SOCIALCARE

D4.1 Dissemination strategy report

ID and title	**D4.1 Dissemination strategy report (Final Iteration)**
Description	The document sets the dissemination strategy for the project and is the first of two iterative deliverables.
Work package	WP4 Exploitation and dissemination
Status	External release
Type	Report
Confidentiality	Public
Version	V2.0
Actual date of delivery	25 January 2018
Contractual date of delivery	31 December 2017
Reviewer for external release	Gerard van Loon (NFE), Marius van Dalen (EVIC)

Project name	**SOCIALCARE**
Project number	AAL-2014-1-181
Project start date	1 May 2015
Project duration	32 months

SOCIALCARE

Document history

Version	Date	Status	Changes	Owner(s)
V0.1	02.11.2015	1st draft		Aumayr (JOIN)
Vo.2	02.12.2015	2nd draft		Aumayr (JOIN)
Vo.3	18.12.2015	3rd draft		Aumayr (JOIN)
Vo.4	21.12.2015	4th draft		Aumayr (JOIN)
V0.9	21.12.2015	Concept for internal review		Aumayr (JOIN)
V0.9	04.01.2016	First Review		Van Loon (NFE)
V0.9	11.01.2016	Second Review		Van Dalen (EVIC)
V1.0	13.01.2016	Final Version		Aumayr (JOIN)
V2.0				
V2.1.	10.01.2016	Updates to final version		Chrstiaens (JOIN)
V2.2	11.11.2017	Updates to final version		Aumayr/Berney (JOIN)
V2.3	22.12.2017	Updates to final version		Aumayr/Berney (JOIN)
V2.4	30.12.2017	Finalization		Aumayr/Berney (JOIN)

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1 Summary

The Dissemination Strategy Report shall provide a structure and manual for dissemination actions across the projects. This includes a target group definition, channels to be addressed, internal and external processes for reviews of publication material and a time schedule for proposed actions in dissemination (e.g. conferences, journal articles, press releases).

Also a section for measuring the impact of the dissemination will support project evaluation during the project.

The action plan of proposed dissemination is a "living document". This section is going to be updated on a regular base.

The Deliverable is divided in two parts for two deadlines to be met. The first and bigger part is the general description of the dissemination strategy for the project and is a closed part with the first deliverable time of M8.

The second part is about the action plan. This is a vivid section and will be updated by the deliverable responsible on a regular base. The second major update to be submitted with a full report of the dissemination activities will be done in M28 to summarize the results with an evaluation of the Key Performance Indicators of dissemination (KPI).

2 Introduction

Dissemination activities are undertaken to establish awareness for the project results and support exploitation preparations. Dissemination is a key to increase the impact and support some of the work within the projects (e.g. recruiting for pilots).

To reach the awareness level intended different actions will be taken by the consortium, these actions will range from the creation of the website to the creation of different dissemination materials, such as leaflets, posters, twitter account and newsletters among others.

Most effective is this external communication of the project group if it is aligned with a prefixed strategy. This allows a more efficient and higher quality dissemination material. This strategy will provide tools, best practice examples, provides an action plan to check planned and achieved actions, responsibilities and due dates for coordination and controlling of dissemination actions.

The report is targeted at consortium partners and commission services, but also to European stakeholders, so as to exchange experience and ideas about the activities carried out within the project framework. This document should be used as a guide reference by each partner in driving the SOCIALCARE communication and dissemination activities throughout the course of the project.

2.1 Motivation

SOCIALCARE is a valuable product and has a high potential for future care systems and communities. During the last decades, people in cities lost the contact to their neighborhood and their community and in the rural areas, people moved to different places and communities got separated or dwindled to smaller groups with separation tendencies.

In parallel, people found new ways of social interaction (e.g. by social media and mobile communication devices). This allows more flexibility for social relations between people and provides different forms of networks. Networks are not anymore established by regionalism and family but by interests, life styles and coincidence.

By this trend, people tend to become inactive in their physical community, their living area. This is also issued by higher levels of mobility. Active Living areas grew from a radius of 10 km in 1890 to 35 km. More cars, more public transport system and cheaper fees for transport increased mobility and by this caused an important decrease in density of contacts by km^2. (P. D. Killworth, 1998)

SOCIALCARE wants to empower local communities to support their neighbors and build up more regional contacts to bring back social life. This social innovation process is called transition town. (Dalen, 2015)

Caused by the aforementioned changes in society, the volunteers and people in need of support should be brought together. To ensure coordinated actions and quality in certain areas of support – especially in care – volunteer organizations and care providers are engaged as ambassadors to carry SOCIALCARE to the people in need like family members, informal caregivers etc.

This will be done by dissemination in a three-folded way:

- Dissemination to neighbors/communities and regional politics
- Dissemination to scientific community
- Dissemination to care organizations, welfare organizations and volunteer organizations

3 Concept

3.1 Situation Report

The concept of the dissemination is the theoretical part of the strategy. To describe the dissemination strategy a situation report like document shall be provided with this deliverable. SOCIALCARE is about community empowerment and engagement of volunteers to help people in need of care and give people in need of care a frame work for secure openness to reduce social isolation and increase quality of life by improved services and care and social contact.

3.1.1 General Situation

Within the sector of social networks, high performing competitors are working in a market focused on interconnecting people with their urge of self-demonstration and self-production. Two major sectors are served with these networks: 1. Leisure 2. Business networks

Both branches are already settled and have well positioned providers.

For the first category: Facebook (USA; EU), Twitter (USA,EU), vk.com (RU), Odnoklassniki (RU), Qzone (China), Renren (China), Kaixin (China), sina weibo (China), tencent weibo (China), Orkut (South Amerika, India), Nextdoor etc.

For the second category: XING, LinkdIN, Viadeo, Ushi.cn, AngelList, Meetup, Opprtunity, Pinterest, Quora, google+, etc.

Third networks like variation of both categories are crowdfunding services like: kickstarter, indiegogo, fundable, earlyShares, crowdfunder, RelayFund, GetFunded, CrowdCube, WeFunder, SeedInvest.

These networks allow a financial support to innovative ideas and concepts.

3.1.2 Project Situation

The SOCIALCARE project has to compete with the use of these networks but is focused on more aspects, other than business networking or exchanging lifestyle oriented information. With the focus on elderly people on the one side and volunteers on the other side, it is challenging to bring a living platform up. There are some examples available and very easy to find:

For Seniors: Stitch, seniornet.org, and special groups on facebook and twitter.

For volunteers: International volunteer head quarter, TalenteTauschKreis.at, sinnvolltaetigsein.at, Zeitbank 50+

For services: exchange-me.de

Furthermore there are European Volunteer Projects, AAL and Health Projects and SME available that are trying to reach for the same channels and awareness of the target group. A major competitor in this area of dissemination will be for the full project time Cim – care in movement. http://www.careinmovement.eu/

This project has similar dissemination aims and goals as SOCIALCARE.

