



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

**D.4.2 REPORT ON DISSEMINATION
ACTIVITIES –M36**

VERSION NUMBER: 0.1

DISSEMINATION LEVEL: PUBLIC

LEAD PARTNER: ASM – MARKET RESEARCH AND ANALYSIS CENTRE

DUE DATE: M36

TYPE OF DELIVERABLE: REPORT

STATUS: WORKING

Published in the framework of:

Many-Me – Social Interactive Care System to support the wellbeing of people living with dementia

Many-Me website: www.many-me.eu

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Revision and history chart:

Version	Date	Editors	Comment
0.1	23.03.2020	Agnieszka Mikołajczyk	First version

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1. Executive summary

This deliverable 4.2 Report on dissemination activities (M36) contains an evaluation of dissemination and communication activities from the first until the third year of the project and updates on the activities performed in the period M24 – M36 as well as presents planning after the project end. This deliverable is an update of previously elaborated and submitted at M12 and at M24 reports including also summary of outcomes from all dissemination activities performed in Many-me project.

The document starts with a 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, reached audience, etc.

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

2. Objectives of the report

The general objective of this report is to present an evaluation of all dissemination and communication activities undertaken from the very beginning of the project, with the special attention put on the third year of the Many-Me project.. The report aims to provide an overview of what kind of activities were taken and which target groups were reached by these actions. Additionally the goal is to describe those activities which are to be performed after the project ends to ensure sustainability of the project outcomes especially in the context of set up of the Many-me start-up.

Summing up, D4.2 Final report on dissemination activities presents **a detailed overview of performed activities, and serves as a guideline for the future business and marketing plan dedicated to the dissemination and communication issues.**

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 elderly, their relatives, informal caregivers who are not easy to

attract. 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. 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 ended in February 2020. The Many-Me Partners are:

Participant organization name	Participant short name	Organization type	Country
MOB (Coordinator)	MOB	End User	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 with the problem. As dementia concerns not only an affected person, but also informal caregiver(s) who are under a big pressure often resulting in depression reactions.

Many-Me developed personalized ICT solution that focuses on users’ needs – a social interactive care system based on ICT assistive technology and user-centred services. A number of services are 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 developed a holistic approach and delivered a validated prototype solution. **Unique Value Proposition** formulated during AAL Start-up Academy meetings will help to reach targeted beneficiaries of the solution and tailor the needed communication activities:

“The Many Me Angel mobile platform provides a cheap, fast, safe retrieval of wandering elderly suffering dementia by activating local heroes, unlike existing devices and formal & informal structures.”

4. Dissemination according to the Description of Work

As it was already explained, this document is a final version (M36) of D4.2 deliverable of Task 4.1. “Dissemination” in Work Package 4 “Many-Me road to market and dissemination plan”. It was also mentioned, that the main purpose of this report is to summarize dissemination and communication actions already performed in the project as well as activities that will be realized after the project ends. **Dissemination activities are performed at European level and in each project member country which means that dissemination was a responsibility of all partners.**

The final project’s dissemination & communication activities statement outlines also actions planned for the years after the Many-Me project life cycle (to support and raise awareness of the Many-Me solution). It aims at planning future dissemination activities performed by each partner – at European and national level. It includes, among other things, meetings, press releases, articles, 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) 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 was ensured.

The project Many-Me is funded under AAL Programme.

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ASM is the leader of WP4 Many-Me road to market and dissemination plan where Task 4.1 “Dissemination” as well as Task 4.3 “Exploitation and marketing strategy” were performed also under ASM leadership.

Moreover, the dissemination strategy was associated with project deliverables, but it needs to be noticed that only the content of public deliverables was fully and widely spread among target groups and general audience. Many-Me public deliverables are enumerated in a table below (as stated in the 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 developed within the Many-Me project 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, the most crucial results and outcomes, summaries of some deliverables were disseminated also to the wider audience, particularly to project target groups (paying attention that no confidential data is transferred).

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 WP4: D4.1 Dissemination plan and D4.2 Report on dissemination activities M12, and D4.2 Report on dissemination activities M24. Also, all suggested dissemination channels that should be used to achieve as good final

result as possible – the internet, media, own printed materials, events, direct communication, video - which have been described in the 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 three 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 the chapter below as it was done until M12 in D4.2 Report on dissemination activities M12 and until M24 in D4.2 Report on dissemination activities M24.

