

Acronym: Cordon Gris  
Name: Making sense of data to promote effortless healthy eating habits and autonomy for older people  
Call: AAL Call 2015  
Contract nr: AAL-2015-1-016  
Start date: 02 May 2016  
Duration: 24 months

## D5.5 Cordon Gris Dissemination Plan

Nature<sup>1</sup>: P

Dissemination level<sup>2</sup>: PU

Due date: Month 8

Date of delivery:

Partners involved (leader in bold): FhP, SCML, SONAE, **CC**, UNIEKBO

Authors:

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<sup>1</sup> L = Legal agreement, O = Other, P = Plan, PR = Prototype, R = Report, U = User scenario

<sup>2</sup> PU = Public, PP = Restricted to other programme participants (including the Commission Services), RE = Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)

## Partner list

Nr.	Partner name	Short name	Org. type	Country
1	Fraunhofer AICOS ( <i>coordinator</i> )	FhP	R&D	Portugal
2	Santa Casa da Misericórdia de Lisboa	SCML	End-user	Portugal
3	SONAE (Modelo.com – Vendas por correspondência, S.A.)	SONAE	IND	Portugal
4	Red Ninja Studios	RNS	SME	United Kingdom
5	Can Cook	CC	SME, End-user	United Kingdom
6	Unie KBO	UNIEKBO	End-user	Netherlands

## Revision history

Rev.	Date	Partner	Description	Name
1	07.12.2016	CC	Created the provisional contents and assigned to different partners	Shereef Hosny
2	07.12.2016	Sonae	Added the review of communication activities to date and draft Action Plan until the project end	Tiago Oliveira Daniela Mendes
3	13.12.2016	FhP	Contribute	Maximiliano Romero
4	15.12.2016	SCML	Target audiences and activity plan	Filomena Gerardo
5	15.12.2016	UNIEKBO	Target audiences and activity plan	Ciska van Harten
6	15.12.2016	RNS	Target audiences and activity plan	Riccardo Succu
7	20.12.2016	CC	Merging Partner Contributions	Shereef Hosny
8	20.12.2016	Sonae	Definition of the business world target audiences	Gustavo Alves
9	20.12.2016	Sonae	Procedures for Dissemination contribution	Daniela Mendes
10	20.12.2016	Sonae	Objectives of the Deliverable	Gustavo Alves
11	21.12.2016	Sonae	Contribution to the Action Plan and merging partner contributions	Daniela Mendes
12	22.12.2016	All	Final contributions before final revisions	All
13	23.12.2016	FhP	Final revision	Maximiliano Romero
	23.12.2016	<b>Approved by FhP</b>		

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## 1. Executive Summary

Sonae MC (Sonae), Fraunhofer Portugal (FhP), Santa Casa da Misericórdia de Lisboa (SCML), Red Ninja Studios (RNS), Can Cook (CC) and UnieKBO (UnieKBO) are partners in the CordonGris project ([www.cordongris.eu](http://www.cordongris.eu)), which aims to fight malnutrition within the senior population by providing new technology solutions and specialised services.

This deliverable contains general guidelines and the strategy for dissemination of the Cordon Gris project as described in Work Package 5 in the project's Description of Work. It presents an overall communications and dissemination strategy designed to provide a comprehensive framework for the diffusion of the project concept, ideas and results.

Present dissemination plan is not only based in the Description of Work (DoW) but was also updated after the discussion with partners and stakeholders of the Cordon Gris project. Has been defined the most effective dissemination tools in relation with every specific phase of the project and the activities has been associated according with partner roles in their countries and at European level. As the resources dedicated to dissemination are restricted, cost-effective ways were chosen to maximize publicity for the project and its results.

Also the dissemination activities are shown which have already been performed and the ones that still have to be performed in the first year of the project.

## 2. Dissemination Plan Objectives

The aim of the project is of the utmost importance due to the demographic profile of the European Union, which has demonstrated its commitment by funding the research itself. The social importance of the project appeals to the whole of society, and the European Union's endorsement of this research and development projects clearly demonstrates that on a political level, *something* is being done to address the issue of active ageing.

Considering this, Cordon Gris project will be communicated according to the present dissemination plan. Objective of dissemination plan is to organize the activity of the consortium related with communication of the project. Each partner has their own communication channels and methodology, but regarding Cordon Gris project, the main goal is to organize efforts in a synergic collaboration.

Cordon Gris is an innovative approach to the nutrition in elderly population. Cordon Gris will implement solutions based in real needs through technological implementations. For this reason it is necessary to communicate clearly some important concepts. A description of the solution and explanation of its concept is the first important step in preparing successful dissemination among all relevant target groups. We have to know what will be the message we are going to promote.