3.2 Aim

SOCIALCARE should be *clearly visible* within these groups and show the readiness and liveliness of the proposed solution. To keep a control over *general publication levels, a better connection to the competitors* should be started and be part of the dissemination strategy. By this, it is possible to use cooperative resources and make competitors into partners.

The goal of dissemination activities is to *spread the results of the project* to the communities and target groups. This "word spreading" can be done by publications, press releases, action days, flash mobs, social media releases and videos on platforms like youtube.

By these actions, *awareness* should be raised for the topic and the SOCIALCARE project.

Also *the target groups shall be involved* by the dissemination to bring in more and more people to the concept of SOCIALCARE.

It is one of the major aims of dissemination to *pave the way for exploitation* in a broader way. In which way, is to be decided by the business model. According actions have to be defined during the working process.

3.3 Targetgroup(s) for Dissemination

SOCIALCARE Dissemination aims at

1. Senior Citizens
2. Volunteers (targeted at seniors)
3. Informal caregivers
4. Care Professionals
5. Family members and neighbors

4 Dynamic of dissemination actions

4.1 Strengths

A major strength of SOCIALCARE is the broad approach on more than just health. The inclusion of volunteering aspects and communities together with the will to promote wellbeing, is something that makes this project unique. Furthermore, the European wide cooperation and networks available in this consortium provide a huge range and can promote the impact of the project.

With some communication professionals available at the partners, it is possible to launch campaigns or set up own conferences.

4.2 Weakness

SOCIALCARE may have a unique approach, but there is a broad field of projects and competitors. The aims of SOCIALCARE are not very catchy for a larger audience and will have some acceptance problems in the target group because of a technological barrier between developing generation and user generation.

Also the problems addressed by SOCIALCARE are not very much aware in the broader society in most of the partner countries. In the Netherlands there is a strong discussion on this subject due to budget cuts in professional care. There are many citizen initiatives to organise self-reliance. But in the majority of EU countries, there is no or not very much media discussion about the issues SOCIALCARE is addressing for the time being.

So it is most important to exactly know the local and national context in which a SOCIALCARE message is sent by the consortium.

4.3 Opportunities

The consortium of SOCIALCARE will set up on a base, that is already familiar to a growing audience in the target group. Furthermore, the consortium provides access to large networks across Europe. JOIN will especially provide information to a bigger number of End User Organizations across Europe and will support in coordination of international press releases. A certain medial pressure can be reached by starting coordinated press activities to increase awareness for the topic and for the project.

4.4 Threats

The SOCIALCARE Consortium Agreement (hereinafter: CA) will form the basis for all rights and obligations of the dissemination strategy. In a further step, the IPR Agreement will set the foundation.

For this purpose, every document that is to be treated as **Confidential or Restricted** should be labelled as such.

The party who seeks confidential treatment of a particular document should specify under which conditions the document should be treated as such. This should include information such as:

- Whether the entire document or parts of it should be considered confidential.
- To whom and under which circumstances may the information be disclosed or transferred.
- Time limits

At least 15 calendar days prior notice of any dissemination activity shall be given to the other Parties concerned, including sufficient information concerning the planned dissemination activity and the date envisaged to be disseminated. The goal of the notice is to afford the partners adequate time to ensure that their legitimate interests are protected.

Every partner with a legitimate interest has the opportunity to **object** to the planned dissemination activities within 10 days of the notification to the envisaged dissemination activity the given time framework. It is the obligation of that partner to state which interests might suffer disproportionately due to the planned dissemination activities and to suggest ways in which the appropriate steps can be taken to safeguard these interests.

An objection is justified if:

- The objecting Party´s legitimate academic or commercial interests are compromised by the publication.
- The protection of the objecting Party´s Results or Background is adversely affected, or
- The proposed publication includes confidential information of the objecting Party, the disclosure of which has not already been authorized.

The planned dissemination activities may only take place after the required protection has been obtained. If there is no objection within the given time stated above, then publication is permitted.

The protection of results through Intellectual Property Rights (IPR) might be threatened through the publication of these results as part of the dissemination activities. In order to avoid damaging the criteria of novelty and innovation, all dissemination activities will be accompanied with a notification describing the planned dissemination activity. The notification should be written in a manner that allows each Party to assess whether any of the interests might suffer disproportionately. Depending on the countries jurisdiction, novelty may be described as "*before the date of filing, no identical invention or utility model has been publicly disclosed in publications or has been publicly used or made known to the public anywhere in the world*"[1] .

As IPR are a mainly a matter of national law, the four definitions given below are merely meant as a directive:

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[1] See : https://www.inovia.com/2013/06/comparison-between-invention-patent-and-utility-model-in-china-2/.

- Patents: European patents shall be granted for any inventions, in all fields of technology, provided that they are new, involve an inventive step and are susceptible of industrial application.[2]
- License: The Original Work or the Software: the software distributed and/or communicated by the Licensor under this Licence, available as Source Code and also as Executable Code as the case may be[3]
- Copyright: Copyright is a form of protection provided to the authors of "original works of authorship" including literary, dramatic, musical, artistic, and certain other intellectual works, both published and unpublished[4]

Other issues that must be addressed are ownership rights.

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[2] Article 52, 1 European Patent Convention.
[3] As defined by the European Union Public Licence, 2007.
[4] http://www.lawmart.com/forms/difference.htm

5 Dissemination Principles

A good dissemination is incremental: as the project advances, more material becomes available, enriching the content of the messages that are broadcasted. One must therefore consider project dissemination as a group of activities that are "built-in" instead of performing them as an "add-on" to our work.

The "built-in" approach basically means regular updates of dissemination materials (posters and leaflets), and providing a continuous flow of information about the project on all dedicated channels. If the expected results have a considerable business potential – as in the case of SOCIALCARE –, it is beneficial to have a "marketing eye" on project workflow and results from an early stage of the project. At each stage, one should pay special attention to further exploitability of the deliverables as well and undertake the design accordingly.

Besides, other similar – past, present and future – initiatives should be continuously monitored. It is important to search for synergies, new publications to build project strategy and work upon as well as opportunities for common dissemination with such projects. This helps the project results better fit the actual ecosystem of similar endeavors. Another important aspect, which somewhat opposes the above standpoint, is to seek for project properties that make SOCIALCARE unique and different from similar works and emphasize them in our dissemination. Unique features can make a strong impression in the audience, especially if they are presented in an interesting, exciting form.

These general principles are to be considered during the dissemination activities rather as a manner to undertake them than as separate tasks to work on. The only exception is searching for synergies, which also envisions regularly conducted investigations.

5.1 Code of Conduct for dissemination

5.1.1 Respect
By this code of conduct, dissemination actions of this project are always in respect to the people, we aim to support. All individuals are equally valuable and are treated with the same respect as the writer person is asking from himself or herself.

5.1.2 Truth
All information in published documents is true or at least true for the moment on the existing base of available data for the author. Interpretation of this data will be done in respect to the former rule of equality and will not be judging by value. Objectivity and reliability are the leading principles for the scientific writing and for the writing of articles for public.

