PROJECT Nº: AAL-2014-127

D5.1 Dissemination Plan

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1.   Introduction

This Deliverable 5.1 Dissemination Plan serves as a background and framework document supporting all dissemination and communication activities of the project "**Caregivers and Me – CoMe**" during and after project end. The document starts with a project overview and continues with the establishment of the roadmap for dissemination and communication, description of dissemination strategy and communication chart.

The main goals to reach for the establishment an efficient dissemination and communication strategy are:

- specify the audience to achieve;
- determine the message, method and timing to reach each audience to ensure that the vision, objectives, activities and results of the project becomes widely known and understood;
- raise awareness among the different individuals, groups and organizations interested in the project and its results – specially at the start of the project.
- engage people to get input/feedback for CoME – specially along the development phase.
- promote the project – specially at the end of the project, when special effort is done to highlight the achievements and deliverables.

The present Dissemination Plan drafted at M9, lists all planned dissemination and communication activities, tools and channels and matches them with target groups and stakeholders in order to create a reference framework over which evaluating the impact of dissemination activities. Due to it is expected that some of the activities are updated and adjusted during project duration, final activities will not be gathered here but D5.4 Dissemination Report.

2.   Project Overview

CoME is innovative as it embraces latest developments in personalized, miniaturized wearable wellbeing sensors (under the QuantifiedSelf umbrella), as well as developments in augmented and virtual reality (the latter one particularly targeted for informal caregivers).

CoME is focused in **four objectives**:

- Emphasizes **prevention, healthier lifestyle** and **health self-management**. A direct factor that accelerates the capabilities degradations is the progressive isolation of the elderly person, reduction of physical and mental activities and participation, re-enforced by the psychological effects of feeling useless and marginal in an active society and aggravated by the total loss of motivation in undertaking any action and change in behaviour. The aim of CoME project is to bend the support curve of the ageing person, so that he/she can be maintained as long as possible bellow the assisted living limit. But target users could be enlarged being not only the seniors in need of care (like seniors with MCI), but also seniors willing to lead a healthier lifestyle and minimize their risks for developing of MCI.

- Improve **informal caregivers' support** by not only providing health monitoring for their loved one, but also helping and supporting them with care tasks by means of a platform containing tutorials and guidelines, best practices (e.g. via general tutorials) and shared senior-specific information (using for example personalized videos distributed only in the

senior's caregivers circle) including also the possibility of augmented-reality/ virtual-reality tutorials that will ease their interaction in real time. This knowledge will be the basis for establishing CoME as a virtual community for informal caregivers.

- Improve **professional caregivers' support** by means of portal providing them with up to date, important information about the state and care needs of the seniors, so that they can be active actor in care task process, not only as a backup for informal caregivers (as it was defined in MyGuardian) but also monitoring seniors' daily life and activities with the aim of providing feedback to improve the seniors' lifestyle and detecting MCI risks.

- Reduce **informal caregivers care load**. This will be carried out through self-management tools that will enable seniors to take care of their-self and a match-making engine that will allow close caregivers to distribute care tasks among occasional caregivers.

CoME will offer the possibility of promoting self-management and enhancing autonomy to older adults, and at the same time it will allow carers to continue working and participating in society whilst caring for loved ones; improving care at home through disease prevention for the seniors and peace of mind for the caregivers.

3. Roadmap for dissemination and communication activities

The following roadmap has been designed to reach the dissemination and communication goals previously defined in a timely and adequate manner.

1. **Planning of Activities (M1-M8)** – During these months, partners have undertaken great efforts to determine the dissemination strategy and plan that could create more impact in CoME, i.e. the most suitable goals and audiences as well as the best messages, methods and timing to reach them. All these activities are gathered in the present document.
2. **Implementation Phase (M10-M36) –** This phase aims to produce a comprehensive set of tools (supports and channels) to diffuse key messages extracted from research results to the identified audience in a way that encourages them to factor the research implications into their work.
3. **Monitoring Activities (M12, M24, M36)** – This phase will be in charge of assessing the impact of dissemination activities. It will consist on carefully analysing, updating and adjusting dissemination activities along the project.
4. **Sustainability (M24-M36)** – As the project reaches maturity, it will be in charge of identifying and setting up the mechanisms needed to ensure persistent and long-lasting visibility and promotion of CoME outcomes.

3.1. Objectives of the document

The general objective of this document is to define and plan dissemination strategy that will be used during the CoMe project. The key objectives are:

- To define **Dissemination Goals**,

- **WHO - what are the target groups?** - to define detailed target groups – it is a very important objective due to the wide scope of CoMe is directed to seniors and the rest of actors in the care process.
- **WHAT** - **what is the main message we want to communicate?** - to describe the directions of key messages tailored to the particular target groups
- **HOW** - **through what channels and tools will we reach the target groups in the most effective way?** - to define dissemination/communication channels, tools and techniques which must be also suited to different audiences of CoME.
- **WHEN - what is the time planner for the implementation of particular activities?** – for each specific activity, an action plan will be presented.

