SOCIAL INTERACTIVE CARE SYSTEM TO SUPPORT THE WELLBEING OF PEOPLE LIVING WITH DEMENTIA

D4.1 DISSEMINATION PLAN

VERSION NUMBER: 0.1
DISSEMINATION LEVEL: PUBLIC
LEAD PARTNER: ASM – MARKET RESEARCH AND ANALYSIS CENTRE
DUE DATE: M2
TYPE OF DELIVERABLE: REPORT
STATUS: WORKING

Published in the framework of:

Many-Me – Social Interactive Care System to support the wellbeing of people living with dementia
Many-Me website: www.many-me.eu

Author:

Paweł Nowakowski, ASM Market Research and Analysis Centre Ltd.

Revision and history chart

Version	Date	Editors	Comment
0.1	30/04/2017	Paweł Nowakowski	First version, working document

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1. Executive summary

This Deliverable 4.1 Dissemination Plan serves as a background and framework document supporting all dissemination and communication activities within the project "Social Interactive Care System to support the wellbeing of people living with dementia". This deliverable will be regularly updated and also Reports on dissemination activities in 12, 24 and 36 month of the project duration will be prepared.

The document starts with project overview, description of dissemination strategy according to Part B-1 of the project proposal (hereafter: Description of Work) and definition of objectives of the document.

Subsequently, the document defines key dissemination goals: raising awareness, promotion and engaging in action; specifies target groups and defines key messages suited to the respective target groups.

Many-Me identity and branding is presented in chapter 6. It includes project name and acronym, project logo, colour palette and document and font style as well as project document templates.

The most important parts of the document are chapters 7 and 8. The first defines and describes dissemination channels that will be used during the project dissemination (i.e. Internet, media, own printed promotional materials and events), dissemination tools and techniques (e.g. project website, newsletters, publications, leaflets, and conferences). And the latter presents detailed dissemination activities with timing, place, objectives of particular actions, expected audience etc.). The list of dissemination activities is preliminary and will be updated until M12 and along the project lifetime.

Finally, the report provides evaluation criteria and ends with conclusions.

2. Introduction

2.1. Project Overview

Social Interactive Care System to support the wellbeing of people living with dementia (Many-Me) is a European research project within the Active and Assisted Living Programme, under 2016 Call Challenge "AAL 2016 Living well with dementia". The Project started in March 2017 and ends in February 2020. The Many-Me Partners are:

Participant organization name	Participant short name	Organization type	Country
Drimpy (Coordinator)	Drimpy	Drimpy	The Netherlands
Compexin S.A	CPX	SME	Romania
University of Geneva	UNIGE	University	Switzerland
Ekkotek	Ekkotek	SME	Cyprus
ASM Market Research and Analysis Centre Ltd.	ASM	SME	Poland
terzStiftung	terzStiftung	End User	Switzerland
EURAG Austria	EURAG	End User	Austria
Materia Group	Materia	End User	Cyprus

Table 1. List of project partners

The rationale for Many-Me is a strong need for an effective support for ageing population in Europe, including people who experience dementia which is not effectively addressed by European healthcare systems. As indicated by research, it is not desired nor functional solution to place older people in nursing/care homes. Contrary to this, what older adults wish and what helps them to mitigate a process of dementia is staying at environment they know and can better interact with. Many-Me has an ambition to provide smart and well-implemented ICT solutions that can improve a quality of life of persons with dementia as well as of caregivers, and reduce physical, psychological and economic difficulties associated to the problem. For one needs to know that dementia concerns not only a diseased person, but also informal caregiver(s) who are under a big pressure often resulting in depressive symptoms.

Many-Me develops personalized ICT solutions that focus on users' needs – a social interactive care system based on ICT assistive technology and user-centred services. A number of services will be offered to patient with different stages of dementia and to informal carers, such as:

- ICT supported environment helping diseased persons to self-manage their condition by interactions with other people struggling with the disease;
- personalised care plan using ICT technology;
- Centralized Knowledge and Learning Platform for carers;
- innovating smart service for remote assistance;
- protection against being lost outside home;
- collaborative ICT system enabling, among others, connection between professional and informal carers, and monitoring patients' condition.