5.1.3 Quality of work
All work and the resulting publications follow international standards of scientific work and will cite after formalized rules to allow replicable references. This is a sign of quality of work and seen as expression of understanding of scientific work process.

5.1.4   Professionalism

Each dissemination activity shows the competence of the full consortium. By this, each partner is reliable for the quality and has to reflect the knowledge and expertise of the consortium. This means to take particular care not to fail in stating wrong information or misunderstandable information in areas where competences are available in the consortium.

5.2   Citation

Due consideration must be given to rules of citation as well as permission to use certain materials in our publications. As a guideline for citation, the Oxford citation rules as cited below can be used. Keep in mind that the rules should be seen as a "living document" and are therefore susceptible to change.

Citation: according to Oxford referencing rules and has been take from the website of the University of Umea[5]:

Books with one Author

Include (if available): author's last name and first name; title; edition (if not 1st); place of publication and publisher, year of publication.
Example
Bryman, Alan. *Social research methods*. 3rd ed. Oxford: Oxford university press, 2008.

Books with two or more Authors

Fabozzi, Frank J., Modigliani, Franco and Jones, Frank J. *Foundations of financial markets and institutions*. 4th ed. Boston: Prentice Hall, 2010.

Books which are Edited (Anthologies)

For edited books include editor(s) in brackets after the name of the editor(s)
Example:
Allen, Jeffner and Young, Iris Marion (eds.). *The thinking muse: feminism and modern French philosophy*. Bloomington: Indiana University Press, 1989.

E-books

The same information should be provided as for printed books, see examples above. For books that have been read or downloaded from a library website or bookshop you should add information about e-book at the end of the reference.
Bowen, Natasha K. & Guo, Shenyang. *Structural equation modeling*. New York: Oxford University Press, 2012. E-book.
Some books whose copyright have expired are sometimes freely available on the internet. In those cases you should add the complete URL (http ://....) and access date, the date you downloaded/read

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[5] Lee, Oskar, University of Umea, 2013. Writing references-Oxford system.   Umea University Libraby.http://www.ub.umu.se/en/write/references/writing-references-oxford.(Assesed 2015-11-20).

the book. If the URL is very long it could be sufficient to use the URL of the web site where you found the book e.g. http://books.google.se/
Smith, Daniel. *Memory of a tree festival*. Hamburg: Sommer Publishing, 1902. http://www.treesandplantsmemoriesinsummer (Accessed 2012-05-21).
Strindberg, August. *Three plays: countess Julie; the Outlaw; the Stronger*. Boston: International pocket library, 1912. http://books.google.se/ (Accessed 2012-05-21).

Book Chapters

Include (if available): family name(s) and first name(s) of author(s) of book chapter; title of book chapter; In, title of book; first and family name(s) of editor(s) and ed(s) in brackets; edition (if not 1: st); page numbers of chapter; place of publication and publisher; year of publication
Example:
Ellet, Elizabeth F.L. By rail and stage to Galena. In *Prairie state: impressions of Illinois, 1673-1967, by travelers and other observers*, Paul M. Angle (ed.), 271-79. Chicago: University of Chicago Press, 1968.

Journal Articles

Include (if available): family name(s) and first name(s) of author(s); title of article; journal name; volume and issue; year of publication; page numbers of article
Lundmark, Linda. Economic Restructuring into Tourism in the Swedish Mountain Range. *Scandinavian Journal of Hospitality and Tourism* 5, no. 1 (2005): 23–45.
If full first names are not provided in the article provide only initials.
Graham, E and Boyle, P. Editorial introduction :(re)theorising population geography: mapping the unfamiliar. *International Journal of Population Geography* 7, no. 6 (2001): 389-394.

Electronic Journal Articles

Same information included as for journal articles (see example above) and a DOI-number. DOI (Digital Object Identifier) is used to uniquely identify an object such as an electronic article. DOI-numbers are permanent, which makes it possible to easily locate articles even if the URL of the article has changed. Articles are assigned DOI-numbers by major academic publishers. If there is no DOI-number you should give the URL-link of the article and in some cases access date (mainly articles that are freely available on the internet). Today the publisher often states how to write the reference.
Lundmark, Linda. Economic Restructuring into Tourism in the Swedish Mountain Range. *Scandinavian Journal of Hospitality and Tourism* 5, no.1 (2005): 23–45. doi: 10.1080/15022250510014273.
Larsen, James E. and Blair, John P. The importance of police performance as a determinant of satisfaction with police. *American Journal of Economics and Business Administration* 1, no.1 (2009): 1-10. http://www.scipub.org/fulltext/ajeba/ajeba111-10.pdf (Accessed 2010-09-29).

Newspaper Articles

Include (if available): author of article; title of article; magazine and date of article
Jowit, Juliette . Corporate lobbying is blocking food reforms, senior UN official warns. *Guardian*.10-09-22.

Newspaper Articles on the Internet

Same information as for a printed article (see above) and URL of article and date of access in brackets. If the URL is very long it could be sufficient to use the URL of the newspaper e.g. http://www.time.com/time/

Jowit, Juliette . Corporate lobbying is blocking food reforms, senior UN official warns. *Guardian*. 10-09-22. http://www.guardian.co.uk/environment/2010/sep/22/food-firms-lobbying-samuel-jutzi (Accessed 2010-09-30).

Web Pages/Internet Sources

Include (if available): author, organization, authority or company; (year) ; title of document or page; name of web site or owner of web site; last update of web page ; complete URL (http://.....) and date of access.

Organisation for Economic Co-operation and Development (OECD). Health: OECD says governments must fight fat. 2010. http://www.oecd.org/document/35/0,3343,en_21571361_44315115_46064099_1_1_1_1,00.html (Accessed 2010-10-10).

For blogs include title and posting date of individual blog entry:

Parker, Matt. 2010. The simple truth about statistics. *Guardian.co.uk Science blog*. 29 September. http://www.guardian.co.uk/science/blog/2010/sep/29/statistics-lies-abuse (Accessed 2010-10-10).

Encyclopedias/Dictionaries

For articles/entries in online encyclopaedias include (if available): author of article, title of article, name of encyclopaedia, year of publishing,; complete URL (http://.....) and date of access. If there is no author, use the title of the entry or article first.

Example:

Creutzfeldt-Jakob disease. *Encyclopaedia Britannica*. 2010. http://www.britannica.com/EBchecked/topic/142824/Creutzfeldt-Jakob-disease (Accessed 2010-10-30).

Dissertations

Include information about university of graduation and title of degree.

Examples:

Eckerberg, Katarina. *Environmental protection in Swedish forestry: a study of the implementation process*. PhD diss., Umeå University, 1987.

Landström, Mats. *Two essays on Central Bank independence reforms*. Lic. diss., Umeå university, 2009.

Conference Proceedings

Lectures/presentations at conferences and seminars are published in anthologies called proceedings. Title, year and city of conference are to be included if known. Individual contributions to conference proceedings are treated as chapters in books. Sometimes those contributions are published in journals and are treated as journal articles.

