

# Communication and Dissemination Strategy

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**D6.3**

**31/03/2022**



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## PROJECT PARTNERS

No.	Logo	Partner	Short name	Country
1		INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS	ICCS	Greece
2		TOTALFORSVARETS FORSKNINGINSTITUT	FOI	Sweden
3		LEONARDO – SOCIETA PER AZIONI	LDO	Italy
4		C4CONTROLS LTD [TERMINATED]	C4C [TERMINATED]	UK [TERMINATED]
5		NETCOMPANY-INTRASOFT	INTRA	Luxembourg
6		INOV INSTITUTO DE ENGENHARIA DE SISTEMAS E COMPUTADORES, INOVACAO	INOV	Portugal
7		EXUS SOFTWARE MONOPROSOPI ETAIRIA PERIORISMENIS EVTHINIS	EXUS	Greece
8		UNIVERSITAT POLITÈCNICA DE VALENCIA	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
<b>AI</b>	Artificial Intelligence
<b>C3</b>	Command, Control and Coordination
<b>CA</b>	Consortium Agreement
<b>CCL</b>	Carr Communications Limited
<b>CERIS</b>	Community for European Research and Innovation for Security
<b>D</b>	Deliverable
<b>DG</b>	Directorate-General
<b>DMP</b>	Data Management Plan
<b>DoA</b>	Description of Action
<b>DOI</b>	Digital Object Identifier
<b>DRS</b>	Disaster-Resilient Societies
<b>EC</b>	European Commission
<b>ECHO</b>	European Civil Protection and Humanitarian Aid Operations
<b>ESICM</b>	European Society of Intensive Care Medicine
<b>ESTES</b>	European Society for Trauma and Emergency Surgery
<b>EUSEM</b>	European Society Emergency Medicine
<b>FSX</b>	Full-scale exercise
<b>GA</b>	Grant Agreement
<b>GDPR</b>	General Data Protection Regulation
<b>H2020</b>	Horizon 2020
<b>ICCS</b>	Institute of Communication and Computer Systems
<b>ICMM</b>	International Committee of Military Medicine
<b>IFAFRI</b>	International Forum to Advance First Responder Innovation
<b>IMS</b>	Incident Management System
<b>INSARAG</b>	International Search and Rescue Advisory Group
<b>ISCRAM</b>	Internal Conference on Information Systems for Crisis Response and Management
<b>KPI</b>	Key performance indicator
<b>LIT</b>	Laboratory integration test
<b>MRMID</b>	Medical Response to Major Incidents and Disasters

<b>NIT-MR</b>	Novel Integrated Toolkit for Emergency Medical Response
<b>Open access</b>	OA
<b>ORCID</b>	Open Researcher and Contributor ID
<b>QR</b>	Quick response
<b>R&amp;D</b>	Research and development
<b>SDMPH</b>	Society for Disaster Medicine and Public Health
<b>SME</b>	Small and medium-sized enterprise
<b>SSX</b>	Small-scale exercise
<b>STN</b>	Society of Trauma Nurses
<b>TTX</b>	Tabletop exercise
<b>UAB</b>	User Advisory Board
<b>UNDRR</b>	United Nations Office for Disaster Risk Reduction
<b>URL</b>	Uniform Resource Locator
<b>WADEM</b>	World Association for Disaster and Emergency Medicine
<b>WHO</b>	World Health Organisation
<b>WP</b>	Work Package

## Executive Summary

This deliverable constitutes a comprehensive NIGHTINGALE communication and dissemination strategy. The strategy is inherently dynamic: it evolves and matures with the project to match changes in priorities and to address potential new challenges.

The primary dissemination objective of NIGHTINGALE is to ensure that all results are made available to relevant stakeholders and end-users, and that the reasons for the results being of interest, benefit, and relevance to them are communicated effectively. This in turn facilitates the exploitation strategy and wide acceptance of the results by end-users. NIGHTINGALE will deliver an innovative toolkit for emergency medical response, which aims to optimise current procedures and methods and to enhance the operational capacities of emergency medical services and civil protection agencies in mass casualty incidents. NIGHTINGALE novel technologies and solutions and new approaches to emergency medical training will form the core of communication and dissemination activities.

The strategy describes the NIGHTINGALE objectives and approach and goes on to identify key target audiences, messages, and channels that will be used to maximise the impact and raise awareness about the project and its activities. It outlines promotional materials that will be developed in the project and specifies objectives for media engagements. The strategy also includes an overview of clustering and networking opportunities. The strategy integrates the management of communication and dissemination activities that allow to monitor and analyse the effectiveness and success of conducted activities. It presents an indicative timeline of the described activities and initial KPIs. The strategy provides information on regular reporting, the open access approach, and the risk management strategy for external communication and dissemination activities.

The mapping of target audiences is a continuous exercise. Key target audience groups include emergency medical professionals, civil protection agencies (fire brigades, police, search and rescue teams), technology stakeholders, civic volunteers, researchers, and citizens.

The project website and social media channels play a central role in the strategy, as they provide extensive opportunities for NIGHTINGALE to inform, engage and promote project results, while building relationships with the target audiences and facilitating two-way communication. The NIGHTINGALE channels include the project website, social media accounts (Twitter, LinkedIn, YouTube), the NIGHTINGALE Newsletter, traditional media outlets and multiple platforms and outlets offered by the European Commission for dissemination of the project results.

Clustering with related projects and initiatives and networking with relevant stakeholder groups will be carried out throughout the project and beyond.

Quantitative and qualitative analyses will be used to monitor and analyse the progress. Key performance indicators – numerical targets that facilitate measuring the performance – have been set, and an indicative timeline for dissemination activities was proposed up to M18.

The open access approach ensures that the results of NIGHTINGALE research reach end-users and other key stakeholders. It also enhances the knowledge and speeds up innovation and technological advancement in the field of emergency medical response to mass casualty incidents.

To acknowledge the support received under the Horizon 2020 research and innovation programme, we include the European Union emblem, the funding acknowledgement, and a disclaimer in all dissemination materials.

# Table of Contents

Executive Summary.....	6
1 Introduction .....	9
1.1 Document outline .....	10
1.2 Addressing the NIGHTINGALE Description of Action .....	10
1.3 Intended Readership .....	10
1.4 Relationship with other NIGHTINGALE Deliverables .....	11
2 Communication and Dissemination Strategy .....	13
2.1 Strategic objectives .....	13
2.2 Overview of the strategy .....	15
2.3 Target audiences .....	17
2.4 Key messages .....	19
2.5 Communication and Dissemination Channels .....	20
2.5.1 Project website .....	21
2.5.2 Newsletter.....	21
2.5.3 LinkedIn.....	22
2.5.4 Twitter.....	23
2.5.5 YouTube .....	24
2.5.6 Promotional materials .....	25
2.5.7 Publications.....	26
2.5.8 Events.....	27
2.6 Clustering, networking, and engaging with media .....	28
2.6.1 Clustering with related projects .....	28
2.6.2 Networking.....	30
2.6.3 Media and multipliers.....	30
2.7 Impact monitoring.....	32
2.7.1 Key performance indicators.....	32
2.7.2 Performance measurement tools.....	33
2.7.3 Impact narratives .....	34
2.8 Management of dissemination activities.....	35
2.8.1 Dissemination reporting, compliance, and obligation to disseminate results.....	35
2.8.2 Open access to scientific publications .....	36
2.8.3 Acknowledgement of EU funding and the use of the EU emblem .....	37
2.8.4 Risk and data management .....	38



Conclusions .....	40
References .....	41
Appendices.....	42
Appendix 1: Dissemination Activities Report.....	42
Appendix 2: Consent for video/audio/photo recording .....	44

## LIST OF FIGURES

Figure 1 Overview of the Communication and Dissemination Strategy .....	16
Figure 2 Target audiences.....	17
Figure 3 NIGHTINGALE landing page .....	21
Figure 4 NIGHTINGALE Newsletter sign-up form .....	22
Figure 5 NIGHTINGALE LinkedIn page.....	22
Figure 6 NIGHTINGALE Twitter account .....	24
Figure 7 NIGHTINGALE YouTube channel .....	24
Figure 8 NIGHTINGALE Templates .....	25

## LIST OF TABLES

Table 1: Description of Action: Task 6.2 .....	10
Table 2 Linkages between D6.3 and other NIGHTINGALE deliverables .....	11
Table 3 NIGHTINGALE Objectives .....	13
Table 4 NIGHTINGALE cluster projects .....	29
Table 5 Timeline of activities .....	32
Table 6 NIGHTINGALE KPIs.....	33
Table 7 Bibliographic metadata for scientific publications .....	37
Table 8 Overview of risk management in dissemination activities .....	38

# 1 Introduction

A communication and dissemination strategy, by definition, outlines a project's approach and concrete actions to increase the impact of the project results in two main dimensions. First, it describes strategic and targeted measures for promoting the project and its results to multitude of audiences, including the media and the public and for engaging them in conversation. Second, it outlines how research results are shared with the scientific community, key stakeholders and commercial players, civil society, and policymakers.

This deliverable constitutes a comprehensive NIGHTINGALE communication and dissemination strategy, based on the initial plans included in the Grant Agreement (GA) in accordance with the requirement specified in the Horizon 2020 work programme. The strategy is inherently dynamic, which means that it evolves and matures with the project and can be reshaped as the project develops to match potential changes in priorities and ambitions. It will be followed by D6.4 Interim report on the communication and dissemination strategy (M18) and D6.5 final report on the communication and dissemination activities (M36).

There is often some overlap between communication and dissemination, and for the purposes of this deliverable, we cover certain communications aspects under dissemination as they remain inherently interlinked. This means that we cover activities that involve not only project results but also project information in general, especially linked to project developments and highlights. These activities are essential in first months of the project, as they introduce the projects to different stakeholders and help to establish the project's image and identity.

Communication and dissemination efforts are shared between all project partners. This deliverable was prepared by CCL. However, its effective implementation, continuous monitoring and improvement will require contributions from all partners. The strategy is designed to receive feedback and make necessary adjustments as the project progresses. All partners will contribute to the success of NIGHTINGALE communication activities through contributions to the project website, such as blog posts, opinion pieces, and interviews. Partners will also directly engage with media through interviews and reports. It is also expected that all partners will participate in dissemination activities by attending conferences and events, contributing with scientific publications and reports, and by networking with key stakeholders at the national and European level. This deliverable presents important information that the partners should use in planning and reporting their dissemination activities.

