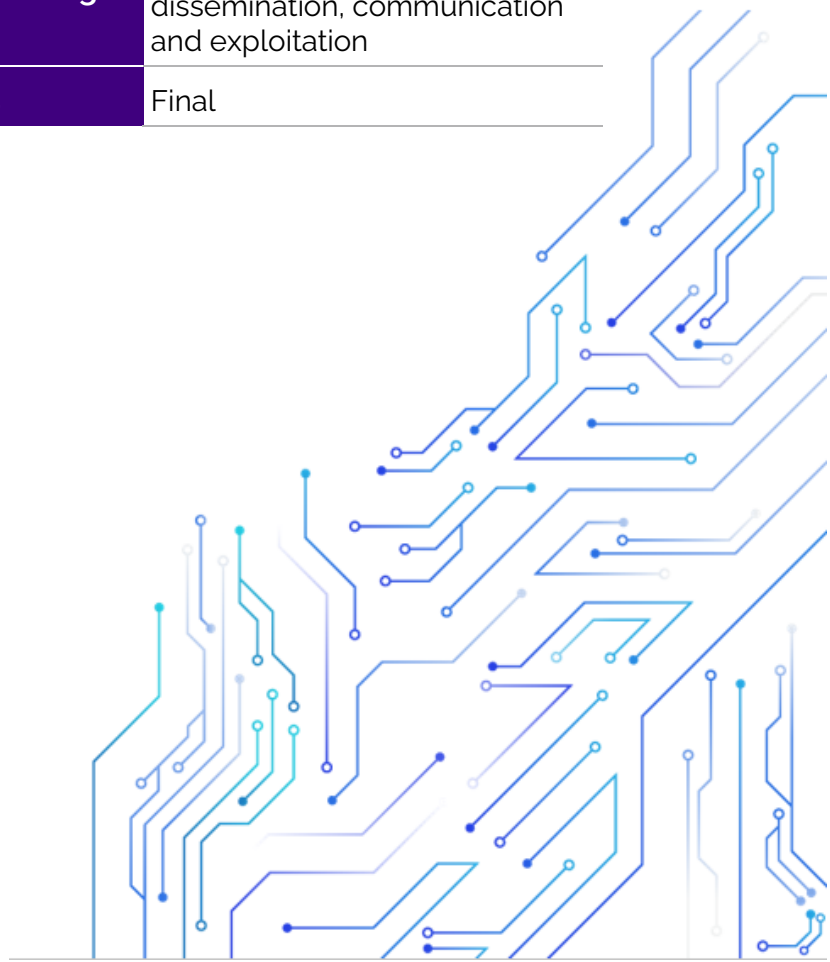


D6.6.1 Report on dissemination and communication activities

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Abstract

Dissemination and communication is an essential part of the SusFE project. The project will develop a sustainable design and production platform for the next generation of wearable and diagnostic devices. SusFE will combine novel flexible integrated circuit (FlexIC) printed sensors and a biodegradable paper-based power source to create a roll-to-roll manufacturing platform to deliver eco-friendly solutions for wound healing monitoring, self-blood sampling and point-of-care devices. Key actions have been developed for dissemination activities with the Key Performance Indicators (KPIs) that will gauge the project's impact and sustainability. Dissemination activities will be ongoing throughout the project's duration. Consortium partners will remain adaptable and be ready to adjust the dissemination strategy as required, accommodating both short-term and long-term initiatives.

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation, or both.

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About this deliverable

This report outlines the dissemination and communication activities for the SusFE project. We report here how the dissemination and communication plan (D6.5) has been developed into more specific actions along with an update of activities that have been carried out.

1 Dissemination & communication objectives

This initial period has involved developing a five-step approach for dissemination and communication, specifically to:

Topic Elicitation: Identifying the subject matter to be disseminated.

Target Audience Identification: Determining the specific audience groups to be reached.

Method and Tool Selection; Choosing the most suitable techniques and resources for dissemination.

Task Plan Establishment; Developing a plan for effective dissemination management.

Progress Monitoring and Evaluation; Continuously assessing the progress of dissemination activities.

The intended recipients of these dissemination efforts, which encompass the Academic & Research Community, Industry Stakeholders, Regulatory Authorities, Policy Makers, Similar EU Projects, End Users and Citizens. The chosen channels for distribution include academic journals, conferences, workshops, and other relevant events to effectively engage the target audience and have been identified previously within D6.5.

