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vocorder

WP7 Communication, Dissemination, Training and Exploitation of the results

D7.2 Plan for Dissemination and Communication Activities

***VOCORDER**: Towards the ultimate breath analysis -based continuous healthcare*

VOCORDER CONSORTIUM

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[1] **R** = Document, Report, **DMP** = Data Management Plan, **OTHER** = Other
[2] **PU** = Public, **SEN** = Sensitive, limited under the conditions of the Grant Agreement

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ABBREVIATIONS

Term	Explanation
DPO toolkit	Demand-Pull Observatory Toolkit
KPI	Key Performance Indicator
VOCs	Volatile Organic Compounds
IPR	Intellectual Property Rights
R&D	Research & Development

EXECUTIVE SUMMARY

The VOCORDER project, an ambitious endeavor in the field of healthcare technology, aims to revolutionize the way we approach health monitoring through innovative breath analysis techniques. Deliverable 7.2 (D7.2) titled: ‘’Plan for Dissemination and Communication Activities’’ outlines the strategies and methodologies the VOCORDER project will employ to effectively disseminate and communicate its progress, findings, and achievements to a broad audience. This document details the specific channels and tools that will be utilized for dissemination, such as scientific publications, conferences, social media, and public outreach programs. It also outlines the communication strategies that will be employed to effectively convey the project's vision, goals, and benefits to society.

This deliverable is a vital component of the VOCORDER project, laying the foundation for successful and impactful communication of its innovative approach to health monitoring. It is a testament to the project's commitment to transparency, engagement, and collaboration in the pursuit of advancing healthcare technology and improving patient outcomes.

1. INTRODUCTION

VOCORDER aims to develop innovative components based on disruptive technologies that aim to render breath analysis testing a holistic, highly efficient health monitoring apparatus that can be seamlessly integrated into everyday life. VOCORDER focuses on harnessing the wealth of information contained in volatile organic compounds (VOCs). The user-friendly nature of breath monitoring devices is a key aspect of VOCORDER's approach. Unlike the more complex and invasive blood monitoring systems, breath analyzers simply require a user to exhale into the device. This simplicity makes them ideal for regular and continuous monitoring, both in clinical settings and for personal health management at home. By developing advanced, yet affordable breath analysis tools, VOCORDER envisions a future where health monitoring is widely accessible, breaking down barriers to proactive health management. Moreover, the rapid evolution of sensor technology and data analysis methods in the field of breath analysis provides a fertile ground for innovation. VOCORDER is at the forefront of these developments, utilizing cutting-edge technology to create a sophisticated yet user-friendly health

monitoring system. By doing so, VOCORDER is not only advancing the field of health monitoring but is also reshaping how we approach and manage our health on a daily basis.

Deliverable 7.2, the Plan for Dissemination and Communication Activities, is a comprehensive document that outlines the strategies and methodologies the VOCORDER project will employ to effectively disseminate and communicate its progress, findings, and achievements to a broad audience. Through a well-crafted dissemination and communication plan, the project aims to raise awareness, foster understanding, and encourage collaboration and support from various sectors. This document details the specific channels and tools that will be utilized for dissemination, such as scientific publications, conferences, social media, and public outreach programs. It also outlines the communication strategies that will be employed to effectively convey the project's vision, goals, and benefits to society.

Moreover, Deliverable 7.2 serves as a roadmap for the ongoing and future activities of the VOCORDER project, ensuring that all dissemination and communication efforts are aligned with the project's overall objectives and milestones. The plan is designed to be dynamic and adaptable, capable of evolving in response to the project's progress and the ever-changing landscape of healthcare technology.

1.1 Project Overview

Breath monitoring has been an important diagnostic tool since the era of Hippocrates in the 5th century BC, where body odors were used to identify health issues. Today, breath analysis offers a non-invasive and comprehensive method for health monitoring. Breath contains over 1,000 volatile organic compounds (VOCs), along with nucleic acids, proteins, signaling molecules, and pathogens, all of which are crucial for detecting various diseases.

Respiratory diseases, which rank third after hypotension and diabetes in prevalence, affect over 500 million people worldwide. The cost of these diseases in Europe alone surpasses €82 billion annually. Pollution, which affects 90% of the global population, exacerbates these conditions. A significant challenge in respiratory healthcare is the large number of undiagnosed or misdiagnosed cases. Many patients with established

treatment plans see their doctors infrequently, lacking insights into their condition on a day-to-day basis. This is particularly true for severe cases like cystic fibrosis (CF) and idiopathic pulmonary fibrosis (IPF), where patients require regular, resource-intensive check-ups. In contrast, common lung diseases like asthma and COPD often receive inadequate care, with many cases being misdiagnosed or untreated. Breath analysis also shows promise in detecting other conditions, including various cancers and gastrointestinal-related disorders. Early detection is critical, and VOC biomarkers may appear before traditional markers, allowing for earlier intervention.

Which is why continuous health monitoring has become a focal point in modern healthcare, offering the promise of proactive and personalized medicine. Currently continuous blood monitoring is the primary method for continuous health monitoring. While blood monitoring is a rich source of biomarkers and can provide detailed information about glucose levels, hormone levels, metabolic byproducts, and more, this method is invasive, can be uncomfortable and may pose risk of infection. Furthermore, Continuous blood monitoring devices, can be expensive and require regular replacement of sensors and other components.

Breath monitoring, on the other hand, is inherently non-invasive, making it more comfortable and less risky for patients. It involves analyzing the composition of exhaled breath, which contains volatile organic compounds (VOCs) that can indicate various health conditions. Breath monitoring devices are generally easier to use compared to blood monitoring systems. They often require just a simple breath into a device, making them more user-friendly and suitable for frequent or continuous monitoring. Breath monitoring devices have the potential to be less costly and more accessible than blood monitoring systems. Which will facilitate wider adoption and use in various settings, from clinical to at-home monitoring. Furthermore, breath analysis technology is rapidly evolving, with advances in sensor technology and data analysis. Which is why VOCORDER aims to exploit these advancements for continuous health monitoring.

Most studies on breath analysis use gas chromatography-mass spectrometry (GC-MS), a laboratory-based technique that, despite its accuracy, is not suitable for continuous healthcare due to its cost, complexity, and slow processing. Alternative spectroscopy-based techniques like TDLAS and ICOS are also used for analyzing VOC patterns.

Recent developments in mid-infrared (MIR) laser spectroscopy, however, have opened new possibilities for compact point-of-care (POC) optical instruments capable of single breath diagnostics. These advancements enable the integration of mid-IR laser-based breath analyzers into daily life, supporting the shift to continuous healthcare by predicting and diagnosing diseases early. Mid-IR technology is advantageous for its sensitivity and selectivity, similar to GC-MS, but in a more compact, cost-effective, and user-friendly format.

The VOCORDER project utilizes these technological advancements, focusing on Quantum Cascade Lasers (QCLs) and Interband Cascade Lasers (ICLs), combined with AI, to develop a breakthrough in breath analysis. This approach aims to make continuous health monitoring a reality, seamlessly integrating into everyday life and revolutionizing the approach to healthcare and disease management.

Key characteristic of the project:

- Consortium: 12 partners from 7 countries
- Duration: 42 months
- Total budget: 3.9 MN Euro
- Structure: 9 Work Packages

The VOCORDER project, with its ambitious goals and innovative approach, is expected to have a significant impact on healthcare technology and patient care. The project has identified five major results (PR1-PR5), which are pivotal in contributing to the expected outcomes and impacts outlined for the topic.

1. PR1 - VOCORDER Integrated System and AI Tools: The development of an integrated system, scalable to a VOCORDER Platform and interoperable with the EU healthcare workflow, is a major milestone.

2. PR2 - VOCORDER Prototype Breath Analyzer Device: The development of a prototype breath analyzer device for VOC sensing is aimed at enabling proactive, unobtrusive, and continuous monitoring of health status.

3. PR3 - VOCORDER Portfolio of Novel Breath Biomarker Patterns: By identifying new patterns of breath biomarkers, VOCORDER will significantly contribute to the early

detection of diseases. This will enhance the understanding of disease processes and aid in the development of new diagnostic tools and treatments.