- **Longer independent living and quality of life**

So far, independence has been very much associated with activity, however, there are actually two pillars sustaining independence: activity and food. Regarding older people it is imperative to create awareness on healthy nutrition and emphasise the message of a longer independent life. Malnutrition can have serious consequences on one's health and independence and therefore, is one of the major steps towards promoting independent living and quality of life amongst community dwelling older people.

- **Partnerships**

Consortium Cordon Gris has succeeded in bringing together food suppliers, older people, local communities, meal suppliers and food retailers for an inclusive solution generating benefits for all.

- **Flat-rate approach**

The concept is based on a 'flat-rate' approach which is an intelligent and intuitive system that could harmonise supply and demand, reducing waste and increasing profit, while offering a convenient system to end-users.

- **Better decisions, eat healthy on a budget**

Using the data intelligently, we can help people make better decisions, help businesses and, ultimately, provide a healthy diet on a budget which, in turn, will have a positive ripple effect in other domains of people's lives.

The promotion of the essence of the project is intended to increase the visibility and recognition of the Cordon Gris solution, ideas and goals to the wider public. The solution will be also described in more detail to relevant stakeholders and end-users who might be interested in its future use. Ultimately the Cordon Gris consortium will prepare the developed product with the launch to market at the forefront of its thinking.

Main topics:

- Create awareness of the Cordon Gris developments and results communicating the partnership externally, highlighting the advantages of implementing the Cordon Gris project for the senior population;
- Guarantee the project is communicated throughout its different moments and stages of development;
- Reach different communities through the effective flow of information and publicity about the project promoting Cordon Gris image and brand;
- Define dissemination objectives;
- Present project's identity and communication tools;
- Identify target groups and share communication channels, plan and activities.

The definition of these topics needs to be based on the answer of these 4 questions:

- WHY? - What are Cordon Gris dissemination plan objectives?
- WHO? – Who are the target groups?
- WHAT? – What is the main message we will communicate?
- HOW? – What are the right channels to make a perfect communicate and achieve our target groups?

The strategy of preparing information for the dissemination actions should take into consideration the above mentioned set of questions, which will guide the process of the information preparation in a way that will ensure good quality, comprehensive and relevant dissemination materials for the respective groups within the target audience.

Towards the latter project phases, the dissemination will focus on the distribution of the Cordon Gris results and the conclusions of the project in electronic format which will be available through the project website. Furthermore, the web-pages dedicated to the project will include all the non-confidential results and deliverables of the project as well as important dates and events related to the community. Furthermore, there will be a number of knowledge sharing events to bring together project participants, local experts, special interest groups, decision makers and interested participants to share knowledge acquired as the project progresses. These events will also be aimed at promoting best practices and will provide a forum for sharing lessons learned. It will be of paramount interest and importance to discuss how the solution may be implemented in different countries and regions and list the specifics of this implementation.

The partners will participate and represent the project in relevant scientific conferences, and all partners will endeavour to visit sector events, information days and trade shows; including the interaction with other European Technology Platforms in the themes of interest, plus international events such as: AAL Forum or the Gerontechnology Conference. In addition, consortium partners will participate in European and national level panels and boards. There will be various representations by project members, to ensure efficient dissemination and feedback attraction. In addition, it is important that the lessons learned during the Cordon Gris project are disseminated as widely and effectively as possible, e.g. also in materials suitable for educational purposes.

### 3. Project milestones

Communication process will considerate milestones project. It is crucial that every time we reach a milestone of the development of the project we communicate it through different channels. We intend to make the communication a continuous process rather than the delivery of a one off campaign, leveraging our partners' networks and holistic knowledge of their respective areas, both geographic and business wise.

According to the work plan, four Milestones have been identified for the successful delivery of Cordon Gris which is presented in Table 1. The project plan is presented in Figure 1.

**Table 1** - List of Milestones.

<b>Milestone</b>	<b>Start</b>	<b>End</b>	<b>WPs</b>	<b>Objectives</b>
<b>1 Cordon Gris concept &amp; architecture</b>	M1	M7	WP2	Having the guidelines, the architecture and service blueprints ready to guide the development process.
<b>2 Databases completed</b>	M1	M12	WP3	Building solid data bases for the 3 countries that will help feed the system intelligence.
<b>3 Alpha prototype</b>	M8	M17	WP3, WP4	First full-fledged prototype to use in the trials.
<b>4 Final prototype</b>	M18	M24	WP3, WP4	Final prototype, refined with trial input.

The project milestones will be taken into to account in the planning of the dissemination activities. Press releases, public presentations, or other types of activities will be coordinated with the milestones in order to maximize the effectiveness in the communication of the project.



