



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

D.4.2 FIRST YEAR REPORT ON DISSEMINATION ACTIVITIES

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1. Executive summary

This Deliverable 4.2 First year report on dissemination activities contains an evaluation of dissemination and communication activities within the first year of the project and updates on the planning for the upcoming period within the project “Social Interactive Care System to support the wellbeing of people living with dementia”(Many-Me). This deliverable will be regularly updated and also Reports on dissemination activities in the 24th and 36th month of the project duration are going to 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 report.

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 are 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.

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 an 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	SME	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 oppressive reactions.

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 patients 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 a holistic approach and will deliver a validated prototype solution.

2.2 Dissemination according to description of work

This document is D4.2 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 summarize dissemination and communication actions already performed by first year of project duration as well as activities that will be realized during the project. **Dissemination activities is 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 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 WP4 and WP5 is envisioned.

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	M9

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 needs 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 report

The general objective of this report is to present an evaluation of dissemination and communication activities undertaken in the first year of the Many-Me project and to precise those to be performed during the second year of project duration. The report aims to provide an overview of what kind of activities was taken and which target groups were reached by these actions.

Summing up, D4.2 First year report on dissemination activities due in M12 presents **a detailed overview of taken activities, and will serve as a guideline for the next reports dedicated to the dissemination and communication issues** which will be prepared according to the following schedule:

- D4.2 Second year report on dissemination activities, M24

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 marketplace.

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.). Potential users become much more friendly to new opportunities that ICT provides and start to actively seek for the solutions and services which successfully supply their needs. Therefore the Many-Me consortium intends to raise awareness particularly of the elderly people, dementia patients 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 suffering from forgetfulness or early stage of dementia;
- older adults with middle stages of dementia;

B. Caregivers:

- Informal caregivers;
- Formal caregivers;

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 it is likely to delay placement into professional care places for the elderly and/or diseased people.

What is more, dissemination is 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 from a wider audience, from the formal and informal caregivers with computer literacy knowledge and familiarity to smart devices, till the early to moderate dementia patients with fair or little computer and smart devices knowledge.

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, which ought to be clear and simple, avoid duplication and should address the most important issues. The messages and their languages should be tailored to the respective audience. Key messages of Many-Me ought to be addressed to both segments of target groups separately.

In 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;

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 has been developed and is available for common use by project partners. The logo is

shaped according to the project dimension and purpose, that is to provide ICT supporting system for people with dementia:



Figure 1. Many-Me logotype

6.3 Colour palette

A project colour palette has been developed as soon as the project logo was ready and accepted by the project consortium. It was 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:



Color theme

	Primary dark 1	#414142	RGB:65,65,66
	Primary dark 2	#68686a	RGB:104,104,106
	Primary light 1	#8cc63f	RGB:140,198,63
	Primary light 2	#a4d165	RGB:164,209,101
	Primary light 3	#8cc63f	RGB:209,229,174

Figure 2. Many-Me colour theme

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: green
- Colour of text: black
- 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 logo to acknowledge the support received under AAL programme.

As “AAL Programme Brandguide”¹ states:

The AAL logo should never be reproduced in a size smaller than 3 cm in horizontal length. Exceptions must be approved by AAL. For maximum impact and clarity, an area of clear space must be maintained around the AAL 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 intrude².

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

¹ AAL Programme Brandguide, October 2015, available at: <http://www.aal-europe.eu/wp-content/uploads/2015/11/Brand-Guide-AAL-Programme.pdf> [access date: 29.04.2017].

² *Ibidem*, p. 4



Figure 3. 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 documents and templates

A series of templates has been developed as the project logo and colour palette were both prepared and accepted. All documents developed within Many-Me are based upon the templates:

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

All forms are available in electronic form in the Many-Me project repository – **Podio**:

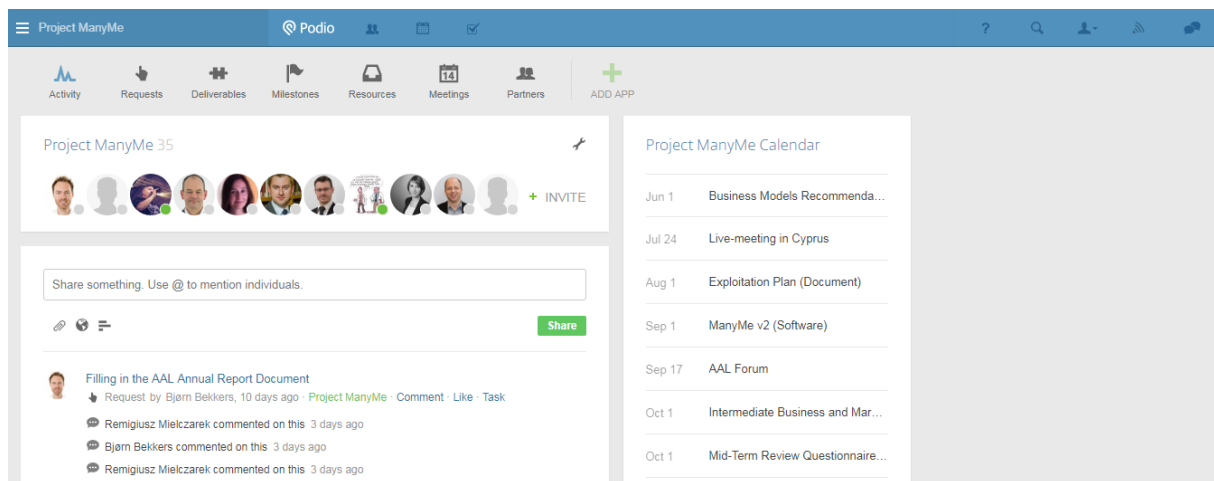


Figure 4. Podio, Many-Me project repository (print screen)

6.7 PowerPoint presentation template

PowerPoint presentation template including first, middle and last slide templates, has been developed as the project logo and colour palette were both prepared and accepted:

Slides template

Presenter name



Kliknij, aby dodać tytuł

2



Thank you



Figure 5. Slides of Many Me ppt (print screens)

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. Even the best assumptions and targeting cannot be successful, unless appropriate means are used. Many-Me consortium 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 are used during dissemination (including communication and marketing) are listed in the table 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) is 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, the Many-Me consortium also uses social media channels to better communicate the project's objectives, news and results.

7.1.2 Media

Many-Me also uses traditional means of communication, i.e. paper media. This seems a very suitable communication channel, when it comes to the project's key audience: older people, dementia patients and their caregivers. 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 is 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 are 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 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 organize and take part in different events, such as conferences, workshops, meetings etc. Organizing and taking part in the events ensure reaching key audiences as well as enable 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 tool to disseminate the project concept and also to gain interest of target groups. It should be noticed that older people and environments are active in often use of 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 for the dissemination of 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 is a main tool for successful disseminating project idea and results as well as a basic channel for developing business opportunities. Importantly, the website meets basic accessibility requirements specifications, ensure extended usability and is regularly updated. It will be available also after the project ends, for at least one year.