NIGHTINGALE will deliver an innovative toolkit for emergency medical response, which aims to optimise current procedures and methods and to enhance the operational capacities of emergency medical services and civil protection agencies in mass casualty incidents. NIGHTINGALE novel technologies and solutions and new approaches to emergency medical training will form the core of communication and dissemination activities.

## 1.1 Document outline

This deliverable focuses on the development of the NIGHTINGALE Communication and Dissemination Strategy. It will ensure that impactful activities are planned to engage diverse audiences, create awareness and recognition of the project, and promote NIGHTINGALE using the guidelines developed in the Brand Strategy (D6.2). The strategy presents how communications and impact maximisation contribute to the goals, objectives, and outcomes of NIGHTINGALE.

## 1.2 Addressing the NIGHTINGALE Description of Action

*Table 1* presents the connection of the contents of the present deliverable with the NIGHTINGALE Grant Agreement (GA) requirements in WP6:

*Table 1: Description of Action: Task 6.2*

NIGHTINGALE DoA requirements	Deliverable addressing the requirements	Brief description
Task 6.2 Implementation of High-Impact Communication Activities & Outreach Events	D6.3 NIGHTINGALE Communication and Dissemination Strategy	This is the first iteration of the strategy to promote, inform and engage stakeholders and end-users in the NIGHTINGALE project. The strategy will ensure that appropriate impactful activities are planned and implemented to promote NIGHTINGALE. Appropriate communications and dissemination channels for delivering key messages to each audience are actively used. A range of impactful outreach events are identified and assessed based on potential reach, likely size of audience

## 1.3 Intended Readership

The NIGHTINGALE communication strategy contributes to the overall goals and objectives of the project. It is an integral part of all project activities and aims to maximise the awareness of NIGHTINGALE potential and results. This deliverable is disseminated both internally within the project consortium and externally to any interested parties outside the project.

The intended readership primary comprises all members of the NIGHTINGALE project partners and the project's User Advisory Board (UAB). The report is also of interest to the European Research Executive Agency, the European Commission, European agencies and other H2020 and Horizon Europe projects working in the field of civil protection, disaster management, and technologies for first responders.

This deliverable is public, and it is openly accessible to external stakeholders in line with the objectives of promoting the action and its results to multiple audiences in a strategic and effective manner. This deliverable will describe how external stakeholders can engage with the project and receive information and updates about ongoing developments during the project timeline.

The deliverable is of particular interest to NIGHTINGALE project partners. The report on the communication and dissemination strategy is an essential instrument that helps to understand the big picture of NIGHTINGALE communication and dissemination activities. It provides guidelines and information on steps and measures to create cohesive and impactful outcomes. It outlines different ways partners will contribute to communication and dissemination activities and maximise the impact of the project.

## 1.4 Relationship with other NIGHTINGALE Deliverables

This deliverable is closely linked to other projects tasks and the deliverables listed in *Table 2*.

*Table 2 Linkages between D6.3 and other NIGHTINGALE deliverables*

Deliverable	Description of the deliverable	Link to D6.3
Various public deliverables in WP1,2,5,6,7	Reports, handbooks, technical results that will be available for public dissemination	Results to be communicated to targeted audiences and disseminated using all the available channels
D5.7	NIGHTINGALE Training Collateral	Documentation and delivery of computer-aid interactive training sessions are linked to knowledge transfer and exploitation activities
D6.1	NIGHTINGALE Project Website	The website presents the project to external entities and serves as the main communication and dissemination platform
D6.2	NIGHTINGALE Brand Strategy and Communications Collateral	The branding outlined in D6.2 guides the development of all communications and dissemination materials
D6.4	Communication and Dissemination Strategy (Interim Report)	D6.4 will monitor the progress on executing NIGHTINGALE communication and dissemination strategy and present updates on dissemination activities and outreach activities
D6.5	Communication and Dissemination Strategy (Final Report)	D6.5 will evaluate the progress made in executing NIGHTINGALE communication and dissemination strategies and present an overview of all activities conducted during the project timeline

D6.6	Proceedings of the 1 <sup>st</sup> NIGHTINGALE Workshop	Promoting and communicating about the potential of NIGHTINGALE and engaging with external stakeholders
D6.7	Proceedings of the 2 <sup>nd</sup> NIGHTINGALE Workshop	Promoting and communicating about the potential of NIGHTINGALE and engaging with external stakeholders
D6.8	Business Cases & Models and industrial roadmap (Interim Report)	D6.8 will identify relevant stakeholders, who will be integrated into the communication and dissemination strategy

## 2 Communication and Dissemination Strategy

This deliverable was prepared at an early stage of the project (M6). Its primary focus is on presenting the communication and dissemination strategy and how it will be implemented and monitored. The strategy has been planned and developed from the conceptualisation of NIGHTINGALE with an overarching goal of maximising the project impact through carefully planned dissemination activities and raising awareness about the project in general. The strategy describes the strategic objectives and approach and identifies target audiences, key messages, channels, and materials for dissemination. It outlines how publications and events will be selected and provide relevant information to all partners on procedures and requirements for scientific publications and dissemination events. The strategy also covers media relations and introduces clustering activities on the topic of disaster resilient societies. The deliverable details initial dissemination KPIs and provides a timeline for planned activities. It also discusses performance measurement and analysis, detailing tools and methods to be use for continuous monitoring of dissemination activities. The section on the management of dissemination activities presents the procedures for dissemination reporting and outlines the open access approach for scientific publications and the risk management strategy.

### 2.1 Strategic objectives

NIGHTINGALE partners have identified and set the following project objectives 1) Strategic objectives; 2) Technological and scientific objectives; and 3) Policy and societal objectives, which are summarised in *Table 3*.

*Table 3 NIGHTINGALE Objectives*

Category	Objective	Description
<b>Strategic</b>	OBJ-1	To increase EU resilience against natural and man-made attacks by augmenting medical response capabilities (multi-hazard approach)
	OBJ-2	To deliver a Novel Integrated Toolkit for Emergency Medical Response (NIT-MR), which is extensively validated by a large and diverse group of end-users
	OBJ-3	To upgrade pre-hospital life support and triage by optimising current procedures, methods, and guidelines through defining common denominators among first responders, identifying gaps and challenges in medical response and materialising lessons learned on damage control in handling mass casualty incidents from the military domain and past events
<b>Technological &amp; Scientific</b>	OBJ-4	To develop a suite of interconnected wearable technologies, sensors, and mobile applications that support and empower all first responders in triage and pre-hospital life support
	OBJ-5	To optimise transportation and medical and civil protection availabilities and utilisation by developing a set ancillary devices and platforms empowered by AI-based decision support functions

	OBJ-6	To fuse all available information under an integrated framework and develop an advanced C3 and IMC, providing the Common Operating Picture to all types of response units, advancing coordination and cross-team collaboration
	OBJ-7	To deliver the Common Operating Picture to first responders to better coordinate tactical and operational response
<b>Policy &amp; Societal Objectives</b>	OBJ-8	To increase public safety and civil protection in the event of mass casualty incidents by improving the capabilities of EU medical and non-medical civil protection units
	OBJ-9	To enable cross-domain and cross-country collaboration of first response teams through technology and operational practices
	OBJ-10	To ensure legal, societal, ethical, security considerations and relevant impact assessment of NIGHTINGALE
	OBJ-11	To engage all relevant emergency medical services and non-medical civil protection agencies, technology stakeholders, facilitating adoption of the toolkit by first responders

The NIGHTINGALE project has multifaceted strategic objectives and requires a diverse and multichannel communication approach to reach specialised audiences and establish the most efficient way of communicating with stakeholders. Furthermore, the objectives combine technological advancement and operational practices that are commonly agreed by the diverse group of first responders. Overall, it means that communication activities, key messaging, and channels are required to be adjusted for each audience and not simply designed to have a broad appeal.

The communication and dissemination strategy addresses the following challenges: 1) scientific integrity and technological advancement that are consistent with the strategic objectives; 2) effective, relevant, and targeted communications to the identified stakeholders; 3) confidentiality and sensitivity of collected data and materials in dissemination and exploitation activities.

### **1. Scientific integrity, data security, and consistent focus on objectives**

Other project deliverables address this challenge and ensure the integrity and quality of scientific research:

**D6.14 Data Management Plan** (Confidential), M6

**D7.4 Ethics, Privacy and Security Handbook** (Public), M6

**D7.5 Legal, Societal and Humanitarian Handbook** (Public), M6

**D8.2 Ethics H-Requirement No.2** (Confidential), M6

### **2. Effective, relevant, and targeted communication**

The communication strategy is designed to find the most efficient way of promoting the project, its potential and results as well as reaching to and engaging with relevant stakeholders. The strategy will be continuously updated and adjusted to follow the development of the project. The following updates will be part of the communication and dissemination strategy:

**D6.4 Communication and Dissemination Strategy**, Interim Report (Public), M18

**D6.5 Communication and Dissemination Strategy**, Final Report (Public), M36

### **3. Maximisation of the impact through dissemination and exploitation**

The primary dissemination objective of NIGHTINGALE is to ensure that results are made available to relevant stakeholders and that the reasons for the results being of interest, benefit, and relevance to them are communicated effectively. This in turn facilitates exploitation and adoption of the NIGHTINGALE toolkit by medical emergency services and civil protection agencies. Dissemination activities are set out to share concrete benefits for society, maximising the scientific, technological, and policy value of the NIGHTINGALE project for civil protection and emergency response in Europe. The exploitation strategy and plan, which identifies clear exploitation routes for the technology to enter the first responder technology market, will be supported by dissemination activities.

**D6.10 Exploitation Strategy and Plan, Intermediate** (Confidential), M18

**D6.12 Pre-normative and pre-standardisation activities report**, Intermediate (Public), M18

**D6.8 Business Cases & Models and Industrialisation Roadmap**, Intermediate (Public), M21

**D6.15 Certification and IPR Material** (Confidential), M25

**D6.11 Exploitation Strategy and Plan**, Final (Confidential), M36

**D6.13 Pre-normative and pre-standardisation activities report**, Final (Public), M36

**D6.9 Business Cases & Models and Industrialisation Roadmap**, Final (Confidential), M36

## **2.2 Overview of the strategy**

The communication and dissemination strategy will ensure that the project outcomes, including commonly agreed conceptual framework, scientific results, tools, methodologies, policy, and market recommendations, are widely disseminated to the identified target audiences at appropriate times through diverse communication channels. The main ambition is to establish two-way communication with external stakeholders who can contribute to the project and recognise the added value of participating in development, evaluation, and exploitation of the project outcomes.

