

iProcureSecurity PCP

Pre-Commercial Procurement
of Innovative Triage Management Systems
Strengthening Resilience and Interoperability
of Emergency Medical Services



D9.3 Dissemination Package 1



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Project

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Consortium	SYNYO GMBH (SYNYO), Austria EMPRESA PUBLICA DE EMERGENCIAS SANITARIAS (EPES), Spain SERVICIO MADRILENO DE SALUD (SERMAS), Spain OSTERREICHISCHES ROTES KREUZ (ARC), Austria AZIENDA SANITARIA LOCALE BENEVENTO (ASLBN), Italy AGENZIA REGIONALE EMERGENZA URGENZA (AREU), Italy ELLINIKOS ERYTHROS STAVROS (HRC), Greece ETHNIKO KENTRO AMESIS VOITHEIAS (EKAB), Greece IZMIR BUYUKSEHIR BELEDIYESI (IBB), Turkey KENTRO MELETON ASFALEIAS (KEMEA), Greece ACIL AFET AMBULANS HEKIMLERI DERNEGI (AAHD), Turkey EMPIRICA GESELLSCHAFT FUR KOMMUNIKATIONS- UND TECHNOLOGIEFORSCHUNG GMBH (EMPIRICA), Germany
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Executive Summary

This deliverable D9.3 reports the past and planned communication and dissemination activities for the iProcureSecurity PCP project. It presents an interim evaluation of the activities performed within the first six months of the project, highlighting the analytics and the impacts of the communication and dissemination campaign.

The document firstly highlights the D9.3 Dissemination Package 1 scope, and the general structure, and then goes in detail on the specific actions implemented during the first six months of the project, for what concerns the communication and dissemination activities.

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Abbreviations

EAB	Expert and Advisory Board
EMS	Emergency Medical Services
FAQs	Frequently Asked Questions
KPIs	Key Performance Indicators
OMC	Open Market Consultation Event
PCP	Pre-Commercial Procurement
PIN	Prior Information Notice

1 Introduction

The D9.3 “Dissemination Package 1” includes all the actions and strategies implemented in the first six months of the project lifecycle, and which aimed to raise awareness on the project activities among the specific target audience.

This report follows up on the Deliverable 9.2 “Dissemination and Communication Plan”, and the D9.1 “Project Website, Social Media Channels and Communication Activities”. Based on the common guidelines and identity developed within the two previous deliverables, the D9.3 Dissemination Package 1 has implemented several actions aimed to:

- (a) Create awareness on the iProcureSecurity PCP project activities and its first results;
- (b) Disseminate and communicate the organisation of seven local and international Open Market Consultation events;
- (c) Promotion and dissemination of the matchmaking platform - Innovation Procurement Platform - in order to disseminate information on the tender procedure and to foster cooperation and engagement of the suppliers;
- (d) The establishment of the Expert and Advisory Board and of the Observer Group;
- (e) The creation of dedicated materials in order to engage and include the project audience.

Following the Deliverable 9.2, the target audience identified by the iProcureSecurity PCP project includes a *Primary Target Audience*, composed by procurers, suppliers, patient and patient advocates, observe boards; and a *Secondary Target Audience*, composed by researchers and opinion leaders, media, policy makers and general public.

The D9.3 mostly focussed on the engagement of the Primary Target Audience. This is due to the fact that in this specific phase of the project implementation the Primary Target Audience has been considered of vital importance for the successful implementation of the project actions. However, specific actions have been addressed also to the general public and to the expert and advisory board (composed by a variety of profiles, dealing with EMS, triage management systems, policy and decision makers etc.).

The Dissemination Package 1 will be further developed within D9.4 “Dissemination Package 2” and D9.5 “Dissemination Package 3”. The future Dissemination Packages will highlight and update the ongoing results and KPIs.

2 Aim and Purpose of the Document

The objective of this document is to report on the first period of the communication and dissemination activities of the iProcureSecurity PCP project.

The D9.3 “Dissemination Package 1” reflects the state of the art of the activities carried out by the consortium with regard to dissemination activities about the projects, its progress and outcomes, its events and its future actions with the scope of maximizing the engagement and the involvement of all the projects’ stakeholders.

The dissemination activities have been carried out by the whole consortium members, in close cooperation with key stakeholder (procurers, industry suppliers, external borders and EMS stakeholders). This close cooperation was enabled by constant community and trust building and continuous feedbacks-enriched communication, as well as organisation of events and the creation of informative and tailor-made communication campaigns and channels.

As a result of the efforts placed into the communication and dissemination activities, the following outcomes have been achieved and will be enriched and perpetrated during the project lifecycle:

- Increased awareness of the iProcureSecurity PCP project among all the relevant stakeholders;
- Increased engagement and proactive actions among the procurers, suppliers and EMS network;
- Increased engagement of external and Observer Board, who will closely follow and monitor the project implementation on a voluntary basis;
- Harmonisation and links with other relevant EU PCP and PPI funded projects;
- Creation of a strong dataset of exhibitions, conferences and networks, which can be used as basis for further communication and dissemination activities;
- Organisation of the OMC events in order to create strong synergies between procurers and suppliers;
- Development of the matchmaking PCP platform to facilitate the engagement, communication and exchange of information between the suppliers and the procurers.

The following section reports action-by-action all the dissemination activities and progress which have been implemented in the first six months of the project lifecycle and the impacts achieved.

Considering the specific implementation phase of the project – i.e., creation of user requirements, use cases and organisation of the OMC events – the dissemination and communication activities have been considered central for the positive outcomes of the future projects' steps and activities. In particular, the PCP Phase 0 aimed to reach a wide audience across and beyond Europe and had a very wide target audience, including suppliers, procurers, experts, patients' networks, other relevant EU-funded projects.

Due to the different range of stakeholders, specific outreach activities have been implemented and adapted to the specific target group.

In particular, communication campaigns have been addressed to:

- Technical suppliers, i.e., SMEs, start-ups, industries;
- Procurers across Europe and beyond;
- Patients and patients advocated;
- Expert and Advisory Boards;
- EMS practitioners;
- General public.