## 4. Procedures for Dissemination

The way in which Cordon Gris will be communicated will heavily influence the outcome of the project. We can divide the communication into two distinct parts. The first is related to the involvement of the partners and the other is related to its social scope. Raising awareness about the coming together of these different partners will increase the buzz surrounding the project since several business areas will be triggered, social care, tech development, retail, food and R&D. Thus, not only will society be aware that the final solution will have a broad scope, but also, that the players representing each of these areas are seeking an innovative solution to tackle the issue of active ageing.

Various dissemination channels will be used to ensure the availability of the project results for a wide range of stakeholders. In order to guarantee a clear communication of the project we have defined the procedures to be followed in each dissemination channel that will be detailed in this section.

### 4.1. Communication material

All the dissemination material used produced in the context of the project should follow the templates, guidelines, and recommendations described in the deliverable 5.1 "Media kit and Website".

The media kit is composed mainly by coordinated identity components for the project (compact logo, extended logo, typography, colour palette, other) applied to templates for deliverables and slides presentations, web site and template for newsletter, templates for flyer, poster and other printed material. Thanks to the media kit developed for the deliverable 5.1, all the communication from the project consortium to third parts, are coordinated.

Cordon Gris will be a joint movement, but, most importantly it will have a life of its own. We intend to develop the Cordon Gris brand to become a household name, we want society to understand how much the revolutionary the project is and how much the service can improve the lives of older people.

### 4.2. Dissemination channels

Cordon Gris is all about innovation, and we intend to continue that philosophy with the way we communicate the project.

Various dissemination channels will be used to ensure the transmission of the project results to a wide range of stakeholders. Main stakeholders have already been identified as; EU decision makers in the fields of food and nutrition, large public and private health care organizations, large retail organizations, insurance companies, researchers in the field of AAL and nutrition, end-users (e.g. individually or through care institutions), health and safety authorities, nursing homes or municipalities. The project will be disseminated through presentation initiatives and digital platforms and formats:

**Website:** (available at <http://cordongris.eu/>) that include project description, partners' presentation, non-confidential results of the project, important dates and events. As the research moves forwards, the website is intended to show the results achieved in the project;

**Newsletter:** All the partners within Cordon Gris will also form a joint task force to disseminate content through own channel. Thanks to the collaboration of the consortium, Fraunhofer Portugal prepares and sends a quarterly electronic newsletter to all subscribers;

**Media:** communicate to newspapers and specialized magazines the main deliverables of the project (we are focusing our attention in communicate the project beginning and final results);

**Digital channels and social media:** we aim at making the most of broad scoped-free, such as, LinkedIn, Facebook, Twitter and YouTube, in order to develop the social media presence of Cordon Gris.

**Conferences and Events:** we have built a list of relevant events and conferences that can potentially be used to communicate the project progress. In Appendix 1, a selection of conferences and journals is presented, organized by areas of interest of Cordon Gris: nutrition, business models, ageing, technology and design. These events will also be aimed at promoting best practices and sharing lessons learned. Our objective is to discuss how the solution may be implemented in different countries and regions and list the specificities of these. In addition, consortium partners will participate in European and national level panels and boards.

### 4.3.Press

In September 2016, the Portuguese partners were involved in a meeting. The objective of this meeting was to define the communication procedures in Portugal and the communication agenda for the upcoming months. The decisions taken were unanimously agreed and included the mandatory steps that each partner must follow to respond to any type of communication requests from the press:

1. Any communication requirement must be sent in writing to the partner that receives the contact. Therefore, the contacted partner should send the request for all Portuguese partners to share this information and, at the same time, suggest a response. The final decision will always have to be taken in congruence between the three entities. Written communications can be pre-aligned between all national partners.
2. In the oral interviews, it was defined that each entity can talk about the topics related to its organization and its intervention in the project. Any more specific questions about Cordon Gris should be addressed to the coordinator partner (FhP).

The procedures of this meeting were later communicated to the other partners of the Consortium that agreed on the general workflow.

### 4.4.Newsletter

The Consortium agreed to release a new newsletter every quarter of year. Since the project and field trials occur in three countries, it was decided that three different mailing list will be created in order to account for the different languages needs. Moreover, the content of the newsletter will be first agreed between partners and then translated to the different languages.

To accelerate the construction of the mailing list and the dissemination of the newsletter with the target audience, partners will make use the communication channels that are already in place on their institutions to publicize Cordon Gris's newsletter.

## 5. Action Plan

To inform and share the project with different organizations, institutions and end users, a set of communication and dissemination activities has been developed. The action plan is divided in three main phases where the contents of each one depend on the stage of the development of the project.