The NIGHTINGALE strategy is inclusive and iterative, as it follows the stages and processes of the development of technologies and training activities and allows to adjust the strategy accordingly. The first step of the approach involves listening and gathering insights. In step two, we set specific dissemination objectives. Step three is about identifying relevant target audiences. Step four entails selecting appropriate dissemination channels. Step five covers the planning of impactful activities. Step six involves defining and tailoring key messages accordingly. Step seven sees the actual dissemination activities implemented. This is always followed by step eight, the evaluation and assessment of the degree of success of the activities in question. Revisions and improvements are made where applicable.

The overview of the strategy is presented in *Figure 1*, which maps planned activities, communication channels, and key audiences and messages.



<b>NIGHTINGALE Dissemination and Communication Strategy</b>								
<b>The project aims to optimise current procedures and methods and to enhance the operational capacities of emergency medical services and civil protection agencies in mass casualty incidents</b>								
Audiences	Experts in triage and emergency medicine e.g., European Society for Emergency Medicine		National and European-level civil protection agencies e.g., Emergency Response Coordination Centre (ERCC) and Federation of European Union Fire Officers Associations (FEU)		Civic volunteers and citizen groups involved in emergency medical response and crisis management		Technology stakeholders in the medical services industry e.g., WEINMANN Emergency	
							Other H2020 project networks e.g., INGENIOUS, CURSOR, RESCUER, Search & Rescue	
Communication Channels	Broadcast media, national TV/radio	Print media & research publications, such as research*eu, Horizon Magazine	Social and digital media e.g., Twitter, LinkedIn, and YouTube	Project website	Project Newsletter	Academic conferences and research events e.g., Security Research Event (SRE) and ISCRAM	Peer-reviewed and open-access journals	Webinars, workshops, seminars
<b>NIGHTINGALE will...</b>								
Key Messages	advance pre-hospital life support and triage	increase EU resilience against natural and man-made attacks	upgrade triage and pre-hospital life support techniques & technology	fuse available Emergency Medical Response information under an integrated framework	increase civil protection efforts in handling mass casualty incidents	allow cross-domain and cross-country first response team	deliver a Novel Integrated Toolkit for Emergency Medical Response	develop solutions relevant to both civil protection agencies and the general public
Communication	3,000 social media followers across social media channels	10 pieces placed in print and digital media	5 broadcast media coverage opportunities across TV and radio	6 newsletters issued bi-annually to 200 targeted stakeholders	10,000 visitors to the project website	10 videos about the project with 1,000 combined views	10 blog posts by project partners on the project website	10 press releases promoting the project across the timeline
Dissemination	Deliver 15 pieces of open-access research via peer-reviewed articles, conference presentations & science outlets publications		Participation in 50 national and European-level events (conferences, COU meetings, expositions)		Host 5 Round Tables with project partners and members of the UAB in parallel to the technology development activities		Realise 3 Table-Top Exercises (TTXs) for the preparatory testing of NIGHTINGALE toolkit prototypes by project partners	
							Host 1 Laboratory Integration and Testing (LIT) session to allow for the integration of components and data for the NIGHTINGALE toolkit	
							Implement 3 Field Integration, Deployment and Validation activities (SSXs and FSXs) for the testing and validation of the NIGHTINGALE toolkit	

Figure 1 Overview of the Communication and Dissemination Strategy

## 2.3 Target audiences

The NIGHTINGALE project aims to enhance emergency medical services with the focus on 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. From the onset of the project, we have identified the groups of key stakeholders, who are the primary audiences of the communication and dissemination strategy. The mapping of target audiences is a continuous exercise. The list of target audiences evolves and grows more detailed as partners identify new individuals and entities of interest through their work.

In this deliverable, we map multiple audiences whose attention to NIGHTINGALE research outputs we would like to attract in communication and dissemination activities. Audiences are considered at all levels ranging from local to regional, national, and European levels. In the scope of this deliverable, audiences are not direct target groups, but a broader group to whom we address our communication activities. Stakeholders, however, represent interest groups or individuals who are directly impacted by the project, have a vested interest in it, or participate in project activities. Once members of the target audiences start to get engaged in the project, they become stakeholders. In this deliverable, the two terms are used interchangeably with an overarching aim of creating engaging two-way communication for the project.

The primary target audiences for NIGHTINGALE have been broken down into five groups and are presented in *Figure 2*.



*Figure 2 Target audiences*

### Primary audiences

**Emergency medical responders:** emergency medical professionals, medical experts in triage, emergency, and trauma surgery as well as European and international emergency medicine associations, such as European Society Emergency Medicine (EUSEM), World Association for Disaster and Emergency Medicine (WADEM), European Society of Intensive Care Medicine (ESICM), Society for Disaster Medicine and Public Health (SDMPH), International Committee of Military Medicine (ICMM), Society of Trauma Nurses (STN).

**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.

### **Other audiences**

To address the public policy perspective of the NIGHTINGALE project and its contribution and innovative potential to civil society safety and protection in Europe, we also consider the following audiences, who will help to amplify key messages:

**Journalists:** media professionals at European and national levels who are valuable assets for reaching other audiences and for explaining the impact of the project on everyday lives in the context of European and national security challenges.

**Policy makers:** at the European and national level, working in the field of civil security and protection, emergency response, and disaster management.

**Civil society organisations:** practitioners and campaigners, based in Europe and associated countries, who may help in promoting awareness about civil protection measures and strategies during major incidents.

## 2.4 Key messages

We have developed key messages that correspond to the strategic objectives and represent the ambition of the project to communicate efficiently and effectively to target audiences:

- » 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 and civil protection efforts in handling 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.

## 2.5 Communication and Dissemination Channels

The NIGHTINGALE project uses diverse and multipurpose communication and dissemination channels to ensure far-reaching impact and effectiveness of the strategy. Following best practices in research communications, the most useful approach is to explain and present the same research outputs in different formats and channels to appeal to different audiences. The NIGHTINGALE project branding (see D6.2 for the details on the Brand guidelines) will create a cohesive and impactful image for all communication and dissemination materials.

NIGHTINGALE has a strong online identity thanks to the project website and its digital channels, such as Twitter and LinkedIn. A NIGHTINGALE YouTube channel was also created. Active social media presence and engagement provide extensive opportunities for NIGHTINGALE to inform target audiences, promote events and research results. At the same time, social media allows to build and strengthen two-way communication with our audiences. It enables online users to share insights, opinions, and experiences. It facilitates the creation of communications of people, organisations, and businesses with common interests.

The next step in the communication strategy is to create a social media grid that will plot the most appropriate social media channels for reaching specific groups among the selected target audiences. A content management plan will be put in place for continuous monitoring of information and engagement and for securing and maintaining followers. Social and digital media will help to amplify the messages and create stronger linkages to cluster research projects and civil security research communities. The project will rely on strong and impactful visual media, original video content, engaging and educational infographic to create richer content experiences for users across all NIGHTINGALE digital platforms.

NIGHTINGALE visual identity will also be supported by publications and events promoting the innovation potential of the project. NIGHTINGALE Newsletter will share news, updates, and analyses drawing on NIGHTINGALE research. NIGHTINGALE Blog will include insights of daily work of project partners, focusing on their individual contributions. External publications, such as journal articles, opinion pieces, conference outputs, will focus on reaching specialised audiences and stakeholders. Other NIGHTINGALE outputs will include videos, presentations, and events conducted in online, hybrid and in person formats.

Apart from the NIGHTINGALE communication channels, we will also focus on external communication activities by issuing press releases to digital and print media. We will actively use the established platforms and freely accessible tools offered by the European Commission. Such tools include Horizon Magazine, research\*eu, European Commission's Newsletter and Project Stories [1]. We will inform the Project Officer about news, events, developments about NIGHTINGALE to raise the profile of the project during different research stages. Specialised publications with the focus on technologies for first responders will be targeted to promote exploitable results of the project.

To ensure that NIGHTINGALE research is accepted by end-users and applied in practice, the NIGHTINGALE team directly engages with stakeholders throughout the project's lifetime. Project partners have created the User Advisory Board. UAB members actively participate and guide the project in formulating goals, ambitions, and terminology. This helps to ensure that the project results meet expectations and are sensitive to priorities and needs of end-users. In our communication and dissemination activities, we use terms, concepts, and descriptions that have been commonly agreed by the consortium members.

## 2.5.1 Project website

The NIGHTINGALE website (<https://www.nightingale-triage.eu>) serves as the central digital hub of communication and dissemination activities during the project lifetime. Social media channels amplify and multiply key messages, updates, and information which will be published on the website. The website is a powerful dissemination tool and a key element of engagement with target audiences of the project. The project website incorporates the visual identity of NIGHTINGALE and the project branding as well as provides easy access to well-presented non-confidential information and deliverables.

The NIGHTINGALE website will evolve and mature throughout the lifetime of the project, and the process of updating and improving the website is continuous. News and updates will be shared as they become available. Input and information from all the partners will be included to provide updates on their progress in various WPs. The website will function as central depository of all post-project activities as it will stay live for five years after the end of the project.

The full description of the project website and its privacy and cookie policy is available in D6.1 Project website.

Figure 3 illustrates the NIGHTINGALE landing page.