Hall, C. Michael. North-south perspectives on tourism, regional development and peripheral areas. In *Tourism in peripheries : perspectives from the north and south*, Dieter K. Müller and Bruno Jansson (eds.), 19-38. Perspectives on tourism in Nordic and other peripheral areas, 2004, Umeå. Wallingford: CABI, 2007

Television Programs

Lindsjö, Lars. UR Samtiden - Hur kan utåtagerande barn bemötas? [Television]. Stockholm: Sveriges utbildningsradio. 2011. http://uraccess.se/

Personal Communication

Personal communication includes more informal sources: e.g. letters, e-mails, phone calls or conversations. Permission should be sought before these sources are quoted, and a copy retained for reference. If you have promised interviewee anonymity you must keep that promise. You will find more information about rules and guidelines for research at CODEX.
http://www.codex.uu.se/en/index.shtml
Please note that personal communication is sometimes not included in the reference list as the sources normally are not traceable. In those cases information about personal communication are provided only in the footnotes. Check with your teacher/supervisor if you are uncertain!
A reference to personal communication should include as much information as possible; name, profession/position, details of personal communication; date

6 Dissemination Process

The dissemination process is in accordance with the Consortium Agreement, which was signed by all partners of the consortium. Dissemination activities are regulated there under Point 6.6.

This regulates

1. Publications,

2. Use of names, logos and trademarks

6.1 In general regulations at one glance

Information of consortium is needed for all dissemination activities PRIOR to the activity's execution.

➔ T-15 days information of partners!

➔ T-05 until possible objections by partners

6.1.1 Reason for objections

a. The objecting Party´s legitimate academic or commercial interest are compromised by the publication.
b. The protection of the objecting Party´s Results or Background is adversely affected, or
c. The proposed publication includes Confidential Information of the objecting Party, the disclose of which has not yet given its consent to.

(Consortium Agreement SOCIALCARE, p.19)

6.1.2 Use of Names and Logos+

In Publications and Press Releases, the name of the project, the funding agency of the partner and the AAL Program has to be mentioned within the Text. Furthermore a list of the consortium members has to be provided at least as "further information".

For this purpose, all logos of the consortium members shall be made available in the project files at Copy, which is meant to be the general exchange platform for documents. Furthermore, all dissemination material, independent from who the producer is, shall be posted in the Copy folder for Workpackage 4, PRIOR to publication and with information of all partners by an eMail to info@socialcarecommunity.eu .

If people of the consortium are mentioned in a text, their explicit understanding and knowledge of the content has to be approved before publication. This can be done by eMail but has to be documented.

When people are namely mentioned, their organization has to be mentioned as well in the form of: "<first name> <Surename>, <Position/Function> at <company/organization>" e.g.:"Georg Aumayr, Research Officer at Johanniter International".

If trademarks are used, a clear denotation has to be done with a <term/name>™ e.g.: Hausnotruf™

6.2 Resources

All partners of the SOCIALCARE Consortium are working in the dissemination and exploitation work package but have different amount of personmonths. These are the principle resources of the workpackage (WP).

	ATOSWLE	EVIC (WP Leader)	ISOIN	JOH	JOIN	LFTL	NFE	UoAS
Number of Personmonths for Dissemination	7	8	6	1	6	8	3	5

Further resources are the capabilities and competences of the people working for dissemination. So will be the texting of Flyers and Brochures done by a competent team of Johanniter International and Johanniter Austria in German and English. The translation from English to Netherlands can be done by Johanniter International.

Competence profiles for dissemination:

Skills	ATOSWLE	EVIC (WP Leader)	ISOIN	JOH	JOIN	LFTL	NFE	UoAS
Webdesign	Yes	yes						
Graphicdesign	Yes							
Layout for printables						Yes		
Texting(journalism)	Yes		Yes	Yes	Yes	Yes	Yes	Yes
Scientific writing				Yes	Yes			Yes
Video (production,cutting,post-production)	Yes	Yes						
Access to conference boards	Yes		Yes		Yes	Yes	Yes	Yes
Network for policy making					Yes		Yes	
Own print medium				Yes			Yes	

Own Newsletter	Yes			Yes	Yes		Yes	

6.3 Structure

The flow chart shall give an impression about the process recommended for providing dissemination material.

Scientific Articles

Start Writing → Inform Board → invite for active contribution → Writing → Editing → Finalising → Review → Acceptance by Board → Submitting → Conference

Flyers/brochures

Start Writing → Inform Board → invite for active contribution → Layout → Translation → Proofreading → Testprint → Review pdf → Acceptance by Board → Printing

Press Release

Start Writing → Inform Board → coordination with other partners → compilation of drafts → Translation → Proofreading → finalizising → Review → Acceptance by Board → Releasing

6.4 Hierarchy and responsibilities

The flow charts are representing also the Steering Group's (mentioned also as board) need for acceptance as stated in the consortium agreement under 4.3.2.2.c for press releases and joint publications and 4.3.2.2 e in Dissemination Strategy Issues.

The Steering Group consists of the project coordinator, the technical manager and the Workpackage leaders. (see also Consortium Agreement SOCIALCARE, p.10)

For the dissemination reviews, a votum of the Project coordinator, the technical manager and the Workpackage leader of dissemination and at least two other representatives of consortium partners, has to be done. By this, it is assured that at least a majority of consortium partners is accepting the dissemination action.

A veto is possible as described in the Consortium agreement (p.11)

6.5 Review processes

Reviews have to take place when more than one partner is involved (actively and passively) or results of more than one partner are published AND if results of the projects are disseminated. A clear definition of what results are is given in the IPR Agreement.

This is especially important as the potential of patenting is directly related to publications.[6]

Partners who are interested in patents are:

[no interested partners until 21.12.2015]

The review process is triggered by the submission to the Steering Group. A release beforehand would bring up the danger to violate against the consortium agreement. In special cases, it is acceptable to ask for an acceptance after the release. By this, the releasing partner has all consequences and legal responsibilities until the acceptance of the Steering Group is given.

The Steering Group has one week (7 Days) for accepting or refusing the dissemination action. If no response is given by the Steering Group after one week, the dissemination action is REJECTED.

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[6] If something is publishes, it cannot be patented afterwards because this violates the idea of something new in patent right. Publications are good for scientific issues but bad for business development.

7 Measures of success

7.1 Key Performance Indicators in principle

The idea of Key Performance Indicators is to bring a system of evaluation and quality assurance on an objective level. By this, quantifiable indicators are used for the evaluation that is supported by measuring contacts of dissemination with the audience. This also helps in planning of actions and setting aims for dissemination of the project. A very general aim is to raise awareness of the main issue of the project and about the work that is done in the project. But this is not quantifiable.

For this, each type of action has to be analysed for the potential of quantification. There are several tools and methods available for the impact estimation and measurement. By this, impact means the number and quality of contacts to the target audience.

