



SERVICES ASSOCIATED TO DIGITALISED CONTENTS
OF TISSUES IN BIOBANKS ACROSS EUROPE

Dissemination Plan

Deliverable 7.5.1

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1 Executive Summary

This document outlines the external public communication and presentation strategy for BIOPOOL project. It illustrates BIOPOOL products to be disseminated, associates them to the targeted audiences, and describes the dissemination channels. In particular, this document offers an overview of all events and publications that have been found suited for presenting the project, its objectives and results. It also reports the dissemination activities that have already been performed.

2 Introduction

The aim of BIOPOOL is to build a system that enables biobank networking through the interconnection and sharing of histological digital images of biologic material and associated information. The project will develop services for exploitation of this network, such as text and image based search queries, region-of-interest extraction and automated pathology information extraction for specific types of cancers. The project is co-funded by the European Commission under the 7th Framework Program. BIOPOOL consortium comprises the expertise of seven partners from four European countries.

This deliverable consists of the plan for the dissemination of knowledge arising from BIOPOOL project, a report of the activities performed in the first 4 months of the project towards these purposes as well as a list of planned activities for the future.

BIOPOOL dissemination plan will be used by consortium members, but also by the European Community or other third parties, for acquiring a complete picture of the most important activities undertaken or scheduled to disseminate knowledge.

More specifically, the document includes the BIOPOOL dissemination strategy, describing the products to be disseminated, the target audiences and the means for communicating with them. Furthermore, the planned and performed dissemination activities are presented, including events, conferences, scientific journals, the project website, the project factsheet, as well as potential collaboration activities.

It should be noted that this deliverable is an evolving document which will be regularly updated to give a cumulative overview of the project's undertaken and planned activities.

3 Purpose and scope of D7.5.1 “Dissemination Plan”

The object of this the dissemination activities are to inform different stakeholders about the BIOPOOL scope and expected results. The aim is to instantiate and to demonstrate the relevant products to different levels, ultimately having a higher penetration and exploitation of the underlying concepts and technologies to these stakeholders.

4 Target groups for dissemination

In this section the potential dissemination target groups for BIOPOOL project are identified. Specifically, the target audiences for dissemination activities should include the following:

1. *Research/academic community*: the aim is to raise awareness regarding the BIOPOOL objectives and results as well as trigger collaborations with other research groups sharing similar objectives. BIOPOOL research is expected to be of interest for research community and for educational purposes within three main areas: i) medical sciences, ii) computer sciences, iii) health economics
2. *Industrial community*: the aim is to communicate and promote the project results to potential end-users of BIOPOOL. Industry includes biobanks, industry in biobanking activity, such as providers of products and services for biobanks, and health care providers
3. *The wider public*: the aim is to raise overall awareness on the project and its objectives. Individual partners will use local media to announce BIOPOOL and its general objectives in its initial phase and promote achievements as concrete results become available.

Dissemination through publications in peer-reviewed journals, conferences, workshops and research seminars will target mainly groups 1 and 2 (see Section 6.1, 6.2 and 6.3). Group 2 will also be targeted via industry networking events, exhibitions, meetings and live demonstrations (see Section 6.4). Finally, dissemination through media such as journals, TV, or radio interviews, through the creation of special interest groups in online professional networks (e.g. LinkedIn), social networks (Facebook, twitter, etc.) and publication in the project website will target groups 1,2 and 3 (see Section 5 and Section 6.5).

5 Dissemination tools

There exists a vast array of communication techniques that BIOPOOL can use to get the message across. Successful campaigns develop a strong unifying device that links all the elements together so that each element reinforces the message and enhances the overall impact. The dissemination and communication elements that will be used are detailed below but this list is not exclusive as opportunities often present themselves as time goes by. Each action targets one or several of the audience groups defined above.

