

NIGHTINGALE

Brand Strategy & Communications Collateral

D6.2

31/12/2021



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 101021957

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DOCUMENT SUMMARY INFORMATION

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HISTORY OF CHANGES

Version	Date	Changes
0.1	09/11/2021	Table of contents was created
0.2	25/11/2021	Initial version was drafted
0.3	03/12/2021	Version submitted for peer review
0.4	16/12/2021	Version revised after internal peer review
1.0	31/12/2021	Final version created

PROJECT PARTNERS

No.	Logo	Partner	Short name	Country
1		INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS	ICCS	Greece
2		TOTALFORSVARETS FORSKNING SINSTITUT	FOI	Sweden
3		LEONARDO – SOCIETA PER AZIONI	LDO	Italy
4		C4CONTROLS LTD [TERMINATED]	C4C [TERMINATED]	UK [TERMINATED]
5		INTRASOFT INTERNATIONAL SA	INTRA	Luxembourg
6		INOV INSTITUTO DE ENGENHARIA DE SISTEMAS E COMPUTADORES, INOVACAO	INOV	Portugal
7		EXUS SOFTWARE MONOPROSOPI ET AIRIA PERIORISMENIS EVTHINIS	EXUS	Greece
8		UNIVERSITAT POLITÈCNICA DE VALÈNCIA	UPV	Spain
9		ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	CERTH	Greece
10		DEVERYWARE	DW	France
11		PARTICLE SUMMARY	PARTICLE	Portugal
12		TREE TECHNOLOGY SA	TREE	Spain
13		EUROPAISCHE GESELLSCHAFT FÜR TRAUMA -UND AKUTCHIRURGIE - ESTES	ESTES	Austria
14		INTERNATIONAL MR MID ASSOCIATION	MR MID	Sweden
15		UNIVERSITA DEGLI STUDI DEL PIEMONTE ORIENTALE AMEDEO AVOGADRO	UPO	Italy
16		ASSISTANCE PUBLIQUE HOPITAUX DE PARIS	APHP-SAMU	France
17		UNIVERSITA CATTOLICA DEL SACRO CUORE	UCSC	Italy
18		MINISTERO DELL' INTERNO	MININT	Italy
19		AZIENDA SANITARIA LOCALE N 2 SAVONESE	ASL2	Italy
20		MAGEN DAVID ADOM IN ISRAEL	MDA	Israel
21		CARR COMMUNICATIONS LIMITED	CCL	Ireland
22		ASSOCIAZIONE CITTADINANZATTIVA ONLUS	CA	Italy
23		INTERDISCIPLINARY CENTER (IDC) HERZLIYA	IDC	Israel
24		ASTRIAL GmbH	ASTRIAL	Germany

LIST OF ABBREVIATIONS

Abbreviation	Definition
CA	Consortium Agreement
D	Deliverable
DG	Directorate-General
DoA	Description of Action
EC	European Commission
GA	Grant Agreement
H2020	Horizon 2020
NIT-MR	Novel Integrated Toolkit for Emergency Medical Response
WP	Work Package

Executive Summary

This deliverable presents the NIGHTINGALE Brand Strategy and Communications Collateral, which has been set up in the fulfilment of *Task 6.1 – Brand strategy and creation of first-class communication collateral* within the Work Package 6, as specified in the Description of Action. The deliverable details the development and definition of the NIGHTINGALE brand, its positioning, values, and attributes. It provides clear and concise brand guidelines to all project partners, explaining principles and best practices of using the NIGHTINGALE brand elements and communications collateral. This deliverable sets out the initial plan of actions for communication and dissemination of the project through the development of a strong visual identity and the unique voice of NIGHTINGALE on public platforms.

The main goal, envisioned for this task, is to develop NIGHTINGALE as a powerful EU-wide brand, which is synonymous with a novel integrated toolkit for enhancing pre-hospital life support and triage. The brand strategy is designed to evolve through the project's three-year timeline. Technological tools, training activities and events will inform future versions of the project's communications collateral and training materials. The NIGHTINGALE brand will be further elaborated as the project progresses to the next stages.

The deliverable introduces the central branding components of NIGHTINGALE, such as its verbal and visual identity, which defines the colour, style, and tone of voice in all public communication. The brand reflects the core values and mission of NIGHTINGALE to advance emergency medical response in mass casualty incidents. The carefully designed brand elements aim to represent this mission and enhance public communication with concise and clear messaging.

This deliverable will be submitted together with D6.1 NIGHTINGALE Project Website. These two reports launch the initial communication strategy of the project and will be instrumental in making the first impression of the NIGHTINGALE project on identified stakeholders and the general audience. The practices and lesson learned in implementing D6.1 and D6.2 will be carried out into the development of the first iteration of D6.3 Communication and Dissemination Strategy which is due for submission in M6.

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1 Introduction

This deliverable sets out the principles for the NIGHTINGALE brand which have been developed to promote the overall goals and objectives of the NIGHTINGALE project. It presents the main elements of the NIGHTINGALE brand identity, focusing on the verbal and visual aspects. It also provides a practical guide to implementing the brand strategy in all project activities.

