.2 Website	9
4.2.3 Informed family program.....	9
4.2.4 Media	9
4.2.5 Social Media	10
4.2.6 Visual and oral archive of prematurity	11
4.3 When	12
5. Exploitation Plan.....	12
5.1 Target audience.....	12
5.2 How.....	12
5.3 When	13



1. Introduction

This report represents Deliverable D8.3 of WP8 and describes all the actions that will be implemented by the Consortium for the dissemination and communication of the project and project’s results as well as the future possible exploitation of the project’s outcomes.

In this report, the target audience and how, when, and why these three activities will be carried out during the project, will be detailed.

2. General objectives

The dissemination and communications activities, as well as the exploitation ones, will be carried out both as a consortium and by individual partners. They will target mainly the partner countries and the European community with some activities going beyond the EU borders. Each partner will be responsible of the dissemination and communications activities in its country and should regularly update the PEDR stating and describing the activities carried out.

A clear acknowledgement to EC funding will be present in all dissemination and communication activities of the consortium related to the project.

Prometheus Consortium has defined the following goals for communication and dissemination activities: a) to raise awareness for prematurity social impact; b) to inform medical industry system; c) to promote *Prometheus* within the scientific communities.

3. Dissemination Plan

The dissemination plan of *Prometheus* aims to identify and organize all activities carried out to make our results available to the public for use (open science).

3.1 Target audience

Internal dissemination of the project’s results: most partners need to collaborate to reach their Work Package aims and therefore need to disseminate their results and technologies to other partners for their use. Furthermore, other partners can act as a bridge to disseminate *Prometheus* project results to other potential academic and non-academic users.

External dissemination of the project’s results: see Table 1 below.

Target audience	Why
Academic community	All researchers working in the fields covered by the <i>Prometheus</i> partners will be interested in its results and innovations, which they could exploit in their own research. The fields most covered by <i>Prometheus</i> consortium are optical physics, animal studies, sensor development, software engineering, biomedical signal processing, control algorithms, neonatology and psychology.
Neuroimaging manufacturers	Manufacturers of optical devices for brain measurements could be highly interested in WP1 results and development. One industrial end-user of the optical technology that will be developed by <i>Prometheus</i> is a partner of the consortium (PIONIRS).



Sensor/pump manufacturers	Manufacturers of sensors/pump for metabolite measurements could be highly interested in WP2 results and development. The partner developer of the CMM sensor will also be an industrial end-user of the sensor itself (QLAB).
Health care personnel (HCP)	Health care personnel will be highly interested in the <i>Prometheus</i> final system, since they will be the clinical end-user of the developed technology. It is important to disseminate our results and progresses to other clinical centres and hospitals. Furthermore, HCP working in NICU (both experienced and newly hired) could benefit from the dissemination of the visual & oral archive of prematurity.
Neonatologists	Neonatologists will be the other clinical end-users of the developed technology. They could also benefit from the visual & oral archive of prematurity and from the protocol developed and used in our social study (WP7).
Bioengineers	Bioengineers working in the field of optical devices, metabolic sensor development, biomedical signal processing, control algorithm and metabolic modelling could be highly interested in the results and innovations of the <i>Prometheus</i> project.
Psychologists	Psychologists could highly benefit from the dissemination of the visual & oral archive of prematurity and of the protocol developed and used in our social study (WP7).
Families and Associations	Families of preterm babies and associations working to promote wellbeing of preterm babies could be highly interested in the dissemination of the <i>Prometheus</i> results.

3.2 How

As stated in the Consortium Agreement, the dissemination of own and jointly owned results through publications, presentations, but not limited to (the presentation of posters, slides and abstracts for oral presentations at scientific meetings, etc.), must be preceded by a written communication sent well in advance to the other members of the consortium, who may raise objections (*Prometheus* project Consortium Agreement, art. 8.4.2)

Furthermore and above all, during the project's lifetime and for a period of one year after its end, the dissemination of own results as stated above, has to follow the provision and procedure stated in Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination

For the dissemination of the results of the *Prometheus* project, in addition to the usual ways of disseminating scientific and business results, specific training sessions with NICU staff are also planned, as described below.