Dissemination and communication activities will support the whole project, ensuring maximum visibility, accessibility and impact of the project activities. As gathered in this deliverable and as part of task T5.1, **tailored dissemination activities** will be designed to make the project outcomes visible and accessible to the different target stakeholder as well as ensure a successful release of the CoMe platform to the market place.

4. Dissemination Strategy

4.1. Dissemination Goals

As Description of Work states, the expected results of WP5 are:

- To plan and implement dissemination of project results
- To identify exploitation opportunities for each partner and possible joint cooperation models.

The dissemination strategy should focus on high-quality **raising awareness** of CoME and its ambition and results, in particular among the primary target groups. The experiences of the project partners show that raising awareness is not an easy task especially if the focus group members are elderly people (over 65 years of age). Very focused and attractive materials are therefore needed to be able to reach the members of the target group.

Raising awareness is associated with **promotion**, which is also a goal of a great importance. This is determined by the character of CoME, which has not only societal, but mainly market (commercial) dimension and objectives. Hence, there is a strong need to popularize and promote CoMe platform as a market service that can be very profitable to almost any kind of stakeholders just as to end-users. It should be clear that a commercial success of CoMe platform is crucial for the success of the whole project. Thus the ultimate goal is to **encourage end-users** and **potential collaborators to action** considered as using CoMe as a successful alternative to average monitoring tools or solutions.

The aforementioned goals, i.e. raising awareness, promotion and engagement to action (performed by end-users), define the dissemination strategy, including particular target groups as well as chosen methods, techniques and the scope of dissemination activities. At the same time they will allow creating networks of potential CoMe customers and possibilities of cooperation beyond Consortium in the future and thus the dissemination activities will **support the exploitation of the project results.** It will be achieved by different tools, documents and activities of the whole consortium that are described in this document in the following chapters.

We have to remember that our communication needs to be smart:

Figure 1 Requirements for communication

4.2.   Dissemination Players

PBN and UniGe, as leaders of T5.1 and T5.4 respectively, will be in charge of the leadership of the project dissemination activities following the dissemination strategy followed in this deliverable. Both of them will (i) set up the most appropriate mechanisms and tools for maximum visibility and impact, (ii) ensure that all the partners contribute to the dissemination activities, and (iii) assess the dissemination results. The following list presents in more detail each partner tasks and responsibilities for dissemination activities:

Dissemination Activities	HIB	IRBLL	UNIGE	VIGS	CON	PBN
Website	L					
Upgrade and management	C					
Constant content to update	C	C	C	C	C	C
Leaflet and posters						L
Leaflet: Content	C	C	C	C	C	C
Leaflet: Dissemination	C	C	C	C	C	C
Posters: Content	C	C	C	C	C	C
Posters: Dissemination	C	C	C	C	C	C
Social Networks			L			

Management and Update			C			
Publications			L			
Press Releases, Journal Articles, Scientific Publications, Case Studies, etc.	C	C	C	C	C	C
Events			L			
Conferences	C	C	C	C	C	C
Brokerage Events	C	C	C	C	C	C
Workshops	C	C	C	C	C	C
Contribution to External Events			L			
Presentation of project outcomes at external health care events and projects	C	C	C	C	C	C
Assessment of the project communication and dissemination activities			L			
Re-organisation of the communication and dissemination strategy			L			

Table 1 Partners tasks and responsibilities for dissemination activities

L = leader;

C = contributor;

4.3. Dissemination Target Groups

Target audience of CoME is very diverse. It is implied by the scope and the objectives of the project. On one hand, it is a societal project, which aims at improving the quality of life of older people and thus they are a natural target group. On the other hand, the project has also commercial dimension and needs to be communicated to business stakeholders interested in the solution. Although project partners are target groups by themselves reached through internal dissemination tools, the most important target groups reached are:

➢ **Primary end-users: elderly in risk of mild cognitive impairments, informal and formal caregivers.**

  o **Seniors**

    ▪ Goal: CoME monitors their daily life activities and allows them to self-manage their own health status.

    ▪ Message: Healthier lifestyle, health self-management and prevention/detection of MCI risks signals.

    ▪ Dissemination and Communication Activities (main)

- ➢ Websites

- ➢ Leaflet, poster, etc.

- ➢ Workshops and training sessions

- ➢ Press releases

- ➢ Info graphic videos

- o **Informal Caregivers**

  - ▪ Goal: CoME provides them access to a community of caregivers where they are able to receive training, exchange experiences, contact with occasional caregivers, etc. If allowed by the senior, they are also able to access to senior's health reports.

  - ▪ Message: Access to a community of caregivers where: (1) having access to trustworthy material and (2) access to occasional caregivers that allow reducing their working load.

  - ▪ Dissemination and Communication Activities (main)

    - ➢ Websites

    - ➢ Leaflet, poster, etc.