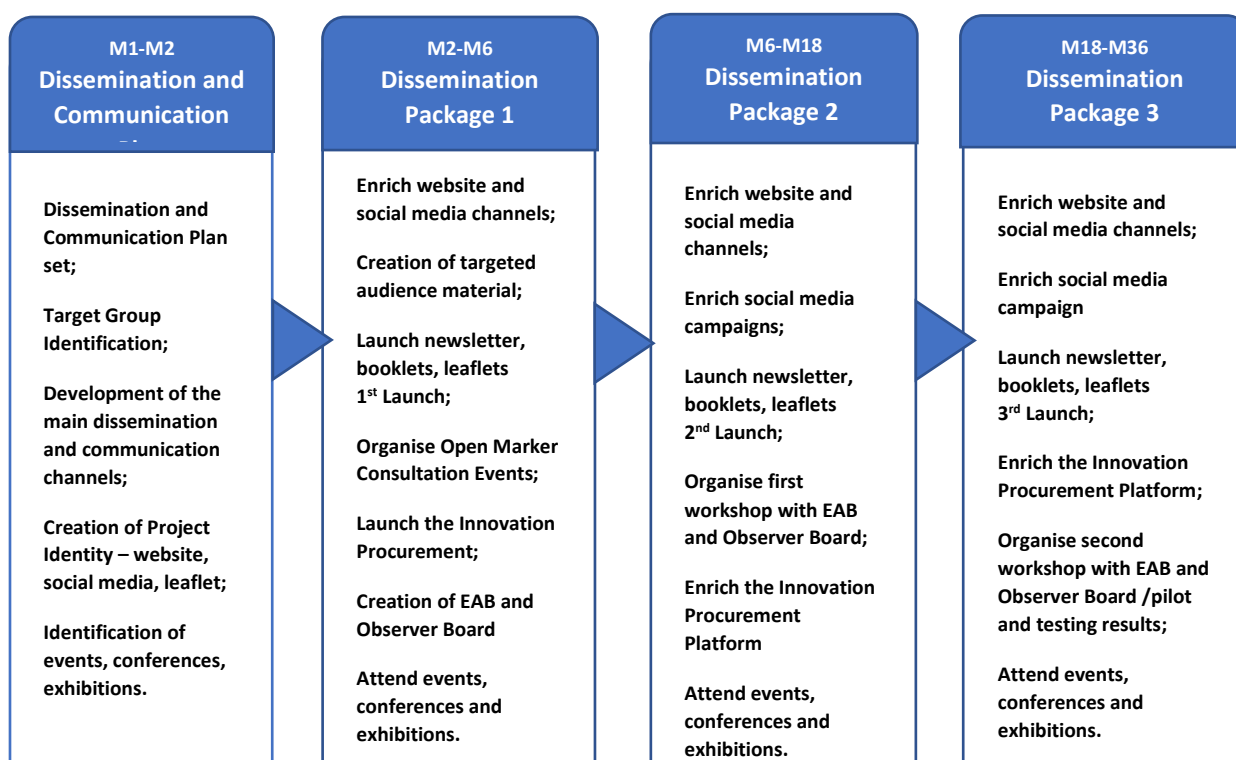
The dissemination and communication campaign has rigorously followed the guiding principles outlined within the section 4 of deliverable 9.2.

3 General Structure

The iProcureSecurity PCP project communication and dissemination plan has been structured for spreading the messages and asking for inputs through the chosen channels by using different forms. As stated before, iProcureSecurity PCP strategy is to increase the communication and dissemination activities throughout the project grows in results. Therefore, a specific structure and plan has been given to the project in order to maximise the results.

The table below shows the project structure from the beginning to the end of the project lifecycle.

Table 1: Dissemination and Communication Structure



During months M1 to M2, the basis for the communication plan and project identity has been grounded. In the phase covering M2 to M6 information about the project and its vision has been spread to all stakeholders; during months M6 to M18, focus will be on further engagement of stakeholders on the project activities and impacts; while months 18 to 36 will be dedicated to demonstrate iProcureSecurity PCP results, through the organisation of several events and activities.

4 Actions

In order to reach the widest audience identified within the project, several actions have been implemented, addressing both the demand and the supply needs.

4.1 Open Market Consultation

The Phase 0 of the project has been focussed on the implementation of the user requirements and use cases, and had the objective of paving the way for the creation of the necessary tender documents and facilitating the understanding and comprehension of the project objectives for a wider range of stakeholders.

One of the central efforts of the consortium in this preliminary phase, was to create awareness among the suppliers and allow them to get acquainted with the project scopes and needs. In order to do so, the consortium has organised seven Open Market Consultation events in five different countries – Spain (Malaga and Madrid), Greece (online), Italy (Milan), Austria/Germany (online), Turkey (Hybrid), and OMC Intranational (online).

	Spain (Malaga) Date: 17.02.2022 Time: 12:30 – 14:30 CET Language: Spanish Location: Physical, Malaga	Spain (Madrid) Date: 22.02.2022 Time: 15:30 – 17:30 CET Language: Spanish Location: Physical, Madrid	Greece Date: 24.02.2022 Time: 09:30 – 11:00 CET Language: Greek Location: Online
	Austria/Germany Date: 04.03.2022 Time: 10:00 – 12:00 CET Language: German Location: Online	Italy Date: 10.03.2022 Time: 11:00 – 13:00 CET Language: Italian Location: Physical, Milan	Turkey Date: 17.03.2022 Time: 12:00 – 14:00 CET Language: Turkish Location: Hybrid
			International Date: 24.03.2022 Time: 11:30 – 14:15 CET Language: English Location: Online

Figure 1: iProcureSecurity PCP, OMC Plan

The OMC events have been organised in the local language by the consortium partners and were mostly addressed to suppliers. They had the scopes to:

- (a) present the pre-commercial procurement scopes and structure;
- (b) engage local industries, SMEs and start-ups;
- (c) disseminate awareness on the project and its first results;
- (d) give an overview on the tender procedures and on the next steps;
- (e) present the matchmaking Innovation Procurement Platform;
- (f) open a dialogue channel between procurers and suppliers.

The OMCs run from the 17th of February until the 24th of March 2022, and have been organised online, in presence or in hybrid forms, depending on the local covid-19 restrictions and national regulations.

The events will be recorded or streamed and uploaded into the iProcureSecurity PCP website. This will allow the suppliers to recall and access the information provided during the event.

All the information on the OMCs – i.e., structure, registration, agenda, speakers, language etc. – have been uploaded on a specific section of the iProcureSecurity PCP website and have been continuously updated by the project coordinator.

The deliverables D3.1 “Report on the Open Market Consultation” will report in detail the specific results achieved by the single events. Also, the KPIs on the OMCs will be firstly outlined after the events delivery and thus, reported in the upcoming deliverables D9.4 and D9.5.

4.1.1 OMC Questionnaire

As part of the OMC scopes, the consortium partner published the OMC Questionnaire. The latter has the scope to gather information, which will then feed into the development of the tender specifications.

The OMC questionnaire has been divided into five specific sections, and introduced by a general acknowledgements and information on the project, its scopes and the objective of the questionnaire.

The **“About You”** section gathers general information on the organisation itself in order to map and have a first overview of the suppliers, which have shown interested in the iProcureSecurity PCP project. The **“iProcureSecurity PCP scope”** section aims to highlight the scope of the technical solution and to gather feedbacks on its feasibility, challenges and limitations.

The **“Assessment of existing technologies”** section aims to gather an overview on the solutions already on the market, thus avoiding to reinvent the wheels, but rather to base the iProcureSecurity PCP solution on well-grounded existing technologies. The **“Pre-Commercial Procurement”** section aims to understand whether the suppliers had already familiarity with pre-commercial procurement procedures and address the specific actions accordingly to their knowledge. The last section is dedicated to the **“Partner Search”** and wants to encourage the cooperation between suppliers and the creation of small or medium consortia.

5 | Partner search

Many PCP tenderers choose to apply together with international partners in a joint tender (consortium) to be able to fulfill all of the future tender requirements.

So, if you are looking for *potential partners* to form a consortium or want to *showcase your company* so that other interested parties might contact you, have a look at <https://pcp.iprocuresecurity.eu/procurementplatform/>, register your organisation and start networking!

Please verify that you are human



Submit

Figure 2: Partner Search, OMC Questionnaire

The OMC Questionnaire has been integrated into the iProcureSecurity PCP website, as integral part of the OMCs. The procurer responsible for the single OMC, will be highlighting the importance of the questionnaire during the event.

The promotion of the Questionnaire during the OMC events allows an active engagement of the suppliers within the project activities. Further details on the Questionnaire will be reported within the WP3.

