



Open the Access to Life
Science Infrastructures for SMEs

Project No. 619230

Deliverable 6.2
**Mid-Term Dissemination Report and
Exploitation Plan**

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Description	This Deliverable describes the activities performed in the work package 6, dissemination and exploitation during the first 18 month of the project.



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Table of Contents

1	Introduction – Overview of the dissemination activities	3
2	Task 6.1 – OASIS Website	3
3	Task 6.2 and 6.3 – Dissemination materials	4
4	Task 6.4 – Exploitation Plan	9
5	Summary	9

1 Introduction – Overview of the dissemination activities

Most of the work during these first 18 months of the project was devoted to the establishment of the elements of basic communication and of the website. The website was up-and-running in April 2014. A modular presentation of the project for general use was prepared and useable from April 2014 as well. A leaflet and a rollup were printed and available in October 2014 for the first workshop in Barcelona. During the first 5 months of the year 2015, a brochure template per country was prepared and the first two brochures were realized for Sweden and for Italy. A video to present the project was realised during March and April and made available after the mid-term review.

Key Performance Indicators (KPIs)

Topic	KPI first 18 months	KPI target DoW
Number of visits of the website	>4000	3000
Number of inputs to newsletters edited	2	5
Number of SMEs informed	>550	1000

2 Task 6.1 – OASIS Website

The website has been set up with the help of the company Métycéa located in La-Seyne-Sur Mer in the vicinity of the coordinating partner Optitec. The choice of Métycéa was based on previous experiences. The site architecture was then discussed between them. When the structure was determined and put in place by Métycéa, the project coordinator, Marie Lhoutellier participated at the end of March to a one-day course to learn how to manage and update the site. Directly after that the website was filled with all the necessary content. Since our consortium does not involve any native English-speaking person, the language final check was sometimes realized by an expert whose services Optitec is using from time to time. The site is hosted by Optitec.

The website has been set up during the first 4 months. The work done includes:

- The definition of a graphic chart.
- A document with the specifications.
- The choice of a provider to develop the website.
- The kick off meeting of the project web site.
- The monitoring of the development.
- The filling of the website with the dissemination team.

A first version of the website was online on 5th March 2014.

The pages were validated by the consortium on 16th March 2014.

The website was online on the 9th April 2014.

The database as a result of WP2 and WP3 has been implemented in the website. It contains information about:

- Lab/Facilities (Core business / Offer)
- End-users (Main activity)
- Companies (General description)