3.2.1 Publications

Prometheus will implement Open Science Practices. Publications will be conducted under the Gold Open-access option, if not available (i.e., NEJM) an immediate PlanS compliant Green Open access version of the publication will be deposited in institutional or non-commercial repositories. A pre-registered report will be submitted for the social science study (OB6, WP7). All scientific papers and presentations will be made available on the *Prometheus* website to allow their spreading throughout a wider scientific community. Young researchers involved in *Prometheus* will



be encouraged to publish on the “Open Research Europe” platform and to participate in open peer review processes to support the awareness on data reproducibility and transparency process.

High-impact open-access journals (e.g., Pediatrics, NEJM, The Lancet, the Journal of Pediatrics) will be the target journals for *Prometheus* first-in-human study and for the development of the *in silico* neonatal avatar. Bioengineering journals (e.g., published by IEEE, OSA, SPIE) will be targeted to disclose results on components development. Media-visual culture and psychological journals (e.g., Representation-USC Press, NECSUS European Journal for Media Studies, Proceedings of the National Academy of Sciences) will be targeted to disclose results of the visual & oral archive of prematurity.

3.2.2 Conferences

Members of the Consortium are encouraged to communicate and inform the WP leader, as well as the Coordinator for reference, of any conference or event they will take part and present results linked to the *Prometheus* project.

The consortium aims to target the following conferences and events. National and international meetings for pediatric and diabetes science will be targeted to present *Prometheus*' results to scientific community (e.g., Pediatric Academic Society [PAS], American Diabetes Association, European Association for the Study of Diabetes, European Society of Pediatric Endocrinology and diabetes, The European Society of Paediatric Radiology). *Prometheus* components will be presented at the two key industry-science meetings for diabetes research in Europe and the US (Advanced technology & therapeutics diabetes in Europe and Diabetes Technology Meeting in the US) and at the two key optical developer conferences in Europe and US (Optica and International Society of Optics and Photonics), as long as to other more application-oriented conferences (like fNIRS Society) with possible sponsorships at related exhibitions. Results of the social science study will be presented at key psychological meetings in Europe and US (e.g., The World Association for Infant Mental Health).

3.2.3 Workshop

Dissemination of *Prometheus* results will be also pursued by organizing 4 workshops targeting different audience. In particular, the Consortium aims to organize workshops targeting neonatologists, families, industries and societies, to disseminate the appropriate results to different audience. Furthermore, the Coordinator will promote a workshop dedicated to neonatal nutrition and glucose control at the Pediatric Academic Society to give *Prometheus* the largest audience within the scientific community.

3.2.4 Training

NICU personnel at UCC and UNIPD, where in human clinical trials will take place, will be trained to the use of the *Prometheus* devices with the use of both on-site training session and short videos (5-10 mins) dedicated to device placement and use during the last trimester of Y3. These videos and training procedure could be disseminated in the future to other hospitals and clinical care facilities.

3.3 When

Activities aiming to disseminate our results will be distributed over the project duration, and will start as soon as the first results are available. Publications will be available for download as the paper is accepted.



4. Communication Plan

The communication plan of *Prometeus* aims to promote and communicate all activities carried out during our project and to inform about *Prometeus* results.

4.1 Target audience

Target audience	Why
Citizens	Families of preterm babies and associations working to promote wellbeing of preterm babies could be highly interested in learning the activities carried out in the <i>Prometeus</i> project and its outcome as soon as they are available.
Media	In order to reach the widespread communication of <i>Prometeus</i> activities and results, communication through different media will be highly important. This could also help in showing the success of multi-partner collaboration, raise awareness about prematurity and generate market demands.
Stakeholders	It is important to reach and communicate results and activities of <i>Prometeus</i> to relevant stakeholder to push their interest in the project and project results.

4.2 How

Prometeus communication plan involves keeping a fixed corporate visual identity among partners, the development and use of a dedicated website of the project, the use of social media to promote activities and results, the communication to media of project results and organizing seminars as a family information program.

