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

D.4.2 REPORT ON DISSEMINATION ACTIVITIES – M24

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1. Executive summary

This Deliverable 4.2 Report on dissemination activities M24 contains an evaluation of dissemination and communication activities within the second 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 is regularly updated and also the Report on dissemination activities in the 36th month of the project duration (final dissemination and communication report) is going to be prepared.

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

The most important parts of the document are chapters 5 and 6. The first describes and evaluates dissemination tools and techniques (e.g. project website, newsletters, publications, leaflets, and conferences) that are used during the project dissemination. 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. 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 the 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
MOB (Coordinator)	MOB	End User	Netherlands
Drimpy	Drimpy	SME	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 the 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 a 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 in an environment they know and can better interact with. Many-Me has an ambition to provide smart and well-implemented ICT solutions that can improve the quality of life of persons with dementia as well as of caregivers (formal and informal), and reduce physical, psychological and economic difficulties associated to the problem. For one needs to know that dementia concerns not only aa affected person, but also informal caregiver(s) who are under a big pressure often resulting in depressing 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.

3.   Dissemination according to description of work

This document is a second version (M24) of 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 in the second year of the project as well as activities that will be realized during the final year of the project. **Dissemination activities are performed at European level and in each project member country which means that dissemination is a task of all partners.**

Also, a report on dissemination activities will be prepared in M36 as the final project's dissemination & communication activities statement outlining also action predicted for the years after the Many-Me project life cycle (to support and raise awareness of the Many-Me solution). It will aim at reporting finalized dissemination activities and planning future ones performed by each partner – at European and national level. It will include, among other things, events, meetings, conferences, workshops, press releases, articles, research publications, website and social media final updates.

WP4 and particularly Task 4.1 "Dissemination" description emphasizes the 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 emphasised 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 imperative.

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 are not 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.

4. Objectives of the report

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

Summing up, D4.2 Report on dissemination activities due in M24 presents **a detailed overview of taken activities, and will serve as a guideline for the next report dedicated to the dissemination and communication issues** which will be prepared according to the following schedule:

- D4.2 Report on dissemination activities, M36

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.

5. Dissemination channels, tools and techniques

Key assumptions of a project's dissemination strategy, such as dissemination goals, target groups, key messages and rules for creating dissemination materials, have been defined in previously submitted deliverables related to project's WP 4: D4.1 Dissemination plan and D4.2 Report on dissemination activities M12. Also, all suggested dissemination channels that should be used to achieve as good final result as possible – internet, media, own printed materials, events, direct communication, video - have been described in both documents mentioned above.

Even the best assumptions and targeting cannot be successful, unless appropriate means are used. The Many-Me consortium uses a variety of tools and techniques due to very different target groups and a few dissemination goals. After two years of project duration it's possible to present an evaluation of the use of all these means based on the detailed statistics presented in chapter below. The assessment is strictly coherent with these performed in previously submitted deliverable D4.2 Report on dissemination activities M12.

Detailed techniques and tools are listed in the table below 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 3. Dissemination tools and techniques

5.1 Project website

The project website is a main tool for successful disseminating the whole 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 1. Home page of Many- Me website www.many-me.eu (print screen)

To the end of M24 (since the 13th of June 2017 the website became available to the public) 25 articles have been published. They mainly refer to the progress of the Many-Me objectives and dissemination activities of Many-Me partners.