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	Municipality, Informal caregivers, SME, Care Organizations, Proteges, The Angels	Raising awareness, promotion, engagement, presenting project idea, objectives and results,
Project Power Point presentation	Municipality, Informal caregivers, SME, Care Organizations, Proteges, The Angels	Raising awareness, promotion,
Newsletters	SME, Municipality, Care Organizations	Promotion, raising awareness, engagement
Social media	Municipality, Informal caregivers, SME, Care Organizations, Proteges, The Angels	Raising awareness, promotion, engagement
Articles/publications	Proteges, Informal Caregivers, The Angels	Promotion, raising awareness
Research publication	Municipality, SME, Care Organizations,	Promotion, discussion
Poster/roll-up	Municipality, SME, Care Organizations	Promotion, raising awareness
Leaflet	Municipality, Informal caregivers, SME, Care Organizations, Proteges, The Angels	Raising awareness, promotion
Marketing sessions	SME, Care Organizations, Municipality	Engagement, promotion
Conferences and meetings	Municipality, Informal caregivers, SME, Care Organizations, Proteges, The Angels	Engagement, promotion
Promotional and demonstrative video	Municipality, Informal caregivers, SME, Care Organizations, Proteges, The Angels	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 dissemination of the project idea and its results as well as a basic channel for developing business opportunities. Importantly, the website meets basic accessibility requirements specifications, ensures extended usability and is regularly updated. The Consortium agreed to use the project website after project end to ensure sustainability of project results.



Figure 1. Home page of Many- Me website www.many-me.eu (print screen)

At the end of M36 (since the 13th of June 2017 the website has become available to the public) 41 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 website counters have been installed, until 29th of February 2020 the Many-Me website has been visited 70 956 times by 29 085 unique users. **Those statistics prove outstanding progress in project's website reception during last 12 months as previously presented numbers (D4.2 M24) displayed, respectively, 35 352 visits by 11 158 unique users (D4.2 M12 displayed 3155 visits by 1239 unique users).**

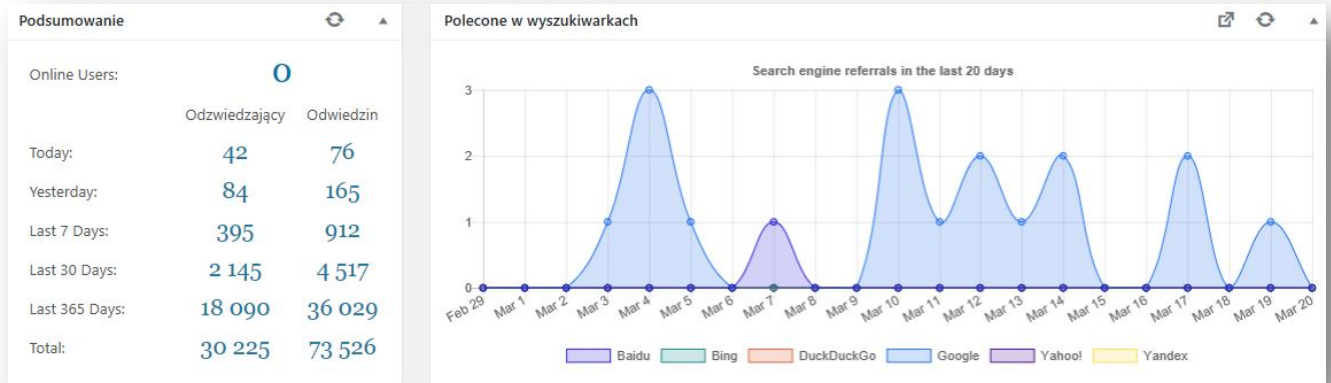


Figure 2. Statistics of Many- Me website visits – 20th of March 2020 (print screen)

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, social media channels and e-newsletter ensure better website positioning by bringing the audience from referring media (webpages/Newsletters/online commercials/Google or social media ads where link to the Many-Me webpages is placed and from where end-users are landing on the project’s website). It makes the project website more popular and increases its coverage.

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 Google Drive, where internal documents are stored in restricted area. 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 enables 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 were responsible for delivering the information on their activities, news or events that they intend to publish on the website. Therefore, each month all Partners were 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 was 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 were updated with new results and information on the proposed business plans/models. It is important also to keep all promotional materials in accordance with Key Visual, graphic layout, colours and fonts designed for the project. It makes the brand recognizable and provides coherent image.



Figure 3. Presentation template (screenshots)

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. It also increases the number of visits on the website and social media profiles.

A first issue of the Many-Me Newsletter (Newsletter no. 1) has been prepared in M7, sent to 75 international recipients on 11th of September 2017 and included 1 introducing articles.