4.1.2 FAQs – Frequently Asked Questions

The OMC section on the iProcureSecurity PCP website, counted also on dedicated session for Frequently Asked Questions. This section summarizes all the questions asked by the suppliers and stakeholders during the OMC events. Even though this section has been developed for the purposes of the OMCs only, it will be further used by the consortium in order to gather additional questions by

the broad range of stakeholders involved within the project. The answers published within the FAQs landing page, represent the joint position of the consortium and therefore, they are internally discussed and agreed on by all partners before being published.

The FAQs are subdivided into four topics, covering the main domains of the project:

1. OMC-related questions. It is dedicated to questions related to the Open Market Consultation events;
2. Platform-related questions. It is dedicated to all questions related to usability, registration, functionalities of the matchmaking Innovation Procurement Platform;
3. Tender-related questions. It is dedicated to questions related to the content, documents, structure, requirements, and further details on the tender and the tender procedures;
4. General Questions. It is dedicated to all the other relevant questions which are not included into the above-mentioned domains.

All the questions lading on the FAQs section have been completely anonymised for privacy reasons - accordingly with the GDPR - and referenced for usability reasons.

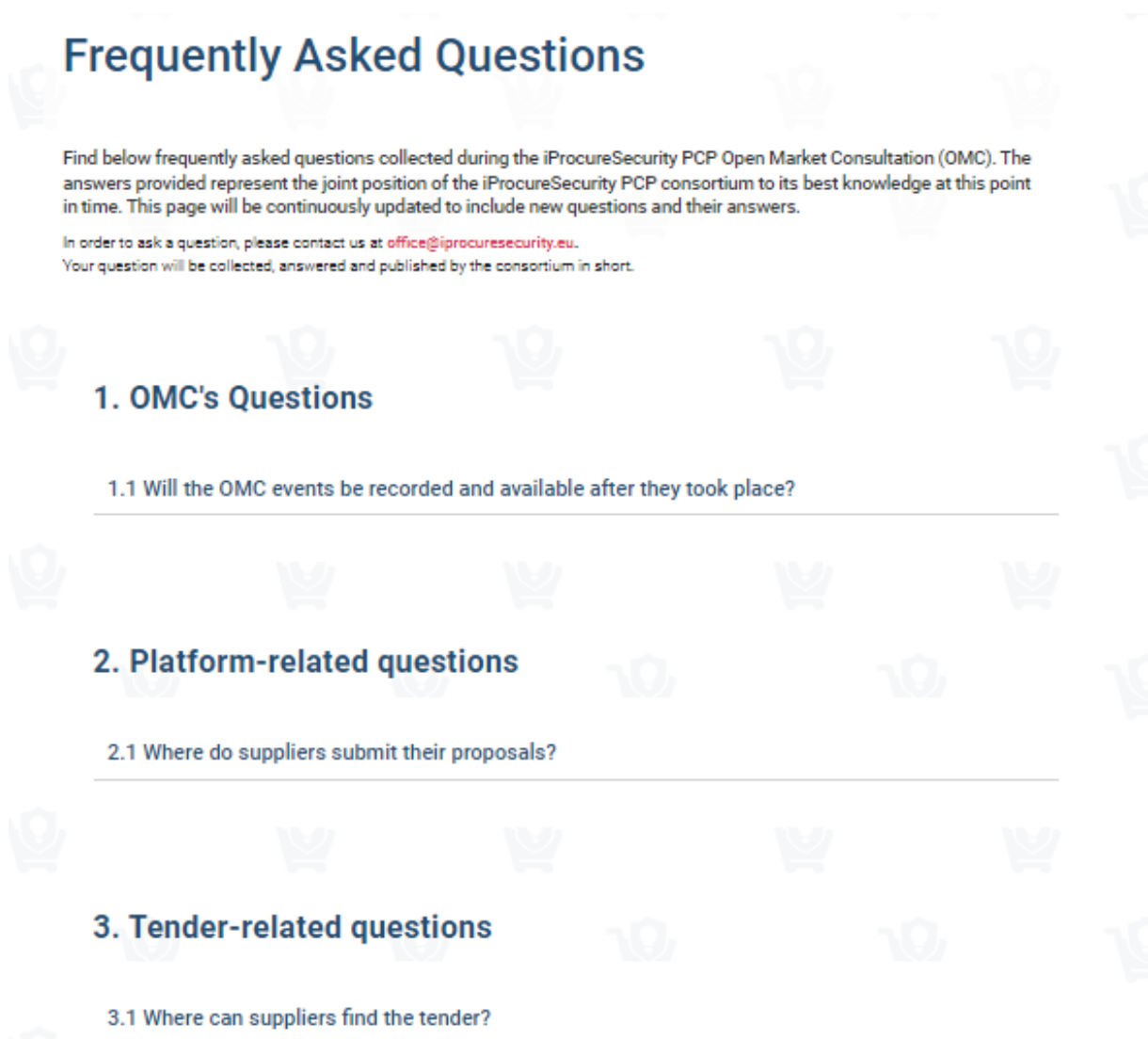


Figure 3: FAQs

The promotion of the FAQs during the OMC events allows, similarly to the Questionnaire, an active engagement of the suppliers within the project activities. Further details on the FAQs results will be reported within the WP3.

4.2 Innovation Procurement Platform

The iProcureSecurity PCP project, as part of its objectives and exploitation activities, has created a dedicated **matchmaking** platform, called Innovation Procurement Platform.

The Innovation Procurement Platform allows users to display their products and services, to match with other suppliers and to submit joint tender proposals.

The Innovation Procurement Platform will serve the suppliers in order to:

- Match and connect with other suppliers;
- Monitor and check several tenders;
- Get informed, updated and guided throughout the creation of the proposals;
- Submit Open Tender Proposals.

The Platform has been officially launched and promoted parallelly to the OMC events, and it will serve until the end of the project, to connect suppliers and display solutions and services.

However, the scope of the platform goes far beyond the project lifecycle. In fact, the Innovation Procurement Platform has the ambition to be used by several other PCP tender procedures and has already built the suitable technical infrastructure in order to reach this ambitious goal.

By displaying several open, closed and forthcoming tenders, users get a comprehensive overview on the pre-commercial procurement opportunities available. And also, this allow the creation of an innovative, comprehensive and user-friendly hub, which can be further exploited beyond the end of the project.

The Innovation Procurement Platform is divided into five different sections:

1. **Tenders.** The tender section reports all the open, closed and forthcoming tenders. By clicking on the specific tender, the information is displayed, such as the PIN, the general description of the tender, general requirements, tender issuer, and the tender summary (including Tender Stage, contract type, CPV Code, Budget and Language) as well as the expertise offers and requests.

Within this section, suppliers can add potential requests and offers. In order to post requests and offers, the suppliers must be registered within the platform. The functionality for requests/offers, has been developed for the scope of the matchmaking. In fact, the iProcureSecurity PCP project wants to **foster** the **cooperation** and the creation of **consortia**, in order to create a solution which is fully comprehensive and covers all the collected requirements. This will be facilitated by merging skills and capabilities of different suppliers.