Find below a list of the elements presented in the following sections:

- **Logo**
- **Project website.** The website is essential to reach the public, but also for the GRID + partners who can use it as a working and internal communication tool
- **Templates and referent documents.** These will ensure the coherence of all documents and presentations. These will be used by the BIOPOOL partners both for internal and external communication issues
- **Dissemination materials.** Leaflets and poster will be used to reach general public as well as BIOPOOL stakeholders. They are useful as they can enhance the impact of the events as attendants can take them
- **Events.** This category involves different kind of events targeting BIOPOOL community and projects and/or general public. Webinars are included in this category.

5.1 Logo

The building of the project's image started with the design of a simple and effective logo. This logo has been included in the design and production of BIOPOOL website, factsheet, as well as in all the internal and external communication material produced by the consortium. The logo shows the image of a microscope, to evoke the activities of BIOPOOL project.



Figure 1: BIOPOOL logo

The logo is available on the project document server.

5.2 Project website

The project website (www.biopoolproject.eu) is the main dissemination channel to the interested public and a gateway for everyone interested in the project.

A preliminary version was used to provide a temporary source of information during the first weeks of the project. The final version of the website was launched in the 2nd month of the project. Figure 1 shows the homepage of the final website. Since its publication, there have been around 2,500 visits to the website, of which 1,041 in the last month.

In order to have an effective dissemination the website contains several elements that are clearly arranged and can be used intuitively. The website illustrates the main features of the project and introduces the consortium. All public deliverables will be made available on the website, as well as a short “Help guide & demo” which will show how images handled by BIOPOOL look like and can be compared.

The website also provides an interactive “News and Events” page, listing relevant events related to the topics of BIOPOOL project.

To enable interested users to get in touch with the project team, contact details of the project coordinator, technical and biobank coordinators are available under the contact “Contacts” page.

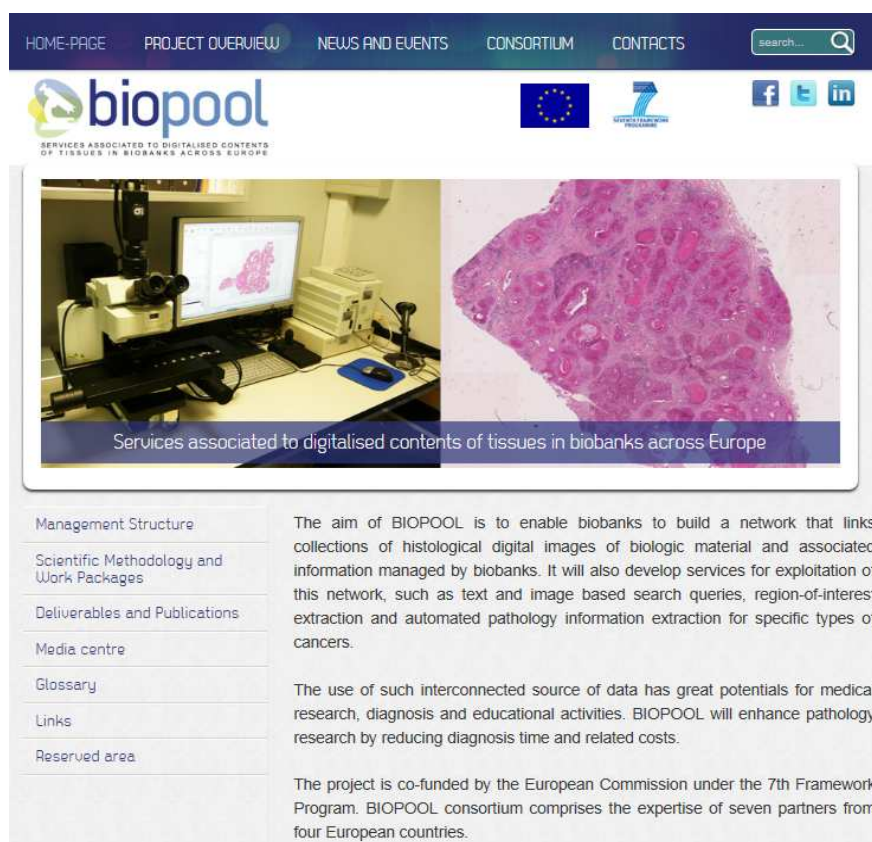


Figure 2: BIOPOOL homepage

5.3 Deliverables

The project deliverables are used to document the progress of the project. A number of these deliverables are classified as public and will be published on the public area of the project website. These publications make projects results available to stakeholders and the interested public on a technical and not technical level.