4.2.1 Visual identity

According to the corporate visual identity, general promotional products have been released: project logo (Fig. 1), standard template for deliverables (Fig. 2), communications support and publicity for all project activities. The QRcode linked to *Prometeus* website (Fig. 3) will be shown on all communication materials in order to maximize the visibility of the project.



PROMETEUS
preterm brain-oxygenation
and metabolic eu-sensing



PROMETEUS
preterm brain-oxygenation
and metabolic eu-sensing



PROMETEUS



PROMETEUS



PROMETEUS
preterm brain-oxygenation
and metabolic eu-sensing

Fig. 1 *Prometeus* usable logos



PROMETEUS
preterm brain-oxygenation
and metabolic eu-sensing

DX.X - Title

Partner: **Institution (Acronym)**
Lead Author: **Institution (Acronym)**
Version: F: final;
D: draft; RD: **I**
revised draft
Date: **dd/mm/yyyy**

Fig. 2 *Prometeus* deliverable template



Fig. 3 *Prometheus* QR code

4.2.2 Website

A website dedicated to the project has been created and has been available since a few months after the project started. The website can be reached at: <https://www.prometeus-eic.eu/> and is available in all the languages of the consortium (English, Italian, Spanish, Hebrew, French). The website will be continuously updated during the project to share results, milestones and news about the project, as well as any press release about the project, and public deliverables and publications will be accessible from the website. Partners are encouraged to share any video and pictures related to the project with the coordinator, who will upload them in the gallery section of the website. A reserved area has been created for restricted communication between members of the consortium.

People looking at the website can contact the consortium by email (prometeus.dpss@unipd.it) and can find a link to the *Prometheus* social media accounts (see section 4.2.5).

4.2.3 Informed family program

A family information program will consist of yearly seminars at the reference country institution targeting families. Due to the different languages spoken in the partners' countries, seminars will be created as recorded video in English with a joint effort of all consortium's partners, and subtitles in all the different languages of the consortium will be uploaded on the videos. Videos released as seminars will be either recordings of the consortium's partners showing and explaining their role and results in the project, or animated cartoons showing in a simple and dedicated language the project's aims and results.

4.2.4 Media

Communication of *Prometheus'* results and activities through the media is considered of great importance to reach the most diverse audience, in particular relevant stakeholders, and to raise awareness of the project activities.

Press releases will be available on the website and will be shared by all partners (with limitations depending on the language of the press release). *Prometheus* consortium will target newspapers (e.g., LaRepubblica), science magazine (e.g., BBC Science Focus, Scientific American), science channels of TV and radio (e.g., Radio3 Scienza, TED Talk) for its press releases.

The first press release, available on the website, was released by the Coordinator partner once

the project got funded (<https://www.unipd.it/news/4-million-euros-awarded-international-unipd-project-premature-babies>).

4.2.5 Social Media

Social media are the most powerful and immediate tool to communicate project’s results to the general public but also to relevant stakeholders and they offer the chance to engage with the public more easily than with other means.

Three social media accounts for the project have been created: a Twitter profile (Fig. 4), a LinkedIn account (Fig. 5) and an Instagram profile (Fig. 6). We plan to create regular tweets using project-related popular hashtags, LinkedIn messages and to upload Instagram pictures and videos. All partners’ account (if available) will be tagged when possible in all the posts, to provide higher visibility to our posts and increase the chance of a more widespread diffusion of tweets/posts.

Any post or new content created by consortium members presenting *Prometheus*-related content or achievements will be encouraged to tag the official project channels.

