Deliverable 5.2

Dissemination Plan

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Content

1   Summary

This document outlines the dissemination activities carried out by the project partners. Its sets out what has already been achieved, and provides an outline of what is planned. Main activities will centre on the project activities, and dissemination to external communities and target stakeholder groups.

An overview is given of all dissemination opportunities identified through traditional communication channels such as event attendance (e.g. conferences, seminar, workshops, etc.), project publications (e.g. leaflets, press releases as well as conference papers, articles in professional journals etc.) and project presentations (e.g. to local stakeholders, etc.) complemented also by online activities based around the project website, and through the most popular social media platforms (e.g. Twitter, Facebook, etc.). The dissemination activities have been designed to target the key audiences and stakeholders and to maximise awareness of ENSAFE's objectives and activities.

ENSAFE aims at supporting more effective prevention and self-care strategies by creating a smarter, more accessible and versatile link among the elderly person, their living environment and the support network around them by creating an elderly-oriented, network-based services aimed at fostering independent life. The service vision is built upon a layer of existing technologies, encompassing mobile communication, environmental sensing and clinical monitoring. Within the project the technologies will be further developed and integrated into a common framework which, in turn, will provide the basis for implementing innovative services.

The expected project output and impact will include an integrated system composed of a set of networked devices including a smart phone with built-in sensors, wearable sensors and environment sensors. Due to the open and flexible system design new sensors can be added, allowing for a constant enlargement of the range of elderly users with specific needs and conditions. Pilot applications are set in four different pilot countries representing a wide spectrum of development levels, living and service standards. A business model will be developed to describe how the product service will create, deliver and capture the value of the innovation and will consider the market, economic, social, cultural and other contextual factors across Europe.

2   Methodology Used

2.1   Methodology

The dissemination activities will be planned in an iterative way, from outline in the DOW, through the kick-off meeting discussions and further identification of activities, to this deliverable, and will be carried out over the duration of the project.

The project relies upon shared documents and discussions via the Basecamp online project management tool (for details please see https://basecamp.com/2994744/projects/9976783 - required login details), which will enable collaborative input and the collection of information about ENSAFE activities, including but not limited to the following:

- Conference / workshop attendance;

- Surveys, and facilitated end-user / stakeholder workshops;

- Project publicity;

- Training events;

- Other activities.

2.2   Partner Contributions

This dissemination plan was prepared under management of WP5.4 leader RZCC and ICE Creates Limited. All project members are expected to contribute to the diary of dissemination activities by recording information about individual contributions to training events, conferences and workshops where the objectives of ENSAFE have been (or will be) publicised and presented. Project partners are also expected to contribute to the initial dissemination activities, and these will be subject to discussion at the first project board meeting, including the identification of dissemination opportunities in their countries / domains of expertise.

Representatives of all project partners will be given the opportunity to review this document as well.

3   Dissemination Strategy

3.1   Objectives

The overall aim of ENSAFE's dissemination activities is to ensure wide reaching impact, uptake and use of project deliverables among identified stakeholders: academics; institutions; research project managers; and funders for example. It must therefore be ensured that dissemination materials are extensively promoted, widely announced via appropriate channels, and fully grasped by targeted stakeholders.

Any dissemination activities and publications in the project will acknowledge the Ambient Assisted Living programme. Publications will mention that: "The activities of the ENSAFE project have received funding from the European Community's Ambient Assisted Living programme under grant agreement from project ENSAFE – AAL 2014-1-112."

3.2   Strategic Approach

The ENSAFE project is based on a two-phase approach. During the early work packages, work will focus on understanding user requirements, engaging with stakeholders, and understanding the legal and system innovation requirements for successful commercialisation. During later work packages, work will commence on developing a technical solution to address these requirements, alongside the development of a suitable business and commercialisation plan. This means that much of the early effort on the project will provide opportunities to reach out to identified stakeholder groups e.g. by inviting them to participate in events and activities within the project. The dissemination plan therefore recognises that the initial activities need to be promoted and materials need to be provided to support the project's aims and activities in general.

The resulting dissemination strategy will therefore aim to help in spreading knowledge about the project's aims and its initial steps to gain maximum support in identifying potential users, canvassing requirements and so on. Project partners are well embedded in their national, European, and international networks, so that dissemination can help with coordinating efforts and provide promotional materials to be distributed.

The following table shows the different project phases and how dissemination objectives and activities are mapped to them. The 'Plan of Activities' section below shows the dissemination tasks that are planned for the remainder of the project.