Promoting NIGHTINGALE and maximising the impact of research results is the central objective of the branding and communication efforts. From the outset our main focus has been on ensuring that the project's societal, innovation and business impact is enhanced by a powerful EU-wide brand recognisable among emergency medical communities, civil protection agencies and first responder technology industry.

This deliverable presents the NIGHTINGALE brand strategy, detailing its positioning, principles, and benefits. The deliverable describes how to implement the brand guidelines and how to use the communications collateral effectively based on the provided examples and guidelines.

The NIGHTINGALE brand will mature and evolve with the project, as new technological solutions are being developed and training activities start to take place. The guidelines and practices described here will be revisited as we learn from experience and follow design and communication trends. In addition, communications collateral will be regularly updated to represent the project at different research stages. Although some elements of the brand strategy might be adapted over the project timeline, the essence of the NIGHTINGALE brand remains the same, which is an underlying principle of successful project branding.

1.1 Document summary and outline

This deliverable focuses on the development of the NIGHTINGALE Brand Strategy and Communications Collateral. It will guide the implementation of the NIGHTINGALE communication and dissemination strategy both during the project's three-year timeline and its legacy for the purpose of future commercialisation and exploitation activities. The NIGHTINGALE brand is clear, bold, and vibrant, conveying the innovative potential of the project for emergency medical services.

More information on the NIGHTINGALE brand identity can be found in the brand guidelines (*Appendix 1*), which will be available to download for all project partners on the NIGHTINGALE Collaboration platform (a subfolder of 5. Communication-Dissemination) alongside downloadable versions of the NIGHTINGALE communications collateral.

The brand guidelines include the following elements:

- » NIGHTINGALE logos and how to use them
- » NIGHTINGALE mark
- » Colour palette
- » Font palette

- » Images (please see the section 2.3 for guidance)
- » Templates
- » Tone of voice (as described in the section 2.1)

1.2 Addressing the NIGHTINGALE Description of Action

The following presents the connection of the contents of the present deliverable with the NIGHTINGALE Grant Agreement requirements in WP6:

Table 1: Description of Action: Task 6.2

NIGHTINGALE Description of Action requirements	Deliverable addressing the requirements	Brief description
Task 6.1 Brand Strategy & creation of first-class communications collateral	D6.2 NIGHTINGALE Brand Strategy and Communications Collateral	The action has a vision to develop NIGHTINGALE as a successful EU-wide brand, which is recognisable among the emergency medical community. The action foresees the development of a brand strategy that will define its positioning, values, and benefits. The strategy will be nuanced for all practitioners, key stakeholders, and audiences. Additionally, during this task a suite of first-class communications collateral will be created and will include leaflets, posters, brochures, newsletters, and online content for social and digital channels.

1.3 Intended Readership

The NIGHTINGALE brand strategy is an integral part of all future project activities. The initial communication and dissemination strategy will be built based on the vision and elements of the NIGHTINGALE brand, which is described in this deliverable. As such, this report is intended for NIGHTINGALE project partners and the project's Advisory Board.

The report is also of interest to the European Research Executive Agency, the European Commission, European agencies and other H2020 projects working in the field of civil protection, disaster management and technologies for first responders.

This report is also intended for the general public. It will define the NIGHTINGALE brand in an area of significant public interest: civil protection and emergency medical response.

1.4 Relationship with other NIGHTINGALE Deliverables and Tasks

The NIGHTINGALE brand strategy will have a major influence on all deliverables and tasks within the project, as it establishes how NIGHTINGALE will appear and feature in public communication and research outputs.

The brand strategy will be submitted together with D6.1 NIGHTINGALE Project Website. These two reports launch the initial communication strategy of the project and will be instrumental in making the first impression of the NIGHTINGALE project on identified key stakeholders and the general audience. The practices and lesson learned in implementing D6.1 and D6.2 will be carried out into the development of the first iteration of D6.3 Communication and Dissemination Strategy which is due for submission in M6.

The brand strategy will evolve with the project and integrate new dynamic elements, videos and infographics which will enhance the NIGHTINGALE brand. The communications collateral will be enriched with digital training materials, which will be developed as a part of Task 5.5 User familiarisation on the operation of the tools (D5.7) in WP5.

2 Project branding

Brand identity encompasses verbal, visual, and emotive elements. The relationship and interconnectedness between these three elements create powerful and long-lasting brands. The tone of voice in public communication and the visual elements of the brand are what set it apart and what make it instantly recognisable.

2.1 NIGHTINGALE verbal identity

2.1.1 Name and tagline

NIGHTINGALE /~~nightingale~~/ {Name}

The project is named after Florence Nightingale (12 May 1820 – 13 August 1910), who was the founder of modern nursing and a statistician who first developed a basic triage system during the Crimean War (1853-1856). With the fiery commitment to follow her inspirational path, the project seeks to further modern triage and pre-hospitalisation processes in the event of mass casualty incidents.