Figure 4. Many- Me Newsletter no. 1 (print screens)

The table below shows the main statistics of the 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% 13,3%
Total opens	69
Recipients that clicked e-newsletter	1
Click rate (Industry average – Consulting)	4,2% 1,4%
Total clicks	2
Clicks per unique opens	5,9%
Top locations by opens:	
- UK	25 (41,7%)
- Netherlands	11 (18,3%)
- USA	11 (18,3%)
- Luxembourg	4 (6,7%)
- Cyprus	3 (5%)
Recipients who unsubscribed	2

Table 4. Newsletter no.1 main statistics

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 5. Many- Me Newsletter no. 2 (print screens)

The table below shows the main statistics of the 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	13 (59,1%)
- UK	3 (13,6%)
- Poland	2 (9,1%)
- France	2 (9,1%)
- Finland	1 (4,5%)
Recipients who unsubscribed	1

Table 5. Newsletter no.2 main statistics

A third issue of the Many-Me Newsletter ([Newsletter no. 3](#)) has been prepared in M24, sent to 71 international recipients on 14th of March 2019 and included 5 articles.

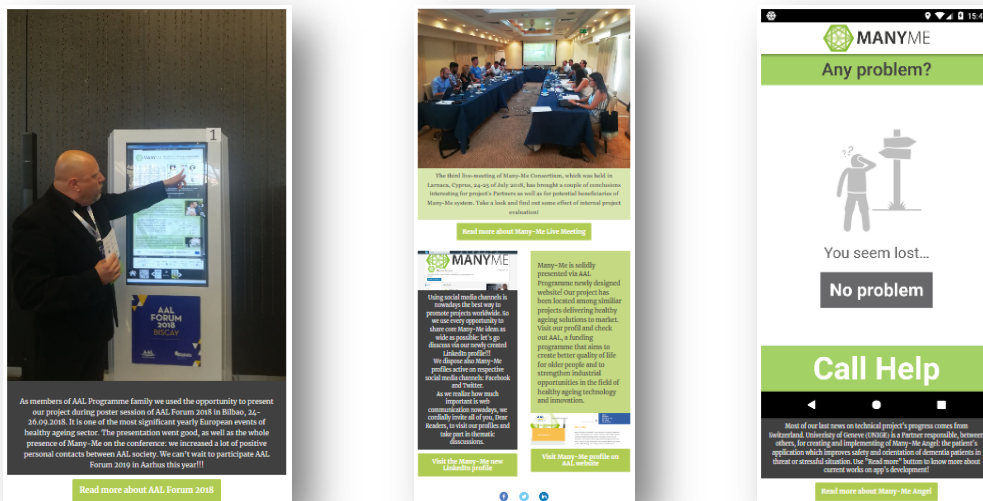


Figure 6. Many- Me Newsletter no. 3 (print screens)

The table below shows the main statistics of Newsletter no. 3 based on MailChimp.com online report:

E-newsletter successful deliveries	71 (100%)
Recipients that opened e-newsletter	24
Open rate (Industry average – Consulting)	33,8% 13,3%
Total opens	42
Recipients that clicked e-newsletter	1
Click rate (Industry average – Consulting)	22,5% 1,4%
Top locations by opens:	
- USA	10 (23,8%)
- UK	10 (23,8%)
- Cyprus	7 (16,7%)
- The Netherlands	5 (11,9%)
- France	4 (9,5%)
Recipients who unsubscribed	1

Table 5. Newsletter no.3 main statistics

A fourth issue of the Many-Me Newsletter ([Newsletter no. 4](#)) had been prepared in M32, sent to 70 international recipients on 15th of October 2019 and included 6 articles.



Figure 7. Many- Me Newsletter no. 4 (print screens)

The table below shows the main statistics of Newsletter no. 4 based on MailChimp.com online report:

E-newsletter successful deliveries	70 (100%)
Recipients that opened e-newsletter	15
Open rate <i>(Industry average – Consulting)</i>	21,7% <i>13,3%</i>
Total opens	30
Recipients that clicked e-newsletter	1
Click rate <i>(Industry average – Consulting)</i>	22,5% <i>1,4%</i>
Top locations by opens:	
- USA	9 (36%)
- Belgium	3 (12%)
- Cyprus	3 (12%)
- France	3 (12%)
- Poland	3 (12%)
Recipients who unsubscribed	1

Table 7. Newsletter no.4 main statistics

The content of the newsletters (text, photos, and drawings) depended on the materials delivered by the project partners who were also responsible for preparing articles published in newsletters.