Innovation Procurement

TENDERS

Home / Tenders / Pre-Commercial Procurement of Innovative Triage Management Systems Strengthening Resilience and Interoperability of Emergency Medical Services

Pre-Commercial Procurement of Innovative Triage Management Systems Strengthening Resilience and Interoperability of Emergency Medical Services

ANNOUNCEMENT

Overview Expertise Offers

Description

This PIN announces an open market consultation and provides information about a planned pre-commercial procurement (PCP) carried out by the iProcureSecurity PCP project, addressing the need for more effective emergency medical services in Europe. (iProcureSecurity PCP is looking to procure R&D services in the form of a solution that will provide Triage Management Systems which will strengthen the resilience and interoperability of European Emergency Medical Services (EMS). The procurement should address the procurers unmet needs relating to different EMS-related aspect, such as: planning and decision making, resource allocation, improved triage practices, data transmission and interoperability, usability of EMS solutions, evaluation and sustainability, data security and protection. This PCP procurement is a joint procurement by different procurers across Europe that are all facing the same common challenge and are thus looking for similar solutions (so-called 'buyers group').

Requirements

The iProcureSecurity PCP tender will be opened soon for submissions. Submissions will be accepted in English only. Cooperation and consortia creation among suppliers is encouraged.

Tender Summary

TENDER STAGE	PIN
CONTRACT TYPE	Services
CPV CODE	73100000
BUDGET	€ 6,774,194
LANGUAGE	English

Figure 4: Tenders

- Suppliers.** This section is dedicated to the general information of the registered companies. In order to be displayed as supplier, it is necessary to be registered within the Platform. All the registered suppliers will be shown in the specific "Suppliers" list.

Innovation Procurement

ORGANISATIONS

Home / Suppliers

Organisations (10)

Sort By Name: A - Z

Country of origin

Search countries

- ☐ Austria 3
- ☐ Christmas Island 1
- ☐ France 1
- ☐ Germany 2
- ☐ Greece 2
- ☐ Spain 1

Number of employees

- ☐ 2 - 10 1

Acrio Hardware Inc.
France, Paris, 10020, Av. Claude Vellefaux 13
At Acrio Hardware we deliver the best quality hardware to business around Europe. We continue to develop and innovate technology so our clients are always well...

Algorithm Computing GmbH
Austria, Graz, 8010, Grazerstraße 112
Algorithm Computing GmbH, is a design, distribution, product development and services company head quartered in Graz, Austria. Business for Algorithm Computing...

Figure 5: Suppliers

3. **Products.** This section is dedicated to the products. In order the products to be displayed, the organisation must be registered as supplier within the Platform. All the registered suppliers will be able to add and display their products.

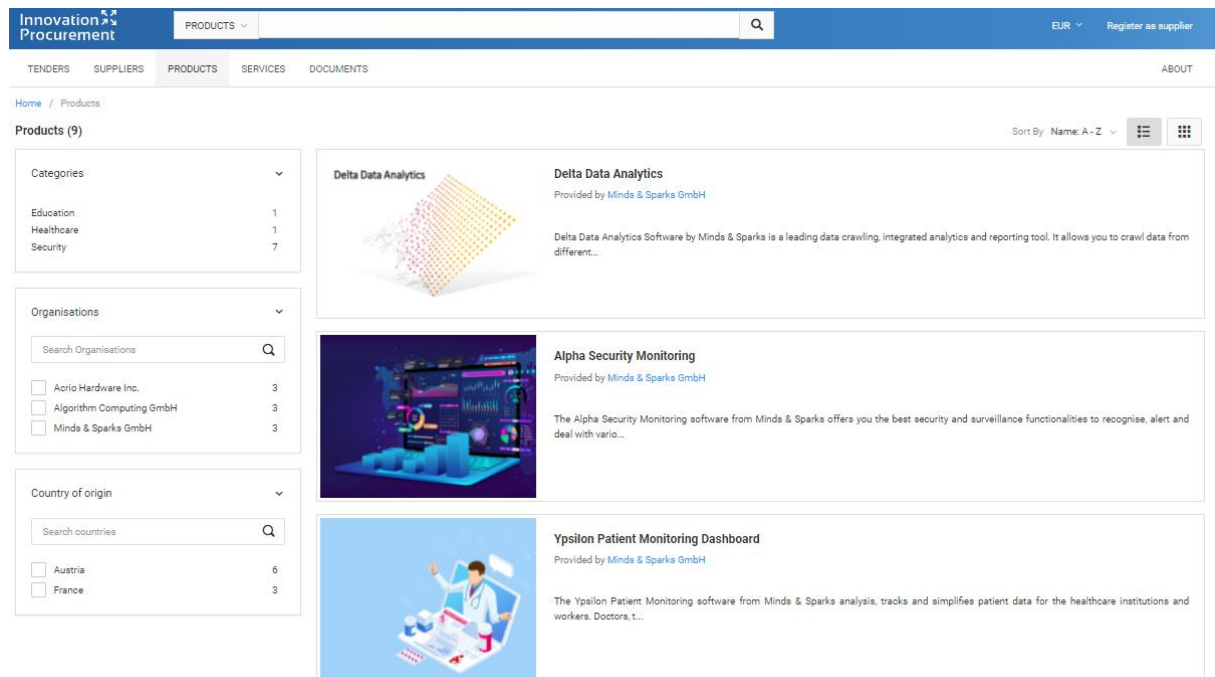


Figure 6: Products

4. **Services.** This section is dedicated to the services. In order the services to be displayed, the organisation must be registered as supplier within the Platform. All the registered suppliers will be able to add and display their services.

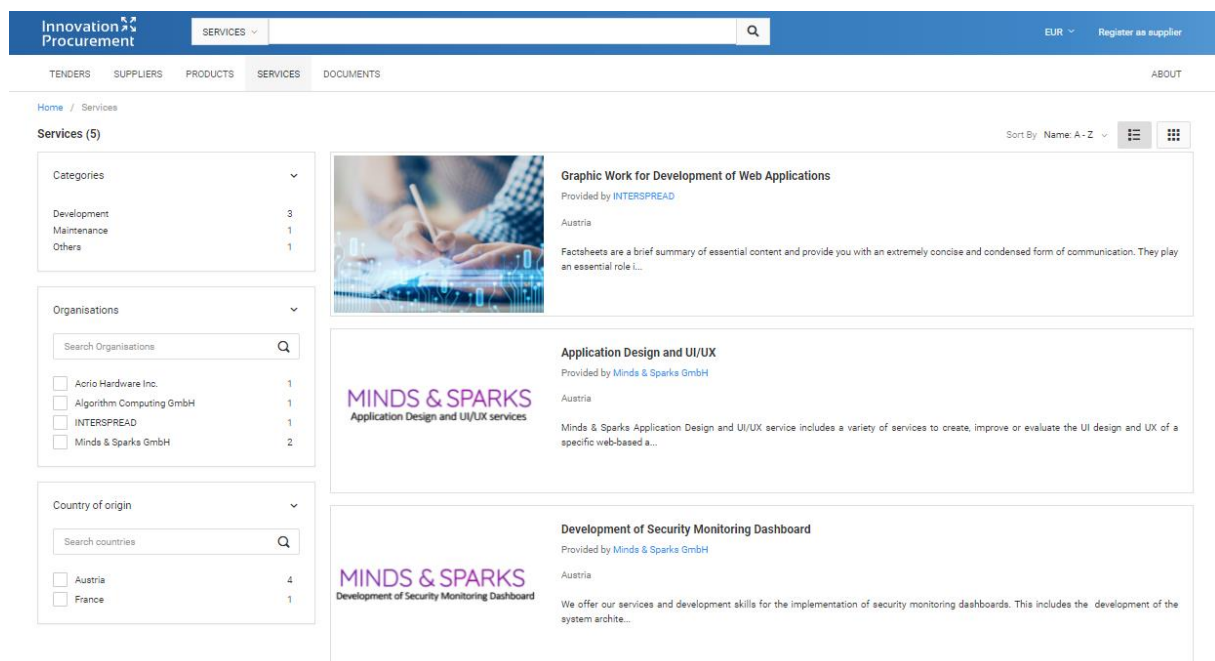


Figure 7: Services

5. **Documents.** This section is dedicated to the documents related to the specific organisation. In order the documents to be displayed, the organisation must be registered as supplier within the Platform. All the registered suppliers will be able to add and display their documents.