The operational framework for dissemination and communication has been developed to maximise the SusFE project's impact and facilitate the commercial and other forms of exploitation of its outcomes.

The dissemination effort will therefore be to:

- Enhance public awareness regarding the project, its anticipated outcomes, ongoing progress, and the innovative means of developing wearable and diagnostic systems using sustainable approaches. This will be achieved by targeting specific audience groups through effective communication channels.
- Facilitate the exchange of knowledge, best practices, and experiences with projects and entities operating in related fields (such as medical devices, advanced sensors, sustainable materials, and manufacturing) to foster collaboration, reduce redundancy, and leverage collective potential.
- Disseminate the essential knowledge, methodologies, and technologies developed throughout the project.
- Prepare the groundwork for both commercial and non-commercial utilization of the innovative SusFE project outcomes.

The dissemination activities will:

- Ensure accessible information and results for all stakeholders.
- Foster engagement and provide collaboration tools to facilitate interaction with stakeholders.
- Strengthen connections between the SusFE project and other relevant projects and networks.
- Engage groups addressing the challenges addressed by SusFE through key events.
- Disseminate pertinent documentation and project-related information through designated channels.

The dissemination is founded on five core pillars:

- Determining what information will be disseminated.
- Identification of the target audience (identifying those who will benefit most from the project's results and are interested in learning about the project's findings).
- Selection and utilization of the most suitable methods and tools (determining the most effective means to reach the target audience).
- Development of a dissemination task plan (establishing when dissemination activities will occur).
- Monitoring and evaluating the progress of dissemination activities (assessing the impact of these activities).

The dissemination and communication activities use a threefold approach: (i) making results and knowledge available (dissemination); (ii) promotion of research results and the project as a whole (communication); and (iii) engagement with stakeholders (collaboration and engagement). Communication and dissemination activities will be progressively escalated as project results evolve throughout the lifespan of SusFE. We have begun with the creation of the project's identity which will lead to the establishment of conditions for broader engagement and culminate in the implementation of long-term sustainability mechanisms towards the project's conclusion.

Table 1: Year One Dissemination and Communication Activities

Year One Approach	Main Scope: Create SusFE Identity Activities
Create SusFE identity	<ul style="list-style-type: none"> • Establish communication team and designate communication roles. • Create a communication plan, including key messages, target audiences, and preferred channels. • Issue a press release to announce the project launch and expected impact.
Prepare a public image	<ul style="list-style-type: none"> • Launch a project website that features regular updates, news, and events related to the project. (https://susfeproject.eu/) • Use social media platforms (LinkedIn and YouTube) to share project updates and engage with relevant stakeholders. https://www.linkedin.com/company/g6686780/admin/feed/posts/ https://www.youtube.com/channel/UCpaZ8gZi8fbQBsWgoKlwbQw • Engage influencers and build media relations.
Disseminate SusFE in thematic & strategic networks	<ul style="list-style-type: none"> • Create awareness among regulatory bodies, public bodies, and research associations.
Raise awareness at public events to involve	<ul style="list-style-type: none"> • Organize a workshop for scientific communities. • Organize a workshop for scientific communities. • Identify and secure important conferences and events.

other stakeholders & engage the public	<ul style="list-style-type: none">• Engage with industry partners and potential partners.
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2 Targeted audience and key messages

The dissemination efforts of SusFE are tailored to better engage the intended audience and make the most efficient use of the available communication channels and tools. To accomplish this, SusFE is developing activities that are focussed on two distinct segments, namely, internal, and external, as outlined below.

2.1 Internal Communication

We use various tools to create a robust internal communication. This is designed to facilitate continuous and efficient information exchange among partners and ensure well-coordinated project management. Our overarching goal is to keep all partners well-informed about project updates, progress, and the attainment of objectives.

