

Acronym: CLOCKWORK
Name: Smart system for the management and control of shift workers' circadian rhythms
Call: AAL Call 6 2013
Contract nr: AAL-2013-6-055
Start date: 02 June 2014
Duration: 36 months

D5.3 Dissemination Report (a)

Nature¹: R
Dissemination level²: RE
Due date: Month 11
Date of delivery: Month 12
Partners involved (leader in bold): **CUF**, FhP
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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

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Revision history

Rev.	Date	Partner	Description	Name
1	03.07.2017	CUF	Created the document and added content	Rita Ralha
2	04.07.2017	FhP	Content revision	Francisco Nunes
3	08.07.2017	CUF	Minor revisions	Rita Ralha
4	10.07.2017	FhP	Minor revisions	Francisco Nunes

Approved by FhP

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1. Introduction

A dissemination plan is typically structured as to allow answering four questions:

- Why are we disseminating in the project?
- Who will be the target of the dissemination?
- What will be communicated?
- How will it be communicated?

The following sections offer insight on how the project's team will carry out this dissemination effort.

2. Dissemination plan objectives

The dissemination stage of a project guarantees the sharing of relevant information with the identified stakeholders. In this project's case, this implies informing and engaging potential investors in the commercial applications of the Clockwork system and services; informing policy makers; as well as informing and engaging the user community such that when the technology is available they will be aware and thus interested in purchasing the system. This document details all types of communication and target audiences

A successful dissemination will help in creating awareness about the project, which will then contribute to ensuring the final product that can be marketed and sold successfully.

3. Target audiences

By performing dissemination actions, we will be able to raise awareness of Clockwork, introducing its concept, idea and goals. Therefore, it is crucial to create interest among the mapped potential stakeholders and to assure a good reception and enthusiasm about this solution. The following target groups regarding dissemination activities within Clockwork were defined as follows:

1. **Shift workers** are the main end-users of the system. We expect shift workers to be able to buy the system for themselves to improve their sleep and health conditions, which makes them one of the most important target groups;
2. **National health care systems and Health insurance companies** can also be interested in Clockwork provided it is able to help detect early health problems of shift workers;
3. **Hospitals, Clinics, Short/Long term care facilities and Nursing homes** may be interested in the Clockwork system to improve their workers' work conditions and performance;
4. **Sleep specialists and clinicians** who could benefit from the system as it would give them data about their shift worker patients in order to choose the best treatments for them;
5. **Researchers in the field of AAL and chronobiology** working with sleeping issues could learn from the data that Clockwork tracks for contributing to their research activities;
6. **ICT companies** may be interested in developing technology based on/connected to the Clockwork system and becoming investors or distributors;
7. **General public** that might be interested in getting to know more about new pathways of care and also may help diffusing the system;

8. **EU policy makers** interested in improving workers' health conditions and safety;
9. **Press, journalists and media.**

4. Communication material

Communication of Clockwork will be a continuous process, leveraging the partners' networks and knowledge of their respective expertise areas, both geographic and business wise. Naturally, it will be structured by and associated to the project's main milestones, when concrete results have been achieved.

Project's milestones:

- **Milestone 1: Clockwork concept definition** - By Milestone 1 the Clockwork concept will have been defined. For the purpose, each partner in their fields of expertise will bring their know-how, thus contributing to the state of the art study, gathering of user requirements and establishing specifications.
- **Milestone 2: Clockwork Alpha prototype** - First alpha prototype will be produced, through its different components (sensor and actuator devices, communication mechanisms and software engines characterized by its intelligence and decision-making capabilities).
- **Milestone 3: System Validation** - All the components that configure the solution will have been individually pre-tested, integrated within a unique solution and further tested as a whole with users for validation.
- **Milestone 4: Clockwork Final prototype** - The validation of the system and its refining after the user pilot trials will result on the final prototype. On and beyond the trials, reengineering cycles may be performed according to the users' feedback for system improvement and towards meeting users' expectations.

To allow the preparation of communication actions and outputs, a media kit was created. Composed mainly by coordinated identity components for the project (logo, typography, other) it will be applied to templates for deliverables and slides presentations, flyers, posters and other printed material.

5. Dissemination methods & actions

Several dissemination methods will be used to ensure the availability of the project results for the range of stakeholders. In order to guarantee a clear communication, we have defined different dissemination channels, which will later on have specific procedures set to be followed in each case.

The project will be disseminated through the following methods/actions:

- **Website:** an online website for Clockwork was created and is accessible at www.clockworkproject.eu, offering information about the project, such as its description, objectives, obtained results and impact and consortium partners. The website will be updated throughout the project's development, in order to accommodate new information.
- **Digital channels and social media:** a social media presence of Clockwork is relevant because it will help the diffusion of the project for specific groups as well as for the general public. A LinkedIn page about the project will be the first measure taken, and the goal is to publish any relevant updates (mostly connected to milestones achieved) and make them easily available for existent LinkedIn groups of sleep specialists, professionals working on improving worker's conditions and even shift workers associations.
- **Industry conferences and events:** a list of relevant conferences and events has been compiled to ensure the consortium communicates Clockwork to healthcare practitioners and key industry companies. In these events, the consortium may use presentations and posters to raise awareness about the project and later on to promote best practices and share lessons learned.
- **Scientific papers in journal and conference proceedings:** we will disseminate results of the project to the scientific community. Academically sound outcomes of our work will be sent to leading conferences and journals in the areas of Human-Computer Interaction, Medical Informatics, Sleep disorders, and related fields.
- **Press:** when major milestones are achieved, press releases will be sent out by the consortium's partners in order to divulge information on online and offline media.

6. Dissemination monitoring mechanisms

In order to evaluate each dissemination method's success, specific monitoring mechanisms will be put in place.

Website and social media monitoring

To monitor Clockwork's web presence, an analytics tool will be implemented in order to collect information regarding pages views, traffic sources and demographics.

Partners activity monitoring

A reporting effort will be carried out by all partners concerning any dissemination activity in which they might take part in. A specific file will be created for this purpose and stored in the shared drive of the consortium.

7. Dissemination log

7.1. Actions during 2017

Name of activity or event	Date	Type	Place	Target audience	Size of audience	Involved partners	Comments

7.2. Actions during 2018

Name of activity or event	Date	Type	Place	Target audience	Size of audience	Involved partners	Comments