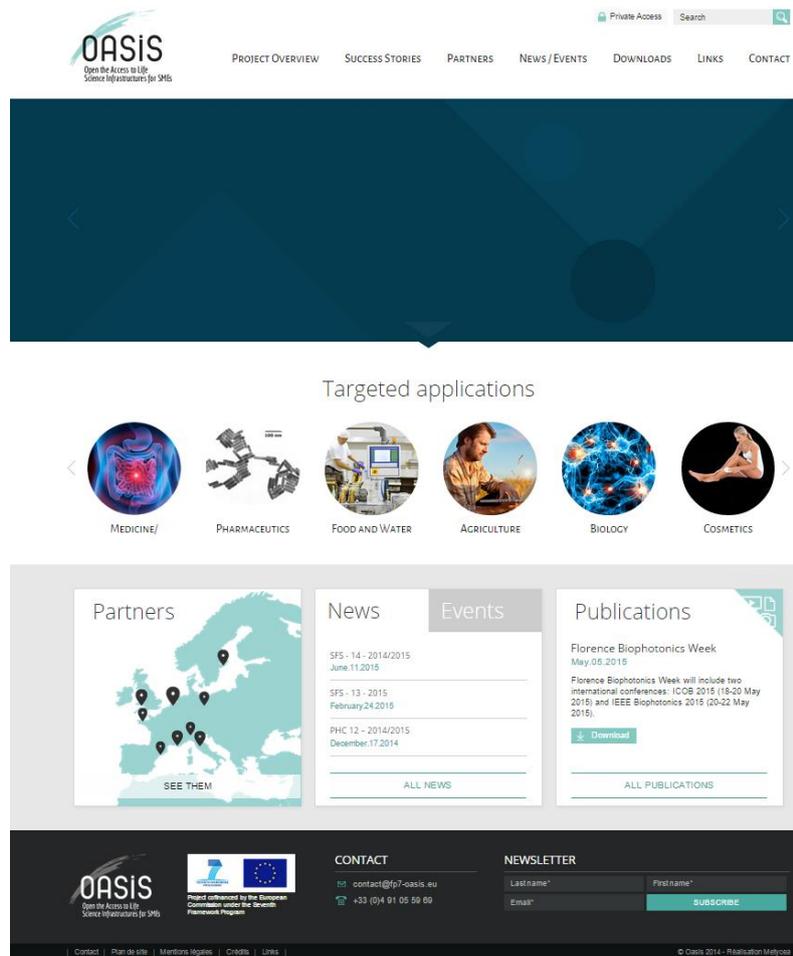


Figure 1: Welcome page of the OASIS website

3 Tasks 6.2 and 6.3 – Dissemination materials

It appeared during the first half of the project that it was simpler to merge the tasks T6.2 and T6.3. So we will describe the work performed in both tasks in a new task T6.2. During the first 18 months the work has consisted in the realization of a project presentation, two inputs to newsletters connected to the announcement of our workshops, a leaflet and a roll-up ready for the first workshop in October 2014, two first brochures on the biophotonics in Sweden and in Italy, and finally on the realization of a video.

3.1 Project presentation

This presentation is modular so as to let the presenter adapt it to different situations. It contains general information about the project (duration, coordinator, partners, etc.), a presentation of the key objectives and of the concept of the project. A number of slides give background information about the field of biophotonics (plus two slides about the potential and the market growth) and an illustration of the 8 targeted applications. Finally, the presentation contains one slide describing “what’s in it” for each type of stakeholder (SME, Life Science infrastructure, Photonics cluster) and list of the dissemination package of OASIS.

Appendix 1 contains all slides of the complete presentation in a pdf format.

Presentations of OASIS during events (non OASIS) during the first 15 months of the project:

- PNL: Photonics Event 2014; Health & Technology (HAT) Event (2014); IOP Photonic Devices Symposium (2014); Holland Pavilion Photonics West 2015.
- Optitec: RTMFM (2015); French Pavilion Photonics West 2015.
- PhotonicSweden: PS Annual Mtg (2014 and 2015); Optics and Photonics in Sweden Conference (2014).
- Photonics Bretagne: Rennes Biophotonics Mtg (2015)
- OptecBB: Mtg with Photonics4Life (20140714); OptecBB Networking Days (2014); OptecBB BioMed Steering Mtg (2014 and 2015);
- SECPHO: Transfiere 2015; European Cluster Conference 2014; BSR Stars Cluster-to-Cluster Conference (2014); Photonics Marketplace (2014); Healthcare & Photonics (2014); FONS Innovation Workshop & Brokerage event (2014); etc.

3.2 Inputs to Newsletters

This was done twice during the first 15 months. The first input to newsletter was prepared to announce the first OASIS workshop in Barcelona and the start of the project. It was not done for the second workshop in Rennes since nothing particular had to be announced in addition to that occasion. The second input to newsletter announced both the workshop in Berlin and the release of the database on the OASIS website.

Appendix 2 contains the two inputs to newsletters of the first 18 months.

3.3 A Leaflet

A leaflet was prepared, printed and available in early October 2014, mostly by the partner Polimi but in collaboration with EAPS and Optitec. The leaflet consists of 2 pages, one with general information about the project and one with a description of each partner in the consortium. This double-sided page can be folded in 3 thus coming to the dimension of a third of an A4 page. 1000 ex. have been printed and distributed to all partners for further distribution.

Appendix 3 contains the two inputs to newsletters of the first 18 months.

3.4 A Roll-Up

The roll-up was prepared before the first workshop in Barcelona. Its size is 80 cm times 200 cm and it consists of three main parts: objectives, description of the project and illustration of the targeted applications. It was realised with the help of a Web & Graphic Designer from the region of Marseille, Kévin Pardo.

