Deliverable D7.3

Mid-term Cross4Health Communication Report

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Abstract: This document contains the Communication Plan of the Cross4Health Consortium. Its purpose is to: establish the project's dissemination and communication policy; set its visual identity; identify and report the appropriate communication channels; provide information on focused dissemination actions including foreseen dissemination actions of each partner; establish a coherent collaboration plan with external actors at both national and international level and; finally, record the proposed dissemination procedures.

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GLOSSARY

ACRONYM	MEANING
€	Euro
&	And
CV	Curriculum Vitae
C4H	Cross4Health
D	Deliverable
EU	European Union
H2020	Horizon 2020
ICT	Information and Communication Technology
IT	Information Technology

KPI	Key Performance Indicator
M	Month
Nº	Number
SME	Small and Medium Enterprise
WP	Work Package
PARTNER SHORT NAME	PARTNER FULL NAME
NHT	Norway Health Tech
AV	Aerospace Valley
BIOTECYL	Cluster de Salud de Castilla y Leon
EUROB	Eurob Creative
HCN	Health Cluster NET
IS	Innovation Skane AB
ZENIT	ZENIT Zentrum fur Innovation und Technik in Nordrhein-Westfalen GMBH

EXECUTIVE SUMMARY

The aim of this Midterm Communication Report is to inform about Cross4Health Communication activities and achievements between M10 and M20 of the Cross4Health project. It includes the status of communications and public profiling, the elaborated publicity materials, measurement of Key Performance Indicators, specific and future actions for project promotion.

The communication and dissemination activities were guided by the Grant Agreement and the Communication Plan described in the D7.1 document. It is a continuation of the work that started in the 1st period (M1-M9) described in the D7.2 report. In order to promote awareness about the project in general and to build understanding of the opportunities and services the project offers, the consortium shared project information with all relevant stakeholders. The objective was to achieve the maximum publicity and spread of Cross4Health main activities and events during this second phase.

The main actions were continuing (i) the provision of the IT background of the project, (ii) using social media accounts, (iii) designing and creating further project publicity materials, (iv) promoting project actions using the various channels both online and offline with special regard to the 1st Cross4Health acceleration programme, the 2nd Cross4Health Open Call and related supporting events (2nd Open call informative webinar; 2nd Team building event; Idea Guided Building, B2B meetings; and Q & A Networking session), (iv) other targeted promotion and dissemination actions (Innovation Boot Camp, Bordeaux; Hackathon in Bochum, Ideas Hackathon Contest in Madrid, Hackathon in Köngsberg, and further satellite events in Spain and Norway). The Cross4Health consortium members also disseminated the project in 9 external events, organized by external parties. Direct contact with stakeholders also helped to engage our target groups into the activities.

The main communication tools were (i) the Cross4Health Website with new features and functions developed with increasing number of users, (ii) social media (Facebook, Twitter) with regular posts with increasing reach of users and number of likes, (iii) monthly Newsletters of which 7 were created in this period, (iv) press releases used for events, (v) promotional materials prepared by partners and disseminated through extended mailing lists, newsletters, posts on Twitter and Facebook, as roll-ups or fliers, depending the event and opportunity.

In summary communication activities are on track and serve their purpose. Towards the closing of the 2nd Cross4Health Open Call there was an increased focus on direct contact with stakeholders, especially with SME's. In the next period there will be a shift in focus of our communication activities as both Open Calls have closed. Further communication actions will be enhanced involving promotion of upcoming events and success stories of the project in order to increase further the dissemination impact of the Cross4Health project.

1. INTRODUCTION

The aim of this section is to briefly present the Cross4Health project, specifically the WP7 Communication and Dissemination, the deliverables corresponding this work package and the structure, methodology and objectives set for the dissemination of the project.

1.1. Cross4Health Project

Cross4Health is a 2.5-year and €5 million project, funded by the European Commission Framework Programme for Research and Innovation Horizon 2020. The Cross4Health Consortium consists of seven European partners: Norway Health Tech (coordinator), EuroB Creative, Health Cluster Net, Aerospace Valley, Innovation Skåne, Cluster de Salud de Castilla y León and Zenit. During the project period, more than €3.5 million will be invested directly in SMEs, in order to foster collaboration, transfer of knowledge and opportunities among European SMEs coming from Aerospace, Energy and Creative Industries leveraged on Biotechnology, ICT and Medical Devices sectors.

The mechanisms envisaged for ensuring this purpose are based on the concept of Open Calls and specific related events (Ideas Contest Events, Hackathons, Workshops, etc.).

1.2. WP7 Communication and Dissemination

The first objective of WP7 is to disseminate the project information to all relevant entities and other stakeholders, while at the same time aiming to maximize the profile of the project and associated publicity of all Cross4Health events, workshops and activities. Towards this aim, WP7 involves the design, implementation and execution of dissemination methods which involve the collaboration of all consortium partners to ensure that all entities that could be interested in Cross4Health (including SMEs, entrepreneurs or even investors) are well-informed about the project and able to take part in it.

The second objective of WP7 is to procure the necessary IT support tools that the project needs, such as the main project website (both private and public) and social media accounts. These tools support Cross4Health to carry out its communication and dissemination activities throughout the project.

1.3. D7.3 Mid-term Cross4Health Communication Plan

1.3.1. Scope of the deliverable

The scope of this deliverable is to present the communication activities performed by all project partners during the last 11 months (from June 2018 to April 2019), keeping in mind the guidelines established for the consortium partners in the D7.1 Cross4Health Communication Plan, the Public Webpage and the objectives to be achieved through the project communication.

1.3.2. Methodology of the deliverable

The strategy followed by the members of the consortium for the last year is completely in accordance with what was planned within the D7.1. Target groups and goals have been defined by the partners in order to create messages that clarify their intent which enabled continuity in

the stakeholder dialogue that all the Cross4Health members are engaged in. In particular, one of the main objectives of Cross4Health communication activities is to generate interest among targets (mainly SMEs) through communication tools, which are being developed and will be explained in the following sections. Finally, these tools will serve the named objectives through communication activities which will also be developed within this deliverable.

1.3.3. Intended audience of the deliverable

Deliverable 7.3 is public and will try to reach a relatively broad audience. The first logical target is the European Commission, since it has to be informed of all the development of the Cross4Health project. Similar EU projects are to a lesser extent also targeted in order to permit the discussion and the sharing of good practices between European project managers. Eventually, potential stakeholders such as SMEs will benefit from this deliverable to be informed of all communication channels used by the consortium members.

1.3.4. Relation with other WP 7 deliverables

The D7.3 is closely related to the following deliverables:

D7.1 and D7.2: The deliverable D7.1 can be understood as the basis of both D7.2 and D7.3 since it is the whole communication plan of the project. D7.3 is written in line with what has already been set within the D7.1 and D7.2.

D7.4: The Deliverable will constitute the final Cross4Health communication report, and will gather the data which provide a conclusion to the actions and activities planned through the D7.3, as well as a checking of the used communication instruments.

2. COMMUNICATION DEVELOPMENT IN REPORTING PERIOD

2.1. Communication objectives of the reporting period

Throughout this period, using a systematic and planned approach, WP7 focused its efforts to continue communication and dissemination activities according to the project Communication Plan that resulted in the successful promotion of the project at local and European level.

The **overall aim** of communication and dissemination is to promote project actions and its results by providing targeted information to multiple audiences in a strategic and effective manner. This involves engaging with the target group in a two-way exchange while aligned with the grant agreement which is a general expectation for such large-scale European initiates.

The **specific aims** of communication and dissemination for our target groups are:

- To create awareness in relevant sectors of the need for interesting technologies that can help create new medical devices for use in healthcare.
- To support understanding of new and upcoming technologies from different sectors that could be integrated in new medical devices.
- To engage a critical mass of innovative SMEs to use the new technologies that have transfer and utilisation potential.
- Stimulate collaboration with other relevant EU projects.

In the second period from M10 to M20, the project continued work to deliver:

- Awareness - To make our target groups aware of Cross4Health, its overall aims, its activities (like for SMEs, entrepreneurs or even investors) by general communication activities and messages that were relevant to the entire target audience of the project.
    - Website, E-mails, social media, publicity materials, newsletters, etc. all served to achieve this goal.
- Understanding - To make our target groups understand more deeply what Cross4Health does, what opportunities and services it offers in what support framework.
    - This is the area where sending targeted information using the relevant channels for specific events at project and partners level were the most useful.

To promote awareness and build understanding, the project sought to share project information to all relevant stakeholders to achieve the maximum publicity and spread of Cross4Health main activities and events during this second phase.

The **specific practical steps undertaken** were:

1) Continuing the provision of the IT background of the project
    a) The project website
        i) Public part for the general target groups
        ii) Private part for consortium partners, external evaluators, interested SMEs (and in the future sub-granted SMEs)
    b) Other IT supporting tools
2) Continuing the use social media accounts
3) Continuing designing and creating further project publicity materials
4) Continuing the promotion of the project actions during the respective period using the various channels both online and offline
    a) providing general information about Cross4Health
    b) targeted communication actions related to the 1st acceleration programme (providing information about supported projects, call for external providers)
    c) intensified targeted promotion and dissemination of the 2nd Cross4Health Open Call and related supporting events (2nd Open call informative webinar – 29 Nov 2018; 2nd Team building event – 9 Jan 2019; idea Guided Building, B2B meetings early Feb 2019; Q & A Networking session, 7 Feb 2019).
    d) intensified targeted promotion and dissemination of Cross4Health events between M10 and M20 (Innovation Boot Camp, Bordeaux, 25 Sept 2018; Hackathon in Bochum 7-9 Dec 2018, Ideas Hackathon Contest in Madrid 22-23 Jan 2019, Hackathon in Köngsberg 23-24 Jan 2019, further satellite events e.g. in Spain).

Guided by its basic documents (the project plan in the Grant Agreement and the WP7 Communication Plan) the target groups for Cross4Health were well-informed about the project and were able to engage in its activities, events and preparation for the 2nd Open Call. The communication and dissemination activities were pursued in several interrelated domains: the

IT background, social media appearances and the events organised according to the event calendar.

2.2. Communication Tools

This section includes all information regarding the communication tools used to disseminate and increase the visibility of the Cross4Health project.

2.2.1. Cross4Health Website

As it was stated in D7.2, the Cross4Health website was launched in month 1 and it is hosted at: ***https://www.cross4health.eu/***

The project website is one of the most important tools of the Cross4Health communication strategy, it is where all project information and documentation is gathered and shared. Through the project website we are able to promote the Cross4Health project and at the same time to engage interested parties.

The project website is divided in two parts, the "public portal" that is available for every interested party and the "internal private portal" that can only be accessed after being registered, validated and logged, and with specific sections for each actor in the project. At the beginning of the project from month 1 to 9, the private part of the website contained two different profiles, the administration profile for project partners and the user profile for participants who want to join the project. Currently, there are 2 new profiles running in the website (ANNEX I Section I):

- Voucher provider (external organizations, such as companies, universities or research centers, that are offered as external suppliers to be hired by the awarded projects).

- Evaluator zone (external experts that evaluate the proposals).

In addition, hereunder there is a list about the improvements that have been done in the webpage from month 10 to 20 (ANNEX I Section I):

- Private online functionality in order to assign the open call proposals to correspondent evaluators remotely.
- Site allowing evaluators check and assess their assigned proposals remotely.
- Private homepage for SMEs involved in the project, where they can access the matchmaking tool, check the events attended or the documents submitted to the Open Call, etc.
- Voucher's Catalogue available for the selected SME's.
- Loading times of the website have been improved.
- The home of the website has been redesigned with a better interface to improve the user experience.

In addition to the improvements, the TIC consortium member (EUROB) is continuously giving support to evaluators, users and consortium members.

In the last eleven months (from M10 to M20), the website has been continuously updated with new information, contents, events, etc. The following information has been included during the reporting period:

- Information and Registration sites for Cross4health Events: Innovative Healthcare Hackathon, Madrid Idea Hackathon, Hack4Health, Remote Q&A and Networking Session and Idea Guided Building for 2nd Open Call.
- Information and Registration sites for 2nd Open Call.
- Information and Registrations for 2nd Team Building Event.
- Project information section to publish all Cross4Health public deliverables.

ANALYTICS:

The analytic data of the Cross4Health website is extracted from AWStat. The available data corresponds to the reporting period, form June 2018 (M10) to April 2019 (M20).

Private Portal

According to the data retrieved from the back end of the Cross4Health website, the number of users has increased from 116 users registered in M9 to 275 users registered in M20. Among these registered users, there are different organization types such as SMEs, startups, research centers, universities, etc. The user's engagement has been more successful in the countries that Cross4Health consortium partners are present (Figure 1), specifically in Spain (85 users), Germany (29 users), Norway (24 users), Sweden (24 users) and France (24 users).

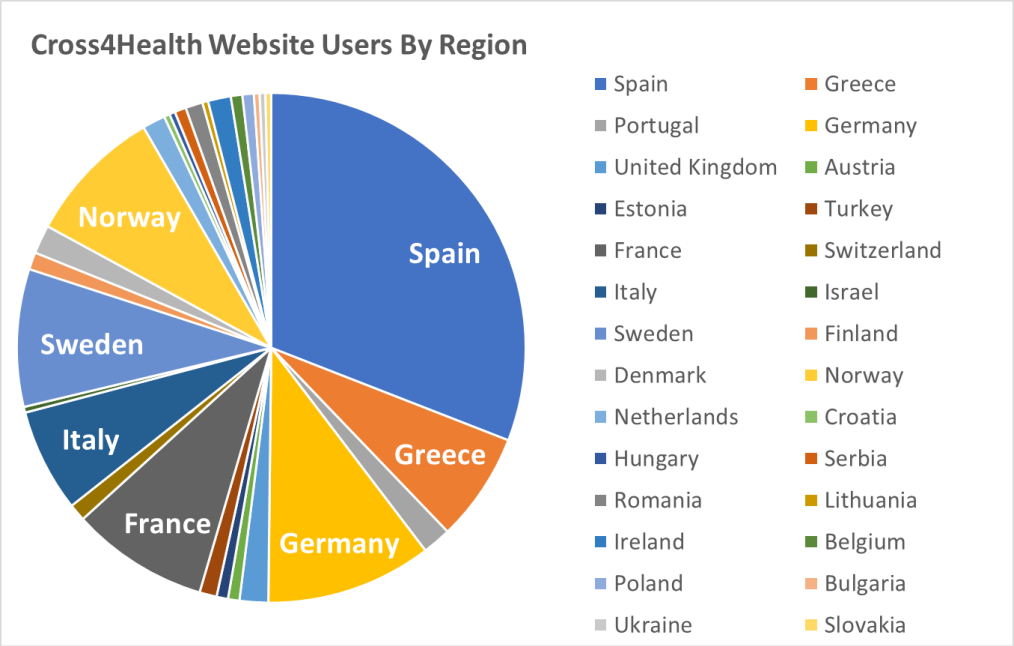


Figure 1. Cross4Health website users by region

The **matchmaking tool** has been successfully used by SMEs and startups. Currently, there are around **30 companies that are looking for consortium partners** to develop their projects and take advantage of the Cross4Health community.

As the project advances, **the number of CVs of experts received has increased**, both from external evaluators and from juries for events. Nowadays, we have received **160 CVs of external evaluators and 102 CVs of juries**, which is an increase compared with month 9 of 104 and 64 CVs respectively.

We have also increased our offer in terms of external suppliers. At the moment, the Cross4Health project has **49 organizations registered as external vouchers** and more than 50 different services available.

Public Portal

The website has received a total of **31,652 unique visitors and 43,820 visits** from the start of the project. The following table shows how the number of unique visitors and visits have increased during the development of the project, especially if the first two months of 2018 and 2019 are compared (light yellow colored cells):

Table 1. Number of Visits & Unique Visitors of the Cross4Health Website

	Unique visitors			Number of visits		
Month	**2017**	**2018**	**2019**	**2017**	**2018**	**2019**
Jan		**622**	**4892**		**959**	**6765**
Feb		**932**	**3694**		**1359**	**5354**
Mar		1020	1894		1433	2737
Apr		1317	1607		1763	2206
May		2039			2443	
Jun		1082			1388	
Jul		1312			1860	
Aug		1526			2278	
Sep		1508			2151	
Oct		1768			2480	
Nov	123	3214		227	4146	
Dec	402	2700		615	3656	
Total per Year	525	19040	12087	842	25916	17062
Total	**31652**			**43820**		

2.2.2. Mailing Lists

The Cross4Health project have created two different mailing lists, one for the internal communication between consortium partners and another one for sending the newsletters. Additionally, the private portal of the Cross4Health website have an option for partners for sending mails to all users and it is used as a mailing list. Through this tool we communicate important project-related information for interested parties, such as news about planned events, open calls, webinars and more.

Table 2. Mailing Lists & Number of Users

Mailing List	Users
Internal Communication (only for partners)	26
Cross4Health Users (through private website portal)	275
Newsletters	182

2.2.3. Social Media

The Cross4Health social media profiles on Facebook and Twitter were created to enhance the visibility of the project including its events and Open Calls. Both accounts were launched during October 2017 and gained followers and likes over time due to regularly updates. The published content consisted of planned project related activities, achievements of Cross4Health or supported SMEs and live updates from ongoing events.

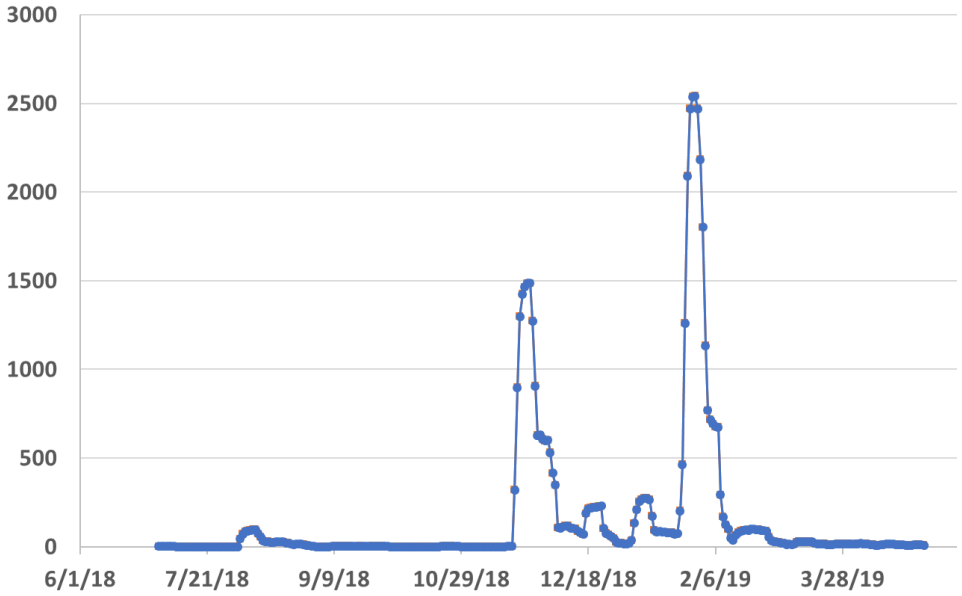
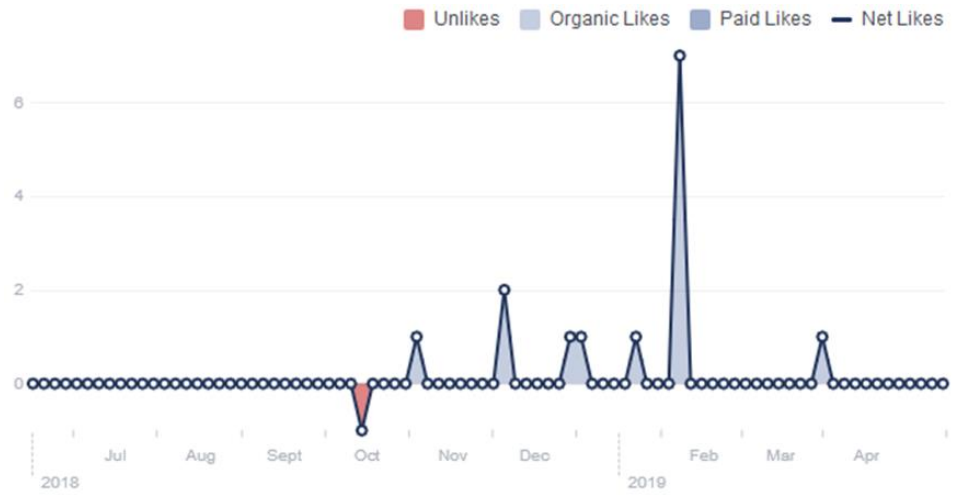
The table below shows an update on the status of both social media pages.

Table 3. Cross4Health on Facebook & Twitter Status Update

Field	Facebook	Twitter
Project Month of Creation	M2	M2
URL	https://www.facebook.com/Cross4Health/	https://twitter.com/Cross4Health
Status 7.2.	32 followers, 31 likes	29 tweets, 109 followers
Status (30.04.2019)	64 follower, 64 likes	243 followers, 88 likes

As one part of the social media strategy, the Facebook page is updated frequently as well. The main focus of the site is on ongoing events and their outcome (f.eg. prize winners) as well as useful hints and information about Open Call applications. Table 4 shows an extract of the offered site and posts analytics made by Facebook.

Table 4. Facebook Analytics

Material	**Facebook Analytics**
Description	Total reach of Facebook site and content and number of likes over project time
Facebook Analytics	**Weekly Total Reach June 2018 – April 2019:**  **No. Likes March 2018 – April 2019:** 

List of recent posts, their reach and interaction:

Veröffentlicht	Beitrag	Typ	Zielgruppe	Reichweite	Interaktionen
20.02.2019 15:58	The 2nd Open Call is closed! We have received 65			62	6 7
15.02.2019 15:46	A final tip for the submission of your proposal. 😎 Submit			65	0 6
14.02.2019 14:42	REMINDER! While finalizing your proposal, keep in mind			33	3 1
01.02.2019 13:04	The 2nd Open Call will close on the 18th of February			646	20 16
25.01.2019 17:15	After two exciting days at Universitetet i Sørøst-Norge			2,1K	493 212
23.01.2019 14:44	Live from Hack4Health, our hackathon in Kongsberg!			547	54 40
22.01.2019 11:02	What an exciting week! Today we're kicking off our			72	6 3
15.01.2019 12:28	Join as well the next Hackathon Event in Madrid,			67	6 10
14.01.2019 17:13	Don't forget to register for the upcoming hackathon in			66	5 5
04.01.2019 10:01	Happy New Year from the Cross4Health Consortium!			280	15 11
17.12.2018 15:09	Are you searching for the right partner to lift your idea?			236	7 6
14.12.2018 12:28	With challenge 2 for our Open Call we are looking for			46	2 6
10.12.2018 15:17	This weekend our consortium partner Zenit			26	2 3
07.12.2018 17:09	The Cross4Health team is ready for a weekend of			82	8 13
05.12.2018 13:02	Our first Open Call challenge is all about early detection			57	6 4

The data shows clearly an improvement in reach and likes over project time and the engagement of the users. The by far most shared post, with a reach of over 2,000 users, was created regarding the Hack4Health hackathon in Kongsberg (Norway) and is displayed below.