Table 2: Internal communication plan

WHO	WHAT	WHY	HOW
SusFE partners	<ul style="list-style-type: none"> Aware of common goals of communication & dissemination and commit to these. Plan, share & coordinate activities. Follow internal procedures 	<ul style="list-style-type: none"> Support for consolidating partnership & network creation. Facilitate project management. Coordinate common activities 	<ul style="list-style-type: none"> Shared workspace, online & physical meetings, website Presentations, emails, Teams, ownCloud
EC project officer (PO)	<ul style="list-style-type: none"> Visibility of project & results 	<ul style="list-style-type: none"> Support bi-lateral communication between PO and Project coordinator 	<ul style="list-style-type: none"> Milestones and results Annual reports Project reviews
Partner organisations	<ul style="list-style-type: none"> Ensure long lasting impact of outcomes 	<ul style="list-style-type: none"> Engage partners in building collaboration. Integrate their perspectives in definition of research and innovation areas of joint interest. Raise awareness of benefits 	<ul style="list-style-type: none"> Internal meetings, website, impact assessment, presentations, information materials, newsletters

2.2 External Communication

Our external communication efforts aim to achieve the following objectives:

1. Facilitate the sharing of project results, activities, events, and other project-related information.
2. Encourage relevant industrial, academic, and clinical stakeholders to engage with SusFE as valuable sources of information and active participants in discussions.
3. Involve them in dissemination events, such as awareness-raising events, brokerages, and roundtables.

To enhance the efficiency of our dissemination activities and maximize the project's impact, we have categorized our target audience into two main groups:

1. Those interested in the consortium's efforts and the project's scientific outcomes.
2. Those who can play a significant role in exploiting these results.

Additionally, we have identified stakeholders who can directly influence the development of the SusFE project. The target audience and their motivations for learning about the project and reasons for their involvement are summarized in the table 4.

Table 3: Categories of targeted audience of SusFE project

Audience type	Description	Motivation
Academic & research community	Those working in sustainable materials; roll-to-roll processing; wearable and diagnostic devices.	<ul style="list-style-type: none"> • Become aware of the SusFE results and innovation that can benefit their own research.
Industry	Private sector companies working with medical devices and the supply chain.	<ul style="list-style-type: none"> • Stay up to date with diagnostics and manufacturing in respect of sustainability. • Exploitation of the project results. • Receiving input on the development of diagnostics.
Regulators, policy makers, standardisation bodies	<ul style="list-style-type: none"> • National and local government • Healthcare systems including public health. • Standardisation bodies 	<ul style="list-style-type: none"> • Receive input on regulatory compliance of diagnostic devices. • Inform outcomes of SusFE & receive input on regulations & policies. • Standardisation requirements for SusFE technologies.
EC projects in similar domain	Includes EC projects within the Functional Electronics for Green and Circular Economy	<ul style="list-style-type: none"> • Avoid overlaps in research.

	(HORIZON-CL4-2021-DIGITAL-EMERGING-01-31 call)	<ul style="list-style-type: none"> Identify joint activities that will increase impact of the projects
End Users	Hospitals; Healthcare systems; Patients & Citizens	<ul style="list-style-type: none"> Validate assumptions for use cases on wound monitoring, PoC diagnostics and blood self-sampling.

2.3 Key messages

SusFE is an EC funded project with additional support from the UK Research and Innovation (UKRI) government department to create a platform for more sustainable wearable and diagnostic devices. The SusFE project will combine novel flexible integrated circuit (FlexIC) printed sensors and a biodegradable paper-based power source to create a roll-to-roll manufacturing platform. SusFE will use a combination of sustainable materials and processes to deliver eco-friendly solutions for wound healing monitoring, self-blood sampling and point-of-care devices. The main objectives are therefore:

- Sensor fabrication and characterisation
 - Fabricate and characterise an array of physical and chemo/biosensors that are amenable for high volume and low-cost manufacture.
- Analog and Digital Circuitry on Polymer (FlexIC)
 - Develop FlexICs for sensing applications
- Power management - bioenzymatic fuel cell
 - Printed paper biofuel cell for power and energy requirements
- R2R for production
 - R2R manufacturing process for the assembly of an eco-friendly modular flexible electronic devices.

The anticipated impacts can be summarised as:

- Increasing healthcare costs within industrialised countries & lack of resources within LMICs
- Chronic and other diseases need easy and low-cost access to diagnostics
- POC diagnostic and wearable devices for rapid/continuous data.
- Moving diagnostic systems from rigid PCBs to flexible integrated systems with wireless communication,
- Reduction of carbon footprint and increase use of abundant materials.

The global market for flexible electronics, +6 Billion € in 2021 with anticipated annual growth rate of

3 Methodology and workflow

The primary objective is to enhance the active participation of the target audience, enabling them to closely monitor developments related to SusFE, gather their feedback, and involve them in SusFE initiatives. Each partner has identified a representative to act on the dissemination and communication group that meets monthly as part of the WP6 monthly meeting, and these are shown in Table 4.