Newsletters informed inter alia on major project activities and milestones, as they were achieved and reached a wide network of stakeholders. Also, forthcoming project events were announced. The contact database with addresses of national stakeholders (mailing lists) as well as EU wide organisations was created and thus newsletters were sent to selected contacts representing different target groups of Many-Me. Four issues of the newsletter (in M6, M12, M24, M32) were planned in the framework of Many-me project and delivered. . Partners within the Many-Me Consortium also took responsibility for the Newsletter’s dissemination, sending out their own national (translated) versions of the document.

Different content of the Many-Me Newsletter creates relation of trust with beneficiaries and potential clients and stabilizes marketing endeavours. What is even more important it shows off the solution expertise and builds the image of social responsible brand. As it was mentioned before it also increases website traffic and referrals what influences the positioning of the website. Nowadays it is crucial to gain 1-10 position on the results list of Google search. Otherwise the website and the brand will be losing end-users constantly. That is why positioning aspects were of great importance in Many-me and as a result the newsletter will contribute to enhancing public relations and boosting sales.

5.4. Social media

The project is disseminated also through social media: [Twitter](#), [LinkedIn](#), [Facebook](#) and [YouTube](#). Via Many-me channel on YouTube the consortium presents promotional video and demo videos showing Many-Me care system and its functionalities. Videos were produced in the final project's stage in order to support the process of Many-Me solution market uptake.

The Twitter's profile of the Many-Me project has been established in July 2017. Since that moment 86 tweets have been published, 412 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: 47 tweets, 289 users and 64 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.

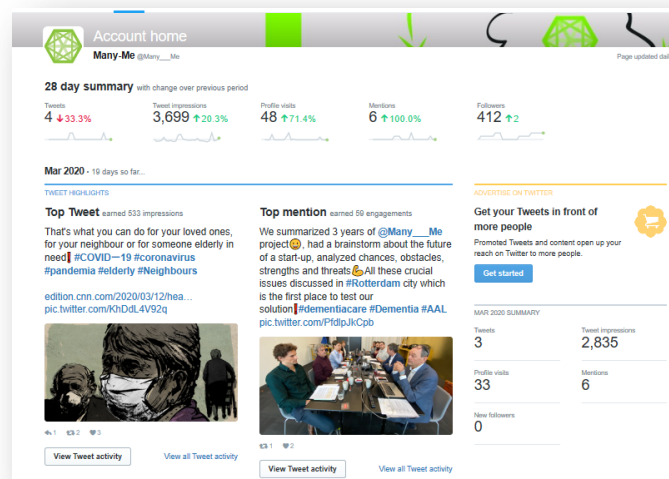


Figure 8. Many-Me Twitter profile (print screen)

Additionally, partners within the Many-Me project also contributed to project's awareness raising with their own Twitter's activity. . All project partners retweet Many-Me posts and tweet posts concerning dementia topic to raise awareness about the problem supporting project's goals.

In M7 (September 2017) a [Many-Me group](#) on LinkedIn has been created which has 29 members. The group is a place where on one hand new articles published on Many-Me website about progress in the project are promoted and on the other hand members discuss issues related to the topic. ***Many-Me EU Project profile on LinkedIn has been created in March 2019 to increase the interest and***

awareness of targeted audience. It has 20 observers and 25 posts published with the best result of 18,75% CTR coefficient, which is a very good result and shows the involvement of recipients.

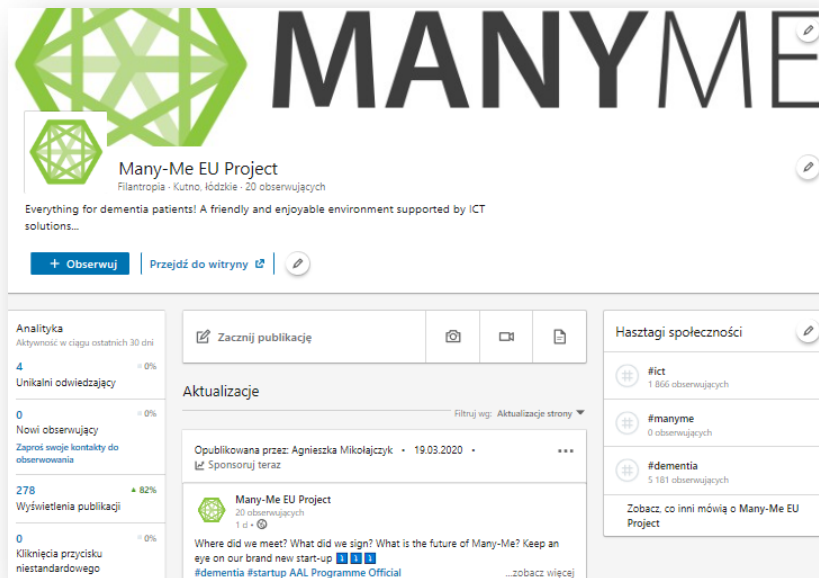


Figure 9. Many-Me LinkedIn profile (print screen)

The Many-Me profile on Facebook has been also created. Since its launch in M7 (September 2017), 71 posts were published, 249 users followed the profile and they liked it 245 times.