Many-Me will develop holistic approach, ready to commercialize.

2.2.   Dissemination according to Description of Work

This dissemination strategy document is D4.1. deliverable of Task 4.1. "Dissemination" in Work Package 4 "Many-Me road to market and dissemination plan". The main purpose of this deliverable is to describe dissemination and communication approach and activities that will be realized during the project. **Dissemination activities will be performed at European level and in each project member country which means that dissemination is a task of all partners.**

Also, reports on dissemination activities will be prepared in M12, M24 and M36. They will aim at reporting finalized dissemination activities and planning future ones performed by each partner – at European and national level. They will include, among other things, events, meetings, conferences, workshops, press releases, articles, research publications, website and social media updates.

WP4 and particularly Task 4.1 "Dissemination" description emphasizes a significance of the project website (www.many-me.eu) conceived of, among others, as a tool providing "a comprehensive framework for the diffusion of the project concept, ideas and results". Research publications and events are also stressed in the description of Task 4.1.

Dissemination of project results is also a subject of interest of Work Package 5 "Project Management and coordination", therefore a close interaction between actions undertaken within WP5 and WP5 is envisaged.

ASM is the leader of the whole WP4 and of Task 4.1 "Dissemination" (and Task 4.3 "Exploitation and marketing strategy").

Moreover, the dissemination strategy is associated with project deliverables, but it needs to be noticed that only the content of public deliverables will be fully and widely spread among target groups and general audience. Many-Me public deliverables are enumerated in a table below (as stated in Description of Work document):

Del. no.	Deliverable name	WP	Type of deliverable	Dissemination level	Delivery date
D1.1	End-user requirements	1	Report	Public	M6
D1.2	Ethical methodologies	1	Report	Public	M6
D2.1	Many-Me v1	2	Prototype	Public	M2
D2.2	Many-Me v2	2	Prototype	Public	M19
D2.3	Many-Me v3	2	Prototype	Public	M29
D3.2	User evaluation report	3	Report	Public	M14, M24, M35
D4.1	Dissemination Plan	4	Report	Public	M2

D4.2	Report on dissemination activities	4	Report	Public	M12, M24, M36

Table 2. Public deliverables overview list

A commercial character of the ICT based solutions that will be developed by Many-Me implies that another 11 project deliverables will not be open to the public, since the project's know-how need to be protected against potential competitors on the market. However most crucial results and outcomes, summaries of some deliverables will be (paying attention that no confidential data is transferred) disseminated also to the wider audience, particularly to project target groups.

2.3. Objectives of the document

The general objective of this document is to define and plan dissemination strategy that will be used during the Many-Me project. The key objectives are:

- to define dissemination goals,
- **WHO – what are the target groups?** - to define detailed target groups (please see chapter 4. Target groups);
- **WHAT** – **what is the main message we want to communicate?** - to describe the directions of key messages tailored to the particular target groups (please see chapter 5. Key Messages);
- **HOW** – **through what channels and tools will we reach the target groups in the most effective way?** - to define dissemination channels, tools and techniques which must be also suited to different audiences of Many-Me (please see chapter 6. Many-Me identity and branding and 7. Dissemination channels, tools and techniques)
- **WHEN – what is the time planner for the implementation of particular activities?** - to present the action plan (please see the chapter 8. Action Plan).

Dissemination is one of the key elements of Many-Me, since well-developed diffusion of project results, well-planned and realized communication, promotion, and marketing activities determine reaching older people, their relatives, informal caregivers who are not easy to reach. Therefore, well-thought-out dissemination of the project is a necessary condition to a successful release of the Many-Me ICT-based solutions to the market place.

3. Dissemination goals

As Description of Work states, the main dissemination goal of WP4 is:
- raising awareness of targeted key stakeholders about the project solution.

