

## D.4.1 Dissemination Implementation Plan



### Gamified Collaborative Platform for the Promotion of Sustainable Care and Independent Assisted Living

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Abstract	This deliverable aims to plan the set of actions that will be carried out within the project to raise awareness of the objectives, activities and especially the results achieved during the project lifespan.
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## EXECUTIVE SUMMARY

This deliverable aims to plan the set of actions that will be carried out within the project to raise awareness of the objectives, activities and especially the results achieved during the project lifespan.

The plan presents the MyMate project's objectives in order to communicate the MyMate concept, which the Consortium will have to disseminate as a result of the project development. It is foreseen to analyse the target audience categories and their peculiarities, with the aim of maximising the effectiveness in the transmission of the results achieved for each of them.

The deliverable also describes the guidelines that are going to drive the dissemination strategy, which will focus, on the one hand, on the project web site, the consortia intends to generate specific dissemination materials that will be published on it in order to be used as a platform to communicate the resulting outcomes of the project worldwide. On the other hand, the Consortium is putting effort on the creation of a Commercial Advisory Group to guide the path to be followed with the purpose of meeting potential customer expectations. At the same time, as the main project outcomes will be published in different media such as magazines, scientific conferences technological and sectorial events.

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## 1. DESCRIPTION OF THE PROJECT

### 1.1. Project presentation overview

Research has shown that technology services, particularly those services aiming to promote networks and a sense of community among elderly people, often tend to have the opposite effect and create "empty spaces" between people<sup>1</sup>. Whilst younger generations have learned how to "fill in" these spaces, elderly people who are less comfortable with the pace of technological development and the change it brings about in their lives and the environment in which they live, often feel overwhelmed<sup>2</sup>. Increased urbanisation and migration has meant that increasing numbers of elderly people are living alone. This demographic trend is giving rise to an increasing number of elderly who encounter serious difficulties in understanding how to structure deep, "credible" and satisfactory personal relationships through virtual technology platforms<sup>3</sup>.

Building on experience thus far, project MyMATE aims at generating a novel elderly (primary) user-centred care paradigm involving the development and testing of an ICT-based solution in real life situations which will enable and support sustainable "care in the community" models for older adults. Given the complex challenges posed by current demographic trends, the development of ICT-solutions, whilst striving for improved cost effectiveness, must also strive to humanize, rather than dehumanize care provision<sup>4</sup>. The MyMATE consortium is of the view that these challenges can be addressed effectively if a gamification approach, combined with a human touch, is applied to an ICT-based solution.

### 1.2. Purpose of the Document

This document aims to plan the set of actions to be carried out within the project to raise awareness of the objectives, activities and especially the results which are going to be achieved during the project life span.

This deliverable is the first output of WP6 whose objective is to detail the set of initiatives in accordance to the strategy established in order to build a stakeholders' community around the MyMate project and to ensure its sustainability and thriving growth.

These initiatives should also provide the favourable means to facilitate and stimulate the communication between MyMate team and the potential stakeholders able to provide the project with a valuable added value. This deliverable establishes a series of actions which will be undertaken with the aim of disseminating the objectives, activities and results of the project. Throughout the project lifespan, it is intended to update the inputs

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<sup>1</sup> Levy S., Jack N., Bradley D., Morison M., Swanston M. (2003) Perspectives on telecare: the client view. *Journal of Telemedicine and Telecare* 9, 156-160

<sup>2</sup> (Hanson J, Percival J, Aldred H, Brownsell S, Hawley M: Attitudes to telecare among older people, professional care workers and informal carers: a preventative strategy or crisis management? *Universal Access in the Information Society* 2007, 6:193

<sup>3</sup> Percival J, Hanson J: Big brother or brave new world? *Telecare and its implications for older people's independence and social inclusion. Critical Social Policy* 2006, 26:888-909.

<sup>4</sup> Levy S., Jack N., Bradley D., Morison M., Swanston M. (2003) Perspectives on telecare: the client view. *Journal of Telemedicine and Telecare* 9, 156-160

obtained by means of the actions carried out and also analyse any potential action that could additionally be considered of interest for the project dissemination.

## 2. DISSEMINATION STRATEGY

The dissemination process of MyMate will evolve through these key stages as the project progresses and results are achieved.

1. Make the public aware of the impact of the project and extend the impact;
2. Disseminate results;
3. Raise awareness;
4. Engage stakeholders and target groups;
5. Share solutions and a know-how;
6. Influence policy and practice;
7. Develop new partnerships.

