



# HEARLIGHT

## **Deliverable D5.1** ***Outreach Plan***

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**Actual submission date:** M3

**Start date of the project:** 1<sup>st</sup> April, 2021

**Duration:** 48 months

**Lead organisation name:** *INSTITUT PASTEUR*

**Revision:** V1

Dissemination level	
Public - PU	X
Confidential, only for members of the consortium (including Commission Services) - CO	
Classified, as referred to in Commission Decision 2001/844/EC - CI	



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## 1. Summary

### **Objectives:**

The objective of the HearLight Outreach Plan within workpackage 5 (communication, dissemination and exploitation) is to lay out a clear communication strategy, considering all partners' needs, as well as to provide partners with concrete advice, tools and templates for efficient and impactful communication activities.

### **Rationale:**

This report describes the HEARLIGHT outreach plan, including the progress on the establishment and maintenance of the dedicated website. The plan covers the activities that will be undertaken during the lifetime of HEARLIGHT (April 1<sup>st</sup>, 2021 – March 31<sup>st</sup>, 2025). Although the Outreach and Dissemination Plan is defined as a deliverable, the consortium will treat it as a dynamic document that will be used at every progress meeting to refine and adapt the project's communication strategy.

### **Teams involved:**

All partners will be involved in the outreach and dissemination activities of HEARLIGHT.

## 2. Introduction

### Project Overview:

HearLight is an ambitious and innovative European project aiming at establishing a proof of concept for auditory cortical implants, as a new technology for hearing restoration, which could be provide a treatment for certain forms of hearing impairments for which no treatment exist and eventually also improve current hearing implant strategy. If successful, the cortical implant could dramatically improve the quality of life of hearing impaired patients.

To achieve this ambitious project, the Hearlight's consortium is composed of 6 partners from 4 different Countries: Institut Pasteur (France), Universität Basel (Switzerland), NTNU (Norway), Institut Mines-Telecom (France), Novagan (Switzerland) and University of Strathclyde (United Kingdom).



### Project's context:

Cochlear implants are the first and currently most successful sensory rehabilitation strategy, and equip thousands of hearing impaired patients. However, they suffer from strong information throughput limitations, making music perception and speech intelligibility in noise impossible, extremely detrimental to implanted patients. In this project, we propose to establish a clear proof of concept for a radically new auditory rehabilitation strategy by direct stimulation of the main sound processing center in the brain, the auditory cortex. The auditory cortex not only offers one order of magnitude more interfacing surface, to boost information throughput, but it is also a plastic structure, adaptable to complex auditory codes, which could benefit from acoustic information preprocessing by modern artificial intelligence algorithms. To demonstrate that cortical implants are feasible and outperform cochlear implants, artificial sound perceptions will be optogenetically generated via an LED display placed over the full extent of auditory cortex in behaving mice. Perceptual precision for a wide range of acoustic features will be precisely benchmarked against cochlear implant thanks to a range of psychophysical assays available in this animal model. The benefits of sound preprocessing by machine learning algorithms (deep learning networks) will be tested, and we will develop a new generation of ultrathin, flexible, biocompatible LED displays, that could be placed on the convoluted surface of human auditory cortex to activate precise and rich perceptions. Together, these brain-interfacing and bioelectronics innovations will enable a new implant strategy in that promises to be a major changer for hearing restoration quality in deaf patients, and pave the way for improvement of other sensory restoration strategies.

In this context, the project's objectives are:

- precisely comparing restoration efficiency with cortical and cochlear implants in an animal model, the mouse
- providing new, mechanically flexible and biocompatible electronics for cortical stimulation, in particular by optogenetics
- Concomitant achievement of these two goals will be made possible by the existence of stimulator prototypes, that do not have the required mechanical properties and size to interface human auditory cortex but that can easily be adapted to the mouse auditory cortex to drive it precisely and efficiently.
- In addition, we will develop thin, flexible and biocompatible electrode and LED arrays. In order to obtain these demonstrators, three new microfabrication techniques will be developed to incorporate organic LEDs (OLEDs) or inorganic microLEDs ( $\mu$ LEDs) in flexible bioelectronic circuits for optogenetic stimulation.
- our project will provide the two key proof-of-concepts necessary for the rapid advance of central prosthetics for functionally deaf patients, using novel technology that could benefit to the treatment of sensory impairments in general, including restoration of sight or proprioception.

While reaching all these objectives would be a great success for the people involved, it would have no impact without a properly planned strategy to communicate about the project and disseminate its results.