Table 4: Dissemination and communication group

Partner	Representative	Partner	Representative
Medtronic (MDT)	Lidia Manero, Herminio Requejo	Fraunhofer (FhG)	Maryam Faghih
VTT (VTT)	Anu Mursula	Sofradim (SOF)	Yves Bayon
Capitainer (CAP)	Mikael Strom	BeFC (BeFC)	Marie Berthuel
MPG (MPG)	Britta Kleinsorge	Pragmatic (PRAG)	Kay Baldwin-Evans
Teesside University (TU)	Zulfiqur Ali		

Our communication and outreach efforts are structured into three distinct phases, each tailored to engage stakeholders effectively. During Year One, with the most significant concrete project outcomes still remaining to come, our dissemination activity has predominantly focussed on increasing the project's visibility among stakeholders. This is provided through comprehensive information about the project's core concepts, anticipated outcomes, and potential benefits to ensure that the project gains recognition among relevant stakeholders, the scientific community, and end users. The primary dissemination tool has been the project website, conference, cluster workshops and social media platforms.

Moving into the second year of the project, we will disseminate scientific and technological findings and partial project results. At this stage, we will actively engage stakeholders in more targeted ways. This will involve more significantly expanding the webinar programme, cluster activities, discussions, social media updates, press releases, newsletters, publications, and participation in pertinent conferences and exhibitions. Collecting feedback and insights from stakeholders will be of paramount importance, as it will serve to validate early and overall project results and enhance the quality of project work.

In the third and final year of the project, the main emphasis will be on disseminating more advanced project results, heightening awareness of SusFE outcomes, and facilitating the utilization of these results. Our dissemination activities will also seek to attract potential users for SusFE technology platform and promote the advantages of SusFE results within the broader society. Consequently, we will publish results in relevant scientific journals, present at conferences, exhibit at workshops, exhibitions, and trade fairs. During the project's last phase, we will organize a workshop to showcase project results to interested stakeholders and end users, including primary, secondary, and tertiary care setting, public health, and patients. These workshops will also provide a platform for discussions about future work and the sustainability of project results. Additionally, an international

workshop in Month 36 will serve as the primary dissemination event and a promotional tool for SusFE achievements and outcomes. The final event aims to attract stakeholders from all partner countries and beyond, including end users of the SusFE project and research communities specializing in wearables, point-of-care diagnostics, and blood self-sampling. Table 5 summarizes our planned timeline for reaching out to and engaging with identified stakeholders.

Table 5: Communication type, objective, stakeholder, and timeline for SusFE

Type of communication	Objective	Targeted stakeholder	Timeline
Website	Main hub for dissemination of results, presentations, communication of project news & events	All stakeholder	Updates every 2-3 months
Social media – LinkedIn and YouTube groups	Awareness creations for two-way communication with targeted audience	All stakeholders	Updates with project developments
Newsletter	Regular updates on project progress, activities, and publications. Made available on the project website and sent out to registered stakeholders.	All stakeholders	Months 18, 24, 30 and 36
Webinars, conferences, workshops, and exhibitions	Awareness creation Networking and collaboration with relevant stakeholders and other projects Engagement of user groups, as well as wider academic and industrial community Methodology presentation/validation Disclose SusFE results to support the exploitation of results	Communities of users and experts, core community of SusFE ecosystem, academic & research community, other EC projects, general public	Continuously as opportunities arise.
Scientific papers and publications	Knowledge diffusion to the scientific community	Research / Academia	As relevant, based on project phases and project results.
Press and news release, articles	Awareness creation Communicating significant project developments, milestones, important news,	All interested stakeholders	As relevant, based on project phases and project results.

	and announcements about the project		
Project specialist workshops or	Consultation, brainstorming, discussion & validation of SusFE results & achievements Brainstorming	Scientific and industrial community.	Months 18, 30, 36
Clustering activities and liaising with R&D projects with similar topics	Effective information exchange between related projects, disseminate best practice. Alignment of activities among the relevant projects	EC, national and other relevant projects	Continuously, as appropriate

Each partner involved in the SusFE project will employ their available dissemination tools to enhance their engagement with the project's identified target audience. As illustrated in the table 6, these diverse dissemination tools have the capacity to effectively reach nearly the entire target audience, ensuring that the project's results receive the necessary exposure.