    - ➢ Social Media

    - ➢ Press Releases

    - ➢ Face to face meetings in workshops and training sessions

- ➢ **Secondary end-users:**

  - o **Formal caregivers**

    - ▪ Goal: they assess data coming from the monitoring of the senior and deliver them health reports with objectives and recommendations for health status maintenance and improvement. They are a special kind of users because they are paid by the service provider for performing these tasks.

    - ▪ Message: A tool to improve professional caregivers' support by means of monitoring senior's life patterns, activities and goals achievements.

    - ▪ Dissemination and Communication Activities (main)

      - ➢ Websites

      - ➢ Leaflet, poster, etc.

      - ➢ Social Media

      - ➢ Face to face meetings in workshops and training sessions

      - ➢ ICT and Healthcare relevant events

➢ **Tertiary end-users: institutions and private or public health/care organisations**

  o Goal: they will be affected by the use of CoME by reducing the number of hospital admissions and thus, healthcare expenditures.

  o Message: Reduce the number of care costs through a cost-effective ICT solution that allows seniors to self-manage their own health status.

  o Dissemination and Communication Activities (main)

    ▪ Websites

    ▪ Reports on results showing value-added of the service, e.g., project deliverables, peer-reviewed scientific publications of the project results

    ▪ Social Media

    ▪ ICT and Healthcare relevant events

    ▪ Mailing lists and contact databases

➢ **Commercial Partners: potential business stakeholders, service providers interested in, e.g., advertisement opportunities**

  o Goal: contribute in providing the service (CoME Plus)

  o Message: Possibility of integration with other tools and methods of care currently handled by these stakeholders and new business lines.

  o Dissemination and Communication Activities (main)

    ▪ Websites

    ▪ Reports on results showing value-added of the service and its customer base

    ▪ Workshops and training sessions

    ▪ Info graphic videos

    ▪ Mailing list and contact databases

➢ **Scientific Partners: academia interested in, e.g., opportunities of joint research on specific aspects of the CoME project**

  o Goal: evaluation of the results acquired in the project with other researchers and practitioners

  o Message: possibility of joint research opportunities and using the monitored data, after anonymization, for extraction of patterns about MCI.

  o Dissemination and Communication Activities (main)

    ▪ Websites

    ▪ Social Networks

- ICT and Healthcare events

- Scientific papers and communications

- Face to face meetings and discussions

All 5 target groups must try to be reached in order to make the project financially efficient on a long-term, also after the project closure. The main source of reaching all of them is via the website of the project. www.come-aal.eu

4.4.   Dissemination Tools and Channels

In order to successfully convey the above listed messages to the respective target audiences and reach the highest impact possible, the project consortium will refer to a tri level strategy involving (i) online and interactive tools and channels, (ii) non-electronic tools and channels and (iii) physical interactive tools and channels. By **dissemination tools** we mean all material supports used to present the content of the project to an external audience. By **dissemination channels** we mean all media through which the project results are conveyed and relayed to the target audiences.

In particular, we distinguish internal and external dissemination tools and channels, as displayed:

Dissemination Tools and Channel	Internal	External	Target Group	Purpose
Project Website: http://come-aal.eu/	■		All target groups	Raise awareness of the project and extend its main objectives and functionalities
Internal Repository: http://repo.hi-iberia.es:4540/share/page/	■		Consortium partners	Manage the progress of project tasks and synchronize work among partners
Other websites (partner websites, EC services, etc.)		■	Tertiary end-users Commercial partners Scientific partners	Raise awareness and promote the project outcomes.
Social Media (Twitter) **and Professional Networks** (LinkedIn)	■	■	All target groups	Due to the great variety of Social Media, the purpose is quite varied: - Raise awareness and let people know what we are doing in the project - Engage end-users and stakeholders to get input and feedback. - Promote project outcomes to economically, socially or

				scientifically impact.
CoME Project Events	███		Project partners Primary end-users Secondary end-users Tertiary end-users	The main tasks of project events is: - Engage end-users and stakeholders to get input and feedback. - Ease coordination among project partners - Promote project outcomes
Regular Concertation Activities with other ICT projects currently under development (see section 4.4.3.2)		███	Project partners	Facilitate the exchange of information and good practice, discuss topics of common interest to all relevant projects and possible integration of results.
Other ICT/Healthcare Related Events (see section 4.4.3.3)		███	Primary end-users Secondary end-users Tertiary end-users Scientific partners	The main tasks are: - To get engagement to action from primary and secondary end-users - To promote project results among tertiary end-users, scientific partners - To establish synergies with other initiatives having similar scope
Target publications and scientific magazines		███	All target groups	The fact of making releases in specialized magazines will allow raising awareness and promoting project outcomes tailoring the message to each specific audience.
Mailing lists and contact databases	███	███	All target groups	Mail list and contact databases will allow users to promote project results among their specific network of contacts.