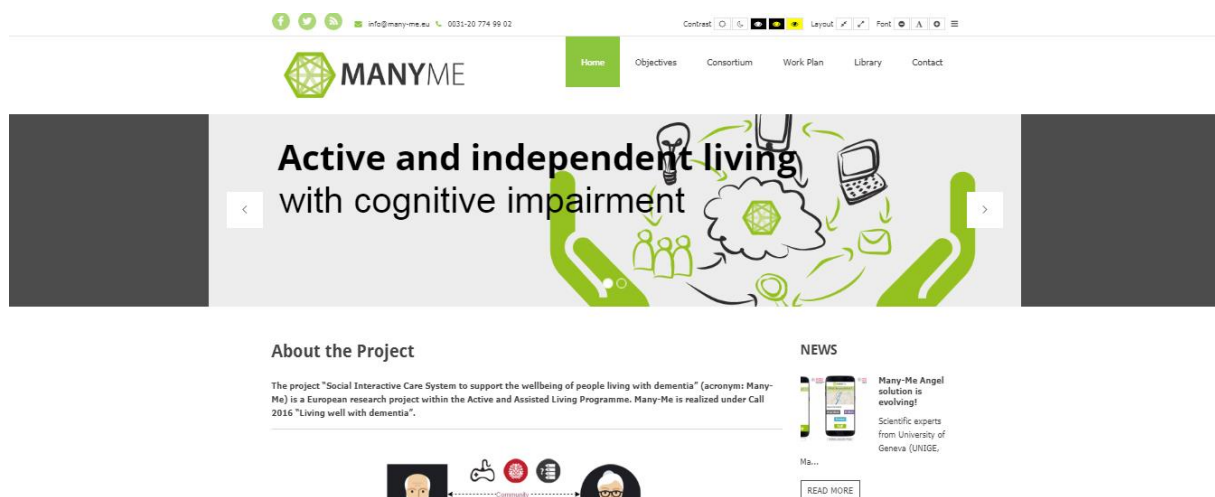


Figure 6. Home page of Many- Me website www.many-me.eu (print screen)

To the end of M12 (since the 13th of June 2017 is when website became available to the public) 12 articles have been published. They mainly refer to the progress of the Many-Me objectives and dissemination activities of Many-Me partners.

From the 16 January 2018, when statistic counters of the website have been installed, to 27 February 2018 the Many-Me website has been visited 3155 times by 1239 users.

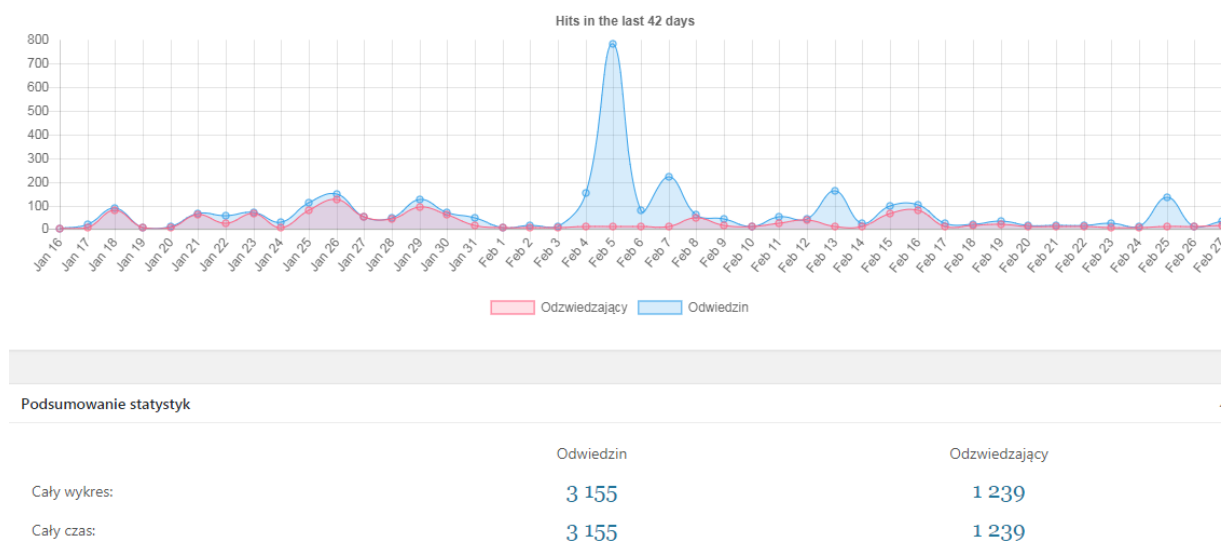


Figure 7. Statistics of Many- Me website visits (print screen)

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 ensure better website positioning. It makes the project website more popular and increase its coverage. The important thing is that visitors interested in project progress have a possibility to sign up for e-newsletter.

The website has been delivered in the 4th month of the project duration (June 2017), as “Guide for Coordinators AAL Programme” requires, and is available at: www.many-me.eu. It includes 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). The 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.

The public area of the website aims at presenting the project and the consortium, and at the dissemination of the project objectives, scope, activities, results, and in particular at informing general audience on the news and progress of Many-Me.

It contains promotional materials and describes activities of the consortium in detail. It presents all partners involved in Many-Me, work plan, calendar of events, information on articles and contact information. **Project Partners are responsible for delivering the information on their activities, news or events that they intend to publish on the website. Therefore each month all Partners are constantly asked to send their proposals.**

7.2.2 Project PowerPoint presentation

A project PowerPoint presentation based on the template provided has been prepared for communicating with target group. This tool is available for project partners in the project repository to be used during different events and meetings with the elderly and patients, 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.