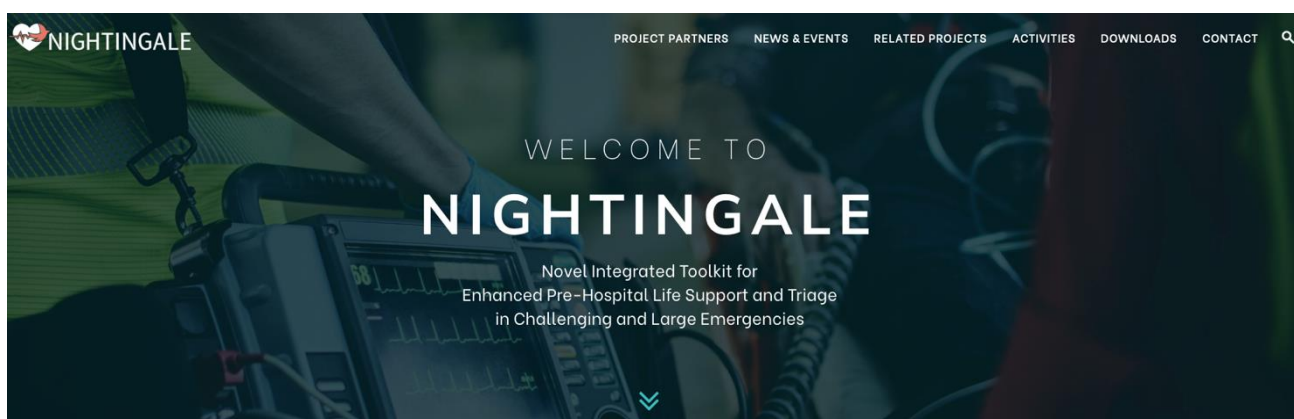


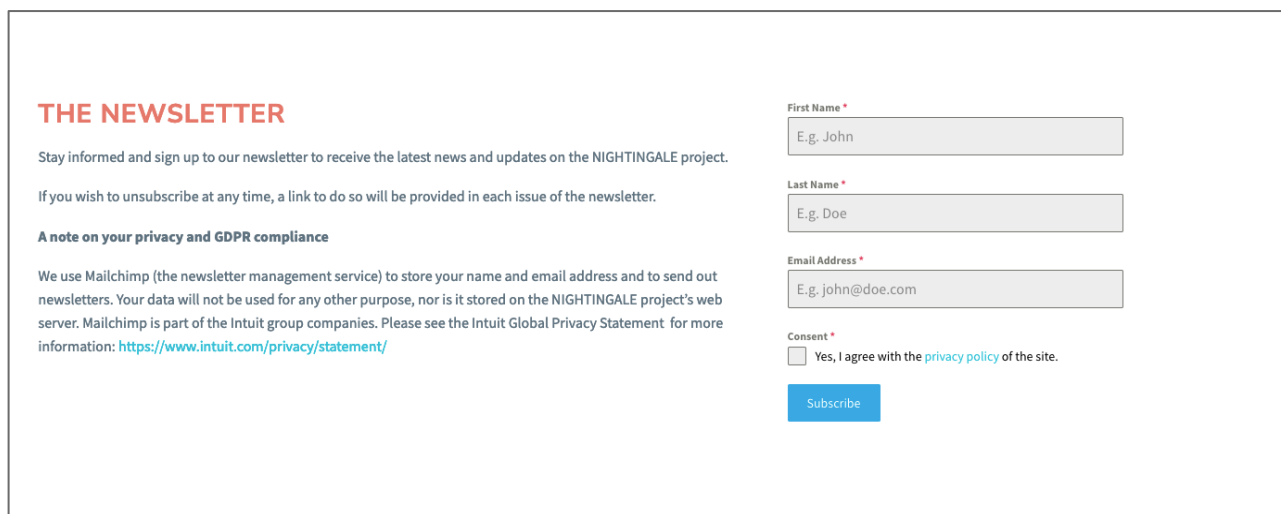
Figure 3 NIGHTINGALE landing page

## 2.5.2 Newsletter

The NIGHTINGALE Newsletter provides regular updates on progress and results, overview of past and upcoming events, information on collaboration with related projects. The newsletter is produced using the newsletter management service, Mailchimp, and it is sent to subscribers by email. The Newsletter sign-up is available on the project website. NIGHTINGALE consortium members are encouraged to sign-up to the Newsletter and promote it among their professional networks. We will continuously use social media to encourage sign-ups and to promote the content of the Newsletter.

Mailchimp is compliant with General Data Protection Regulation (GDPR). We have enabled a two-step verification process for visitors, who choose to subscribe to the NIGHTINGALE Newsletter. It means that people who submit the sign-up form will need to confirm their identity and access to the specified email account by clicking on the link sent to the email indicated in the form. Anyone who wishes to unsubscribe can do so at any time, and the link will be provided with every Newsletter. Email addresses are not to be used for any other purpose than for newsletter distribution, nor are they stored on the NIGHTINGALE project's web server.

The first NIGHTINGALE Newsletter issue is scheduled for publication in Spring 2022. At least two issues of the Newsletter will be distributed per year. The sign-up for the NIGHTINGALE Newsletter is available on the project webpage, as displayed in *Figure 4*.



**THE NEWSLETTER**

Stay informed and sign up to our newsletter to receive the latest news and updates on the NIGHTINGALE project.

If you wish to unsubscribe at any time, a link to do so will be provided in each issue of the newsletter.

**A note on your privacy and GDPR compliance**

We use Mailchimp (the newsletter management service) to store your name and email address and to send out newsletters. Your data will not be used for any other purpose, nor is it stored on the NIGHTINGALE project's web server. Mailchimp is part of the Intuit group companies. Please see the Intuit Global Privacy Statement for more information: <https://www.intuit.com/privacy/statement/>

First Name \*

E.g. John

Last Name \*

E.g. Doe

Email Address \*

E.g. john@doe.com

Consent \*

☐ Yes, I agree with the [privacy policy](#) of the site.

Subscribe

Figure 4 NIGHTINGALE Newsletter sign-up form

### 2.5.3 LinkedIn

For the NIGHTINGALE Project, we have created a LinkedIn company page at the outset of the project: <https://www.linkedin.com/company/nightingaleproject>.

The company page allows greater visibility and engagement opportunities with external stakeholders. The NIGHTINGALE Project page is visible for all registered LinkedIn users, as shown in *Figure 5*. The LinkedIn icon is also displayed at the bottom of the project website, and it leads directly to NIGHTINGALE's LinkedIn page.

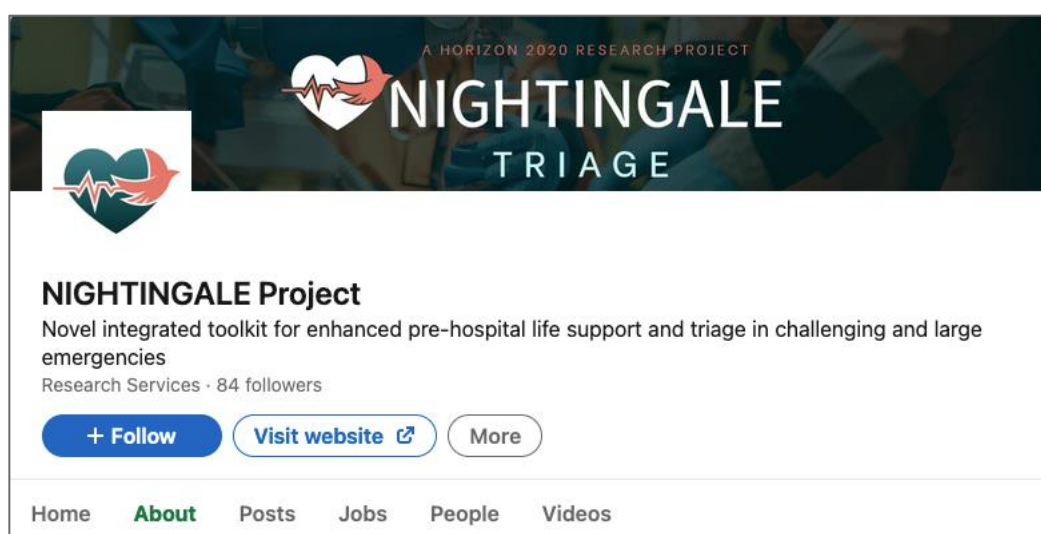


Figure 5 NIGHTINGALE LinkedIn page



NIGHTINGALE LinkedIn is primary used to raise awareness about the project and to engage with relevant stakeholders. Interested individuals, organisations, academic institutions are encouraged to follow [@NIGHTINGALE Project](#) to receive updates on the latest developments, publications, and events. Project news, content from newsletters and blog posts will be cross-posted and promoted on the page with an objective to lead interested parties to the NIGHTINGALE webpage.

The NIGHTINGALE partners and consortium members are encouraged to be active on social media and share updates, posts and publications from the project and to tag the project using [@NIGHTINGALE Project](#) in relevant social media posts. The project hashtag is [#NIGHTINGALE](#), which allows quick and easy searchability of relevant content across social media channels. It also strengthens social media footprint of the project from established institutional and individual accounts. In support of [#NIGHTINGALE](#), the following hashtags may be useful:

- » [#H2020](#)
- » [#HorizonEU](#)
- » [#innovation](#)
- » [#OpenScience](#)
- » [#emergencyresponse](#)
- » [#triage](#)
- » [#firstreponders](#)
- » [#tech](#)
- » [#civilprotection](#)
- » [#disastermedicine](#)

The consortium partners can suggest and create content on topics and publications within their area of expertise to attract relevant academic, policy, and industry stakeholders. The NIGHTINGALE social media calendar has been created and is available on the NIGHTINGALE Collaboration platform (a subfolder of 5. Communication-Dissemination). A partner can suggest a draft post, preferred date and time for publications, tags and links to a social media post using the NIGHTINGALE social media calendar or by contacting CCL directly via email.

CCL Dissemination manager will monitor the calendar and coordinate social media activity with the consortium partners. CCL will also manage social media campaigns around important dates, the launch of new publications and events. Social media posts will be created to mark publications of public deliverables, NIGHTINGALE Newsletter issues, blog posts and to promote events, webinars, and research publications.

## 2.5.4 Twitter

The NIGHTINGALE Twitter account is registered under a short name, [@NGTriageEU](#), with an objective to easily tag the project in tweets and to differentiate from other European research and innovation projects and initiatives that share the name. The account is available at: <https://twitter.com/NGTriageEU>.

The primary function of using this platform is to raise awareness about the project and its developments among key stakeholders, interact and build relationships with them, disseminate project news and results as well as interesting information, news, and events on the topics relevant to NIGHTINGALE. The account will play an essential role in building a real-time conversation hub, as it provides opportunities for direct interactions with target audiences.



The NIGHTINGALE Twitter account is public and can be followed by all registered users, as presented in *Figure 6*.