Phase 1 commenced at the outset of the project and focus in the communication of the objectives of the project and the roles of the consortium. This phase will last until month 17 where Milestone 3 is reached and the Alpha Prototype is presented. From this moment on, Phase 2 will focus in the communication of the current progress of the project, showcasing the prototype and performing the first beta tests, as well as revealing the first results. The last phase of the project, from month 22 towards, focus in the dissemination results and definition of exploitation.

### 5.1. Dissemination activities

In the following table one can find the activities, organized by phases, that were completed (these are highlighted in bold) or are planned to be performed in the dissemination task.

**Table 2 – Dissemination activities.**

Action	Date	Media	Partner
<b>PHASE 1</b>			
<b>Communication about the partnership</b>	<b>July 2016</b>	<b>Social media, website</b>	<b>All</b>
<b>Massive Press Release Portuguese media</b>	<b>July 2016</b>	<b>Press</b>	<b>SONAE, FhP, SCML</b>
<b>Presentation of the Cordon Gris project by Santa Casa</b>	<b>July 2016</b>	<b>Social media, workshop</b>	<b>SCML, FhP, RNS</b>
<b>Hora da Sorte interview</b>	<b>July 2016</b>	<b>TV</b>	<b>SCML</b>
<b>Workshop of Cordon Gris project in the Netherlands</b>	<b>August 2016</b>	<b>Workshop</b>	<b>UNIEKBO, FhP, RNS</b>
<b>Viver Saudável Magazine</b>	<b>August 2016</b>	<b>Magazine</b>	<b>FhP</b>
<b>Workshop of Cordon Gris project in the United Kingdom</b>	<b>September 2016</b>	<b>Workshop</b>	<b>RNS, CC</b>
<b>Participation in the AAL FORUM</b>	<b>September 2016</b>	<b>Forum</b>	<b>FhP</b>
<b>Official presentation video</b>	<b>November 2016</b>	<b>Social media</b>	<b>All</b>
<b>Participation in the WEB SUMMIT</b>	<b>November 2016</b>	<b>Forum</b>	<b>SCML</b>
Publication in 3/4 internal newsletters	June 2017	Newsletter	SONAE
Publication in the KBO newsletter	June 2017	Newsletter	UNIEKBO
Meeting AAL projects organized by NFO	June 2017	Event	UNIEKBO

<b>PHASE 2</b>			
Publication in the KBO newsletter	October 2017	Newsletter	UNIEKBO
Communication about the prototypes and beta tests	October 2017	Website, social media	All
Prototype presentation events	November 2017	Workshops	RNS
Article in the KBO magazine	November 2017	Magazine	UNIEKBO
Meetings Dutch Steergroup Malnutrition and Dutch Association of Nutritionists	TBD	Event	UNIEKBO
Organize a workshop with organizations that have social responsibility in the aging matter	TBD	Workshop	SCML
<b>PHASE 3</b>			
Presenting the project at an academic conference	TBD	Conference	FhP
Publication in the KBO newsletter	February 2018	Newsletter	UNIEKBO
Case-study presentation	March 2018	Specialized media (health, food)	SONAE, FhP, SCML
TV reporting at "Futuro Hoje"	March 2018	TV	SONAE, FhP, SCML
Press release covering the project results	March 2018	Press	SONAE, FhP, SCML
Article at Sonae MC magazine	April 2018	Magazine	SONAE
Article at Sonae's blog	April 2018	Web	SONAE
Digital communication of the project results	April 2018	Social media, website	All
Promote an interview at a daily talk-show	April 2018	TV	SONAE, FhP, SCML

The dissemination activities related to Phase 1 that were already completed are also detailed in this section.

	<b>Communication about the partnership</b>
<b>July 2016</b>	Social media & website
<b>Partner</b>	All
	<p>Communicate the partnership and project on partners' websites and social networks, based on the press release.</p> <ol style="list-style-type: none"> <li>1. <a href="http://www.fraunhofer.pt/en/fraunhofer_portugal/news/news_archive/cordongris-launched-to-tackle-elderly-malnutrition-in-europe-.html">http://www.fraunhofer.pt/en/fraunhofer_portugal/news/news_archive/cordongris-launched-to-tackle-elderly-malnutrition-in-europe-.html</a></li> <li>2. <a href="http://www.scml.pt/pt-PT/destaques/cordongris_alimentacao_saudavel_para_idosos/">http://www.scml.pt/pt-PT/destaques/cordongris_alimentacao_saudavel_para_idosos/</a></li> <li>3. <a href="http://www.scml.pt/pt-PT/destaques/projeto_cordongris_no_combate_a_malnutricao_dos_idosos/">http://www.scml.pt/pt-PT/destaques/projeto_cordongris_no_combate_a_malnutricao_dos_idosos/</a></li> <li>4. <a href="https://www.sonae.pt/fotos/press_releases/20160712_pr_cordon_gris_vff_1781062654578503635dc0d.pdf">https://www.sonae.pt/fotos/press_releases/20160712_pr_cordon_gris_vff_1781062654578503635dc0d.pdf</a></li> <li>5. <a href="https://www.sonae.pt/pt/media/press-releases/fraunhofer-portugal-sonae-mc-e-santa-casa-unem-se-no-combate-a-malnutricao-na-populacao-senior/">https://www.sonae.pt/pt/media/press-releases/fraunhofer-portugal-sonae-mc-e-santa-casa-unem-se-no-combate-a-malnutricao-na-populacao-senior/</a></li> <li>6. <a href="https://www.sonae.pt/pt/media/press-releases/sonae-acelera-crescimento-e-reforca-rentabilidade-com-aumento-de-34-5-de-resultado-liquido-no-3t16">https://www.sonae.pt/pt/media/press-releases/sonae-acelera-crescimento-e-reforca-rentabilidade-com-aumento-de-34-5-de-resultado-liquido-no-3t16</a></li> </ol>

