



PROJECT DELIVERABLE REPORT



Project Title:

Advanced personalised, multi-scale computer models preventing osteoarthritis
 SC1-PM-17-2017 - Personalised computer models and in-silico systems for well-being

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Dissemination Level (PU/PP/RE/CO):	PU
Project coordinator	University of Nicosia (UNIC)
Tel:	+357 22 841 528
Fax:	+357 22 357481
Email:	felekkis.k@unic.ac.cy & giannaki.c@unic.ac.cy
Project web site address	www.oactive.eu

Revision History

Version	Date	Responsible	Description/Remarks/Reason for changes
1.0	19/04/2021	Ioanna Katsavou (AXIA)	First Draft
1.1	20/04/2021	Ioanna Deligkiozi (AXIA)	Review of the first draft
1.2	30/04/2021	Kyriacos Felekkis (UNIC)	Additional review

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1 Summary

This report includes information on the OActive videos (an introductory video and one final video) developed under Task 10.3: Continuous Dissemination Activities, led by AXIA Innovation. Deliverable 10.6 “OActive videos”, includes an introductory video that aims to communicate the project concept, objectives and goals to the wider public, as well as a final OActive video that presents the project’s results and achievements. In this report also additional videos produced during the project are summarised.

2 Introduction

This document is linked with Deliverable 10.6 “OActive videos” and includes one introductory video produced at the beginning of the project and one final video produced at M42. Both videos were developed by AXIA Innovation, responsible for the Dissemination, Communication and training activities during the project. Both videos included a voiceover and footage provided either by the OActive consortium or received by online platforms that were acknowledged as indicated. The introductory video included information targeting the public, including patients suffering from OA and their relatives, but could be also informative for the scientific community. The final video’s focus group where mainly scientists in the field of biomarkers, tissue engineering and musculoskeletal and predictive modelling and augmented reality interventions as well as doctors, healthcare providers and other relative fields. During the project more videos were produced for dissemination and training purposes and are also summarised in this document. A [YouTube channel](#) was therefore created to host all the developed videos.

2.1 Purpose and Scope

One of the main objectives of these videos was to highlight the impact the project’s activities can have on patients that suffer from pain-related, chronic diseases, and in particular knee osteoarthritis, and how personalised interventions can pave the way towards early diagnosis and prognosis of the disease. With these videos the target audiences will therefore familiarise themselves with the key technologies applied and the tools used to improve the quality of life of the patients.

3 Introductory Video

3.1 The concept

The introductory OActive video is aimed at informing the wider public about the general purpose of the project, its objectives, technologies used, targets and expected impacts. The initial idea was to make a video teaser as requested, however, a full 3 minutes video was developed in order to better depict the OActive concept. Firstly, the script and storyboard were drafted and reviewed by the consortium. A voiceover was recorded by Prof Bill Baltzopoulos, the Head of the Research Institute for Sport and Exercise Sciences (RISES) of Liverpool John Moores University.

3.2 Footage and editing

Video material was provided by UPATRAS, Leitat, ANIMUS, RiMED, HULAFE, and KULeuven. These videos included footage from the partners’ facilities, laboratories and workspace. Additionally, stock footage libraries like www.pixabay.com were used to find additional video footage to support the OActive concept. Editing was performed in order to match the voiceover and better describe the OActive activities and views.

3.3 Review and release

After producing the draft introductory video, reviews by partners were welcomed and after some final adjustments the official OActive introductory video was released on YouTube. The video can be found in the AXIA Innovation channel ([LINK1](#)), as well as the OActive YouTube channel ([LINK2](#)). The video count more that 750 views in total. Apart from YouTube, the OActive introductory video is shared on the OActive website, under the [dissemination materials tab](#), as well as the OActive social media platforms (LinkedIn, Facebook and Twitter).

