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PROJECT N°: AAL-2014-127

D5.4 Dissemination Report

Start Date of Project : 01/12/2015

Duration : 36 months

PROJECT FUNDED BY THE AAL JOINT PROGRAMME	
Due date of deliverable	M36 – Second Iteration
Actual submission date	Feb 2018 (M27)
Organisation name of lead contractor for this deliverable	UNIGE
Author(s)	UNIGE
Participant(s)	HIB, IRBLL, VIGS, CON, PBN
Work package	WP5
Classification	PU
Version	2.0
Total number of pages	32

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1. Introduction

CoME is a service that facilitates health self-management activities for seniors interested in minimizing their risk of Mild Cognitive Impairments (MCI), and the service also enables interaction of different actors involved in the self-management activities, i.e., the seniors, and their informal caregivers and formal caregivers. Given this interrelation and leveraging the data obtained through wearable devices from the senior, patterns about the senior's daily activities and his lifestyle could be detected. In the platform all the actors will find reliable information about ageing and important aspects in chronicity, especially those topics related to prevent MCI.

To ensure the success of the CoME service is fundamental to expose the project to different types of stakeholders from early on to 1) receive feedback on the progress and further tailoring of the needs and expectations of the all the stakeholders and potential service users 2) to disseminate the project by raising the awareness of the potential users about its existence.

2. Dissemination Topics and Contents

Project consortium agreed upon the following deliverables for the public dissemination (*i.e.*, denoted in the table as “PU”). Some of the components of the deliverables are disseminated only at the consortium level (“CO”). RE (restricted) deliverables have public, as well as consortium-only components (PU/CO).

Del. no.	Deliverable name	from WP no.	Nature/type of deliverable	Dissemination level (Public or restricted)	Delivery date (project month)
D1.1	Project web Portal	1	Development	PU	M3
D1.2	Project Handbook	1	Report	RE	M3
D1.3	Annual Report	1	Report	RE	M12
D1.4	Mid-term Report	1	Report	RE	M18
D1.5	Annual Report	1	Report	RE	M24
D1.6	Final Report	1	Report	RE	M36
D2.1	User involvement plan	2	Report	PU	M3
D2.2	User Requirements collection	2	Report	PU	M9, M14
D2.3	Use Cases Analysis	2	Report	PU	M6
D2.4	Ethical issues and Social Impact study	2	Report	PU	M8
D2.5	Market and Economic stakeholder analysis	2	Report	PU	M9
D2.6	Functional CoME requirements and Mock-ups	2	Report/Prototype	RE	M12,M15
D3.1	Prototype1	3	Prototype/Development	RE	M16
D3.2	Prototype2	3	Prototype/Development	RE	M24
D3.3	Prototype3	3	Prototype/Development	RE	M33
D4.1	Validation metrics for CoME	4	Report	PU	M22
D4.2	CoME User Manual	4	Report	PU	M18, M25, M34
D4.3	Technical validation report	4	Report	PU	M18, M25, M34
D4.4	User acceptance report	4	Report	PU	M19, M28, M36
D5.1	Dissemination plan	5	Report	PU	M9
D5.2	Business model analysis	5	Report	RE	M33
D5.3	Exploitation strategy, Business Case and Draft Exploitation Grant Agreement	5	Report	RE	M18, M24, M36
D5.4	Dissemination report	5	Report	PU	M36

Table 1 AAL CoME List of Deliverables (1)

3. Target Groups and their Dissemination Activities

CoME project considers the following target groups and the following dissemination activities related to these groups:

- **Primary end-users: worried elderly in risk of mild cognitive impairments, informal and formal caregivers.**
 - **Seniors**
 - Goal: CoME monitors their daily life activities and allows them to self-manage their own health status.
 - Dissemination Activities (main)
 - Websites
 - Newsletters and flyers (electronic or in-print)
 - Brochure for recruiting purposes
 - Face to face meetings with demonstration of the service
 - Distribution of the service in Android/iPhone stores
 - Showcases in places where seniors are usually present
 - **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.
 - Dissemination Activities (main)
 - Websites
 - Newsletters and flyers (electronic or in-print)
 - Face to face meetings with demonstration of the service
- **Secondary end-users:**
 - **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.
 - Dissemination Activities (main)
 - Websites

- Newsletters and flyers (electronic or in-print)
- Face to face meetings with demonstration of the service
- **Tertiary end-users: insurance companies and private or public health/care organisations**
 - Goal: they will be affected by the use of CoME by reducing the number of hospital admissions and thus, healthcare expenditures.
 - Dissemination Activities (main)
 - Websites
 - Reports on results showing value-added of the service, e.g., project deliverables, peer-reviewed scientific publications of the project results.
 - Face to face meetings with demonstrations
- **Commercial Partners: service providers interested in, e.g., advertisement opportunities**
 - Goal: contribute in providing the service (CoME Plus)
 - Dissemination Activities (main)
 - Websites
 - Reports on results showing value-added of the service and its customer base
 - Face to face meetings and discussions
- **Scientific Partners: academia interested in, e.g., opportunities of joint research on specific aspects of the CoME project**
 - Goal: evaluation of the results acquired in the project with other researchers and practitioners
 - Dissemination Activities (main)
 - Websites
 - Scientific papers and communications
 - Face to face meetings and discussions

4. Websites

There is a project website <http://come-aal.eu/> (hosted by HIB), available in English, Spanish, French, Hungarian and Dutch. This project web page has suffered a re-design with a totally new look and feel, as well as more dynamic information



Figure 1 AAL CoME Website (older – left; redesigned mid 2017 – right) (2)

The new project web site contains different sections:

- Project objectives and service description.
- Services, providing detailed information about functionalities proposed.
- Consortium, including a brief description of each of the partners.
- News, with all the news related with the project constantly updated.