The main target audience are:

- European digital health SMEs and startups;
- European (digital) health professionals, institutions and experts;
- European IT professionals, institutions and experts;
- (Potential) European investors;
- Decision-makers at local, regional, national and European level;
- Media (national newspapers & online media, digital health/ IT magazines & bloggers etc.)

The **Tangible results** (concrete results) to be disseminated will be:

- MyMate platform;
- Research reports or studies;
- Case studies;
- Evaluation reports;
- Newsletters.

And, the **Intangible results** (personal experiences):

- Knowledge and experience gained during the project;
- Broader network and more partnerships.

### 3. DISSEMINATION METHODOLOGY

A fundamental point is to define the project dissemination methodology, as a set of steps that will allow to communicate the results of the project at an early stage, and to measure the efficiency of the communication process.

This methodology consists of six steps that are executed in an iterative cycle of continuous improvement throughout the project, as described in Figure 4:

1. First of all, you need to identify the target audience, that is, stakeholders that are interested in the activities and results of the project.
2. For every target audience, the consortium has to work on finding the requirements each group demands to the project and how we can communicate it in order to meet their expectations.
3. Afterwards, we have to make use of dissemination channels, some multi-purpose and other specific groups for certain stakeholders.
4. To know if this strategy is working, it is necessary to measure it, so we have defined a set of key indicators that will help us to monitor and validate the process for each stakeholder.
5. In addition, MyMate has created an Online Community of Interest in order to bring closer potential stakeholders and get to know their opinion about the solution and at the same time spread the word about the project outcomes. The project intends to create thus, an open channel of communication with these groups to get their feedback and establishing a continuous improvement cycle that guarantees success in project communication.

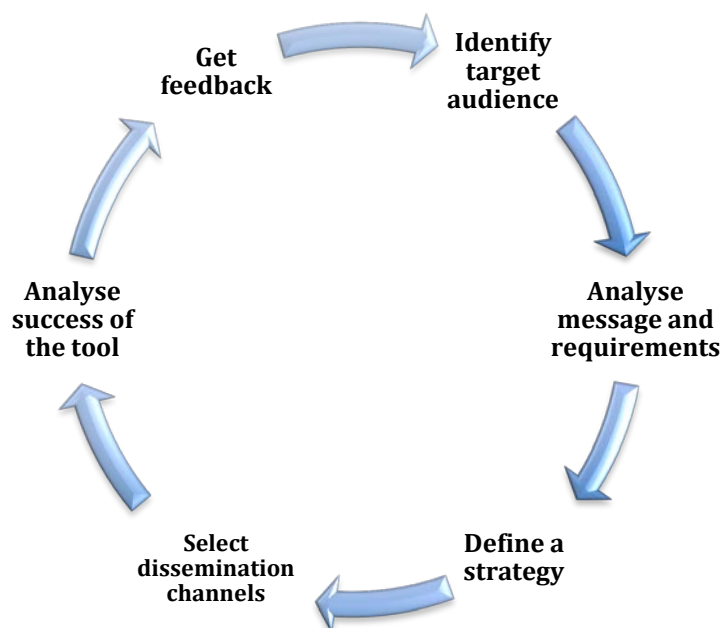


Figure 1: Dissemination methodology diagram

Following this methodology we'll better identify stakeholders, their messages, channels and distribution strategy, as well as indicators to measure the efficiency of this activity. This process will be continuous along the project life span and will be updated in future versions of the document.

Depending on the results of these indicators, iterating the above steps, consortia will be able to define new interest groups or new channels or tools to help us better communicate the activities and results of the project.

These changes will be reflected in the periodic dissemination update reports.

### 3.1. Target users and messages

As was set out in the proposal, the consortia already identified the main groups of potential users of the solution.

The ambition sought within this plan is to be able to reach different audiences, featured by different interests and expectations about the project outcomes. Being capable of delivering the right message depending on the specific audience is going to be vital to get the best result in the transference of technology.

Therefore, we have identified 3 different main target groups, taking into account the degree of application proximity of technology. This classification leads to the definition of appropriate dissemination activities according to the targeted audience and helps identifying adequate measures of the results to be achieved.