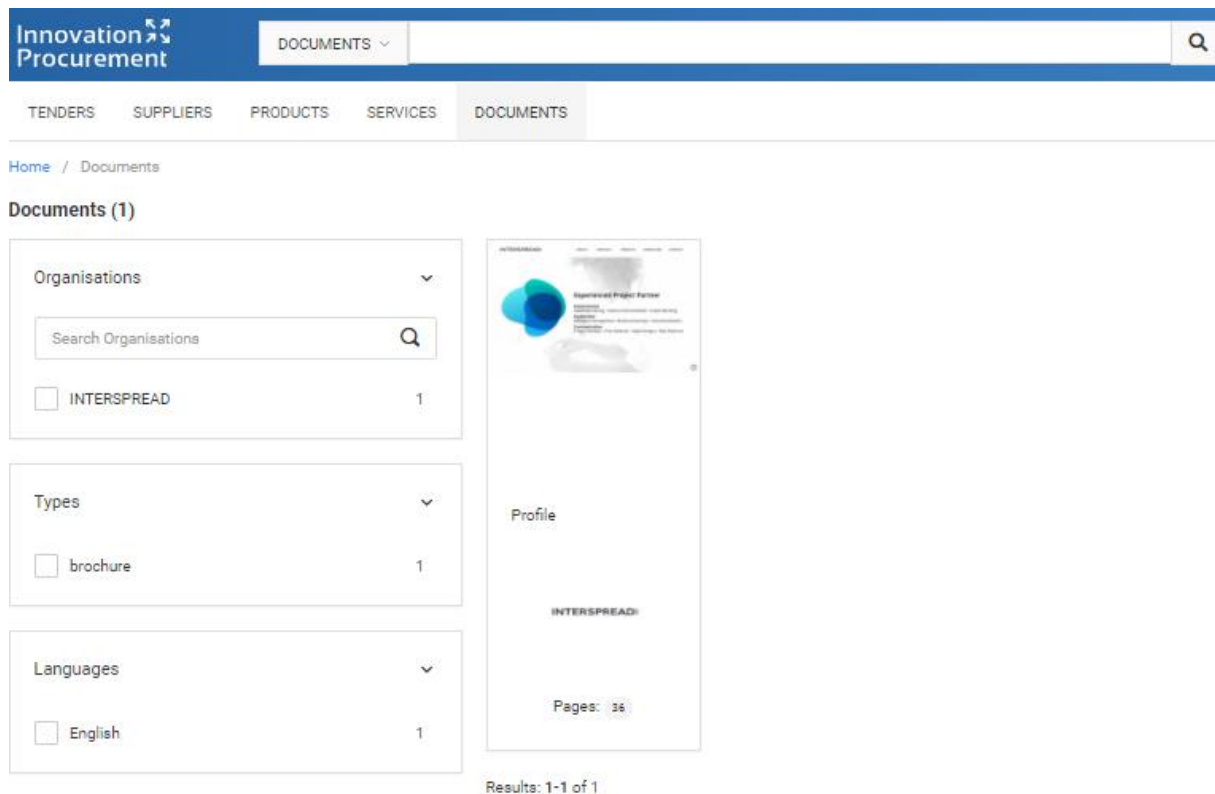


Figure 8: Documents

Further updates on the Innovation Procurement Platform will be outlined within the D3.3 “Tender Platform and Evaluation System Development Report”.

4.3 Creation of Boards and Networks

The Dissemination Package 1 includes the establishment of boards and networks. In particular, within the first five months of the project lifecycle, the consortium created two boards – the **Observer Board** and the **Expert and Advisory Boards (EAB)** – and one network – the **EMS network**.

4.3.1 Observer Board

The Observer Board is dedicated to **external procurers** coming from the Emergency Management Services domain. The Observer Board engages its stakeholders, offering to:

- join the conversation on the latest developments in digital triage management systems
- provide feedback and influence the development of new and innovative systems
- participate in workshops and procurers’ panels
- visit the pilots when new solutions are tested under realistic conditions
- explore future innovation procurement activities with the consortium
- get insights on pre-commercial procurement processes and how to use them for your organisation
- access to iProcureSecurity PCP network involving relevant end-users and connected stakeholders.

A dedicated section of the iProcureSecurity PCP website has been dedicated to the Observer Group, in order to allow procurers to freely join it.

The registration to the Observer Group is completely anonymised. Updates and invitations to events, workshops, events and testing/piloting will be done by the project coordinator through direct contact with the registered procurers.

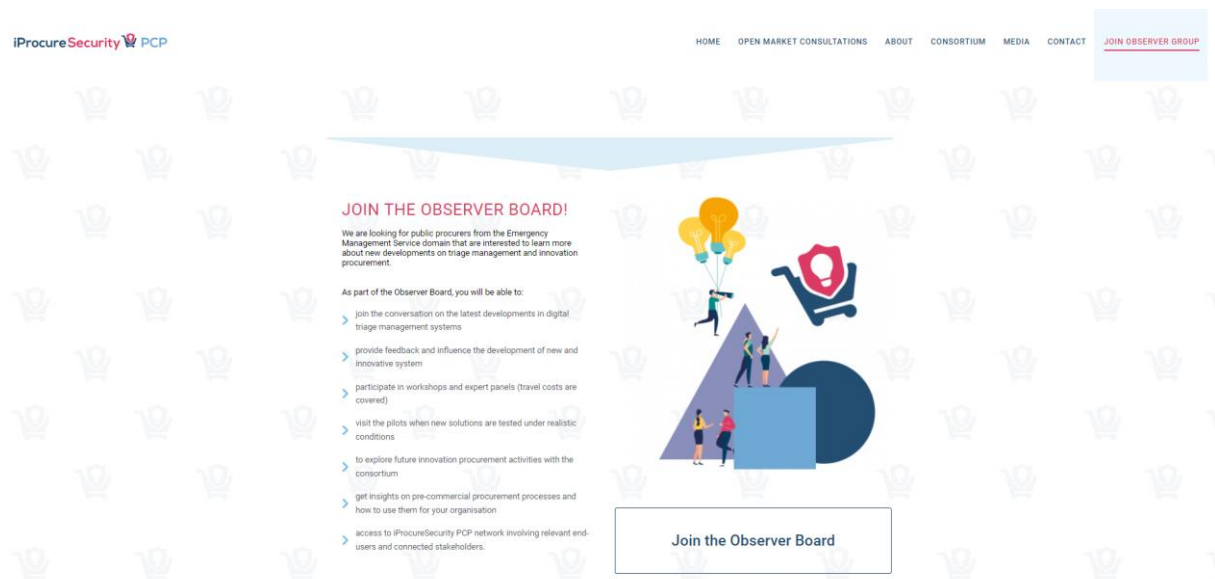


Figure 9: Observer Board

4.3.2 Expert and Advisory Board

The Expert and Advisory Board is dedicated to **external experts**, who has the interest in following up with the outcomes of the project and its technical developments. The EAB has therefore the scope to include experts working in the Emergency Management Services domain and Triage Management Systems, and having their active participation to events, workshops, final symposiums. The EAB engages the stakeholders, offering to:

- Check the latest updates and developments of the technical solutions;
- Participate in dedicated workshops and expert panels;
- Explore future innovation with the consortium and its broad stakeholder;
- Access to iProcureSecurity PCP network involving relevant end-users and connected stakeholders.