For this reason, the outreach and dissemination of the HearLight project will articulate around 3 main objectives:

- Communicate about the project to a broad audience, to raise awareness on the issue of deafness, to show that talented researchers are working on it, to give hope to patients that a better solution is coming
- Disseminate to the people and the communities that have a direct interest in the success of HearLight: patients organisations, healthcare providers who will be able to look forward to new solutions, but also other researchers who will be able to take on the challenge and contribute with more research on the topic.
- Facilitate the full exploitation of the results and outcomes by gaining visibility with technology developers and providers

### **3. Communication Strategy**

To boost impact and enhance visibility of this ambitious project, dissemination will be based on a strategy that takes into account the type of results and targeted groups.

Results will be divided into:

1. Patentable;
2. Scientific and technology related;
3. Those related to the project's impact on the society.

Targeted audiences will include scientists/engineers, etc.; companies active in implant technologies and artificial organs, healthcare; the general public and regulatory authorities.

Patented results (category 1) will be promoted to end users and potential stake holders during technology transfer events (TTE). Novagan in charge of the implementation of the exploitation strategy will promote the project results in conference like Photonic west (USA) for optoelectronic devices; Display week (USA); Eurodisplay Conference.

New scientific and validation results (category 2) will be disseminated widely and promptly through an open access publication policy.

The project's objectives, plans and impact (category 3) will be communicated to the general public through the public part of the project's web site , media press, partners' participation to relevant European events, "Open Science" national days etc. Results within category 3 will also be presented to patient organisations, policy-making groups and regulatory authorities. Partners have extensive experience in presenting scientific results in a broad-audience and liaising with local authorities and community groups as detailed below in Communication activities.

<b>Dissemination &amp; Communication Overview for main target audience groups</b>					
<b>Target Audiences</b>	<b>Policy makers, government, ministries</b>	<b>Researchers, universities, scientific organisations</b>	<b>Industry/ Startups, SMEs</b>	<b>Patient advocacy groups</b>	<b>General public</b>
<b>Main objectives</b>	Raise awareness on the problematic of implants and help them anticipate regulatory issues (ethics, safety, etc)	Give visibility to the research results and bring forward the Science behind HEARLIGHT.	Communicate on results to define exploitation strategies, find partners for potential follow-up projects	Inform patients about new technologies that are being developed	Increase project visibility and raise awareness about hearing impaired and the HEARLIGHT technologies
<b>Communication tools</b>	Press media, Social media	Open access publications, scientific conferences	Social media, Technology Transfer Events	Newsletters, Press media, Social media	Press release, Website, Social Media, Open Science days
<b>Types of Results focus</b>	Category 3	Category 2	Category 1	Category 3	Category 3

## 4. Target Audiences & Stakeholders

The consortium already identified specific actors to be kept informed on the activity of the project. The tables below are listing the already identified patient advocacy groups, scientific/academic institutions, scientific authors, political stakeholders and companies who might have an interest in being informed of HearLight's progresses.

### Patient advocacy groups

Country	Group name	Website
Switzerland	Fédération Suisse des sourds	<a href="https://www.sgb-fss.ch/fr/">https://www.sgb-fss.ch/fr/</a>
Switzerland	Association Suisse de parents d'enfants déficients auditifs	<a href="https://www.aspeda.ch/">https://www.aspeda.ch/</a>
International	Non-commercial website to increase public awareness of hearing loss	<a href="https://www.hear-it.org/">https://www.hear-it.org/</a>
France	Fondation pour l'Audition	<a href="https://www.fondationpourlaudition.org/fr">https://www.fondationpourlaudition.org/fr</a>
France	SurdiFrance	<a href="https://surdifrance.org/">https://surdifrance.org/</a>
France	Journée Nationale de l'Audition	<a href="https://www.journee-audition.org/">https://www.journee-audition.org/</a>
USA	Deaf-Hearing Communication Center (DHCC)	<a href="https://dhcc.org/resources/advocacy/">https://dhcc.org/resources/advocacy/</a>
France	Centre d'information sur le bruit	<a href="https://www.bruit.fr">https://www.bruit.fr</a>
France	Société Française d'ORL et de chirurgie de la face et du cou (SFORL)	<a href="https://www.sforl.org/">https://www.sforl.org/</a>
France	Institut National des Jeunes Sourds (INJS)	<a href="http://www.injs-paris.fr">http://www.injs-paris.fr</a>
USA	Hearing Health Foundation	<a href="https://hearinghealthfoundation.org/">https://hearinghealthfoundation.org/</a>
UK	Action on Hearing Loss	
USA	American Speech-Language-Hearing Association	<a href="https://www.asha.org/">https://www.asha.org/</a>
USA	Hearing Loss Association	<a href="https://www.hearingloss.org">https://www.hearingloss.org</a>
France	Signes de sens (advocacy group for inclusion and accessibility)	<a href="https://www.signesdesens.org/">https://www.signesdesens.org/</a>
France	Êtres à l'écoute	
USA	American cochlear implant alliance	<a href="https://www.acialliance.org/default.aspx">https://www.acialliance.org/default.aspx</a>
UK	Hearling Link	<a href="https://www.hearinglink.org/">https://www.hearinglink.org/</a>
UK	RNID	<a href="https://rnid.org.uk/">https://rnid.org.uk/</a>
France	Centre d'information sur l'implant cochléaire (CISIC)	<a href="https://www.cisic.fr">https://www.cisic.fr</a>