	<b>Press Release in the Portuguese media</b>
<b>July 2016</b>	Press
<b>Partner</b>	SONAE, FhP and SCML
	<p>Send out a joint press release to be communicated simultaneously, on a 12th July 2016, by the three Portuguese entities, presenting the CordonGris project and quoting representatives of the entities involved.</p> <ol style="list-style-type: none"> <li>1. <a href="https://www.publico.pt/2016/07/19/tecnologia/noticia/experiencia-em-tres-paises-tablets-contr-a-malnutricao-dos-seniores-1738737">https://www.publico.pt/2016/07/19/tecnologia/noticia/experiencia-em-tres-paises-tablets-contr-a-malnutricao-dos-seniores-1738737</a></li> <li>2. <a href="http://www.portugalnews.pt/portugal/experincia-em-trs-pases-itablesi-contr-a-malnutrio-dos-seniores/">http://www.portugalnews.pt/portugal/experincia-em-trs-pases-itablesi-contr-a-malnutrio-dos-seniores/</a></li> <li>3. <a href="http://www.vitalhealth.pt/iniciativas/3933-fraunhofer-portugal-promove-projeto-para-combater-a-m%C3%A1-nutri%C3%A7%C3%A3o-na-popula%C3%A7%C3%A3o-s%C3%A9-nior.html">http://www.vitalhealth.pt/iniciativas/3933-fraunhofer-portugal-promove-projeto-para-combater-a-m%C3%A1-nutri%C3%A7%C3%A3o-na-popula%C3%A7%C3%A3o-s%C3%A9-nior.html</a></li> <li>4. <a href="http://www.viversaudavel.pt/noticia/projeto-malnutricao-idosos">http://www.viversaudavel.pt/noticia/projeto-malnutricao-idosos</a></li> <li>5. <a href="http://hrportugal.pt/2016/07/14/empresas-unem-se-pela-populacao-senior/">http://hrportugal.pt/2016/07/14/empresas-unem-se-pela-populacao-senior/</a></li> <li>6. <a href="http://www.hipersuper.pt/2016/07/12/sonae-mc-fraunhofer-e-santa-casa-juntam-se-para-combater-malnutricao-senior/">http://www.hipersuper.pt/2016/07/12/sonae-mc-fraunhofer-e-santa-casa-juntam-se-para-combater-malnutricao-senior/</a></li> <li>7. <a href="http://www.anilact.pt/informar/lista-actualidade/6421-sonae-mc-envolvida-em-projeto-de-combate-a-malnutricao-dos-seniores">http://www.anilact.pt/informar/lista-actualidade/6421-sonae-mc-envolvida-em-projeto-de-combate-a-malnutricao-dos-seniores</a></li> <li>8. <a href="http://www.distribuicaoohoje.com/fraunhofer-portugal-sonae-mc-e-santa-casa-querem-combater-malnutricao-na-populacao-senior/">http://www.distribuicaoohoje.com/fraunhofer-portugal-sonae-mc-e-santa-casa-querem-combater-malnutricao-na-populacao-senior/</a></li> <li>9. <a href="https://www.dinheirovivo.pt/buzz/projeto-cordongris-promove-autonomia-e-gestao-financeira-da-populacao-senior">https://www.dinheirovivo.pt/buzz/projeto-cordongris-promove-autonomia-e-gestao-financeira-da-populacao-senior</a></li> </ol>

	<b>Presentation of the Cordon Gris project by SCML</b>
<b>July 2016</b>	Social media
<b>Partner</b>	SCML, FhP, RNS
	<p>Presentation of Cordon Gris project and workshop with older adults and service providers, at Santa Casa da Misericórdia de Lisboa.</p> <p>1. <a href="https://youtu.be/t7-vE1VOflI">https://youtu.be/t7-vE1VOflI</a></p>