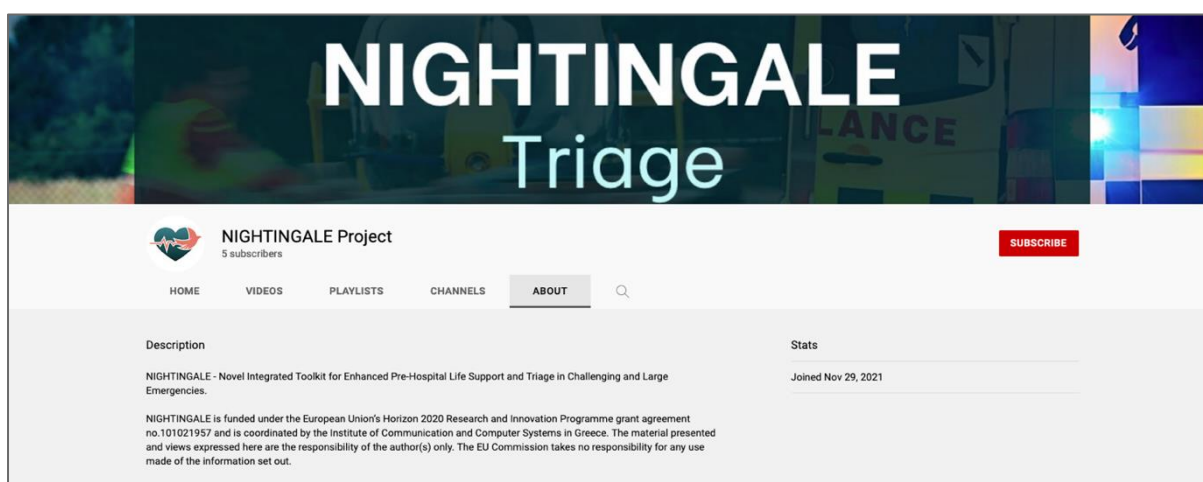


*Figure 6 NIGHTINGALE Twitter account*

The same procedure for suggesting and creating content for the Twitter account was established for NIGHTINGALE partners, as outlined in the section 2.5.3 *LinkedIn* of this deliverable. Partners are encouraged to tag the account @NGTriageEU and use the hashtag #NIGHTINGALE when posting or sharing any tweets relevant to the project. CCL is responsible for monitoring the page and scheduling the posts.

## 2.5.5 YouTube

The NIGHTINGALE YouTube channel, please see *Figure 7*, has been created, and it is available at <https://www.youtube.com/channel/UC4WMLLe9-X7hnhbJdlloSXGg/featured>.



*Figure 7 NIGHTINGALE YouTube channel*

Project videos will be uploaded on the channel as they become available. Video content will become a central feature of social media posts, enhancing engagement and interaction with target audiences. Planned video content includes infographic explainer videos, spotlight interviews with project partners, and summary videos from NIGHTINGALE events. NIGHTINGALE videos will be carefully edited and follow strict security and confidentiality protocols. Edited videos will be uploaded and stored on the YouTube channel. YouTube video content will be used across social media platforms: embedded into tweets and LinkedIn posts.

## 2.5.6 Promotional materials

A suite of first-class communications collateral was developed for NIGHTINGALE, including a poster, a leaflet, and a banner as part of D6.2. This suite was the first instalment of the communications materials produced for the NIGHTINGALE project. As the project advances to next stages, new instalments of communications materials will be developed and will include a detailed infographic of the NIGHTINGALE toolkit and a range of printed and electronic resources designed to promote the project to diverse audiences. As we would like to minimise the environmental footprint of printed materials, the preference will be given to electronic and digital materials, such as electronic posters, video materials and presentations. We can also link materials with a QR (quick response) code and connect with more detailed information published on the NIGHTINGALE website.

All promotional materials are produced in line with NIGHTINGALE Brand guidelines as presented in D6.2. Both printed and electronic promotional materials can be made available in editable format to the project team, so they can be adjusted to a specific event and audience. Partners can also edit text fields and translate the text into their own language.

Several templates (PowerPoint and Word as presented in *Figure 8*) were created for the project. They are available to the partners to use via the NIGHTINGALE Collaboration platform (please see Templates in a subfolder of 5. Communication-Dissemination). Every template integrates the Style Gallery, including font and colour palette designed for NIGHTINGALE. The templates help with creating unified and professionally looking documents and presentations. The partners can make use of the following templates for preparing their publications and presentations:

- » PowerPoint Template
- » Word Template for notes
- » Deliverable Template (Word/ONLYOFFICE)
- » Deliverable Template (Word, simplified version)



Figure 8 NIGHTINGALE Templates

## 2.5.7 Publications

Scientific publications play a crucial role in dissemination activities and allow to reach broader research community and specialised research groups that might not be available via the NIGHTINGALE project networks and website. Moreover, the added benefit of scientific publication is independent peer review, which enhances the innovative potential of the project and provides new avenues for research collaboration.

The NIGHTINGALE project is multi-disciplinary and interdisciplinary, and we expect scientific results and research outputs in a range of scientific fields. The NIGHTINGALE project is committed to make major efforts in publishing in peer-reviewed leading international journals as well as in conference proceedings. Taking into consideration the sensitive nature of NIGHTINGALE activities and results, special arrangements will be made to guarantee the security and confidentiality of restricted information. Scientific publications will be published open access (please see the section 2.8.2 of this deliverable for more details).

It is important to coordinate information about scientific publications in progress to avoid potential risks and conflicts, such as simultaneous or repeated submissions or potential objections to the publication from project partners. To guarantee that publications can proceed as planned, the lead partner of the publication should follow the following steps:

- » As early as possible and at least 45 days in advance, the lead partner informs the Project Coordinator (ICCS) and the Dissemination Manager (CCL) about a planned scientific publication.
- » Provide the following provisional details of the planned publication:
  - Author(s), partner organisation(s)
  - Title of the publication
  - Links to relevant project task(s)
  - Research data to be used
  - Target journal(s)
  - Planned submission date
  - Open access arrangement

All publications will be recorded in the NIGHTINGALE Dissemination Tracker (more detail provided in the section 2.8 of this deliverable) by CCL. The dissemination tracker will keep records of project publications and create a valuable database of scientific publications. It is essential that each partner assesses and chooses the publication, which is the most suitable based on the following criteria: field, ranking, scientific impact, prestige, readership, and open access policy. From the onset of the project, we compiled a list of journals that can be relevant and useful to the partners:

- » International Journal of Risk and Assessment Management
- » International Journal of Information System for Crisis Response and Management
- » Prehospital and Disaster Medicine
- » European Journal of Trauma and Emergency Surgery
- » European Journal of Emergency Medicine
- » Disaster Medicine and Public Health Preparedness

## 2.5.8 Events

NIGHTINGALE will be presented and promoted at a wide range of events throughout the lifetime of the project. These events include virtual and in person scientific and industry conferences, workshops, trade shows, seminars, and webinars relevant either to the areas of expertise of the partners or to the project. All partners will play a key role in presenting the project, promoting its ongoing developments and results. Details about event participation will be shared on the project website and across social media platforms, highlighted in the NIGHTINGALE Newsletter, and reported to the Project Officer in periodic progress reports. In our communication about events, we plan to use photography and videos to enhance our strategy and gain more engagement across different audiences. There are three types of the events included in NIGHTINGALE from the start of the project

### 1. NIGHTINGALE Events and demonstrations

One of the main pillars of NIGHTINGALE novel technology is the inclusion of activities that are designed to test and validate developed technologies and provide opportunities for training in interdisciplinary and multi-agency teams of first responders, including medical emergency services, fire brigades, police, other civil protection professionals, and volunteers. The NIGHTINGALE project includes a framework of rich Training, Testing and Validation programme. This programme incorporates three tabletop exercises (TTXs), one laboratory integration test (LIT), one small scale-scale test (SSX), and two full-scale field validation tests (FSXs). All events will include diverse groups of end-users through active cooperation with project partners, their local networks, and the network of the User Advisory Board. All events present a great opportunity to communicate about emergency preparedness and introduce new technologies to first responders. The final timeline for all events will be established as the project progresses to the next stage.

### 2. NIGHTINGALE Training activities

The second element of planned NIGHTINGALE events incorporates the commitment to reach the emergency medical community of all disciplines and other groups of first responders and relevant stakeholders, including researchers, civil society members, policymakers, and solution providers, who will be interested in project results. The objective is to transfer the experience and lessons learned from the project research results and to apply them to daily operations of emergency response teams. This will help to introduce the developed technologies to first responders and achieve wide end-users' acceptance and market penetration. A series of training events have been planned throughout the timeline of the project.

### 3. External meetings and conferences

NIGHTINGALE will be well represented at specialised meetings, congresses, expositions, scientific and technological conferences. NIGHTINGALE comprises of multiple disciplines, and all partners are encouraged to participate and engage in external specialised events that they find the most suitable and important for their respective field of expertise. All partners will be asked to report on their participation in external events. The following events have been already identified as the most relevant for NIGHTINGALE dissemination activities, but the list will continue to be elaborated and adjusted throughout the project timeline:

- » ESTES – Congress of Trauma and Emergency Surgery & ESTES events
- » Medical Response to Major Incidents & Disasters (MRMID) events
- » The European Emergency Medicine Congress
- » Internal Conference on Information Systems for Crisis Response and Management (ISCRAM)
- » International Search and Rescue Advisory Group (INSARAG) events
- » Risk Analysis and Crisis Response Conference
- » Community for European Research and Innovation for Security (CERIS) events
- » International Forum to Advance First Responder Innovation (IFAFRI) events
- » United Nations Office for Disaster Risk Reductions (UNDRR) events
- » INTERSCHUTZ Expo

## 2.6 Clustering, networking, and engaging with media

### 2.6.1 Clustering with related projects

To implement the innovative and multidisciplinary work of NIGHTINGALE, the project builds on close cooperation with other research and innovation projects and relevant stakeholders in the field of EU security research and innovative technologies for first responders. Clustering and networking are important tasks of dissemination and exploitation activities and involve creating links with relevant stakeholders, research projects, and initiatives throughout the lifetime of the project. Pre-existing networks and research collaborations will be utilised to achieve the impact and ensure the wide adoption and acceptance of the developed technologies and other state-of-the-art research outputs by end-users.

NIGHTINGALE is already integrated into clustering activities with other Disaster-Resilient Societies section projects (SU-DRS02-2018-2019-2020) of the H2020 Work Programme 2018-2020 that focus on technologies for first responders.[2] The aim of this section is to prepare to disaster response and integrate innovative solutions and technologies that are affordable, accepted by citizens, and customised to meet cross-sectoral needs of diverse groups of first responders.[2]

Cluster projects can actively promote each other, share knowledge and results as well as align certain dissemination activities. The creation of synergies with other DRS02 projects will be explored in technical clustering and dissemination clustering. Technical clustering allows for sharing and exchange of ideas and concepts, including insights and best practices while avoiding duplication of efforts and results. Dissemination clustering facilitates awareness of the action and project activities, increases the size of audiences, amplifies the project visibility through collaboration (e.g., joint newsletters, joint press releases, cross promotion on social media).