From the 16th January 2018, when statistic counters of the website have been installed, to 24th of February 2019 the Many-Me website has been visited 35 352 times by 11 158 unique users. ***Those statistics proves outstanding progress in project's website reception during last 12 months as previously presented numbers (D4.2 M12) displayed, respectively, 3155 visits by 1239 unique users.***
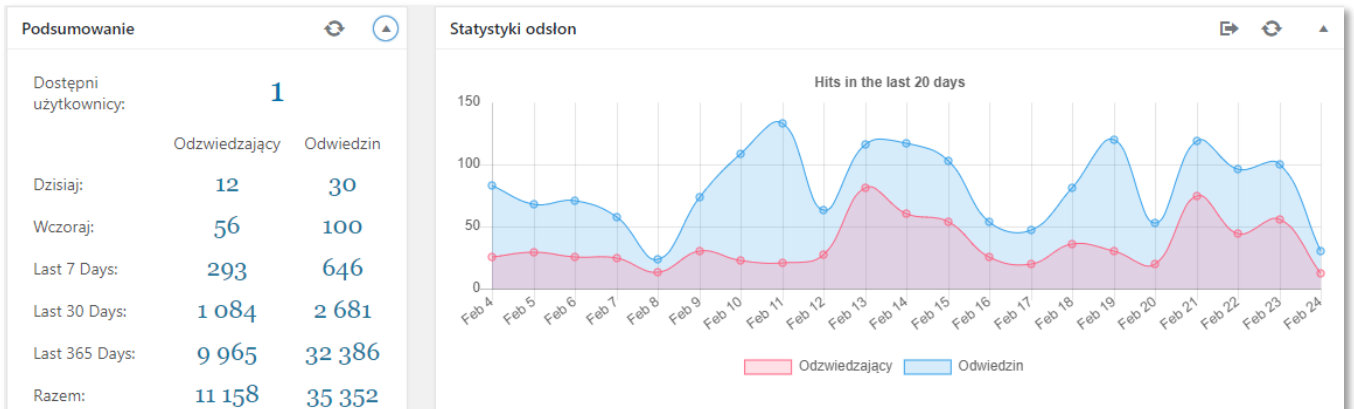
Figure 2. Statistics of Many- Me website visits (print screen)

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 increases its coverage. The important thing is that visitors interested in project progress have a possibility to sign up for an 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 the 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. **The 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.**

5.2 Project PowerPoint presentation

A project PowerPoint presentation based on the template provided has been prepared for communicating with target groups. 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.

5.3 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 the newsletter through the project's website.

A second issue of the Many-Me Newsletter (Newsletter no. 2) has been prepared in M12, sent to 73 international recipients on 5th of April 2018 and included 8 articles.

Figure 3. Many- Me Newsletter no. 2 (print screens)

A third issue of the Many-Me Newsletter (Newsletter no. 3) has already been prepared in M24 and awaits its sending to 73 recipients, including 7 articles.

The table below shows the main statistics of Newsletter no. 2 based on MailChimp.com online report:

E-newsletter successful deliveries	73 (100%)
Recipients that opened e-newsletter	17
Open rate *(Industry average – Consulting)*	**23,3%** *13,3%*
Total opens	23
Recipients that clicked e-newsletter	1
Click rate *(Industry average – Consulting)*	**1,4%** *1,4%*
Total clicks	1
Clicks per unique opens	5,9%

Top locations by opens:
   -   USA
   -   UK
   -   Poland
   -   France
   -   Finland
	
	13 (59,1%)
	3 (13,6%)
	2 (9,1%)
	2 (9,1%)
	1 (4,5%)

Recipients who unsubscribed	1

Table 4. Newsletter no.1 main statistics

The content of the 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 organisations 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.

Nevertheless, the statistics of the newsletter display declining interest of recipients in delivered content. In context of this observation means of dissemination like project's website and social media seems to be much more valuable way of Many-Me promotion than the newsletter.

5.4 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. Videos are planned to be produced in the final project's stage in order to support the process of Many-Me solution to market uptake.

The Twitter's profile of the Many-Me project has been established in July 2017. Since that moment 47 tweets have been published, 289 users followed the profile and they liked it 27 times. ***These statistics prove the increased interest of Many-Me twitter profile in comparison with the previous year: 21 tweets, 41 users and 6 likes, respectively.*** The profile is promoted on the Many-Me website, where there is a banner that redirects visitors to the Many-Me Twitter account.

Figure 4. Many-Me Twitter profile (print screen)