Hence, dissemination strategy should be focused on high-quality **raising awareness** of Many-me and its ambition and results, in particular among the primary target groups (which are defined in chapter 4.). The previous European projects that we took part in showed that people tend to be more interested in ICT tools, as they are convinced that using high-technology is profitable. Potential users become much more friendly to new opportunities that ICT provides and start actively seek for the solutions and services which successfully supply their needs. Therefore Many-Me consortium intends to raise awareness particularly of the elderly people and informal carers, and thus to cause positive changes in their quality of life and bring safer and much more comfortable ways of dealing with challenges they face in everyday life.

Raising awareness is associated with **promotion**, which is also a goal of a great importance. This is determined by the character of Many-Me, which has not only societal, but also strongly market (commercial) dimension and objectives. Hence, there is a strong need to popularize and promote Many-Me ICT-based care system as a market service that can be very profitable to caregivers and the very persons with dementia. It should be clear that a commercial success of Many-me is crucial for the success of the whole project. Thus the ultimate goal is to **encourage end-users** and **potential collaborators to action** considered as using Many-Me care system as a successful support for traditional care.

The aforementioned goals, i.e. raising awareness, promotion and engagement to action (performed by end-users), define the dissemination strategy, including particular target groups as well as chosen methods, techniques and the scope of dissemination activities. At the same time they will allow creating networks of potential Many-Me customers and possibilities of cooperation beyond the project consortium in the future and thus the dissemination activities will **support the exploitation of the project results.** It will be achieved by different tools, documents and activities of the whole consortium.

In order to successfully realise the main dissemination objectives, the following partial objectives have been designed:
- to ensure that project dissemination and communication activities are well designed, planned, coordinated and implemented,
- to raise awareness and involvement of the key groups,
- to ensure wide social understanding of Many-Me objectives and benefits.

4. Target groups

Main target groups have been detailed in Description of Work in the following way:

    A. Patients:
- older adults with early stages of dementia;
- older adults with middle stages of dementia;

    B. Caregivers:
- informal;
- professional.

Informal caregivers addressed by the project are family members and volunteers, while professional carers can be doctors, therapists, nurses, etc.

Moreover, as also mentioned in the Description of Work, the Many-Me care system can be a very useful tool for other patients with different impairments and chronic diseases. Due to enabling functional solutions for self-management and informal care, the system will reduce costs related to professional care as well as is likely to delay placement into professional care places for the elderly and/or diseased people.

What is more, dissemination will be also addressed to possible business partners and to general public, AAL community, researchers in the field of healthcare and senior studies.

However, the crucial issue for dissemination activities is that they should create the image of Many-Me service user as an active, intelligent senior with self-esteem.

Potential clients and stakeholders will be defined in detail in market analysis report that will be used for the future dissemination activities.

5. Key messages

There are a couple of general rules that should be respected when presenting the key messages. They ought to be clear and simple. They should not duplicate and should address the most important issues. The messages and their languages should be tailored to the respective audiences. Key messages of Many-Me ought to be addressed to both segments of target groups separately.

As regard to **patients and their relatives/informal caregivers**, the messages should address the following issues:
- what is Many-Me care system, what it offers, how it works and information about the costs (message tailored to the elders and their families);
- what are the benefits for older people with dementia and for informal caregivers from using the ICT-based care system and why it is an important tool in supporting safer, more active, dignified and socially embedded life of the diseased as well as of the carers;
- how (and how easily) Many-Me solutions can be used by older people with early and middle stages of dementia and by caregivers;

As regards to **possible business partners,** the messages should inform:
- what is Many-Me care system, what it offers, how it works;
- why Many-me care system is a novelty on the market and is better than other services;
- what is the market potential of the system and what are prices trends;

Since the project is in its initial stage, a full content of key messages will be developed as the realization of the project advances. An important contribution will be D1.1 "End-user requirements" and D3.2 "User evaluation report" as well as other deliverables in WP4, in particular business and marketing analyses and plans. These deliverables will determine many important points of reference, such as the size of market as well as end-users' needs and profiles. If necessary, the key messages will be then revisited, updated and detailed.

6. Many-Me identity and branding

Project identity and branding are dissemination supporting elements that enable greater efficiency. They provide distinctive look and integrity of the project across different communication tools that are used during the dissemination process.