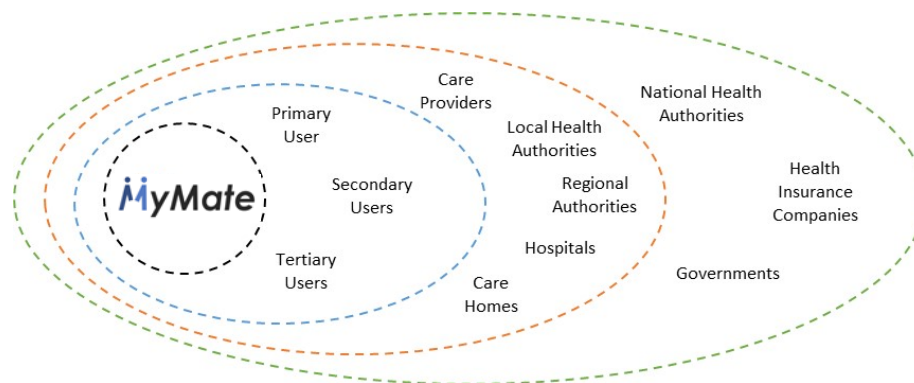


Figure 2. Target audiences

Target audience	Why them?
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<b>Direct users</b>	<i>Primary users</i>	Elderly people with some grade of physical dependence or health problems who usually present as well some state of solitude. They could profit from the company of peers while enjoying the possibilities ICT may bring in the form of interactive games and at the same
	<i>Secondary users</i>	Informal care givers tending primary users at home. They will benefit from the satisfaction in becoming engaged in some routine tasks which may improve their feeling of becoming helpful to someone and enjoying the company of peers.
	<i>Tertiary users</i>	Medical staff working with elderly people, and carrying out monitoring activities over these patients. Their workload would be noticeably decreased by the use of MyMate solution.
<b>Medical services</b>	<i>Care providers</i>	They could see their workload diminished and at the same time, MyMate could provide a useful tool in order to improve both physical and cognitive situation of the patient.
	<i>Local and Regional Health Authorities</i>	MyMate could mean a reduction in the expenditure of home-care services without losing sight of the attention devoted to patients since the patient will be correctly tended and monitored, helping to solve the bitter feeling of solitude that most of our elders present.
	<i>Care Homes / Hospitals</i>	Care homes could also benefit from the help provided by MyMate volunteers who would offer their company to the patients despite being in day centres or hospitals.
<b>Government and National authorities</b>	<i>National Authorities</i>	At a national level, the implementation of this type of system could mean an optimisation of the current home-care system carried out by social services which situation nowadays present some budgetary restrictions. This solution could bring the opportunity of acting as a complement to the actual services without incurring in additional costs.

Table 1. Target audiences

### 3.2. Dissemination channels

Different routes of dissemination will be planned in order to reach the target audience.

On the website of the project the results, research reports and case studies will be published. Also, public deliverables and dissemination materials will be uploaded on the website once they become available. Partners can publish content and results on the website and share it with their network. Furthermore, they can upload blog posts announcing dissemination activities and new results.

Another route of dissemination is *Social media*. It is important to create lively, interesting and appealing social media channels with periodical updates. The social media activities should start once the funding is granted in order to inform the target group about the project. The project will use social media channels such as LinkedIn and Twitter. The results, case studies etc. will be shared through these channels. Also, important stakeholders can be approached directly with the results via social media.

Publications in *newspapers, magazines and online media* are an important way to disseminate the results. Therefore, press releases will be sent to European media with

facts and figures and results, also including its aims and progresses. Interviews can be offered to the media in order to share experiences and progress.

A *newsletter* in the look and feel of the project will be created for registered stakeholders and partners. This newsletter will be sent regularly starting from the moment some results are available. The newsletter will contain information about the progress of the project, the achievements so far, news and upcoming events.

### 3.3 Target strategies and actions

In general all dissemination efforts of the project will be directed to these objectives:

- Presentation of project results in different occasions such as workshops, international fairs or events promoted by AAL Programme.
- Realisation of different demos at users’ facilities created during the project in order to better demonstrate the potential of the solution as a success case to groups of interest.
- Create a project webpage where to show the latest news concerning the project progress. Uploading not only relevant content for general public and specific for people interested regarding the project but also actions carried out by partners such as a series of webinars where to show different aspects of MyMate technology and disseminate the results by means of explicative videos.
- General purpose promotion of the project (activities, advertising material, newsletters, etc.) using media channels.
- Development of an Online Community of Interest where stakeholders and individuals involved in the project can collaborate to create a virtual community around the project to strengthen communication and thereby improve final results.