Additionally, partners within the 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 29 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. ***Many-Me EU Project profile on LinkedIn has been created in June 2018 to increase the interest and awareness of targeted audience.***
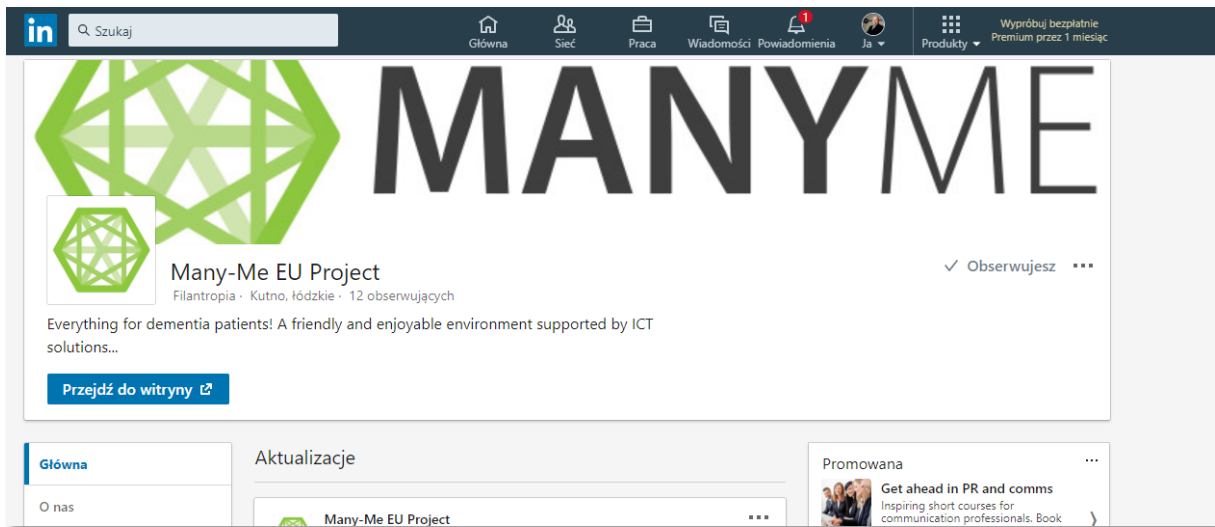
Figure 5. Many-Me LinkedIn profile (print screen)

The Many-Me profile on Facebook has been also created. Since it has been launched in M7 (September 2017) 38 posts were published, 203 users followed the profile and they liked it 202 times.

Figure 6. Many-Me Facebook profile (print screen)

5.5 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 also be 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.

5.6 Research publications

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.

5.7 Poster / roll-up

Many-Me poster and roll-up has been developed and the project partners present them during the events that they take part in. They 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 the Many-Me services. Also, the project logo is emphasized.

Figure 7. Many-Me poster / roll-up (print screen)

5.8 Leaflets

Using a leaflet is a profitable and impact ensuring way of promotion. Many-Me presents two leaflets. The first one 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. The second leaflet is more detailed and also presents the announcements of results of the project.

Figure 8. Many-Me leaflet v. 2.0 (print screen)

5.9 Conferences and meetings

To better disseminate the project on international level, in year 2018 partners registered to many international conferences where they could disseminate Many-Me and its results, to raise awareness and promote the project ideas. During conferences the project's printed materials (posters, leaflets) were disseminated among the audience. What is more, during the events partners can gather contact details from potential customers and stakeholders, in order to inform them on the project news e.g. by providing them with the newsletters.

The most important event that the partners take part in is AAL Forum[1]. Many-Me partners try to promote project's achievements during this significant event year by year, using the opportunity of matchmaking and networking with numerous stakeholders representing silver economy and ICT in the well ageing sector.

Many-Me system, its philosophy and core ideas were presented at the AAL Forum 2018 (24 – 26/09/2018 Bilbao, Spain) by ASM, project partner, attending the poster session organized in the frame of the congress in specially designed matchmaking area/exhibition ground. UNIGE took this time responsibility for displaying project leaflets on their booth during the event. Representatives of all consortium partners took part in the event playing significant roles both in promoting the project and increasing business contacts to support market potential of the Many-Me solution.

Figure 9. Scenes from project's presentation at the AAL Forum 2018

Needless to say, every Many-Me partner announced its participation in the next edition of AAL Forum which will be held in Aarhus, Denmark, on 23-25/09/2019.

Many-Me partners participated also in a couple of different, significant conferences / fair events, using the opportunity to promote and disseminate the project progress. UNIGE took part in the Medica 2018 conference (13-16 November 2018, Dusseldorf, Germany) presenting mock-ups of Many-Me Angel on Android devices. Also, the outstanding activity of both partners DRIMPY and COMPEXIN in the field of constant promotion of Many-Me during numerous foreign and domestic events is worth mentioning. But it should be noted that the activity of every project's partner presenting Many-Me during various conferences and trade fairs around Europe in the year 2018 was significant. The detailed list of these activities is presented in the chapter below – Action plan.