Table 6: SusFE Dissemination Tools and Target audience

Dissemination tools	Target audience					
	Academic & Research	Industry	Standardisation bodies	Regulators, policy makers	EU cluster projects	End users
Project website	√	√	√	√	√	√
Newsletters	√	√	√	√	√	√
Scientific publications	√	√	√	√	√	-
marketing materials	√	√	√	√	√	√
Events	√	√	√	√	√	-
Social media	√	√	√	√	√	√

3.1 Dissemination and Communication KPIs

Table 7: SusFE Dissemination & Communication KPIs

New D&C KPIs				
Key performance indicators for Dissemination and Communication	Phase I M1-12	Phase II M13-24	Phase III M25-36	Overall
Visitors to the Website (based on Google Analytics)	2500	5000	10000	17500
References to the project in other websites	20	10	10	40
Followers on social networks Twitter; LinkedIn	200	300	500	1000
Posts on social networks relevant to project	200	400	600	1200
Online and offline press releases	10	10	20	40
Scientific publications in peer-reviewed journals	-	2	3	5
Presentations at International Conferences	3	7	10	20
Participants in webinars/seminars/workshops	-	100	100	200+
Webinars/seminars/workshops organised	4	4	4	12
Experts/social innovators/researchers involved	10	15	15	40
People informed of the SusFE project & citizens science activities	1000	1000	1000	3000
Recipients of project e-newsletters	500	500	500	1500
Leaflets and brochures distributed	1000	1000	1000	3000
Views of SusFE project on YouTube	100	200	300	600
SusFE technology videos	-	-	4	4

4 Dissemination and communication actions and channels

4.1 Responsibilities

All consortium partners will support dissemination activity including external communications as well as the publication of project-generated content (including articles, images, or videos) across various dissemination channels, ensuring maximum project outreach. The consortium partners receive support from Teesside University who lead the Dissemination and Communication activity along with Medtronic as the project coordinators. SusFE partners will contribute to the dissemination of project results by:

- Attending events such as conferences, workshops, exhibitions, and B2B activities related to SusFE and presenting the project along with its accomplishments.
- Providing content, such as images, videos, press releases, and articles, relevant to their respective work packages.
- Keeping the consortium informed about any opportunities they discover for broadening the project's reach, such as relevant events, publications, or newsletters.
- Reporting on the implementation of their dissemination activities.

Each partner has designated an individual within their organization to serve as a part of a Dissemination and Communication working group for dissemination activities and related reporting. The people involved in Dissemination and Communication working group can be found in Annex 1.

4.2 Dissemination rules and policy

During the project's dissemination activities, partners must address intellectual property (IP) issues and reach an agreement concerning the publication of confidential information from other partners. In the case of publications involving results jointly developed by project partners, each partner's consent is required before publication. Prior to publication, articles will undergo review by the dissemination and communication lead at Teesside University to assess potential conflicts with other articles. The decision to publish on the SusFE website will be made in consultation with the Project Management Board.

To prevent conflicts between partners, guidelines specified in the relevant articles of the SusFE Grant Agreement (GA) will be adhered to. According to Article 17 of the GA:

"The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.

A beneficiary that intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries (unless agreed otherwise), together with sufficient information on the results it will disseminate.

Any other beneficiary may object within (unless agreed otherwise) 15 days of receiving notification if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests."

The content created will align with the SusFE project's graphic identity to enhance project recognition. This means that dissemination materials will include:

The project name: SusFE

The project website URL: <https://susfeproject.eu/>

Acknowledgment of the European Commission (EC), including the EC flag and a reference to Horizon Europe and UKRI.

Any publications generated by project partners based on work or activities conducted within the SusFE project should acknowledge their association with the project and the fact that these activities received funding from the EC with additional funding from UKRI.

4.3 Monitoring and reporting of dissemination activities

The SusFE project partners have been encouraged to promptly report any dissemination activities and their outcomes as part of WP6 meetings by the Dissemination and Communication lead at Teesside University. A dissemination and communication template that has been established to provide information that includes:

- Details about the event and the role played by the SusFE partner.
- Relevant event metrics, such as the number of participants and meetings held.
- Questions raised and any comments or feedback received from partner attendees and the event audience.

The information shared by project partners will aid in tracking the advancement and impact of dissemination activities by providing both qualitative and quantitative data on these efforts. This data will be used to evaluate the dissemination and communication activities at the project progress meetings held every 6 months.

Monitoring will be an ongoing process that will evaluate the comprehensive dissemination activities and outcomes, as well as assess the impact of each specific activity on the project as a whole.