The project name NIGHTINGALE inherits an important symbolic connection to emergency medicine and triage. It directly speaks to our target audiences and creates a meaningful and lasting impression. To differentiate from other H2020 projects and brands dedicated to Florence Nightingale, we have also integrated the descriptor “triage” into the branding, which will appear in the name of the website and in the social media accounts. The descriptor assists in finding the NIGHTINGALE project website and social media accounts.

- » NIGHTINGALE is always uppercase
- » The project title has capitalised words: Novel Integrated Toolkit for Enhanced Pre-Hospital Life Support and Triage in Challenging and Large Emergencies
- » Project website: nightingale-triage.eu is always lowercase
- » Twitter account: @NGTriageEU (<https://twitter.com/NGTriageEU>)
- » LinkedIn account: NIGHTINGALE Project (<https://www.linkedin.com/company/nightingaleproject>)
- » YouTube account: NIGHTINGALE Project (<https://www.youtube.com/channel/UC4WMLLe9-X7hnhbJdlloSXXGg/featured>)

The project tagline is: **NIGHTINGALE – advancing pre-hospital life support and triage**

The tagline is designed to be simple, accessible and concise, capturing what NIGHTINGALE aims to achieve during the project timeline. It was also selected with the diverse and multilingual audiences in mind. The tagline features on the website, communication materials and other outputs.

2.1.2 Target audiences and key messages

The NIGHTINGALE project aims to enhance emergency medical services in regard to pre-hospital life support and triage in the event of mass casualty incidents. The main objectives of the project and the unique selling points and technological innovations of the NIGHTINGALE toolkit will appeal to several target audiences, as summarised in *Figure 1*. From the onset of the project, we have identified the following groups of key stakeholders who will be the primary focus of the communication and dissemination activities. These audiences will be further elaborated in *D6.3 Communication and Dissemination Strategy*, which will specify appropriate communication channels as well as dissemination opportunities for engaging these stakeholders in the project activities.



Figure 1 Target audiences

First responders: emergency medical professionals, medical experts in triage, emergency and trauma surgery as well as European and international emergency medicine associations.

Civil protection agencies: national civil protection agencies, including fire brigades, police and search and rescue teams, European Union agencies and centres, such as the EC DG European Civil Protection and Humanitarian Aid Operations (ECHO), the Emergency Response Coordination Centre operated within ECHO, and European-wide associations.

Technology stakeholders: industry, R&D and SMEs specialising in emergency medical solutions and technologies for first responders.

Civic volunteers: volunteers and citizens involved in emergency rescue operations and international humanitarian non-governmental organisations involved in crisis and disaster management, such as the International Committee of the Red Cross and Médecins Sans Frontières.

Researchers: researchers specialising in civil protection and crisis management response, other Horizon 2020 projects focusing on technologies for first responders and emergency medical response.

General public: media outlets and citizens interested in technological innovations and emergency services, strategies for disaster preparedness and prevention activities by civil protection agencies.

Key messages

- » NIGHTINGALE will upgrade triage and pre-hospital life support processes and technology
- » NIGHTINGALE will strengthen European Union's emergency response
- » NIGHTINGALE will increase public safety, civil protection efforts and the handling of mass casualty incidents
- » NIGHTINGALE will fuse available emergency medical response information under an integrated framework
- » NIGHTINGALE will deliver an innovative toolkit for emergency medical response
- » NIGHTINGALE will allow a shared emergency response and team collaboration
- » NIGHTINGALE will develop solutions that are relevant to both civil protection agencies and the general public across Europe

When describing NIGHTINGALE, the following text can be used:

Short

Novel integrated toolkit for emergency medical response

Medium

- Option 1 NIGHTINGALE is a Horizon 2020 research and innovation project, which aims to advance pre-hospital life support and triage in the event of mass casualty incidents by developing technological tools and solutions for emergency services.
- Option 2 NIGHTINGALE is a three-year research and innovation project funded by the European Union's Horizon 2020 programme. It is driven by the overarching objective to advance civic protection systems and emergency response by developing innovative solutions for first responders.
- Option 3 NIGHTINGALE is a research project with the core objective to increase emergency preparedness in Europe. The project will develop innovative tools and solutions for emergency services. It is carried out by a consortium of 23 partners based in 11 countries of the European Union and associated countries.

Long

NIGHTINGALE is a large-scale research and innovation project funded by the European Union's Horizon 2020 programme with the overarching objective to increase resilience and civil protection in Europe. The project aims to optimise current procedures and methods and to enhance the operational capacities of emergency medical services and civil protection agencies in the event of mass casualty incidents. NIGHTINGALE will offer intelligent, integrated, and interconnected toolkit designed for emergency services teams. The technological solutions will be complemented with a commonly agreed operational framework that will be embedded seamlessly within the workflow.

2.1.3 Tone of voice

The tone of voice determines not only what is projected to the public but also how we communicate to external audiences. It is the way of communicating on all NIGHTINGALE platforms and in any public communication outputs. Our tone and style are guided by consistency and clarity in the message that we share on public platforms. It is especially important for NIGHTINGALE, which includes 23 project partners with their unique expertise and diverse interdisciplinary backgrounds. By creating external communication which is coherent and familiar in the tone of voice, we can ensure that key messages and ambitions of NIGHTINGALE will reach our target audiences.