Participation in numerous events of significant meaning for solid promotion of Many-Me achievements is also announced by all partners for the year 2019.

An event of a great importance is also the project Many-Me 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.

6. 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 is used, 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. ***The table below presents the list of dissemination and communication activities already performed or ongoing during year 2018 – and those that are planned to be implemented until M36.*** As mentioned before, this is not a closed list as it will be updated by all 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/M M/YY 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 (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)*
									-			

Table 5. 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 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: 11 000 (02/2019)	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, general public	Sky is the limit	Possible in the future	https://twitter.com/Many___Me; https://www.facebook.com/Many-Me-1878961069024887/; https://www.linkedin.com/groups/13545651; https://www.linkedin.com/company/many-me-eu-project/	LinkedIn company Many-Me profile has been created in July 2018 to increase the impact of the project among professional audience.	Finalised/ continuous updates
ASM	Many-Me e-newsletter	presentation of the project, its activities, promotion, raising awareness, engagement	International, national	09/2017; 02/2018; 02/2019; 08/2019	Internet	Care institutions, NGOs, general public, business stakeholders, researchers		YES	n/a	ASM coordinate and co-create the newsletter, send e-newsletter and deliver national versions to the partners (based on their translations) to spread among national public	Finalised / continuous updates

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 / UNIGE / ALL PARTNERS	AAL Forum 2018	presentation of the project objectives, promotion, running a booth (UNIGE)	Bilbao, Spain	24-26/09/2018	Attending the Forum, Poster presentation (ASM), networking, dissemination of leaflets, presentation of the mock-ups on a tablet (UNIGE)	AAL community, researchers, business, care institutions	Over 700	YES	http://www.aalforum.eu/		Finalised
ASM / UNIGE / ALL PARTNERS	AAL Forum 2019	presentation of the project objectives, promotion, talk in forum (UNIGE)	Cagliari, Italy	23-25/09/2019	Attending the Forum, Poster presentation (ASM), networking, dissemination of leaflets, presentation of the market ready Angel module (UNIGE)	AAL community, researchers, business, care institutions	Over 700	YES	http://www.aalforum.eu/		Planned
ASM / ALL PARTNERS	Many-Me final conference	Summary of projects achievements, promotion	To be announced	To be announced – M36, February 2020	Conference	caregivers, business, AAL community, researchers, general public, older persons		YES			Planned
CPX	CPX disseminated all AAL projects under development via the CPX website and via internal meetings	Project dissemination & networking with industry partners	Romania	01/01/2018-present	webpage	Industry partners		YES	http://www.compexin.ro/		Finalized

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
CPX	AAL INFO DAY 2018	Project dissemination & partner networking	Brussels, Belgium	31/01/2018	Conference	Health care institutions, researchers, industries			http://www.aal-europe.eu/replay-the-info-day-2018/		Finalized
CPX	4th International Conference of Information and Communication Technologies for Aging Well and E-health	Project dissemination & partner networking	Madeira-Portugal	22-23/03/2018	Conference	Health care institutions, researchers, industries (around 150 participants)	150	YES	http://www.ict4ageingwell.org/?y=2018		Finalized
CPX	Horizon 2020 Health Partnering Day 2018 (Oslo, NO)	Project dissemination & partner networking	Oslo, Norway	03-04/09/2018	Conference	Health care institutions, researchers, industries (around 200 participants)	200	NO	https://www.healthncp.net/news-events/horizon-2020-health-partnering-day-2018-oslo-no		Finalized
CPX	Meet in Italy for Life Sciences 2018, 5th edition Brokerage Event - MIT4LS2018 BE	Project dissemination & partner networking	Bologna, Italy	10-11/10/2018	Conference	Health care institutions, researchers, industries (around 250 participants)	250	YES	https://mit4ls2018.b2match.io/		Finalized
CPX	ICT 2018: Imagine Digital - Connect Europe	Project dissemination & partner networking	Vienna, Austria	04-06/12/2018	Conference	Industries, research organisations, Policy makers, NGOs, Patient organisations (around 700 participants)	700	YES	https://ec.europa.eu/digital-single-market/en/events/ict-2018-imagine-digital-connect-europe		Finalized
CPX	EH Health Week -the High Level Conference on eHealth Bucharest	Project dissemination & partner networking	Bucharest, Romania	11-14/06/2019	Conference	Health care organisations, Industries, Policy makers (around 250 participants)	250				Planned

