

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

D5.6 Cordon Gris Dissemination Report (a)

Nature¹: R

Dissemination level²: PU

Due date: Month 12

Date of delivery: Month 12

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

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

² 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	01.04.2017	CC	Created the provisional contents and assigned to different partners	Robbie Davison	
2	15.04.2017	All	Inserted the contents on each section		
3	21.04.2017	All	Final version for revision		
4	27.04.2017	All	Acceptance of the contents from all partners.		
5	28.04.2017	Approved by FhP			

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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 Cordon Gris project (www.cordongris.eu), which aims to address malnutrition within the senior population by providing new technology solutions and specialised services. This deliverable describes the activity of all partners during the period January 2017 – April 2017 plus the activity monitoring mechanisms according to the strategy set out in Work package 5 and listed in the Dissemination Plan D5.5. Activity prior to January 2017 is contained within the Dissemination Plan.

Dissemination activity is listed by country. Each partner has responsibility for uploading their recent activity into the document. In Portugal, there has been dissemination via a number of channels; book publication, user research newsletter, workshop participation, newspaper reference and through the iterative testing workshop; reaching an audience of at least 1500. In the United Kingdom (UK) and the Netherlands dissemination has been through the iterative testing workshops. Additionally in the UK, Cordon Gris has been introduced and promoted through Twitter and Facebook accounts.

In addition, the three editions of the quarterly Cordon Gris electronic newsletters are presented; Nov 2016, Jan 2017 and Apr 2017.

All activities undertaken have targeted the previously identified stakeholders and the intended audience of the Cordon Gris project.

The monitoring of activity during this period has revealed that over 1000 visits were made to the Cordon Gris website and 48 subscribers had signed up to the newsletter.

2. Dissemination activities

All of communication and dissemination activities developed by the partners up until now has been reported and stored on a shared document in OneDrive. In order to keep the register of the activities, every partner involved in a specific activity have to fill out the document with the following information:

- 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.

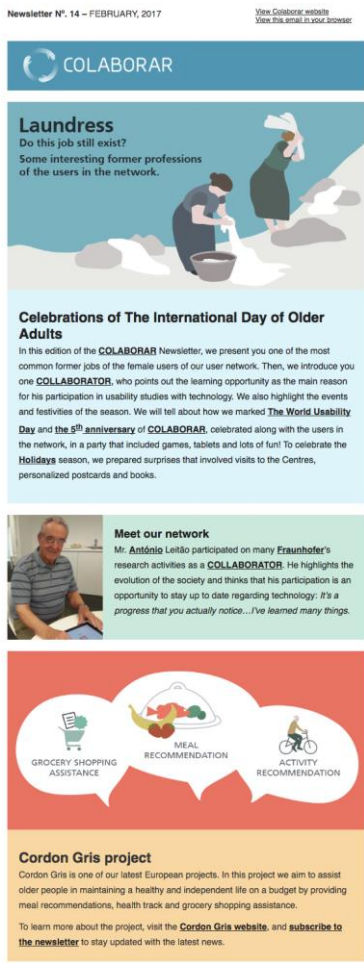
The activities that took place before this date were described in the Dissemination Plan (D5.5). In this chapter a list of every communication and dissemination activity that was realized from January to April 2017 is presented, and the ones that were not referred in the previous report.

2.1. Portugal

	Publication in the Retail Book of Innovation 2016
March 2016	Reference in the Sonae's Retail Book of Innovation 2016
Partner	Sonae
	The Retail Book of Innovation 2016 presents a selection of 71 innovation projects that create a pioneer report in the international business sector. CordonGris project was one of the R&D projects selected to be present on the Book – link available here . Until April 2017, the book was sent and read by more than 1000 people, between employees and external partners (online and paper version).



	1st iterative testing sessions of Cordon Gris in Portugal
February 2017	Workshop
Partner	SCML, FhP
	Workshop with older adults in Lisbon to conduct preliminary research regarding the acceptability and viability of smartphones and tablets in the context of the Cordon Gris project.

	Euro-Healthy
February 2017	Workshop participation
Partner	SCML
	Participation of 40 professionals of 3 different areas (social, health and housing) in the workshop to discuss about new policies for the elderly.

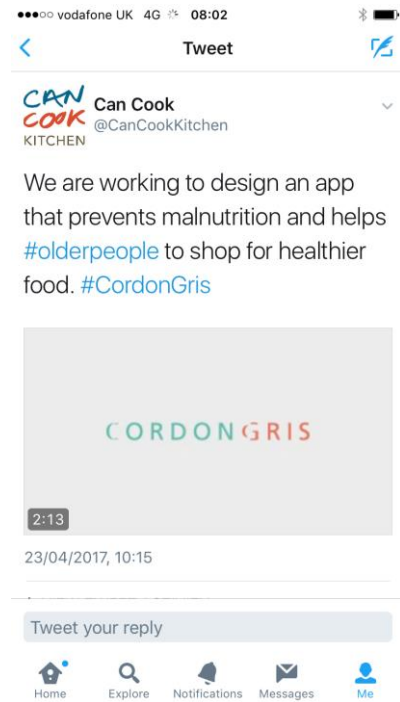
	Cordon Gris in Colaborar newsletter
February 2017	Social media
Partner	FhP
	<p>Colaborar Network assists several project regarding user research and usability studies, with more than 400 users and 40 institutions (day care centres, hospitals). CordonGris project was one of the topics of the February's newsletter of Colaborar (link).</p> 

	Jornal Notícias Urbano - Portugal
April 2017	Reference in newspaper publication
Partner	FhP
	Invitation from Jornal de Notícias Urbano to Fraunhofer Portugal to answer some questions about Cordon Gris.

