



Project numer: 2020-1-PL01-KA203-082292

# Dissemination report

### November 2020 - May 2021



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Project numer: 2020-1-PL01-KA203-082292

### Project information:

Contract Number	2020-1-PL01-KA203-082292
Title of Contract	Smart learning for gait physiotherapy – a standardized tool for
	health higher education in Europe
Acronym	SMARTherapy+
Consortium	Silesian University of Technology, Poland
	Fondazione Politecnico di Milano, Italy
	Universitat zu Lubeck, Germany
	Jerzy Kukuczka Academy of Physical Education in Katowice,
	Poland
Website	smartherapyplus.eu

#### Report information:

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AWF	Piotr Rodak	
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Erasmus+

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#### 1. Introduction

According to the Dissemination plan, activities related to the first dissemination took place between November 2020 and the end of May 2021. The main objectives set by the project team concerned activities related to the visibility of the project, recognition in different environments, and an attempt to interest potential stakeholders in the project. Since the beginning of the project, the SMARTherapy+consortium has undertaken a number of efforts to disseminate the idea of the project and the expected results. All activities were undertaken using available communication channels in the national and international arena.

#### 2. Project visibility activities

#### 2.1 Logo of the project

To ensure that the project is recognizable to the public, SUT developed a project logo. This is the identifying mark used in all places where forms of visualization can be used, i.e. documents, posters, press releases, social media, electronic communications, promotion materials etc.



The logo design was authored by the project contractors on the SUT side - Patrycja Kabiesz and Agnieszka Ziętkiewicz.

The idea of the logotype was designed about an easy-to-remember shape that is associated with a mobile application. The experience of the design team indicates that it is a modern form, fitting into the trends of the social media market, in which society looks for information. It contains the acronym and shortcut of the project. Thanks to this the name of the project is more visible and public.













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#### 2.2 SMARTherapy+ website

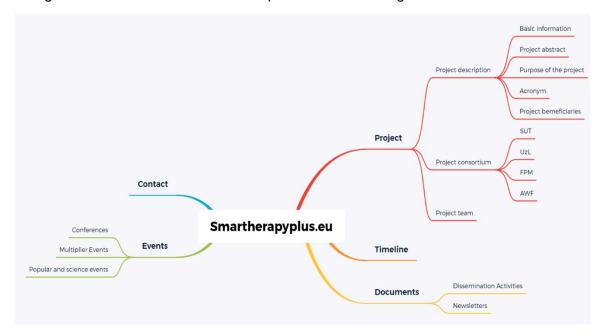
The main website of the project is available at: <a href="https://smartherapyplus.eu">https://smartherapyplus.eu</a>.

The website address is appropriate to its name and is embedded in the "EU" domain.

The structure of the website has been developed in a way that provides a readerfriendly way to present current information about the project and its objectives, assumptions etc. The website includes fixed elements about the project, such as information on the description, objectives, description of beneficiaries. There is also information about the project team and contact possibility.

There are also planned sections, which are and will be regularly updated, such as dissemination of the project, publication of documents of a public character, information on events organized within the project.

The general structure of the website is presented in the diagram below.















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Visual form of the SMARTherapy+ website is shown on the figure below:













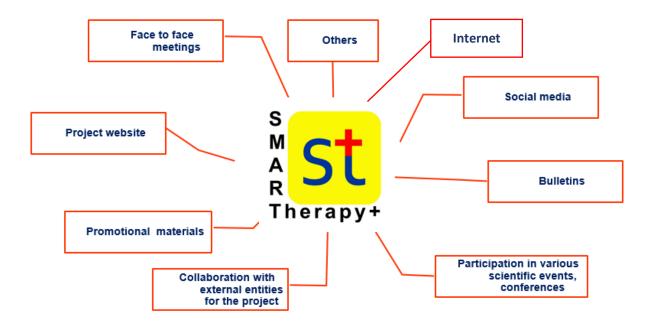


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#### 3. Dissemination activities

From November 2020 to end of May 2021, project Partners undertook various complementary activities to disseminate the project. These activities not only relate to the different dissemintation areas that were planned at the beginning of the project, but also every possible opportunity is taken to share information about what project activities are being continuously implemented.