Period	Phase	Objectives	Activities
M1-3	Project Initiation	Achieve visibility	Logo creation, launch of website, establish social media presence, posters are relevant conferences presenting project objectives etc.
M4-12	Initial Need Assessment and Product and Service Development	Community involvement, identify key stakeholders	Dynamic website; Communication on selected channels; provide dissemination kit for multipliers; liaison activities; focussed presentations at targeted conferences
M13-24	Product and Service Development & Testing	Intensive use of project deliverables	Advertise ENSAFE website; heavily promote events including lessons learned from 1st year; review and potentially broaden communication
M25-36	Service Model & Business Plan	Achieve visibility	Advertise ENSAFE website; heavily promote events including lessons learned from 1st & 2nd year, clearly articulate offering and business model

3.3 Target Groups

ENSAFE's dissemination activities will ensure wide reaching impact, uptake and use of project deliverables among identified stakeholders:

- Public health and care institutions;
- Research and policy makers;
- Funding bodies and public health commissioners;
- Elderly communities;

- Informal care givers.

Different approaches will be developed to achieve:

- Support for the aims and objectives of the project to motivate multipliers to act;
- Participation in workshops and surveys by the defined target groups;
- General awareness of the subject of telecare and telehealth, what we are trying to achieve, and related topics using existing communities and networks.

Events (as part of work package 1) will be organised across the international pilot sites, and language considerations will need to be made and clarified for partners and participants.

Stake Holder Groups	Segmentation	Objectives
Public health and care institutions	E.g. NHS or equivalents, GPs, Charities, Residential and Nursing Homes	Motivate to participate in workshops and surveys and encourage them to share their experience / knowledge with their peers
Research and policy makers	E.g. AAL Policy Makers / Funders, Local and National Governance, Health Departments (currently or potentially involved in EU programmes)	Feedback on project results and deliverables as the project progresses. Find synergies and develop support for the project
Funding bodies and public health commissioners	E.g. Grants programmes, clinical commissioning groups or bodies	Motivate to participate in workshops and surveys and encourage them to share their experience / knowledge with their peers
Elderly communities	Over 65s with mild to moderate needs and living independently	Motivate to participate in workshops and surveys and encourage them to share their experience / knowledge with their peers

		Motivate to participate in workshops and surveys and
Informal care givers	Those friends and family members with responsibility to care for an elderly person with mild to moderate care needs	encourage them to share their experience / knowledge with their peers

The core message across all stakeholders will be to promote independence and improved quality of life amongst the elderly with mild to moderate care needs, through system and technical innovation. In order to increase awareness of the benefits of the ENSAFE project, we will also address the broader public and aim to develop an interest amongst journalists writing about health and telecare for example, by providing them with information about the ENSAFE project. This will help to increase the impetus for adopting tools such as those being developed by the project, and hence enhance the uptake of end products.

3.4   Tasks of the Project Participant Organisations

All partners listed in work package 5 are main contributors to the dissemination activities under management of work package leaders RZCC. ICE Creates also plays a role in ongoing dissemination support as co-ordinators of the dissemination plan and activities. All project members are expected to actively contribute by:

- Identifying dissemination opportunities (e.g. events, publications, etc.) by updating a (to be designated) document in the project Basecamp on a regular basis;
- Contributing the contents of their respective work packages to blogs (including video), press releases, presentations, etc.;
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Helping to promote ENSAFE events, in particular engaging key stakeholders to act as
- Supporters / multipliers and to motivate participants.

4   Liaison Activities

The dissemination activities covered in WP5 will be supplemented, supported and strengthened through strategic alignment with key stakeholders and potential end users alike, in the undertaking of WP1 activities being led by NMC AHSN. Since the process of liaising with future beneficiaries of the ENSAFE project is closely related to dissemination activities, there will be close collaboration and communication between the leaders of WP5 and WP1 during the first 12 months of the project.

4.1   Initial Dissemination Activities

During the project initiation phase, dissemination activities have concentrated on establishing the project name linked to the assembled expertise of the partner consortium, describing the project goals and achieving visibility in already known communities. This was / will be achieved through the following steps described below:

4.1.1   Selection of Project Logo

A number of suggestions for the project logo were developed by RZCC. After a few iterations the following design has been presented for project partners to consider. It represents focus on the home and a mobile device to support independent living in the elderly and to focus on their quality of life. The colours have been chosen as they are more warm and inviting than colder colours.