The roll-up is depicted in the Figure 2 below.



A Project to Strengthen Biophotonics in Europe

OBJECTIVES



Improved toolbox and services for SMEs and biophotonics facilities, for an improved technology transfer.

Improved efficiency of:

- SME's R&D and market impact
- Public funding

Emerging technologies:

- Efficiently assimilated by hospitals and industrials
- With strengthened value-chains



THE PROJECT

Coordination: Marie Lhoutellier, OPTITEC in Marseille

Coordination and Support Action (CSA) from Framework Programme 7

9 Photonics Clusters (2 national and 7 regional)

Duration: December 2013 to May 2016 (30 Months)

7 countries

About 200 SMEs and 100 Life Science facilities involved

TARGETED APPLICATIONS



www.fp7-oasis.eu

Figure 2: Picture of the Roll-up (real size is 200 cm x 80 xm)

3.5 A Brochure Template and two National Brochures

Following the work in WP2 and WP3 inventorying companies, life science infrastructures and unmet needs, it became rather obvious that the different stakeholders did not have particularly good knowledge of each other and that it would be very useful to gather the collected information in brochure in the seven countries involved in OASIS. A template was prepared and filled in for the particular example of Sweden with a description of OASIS, a general description of biophotonics in the country, of 22 companies and 9 facilities. The feedback from companies and facilities has been very positive. The plan is that similar brochures will be prepared for the 6 other countries before and after summer.

Appendix 4 shows the front pages, the middle pages and the pages 2-5 of the two first brochures realised, for Italy and for Sweden.

Appendix 5 is a detailed description of the brochures project as submitted for approval to all partners of OASIS in March this year.

3.6 A Video

This activity had not been planned in the DoW. Nevertheless, the example of other projects, such as ACTPHAST, clearly showed us that this communication medium could be very efficient. In fact, it would have been very useful in the first phase of the project for our, most often first, contacts with companies and facilities.

The video was prepared during the March, and pictures and films were recorded during two days in Marseille by the company Mind Production from Montpellier (<http://www.mindproduction.fr/>). The two partners involved were PhotonicSweden and Optitec. PhotonicSweden wrote the script and the representative of Optitec in Brussels acted as the voice. Mind Production has been chosen based on previous positive experiences by Optitec. The video mounting was realised during April and the last corrections were made directly after the mid-term review meeting on May 27 when it was realised that the references to the European commission were not clear enough. The video is 5 minutes long. It has obviously a certain overweight of French (three persons from the region covered by Optitec) and Swedish inputs (many pictures obtained for the Swedish brochure were used). Globally the result is satisfactory from our point of view.

Final script of the video:

Do you remember how a mobile phone looked like 10 years ago?

Photonics has revolutionized appearance and functionalities of our mobile phones. It even makes their use and modern mobile communication systems possible.

Photonics deals with generating, manipulating and detecting light. Information sent at the speed of light in optical fibres; the control of processes in industry; the observation of the internal life in cells; solar cells and smart lighting with LEDs; lasers cutting and welding; All this is photonics, as highlighted by the United Nations declaring 2015 the international year of light.

In Europe, there are about 5000 companies active in the field of photonics with 100s of thousands employees. The European Commission, recognising its major role, has

selected photonics in 2009 as one of six key enabling technologies. Photonics is fragmented, but has a large growth rate and is certainly one of the keys to allow a cost-effective manufacturing in Europe. Efficiently using resources is particularly important and there are more than 45 regional clusters or national platforms throughout Europe, to link the many small players in photonics and make them stronger.

Photonics has revolutionized mobile communication. The same happens in the life sciences. Maybe not as quickly as in the telecoms, but photonics surely brings new dimensions to characterization instruments, surgery tools and to the ability of making diagnostics.

The European project OASIS deals with biophotonics, the use of photonics for the life sciences. It includes 9 photonics clusters from 7 different countries and covers basically all most important application areas of biophotonics: namely healthcare, veterinary, pharmaceuticals, agriculture, food and water, biology, cosmetics and forensic science.