As a short overview of the target sizes for Dissemination activities, the following table is showing a first idea of the KPI in real numbers:

Type of Media	Measurement	Expected Numbers each	Expected numbers in total
Print media/Journals	Contacts and reach of papers and journal contacts	>150 (scientific) >500 (public)	>500 (scientific) >40.000 (public)
Video	Counter at video platforms	>400	>1200
Website	Google Analytics	>1000	>1000
Conferences	Number of participants	>50	>500

For workshops and meetings with third parties concerning exploitation issues, a simple mean is to collect supportive letters or letters of interest or intent from industry contacts and stakeholder.

These can be expressed in an equation:

$EXP_{Ind}=(N_{LoI}+1)x(M+1)$

EXP_{Ind}…Exploitation Indicator

N_{LoI}…Number of Letters of Interest by Stakeholders

M…Number of Meetings with Stakeholder.

Concerning a judgement what we want to aim for, target values for a project of this size – coming from experience in former projects – are:

1-8: Low Performance

9-25: Medium Performance

>26: Good performance

7.2 Indicators and Measurements

WEBSITE Outcome measure: website hits, page views, deliverable/document downloads, comments received, requests for information received – Google Analytics

EMAIL AND TELEPHONE Outcome measure: e-mail responses, expansion of network of contacts, numbers of outgoing and incoming calls.

FLYERS AND POSTERS Outcome measure: number of flyers & posters printed and distributed, number of events where they are displayed and/or distributed, number of participants of the conference

NEWSLETTER Outcome measure: number of contacts to whom the newsletter is sent, number of requests to join mailing list after receiving it from third parties.

JOURNAL ARTICLES Outcome measure: number of journal reports and scientific articles submitted and published, type of journal (industry, academic), journal impact factor (although these vary considerably by field) and circulation, awareness factor of papers and journals

POLICY PAPERS Outcome measure: number of policy papers issued, feedback received, invitation to policy making events e.g. EC Programme development

MEDIA COMMUNICATION AND PRESS RELEASES Outcome measure: number of press releases circulated, number of media communications issued, number published, media interviews, geographical scope and range of publication, media used, size of distribution list, estimated contacts of papers, reach of papers.

WORKSHOPS Outcome measure: number of workshops conducted, number of participants, range of stakeholders represented, participant feedback.

PRESENTATION AT EXTERNAL EVENTS AND CONFERENCES Outcome measure: number of conference papers and presentations, number of conference workshops, type and size of conference, conference attendance.

SOCIAL MEDIA Outcome measure: number of members/followers, network page views, page comments, mentions, re-tweets, blog posts, blog post views, feedback

8 Dissemination Activities

In the next section tables divided in two years summarizes a list of events where SOCIALCARE partner participation is planned. The planning below is not static and will be updated with new events and actions throughout the life of the project

8.1 Reporting on what was already been done

ATOSWLE	[PLEASE INSERT INFORMATION IF AVAILABLE]
EVIC	- Article in the WMO Magazine no4 (sep 2015) - Presentation at Smart Homes Exhibition (nov 18+19) - Information meetings with representatives of the village of Putte who are very interested in this platform. - Information meeting with representatives of 'care-cooperations' from several Dutch regions (24.11.2015). - Update SOCIALCARE website (launched at 13-1-2016), based on Wikiwijk platform, including functionality - Presentation at De Nieuwe GGZ meeting (20.04.2016) - Attending E-Health week (07.06.2016) - Presentation at citizens' initiative Eindhoven (12.09.2016) - Attending AAL Forum (supporting NFE actions) (Sep 2016) - Mid-term review meeting report on the SC website (Oct 2016) - Attending meeting Focus Group partner organisations from Brussels (Nov 2016) - Article on SC website from Consortium Meeting Seville (Dec 2016) - Activation/Promotion twitteraccount @socialcare (Dec 2016)
ISOIN	"Entérate Sevilla" event with entrepreneurs and universities, a brief presentation was done to gain some diffusion of the project. (May 2015) - Attending Eureka Innovation week. Event about eureka clusters with focus on smart cities but with calls related to other ICT, eHealth and IoT areas. (April 2016) - Periodic publications on ISOIN blog and twitter
JOH	- Article in the Newsletter (Sept. 2015; p.5) of Johanniter Austria (release: 22.09.2015) - Article in the Newspaper (3.2015; p. 4) of Johanniter Austria - Recruitment of participants for prototype testing: Johanniter Austria's intranet and newsletter (Sep 2016) - Senior fair in Vienna "Wiener Herbst Senioren Messe"; Dissemination/ recruitment; target group: seniors and stakeholders in this field (Nov 2016) - Article 'Get Started' at official Socialcare Website (April 2017)

JOIN	- Letters of interest with 5 Brussels-based CARE organisations(focus group members) have been signed - First meeting with the focus group members confirmed and will take place on 2 December 2015 - Meetings with other Brussels-based organisations to explore possible collaboration (Arbeiter-Samariter-Bund, Punt vrijwilligers, Diakonie Deutschland) - Article in JOIN Website (02.12.2015) - Article in JUH Express (15.09.2015) - JOIN Boards Meeting (20.10.2015) - JOIN Clinical Group Meeting (24.10.2015) - JUH Deutschland Herbstfachtagung (28.10.2015) - Conference eHealth in Brussels (Jan 2016) - SC Meeting in Linz article online and in the Newsletter (Feb 2016) - Presentation of SOCIALCARE at Johanniter Hungary (Feb 2016) - Focus Group partner organisations from Brussels meeting & article online and in the JOIN Newsletter (Mar 2016) - SC articles included in the Annual Review 2015 of JOIN (March 2016) - Presentation f SC at the Dresden Subcommandary (March 2016) - Presentation to Johanniter Landesverband Bayern; PR Marketing group JOIN (March 2016) - SC in Newsletter of JOIN (April 2016) - Presentation of Project to Johanniter Annual Assembly in Helsinki (May 2016) - Focus Group partner organisations from Brussels meeting & article online and in the Newsletter (June 2016) - SC in the Newsletter to JOIN Partners (July 2016) - IDIMT Conference Article (Aug 2016) - SC in the Newsletter to JOIN Partners (Sep 2016) - Mid term review meeting article online and in the Newsletter (Oct 2016) - Focus Group partner organisations from Brussels meeting & article online and in the Newsletter (Nov 2016) - SmartLives2016 Conference in Austria – speaking in the panel Motivational Value Approach for Community (Nov 2016) - SmarterLives2016 Conference speaking in the panel Motivational Value Approach (Nov 2016) 'Motivational Value Approach for Community Engagement in the SOCIALCARE Project' Publication for SmartLives2016 Conference in Austria (Nov 2016, JOIN)Newsletter to Johanniter Partners - European Summit on Digital Innovation for Active&Healthy Aging (Dec 2016) - Article on website about meeting in Seville (Dec 2016) - AAL – COST – MYBL Workshop participation (February 2017) - Blog about SOCIALCARE Project at CareCooperatives Website (March 2017) - Presentation of SOCIALCARE at the care coordinator's group at Diakonie Deutschland in Berlin (March 2017) - Presentation SOCIALCARE at JOIN PR & Marketing Working Group in Wittenberg (March 2017) - Presentation of SOCIALACARE Project by Samaritan International and by Care Referent of Arbeiter-Samariter-Bund Germany (January & March 2017)