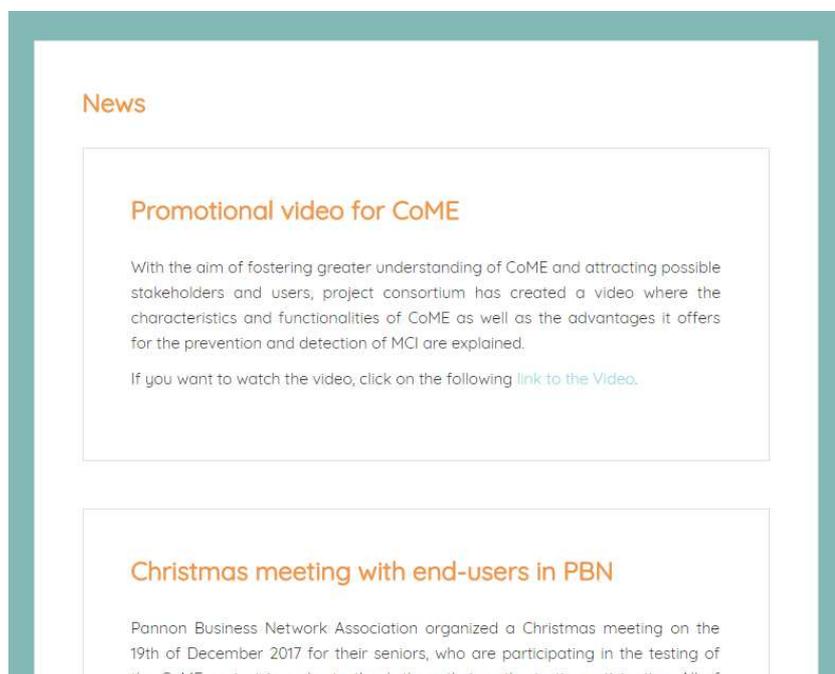


Figure 2 News section of CoME web page

- Publications, with references to the public deliverables produced in the project, promotional videos, presentations or scientific publications related with the project research lines.

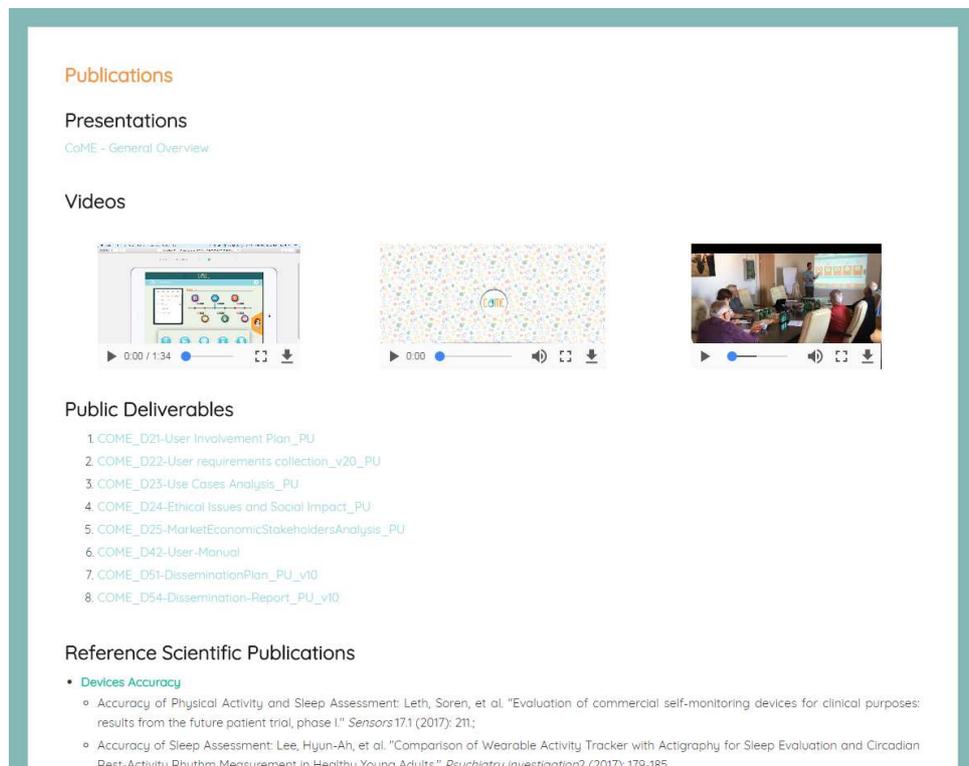


Figure 3 Publications section of CoME webpage

- Contact, with a form where everybody could obtain information of the project.
- Private area, consisting in a link to the Internal Project Repository where all the information regarding documentation, deliverables and meetings is stored.

Moreover, now than Prototype 2 has been already delivered, the Android application creating for the Tablets is now accessible from the Home page:

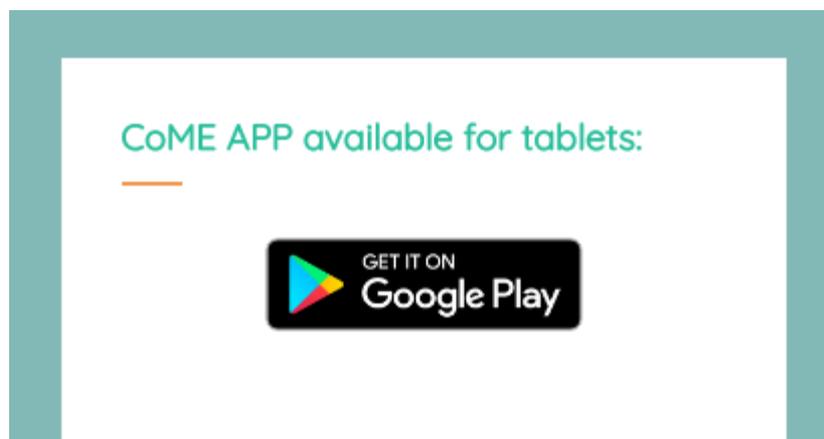


Figure 4 CoME app could be downloaded from project webpage

As well as a link to the project social networks such as Twitter account or YouTube channel:



Figure 5 CoME social networks available from the project web page

Also the possibility to subscribe to a project newsletter is now available, where you could receive information about the news of the project:

The image shows a newsletter subscription form. It features the heading 'Newsletter' in teal, followed by a horizontal line. Below this is the label 'Email *' and a large, empty white text input field. At the bottom of the form is a teal rectangular button with the word 'Subscribe' written in white. The form is flanked by two vertical teal bars.

Figure 6 CoME project Newsletter subscription

The project website is compliant with all the dissemination requirements including a reference to the Project number and to the different National authorities that are funding the project.