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
DRIMPY	Webpage on the Drimpy website	Dissemination of AAL project on Drimpy website	The Netherlands	01-01-2018 till present	Webpage	General public			https://www.drimpy.com/projecten/manyme/		Finalized / continuous update
DRIMPY	ZonMW PPS Innovation with co-creation event	Dissemination of activities of Drimpy and Many-Me	Utrecht, The Netherlands	15.02.2018	Conference	AAL Community, Stakeholders	50	NO	https://innovatiedoorcocreatie.b2match.io/home		Finalized
DRIMPY	Zorg&ICT	Dissemination of activities of Drimpy and Many-Me	Utrecht, The Netherlands	18.04.2018	Trade fair	Caregivers, stakeholders	1000	NO	https://www.zorg-en-ict.nl/cookiewall?returnurl=%2fvisit-zorg-and-ict.aspx		Finalized
DRIMPY	Healthy Tuesday the healthy Living environment	Dissemination of activities of Drimpy and Many-Me	Utrecht, The Netherlands	19.06.2018	Conference	Caregivers, stakeholders	20	NO	https://ucreate-weconnect.nl/event/health-tuesday-de-gezonde-leefomgeving/		Finalized
DRIMPY	ICT&Health World Conference	Dissemination of activities of Drimpy and Many-Me	Den Haag, The Netherlands	22.06.2018	Conference	General public, caregivers, stakeholders	250	NO	https://www.icthealth.nl/icthealth-evenementen/icthealth-world-conference-2018/		Finalized
DRIMPY	Senior meeting at Health centre	Presentation of the PHR	Voorschoten, The Netherlands	27.06.2018	Presentation of the PHR	Older people and Caregivers	30	NO			Finalized

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
DRIMPY	Netwerk Ontbijt Zorg Innovatie - mHealth in 2020; de digitale poli	Dissemination of activities of Drimpy and Many-Me	Rotterdam, The Netherlands	13.09.2018	Conference	Caregivers, stakeholders	60	YES	https://www.rotterdamehealthagenda.nl/events/netwerk-ontbijt-zorginnovatie/		Finalized
DRIMPY	Innovation Expo	Dissemination of activities of Drimpy and Many-Me	Rotterdam, The Netherlands	04.10.2018	Conference	Stakeholders	300	NO	https://www.innovatie-estafette.nl/innovation-expo-2018-nl		Finalized
DRIMPY	eHealthfestival	Dissemination of activities of Drimpy and Many-Me	Leiden, The Netherlands	30.10.2018	Conference	Caregivers, Stakeholders	120	NO	https://www.e-healthfestival.nl/		Finalized
DRIMPY	mHealth, Datadriven Healthcare en Elderly care Conference	Dissemination of activities of Drimpy and Many-Me	Utrecht, The Netherlands	08.11.2018	Conference	Caregivers, Stakeholders	200	NO	https://www.mobilehealthcare.nl		Finalized
DRIMPY	Symposium for Healthcare Technology students at the University of Applied Sciences Rotterdam	Dissemination of activities of Drimpy and Many-Me	Rotterdam, The Netherlands	08.11.2018	Information day	Students	30	NO			Finalized
DRIMPY	HL7 FHIR Dev Days	Developing the PHR with other developers	Hilversum, The Netherlands	14.11.2018	Hackathon	Developers	20	NO	https://www.hl7.nl/events/archief/hl7-fhir-developer-days-2018.html	https://www.devdays.com/amsterdam/	Finalized