	• Presentation of Socialcare by CareCooperatives (April 2017)
LFTL	• Article on LIFEtool website (Sept. 2015) • Meetings with mobile care organisations and local volunteer organisation (Diakonie). These meetings were aiming at close cooperation in the project as service providers and end-user representatives. (Oct. – Nov. 2015) • Presentations and stand at the AAL Forum (Sep 2016) • Article in Newsletter and on Facebook of Diakonie AT about searching for participants for SC (Oct 2016) • SmartLives2016 Conference in Austria – speaking in the panel User Requirements Analysis (Nov 2016) • Poster for User Requirements Analysis SmartLives2016 Conference in Austria – (Nov 2016) • Poster Presentation, Veranstaltung: Arbeitswelt der Zukunft (Nov 2016) • Article Tablet Trainings at Official SOCIALCARE Website (February 2017)
NFE	• Setting up the website • New website: www.wikiwijk.com/web/socialcarecommunity • Meetings with local home care organisations (Archipel, ZuidZorg), local volunteer organisation (LEVgroep) and local senior organisation (SeniorenRaad). These meetings were aiming at close cooperation in the project as service providers and end-user representatives. • Several information meetings with members of ThuisVerbonden which represents the community of Son en Breugel in the SOCIALCARE project. • Information meetings with representatives of the village of Putte who are very interested in this platform. As a consequence they will join as a pilot site. • Royal visit to pilot site Putte (see EVIC) Togheter with the other end user partners: Paper about the approach and the results of the user requirements phase • Article about SC bringing technological solutions to care in De Bode (Jan 2016) • Article about a visit of the royal couple in the site in de Putte (Feb 2016) • Presentation about the project to the General member meeting of ThuisVerbonden, the pilotsite partner in Son en Breugel (April 2016) • Stakeholders' meeting with Zorg om Zorg in Putte (May, July, August, Sept, Nov 2016) • Stakeholders' meeting with SonenBreugelVerbindt in Son en Breugel (May, July, August, Sept, Nov 2016) • AAL partners' meeting ZonMW in The Hague (June 2016) • Presentations and stand at the AAL Forum (Sep 2016) • Presentation about the project to the General member meeting of ThuisVerbonden, the pilot site partner in Son en Breugel (Sept 2015, April 2015, Oct 2016)

	• AAL – COST – MYBL Workshop participation (February 2017)
UoAS	• Announcement of project start on research group's website (March 2015) • Announcement of planned using AUToMAte software in project on research group's website (September 2015) • Article in magazine "Austria Innovativ" edition 5/2015, also mentioned on research group's website (November 2015) • Consortium Partner meeting recap on research group's website (February 2016) • Mid-Term Review recap on research group's website (October 2016)

(the last update 10 January 2017)

8.2 Planned Actions 1st year

The following table lists an overview of the SOCIALCARE dissemination activities. This table contains some events already identified by the consortium as opportunities to disseminate SOCIALCARE and where the partners plan to participate.

	ATOS WLE	EVIC	ISOIN	JOH	JOIN	LFTL	NFE	UoAS
May '15								
June '15								
July '15								
August '15								
September '15				See 8.1	Newsletter to Johanniter Partners	Summary of the project published on website and sent to care and welfare partners	Summary of the project to the care and welfare partners	
October '15					Workinggroup meetings	Advertising/ recruitment of participants for collecting user requirements	Information meetings with the local care and welfare organisations	
November '15							Information meetings with the local care and welfare organisations	
December '15			"Smart Weareables" workshop in Brussels with		Workshop with care organizations Newsletter to			

			partnerships and investors		Johanniter Partners Article on website Meeting for AAL Call in Austria, Vienna		
January '16		Release SOCIAL CARE website			Conference eHealth in Brussels		
February '16		Royal visit to citizens coöperation in Putte (additional Dutch SC pilot town)			Presentation of SOCIALCARE at Johanniter Hungary.		Royal visit to pilot site Putte (see EVIC) Togheter with the other end user partners: Paper about the approach and the results of the user requirements phase
March '16	Presentation of mockup to selected customers at the Mobile World Congress			Advertising/ recruitment of participants for prototype testing: Johanniter Austria's intranet and newsletter	Meeting with LOI Partners; Published in JOIN Annual Review; Published in Jahresbericht 2015 Johanniter Austria; Article on JOIN and SOCIALCARE	Advertising/ recruitment of participants for iterative prototype testing.	

				website; Presentation at the Dresden Subcommandary; Presentation to Johanniter Landesverband Bayern; PR Marketing group Johanniter				
April '16				Senior fair in Vienna "Lebenslust", 13.-16.04.2016; Dissemination/ recruitment; target group: seniors and stakeholders in this field	Newsletter to Johanniter Partners			

Besides this planned events listed before, there will be dissemination activities transversal to the project life cycle. Some of these dissemination activities carried out by specific partners are:

ISOIN will periodically tweet content for SOCIALCARE, this will aim at obtaining followers inside specific targeted groups as well as increasing the dissemination share in the web.

ISOIN will also organize open doors days for companies and universities where the projects developed like SOCIALCARE will be broadcasted. Specific dates are not decided yet.

ISOIN as members on the European Innovation Partnership on Active and healthy Aging (EIP on AHA) , participates promoting actions for a better Health and Aging across Europe in different events held by this partnership, and will promote SOCIALCARE as much as possible.

ISOIN is also member in AIOTI (Alliance for internet of things innovation) where will try to promote and give impact of the SOCIALCARE project as an example of applied usage of IoT devices for e-Health and aging.

8.3 Planned Actions 2nd year

In the same way as prior section, the following table list planned activities in the second year of the project.

	WLE	EVIC	ISOIN	JOH	JOIN	LFTL	NFE	UoAS
May '16					AGM Meeting with focus on Social Care			
June '16					Meeting with LOI Partners			
July '16					Newsletter to Johanniter Partners			
August '16					IDIMT Conference Article			
September '16		Attending AAL Forum, supporting NFE actions		Dissemination/ recruitment of participants for prototype testing: Johanniter Austria's intranet and newsletter	Newsletter to Johanniter Partners	Presentations and stand at the AAL Forum	Presentations and stand at the AAL Forum	
October '16		Mid-term review meeting report on the SC website			Meeting with LOI Partners SOCIALCARE Article Online & Newsletter to JOIN Members on Midterm Review Meeting Results			
November '16				Senior fair in Vienna "Wiener Herbst Senioren Messe"; Dissemination/ recruitment; target group: seniors and stakeholders in this field	Newsletter to JOIN Members & Article online - SC meeting with representatives of care organisations from Brussels			

