UBORA

Euro-African Open Biomedical Engineering e-Platform
for Innovation through Education

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Abstract	This document is to be used as standard press release for presenting the UBORA project, its main objectives and initial steps to the press and scientific-technical community, as support to other dissemination and communication actions aimed at promoting project's impacts.
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1. EXECUTIVE SUMMARY

Document: **"Deliverable 5.5 - Standard press release for partners"** is aimed at providing partners with a standard press release for presenting the UBORA project, its main objectives and initial steps to the press and scientific-technical community, as support to other dissemination and communication actions aimed at promoting project's impacts. This Deliverable is connected to "Deliverable 5.1 - Outline of dissemination plan", as part of the strategy to reach press and mass media. This proposed press release, which can be adapted by all partners to their communication purposes, and some related supporting materials, are presented in the following sections. The document is proprietary of the UBORA consortium members. No copying or distributing, in any form or by any means, is allowed without the prior written agreement of the owner of the property rights. This document reflects only the authors' views. The European Commission is not liable for any use that may be made of the information contained herein.

2. BACKGROUND

The EU funded **"UBORA: Euro-African Open Biomedical Engineering e-Platform for Innovation through Education"** project (as part of Horizon 2020 Research and Innovation Programme within the INFRASUPP: Support to policy and international cooperation call) aims at creating an **e-Infrastructure, UBORA**, for open source co-design of new solutions to face the current and future healthcare challenges of Europe and Africa, by exploiting networking, knowledge on rapid prototyping of new ideas and sharing of safety criteria and performance data. The e-Infrastructure is implemented to foster advances in education and the development of innovative solutions in Biomedical Engineering, both of which are flywheels for emerging and developed economies. It is conceived as a virtual platform for generating, exchanging, improving and implementing creative ideas in Biomedical Engineering underpinned by a solid safety assessment framework. Besides the provision of resources with designs, blueprints and support on safety assessment and harmonization, specific sections for needs identification, project management, repositories and fund raising are also foreseen.

The project is composed of six work packages (WPs) including research and innovation activities linked to: the development of the UBORA e-infrastructure (WP1); to the promotion and development of innovative biomedical design projects (WP2), which will help to validate and supply the aforementioned e-infrastructure with real cases of study; to the implementation of African and European summer schools (WP3 & WP4) and to the dissemination and exploitation of results (WP5), all of which is managed (WP6) in accordance with the information provided in the Consortium and Grant Agreements.

Main objective of **"WP 5 - Dissemination and Exploitation"** is: to disseminate and exploit the results generated in UBORA in the most efficient way, in order to guarantee the sustainability of the UBORA e-Infrastructure as an organ for innovative and advanced design, but also networking and capacity building, in the field of BME and promotion of harmonized regulations for biomedical devices. To this end, the activities listed below are relevant:

- Extensive dissemination and communication through traditional media and newer social media channels.
- Involvement of other institutions involved in BME capacity building.
- Facilitating communication, networking, identification and involvement of National Policy Makers and Regulatory Bodies, Professional Bodies, and Hospitals.
- Management of the processes for the capture and the protection of open copyright and licensing.

3. PRESS RELEASE

Researchers from **XXX Institution** participate in the "**UBORA: Euro-African Open Biomedical Engineering e-Platform for Innovation through Education**" project. This EU funded project (part of Horizon 2020 Research and Innovation Programme within the INFRASUPP: Support to policy and international cooperation call) aims at creating an **e-Infrastructure, UBORA**, for open source co-design of new solutions to face the current and future healthcare challenges of Europe and Africa, by exploiting networking, knowledge on rapid prototyping of new ideas and sharing of safety criteria and performance data. The e-Infrastructure is implemented to foster advances in education and the development of innovative solutions in Biomedical Engineering, both of which are flywheels for emerging and developed economies. It is conceived as a virtual platform for generating, exchanging, improving and implementing creative ideas in Biomedical Engineering underpinned by a solid safety assessment framework. Besides the provision of resources with designs, blueprints and support on safety assessment and harmonization, specific sections for needs identification, project management, repositories and fund raising are also foreseen.