7.2.3 Newsletters

Electronic newsletters inform the recipients about the project progress. They spread the project news and activities to target groups and everyone who will subscribe to newsletter by the project website.

First issue of Many-Me Newsletter (Newsletter no. 1) has been prepared in M6, sent to 78 international recipients on 7th of September 2017 and included 4 articles.



Figure 8. Many- Me Newsletter no. 1 (print screen)

The table below shows the main statistics of Newsletter no. 1 based on MailChimp.com online report:

E-newsletter successful deliveries	75 (96,2%)
Recipients that opened e-newsletter	24
Open rate (Industry average – Consulting)	32,0% 13,6%
Total opens	69
Recipients that clicked e-newsletter	70
Click rate (Industry average – Consulting)	1,3% 1,4%
Total clicks	2
Clicks per unique opens	4,2%
Top locations by opens:	
- UK	25 (41,7%)
- Netherlands	11 (18,3%)
- USA	11 (18,3%)
- Luxembourg	4 (6,7%)
- Cyprus	3 (5,0%)
Recipients who unsubscribed	2

Table 5. Newsletter no.1 main statistics

The content of newsletters (text, photos, and drawings) depends on the materials delivered by the project partners who are also responsible for preparing articles published in newsletters. Newsletters inform inter alia on major project activities and milestones, as they are achieved and reach a wide network of stakeholders. Also forthcoming project events are announced. The contact database with addresses of national stakeholders (mailing lists) as well as EU wide organisation is created and thus newsletters are sent to selected contacts representing different target groups of Many-Me. It is planned for four issues of the newsletter (in M6, M12, M24, M30) to be prepared by the end of the project's life cycle.

Partners within the Many-Me Consortium also take responsibility for the Newsletter's dissemination, sending out their own national (translated) versions of the document. COMPEXIN sent out the 1st MANY-ME Newsletter on the 17-18 of October to 41 recipients out of which 22 to Romanian contacts and 19 to contacts in different European countries. MATERIA e-mailed the issue to their group of partners according to the contact database and disseminated the content of Many-Me Newsletter through the Facebook profile. EURAG sent out mailing with the information about project using company's database in November 2017.

7.2.4 Social media

The project is disseminated also through social media: Twitter, LinkedIn and Facebook. The channel on YouTube dedicated to Many-Me project is still to be launched. Via Many-me channel on YouTube the consortium will present demo videos showing up Many-Me care system and its functionality.

The Twitter's profile of Many-Me project has been established in July 2017. Since that moment 21 tweets have been published, 42 users followed the profile and they liked it 6 times. They also liked tweets of Many-Me 28 times. The profile is promoted on the Many-Me website, where there is a banner that redirects you to the Many-Me Twitter account.



Figure 9. Many-Me Twitter profile (print screen)

Additionally, partners within Many-Me project also provide their own Twitter's activity as a contribution to project's awareness raising. DRIMPY tweets, 1 tweet about Many-Me every 2 months, as well as 1 tweet about dementia every week, using their company Twitter profile.

ASM, Many-Me partner, created in M7 (September 2017) a Many-Me group on LinkedIn which has already 21 members. The group is a place where new articles are promoted which are published on Many-Me website about progress in the project but also members are discussing issues related to the topic.