Collaboration opportunities with DRS02 and other H2020 and Horizon Europe projects will be sought to facilitate effective communication and ensure far-reaching impact. Joint information and dissemination activities will be undertaken to increase synergies between, and the visibility of EU research and innovation actions. The Common Dissemination Booster service from the European Commission will be considered.[3] It will allow to identify a common portfolio of results and design a common dissemination strategy to reach end-users and to advance exploitation efforts.

The list of related projects (DRS02) has been compiled and can be viewed in *Table 4*. The NIGHTINGALE project website already includes a dedicated section to relevant projects. We will continue to update this list as the project progresses.

Table 4 NIGHTINGALE cluster projects

Project name	Project website	Project ID
Adapted Situation Awareness Tools and Tailored Training Scenarios for Increasing Capabilities and Enhancing Protection for First Responders	<a href="#">ASSISTANCE</a>	832576
Coordinated use of miniaturized Robotic equipment and advanced Sensors for search and rescue Operations	<a href="#">CURSOR</a>	832790
First responder advanced technologies for safe and efficient Emergency Response	<a href="#">FASTER</a>	833507
The First Responder (FR) of the Future: A Next Generation Integrated Toolkit (NGIT) for Collaborative Response, increasing protection and augmenting operational capacity	<a href="#">INGENIOUS</a>	833435
Intelligent Toolkit for Reconnaissance and Assessment in Perilous Incidents	<a href="#">INTREPID</a>	883345
Medical First Responder Training using a Mixed Reality Approach featuring haptic feedback for enhanced realism	<a href="#">MED1stMR</a>	101021775
Pathogen Contamination Emergency Response Technologies	<a href="#">PathoCERT</a>	883484
First responder-centred support toolkit for operating in adverse and infrastructure-less environments	<a href="#">RESCUER</a>	101021836
Next-generation equipment tools and mission-critical strategies for First Responders	<a href="#">RESPOND-A</a>	883371
Novel integrated solution of operating a fleet of drones with multiple synchronized missions for disaster responses	<a href="#">RESPONDRONE</a>	833717
Search and Rescue: Emerging technologies for the Early location of Entrapped victims under Collapsed Structures and Advanced Wearables for risk assessment and First Responders Safety in SAR operations	<a href="#">Search and Rescue</a>	882897
Smart integrated extreme environment health monitor with sensory feedback for enhanced situation awareness	<a href="#">SIXTHSENSE</a>	883315
Team Awareness Enhanced with Artificial Intelligence and Augmented Reality	<a href="#">TeamAware</a>	101019808

## 2.6.2 Networking

NIGHTINGALE will network with pre-existing communities and associations to ensure active engagement with and involvement of diverse stakeholders in the project activities. All NIGHTINGALE partners have pre-existing networks of contacts, collaborative partners, clients, and business partners. These communication pathways will be used to reach and engage a multitude of stakeholders instead of building networks from scratch. Communications partnerships will also be established with experts and professionals in the field of emergency medicine and disaster response.

From the start of the project, a User Advisory Board has been set up. UAB is comprised of renown experts and professionals who participate in NIGHTINGALE events and demonstrations. They can observe evolutions and research results of the developed solutions and provide important feedback. UAB is a valuable source in terms of networking. Through UAB, NIGHTINGALE can establish links and connections to other emergency medical professionals and build collaborative relationships with emergency medical associations, such as EUSEM, World Association for Disaster and Emergency Medicine (WADEM), Society for Disaster Medicine and Public Health (SDMPH), World Health Organisation (WHO), European Society of Intensive Medicine (ESICM), Society of Trauma Nurses (STN), Médecins sans Frontières, and the International Committee of the Red Cross (ICRC).

An internal networking group will be set up to develop a plan for establishing, maintaining, and strengthening key communications partnerships. All partners are committed to networking through a variety of activities including attending events, issuing newsletters, and organising seminars and workshops.

## 2.6.3 Media and multipliers

Media is an important audience, as well as being a multiplier channel to reach other priority audience groups. During the first year of the project, significant efforts of CCL will be invested in building and growing media contact database, which will include media outlets at local, national, and European levels. CCL will prepare and issue press releases on preliminary research results and project events to gain media coverage.

Other activities include one on one media briefings with key journalists, pitching potential interview ideas with project partners, drafting articles for pitching to publications specialising in first responder technology, and providing media training to project partners prior to their media interviews. Local media will be targeted during NIGHTINGALE events. Press releases can be translated and issued to media with contact information of the local project partner. These efforts will continue into the second year of the project. As the work on the NIGHTINGALE toolkit progresses to next stages, media engagement and activities will become increasingly result-oriented, promoting developments in technologies for first responders and innovation in emergency response training.

The NIGHTINGALE project will be presented to EU-level media outlets with a view to get coverage of the project activities, developed technologies, and training for first responders. For examples, we will pitch NIGHTINGALE to such series as Futuris produced by Euronews presenting latest news about the leading scientific and technological research projects in Europe [4].

In addition, we will rely on valuable EC resources that can serve as amplifiers and multipliers of the NIGHTINGALE results. The EC offers to support the dissemination efforts of H2020 projects, using the following outlets:



- » Horizon Magazine <https://ec.europa.eu/research-and-innovation/en/horizon-magazine>
- » Research and Innovation success stories <https://ec.europa.eu/research-and-innovation/en/projects/success-stories>
- » CORDIS (news, interviews, results) <https://cordis.europa.eu/en>
- » Research\*eu stories <https://cordis.europa.eu/research-eu>
- » Horizon Impact Awards [https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/prizes/horizon-impact-award\\_en](https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/prizes/horizon-impact-award_en)
- » The EU Innovation Radar Platform <https://www.innoradar.eu/>
- » Horizon Results <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>
- » Horizon Results Platform TV <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform/hrptv>



## 2.7 Impact monitoring

The described communication and dissemination activities will be implemented from M7 to M18, as presented in *Table 5*. The communication and dissemination strategy will be evaluated and reviewed based on the performance indicators during M18, and necessary adjustments will be included and described in D6.4.

*Table 5 Timeline of activities*

Activity	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18
Task 6.2 Communication activities & outreaching events												
WP6 Email updates												
Networking & clustering												
Project website update												
Twitter content												
LinkedIn content												
YouTube content												
Newsletter												
Promotional materials												
Annual review of the website												
Media contacts database												
Media briefings												
Media training												
Press releases												
Outreaching events database												
Scientific publication database												
Strategy evaluation & review												

### 2.7.1 Key performance indicators

The model of maximising and monitoring impact addresses three main questions that help defining key performance indicators:

- » What outputs will be created to promote the project?
- » How will target audiences be contacted? How will they receive and engage with NIGHTINGALE outputs?
- » Are NIGHTINGALE research insights made available for diverse audiences?

When it comes to dissemination activities, measuring and monitoring are core elements of successful implementation. However, not all success factors are tangible. Not all elements leading to impactful dissemination can be quantified. Therefore, for the NIGHTINGALE project we propose two approaches for monitoring dissemination activities: quantitative monitoring via key performance indicators (KPIs) and qualitative monitoring via impact narrative analysis.

First, we have certain quantitative targets that facilitate the measurement of how the project progresses towards its dissemination goals. These targets (KPIs) are specified in *Table 6*, based on DoA. The presented figures are cumulative. The KPIs reflect the outlook at the start of the project (M6). The quantitative targets will be monitored and reviewed. D6.4 will provide an update on the status and the potential readjustments (up or down) at M18.

Table 6 NIGHTINGALE KPIs

No	Activity	Indicator	M12	M18	M36 (Goal)	Source
1	Project website	Visits	300 per month	750 per month	1500 per month	Google Analytics
	Deliverables, reports, communication collateral	Downloads	150	300	1000	
	Blog posts and opinion pieces on the website	Views	100	250	500	
2	Newsletter	Number of subscribers and online readers	50	100	200	Mailchimp Reports, Google Analytics
3	Social media platforms (Twitter, LinkedIn, YouTube)	Followers	500	1000	3000	Hootsuite Analytics
		Shares	10	20	50	
4	Videos (per video)	Average views	50	100	200	YouTube Analytics
		Shares	5	10	20	
5	Articles and reports in media	Number	3	5	10	Project records
	Press releases	Number	3	5	10	Content media analysis
	Promoting the action and cluster activities	Mentions	3	5	10	
6	Open-access research outputs	Number	5	7	15	Project records
	Conferences	Number	15	25	50	
	Round tables	Number of participants	50	75	100	
	Tabletop exercises (TTX)	Number of participants	150	150	150	
	Field exercises (SSX/FSX)	Number of participants	N/A	N/A	200	

## 2.7.2 Performance measurement tools

In measuring the quantitative impact, we will rely on several available tools: Google Analytics, Mailchimp Reports, Hootsuite Analytics, YouTube Analytics,.

Google Analytics is a free web analytics tool that helps us to understand and analyse the overall performance and trends of the NIGHTINGALE website. It is used to measure website traffic patterns, e.g. total number of visitors, pageviews, duration of visits, downloads, and the geographical spread of visitors. This information is used to gain insights into performance and provide feedback how we can improve and optimise the website structure, so that the content and the design of the project website match the preferences of visitors. The website will undergo annual review, using the analytics and feedback from the partners to improve the website performance. If a particular section proves to be frequently visited, we can make it more prominent on the website and ensure that the navigation journey becomes easier for visitors.

- KPI for the project website (M36):** 1500 average monthly visits, 1000 total downloads, the geographical spread of visitors include most EU Member states and associated countries.

Mailchimp Reports provide a performance overview for the NIGHTINGALE Newsletter: the number of newsletter subscribers, the percentage of successfully delivered newsletters that registered as open, the percentage of successfully delivered newsletters that registered a click, the number of recipients who chose to unsubscribe from the Newsletter.

2. **KPI for the NIGHTINGALE Newsletter (M36):** 6 newsletters, 200 combined number of newsletter subscribers and readers online

Hootsuite Analytics is used to analyse and monitor performance of NIGHTINGALE social media accounts (Twitter and LinkedIn). Analytical reports will help to measure the activity and optimise performance on Twitter and LinkedIn in terms of the number of posts, best times for posts, profile visits, new followers, and impressions. Although we have chosen the number of followers as our main performance indicators, we will also rely on the impression metrics and the number of shares to improve our engagement rate and the overall performance in social media posts, adjusting timing, tags, and the number of posts in our social media calendar.

3. **KPI for social media (M36):** 3000 combined followers (Twitter/ LinkedIn/YouTube)

YouTube Analytics will allow us to monitor the performance of the NIGHTINGALE YouTube channel and posted project videos in terms of number of views, watch time, demographics, specifications in devices used for watching.