Table 2 Dissemination Tool and Channels

As displayed in the table, some channels can be both internal and external: this is the case of social networks and mailing lists. In the first case, project results will be disseminated through LinkedIn, Twitter or YouTube groups created on purpose for the project (internal channel) and through external groups that can be of interest to CoME, either because they are related to ICT-

based healthcare solutions or because they belong to related initiatives and programmes (external channels).

In the case of mailing lists and contact databases, the CoME project is building the contact network inherited from MyGuardian project that will be an internal resource of the project used for targeted communications. In addition, each partner will use its own database of contacts to disseminate information on the project to their networks.

4.4.1.   Online Dissemination and Interaction

Online presence will give the project vast exposure on the web, while providing the consortium with an additional channel to share project information and materials and exchange feedback with interested stakeholders.

4.4.1.1.   *Project Website*

The **Project Web Portal** (D1.1) created and used by the CoME project (http://come-aal.eu/) is created and maintained by Hi-Iberia and it is publicly accessible.
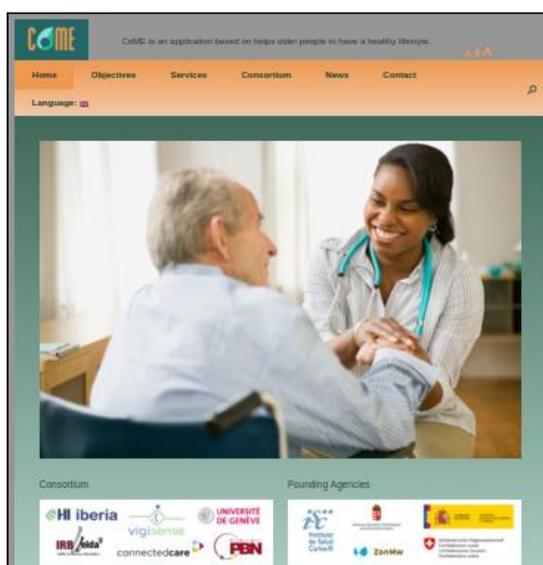
Figure 2 CoME Website

Roles

- **Public Image of the project;**
- **Information Source**: highlight project objectives, activities, outcomes and relevant updates of the project;
- **Repository of Public Deliverables**: store and make available project resources and deliverables to the general public.

Categories

- **Home** – general information about the project, logo of consortium members, logo of funding agencies, overview of latest news and link to Social Networks.
- **Objectives** – summary of main project objectives.
- **Services** – summary of main project functionalities.
- **Consortium** – specific information about the partners contributing to the project and their role in CoME.

- **News** – news about the project. Specific sub-pages will be created for each new and they will be fed with specific event-related information (pictures, proceedings, agenda, etc.)
- **Contact** – section where visitors are able to contact with the coordinator of the project and receive more information about CoME.
- **Repository** – this section and its sub-pages contain useful resources and links as well as materials related to the project (leaflet, logo, public deliverables, etc.)

Action Plan:

- Web Statistics are annually performed through Google Analytics to determine the number of visits in the web page.
- M3-M36: the website is enriched with contents, in line with the project progress and the achievement of results and it is regulated updated.
- From M36: the website is maintained beyond the end of the project lifetime by Hi-Iberia.

4.4.1.2. *Project Internal Repository*

The internal CoME project repository is located at: http://repo.hi-iberia.es:4540/share/page/. It aims to share resources and material among project partners and coordinate the work among them.

This internal project repository is based on Alfresco framework. Although it has restricted access, each CoME member has received access to it. If more accesses are required, partners can obtain access and password via the Project Coordinator.

All relevant material (documents, minutes, action lists, etc.) of the project are stored in the Project Internal Repository and the cost statements are archived by the coordinator. The archive accepts any document format including: JPG, JPEG, GIF, PNG, TIF, TIFF, BMP, SVG, HTM, HTML, ZIP, RAR, PDF, TXT, DOC, XLS, PPT, DOCX, XLSX, PPTX.

The logical structure of the archive will be the following:

- Deliverables (Final Version, officially released)
- Dissemination Material (Publications, Leaflets, etc… officially released)
- Events (Conferences, Workshops, etc)
- Important Documents (Annual Reports, Logo, Reviews, Templates, etc)
- Meetings (Agenda, Minutes, Presentations, Pictures, etc)
- WP1 Management
- WP2 Alignment of service delivery & quality of life
- WP3 Modules & Prototypes
- WP4 Validation
- WP5 Exploitation & Dissemination
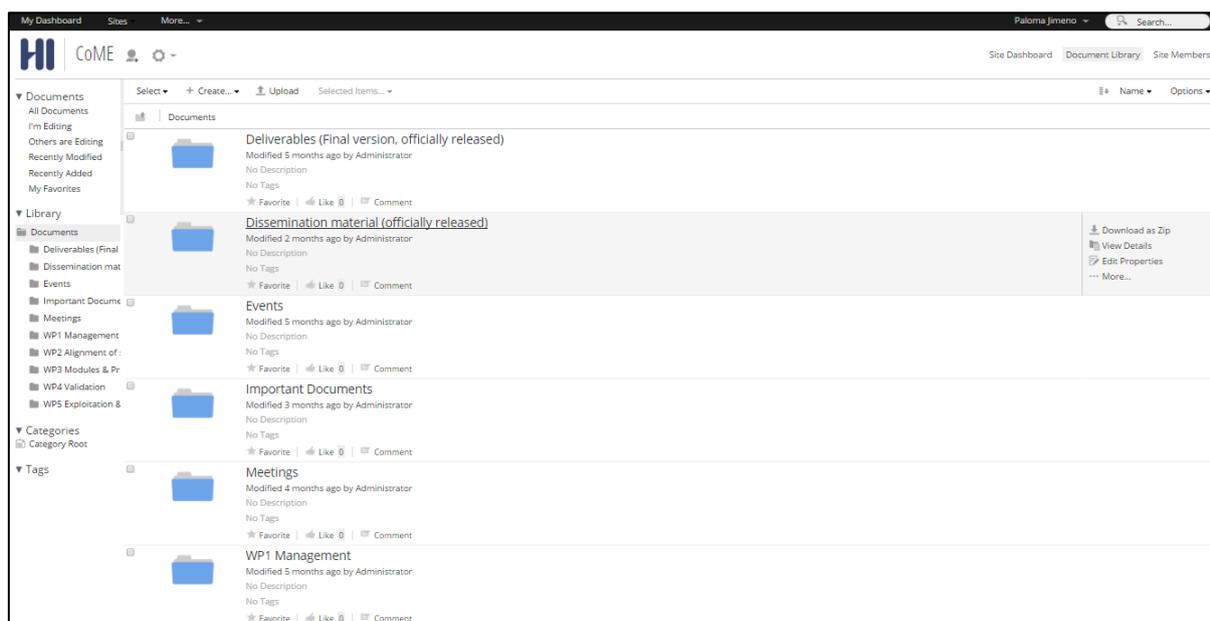
Figure 3 CoME Repository

The information stored in the Internal Repository is accessible for all Partners through a Web Interface using HTTP protocol. A weekly synchronized backup of this central project archive is maintained at the Secretariat team office, when material is electronically available. All partners will actively participate in the forwarding of electronic copies of all publications to the project office for archiving.

4.4.1.3. *External Channels*

Project results and activities will be disseminated on a series of external websites for awareness purposes. The project will also target a specific audience for a deeper understanding of the project and project specific aspects.

Important: some of the dissemination tools and channels will also be used for communication purposes.

Type	Channel	Coverage
CoME partners Websites	HIB IRBLL UniGe VIGS CON PBN	Europe
EU and EC website and social networks	Active and Assisted Living Programme	Global

	EIPonAHA	
	EU Agenda	
	Digital Agenda for Europe	
Spanish ICT research website	Planetic – Plataforma Tecnológica Española para la adopción y difusión de tecnologías electrónicas, de la información y de la comunicación	Spain
Swiss ICT research website	Digital Swiss – Digital Innovation in Switzerland	Global
Dutch ICT research website	NIRICT – the Netherlands Institute for Research on ICT Zorginnovatie.nl – overview of Dutch digital care innovations	NL
Hungary ICT research website	EIT ICT Labs in Hungary – associate partner of EIT ICT Labs.	Global
Generalist and ICT focused websites for new press releases and event promotion	Europawire 24-7 Press Release Realwire	Global

Table 3 List of external channels – preliminary list

> **Action Plan**
>
> - M9-M36: Partners will make effort to further disseminate CoME throughout their own websites and networks.

4.4.2.   Offline Dissemination

4.4.2.1.   *Project Deliverables*

A major expression of external dissemination is the production of deliverables. Over the entire project duration, CoME consortium will produce a wide range of official and public deliverables. All of them will be made available on the internal repository of the project and public ones will be also available in the public documents area of the website in order to spread the project excellence and disseminate knowledge as widely as possible.

The list of deliverables as well as their dissemination level are gathered in the table below. Public deliverables are highlighted:

No.	Deliverable name	WP	Nature[1]	Dissemination level[2]	Delivery date[3]
D1.1	**Project Web Portal**	WP1	D	**PU**	M3 →29th Febr. 2016
D1.2	Project Handbook	WP1	R	RE	M3 →29th Febr. 2016
D1.3	Annual Report	WP1	R	RE	M12→30th Nov. 2016
D1.4	Mid-term Report	WP1	R	RE	M18 →31st May 2017
D1.5	Annual Report	WP1	R	RE	M24→30th Nov. 2017
D1.6	Final Report	WP1	R	RE	M36→30th Nov. 2018
D2.1	**User Involvement Plan**	WP2	R	**PU**	M3 →29th Febr. 2016
D2.2	**User Requirements Collection**	WP2	R	**PU**/RE	M9→31st August 2016 M14→31st Jan. 2017
D2.3	**Use Cases Analysis**	WP2	R	**PU**	M6→31st May 2016
D2.4	**Ethical issues and Social Impact study**	WP2	R	**PU**	M8→31st July 2016
D2.5	**Market and Economic stakeholder analysis**	WP2	R	**PU**	M9→31st Aug. 2016
D2.6	Functional CoME requirements and Mock-ups	WP2	R/P	RE	M12→30th Nov.2016 M15 →28th Feb.2017
D3.1	Prototype 1	WP3	P/D	RE	M16 →31st March 2017
D3.2	Prototype 2	WP3	P/D	RE	M24 →30th Nov.2017
D3.3	Prototype 3	WP3	P/D	RE	M33→31st Aug. 2018
D4.1	**Validation metrics for CoME**	WP4	R	**PU**	M22→30th Sept. 2017
D4.2	**CoME User Manual**	WP4	R	**PU**	M18→31st May 2017 M25→31st Dec.2017 M34→30th Sept. 2018

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[1] Please indicate the nature of the deliverable using one of the following codes:

R = Report, **P** = Prototype, **D** = Development, **O** = Other

[2] Please indicate the dissemination level using one of the following codes:

PU = Public

PP = Restricted to other program participants (including the Commission Services).

RE = Restricted to a group specified by the consortium (including the Commission Services).

CO = Confidential, only for members of the consortium (including the Commission Services).

[3] Measured in months from the project start date (month 1).

D4.3	Technical Validation Report	WP4	R	**PU**/RE	M18→31st May 2017 M25→31st Dec.2017 M34→30th Sept. 2018
D4.4	User Acceptance Report	WP4	R	**PU**/RE	M19→30th June 2017 M28→31st March 2018 M36→30th Nov. 2018
D5.1	Dissemination Plan	WP5	R	**PU**	M9→31st Aug. 2016
D5.2	Business Model Analysis	WP5	R	RE	M33→31st Aug. 2018
D5.3	Exploitation strategy, Business Case and Draft Exploitation Grant Agreement	WP5	R	RE	M18→31st May 2017 M24→30th Nov. 2017 M36→30th Nov. 2018
D5.4	Dissemination Report	WP5	R	**PU**	M36→30th Nov. 2018

Table 4 Deliverable Overview list

> **Action Plan**
>
> - A list of key deliverables to be reviewed by the Advisory Board before the final submission to the EC will be drafted by HIB;
> - The final compressed PDF version of public deliverables are uploaded on the project website in the public access section, or in the internal project repository, depending on the dissemination level of the deliverable.

4.4.2.2. *Project Publications*

In order to broad the audience reached and meet the purpose of raising awareness as well as promoting the results of the project, the CoME Consortium commits to release tailored publications showcasing project outputs in peer-reviewed scientific journals, specialized magazines or relevant conferences, either as separate publications or, when possible, in the context of "special issues" of such journals. They will be prepared each time that the project has key findings to disseminate.

The Consortium has already identified a preliminary list of publications:

- Papers for some of the conferences mentioned in section 4.4.3.3;
- Preventive Medicine Journal - Advances in Preventive Medicine;
- ACM Transactions on Computer Human Interaction;
- IEEE Journal of Biomedical and Health Informatics;
- Elsevier Computer and Graphics, Elsevier Computers and Education, Elsevier Cognition;
- Emerald Journal of Assistive Technologies, Emerald Information Technology&People;
- Journal of Information Technology;
- Springer Pervasive and Ubiquitous Computing;
- Pervasive Health conference proceedings

- Persuasive Technology conference proceedings

Action Plan

- Over the project duration, partners commit to release at least 5 publications;
- Each time they identify one interesting Call for papers/articles they wish to apply to, the partners are invited to complete the internal online table to provide information on;
- Before submitting a scientific publication, partners are invited to send a draft version to the consortium members.
- Along the project life, CoME consortium will decided if they take part of the **Pilot on Open Research Data**, sharing all its scientific publications in the Open Access Infrastructure for Research in Europe (OpenAIRE) under "Green" open access.

4.4.3.   Physical Interactive Dissemination

4.4.3.1.   *Project Events*

Project events will come as a dissemination support tool. They will help spreading the project outputs to the respective target audiences, facilitate valuable feedback from respective stakeholders and provide ground for discussion and brainstorming.

- **Training activities and workshops with stakeholders**

As the project gets maturity, different training activities and workshops will be organized with possible local stakeholders (primary, secondary and tertiary end-users) to show them the functionalities of CoME and how it works.

- **Internal workshops**

Every six months, internal workshops will be held as a way to keep consortium members up-to-date about the advances in the progress of the project.