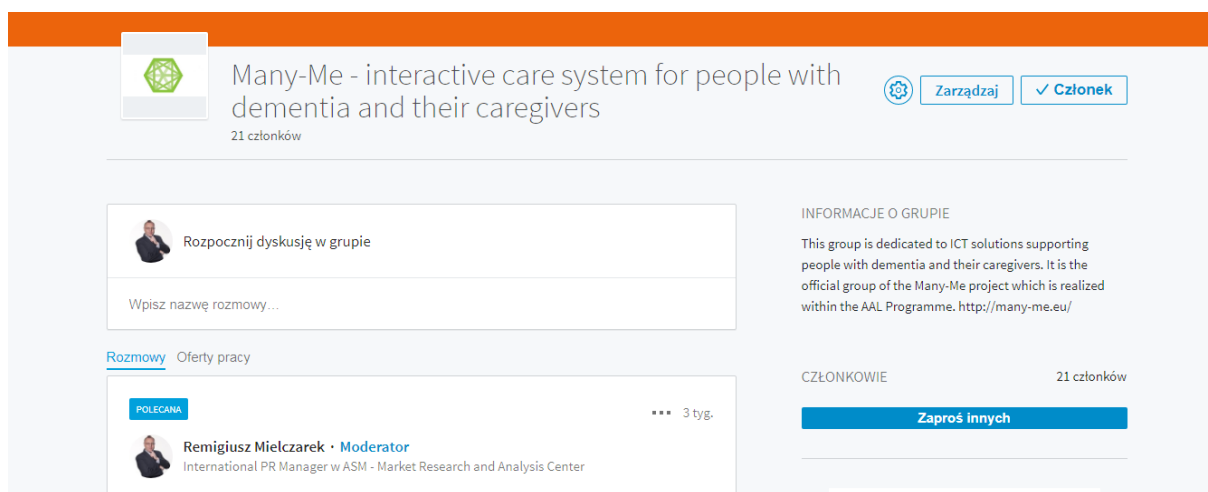


Figure 10. Many-Me LinkedIn profile (print screen)

The Many-Me profile on Facebook has been also created. Since it has been launched in M7 (September 2017) 12 posts was published, 63 users followed the profile and they liked it 62 times.



Figure 11. Many-Me Facebook profile (print screen)

7.2.5 Articles / publications

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

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.

7.2.6 Research publication

Another way of dissemination that will be used is publishing a research paper. This is a standard technique used in European projects 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.

7.2.7 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.

7.2.8 Leaflets

Using a leaflet is a profitable and impact ensuring way of promotion. Many-Me will present two leaflets. The first, already produced, aims 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.



Figure 12. Many-Me leaflet v. 1.0 (print screen)

The second leaflet will be more detailed and will also present results of the project.

7.2.9 Conferences and meetings

To better disseminate the project on international level, partners register to international conferences where they can disseminate Many-Me and its results, to raise awareness and promote the project idea. During conferences the project printed materials (posters, leaflets) are 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 take part of is AAL Forum³.

Many-Me Angel, one of the project's applications was presented at the AAL Forum 2017 (2-4 October, Coimbra, Portugal) by UNIGE, project partner. ASM took responsibility for delivering project leaflets during the event.



Figure 13. Many-Me presented by UNIGE at the AAL Forum 2017

³ Cf. <http://www.aalforum.eu/>

Many-Me partners participated also at a couple of significant conferences / fair events, using the opportunity to promote and disseminate the project progress. UNIGE took part of the Medica 2017 conference (13-16 November 2017, Dusseldorf, Germany) presenting mock-ups of Many-Me Angel on Android devices. COMPEXIN participated to 4 conferences the past year, where they had the chance to increase awareness over the Many-Me project:

- AAL Info day 2017, on 6-7th of March 2017, in Brussels, Belgium;
- Belgian Week 2017, on 24-27th of April 2017, at Hotel Grand Italia, Cluj-Napoca;
- ICT Proposers' Day 2017, 9-10 November 2017, Budapest, Hungary, with Focus on Horizon 2020 Work Programme for 2018-20;
- Horizon 2020 Health Partnering Day 2017, 7-8 December, in Brussels, Belgium, dedicated to "Health, Demographic Change and Wellbeing" (SC1) in Horizon 2020;

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 (electronic 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

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 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 7 below presents the list of dissemination and communication activities already performed or ongoing – and those that are planned to be implemented until M24.** 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 awareness; presentation of project idea, progress, results; promotion of the project; dissemination of research knowledge derived 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 YY	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 (<u>for</u> <u>planned</u> : expected; <u>for</u> <u>finalised</u> - no. of people that participated)	Commercial contacts (<u>for</u> <u>planned</u> : please provide whether there will be possibility to establish commercial contacts during this event: YES or NO; <u>for</u> <u>finalised</u> - 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)