4. PR4 - VOCORDER Data Collection and Processing Mechanisms: The project's ability to effectively collect and process data from various sources, including sensors, clinical records, and genomic data, will provide a more holistic view of patient health.

5. PR5 - VOCORDER Clinical Settings Proof of Concept: Testing, validation, and demonstration in clinical settings, using common Health Technology Assessment (HTA) methodologies, will be crucial in proving the efficacy and applicability of the VOCORDER system.

Furthermore, the project's commitment to addressing ethical concerns, especially regarding privacy, data ownership, and trustworthy AI, adds to its credibility and relevance. Engaging with stakeholders early in the project to incorporate their requirements and feedback will not only add value to the project's outcomes but also ensure the results are evaluated and validated effectively in clinical settings. To manage these engagements effectively and efficiently a detailed dissemination and communication plan is necessary to ensure the overall success of the project.

1.2 Dissemination and communication organization

Dissemination and communication strategy serves as a detailed guide, outlining key targets for communication, the specific messages to be conveyed, and the optimal timing for these communications to maximize the project's success.

Effective communication is vital in engaging stakeholders, disseminating research findings, and promoting the project’s innovative approach to health monitoring. To implement this strategy efficiently, each partner within the VOCORDER consortium designates a communication manager. This individual is responsible for overseeing the execution of the communication plan within their respective organization. Coordinating these efforts at the project level is the Lead Partner's responsibility, who appoints the Project Communication Manager. For VOCORDER, this role is held by Nina Suchotina (UAB Metis Baltic), who, along with the communication managers from each partner organization, forms the project communication team for VOCORDER.

This structured approach ensures that all communication activities are cohesive, aligned with the project's objectives, and effectively managed across the various partner organizations. By leveraging the skills and expertise of each communication manager the VOCORDER project aims to establish a strong, clear, and impactful communication presence, crucial for the success of this groundbreaking initiative.

2. DISSEMINATION STRATEGY

The dissemination strategy for the VOCORDER project is essential to maximize impact, foster collaboration, and ensure sustainability[3]. The strategy outlines a comprehensive approach to dissemination in non-invasive health monitoring through advanced breath analysis technology.

Target Audiences and Stakeholders: the selected audiences are based on the quintuple helix innovation model, targeting a diverse range of stakeholders.

Dissemination tools and Channels: A variety of channels will be employed to ensure broad and effective dissemination: from professional networks to leaflets and posters.

**KPI`s:** The strategy includes a list of Key Performance Indicators (KPI`s) to measure the effectiveness of the dissemination activities.

Intellectual Property Rights (IPR) Considerations: All publications and materials will be submitted to the Project Coordinator and the Technical Manager before release to ensure that IPR is not compromised. This topic is discussed in detail in the Consortium Agreement and signed Grant Agreement.

Early and Ongoing Dissemination: Dissemination activities will commence from the early stages of the project and continue throughout its lifetime, ensuring consistent and up-to-date sharing of information and results. Initiating dissemination efforts early in the project lifecycle will allow for the establishment of a strong foundational awareness among key stakeholders. Ongoing dissemination will ensure that the project maintains its presence in relevant conversations and keeps stakeholders updated on progress, breakthroughs, and challenges. It will aid in building a sustained interest and engagement, ensuring that the project remains at the forefront of innovation in non-

[3] https://ec.europa.eu/research/participants/docs/h2020-funding-guide/other/event210609.htm

invasive health monitoring. Moreover, it will contribute to the development of a robust community around the project, facilitating feedback loops and knowledge exchange.

Sustainability Post-Project: Dissemination activities will continue beyond the project's end to ensure the longevity of its impact. Even after the project's end, the project website will remain a vital resource, accessible for an additional three years. This extended availability will serve as a repository of knowledge, offering access to the project's findings, publications, and technological advancements. Additionally, project partners will be encouraged to persist in their dissemination efforts. This could include presenting findings at conferences, publishing follow-up research in journals, and integrating project learnings into their future projects and collaborations. Such sustained engagement will amplify the reach of VOCORDER's outcomes and contribute to the ongoing development of the field of non-invasive health monitoring.

A robust dissemination strategy is crucial in EC-funded innovation projects like VOCORDER, not only to share knowledge and results but also to drive the project towards successful commercialization and societal impact. By effectively communicating VOCORDER's advancements in healthcare technology, the project can foster significant advancements in the field and contribute to improved health monitoring and patient care.

2.1.1 Target Audiences and Stakeholders

The Quintuple Helix innovation model was adopted for the VOCORDER project as basis for stakeholder and target audience identification. The Quintuple Helix model is an ideal theoretical and practical framework that the VOCORDER project embraces to illustrate the interconnection between knowledge and innovation for sustainable development. VOCORDER aims to bridge the knowledge gap in the field of health monitoring through innovative breath analysis technology.

The model underlines the importance of developing health monitoring technologies that are not only advanced and effective but also environmentally conscious and socially responsible. It contributes to long-term impacts on stakeholders and society, including improvements in public health management, better patient outcomes, and more informed healthcare policies. The incorporation of the natural environment into this model underscores the project's commitment to sustainable and ethically responsible innovation.

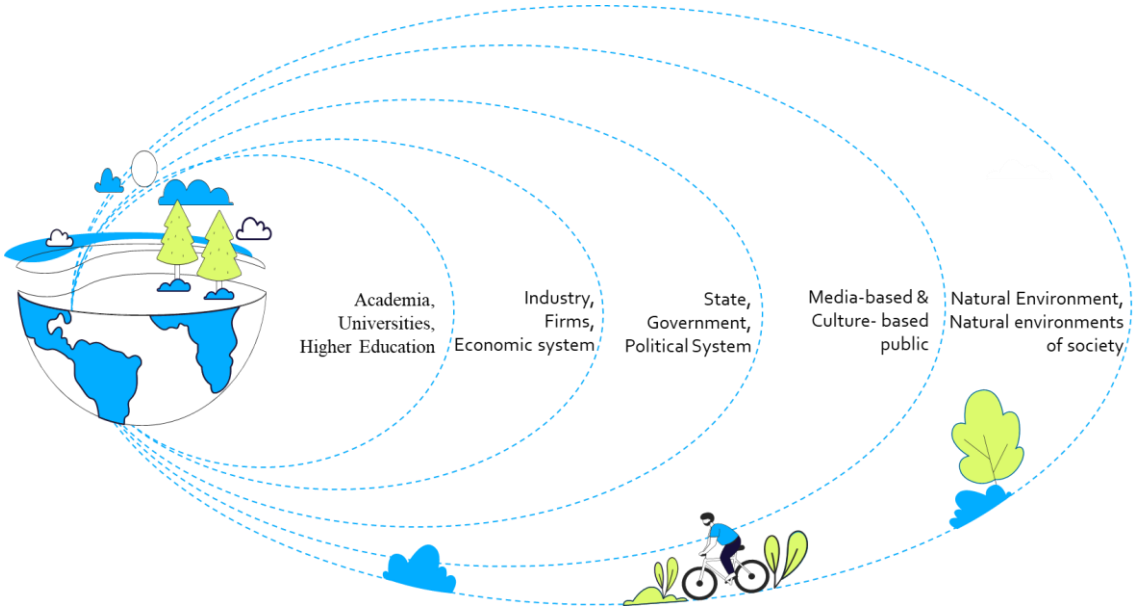

Figure 1 Quintuple Helix Innovation model

Quintuple Helix Innovation model[4] helps in categorizing target audiences effectively:

1. Academia Helix: Academic Institutions and R&D Institutes Related to VOCORDER Activities. This group includes universities, colleges, research institutes, and laboratories focusing on healthcare technology, breath analysis, and related fields. Engaging with these entities is crucial for collaborative research, validation of findings, and academic dissemination through journals and conferences.