5.4 Templates

A set of templates have been produced in order to maintain a homogeneous look of the materials produced in the project. In particular,

- *Template for reports:* In order to create a corporate identity, WP7 developed a deliverable template which has to be used by the authors of the deliverables
- *PowerPoint template:* A PowerPoint template is provided to be used by all partners of the consortium for all project related presentations
- *Templates for meeting agenda and meeting minutes:* Templates for meeting agenda and meeting minutes have also been created to be used for all Consortium meetings.

All templates are available on the reserved area in the project website.

5.5 Other dissemination material

A factsheet summarizing the key points of the projects has been produced and made available on the project website at the address:

<http://www.biopool.org/project-overview>

The design of the factsheet is similar to that of the website, and has a clear reference to the European Commission's Seventh Framework Programme.

6 Dissemination activities

6.1 Performed dissemination activities

In the first 4 months of the project, partners attended the following events (see also Table 1):

EUROPEAN DATA FORUM (6-7/07/2012)

Description: The European Data Forum (EDF) 2012 took place on June 6-7, 2012 in Copenhagen (Denmark) at the Copenhagen Business School (CBS). The range of topics discussed at the European Data Forum ranges from novel data-driven business models (e.g. data clearing houses), and technological innovations (e.g. Linked Data Web) to societal aspects (e.g. open governmental data as well as data privacy and security).

Objectives: To discuss the challenges of large data sets and the emerging data economy and to develop suitable action plans for addressing these challenges.

Target group: It was a meeting place for industry, research, policymakers and community initiatives of special focus for the EDF were Small and Medium-sized Enterprises (SMEs), since they are driving innovation and competition in many data-driven economic sectors.

Activities performed:

1. *Poster presentation:* "Image analysis technologies on large data environments" by Artzai Picon, Arantza Bereciartua, Sergio Rodriguez, Angel Lopez, Elena Muñoz, Fabienne Gandon, Francesco Moscone, Peter H.J. Riegman, Sonsoles García, Roberto Bilbao
2. *Poster presentation:* "Services associated to digitalised contents of tissues in biobanks across Europe – BIOPOOL" by Artzai Picon, Arantza Bereciartua, Elena Muñoz, Fabienne Gandon, Francesco Moscone, Peter H.J. Riegman, Sonsoles García, Roberto Bilbao
3. *Oral presentation:* "BIOPOOL project: services associated to digitalised contents of tissues in biobanks across Europe" by Roberto Bilbao.

ESBB AND THE SPANISH NATIONAL BIOBANK NETWORK (6-9/11/2012)

Description: The Joint Conference of ESBB & the Spanish National Biobank Network (Red Nacional de Biobancos), was held in the Granada Conference and Exhibition Centre from the 7th - 9th November 2012

Objectives: To contribute to papers presentations, poster presentations, poster discussion session, corporate workshops and working group meetings in biobanking

Target group: Biobank stakeholders, basic research investigators, industry in biobanking activity

Oral presentation: “Requirements for Sharing of and Searching on Histo-Morphological Aspects in Digital Pathology Images and Associated Data – BIOPOOL” by Bas de Jong , Roberto Bilbao, and Peter Riegman

Poster presentation: “Services associated to digitalised contents of human tissues in biobanks across Europe: BIOPOOL project”, by Arantza Bereciartua, Elena Muñoz, Fabienne Gandon, Francesco Moscone, Sonsoles García , Peter H.J. Riegman, Bas de Jong, Amaia del Villar, Roberto Bilbao.