The scheme below shows the areas where multiple activities regarding the dissemination of the project were undertook during the mentioned period.















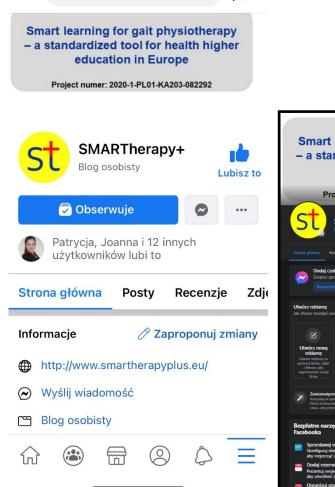
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#### 3.1 SMARTherapy+ in Social media and Internet

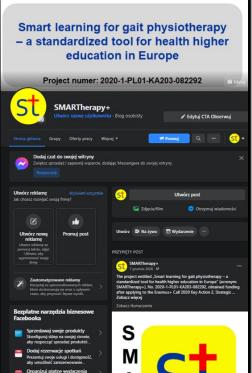
Social media is an indispensable form of information sharing and promotional activities to reach a wide audience. This is the reason why social media has been adopted as one of the ways to share information and promote the SMARTherapy+project.

FACEBOOK: A specially dedicated channel of the SMARTherapy+ project was created on the Facebook.

SUT as a Leader of the project created and publish current information on Facebook's main project profile. The profile is marked with the acronym of the project.



SMARTherapy+











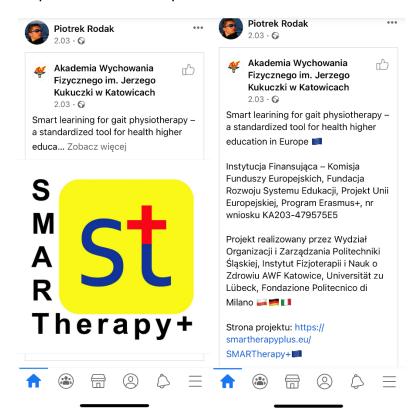




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All Partners can add posts on this profile via SUT, but also posts from Partners profile can be liking by SMARTherapy+ profile to be more visible.

The private profiles of team members are used to disseminate the results of a project as well. The sample screenshots is presented below.



- SUT
- Website. The Silesian University of Technology website contains information about the SMARTherapy+ project.





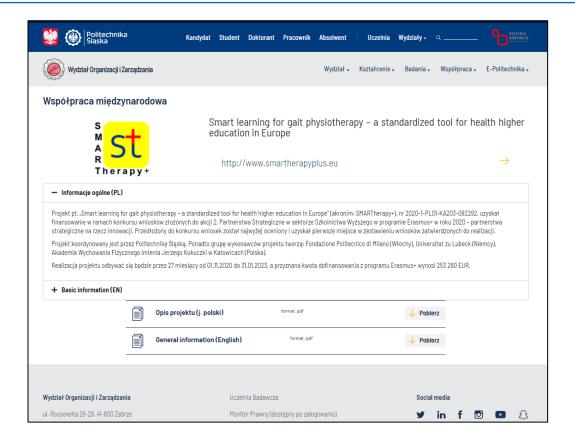




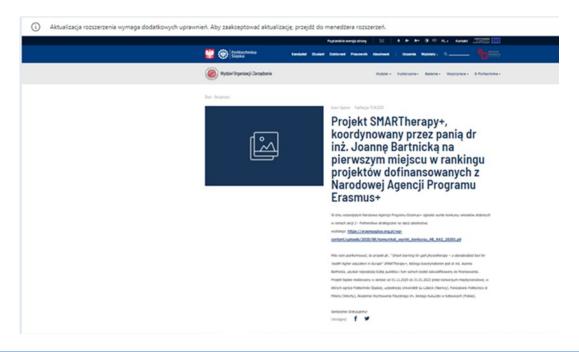




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 Website. The main website of the leading unit, i.e. the Faculty of Organization and Management















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#### FPM

During the period November 2020 - May 2021, Fondazione **Politecnico di Milano (FPM)** has disseminated all relevant information about the project and its activities by leveraging its existing communication channels, potentially reaching a wide variety of targets such as companies and enterprises, professionals, university academics and students, public administration, and universities/research institutions at national and international level. It is highlighted that these communication activities have been planned to regularly inform potentially interested professional about the existence of the Project and the strategic partnership, the main project objectives and the activities that are being carried out during the considered period.