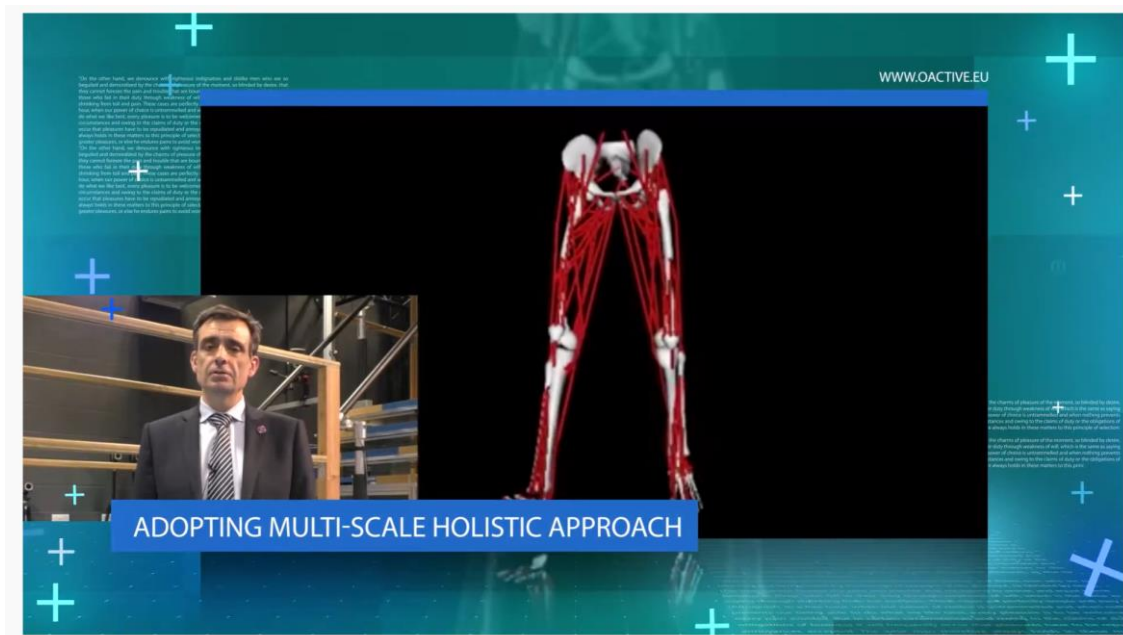


Figure 1. OActive's introductory video on project's YouTube channel

3.4 Focus groups

The focus groups that the introductory video was addressed at are summarized below:

- general public
- OA patients and their families,
- elderly,
- athletes,
- Research community interested in similar scientific fields
- Health industry
- participants in related EU projects, research societies, interested in early diagnosis and prediction of diseases or interested in computer-based modelling and simulation tools technologies, cognitive systems or human interfaces,

4 Final Video

4.1 The concept

The Final OActive video was produced with the vision to describe all the achievements the consortium has made and the overall outcomes that were reached. All entities provided their input on the technical results they have come at, however, described in plain language, to be addressed to a larger number of stakeholders. After finalising the script a voiceover was created by AXIA Innovation. The final video has a 5.30 minutes duration.

4.2 Footage

The Consortium (CERTH, CETRI, HULAFE, LJMU, KULeuven, LEITAT, RIMED, SMARTEX, UNIC, UPATRAS) provided relevant footage to AXIA Innovation, depicting their work, including laboratory tests, software, the resulted models, simulations, processes and results. All footage was edited by AXIA Innovation and, wherever necessary, additional footage was used through www.pixabay.com and www.pexels.com.

4.3 Review and release

After producing the first draft video, it was circulated to the consortium for review and additional comments. Followingly, after any updates the video was released on AXIA's YouTube under this [LINK](#) and under OActive's YouTube channel under this [LINK](#). The video was also announced on the OActive social media platforms (LinkedIn, Facebook and Twitter) and the OActive website, under the [dissemination materials tab](#).



Figure 2. OActive's final video announced on YouTube.

4.4 Focus groups

The focus groups that the final video was addressed at are summarized below:

- medical and ICT universities and research centers,
- hospitals,
- doctors,
- physicians,
- caregivers,
- rehabilitation centers,
- medical care centers,
- health service providers,

- orthopedic associations,
- medical organisations,
- regulatory authorities, NGOs, non-profit organizations, public initiatives, policy makers, standardization bodies
- companies in the health field or/and in the ICT field.
- Similar EU initiatives

5 Additional videos

Some additional videos were also produced under the OActive project in order to promote the project, reaching a total of 6 videos. All videos can be found on the OActive [YouTube Channel](#), as well as the OActive website.

5.1 OActive training to end-users

The second of the two training organized under OActive was recorded and made available to the public after the event. Participants were informed beforehand and agreed with the recording. The Training recording can be found here: <https://www.youtube.com/watch?v=1jJrqP6GAg&t=1089s>. However, before the training, a promotional video was created by AXIA that highlighted the target groups the video was addressed to, the project's idea and, in brief, the topics to be discussed. The promotional video for the training can be found under this link: <https://www.youtube.com/watch?v=YYCIWnLqrEE>.