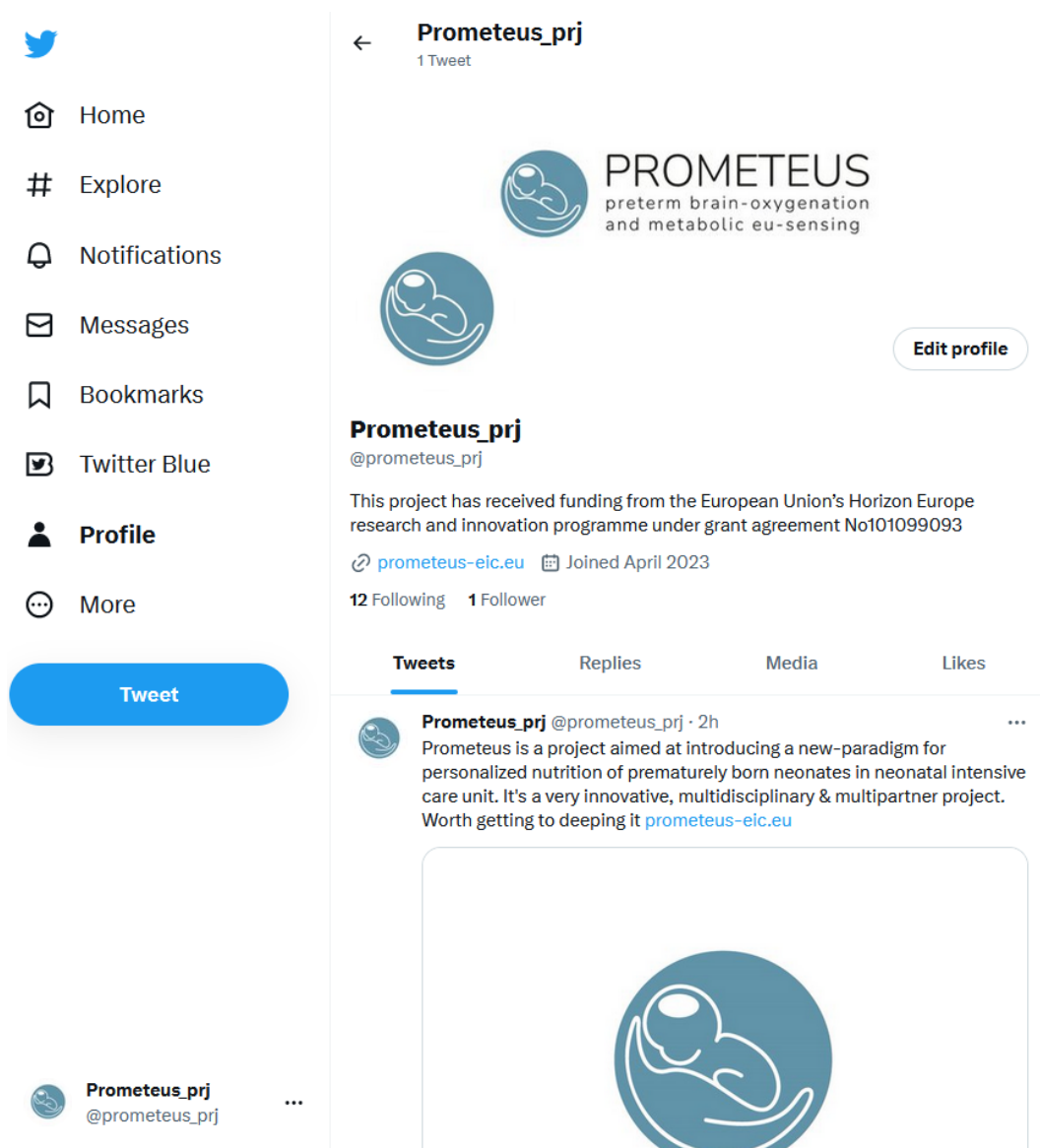


Fig. 4 *Prometheus* Twitter account

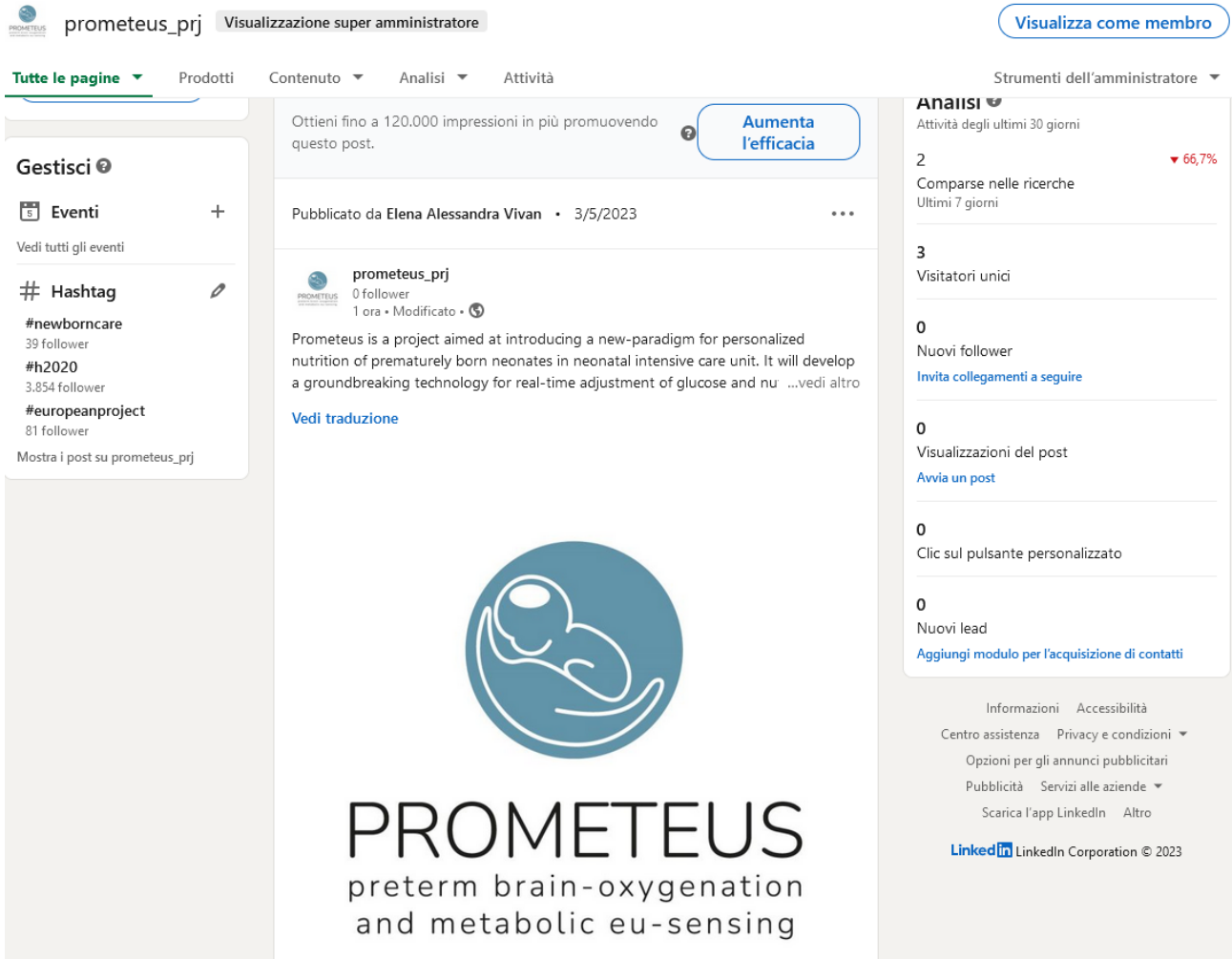


Fig. 5 Prometeus LinkedIn account



Fig. 6 Prometeus Instagram account

4.2.6 Visual and oral archive of prematurity

One of the main goals of the communication activities will be achieved through the development of the living prematurity archive (WP7), which will be extremely helpful for both families of (future)



preterm babies and health care personnel working in the neonatal intensive care unit. The interviews collected to guide the device development will be stored in the UNIPD Kaltura Mediaspace (<https://mediaspace.unipd.it>) *Prometheus* channel, with free access and subtitles in English, French, Spanish and Italian. The *Prometheus* visual archive will be also openly licensed and permanently archived in Phaidra (<https://phaidra.cab.unipd.it>), the UNIPD repository for long-term preservation and dissemination of digital collections. Phaidra is CoreTrustSeal certified as a Trustworthy Digital Repository which guarantees the reliability of data in compliance with the standards for digital preservation, data interoperability and FAIR principles. The visual and oral archive will be also disseminated in various channels or media, with the aim to be shared to the community of researchers, stakeholders and used for Patient Education purposes. Additionally, national patients' association supporting *Prometheus* in Italy and Ireland will promote the visual & oral archive on their websites and in NICU with posters showing a QR code linked to the *Prometheus* website and archive.