**Scientific/academic institutions**

Country	Institution name	Website
Germany	Auditory neuroscience, Hannover (Andrej Kral)	<a href="http://www.neuroprostheses.com/AK/Main.html">www.neuroprostheses.com/AK/Main.html</a>
Switzerland	Laboratory of soft bioelectronics interfaces, EPFL, (Stephanie Lacour)	<a href="http://www.epfl.ch/labs/lbsi/">www.epfl.ch/labs/lbsi/</a>
Switzerland	Brain Mind Institute EPFL	<a href="https://www.epfl.ch/schools/sv/bmi/">https://www.epfl.ch/schools/sv/bmi/</a>
Australia	Bionics Institute	<a href="http://www.bionicsinstitute.org">www.bionicsinstitute.org</a>
France	Institut de la Vision (optogenetics, brain implants)	<a href="https://www.institut-vision.org/fr/">https://www.institut-vision.org/fr/</a>
Germany	University of Oldenburg, cluster of Excellence Hearing (optogenetics, cochlear implants, audiology)	<a href="https://uol.de/en/excellence-centre-for-hearing-research">https://uol.de/en/excellence-centre-for-hearing-research</a> OptoHear: Cochlear Optogenetics for Auditory Research and Prosthetics", project number N°670759 <a href="https://cordis.europa.eu/project/id/670759/fr">https://cordis.europa.eu/project/id/670759/fr</a>
Germany	Institute for Auditory Neuroscience	<a href="http://www.auditory-neuroscience.uni-goettingen.de/">http://www.auditory-neuroscience.uni-goettingen.de/</a>
Switzerland	Wyss center (brain implants)	<a href="https://wysscenter.ch/advances/ability">https://wysscenter.ch/advances/ability</a>
USA	Pittsburgh University	<a href="https://www.nature.com/articles/s41591-021-01351-4">https://www.nature.com/articles/s41591-021-01351-4</a> (Pr. Sahel) <a href="https://www.pittwire.pitt.edu/news/first-time-optogenetic-therapy-partially-restores-patient-s-vision">https://www.pittwire.pitt.edu/news/first-time-optogenetic-therapy-partially-restores-patient-s-vision</a> (human patient)
USA	Steinberg Lab Research	<a href="https://med.stanford.edu/steinberg-lab/research/optogenetics.html">https://med.stanford.edu/steinberg-lab/research/optogenetics.html</a>
USA	Jun Ding Lab	<a href="https://med.stanford.edu/dinglab.html">https://med.stanford.edu/dinglab.html</a>
USA	Mc Govern Institute (MIT)	<a href="https://mcgovern.mit.edu/">https://mcgovern.mit.edu/</a>
USA	Feng Zhang Lab	<a href="https://be.mit.edu/directory/feng-zhang">https://be.mit.edu/directory/feng-zhang</a>
Switzerland	Clinical Neuroscience Bern	<a href="https://www.neuroscience.unibe.ch/research/research_groups/optogenetic_laboratory">https://www.neuroscience.unibe.ch/research/research_groups/optogenetic_laboratory</a>
Israel	Yizhar Lab	<a href="https://www.weizmann.ac.il/neurobiology/labs/yizhar/home">https://www.weizmann.ac.il/neurobiology/labs/yizhar/home</a>
Canada	CERVO	<a href="https://cervo.ulaval.ca/fr">https://cervo.ulaval.ca/fr</a>
Canada	Foundation Brain Canada	<a href="https://braincanada.ca/fr/funded_grants/canadian-optogenetics-and-vectorology-foundry/">https://braincanada.ca/fr/funded_grants/canadian-optogenetics-and-vectorology-foundry/</a>
Canada	Campbell Group	<a href="http://campbellweb.chem.ualberta.ca/">http://campbellweb.chem.ualberta.ca/</a>
USA	Stauffer Lab	<a href="https://staufferlab.sni.pitt.edu/">https://staufferlab.sni.pitt.edu/</a>
USA	Yoon Lab	<a href="http://yoon.eecs.umich.edu/">http://yoon.eecs.umich.edu/</a>
UK	Centre for Neural Circuits and Behaviours - University of Oxford	<a href="http://www.cncb.ox.ac.uk/the-science/technology/optogenetics/">http://www.cncb.ox.ac.uk/the-science/technology/optogenetics/</a>
USA	Fondation Bertarelli	<a href="https://www.fondation-bertarelli.org/life-sciences/harvard/">https://www.fondation-bertarelli.org/life-sciences/harvard/</a>
Denmark	Ida Institute	<a href="https://idainstitute.com/">https://idainstitute.com/</a>
USA	International society for optics and photonics (SPIE)	<a href="https://spie.org/">https://spie.org/</a>
International	IEEE brain initiative	<a href="https://brain.ieee.org/">https://brain.ieee.org/</a>