UBORA ("excellence" in Swahili) brings together European and African universities, under the lead of Prof. Arti Ahluwalia (University of Pisa), and their associated technological hubs, biomedical prototyping laboratories and incubators, national and international policymakers and committed stakeholders propelled by a series of summer schools and competitions. Through the **UBORA e-Infrastructure**, the biomedical community can generate and share open data and blueprints of biomedical devices, accompanied by the required procedures for respecting quality assurance, and for assessing performance and safety. When properly implemented, as guaranteed by authorized Notified Bodies, these medical devices can safely be used in hospitals and on patients. In a nutshell, **UBORA** couples the open design philosophy with Europe's leadership in quality control and safety assurance, guaranteeing better health and opportunities for sustainable growth.

Currently, the first design competition of the **UBORA project** is running, focusing on the search for innovative biomedical engineering solutions to reduce child mortality. The winners of the design competition will be summoned to attend the **2017 UBORA School**, which will take place at Kenyatta University in Nairobi and in which the co-design of biomedical devices will be promoted by applying the CDIO ("Conceive-Design-Implement-Operate") project-based learning and product development approach. The **UBORA e-Infrastructure** is being constructed and provided with real open-access cases of study linked to the development of real medical devices connected to global health concerns. The **UBORA e-Infrastructure** will be officially presented and actively used in the mentioned summer school, which is open to students from the members of the consortium and from the African Biomedical Engineering Consortium (ABEC).

For additional information, please visit our website: http://ubora-biomedical.org

Please contact us at: info@UBORA-biomedical.org. **(Please provide local contact here)**

"This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement Number 731053".

4. SUPPORTING MATERIALS

Some additional useful information and materials for complementing or personalizing the standard press release are listed below:

Information from partners:

The University of Pisa is a prestigious modern centre of teaching and advanced research. It offers 60 undergraduate and 74 postgraduate degree programmes, in all the main areas of knowledge and advanced, professional education. The University has 28 doctoral programmes; it also offers 68 third cycle specialisation programmes and 88 special short specialisation programmes of further education at the first and second cycle levels, including an MBA. Research and teaching are combined in all fields and levels. The University has participated in numerous scientific, mobility and capacity building projects. It is actively involved in Erasmus centralised actions and projects including Intensive Programmes, Curriculum Development programmes, Thematic and Academic Networks. The School of Engineering offers a wide range of curricula, including Biomedical Engineering which is its most popular and successful degree course. Most of the research activities in Biomedical Engineering are carried out at Research Center "E.Piaggio". The Engineering Departments are involved in a continuous activity of technology transfer towards small and medium enterprises, with a turnover of 10M€ annually. Further, a number of international companies outsource research activities to the laboratories hosted by the Engineering Area. The School of Engineering runs more than 40 international research projects, mostly supported by the European Commission (5M€ annually), 5 European networks of excellence including the European Nuclear Education Network (ENEN) and numerous mobility and placement programmes.

The School of Technology and Health (STH)-KTH is one of the nine Schools that constitute KTH. STH is one of the biggest Schools within KTH in the area of undergraduate education, and is the main centre for Bachelor of Science and Master of Engineering programs at KTH. The School is located in the south part of the Stockholm area with two education campuses situated in Haninge and Flemingsberg. The number of undergraduate students is around 1,500, and the number of employees is about 130. The profile of STH is technology across the borders of engineering and medicine in a broad sense, including technical research of importance to medical applications and health care in its widest meaning. Apart from undergraduate programs STH offers research and postgraduate studies in its own research topic, which is called Technology and Health. Today the schools have eight research departments and two research centres within the subject. The school closely cooperates with Karolinska Medical University (www.ki.se) and Swedish Red Cross University College. The school also has a Center for Technology in Medicine and Health, CTMH that conducts programme of the strategic innovation programme MedTech 4 Health, which has been granted several million Euro funding from Vinnova for future calls within medical engineering. The strength of STH lies in its natural contact surface with healthcare, Karolinska Institutet and medical research. As a result of the new building which is being constructed, will allow to be in a campus area where everything is integrated. Then we will have taken a step towards an infrastructure which makes it very favourable to establish these connections. Long-term goal is to develop better diagnostic methods for healthcare which shall be available to more patients. With more advanced technical solutions and methods it shall be easier for doctors to make a diagnosis, even for doctors without a long experience in the field.