6.1. Project name

The full name of the project is: "Social Interactive Care System to support the wellbeing of people living with dementia".

The short name is Many-Me.

The full name is to be always followed by its short name in brackets, that is: Social Interactive Care System to support the wellbeing of people living with dementia (Many-Me).
The exception is when preparing:

- typical *marketing* materials in the later stage of the project to support exploitation of the care system when short, simple and catchy words and text should be used to attract attention of potential customers and collaborators;

The full name of the project should be used especially when writing about the project for the first time in a document (unless it is specifically listed in the list of acronyms/abbreviations). After, it is advisable to refer to the project by using its short name.

6.2. Many-Me logo

Many-Me logo will be developed very soon and will be available for common use by project partners. The logo will be shaped according to the project dimension and purpose, that is to provide ICT supporting system for people with dementia.

6.3. Colour palette

A project colour palette will be developed as soon as the project logo is ready and accepted by the project consortium. It is necessary to design such a colour palette that fully corresponds with colours of the project logo. All graphics officially used by the project consortium during the project duration must be comprehensive and compatible.

6.4. Document and font style

Documents elaborated within the project need to be created using MS Word, MS Excel or Adobe Acrobat (for PC). Slide presentations must be created with MS PowerPoint.

The corporate typographic family of Many-Me is Calibri, chosen for its clarity, modernity and good legibility. The documents produced within the project should follow these basic rules:

- Font: Calibri
- Titles/headings: size 24, 13 or 14
- Text: size 11
- Colour of Headings: to be completed
- Colour of text: to be completed
- Spacing: 1.15

6.5. Reference to AAL founding

Many-Me project has received funding from the Active and Assisted Living Programme. Therefore, it is required that documents and all dissemination and communication materials have to include the AAL emblem to acknowledge the support received under AAL programme.

As "AAL Programme Brandguide"[1] states:

> *The AALA logo should never be reproduced in a size smaller than 3 cm in horizontal length. Exceptions must be approved by AALA. For maximum impact and clarity, an area of clear space must be maintained around the AALA logo. This clear space provides a protective area surrounding the logo within which no other graphic elements such as typography, pictures, art or borders may intrude[2].*

Many-Me consortium will meet all rules of dissemination activities as defined in the "AAL Programme Brandguide".

Figure 1. AAL logotype

All documents produced by Many-Me consortium must include the reference to AAL funding in the following form:

 The project Many-Me is funded under AAL Programme.

6.6. Project internal document templates

A series of templates will be developed as soon as the project logo and colour palette is prepared and accepted. All documents developed within Many-Me shall be based upon the templates:

- PowerPoint Presentation Template
- deliverable templates;
- simple document template;
- agenda template;
- minutes template.

All forms will be available in electronic form in the Many-Me project repository – Podio.

6.7. Power Point presentation template

Power Point presentation template including first, middle and last slide templates, will be developed as soon as the project logo and colour palette is prepared and accepted.

7. Dissemination channels, tools and techniques

After defining key assumptions of dissemination strategy, such as dissemination goals, target groups, key messages and rules for creating dissemination materials, we can describe channels, tools and techniques that should be used to achieve as good dissemination results as possible. This is one of the most important part of this document, since even the best assumptions and targeting cannot be successful, unless appropriate means are used. Many-Me consortium will use a variety of channels, tools and techniques due to very different target groups and a few dissemination goals.

7.1. Dissemination channels

The main dissemination channels that will be used during dissemination (including communication and marketing) are listed in the Table 3 below, and described in detail in the following subchapters.