To develop the dissemination strategy, the project proposes the use of the following tools:

Channels	Purpose	Aim
<b>Project Newsletter</b>	Inform	The project newsletter will be a yearly on-line publication, which will aim to provide dissemination targets with updates and generate buy-in. It will also contain interviews and endorsements from stakeholders.
<b>Project Website</b>	Awareness Inform Engage Promote	The project website will be the core repository for information relating to the project and will have links to a range of social media channels which will be used to generate “buzz”. The website will also include a permanent virtual demonstration centre
<b>Press Releases</b>	Awareness	Press releases will coincide with the achievement of the project’s critical milestones.
<b>Brochures/Flyers</b>	Awareness	The dissemination effort will involve developing promotional material such as flyers and brochures – brochures will be developed in digital format and flyers will accompany conferences.

<b>Demonstrations</b>	Engage Promote	The consortium is planning 4 demonstrations during the course of the project, 1 at each of the validation centres so that prospective stakeholders can experience the <b>MyMate</b> solution in a real-life setting.
<b>Social media channels</b>	Engage	The project will use social media channels YouTube, Twitter, LinkedIn and Facebook which will all be accessible through links from the project website.
<b>Case Studies</b>	Inform	During the project case studies will be developed from the validation experience and these will be used to highlight user satisfaction. Further case studies will be developed profiling user experiences when the <b>MyMate</b> will be ready to be marketed at the end of the project.
<b>Advertising</b>	Promote	The dissemination and exploitation teams will develop a marketing plan which will include plans for advertising once the <b>MyMate</b> solution is available for sale.

**Table 2: List of channels for dissemination**

### 3.3.1 Project Logo

The project proposal started with a provisional logo but after the project approval, Brainstorm team decided to go for a more representative and visual project image. Thereby, a new logo was created according to the vivid green that usually is present in virtual studio backgrounds and also the geometric icon representing 3D objects. This new design will provide in later stages of the project a potential product branding around the aesthetics of the logo.



**Figure 2: Project Logo**

### 3.3.2 Public Deliverables

During the development of the project a subset of deliverables will be delivered as public. First of all, all the deliverables regarding the periodic dissemination reports will be released as public in the framework of the WP4 "Dissemination and Exploitation".

Del. no.	Deliverable name	WP no.	Nature/type of deliverable	Dissemination level (Public or restricted)	Delivery date (project month)
D2.3	MyMATE Market-Ready Version	2	Market-Ready Solution	Public	M33
D4.1	Dissemination Implementation Plan	4	Report	Public	M3
D4.2	MyMATE Project Website	4	Website	Public	M5
D4.3	Dissemination Activities Updates	4	Report	Public	M12/24/36

**Table 3: Dissemination Public Deliverables**

At the beginning of the project the PMB will release a basic set of templates for documents, deliverables and presentations.

Deliverable	Publication Explanation	Leader / Date
<b>Dissemination</b>		
<b>D.4.1</b>	<i>Dissemination plan will be public so that all people can know where MyMate activities will be developed and where to find more details about results. Publishing this document allow us to receive feedback from stakeholders in order to improve communication activities.</i>	BRA / M <sub>3</sub>
All activities done regarding communication and dissemination will be registered and gathered, so that this public document will allow external audience to know all work done.		BRA - M <sub>12</sub> /M <sub>24</sub> /36

**Table 4: Dissemination Public Deliverables explanation**

### 3.3.3 The MyMate Website

The official project portal (<http://www.mymateproject.eu>) has been created and it is foreseen to be updated periodically with the latest progress done in the project in order to be a focal point of a virtual community around the project. All media, social networks or dissemination activities will be linked on the website to promote the project results.

- ✓ Knowledge management: An exclusive subscriber area has been constructed in order to keep stakeholders duly updated with the latest news and documents, ensuring a smooth communication between project partners and the interest community. Regarding dissemination, we will use this area to share information to be published, and Brainstorm as the website manager will format and place it properly.
- ✓ News and events connected with MyMate
- ✓ Project Demos and Documentation: any dissemination material will be published will be available on the website for their downloading.
  - After the project completion some commercial and advertising material will be created to promote the ready-to-market product.
  - Press articles published in media.
  - Advertising material created for that purpose.



**Figure 2. Project Management Structure**

### 3.3.4 Participation in events

MyMate members will participate in those activities promoted by the AAL Programme and other that could be considered of interest for the project dissemination. As the dissemination plan is a live document, and different opportunities of participation in events might come up during the project lifetime, periodic updates of this document will be provided gathering the latest changes.