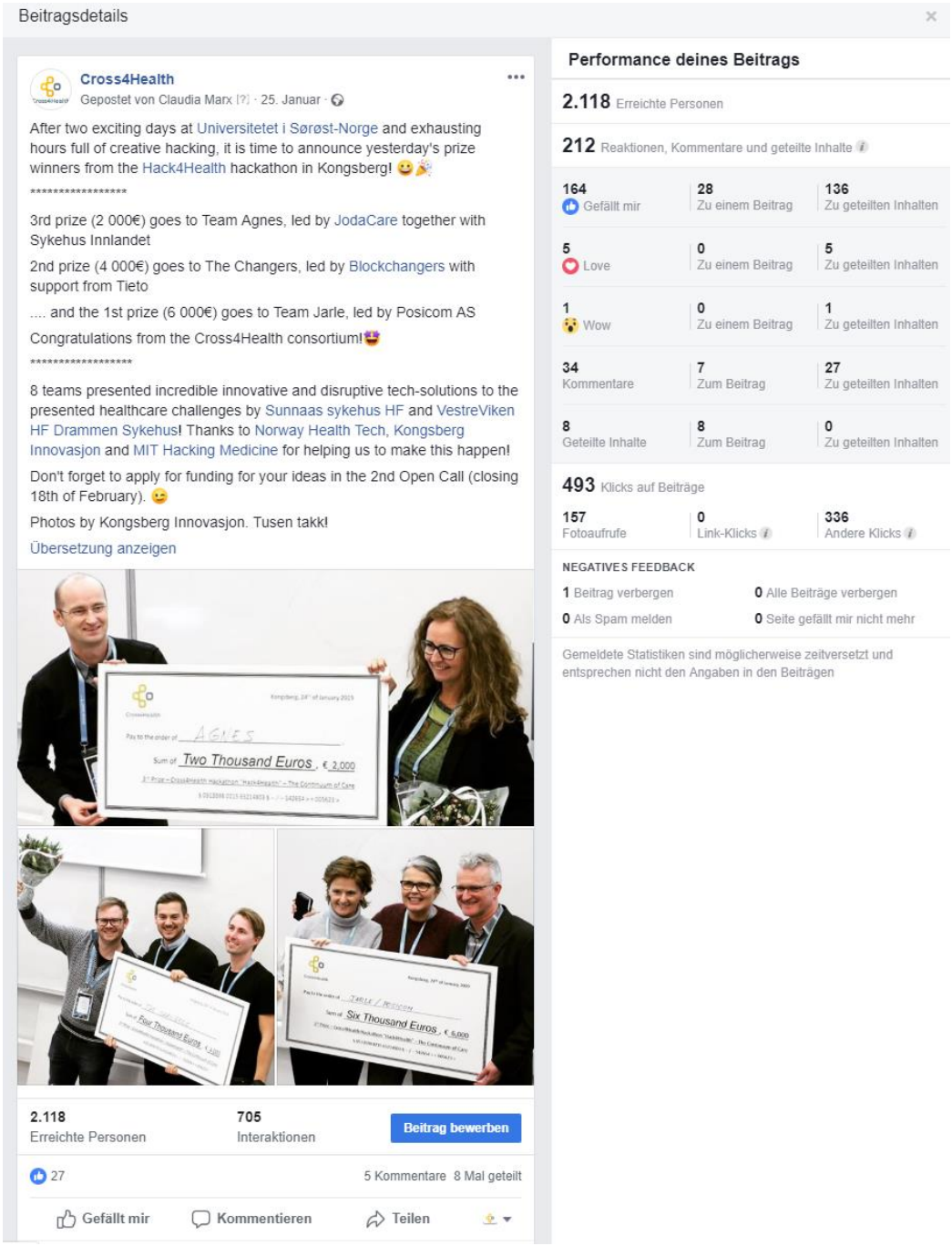
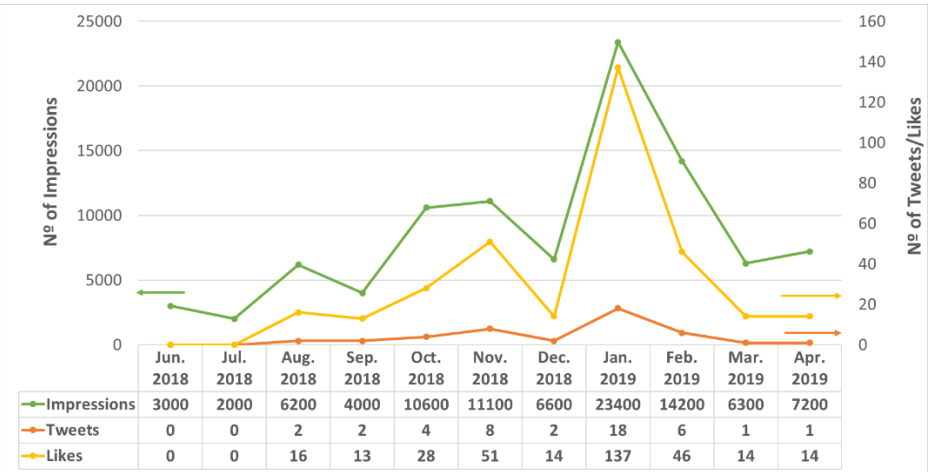


Figure 2. Facebook post with Highest Reach & Interaction

The social media Twitter is also a very important part of the Cross4Health communication and dissemination strategy. Through Twitter, all the project public information is published, mainly news about open calls, related webinars, its progress and statistics results, about events and call winners, etc. Table 5 summarized the analytic data of Cross4Health on Twitter.

Table 5. Twitter Analytics

Material	**Twitter Analytics**
Description	Total reach of Twitter site, content, number of impressions and likes over project time.
Facebook Analytics	**Monthly Total Reach June 2018 – April 2019:**



	Jun. 2018	Jul. 2018	Aug. 2018	Sep. 2018	Oct. 2018	Nov. 2018	Dec. 2018	Jan. 2019	Feb. 2019	Mar. 2019	Apr. 2019
Impressions	3000	2000	6200	4000	10600	11100	6600	23400	14200	6300	7200
Tweets	0	0	2	2	4	8	2	18	6	1	1
Likes	0	0	16	13	28	51	14	137	46	14	14

List of posts from June 2018 to April 2019, their reach and interaction:

	Cross4Health @Cross4Health · 21 feb. SPAIN AND SWEDEN are the countries that lead more proposals in our 2nd Open Call!!!!!! If you want to know more statistics of the call visit our website: cross4health.eu/2ndOpenCall.ht… **#innovation #Health #PersonalizedCare** pic.twitter.com/6ulbc2hm7S Ver la Actividad del Tweet	1.398	59	4,2 %
	Cross4Health @Cross4Health · 20 feb. REMOTE PATIENT SUPPORT has been the most popular challenge in the Cross4Health 2nd Open Call!!!!!! The statistics of the call can be consulted in our website: cross4health.eu/2ndOpenCall.ht… pic.twitter.com/3p5xmVN5q9 Ver la Actividad del Tweet	767	11	1,4 %
	Cross4Health @Cross4Health · 20 feb. Thank you to all participants of the Cross4Health 2nd Open Call!! We have received 65 proposals from consortia made up of countries from all over Europe! More information: cross4health.eu/2ndOpenCall.ht… pic.twitter.com/qiz9N4l95o Ver la Actividad del Tweet	680	35	5,1 %
	Cross4Health @Cross4Health · 12 feb. 📢📢📢6 DAYS LEFT UNTIL THE CLOSING OF THE CROSS4HEALTH 2ND OPEN CALL📢📢📢 Do not miss the opportunity to be supported with up to 55k per SME to develop your innovative health solution!! Apply through our website: cross4health.eu/2ndOpenCall.ht… pic.twitter.com/r4ujNQVUX9 Ver la Actividad del Tweet	2.423	24	1,0 %
	Cross4Health @Cross4Health · 6 feb. Don't forget our Remote Q&A and Networking session tomorrow!! You will have the change to ask the consortium partners any question and find partners across Europe to form a consortium to apply to the 2nd Open Call of Cross4Health!!!! More info: cross4health.eu/remote_Q-A_Net… pic.twitter.com/86BHJ34YDg Ver la Actividad del Tweet	741	8	1,1 %
	Cross4Health @Cross4Health · 1 feb. ATTENTION!!Are you interested in applying to the C4H 2nd Open Call❓Do not miss the The Remote Q&A and Networking Session!! This session is a great opportunity for applicants to ask the consortium partners any questions and to network with other applicants from across Europe. pic.twitter.com/z1itTKzquj Ver la Actividad del Tweet	1.826	28	1,5 %
	Cross4Health @Cross4Health · 30 ene. Yesterday we finished another productive **#Cross4Health** Consortium Meeting. Thank you to our partner Health Cluster Net for hosting us! **#healthcare #challenges #sme #innovation** pic.twitter.com/qnLmQxFLSV Ver la Actividad del Tweet	4.116	74	1,8 %
	Cross4Health @Cross4Health · 23 ene. We would like to thank all the jury members for being here!!!!! It has been a pleasure! pic.twitter.com/uutkF8GuAo Ver la Actividad del Tweet	1.161	37	3,2 %
	Cross4Health @Cross4Health · 23 ene. SepsisBell is the Best Idea of the Cross4Health Hackathon in Madrid!!!!Congratulations Winners!!!!!! pic.twitter.com/nSJhG11NCi Ver la Actividad del Tweet	1.965	53	2,7 %

	Cross4Health @Cross4Health · 23 ene. Second Best Idea in the Cross4Health Hackathon in Madrid!congratulations!!!! pic.twitter.com/MJc2kdGwd3 Ver la Actividad del Tweet	3.560	91	2,6 %
	Cross4Health @Cross4Health · 23 ene. Transfusion at Home is Third Best Idea of the Cross4Health Hackathon in Madrid!!!! pic.twitter.com/v4GKb18Mis Ver la Actividad del Tweet	1.126	28	2,5 %
	Cross4Health @Cross4Health · 23 ene. Just an example of the great success of the Team Building day of the Cross4Health Hackathon in Madrid!Facilitating the intersectoral collaboration! **#health #innovation #Cross4Health #pitchwars** pic.twitter.com/Z7HlqI5nJ1 Ver la Actividad del Tweet	2.713	47	1,7 %
	Cross4Health @Cross4Health · 23 ene. Thank you to all jury members for being here looking for the best ideas!!! **#HealthHackathon #Cross4Health #innovation** pic.twitter.com/Y7OLxfBgOv Ver la Actividad del Tweet	892	16	1,8 %
	Cross4Health @Cross4Health · 23 ene. Pitch Session in the Criss4Health Hackathon in Madrid!!!!Good Luck to all teams!!! **#health #hackathon #Cross4Health #innovation** pic.twitter.com/DLhkqZUbc7 Ver la Actividad del Tweet	901	16	1,8 %
	Cross4Health @Cross4Health · 22 ene. It's now time for Project Building! Alberto Vera from DCOM presents this training session in the Cross4Health **#Hackathon** in Madrid. **#healthcare #innovation #DesignThinking** pic.twitter.com/Jvf5PbYdHJ Ver la Actividad del Tweet	1.112	25	2,2 %
	Cross4Health @Cross4Health · 22 ene. Great design thinking training of **@pglombardia** in the Cross4Health Hackathon in Madrid!Now starting the Teamwork Ideation Session! **#health #hackathon #Cross4Health #innovation** pic.twitter.com/xmowTZzom6 Ver la Actividad del Tweet	710	25	3,5 %
	Cross4Health @Cross4Health · 22 ene. The second day of the Cross4Health Hackathon in the Hospital Clínico San Carlos of Madrid has started!!! **#Health #hackathon #innovation** pic.twitter.com/9uuEcl6qXZ Ver la Actividad del Tweet	665	26	3,9 %
	Cross4Health @Cross4Health · 21 ene. Welcome to the Cross4Health Hackathon in Madrid! **@BIOTECYL** and EUROB introduce the C4H project, the 2nd **#OpenCall** and the **#healthcare #challenges** pic.twitter.com/IlUtEtwKyH Ver la Actividad del Tweet	1.102	19	1,7 %

Cross4Health @Cross4Health · 17 ene. JOIN US IN THE MADRID HACKATHON OF C4H!! Don´t miss the opportunity to work on the development of your disruptive solution for healthcare in an event involving the participation and support of end-users and challenge owners. Registrations are still OPEN! cross4health.eu/hackaton-madri… pic.twitter.com/7oEBWzDXKY Ver la Actividad del Tweet	1.886	25	1,3 %
Cross4Health @Cross4Health · 15 ene. Another Cross4Health event is comming!! The Hack4Health in Norway will demonstrate cooperation between stakeholders from the Healthcare value chain and industries aiming at transferring technology and know-how to the benefit of personalized Healthcare. cross4health.eu/hack4health.ht… pic.twitter.com/YkxyOeSQNt Ver la Actividad del Tweet	851	21	2,5 %
Cross4Health @Cross4Health · 15 ene. Don´t miss the Cross4Health Hackathon in Madrid!! The event provides you with the chance to improve and show your creative thinking, innovation, pitching and business skills while working on a challenge that covers real healthcare needs! cross4health.eu/hackaton-madri… pic.twitter.com/vXutrcunRe Ver la Actividad del Tweet	450	15	3,3 %
Cross4Health @Cross4Health · 11 ene. ATTENTION!!Come to the next Cross4Health Hackathon in Madrid!! This event is great opportunity for SME-led teams to work in tackling specific healthcare challenges by developing innovative solutions. For more information visit our webpage: cross4health.eu/hackaton-madri… pic.twitter.com/NLOBcOhSIp Ver la Actividad del Tweet	2.080	33	1,6 %
Cross4Health @Cross4Health · 9 ene. Are you an SME active in aerospace/energy/creative industries? Looking for innovations spill over to health sector like the project below? Get services/cash worth €55k from **@Cross4Health** financed by **@EU_H2020** **@EU_EASME**. 2nd Open Call Just Launched! Apply until 18th Feb 2019 pic.twitter.com/f1hKdQprBI Ver la Actividad del Tweet	4.718	63	1,3 %
Cross4Health @Cross4Health · 17 dic. Join us in the 2nd TEAM BUILDING online event! We will help you to meet other companies form different sectors to promote your collaboration in seeking solutions for social health challenges!!! More information in: cross4health.eu/second-team-bu… Register before 3 January 2019 pic.twitter.com/2p53HLTMtr Ver la Actividad del Tweet	1.308	22	1,7 %
Cross4Health @Cross4Health · 5 dic. In just 2 days the Cross4Health Innovative Healthcare Hackathon in Bochum begins!!! Do not miss the opportunity to join this stimuolating event! Dates: 7th-9th December, 2018 For more information visit the following websites: hackathon.com/event/cross4he… cross4health.eu/c4hInnovateHea… pic.twitter.com/YIQt5OjVmO Ver la Actividad del Tweet	895	25	2,8 %

Cross4Health @Cross4Health · 29 nov. ATTENTION!!Do not forget to attend to the informative webinar of the 2nd Open Call of Cross4Health!! Join us TODAY at 14:00 CET Register here: register.gotowebinar.com/register/88294… More Information in cross4health.eu/2ndOpenCall.ht… pic.twitter.com/sgdoORzSsx Ver la Actividad del Tweet	987	20	2,0 %
Cross4Health @Cross4Health · 27 nov. Join us in the Innovate Healthcare Hackathon of Cross4Health! If you are a passionate innovator that wants to disrupt the health care sector with progressive ideas, you can not miss this event! Dates: 7th-9th December, 2018 cross4health.eu/c4hInnovateHea… pic.twitter.com/FrMtj4TdsE Ver la Actividad del Tweet	2.661	34	1,3 %
Cross4Health @Cross4Health · 23 nov. Do not miss the Informative Webinar about the Cross4Health 2nd Open Call!!!!! Join us on November 29th, 2018 at 14:00 CET Register here: register.gotowebinar.com/register/88294… More information in cross4health.eu/2ndOpenCall.ht… pic.twitter.com/g8l33gocNs Ver la Actividad del Tweet	2.635	26	1,0 %
Cross4Health @Cross4Health · 19 nov. Motigravity is one of the awarded projects of the 1st Acceleration Period of Cross4Health! Motigravity will transfer aerospace technology to the health sector to develop an innovative VR Treadmill to help patients with neurological impairments to improve gait and quality of live. pic.twitter.com/fBwIiAdzqm Ver la Actividad del Tweet	1.145	18	1,6 %
Cross4Health @Cross4Health · 16 nov. Are you an SME active in aerospace/energy/creative industries? Looking for innovations spill over to health sector like the project below? Get services/cash worth €55k from **@Cross4Health** financed by **@EU_H2020** **@EU_EASME**. 2nd Open Call Just Launched! Apply until 18th Feb 2019 pic.twitter.com/aZxkfMcxEX Ver la Actividad del Tweet	2.667	32	1,2 %
Cross4Health @Cross4Health · 12 nov. GlucoSet ROU is one of the awarded projects of the 1st Acceleration Period of Cross4Health! The GlucoSet ROU project is based in the development of a prototype glucose monitor for use in intensive care units. **#Health** pic.twitter.com/mXfUS8t5ku Ver la Actividad del Tweet	1.984	21	1,1 %
Cross4Health @Cross4Health · 8 nov. iWalkU is another of the awarded projects of the 1st Acceleration Programme of Cross4Health! iWalkU aims to develop safe and effective remote care of terrestrial mobility in impaired individuals using a combination of rehabilitation expertise in bio- and aerospace-technologies. pic.twitter.com/XWPYJzyW6Z Ver la Actividad del Tweet	984	12	1,2 %
Cross4Health @Cross4Health · 5 nov. Organ-Test is another of the awarded projects of the 1st Acceleration Programme of Cross4Health! Organ-test aims to provide three-dimensional (3D) tissues to mimic kidney tumours for drug-screening medical applications. **#Health** pic.twitter.com/baUvlayddm Ver la Actividad del Tweet	1.548	6	0,4 %

Cross4Health @Cross4Health · 29 oct. Smart Operating Theatre is one of the awarded projects of the 1st Acceleration Period of Cross4Health! SOT provides surgical managers with a management platform equipped with the most advanced artificial intelligence techniques to organize highly complex environments. **#health** pic.twitter.com/92pACVHMaI Ver la Actividad del Tweet	5.062	35	0,7 %
Cross4Health @Cross4Health · 19 oct. The 1st Acceleration Period of Cross4Health project has already begun!!! During the next days we will present you the awarded projects: Smart Operating Theatre (SOT) Organ-Test iWalKu Glucoset Rou Motigravity **#healthcare #EuropeanUnion #H2020** pic.twitter.com/TuIRmTwEt4 Ver la Actividad del Tweet	1.292	11	0,9 %
Cross4Health @Cross4Health · 16 oct. 📢📢ATTENTION📢📢 Cross4Health is preparing the 2nd Open Call!!! Soon we will be back with more information. cross4health.eu **#healthcare** pic.twitter.com/kafD3s5T3k Ver la Actividad del Tweet	2.711	32	1,2 %
Cross4Health @Cross4Health · 11 oct. Cross4Health is looking for motivated teams to provide solutions to specific challenges in healthcare. If you belong to the Aerospace, Energy, Healthcare, Biotechnology or Medical Devices sectors and want to generate innovative ideas, this event is for you! pic.twitter.com/DsrvAaVTkA Ver la Actividad del Tweet	3.300	57	1,7 %
Cross4Health @Cross4Health · 25 sept. Another photo about the successful **#InnovationBootCamp** of the Cross4Health project!!! **#EuropeanUnion #H2020 #healthcare** pic.twitter.com/Z0uLgWOA5I Ver la Actividad del Tweet	806	16	2,0 %
Cross4Health @Cross4Health · 24 sept. Participation of **@AerospaceValley** to the **#InnovationDay** of **@BordeauxINP**. Proposition of **#challenges #students** by **#SMEs #SpaceMedex @ucare_watches** in the framework of the European project **@Cross4Health #InnovationBootCamp #EuropeanUnion #H2020 #healthcare** pic.twitter.com/96cPKohRzz Ver la Actividad del Tweet	1.858	16	0,9 %
Cross4Health @Cross4Health · 3 ago. Exciting times ahead! The evaluations after the 1st Cross4Health Open Call are finished and we're soon ready to publish the winners that will be enrolled in our acceleration programme. Stay tuned! pic.twitter.com/pubzaMKgfE Ver la Actividad del Tweet	4.666	53	1,1 %
Cross4Health @Cross4Health · 3 ago. Open Call for External Service Providers! SMEs in our 1st Acceleration Programme will receive up to 15k€ to hire external services - Can you provide one of the services below to support their innovation? Follow the link for more info and join us! -> bit.ly/2AEubsi pic.twitter.com/pkygAwPoHW Ver la Actividad del Tweet	1.687	35	2,1 %

As is clearly shown in Table 5, there is a big increase of the total Twitter reach in the months of January and February coinciding with the Cross4Health events on January and the months

before the closing of the 2nd Open Call. The most interesting tweets for the Cross4Health public were those related to the Open Calls and the awarded projects of the first acceleration process. Figure 3 corresponds to the tweet with more likes (19), retweets (16) and interactions (63) about the launch of the 2nd Open Call. This figure also shows the tweet with more impressions (5,062) about SOT project, one of the five awarded projects of the 1st Open Call.

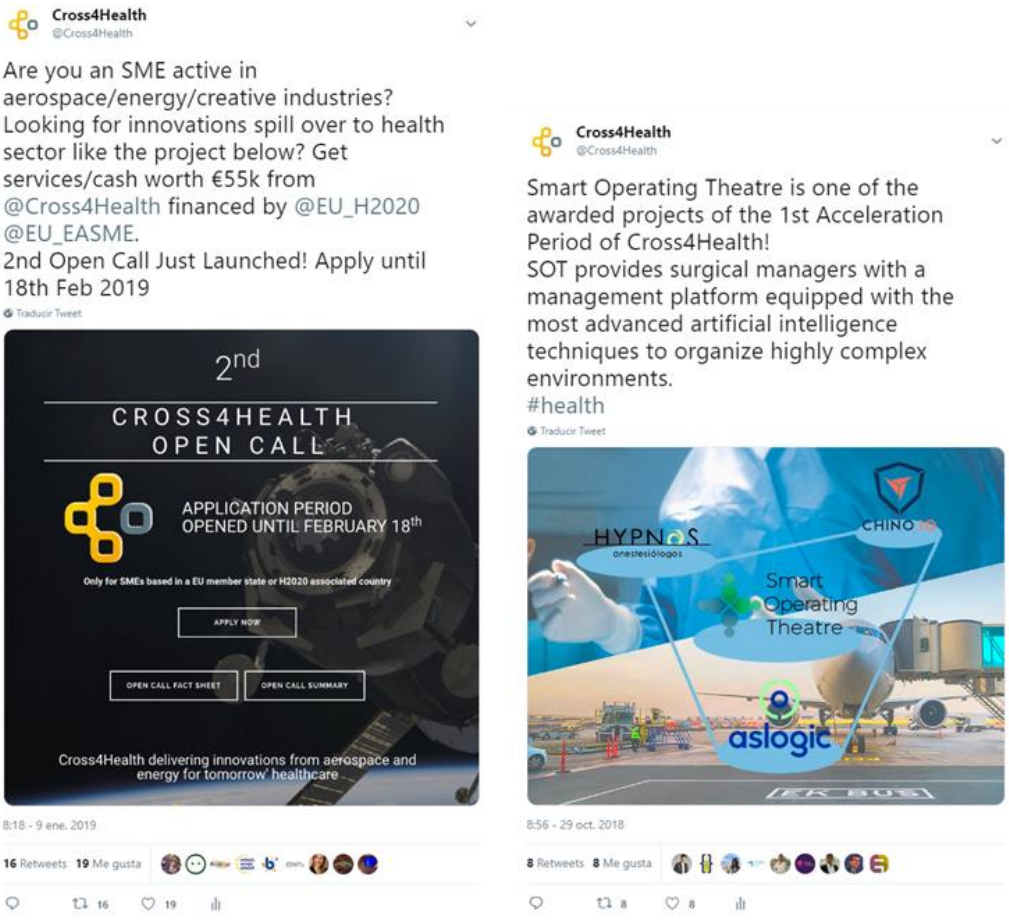


Figure 3. Most interesting tweets for Cross4Health followers

2.2.4. Newsletter

Cross4Health consortium partners use the newsletters as one of the main communication channels. Currently, EUROB is improving the newsletter mailing list with the aim to collect the mails statistics and get information about whether newsletters are reaching all registered mails, how many users open the mails, how many clicks are made on each newsletter, etc.