Dissemination channel	Target groups	Key objective
Internet	caregivers, business, AAL community, researchers, general society, older persons, NGOs	Raising awareness, promotion, engagement, presenting project idea, objectives and results, gathering opinions
Media	caregivers, business, AAL community, researchers, general society, older persons, NGOs	spreading project idea, goals and results, raising awareness, promotion
Own printed promotional materials	general public, seniors and their relatives, caregivers, care institutions	Raising awareness, promotion
Events	caregivers, business, AAL community, researchers, general society, older persons, NGOs	Promotion, engagement
Direct communication	NGOs, similar EU projects	spreading project idea, goals, networking
Video	End users, caregivers, business, AAL community, researchers, general society, older persons, NGOs	Demonstrating Many-Me prototype and its functionalities

Table 3. Dissemination channels

7.1.1. Internet

Internet is the most popular dissemination strategy that is used in European projects and is a more and more common communication and marketing channel in general. However, reaching the key audience requires some well-thought-out and integrated strategies. The primary audience of Many-me (as defined in chapter 4, please see Table 3 above) will be reached by suitable content, tailored

language, appropriate layout and by choosing the most promising tools. It can be expected that the best results from dissemination via Internet will be achieved in case of caregivers, researchers, professionals and possible business stakeholders rather than in case of the elders. Nevertheless, there are also particular channels dedicated to seniors, and Many-Me will use them as well. Last but not least, Internet allows reaching general public, which is also an important dissemination aim of Many-Me.

Furthermore, Many-Me consortium will also use social media channels to better communicate the project's objectives, news and results.

7.1.2. Media

Many-Me will also use traditional means of communication, i.e. paper media. This seems very suitable communication channel, when it comes to project's key audience: older people. The elders are attached to traditional press and what is more, magazines for seniors are more and more popular (what is implied mainly by growing number of older people in Western societies). Choosing this communication channels ensures that the crucial target groups will be reached. Moreover, Many-Me consortium will publish research publications to present its methodological, technical and societal importance.

Nowadays media are strictly related to Internet services, so it should be noted that dissemination through media often implies that particular information is presented in both the paper media and online.

7.1.3. Own printed promotional materials

One of the standard and popular dissemination channels is delivering physical promotional materials to potential end-users and to general public. Such materials will be also used by the Many-Me consortium. The produced materials can be, among other things, leaflets, posters, brochures. Their main aim is raising awareness, but they are also an important means of disseminating project objectives and deliver many details on how to get more information about a project. They should be eye-catching and make people seek for more information themselves. Regarding Many-Me the scenario might be that the elders will get into the ICT care system and turn to their close relatives who would be able to gather more detailed information.

7.1.4. Events

The Many-Me consortium will organize and take part in different events, such as conferences, workshops, meetings etc. Organizing and taking part in the events ensures reaching key audiences as well as enables high-quality dissemination. Participants of events, in particular in case of workshops

and business meetings, have a possibility to clarify, better understand and even further the idea of the project, which is of great importance and constitutes an added value. Workshops also allow stakeholders to test some draft solutions and business models.

7.1.5. Direct communication

Direct communication is often an underestimated communication and dissemination tool. Indeed, it can be a very useful toll to disseminate the project concept and also to gain interest of target groups. It should be noticed that older people and environments they are active in often use a very traditional way of communication, where "living word" is still the most important way of communication. Hence, it is a great opportunity for Many-Me partners to engage in direct communication with target groups and general public, since a credible first-hand information should be a very valuable means to make people interested in the ICT care system developed by Many-me.

7.1.6. Video

Making videos is more and more popular means of dissemination the European projects' results. It is a very good way to reach a wide audience using catchy visual content. Since ICT-based care system with many functionalities and addressed to a number of end users is rather complicated and can be not intuitively grasped, it seems a great idea to demonstrate its functionality using a video.

7.2. Dissemination tools and techniques

After defining dissemination channels, now the detailed techniques and tools can be defined. They are listed in Table 3 and described in the following sections.

Dissemination tools and techniques	Target groups	Key objectives
Project website	caregivers, business, AAL community, researchers, general public, older persons	Raising awareness, promotion, engagement, presenting project idea, objectives and results,
Project Power Point presentation	general public, seniors and their relatives, care institutions, potential business stakeholders	Raising awareness, promotion,
Newsletters	care institutions, potential business stakeholders	Promotion, raising awareness, engagement
Social media	care institutions, potential business stakeholders	Raising awareness, promotion, engagement
Articles/publications		Promotion, raising awareness
Research publication	care institutions, business stakeholders, NGOs, researchers	Promotion, discussion
Poster/roll-up	care institutions, potential business stakeholders	Promotion, raising awareness