Action Plan

- After the delivery of the second prototype, M24, training activities at local and consortium level will be organized.
- At least, **two training activities and workshops with stakeholders** are envisaged by the project.
- At least, **6 internal workshops** will be organized among partners of the consortium.

4.4.3.2.   *Regular Concertation Activities with other ICT projects currently under development*

Members of the consortium will participate in regular concertation activities with other ICT projects currently under development that will be organized to facilitate the exchange of information and good practice and to discuss topics of common interest to all relevant projects. Participants at such events are expected to be the lead users, thus having a great interest in project's topic and outcomes. In this way the project's information can be distributed to a broad but highly relevant ICT audience that could be used as contact point to come into new markets. Some of these events are:

- **General Assembly meeting of AAL ANIMATE project**, where ICT and e-learning experts works in the development of a platform for knowledge exchange among people retired or close to retirement and young people.
- **General Assembly meeting of AAL Brain@Home project,** a project that aims to create games for elderly people to help them keep their brain fresh and active and not to lose their memory.
- **General Assembly meeting of H2020 WellCo Project** where the focus is on development of lifestyle assessment and change services leveraging individualized health risks assessment models (HIB, UNIGE)
- **General Assembly meeting of Stanford SPADA Seed Grant Project** (USA), focusing on ambulatory assesment of   sleep patterns leveraging mobile and wearable technologies (UNIGE)
- **General Assembly meeting of Swiss consortium of "Geneva Smart Lab"** focusing on ICT enabled services for behavior assessmemt of populations at large (UNIGE)
- **General Assembly meeting of AAL MedGUIDE** project, where seniors with dementia are supported in improving medication adherence and reducing side effects (CON).
- **General Assembly meeting of AAL FairCare** project, a project that develops a franchise model-based digital platform for matching seniors and service providers in a community setting (CON).

Action Plan

- Consortium partners commit to bring CoME outputs and results to other project currently under development where they participate.

4.4.3.3.   *Participation in external events*

This channel of dissemination will be used to facilitate knowledge sharing, personal interaction, and community building with targeted audiences from the EU during ICT/healthcare events, trade fairs and exhibitions. CoME partners will use their participation in external events as an additional opportunity to establish synergies with other initiatives having similar scope in order to avoid duplication of effort and save resources.

In addition, in the last phases of CoME as well as after project end, participation in external will serve as an efficient tool to promote project outcomes and share achievements with potential clients and stakeholders.

Some of the events targeted by the project are:

Name of Event	Date	Venue
AAL Forum 2017	n/A	Portugal
AAL Forum 2018	n/A	n/A
IEEE Wireless Health Conference Conference	November 7-9, 2017	n/A

Health Week in Szombathely	September 2017.	Szombathely, Hungary
11th World Congress on Neurology and Therapeutics	March 27-29, 2017	Madrid, Spain
5th International Conference on Brain Disorders and Therapeutics	November 6-8, 2017 Madrid, Spain	Madrid, Spain
AAL Infoday	10.03.2017	Budapest, Hungary
2nd International Conference on Hypertension & Healthcare	September 11-13, 2017	Amsterdam, Netherlands
7th International Conference on Geriatrics & Gerontological Nursing	September 4-5, 2017	Edinburgh, Scotland
International Conference of the International Society for Quality of Life Research	October 2017	Pennsylvania, PA, US
Health Valley Event 2017	March 9, 2017	Nijmegen, Netherlands
Health Valley Event 2017	March, 2018	Nijmegen, Netherlands

Table 5 Possible events for CoME

Action Plan

- Project partners will update the previous list with inputs on additional interesting meetings they identified;
- Partners inform and provide details on their planned participation to future events to UniGe;
- After each external event they contribute to provide a short summary about the event to HIB and UniGe, and, if relevant, a new is posted in the CoME website.

5.   Communication Chart

5.1.   Objectives of the communication activities

In support to target dissemination activities, broad **communication actions** will be undertaken to promote project objectives, activities and findings in a clear and intelligible way to the audience defined in section 4.3.

UniGe will carry out the leadership of the project communication activities following the dissemination strategy described in above section. UniGe will set up the most appropriate mechanisms and tools for maximum visibility and impact ensuring that all partners contribute to communication activities and assess the communication results.

5.2.   Communication Tools and Activities

To reach the target groups defined in section 4.3, a set of modern communication tools and channels will be produced and used. Please note that some of them will also be used for dissemination purposes.

Just like happened with dissemination tools and channels in section 4.4, communication tools and channels will differ depending on the audience to be reached and the message to be transmitted:

Communication Tools and Activities	Target Group	Purpose
Logo and Graphic Identity	All target groups	Project identity and highly recognizable branding.
Media Kit – leaflet, poster, etc.	All target groups	Promotion of project results and objectives.
Info graphic Videos	Primary end-users Secondary end-users Tertiary end-users Commercial Partners	Raise awareness and promote the project outcomes.
Website - http://come-aal.eu/	Raise awareness of the project and extend its main objectives and functionalities	- Raise awareness of the project and extend its main objectives and functionalities
Social Network	All target groups	Due to the great variety of Social Media, the purpose is quite varied: - Raise awareness and let people know what we are doing in the project - Engage end-users and stakeholders to get input and feedback. - Promote project outcomes to economically, socially or scientifically impact.
Press Releases	All target groups	The fact of making releases in specialized magazines, blogs, etc. will allow raising awareness and promoting project outcomes tailoring the message to each specific audience.