The following table recaps the main channels that have been used so far and provides an estimation of the potential number of contacts achieved.

				Targe	t			
Communication channel	Account name	Companies and Enterprises, start-ups	Public Administrations	Universities	Professionals	Students	Associations	# (aproximatly)
Website	fondazionepolitecnico.it	✓	✓	✓	✓	✓	✓	60-80k views yearly
Social Media: Facebook	fondazione.politecnico.di.milano	✓	✓			✓	✓	4.000 followers
Social Media: Twitter	@FondaPoliMi	✓	✓		✓		✓	2.100 followers
Social Media: Linkedin	Fondazione Politecnico di Milano	✓	✓	✓	✓		✓	3.300 followers
Digital Monthly NewsLetter	fondazionepolitecnico.it/en/newsletter/	✓	✓	✓	✓		✓	more than 20k contacts
Direct mail				✓				350
Open Innovation Platform by Lombardy Region	openinnovation.regione.lombardia.it/							3.300 contacts
AIFI	https://aifi.net/							5.600 contacts
AIFI NewsLetter (16th March)								5.600 contacts

#### More in details:

Website. Since January 2021, FPM developed <u>Project webpages</u> on the own institutional website, both in Italian and English languages, and then, in March, selected information has been published on its "<u>News</u>" section (EN/IT) to promote the survey on educational needs among physiotherapists;



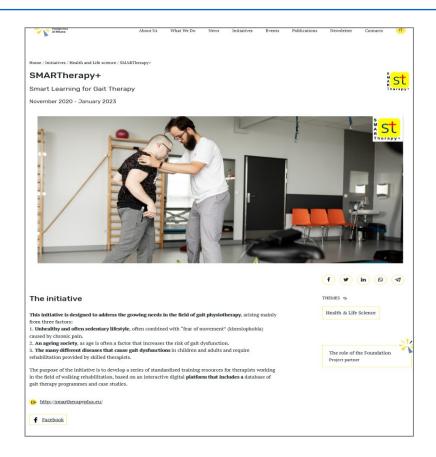


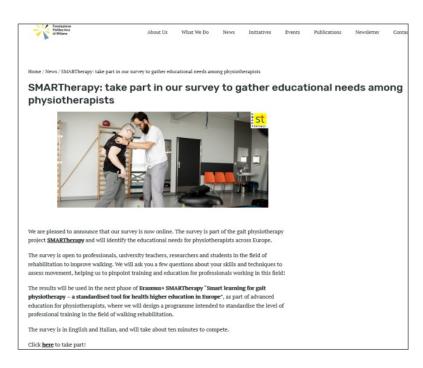
























- **Social Media**. Since November 2020, Fondazione Politecnico di Milano regularly published information about the project exploiting all social media. As an example, see the screenshots below, related to the following posts:
  - 4 posts on Facebook (27 Nov 2020, 14 Jan 2021, 11 Feb 2021; 19 Apr 2021)
  - o 1 post on Linkedin (11 Mar 2021)
  - o 3 tweets on Twitter (27 Nov 2020; 11 Feb 2021; 27 Feb 2021)





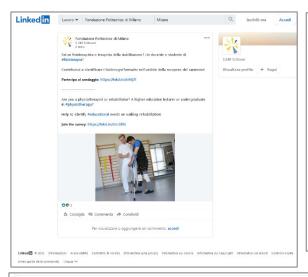














































- Digital Monthly NewsLetter. Fondazione Politecnico di Milano disseminated selected News on the Project in his digital monthly NewsLetter:
  - The start of the SMARTherapy + Project in January 2021
  - The Survey on educational needs in March 2021;

















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Direct contact. To promote the Project in the Academic field and, in particular, to inform relevant members of the target groups about the survey on training needs, a mailing list consisting of about 350 mail addresses has been created by FPM, which included academic researchers and professors of Universities all over Italy. Direct messages have been sent them to inform about the project and the educational survey.