Key principles:

- » **Clear and accessible language:** short sentences and clear language improve understanding and help to build a dialogue with the general audience
- » **Factual and scientifically rigorous:** all content shared on the NIGHTINGALE platform must be accurate, fact-checked and based on reliable scientific information and sources
- » **Responsible:** socially and politically conscious, considerate of the sensitive nature of NIGHTINGALE activities and results

2.2 NIGHTINGALE visual identity

2.2.1 NIGHTINGALE logo

The NIGHTINGALE logo, as presented in *Figure 2*, has been specifically designed to provide an iconic look and feel to the brand whilst also providing instant brand communication to the viewer. The combination of a heart, a heartbeat line, and a nightingale, symbolises emergency medical care and response, which are the core elements of the NIGHTINGALE project. The text uses a modern uniform style to give impact, instant legibility and to represent the inspiring ambition of the project. How to use the logo and common mistakes to avoid is described in *Appendix 1 Brand Guidelines*.

In keeping with the best-practice principles of logo design, the NIGHTINGALE logo is:

- » Simplified down to the core components
- » Bold in the use of colour
- » Minimal in its reliance on graphic effects



Figure 2 NIGHTINGALE logo

2.2.2 NIGHTINGALE typefaces

The two brand fonts are Be Vietnam and Nunito Sans, which are paired together because of their compatibility, please see the examples in *Figure 3*. Both fonts have been specifically designed for on-screen clarity while still working well for print. These fonts are available open source from Google Fonts in desktop format.

Calibri has been selected as the default Windows font as well as the font for research reports and documents to ensure full compatibility and readability of long-form texts on screen.

The fonts are included in the NIGHTINGALE resource pack. They are also embedded in the presentation templates so can be used even if the user does not have them installed.

Header Font

Be Vietnam**Penultimate**

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

Body Font

Nunito Sans**Penultimate**

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

Windows Font

Calibri**Penultimate**

The spirit is willing but the flesh is weak

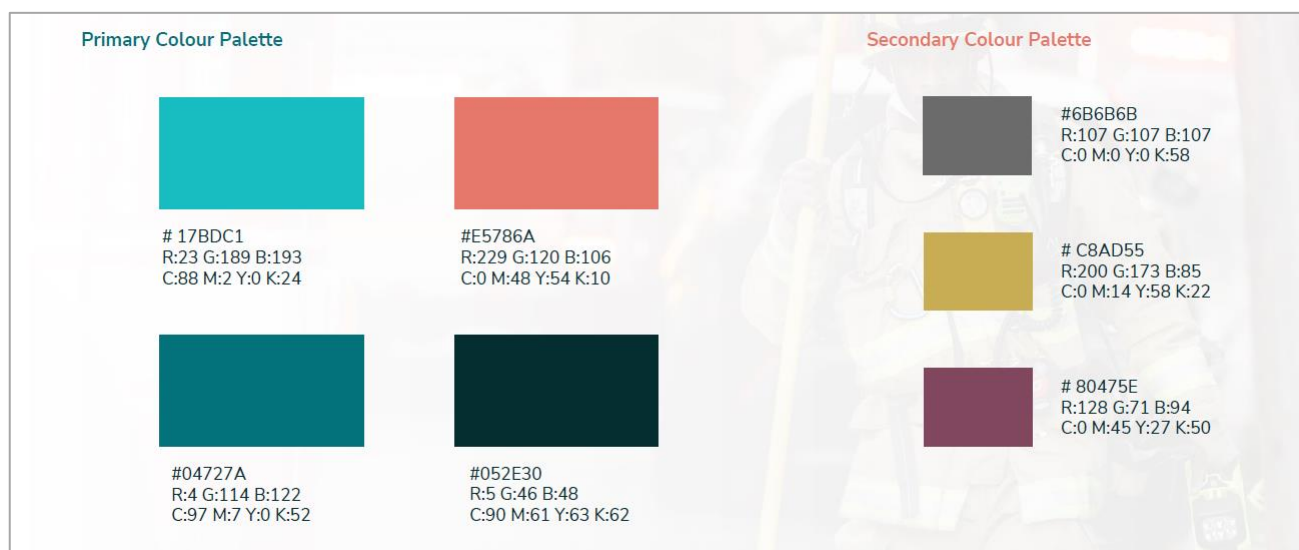
SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

Figure 3 NIGHTINGALE typefaces

2.2.3 NIGHTINGALE colour palette

The NIGHTINGALE colour palette, presented in *Figure 4*, has been specifically designed to work in the digital environment. The colours are vibrant and modern, giving impact and contrast to any on-screen products and print communications collateral.

*Figure 4 NIGHTINGALE colour palette*

2.3 NIGHTINGALE images and photographs

2.3.1 Image library

A curated library of stock images was developed for the NIGHTINGALE project to support the brand. The NIGHTINGALE Stock Image Library is available on the NIGHTINGALE Collaboration platform (a subfolder 5. Communication-Dissemination) for all partners to use. The library will be continuously updated during the project timeline, and new images will be added. Images can be used full colour or faded against a dark teal background, as presented below in *Figure 5*, and described in *Appendix 1 Brand Guidelines*.