Our newsletters still contain two types of news, project news which contents are elaborated by consortium partners and aim to disseminate Cross4Health project, such as activities, initiatives, achievements, etc., and short news that contain information of other projects, organizations or specific media that can be interesting to our audience. Currently, the newsletter has 183 registered persons.

During the reporting period (M10-M20) 7 newsletter have been created (ANNEX I Section II). The following table collect the delivery dates and the number of items (Table 6):

Table 6. Newsletter delivery dates and number of items

Newsletter	Delivery Dates	Nº of Items
June 2018	06.20.2018	4
September 2018	09.10.2018	4
Awarded Projects 1st Acceleration Period	10.09.2018	5
November 2018	11.23.2018	4
December 2018	12.17.2018	3
February 2019	01.30.2019	7
March 2019	03.26.2019	4

2.2.5. Press Release

In conjunction with the Hack4Health Hackathon at Köngsberg, Norway, two press releases were published through Vestre Viken Hospital Trust to create attention prior to and after the event. The press releases led to a number of articles about the event in Norwegian media, all listed in the table below.

https://vestreviken.no/om-oss/nyheter/onsker-romfarts-og-energiteknologi-inn-i-sykehusene

https://vestreviken.no/om-oss/nyheter/ba-teknologieksperter-om-hjelp

Figure 4. Looking for Aerospace and Energy technology in the hospitals - press release from Vestre Viken Hospital Trust in Norway

Table 7. Press Release

Material	**Press**
Description	Articles about Cross4Health
Links	https://thisweekindigitalhealth.com/event/hack4health-kongsberg-norway/ http://elektronikknett.no/Artikkelarkiv/2019/Januar/Medisinsk-hackaton-paa-Kongsberg http://www.webavisen.no/artikkel/10915864/medisinsk-hackaton-paa-kongsberg.htm https://www.upgraded.fi/offers/hack4health-hackathon/ https://www.evensi.com/hack4health-university-southeast-norway-campus-kongsberg/286174792 https://kongsberginnovasjon.no/partner-og-investor/vant-kongsbergs-forste-hackaton/ https://web.retriever-info.com/go/?a=57617&d=05523520190126fca17e9ea46bfaa70dc9bfeb83d51427&s=55235&x=041e8126c73fd0647aa46fd02d61d9b8&p=921338&sa=2029856

2.2.6. Promotional Material

To promote the Cross4Health project, events, open calls and its activities, material was designed and disseminated for promotional purposes. This material has been disseminated through mailing lists, newsletters, posts on Twitter and Facebook, as roll-ups or fliers, depending the event and opportunity. All promotional material elaborated by each partner is collected in ANNEX I section III.

2.3. Communication Activities

2.3.1. Events organized

Since the last report on month 9 and from month 10 up to month 20 of the Cross4Health Project, the consortium members have developed a total of 6 events. These events were aimed at presenting the project to interested parties (SMEs, entrepreneurs, stakeholders, hospitals, healthcare institutions, etc.).

- BIOTECYL developed a direct-contact dissemination with Tecnatom company on August 2nd, 2018.
- NHT developed an Open Innovation Workshop und funding opportunities in Bergen, on August 24th, 2018.
- BIOTECYL disseminated Cross4Health during the International Idea Guided Building Event, on April 11th, 2018.
- ZENIT developed the Innovative Healthcare Hackathon Event at Bochum on December 7th-9th, 2018. The purposes of this event were encouraging teams to provide solutions to specific challenges in healthcare and to apply to the 2nd Open Call.

- EUROB develop the Idea Contest Hackathon Event at Madrid on January 21st-23rd, 2019. This event gave participants the opportunity to work in tackling specific healthcare challenges by developing innovative solutions with the purpose to encourage teams to apply to 2nd Open Call.
- NHT developed the Hack4Health Event at Kongsberg on January 24th, 2019. Aimed at mobilizing teams and ideas for the 2nd Open Call.

2.3.2. Participation in conferences, workshops and other events

The CROSS4HEALTH consortium members also disseminate the project in external events, organized by external parties. This broadens the scope of our reach at a regional, national and even international level. At least 9 events were attended and used for dissemination until the end of April (M20), 2019.

- NHT presented C4H and its Open Call at the BTO incubator at Bergen, on June 6th, 2018.
- BIOTECYL disseminated the project and its Open Calls on an Event for a different H2020 project on June 18th, 2018.
- EUROB and BIOTECYL disseminated the project during the Open Innovation Space in Madrid, on July 12th, 2018.
- NHT disseminated the project at the Brokerage for Health event at the Norwegian Research Council in Oslo, on September 3rd, 2018.
- NHT disseminated at Norway Pumps and Pipes Conference in Stavanger, on October 17th, 2018.
- ZENIT participated in the MEDICA Healthcare brokerage event, contacting and disseminating interested parties directly, on November 20th, 2018.
- NHT disseminated through the 1st Friday Coffee in Oslo, on December 6th, 2018.
- NHT disseminated Cross4Health during the Christmas Hangout in their premises, on December 14th, 2018.
- In addition, ZENIT has attended national and international conferences like Horizon 2020 conference Successful R&I in Europe in 2018 and 2019 (Düsseldorf) where they have disseminated information about the project (included by ZENIT).

2.3.3. Direct contact with stakeholders (face-to-face meetings)

In order to achieve the specific objectives of the communication plan and to increase the effectiveness of the project promotion, face-to-face contact with stakeholders has been done. Table 8 collects the most part of the one-to-one meetings that Corss4Health consortium partners have carried out.

Table 8. Face-to-face meetings with stakeholders

Partner	What	Location	When	Description
NHT	Hackathon planning with stakeholders	OsloMET	12.09.2018	Meeting with Oslo Metropolitan University regarding C4H Hackathon
NHT	Follow up after OIS	Online	13.09.2018	Meeting to follow up idea creation happening at Bergen OIS. With Haukeland

				Hospital, Helse Bergen, Helse Vest IKT
NHT	Hackathon planning with stakeholders	Online	28.09.2018	Discussion with Athar Tajik from Deloitte to explore potential role in Hackathon
NHT	Hackathon planning with stakeholders	Online	09.11.2018	Meeting with Oslo Metropolitan University regarding C4H Hackathon
NHT	Hackathon planning with stakeholders	Online	15.11.2018	Meeting with Norwegian Centre for e-health research regarding C4H Hackathon
NHT	Hackathon planning with stakeholders	Online	19.11.2018	Meeting with MIT Hacking Medicine regarding C4H Hackathon
NHT	Hackathon planning with stakeholders	Online	09.11.2018	Meeting with Sunnaas Hospital regarding challenge for C4H Hackathon
NHT	Info about Open Call and opportunities for SMEs within C4H	Online	30.11.2018	Potential candidate for Open Call: Headroom Life Science
NHT	Hackathon planning with stakeholders	Online	03.12.2018	Meeting with Oslo Metropolitan University regarding C4H Hackathon
NHT	Hackathon planning with stakeholders	Vestre Viken	04.12.2018	Meeting with Vestre Viken Hospital Trust and Telenor Norge regarding challenges for C4H Hackathon
NHT	Hackathon planning with stakeholders	NHT Office	06.12.2018	Meeting with Oslo Metropolitan University regarding C4H Hackathon
NHT	Hackathon planning with stakeholders	Online	19.12.2018	Meeting with MIT Hacking Medicine regarding C4H Hackathon
NHT	Hackathon planning with stakeholders	USN Kongsberg	10.01.2019	Meeting with University of Southeast Norway regarding C4H Hackathon
NHT	Hackathon planning with stakeholders	Vestre Viken	04.01.2019	Meeting with Vestre Viken Hospital Trust and Telenor Norge regarding challenges for C4H Hackathon
NHT	Info about Open Call and opportunities for SMEs within C4H	Online	07.01.2019	Potential candidate for Open Call: Boost Thyroid
NHT	Hackathon planning with stakeholders	Online	08.01.2019	Meeting with MIT Hacking Medicine regarding C4H Hackathon
NHT	Info about Open Call and opportunities for SMEs within C4H	NHT Office	11.01.2019	Potential candidate for Open Call: Nisonic

NHT	Info about Open Call and opportunities for SMEs within C4H	Online	15.01.2019	Potential candidate for Open Call: EYR
NHT	Cross4Health information to potential service provider	NHT Office	17.01.2019	With Whitebridge
NHT	Info about Open Call and opportunities for SMEs within C4H	NHT Office	31.01.2019	Potential candidate for Open Call: Otivio
NHT	Info about Open Call and opportunities for SMEs within C4H	Online	04.02.2019	Potential candidate for Open Call: Fostech
NHT	Info about Open Call and opportunities for SMEs within C4H	Online	04.02.2019	Potential candidate for Open Call: ASPIT
NHT	Info about Open Call and opportunities for SMEs within C4H	Online	08.02.2019	Potential candidate for Open Call: Vestre Viken
NHT	Info about Open Call and opportunities for SMEs within C4H + post Kongsberg Hackathon follow up	Online	12.02.2019	Potential candidate for Open Call: Medsensio
ZENIT	Info about Open Call and opportunities for SMEs within C4H	MEDICA	12-14.11.2018	Direct meetings with 19 potential applicants for the 2nd Open Call.
BIOTECYL	Tecnatom	Spain	07.12.2018	Face-to-face event with stakeholder for the promotion of the project
HCN	2nd Open Call B2B meetings	Netherlands	19.01.2019	B2B meetings with interested parties to promote the 2nd Open Call
AV	Project promotion	France	12-13.06.2018	Direct contact with institutions and SMEs to promote the project
AV	Project promotion	France	09-14.07.2018	Direct contact with institutions and SMEs to promote the project

2.3.4. Communication with stakeholders (via email, social media, phone, website form, etc…)

Apart from the direct contact with stakeholders as described above, consortium partners have made continuous efforts to keep in touch and inform stakeholders via email, social media, phone or website. We can highlight specific actions regarding dissemination activities through mailing lists, webinars, social media groups.

Mailing lists/Newsletters

Sending information to mailing lists with a specific interest for the Cross4Health activities and topics is an effective way to reach and inform a broad audience about the project's activities and open calls. Some examples of the efforts (general information, information about the first and second call, about the Hackathons in Bochum and Kongsberg) done by partners on this respect are:

- ZENIT emailed the Healthcare experts of the Enterprise Europe Network on 20th November 2018, reaching the list's 170 members and also to the experts of ICT, aerospace and energy sectors. As well as to relevant participants (67) of the MEDICA Healthcare Brokerage Event (12.-14.11.2018, Düsseldorf)
- EUROB sent information on Cross4Health Team building events to reaching both SMEs and experts for the promotion of the Cross4Health organized events.
- All consortium partners have regularly emailed the members of their respective clusters, effectively disseminating information on Cross4Health to interested parties.

Webinars

Webinars have been used in Cross4Health Project as an informative tool for SMEs and other interested stakeholders, who have been able to sign up prior to the date thanks to the aforementioned efforts of disseminating the project via email.

- NHT made two Webinars for the 2nd call to inform 29.11.2018 and 07.02.2019 for Q+A/Networking

Social media groups

- The LinkedIn group of the Sector Group Healthcare of the Enterprise Europe Network (ZENIT), comprised of around 770 members, was used to inform healthcare experts (multipliers, researcher, companies).
- All other social media efforts including XING.com, Facebook posts, tweets, retweets, shares and likes as described in above sections are not included here, but nevertheless contributed to the contact with interested stakeholders.

Hackathons

The consortium organized two Hackathons in this period. The first one was in Bochum in December 2018 with an own webpage to promote the event widely: http://cross4health.innovate.healthcare/.

In January 2019, another Hackathon was organized in Köngsberg. The promotion of the two Hackathons have been used to inform widely the stakeholders about the project, the hackathons and the second open call.

Matchmaking events

- Participation of two C4H representatives at the MEDICA Healthcare Brokerage Event in Düsseldorf 12-14.11.2018, organized by the C4H partner and Enterprise Europe Network member ZENIT GmbH.

Although there is currently no record of phone call conversations by partners with interested parties it must be noted that all members of the consortium have presented, discussed and

informed about Cross4Health project on a regular basis with stakeholders, members of their clusters or of local/regional/national entities. This also has had an important positive impact on the communication of the Cross4Health activities.

2.3.5. Media coverage

Collaboration with other media sources/outlets has been limited, internal media sources such as e.g. LinkedIn articles, Twitter updates, partner website articles have been frequently used for dissemination purposes.

In some instances, other media sources have been more actively involved, for purposes such as,

- General Cross4Health promotion, e.g. program structure and relation to H2020.
- Specific promotion, e.g. promotion of open calls, webinars, hackathons and other events open to an external audience.

These activities have mostly been disseminated via clusters closely related to C4H partners, regional networking partners, etc. in newsletters, website news publications.

2.3.6. Liaison with other projects, networks & initiatives

The collaboration and liaison with projects, networks and initiatives in similar fields is another important action of the Cross4Health communication strategy. By these means we were able to broaden the audience and establish mutually beneficial synergies. Table 9 shows some of the partners actions with external parties.

Table 9. Description of consortium partners efforts with other projects, networks and initiatives

Partner	Who	When	What
ZENIT	Health/ICT oriented groups at XING.com	24.07.2018	Need analysis/Some dissemination
ZENIT	Sector Group Healthcare/Enterprise Europe Network	01-30.11.2018	Dissemination of 2nd Open Call + Bochum Hackathon through Linkedin Groups
ZENIT	8 sector groups of the Enterprise Europe Network	20.11.2018	Mailing
ZENIT	Healthcare experts of Enterprise Europe Network	20.11.2018	Mailing
ZENIT	Healthcare oriented clusters (8)	21.11.2018	Mailing
NHT	Brokerage for Health network (RCN)	03-04.09.2018	Event participation
NHT	Pumps and Pipes	17-18.10.2018	Event participation

3. MEASUREMENT OF THE COMMUNICATION PLAN EFFECTIVENESS

In order to measure the effectiveness of the Communication Plan, the evaluation of the established KPIs in last amendment of the Grant-Agreement is done. The results of this reporting period from June 2018 (M10) to April 2019 (M20) are collected in Table 8.

Table 10. KPIs & current status of activities

Key Performance Indicator	Measure of effectiveness
Website	
One project website.	Website launched in Month 1, hosted at: https://www.cross4health.eu/
At least fifty thousand visits to it by end of the project.	By the time of the reporting period, the C4H website has registered 43,820 visits. We expect to reach the 50,000 visits in the following months but also an increase of the number of visitors during the second half of the project.
Social media	
Two social media channels constantly updated.	Twitter account launched in M2 Facebook account launched in M2
More than one thousand followers in twitter account.	243 followers in Twitter. We expect to increase the number of followers during the second half of the project by the dissemination of the upcoming events.
Public deliverables	
All public deliverables published in the project website and the project social media.	All public deliverables until month 20 are publicly available in the section “about us” of the C4H website: D2.1 First Open Call and ECICE report D3.1 Cross4Health Events Agenda D3.2 Initial Cross4Health satellite events D4.3 Baseline analysis of current practices and barriers D7.2 Initial Cross4Health communication report In addition to the public deliverables, the Cross4Health consortium decided to publish also the D5.4, a report on potential of Creative Industries to crossover to healthcare sector. This deliverable was made public to inform SMEs about what creative industries are.

Newsletters	
At least 10 monthly newsletters	Up to month 20, 10 newsletters have been sent. Although the objective has been reached, we will continue delivering newsletters for the project benefit.

4. CORRECTIVE ACTIONS FOR ACHIEVING THE KPIs

Communication activities are on track and have served their purpose. From the last period there has been an increased focus on direct contact with stakeholders, especially SME's, towards the closing of the 2nd Cross4Health Open Call.

For the next period, there will be a shift of focus in our communication activities as both Open Calls have closed. Further communication actions involving promotion of upcoming events and success stories of the project will be enhanced in order to further increase the dissemination capacity of the Cross4Health project.

5. COMMUNICATION ACTIONS PLANNED FOR 2nd HALF PROJECT

The following tables (from 11 to 17) describe the planned actions of each partner for the 2nd half of the project.

Table 11. Planned dissemination activities of NHT

Norway Health Tech				
WHAT	**WHEN**	**WHY**	**WHERE**	**WHO**
NHT General Assembly	June 2019	Yearly event to promote projects and funding opportunities	Oslo, Norway	NHT cluster members
Dissemination of Satellite training events	TBD	Reaching out to sub-granted beneficiaries and other stakeholders that could benefit from upcoming events	European level	SMEs
Presentations	Continuously	Disseminating project	NHT ecosystem	NHT members and stakeholders in healthcare sector

Monday emails	Ongoing	Disseminating project activities to the cluster members of Norway health tech	Online	NHT cluster members
Acceleration Kick-off	Apr/May 19	Disseminating kick-off event and demonstration of sub-granted project	Sweden	Stakeholders in Norwegian healthcare sector
Final event	TBD	Disseminating the final event and demonstration of the companies/projects that went through acceleration	Sweden	Stakeholders in Norwegian healthcare sector

Table 12. Planned dissemination activities of AV

Aerospace Valley				
WHAT	**WHEN**	**WHY**	**WHERE**	**WHO**
Promotion of Cross4Health project to Cluster members	Ongoing	Keeping Cluster members up to date about the project activities	Social media, mailing, phone, face to face	AV cluster members
Featuring news and information about Cross4Health events and open calls	Ongoing	Ensuring dissemination of the project to the AV network	Website	SMEs

Table 13. Planned dissemination activities of ZENIT

ZENIT				
WHAT	**WHEN**	**WHY**	**WHERE**	**WHO**
Information about winners of 2nd call	June 2019	To inform the interested public	LinkedIn Group of the EEN Sector group Healthcare, ZENIT groups in XING.com, etc.	SMEs
Information about winners of 2nd call	June 2019	To get additional support after the acceleration phase	Members of the Sector Group Healthcare of the Enterprise Europe Network	SMEs
Invitation to all teams of 1st and 2nd call to participate the MEDICA Healthcare Brokerage Event (free participation)	November 2019	To support the international cooperation of the winner teams	MEDICA; Düsseldorf	SMEs

Table 14. Planned dissemination activities of BIOTECYL

Cluster de Salud de Castilla y León				
WHAT	**WHEN**	**WHY**	**WHERE**	**WHO**
Website dissemination	Constant	Project and events dissemination	Online	BIOTECYL website visitors and cluster members
Social media dissemination	Constant	Project and events dissemination	Online	SMEs and social media followers
External parties' events dissemination	TBD	Project and events dissemination	TBD	BIOTECYL / TBD

Final Lessons Learnt Event	TBD	Added Value	TBD	BIOTECYL / TBD

Table 15. Planned dissemination activities of EUROB

Eurob Creative				
WHAT	**WHEN**	**WHY**	**WHERE**	**WHO**
Promotion of the 2nd Open Call results and statistics	May 2019	Project and 2nd Open Call results dissemination	Social media and project website	SMEs, website users, visitors and social media followers
Information about winners of 2nd call	May/June 2019	To inform the interested public	Project website and social media	SMEs, website users, visitors and social media followers
Dissemination of Acceleration Kick-off	Apr/May 19	Disseminating kick-off event and demonstration of sub-granted project	Social media	SMEs, website users, visitors and social media followers
Dissemination of Final event	TBD	Disseminating the final event	Project website and social media	SMEs, website users, visitors and social media followers
Newsletters	One per month	Project and relevant news dissemination	E-mail	Newsletter subscribers
Update website with information of C4H events and activities	Ongoing/when schedule	Disseminate the events organized and promote registering	Project website and social media	SMEs, website users, visitors and social media followers

Table 16. Planned dissemination activities of HCN

Health ClusterNet				
WHAT	**WHEN**	**WHY**	**WHERE**	**WHO**
Cross4Health project is	Ongoing	Promote C4H project	HCN website	HCN website visitors

featured on a separate page				interested in health innovations, EU funds for health, regional development, local health economies, and health inequalities
Cross4Health is featured in the context of 3 fields of expertise of HCN: 'Clinic-industry cooperation', 'Patient-oriented health care and 'Stimulating local health economies'	Ongoing	Promote C4H project	HCN website	HCN
Info will be shared as separate news items on upcoming Cross4Health events	Ongoing	Promote C4H actions	HCN website	HCN
Info will be shared as separate news items in HCN website on Cross4health 2nd Open Call, its results, and the 2nd	Ongoing	Promote C4H actions	HCN website	HCN

acceleration programme				
Further news items will be published in HCN website on project publications, results when timely	Ongoing	Promote C4H actions/results	HCN website	HCN
Writing news items for Cross4Health newsletter	Ongoing	Disseminate project related information	Cross4Health website/E-mail	Cross4Health contacts
HCN is also responsible for the standard review procedure for all the texts and documents of Cross4Health that will be shared publicly.	Ongoing	Disseminate project information	E-mail	HCN

Table 17. Planned dissemination activities of IS

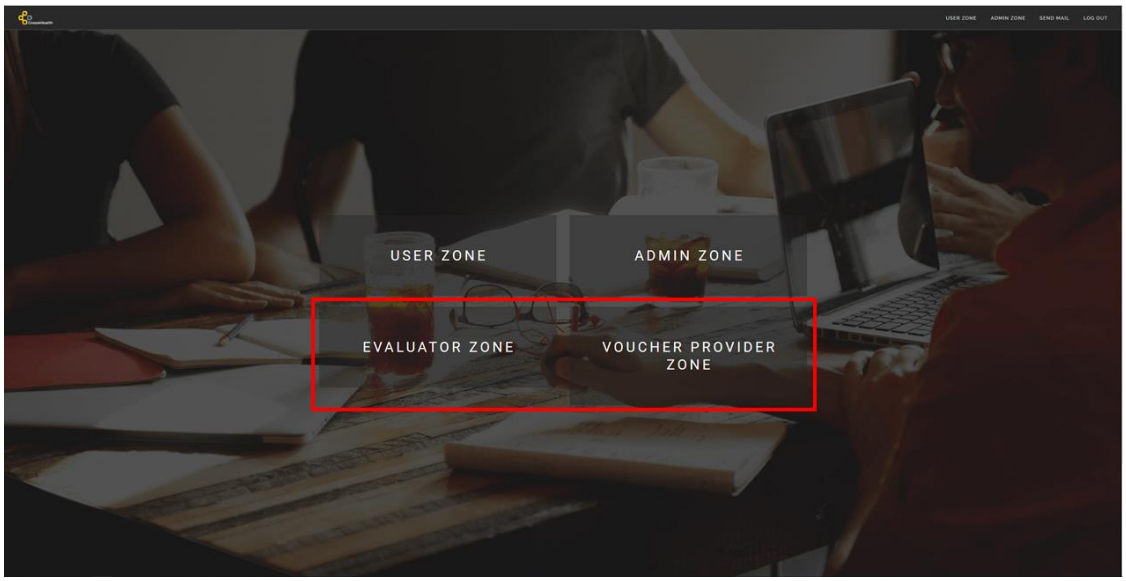
Innovation Skåne				
WHAT	**WHEN**	**WHY**	**WHERE**	**WHO**
Cross4Health project is featured on a separate page	Ongoing	Promote C4H project	ISAB website	ISAB website visitors interested in health innovations, EU funds for health, regional development.