December '16		Article on SC website from Consortium Meeting Seville			Workshop with care organizations Newsletter to Johanniter PartnersArticle on website		
January '17		Twitter communication plan		Dissemination/ recruitment of participants for prototype testing: Johanniter Austria's intranet and newsletter	Conference eHealth in Brussels		
February '17	Demonstrations to potential customers at the Mobile World Congress			AAL-COST-MYBL workshop Brussels	AAL-COST-MYBL workshop Brussels		AAL-COST-MYBL workshop Brussels
March '17					Meeting with LOI Partners		
April '17				Senior fair in Vienna "Lebenslust"; dissemination/ recruitment for the pilot; target group: seniors and stakeholders in this field	Newsletter to Johanniter Partners		

8.4 Planned Actions for final 4 months

	ATOS WLE	EVIC	ISOIN	JOH	JOIN	LFTL	NFE	UoAS
May '17				Dissemintaion/ recruitment of participants for the pilot: Johanniter Austria's intranet, newsletter and newspaper				
June '17								
July '17								
August '17				final reporting of SOCIALCARE results and planned actions in future				

9 Report on final dissemination actions

During the last period of the project, including the extension of the project, several actions for dissemination have been undertaken and aims were reached.

In the following list, each partner described shortly what they have achieved.

9.1 WLE

WLE reported several activities for the final period of the project, focused on presentations to potential customers, inertial dissemination inside the Worldline and Atos group, and publications in specialized media.

In February / March 2017, Worldline took advantage of its stand at the Mobile World Congress to perform many demonstrations of the SOCIALCARE platform to potential customers.

In October 2017, Worldline published a Spanish web to publicize SOCIALCARE: https://www.socialcare.es/

In December 2017, Worldline published a Global Press Release on its corporate site: https://worldline.com/en/press-releases-general/2017/pr-2017_12_20_01.html. At the same time, the Spanish version of the press release was also published on Worldline Iberia site: http://es.worldline.com/es-es/home/media-center/notas-de-prensa/2017/pr-2017_12_20_01.html

Also in December 2017, Worldline made an extensive press campaign which included the following publications in specialized media:

- On 20/12/2017, in El Candelero Tecnologico: https://elcandelerotecnologico.com/2017/12/20/worldline-iberia-participa-en-socialcare-un-proyecto-innovador-para-mejorar-la-calidad-de-vida-de-las-personas-mayores-en-sus-hogares/
- On 20/12/2017, in News Tercera Edad: http://www.news3edad.com/2017/12/20/worldline-iberia-participa-en-socialcare-un-proyecto-innovador-para-mejorar-la-calidad-de-vida-de-las-personas-mayores-en-sus-hogares/
- On 20/12/2017, in Saludemia: https://www.saludemia.com/-/noticia-socialcare-un-proyecto-innovador-para-mejorar-la-calidad-de-vida-de-las-personas-mayores-en-sus-hogares?id=425588
- On 20/12/2017, in GPS News: http://gpsnews.es/not/7584/worldline-iberia-participa-en-socialcare-un-proyecto-innovador-para-mejorar-la-calidad-de-vida-de-las-personas-mayores-en-sus-hogares/
- On 20/12/2017, in Digital Affaires: http://digitalaffaires.es/not/3860/worldline-iberia-participa-en-socialcare-un-proyecto-innovador-para-mejorar-la-calidad-de-vida-de-las-personas-mayores-en-sus-hogares/
- On 21/12/2017, in Globedia: http://es.globedia.com/worldline-iberia-participa-socialcare-proyecto-innovador-mejorar-calidad-vida-personas-mayores
- On 21/12/2017, in ANIS - Informadores de la salud: http://www.anisalud.com/actualidad/notas-de-prensa-anis/2660-worldline-iberia-participa-en-socialcare-un-proyecto-innovador-para-mejorar-la-calidad-de-vida-de-las-personas-mayores-en-sus-hogares

- On 28/12/2017, in EM entremayores.es:
  http://www.entremayores.es/spa/actualidad_empresarial.asp?var2=Noticias&var3=Worldine%20Iberia%20participa%20en%20el%20programa%20europeo%20%27Socialcare%27&nar1=6&nar2=44&nar3=32729&nar5=1

All these previous publications took the press release as a base and complemented it with several interviews with the journalists.

9.2 NFE

NFE reported several activities for the final period around the general concept of supporting silver agers.

On January 25 2017 they organized an e-health event in the city of Utrecht, where they demonstrated SOCIALCARE

On June 28 2017, an web article was written and published about the cooperation between Summa college, practice-oriented education in the field of care and wellbeing: https://samenslimzorgenthuis.nl/studenten-summa-helpen-senioren-son-en-breugel/

Workshop, including the SOCIALCARE project at AAL forum, October 2-4 in Coimbra: ENHANCING THE SOCIAL IMPACT OF AAL PROJECTS THROUGH STARTING LOCAL COMMUNITIES AND THE COOPERATIVE MODEL

Presentation of SOCIALCARE and participation in workshops at the Silver Learners Congress, November 3-4, 2017 in Middelburg (NL)

On November 2, 2017: Opening event for Automaatje a service developed in the framework of SOCIALCARE project and offered by the SOCIALCARE-SonenBreugelVerbindt.nl cooperation

Frequent gatherings (monthly and bi-monthly) with local SOCIALCARE stakeholders in Son en Breugel and Putte over the past two years.

Presentations of the project to stakeholders in care and wellbeing: Lev-groep, Archipel, ZuidZorgExtra, Centrale24, GP's in Son en Breugel, municipality of Son en Breugel, de libraries, citizen's initiative in Gees.

Presentation and demo during the NFE New Year's cocktail party for all NFE stakeholders

Presentation and demo of the final platform SOCIALCARE during e-health event in Amersfoort on January 25, 2018

9.3 JOAFG

JOAFG reported several activities focused on scientific papers and conferences.

June – paper on end user requirements for Conference Split (SoftCom)

June - DigitCult Paper

SoftCom Conference in Split

August – Special Issue in AAL Paper

September – Meeting with potential Partner from Argentina interested in Dissemination

AAL Forum Coimbra in October with booth

7.11-9.11 – two presentations at the FH Krems on Technology and Dementia and Informed Consent

November and December – adaptation of the Johanniter Website to include a separate page on the Project

November 2017- Paper MDPI China

All papers are available at JOAFG by request.

9.4 LFTL

Lifetool focused on communication to potential stakeholder on a regional base and spread word about SOCIALCARE to potential investors and related industry branches.

List of dissemination activities from LFTL (past year):

On the 29th of June, they presented the SOCIALCARE project to the management of the Raiffeisenlandesbank Oberösterreich

On the 4th of July 2017, they had presentation at the IKT Forum conference, http://www.iktforum.at/

On the 19th of October, they presented the SOCIALCARE project to various stakeholders of the Medizintechnik Cluster

From the 2nd to the 4th of October they attended the AAL-Forum, disseminated the project and held a workshop there, ENHANCING THE SOCIAL IMPACT OF AAL PROJECTS THROUGH STARTING LOCAL COMMUNITIES AND THE COOPERATIVE MODEL

On the 16th and the 17th of November, they attended the Kongress der Gesellschaft für Unterstützte Kommunikation and disseminated SOCIALCARE to various stakeholders

Frequent gatherings with local SOCIALCARE stakeholders at the pilot sites Schönau and Bad Zell over the whole year

3 Facebook posts on the LIFEtool Facebook site

9.5   EVIC

EVIC reported several business-oriented meetings to arrange pre-sales activities for their own platform as well as SOCIALCARE as well as on social media acitivites.