4.1.2   Creation of a Project Factsheet

A factsheet that outlines the project's objectives and main activities will be developed to be used as a hand out to inform people about the project, and seek their participation / contribution by listing several options for getting involved (i.e. how to participate). Based on the fact sheet further materials will be developed to support those attending conferences and running / facilitating workshops.

4.1.3   First Press Release and Announcements

A press release and a first article in a journal or newspaper will be launched imminently following the kick off meeting in Ghent. This will be an opportunity to not only inform about the project, but also to advertise the calls for participation in end user surveys and facilitated sessions. A procedure will also be agreed by which project partners can distribute announcements about the ENSAFE project in their own networks, in addition to the use of social media networks.

4.1.4   Launch of the Project Website

A project website is located at http://www.ensafe-aal.eu/home/ which is currently under development. Google Analytics will be used to monitor performance of website activity and impact.
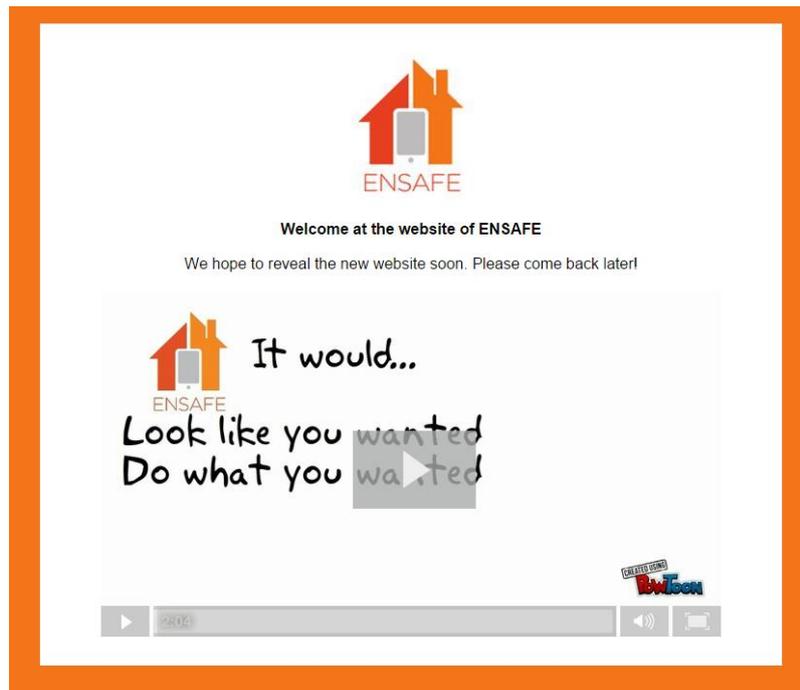
4.1.5   Establishing Social Media Presence

The project's Social Media accounts, Twitter and Facebook will be set up in order to enable a two-way communication with the active Web2.0 community. In this context, the presence of the project on major social networking platforms will be established from the early stages. Successful distribution of messages and absorption by the community will be shown by the number of citations and Retweets of messages and the following highly satisfactory participation in surveys and workshops.

Continued and expanded presences in social media channels and work towards community engagement will result in end user and stakeholder buy-in.

4.1.6   Early conference participation

Participation in events during the first months of the project will be further developed. ENSAFE should be presented with posters or banners and other supporting materials at relevant external events. E.g. the AAL Forum in Ghent on 22nd September 2015. Other events where project participants are taking part will be used to disseminate information about ENSAFE as well, and these will be identified and recorded on an ongoing basis in collaboration with partners. Posters for specific events can be developed with support from RZCC and ICE Creates where applicable.

5 Plan of Activities M3 – M36 (October 2015 to June 2018)

In this section we provide an outline of the planned dissemination activities for the upcoming months on the basis of emerging dissemination opportunities. The table below gives an overview on the kind of communication we are planning for each stakeholder group (note this plan of activities is subject to discussion at the first kick off meeting in September 2015 to be held in Ghent).

Dissemination Opportunities	Audience / Target Groups	Objectives / Messages	Materials
Conferences	Health and telecare professionals, policy makers and other funding bodies / projects	Outline of main project aims; raise awareness of ENSAFE and how workshops and trials will be set up	Project poster, presentation, flyers and postcards, banners
Workshops / Events	Respective target groups	Invite to participate in workshops and surveys; advertise opportunities to participate to further potential end users, carers etc.	Project poster, presentation, flyers and postcards, banners
Surveys	Respective target groups	Outline of main project aims; raise awareness of ENSAFE and how workshops and trials will be set up	Project poster, presentation, flyers and postcards, banners
National Events	Community leaders, policy makers etc.	Promote the objectives of the project and share project outcomes to support long-term sustainability of the project deliverables	Project poster, presentation, flyers and postcards, banners
Related Communications (e.g. journals etc.)	Interested public, journalists, and professional media	Awareness of ENSAFE and how project outcomes can be used to support further EU research investment	Interviews with participants, press releases, factsheet, flyers etc.