Denmark	Danish technical university of Denart, Hearing system, DTU health tech	<a href="https://www.hea.healthtech.dtu.dk/">https://www.hea.healthtech.dtu.dk/</a>
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### Scientific authors in the optogenetic field (potentially interested in HearLight):

Pr. Sahel (Pittsburgh University) <https://www.nature.com/articles/s41591-021-01351-4>

Pr. Deisseroth ([https://web.stanford.edu/group/dlab/about\\_pi.html](https://web.stanford.edu/group/dlab/about_pi.html) + <https://web.stanford.edu/group/dlab/optogenetics/index.html> )

Pr. Hegemann (<https://www.project-stardust.eu/news/2019/7/17/peter-hegemann-humboldt-university-honored-with-warren-alpert-prize-for-optogenetics-research> + <https://www.hu-berlin.de/en/press-portal/nachrichten-en/july-2019/nr-19717> )

Pr. Yizhar (<https://www.weizmann.ac.il/neurobiology/labs/yizhar/research-activities> )

Pr. Miesenbock <http://www.cncb.ox.ac.uk/the-science/research-groups/miesenboeck-group/>

Pr. Campbell <http://campbellweb.chem.ualberta.ca/projects/>

Pr. Steinberg (Post-stroke) <https://med.stanford.edu/steinberg-lab/research/optogenetics.html>

**And Professors:** Audo, Brette, Chédotal, Pan, Picaud, Dalkara, Duebel, Emiliani, Roska, Boyden, Zhang, , Tonegawa, Bamberg, Nagel, Chaillet, Da Silva, Detorakis, Senova, Shevchenko, Adamantidis, Vandecasteele, Palfi, Dugué, Tricoire, Alisivatos, Chun, Church, Markram, Matsunaga, Fushiki, Nose, Kohsaka, Kevrekidis, Fenno, Davidson, Mogri, Schroll, Pulver, Pashkovski, Hornstein, Land, Agrawal, RickGauer, Tank, Petreanu, Ayling, Lagali, Gradinaru, Bennett, Venderberghe, Stauffer, Strick ...

### Political stakeholders

Institution name	Website
ANR	<a href="https://anr.fr/">https://anr.fr/</a>
Health ministry France	<a href="https://solidarites-sante.gouv.fr">https://solidarites-sante.gouv.fr</a>
Banque publique d'investissement	<a href="https://www.bpifrance.fr">https://www.bpifrance.fr</a>
European Union of the Deaf	<a href="https://www.eud.eu/">https://www.eud.eu/</a>
Danske Doves Landsforbund	<a href="https://ddl.dk/">https://ddl.dk/</a>
World Health Organization / World Hearing Forum	<ul style="list-style-type: none"> <li>• <a href="https://www.who.int/publications/i/item/world-report-on-hearing">https://www.who.int/publications/i/item/world-report-on-hearing</a></li> <li>• <a href="https://www.who.int/news-room/fact-sheets/detail/deafness-and-hearing-loss">https://www.who.int/news-room/fact-sheets/detail/deafness-and-hearing-loss</a></li> <li>• <a href="https://www.who.int/activities/promoting-world-hearing-forum/">https://www.who.int/activities/promoting-world-hearing-forum/</a></li> </ul>
Brain Institute	<a href="https://braininstitute.us/">https://braininstitute.us/</a>
Institut du cerveau	<a href="https://institutducerveau-icm.org/fr/">https://institutducerveau-icm.org/fr/</a>
Office Fédéral de la Santé Publique (OFSP)	<a href="https://www.bag.admin.ch/bag/fr/home.html">https://www.bag.admin.ch/bag/fr/home.html</a>

