

D7.1 Communication plan and Dissemination strategy, including project identity [confidential]

Submitted: September 2019

Summary

This document is the first deliverable (D7.1) in WP7 “Stakeholder information and results’ dissemination and exploitation” for the Mobilise-D project. It is a confidential deliverable for members of the consortium only (including the Commission Services). The objective of the deliverable is to develop the communication and dissemination strategy, define the dissemination channels and specific messages for the relevant stakeholders, establish the tools to monitor and evaluate communication and dissemination, and to give an overview of dissemination materials that will be developed and used during the project. This deliverable is relevant throughout the project’s life span, from April 2019 to March 2024. The communication and dissemination plan is designed to ensure that the project’s results and activities are well communicated to all stakeholders throughout the project’s life span. Although NTNU leads WP7 and is the responsible partner for the deliverable, all project partners will be involved in communication and dissemination activities and outreach of the project results. We aim to maximize the communication and dissemination impact by coordinating and motivating all partners to raise public awareness about the Mobilise-D aims, and by analysing the target audience and creating specific messages and methods of communication. The main communication and dissemination activities of Mobilise-D include the active use of a dedicated website, social media, a clear visual identity, promotion materials, engagement events for the different stakeholders, and the organization of events and workshops.

The overarching objectives of Mobilise-D are threefold: to deliver a valid solution for real-world digital mobility assessment (consisting of sensor, algorithms, data analytics, outcomes); to validate digital outcomes in predicting clinical outcome in chronic obstructive pulmonary disease, Parkinson’s disease, multiple sclerosis, proximal femoral fracture recovery and congestive heart failure; and to obtain key regulatory and health stakeholder approval for digital mobility assessment. The objectives address the call directly by linking digital assessment of mobility to clinical endpoints to support regulatory acceptance and clinical practice. Mobilise-D consists of 34 partners from 13 countries with longstanding, successful collaboration, combining the requisite expertise to address the technical and clinical challenges. To achieve the objectives, partners will jointly develop and implement a digital mobility assessment solution to demonstrate that real-world digital mobility outcomes can successfully predict relevant clinical outcomes and provide a better, safer and quicker way to arrive at the development of innovative medicines. Mobilise-D’s results will directly facilitate drug development and establish the roadmap for clinical implementation of new, complementary tools to identify, stratify, and monitor disability, thereby enabling widespread, cost-effective access to optimal clinical mobility management through personalised healthcare.