June-Dec   activation and maintenance Social Media accounts (incl posts)

Twitter: https://twitter.com/socialcare2017

Facebook: https://www.facebook.com/socialcarecommunity/

Jan-Decmaintenance website (incl webmaster)

Website: http://www.socialcarecommunity.eu/

Twitter: https://twitter.com/socialcare2017

Facebook: https://www.facebook.com/socialcarecommunity/

March 09	Care Innovation Center West-Brabant (Breda)

April 05 BeterMetElkaar meetup (Leiden)

May 12 LOI Partners Meeting (Brussels)

July 11 SamenBeter meetup (Amsterdam)

Aug 01 Zorgvrijstaat meetup (Rotterdam)

Nov 01 Achtse Barrier meetup (Eindhoven)

9.6   JOIN

JOIN reported activities focused on the interaction with potential end user partners in Brussels as well towards the Johanniter Community in EU.

Presentation of SOCIALCARE at JOIN Board Meeting in Berlin (9 June 2017)

Speaking at Samaritan International Forum in Riga with a topic SOCIALCARE Project (24 August 2017)

Bilateral LOI partners meetings (S-Mantelzorg, Zonnelied, Kenniscentrum wwz): presentations of final prototype and discussion about installations in Brussels (12-14 September)

Speaking at AAL joint workshop 'Enhancing the social impact of AAL projects through the starting up of local communities and the cooperative model' (2 October 2017)

Supporting the booth at the AAL Forum in Coimbra.

Reporting within the annual report of JOIN to its members about the project on two dedicated full pages.

9.7 Overview by partner and month

TABLE 1 OVERVIEW OF DISSEMINATION IN FINAL PERIOD

		ATOSWLE	EVIC	ISOIN	JOH	JOIN	LFTL	NFE	UoAS
2017	June		Website: http://www.socialcarecommunity.eu/ Twitter: https://twitter.com/socialcare2017 Facebook: https://www.facebook.com/socialcarecommunity/		paper on end user requirements for Conference Split (SoftCom) DigitCult Paper	Presentation of SOCIALCARE at JOIN Board Meeting in Berlin (9 June 2017)	On the 29th of June, they presented the SOCIALCARE project to the management of the Raiffeisenlandesbank Oberösterreich	On June 28 2017, an web article was written and published about the cooperation between Summa college, practice-oriented education in the field of care and wellbeing: https://samenslimzorgenthuis.nl/ studenten-summa-helpen-senioren-son-en-breugel/	
2017	July		SamenBeter meetup (Amsterdam) Website: http://www.socialcarecommunity.eu/ Twitter: https://twitter.com/socialcare2017 Facebook: https://www.facebook.com/socialcarecommunity/				On the 4th of July 2017, they had presentation at the IKT Forum conference, http://www.iktforum.at/		

20 17	August			Zorgvrijstaat meetup (Rotterdam) Website: http://www.socialcarecommunity.eu/ Twitter: https://twitter.com/socialcare2017 Facebook: https://www.facebook.com/socialcarecommunity/		Special Issue in AAL Paper	Speaking at Samaritan International Forum in Riga with a topic SOCIALCARE Project (24 August 2017)			
20 17	Septe mber			Website: http://www.socialcarecommunity.eu/ Twitter: https://twitter.com/socialcare2017 Facebook: https://www.facebook.com/socialcarecommunity/		Meeting with potential Partner from Argentina interested in Dissemination	Bilateral LOI partners meetings (S-Mantelzorg, Zonnelied, Kenniscentrum wwz): presentations of final prototype and discussion about installations in Brussels (12-14 September)			

20 17	Octob er	Spanish web to publicize SOCIALCARE: https://www.socialc are.es/	Website: http://www.socialcarecommuni ty.eu/ Twitter: https://twitter.com/socialcare2 017 Facebook: https://www.facebook.com/soc ialcarecommunity/	AAL Forum Coimbra in October with booth	Supporting the Projectpres entation at the booth at the AAL Forum in Coimbra Speaking at AAL joint workshop 'Enhancing the social impact of AAL projects through the starting up of local communitie s and the cooperative model' (2 October 2017)	On the 19th of October, they presented the SOCIALCARE project to various stakeholders of the Medizintechnik Cluster From the 2nd to the 4th of October they attended the AAL-Forum, disseminated the project and held a workshop there, ENHANCING THE SOCIAL IMPACT OF AAL PROJECTS THROUGH STARTING LOCAL COMMUNITIES AND THE COOPERATIVE MODEL	Workshop, including the SOCIALCARE project at AAL forum, October 2-4 in Coimbra: ENHANCING THE SOCIAL IMPACT OF AAL PROJECTS THROUGH STARTING LOCAL COMMUNITIES AND THE COOPERATIVE MODEL	

| 2017 | November | | Achtse Barrier meetup (Eindhoven)

Website: http://www.socialcarecommunity.eu/
Twitter: https://twitter.com/socialcare2017
Facebook: https://www.facebook.com/socialcarecommunity/ | 7.11-9.11 – two presentations at the FH Krems on Technology and Dementia and Informed Consent | | On the 16th and the 17th of November, they attended the Kongress der Gesellschaft für Unterstützte Kommunikation and disseminated SOCIALCARE to various stakeholders | Presentation of SOCIALCARE and participation in workshops at the Silver Learners Congress, November 3-4, 2017 in Middelburg (NL) | |
| 2017 | December | Global Press Release published on Worldline corporate site: https://worldline.com/en/press-releases-general/2017/pr-2017_12_20_01.html
Spanish press release published on Worldline Iberia site: http://es.worldline.com/es-es/home/media-center/notas-de- | Website: http://www.socialcarecommunity.eu/
Twitter: https://twitter.com/socialcare2017
Facebook: https://www.facebook.com/socialcarecommunity/ | adaptation of the Johanniter Website to include a separate page on the Project

MDPI Paper | Annual Report of JOIN with two pages about SOCIALCARE | | | |

		prensa/2017/pr-2017_12_20_01.html SOCIALCARE press campaign (please see list above, WLE chapter)							
2018	Januar y	Presentation to Worldline France, French social public sector	[Website: http://www.socialcarecommunity.eu/](http://www.socialcarecommunity.eu/) [Twitter: https://twitter.com/socialcare2017](https://twitter.com/socialcare2017) [Facebook: https://www.facebook.com/socialcarecommunity/](https://www.facebook.com/socialcarecommunity/)					Presentation and demo of the final platform SOCIALCARE during e-health event in Amersfoort on January 25, 2018	

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