Leaflet	general public, seniors and their relatives, care institutions, potential business stakeholders	Raising awareness, promotion
Marketing sessions	potential business stakeholders	Engagement, promotion
Conferences and meetings	caregivers, business, AAL community, researchers, older persons	Engagement, promotion
Promotional and demonstrative video	End users, caregivers, business, AAL community, researchers, general society, older persons, NGOs	Demonstrating Many-Me prototype and its functionalities

Table 4. Dissemination tools and techniques

7.2.1. Project website

The project website will be a main tool for successful disseminating project idea and results as well as a basic channel for developing business opportunities. Importantly, the website will meet basic accessibility requirements specifications, ensure extended usability and will be regularly updated. It will be available also after the project ends, for at least one year.

The website is a very versatile tool – different target groups can find the information they might be interested in. What is more, the regular updates based on the content delivered by all the project partners will ensure better website positioning. It will make the project website more popular and increase its coverage. The important thing is that visitors interested in project progress will have a possibility to sign up for e-newsletter.

The website will be delivered in the 4th month of the project duration (June 2017), as "Guide for Coordinators ALL Programme" requires, and will be available at: www.many-me.eu. It will include only public area as the project coordinator set up a separate tool for effective project managing, that is Podio, where internal documents are stored in restricted area, too. This area is available only to project members and protected by password (each partner has his login and password). Restricted area allows comfortable access to project documents and enable effective communication between partners. This area is updated by project coordinator and WP/Task leaders.

Public area of the website will aim at presenting the project and the consortium, and at dissemination of the project objectives, scope, activities, results, and in particular at informing general audience on the news and progress of Many-Me. It will contain demo video, promotional materials and describe activities of the consortium in detail. It will present all partners involved in Many-Me, work plan, calendar of events, information on articles and contact information. **Project Partners will be responsible for delivering the information on their activities, news or events that they intend to publish on the website. Therefore each month all Partners will be asked to send their proposals.**

7.2.1. Project Power Point presentation

A project Power Point presentation based on the template provided will be prepared for communicating with target group. This tool will be available for project partners in the project repository to be used during different events and meetings with the elderly, caregivers, business stakeholders and scientific community. As the project progresses, the presentations will be updated with new results and information on the proposed business plans/models.

7.2.2. Newsletters

Electronic newsletters will inform the recipients about the project progress. They will spread the project news and activities to target groups and everyone who will subscribe to newsletter by the project website. The content of newsletters (text, photos, and drawings) will depend on the materials delivered by the project partners who will be responsible for preparing articles published in newsletters. Newsletters will inform inter alia on major project activities and milestones, as they are achieved and reach a wide network of stakeholders. Also forthcoming project events will be announced. The contact database with addresses of national stakeholders (mailing lists) as well as EU wide organisations will be created and thus newsletters will be sent to selected contacts representing different target groups of Many-Me. Four issues of newsletter in M6, M12, M24, M30 will be prepared.

7.2.3. Social media

The project will be disseminated also through social media: Twitter, LinkedIn, Facebook and YouTube.

Many-Me Twitter account will use the key and most popular hashtags to disseminate and promote the project news and results.

Via Many-me channel on YouTube the consortium will present demo videos showing up Many-Me care system and its functionality.

Using LinkedIn portal will allow disseminating the project in European project LinkedIn special groups. It will provide an opportunity for mutually beneficial cooperation with other project consortia or single stakeholders as well as will be a very promising way to reach a wide professional audience.

Of course, all social media are interoperating and the Many-Me consortium will connect all accounts to create a synergy and thus improve the impact.

7.2.4. Articles/Publications

Many-Me consortium will publish several articles in dedicated magazines (on national and European level). The special focus will be on encouraging potential end-users in using the ICT care system to –

Moreover, news from Many-Me will be also published on selected web portals.

Magazines, journals as well as web portals will be identified along the project lifetime and included in the dissemination activity template (described below) by each Partner.