Figure 5 NIGHTINGALE images

2.3.2 Photos representing the project

In addition to the selected stock image library, the NIGHTINGALE project will create a photo library, which will include three types of photos to be collected consistently during the project timeline:

- » Photos from NIGHTINGALE events and outreach activities, which are consistent in quality and style and representing the diversity of expertise in the NIGHTINGALE consortium
- » High-quality photos of NIT-MR prototypes
- » Photos from NIGHTINGALE training activities and field exercises

The photos will complement the branding of NIGHTINGALE. They will be used in designing a tailor-made communications collateral, which will feature NIT-MR, at the later stages of the project. In

addition, the photos from NIGHTINGALE training activities, workshops, and field exercises will inform the design and production of the NIGHTINGALE training materials, which will be later developed in *D5.7 Training Collateral* of WP5. Taking into the account the sensitive nature of NIGHTINGALE, all photos will be carefully curated, and only non-confidential images will be selected for public dissemination activities. The photos will be uploaded to the NIGHTINGALE Collaborative platform (a subfolder of 5. Communication-Dissemination). All project members can copy the images and photographs and use them in presentations once the photographs are uploaded to the platform. Correct attribution and type of license will be specified in the information stored in the file.

2.4 NIGHTINGALE videos

Dynamic elements will be developed over the course of the project. They will complement the brand identity and add depth to the brand language. These elements, which include moving visual items, animation, and videos, will be essential for creating engaging digital content. NIGHTINGALE foresees the production of ten project videos. The website will also host interactive infographics in addition to project animations and videos. This will further contribute to the dynamic principles of the project and will make the NIGHTINGALE website more engaging and intuitive.

2.5 Visual assets for social media

NIGHTINGALE will actively share information and updates about the project using a variety of social media accounts. The timing of communication and key messages will need to fit with the audience segment that we are trying to reach and engage with. To increase the impact of social media content, posts will include NIGHTINGALE-branded images, which will also reinforce the NIGHTINGALE visual identity in public communication.

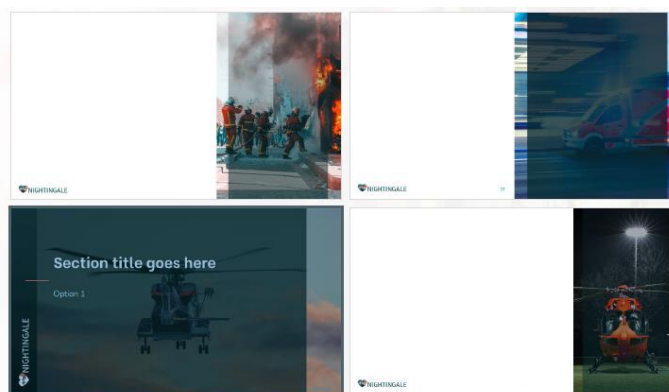


Figure 6 NIGHTINGALE social media images

2.6 Communications collateral

A suite of first-class communications collateral was developed for NIGHTINGALE, please see *Figure 7* and for the full overview – *Appendix 2*. It includes a poster, a leaflet, and a banner. These elements are important for introducing NIGHTINGALE project to the academic and general audiences and engaging with stakeholders. This suite is the first instalment of the communications materials produced for the NIGHTINGALE project. The focus is on the visual elements of the NIGHTINGALE brand and the overview of the NIGHTINGALE toolkit. The main idea is to establish wider recognition of NIGHTINGALE through the logo, tagline, objectives, and project partners. As the project advances to next stages, new instalments of communications and training materials will be developed and will include a detailed infographic of the NIGHTINGALE toolkit.