Event	Date	Location	Activity
European Data Forum	6-7/07/2012	Copenhagen, Denmark	2 posters and 1 oral presentations
ESBB and the Spanish National Biobank Network	6-9/11/2012	Granada, Spain	1 oral presentation and 1 poster presentation

Table 1: List of performed dissemination activities

6.2 Planned conferences, workshops and exhibitions

Table 2 shows the list of planned conferences, seminars and other events that members of BIOPOOL consortium have planned to attend, including basic information like dates, and location. Since this information is not yet available for all conferences that will take place during the project implementation, this table as well as Table 1 will be regularly updated to give a cumulative overview of the project’s undertaken and planned activities.

Event	Date	Location
ISBER Annual Meeting & Exhibits	5-9/05/2013	Sidney, Australia
9 th World Congress in Health Economics (iHEA)	7-10/07/ 2013	Sydney, Australia
ESBB Annual Meeting	9-11/10/2013	Verona, Italy
IV Congress of the Spanish National Biobank Network	18-19/10/ 2013	Madrid, Spain
SPIE Medical Imaging	1-6/2/2014	San Diego, USA
ISBER Annual Meeting	May 2014	TBD
13 th European Congress on Telepathology and 7 th International Congress on Virtual Microscopy	June 2014	Paris, France
10 th European Conference on Health Economics: a Joint ECHE/iHEA Conference	13-16/07/2014	Dublin, Ireland
22 nd International Conference on Pattern Recognition	24-28/08/2014	Stockholm, Sweden
European Conference on Computer Vision (ECCV)	2014	Zurich, Switzerland
25 th British Machine Vision Conference (BMVC)	2014	UK
17 th International Conference on Medical Image Computing and Computer Assisted Intervention (MICCAI)	14-18/09/2014	Boston, USA
18 th Medical Image Understanding and Analysis (MIUA) Conference	2014	Sussex, UK

Table 2: List of planned dissemination activities

6.3 Scientific journals

Papers published in peer-reviewed journals are a very important and well established way to document and disseminate results of research activities. Table 3 reports a provisional list of peer-reviewed scientific journals where results from BIOPOOL project could be published.

Area	Journal title
Biobanking	Biopreservation and Biobanking
	European Journal of Cancer
Computer Science	International Journal of Computer Vision
	IEEE Transactions International Journal of Computer Vision
	IEEE Transactions on Medical Imaging Medical Image Analysis
	IEEE Transactions on Image Processing Radiographics
	IEEE Transactions on Biomedical Engineering
	IEEE Transactions on Software Engineering
	IEEE Transactions on Visualization and Computer Graphics
	Annals of Biomedical Engineering
	Journal of Mathematical Imaging and Vision
	Computer Vision and Image Understanding
	Computerized Medical Imaging And Graphics
	Conference Medical Image Computing and Computed-Assisted Intervention
	Conference Medical Image Understanding and Analysis
	Journal of Systems Engineering
	ACM/IEEE International Conference on Software Engineering
Medicine/Health Economics	Health Economics
	Journal of Health Economics
	The Lancet

Table 3: List of peer reviewed journals

6.4 Live demonstration

Results from BIOPOOL project will be presented through two live demonstrations. The first demonstration will be done at the end of month 12, immediately after the “proof of concept” prototype will be released and validated. The second demonstration will be carried in Month 24, at the very end of the project.

6.5 Press release

Objectives and results of BIOPOOL project are planned to be disseminated through press articles, press releases and podcasts, published in international journals, national newspapers, magazines, websites, short films, and blog entries. So far one video lecture has been produced¹ and is also available in the project website under the News and Events page. At least 2 press releases are foreseen during the course of the project. Press releases will be sent out in the different countries by the respective partners of that country.

“Copyright and Reprint Permissions. You may freely reproduce all or part of this paper for non-commercial purposes, provided that the following conditions are fulfilled: (i) to cite the authors, as the copyright owners (ii) to cite the BIOPOOL Project and mention that the European Commission co-finance it, by means of including this statement “BIOPOOL. No 296162. Funded by EC” and (iii) not to alter the information.”