7.2.5. Research publication

Another way of dissemination that will be used is publishing a research paper. This is a standard technique used in European project that shows the project methodological/technological/social credibility and proves that a project is based on solid knowledge and well-developed ideas. The focus of this activity will be at the project end when the results and outcomes of the project will be elaborated.

7.2.6. Poster/roll-up

Many-Me poster and roll-up will be developed and the project partners will present them during the events that they will take part in. They should include all basic information on the project, in particular its objectives, scope, contact to coordinator, website address and should be eye-catching and encourage to participate in Many-Me services. Also the project logo should be emphasized.

7.2.7. Leaflets

Using leaflet is a profitable and impact ensuring way of promotion. Many-Me will present two leaflets. The first will aim at giving basic information on the project (including logotypes of Active and Assisted Living Programme – AAL, Partner institutions and national co-funding institutions), raising awareness and promotion of the Many-Me solutions among key target groups. The second leaflet will be more detailed and will also present results of the project.

7.2.8. Conferences and meetings

To better disseminate the project on the international level partners will submit to international conferences to present Many-Me and its results, to raise awareness and promote the project idea. During conferences the project printed materials (posters, leaflets) will be disseminated among the audience. What is more, during the events partners will gather contact details from potential customers and stakeholders, in order to inform them on the project news e.g. by providing them with in the newsletters.

The most important event that the partners will take part in is AAL Forum[3].

An event of a great importance is also the project final conference which will focus on the results from project activities. Different project findings will be presented and the project results will be widely disseminated in attractive forms (electronical presentations, videos). Many guests will be invited, including journalist, business leaders, cultural stakeholders and senior organization members and leaders. The consortium will conclude 36 months of common collaboration and share their views.

8. Action plan

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[3] Cf. http://www.aalforum.eu/

Experience has shown that producing a coherent strategy does not necessarily result in effective implementation unless the strategy is articulated as a clear set of actions. Therefore, all partners will disseminate the project's results in their own countries and at European level.

In order to gather all communication activities a template has been prepared, circulated to Partners and published in the project repository. Partners are able to update the action plan ad hoc and the project coordinator as well as dissemination leader will be able to monitor the progress with regard to project dissemination and communication impact.

Table 5 below presents the list of dissemination and communication activities that are planned to be implemented until M12. As mentioned before this is not a closed list as it will be updated by project partners in the repository along the project realisation and along finding out more opportunities at national, European or worldwide level to disseminate information about the project.

PLANNED AND PERFORMED DISSEMINATION ACTIVITIES

Partner responsible *Acronym*	Activity	Objective of dissemination *(e.g. raising awarness; presentation of project idea, progress, results; promotion of the project; dissemination of research knowledge derrived from Many-Me; gather opinions; presentation of commercial results to gain interest in potential customers; presentation of individual and/or societal benefits to gain interest in potential customers; networking with other EU projects, networking with local/regional entities; other - please indicate)*	Place *City, country*	Date *DD/ MM/ YYYY*	Channel *(e.g. article, event, conference, meeting, trade fairs, workshops,webinars or master classes, research publications, press releases, student course, visits to case studies, e-newsletter, e-brochure, poster, webpage, videos, social media etc.)*	Type of audience *(older people, business stakeholders, caregivers, AAL community, media, senior organizations, seniors' relatives, general public etc.)*	Audience *No. of people (for planned: expected; for finalised - no. of people that participated)*	Commercial contacts *(for planned: please provide whether there will be possibility to establish commercial contacts during this event: YES or NO; for finalised - please write number of commercial contacts established)*	Link to the website of the event *(if available)*	Other information, remarks *(e.g. support needed from Partner, Dissemination Team)*	Text of the announcement *(if you would like to publish this information on the Many-Me website, please write here the text of the announcement)*	Status *(P - planned / F - finalised)*

Figure 2. Template for gathering and planning dissemination and communication activities