2. Industry Helix: Professional Associations Related to VOCORDER. These are organizations and bodies that represent professionals in healthcare, technology, and

[4] See for instance: (a) Smart Quintuple Helix Innovation Systems: How Social Ecology and Environmental Protection are Driving Innovation, Sustainable Development and Economic Growth, Elias G. Carayannis, David F.J. Campdell, 2019; (b) The Quintuple Helix Innovation model: global warming as a challenge and driver for innovation, Elias G. Carayannis, Thorsten D. Barth, David F. J. Campbbell, Journal of Innovation and Enterpreneurship, Aug. 2012; (c) Unveiling the Evolution of Innovation Ecosystems: An Analysis of Tirple, Quadruple, and Quintuple Helix Model Innovation Systems in European Case Studies, Rallou Taratori, Paulina Rodriguez-Fiscal, Marie Abigail Pacho, Sesil Koutra, Montserrat Pareja-Eastaway and Dimitrios Thomas, MDPI, July 2021.

related sectors. They play a key role in networking, professional development, setting industry standards, and can be instrumental in the adoption and advocacy of the VOCORDER technology.

3. Industry Helix: ISO/IEC Committees- Working Groups. These committees and groups are involved in setting international standards in technology and healthcare sectors. Their engagement is important for the standardization and quality assurance of the technology developed in the VOCORDER project.

4. Government Helix: Policy Makers (EU, National). This audience includes government officials, regulatory bodies, and policymakers at both the European and national levels. They are crucial for regulatory approvals, influencing health policy, and securing support and funding for health technology initiatives like VOCORDER.

5. Civil Society/Economic Helix: Investors, Technology Importers, Entrepreneurs. This group is key for the commercialization and scaling of the VOCORDER technology. Investors and entrepreneurs provide the necessary capital and business expertise, while technology importers help in bringing the technology to new markets.

6. Civil Society Helix: General Public and Civil Society Organizations. It is important to consider the general public and civil society organizations as part of the stakeholder map. They are vital for creating societal awareness, understanding public perception, and ensuring the technology meets societal needs and values.

7. Environment Helix: Natural Environment. In the context of VOCORDER, the natural environment is an indirect stakeholder. The project's outcomes could have implications for environmental health, especially if the technology aids in monitoring diseases exacerbated by environmental factors. Additionally, it enforces the project's commitment to sustainable and ethically responsible innovation.

By targeting these specific audiences in line with the Quintuple Helix model, the VOCORDER project ensures a comprehensive and multi-dimensional approach to its dissemination and stakeholder engagement efforts, aiming to maximize its impact and success in the field of healthcare technology.

2.1.2 Dissemination tools and Channels

The VOCORDER project will employ an array of dissemination channels to effectively disseminate the project achievements. These channels are designed to engage a wide range of stakeholders, from professionals in the field to the general public.

2.1.2.1 Professional Networks, Agencies, and Associations.

VOCORDER will leverage connections with professional networks, agencies, and associations related to healthcare and technology developed in VOCORDER project. Below you will find the suggested list of such organizations. Project partners will be encouraged to seek collaboration with these and/or other relevant organizations.

American Thoracic Society - Founded in 1905, the American Thoracic Society is the world's leading medical society dedicated to accelerating the advancement of global respiratory health through multidisciplinary collaboration, education, and advocacy. Core activities of the Society's more than 16,000 members are focused on leading scientific discoveries, advancing professional development, impacting global health, and transforming patient care. Key areas of member focus include developing clinical practice guidelines, hosting the annual International Conference, publishing four peer-reviewed journals, advocating for improved respiratory health globally, and developing an array of patient education and career development resources.

European Respiratory Society - ERS is one of the leading medical organisations in the respiratory field, with a growing membership spanning over 160 countries. ERS prioritises science, education and advocacy in order to promote lung health, alleviate suffering from disease and drive standards for respiratory medicine globally.

The Association for Respiratory Technology & Physiology - The Association for Respiratory Technology & Physiology (ARTP) are the professional guardians of physiological measurement and interpretation within the field of respiratory medicine for the United Kingdom. Drawing on a wealth of knowledge, skills and experience, we are a collection of healthcare scientists who bring inspiration and quality into respiratory healthcare.

International Association for Breath Research – the goals of this association include Organize international breath research meetings; Increase cooperation and collaboration of research groups working on breath analysis throughout Europe and the world; Foster support of young researchers or new investigators to the field of breath analysis;

Establish collaborative efforts to compare the results obtained by different analytical techniques used by research groups; Provide an internet-accessible database of volatile substances, their physicochemical and pharmacokinetic properties and their use in medical applications.

Association for the Advancement of Medical Instrumentation - The Association for the Advancement of Medical Instrumentation® (AAMI) is a nonprofit organization founded in 1967. It is a diverse community of more than 10,000 professionals united by one important mission—the development, management, and use of safe and effective health technology. AAMI is the primary source of consensus standards, both national and international, for the medical device industry, as well as practical information, support, and guidance for healthcare technology and sterilization professionals.

These entities will provide a platform for the VOCORDER project representatives to engage with professionals and experts in relevant fields, fostering collaboration, dissemination, and advancement in breath analysis and healthcare technology.

2.1.2.2 Conferences and workshops

The project team will actively participate in relevant conferences and workshops, presenting papers, posters, and conducting seminars. These events are critical for sharing research findings with peers and experts in the field. Below you are presented with the indicative list of relevant conferences and workshops that project partners will be encouraged to participate in. Project partners will also be encouraged to actively search for dissemination opportunities in events not included in the list, as well as to organize workshops focused on specific aspects of the research when possible.

Breath Summit, The International Congress for Breath Research - The International Congress for Breath Research is the premier experience for experts to learn and exchange the latest breakthroughs and emerging topics on breath research from peers around the world. Indiana University School of Medicine, Herman B Wells Center for Pediatric Research, International Association of Breath Research (IABR) and the organizing committees are pleased to welcome the next Breath Summit, the International Congress for Breath Research, to Indianapolis, Indiana, from June 3 to June 6, 2024. More information: https://medicine.iu.edu/research-centers/pediatrics/news-events/international-congress-for-breath-research

Society of Medical Decision Making Annual Meeting - October 27 - October 30, 2024, Boston University. More information: https://smdm.org/meeting/smdm-46th-annual-meeting

European Respiratory Society (ERS) International Congress - an annual event that brings together the world's respiratory experts to showcase all the latest advances in respiratory medicine and science. The ERS Congress 2024 will be held from 7–11 September at RX Wien GmbH, Messeplatz 1, 1020 Wien. More information: https://www.ersnet.org/congress-and-events/congress/

American Thoracic Society (ATS) Annual Conference - ATS 2024 showcases the latest advances and discoveries in respiratory science, patient care and global respiratory health. At a unique moment in history, these breakthroughs will shape our future as scientists, healthcare professionals and leaders in the field. The event will be held on May 17-22, 2024 in San Diego. More information: https://conference.thoracic.org/

IEEE Engineering in Medicine and Biology Society (EMBS) Conference - The IEEE Engineering in Medicine and Biology Society is pleased to announce the 46th Annual International Conference of the IEEE Engineering in Medicine and Biology Society, to be held in Orlando, Florida, USA, July 15-19, 2024. At this world's largest international biomedical engineering conference, a broad array of scientific tracks will cover diverse topics of cutting-edge research and innovation in biomedical engineering, healthcare technology, in particular for women and children's well-health, translational clinical research, technology transfer and entrepreneurship, and biomedical engineering education. In addition to the high-profile keynotes, the conference program will feature mini symposia, workshops, special sessions, oral and poster sessions, sessions for students and young professionals, sessions for clinicians and entrepreneurs, and exhibits from vendors and universities. More information: https://embc.embs.org/2024/

MedTech Forum 2024 Europe - The MedTech Forum 2024 will take place in the first half of 2024 in Europe. The European health and medical technology indudstry conference will be organised by MedTech Europe. More information: https://www.themedtechforum.eu/

Connected Health & Fitness Summit - The Connected Health & Fitness Summit brings together the strongest brands in fitness, wellness and beyond for two days of quality networking and curated content to get you ahead of the game.