A dedicated section of the iProcureSecurity PCP website will be created, in order to present the previously accepted members of the board.

Members of the EAB are directly invited to join the board by the project partners. Information and consent forms are collected before being published on the project website.

4.3.3 EMS Network

The EMS Network is dedicated to **all the project stakeholders**, who has the interest in following up with the outcomes of the project and exchange feedbacks and ideas. The EMS Network has therefore the scope to connect and proactively engage all the stakeholders of the project (procurers, suppliers, experts, projects etc.).

The EMS has been thought as an information hub where practitioners and other relevant stakeholders from the Emergency Medical Services sector in Europe can elaborate and analyse important areas of capability gaps, and thus set the ground for future conception of new **technological solutions**. Members of the EMS Network can:

- connect in and create various public and private groups;
- run conversations;
- contact members directly

A dedicated section of the iProcureSecurity PCP platform has been created on the project website, in order to allow EMS stakeholders to spontaneously join the Network.

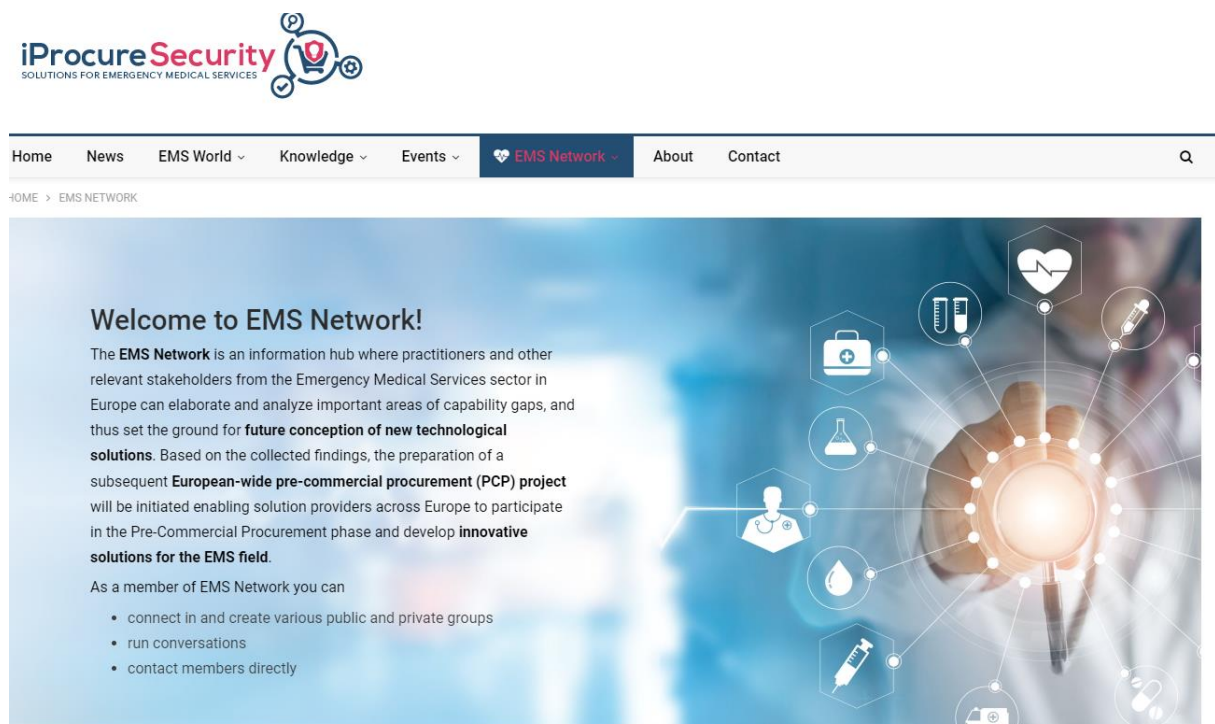


Figure 10: EMS Network

In regards to the impacts of the EMS Network, the latter counts over **8.000 page views** and over **3.500 users** from the 1st of September 2021 until the end of February 2022

4.3.4 Project website

The iProcureSecurity PCP website has been created in M1 of the project lifecycle. The Deliverable 9.1 reported the structure of the project website and its preliminary content. During M1 to M6 the project website has been continuously enlarged and enriched, highlighting the activities and the results reached by the project. A new section on the OMC events has been created, where suppliers are able to register, to get practical information on the single OMC event, but also get access the questionnaire and to the scope document for the suppliers. Linked to the OMC section, the project added two dedicate sections, the first one linked to the matchmaking platform and the second one to the FAQs section.

Until now, the project website counts over **6.500 page views** and **over 1.200 users** from the 1st of September 2021 until the end of February 2022. 24.18% of the page views are related to the OMC events.

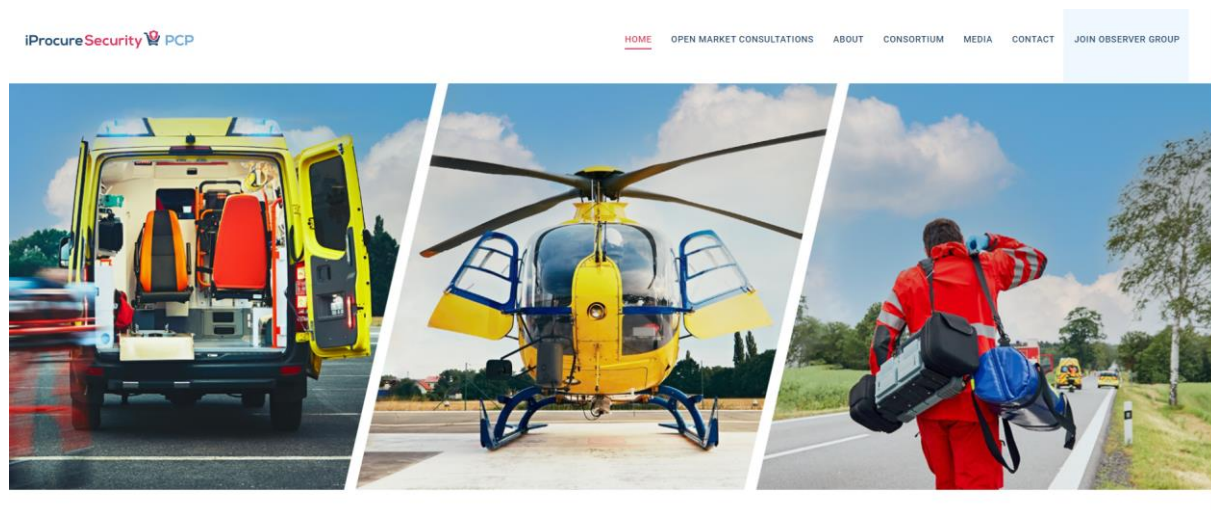


Figure 11: Project Website

4.4 Dissemination Material

The activities and the actions developed within the first six months of the project aimed to reach and engage all the previously identified stakeholder groups (see D9.2).

In order to do so, and to maximise the communication and dissemination outcomes, different project material has been prepared and disseminated by the consortium.