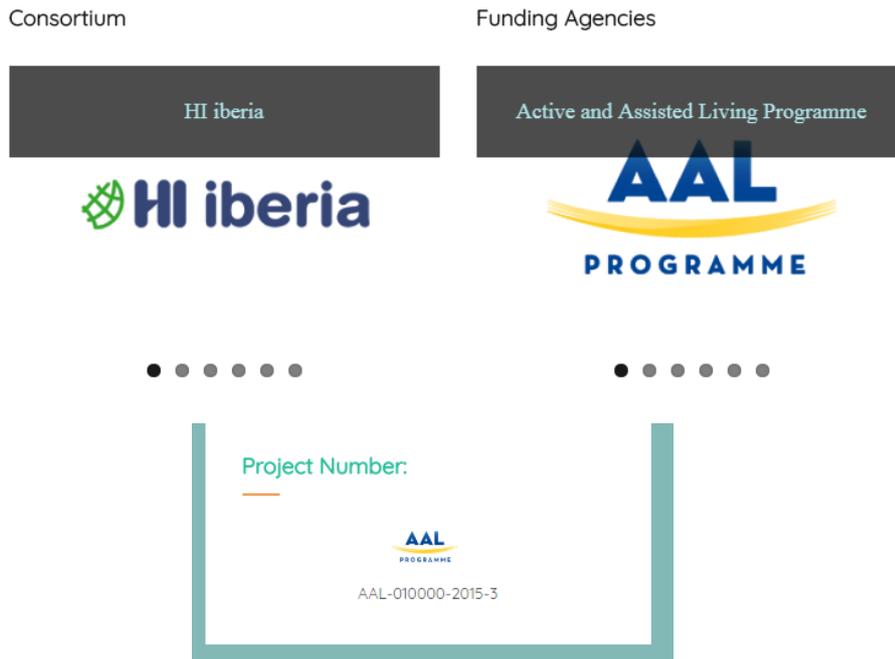


Figure 7 Reference to Funding Agencies and Project number

Moreover the website is compliant with accessibility issues including a specific link in order to optimize the look and feel to your needs:

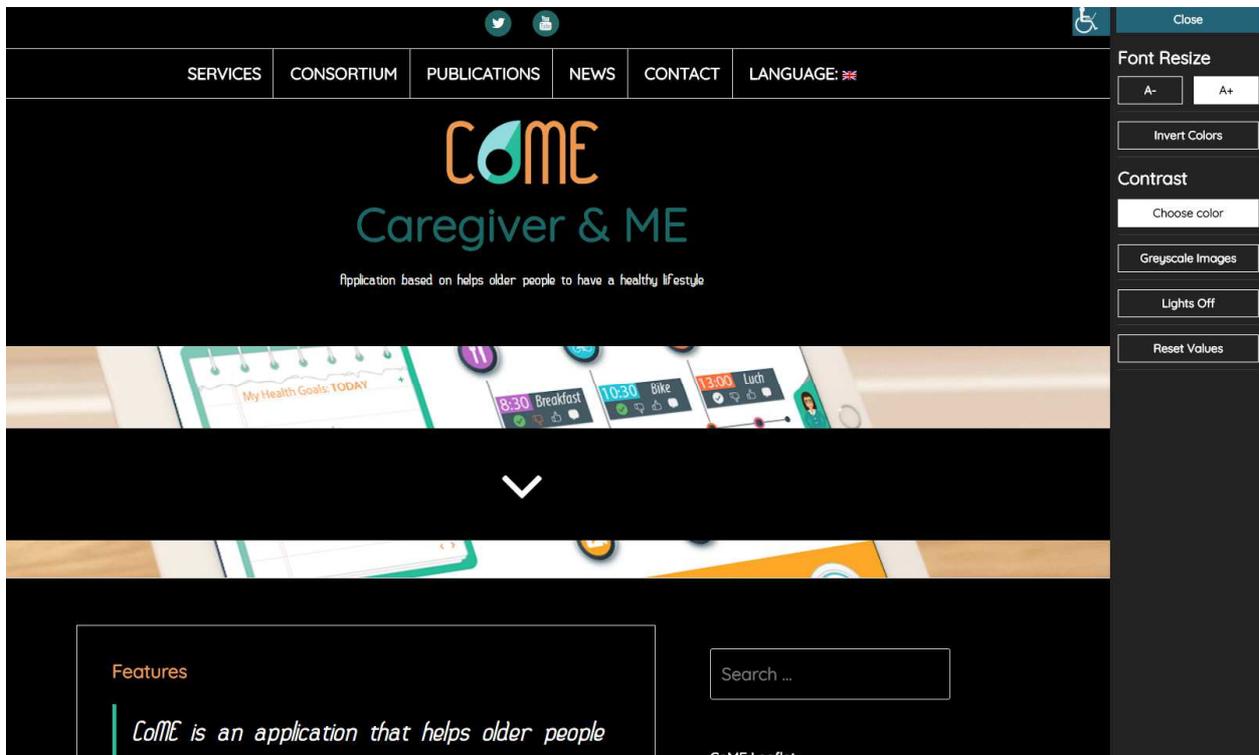


Figure 8 CoME web page compliant with accessibility

Each individual participant has also a specific website dedicated to the CoME project. The screenshots of the websites of HIBERIA, UNIGE, IRBLL, PBN and VIGS are given below.