### 3.3.5 MyMate workshops

Apart from being present at external events, conferences and workshops, MyMate intends to organize their own specific events.

The MyMate consortium will organize at least one workshop in each of the user partner sites in the last stages of the project (Spain, Romania, and The Netherlands)

Since we are at the beginning of the project, these workshops will be detailed in the forthcoming dissemination periodic report.

### 3.3.6 General Purpose dissemination activities

The consortium will identify and use the most appropriate online and offline media for promoting those relevant project milestones through press releases, dissemination articles, leaflets, newsletters, etc.

In particular, the MyMate partners and above all the end-user centres could provide a priceless endorsement to the project outcomes, will use them for promoting the news concerning the project. Brainstorm as project coordinator will make use of its own marketing department to create appealing commercial material as soon as the solution is market-ready.

A preliminary list of the outcomes of general purpose dissemination activities is shown in the following table:

**Table 8: General Purpose Dissemination**

Activity
MyMate Project Promotional Brochure/ Flyers (At least in English)
MyMate Project Newsletter (in English) -yearly
MyMate Project Press releases
Product commercial branding

## 4. COMMUNICATION ACTIVITIES

This chapter outlines the communication activities which will be carried out to generate interest among the target audience through activities and tools we believe are necessary to create successful MyMate product and services. The overall aim of the communication activities is to create brand awareness for MyMate. This can be achieved by a cross media communication approach, a target audience oriented approach and by collaborating intensively with the network partners, participating organizations and by making use of their network. The most important goals are:

- To raise brand awareness for MyMate among the target audience;
- To recruit more newly committed European digital health partners;
- To have a long-term commitment with the European digital health partners.

### 4.1 Target audience

- Potential end-users, informal carers;
- Healthcare institutions, formal carers;
- European IT professionals, institutions and experts;
- (Potential) European investors;
- Decision-makers at local, regional, national and European level;
- Media (national newspapers & online media, digital health/IT magazines and bloggers etc.).

### 4.2 Cross media approach

The previously mentioned goals can be achieved with the use of owned media (channels we create and control), earned media (when the public and press share the content) and paid media.

OWNED	EARNED	PAID
Creating a website and publish all relevant news articles, press releases, blogs etc.	Cross promote MyMate during events of the project partners and consortium.	Online campaign on LinkedIn.
Creating a Twitter account with information about MyMate, regularly posting new messages, responding to messages and analyzing the activities. Furthermore, an online presence	Making use of free publicity and media during the entire project with press releases and interview offers. A vital aspect is storytelling. These stories will be gathered and plugged in the media	

on LinkedIn will be created. This can inform and inspire other business professionals about MyMate.	since potential users could recognize themselves in these stories.
Creating a newsletter with the latest news about MyMate which will be send to the target audience.	Acquiring European strategic media partnerships who will support the promotion of MyMate.
Facilitate network partners and media partners with content for their contacts and readers.	Inviting media partners and press to visit matchmaking events and webinars.

### 4.3 Communication per target group

It is vital to adjust the communication message to every target group, since the target groups have different needs and different actions are needed from the target groups.

Target audience	Message	Perception	Content & channels
<b>Potential end-users, informal carers;</b>	Engagement: Explaining how they can benefit from the MyMate.  Action: request information and/or test MyMate.	Currently unaware of MyMate and might use other tools.	Content: Press releases, blogs and storytelling.  Channels: Online & print media, website, social media, events, newsletters.
<b>Healthcare institutions, formal carers;</b>	Engagement: Explaining how their clients and professionals can benefit from the MyMate.  Action: request information and/or test MyMate.	Currently unaware of MyMate and might use other tools.	Content: Press releases, blogs and storytelling.  Channels: Online & print media, website, social media, events, newsletters.
<b>European healthcare &amp; IT professionals, institutions and experts.</b>	Awareness & understanding: Making them aware of MyMate and explaining that it can offer business opportunities for them and their clients too.  Advocacy: resell or recommend Mymate their network.	Currently unaware of MyMate and might use other tools.	Content: Press releases, blogs and storytelling.  Channels: Online & print media (healthcare & IT), website, social media, events and newsletters.
<b>(Potential) European investors</b>	Awareness & understanding: Making investors aware of MyMate and making them understand how they can benefit from it.  Action: becoming an investor.	Currently unaware of MyMate.	Content: Press releases, blogs and pitches.  Channels: Online & print media, website, social media,