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
DRIMPY	MEDICA	Dissemination of activities of Drimpy and Many-Me	Düsseldorf, Germany	15.11.2018	Trade fair	Caregivers, stakeholders		YES	https://www.medica.de		Finalized
DRIMPY	Denktank IZO, about Inclusive systems	Promoting Many-Me as an inclusive system	Leiden, The Netherlands	22.11.2018	Conference	Caregivers, stakeholders	70		https://istandaarden.nl/izo/denktank		Finalized
DRIMPY	ZonMW wie gaat dat betalen event	Dissemination of activities of Drimpy and Many-Me	Utrecht, The Netherlands	26.11.2018	Conference	AAL Community, Stakeholders	60	YES	https://publicaties.zonmw.nl/wie-gaat-dat-betalen/		Finalized
DRIMPY	MedMij Event	Dissemination of activities of Drimpy and Many-Me	Utrecht, The Netherlands	27.11.2018	Conference	Caregivers, stakeholders	200	YES			Finalized
DRIMPY	Venture Cafe - eHealth/Medtech/AI	Presentation of the PHR running a booth at the venture cafe	Rotterdam, The Netherlands	29.11.2018	Conference	Stakeholders	70	NO	https://venturecaferotterdam.org/medtech-ai-e-health/		Finalized
DRIMPY	Slotmanifestatie NFU eHealth	Dissemination of activities of Drimpy and Many-Me	Amsterdam, The Netherlands	12.12.2018	Conference	Stakeholders	200	NO	https://www.slotmanifestatie-ehealth.nl/		Finalized

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
DRIMPY	Nictiz Network event	Dissemination of activities of Drimpy and Many-Me	Den Haag, The Netherlands	15.01.2019	Network event	Stakeholders	60	NO			Planned
DRIMPY	Life Sciences & Health publiek-private samenwerking dag ZonMw	Dissemination of activities of Drimpy and Many-Me	Utrecht, The Netherlands	07.03.2019	Conference	AAL Community, Stakeholders	60	NO	https://www.zonmw.nl/nl/actueel/agenda/detail/item/life-sciences-health-publiek-private-samenwerking-dag/		Planned
DRIMPY	Zorg&ICT	Dissemination of activities of Drimpy and Many-Me	Utrecht, The Netherlands	12-03-19 and 13-03-19	Trade fair	Caregivers, stakeholders	1000	NO	https://www.zorg-en-ict.nl/visit-zorg-and-ict.aspx		Planned
Ekkotek	Presentation of the project idea to a group of elderly of Stovolos day care center	Presentation of the project idea	Nicosia, Cyprus	10.02.2018	Meeting	Older people	8				Finalized
Ekkotek	Presentation of the carers app to the staff of Strovolos day care center	Presentation of the project idea	Nicosia, Cyprus	12.10.2018	Meeting	Carers	5				Finalized

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
EURAG	Health lecture for seniors	presentation of project idea	Vienna	23.01.2018	Event	Older people	100	NO	www.eurag.at/termine		Finalized
EURAG	Health lecture for seniors	presentation of project idea	Vienna	20.02.2018	Event	Older people	80	NO	www.eurag.at/termine		Finalized
EURAG	Health lecture for seniors	presentation of project idea	Vienna	20.03.2018	Event	Older people	120	NO	www.eurag.at/termine		Finalized
EURAG	Health lecture for seniors	presentation of project idea	Vienna	02.10.2018	Event	Older people	120	NO	www.eurag.at/termine		Finalized
EURAG	Health lecture for seniors	presentation of project idea	Vienna	29.11.2018	Event	Older people	90	NO	www.eurag.at/termine		Finalized
EURAG	Demenz in Bewegung	presentation of project idea	Vienna	22.11.2018	Conference	older people, health care professionals	120	NO	http://www.b-nk.at/wp-content/uploads/2018/10/DiB_Ergebnispr%C3%A4sentation_Programm.pdf		Finalized

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
EURAG	Messe für Gesundheit und Prävention	presentation of project idea	Vienna	19.10.2018	Fair for health and prevention	older people	300	NO	https://www.hilfswerk.at/wien/ueber-uns/presse/pressearchiv/presseaussendungen-2018/messe-fuer-gesundheit-2018/		Finalized
EURAG	EURAG news	article in newsletter	Vienna	march 2018	article	Members of EURAG and friends	400	NO			Finalized
MAT	co-organisation of a seminar about dementia	raising awareness about dementia, services and EU projects available incl. ManyMe	Nicosia, Cyprus	01.09.2018	seminar	Older people, caregivers, seniors' relatives	70			Materia Group along with Alzheimer's association in Cyprus organised a seminar in which Dr. Savvas Papacostas informed the audience regarding dementia, memory problems and how to deal with them (pharmaceutical and non-pharmaceutical interventions).	Finalized