4.4 Project web page

4.4.1 Project web page next steps

The web pages will be developed further to create an archive of videos that link to the YouTube site. The videos will include introduction of the SusFE partners, project technology updates as well as webinars to engage with the wider stakeholders. Communication pages will be further modified to provide links for SusFE newsletters as well as research publications.

Since the SusFE website is the main digital point of information to the project audiences, these actions will be generated during the next period to maintain them updated. The next phase of the project's web page development is set to include an enriched archive of multimedia content. We are prioritizing the integration of a video library that will seamlessly connect to our YouTube channel. This library will showcase a variety of content, ranging from insightful introductions to the SusFE partners to informative updates

on project technology. Additionally, the library will host webinars designed to engage our broader stakeholder community actively.

Expanded Section on Project Web Page Next Steps:

The roadmap for the SusFE project's web interface is designed with user engagement at its core. In the upcoming development cycle, we aim to enhance the website's utility as a repository and dissemination tool:

Video Archive Expansion: Our ongoing initiative involves the curation of a robust video archive. This feature will be a dynamic space showcasing a series of informative videos, including detailed presentations by SusFE partners. These videos will serve to introduce our collaborative network's expertise and the innovative strides being made in our project's technology. The archive will also host interactive webinars, with the objective of fostering a rich dialogue with stakeholders from various sectors. These digital assets will not only educate but also entice potential collaborators and supporters.

Interactive Communication Portals: We recognize the importance of timely and accessible information. To this end, we will refine our communication portals to offer a user-friendly interface for accessing newsletters and research publications. This enhanced accessibility ensures that our stakeholders remain well-informed about the latest project developments and insights.

Detailed Actions to Maintain an Updated Website:

News Section Enhancements: The news section will undergo a transformation to become a more interactive and informative space. Here, visitors can expect regular updates, featuring newsletters that highlight key project milestones, summaries of our attendance at major industry events, and spotlights on significant advancements within our consortium.

Publications Repository: The publications section will be meticulously organized to showcase scholarly articles, white papers, and research findings authored by our consortium members. This digital library will not only highlight the intellectual contributions of our team but also serve as a beacon for academic and industry engagement. By sharing our research, we invite the academic community, industry experts, and the general public to explore the fruits of our collaborative efforts.

4.4.2 Web page KPIs

The website's performance metrics have been diligently reviewed, reflecting our commitment to transparency and accountability:

Engagement Metrics: A total of **492 unique users** have been recorded, indicating an expanding reach into our target audience. The engagement levels, as evidenced by the total page views and user interactions, demonstrate the website's effectiveness in attracting and retaining visitor interest.

Page View Analysis: A cumulative count of **1,395 page views** has been recorded, with the 'Home' page being identified as the predominant entry point. This underscores its significance as the initial interface for our audience, necessitating a strategic approach to its content curation.

Traffic Distribution Across Pages: The analysis of page popularity beyond the 'Home' page reveals a pattern of visitor interest in specific areas such as 'Project Objectives', 'Partners', and 'Research Findings'. This pattern informs our content strategy, emphasizing the need to facilitate easy navigation and access to these key areas.

Events: Event name ✓ + Last 12 months 7 Nov 2022 - 7 Nov 2023 📊 🔗 📈 ✎

Search... Rows per page: 10 1-7 of 7

Event name	↓ Event count	Total users	Event count per user	Total revenue
	4,092 100% of total	493 100% of total	8.32 Avg 0%	\$0.00
1 page_view	1,395	492	2.84	\$0.00
2 user_engagement	987	250	4.05	\$0.00
3 session_start	738	492	1.50	\$0.00
4 first_visit	492	492	1.00	\$0.00
5 scroll	429	154	2.79	\$0.00
6 click	42	27	1.56	\$0.00
7 form_start	9	9	1.00	\$0.00