7 Monitoring dissemination activities

Regular monitoring and evaluation of dissemination activities is essential to measure their impact and develop future plans. This can include analysing participation, expenditures, and final impact among others.

The aim of the following methodology is to describe the procedures to be used by the BIOPOOL Consortium to monitor and follow-up dissemination and communication activities.

7.1 Reporting templates

Each partner involved in an action of dissemination of the project should update a brief report of activities, using the templates provided Annex I and II, to describe the action that has been carried out. The tables are then sent to the partners responsible for the dissemination so that an update of all the activities can be made. Inputs will also feed into updates of the Dissemination Plan.

The report need to be completed every time a partner takes part of an action in which dissemination of the project is made. For example, it will be completed when a partner attends or organizes a meeting or a press conference, when they send information to the media to achieve the publication of an article. The reporting templates provided in Annex I will be used when a partner performs any of the following tasks:

- Attend/organize European/international event

¹ Please see http://videolectures.net/dataforum2012_bilbao_biopool.

- Attend/organize a workshops
- Give a seminar
- Attend fairs or exhibitions

while reporting template in Annex II will be used when partners:

- Publish articles in a specialized magazine
- Publish articles in a local/regional/national magazine or newspaper
- Carry a communication campaign
- Release press conference, blog posts etc.
- Provide general information to consumers

8 Creating synergies

BIOPool project has started with the aggregation of data available from eight biobanks across Europe. However, members of BIOPool are active in contacting biobanks worldwide to invite them, under a set of conditions agreed by the consortium, to collaborate with the project taking part of the virtual histological database network. The aim is to double the number of initial biobanks providing their pools, up to sixteen at the end of project. In the last month the project Coordinator, Roberto Bilbao, has established contacts with a number of Biobanks, both within Europe and outside Europe. These biobanks may be invited to a meeting in which they will illustrate their potential contribution to BIOPool project.

9 Conclusions

This document comprises the Plan for the Dissemination in the context of the BIOPool project covering activities performed for the first 4 months and planned for the next period. The document will be further updated during the lifetime of the project.

Annex I: Dissemination reporting template

EVENT REPORT	
REPORTING PARTNER:	
DATE AND VENUE:	
TYPE OF ACTIVITY⁽¹⁾:	
OBJECTIVES: What there is intended to be found in this action	
ACTION LEVELS: LOCAL, REGIONAL, NATIONAL and/or EUROPEAN	
EXPECTED IMPACT:	
TARGET AUDIENCE:	
SIZE OF AUDIENCE:	
IMPLICATION OF GROUPS: - Sponsors?	PARTNER PARTICIPANTS IN THE ACTION: - Main organizer: - Others:
DESCRIPTION: To briefly explain the development of the action, the material that has been turned to the assistants (example: informative pamphlets or any other material), other resources used, etc. <u>Final cost covered by the consortium.</u>	
RESULTS: To evaluate: <ul style="list-style-type: none"> • number of assistants / audience reached • Efficiency of the preliminary promotion • Response of the persons to the action 	
ANNEXES: Attach all of the existing documentation related to the dissemination action. <ul style="list-style-type: none"> - Links, agenda, photos, leaflets given, list of participants, informative leaflets, presentations, communications, slides, or whatever other information that is considered relevant. <p>These annexes will be included in the final part of the dissemination report.</p> <p>This is a way to control the activities established in the plan.</p>	

(1): Conferences, workshops, exhibitions, fairs, etc. For all kind of publications (articles, news, blog posts etc) please use the Publications Activities Reporting Template

Annex II: Publications activities reporting template

PUBLICATIONS ACTIVITIES REPORT
REPORTING PARTNER:
DATE:
AUTHOR / TITLE OF PUBLICATION ¹ :
NAME OF PUBLICATION:
TYPE OF PUBLICATION:
PUBLISHER / COUNTRY:
LANGUAGE OF PUBLICATION:
TARGET READERS:
URL OF PUBLICATION OR TEXT ATTACHMENT (pdf, word):

(1): Press release, article, blog posts, other (please specify)