Universidad Politécnica de Madrid (UPM) is the oldest and largest Spanish technical university, with more than 4.000 faculty members, around 38.000 undergraduate students and 6.000 postgraduates in 21 Schools of study. UPM benefits from the heritage of its Schools: the most ancient ones founded in the 18th Century. Nowadays UPM's Schools cover most of engineering disciplines, as well as Architecture and Computer Science. Moreover, UPM, as a top quality academic establishment, has a strong commitment to R&D and Innovation, boasting over 225 Research Units and over 10 Research Institutes and Technological Centres, contributing significantly to the international scientific community with high number of journal papers, conference communications and PhD theses. UPM staff has large experience in research projects participation, both at national and international level. The presence of UPM in the international R&D arena is ensured by its consistent participation in various EU programmes. As UPM participation in the 7th Framework Programme is concerned, the University has taken part in more than 150 European R&D projects with more than 40M€ of funding received from the European Commission. The UPM has been recognized as the Spanish University with the highest number of projects approved and is one of the leading Spanish universities in Horizon2020. UPM group's experience in the field of Bioengineering is remarkable and has been linked to research activities in the areas of biodevices / biomedical products development, biomechanics and biomimetics, as well as to teaching tasks (Bachelor's Degree in Biomedical Engineering and Master's Degree in Biomedical Engineering, within the BioTech UPM Initiative) with subjects such as "Biomechanics", "Development of Medical Devices", "Smart Materials in Medical Devices" and "Bioengineering Design".

Uganda Industrial Research Institute (UIRI) is a center of excellence for the East African Community (EAC) in industrial research. It was awarded this status in late 2013 during a Heads of State Summit held at Munyonyo, Kampala, Uganda. The institution is the Ugandan Government's lead agency for industrialization, established by an Act of Parliament of Uganda under the auspices of the Ministry of Trade, Industry and Cooperatives (MTIC). It is the country's main vehicle for implementing strategies and measures aimed at transforming industry in Uganda. Core activities include value addition and capacity building to promote innovation, translate applied research into practical applications; and technical skills training to deploy technology across the country. The Instrumentation Division is a unit under the Technology Development Center at UIRI and its core activity is the Design and Development of electronic applications in the areas of Healthcare, Agriculture and Energy, Healthcare being a top priority.

Kenyatta University became a fully-fledged University through the Kenyatta University Act of 1985 with a vision of becoming a dynamic, an inclusive and a competitive centre of excellence in teaching, learning, research and service to humanity. Over the years, the University has witnessed significant expansion of student and staff population, programmes. There has been tremendous physical development especially within the main campus, leading to the establishment of satellite campuses, namely Ruiru, Kitui, Mombasa, Parklands, Nakuru, Nyeri, Kericho, Garissa and City Centre campus. The University has only one college namely Machakos University College. Currently, Kenyatta University has a student population of over 70,000 and staff of over 5,000. The history of the School of Engineering and Technology has its roots in the Appropriate Technology Centre (ATC), which was created in the early 1980's to demonstrate the application of physics in solving day-to-day problems in the rural and urban areas of Kenya using locally available resources. The centre was later upgraded and became a Department of Appropriate Technology (DAT) between 1985 and 2002. In the year 2003, the DAT was renamed department of Engineering and Technology housed under the School of Pure and Applied Science (SPAS). The objective of creating the school was to transform the department of Engineering and Technology to a world class teaching learning and research institution.

Department of Engineering and Technology transformed by restructuring the department within SPAS for efficient and effective management. Restructuring and transformation of the Department of Engineering and Technology, Information and Communication Technology (ICT) Department into the School of Engineering and Technology was ratified by the Kenyatta University Senate in the academic year 2007/2008. On 31st may 2011 the former Prime Minister of the Republic of Kenya officially opened the school of engineering complex at the university. The opening of the school marked a major milestone in both the development and enhancement of engineering education at Kenyatta University. Kenyatta University is the only University in Kenya offering Biomedical Engineering as a degree. This places it at the fore front in terms of teaching, research and building human capital specialised in biomedical engineering. In addition, the University has embarked on the construction of a state-of-the-art Teaching, Research and Referral Hospital with the aim of providing a quality learning and research environment. Kenyatta University hosted the ABEC summer school at the school of engineering and technology, it has a state of the art engineering school with well equipped labs.

University of Tartu (UT) is Estonia's leading centre of research and training. It preserves the culture of the Estonian people and spearheads the country's reputation in research and provision of higher education. UT belongs to the top 3% of world's best universities.

As Estonia's national university, UT stresses the importance of international co-operation and partnerships with reputable research universities all over the world. The robust research potential of the university is evidenced by the fact that it is the only Baltic university that has been invited to join the Coimbra Group, a prestigious club of renowned research universities. UT includes nine faculties and four colleges. To support and develop the professional competence of its students and academic staff, the university has entered into bilateral co-operation agreements with 64 partner institutions in 23 countries.