4.3 When

Activities aiming to communicate our results will be distributed over the project duration, and are already ongoing, having started at the beginning of the project.

5. Exploitation Plan

The exploitation plan of *Prometheus* aims to evaluate the immediate and future commercial exploitability of the products of the *Prometheus* project.

5.1 Target audience

Target audience	Why
Industry and SMEs	Industry and SMEs could be interested in the future commercial exploitation of the different technological aspects developed during <i>Prometheus</i> . During WP1 and WP2, novel technologies will be developed and the final <i>Prometheus</i> product will be potentially commercially exploitable. The <i>in silico</i> neonatal twin could be exploited by industrial partners that could use the <i>in silico</i> tool to generate individualized nutritional strategies.

5.2 How

A *Prometheus* Exploitation Committee (PEC), composed by all SME partners with the advice of the technology transfer offices of academic partners, will be established by the end of 2023. In particular, PEC will focus on all aspects of the chain ranging from intellectual property management to freedom-to-operate and market analyses, to the coordination of activities related to regulatory documentation, to product and service profiling in liaison with industry, academia, and end-users. Regularly, each partner will produce a list of the project's outputs that will be submitted to the PEC for evaluating their future exploitation and/or market potential and the adoption of the right protection measures. The PEC should help in preparing the transition towards industrial and commercial usage of the developed products.

Concerning IPR management, the Consortium Agreement regulates all its aspects in section 8:

8.1 Ownership of Results



Results are owned by the Party that generates them.

8.2 Joint ownership

Joint ownership is governed by Grant Agreement Article 16.4 and its Annex 5, Section Ownership of results, with the following additions:

Unless otherwise agreed:

- *each of the joint owners shall be entitled to use their jointly owned Results for non-commercial research and teaching activities on a royalty-free basis, and without requiring the prior consent of the other joint owner(s).*

- *each of the joint owners shall be entitled to otherwise Exploit the jointly owned Results and to grant non- exclusive licenses to third parties (without any right to sub-license), if the other joint owners are given:*

a) at least 45 calendar days advance notice; and

b) fair and reasonable compensation.

The joint owners shall agree on all protection measures and the division of related cost in advance.

8.3 Transfer of Results

8.3.1

Each Party may transfer ownership of its own Results, including its share in jointly owned Results, following the procedures of the Grant Agreement Article 16.4 and its Annex 5, Section Transfer and licensing of results, sub-section "Transfer of ownership".

8.3.2

Each Party may identify specific third parties it intends to transfer the ownership of its Results to in Attachment 3 of this Consortium Agreement. The other Parties hereby waive their right to prior notice and their right to object to such a transfer to listed third parties according to the Grant Agreement Article 16.4 and its Annex 5, Section Transfer of licensing of results, sub-section "Transfer of ownership", 3rd paragraph.

8.3.3

The transferring Party shall, however, at the time of the transfer, inform the other Parties of such transfer and shall ensure that the rights of the other Parties under the Consortium Agreement and the Grant Agreement will not be affected by such transfer. Any addition to Attachment 3 after signature of this Consortium Agreement requires a decision of the Steering Committee.

8.3.4

The Parties recognise that in the framework of a merger or an acquisition of an important part of its assets, it may be impossible under applicable EU and national laws on mergers and acquisitions for a Party to give at least 45 calendar days prior notice for the transfer as foreseen in the Grant Agreement.

8.3.5

The obligations above apply only for as long as other Parties still have - or still may request - Access Rights to the Results.

5.3 When

The PEC committee will start to work as soon as it is established and will be focusing on exploitation issues as soon as an exploitable result is available from one of the partners.