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
MAT	participation in series of seminars	raising awareness about various aspects and issues that concern the third age and their caregivers	Nicosia, Cyprus	01.11.2018	seminar, workshop	older people, caregivers, seniors' relatives, academic professionals, healthcare professionals, general public		NO		The Cyprus Bioethics committee organised a series of seminars and workshops which took place every day for 5 hours for one week (5 week days). The theme of the activity was to disscuss, present and provide workshops for various aspects concerning third age. During this week Materia Group presented 2 seminars and informative material (includ. ManyMe) was available for the attendees during the whole week.	Finalized
MAT	social media posts	raising awareness about the project and its progress	Cyprus	facebook and twitter posts of the organisation's pages about news/upd	Social media	General public		NO			Ongoing

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
				ates of the project							
MOB	Presentation at international congress	Promoting Many-Me project, raising awareness, informing on preliminary results	Ankara, Turkey	30.11.2017	Fifth International Third Age Tourism and Dynamics Congress November 30 - December 01 2017 ANKARA Hilton Hotel	care givers, sebor organisations, seniors, policy makers	200	NO	http://en.yaslibakimiturizmi2017.com		Finalized
MOB	Facebook post	Information on pilot tests for Many-Me apps	Rotterdam, Netherlands	11.05.2018	Facebook post on MIJ!	caregivers, seniors, policy makers	530	NO	https://www.facebook.com/hetgaatmijomjounl/		Finalized
MOB	Small advertisement on project	Promotion of project	Rotterdam, Netherlands	01.09.2018	Newsletter MIJ (community for professionals who care about social policies)	care professionals, volunteers, informal caregivers	300	NO	http://mij.nl/nieuwsbrief/	materials, summary of project and benefits	Finalized
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, Netherlands	autumn 2019	Seminar	caregivers, senior organizations, senior's relatives, informal caregivers	25	YES		materials, summary of project and benefits	Planned

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
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	Rotterdam, Netherlands	June 2019	newsitem	caregivers, senior organizations, senior's relatives, informal caregivers	500	YES	www.mob.nu	materials, summary of project and benefits	Planned
TERZ	Information of project contents on company homepage	presentation of project idea	Berlingen, CH	2018-2019	Webpage	Older people, business stakeholders, caregivers, general public		NO	https://www.terzstiftung.ch/nationale-internationale-projekte/fremdprojekte/		Finalized
TERZ	Internal Newsletter to all company contacts, project presentation and searching for workshop participants	Presentation of project idea, promotion of the project	Berlingen, CH	19.01.2018	E-newsletter, Webpage	Older people, business stakeholders, caregivers, general public	3000	NO	https://www.terzstiftung.ch/?mailpoet_router&endpoint=view_in_browser&action=view&data=WzUsIjlmMzVmZTUyZDgzZSIsMCwwLDUsMV0		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Rorschach, CH	09.02.2018	Event	Older people	3	NO		Meeting with contact persons, multiplication unknown	Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Seuzach, CH	09.02.2018	Event	Older people	3	NO		Meeting with contact persons, multiplication unknown	Finalized

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
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Uetikon, CH	09.02.2018	Event	Older people	3	NO		Meeting with contact persons, multiplication unknown	Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Kuttigen, CH	09.02.1018	Event	Older people	2	NO		Meeting with contact persons, multiplication unknown	Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	St. Gallen, CH	16.02.2018	Event	Older people	2	NO		Meeting with contact persons, multiplication unknown	Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Unterseen, CH	16.02.2018	Event	Older people	3	NO		Meeting with contact persons, multiplication unknown	Finalized
TERZ	Presenting project on the exhibition: "Die 50plus - Mitten im Leben"	Presentation of project idea, promotion	Weinfelden, CH	02-04.03.2018	Exhibition	older people, business stakeholders, caregivers, media, senior organizations, seniors' relatives, general public	6500	NO			Finalized
TERZ	Internal Newsletter to all company contacts, presenting results from end-user workshop	Promotion of the project, presentation of testing results	Berlingen, CH	16.03.2018	E-newsletter, Webpage	Older people, business stakeholders, caregivers, general public	3000	NO	https://www.terzstiftung.ch/newsletter/so-wenig-wie-moeglich-so-deutlich-wie-moeglich/		Finalized