	<b>Hora da Sorte interview</b>
<b>July 2016</b>	TV show interview
<b>Partner</b>	SCML
	<p>Invitation from Hora da Sorte (RTP2 – Portugal national television network) to SCML to give an interview about Cordon Gris.</p>  <p>1. <a href="http://www.mmclip.com/viewmedia.aspx?ref=CcX0ZAZnRz7fywTbYxL6xuxXVmKIGaR5X0hWgBSFPIMv2J7HoUYBWdY2B6FzvGm46C%2fDbfrvREji1cu7hvMLIWX7hXuNLHHXoXPIjCFWv1Nbxv2aNQoN5Eq41RM6gCPL">http://www.mmclip.com/viewmedia.aspx?ref=CcX0ZAZnRz7fywTbYxL6xuxXVmKIGaR5X0hWgBSFPIMv2J7HoUYBWdY2B6FzvGm46C%2fDbfrvREji1cu7hvMLIWX7hXuNLHHXoXPIjCFWv1Nbxv2aNQoN5Eq41RM6gCPL</a></p> <p>2. <a href="http://www.rtp.pt/programa/tv/p32583">http://www.rtp.pt/programa/tv/p32583</a></p>

	<b>Workshop of the Cordon Gris project in the Netherlands</b>
<b>August 2016</b>	Workshop
<b>Partner</b>	UNIEKBO, FhP, RNS
	Workshop with older adults and service providers in Den Bosch to discuss aspects related with nutrition.

	<b>Viver Saudável Magazine - Portugal</b>
<b>August 2016</b>	Magazine interview
<b>Partner</b>	FhP
	Invitation from Viver Saudável Magazine to Fraunhofer Portugal to answer some questions about Cordon Gris <a href="http://www.viversaudavel.pt/noticia/projeto-malnutricao-idosos">http://www.viversaudavel.pt/noticia/projeto-malnutricao-idosos</a>

	<b>Workshop of the Cordon Gris project in the United Kingdom</b>
<b>September 2016</b>	Workshop
<b>Partner</b>	RNS, CC
	Workshop with older adults and service providers in Wallasey to discuss separated food related practices.

	Participation in the AAL FORUM
<b>September 2016</b>	Forum
<b>Partner</b>	FhP
	<p>The CordonGris project participated, through FhP’s exhibitor stand, in the AAL Forum 2016. The AAL Forum 2016 was a huge success, with 39 exhibitors, 39 matchmaking meetings, 30 interactive sessions, 6 tracks and more than 450 delegates all gathering in St Gallen, Switzerland, to consider how to get ICT solutions that help older people live more connected, healthy lives at home for longer to market.</p> <p>Innovations ready for breakthrough was the mantra at the annual AAL Forum 2016, which took place in St Gallen, Switzerland at the end of last month, with more than 450 researchers, technologists, start-up companies, investors, policy makers, health professionals, care associations and, of course, older people, gathering to discuss ICT and healthy ageing.</p> <p><a href="http://www.aalforum.eu/exhibitor-fraunhofer-portugal/">http://www.aalforum.eu/exhibitor-fraunhofer-portugal/</a></p> 

	<b>Official presentation video</b>
<b>November 2016</b>	Social media
<b>Partner</b>	All
	<p>An official video to present the project purpose, partners involved was developed. This video was also presented at the “Web Summit” that took place in Lisbon, on 7th-10th November 2016.</p> <p><a href="https://youtu.be/yAzrxEWTyPQ">https://youtu.be/yAzrxEWTyPQ</a></p>

	<b>Participation in the WEB SUMMIT</b>
<b>November 2016</b>	Social media
<b>Partner</b>	SCML
	<p>The CordonGris project participated, through SCML’s exhibitor stand, in the Web Summit 2016. With 53.056 Attendees, Web Summit has become “Europe’s largest and most important technology marketplace”, a crossroads for the world’s largest buyers and sellers of technology, alongside many of the world’s most disruptive emerging technology companies. Over 7,000 CEOs from companies from 166 Countries, of all sizes and industries learning about what new software and hardware can transform their businesses.</p>
	

## 6. Target audiences

The encouragement of and active and healthy aging, and the support of healthy life expectancy have become a joint responsibility of the individual from early age onwards - by self-care and by avoiding unhealthy lifestyles and risky health behavior - as well as of the public structures - by removing health dangers and barriers for people at any age and by promoting health education, food safety and other important factors.

The most important goal we want to reach with dissemination actions is to raise awareness of the theme of the project and to introduce the concept, idea and goals set in Cordon Gris. The innovative approach of bringing together different market parties, focus on elderly people, reduce food waste and promote personalized healthy meals on a budget, is a new concept that has not been previously used or introduced in this particular way.