Join key opinion leaders driving the health and fitness industry forward, exploring its hottest trends and most lucrative opportunities. Find trusted partners to unlock new revenue streams, stay ahead of industry trends, and elevate your position in the consumer health and fitness market. More information: https://connectedhealthandfitness.com/events/connected-health-fitness-summit-2024

NextMed Health - is a unique interdisciplinary community dedicated to catalyzing and accelerating the arrival of a new, human-centric, technology-enabled health age. NextMed Health is the evolution of Exponential Medicine, and is also chaired by Dr. Daniel Kraft, bringing together a global cross-disciplinary mix of leading health(care) and biomedical innovators in physical, virtual and hybrid settings. NextMed Health 2024 will be held December 10-13th in San Diego. More information: https://www.nextmed.health/

RAPS Global Regulatory Strategy Conference 2024 - Mastering global regulatory strategy allows for smoother international market access, efficient product development, and competitive advantages. Developed for mid- to senior-level regulatory affairs professionals, attending the RAPS 2024 Global Regulatory Strategy Conference will provide you with practical tools, networking opportunities, and insights that can be directly applied to enhance the way you approach regulatory strategy on a global scale. More information: https://www.raps.org/events/raps-global-regulatory-strategy-conference-2024

Healthcare Summit 2024 - The biggest conference for investors and operators in health and social care. More information: https://healthcare-summit.co.uk/

CPhI Worldwide - Taking place in different locations in Europe, this is a leading pharmaceutical event covering all aspects of the industry, including technological innovations in healthcare. More information: https://www.cphi.com/europe/en/home.html

These events and other similar events will provide an excellent platform for presenting the project's developments in breath analysis, healthcare, and technology to a professional and academic audience.

2.1.2.3 Trade fairs and Exhibitions

Attending trade fairs is a strategic way to showcase the advancements of the VOCORDER project in breath analysis, healthcare, and technology. Below you will find a list of recommended trade fairs and exhibitions that project partners will be encouraged to participate in. The list will be updated as new opportunities reveal themselves.

MEDICA Trade Fair - With over 5,300 exhibitors from almost 70 countries and 83,000 visitors MEDICA in Düsseldorf is one of the largest medical B2B trade fairs in the world. A wide range of innovative products and services from the fields of medical imaging, laboratory technology, diagnostics, health IT, mobile health as well as physiotherapy/orthopaedic technology and medical consumables are presented here. The extensive programme of first-class forums, conferences and special shows provides opportunities for interesting presentations and discussions with experts and politicians and also includes pitches of new products and award ceremonies. More information: https://www.medica-tradefair.com/

HIMSS Global Health Conference & Exhibition - A significant event in the healthcare IT and technology sector, held annually at different locations in the USA, focusing on healthcare innovation, including monitoring technologies. More information: www.himssconference.com

Arab Health - Arab Health is the most significant event for the healthcare industry that plays an instrumental role in bringing together regional and international policy drivers, thought leaders, and healthcare professionals through trade and innovation. Discover the future of healthcare where collective effort, patient-centered care, and technology come together for a sustainable, next-gen healthcare experience. More information: https://www.arabhealthonline.com/en/Home.html

BioJapan - Featuring a twinned exhibition, seminars, and a large-scale partnering platform expected to bring together over 900 companies seeking to forge new partnerships, BioJapan and Regenerative Medicine Japan attract a wide range of organizations from Japan and abroad every year. Participants in BioJapan focus on drug discovery, licensing, and R&D, whereas Regenerative Medicine Japan is a hub for all sorts of organizations working in the rapidly expanding field of Regenerative Medicine. Besides a great number of universities, research organizations, and biotechs, almost every top pharma in Japan participates yearly in BioJapan's partnering, making the event

is well-poised as a venue for discovering new alliances with Japanese organizations. More information: https://jcd-expo.jp/en/

ATA Annual Conference and Expo - Hosted by the American Telemedicine Association in the USA, this event covers a range of topics in telehealth and remote monitoring technologies. More information: https://www.americantelemed.org/events/ata2024-annual-conference-expo/

These trade fairs offer excellent opportunities for the VOCORDER team to engage with industry professionals, showcase their innovations, and stay abreast of the latest trends and developments in the fields of breath analysis, healthcare, and technology.

2.1.2.4 Journals

Publishing research findings in scientific journals is a key part of disseminating the progress and breakthroughs of the VOCORDER project. Below you will find an indicative list of scientific journals, that partners will be encouraged to publish their research in. Project partners will also be encouraged to search for other opportunities to publish their research related to the project.

Journal of Breath Research - Specializes in breath analysis and its applications in medical diagnosis, therapeutic monitoring, and research on systemic diseases.

Respiratory Medicine - Focuses on clinical research in the area of respiratory diseases and associated diagnostic techniques.

BMJ – British Medical Journal - High impact medical journal. Champion of better research, clinical practice & healthcare policy since 1840.

IEEE Journal of Biomedical and Health Informatics - Publishes papers on the advancements in computational methods in bioinformatics, healthcare, and medical technology.

Biomedical Engineering Online - An open-access journal covering the latest developments in biomedical engineering, including diagnostic devices and monitoring technology.

Medical Engineering & Physics provides a forum for the publication of the latest developments in biomedical engineering and reflects the essential multidisciplinary nature of the subject. The journal publishes in-depth critical reviews, scientific papers and technical notes. Our focus encompasses the application of the basic principles of physics and engineering to the development of medical devices and technology, with the ultimate aim of producing improvements in the quality of health care.

Medical Devices: Evidence and Research - Publishes research on the design, evaluation, and application of medical devices, relevant for innovations in breath analysis tools.

DIGITAL HEALTH is a peer reviewed open access journal which focuses on healthcare in the digital world, bridging the evolution of advances in informatics and technology in medicine, health and all aspects of health care.

PLOS One - is a peer-reviewed open access mega journal published by the Public Library of Science since 2006. The journal covers primary research from any discipline within science and medicine.

Medical Decision Making - Medical Decision Making is a peer-reviewed academic journal that publishes papers in the fields of decision-making and medical informatics. Its editor-in-chief is Brian Zikmund-Fisher. It was established in 1981 and is currently published by SAGE Publications on behalf of the Society for Medical Decision Making.

Publishing in these journals would enable the VOCORDER project to reach an audience of relevant researchers and professionals, contributing significantly to the body of knowledge in breath analysis, healthcare, and medical technology.

2.1.2.5 Articles and Press Releases

Articles and press releases play an important role in the dissemination strategy of the VOCORDER project. Articles tailored for the general public help demystify complex scientific concepts, making technology and its benefits understandable and relevant to everyday life. Meanwhile, press releases targeting industry stakeholders provide concise yet comprehensive information that highlights the project's potential impact,

technological advancements, and future applications. VOCORDER dissemination and communication managers will aim to publish articles and press releases regularly.

2.1.2.6 Collaboration with Other Projects

Collaboration with other projects is one of the aspects of the VOCORDER dissemination strategy, offering significant benefits in terms of audience reach and research advancement. By engaging in collaborative efforts with related projects, VOCORDER can tap into a wider network, effectively extending its reach to audiences that might otherwise remain unreached. Furthermore, such collaborations open up avenues for valuable knowledge transfer and exchange, which can lead to groundbreaking research synergies. Shared experiences, methodologies, and insights can foster innovative approaches to common challenges, potentially leading to accelerated breakthroughs in the field of healthcare technology and breath analysis. Additionally, inter-project collaborations often lead to interdisciplinary approaches, enriching the research landscape and broadening the impact of the project's outcomes. This collaborative effort aligns perfectly with the spirit of the Quintuple Helix model, promoting a more integrated and holistic approach to research and innovation, ultimately benefiting the broader scientific community and society as a whole.

2.1.2.7 Project Logo

The VOCORDER logo will be used across all materials and platforms. It will serve as a visual identifier for the project, enhancing brand recognition and consistency in all communications. Project logo is presented in the detail in deliverable 7.1 Website and project logo.

vocordər

Figure 2 VOCORDER logo

2.1.2.8 *Project Website*

A dedicated website will serve as the central hub for all information about VOCORDER. It provides updates, detailed information about the project, and resources for visitors to learn more about the technology. Project website is accessible on the www.vocorder-project.eu and is described in detail in deliverable 7.1 Website and project logo.

Figure 3 Website landing page

2.1.2.9 *Newsletters*

Regular newsletters will be sent out to subscribers, providing updates, insights, and upcoming events related to VOCORDER. This will help in keeping the community engaged and informed. Newsletter subscription form is available on the project website and can be seen on the image below.