Social media dissemination	Ongoing	Promote C4H actions and news-related items.	ISAB social media	ISAB social media followers interested in health innovations, EU funds for health, regional development.
C4H seminar Vitalis 2019	Vitalis may-2019	Promote C4H project and cross-sectorial approach	Gothenburg, Sweden	Visitors (healthcare sector stakeholders, Theme *Digitalization of Healthcare*).
Newspaper article (editorial content) *Dagens Industri*	Prel. June-19	Promote C4H project and cross-sectorial approach	*Dagens Inustri* (Swedens largest financial newspaper) – medtech section	Entrepreneurs, healthcare stakeholders, financial stakeholders
Acceleration Kick-off	May-19	Disseminating kick-off event and demonstration of sub-granted project	Malmö, Sweden	Stakeholders in Swedish healthcare sector, R&I sector
Final event, Vitalis (*Digitalization of Healthcare*) conference	April-20	Disseminating the final event and demonstration of the companies/projects that went through acceleration	Gothenburg, Sweden	Visitors to Vitalis conference (healthcare sector stakeholders, Theme *Digitalization of Health*).

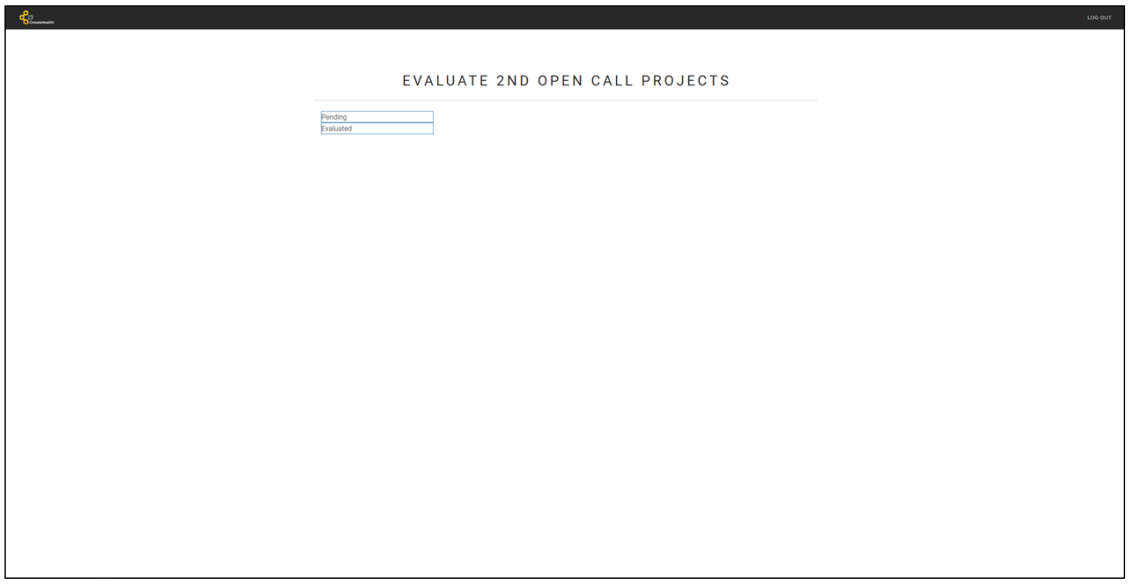
ANNEX I

I. Cross4Health website improvements and updates from M10 to M20 (June 2018 – April 2019)

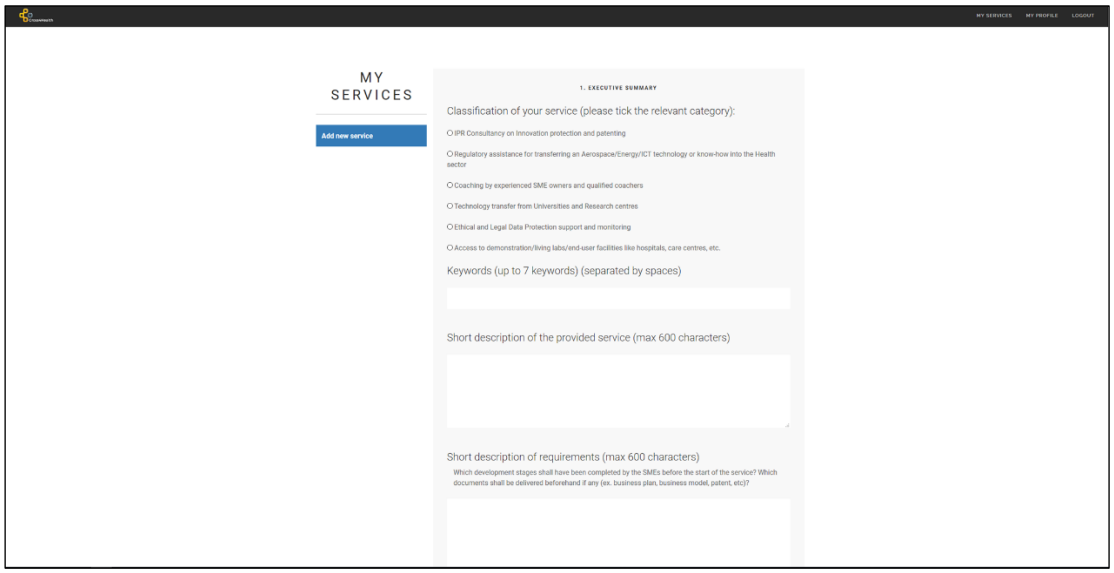
New website profiles



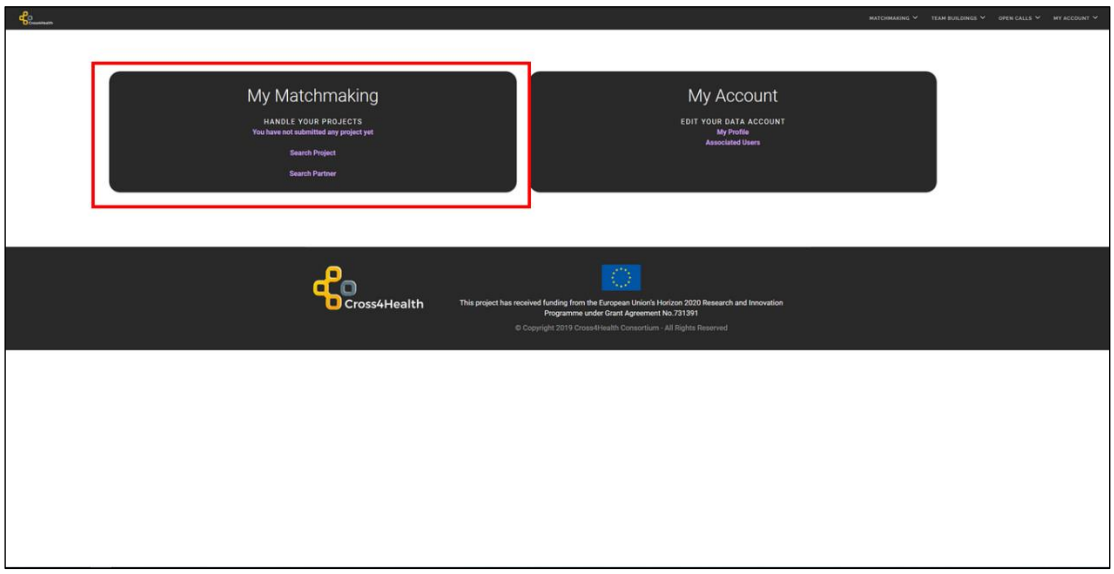
Evaluator zone

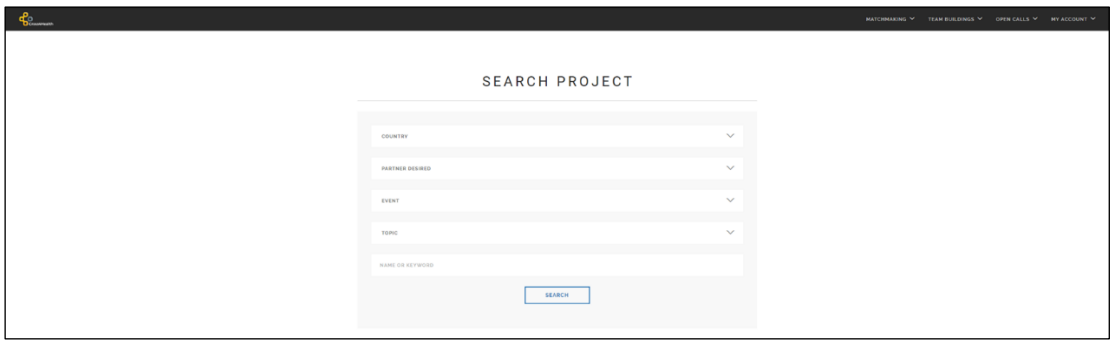


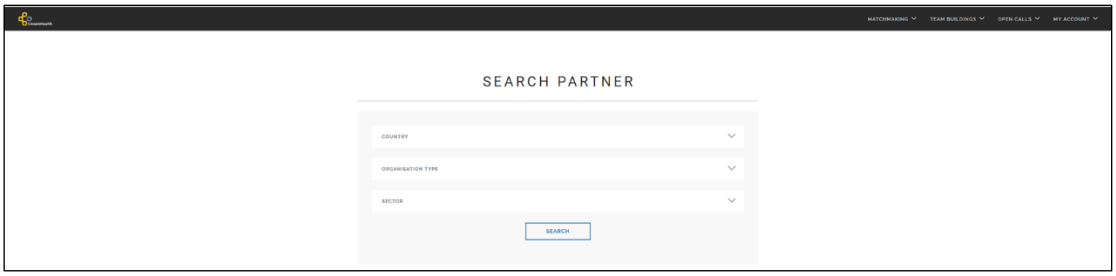
Voucher provider zone

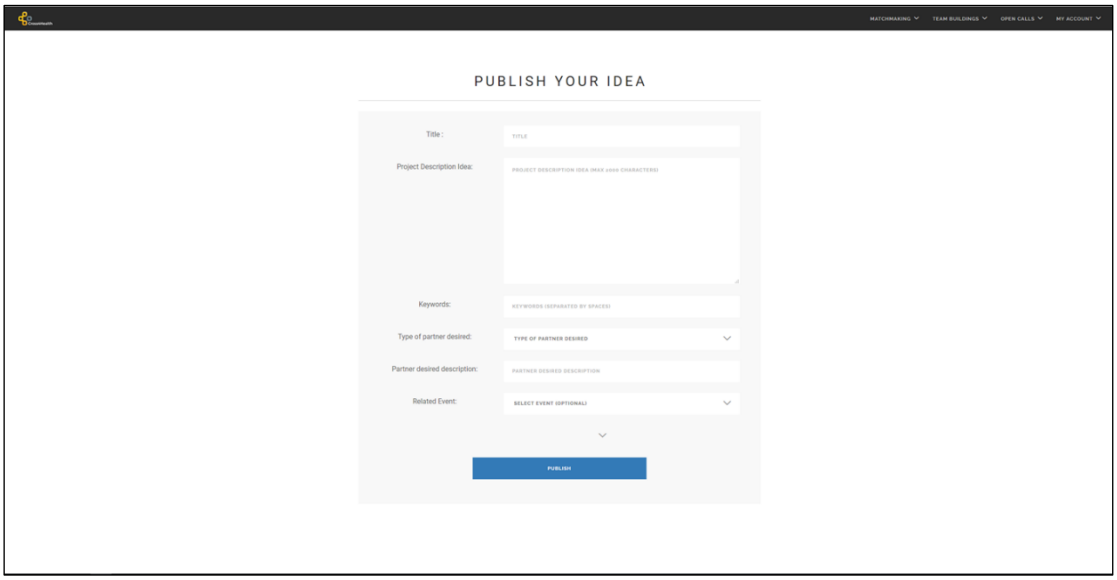


User profile: My Matchmaking Tool

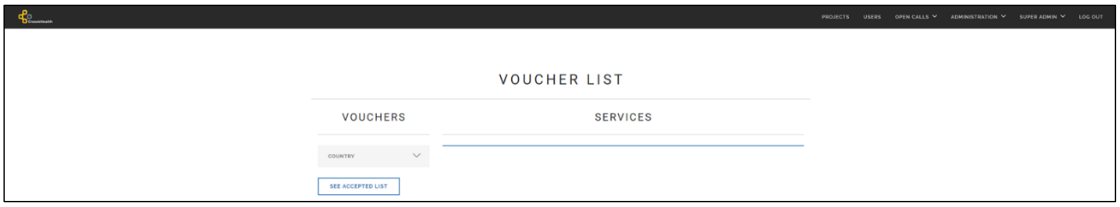




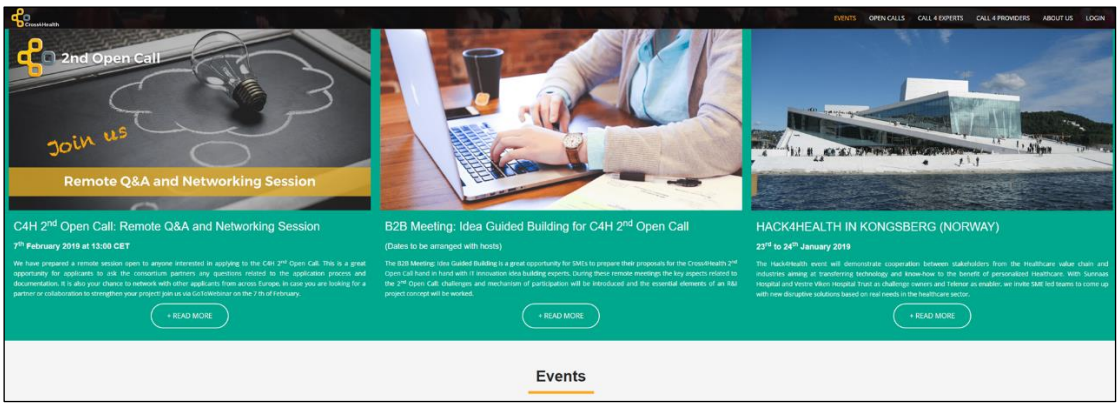




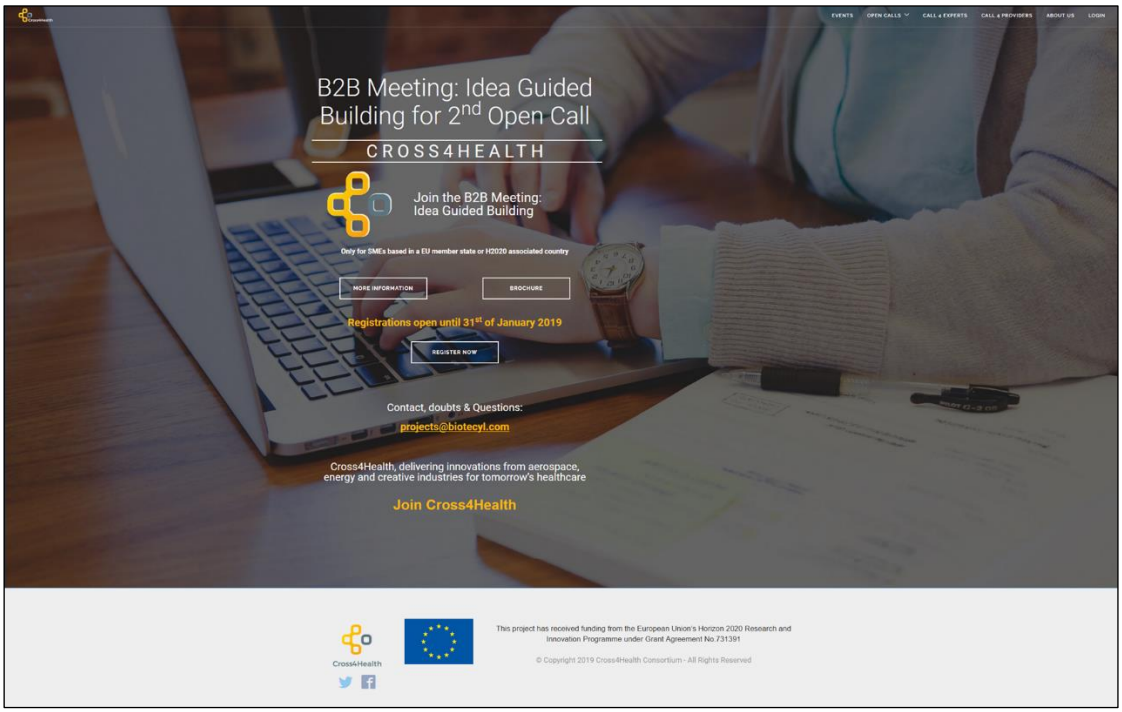
Voucher's catalogue



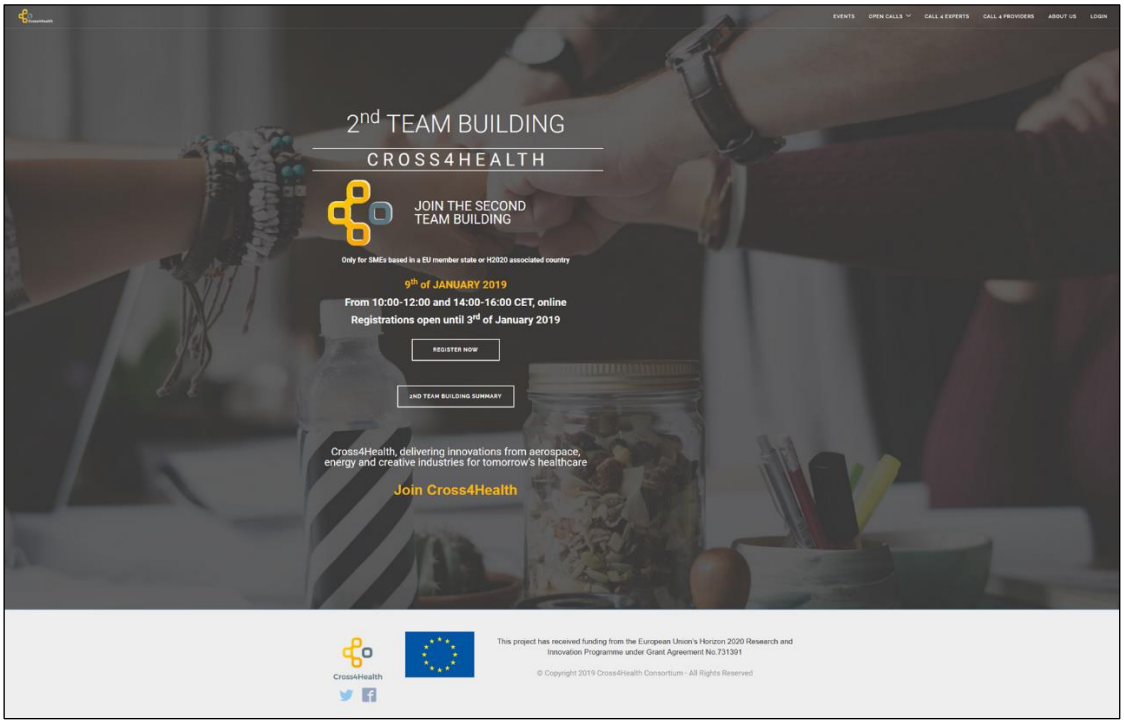
New events



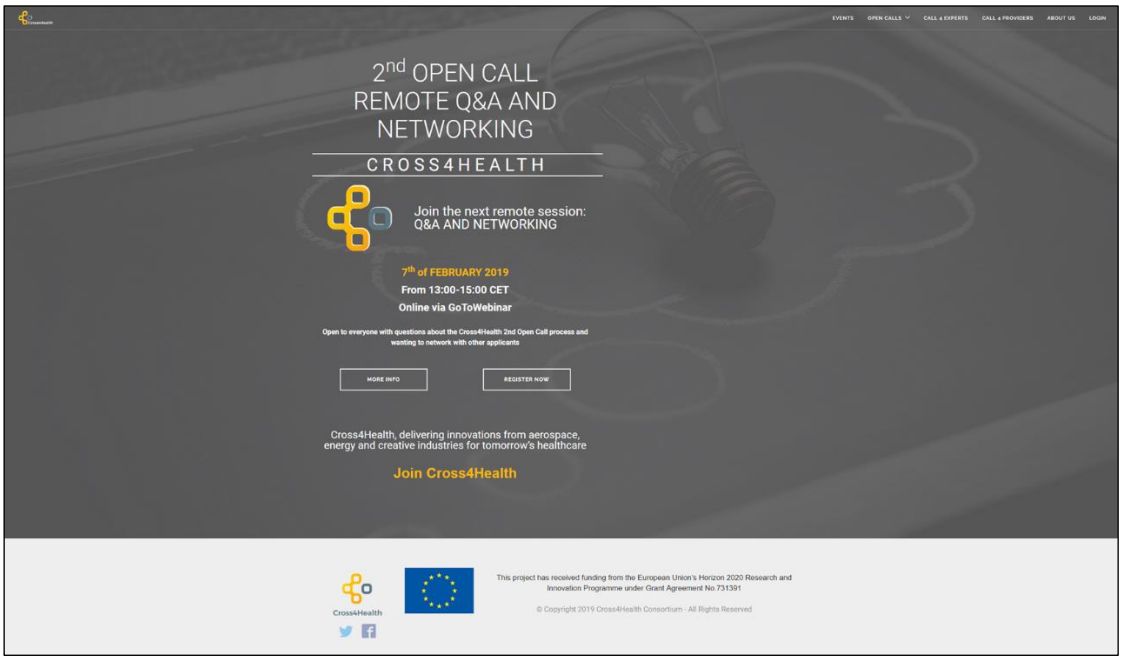
B2B Meeting: Idea Guided Building for 2nd Open Call