5.2 OActive dissemination material video

Towards the end of the project, the dissemination material of the project was collected in one informative video. For the production of the video footage already provided by the OActive consortium was used. This video presents all the dissemination material, including flyers, brochures, roll-ups, posters, event agendas etc. The video can be viewed by following this link:

https://www.youtube.com/watch?v=TwBI8gy_u34

5.3 OActive as an innovation radar finalist

OActive partner University of Patras and in particular the [Visualization and Virtual Reality Group \(VVR\)](#) was one of the finalists in the category “Tech of Society” for the Innovation Radar Prize 2019. The innovation was related to the automatic methods for creating multi-scale subject-specific finite element models of the knee from magnetic resonance images, used to predict the severity of osteoarthritis and then derive a personalized intervention strategy to delay the progression of the disease. To this end, the team has also developed methods for performing kinematics and dynamics analysis to predict the internal state of the subject (muscle forces, joint loadings, etc.) in real-time. Here is the EC announcement: <https://ec.europa.eu/futurium/en/tech-society-2019/university-patras>

The relevant video can be found here: <https://www.youtube.com/watch?v=Du7pvNdYcvY&t=5s>

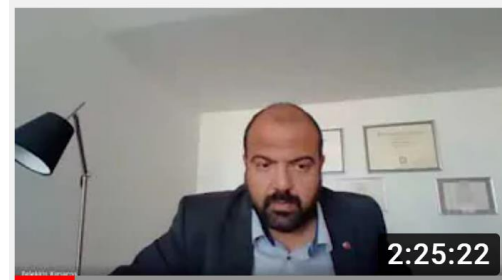
5.4 OActive conference video recording

The final OActive conference was recorded and the video is [available on YouTube](#). Through this link the viewers will have the chance to follow the conference sessions:

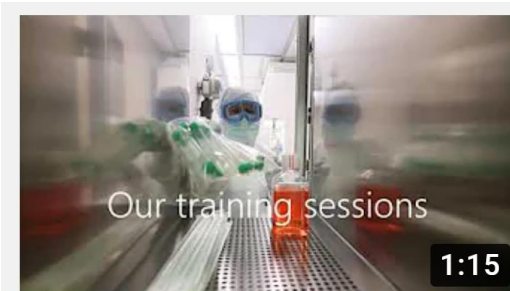
- SESSION I : OSTEOARTHRITIS BIOMARKERS EVALUATION IN VIVO
- SESSION II: IN VITRO MODELS
- SESSION III: IN SILICO MODELS Chairs: Prof Bill Baltzopoulos, Biomechanics, L
- SESSION IV: ICT-BASED PERSONALIZED MODELING AND INTERVENTIONS
- SESSION V: RELEVANT H2020 INITIATIVES



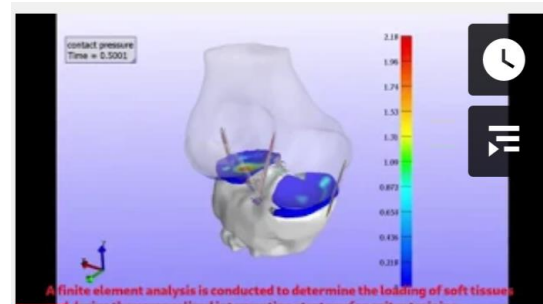
OActive training session II
promo video



OActive H2020 project
training session: Engaging...



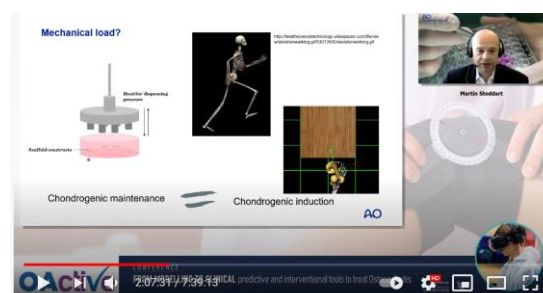
OActive H2020 project: Our
dissemination material!



OActive innovation radar VVR



OActive CONFERENCE - From modelling to clinical predictive and interventional
tools to treat OA



OActive CONFERENCE - From modelling to clinical predictive and interventional
tools to treat OA

Figure 3. OActive's additional videos on our YouTube channel.

6 Conclusions

In this deliverable, the OActive introductory and final video development is described. Both videos were produced by AXIA Innovation, with the introductory video targeting the wider public and the final video the scientific and medical community. Additionally, some more videos were developed, namely one promotional video for the training to end users, along with the recording of the training, the conference recording, a video presenting the project's dissemination material and the work performed by the University of Patras and was included in the finalists of the Innovation Radar. The videos are included in the OActive's YouTube channel, as well as in the AXIA's website, OActive's website and OActive's Facebook, LinkedIn and Twitter accounts.