Table 6 Communication Tools and Activities

5.2.1. Name, Logo and Graphic Identity

A graphic identity (colours and general graphic) has been created for CoME in order to perform a highly recognizable branding.

The full name of the project is: **"Caregivers and me"**

The short name is **CoME**.

The full name is to be always followed by its short name in brackets, that is: Caregivers and Me (CoME).

The exceptions are when preparing:

- typical *marketing* materials in the later stage of the project to support exploitation of the platform when short, simple and catchy words and text should be used to attract attention of potential clients and collaborators,
- materials targeted at elderly when "old age" wording is not necessary the most appealing collocation.

The full name of the project should be used especially when writing about the project for the first time in a document (unless it is specifically listed in the list of acronyms/abbreviations). After, it is advisable to refer to the project by using its short name.

The following logo has been developed in an early stage of the project:

Figure 4 CoME Logo

Based on the same colour palette, fonts and logo, a **set of templates** have been designed. The template ensure that the CoME visual identity is consistent through the duration of the project. The set of templates include:

- A template for project deliverables;
- A template for project Power Point presentations;
- A template for CoME agenda;
- A template for CoME milestones;

Action Plan

- Hi-Iberia designed a draft project logo and visual identity and designed the set of templates at M1;
- Partners approved the project logo and visual identity before it was used for any project communication purpose, and approved the different templates;

- Hi-Iberia uploaded the templates to the internal repository so they are accessible to all partners.

5.2.2.   Media Kit

A kit of promotional materials of the project is being developed and distributed through various mass media channels for publicity use. This media can be, among other things, leaflets, posters, brochures. Their main aim is raising awareness, but they are also an important means of disseminating project objectives and deliver many details on how to get more information about a project. They should be eye-catching and make people seek for more information themselves.

5.2.2.1.   *Leaflet*

Figure 5 Leaflet for CoME

Action Plan

- Poster and brochure will be created later on during the project in support to specific tasks and activities;
- Electronic version of the media kit is uploaded in the internal repository of CoME;
- Partners send electronic copies to relevant contacts in order to raise initial awareness on the project.

5.2.3. Info graphic videos

Easily shared on the web and displayed on wide screens at events, info graphic videos are also a very effective way to communicate. Two short videos (<5 min) CoME videos will be produced: one at the middle of the project to promote the projects objectives and functionalities; and one at the end to summarize the main outcomes of the project. They will be shared and used as much as possible by all partners.

Action Plan

- Two videos at M18 and M34 containing visually engaging info graphics in order to simplify complex messages to viewers;
- Partners will validate the content of the infographics;
- Partners will distribute the infographics among the CoME network of contacts, and uploads it into the project website so that they remains accessible to the general public and on YouTube for maximum visibility;
- Partners promote these videos through their respective channels;

5.2.4.　Website

The project website is intended to serve as a main dissemination as well as communication tool. It is used as a gateway to diffuse project information as widely as possible. The website includes multimedia content and informative pages presenting the CoME partnership, concept, objectives, services and activities.

For more details, see section 4.4.1.1.

5.2.5.　Social Network and Social Media Strategy

The project social media strategy will help increase the project impact and relay information as widely as possible. Considered as powerful interactive media tool, they will serve as a platform to discuss, comment, consult and suggest research and establish contact with stakeholders at different levels.

The CoME social presence will include:

- **Twitter Account:** https://twitter.com/bCoMEQuantified
- **Facebook** (in progress)
- **YouTube** (when infographics are created)

5.2.6.　Press Releases

Press releases are used to create awareness about the project. This method is not too expensive and ensures that all target groups are reached – making releases in general and specialized magazines, newspapers, blogs, etc.

For more information, see section 4.4.2.2.

6.　Conclusions

This deliverable aims to set the basis for the dissemination strategy of CoME as well as the communication tools and activities needed to perform this strategy. This document creates a reference framework over which guiding the dissemination activities performed in T5.1 and T5.4 of the project work plan.

After determining the target audience to be reached by this dissemination strategy, different purposes, messages and methods and communication tools have been designed for each of them. Initially, the dissemination strategy will focus on raising awareness in the project while, at project end, this purpose will be driven to a more promotional approach with the aim of sharing with target groups the results of CoME.

In order to evaluate the impact of dissemination activities, different action plans have been defined for each dissemination tool. This evaluation, together with the updates and adjustments of the dissemination activities drafted here, will be gathered in the final version of D5.4 Dissemination Report.