The newsletters will be created and distributed by the Dissemination and Communication manager to the list of subscribers. The frequency of the newsletters will be highly dependent on project development and is expected to increase nearing the end of the project.

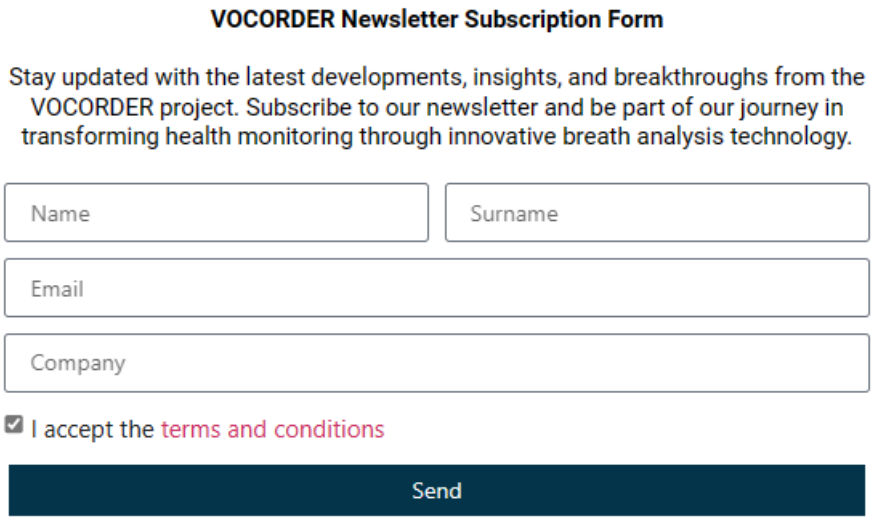

Figure 4 Newsletter subscription form

2.1.2.10 Social Media

Maintaining an active social media presence is crucial for the dissemination activities of the VOCORDER project, especially in terms of reaching and engaging with the general public. Platforms like LinkedIn, Facebook, and Twitter (now X) offer unique opportunities to connect with diverse audiences, disseminate information quickly, and foster community engagement around the project's developments. LinkedIn, in particular, is invaluable for targeting specific professional groups and stakeholders, enabling the project to tailor its messages to suit different audiences. It also provides robust tools for measuring the reach and impact of posts, which is essential for evaluating and refining dissemination strategies.

Social media accounts and activities are discussed in more detail in the Communication strategy section of this document. The links to the official VOCORDER social media accounts are as follows:

- Facebook: https://www.facebook.com/profile.php?id=61554423404470

- LinkedIn: https://www.linkedin.com/company/101377658/

- Twitter (X): https://twitter.com/vocorderproject

These platforms not only broaden the project's outreach but also enrich the quality of engagement, making social media an indispensable component of VOCORDER's dissemination and communication strategy.

2.1.2.11 Project Videos

Videos are a powerful medium for storytelling and can convey complex information in an engaging and accessible manner. Dissemination and communication are planning to have several types of project videos to engage audiences and promote the project.

Event **overview videos** are particularly valuable as they not only promote the project but also capture and relay the emotion and energy behind it, helping to build a connection with the audience.

Explainer videos serve a critical educational purpose, breaking down the sophisticated technology and processes involved in VOCORDER into easily digestible content. This is vital for clarifying the project's objectives and methodologies to both experts and general audience.

Demonstrator videos will be pivotal in showcasing the tangible results and practical applications of the project's research. These videos will provide visual evidence of the working demonstrators, highlighting the project's achievements and its potential impact in the field of health monitoring.

2.1.2.12 Print outs (posters, leaflets, brochures)

In alignment with the Quintuple Helix innovation model, and particularly the environmental helix, it's crucial to consider the ecological impact of printed materials. Which is why dissemination and communication managers of VOCORDER are actively exploring strategies to minimize the use of paper while maximizing outreach. One innovative approach is the inclusion of QR codes in minimalistic yet informative leaflets

or on posters. These QR codes can direct interested parties to the project website or digital documents for more detailed information, thereby significantly reducing the amount of printed material required. This method not only demonstrates the project's commitment to environmental sustainability but also leverages modern technology to enhance accessibility and engagement. Opting for posters over traditional leaflets can also be a more environmentally friendly choice, as posters can be displayed in strategic locations, reaching a broader audience with less material. These strategies will ensure that the dissemination plan remains effective and expansive, while also aligning with the project's values.

These diverse channels will enable VOCORDER dissemination and communication team to effectively disseminate project`s findings and engage with a wide array of audiences, crucial for the success and impact of the project.

2.1.2.13 Demand-Pull Observatory (DPO) toolkit

For the VOCORDER project, the innovative Demand-Pull Observatory (DPO) toolkit, developed by Metis Baltic, will be employed as the primary instrument for monitoring public perception and response to the project's priorities. This tool is designed to extract valuable insights from both traditional and electronic media data, enabling the VOCORDER team to actively integrate this information into its dissemination and communication plan. The DPO's capabilities for continuous audience monitoring – analyzing what people say, how they feel, and their reactions to the project – are pivotal in tailoring VOCORDER's communication and dissemination outputs to enhance their relevance, effectiveness, and impact.

Metis Baltic brings to the project a wealth of experience in utilizing state-of-the-art communication practices and AI algorithms. Their expertise, honed over more than a decade in EC projects, is instrumental in identifying key engagement pathways for stakeholders and optimizing communication strategies. By leveraging the DPO toolkit, the VOCORDER project can ensure its dissemination and communication efforts are dynamically aligned with audience sentiments and feedback, thereby maximizing outreach and engagement impact.

In recent years, Social Network Analytics (SNA) has emerged as a critical component for decision-makers worldwide. With the proliferation of electronic, traditional, and social media, there is an abundance of user-generated data offering insights into technological and community trends. This is particularly relevant in research and innovation, where monitoring consumer demand and acceptance of new technologies and trends offers a competitive edge in crafting successful communication and dissemination strategies. However, the sheer volume and variety of this data (including videos, images, and text) begs for sophisticated data mining and analytics algorithms to transform them into actionable insights.

Our DPO toolkit framework incorporates three main pillars:

1. Social Influence: This aspect focuses on how individuals' behaviors are affected by others within a network. Understanding the dynamics of social influence, based on factors like relationship strength, network structure, and individual characteristics, is vital for identifying influential nodes and patterns in social networks.

2. Text Mining and Topic Detection: This involves the process of extracting meaningful information from unstructured textual data. By identifying and exploring patterns within documents, we can gain valuable insights relevant to VOCORDER's objectives and audience interests.

3. Sentiment Analysis: This process classifies documents based on the sentiment they express. For VOCORDER, this could involve analyzing public opinions and attitudes towards breath analysis technology and health monitoring advancements.

By employing these methodologies, we can gather real-time data from various media sources to better understand public discussions and sentiments related to VOCORDER's field. This continuous monitoring allows us to align our dissemination and communication strategies more effectively with public interests and concerns. Utilizing AI and machine learning algorithms, we can process this data to identify key trends, challenges, and opportunities for VOCORDER. This approach ensures our communication and dissemination efforts are dynamic, audience-centric, and continuously informed by current public sentiment and demand.

2.1.2.14 Demand-Pull Observatory (DPO) toolkit implementation roadmap

For the VOCORDER project, the Demand-Pull Observatory (DPO) tool will be employed strategically throughout the project's lifecycle as outlined below:

1. Continuous Monitoring: The DPO will function as an ongoing analytical tool, providing real-time insights into market needs and the effectiveness of the project's activities. This continuous monitoring will enable the team to stay aligned with current market trends and public sentiments, ensuring that the project remains responsive and relevant.

2. Initial Report: At the outset of the project, the DPO will generate an initial report assessing the current public sentiment towards the project's objectives. This report will identify key concerns and perceptions, providing valuable input for shaping the project's initial communication strategy.

3. Biannual Reports: The Metis Baltic team will process and analyze the data collected via the DPO and present their findings to the consortium every six months. These biannual reports will offer crucial insights into the evolving public perception and discourse surrounding the project, allowing for timely adjustments in the project's strategy and outreach efforts.