In addition, Fondazione Politecnico di Milano was able to inform a large number of people about the project, by taking advantages of the information platform "Open Innovation", a wide discussion space on innovative solutions, models, and management, which is held by the Lombardy Region government (Italy).















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Moreover, to reach the major number of members of the main target groups of the Project, since its beginning, in March 2021, Fondazione Politecnico di Milano has contacted directly the National Italian Association of Physiotherapists, AIFI <a href="https://aifi.net/">https://aifi.net/</a>. This action was expressly addressed to achieve the main target groups of the Project (physiotherapist professionals and academic teachers in the gait analysis field), with the objectives to promote the Project activities among the main national hub of Physiotherapists at the Italian level (nearly 5.600 members) and to check matching interests of the Association members in the project objectives and their possibility to be involved into Project activities.

FPM established direct contact with the Scientific Board of the Association, and its members showed great availability to our requests and interest in the Project. Their collaboration has been immediate and fruitful, as demonstrated by the following activities the AIFI promoted (see Fig. below):

- The SMARThearpy+ survey was published on their <u>website</u>;
- An invitation to all AIFI members to fill the survey was published in their internal NewsLetter in March.











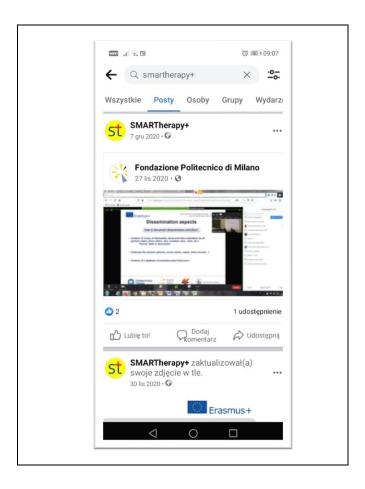






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Thanks to this action and the AIFI collaboration, a huge number of respondents took part in the survey on training needs, and many of them expressed their personal interest in taking part of the next training activities planned within the project tasks.



#### AWF

Between November 2020 and May 2021, the Academy of Physical Education in Katowice disseminated all crucial information about the project and its aims. We used several types of activities, including integration project results into our academy's online communication channels as well as chanells of other partner organizations.

We promote the project through traditional media, the Internet - websites and portals, social media networks.





























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#### Information on the website dedicated to international affairs



#### **Direct dissemination of the project:**

To promote the SMARTherapy+ Project in the Academic field and, in particular, to inform members of the target groups about the survey on indentification of training needs within gait therapy, a mailing sent by AWF, which included physiotherapists, academic researchers and professors of Universities all over Poland. Direct messages have been sent them to inform about the project and the educational survey.

In addition, the Academy of Physical Education in Katowice was able to inform a large number of people about the project, by usage of the education platform "Galen Edukacja", a training area for physiotherapist and medical doctors. Training area for physiotherapist and medical doctors.







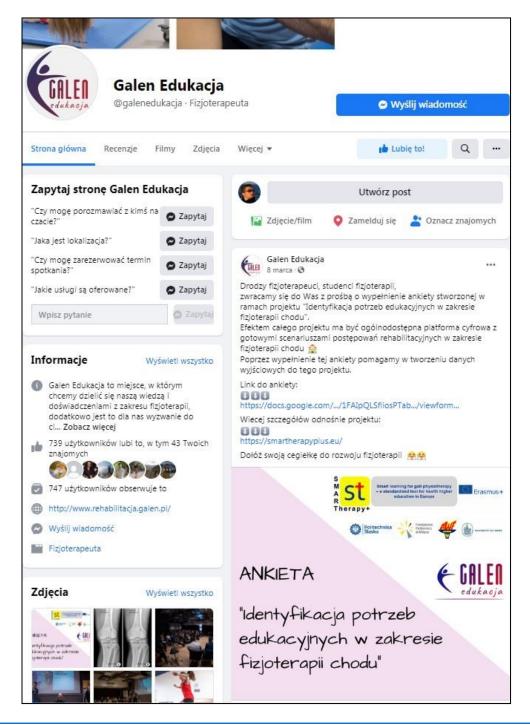






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Thanks to this action and the Galen collaboration, a significant number of respondents took part in the survey on indentification of training needs within gait therapy, and we have received many positive reactions regarding SMARTherapy+idea.