AgileWorks AS. As the name of our company says, agile works. That is the main foundation for AgileWorks AS. We are a custom software development company that provides Microsoft .NET and HTML5 software development and consultations using agile methodology and best practices. In constantly changing environments, software should respond to the needs of business in an agile and flexible way, adapted to customer's needs and aimed at optimized performance.

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These details of the different partners are to be used as supporting materials, especially for local press releases or for communication to local mass-media and correspond to the information provided in the project's descriptive memory. This initial press release and basic information can be complemented with the following supporting images and with the news made public through the project's website along the project's life, in parallel to the achievement of the different milestones. Additional press releases will be developed according to the outline of the dissemination plan presented in Deliverable 5.1.

Figure 1. Logos from project, partners and support for dissemination tasks.

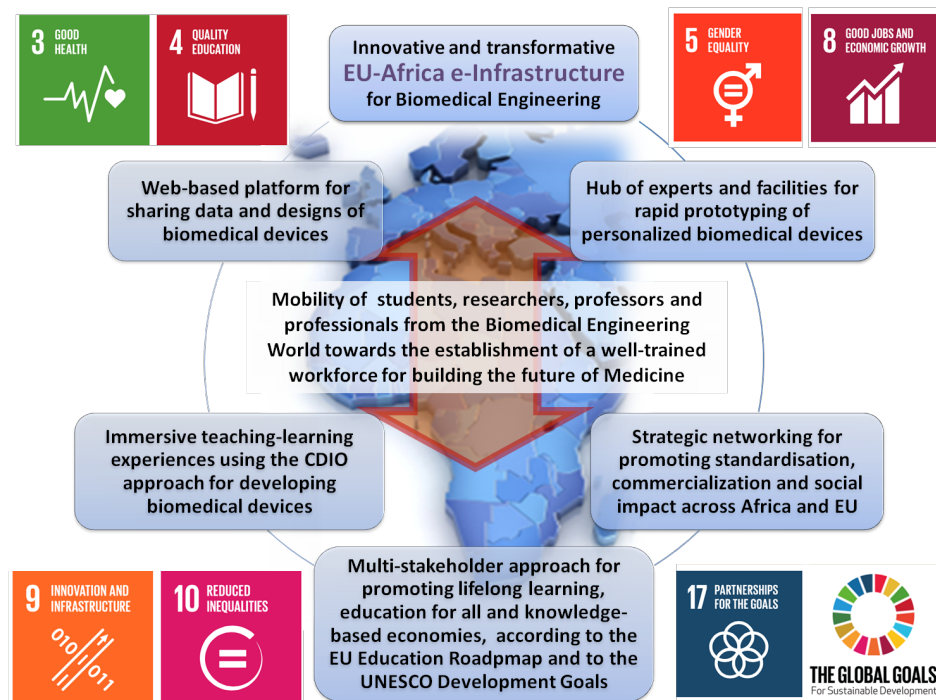Figure 2. Team's picture during the UBORA project's kick-off meeting in Pisa (17th Jan. 2017).

Figure 3. UBORA's objectives and connection to the United Nations' Global Goals.

5. CONCLUSIONS

Dissemination, exploitation and communication activities, performed in UBORA within WP5, are fundamental to achieve better awareness, to distribute the generated knowledge and to create novel opportunities for European and African integrated innovation in BME. In parallel to the e-Infrastructure implementation for innovative and safe design, a set of communicative actions need to be performed, so as to spread results to the largest possible audience outside the consortium. As UBORA is committed to promote EC policies in the best possible manner, it has to ensure that the UBORA e-Infrastructure is known and that it will be sustained in Europe, Africa and beyond.

Present **"Deliverable 5.5 – Standard press release for partners"** has been implemented to provide partners with a standard press release for presenting the UBORA project, its main objectives and initial steps to the press and scientific-technical community, as support to other dissemination and communication actions aimed at promoting project's impacts. This initial press release, even if performed with the perspective of just three months of project running, presents the project in a direct way. This text will be complemented with additional information along the project's life, so as to generate more press releases to communicate our achievements according to the plan outlined in Deliverable 5.1.

6. REFERENCES

Project website and social media sites:

- http://ubora-biomedical.org
- https://www.facebook.com/UBORA-261898414244796/?ref=bookmarks
- https://twitter.com/uborabiomedical
- https://www.researchgate.net/project/UBORA-Open-Biomedical-Engineering-e-Platform-for-Innovation-through-Education