The dissemination activities and planned communication with the audiences is envisioned to prepare the later successful deployment of this technology to the market. In this respect it is important to create interest among possible business partners and other stakeholders and assure their good reception and enthusiasm for this solution. Therefore, we can distinguish the following target groups regarding dissemination activities within Cordon Gris:

### **1. End-users community (the elderly)**

Within the Silver Economy the demographic stats show us that we must consider a segment of the population over 50 years-old that includes in common language the pre-seniors and the senior's categories, but also the caregivers. These people fall then into three very important categories:

- Caregivers and informal caregivers of persons aged 65+ including family members
- Soon to be elderly: people who soon will fall into the senior category and want to eat healthy and prevent malnutrition: people between 50 years and 65 years old.
- Seniors: People over 65 years-old who want to prevent malnutrition or need support to improve their dietary habits.

### **2. NGO's and institutions acting in support of seniors**

### **3. Scientific Community**

Researchers and R&D Hubs, such as Universities, innovation agencies and others. It is considered of importance to disseminate the Cordon Gris project in European level, we will be carried out through communication channels used by the universities stakeholders and attending to seminars, assistance to workshops and conferences, among others.

### **4. Nutritionists, organizations of nutritionist, health care organizations**

Design of specialised dissemination courses addressed to educational Centre, Technological laboratory and others, in which the specific methodologies developed in the project will be explained to transfer any innovation, so that other research teams are able to apply it in their research works.

### **5. Policy makers**

Policy makers, national and local governments, insurance companies, the European community, the AAL program community

## 6. Business World

The market progressively understands that not only the young are a most important and trend-setting group of consumers but that also the fast growing number of older persons merits a lot of interest as they constitute a group with high purchasing power and varied needs and preferences. Apart from highly personalized goods and services, the industry also explores opportunities to create and offer products that “can be useful and consumed at any age” to maximize their competitiveness and benefits.

- **Food Retail:** Cordon Gris will ultimately be a solution that retailers will use as a channel to improve their online sales. Food retailers play an important role since they will be the ones in charge of having the assortment suggested by the CG, as well as having competitive prices, which is one of the key demands of our target audiences;
- **Restaurants and Meal Providers:** Similar to food retailers, restaurants and meal providers will find in Cordon Gris the ultimate channel to reach elderly homes. Not only that but, they will guarantee that the guidelines provided by the app will be followed and consequently, improve the lives of the elderly;
- **Professional Care Givers:** At this stage, the scope of the Cordon Gris isn't fully set. There may be a variation which will allow professional care givers to keep track of what the elderly are consuming and consequently improve their service to them.

## 7. Consumer organizations

## 8. Press, journalists and media

## 9. Society and Social Agents

The project results will be disseminated as well to the whole society. All project partners will try to reach the general public in their own countries, leveraging on their knowledge on local social stakeholders.

## 7. Communications and Dissemination Activities Monitoring Mechanisms

### 7.1. Website and Social Media monitoring

For monitoring the presence on the web, the Cordon Gris website will implement the analytics services from Google. Among other metrics, the Google Analytics service will be used to collect information regarding, pages views, traffic sources, and demographics.

### 7.2. Newsletter monitoring

The newsletter campaigns will be sent with the help of the service MailChimp, therefore, to monitor the dissemination of the newsletter we will use the tools provided by this service. Metrics regarding the open rate, social performance and country of origin will be collected.

### 7.3. Partners activity monitoring

All of communication and dissemination activities will continue to be reported and stored on a shared document in OneDrive. Every partner involved in a specific activity have to fill out the Excel file available online. By keeping the internal database updated we will be able to search or review the different dissemination activities performed and we will be able to present the dissemination results in a chronological way. Partners will be asked to provide information on the following elements:

- Name of the partner involved in the activity;
- Type of activity: conference, workshop, publication, presentation, social media;
- Place: where the dissemination activity took place;
- Date of the dissemination activity;
- Coverage: audience type and number and any relevant data that can be useful to estimate the impact and effectiveness of the activity;
- References and resources: links to presentations or other related material.