Search... Rows per page: 10 Go to: 1 < 1-10 of 15 >

Page title and screen class	↓ Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	1,395 100% of total	492 100% of total	2.84 Avg 0%	41s Avg 0%	4,092 100% of total	0.00	\$0.00
1 HOME SusFE	737	458	1.61	18s	2,405	0.00	\$0.00
2 ABOUT SusFE	139	88	1.58	33s	339	0.00	\$0.00
3 CONSORTIUM SusFE	124	93	1.33	24s	336	0.00	\$0.00
4 COMMUNICATION ROOM SusFE	97	49	1.98	23s	240	0.00	\$0.00
5 USE CASES SusFE	90	62	1.45	36s	245	0.00	\$0.00
6 APPROACH SusFE	64	47	1.36	46s	160	0.00	\$0.00
7 CONTACT SusFE	59	47	1.26	12s	150	0.00	\$0.00
8 Page Not Found SusFE	32	6	5.33	15s	79	0.00	\$0.00
9 Webinars SusFE	25	6	4.17	1m 43s	73	0.00	\$0.00
10 Cookies Policy SusFE	11	4	2.75	12s	26	0.00	\$0.00

4.5 Dissemination materials, media & social media

The main press release for this period was announcement by each of the SusFE partners about the launch of the project and the kick-off meeting that was held at Teesside University (Figure 1).

European partners team up on healthcare solutions project

🕒 09 February 2023

🐦 @TeessideUni

Teesside University is working with partners across Europe on a project to help create climate-neutral digital solutions for the healthcare sector.



SusFE project team members

The SusFE project, co-ordinated by Medtronic Ibérica, links nine partners across Europe. Its aim is to develop processes and flexible electronics for the low-cost high-volume manufacture of medical diagnostic devices.

Figure 1 Example press release for launch of the SusFE project

Dissemination materials have been prepared for the first webinar on electronics and sustainability and this has been distributed through social media (LinkedIn and twitter). We will continue to promote the webinars, networking events and the SusFE project.



Figure 2 Dissemination materials for webinar

LinkedIn, YouTube, and Twitter social media channels have been developed. The LinkedIn channel is primarily for professionals within SusFE platform technology areas whilst YouTube and Twitter are intended to engage more broadly with the general public. YouTube is used to introduce the SusFE partners, updates on progress and also the hosted webinars.

4.6 Conferences and webinars

SusFE partners have and will continue to engage in project-relevant events with the objective of enhancing its prominence and forging new connections. Both domestic and international conferences provide a valuable platform for sharing experiences and results with relevant experts, thereby facilitating the project's effective dissemination. Workshops, webinars, meetings, and other substantial events, such as exhibitions, trade fairs, and showcases, also serve as a means of disseminating the SusFE developments and initiating direct dialogues with the targeted audiences.

SusFE was represented at IEEE BioCAS 2022 in Taipei (Figure 3) and with attendance at conferences in 2024 planned.

EXTERNAL CONFERENCES						
Date (dd-mm-yyyy)	Participant (name/surname)	Partner	Title of the conference	Place (City, Country)	URL	SusFE participation
/10/2022	Feras Alkhalil	PragmatIC	IEEE BioCAS 2022	Taipei, Taiwan	https://2022.ieee-biocas.org/site/page.aspx?pid-901&sid-1410&lang-en	Z. Ali (Teesside University) Chaired session with Pau-Chool Chung on "Emerging Circuits and Systems for Diagnostics". PragmatIC presented paper on FlexIC for conformable on-body sensing applications.
1/03/2024	TBD	TBD	LOPEC 2024	Munich, Germany	https://lopec.com/en/	TBD
-25/01/2024	TBD	TBD	PRINSE'24	Oulu, Finland	https://www.printocent.net/prinse https://rp.cdn-website.com/88d6bf11/files/uploaded/PRINSE22%20programme.pdf	TBD

Figure 3 External Conferences for SusFE project

SusFE has also participated in two cluster workshops of projects funded through the EC Call HORIZON-CL4-2021-DIGITALEMERGING-01-31 (Figure 3) along with a planned SusFE webinar on the 'Safe & Sustainable' framework which will involve presentations from Y. Bayon (Sofradim Production), Maria Smolander (VTT) and Alexandrs Sergejevs (BeFC).