4. **KPI for video content (M36):** 10 project videos, average 200 views per video

Apart from automated analytical tools, CCL will keep records of all dissemination activities, including conference attendance, research outputs, publications in different media, and media clipping. A thorough content media analysis will be conducted in M18 to review the performance and engagement with local, national, and European media.

5. **KPI for media coverage (M36):** 10 press releases, and the total number of 10 pieces in print and digital media at the local, national and the EU level

### 2.7.3 Impact narratives

In addition to quantitative measures of impact monitoring, we employ qualitative analysis through reviewing impact narratives in media, scientific reports, policy documents that refer or mention NIGHTINGALE research results. Throughout the timeline of the project, CCL will analyse and evaluate instances of effective dissemination activities that helped to reach specific target audiences or objectives. This evaluation includes the following components:

- » A description of NIGHTINGALE research-based insight or technology
- » An explanation of how it was communicated to end-users or citizens
- » An overview of how end-users have engaged in the project or applied a specific technology
- » If possible, a review or remarks from end-users evaluating their role or participation in NIGHTINGALE activities
- » Documentation from external sources or examples of media coverage

The goal is to assess and to improve how the project is described and features in scientific and media discourses. The qualitative analysis will include content analysis of media and assessment of best practices during NIGHTINGALE events and media engagements. What we aim to achieve at the end of the project is impactful narratives about NIGHTINGALE that engage different groups of end-users (emergency medical professionals, first responders, civil protection agencies, civic volunteers, and citizens) and are represented at different levels (e.g., in European, national, or local media).

## 2.8 Management of dissemination activities

CCL is WP6 Leader and Dissemination Manager of the project. The principles of the dissemination and communication management were outlined and detailed in D7.1 Project Management Guidebook (Confidential, available only for members of the consortium). CCL oversees planning and developing the communication and dissemination strategy and activities. This takes place in close cooperation and consultation with NIGHTINGALE partners. To maintain continuous communication with project members and to receive feedback on the ongoing activities within WP6, a monthly email update will be sent to the partners via NIGHTINGALE WP6 email list (only available to project partners). The coordinator and specific partners are consulted on relevant issues when necessary.

All partners will report any dissemination actions to CCL by submitting the dissemination activities form (Appendix 1: Dissemination activities form) via the NIGHTINGALE Collaboration platform or via email. Reported dissemination details feed into dissemination activities across our platforms and registered into the dissemination tracker (project records).

The dissemination tracker will be maintained by CCL as a continuously updated database of all NIGHTINGALE dissemination and communication activities in the NIGHTINGALE collaborative space (Nextcloud). The tracker includes four sections: 1) Records of dissemination activities (conferences, events, cluster activities); 2) Scientific publications, registering all outputs from scientific articles to supporting research data; 3) NIGHTINGALE internal events; and 4) Media engagements and press coverage. These details will be inserted by CCL after receiving dissemination activities reports from all partners.

### 2.8.1 Dissemination reporting, compliance, and obligation to disseminate results

CCL maintains a record of all dissemination activities carried out throughout the lifetime of the project. All partners will report any dissemination actions by submitting the Dissemination activities form (Appendix 1) via email or the NIGHTINGALE Collaboration Platform. Reported results will feed into dissemination activities across our platforms.

The obligation to disseminate results are specified in Article 29 of GA. According to Article 29.1, each beneficiary must – as soon as possible – disseminate results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications.[5]

In addition, a beneficiary that intends to disseminate the results must give advance notice to the other beneficiaries of – unless agreed otherwise – at least 45 days, together with sufficient information on the result it disseminate (please see para 3 of Article 29.1 of GA). Any objection to the planned publication shall be made in accordance with GA in writing to the Project Coordinator (ICCS) and to the partner(s) proposing the dissemination result within 30 days of receiving the notification (para 4 of Article 29.1 of GA). If no objection is made within the indicated period, the dissemination may proceed.

Informed consent is always obtained from individuals (the project engages with volunteering adults) taking part in dissemination activities. An example of the consent form for dissemination activities is presented in Appendix 2 of this deliverable. We will notify in advance about any video/photo/audio recording and obtain consent for using edited materials for dissemination purposes within this

project. Collected materials, such as photo and video records, will be managed by CCL. The details on data management and compliance with GDPR are described in D6.14 Data Management Plan.

## 2.8.2 Open access to scientific publications

NIGHTINGALE strictly follows the open access approach to all peer-reviewed scientific publications in accordance with Article 29.2 of GA. This corresponds to our overarching objective to enhance the knowledge and speed up innovation and technological advancement in the field of emergency medical response to mass casualty incidents and first responder technologies.

In the scope of NIGHTINGALE dissemination activities, we define open access according to the EC Guidelines to the Rules on Open Access to Scientific Publication and Research Data in Horizon 2020 [6]: “Open access refers to the practice of providing online access to scientific information that is free of charge to the end-user and reusable”. Scientific information includes peer-reviewed scientific research articles and supporting research data, which can be curated data and/or raw data. It is an obligation of each beneficiary to ensure open access to scientific information (para 1, Article 29.2 of GA). To specify what data the project will generate, how it will be exploited and made accessible for verification and re-use, and how it will be curated and preserved, D6.14 Data Management Plan (DMP) for NIGHTINGALE was prepared. DMP details scientific information that is collected in the framework of the project and specifies the main principles for the generated data.

NIGHTINGALE scientific publications will be published following two main routes to open access practices, evaluated on a case-by-case basis:

- » Self-archiving / **'green' OA** – the representative (CCL – Dissemination Manager) archives (deposits) the published article or the final peer-reviewed manuscript in an online repository before, at the same time as, or after publication. The following depositories will be utilised: OpenAIRE [7], Open Research Europe[8] Zenodo [9], which allows to deposit the research data needed to validate results presented in scientific publications.
- » Open access publishing / **'gold' OA** – an article is immediately published in open access mode. Researchers can also publish in open access journals, or in hybrid journals that both sell subscriptions and offer openly accessible individual articles. In this model, the payment of publication costs is shifted away from subscribing readers. Monographs can also be published either on a purely open access basis or using a hybrid business model. Publications will be made accessible through a repository (OpenAIRE/ Zenodo/ Open Research Europe) upon publication.

To ensure open access using the repository, it is essential that the bibliographic metadata that identify the deposited publication is included (para 2(c) of Article 29.2 of GA). The following information must accompany all scientific publications and submitted to CCL:

- » The terms “Europe Union (EU) and “Horizon 2020”
- » The name of the action, acronym, and grant number: ‘Novel Integrated Toolkit for Enhanced Pre-Hospital Life Support and Triage in Challenging and Large Emergencies’, NIGHTINGALE, grant agreement No 101021957
- » The publication date, and length of embargo period if applicable
- » The persistent identifier (e.g., a Digital Object Identifier – DOI)
- » The unique and persistent digital identifier for the author and contributors (e.g., Open Researcher and Contributor ID - ORCID [10])

NIGHTINGALE partners can use the following table, *Table 7*, to enable CCL to correctly archive and deposit the scientific publication to the online repository. CCL will also maintain an internal database of scientific publications and will ask all NIGHTINGALE partners to submit periodic reports on their dissemination activities, including scientific publications using the Dissemination form (Appendix 1).

*Table 7 Bibliographic metadata for scientific publications*

<i>NIGHTINGALE Partner(s)</i>	Acronym used in the NIGHTINGALE project
<i>Type of scientific publication</i>	Peer-reviewed scientific article / monograph / edited volume / chapter in an edited volume / conference proceedings / report / dataset / other
<i>Title of publication</i>	
<i>Author(s)</i>	
<i>ORCID</i>	
<i>Title of journal/ edited volume/ special issue</i>	
<i>Editor / Publisher</i>	
<i>Publication date</i>	
<i>DOI number</i>	
<i>URL (if applicable)</i>	
<i>ISSN / ISBN (book/chapter)</i>	
<i>Other persistent identifier</i>	
<i>Open access to publication</i>	Green OA / Gold OA
<i>Research data</i>	Research data needed to validate the results
<i>Embargo period (if applicable)</i>	
<i>Additional information</i>	

### 2.8.3 Acknowledgement of EU funding and the use of the EU emblem

Acknowledging EU funding in dissemination activities is a legal obligation of every beneficiary under Article 29.4 of GA. All dissemination activities (including in electronic form, or via social media) related to the NIGHTINGALE project must display the EU emblem and include the following text:

- » For dissemination and communication activities: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101021957”.

- » For infrastructure, equipment and major results (Article 38.1.2 of GA): “This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101021957”.

The EU emblem must be displayed in high resolution. Consortium members are asked to consult the detailed graphics guide to the European emblem, which includes geometrical descriptions and the regulation colours [11]. The EU emblem can be downloaded in high resolution from the European Union website [12]. The EU emblem must not be modified or merged with any other graphic elements or text. When displayed together with another logo, the EU emblem must have appropriate prominence, according to para 2 Article 29.4 of GA.

In addition to the EU emblem and acknowledgement, dissemination results must include a disclaimer indicating that the results reflect only the author’s view, according to Article 29.5 of GA. The following text can be used in the acknowledgement of funding in every dissemination output:

“The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the European Union. The European Commission is not responsible for any use that may be made of the information contained herein.”

## 2.8.4 Risk and data management

Risk management comprises of activities and processes that aim to mitigate and manage all types of risks within the project duration and minimise their impact on implementing and executing project activities. The risk management plan is already in place, and risk mitigation measures are described in D7.1 Project Management Guidebook. This deliverable focuses on risks related to communication and dissemination activities, please refer to *Table 8* for an overview.

*Table 8 Overview of risk management in dissemination activities*

No	Risk	Mitigation measures
WP6-1	Insufficient number of external experts is available to participate in integration, testing and validation activities	The communication and dissemination strategy is designed to establish a broader network connecting NIGHTINGALE with emergency medical professionals and experts who will be encouraged to actively engage with NIGHTINGALE events.
WP6-2	Limited acceptance by the end-users and external stakeholders	Communication activities will be used to promote the project and its potential to first responders, engage with citizens and volunteers and share information on procedures and technologies for emergency medical response during major incidents.
WP6-3	Focusing on too many activities could reduce the impact of NIGHTINGALE	Communication and dissemination activities will establish closer links and collaboration with ongoing projects working in the field of EU civil protection and safety and disaster response.
WP6-4	NIGHTINGALE is misaligned with expectations of citizens	Societal, legal, and ethical concerns are taken into account at an early stage and constantly communicated to all partners. Dedicated dissemination activities with citizens and media outlets are planned to encourage exchange and engagement with the project results.