2.2. United Kingdom

	1st iterative testing sessions of Cordon Gris in the United Kingdom
February 2017	Workshop
Partner	CC, RNS
	<p>Workshop with group of older adults in Anfield area of Liverpool to conduct preliminary research regarding the acceptability and viability of smartphones and tablets in the context of the Cordon Gris project.</p> <p>All activity posted on social media.</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="478 1209 877 1904">  <p>Facebook post from Can Cook Kitchen, posted by Leigh Sheridan on 14 February. The post text reads: "Today we visited Liverpool Lighthouse to discuss the role of innovate technology in improving good food choices with Red Ninja Studios." Below the text is a photo of a group of people sitting around a table in a workshop setting.</p> </div> <div data-bbox="925 1209 1324 1904">  <p>Twitter tweet from Can Cook Kitchen (@CanCookKitchen) dated 08:04. The tweet text reads: "Now well on our way to designing an App to help #olderpeople to shop and stay healthy... #cordongris". Below the text is a photo of a person writing on a document, and a collage of smaller photos showing workshop activities.</p> </div> </div>

Evaluation of the session highlighted a need for a tutorial for older people to familiarise themselves with smartphones, internet and app use. This tutorial was carried out in April 2017.



2.3. The Netherlands

	1st iterative testing sessions of Cordon Gris in The Netherlands
February 2017	Workshop
Partner	UNIEKBO
	Workshop with older adults to conduct preliminary research regarding the acceptability and viability of smartphones and tablets in the context of the Cordon Gris project.

3. Newsletter

Quarterly electronic newsletters of Cordon Gris are sent to the subscribers in order to disseminate the project results.

Until this moment, three newsletters were distributed and are hereby presented.

3.1. Newsletter 1 – November 2016



[Link.](#)

3.2. Newsletter 2 - January 2017

Newsletter 02/ January [View this email in your browser](#)
cordongris.eu



CORDON GRIS

Welcome to the January edition of Cordon Gris project Newsletter.

The Cordon Gris project consortium is very happy to share with you the following articles presenting the newest project developments:



Workshop sessions

Between July and September 2016, we have been running workshops across 3 different countries, in order to understand the nutritional needs of older people and how technology might prevent malnutrition. The workshops took place in: Lisbon, Portugal; Den Bosh, the Netherlands; and in Wallasey, United Kingdom.

Various topics were discussed with service users and service providers. Service users are often concerned with promotion offers in the supermarket and economic factors when deciding on food products or meals. Weight of groceries seems to be a burden for service users as they perceive difficulties of carrying their groceries home. Planning is perceived as an important issue which can reduce costs during grocery shopping and therefore is able to manage the finances of elderly people.



Service providers (care home staff, nutritionists etc.) mentioned that food suppliers (supermarkets and food catering companies) should develop a closer relationship with elderly people. In terms of food choices, we heard that preferences in taste and product freshness can differ between elderly people: whereas some elderly people prefer purchasing fresh products, others enjoy consuming ready meals. Furthermore, elderly people often skip meals and they rather snack in between.

As a possible solution digitalisation was named: the insights of our field research will go on to make the Cordon Gris system as appealing as possible for our end-users.

[Link.](#)


3.3. Newsletter 3 - April 2017

Newsletter 03/ April [View this email in your browser](#)
cordongris.eu



Welcome to the April edition of Cordon Gris project Newsletter

The Cordon Gris project consortium is very happy to share with you the following articles presenting the newest project developments:



1st iterative testing sessions of Cordon Gris

Last February we ran three workshops across 3 different countries to conduct preliminary research regarding the acceptability and viability of mobile devices in the context of the Cordon Gris project.

From these workshops we discovered that participants would like to receive some inspiration for alternatives to the meals that were regularly eaten at home. Our end users thought it would be nice to receive recommendations from an application such as Cordon Gris.

The insights provided by the participants during the workshops were valuable and will be taken into consideration during system implementation.

[Link.](#)

4. Communications and Dissemination Activities Monitoring Mechanisms

4.1. Website and Social Media monitoring

For monitoring the presence on the web, the Cordon Gris website implemented the analytics services from Google. The Google Analytics service was to collect, among other metrics, information regarding pages views, traffic sources, and demographics.

Based on the data collected since the start of the year, the Cordon Gris website had a bit more than 1000 visits, with about 700 unique page views from 150 different users. Most of the visits came from Portugal (66%), followed by Brazil (10%), and United Kingdom (9%). The majority of visits came from the desktop (92%), and the rest from mobile or tablet.

4.2. Newsletter monitoring

The newsletter campaigns are sent with the help of the service MailChimp. The first two newsletters were distributed to 26 subscribers and the third was distributed to 48 subscribers.