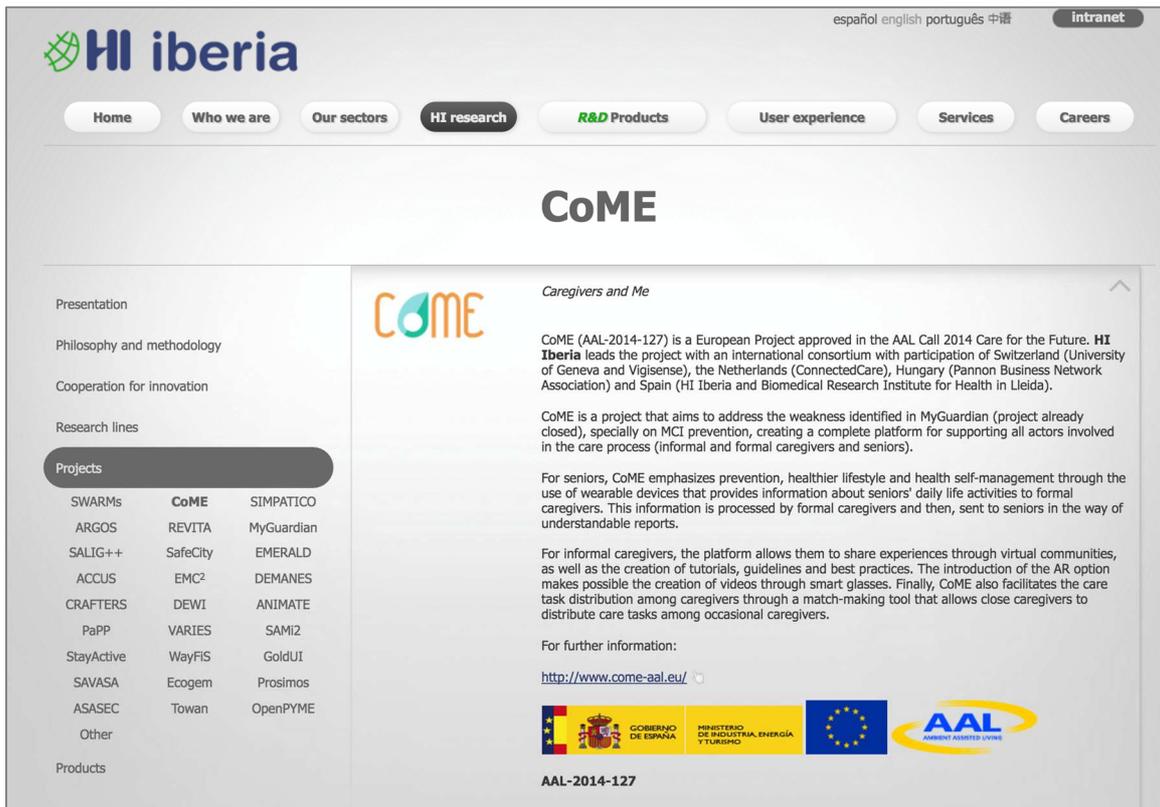


Figure 9 Screenshot of Hi-IBERIA website (3)



Figure 10 Screenshot of UNIGE website (4)



Figure 11 Screenshot of IRBLLeida website (5)

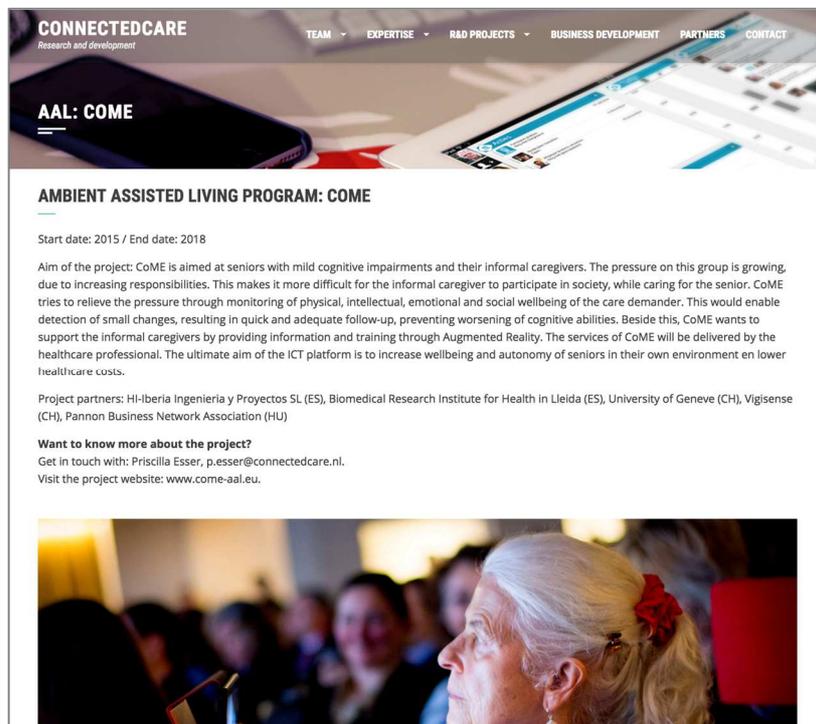


Figure 12 Screenshot of CON website (redesigned mid 2017) (6)



Figure 13 Screenshot of VIGS website (7)



Figure 14 Screenshot of PBN website (8)

5. Project Meetings

CoME consortium has had planning the following meetings along the execution of the project:

- 14th Dec 2015: Kick-off (with a press release), Hosted by HIB in Madrid (Spain)
- 29th and 30th June 2016: Technical meeting, Hosted by CON in Arnhem (The Netherlands)
- 29th and 30th Nov 2016: Technical meeting, Hosted by PBN in Szombathely (Hungary)
- 28th and 29th June 2017: Mid-term review and Technical meeting, Hosted by EC
- 20th and 21st November 2017: Technical meeting, Hosted by IRBLL in Lleida (Spain)
- 20th, 21st and 22nd February 2018: Mid-term review and Technical meeting, Hosted by HIB in Madrid (Spain)



Figure 15 CoME Technical meetings

At all the meetings, the participants from all the partner sites are present, discussing in details the project progress so far and future steps planned to ensure the success of the project.

6. Online Press

The online press news relates to the CoME activities and they are carried by end-users and SMEs. So far, IRBLLeida has disseminated the results via channels like: Lleida, Ciutat de Lleida, La Mañana, Segre (2), Catalonia News, La Vanguardia, Vilaweb, Hola Lleida