			events, newsletters and personal contact.
<b>Decision-makers at local, regional, national and European level;</b>	<p>Awareness &amp; understanding: Making them aware of MyMate and explaining that it can offer business opportunities for their region.</p> <p>Advocacy: recommend MyMate to their network.</p>	Currently unaware of MyMate and might recommend other tools.	Content: Press releases, blogs and storytelling.
<b>Media (national newspapers &amp; online media, digital health/IT magazines and bloggers etc.).</b>	<p>Awareness &amp; understanding: Making them aware of MyMate and explaining that it provides impact to the society.</p> <p>Advocacy: write about Mymate</p>	Currently unaware of MyMate.	Content: Press releases, blogs and storytelling.

#### 4.4 Phases of the Communication Plan

The communication activities will be carried out during the project, the public launch of MyMate and after the launch.

### Phase 1: During the project

The communication goals in phase 1 are to create brand awareness, to be visible and attract potential investors and clients.

Press approach in order to generate free publicity for the project:

- Creating and sending press releases about the project;
- Offering interviews with the consortium;
- Acquiring European strategic media partnerships to improve media coverage and to support in promoting the project.

Other communication and PR approaches:

- Creating the website for the MyMate;
- Being visible on events of the consortium partners;
- Starting a LinkedIn company profile and inviting relevant stakeholders to follow the profile;
- Activating Twitter and starting to follow and retweet relevant stakeholders and influencers;
- Creating a content calendar for LinkedIn and Twitter;

- Sending a newsletter to the network;

### **Phase 2: Launch of MyMate**

The communication goals in the second phase are to create brand awareness for the launch of MyMate, to be visible and attract potential investors and clients.

Press approach in order to generate free publicity for MyMate:

- Inviting European press for the launch of MyMate (online);
- Creating and sending a press release about the launch of MyMate;
- Informing media partners about the launch of MyMate and being visible on their websites/in their magazines;

Other communication and PR approaches:

- Keeping the website up to date and publishing blogs;
- Being visible on events of the consortium partners;
- Sharing relevant content on Twitter and retweeting relevant stakeholders and influencers;
- Publishing publications on LinkedIn;
- Sending a newsletters.

### **Phase 3: After the launch of MyMate**

The communication goals in the third phase are to create brand awareness after the launch of MyMate, to be visible and attract potential investors and clients.

Press approach in order to generate free publicity for MyMate:

- Inviting European press to site visits and/or other relevant meetings;
- Creating and sending a press release with facts and figures about MyMate;
- Informing media partners about MyMate and being visible on their websites/in their magazines;
- Promoting use cases and best practices with journalists.

Other communication and PR approaches:

- Keeping the website up to date and publishing blogs;
- Being visible on events of our partners;
- Sharing relevant content on Twitter and retweet relevant stakeholders and influencers;
- Publishing publications on LinkedIn;
- Sending a newsletter.

## 5. DISSEMINATION MANAGEMENT

In this section it will be shown the established internal procedures for dissemination activities. Dissemination within the MyMate context is detailed in the WP4. In particular, the objective of this WP was to develop and implement a coherent strategy and related channels for disseminating the results of the project among relevant stakeholders.

Concerning the dissemination activities, the objective of the WP is to define a set of initiatives in order to build potential user community around this encouraging initiative and to ensure its sustainability and thriving development.

In more details, two specific tasks will address dissemination and collaboration:

### **T4.1 Dissemination** (Coord. Singular Logic - Other partners: ALL) (M1 –M36)

- ✓ Design and implementation of a user community development strategy and plan.
- ✓ Preparation of printed and electronic information material in several languages (flyers, project leaflet, copies of scientific papers).
- ✓ Organisation of at least one information "open" day in each of the three testing centres where the results of the MyMATE project will be presented.
- ✓ Making of the results available to the AAL funding bodies
- ✓ Creation and maintenance of a user dissemination and demonstration zone in the MyMATE website.

Singular Logic is the appointed partner to take over this series of activities and monitor the appropriate development of this task, with the support and collaboration of the rest of partners that will be completely involved in the realization of dissemination activities.

MyMate will follow an iterative set of steps, detailed in Figure 7, in order to plan, execute and evaluate dissemination activities for a given period (quarterly). Reports will be delivered in order to make corrective actions and analyse the effectiveness of the work done.