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#### UzL

Private profiles of team members and facebook pages of professional physiotherapy groups (German Association for Physiotherapie Science) were used to disseminate the project and project results to reach professionals working in the field of gait analysis and gait therapy.

 Website. The University of Luebeck has placed all information on the project including the logo and the link to the website on the official university website (see below).



#### 3.2 Scientific Events

SUT presented information about the project at the *First Scientific Seminar Priority Research Areas*: "Computational oncology and personalized medicine", which took place on 06.11.2020, where the basic assumptions, objectives, and project intentions were presented. It was the opportunity to generate interest in the topic and the project among the academic community and collaborating external entities.













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#### **FOCUS GROUP**

During April-June 2021, a series of focus group meetings were held as one of the tasks which aims to identify educational needs in gait physiotherapy in Europe. During these meetings also dissemination of the project took place. Information was provided to physiotherapy experts. They work in different units where they have contact with many other professionals in the field. So by using the professional network we hope to disseminate the project and make it more visible, recognizable, and interesting for potential beneficiaries. Manner of conducting the interview was online using information technology to ensure recording and identification of the expert.

#### SUT & AWF

Date: April 13, 2021 from 7pm to 8pm.

The number of focus group session participants: 6 including moderator of the session, observer and experts in physiotherapy. The session lasted one hour, according to following structure:

1. Presentation of the SMARTherapy+ project – main idea and objectives.













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- 2. Explanation the aim and the role of focus group session.
- 3. Brief presentation by each expert of his/her professional achievements (specialization, professional experience in physiotherapy including gait physiotherapy; place of professional practice; scientific publications etc.).
- 4. Interview and discussion about training needs for gait physiotherapy with the use of interview questionnaire.
- 5. Conclusions.
- 6. Farewell and gratitude.



#### 3.3 Bulletins

Silesian University of Technology published an article on the project in the Bulletin, which is distributed both traditionally and electronically to the students community, but it's on-line version is public as well. The Bulletin is published in 500 copies, while the electronic version of the Bulletin, in which the project was described, was distributed to approx. 20 000 readers.





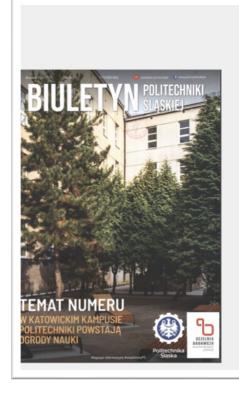






Erasmus+

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#### W PROGRAMIE NARODOWEJ AGENCJI PROGRAMU ERASMUS+

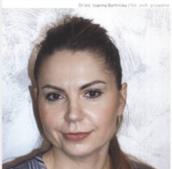
mach akrij 2 – Partnerstwa Strategiczne na rzecz szkolnictwa wyższego. Konkurs był organizowany przez Narodowa Azencie Programu Erasmus».



Wiród 65 zgłoszeń 46 zostało zatwierdzonych do dofinans vania, w tym 12 na liście rezerwowej. W gronie beneficjen ów programu znależli się naukowcy z Wydziału Organizac Zarządzania oraz Wydziału Górnictwa, Inżynierii Bezpi zeństwa i Aktomatoki Pzamusolowej Bolitechniki (Stato

NNOWACYJNE NARZĘDZIE SZKOLENIOWE DLA FI-IOTERAPEUTÓW

ioordynatorem "Smart learning for gait physiotherapy – standardized tool for health higher education in Europe" est dr inž. Joanna Bartnicka, Prodziekan ds. Kształcenia na



výdziale Organizacji i Zarządzania. — Projekt ma na celu pracowanie innowacyjnego narządzia edulacyjnego z zaresu fizjoterapii chodu, opartego na nowoczesnych rozwiąeniach cyfrowych. Narządzie będzie intuicyjne w obsłudze, treści szkoleniowe latwe do zrozumienia dziębi zastosoaniu zawansowanych technologii informacyjno-komikacyjnych (ICT). Materiały szkoleniowe będą bazować na yfrowych grach edukacyjnych i środowisku wirtualnej rze-