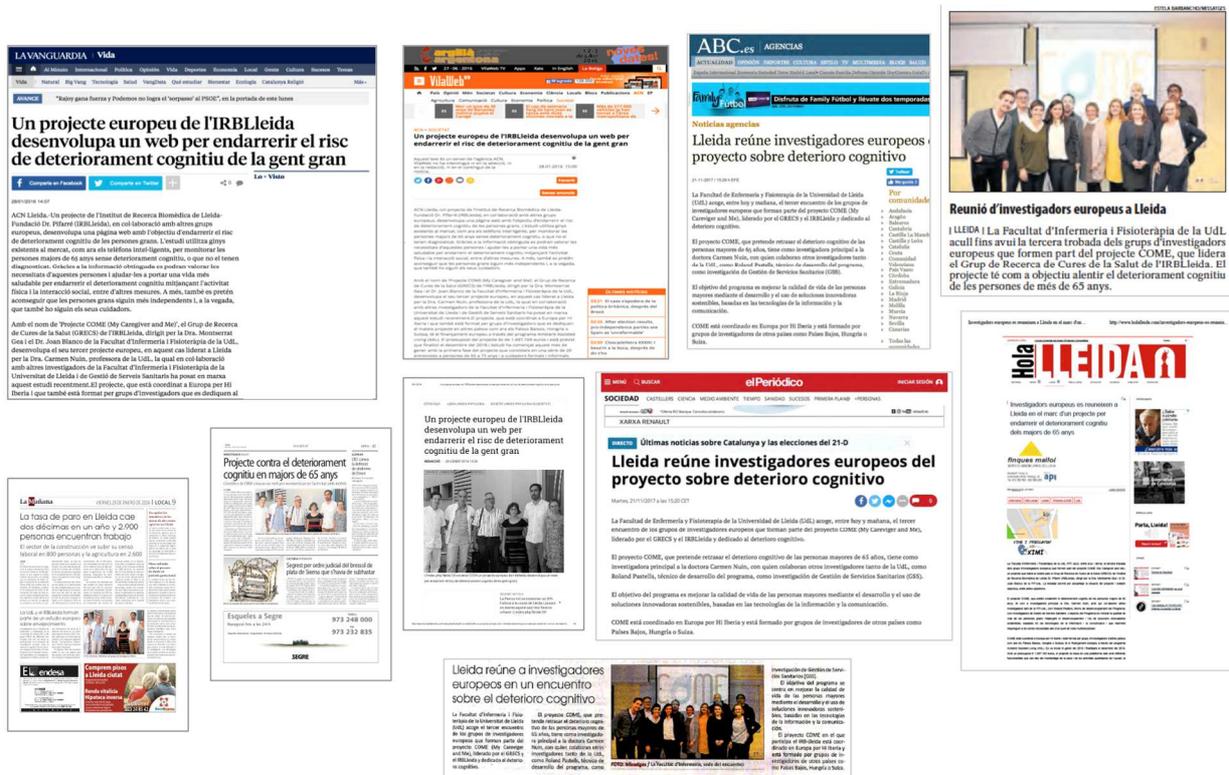


Figure 16 Online press news related to CoME (selection)

7. Social Networking Presence

AAL CoME is being disseminated on Twitter via UNIGE (@bCoMEQuantified; <https://twitter.com/bCoMEQuantified>) as well as on Youtube – also via UNIGE (https://www.youtube.com/channel/UCohPE4xXEDXLc0T_I1cl-7g/videos).

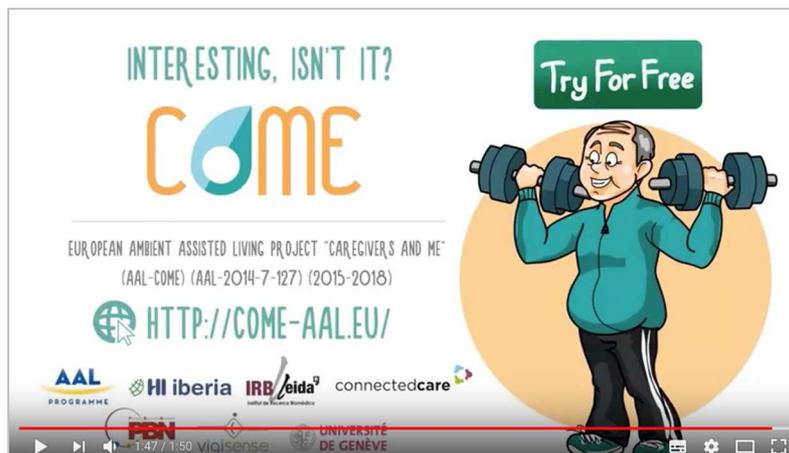
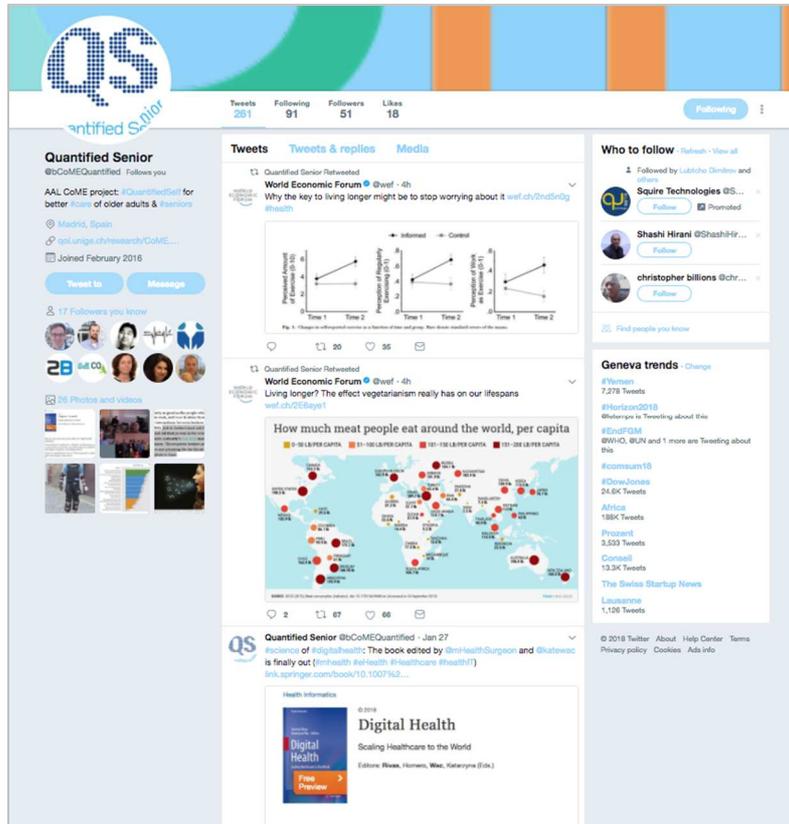


Figure 17 CoME Twitter and YouTube pages (9)

A link to the CoME Twitter page has been created within the CoME project webpage:

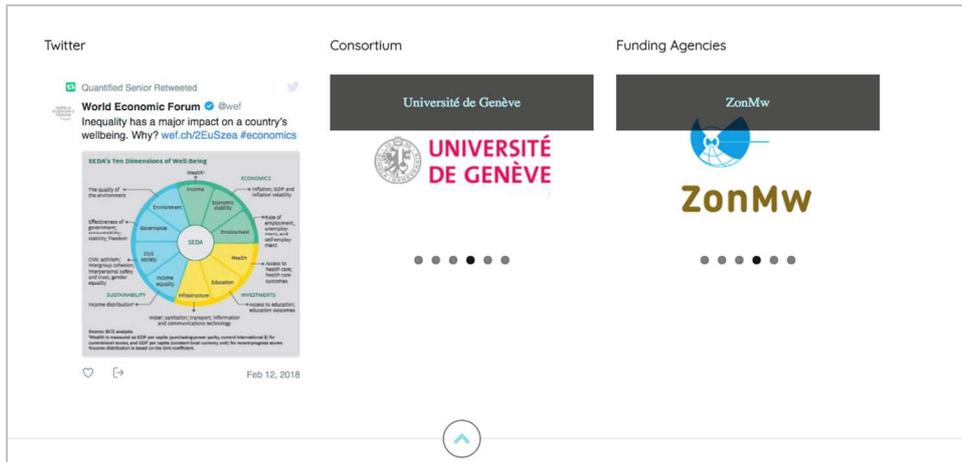


Figure 18 CoME Twitter embedded in the CoME Website

8. Project Leaflets

CoME has released its own leaflet, first targeting potential user requirements study participants in end 2016. All leaflets are published at the CoME web page, distributed through mail to the clients and partners of all the consortium members, as well as printed and brought to the major venues (including the AAL events and the AAL Forums), where the project representatives meet potential end-users and other stakeholders.



Figure 19 CoME leaflets (from older (top) to newer (bottom))

Additionally there is a poster prepared by CON as follows



Figure 20 CoME poster (by CON)

9. End-user Targeted Dissemination

IRBLI has been disseminating CoME specifically to its potential end-users via the following channels: talks and meetings with end users.

➤ **Meetings and Discussions with end-users**

- Unit of Cognitive Disorders – IRBLI, HSM–GSS, Spain

- Director of Primary Care for the sanitary region of Lleida
- Head of the nursing care area and continuity of care of Lleida
- Primary healthcare centres of HSM-GSS, Mollerussa and Oliana

➤ **Talks**

- 13.4 Seminar “Les TICs com a element d’humanització de les cures en salut”, Faculty of Nursing and Physiotherapy. University of Lleida, Spain
- “La percepción de las personas mayores en relación al uso de las TICs en la gestión de la salud. Proyecto CoME”, VI Jornada d’Infermeria i Fisioteràpia, April 2017



Figure 21 An event contributed to by IRBLL

- “Uso de la tecnología en la prevención del deterioro cognitivo en personas mayores. Proyecto CoME”
- IX Presentation day of Research Works (RETREAT) (Institute for Biomedical Research in Lleida) - Scientific Event conference / Internet Global Presence, Partners, clients and company partners’ network
- The CoME Project Workshop 3: “Patient Education, Empowerment And ICT Health, Education And Quality Of Life. 1st International Congress, Gesec, 26, 27, 28 October, Spain Lleida
- 2017: End-user participation workshops (photo)



Figure 22 End-user workshop at the premises of IRBLL

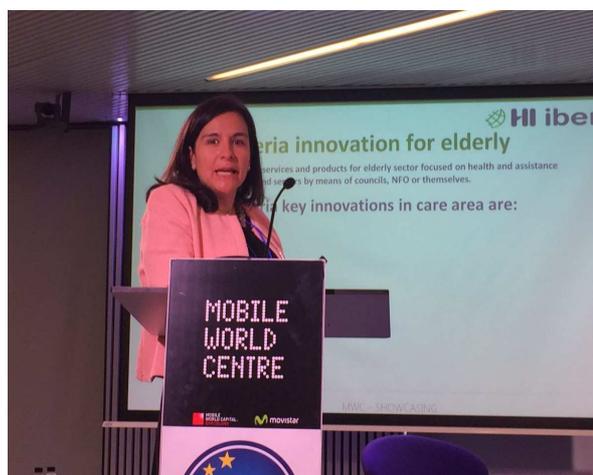
10. Commercial Dissemination

HIB, CON, VIGS and PBN are actively disseminating the project towards shaping its business model and assuring acceptance and uptake upon its upcoming commercial phase.

HIB has disseminated CoME via the following events

- 2.2016: Mobile World Congress, Barcelona
- 2.2016: ECHAlliance 'Digital Health & Wellness Summit'
- 3.2016: Meeting with Securitas AB
- 7.2016: Madrid City Council meeting
- 9.2016: ICT Proposers' Day 2016 in Bratislava
- 10.2016: Artemis Technology Conference 2016 including H2020 Pre-brokerage

Figure 23 Mobile World Congress 2017 Talk (HIB)



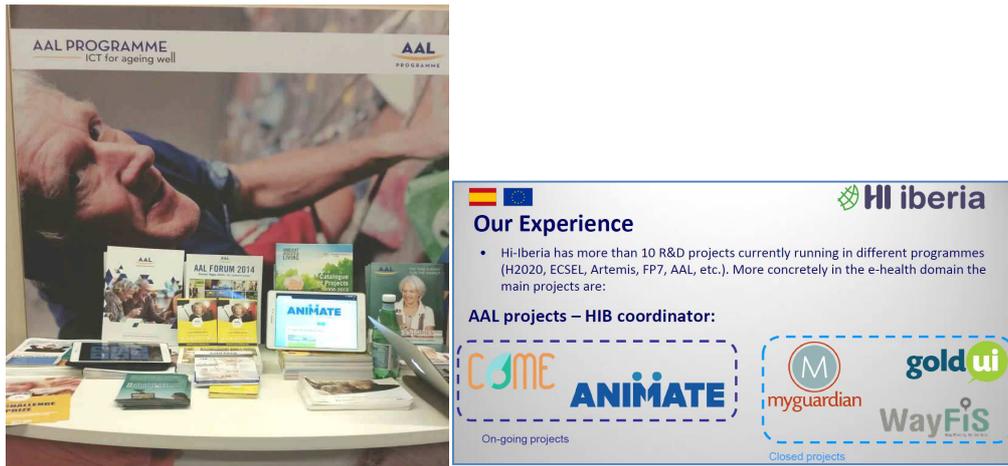


Figure 24 AAL CoME Presentations and Materials (HIB)

There are specific dissemination activities by HIB that took place at the European Commission level and national (Spanish) level, as follows.