- ✓ In every Consortium meeting, a Dissemination plan of activities for the following period will be discussed and agreed among the consortia. Each partner will be responsible to collaborate and provide inputs as well as any potential action that could be relevant to the project. A detailed plan with tasks, deadlines and responsibilities will be developed. Accordingly, It will lead the communication strategy for the given period.
  - BRA will revise this plan according its execution and corrective actions will be developed if needed.
  - SIN will generate internal reports for monitoring dissemination every three months and they will be delivered to all MyMate members.
  - SIN will gather and evaluate other not planned activities: during the

execution of the planned activities, new events, conferences, collaboration proposals may be received, so corresponding actions will be taken.

All partners will be able to send these opportunities to BRA who will distribute and publish this information on the website.

- ✓ For specific relevant events Project Management Board will discuss about these topics in order to proactively have any degree of representativeness of the project and study the necessary resources to be allocated to this activity.
- ✓ Register and publish dissemination tasks done: any dissemination activities done by any MyMate member could be published on the website
  - BRA will receive a copy of the work done and will publish it into the proper section in the website.
  - Additional dissemination tools may be used in relevant publications (like press release or scientific papers).
  - Relevant news, events and contents will be sent to BRA who will generate the newsletter. It will be approved by PMB before being disseminated.
  - Each partner will be responsible for filling in the template with their own contributions which will be later sent to SIN for their compilation in D.4.3
- ✓ Measure and evaluate: BRA will report and distribute to all members defined measurements half-yearly.
  - PMB will discuss if corrective actions need to be developed in order to guarantee the effectiveness of the communication strategy.
  - Any partner can propose new metrics in order to check communication results or trends.

## 6. EVALUATION OF DISSEMINATION

In order to determine how effective the dissemination activities within MyMate, we propose a set of initial metrics that will be refined during the project life cycle. Although preliminary,

we identified an initial success target value for each of them to the end of the project. They are summarized in the following table:

KPI	Actions	Target						
		M1-M6	M7-M12	M13-M18	M19-M24	M25-M30	M31-M36	Total
Number of contacts on the circulation	Project Newsletter	50	70	100	130	160	200	<b>710</b>
Number of hits	Project Website	100	300	900	1,800	3,500	6,000	<b>12.600</b>
Number of press releases issued	Press Releases	1	0	1	0	0	1	<b>3</b>
Number of Brochures issued	Brochures/ Flyers	1	0	1	0			<b>2</b>
Number of conferences at which the MyMate is presented	Conference Presentations and Road shows	0	0	0	1	1	1	<b>3</b>
Number of Workshops held	Workshops	0	0	0	0	0	4	<b>4</b>
Number of demonstrations made	Demonstrations	0	0	0	0		4	<b>4</b>
<b>Social media channels</b>								
Number of publications related to the project and partners in LinkedIn account	LinkedIn	20	20	20	20	20	20	<b>180</b>
Number of publications related to the project and partners on Facebook account	Facebook	20	20	20	20	20	20	<b>180</b>
Number of videos uploaded related to the project and partners in the YouTube account	YouTube	1	2	3	5	5	5	<b>21</b>
Number of case studies published	Case studies		1		2		3	<b>6</b>

<p>A marketing campaign, which will include advertising and promotions plan will be launched during the final 3 month of the project</p>	<p>Marketing campaigns</p>						<p>1</p>	<p>1</p>
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**Table 11: Key Impact Indicators**

## 7.- CONCLUSIONS

To conclude, with this document MyMate project aims to draw up the first outline in order to clearly determine the objectives to be achieved, the different audiences to be addressed and the group of actions to be undertaken in order to reach these niches needs and meet their expectations. It is foreseen to periodically update and check the potential deviations in order to be capable of apply any corrective action.

Taking into consideration that not only is MyMate a close-to-market solution but also the great proportion of SME in the consortia that is going to confer the dissemination strategy an applied approach.

The main goal of the Consortium is to meet the real requirements from the potential users in order to offer a useful solution that could noticeably ameliorate the situation of elders and the home-care services.

Concerning the dissemination, with the purpose of ensuring the success of the designed measures, a set of Key Impact Indicators have been specified in order to carry out a continuous assessment of the activities undertaken over the project lifespan. The consortium is entirely committed to allocate the necessary resources in order to put the stress spreading the word about the project outcomes, trying to make a commercial and thriving success of this innovative solution.