4.4.1 Booklets

As part of the dissemination activities, three booklets have been created and disseminated. Specifically, the booklets have been addressed to suppliers, external experts and other relevant projects in synergy with iProcureSecurity PCP.

The booklets had the specific objective of updating the targeted audience on the state-of-the-art of the project, the organisation of the OMCs and the promotion of the networks and boards.

The booklets have been disseminated through direct contact mailing lists, created by the partners of the consortium.

Specific analytics on the outreach and impact on the target audience can be found in paragraph 4.

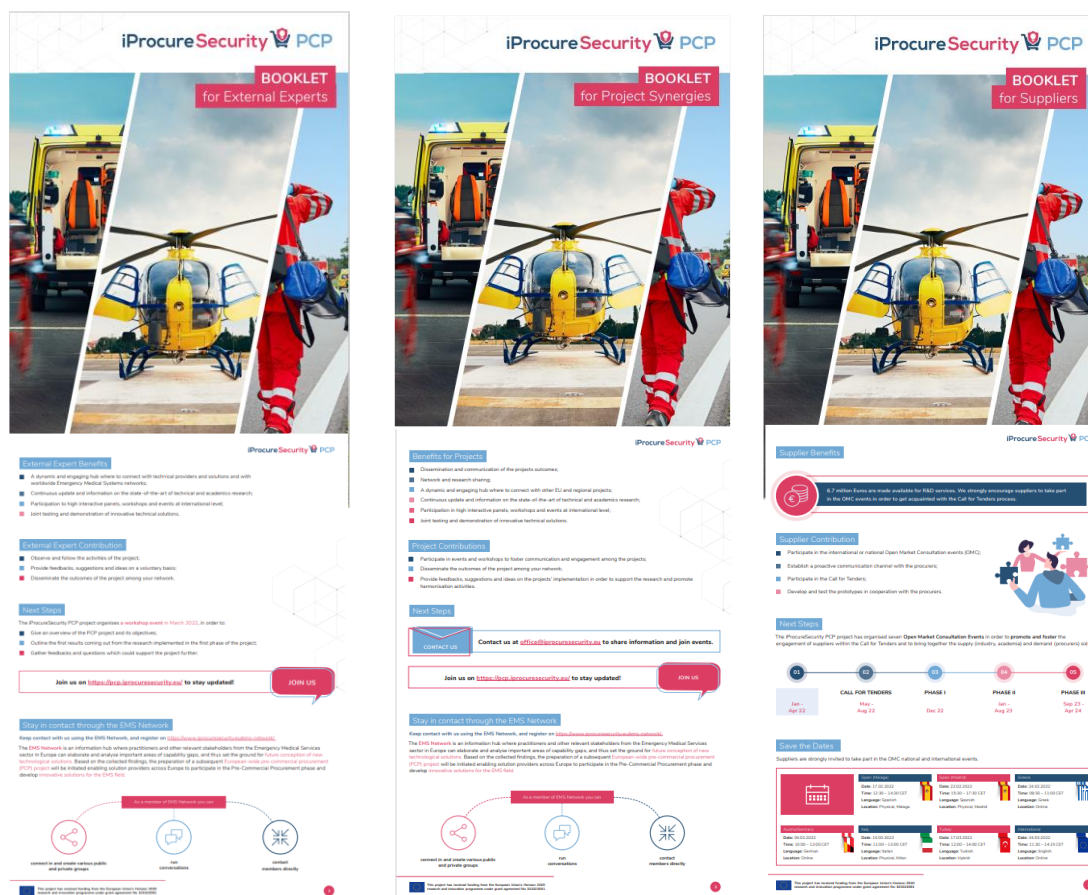


Figure 12: Booklets

The booklets for suppliers have been used as printing and online material to be disseminated during the OMC events, as they included all the essential information on the actions foreseen by the project.

The booklets have been uploaded on the project website, as part of the media kit.

4.4.2 Leaflet

The Dissemination Package 1 includes the creation of a leaflet which has been disseminated among the project partners' network.

The leaflet included general information on the iProcureSecurity PCP project background and scopes and the pre-commercial procurement objectives, as well as the vision on the technical solutions.

The leaflet has been translated into Spanish to be disseminated in printed and online form during the OMC in Malaga and Madrid.

Specific analytics on the outreach and impact on the target audience can be found in paragraph 4.



Figure 13: Leaflet

The leaflet has been uploaded on the project website, as part of the media kit.

4.4.3 Newsletters

As part of the dissemination activities, three newsletters have been disseminated in November 2021, December 2021 and February 2022 among the Mailchimp iProcureSecurity PCP subscribers. The newsletter was addressed to the general audience of the iProcureSecurity PCP Mail Chimp, which counts an audience of over **900 subscribers**.

The November Newsletter 2021 focused on the launch of the iProcureSecurity PCP project, highlighting the scope, and the structure of the project itself. The launch of the November Newsletter counted a **94.2% of successful deliveries**, with over **450 total opens**.

The December Newsletter 2021 focused on the launch of the iProcureSecurity PCP Prior Information Notice (PIN) and the upcoming Research and Development Activities (R&D). Related to that, the newsletter also launched the pre-registration for the Open Market Consultation events, allowing the suppliers to get acquainted with the future project activities. The launch of the November Newsletter counted a **96.9% of successful deliveries**, with over **400 total opens**.

The February Newsletter 2022 focused mainly on the Open Market Consultation events and the establishment of the Boards (Observer Board and Expert and Advisory Board). The scope of the February Newsletter 2022 was from one side to engage suppliers in taking part to the Open Market Consultation events, and on the other side to enlarge the iProcureSecurity PCP boards. The launch of the February Newsletter counted a **97.3% of successful deliveries**, with over **470 total opens**.

November Newsletter 2021

December Newsletter 2021

February Newsletter 2022

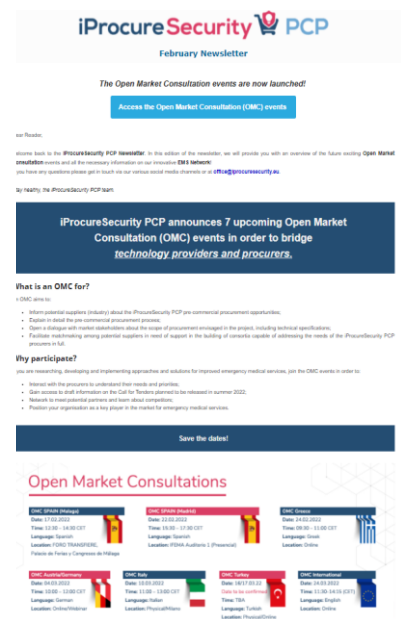
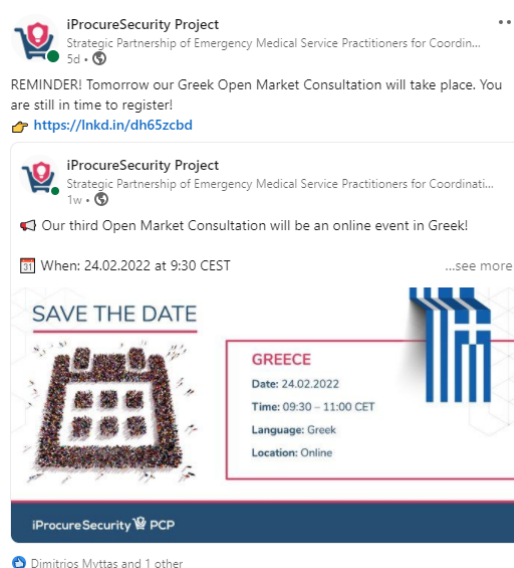


Figure 14: Newsletter

4.4.4 Social Media Campaign

Big efforts have been dedicated by the consortium in order to promote the project activities and the OMC events. Outcomes of the project, events, partner profiles and news have been widely disseminated and communicated by all the partners of the consortium among their social media channels, in order to maximise the market outreach.