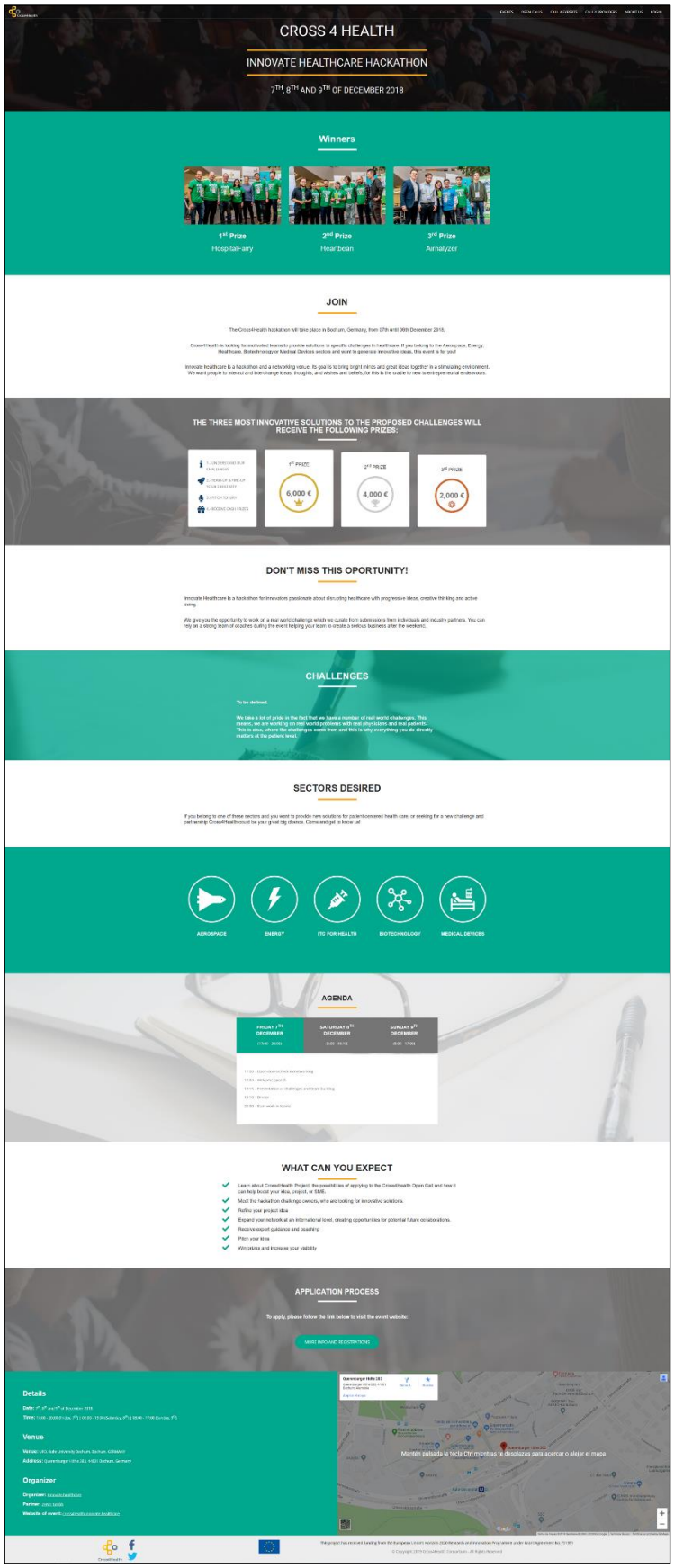
2nd Team Building



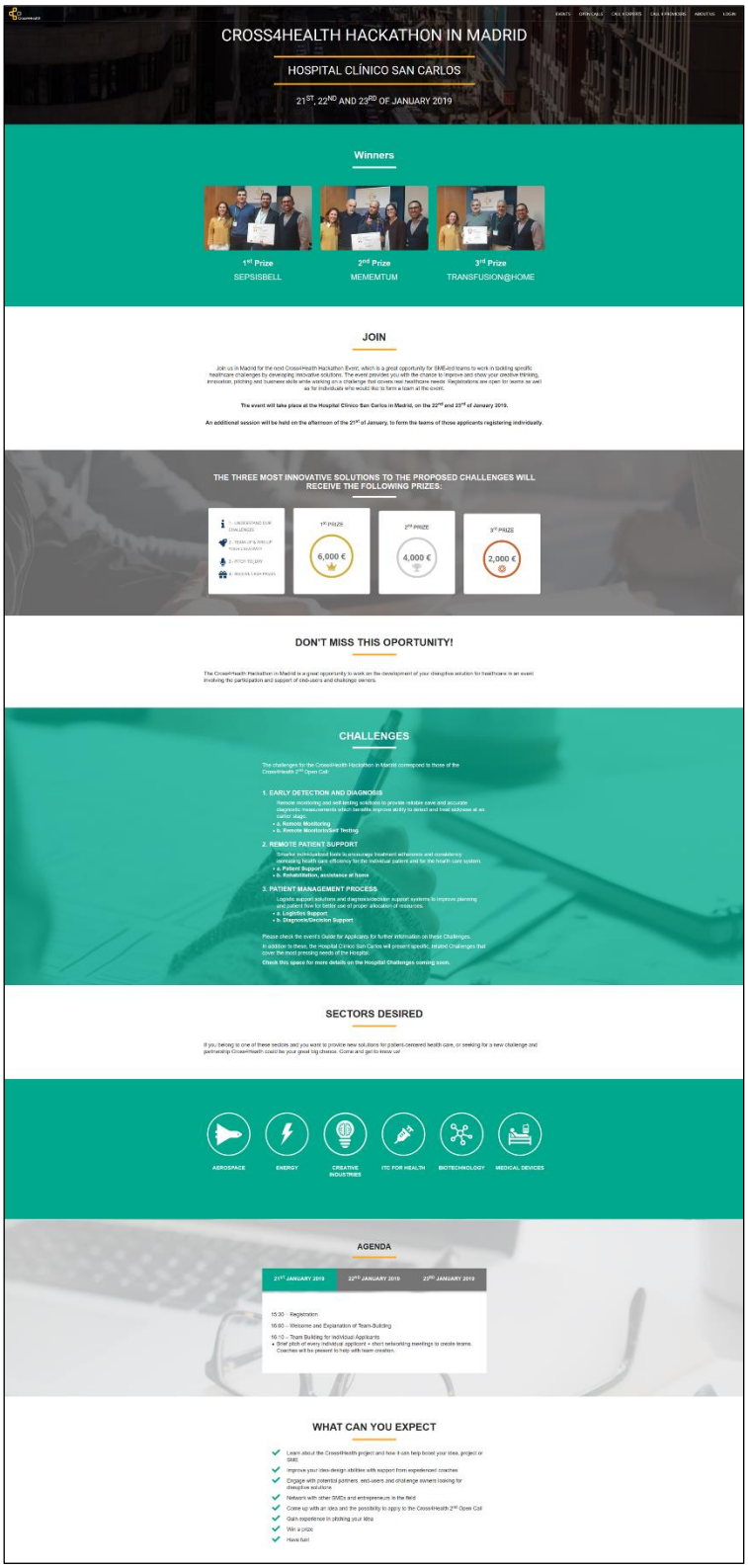
2nd Open Call Remote Q&A and Networking

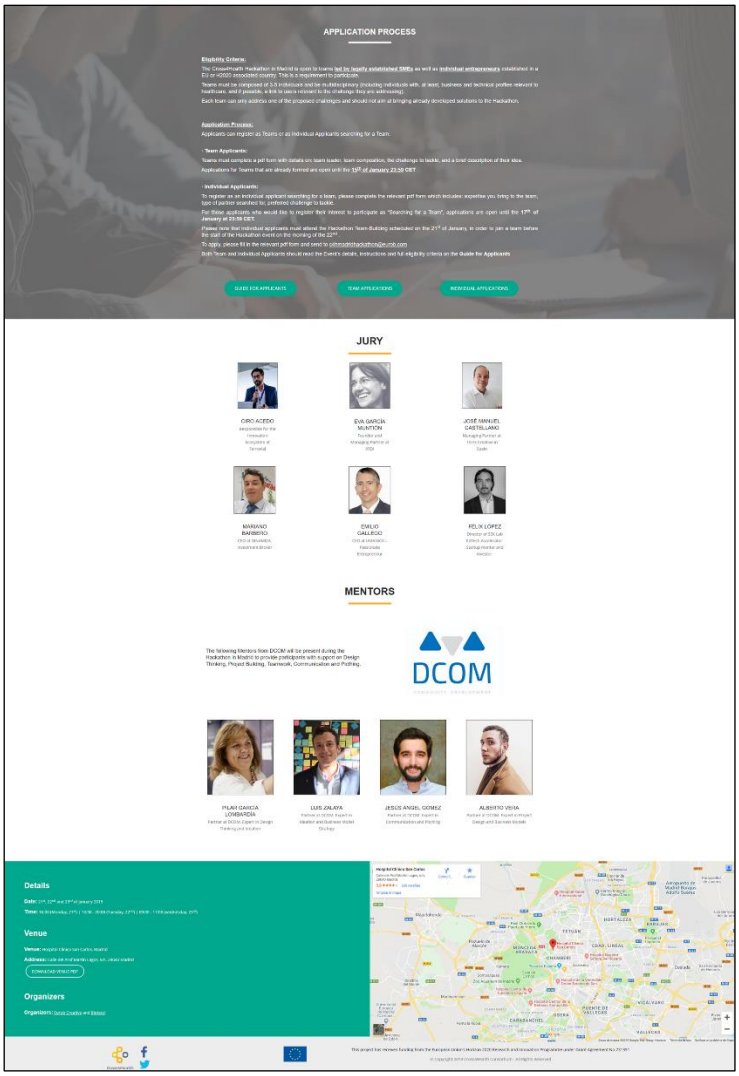


Innovative. Healthcare Hackathon in Bochum

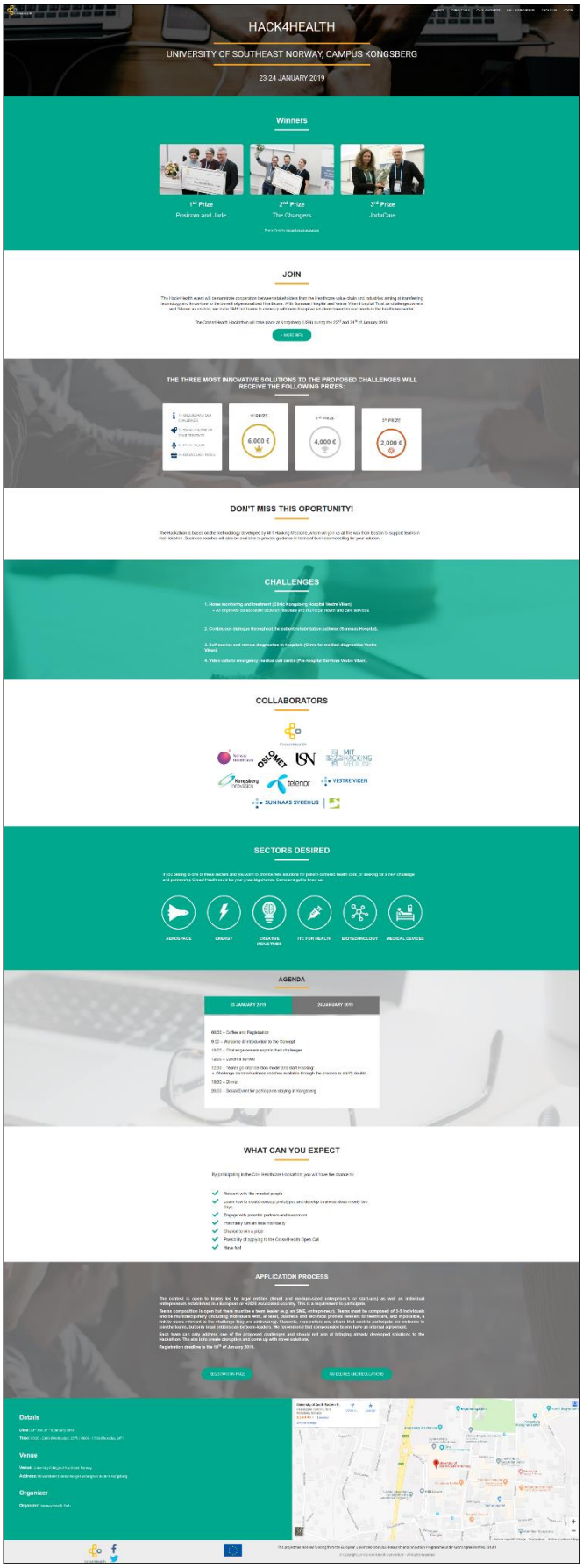


Idea Hackathon Contest in Madrid

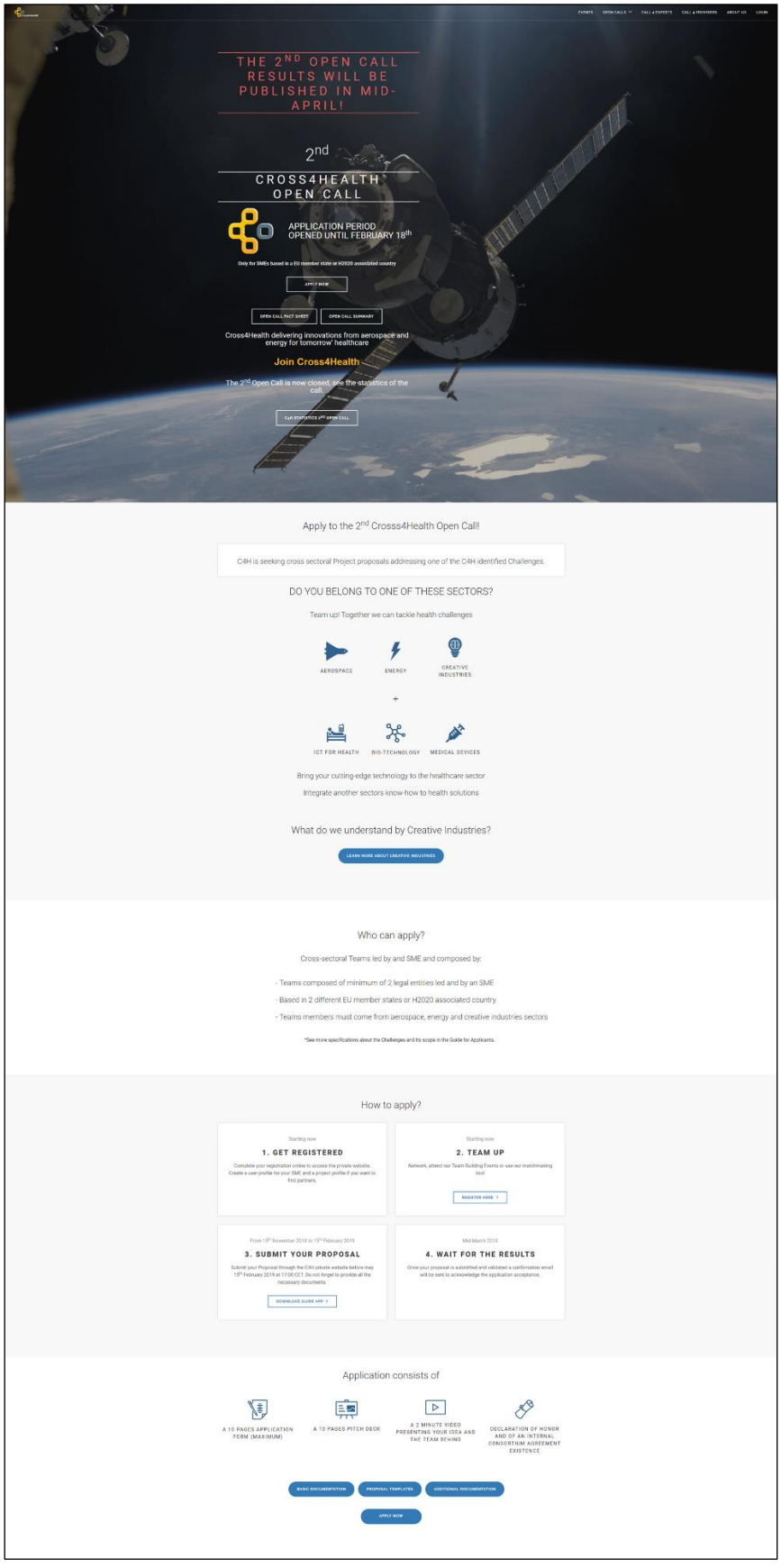


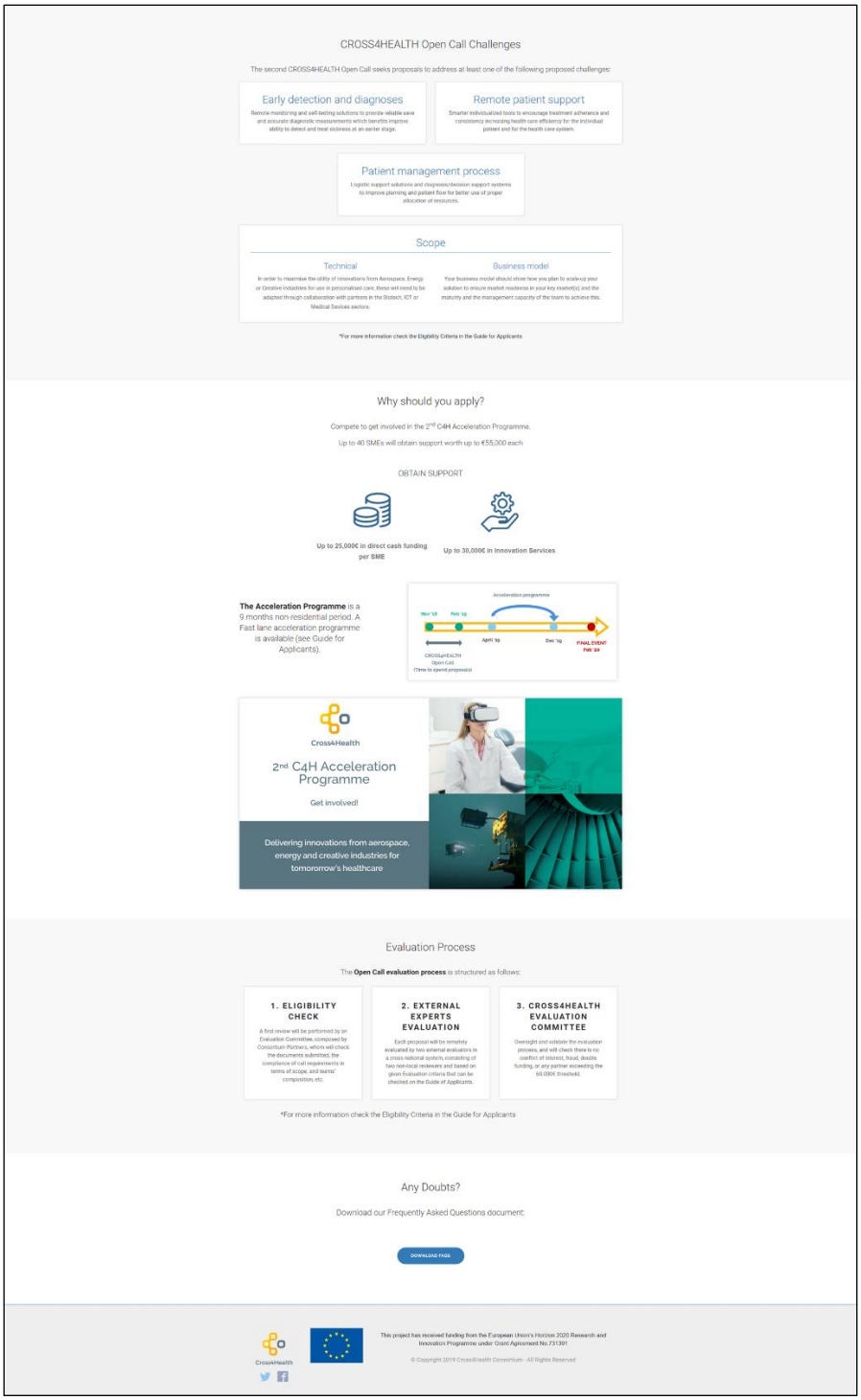

APPLICATION PROCESS
Eligibility Criteria:
Application Process:
· Team Applicants:
· Individual Applicants:
GUIDE FOR APPLICANTS
TEAM APPLICATIONS
INDIVIDUAL APPLICATIONS
JURY
CIRO ACEDO
EVA GARCÍA MUNTÓN
JOSÉ MANUEL CASTELLANO
MARIANO BARBERO
EMILIO GALLEGO
FELIX LÓPEZ
MENTORS
DCOM
PILAR GARCIA LOMBARDÍA
LUIS ZALAYA
JESUS ANGEL GOMEZ
ALBERTO VEIRA
Details
Venue
Organizers

Hack4Health in Norway



2nd Open Call Webpage




CROSS4HEALTH Open Call Challenges
The second CROSS4HEALTH Open Call seeks proposals to address at least one of the following proposed challenges:
Early detection and diagnoses
Remote patient support
Patient management process
Scope
Technical
Business model
*For more information check the Eligibility Criteria in the Guide for Applicants
Why should you apply?
Compete to get involved in the 2nd C4H Acceleration Programme.
Up to 40 SMEs will obtain support worth up to €55,000 each
OBTAIN SUPPORT
Up to 25,000€ in direct cash funding per SME
Up to 30,000€ in innovation Services
The Acceleration Programme is a 9 months non-residential period. A Fast lane acceleration programme is available (see Guide for Applicants).
Cross4Health
2nd C4H Acceleration Programme
Get involved!
Delivering innovations from aerospace, energy and creative industries for tomorrow's healthcare
Evaluation Process
The Open Call evaluation process is structured as follows:
1. ELIGIBILITY CHECK
2. EXTERNAL EXPERTS EVALUATION
3. CROSS4HEALTH EVALUATION COMMITTEE
*For more information check the Eligibility Criteria in the Guide for Applicants
Any Doubts?
Download our Frequently Asked Questions document:
DOWNLOAD FAQS
This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No.731391

II. Newsletters

Cross4Health

Newsletter, June 2018

Cross4Health 1st Open Call closed: The evaluation of submitted proposals begins!

Cross4Health 1st Open Call closed on 16 May 2018. We received applications from almost 60 entities (mostly SMEs) forming consortiums from 17 different countries. We are excited about the proposals in which cross-sectoral, transnational teams are bringing together Aerospace or Energy sectors with ICT, Biotechnology and Medical Devices to design innovative health solutions.

In the following weeks each proposal will be assessed by three external evaluators, and up to 10 projects (20 SMEs) will be selected for support worth 60,000€ per SME in the form of: 25,000€ direct cash funding per SME, and up to 30,000€ in Innovation Services!

Cross4Health consortium is working to make the evaluation process go as smooth as possible, and results can be expected by the end of July.

Best of luck to the teams that applied!

Aerospace Valley presents Cross4Health at the Summer University on eHealth in Castres, France

On 4 July, Aerospace Valley will present the Cross4Health project in an interview held in the digital room of the Summer University on eHealth in Castres, Tarn, France.The event will enable local actors in the region and especially SMEs in the healthcare sector to learn about Cross4Health, and its **Second Open Call which will be launched in autumn 2018**. The interview will be live on TV-esante.

European Commission – The digital Transformation of Healthcare

The European Commission released on the 25th of April 2018, a plan of action, building on the GDPR, towards a transformation of digital health and care in the Digital Single Market. Through the increase in availability of data in the EU, it aims to harness the potential of data to empower citizens and build a healthier society.

You can read about how this will affect you here

And check this infographic for more information!

gamesmatch - the Enterprise Europe Network brokerage event on gaming technology!

Between 21-24 August 2018 the gamescom fair will take place in Cologne - the world's largest trade exhibition and event highlight in the game sector! Games companies will present their latest products and releases but they will also be looking for future projects and cooperation partners. For the fifth time the Enterprise Europe Network will offer professionals a unique and efficient way to speed up their business meetings at gamescom.

Companies interested in gaining access to new markets, up-scaling their technological base, marketing and other related topics are cordially invited to join gamesmatch@gamescom2018 and to participate in pre-arranged bilateral meetings.

Registration is open until 15 August 2018.

Contact: ZENIT GmbH, Sabrina Wodrich sw@zenit.de

This project has received funding from the European Unions's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 731391.

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Cross4Health

Newsletter, September 2018

SectCross4Health – present at MEDICA Healthcare Brokerage Event 2018

At MEDICA 2018 the Cross4Health project partner, ZENIT GmbH will organise the international **MEDICA Healthcare Brokerage Event**. We will do this with the Healthcare Sector Group of the Enterprise Europe Network. The aim is to support enterprises, universities and research institutions in finding partners worldwide for product development, research, manufacturing, licensing agreements, and distribution partnerships.

Cross4Health Open Innovation Workshop in Bergen, Norway

On August 24 2018 Norway Health Tech brought the Cross4Health project and the concept of **Open Innovation Spaces to Bergen** to organize an event in collaboration with Bergen Technology Transfer (BTO), Haukeland Hospital, Helse Vest-IKT, GCE Subsea, NCE Media, and NCE Seafood. The event was hosted by BTO and facilitated by Helse Vest-IKT.

Two specialists from Haukeland Hospital presented several issues that the healthcare sector faces to inform discussion by participants from a cross-sectorial point of view.

During the day the group generated new and creative ideas on early detection and prevention of kidney failure and new methods to measure the core temperature in injured patients to detect Hypothermia.

Bordeaux INP AQUITAINE

EUROPEAN BIOTECH WEEK

Young Innovators Bootcamp, Bordeaux, 24 September 2018

Cross4Health supports the development of new ideas by young innovators. Aerospace Valley is organising the **first Cross4Health Innovation Boot Camp** "Cross4Health Innovation Contest" in collaboration with the National Institute of Polytechnics (Bordeaux) on 24 September 2018.

