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
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D5.5 Project Dissemination Plan

Nature[1]: R
Dissemination level[2]: PU
Due date: Month 15
Date of delivery: Month 15
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

Nr.	Partner name	Short name	Org. type	Country
1	Fraunhofer AICOS *(coordinator)*	FhP	R&D	Portugal
2	BCB Informática y Control SL	BCB	SME	Spain
3	KOHS PIMEX	KOHS	SME	Austria
4	Ab.Acus S.r.l.	ABACUS	SME	Italy
5	Grado Zero Espace	GZE	SME	Italy
6	RK Tech, Kft.	RKT	SME	Hungary
7	José de Mello Saúde	CUF	IND, End user	Portugal

Revision history

Rev.	Date	Partner	Description	Name
1	27.10.2017	CUF	Created the document and added initial content	Rita Ralha
2	30.10.2017	FhP	Revision of the dissemination methods and actions section	Francisco Nunes
		Approved by FhP		

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1. Introduction

This document represents the laid-out plans for communicating Clockwork and its prospective solution, in order to attain a successful go to market and commercialization. More precisely, it addresses the current and future Clockwork's dissemination processes, exploring:

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

2. Dissemination plan objectives

The dissemination stage of a project/product guaranties the sharing of relevant information with the identified stakeholders, namely with those who are more likely to buy the prospective solution. In this project's case, this implies informing and engaging potential partners and business customers in the commercial applications of the Clockwork system and services; informing policy makers; as well as informing and engaging the community of shift workers, 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 strategy will help in creating awareness about the project, which will then help us to create a product absolutely in tune with the end-user's needs, with an adequate business model, thus contributing to a successful commercialization/licensing of the prospective Clockwork solution.

3. Target audiences

By performing project dissemination actions, we will be able to raise awareness of Clockwork, introducing its concept, idea and goals, as well as collecting input that allows us to steer the development in the right direction. Therefore, it is crucial to create interest among the mapped potential stakeholders and to assure a good reception and enthusiasm about this solution. The target groups regarding dissemination activities within Clockwork were defined as follows:

1. **Shift workers** are the main end-users of the system. Shift workers may end up representing a direct customer segment, buying the system for themselves to improve their sleep and health conditions;
2. **ICT companies** may be interested in developing technology based on/connected to the Clockwork solution, licensing the system (or part of it) or becoming distributors;
3. **Occupational health companies** who can see the solution as a way to enlarge service portfolio, allowing their customers (other companies with shift workers) to promote workers' health and well-being;
4. **Insurance companies** can also be interested in Clockwork provided it is able to help detect early health problems of shift workers and prevent illness or work accidents;
5. **Companies employing shift workers** may be interested in the Clockwork system to improve their workers' work conditions and performance and reduce absenteeism;
6. **Sleep specialist 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;
7. **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;
8. **General public** that might be interested in getting to know more about new pathways of care related to sleep improvement;
9. **EU policy makers** interested in improving workers' health conditions and safety;
10. **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 relevant 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**: disseminating Clockwork in social media is relevant because it can reach special interest groups and the general public. A Linkedin page about the project will be the first measure taken, and the goal is to publish any relevant updates, such as the achievement of milestones. The content produced will be shared in Linkedin groups that are interested on the topics of sleep, shift work, self-monitoring or self-tracking technologies, and light interventions, to reach the different areas of interest encompassed in the project.
- **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. A few examples of relevant events are listed below:
    - [Oct/17] **AAL Forum**, Coimbra, Portugal [project communicated through a stand and flyers]
    - [Nov/17] **10th International Joint Conference on Occupational Health for Healthcare Workers**: Health & wellbeing in the health care sector; addressing current threats to workers, Khon Kaen, Thailand
    - **[**Feb/18**]** **Surviving Shift Work Conference**, Sydney, Australia
    - **[**Apr/18**]** **32nd International Congress on Occupational Health - ICOH 2018**, Dublin, Ireland
    - [May/18] **2018 Society for Research in Biological Rythms (SRBR) Meeting**, Florida, USA
    - [Jun/18] **SLEEP**, Baltimore, USA
    - [Sept/18] **24th Congress of the European Sleep Research Society**, Basel, Switzerland
- **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. Examples of relevant venues to disseminate our research include:
    - [Mar/18] International Conference on Tangible, Embedded and Embodied Interactions, Stockholm, Sweden
    - [April/18] ACM CHI Conference on Human Factors in Computing Systems, Montréal, Canada
    - [May/2018] International Conference on Pervasive Computing Technologies for Healthcare, New York, USA
    - International Journal of Human-Computer Studies (journal)

  - ACM Transactions on Computer-Human Interaction (journal)
  - International Journal of Medical Informatics
  - Journal of Biomedical and Health Informatics (journal)
  - Journal of Health Informatics (journal)
- **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 was created for this purposed and stored in the shared drive of the consortium.

7. Dissemination after project completion

Once the project is approaching completion, dissemination efforts must focus onto those stakeholders who will most likely be potential customers or partners. At the moment of submission of this deliverable, the prospective Clockwork solution's target customer is a still topic in discussion.

However, no matter what the final scenario ends up being (e.g. licencing the solution to a company or producing and selling the system to companies or end-users), certain stakeholders are very likely to be involved, as is the case of Occupational Health Companies.

Whether these companies wind up being a (i) direct customer of an evolved format of the Consortium, buying the Clockwork system directly, or an (ii) indirect customer, buying it from, for instance, ICT or Insurance companies, they will necessarily be a continued target of interest dissemination-wise.

Therefore, dissemination activities such as product presentations made to Occupation health companies of large dimension on each one of the Consortium's countries can represent a useful advance on identifying future customers for the solution. For scenario (i), this would allow to start building client portfolio, whereas for scenario (ii), it would increase the chance of success of subsequent commercial presentations made to companies likely to be interested in licensing the system (since, we would be able to prove interest from the Occupation Health companies side, some of their probable customers).