Table 6. 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	Delivering the project logo	Project branding, communication	n/a	06/2017	All visual materials	All project stakeholders and general public	n/a	n/a	n/a	Based on the logotype also the project colour palette was designed	Finalised
ASM	Creating and updating the 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	Possible in the future	www.many-me.eu		Finalised/continuous updates
ASM	Creating and managing project social media profiles	promotion, raising awareness, engagement, presentation of project news and events	Internet	07-08/2017 and regular updates	Social media	AAL community, researchers, opinion leaders, NGOs, public bodies, business	?	Possible in the future	https://twitter.com/Many_Me ; https://www.facebook.com/Many-Me-1878961069024887/ ; https://www.linkedin.com/groups/13545651		Continuous update
ASM	Delivering a document template	Project branding	n/a	08/2017	Written documents, reports	if a document 's status is PU – AAL community, researchers, scientists, business, investors, stakeholders	n/a	n/a	n/a		Finalized
ASM	Many-Me e-newsletter	presentation of the project, its activities, promotion, raising awareness, engagement	International, national	09/2017; 02/2018; 04/2019; 10/2019;	Internet	Care institutions, NGOs, general public, business stakeholders, researchers		YES	n/a	ASM coordinated and co-authored the newsletter, sent e-newsletter and delivered national versions to the	Finalised/continuous update

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										partners (based on their translations) to spread among national public	
ASM	Creating the project leaflet	presentation of the project, its activities, partners, promotion, raising awareness,	n/a	09/2017	Internet and meetings	All project stakeholders and general public	?	YES	http://many-me.eu/wp-content/uploads/2017/10/Many-Me-leaflet.pdf		
ASM/UNIGE	Preparing a ppt presentation of the project	presentation of the project, its activities, partners, promotion, raising awareness, engagement	n/a	11/2017	meetings	Care institutions, NGOs, business stakeholders, researchers	?	Possible in the future			Finalized
UNIGE/ASM	AAL Forum 2017	presentation of the project objectives, promotion on the UNIGE booth	Coimbra, Portugal	10/2017	Attending the Forum, networking, dissemination of leaflets	AAL community, researchers, business, care institutions	Over 700	YES	http://www.aalforum.eu/		Finalised
UNIGE/ASM	AAL Forum 2018	presentation of the project objectives, promotion on the UNIGE booth		09/2018	Attending the Forum, networking, dissemination of leaflets	AAL community, researchers, business, care institutions	Over 700	YES	http://www.aalforum.eu/		Planned
EURAG	Information event for seniors	Introducing the project idea and gather feedback	AT	06/2017	Event	seniors	60	NO			Finalised
EURAG	Article in EURAG newsletter	Project presentation/information	AT	06/2017	Newsletter	Members and friends of EURAG Austria	350	NO			Finalised

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EURAG	Health event/lecture about Memory loss and Alzheimer with medical doctors	presentation of project idea	Vienna, AT	2017-11-02	Event with short presentation of project idea	older people	130	NO	www.eurag.at/termin		Finalised
EURAG	Article in EURAG newsletter	information about project idea	Vienna, AT	Spring 2018	article about Many Me for seniors	older people	300	NO			Planned
EURAG	Mailing	information about project and search for participants	Vienna, AT	January 2018	mailing about project idea and search for participants	older people	500	NO			Finalised and ongoing
MOB	seminar for other care organisations 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	Finalised
MOB	news item	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	news item	caregivers, senior organizations, senior's relatives, informal caregivers		YES	www.mob.nu	materials, summary of project and benefits	Finalised
Drimpy	Developing newsworthy content to raise awareness about existence of Many-Me	Raising awareness	NL	05-12/2017	newsletter, e-newsletter, social media, articles, research publications	Older people, caregivers, general public	100 000	NO			Finalised

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Drimpy	Developing newsworthy launch for Many-Me reason of existence	Presentation of Project idea	NL	05-06/2017	Event, press releases, social media	Business stakeholders, media, senior organizations, caregivers	250 000	NO			Finalised
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			Finalised
Drimpy	Exploring possibilities for multiplier effect	Networking with local/regional entities	NL	05-09/2017	Event, e-newsletter, meeting	Senior organizations, seniors relatives, caregivers	20	NO			Finalised
Drimpy	Every week 1 tweet about dementia	Raising awareness	NL	05. 2017 – 05. 2018	Twitter (social media)	General Public, caregivers	1 000 000	NO			Ongoing
Drimpy	Every 2 months 1 tweet about Many-Me	Raising awareness	NL	05. 2017 – 05. 2018	Twitter (social media)	General Public, caregivers	1 000 000	NO			Ongoing
Drimpy	Twittering about events regarding Many-Me	Raising awareness	NL	05. 2017 – 05. 2018	Twitter (social media)	General Public, caregivers	1 000 000	NO			Ongoing
Drimpy	Leaflet of Many-Me	Raising awareness	Europe	02.2018	Leaflet	General Public, caregivers, business stakeholders, AAL community	1 000 000	No			Finalised