ENGAGEMENT & NETWORKING MEETINGS					
Type of event*	Partner	Date	Venue	Type of audience	Description of the activity
Workshop / Focus group	Z. Ali, Teesside University	07 Dec. 2022	VDMA, Frankfurt Germany	Scientific experts in functional electronics	Workshop with projects funded under EU Call HORIZON-CL4-2021-DIGITALEMERGING-01-31. Hosted by oe-a with EPoSS.
Workshop / Focus group	Y. Bayon, Sofradim Production (SOF)	20 Sept. 2023	Echternach, Luxembourg	Flexible & printed electronics	Workshop on mobility trends and its meaning for functional electronics for Green and Circular Economy. Hosted by OE-A
SusFE Webinar	SOF, BeFC, VTT	25th October 2023	Online	Sustainable electronics	'Safe & Sustainable by Design' framework & EU legislative context for sustainable electronics
MEDICA Trade fair	A. Mursula, VTT	13-16 November 2023	Dusseldorf, Germany	Medical devices, diagnostics	VTT has a booth in Hall 12/D33 where we show demos and promote our services. A demo from SusFE project is included.
Workshop / Focus group	Z. Ali, Teesside University	Jan-24	Online	Medical devices, diagnostics	Webinar with invited external/internal
Workshop / Focus group	Z. Ali, Teesside University	Mar-24	Online	Medical devices, diagnostics	Flexible electronics for diagnostics
Workshop / Focus group	Y. Bayon, Sofradim Production (SOF)	Oct-24	Online	Sustainable electronics	Sustainability solutions of the SusFE project

Figure 4 SusFE Engagement & Networking Meetings

4.7 Publications

The objective is to ensure that the scientific and technological outcomes of the project are disseminated effectively within scientific communities and among industrial entities involved in wearables, point-of-care diagnostics, and blood self-sampling as well in sustainable materials, sensors, and volume manufacturing approaches. All of the SusFE consortium partners will individually or collaboratively create and publish results in conference papers, journals, and relevant publications. The publishing and presentation of papers at relevant events is important for capturing the attention of key stakeholders. This will serve as a foundation for unveiling common interests and identifying potential opportunities for collaboration. The project partners' publications will be featured on the SusFE website.

One publication (Figure 5) has been and a further key review paper on the flexible electronics for diagnostic applications with a focus on sustainability is currently under preparation.

PUBLICATIONS												
DOI	Type of publication*	Positoning L	Link to publication	Title	Authors	Title of the Journal/Proceedings/Books series/Book (for book chapters)	Number, date or frequency of the Journal/Proceedings/Book	Relevant pages	ISBN	Publisher	Place of publication	Year of publication
10.1109/	Article in Journal		https://ieeexplore.ieee.org/abstract/document/9948629	Flexible SAR AlAlkhalil, F. Smith		BioCAS 2022 - IEEE Biomedical Circuits and Systems Conference: Intelligent Biomedical Systems for a Better Future, Proceedings		110-114	978-1-6654-6591-7	IEEE		2022

Figure 5 Publications from SusFE project

5 Monitoring and Implementation

Table 8: SusFE Dissemination KPIs for Phase 1

D&C ACTION	Key performance indicators for D&C	Source of evidence	Phase I M1-12	RESULTS
WEBSITE	Visitors to the Website (based on Google Analytics)		2500	1,100
WEBSITE	References to the project in other websites	Partner & other websites	20	20
SOCIAL MEDIA	Followers on social networks Twitter; LinkedIn		200	146
SOCIAL MEDIA	Posts on social networks relevant to project	LinkedIn; Twitter;	200	81
MEDIA	Online and offline press releases		10	9
PUBLICATIONS	Scientific publications in peer-reviewed journals	Published paper	-	1
CONFERENCES	Presentations at International Conferences	IEEE; OE-A	3	3
WEBINARS	Participants in webinars/seminars/workshops	-	-	-
WEBINARS	Webinars/seminars/workshops organised		4	4
	Experts/social innovators/researchers involved	Ethical advisor/ Experts providing input	10	10
	People informed of the SusFE project & citizens science activities	Impressions on LinkedIn	1000	>1,664
	Recipients of project e-newsletters		500	-
MATERIALS	Leaflets and brochures distributed		1000	-
SOCIAL MEDIA	Views of SusFE project on YouTube		100	192
MATERIALS	SusFE technology videos		-	-

6 Conclusion

An internal and external communication plan has been developed as well as the key messages that are required to be delivered. The methodology and workflow for the SusFE project has been developed along with formation of a dissemination and communication group to operationalise the dissemination and communication plan. In this initial phase of the SusFE project the focus has been in creating the SusFE project identity. This has included creation of the SusFE website and the associated social media sites (LinkedIn, YouTube and twitter, X). Videos have been created to introduce the SusFE partners along with a SusFE webinar to introduce some of the key project concepts. The SusFE YouTube videos have proved particularly valuable for wider engagement, with nearly 200 views as compared with a KPI of 100. For subsequent periods, we will focus more towards online dissemination activities to achieve wider and more permanent reach.