4. Final Report: At the conclusion of the project, a comprehensive final evaluation report will be produced. This report will summarize the impact of the project in terms of public awareness and sentiment towards its objectives. Key metrics to be included in this report will encompass sentiment analysis results, the volume of discussions related to the project, and the reach and engagement levels of the project's communication materials.

Incorporating the DPO toolkit in this manner will ensure that the VOCORDER project maintains a proactive and informed approach to its dissemination and communication activities, effectively gauging and responding to public interest and opinion throughout the project's duration.

2.1.3 Key performance indicators (KPIs)

The implementation of Key Performance Indicators (KPIs) is crucial for the VOCORDER project. Edward Seykota's once said, "If you can't measure it, you probably can't manage it. Things you measure tend to improve." For a project of VOCORDER's scope and ambition, the ability to effectively manage and enhance various activities is paramount. Thus, a systematic approach to KPIs, particularly for dissemination activities, is essential.

The VOCORDER project's dissemination and communication team will undertake semi-annual evaluations of the dissemination strategy using a structured KPI framework. This biannual review process will provide a timely opportunity to assess the effectiveness of the strategy and make necessary adjustments. The KPIs are designed to measure the efficiency of the dissemination efforts and are detailed in the table below.

Metric	**Target**
Publications on open access Journals	12
Articles in technical papers, magazines	5
Presentation in scientific conferences & trade fairs	10
Workshops in scientific conferences & trade fairs	2
Social media posts	150
Number of unique online views (website, social media)	10 000
Number of video views	1 000
Number of professionals reached by leaflets	1 000

Figure 5 Key Performance Indicators

By regularly monitoring these KPIs, the VOCORDER team will ensure that dissemination and communication strategies are not only executed but are also aligned with the project's overall goals and are effectively reaching the intended audiences.

3. COMMUNICATION STRATEGY

For the VOCORDER project, a comprehensive and strategically structured plan for communication, and community building is essential to effectively promote the project's developed concepts, technologies, and potential future implementations. While this plan will evolve over the course of the project, the structure and primary activities for the communication strategy are already in place.

The VOCORDER approach to public outreach and community engagement begins by identifying key activities and dependencies crucial for enhancing the effectiveness of our public outreach strategy, while simultaneously engaging all critical stakeholders.

To foster more meaningful interactions with various target groups, VOCORDER will adopt several guiding principles aimed at ensuring the project's long-term sustainability:

- **Building Long-term Relationships and Trust:** VOCORDER is committed to establishing respect and recognition within its target audiences. This will be achieved by leveraging our specific expertise and experience to effectively market VOCORDER's contributions cultivating a trusted ecosystem.

- **Personalized, Multi-channel Communication:** Utilizing advanced tools like Sentiment Analysis, Machine Learning, and Natural Language Processing, VOCORDER aims to enhance interaction and strengthen connections with target audiences. This involves delivering relevant and personalized messages across various touchpoints within our identified stakeholder ecosystem, continuously collecting, analyzing, and reporting data on audience perceptions and priorities.

- **Empowerment:** VOCORDER intends to create a mutually beneficial environment for interaction with its target audiences. This approach focuses on empowering members of our ecosystem, assisting them in overcoming challenges in their digital transformation journey.

Through these efforts VOCORDER is positioned not only for effective communication of the project outcomes but also to build a robust and engaged community around its innovative approach to health monitoring.

3.1 Social media communication plan

Social media is a vital tool for the VOCORDER project, providing an effective means to reach public and non-scientific communities. Recognizing that the human brain processes images far quicker than text, VOCORDER posts and tweets will consistently feature relevant images to capture attention. Additionally, moving images or GIFs will be incorporated to stand out in stakeholders' newsfeeds. Social media content will be prepared following a communication plan, which in turn will allow for proofreading to minimize errors.

3.1.1 Social media plan template

For the VOCORDER project, crafting a successful social media communication strategy is paramount, particularly given its representation across multiple platforms. To manage this complexity, a comprehensive social media communication plan will be developed. This plan will include specific information such as the precise timing of publication, post topics and copy, external links, images, and any pertinent notes. An example of such a plan is below.

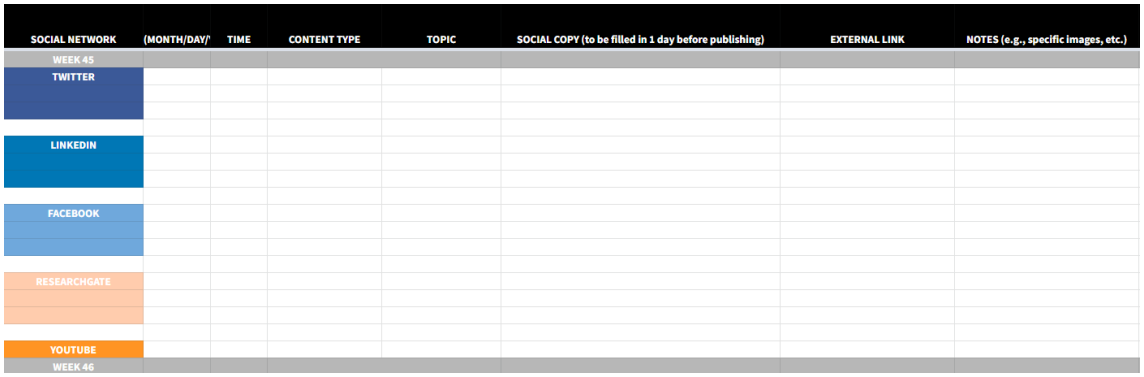

Figure 6 Social media plan template

To enhance the usability and clarity of this plan, a color-coding system will be implemented. Different colors will represent various social media platforms and content types, facilitating quick and efficient overview and management by the social media manager. Furthermore, the social media plan is designed to be flexible, allowing for the

addition of new content types or platforms as the project progresses. It also ensures that the content is appropriately tailored to each platform and its respective audience, ensuring maximum engagement and impact.

3.1.2 Facebook (Meta)

Utilizing Facebook for communication in EC-funded projects like VOCORDER offers a dynamic and broad-reaching platform for engagement and communication. Facebook's expansive user base and diverse demographic make it an ideal tool for connecting with a wide audience, ranging from industry professionals to the general public. This platform allows for the dissemination of project updates, achievements, and milestones in a format that encourages interaction and community building. With features such as posts, live videos, and events, Facebook facilitates diverse content delivery, from detailed project insights to engaging visual summaries. Moreover, its capabilities for targeted advertising and analytics provide valuable feedback on audience engagement, enabling VOCORDER Dissemination and Communication managers to tailor their communication strategies effectively.