This event will enable SMEs creators of medical devices to propose challenges to university students in second year of studies at the National Institute of Polytechnics. The participating SMEs will each describe what they see as the main challenge that they would like a solution to. This will give the students the opportunity to imagine real solutions to an existing problem.

At the end of the day, a part of the students' teams will pitch in front of the SMEs. If one SME finds the answer to its problem interesting and stimulating, they can decide to work with the student team during the second semester of the school year 2018-2019.

European Biotech Week: Celebrating Innovation, 24-30 September 2018

The European Biotech Week celebrates biotechnology, an innovative and vibrant sector launched by the discovery of the DNA molecule back in 1953.

Biotech entrepreneurs are able to translate our knowledge into applications for many sectors such as healthcare, agriculture, food, energy, water sanitation and biochemical processing, all of which have changed the world for the better.

Biotech associations are key in helping to maximize the potential of biotechnology. In Europe, the National Associations Council, hosted by EuropaBio, represents 15 national biotech associations that together represent over 1,800 small- and medium-sized biotech companies and organisations.

The European Biotech Week comprises a weeklong series of events that take place all across Europe every year. In 2018, the week takes place between 24-30 September. Join the events and get involved! Click here to find all the information.

This project has received funding from the European Union's Horizon 2020 research and innovation program under Grant Agreement No. 731391.

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Cross4Health

Newsletter, Awarded Projects 1st Acceleration Programme

SOT : Smart Operating Theatre

SOT proposes the innovative management of surgical staff and resources. It puts people at the centre for the benefit of the patient by reducing waiting lists and organizational stress for healthcare personnel, while overturning hospital economic sustainability.

SOT provides surgical managers with a management platform equipped with the most advanced artificial intelligence techniques to organize highly complex environments. Thus, innovation used in the demanding field of aeronautical management is transferred to the particularities of the hospital environment, from a consortium of three companies with a renowned trajectory: the Spanish Aslogic (aeronautical management), the Institut Hypnos (hospital services), and the Italian Chino (privacy and security of health data).

ICELLTIS V2i

Organ-Test

Organ-test aims to provide three-dimensional (3D) tissues to mimic kidney tumours for drug-screening medical applications. The innovation is in the development of multicellular heterogeneous organoids of ccRCC (clear cell Renal Cell Carcinoma) made of patient's cells (manufactured by Icelltis, a French SME, coordinator). The process is made by the use of equipment delivering vibroacoustic node manufactured by V2i (a Belgian SME, partner) able to assemble spheroids in a scaffold-free fashion. Icelltis has huge experience in working on organoids, testing cell viability, stability of phenotype and genotype of cells before testing drugs then after to reach a multiparametric analysis of drug efficacy.

The service Organ-Test will allow screening of new molecules more efficiently or new drug development strategies to know early enough and with a great confidence, when these molecules become a future commercialised molecule.

KINETIKOS FISIOMANUAL

AUSTRIAN SPACE FORUM

iWalkU

The iWalkU project aims to develop safe and effective remote care of terrestrial mobility in impaired individuals using a unique combination of rehabilitation expertise in bio- and aerospace-technologies. Once implemented, iWalkU will allow healthcare providers to remotely monitor and update patients' exoskeleton-assisted exercise programs to be carried out at patients' own homes for personalised daily living activities. Patients' behaviour and performance will be captured by specialised bio-sensors and sent to a processing unit that uses a proprietary machine learning pipeline to pre-process and compare the received signal with past patient's behaviour. A detailed characterisation of the performed exercises and behaviour during daily activities will then be sent to the iWalkU database, distilled and reported in real time to the healthcare providers and to the patient.

iWalkU is a project being developed by 3 partners: Kinetikos (kinetikos.io), a data company with the mission of revolutionising clinical decision-making for mobility disorders; Austrian Space Forum (oewf.org), a citizen science organisation for space professionals and people that conducts cutting-edge interdisciplinary research; and Fisiomanual (fisiomanual.net), a clinic specialised in the rehabilitation of musculoskeletal disorders.

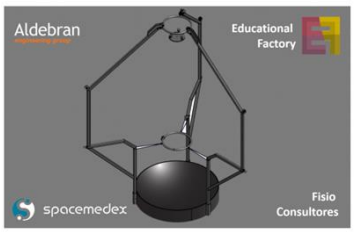
GlucoSet Innokas Medical

EGOS Design K8 industridesign

GucoSet ROU

The GlucoSet ROU project is a collaboration between four partners to develop a prototype glucose monitor for use in intensive care units. GlucoSet AS has developed an optical glucose sensing technology based on technology currently used to monitor structures and the sea bed in the energy sector. The sensors still rely on using hardware developed for that purpose, which makes it unsuitable for clinical trials.

In the Cross4Health project, GlucoSet is working with three product development partners to develop a new monitor suitable for use in intensive care units. GlucoSet AS is responsible for the project and the core technology; EGGS Design AS and Innokas Medical Oy is responsible for user interface development, while K8 Industridesign AS is responsible for hardware development.



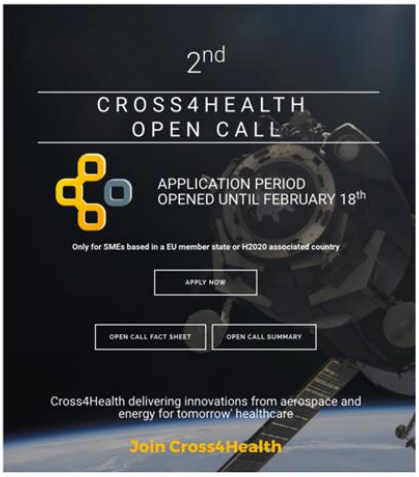
Motigravity

Motigravity is a platform to be used with virtual reality, allowing astronauts to handle their future habitat in simulated hypogravity.

The project, supported by C4H, has scope to transfer aerospace technology to the health sector in order to develop an innovative VR Treadmill to help patients with neurological impairments to improve gait and quality of live. The project will be developed through the coordinated work of engineers, physiotherapists, and researchers in these different sectors. The joint work will enable us to develop the next generation of the MOTIGRAVITY and set up a clinical trial with traumatic patients. The project will focus on diseases like multiple sclerosis, cerebral palsy, and stroke.

Cross4Health

Newsletter, November 2018



Apply now to the CROSS4HEALTH 2nd Open Call!

The **CROSS4HEALTH 2nd Open Call** has just been launched and it will be open for applications from 16th of November until the **18th of February 2019 at 17:00** CET (Central European Time).

We are looking for **innovative patient-centered personalised care projects** that address the following challenges:

- Early detection and diagnoses
- Remote patient support
- Patient management process

If you are an SME active in **Aerospace, Energy and/or Creative Industries**, and you are looking for innovations spill over to **health sector**, the CROSS4HEALTH 2nd Open Call is for you!

By applying to the 2nd CROSS4HEALTH Open Call, you will compete to get engaged in the **2nd CROSS4HEALTH Acceleration Programme**, where up to **20 projects will obtain support worth up to 55,000€** (per SME partner in the project, limited to max 110,000€) and distributed as follows:

- **€25,000 in Direct Cash Funding per SME partner**
- **Up to €30,000 per SME partner in Innovation Services**:
  - Up to €15,000 per SME partner in Innovation Vouchers to be used in services provided by external providers.
  - Up to €15,000 per SME partner in additional services provided by Consortium Partners.

Do not miss this opportunity!

More Information

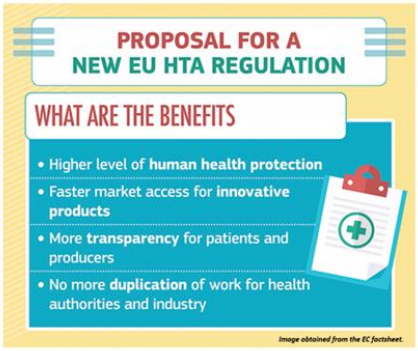
Cross4Health first Innovation Boot Camp took place in Bordeaux, France

On September, 24 2018, **the first Cross4health Innovation BootCamp took place in Bordeaux, France**. This was in collaboration with the **National Institute of Polytechnics** as part of the **"Innovation Challenges Day"**. About 300 students in mechanics, mathematics, telecoms, and informatics gathered in groups of 3 to 6 to find solutions to several proposed challenges. Cross4Health represented one of these challenges, containing 4 sub-challenges identified by 2 SMEs.

One of the SMEs was uCareWatches established in Bordeaux and developing special watches measuring arrhythmia. The 2 challenges they proposed were: to imagine an innovative alternative to the traditional baby phone and to imagine an innovative solution dealing with the issue of taking care of vulnerable people (elderly, patient). A group of 4 students decided to work on the second sub-challenge proposed by uCareWatches.

The other SME was SpaceMedex, based in Sophia-Antipolis, France. The aim of this SME is to generate technology transfers between medicine and space technologies. There were also 2 sub-challenges proposed to the students, one is to imagine a portable telemedicine device enabling patients to gather a maximum of constant readings, the other to think about a nanosatellite or CubeSats network dedicated to assistance and health telecommunications and/or transfer of massive data. A team of 6 students worked on the telemedicine device and their ideas were interesting enough to convince the SpaceMedex CEO to continue to work on the project with the students during their second semester.

What a success for Cross4Health at the University!



Reminder - Health Technology Assessment in the EU: a need to reinforce cooperation amongst Member States

Health Technology Assessments (HTA) could lead to effective, innovative health tools reaching patients faster, and greater transparency of these assessments will empower patients by ensuring their access to information on the added clinical value of new technology that could potentially benefit them. Besides, health systems policies can be based on more robust evidence generated by HTA, which is also favorable for the manufacturers as they no longer have to adapt to different national procedures.

In January this year the European Commission proposed new Regulation on Health Technology Assessment (HTA) that covers new medicines and certain new medical devices, providing the basis for permanent and sustainable cooperation at the EU level for joint clinical assessments in these areas. Member States will be able to use common HTA tools, methodologies and procedures across the EU, working together in four main areas (Source: http://europa.eu/rapid/press-release_IP-18-486_en.htm):

1. on joint clinical assessments focusing on the most innovative health technologies with the most potential impact for patients;
2. on joint scientific consultations whereby developers can seek advice from HTA authorities;
3. on identification of emerging health technologies to identify promising technologies early;
4. on continuing voluntary cooperation in other areas. Individual EU countries will continue to be responsible for assessing non-clinical (e.g. economic, social, ethical) aspects of health technology, and making decisions on pricing and reimbursement.

This summer policy makers, healthcare providers, patient representatives and other experts discussed their views about the future cooperation on Health Technology Assessment (HTA). The discussions indicated that, after 20 years of joint work, HTA should be given a fair chance to become more structured, sustainable and efficient, better allowing for an optimal use of resources and sharing of expertise across the EU.

More information

MSD is looking for a digital solution to empower oncologists by keeping them updated in their field

MSD Lebanon is looking for an external partner to co-create a digital solution that helps oncologists stay up to date with the latest relevant cancer content.

The winner will get:

1. Up to **$ 20,000 to launch the pilot in the local market** (Lebanon).
2. MSD support to connect with the local ecosystem.
3. If the local launch is successful, the results of the collaboration will be shared globally within MSD to investigate other implementations.

The **participants must be able to manage the complete life cycle of the content**: identification, selection, labeling and upload. In addition, the digital solution has to be easy to navigate, reliable, multi-channel and comply with security and privacy requirements.

More Information

This project has received funding from the European Union's Horizon 2020 research and innovation program under Grant Agreement No. 731391.

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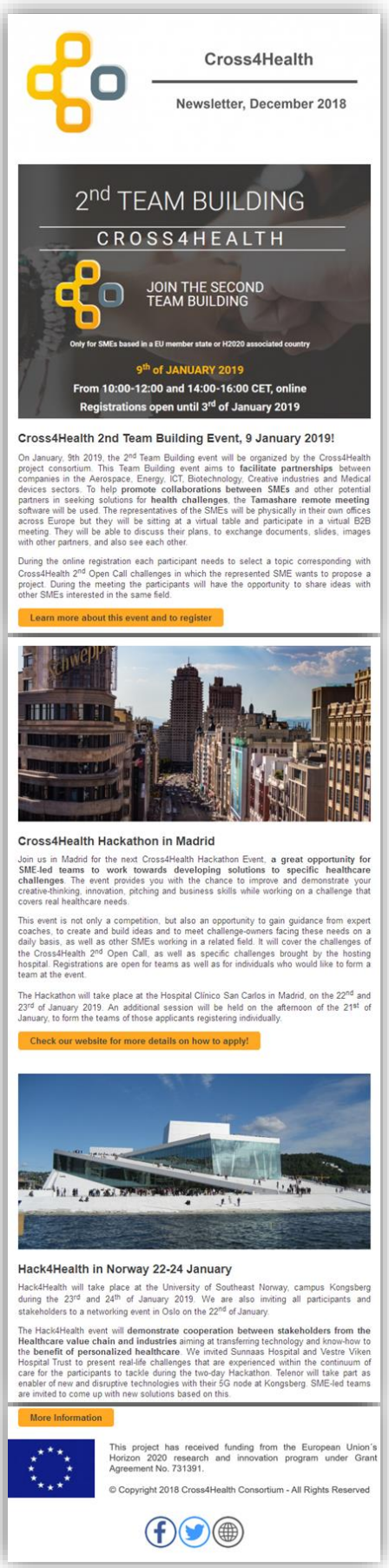
Cross4Health
Newsletter, December 2018
2nd TEAM BUILDING
CROSS4HEALTH
JOIN THE SECOND TEAM BUILDING
Only for SMEs based in a EU member state or H2020 associated country
9th of JANUARY 2019
From 10:00-12:00 and 14:00-16:00 CET, online
Registrations open until 3rd of January 2019
Cross4Health 2nd Team Building Event, 9 January 2019!
On January, 9th 2019, the 2nd Team Building event will be organized by the Cross4Health project consortium. This Team Building event aims to facilitate partnerships between companies in the Aerospace, Energy, ICT, Biotechnology, Creative industries and Medical devices sectors. To help promote collaborations between SMEs and other potential partners in seeking solutions for health challenges, the Tamashare remote meeting software will be used. The representatives of the SMEs will be physically in their own offices across Europe but they will be sitting at a virtual table and participate in a virtual B2B meeting. They will be able to discuss their plans, to exchange documents, slides, images with other partners, and also see each other.
During the online registration each participant needs to select a topic corresponding with Cross4Health 2nd Open Call challenges in which the represented SME wants to propose a project. During the meeting the participants will have the opportunity to share ideas with other SMEs interested in the same field.
Learn more about this event and to register
Cross4Health Hackathon in Madrid
Join us in Madrid for the next Cross4Health Hackathon Event, a great opportunity for SME-led teams to work towards developing solutions to specific healthcare challenges. The event provides you with the chance to improve and demonstrate your creative-thinking, innovation, pitching and business skills while working on a challenge that covers real healthcare needs.
This event is not only a competition, but also an opportunity to gain guidance from expert coaches, to create and build ideas and to meet challenge-owners facing these needs on a daily basis, as well as other SMEs working in a related field. It will cover the challenges of the Cross4Health 2nd Open Call, as well as specific challenges brought by the hosting hospital. Registrations are open for teams as well as for individuals who would like to form a team at the event.
The Hackathon will take place at the Hospital Clinico San Carlos in Madrid, on the 22nd and 23rd of January 2019. An additional session will be held on the afternoon of the 21st of January, to form the teams of those applicants registering individually.
Check our website for more details on how to apply!
Hack4Health in Norway 22-24 January
Hack4Health will take place at the University of Southeast Norway, campus Kongsberg during the 23rd and 24th of January 2019. We are also inviting all participants and stakeholders to a networking event in Oslo on the 22nd of January.
The Hack4Health event will demonstrate cooperation between stakeholders from the Healthcare value chain and industries aiming at transferring technology and know-how to the benefit of personalized healthcare. We invited Sunnaas Hospital and Vestre Viken Hospital Trust to present real-life challenges that are experienced within the continuum of care for the participants to tackle during the two-day Hackathon. Telenor will take part as enabler of new and disruptive technologies with their 5G node at Kongsberg. SME-led teams are invited to come up with new solutions based on this.
More Information
This project has received funding from the European Union's Horizon 2020 research and innovation program under Grant Agreement No. 731391.
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Cross4Health

Newsletter, February 2019

2nd Open Call Remote Q&A and Networking Session

The 2nd Cross4Health Open Call will close for applications February 18th at 17:00 CET. Are you still developing your proposal? **Do not miss this opportunity to meet the Cross4Health Consortium partners to answer your questions about the 2nd Open Call**.

We will give **a presentation about the 2nd Open Call eligibility criteria and the proposal templates on the 7th of February at 13:00 CET**. We invite you to interact with us to openly ask any questions you might have about the 2nd Open Call and our Acceleration Programme.

After the Q&A session we invite you to give a 2 minutes pitch of your project idea and get the opportunity to network and find potential partners for your project. If you want to use this opportunity, please prepare 2 slides and include your contact details.

The session will be open for everyone through GoToMeeting.

To register click here.

More Information

Cross4Health 2nd Open Call – Don't forget to apply!

The **Cross4Health 2nd Open Call is open until the 18th of February 2019 at 17:00 CET**.

Don't miss this opportunity to submit your project idea and have the **chance to win 55,000€ per SME!** We are looking for innovative **patient-centred personalised care projects** that provide a solution to the following healthcare challenges:

- Early detection and diagnosis
- Remote patient support
- Patient management process

We are looking for **intersectoral projects led by an SME**, with partners from at least two EU (or EU associated) countries. One of the project members **must belong to the Aerospace, Energy or Creative Industries sectors**. Team up, bring your innovative idea for the healthcare sector and win 55,000€ (per SME partner in the project, limited to a max of 110,000€), distributed as:

- €25,000 in Direct Cash Funding per SME partner
- Up to €30,000 in Innovation Services per SME partner

We look forward to receiving your proposals!

More Information

B2B Meeting: Idea Guided Building

The B2B Meeting: Idea Guided Building is a **great opportunity for SMEs to prepare their proposals for the Cross4Health 2nd Open Call** hand in hand with IT innovation idea building experts. The key aspects related to the 2nd Open Call: challenges and mechanism of participation will be introduced and the essential elements of an R&I project concept will be worked.

More Information

Cross4Health Past Events

Cross4Health Hackathon in Madrid – Thank you!

Thank you to all the participants who attended our **Cross4Health Ideas Hackathon in Madrid**! The event run from the afternoon of the 21st of January, where individual applicants participated in a networking session and formed teams for the competition. During the 22nd and 23rd of January the teams worked hard to develop their ideas and products, with the **help of partners of DCOM in sessions on Design Thinking and Ideation, Project Building and Pitching**.

We had a total of **10 teams pitching** on the 23rd, with **over 50 attendees including end users from the Hospital Clínico San Carlos**, where the event took place. After a competitive pitching session, the winner teams were:

- **1st Prize of 6,000€ to SEPSISBELL ANALYZER** – a collaboration between Loop Diagnostics and Universidad Pontificia Comillas
- **2nd Prize of 4,000€ to MEMENTUM** – a collaboration between Taniwa and Instituto Biomedicina de Sevilla
- **3rd Prize of 2,000€ to TRANSFUSION@HOME** – a collaboration between Biodata Devices and Sentinel Monitoring

More Information

Kongsberg Innovasjon

Hack4Health at Kongsberg, Norway

Norway Health Tech arranged **Hack4Health at the University of Southeast Norway** as part of the **Cross4Health project on January 23-24**. With Vestre Viken Hospital trust and Sunnaas Hospital as challenge owners, 8 teams competed to solve the proposed challenges to win 3 prizes. The challenges that they faced were **remote care, continuous dialogue throughout the patient pathway and video calls to emergency call centers**. Telenor attended as a technology enabler, presenting their 5G technology. With good help from Kongsberg Innovation and MIT Hacking Medicine, the event was a great success.

More Information

1st C4H Hackathon – 7th-9th of December 2018 – Bochum, Germany

As part of the **Second Open call of the European Project Cross4health**, ZENIT GmbH, the German Consortium Partner organized from the 7th to the 9th December 2018 a **Hackathon in premises of the Ruhr University of Bochum**.

During 48 hours, **five teams composed of SMEs, reseachers, IT developers and students** worked on three challenges:

- Early detection and diagnosis
- Remote Patient Support
- Patient Management Process

Three teams were awarded:

- **1st Prize and Audience Award**: **HospitalFairy** - optimized processes in hospitals, e.g. recording by feeding relevant information via the cloud/Bot
- **2nd Prize**: **Heartbean** – "personal cardiology" predicts infarction. Artificial Intelligence based on aggregated data for prevention and research
- **3rd Prize**: **Airnalyzer** - measuring air quality and hygiene in patients' environment for better quality of life

The event was successful and allowed to find good ideas for the 2nd Open Call, which is running until the 18th of February 2019.

More Information

MEDICA 2018

Anne-Lise Hohenstatt, ZENIT GmbH, und Fred Kjellson, Innovation Skane, met with some 30 international companies at MEDICA 2018, which took place from 12 to 15 November 2018 in Düsseldorf (Germany). They were able to present the **Cross4Health project** and **promote the second Open Call** and the upcoming **C4H Hackathons** .

This project has received funding from the European Union's Horizon 2020 research and innovation program under Grant Agreement No. 731391.

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Cross4Health

Newsletter, March 2019

Cross4Health 2nd acceleration program kick-off conference

We welcome all selected teams to **Malmö, Sweden where the Cross4Health 2nd acceleration program will kick off with a large conference on the 14th-15th of May** (selected teams will be notified mid-April).

During the 1.5 days kick-off event the selected SME's will hear more about the acceleration program, the support structure and consortium partners, but most of all will have a **chance to network and get to know their respective Key Account Managers**, **other project partners, and learn more of the supported projects**.

Additionally, a **pitch session** will be held allowing SME's to present their projects before an audience consisting of Cross4Health consortium partners, other supported teams, and externally **invited guests such as investors, healthcare specialists, and more**.

The event is arranged to take place at Clarion Hotel & Congress Malmö Live, at the very heart of Malmö city.

Soon we will come back with more details.

Cross4Health 2nd Open Call closed: Your proposal will soon be evaluated!

Cross4Health **2nd Open Call closed on 18 February 2019**. We received **65 applications** from almost **140 entities** (mostly SMEs and Startups) forming consortiums from **26 different countries**. We are excited about the proposals in which cross-sectoral, transnational teams are bringing together Aerospace, Energy and Creative Industries sectors with ICT, Biotechnology and Medical Devices to design innovative health solutions.

In the following weeks each proposal will be assessed by three external evaluators, and **around 20 projects (40 SMEs) will be selected for support worth 55,000€ per SME** in the form of: 25,000€ direct cash funding per SME, and up to 30,000€ in Innovation Services!

Cross4Health consortium is working to make the evaluation process go as smooth as possible!

Best of luck to the teams that applied!

C4H 2nd Open Call Statistics

IRSUS INNOVATION RADAR SUPPORT SERVICE

Image taken from IRSUS webpage

Fourth Open Call of IRSUS Project

IRSUS project opens its fourth open call and they are looking for **start-ups interested in going a step forward in the market**. Offering a range of free support services, the new **open call is open until 31st March**.

The **services offered by the IRSUS project are the following**:

- Fundraising
- Networking
- Entrepreneunal skills development
- Promotion

If your startup has received funding from any H2020 related calls (including cascade funding) this open call is for you!

More Information

INNOLABS Investors Day

The INNOLABS Investors Day in Madrid is an **excellent opportunity for Startups and SMEs to meet investors specialized in Health**. Participants will be able to meet and connect with investors in person, to pitch their idea, network and compete to win cash prizes.