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CPX	AAL Info day 2017	dissemination of CPX's activities and Many-Me project	Brussels, Belgium	6/03/2017 - 07/03/2017	conference and partnering meetings	AAL community		NO	http://www.aal-europe.eu/info-day-call-2017/		Finalised
CPX	Belgian Week 2017	dissemination of CPX's activities and Many-Me project	Cluj-Napoca, Romania	27/04/2017	event	general public both Romanian and Belgian		NO	http://www.beroba.com/belgian-week-2017-coming-soon/		Finalised
CPX	ICT Proposers' Day 2017 with Focus on Horizon 2020 Work Programme for 2018-20	dissemination of CPX's activities and Many-Me project	Budapest, Hungary	9/11/2017 - 10/11/2017	conference and partnering meetings	Horizon 2020 ICT community		NO	https://ec.europa.eu/digital-single-market/en/events/ict-proposers-day-2017		Finalised
CPX	Horizon 2020 Health Partnering Day 2017, dedicated to "Health, Demographic Change and Wellbeing" (SC1) in Horizon 2020	dissemination of CPX's activities and Many-Me project	Brussels, Belgium	7/12/2017 - 8/12/2017	conference and partnering meetings	Horizon 2020 Health community		NO	http://www.healthncp.net/news-events/horizon-2020-health-partnering-day-2017-brussels-be		Finalised
CPX	Many-Me 1st Newsletter sent-out	dissemination of Many-Me project- raising awareness	Ploiesti, Romania	17/10/2017 - 18/10/2017	newsletter (via email)	partners, associations for elderly, Alzheimer association, older people	41	NO			Finalised
UNIGE	Talk in MEDICA 2017	dissemination of UNIGE's activities and Many-Me	Düsseldorf, Germany	13-16/11/2017	presentation of the mock-ups on a tablet	business stakeholders, caregivers		YES	https://www.medicatradefair.com/		Finalised

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UNIGE	Talk in Berlin conhiT	dissemination of UNIGE's activities and Many-Me	Berlin, Germany	17-19/04/2018	presentation of the mock-ups on a tablet	business stakeholders, caregivers		YES	https://www.conhit.de/		Planned
EKKOTEK	Development of a wiki account describing the project and its objectives redirecting the audience to the ManyMe website	presentation of project idea	Cyprus	02/2018	information about the project and the mobile app	general public	general public	NO	http://www.futureworlds.eu/wiki/ManyMe		Finalised
EKKOTEK	Dedicated section to Ekkotek's website describing the app to be developed and redirecting the audience to the Many-Me website	presentation of project idea	Cyprus	09/2017	information about the project and the mobile app	general public	general public	NO	http://ekkotek.com/index.php/products/many-me		Finalised
MATERIA	E-mail to contact database	raising awareness, identifying potential participants	Nicosia, Cyprus	08/2017	e-mail	older people, relatives, professionals in the field		NO			Finalised
MATERIA	Materia website	raising awareness	Nicosia, Cyprus	09/2017	website	general public	general public	NO	http://www.materia.com.cy/index.php?option=com_content&view=article&id=125&Itemid=67&lang=el		Finalised
MATERIA	Facebook posts	raising awareness	Nicosia, Cyprus	29.01.2018	FB	general public	215	NO			Finalised

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MATERIA	Dissemination of Many-Me newsletter through Facebook	raising awareness, progress of project	Nicosia, Cyprus	13.09.2017	FB	general public	154	NO			Finalised
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Table 7. Many-Me Partners 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 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

The dissemination and communication in Many-Me is going according to the plan. It is the result of all Partners engagement in promotional activities. The report confirms that the strategy described in the deliverable D4.1 Dissemination Plan (M2) provides solid framework against the successful realization of the Many-Me project in the area of dissemination and communication. At this moment revision of the strategy is unnecessary.

A comprehensive Report on dissemination activities (D4.2) will be delivered in M24.

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