Other risk mitigation measures involve ensuring awareness raising and engagement through a broad and diverse range of dissemination activities tailored to key stakeholder groups. Queries from stakeholders will be responded without delay.

CCL oversees filtering of irrelevant and inappropriate content and comments posted on any of NIGHTINGALE social media accounts. If negative feedback is received in the project's social media channels, it will be acknowledged, taken offline, resolved in cooperation with the Project Coordinator (ICCS) and the Ethics, Privacy and Security Issues Manager, and finally addressed online. If the nature of the feedback is abusive, blocking and reporting the user in question will be considered. As the project's resources are limited, CCL heavily relies on all partners and their extended networks to flag any content or issues that need to be addressed. This includes cases where other languages, such as the languages of the NIGHTINGALE consortium members, are in question.

There is also a need to be prepared for unforeseen and unexpected risks in dissemination activities. A sudden, unexpected event related to NIGHTINGALE dissemination results, such as a publication in a high-ranking journal, a conference presentation, or an academic event, may call for an instant reaction from the NIGHTINGALE consortium. All partners need to keep up to date the Dissemination Manager (CCL) about any specific concerns, follow turns of event and notify the relevant members of the consortium. The Dissemination Manager will prepare and distribute a crisis management plan for external communications, addressing the issue and managing the risks for all NIGHTINGALE members.

As stated in para 3 Article 38.1.1 of GA, before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the Project Officer. Such communication activity could be major media coverage, including in online or printed press, broadcast media, and social media platforms, that will go beyond having a local impact and which could have the potential for national and international outreach. The NIGHTINGALE partners are aware of this obligation and compliant with this requirement.



## Conclusions

This deliverable was written with an objective to map and detail the communication and dissemination strategy for the NIGHTINGALE project. It provided a detailed account what activities have been already set up to successfully implement and monitor communication and dissemination activities. It provided guidelines of important steps in preparing publications, dissemination activities and engaging with media that should be useful to the partners throughout the project timeline.

The communication and dissemination strategy follows strategic objectives of the project and aims at promoting the technological development and innovative processes in emergency medical response to mass casualty incidents. The strategy identified key target audiences, messages, and channels that will be used to maximise the impact and raise awareness about the project and its activities. It listed promotional materials and specified objectives for media engagement. The strategy included opportunities for clustering and networking that will be further explored and strengthened as the project progresses. It also provided clear guidelines on steps for preparing scientific publications and participating in external events.

The deliverable also includes the sections on monitoring and analysing communication and dissemination activities. It presented an indicative timeline of the described activities and initial KPIs that will be continuously monitored and, if needed, revised to achieve the strategic objectives. The deliverable integrates information on regular reporting, the open access approach for scientific publications, and the risk management strategy for external communication and dissemination activities.

This report marks the first full draft of the NIGHTINGALE communication and dissemination strategy. Its contents will inform and guide the reports on communication and dissemination activities: D6.4 (M18) and D6.5 (M36). The next instalment will also evaluate the activities and present any changes and adjustments to the strategy. The strategy serves as a solid base for ensuring that the project results that are generated are disseminated effectively and systematically.

## References

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- [2] European Commission (2020). Horizon 2020 Work Programme 2018-2020. 14 Secure Societies – Protecting freedom and security of Europe and its citizens. European Commission Decision C(2020) 1862 of 25 March 2020, available at [https://ec.europa.eu/research/participants/data/ref/h2020/wp/2018-2020/main/h2020-wp1820-security\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/wp/2018-2020/main/h2020-wp1820-security_en.pdf) (Accessed March 2022).
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- [4] Euronews. Futuris, available at <https://www.euronews.com/next/next-series/futuris> (Accessed March 2022).
- [5] European Commission (2019). H2020 Programme: AGA – Annotated Model Grant Agreement. Version 5.2, 26 June 2019, available at [https://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/amga/h2020-amga\\_en.pdf#page=242](https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf#page=242) (Accessed March 2022).
- [6] European Commission (2017). Guidelines to the Rules on Open Access to Scientific Publications and Open Access to Research Data in Horizon 2020. Version 3.2, 21 March 2017, available at [https://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/oa\\_pilot/h2020-hi-oa-pilot-guide\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf) (Accessed March 2022).
- [7] OpenAire. Guidelines for Data Archives, available at <https://guidelines.openaire.eu/en/latest/data/index.html> (Accessed March 2022).
- [8] Open Research Europe. How it works, available at <https://open-research-europe.ec.europa.eu/about/> (Accessed March 2022).
- [9] Zenodo. About Zenodo, available at <https://about.zenodo.org/> (Accessed March 2022).
- [10] ORCID. For Researchers, available at <https://info.orcid.org/researchers/> (Accessed March 2022).
- [11] Publications Office of the European Union (2021). Interinstitutional Style Guide. Annex A1: Graphics guide to the European emblem, available at <https://publications.europa.eu/code/en/en-5000100.htm> (Accessed March 2022).
- [12] European Union official website. European Flag, available at [https://european-union.europa.eu/principles-countries-history/symbols/european-flag\\_en](https://european-union.europa.eu/principles-countries-history/symbols/european-flag_en) (Accessed March 2022).

# Appendices

## Appendix 1: Dissemination Activities Report

The dissemination activities report should be filled in by the lead partner for every completed dissemination activity related to the NIGHTINGALE project and submitted to CCL (WP6 Lead and Dissemination Manager). The purpose of this report is to correctly record all dissemination activities for using the provided materials on the project website (events/downloads) as well as for properly reporting on all dissemination activities to the Project Officer.

In reporting on a dissemination activity, partners can choose a relevant form and submit accompanying materials, such as photos/images for events and manuscripts/datasets for scientific publications, via the NIGHTINGALE Collaboration Platform (Nextcloud). The form can be uploaded to the subfolder “Dissemination activities” in the folder “5. Communication-Dissemination”. The templates of the forms are provided on the platform. Please rename the template file the following way: Abbreviation-Event/Publication-month-year, for example, CCL-Event-03-2022. In case of reporting several events or publications per month, please copy the form in one document.

For events or other dissemination activities		
<i>NIGHTINGALE Partner(s)</i>		
<i>Event title, place, date</i>		
<i>Involved partner (Presenter/Host)</i>		
<i>Relevance of the event</i>		
<i>Title of the presentation and/or a paper</i>		
<i>Author(s)</i>		
<i>Title of conference proceedings (if applicable)</i>		
<i>URL of the event / programme</i>		
<i>Cooperation</i>	<input type="checkbox"/> Yes (partner/H2020 project)	<input type="checkbox"/> No
<i>Type of audience</i>	Scientific / Research / Technical community	<input type="checkbox"/>
	SMEs	<input type="checkbox"/>
	Industry	<input type="checkbox"/>
	Policy makers	<input type="checkbox"/>
	First responders / civil protection agencies/ end-users	<input type="checkbox"/>
	Civil society / NGOs / Think tanks	<input type="checkbox"/>
	Media	<input type="checkbox"/>

<i>Size of audience at the event</i>		
<i>Scale of the event</i>	<input type="checkbox"/> National	Country:
	<input type="checkbox"/> International	Host country:
<i>Photos/ Presentations / Poster</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<i>If yes, please provide the internal link (Nextcloud)</i>		
<i>Permission to publish on the NIGHTINGALE website</i>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<i>Short description that can be posted on the project website:</i>		

For scientific publications	
<i>NIGHTINGALE Partner(s)</i>	Acronym used in the NIGHTINGALE project
<i>Type of scientific publication</i>	Peer-reviewed scientific article / monograph / edited volume / chapter in an edited volume / conference proceedings / report / dataset / other
<i>Title of publication</i>	
<i>Author(s)</i>	
<i>ORCID</i>	
<i>Title of journal/ edited volume/ special issue</i>	
<i>Editor / Publisher</i>	
<i>Publication date</i>	
<i>DOI number</i>	
<i>URL (if applicable)</i>	
<i>ISSN / ISBN (book/chapter)</i>	
<i>Other persistent identifier</i>	
<i>Open access to publication</i>	Green OA / Gold OA
<i>Research data</i>	Research data needed to validate the results
<i>Embargo period (if applicable)</i>	
<i>Additional information</i>	
<i>Internal link (Nextcloud)</i>	

## Appendix 2: Consent for video/audio/photo recording

The informed consent form includes information describing the project and its purposes, the extent of video/audio/photo recording, specifications on the time and date when recording begins and ends, as well as the purpose and future use of edited materials and data protection measures. The text below presents an example of the consent form sent to participants attending a NIGHTINGALE event:

Dear participant,

For the purpose of communication and dissemination activities of the NIGHTINGALE project, a NIGHTINGALE workshop taking place [name the place, location and dates of the event] will be photo/audio/video recorded.

NIGHTINGALE is a research and innovation 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. For more information about the project, please visit the NIGHTINGALE website: <https://www.nightingale-triage.eu/>.

Carr Communications (CCL) is the Dissemination Manager of the NIGHTINGALE project and is responsible for the recording. The raw footage from the event will be used to create promotional videos, highlighting the project potential. The videos will be published on the NIGHTINGALE website and social media channels. Some of the footage will be used to create training materials for the NIGHTINGALE project. Final edited videos will be circulated to relevant stakeholders and international media.

Video and photo recording will begin on [date] at [time] and take place during the scheduled discussions, demonstrations, and exercises. It will be intermittent throughout the day during breaks and confidential discussions. Recording will only take place in public spaces and will not take place after the end of the day discussions at [date]

All footage taken over the course of the event will be used to further the objectives of the NIGHTINGALE project only and will be treated with the utmost attention and security. The raw footage will be stored by Carr Communications and will not be released or shared with any other parties outside the NIGHTINGALE consortium. We are committed to processing personal data responsibly, securely, and proportionally throughout our activities in compliance with the EU General Data Protection Regulation (GDPR) 2016/679.

Your participation is entirely voluntary and there is no obligation to give your consent to have your voice or image captured. Please note that you can change your mind and withdraw consent to process your photograph, audio or video at any time by sending an email to Ms Maryia Rohava at [maryia@carrcommunications.ie](mailto:maryia@carrcommunications.ie).

Please indicate your consent and that you fully understand the proposed use of the photography, audio or video during the workshop [name and date] for NIGHTINGALE communications and dissemination activities in connection with the event, as set out above.