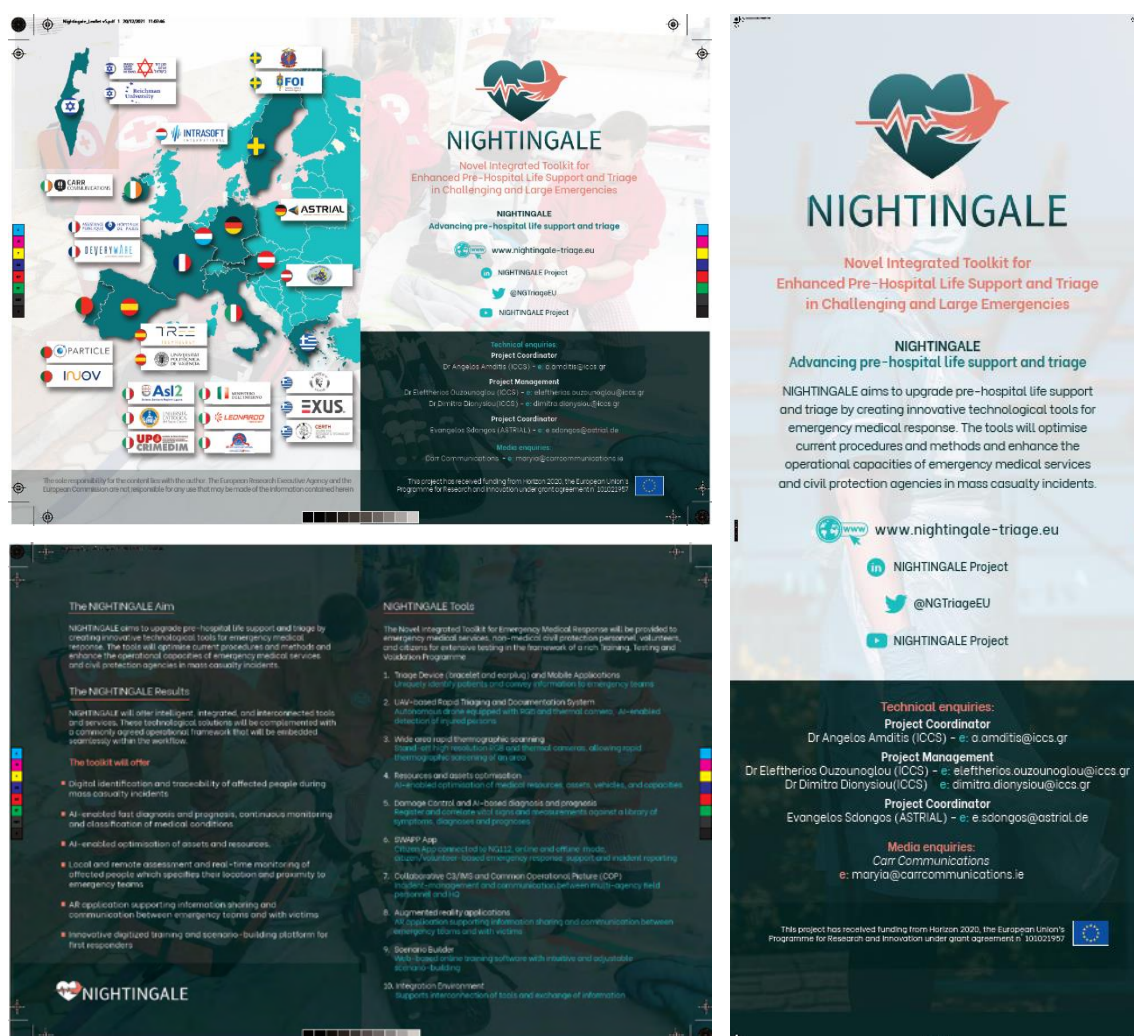


Figure 7 NIGHTINGALE communications collateral

Conclusions

The deliverable presents an outline of the NIGHTINGALE brand strategy which has been developed in the first three months of the project. It has set out a direction for the initial communication and dissemination strategy of the project and emphasised project partners' commitment to establish NIGHTINGALE as a strong European brand which stands for the novel integrated toolkit for emergency medical response.

The branding of NIGHTINGALE has been centred around the overarching goal to increase civil protection of citizens in Europe by upgrading technologies and processes of pre-hospital life support and triage in the event of mass casualty incidents. The political and societal significance paired with technological innovations and business potential represent the unique selling points, which will appeal to several target audiences. The brand strategy integrates key messages designed for each group of identified stakeholders and clarifies principles for public communication, including how information and updates will be presented to the media and the public.

The brand strategy has been developed to maximise the impact of the project outputs and to enhance opportunities for commercialisation and exploitability of the NIGHTINGALE toolkit. A clear and coherent visual appearance supported by a familiar tone of voice create a strong foundation for NIGHTINGALE to become a recognisable brand of first responder technology among emergency medical community and civil protection agencies.

Appendices

Appendix 1: Brand Guidelines

The guidelines for using NIGHTINGALE brand and assets are attached to this deliverable.

Appendix 2: Communications Collateral

The first instalment of the NIGHTINGALE communications collateral, which includes a leaflet, a poster, and a banner, is attached to this deliverable.

Brand Guidelines

Guidelines for using the
Nightingale brand and assets



NIGHTINGALE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 101021957



The Logo

The NIGHTINGALE logo has been specifically designed to provide an iconic look and feel to the brand whilst also providing instant brand communication to the viewer.

The combination of a heart, a heartbeat line and a nightingale bird symbolises the caring and responsive core directive of the NIGHTINGALE project.

The text uses a modern uniform style to give impact, instant legibility and to represent clear, concise outcomes.



Using the Logo

Here we show how the logo should be used and highlight some common mistakes.

Primary logo

This is how the logo should look in use



Do not recolour

Do not recolour the logo or individual elements



Do not re-arrange

Do not re-arrange the parts of the logo



Do not warp

Do not distort or warp the logo in any way



The Mark

The NIGHTINGALE mark symbolises the core aspects of the project and can be used on its own to add distinctive branding to collateral and images without the need for the full logo.

When using the NIGHTINGALE mark on it's own there are two usage versions for both the light and dark versions.

Use whichever variation suits the space it will occupy best.