The goal of the project is to strengthen the field of biophotonics in Europe. One of the ways chosen by OASIS is to connect companies, especially small ones with life science infrastructures throughout Europe. Large investments have been made in Europe in biophotonics and there are many very well equipped facilities. New ideas and research results need to become practical solutions for our ageing society and to ensure a safer food. But this takes time and not the least in the healthcare sector. For that reason it is even more crucial that partners find and help each other.

Biophotonics in Europe has a particularly large growth rate approaching two digits and already represents about 20% of the photonics as a whole.

The OASIS partners have analysed the companies and the life science facilities in the nine regions or countries involved in the project and interviewed more than 120 companies and have 80 facilities on-board. Also, essential needs from hospitals and agrifood companies have been identified. This effort is extremely useful to strengthen biophotonics in these regions. All this information is now available on the OASIS website.

1st declaration: Dr. Hervé Rigneault, research director at CNRS – Mosaic team – Fresnel Institute, Marseille.

“So, we have an expertise in optical instrumentation with a focus on multi-photon label-free imaging microscopy and endoscopy and we are keen to transfer the technologies to the end-users via industrial partners.”

2nd declaration: Prof. Franck Debarbieux, Scientific Manager, ICITech at CERIMED, Marseille.

“The CERIMED in-vivo imaging platform is a brand new facility accessible to any academic researchers and to companies wishing to perform pre-clinical studies.”

OASIS is based on networking and communication between all project stakeholders. In addition, workshops and webinars are the main instruments stimulating exchanges between regions and countries.

3rd declaration: Dr. Pierre Delpierre, CEO of imXPAD in La Ciotat (France).

“We are looking for partners to access different markets like biomedical imaging and to grow to a larger scale.”

OASIS is developing services that all photonics clusters will be able to use. This will consolidate the building of a strong network in biophotonics in Europe, involving all relevant stakeholders.

Do you want to strengthen biophotonics in Europe? Participate in our workshops, contact your nearest photonics cluster and find the partners you need! This could be a key to pursue the wonders of photonics in the life sciences!

4 Task 6.4 – Exploitation Plan

There has been a low level of activity so far related to the exploitation plan, as planned. This activity is partly related to WP4 and it is therefore better to have enough inputs from WP4 before starting to draft the exploitation plan. This work will be performed during the last 9 months of the project, i.e. starting from early September 2015.

5 Summary

The activities in workpackage 6, dissemination and exploitation, have been performed approximately as planned. The noticeable deviations are that we have not focused on being part of exhibitions so far (and nothing is planned for 2015 so far), but that we, on the other hand have realized two new projects (not described in the DoW) that we think will be especially useful for OASIS, namely a video and brochures. Following the recommendations of the experts in the mid-term review meeting held on May 27, we will try to access more directly the key stakeholders for our project by using other tools like e.g. LinkedIn or Twitter.

Below is the list of Milestones and Deliverables for the whole duration of the project:

Deliverables	Status
D6.1 Description of OASIS website (tools and functions), M12.	Delivered on time
D6.2 Mid-term dissemination report and exploitation plan, M18.	Delivered on time
D6.3 Final report on exploitation plan, M30.	Coming
D6.4 Final report on dissemination activities, M30.	Coming
D6.5 Biophotonics smart book, M30.	Coming
Milestones (updates are not indicated)	
M6.1 First presentation material ready for WP2 and WP3 (M2)	Delivered on time
M6.2 Website up and running (M3)	Delivered on time
M6.3 First input material for newsletters (M6)	Delivered on time
M6.4 First poster of the project for exhibitions (M9)	Delivered on time

Appendix 1: Modular ppt presentation

See the file D6-2_Appendix1-ppt.pdf

Appendix 2: Two first inputs to newsletters

See the file D6-2_Appendix2-Newsletters.pdf

Appendix 3: Leaflet

See the file D6-2_Appendix3-Leaflet.pdf

Appendix 4: Brochures font page (Italy and Sweden)

See the file D6-2_Appendix4-Swe&Ita-brochures.pdf

Appendix 5: Detailed description of the Brochure project

See the file D6-2_Appendix5-Proposal_Brochures_20150303.pdf