This is a **business-oriented event** to help bring your idea forward. If you have an innovative idea in health and you are **looking for funds/risk capital/investment for your project, don't miss this opportunity**!

This project has received funding from the European Union's Horizon 2020 research and innovation program under Grant Agreement No. 731391.

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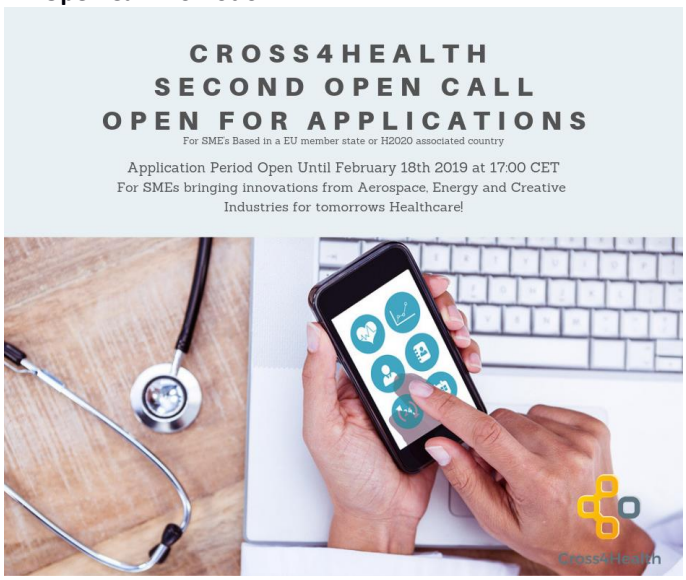
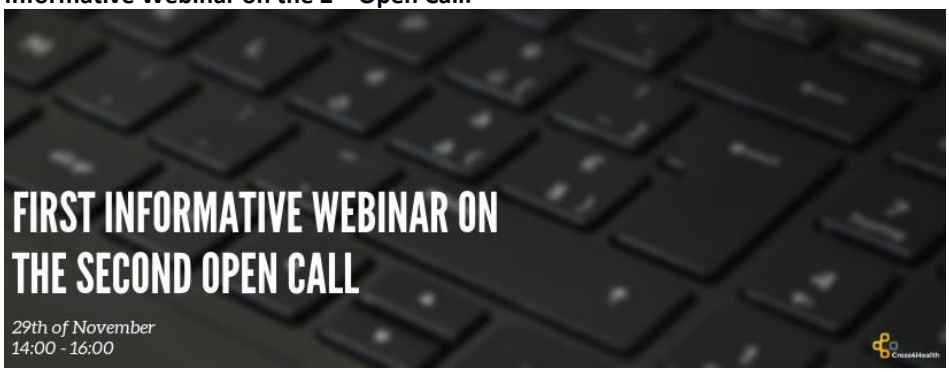
III. Promotional material

Norway Health Tech	
Material 1	**Cross4Health – Web Banners (Facebook)**
Description	Different Web Banners have been developed for promotional purposes. All have been shared through social media or in other related media. Hereunder are several examples leaving out the examples regarding the first Open Call which were published in D7.2.
Item	**Profile Banner:** **General Cross4Health Information:**

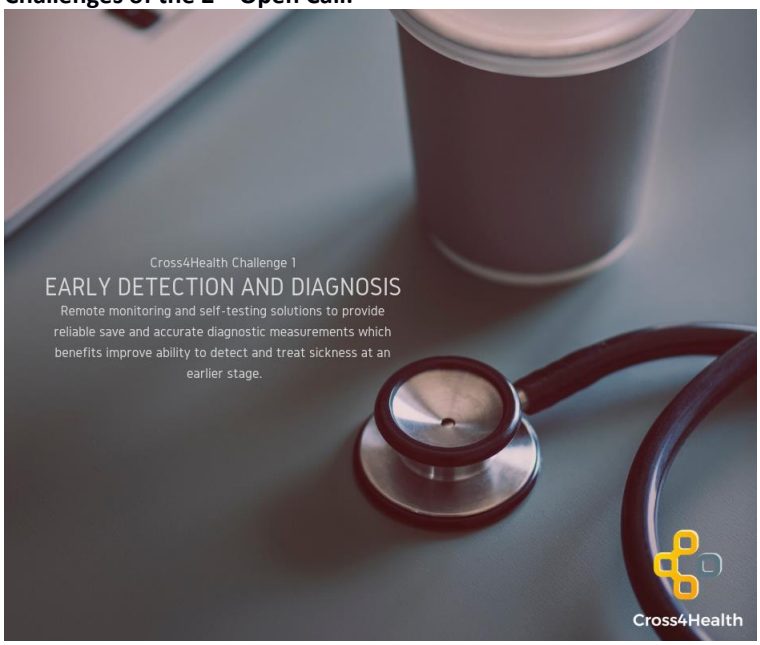
2nd Open Call Promotion:



Informative Webinar on the 2nd Open Call:

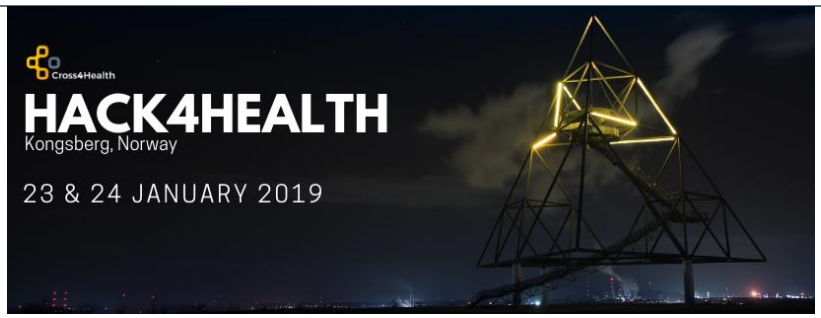


Challenges of the 2nd Open Call:



Idea Hackathon Contest in Madrid promotion:

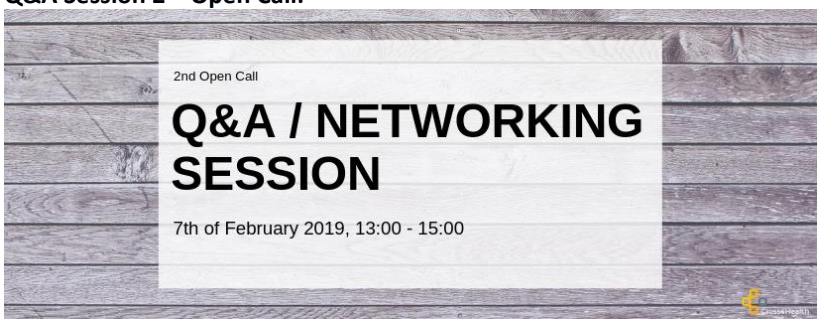
Hackathon promotion:



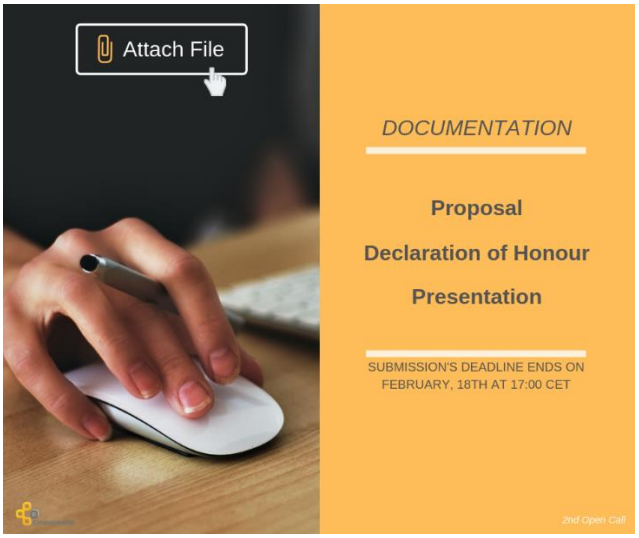
Hack4Health
23 & 24 January 2019
Kongsberg, Norway

Team Building Event:

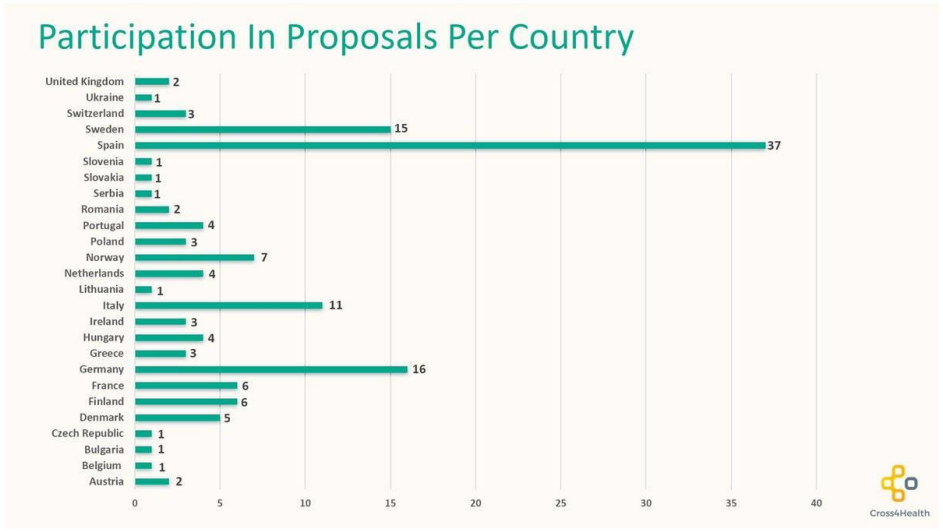
Q&A Session 2nd Open Call:



2nd Open Call close to deadline:



Closing of the 2nd Open Call:



Material 2	**Cross4Health – Event Pictures (Facebook)**
Description	In order to engage the targeted and involved SMEs, Cross4Health published pictures from the event site via social media.

Online Pictures	**Hackathon in Bochum:** **Hackathon Kongsberg:**

Kungsbacka, 24th of January 2019
Pay to the order of JARLE / POSICOM
Sum of Six Thousand Euros, € 6,000
1st Prize – CrossHealth HackathON "HackHealth" – The Continuum of Care

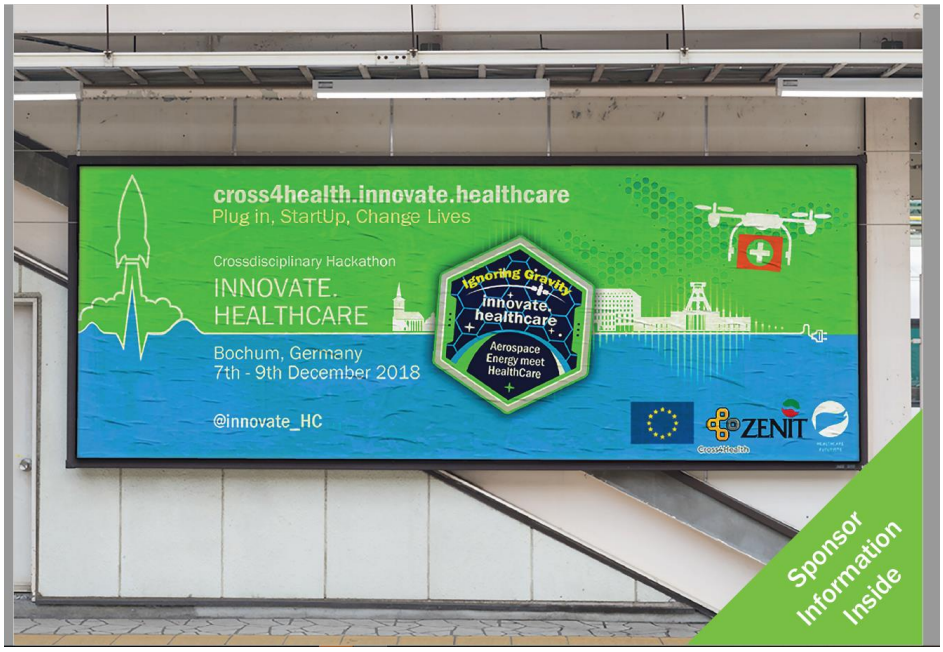
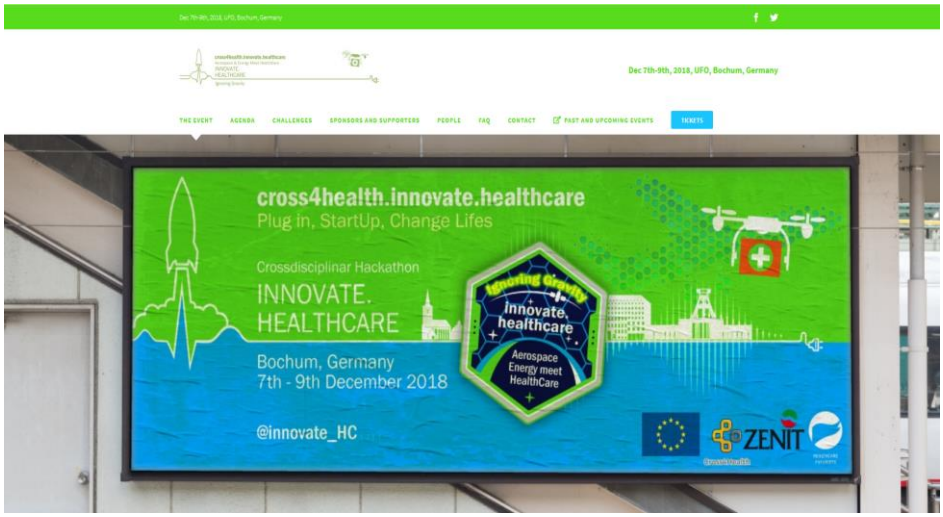
Sum of Four Thousand Euros, € 4.000

Pay to the order of AGILES
Sum of Two Thousand Euros, € 2.000

ZENIT	
Material 1	**Innovate.Healthcare Hackathon in Bochum (ZENIT)**
Description	Material for dissemination and merchandising for attendees of the Hackathon in Bochum
Item	**Poster:** **Stickers:**
Material 2	**Innovate.Healthcare Hackathon in Bochum (ZENIT)**
Description	Material for dissemination of the Hackathon in Bochum
Item	**Banner (at University Bochum / World Factory Building):**

Material 3	**Innovate.Healthcare Hackathon in Bochum (ZENIT)**
Description	Material for dissemination of the Hackathon in Bochum
Item	**Wall Poster (inside of buildings):**

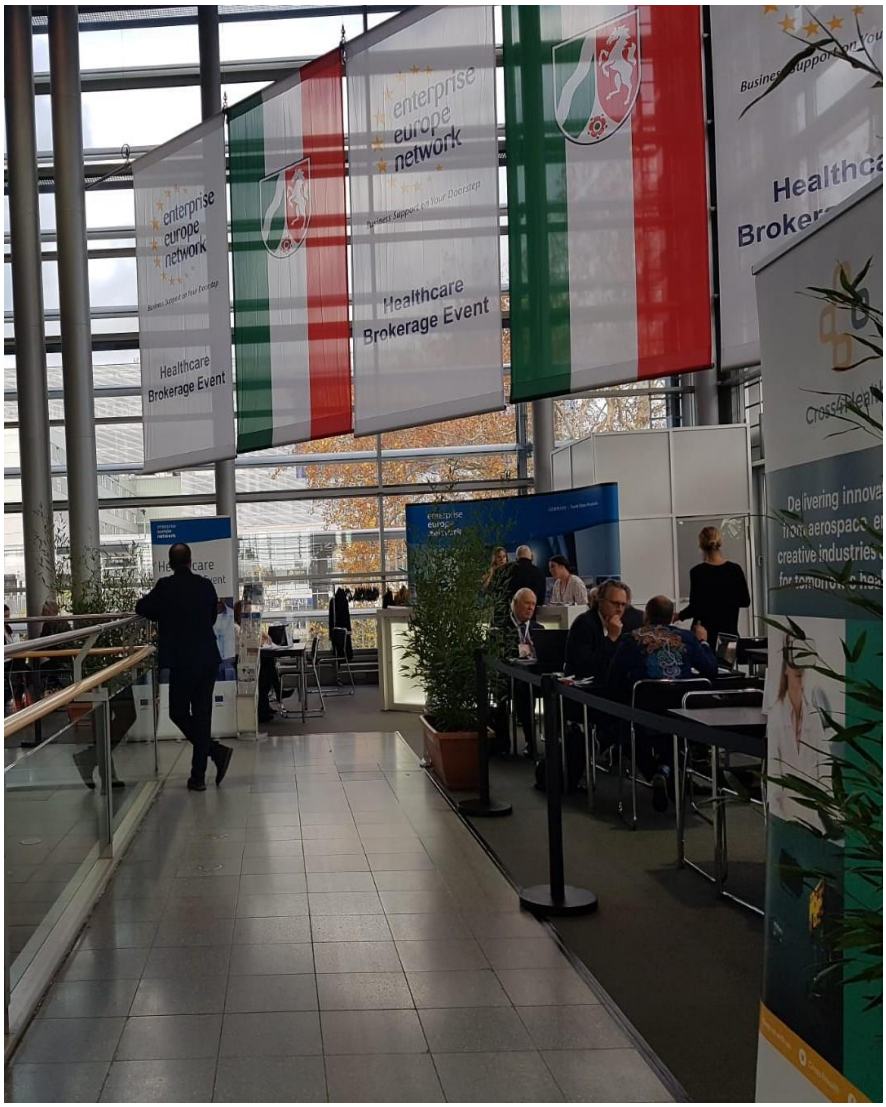
Material 4	**Innovate.Healthcare Hackathon in Bochum (ZENIT)**
Description	Material for dissemination of the Hackathon in Bochum
Item	**Flyer:**
Material 5	**Innovate.Healthcare Hackathon in Bochum (ZENIT)**

Description	Material for dissemination of the Hackathon in Bochum
Item	**Brochure:** 
Material 6	**Innovate.Healthcare Hackathon in Bochum (ZENIT)**
Description	Material for dissemination of the Hackathon in Bochum
Item	**Webpage of the Hackathon http://cross4health.innovate.healthcare/:** 
Material 7	**Innovate.Healthcare Hackathon in Bochum (ZENIT)**
Description	Material for the participants of the Hackathon in Bochum
Item	**T-Shirts:**

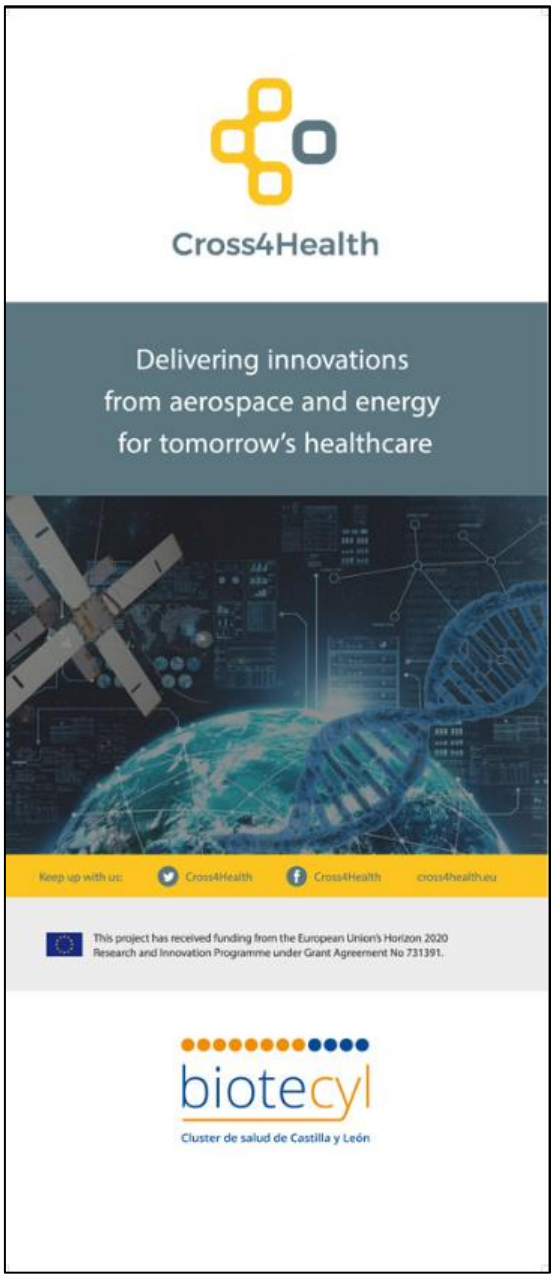
Material 8	**Innovate.Healthcare Hackathon in Bochum (ZENIT)**
Description	Material for the participants of the Hackathon in Bochum
Item	**Sport bags (for Hackathon docs):**

Material 9	**Innovate.Healthcare Hackathon in Bochum (ZENIT)**
Description	Material for the participants of the Hackathon in Bochum
Item	**Trophies:**
Material 10	**Innovate.Healthcare Hackathon in Bochum (ZENIT)**
Description	Material for dissemination of the Hackathon at MEDICA Brokerage Event in Düsseldorf and during the Hackathon

Item	**Roll-ups:**



Cross4Health
Delivering innovations from aerospace, energy, creative industries and ICT for tomorrow's healthcare
Dec 7th-9th, 2018, UFO, Bochum, Germany
JOIN US TO
INNOVATE.HEALTHCARE
HACKATHON
Our jury of renowned industry experts will award 3 high-value prizes.
REGISTER NOW!
CROSS4HEALTH.INNOVATE.HEALTHCARE
Toilet
Verpackungen

Cluster de Salud Castilla y León	
Material 1	**Cross4Health – Project Roll-up (BIOTECYL)**
Description	Roll-up for Every dissemination
Item	**Roll-up:** 
Material 2	**Cross4Health – Idea Hackathon Contest in Madrid**
Description	Material for the Idea Hackathon Contest dissemination and merchandising for attendees.

Item	**Agenda:**

EUROB creative

Cross4Health

biotecyl

Cluster de salud de Castilla y León

HACKATHON MADRID
January 21st-23rd

Hospital Clínico San Carlos

SaludMadrid

Comunidad de Madrid

January 21st

15.30 – 16.00	Registration
16.00 – 16.10	welcome and explanation of Team-Building
16.10 – 18.30	**Team Building for Individual Applicants** Brief pitch of every individual applicant + short networking meetings to start creating teams. Coaches will be present to helps with team creation.