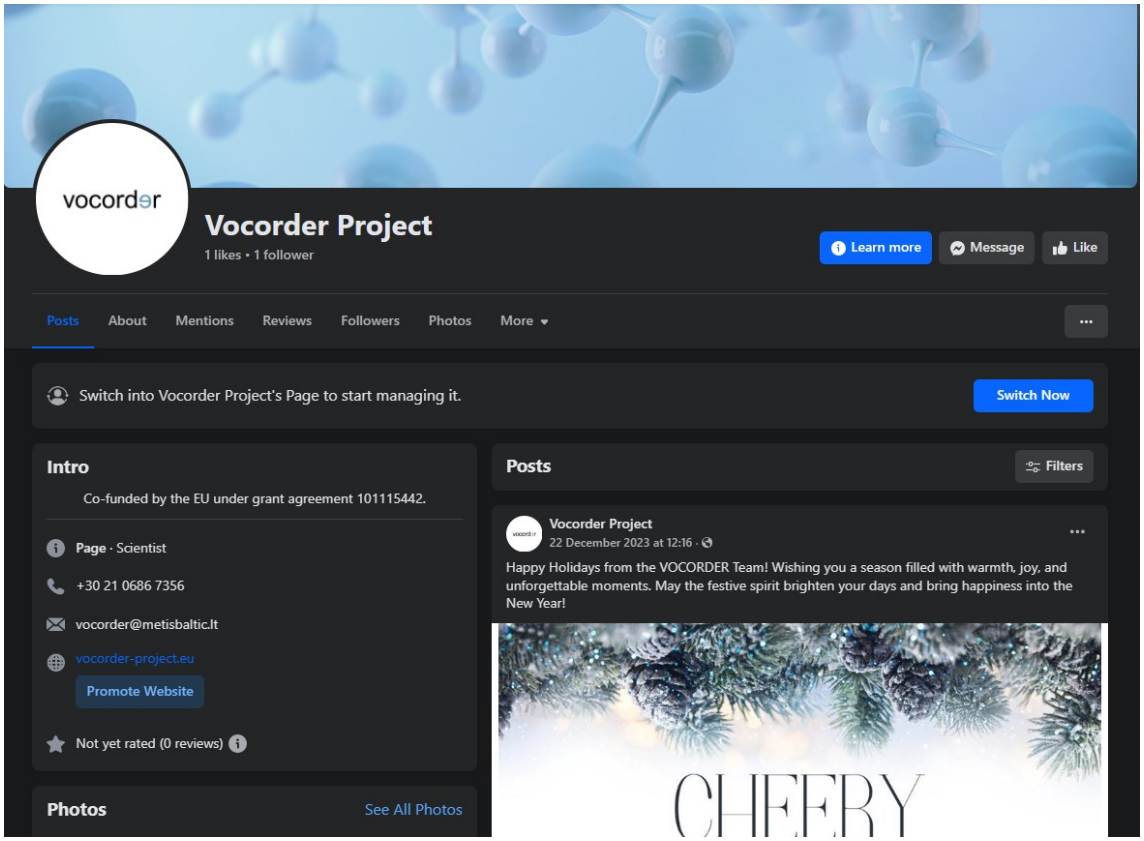

Figure 7 VOCORDER Facebook account

VOCORDER project was created as a dedicated page for the project, rather than using a personal user account, and can be seen in the image above. As a project page, VOCORDER gains a professional and official presence on the platform, clearly distinguishing it as a credible source of information. This format allows for greater scalability in terms of audience reach and engagement, as pages are not limited by friend requests and can have an unlimited number of followers. Additionally, a page provides access to comprehensive analytics tools, offering valuable insights into audience demographics, engagement patterns, and content performance. These insights enable the project team to tailor content more effectively to the interests and needs of their audience. The page format also supports more sophisticated marketing tools, such as targeted advertising, which can significantly enhance the project's visibility to relevant stakeholders and the general public. Moreover, it facilitates collaboration by allowing multiple team members to manage and post content, ensuring a consistent and diverse flow of information.

Currently the VOCORDER project page on Facebook platform has 1 follower and 1 like, the number of followers is expected to increase with the increase of interesting and valuable information on the page.

3.1.3 LinkedIn

Using LinkedIn for communication in EC-funded projects like VOCORDER is highly advantageous due to its professional context and targeted networking capabilities. LinkedIn stands out as a premier platform for engaging with professionals, industry experts, researchers, and academics, making it ideal for disseminating information about scientific and technological advancements. For VOCORDER, LinkedIn provides an opportunity to showcase the project's progress, milestones, and achievements to a specialized audience, facilitating connections with potential collaborators, industry partners, and funding bodies. LinkedIn's content publishing capabilities enable the sharing of in-depth articles, fostering thought leadership and enhancing the project's credibility and visibility. The platform's analytics tools offer valuable insights into the engagement patterns of a highly relevant audience, guiding the project's communication strategies. Furthermore, LinkedIn’s environment of professional networking ensures that the project’s updates are received in a context where they are most likely to be valued and acted.

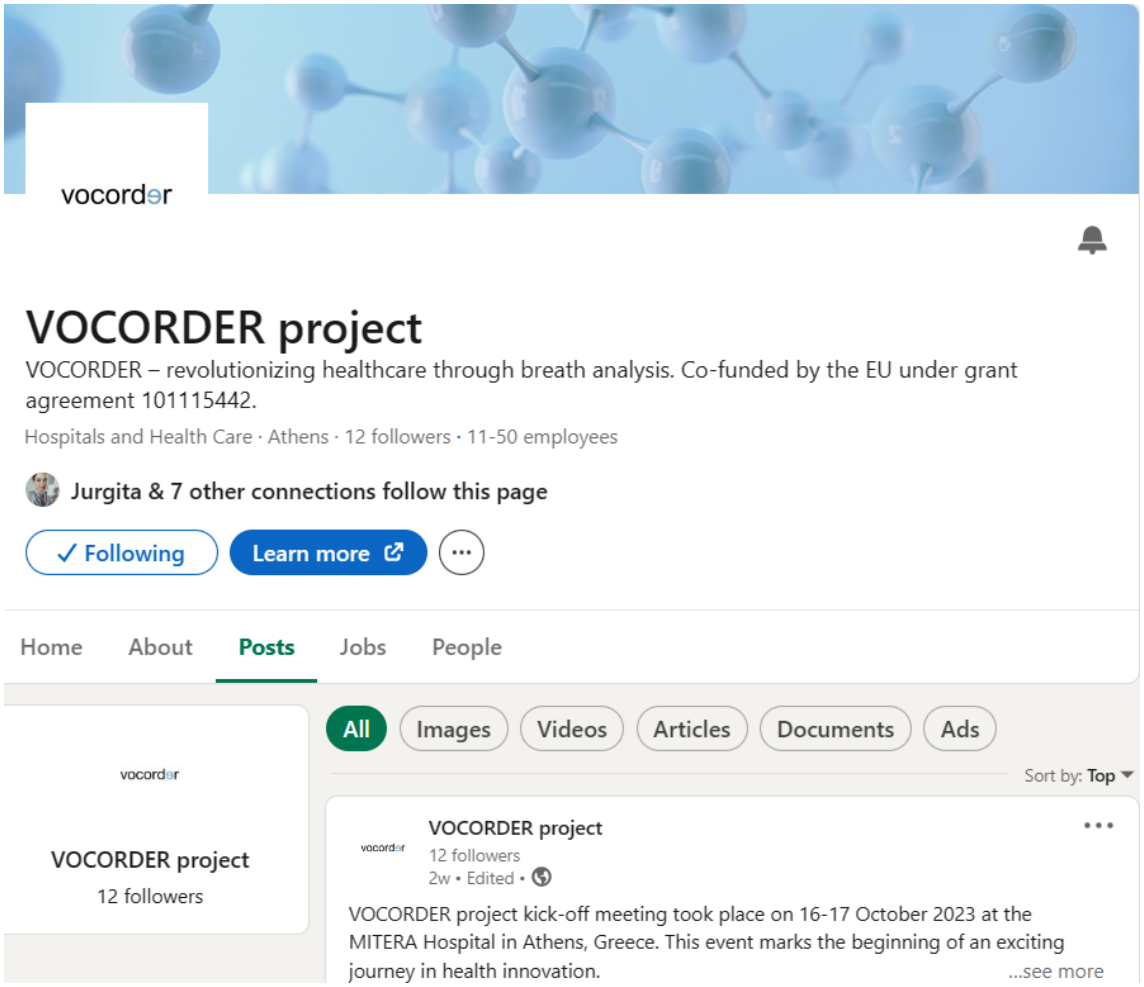

Figure 8 VOCORDER LinkedIn Account

Currently the VOCORDER project page on LinkedIn platform has 12 followers, the amount of followers are expected to increase with increase of interesting and valuable information on the page.

Busy professional individuals often follow hashtags instead of companies to keep up with industry updates. Which means that posts could be a much larger audience, than their follower if relevant and proper hashtags will be used in project updates. Examples of relevant hashtags: #breathanalysis; #VOC; #healthcare. Additional hashtags relevant to post content will be added as well.

Moreover, project partners are encouraged to use relevant hashtags while participating in the online discussion and leverage their personal and company accounts in sharing information related to the VOCORDER project.

3.1.4 X (formerly Twitter)

Utilizing X (formerly Twitter) for communication in EC-funded projects like VOCORDER offers unique advantages due to the platform's fast-paced and wide-reaching nature. X's microblogging format is ideal for delivering concise, impactful updates and highlights about the project, ensuring timely dissemination of information to a broad audience. This platform is particularly effective for engaging with stakeholders, policymakers, and the scientific community, as well as the general public, given its diverse user base. The ability to use hashtags and tagging functionality in X allows VOCORDER to tap into relevant conversations and increase the project's visibility. It's also an excellent tool for real-time communication, such as live-tweeting during project events or conferences, fostering immediate engagement and interaction. Additionally, the retweeting feature amplifies the reach of the project's messages, as followers can easily share content within their networks, extending the project's influence beyond its immediate followers. X's analytics provide insights into the reach and engagement of posts, helping to tailor future communication strategies.