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
TERZ	Presenting project idea	Presentation of project idea	Neuchatel, CH	21.03.2018	Silver Economy Forum	business stakeholders	200	NO			Finalized
TERZ	Internal Newsletter to all company contacts, presenting results from consortium meeting in Cyprus	Progress, promotion of the project	Berlingen, CH	14.08.2018	E-newsletter, Webpage	Older people, business stakeholders, caregivers, general public	3000	NO	https://www.terzstiftung.ch/?mailpoet_router&endpoint=view_in_browser&action=view&data=WzMxLCl0OTTBkN2RmMzJmNDUiLDAsMCwyMCwxXQ		Finalized
TERZ	Internal Newsletter to all company contacts, searching for participants	Promotion of the project, searching for participants	Berlingen, CH	17.01.2019	E-newsletter, Webpage	Older people, business stakeholders, caregivers, general public	3000	NO	https://www.terzstiftung.ch/teilnehmer-gesucht/		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Pfäffikon, CH	18.01.2019	Event	Older people	3	NO		Meeting with contact persons, multiplication unknown	Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Gossau SG, CH	18.01.2019	Event	Older people	2	NO		Meeting with contact persons, multiplication unknown	Finalized

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
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Nunningen, CH	23.01.2019	Event	Older people	2	NO		Meeting with contact persons, multiplication unknown	Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Galterkinden, CH	23.01.2019	Event	Older people	3	NO		Meeting with contact persons, multiplication unknown	Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Untersiggenthal, CH	30.01.2019	Event	Older people	4	NO		Meeting with contact persons, multiplication unknown	Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Pfäffikon, CH	30.01.2019	Event	Older people	2	NO		Meeting with contact persons, multiplication unknown	Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Hombrechtikon, CH	08.02.2019	Event	Older people	3	NO		Meeting with contact persons, multiplication unknown	Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Bubikon, CH	08.02.2019	Event	Older people	3	NO		Meeting with contact persons, multiplication unknown	Finalized

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
TERZ	Presenting project on the exhibition: "Die 50plus - Mitten im Leben"	presentation of project idea	Weinfelden, CH	2.-4.03.2019	Exhibition	older people, business stakeholders, caregivers, media, senior organizations, seniors' relatives, general public	6500	NO	http://www.messen-weinfelden.ch/die50plus.html		Planned
UNIGE	talk in MEDICA 2018	dissemination of UNIGE's activities and Many-Me	Düsseldorf, Germany	13-16/11/2018	Trade fair, presentation of the mock-ups on a tablet	business stakeholders, caregivers		YES	https://www.medica-tradefair.com/		Finalized
UNIGE	talk in Berlin conhIT	dissemination of UNIGE's activities and Many-Me	Berlin. Germany	17-19/04/2018	Conference, presentation of the mock-ups on a tablet	business stakeholders, caregivers		YES	https://www.conhit.de/		Finalized
UNIGE	talk in MEDICA 2019	dissemination of UNIGE's activities and Many-Me	Düsseldorf, Germany	18-21/11/2019	Trade fair, presentation of the market ready Angel module	business stakeholders, caregivers		YES	https://www.medica-tradefair.com/		Planned
UNIGE	talk in IFA 2019	dissemination of UNIGE's activities and Many-Me	Berlin, Germany	6-11/09/2019	Trade fair, presentation of the market ready Angel module	business stakeholders, general public		YES	https://www.ifa-berlin.com/		Planned
UNIGE	talk to ITB 2019	dissemination of UNIGE's activities and Many-Me	Berlin, Germany	6-10/03/2019	Trade fair, presentation of the market ready Angel module	business stakeholders, general public		YES	https://www.itb-berlin.com/		Planned

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
UNIGE		dissemination of UNIGE's activities and Many-Me									

Table 6. Many-Me Partners list of dissemination activities

7. Evaluation

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

Action plan (chapter 6.) 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, as well as the project's social media users. What is more, the 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. ***Analysis of those indicators after two years of project duration lead us to the general conclusion that the amount of Many-Me ideas recipients grows continuously and the project itself gathers more and more interest from respective, previously defined target groups.***

8. 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 a solid framework towards 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 – and final – D 4.2 Report on dissemination activities (D4.2) will be delivered in M36.