

## Basic Guidelines for the Dissemination Voucher (DV) Project

### ***In General***

Within the dissemination voucher project the following must be created:

(i) Professional dissemination material such as e.g. videos and footage of healthcare robot(s) (created or sold by the entity applying for the voucher), that shows/explains the healthcare robot and the healthcare use case in a 30 sec version and a longer version (max 5 min) (can contain an interview/talking by people but approximately half of the video should have the robot visible in action).

(ii) Description of the healthcare robot(s) that can also be disseminated via the DIH-HERO knowledge base, picture(s) of the robot and links to other relevant public material. The following must be addressed:  
a. General description in about half a page  
b. 1 or more clear pictures  
c. URL to website having more information  
d. Current development status  
e. Type of robot  
f. Healthcare use case(s)  
g. First year of development  
h. Approvals obtained  
i. Other domains of operation if applicable

(iii) It is possible to re-use existing material, but the creation of new material or reworking of material can only happen after awarding the voucher. The voucher cannot be used to fund activities that have been performed before the awarding.

Please note that all material produced under the DV will be used by DIH-HERO for dissemination purposes (e.g. on the website, within the knowledge base, etc.). That means you also need to have the correct rights (video, audio, music, ...) on all material you submit to DIH-HERO. The first deliverable that must be created is a storyboard for your dissemination video. Please submit this storyboard to your assigned DIH-HERO Innovation Coach. You can discuss/verify with your Innovation Coach in case of things which are not fully clear.

### ***Tips and Tricks for the creation of the storyboard for the dissemination video<sup>1</sup>***

#### Identify your Audience

Start by identifying who would be your target audience and what would be the message you would like to transfer in your dissemination video. This will help guide the overall direction of your storyboard.

#### Start with the Creation of the Storyboard

Start to create a rough sketch of each scene in your storyboard. Describe what will be visible in the scene in detail including how the healthcare robot will be shown. This can be done textually or visually. You don't need to be an artist, but the more detailed your sketch is, the easier it will be for you and your team to understand the vision for the final video. For creating you may any storyboard template you find suitable for your video.

#### Add relevant Dialogues to each Scene

Add any necessary dialogue or text to each scene in your storyboard. This will help clarify what's happening in each scene and make it easier to move on to the next step in the video production process.

#### Incorporate Testimonials

Incorporate customer testimonial storyboard or customer testimonial videos in your storyboard to help build trust with potential customers. These can be a great way to show how your product or service has helped real people in the past.

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<sup>1</sup> Adapted from <https://www.storyboardthat.com/articles/b/video-templates>



### Review

Once you've finished your storyboard, review it with your team and make any necessary changes and discuss the storyboard also with your Innovation Coach. This will ensure that everyone is on the same page before you start filming.

### **Visibility of DIH-HERO**

1. The awarded parties are asked to inform DIH-HERO about the dissemination of the awarded project at [dih-healthcare@utwente.nl](mailto:dih-healthcare@utwente.nl). The results obtained during the dissemination voucher project shall only be published after approval by DIH-HERO at the end of the project.
2. When promoting the Dissemination Voucher project, the Awarded Third Parties shall display the DIH-HERO logo, the EU emblem and include the following text: "This Dissemination Voucher project has received funding from the European Union's Horizon 2020 research and innovation programme under DIH-HERO, grant agreement no 825003". Any dissemination must indicate that it reflects only the author's view and that the Commission and DIH-HERO are not responsible for any use that may be made of the information it contains.
3. The Awarded Third Parties may use, for their communication and publicizing activities, publishable information related to DIH-HERO, documents notably summaries for publication as well as other material, such as flyers, posters, abstracts, pictures or audio-visual material received (in print or in electronic form) from DIH-HERO after the end of the project.