- 5.10.2016: Webinar about contributing to the development of knowledge for personal user experience, building on current results of European Innovation Partnership on Active and Healthy Ageing (EIPonAHA) (poster below)
- 5.10.2016: Webinar on “Adherence terminology and Taxonomy for EIP on AHA” organized by Action Group A1 “Prescription and adherence to medical plans”
- 24.02.2017: Conference about “Cooperation for European Innovation in Active and Healthy Ageing and its impact in Spain”

European Innovation Partnership on Active and Healthy Ageing

Action Group C2 Meeting

Renovating and moving on

October 5th, 2016
10.00-16.30 CEST - Brussels, Avenue de
Beaulieu 33, European Commission



Participant List 5 October 2016		
Name and Surname	Organisation	Subgroup
Ramón Sanmartín Sola	European Commission	AG C2 Liaison Officer
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Marisa Picornell Elizalde	Atenzia	C2.3
Claire Champeix	Eurocarers	to be decided
MERCEDES GOZALBO MESTRES	QUIRONSALUD – IDCsalud Holding SLU	C2.3 (coordinator)
Karina Marcus	AAL Programme	C2.2 and/or C2.5
Gottfried Zimmermann	Stuttgart Media University	C2.3 (coordinator)
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Pilar Sala	Universidad Politécnica Valencia - ITACA	C2.2 (coordinator)
Giorgos Kostopoulos	Gluk Advice BV	C2.3
PABLO COCA VALDES	CTIC-CENTRO TECNOLÓGICO	C2.2
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Brita Gjerstad	International Research Institute of Stavanger (IRIS)	C2.3
Zsuzsanna Bodi	European Network of Living Labs	to be decided
Maria Swinkels	Noord-Brabant Province	C2.3
Elisabeth Thienemann	Europe Active	to be decided
Rita Valadas	Santa Casa Misericordia de Lisboa	to be decided
Natalia Allegretti	Funka	AG C2 SSM
Javier Ganzarain	Innjoy	AG C2 Promoter
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Paloma Jimeno	HI-iberia	C2.3 REMOTELY
Juan Montalvá	UPM	C2.3 REMOTELY
Sebastiaan Peek	Tilburg university	C2.3 REMOTELY

Figure 25 EIPonAHA 2016 Meeting participation by HIB



Figure 26 EIPonAHA 2017 Conference participation by HIB

Moreover along 2017, HIB initiate commercial meetings with strategic partners:

- Several meetings with the Head of Health Apple applications in Spain (Iván Peña)
- Several meetings with the Head of Social Care of Domusvi (Auxiliadora Galán)

PBN has disseminated CoME via the following events

- 11.3.2016 Hungarian AAL Info day in Budapest, HU, 25 participants
- 1.3.2017 presented at the AAL STAGE project kick-off
- 31.3.2017 presented at the AAL Brain@Home project kick-off
- 6.4.2016 presented at ERUDITE (interreg) NEW project partnership
- 7.6.2016 Annual forum of the Pensioner's Union of County Vas, app. 40 participants
- 26-27.10.2016 Annual AAL forum in St. Gallen (Switzerland) with flyers (around 250 participants)
- 10.3.2017 AAL Info day in Budapest, app. 20 participants
- 02.05.2017: presentation of CoMe for Scandinavian stakeholders at PBN. 5 participants (photo)
- 18.05.2017: meeting with end users in the PBN office (photo)
- 01.06.2017: Project liaison with ERUDITE (Interreg Europe)
- Sep-Oct 2017: meeting with end users in the PBN office and via Pálos Károly social centre, and Retired Federation of Vas County (Hungary)
- 27.10.2017 Annual AAL forum in Coimbra (Portugal) with flyers (around 300 participants) (photo)
- 18.12.2017: Christmas meeting with end users in the PBN office
- 01.05.2018: Project liaison with DigitalLife4CE (Interreg Europe)



Figure 27 Scandinavian-Hungarian collaboration workshop participation by PBN



Figure 28 End-user workshops at the premises of PBN



Figure 29 AAL Forum participation by PBN and UNIGE

CON has disseminated CoME commercially via the following events

- 17.3.2016 Health Valley, NL, 750 participants
- 7.4.2016 ACA congress “Verouderen met veerkracht”, Vrije Uni., NL, 150 participants
- 12-14.4.2016, trade mission to Nuremberg/Munich, 100+ participants
- 8.6.2016, eHealth week, Amsterdam (CoME mentioned)
- 22.6.2016 Symposium Promoting the Quality of Life for People with Dementia and their Caregivers, 3TU.Humans&Technology Research Centre (poster)
- 7.10.2016, Health Marketing & Innovation Summit in Berlin (CoME mentioned)
- 16.11.2016, Domotics and Smart Living Exhibition at Evolution Eindhoven, NL
- 30.11.2016, Better Ageing event at Utrecht, pitch talk
- 1-2.12.2016, Health 3.0 event at Düsseldorf (Stall and CoME poster)
- 26-27.1.2017, eCoaching for Health and Wellbeing Conference, Eindhoven University of Technology, Poster presentation and Prototype demo
- 2.2.2017, WeHelpen business meeting
- 8.2.2017, AAL MedGuide consortium meeting
- 9.3.2017, Health Valley event at Nijmegen (Stall and CoME Poster), 1100 visitors
- 4-5.4.2017, Persuasive Technology Conference in Amsterdam (sponsorship, information booth and CoME poster)
- 25.4.2017, Dutch Digital Health Night in Berlin, at the Dutch Embassy, 200 visitors
- 11.2017, presentation at Ouderenzorgtech Congress in Utrecht
- Project liaisons with AAL MedGUIDE, H2020 WellCO
- Various meetings with Eindhoven University of Technology
- Various meetings with business partners and healthcare organisations



Figure 30 Diverse events contributed to by CON



Figure 31 Persuasive Conference Sponsorship by CON

VIGS has disseminated CoME via the following events

- 2016: La Faverge, Care Home with flats for seniors, Switzerland. Commercial presentation
- 2016: Glâne, Fribourg Canton, Switzerland. Commercial presentation to promoters of a flat for seniors project
- 2016: Annecy, France, Commercial presentation to the Gerontology Services of the Haute-Savoie local council
- 2016: Lausanne, Switzerland. Exhibition-conference "Touch the future", 90 participants
- 2017: Maison de santé d'Onex, Geneva, Switzerland, Commercial presentation (5 formal caregivers)
- 2017: Lausanne, Switzerland, Chamber of Commerce Swiss-France, conference talk (45 persons)
- 2017: Cité Génération, Geneva, Switzerland, Services apartments management (3 persons), Commercial presentation