Coloured



Solid



Coloured

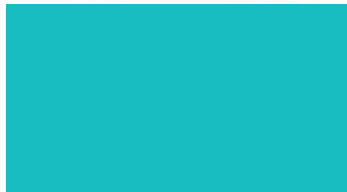


Solid

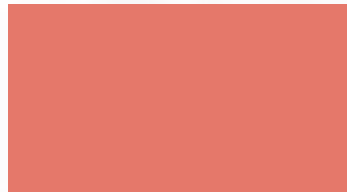
The Colour Palette

The NIGHTINGALE colour palette has been specifically designed to work in a digital arena. The colours are vibrant and modern, giving impact and contrast to our on-screen products.

Primary Colour Palette



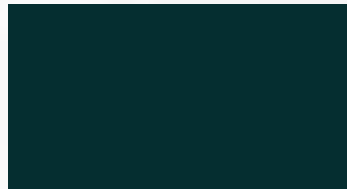
17BDC1
R:23 G:189 B:193
C:88 M:2 Y:0 K:24



#E5786A
R:229 G:120 B:106
C:0 M:48 Y:54 K:10



#04727A
R:4 G:114 B:122
C:97 M:7 Y:0 K:52



#052E30
R:5 G:46 B:48
C:90 M:61 Y:63 K:62

Secondary Colour Palette



#6B6B6B
R:107 G:107 B:107
C:0 M:0 Y:0 K:58



C8AD55
R:200 G:173 B:85
C:0 M:14 Y:58 K:22



80475E
R:128 G:71 B:94
C:0 M:45 Y:27 K:50

The Font Palette

The two brand fonts are Be Vietnam and Nunito Sans.

Both fonts have been specifically designed for on-screen clarity while still working well for print.

Calibri has been selected as the default Windows font as well as the font for the deliverable documents to ensure full compatibility.

The fonts are included in the NIGHTINGALE resource pack.

They are also embedded in the presentation templates so can be used even if the user does not have them installed.

Alternatively you can download them from fonts.google.com

Header Font
Be Vietnam

Body Font
Nunito Sans

Windows Font
Calibri

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

Images

Use images that are consistent with the images provided in the NIGHTINGALE Stock Image Pack.

Images can be used full colour or faded against a dark teal background.

Try not to use images that are monochrome and do not use images with a strong colour fade in front.



Images

An entire stock image library has been curated for use by partners on the project.



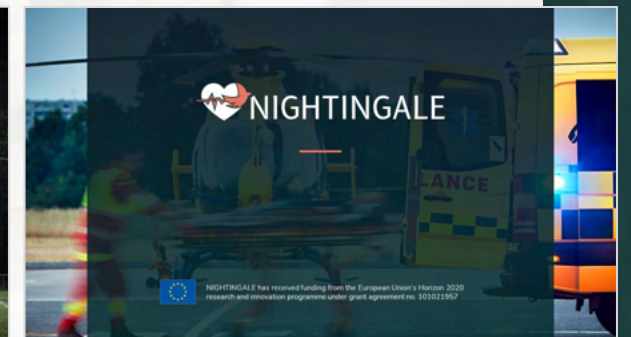
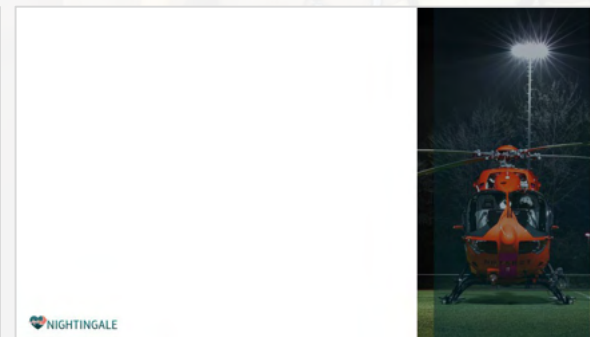
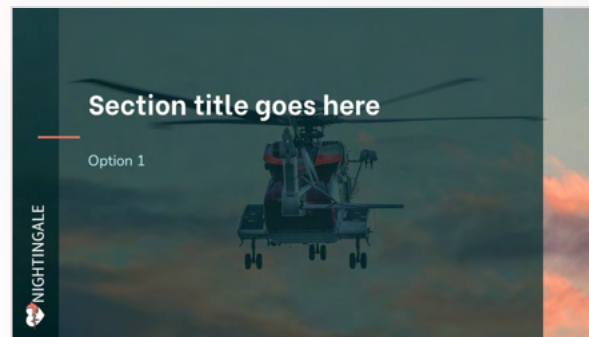
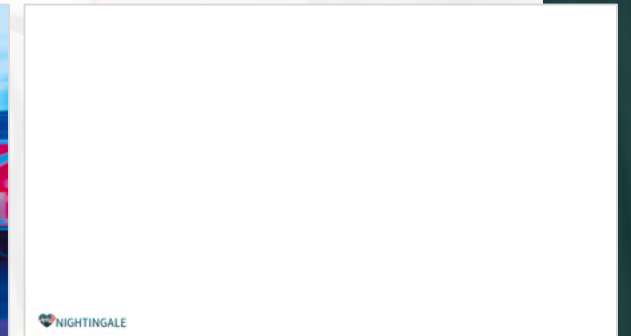
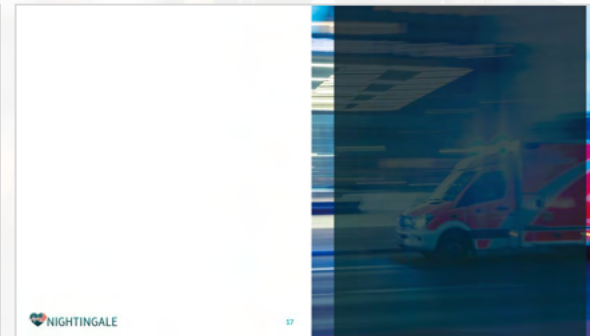
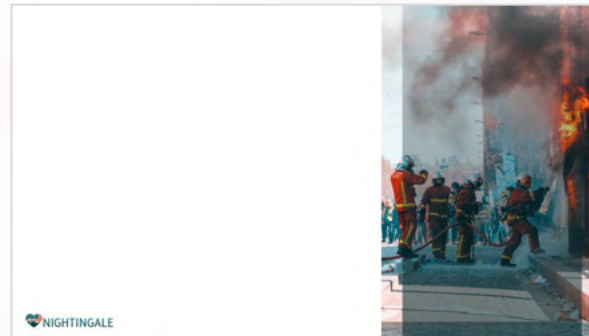
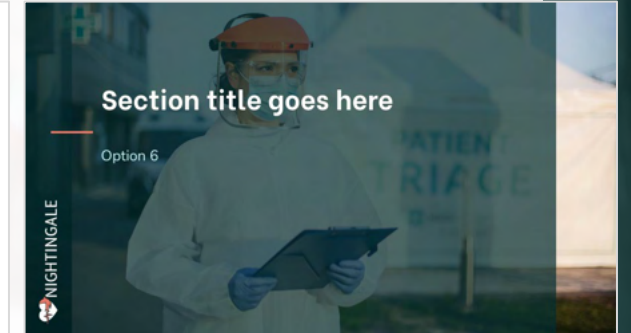
*These can be found in
the NIGHTINGALE
brand pack*