5.1   Evolution of the Website

The initial website will be developed into a full featured website to act as the main communication platform for the project. The website will communicate all project aims and objectives, milestones and details for visitors to be able to access the value of the project for their own goals. Calls and announcements will be placed here. Dissemination materials will be available for stakeholders and project partners, especially the wider community and liaison partners for the project. A dedicated area will feature all events and workshops that we set up or participate in, and provide links to relevant materials, as well as information about expert speakers available for invitation to further events.

- Continual updating of the website will include:
- Rotating homepage banner – adverting main events and ENSAFE results to date;
- Project blog – presenting articles about project progress and dissemination activities;
- Calendar of events – featuring all ENSAFE events and inviting relevant target groups to participate.

A quick start section will be developed to guide visitors to the website to the most interesting areas so that they can access the most relevant information in a fast and easy manner.

5.2   Project Communication Scheme

The project website and social media channels need to be fed with announcements and updates on the project's progress and targeted messages about offerings to the different stakeholder groups. Conference contributions and training events provide good opportunities for this. Therefore all project partners are expected to announce participation in events (information is collected on the project's Basecamp page). Short messages live from the events can be distributed via Twitter and Facebook accounts of the project. Summary of the contribution and results will be compiled for news on the website. Each partner is therefore asked to draft short articles and provide pictures where possible. Apart from events that ENSAFE is organising or attending, the communication around other events will also be provided if relevant to target groups.

ENSAFE project partners and associated organisations have large national and international networks with mailing and discussion lists, etc. where the project results can also be shared, and these be provided to the project coordinators to support dissemination activities. Important announcements resulting from the various project activities will also be selected for press releases and submission to professional newspapers as well as scientific papers if applicable.

5.3 Social Media Accounts

The established social media presence on Twitter and Facebook should result in good responses to calls for participation in surveys and events. These elements of the dissemination plan will therefore be continued and strengthened as it represents an important way to be in touch with the relevant community. The project team will be using these channels collectively by promoting the blog content and creating awareness, i.e. recommending them to members of their social networks. Feedback over these channels will be observed and acted upon in a timely manner. If the need develops, further platforms can be added, such as LinkedIn or Google+, for setting up specialised groups.

5.4 Dissemination Kit

A dissemination kit will be prepared and will be available for download from the project website. Its content will be developed for multipliers to support their efforts to contribute to the project's aims and activities. Dedicated content will be provided to liaison partners who will multiply the project's efforts and ensure wider reach and impact. The dissemination kit will therefore contain: - Project Factsheet - Logo in different resolutions to print or use in electronic media - Home page button link to ENSAFE - Flyer/Brochure for download - Project presentation to be adapted (general project overview, background information, timeline) – Templates, posters that reflect the mission and expected outcomes of the project. Posters will show the project's logo including catch phrases and keywords, list of partners, relevant links to the project site, its social media channels and the European Union co-funding information. Different messages will address general project interest as well as specific target groups.

Events will be intensively promoted by ENSAFE together with the organising institution. Different options will be available on the website from listing upcoming events. Participants will be able to select events according to their interest, country, language and level of expertise. Different formats will adapt to the varying needs of stakeholders where possible. The whole communication arsenal as described throughout the dissemination plan is available for bringing these events to the attention of the target audience. Successful events on the other hand are perfect opportunities to be used as examples for other events.

5.5 Event Attendance

Throughout the duration of the project, consortium partners will be actively participating in events of the project. Presentation at professional conferences and dissemination of the project objectives and results will start early in the project and will continue to be an important part of the dissemination activities. A list of events that are in the scope, planned to be attended and were successfully contributed to will be updated constantly and by all project partners.

6   Conclusion

This dissemination plan is a flexible, living and light-weight plan. Based on the defined target groups and objectives described in the description of work, the communication strategy aims at maximising the use of project deliverables, mainly the offering of events and workshops, ensuring that key stakeholders receive the full, lasting benefits of ENSAFE's initiatives. It also allows the project team to adapt to future developments, especially the lessons learned from the first months of the project and its initial activities.