The social media campaign has been internally discussed and agreed by the partners. An infographic for the Twitter OMC events has been prepared and translated by the single partner in the local language, and then disseminated by the official iProcureSecurity PCP profiles on Twitter and LinkedIn, and also by the partners of the project.



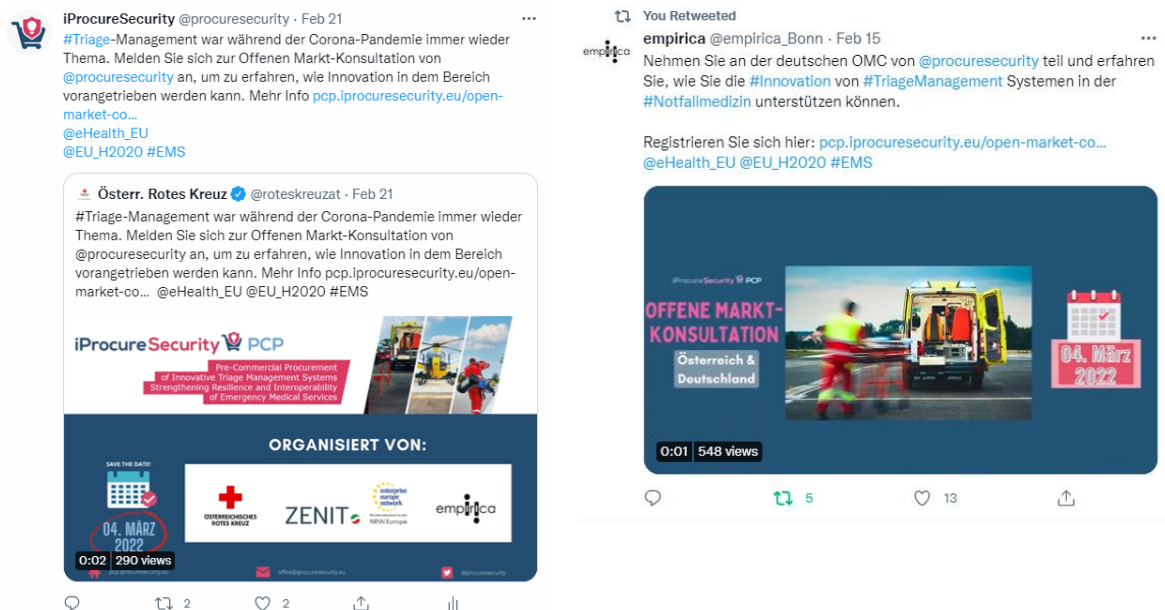


Figure 15: Timeline Social Media

4.4.5 Social Media Analytics

For what concerns the analytics of the social media campaign, the Figure 19 shows the summary of the last 28 days (February), highlighting the continuous increase in the Twitter profile interaction and engagement, and also the impressions gathered in the last 91 days of the project profile lifecycle.



Figure 16: Twitter Analytics

The iProcureSecurity PCP LinkedIn profile counts more than 250 connections, while Twitter counts over 500 followers.

4.4.6 Events

To effectively ensure iProcureSecurity PCP visibility and ensure a common understanding around the pre-commercial procurements within the triage management systems technologies, partners will attend/organise several events, ranging from conferences, exhibitions, to workshops and strategic meetings, targeting different stakeholders. iProcureSecurity PCP will starting from March 2022, two workshops where the Expert and Advisory Board and the Observer Group will be invited to discuss the results of the project. These workshops will also be used to gather feedbacks in regard to the iProcureSecurity PCP solution, stimulating the understanding and the innovation by the stakeholders involved.

Furthermore, the consortium has created a database, in order to monitor and be present in key events and conferences worldwide. Events, exhibitions, conferences and workshops are screened and updated by the consortium on a monthly basis, always taking into account the covid-19 restrictions.

The iProcureSecurity PCP project has created a database of events which have been considered relevant for dissemination and communication activities during the 2022. The database is continuously enriched by all the partners throughout the duration of the project.

Also, the consortium has been attending several events which have been targeted in order to disseminate and communicate the project vision and the activities:

Table 2: Dissemination and Communication Events

Event	Location	Date	Link	Outreach
R&D Innovation Industry and Technology Fair	Turkey	13/14.10.2021	https://esasexpo.org/fuar-kunyesi/	+2000
3th International Medical Congress (IMCIDU 2021)	Turkey	10/12.12.2021	http://imcidu.idu.edu.tr/	1000
Foro transfer	Spain	16.02.2022	https://transfiere.fycma.com/transfiere-2022-se-celebrara-los-dias-16-y-17-de-febrero-en-fycma/?lang=en	
Smart University Workshop	Turkey	11/12.11.2021	https://bakircay.edu.tr/Etkinlikler/457/akilli-universite-calistayi	500
Freiwilligensymposium / Volunteer Symposium	Austria	15.10.2021	https://eventmaker.at/oesterreichisches-rotes-kreuz/freiwilligensymposium_2021/programm.html	25
EENA 2021 Conference	Latvia	6/8.10.2021	https://eenaconference.org/	500
Disaster Research Days	Virtual	10/21.10.2021	https://www.dena.at/index.php/en/disaster-research-days-2021.html	500
XXVIII Jornadas Nacionales de Innovación y Salud en Andalucía	Spain	21/22.10.2021	https://seis.es/xxviii-jornadas-andalucia/	100

XXI National Congress of Clinical Engineers (AIIC)	Italy	11/13.11.2021	https://www.convegnonazionaleaiic.it/informazioni-general/	2000
Digital Health World Congress 2021	Hybrid – UK	25/26.11.2021	https://digitalhealthcareworldcongress.com	500
4º Congreso Nacional del Consejo Español de RCP	Spain	5/6.11.2021	El Congreso de CERCP El Congreso de CERCP en tiempos de COVID	100

In addition to that, the consortium has created synergies with EU-funded pre-commercial procurement projects. This wants to facilitate the information sharing and the alignment of good practises, as well as combining research findings and enlarging common networks and scopes.

Thus, iProcureSecurity PCP partners are invited in taking part at several workshops and events, such as the NO-FEAR workshop in Spain (as highlighted in the table above). Furthermore, the iProcureSecurity PCP project will organise at least two workshop events, in cooperation with EU-funded pre-commercial procurement projects, which are planned in March 2022 and during the piloting phase. A network of synergies is now under implementation with more than six projects involved.

5 Conclusion

This deliverable outlined the first components and results of the Dissemination Package 1.

In continuation with D9.1 and D9.2, it reports the actions which have been implemented in order to disseminate and communicate the project outcomes and next actions, aiming to engage the variety of stakeholders of the project. In order to actively promote the project actions, the consortium has adapted the communication campaigns to the specific target audience.

Reports on KPIs, updates on the OMCs and on the Innovation Procurement Platforms will be respectively part of the D9.4 “Dissemination Package 2”, D3.1 “Report on the Open Market Consultation”, and D3.3 “Tender Platform and Evaluation System Development Report”.