World Federation of the Deaf (WFDEAF)	<a href="https://wfdeaf.org/events/">https://wfdeaf.org/events/</a>
Hearing Loss Association of America	<a href="https://www.hearingloss.org/programs-events/">https://www.hearingloss.org/programs-events/</a>
American Speech Hearing Association (ASHA)	<a href="https://www.asha.org/public/hearing/Hearing-Loss-Organizations-and-Associations/">https://www.asha.org/public/hearing/Hearing-Loss-Organizations-and-Associations/</a>

### Companies

Company name	Website
Oticon	<a href="http://www.oticon.com">www.oticon.com</a>
Cochlear	<a href="http://www.cochlear.com">www.cochlear.com</a>
Starkey (cochlear implants)	<a href="https://www.starkey.com/">https://www.starkey.com/</a>
Aleva NeuroTherapeutics (stimulation implants)	<a href="https://www.aleva-neuro.com/">https://www.aleva-neuro.com/</a>
NeuroLight Tech	<a href="https://www.neurolighttech.com/">https://www.neurolighttech.com/</a>
GenSight Biologics	<a href="https://www.gensight-biologics.com/fr/optogenetique/">https://www.gensight-biologics.com/fr/optogenetique/</a>
BlackRock Microsystems	<a href="https://blackrockneurotech.com/neuro-devices/">https://blackrockneurotech.com/neuro-devices/</a> <a href="https://www.blackrockmicro.com/products/">https://www.blackrockmicro.com/products/</a>
Plexon	<a href="https://plexon.com/products/plexon-electrodes-probes-and-arrays/">https://plexon.com/products/plexon-electrodes-probes-and-arrays/</a>
Bionic sight	<a href="https://www.bionicsightllc.com/technology">https://www.bionicsightllc.com/technology</a>
Sensorion	<a href="https://www.sensorion.com/">https://www.sensorion.com/</a>

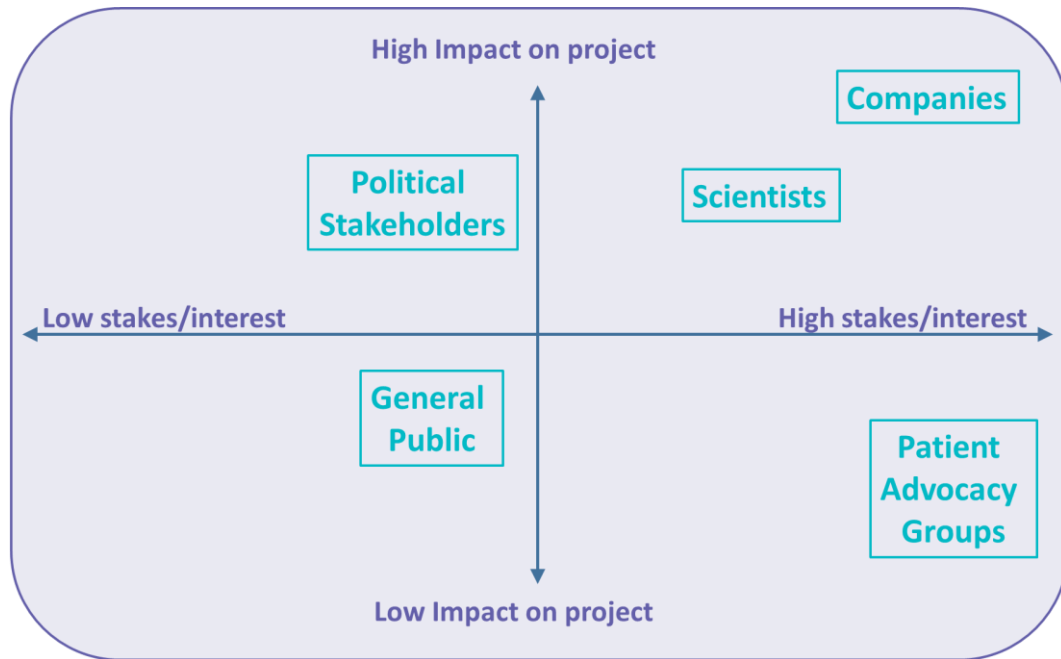
In addition, the consortium already identified a number of events of interest where Hearlight's results can be presented.