## Appendix 1

### Conferences list

Area	Conference	Local	Date
<b>Nutrition</b>	International Conference on Food Security and Nutrition <a href="http://www.icfsn.org/index.htm">http://www.icfsn.org/index.htm</a>	Prague, Czech Republic	March 13-15, 2017
<b>Nutrition</b>	11th European Nutrition and Dietetics Conference <a href="http://europeannutritionconference.blogspot.pt/">http://europeannutritionconference.blogspot.pt/</a>	Madrid, Spain	June 29 - July 01, 2017
<b>Business Models</b>	2nd International Conference on New Business Models <a href="http://new-business-models.uni-graz.at/en/">http://new-business-models.uni-graz.at/en/</a>	Graz, Austria	June 20-22, 2017
<b>Business Models</b>	ICBMI 2017: 19th International Conference on Business Model Innovation <a href="http://new-business-models.uni-graz.at/en/">http://new-business-models.uni-graz.at/en/</a>	Venice, Italy	April 13-14, 2017
<b>Ageing</b>	2017 Global Ageing Conference <a href="http://globalageing.org/2017-global-ageing-conference-2">http://globalageing.org/2017-global-ageing-conference-2</a>	Montreux, Switzerland	September 18-21, 2017
<b>Ageing</b>	European Summit on Digital Innovation for Active and Healthy Ageing	Brussels, Belgium	TBD
<b>Ageing</b>	European Union Geriatric Medicine Society (EUGMS) "Developing preventive actions in geriatrics"	Nice, France	September 20-22, 2017
<b>Ageing</b>	Le 5ème Congrès Francophone, ayant pour thématique "Fragilité du sujet âgé et prévention de la perte d'autonomie" <a href="http://www.fragilite.org">http://www.fragilite.org</a>	Paris, France	March 16-17, 2017
<b>Technology</b>	11th ACM Conference on Recommender Systems <a href="https://recsys.acm.org">https://recsys.acm.org</a>	Como, Italy	August 27-31, 2017
<b>Technology</b>	The Third International Conference on Computing Technology and Information Management (ICCTIM2017) <a href="http://sdiwc.net/conferences/3rd-international-computing-technology-information-management/">http://sdiwc.net/conferences/3rd-international-computing-technology-information-management/</a>	Thessaloniki, Greece	December 8-10, 2017

<b>Technology</b>	International Conference in Health Informatics, HEALTHINF 2018 <a href="http://www.healthinf.biostec.org">http://www.healthinf.biostec.org</a>	Porto, Portugal	February 21-23, 2017
<b>Technology</b>	International Conference on Agents and Artificial Intelligence 2018 <a href="http://www.icaart.org">http://www.icaart.org</a>	Porto, Portugal	February 24-26, 2017
<b>Technology</b>	25th Conference on User Modeling, Adaptation and Personalization <a href="http://www.um.org/umap2017">http://www.um.org/umap2017</a>	Bratislava, Slovakia	July 9-12, 2017
<b>Design</b>	Participatory Design Conference <a href="http://pdc2016.org">http://pdc2016.org</a>	TBD	TBD
<b>Design</b>	MobileHCI '17: 19th International Conference on Human-Computer Interaction with Mobile Devices and Services <a href="http://mobilehci.acm.org/2017/">http://mobilehci.acm.org/2017/</a>	Vienna, Austria	September 4-7, 2017
<b>Design</b>	MobileHCI '18: 20th International Conference on Human-Computer Interaction with Mobile Devices and Services	Barcelona, Spain	September 3-6, 2018

## Journals list

Area	
<b>Nutrition</b>	International Journal of Food Engineering
<b>Nutrition</b>	International Journal of Behavioural Nutrition and Physical Activity <a href="http://link.springer.com/journal/12966">http://link.springer.com/journal/12966</a>
<b>Business Models</b>	Journal of Business Models <a href="http://journalofbusinessmodels.com/">http://journalofbusinessmodels.com/</a>
<b>Business Models</b>	Open Journal of Business Model Innovation <a href="http://www.scipublish.com/journals/BMI">http://www.scipublish.com/journals/BMI</a>
<b>Ageing</b>	The journal of nutrition, health & aging <a href="http://link.springer.com/journal/12603">http://link.springer.com/journal/12603</a>
<b>Ageing</b>	European Journal of Ageing <a href="http://link.springer.com/journal/10433">http://link.springer.com/journal/10433</a>
<b>Ageing</b>	Ageing International <a href="http://link.springer.com/journal/12126">http://link.springer.com/journal/12126</a>
<b>Ageing</b>	European Geriatric Medicine <a href="http://www.journals.elsevier.com/european-geriatric-medicine">http://www.journals.elsevier.com/european-geriatric-medicine</a>
<b>Technology</b>	Health and Technology <a href="http://link.springer.com/journal/12553">http://link.springer.com/journal/12553</a>
<b>Technology</b>	Scientific Phone Apps and Mobile Devices <a href="http://link.springer.com/journal/41070">http://link.springer.com/journal/41070</a>
<b>Technology</b>	International Journal of Medical Informatics <a href="http://www.journals.elsevier.com/international-journal-of-medical-informatics/">http://www.journals.elsevier.com/international-journal-of-medical-informatics/</a>