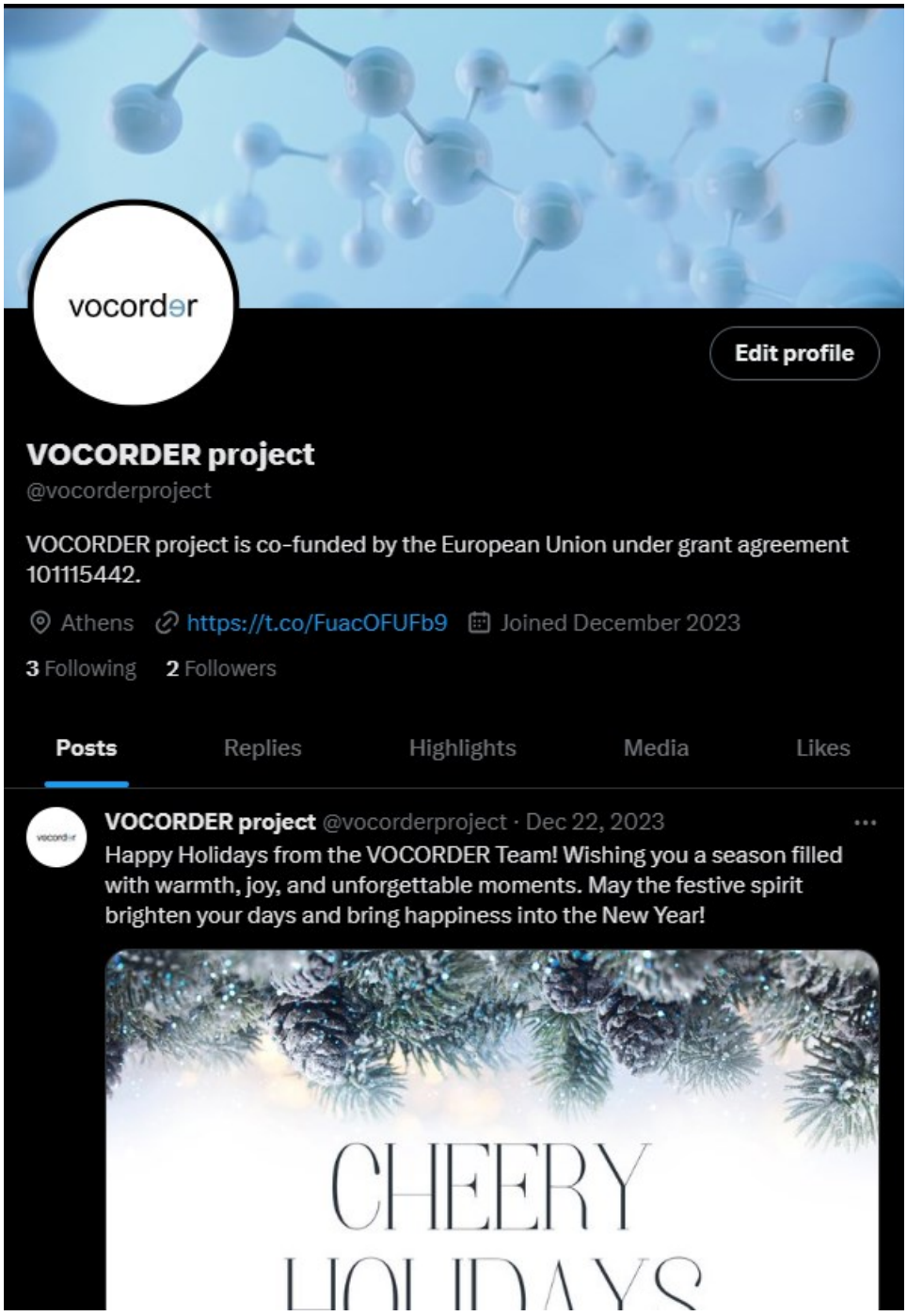

Figure 9 VOCORDER Twitter account

Currently the VOCORDER project page on X (formerly Twitter) platform has 2 followers, the number of followers is expected to increase with the increase of interesting and valuable information on the page.

3.1.5 ResearchGate

Leveraging ResearchGate for communication in EC-funded projects like VOCORDER, while indirect, is a strategic approach to reach the scientific and research community. Although ResearchGate no longer allows projects to have their dedicated profiles, individual project partners can significantly contribute by uploading VOCORDER-related publications to their personal accounts. This method will help effectively disseminate the project's scientific findings and progress to a targeted audience of researchers, academics, and industry professionals who are active on the platform. ResearchGate's platform facilitates academic networking, allowing project partners to engage with other researchers, share insights, and collaborate on further research. The ability to receive feedback, citations, and engage in discussions about the published work enhances the visibility and credibility of VOCORDER's research outputs. Additionally, this approach aids in building the individual researcher's reputation as well as the project's overall scientific standing.

3.1.6 YouTube

The strategic inclusion of YouTube in the VOCORDER project's communication plan, though set to be established later in the project timeline, holds significant promise for enhancing the project's outreach and engagement. YouTube, as a leading video-sharing and social media platform, offers an unparalleled opportunity to visually showcase the project's progress and innovations. Once the VOCORDER YouTube account is activated, it will become a central repository for all video content related to the project, including demonstrations, interviews with team members, progress updates, and educational content that explains the project's technology and objectives. The visual and dynamic nature of video content is particularly effective in explaining complex scientific concepts in an accessible and engaging way, appealing to both technical and non-technical audiences. YouTube's extensive reach and integrated social features such as commenting, sharing, and subscribing, will allow VOCORDER to build a community of interested followers, encourage interactive engagement, and expand its visibility beyond traditional academic and professional networks. The platform also offers robust analytics tools, enabling the project team to track viewer engagement, preferences, and feedback, which can inform future content creation and communication strategies.

Each of these platforms plays an important role in the VOCORDER social media strategy, ensuring maximum impact and engagement across diverse audiences.

3.2 Communication requirements

All communication activities performed in the framework of VOCORDER framework, must adhere to specific requirements explained in Grant Agreement.

First and foremost, all communication activities must include proper acknowledgement of EU funding. Which is as follows:

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

Figure 10 Funding acknowledgement

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

4. CONCLUSIONS

In conclusion, Deliverable 7.2 presents a detailed and dynamic roadmap for the dissemination and communication of the project's innovative approach to health monitoring through breath analysis. The document outlines a comprehensive strategy to effectively share VOCORDER's advancements, leveraging a variety of channels such as scientific publications, conferences, diverse social media platforms, and public outreach initiatives. This well-structured plan is designed not only to raise awareness and understanding of VOCORDER's work but also to foster collaboration and support across multiple sectors, from healthcare professionals to the general public.

The strategies and methodologies detailed in Deliverable 7.2 are aligned with VOCORDER's vision of making health monitoring more accessible and user-friendly. The project's commitment to leveraging the latest in sensor technology and data analysis is reflected in the plan's adaptability and responsiveness to the evolving landscape of healthcare technology. As VOCORDER progresses, this dissemination and communication plan will serve as a living document, guiding the project's outreach efforts and ensuring that its revolutionary contributions to health technology are recognized and utilized globally.

Ultimately, the successful implementation of Deliverable 7.2 will play a crucial role in positioning VOCORDER at the forefront of health monitoring innovation, reshaping how health is managed both in clinical settings and at home. By effectively communicating its achievements, the VOCORDER project aspires to break down barriers to proactive health management and to usher in a new era of accessible, efficient, and continuous health monitoring.

REFERENCES

[1] Guidance Notes on Project Reporting, European Commission, Community Research, Version 07/03/2008.

[2] Guide to Financial Issues relating to FP7 Indirect Actions, Community Research, Version 24/07/2008.