### Events

Country	Event name	Public	Website
France	Semaine du Cerveau	General public	<a href="https://www.semaineducerveau.fr/">https://www.semaineducerveau.fr/</a>
	Neuroscience (conference of the SFN)	Scientific/commercial	<a href="https://www.sfn.org/meetings/neuroscience-2021">https://www.sfn.org/meetings/neuroscience-2021</a>
France	Fête de la Science	General public	<a href="https://www.fetedelascience.fr">https://www.fetedelascience.fr</a>
Europe	European researchers' night	General public	<a href="https://researchersnight.eu/">https://researchersnight.eu/</a>
France	Journée Mondiale des sourds	General public	<a href="https://www.journee-mondiale.com/156/journee-mondiale-des-sourds.htm">https://www.journee-mondiale.com/156/journee-mondiale-des-sourds.htm</a>
Switzerland	Brainweek Berne	Scientific/commercial	<a href="https://www.neuroscience.unibe.ch/brainweek_bern/">https://www.neuroscience.unibe.ch/brainweek_bern/</a>
International	IEEE Brain	Scientific/commercial	<a href="https://brain.ieee.org/upcoming-events/">https://brain.ieee.org/upcoming-events/</a>
International	The Brain Conference		<a href="https://thebrainconference.co.uk/">https://thebrainconference.co.uk/</a>
International	The BRAIN Initiative (with patient and advocacy groups assisting)	General public	<a href="https://www.brainmeeting2021.com/">https://www.brainmeeting2021.com/</a>
International	World Hearing Day	General public	<a href="https://www.who.int/campaigns/world-hearing-day/2021">https://www.who.int/campaigns/world-hearing-day/2021</a>
France	Pasteurdon	General public	<a href="https://pasteurdon.fr">https://pasteurdon.fr</a>
France	SFORL congress	Scientific/commercial	<a href="https://www.sforl.org/">https://www.sforl.org/</a>
USA	Photonics West	Scientific/commercial	<a href="https://spie.org/conferences-and-exhibitions/photonics-west">https://spie.org/conferences-and-exhibitions/photonics-west</a>
Germany	Eurodisplay Conference	Scientific/commercial	<a href="https://www.eurodisplay.uni-stuttgart.de/">https://www.eurodisplay.uni-stuttgart.de/</a>
International	Display Week	Scientific/commercial	<a href="http://www.displayweek.org/">http://www.displayweek.org/</a>

**Audience Mapping**

The following diagram displays the different audiences in relation to their assumed interest and potential impact on the project.



**Key messages per target audience**

Audience	Key Communication Messages	Communication Tactics
<b>Scientists</b>	Communicate on results	Publications Scientific conferences
<b>Patient Advocacy groups</b>	Inform on progresses towards better care	Website Social Media (Twitter, LinkedIn) Newsletters Video
<b>Political Stakeholders</b>	Inform on project objectives and potential impact	Website Social Media (Twitter, LinkedIn) Newsletters Video
<b>General Public</b>	Raising awareness on hearing loss, technology development on optogenetics and biocompatible electronics	Website Social Media (Twitter, LinkedIn) Newsletters Video
<b>Media</b>	Raising awareness on hearing loss, technology development on optogenetics and biocompatible electronics	Press releases via communication services
<b>Companies</b>	Inform on technological advances, patents and market development	Liaising with EC-funded networks Licensing Intellectual Property (IP) and/or liaising with a large company with already established customers