zającą narrądnie skłoleniowe i produktu będzie nauka ninkatowe cechy. – Głowa zaletą produktu będzie nauka papata na wielkowymiarowych i interaktywnyto scenariusach procesu fujioterapii chodu opracowanych na podstażach procesu fujioterapii chodu opracowanych na podstawo procesu fujioterapii chodu opracowanych na podstawoje fujioterapii chodu opracowanych na podstawoje fujioterapii chodu opracowanych na podstawoje fujioterapii chodu opracowanych wielku rozwojewania jaki wyjatnia, projekt wychodzi naprzeciw narastającym potrzebom. V krajach unijnych brakuje europejskich standardów rofesjonalizacji zawodu fujioterapeuty zapewniających naksymalne bespieczeństwo i wysokaj ajkość terapii na ym samym poziomie. Nie ma ponadto ogłonodostępnych tematyki. Można za to zaobserwować pojawienie ię nasilenie klasu zjawski, związanych bezpiedenio lub ośrednio z taką problematyką: siedzący tryb funkcjonania, starzejące się społeczeństwo i wrost liczby przysków chodowych. Posedzący tryb pczy prowadó do nechanicznych przeciące układu miętniowo-zkieletowych, a następnie do powatawnia tzw. zespodów bolowych. Ponadto badania ujawnih, że częstość występowania zaburzeń chodu i równowaga lawinowo wzrasta wraz wekiem, tj. od około 10% w wieku 60-69 lat do ponad

#### 4. Collaboration with external entities for the project

#### Khmelnitsky National University

On 13.04.2021 a meeting was held with participation of the representives of Silesian University of Technology and Khmelnitsky National University. The aim of the meeting was establishing cooperation within the SMARTherapy+ activities. Particularly, from the side of Silesian University of Technology:

- Joanna Bartnicka, Vice Dean for Education, SMARTherapy+ project manager
- Agnieszka Ziętkiewicz

From the side of Khmelnytsky National University:

- Oleg Polishchuk, Cooperation Coordinator, Director of the Ukrainian-Polish Center for European Integration
- Serhiy Matyukh Prorector for Science and Didactics
- Oleg Bazilchuk, Head of Department of Physiotherapy, ErgoTherapy











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#### AGENDA SPOTKANIA

w sprawie nawiązania współpracy pomiędzy Politechniką Śląską a Chmielnickim Uniwersytetem Narodowym w zakresie realizacji projektu międzynarodowego SMARTherapy+

Termin: 13.04.2021

Godzina: 10.00 czasu warszawskiego

Dane dostępowe do spotkania: Topic: SMARTherapy+ współpraca

Time: Apr 13, 2021 10:00 AM Warsaw

https://zoom.us/j/92142071326?pwd=Vjg2RnhNUVR4N25jTVUxYXl3R0tWQT09

Meeting ID: 921 4207 1326

Passcode: 481239

#### Program:

- 1. Powitanie, przedstawienie się prowadzącego i uczestników.
- 2. Krótka informacja o realizowanym projekcie międzynarodowym SMARTherapy+.
- 3. Przedstawienie zakresu współpracy w obszarze fizjoterapii chodu.
- 4. Dyskusja i ewentualne ustalenia działań w zaproponowanych obszarach współpracy.
- 5. Podsumowanie i zakończenie spotkania.

#### University of Bydgoszcz

On 15.03.2021 the framework agreement no. 118/ROZ0/RR4/2021 was concluded between the Silesian University of Technology and University of Bydgoszcz. Specifically the aim of the agreement is common activities on implementation of the SMARTherapy+ project.

Priorities of the cooperation include organizing workshops and trainings as well as consultations and exchange of scientific information and experience in the field of advanced technologies in health care.

On 19.05.2021 at the Faculty of Organization and Management of Silesian University of Technology took place an official meeting inaugurating cooperation in the above mentioned scope. The meeting was attended by: representative of the Rector of Bydgoszcz University of Technology Piotr Bojar PhD, Manager of the SMARTherapy+ project, Joanna Bartnicka PhD and the Dean of the Faculty of Organization and Management Prof. Jan Kaźmierczak.