Partner responsible	Name of the activity	Objective of dissemination	Place	Date	Channel	Type of audience	Audience	Commercial contacts	Link to the website of the event	Other information, remarks	Status
ASM	Creating and updating Many-Me project website	presentation of the project, its activities and results, partners, information on the project progress and news	Internet	06/2017 and regular updates	Website	caregivers, business, AAL community, researchers, general public, older persons	no. of unique users: 15000		www.many-me.eu		Planned
ASM	writing a press release	presentation of the project, its objectivities, Partners	Internet	06/2017	Website	General public, business stakeholders, researchers	tbc		www.asm-poland.com.pl		Planned
ASM	Many-Me e-newsletter	presentation of the project, its activities, promotion, raising awareness, engagement	International	09/2017 And 02/2018	Internet	Care institutions, NGOs, general public, business stakeholders, researchers	ca.350	YES	n/a		Planned
ASM	AAL Forum	presentation of the project objectives and results achieved so far, promotion	Combria, Portugal	10/2017	tbd	AAL community, researchers, business, care institutions	tbc	YES	http://www.aalforum.eu/		Planned
MOB	seminar for other care organistions in Rotterdam	raise awareness, possibly expand the group of primary end users next to the 20 clients with early stage dementia that MOB will provide for the pilots; gain interest of potential customers	Rotterdam	06/2017	seminar	caregivers, senior organizations, senior's relatives, informal caregivers	25	YES		materials, summary of project and benefits	Planned
MOB	newsitem	raise awareness, possibly expand the group of primary end users next to the 20 clients with early stage dementia that MOB will provide for the pilots; gain interest of potential customers	Internet	06/2017	newsitem	caregivers, senior organizations, senior's relatives, informal caregivers		YES	www.mob.nu	materials, summary of project and benefits	Planned
Drimpy	Developing newsworthy content to raise awarness about	Raising awarness	NL	05-12/2017	newsletter , e-newsletter , social	Older people, caregivers, general public	100 000	NO			Planned

	extistince of Manyme				media, articles, research publicatio ns						
Drimpy	Developing newsworthy launch for ManyMe reason of extince	Presentation of Project idea	NL	05-06/2017	Event, press releases,so cial media	Business stakeholders, media, senior organizations, caregivers	250 000	NO			Planned
Drimpy	Start discussion about what people with dementia need and how we can help	Gather opinions	NL	05-09/2017	Event, e-newsletter , social media	Caregivers, older people, stakeholders	500	NO			Planned
Drimpy	Exploring possibilities for multiplicatoreffect	Networking with local/regional entities	NL	05-09/2017	Event, e-newsletter , meeting	Senior organizations, seniors relatives, caregivers	20	NO			Planned
EURAG	Information event for seniors	Introducing the project idea and gather feedback	AT	06/2017	Event	Seniors	60	NO			
EURAG	Article in EURAG newsletter	Project presentation/information	AT	06/2017	Newsletter	Members and friends of EURAG Austria	350	NO			

Table 5. Many-Me Partners preliminary list of dissemination activities

9. Evaluation

Evaluation of disseminative activities is an important element of dissemination strategy, since it enables to measure impact of a project and assess if dissemination strategy needs to be improved.

Action plan (chapter 8.) includes information on the number of people involved in every listed activity. It states expected audience for planned activities and reached audience in case of finalised activity. The same regards to webpage visitors and newsletter recipients. What is more, action plan also indicates commercial contacts – established ones in case of finalised activities and expected ones in case of planned activities. Those are very useful and valuable indicators that allow monitoring the dissemination process.

Furthermore, in order to assess the quality of particular activities and to check if they meet target groups' needs some feedback is required. Therefore, the consortium will design questionnaires that will help to assess if dissemination/communication is satisfactory. In case of poor results, particular channels, tools or techniques will be improved or changed to overcome those difficulties.

10. Conclusions

This document includes all elements that are necessary in a successful dissemination plan. These are: describing dissemination goals, detailed target groups, key messages, project branding, dissemination channels, tools and techniques, timetable of dissemination activities, evaluation.

This dissemination plan provides the Many-Me project with a solid framework against which to begin disseminating project results and activities. The consortium will use this as an initial strategy which will be further reviewed, revised and updated. The document will be revisited in the light of experience, evaluation outcomes, market analysis outcomes, business models proposed and evolution of the Many-Me exploitable results.

11. Bibliography

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