## 5. Outreach Plan Execution and Tools

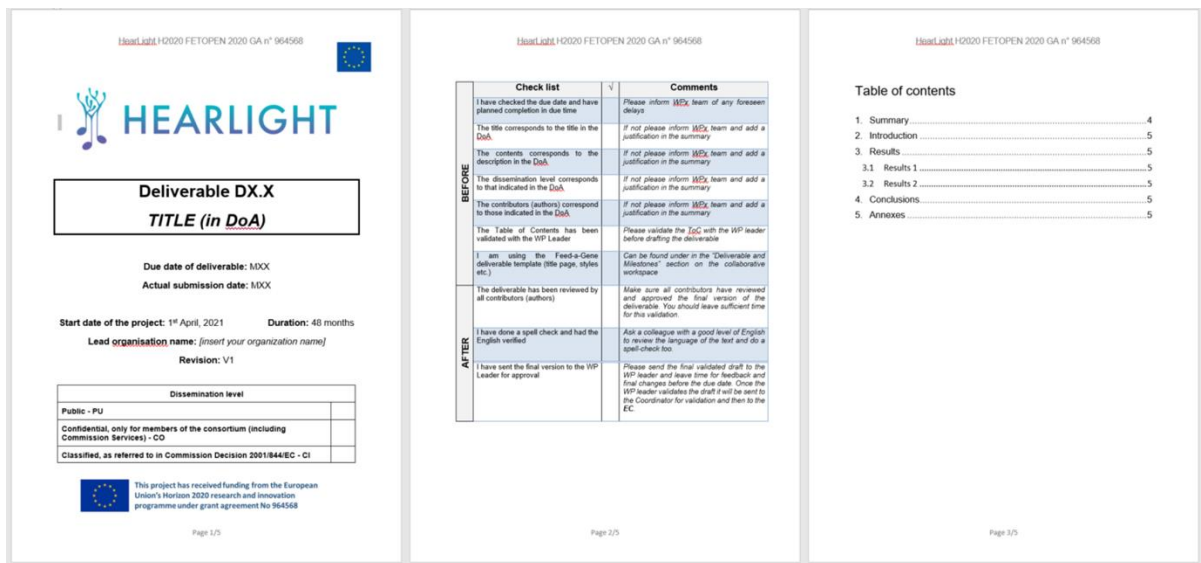
To properly execute the outreach plan, proper tools and planning are needed.

### 5.1 Communication Tools

To address audiences external to the consortium, a number of tools are being put in place to carry information on the Hearlight project.

#### Visual Identity and Templates:

The visual Identity of HearLight has been defined (see annexes) and templates to be used both for internal and external communication have been shared with the partners.



*Deliverable template*

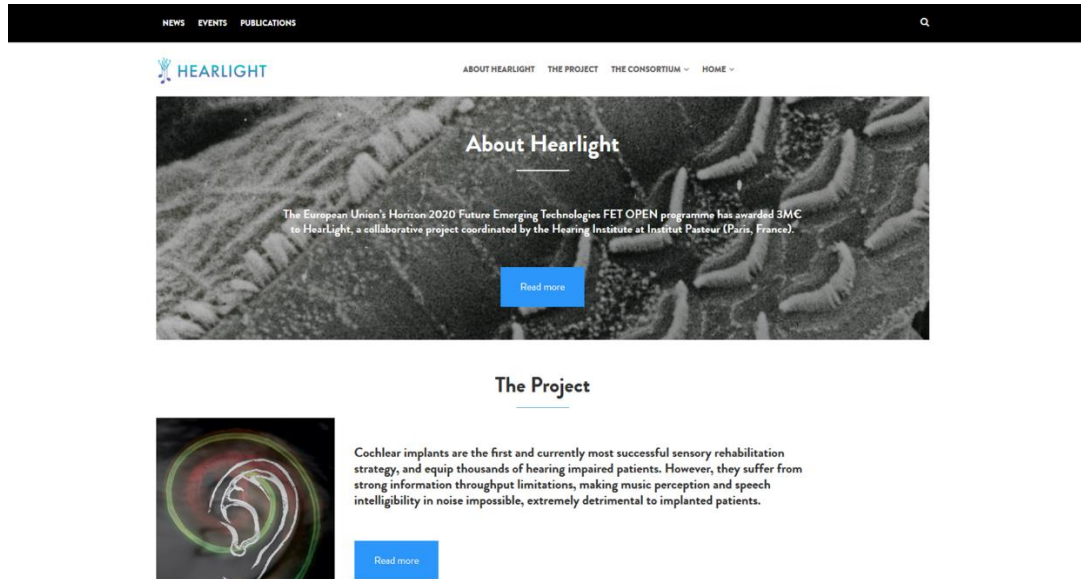


*Presentation template*

### **Hearlight project website:**

A dedicated website has been brought live early June 2021. It will be used to inform visitors on the project's progresses, upcoming news and event and will link to activities on social media.

Website URL: <https://www.hearlight-project.com/en>



### **Project Poster and Flyer:**

A project poster and flyer will be designed by October 2021. It will display general information on the project (Consortium composition, Vision, Objectives). It will be shared in digital version with all partners who can print it and use when they attend conferences or other events.