The Templates

Project specific branded presentation templates have been created for use during the project.

These include various different slide types including Title slides, Section title slides, content slides and closing slides.

They also have the project fonts and colours built in so please use accordingly.





NIGHTINGALE has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 101021957



NIGHTINGALE

Novel Integrated Toolkit for
Enhanced Pre-Hospital Life Support and Triage
in Challenging and Large Emergencies

NIGHTINGALE

Advancing pre-hospital life support and triage



www.nightingale-triage.eu



NIGHTINGALE Project



@NGTriageEU



NIGHTINGALE Project

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The NIGHTINGALE Aim

NIGHTINGALE aims to upgrade pre-hospital life support and triage by creating innovative technological tools for emergency medical response. The tools will optimise current procedures and methods and enhance the operational capacities of emergency medical services and civil protection agencies in mass casualty incidents.

The NIGHTINGALE Results

NIGHTINGALE will offer intelligent, integrated, and interconnected tools and services. These technological solutions will be complemented with a commonly agreed operational framework that will be embedded seamlessly within the workflow.

The toolkit will offer

- Digital identification and traceability of affected people during mass casualty incidents
- AI-enabled fast diagnosis and prognosis, continuous monitoring and classification of medical conditions
- AI-enabled optimisation of assets and resources.
- Local and remote assessment and real-time monitoring of affected people which specifies their location and proximity to emergency teams
- AR application supporting information sharing and communication between emergency teams and with victims
- Innovative digitized training and scenario-building platform for first responders

NIGHTINGALE Tools

The Novel Integrated Toolkit for Emergency Medical Response will be provided to emergency medical services, non-medical civil protection personnel, volunteers, and citizens for extensive testing in the framework of a rich Training, Testing and Validation Programme

1. Triage Device (bracelet and earplug) and Mobile Applications
Uniquely identify patients and convey information to emergency teams
2. UAV-based Rapid Triage and Documentation System
Autonomous drone equipped with RGB and thermal camera, AI-enabled detection of injured persons
3. Wide area rapid thermographic scanning
Stand-off high resolution RGB and thermal cameras, allowing rapid thermographic screening of an area
4. Resources and assets optimisation
AI-enabled optimisation of medical resources, assets, vehicles, and capacities
5. Damage Control and AI-based diagnosis and prognosis
Register and correlate vital signs and measurements against a library of symptoms, diagnoses and prognoses
6. SWAPP App
Citizen App connected to NG112, online and offline mode, citizen/volunteer-based emergency response support and incident reporting
7. Collaborative C3/IMS and Common Operational Picture (COP)
Incident-management and communication between multi-agency field personnel and HQ
8. Augmented reality applications
AR application supporting information sharing and communication between emergency teams and with victims
9. Scenario Builder
Web-based online training software with intuitive and adjustable scenario-building
10. Integration Environment
Supports interconnection of tools and exchange of information



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NIGHTINGALE

**Novel Integrated Toolkit for
Enhanced Pre-Hospital Life Support and Triage
in Challenging and Large Emergencies**

NIGHTINGALE **Advancing pre-hospital life support and triage**

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