January 22nd

10.30 – 11.00	Registration & Coffee
11.00 – 11.30	Welcome Speech
11.30 – 11.45	**Presentation of Challenges** Explanation of Challenges' scope for Cross4Health 2nd Open Call
11.45 – 12.30	Training in Design Thinking
12.30 – 14.00	**TEAMWORK - Ideation** Teams will meet and start the ideation. Coaches will be available to help fit the challenge scope and give further feedback
14.00 – 15.00	Lunch
15.00 – 16.00	Training in Project Building
16.00 – 19.00	**TEAMWORK - Construction** Teams will start building a strong project. Challenge owners/business coaches available along the process to clarify doubts.
19.00 – 20.00	Vino español

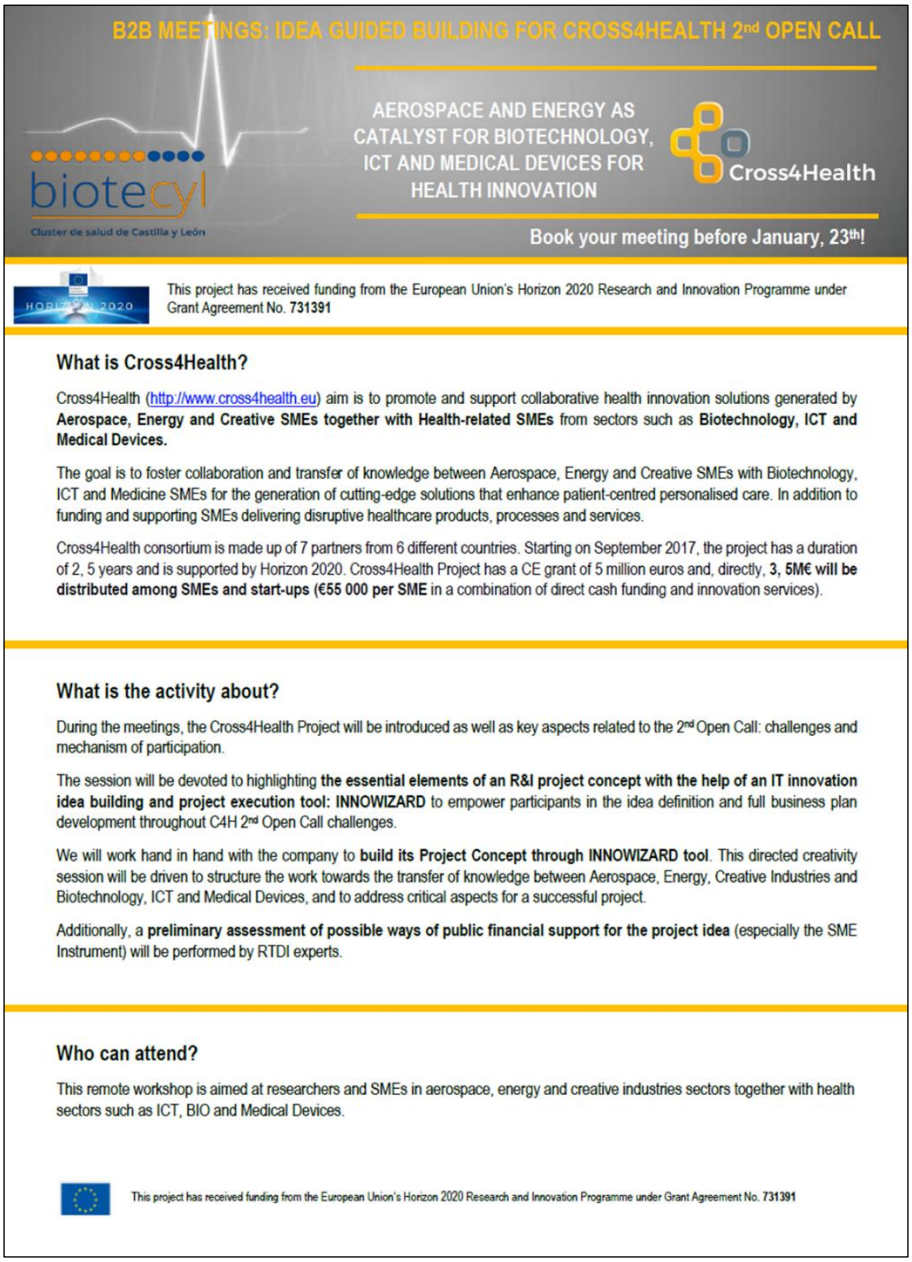
January 23rd

9.00 – 9.30	Welcome & Coffee
9.30 – 10.30	Pitching training session
10.30 – 12.30	**TEAMWORK - Pitch Creation** Teams will start constructing their pitch. Coaches available along the process to clarify doubts.
12.30 – 14.00	**PITCH SESSION** Teams present their 4' pitch to the external jury
14.00 – 15.00	Lunch
15.00 – 16.00	AWARD CEREMONY & GOODBYES

This project has received funding from the European Union's Horizon 2020 research and innovation program under Grant Agreement No. 731391.

Material 3	**Cross4Health – Idea Guided Building Promotion Material**
Description	Material for the Ideal Guided Building promotion

Item	Agenda:


B2B MEETINGS: IDEA GUIDED BUILDING FOR CROSS4HEALTH 2nd OPEN CALL
AEROSPACE AND ENERGY AS CATALYST FOR BIOTECHNOLOGY, ICT AND MEDICAL DEVICES FOR HEALTH INNOVATION
biotecyl
Cluster de salud de Castilla y León
Cross4Health
Book your meeting before January, 23th!
This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 731391
What is Cross4Health?
Cross4Health (http://www.cross4health.eu) aim is to promote and support collaborative health innovation solutions generated by Aerospace, Energy and Creative SMEs together with Health-related SMEs from sectors such as Biotechnology, ICT and Medical Devices.
The goal is to foster collaboration and transfer of knowledge between Aerospace, Energy and Creative SMEs with Biotechnology, ICT and Medicine SMEs for the generation of cutting-edge solutions that enhance patient-centred personalised care. In addition to funding and supporting SMEs delivering disruptive healthcare products, processes and services.
Cross4Health consortium is made up of 7 partners from 6 different countries. Starting on September 2017, the project has a duration of 2, 5 years and is supported by Horizon 2020. Cross4Health Project has a CE grant of 5 million euros and, directly, 3, 5M€ will be distributed among SMEs and start-ups (€55 000 per SME in a combination of direct cash funding and innovation services).
What is the activity about?
During the meetings, the Cross4Health Project will be introduced as well as key aspects related to the 2nd Open Call: challenges and mechanism of participation.
The session will be devoted to highlighting the essential elements of an R&I project concept with the help of an IT innovation idea building and project execution tool: INNOWIZARD to empower participants in the idea definition and full business plan development throughout C4H 2nd Open Call challenges.
We will work hand in hand with the company to build its Project Concept through INNOWIZARD tool. This directed creativity session will be driven to structure the work towards the transfer of knowledge between Aerospace, Energy, Creative Industries and Biotechnology, ICT and Medical Devices, and to address critical aspects for a successful project.
Additionally, a preliminary assessment of possible ways of public financial support for the project idea (especially the SME Instrument) will be performed by RTDI experts.
Who can attend?
This remote workshop is aimed at researchers and SMEs in aerospace, energy and creative industries sectors together with health sectors such as ICT, BIO and Medical Devices.
This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 731391

B2B MEETING AGENDA	
15'	**Introduction to Cross4Health European Project:** highlights and challenges of Cross4Health 1st Open Call
1h	**Training Session:** The inherent value of the idea & INNOWIZARD. Targeting critical aspects for successful projects through an Innovation idea building and project execution tool. Orientation towards 1st C4H Open Call cross-sectorial approach
15'	Preliminary assessment of possible ways of public financial support for the project idea.

Registrations:
Complete the following registration form: HERE
Deadline for registrations: **23th January**

Contact, doubts & questions:
projects@biotecyl.com

More information:

Web: http://www.cross4health.eu/

Web: biotecyl.com

Facebook: @Cross4Health

Twitter:@Cross4Health

LinkedIn Group: CrossHealth

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 731391

EuroB Creative	
Material 1	**Cross4Health – Web Banners (Twitter)**
Description	Different Web Banners have been developed for promotional purposes. All have been shared through social media or in other related media. Hereunder are several examples leaving out the examples regarding the first Open Call which were published in D7.2.
Item	**Call for External Providers:** **Welcome to 1st Acceleration Period:**

1st Open Call Awarded Projects:

ICELLTIS

GlucoSet
CONTINUOUS GLUCOSE MONITORING

Innokas
Medical

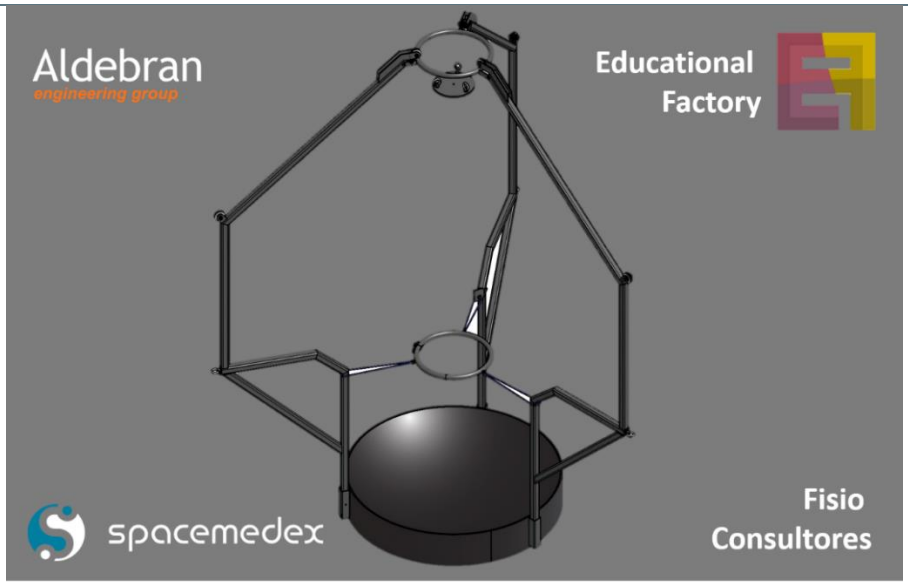
EGOS Design

K8 industridesign

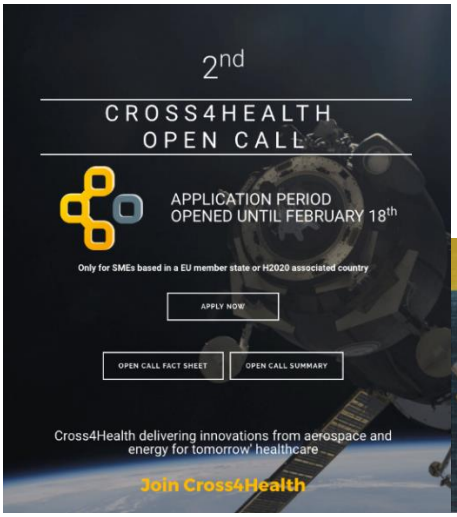
KINETIKOS

FISIOMANUAL
GABINETE DE TERAPIAS MANUAIS

ÖWF AUSTRIAN SPACE FORUM



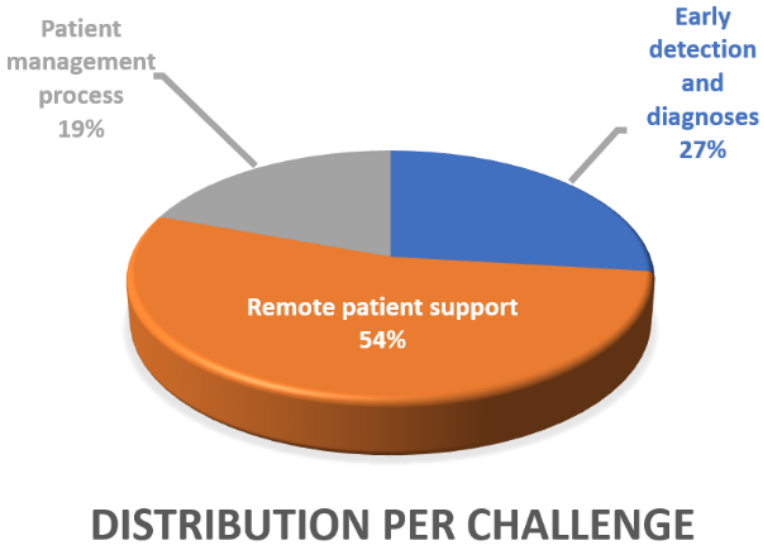
Promotion of the 2nd Open Call:

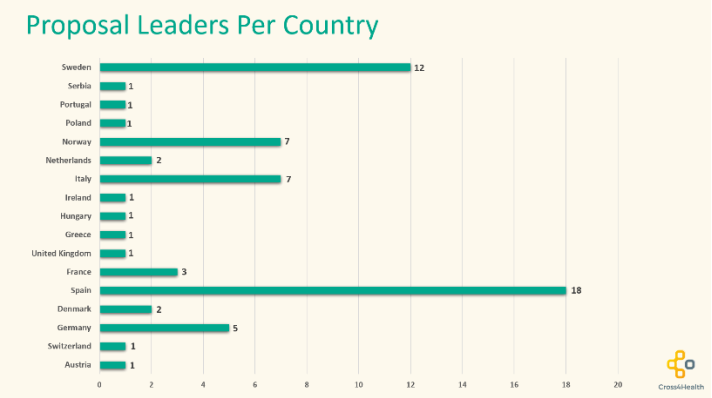


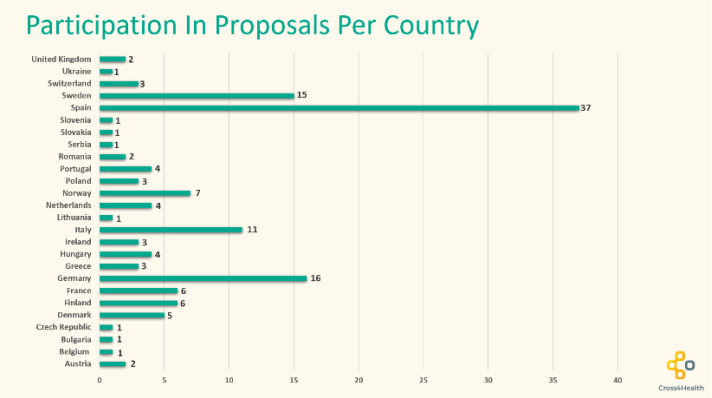
2nd Team Building Event:

Remote Q&A and Networking Session:

2nd Open Call Statistics:







Hackathon in Bochum:

Hack4Health in Norway:

Hack4Health

23 & 24 January 2019
Kongsberg, Norway

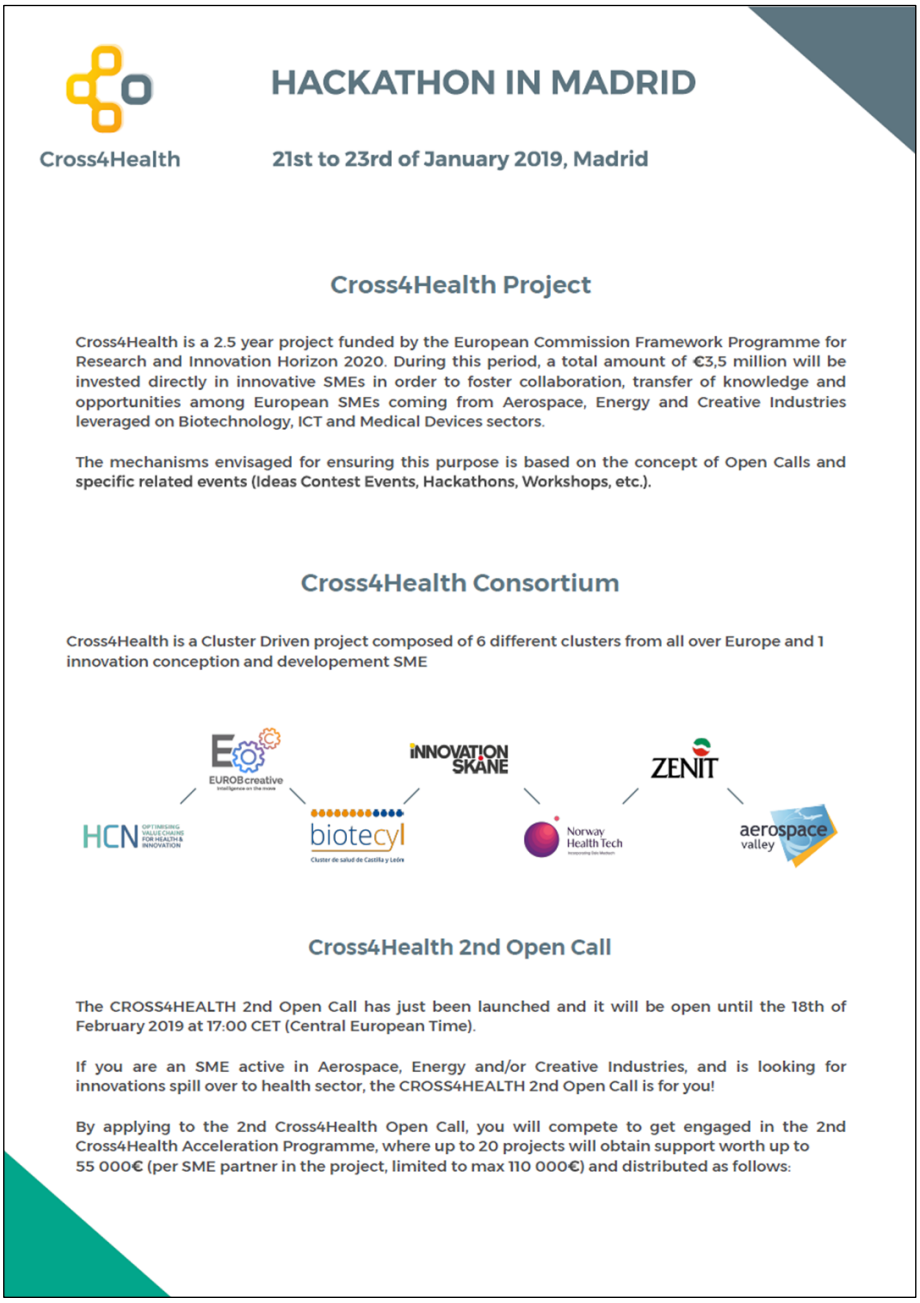
	Idea Hackathon Contest in Madrid:
Material 2	**Cross4Health – Event Pictures (Twitter)**
Description	With the aim to increase the project visibility, pictures of the different events where published on Twitter
Online Pictures	**Ideas Hackathon Contest in Madrid:**

Innovation Boot Camp in Bordeaux:

Consortium Meeting in Amsterdam:

Consortium Meeting in Valladolid:

Material 3	**Cross4Health – Ideas-Hackathon (Madrid) Material**
Description	Material for the Idea-Hackathon dissemination and merchandising for attendees.
Item	**Boocklet:**



Cross4Health

HACKATHON IN MADRID

21st to 23rd of January 2019, Madrid

Cross4Health Project

Cross4Health is a 2.5 year project funded by the European Commission Framework Programme for Research and Innovation Horizon 2020. During this period, a total amount of €3,5 million will be invested directly in innovative SMEs in order to foster collaboration, transfer of knowledge and opportunities among European SMEs coming from Aerospace, Energy and Creative Industries leveraged on Biotechnology, ICT and Medical Devices sectors.

The mechanisms envisaged for ensuring this purpose is based on the concept of Open Calls and specific related events (Ideas Contest Events, Hackathons, Workshops, etc.).

Cross4Health Consortium

Cross4Health is a Cluster Driven project composed of 6 different clusters from all over Europe and 1 innovation conception and developement SME

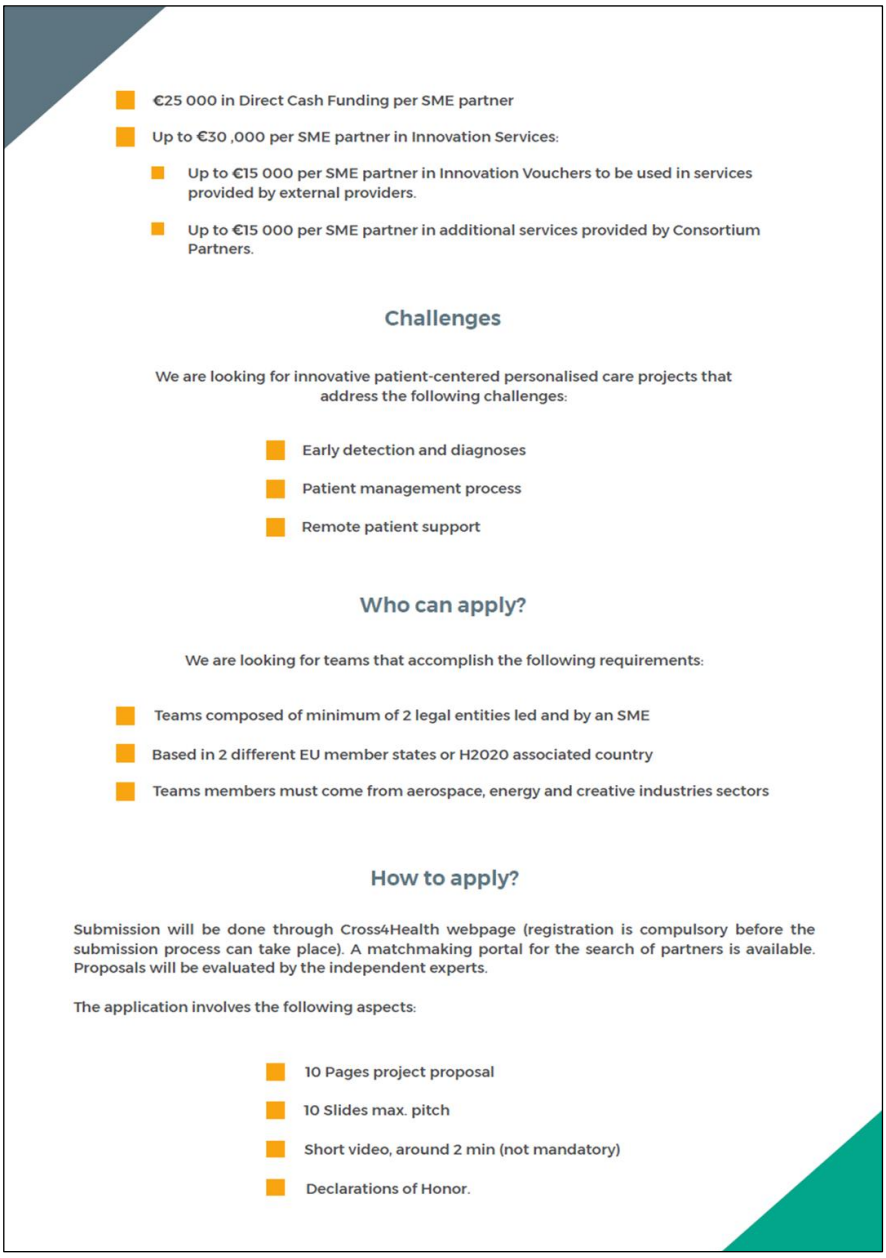
EUROBcreative · INNOVATION SKANE · ZENIT · HCN · biotecyl · Norway Health Tech · aerospace valley

Cross4Health 2nd Open Call

The CROSS4HEALTH 2nd Open Call has just been launched and it will be open until the 18th of February 2019 at 17:00 CET (Central European Time).

If you are an SME active in Aerospace, Energy and/or Creative Industries, and is looking for innovations spill over to health sector, the CROSS4HEALTH 2nd Open Call is for you!

By applying to the 2nd Cross4Health Open Call, you will compete to get engaged in the 2nd Cross4Health Acceleration Programme, where up to 20 projects will obtain support worth up to 55 000€ (per SME partner in the project, limited to max 110 000€) and distributed as follows:


€25 000 in Direct Cash Funding per SME partner
Up to €30 ,000 per SME partner in Innovation Services:
Up to €15 000 per SME partner in Innovation Vouchers to be used in services provided by external providers.
Up to €15 000 per SME partner in additional services provided by Consortium Partners.
Challenges
We are looking for innovative patient-centered personalised care projects that address the following challenges:
Early detection and diagnoses
Patient management process
Remote patient support
Who can apply?
We are looking for teams that accomplish the following requirements:
Teams composed of minimum of 2 legal entities led and by an SME
Based in 2 different EU member states or H2020 associated country
Teams members must come from aerospace, energy and creative industries sectors
How to apply?
Submission will be done through Cross4Health webpage (registration is compulsory before the submission process can take place). A matchmaking portal for the search of partners is available. Proposals will be evaluated by the independent experts.
The application involves the following aspects:
10 Pages project proposal
10 Slides max. pitch
Short video, around 2 min (not mandatory)
Declarations of Honor.

	Roll-up: Cross4Health HACKATHON IN MADRID 21st to 23rd of January 2019, Madrid CHALLENGES Early detection and diagnoses Patient management process Remote patient support This project has received funding from the European Union's Horizon 2020 research and innovation program under Grant Agreement No. 731391.