### **Social Media:**

A LinkedIn page has already been created and a dedicated Hearlight Twitter account will follow shortly. Typically, social media will be used whenever a partner attends an event, whenever new publications/articles are published or whenever the consortium meets. The consortium will be stimulated by the coordinator to bring the social media to life and share content about any new development.

### **Newsletter:**

A newsletter will be redacted and shared with the identified stakeholders (see section 4 of this deliverable). It will compile all the activities and news from the previous 6 months.

### **Press Releases:**

The first press release has already been shared through Institut Pasteur's communication team, informing about the launch of the project. It was included in the Institut Pasteur weekly newsletter. Further press releases will be shared when first results are available.

**Project Video:**

A video presenting the project and its vision will be produced by end of March 2022. It will be shared through the website and the social media.

## 5.2 Planning

The following table will be updated by the consortium at every progress meeting (every 6 months). It will be used to decide what event to participate in and which person from the consortium should attend.

In **Orange** are displayed direct project activities (newsletter, video etc), In **Red** the events targeting companies. In **Blue** the events targeting the scientific community and in **Green** events targeting the general public. Dates with “\*” are indicative and based on the previous year sessions.

Activity/Event	Objective/Targeted Audience	Timeline
<b>Visual Identity</b>	Project branding, to appear on all communication	June 2021
<b>Website</b>	Communication to broad audience	June 2021
<b>Social Media</b>	Communication to broad audience	June 2021
<b>Eurodisplay Conference</b>	Companies	September 22nd-24th 2021
<b>European researchers' night</b>	General public	September 24th 2021
<b>Journée Mondiale des sourds</b>	General public	September 26th 2021
<b>Newsletter 1</b>	Communication to broad audience	October 2021
<b>Fête de la Science</b>	General public	October 1st – 11th 2021
<b>Pasteurdon</b>	General public	October 7th – 11th 2021
<b>IEEE Brain (Hackathon)</b>	Scientists	October 17th-20th 2021
<b>Neuroscience (conference of the SFN)</b>	Scientists	November 13th -17th 2021
<b>Photonics West</b>	Companies	January 22nd -27th 2022
<b>The Brain Conference</b>	Scientists	March 2022*
<b>Semaine du Cerveau</b>	General public	March 2022*
<b>World Hearing Day</b>	General public	March 3rd 2022
<b>Brainweek Berne</b>	Scientific	March 14th-17th 2022
<b>HearLight Project Video</b>	Communication to broad audience	March 31st 2022
<b>Newsletter 2</b>	Communication to broad audience	April 2022
<b>Display Week</b>	Companies	May 2022*
<b>The BRAIN Initiative (with patient and advocacy groups assisting)</b>	General public	June 2022*



## 6. Evaluation

In order to ensure the success of our outreach strategy, we will put in place parameters to measure communication activities and their impact both in terms of quantity and quality. The indicators will allow us to monitor the visibility of the project and help us decide where efforts are needed. After analysing the success of the different activities, we will be able to adapt and modify our strategy depending on the outcome. We will analyse the evolution of these parameters every 6 months.

Communication tool	Measurement
Website	Number of unique visits
Video	Number of views
Newsletter	Number of newsletters sent
Social media (Twitter)	Number of tweets, retweets Number of followers
LinkedIn page	Number of views Number of posts Number of followers
Patient associations network	Number of associations to which our newsletter has been disseminated
Conferences – scientific	Number of conferences attended Number of participants reached
Conferences – business	Number of conferences attended Number of participants reached

## 7. Legal Obligations

All consortium partners are bound to certain obligations through the Hearlight Grant Agreement.

Particularlry: Article 29 on Dissemination of Results – Open Access and Visibility of Funding and Article 38 on Promoting the Action – Visibility of EU Funding.

Among other things, communication Activities must be accompanied by the following text:

*« This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 964568 »*

And add the EU Emblem :



## 8. Annexes

Visual Identity of the Project:

Colour code:



RVB : 99 - 95 - 170  
CMJN : 70 - 70 - 0 - 0  
Hex : #635FAA



RVB : 1 - 186 - 198  
CMJN : 70 - 70 - 0 - 0  
Hex : #01BAC6



Logo:



vertical logo

vertical logo



vertical logo



HEARLIGHT

horizontal logo



HEARLIGHT

horizontal logo



horizontal logo

Pictogram:



pictogram



pictogram



pictogram