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#### 5. Others activities

#### SUT

Within the planned strategy of the first dissemination of the project, the Silesian University of Technology disseminated basic information about the project (including aims, objectives, expected results) through additional distribution channels, which were

- the main website of the Silesian University of Technology



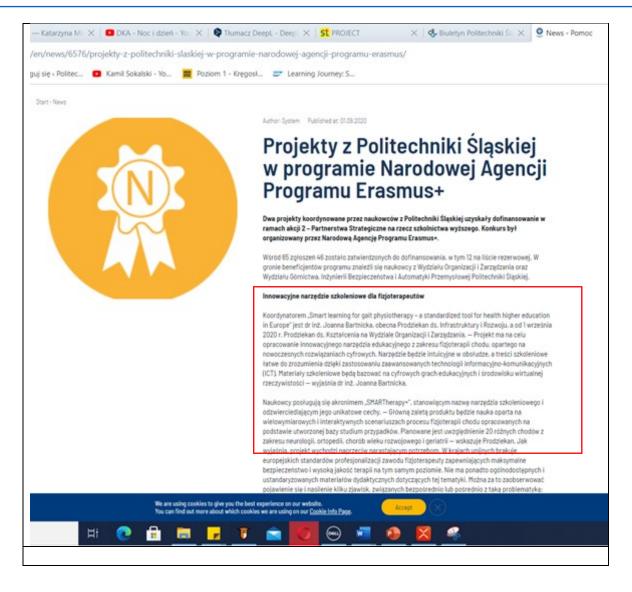
























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#### Innowacyjne narzędzie szkoleniowe dla fizjoterapeutów

Koordynatorem "Smart learning for gait physiotherapy – a standardized tool for health higher education in Europe" jest dr inż. Joanna Bartnicka, obecna Prodziekan ds. Infrastruktury i Rozwoju, a od 1 września 2020 r. Prodziekan ds. Kształcenia na Wydziale Organizacji i Zarządzania. — Projekt ma na celu opracowanie innowacyjnego narzędzia edukacyjnego z zakresu fizjoterapii chodu, opartego na nowoczesnych rozwiązaniach cyfrowych. Narzędzie będzie intuicyjne w obsłudze, a treści szkoleniowe łatwe do zrozumienia dzięki zastosowaniu zaawansowanych technologii informacyjno-komunikacyjnych (ICT). Materiały szkoleniowe będą bazować na cyfrowych grach edukacyjnych i środowisku wirtualnej rzeczywistości — wyjaśnia dr inż. Joanna Bartnicka.

Naukowcy posługują się akronimem "SMARTherapy+", stanowiącym nazwę narzędzia szkoleniowego i odzwierciedlającym jego unikatowe cechy. — Główną zaletą produktu będzie nauka oparta na wielowymiarowych i interaktywnych scenariuszach procesu fizjoterapii chodu opracowanych na

 a message was published on the website of the National Agency of the Erasmus+ Programme.















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w	yniki konkurs	ej Agencji Progr su wniosków złożony ogramie Erasmus+ v	ch do akcji 2, P	artnerstw			colnictwa
Lp.	Nr projektu	Tytul projektu	Nazwa instytucji	Nr OID	Ulica	Budžet	Decyzja
1	2020-1-PL01- KA203-082292	Smart learning for gait physiotherapy - a standardized tool for health higher education in Europe	Politechnika Śląska	E10209126	ul. Akademicka 2, 44-100 Gliwice	€ 253 260,00	zatwierdzony do dofinansowania
2	2020-1-PL01- KA203-081802	STEM Continuous Professional Development at European Universities	Uniwersytet Jagielloński	E10208245	ul. Kopernika 7e, 31- 034 Kraków	€ 434 356,00	zatwierdzony do dofinansowania
3	2020-1-PL01- KA203-081942	Heritage BIM - enhancing digital competences of students of Architecture	Politechnika Lubelska	E10200002	ul. Nadbystrzycka 40, 20-618 Lubin	€ 376 763,00	zatwierdzony do dofinansowania warunkowo
4	2020-1-PL01- KA203-081852	Experiential education, Interactive/intensive course of European brand management	Uniwersytet Ekonomiczny w Katowicach	E10204175	ul. 1 Maja 50, 40-287 Katowice	€ 409 325,00	zatwierdzony do dofinansowania

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