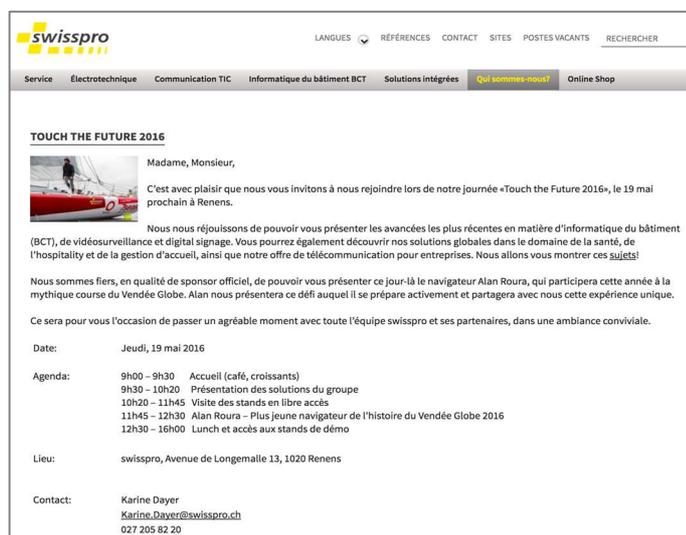


Figure 32 An event contributed to by VIGS

11. Scientific and Academic Dissemination

In the course of research dedicated to COME, the scientific partners (mainly IRBLL and UNIGE) put efforts in disseminating the project via peer-reviewed publications, workshops and teaching activities. There are following publications so far:

- IRBLL: Nuin-Orrio C, Pastells-Peiró R, Bigordà-Sagué A, Mambrona-Girón L, Torres Puig-gros J, Gómez-García MD, Caregivers and Me (CoMe): a project to prevent mild cognitive impairment (MCI), SforAGE International Conference, October 2016, Barcelona, Spain
- UNIGE (all below) Matteo Ciman, Katarzyna Wac, Automatic Stress Assessment Using Smartphone Interaction Data, Conference on the Scientific Analysis of Mobile Phone Datasets (NetMob), Milan, Italy, April 2017.
- Katarzyna Wac, Maddalena Fiordelli, Homero Rivas, Use and Misuse of Mobile Health Information Technologies for Health Self-management, 37th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine (SBM 2016), USA, March 2016.

Scientific talks are as follows (all by UNIGE):

-
- Alexandre De Masi, mQoL Living Lab: Behavioural Data Gathering in Mobile Settings via Wearables and Smartphones for Better Quality of Life, Research Data Alliance 10th Plenary, Montréal, Canada, Sep 2017.
- Katarzyna Wac, From Quantified Self to Quality of Life, Research Seminar: Tracking Experience – Enhancing Lives?, University of Copenhagen, Denmark, Apr 2017.
- Katarzyna Wac, Panel Member, Topic: Compter Ses Pas, Mesurer La Tension Artérielle, Calculer Les Calories: Une Meilleure Santé Grâce Au «Self-Tracking» Et Aux «Wearables»? , Symposium by The Swiss Society for Public Health, Bern, Switzerland, Oct 2016.
- Katarzyna Wac, Innovations for Global Health Challenges (Panel), *ITU-WHO Policy Dialogue on Digital Health* for “Healthy Lives and Wellbeing for All (SDG3)” in parallel to the World Health Assembly, Geneva, Switzerland, May 2016.

Teaching activities are as follows:

- IRBLL: Roland Pastells-Peiró, Title: Impact of technology to facilitate a healthy lifestyle for the prevention and development of mild cognitive impairment for population 65 years +, PhD thesis, Directors: Montserrat Gea Sánchez, Carmen Nuin Orrio
- IRBLL: Degree in Nursing – Third year, Subject: Healthy aging, Context: The CoME Project. Use of technology to healthy aging, 2017
- IRBLL: Workshop in the Master in Health Research - Students of 1st year, Lleida University, Spain, 2017
- CON: Lecture at Erasmus University Rotterdam (Oct 1, 2017),
- CON: Various meetings with TU Eindhoven, TU Delft, Utrecht University of Applied Science, Erasmus University Rotterdam, NL
- UNIGE: Design & IT (15 ECTS, summer semester), ‘Communication and IT’ Program, Uni Copenhagen, DK (via K.Wac)
- UNIGE: Analysis, Design and Regulation of IT Infrastructure (15 ECTS, winter semester) (co-developed by Prof. Wac), ‘Communication and IT’ Program, Uni Copenhagen, DK
- MSc theses (under supervision of K. Wac):
 - Sofia Laghouila, Risk Assessment Of Chronic Disease Based On Current Lifestyle Choices, MSc thesis, Department of Bioinformatics, Faculty of Science, University of Copenhagen, Denmark (ongoing)
 - Adam Honore, Understanding Factors Influencing Loneliness And Corresponding Quality Of Life via Interviews, Smartphone Sensing And Data Modeling, MSc thesis, Department of Computer Science, Faculty of Science, University of Copenhagen, Denmark
 - Kimie Bodin Ryager, Factors Influencing Individual’s Sleep Quality and Quantity, MSc thesis, 2015-2016, Faculty of Humanities and Faculty of Science, University of Copenhagen, Denmark
 - Andreas Thiele, Automated Ambulatory Detection and Prediction of Condition Worsening in Chronic Care, MSc thesis, 2015-2016, Department of Computer Science, Faculty of Science, University of Copenhagen, Denmark

12. Other Forms of Dissemination

COME is also disseminated through the additional channels, like national press and events, including the AAL national events or via liaisons with other projects.

- Liaison with AAL MyGuardian (AAL-2011-4-027) UNIGE and HIB are contributing
- Liaison with H2020 WellCo (769765, 2017-2021), CON, UNIGE and HIB (coordinator) are contributing

Additionally, since September 2014, UNIGE contributes to the ITU European Regional Initiative for mHealth.