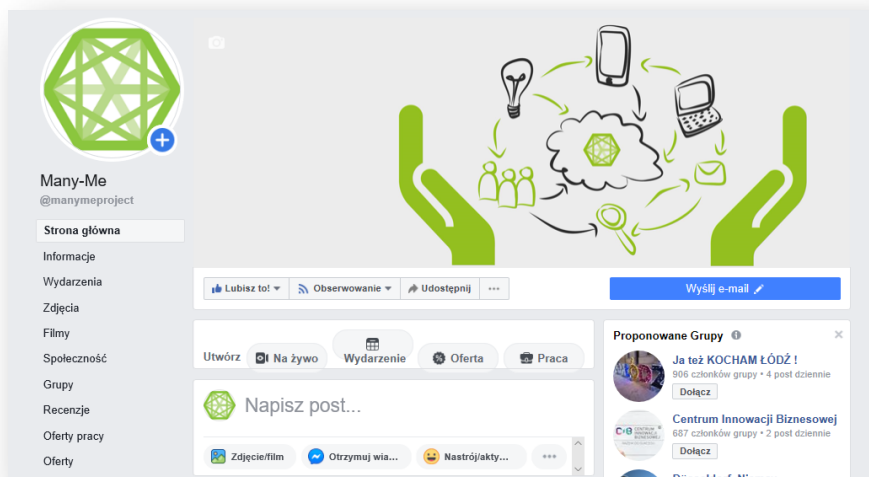


Figure 10. Many-Me Facebook profile (print screen)

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 were also published on selected web portals. Magazines, journals as well as web portals were identified along the project lifetime and included in the dissemination activity template (described below) by each Partner.

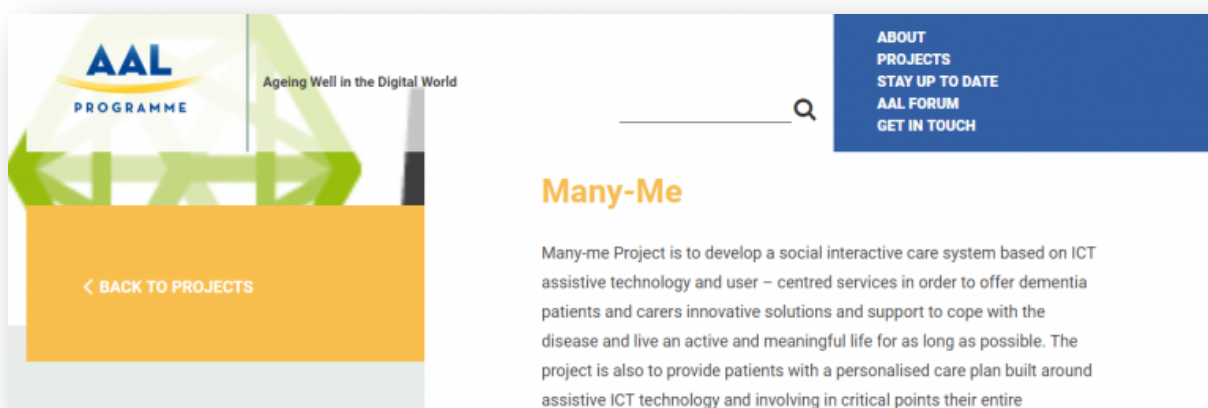


Figure 11. Online publication on AAL website

5.6. Posters / roll-up

Many-Me posters and roll-up have been developed and the project partners presented them during different events they had attended. They include all basic information on the project, in particular its objectives, scope, contact to coordinator, website address and they are designed in a way to be eye-catching and encourage the receivers to participate in the Many-Me services. Also, the project logo was highlighted on the mentioned materials.



Figure 12. Many-Me posters / roll-up (print screen)

5.7. Leaflets

Using a leaflet is a profitable and impact ensuring way of promotion. Many-Me developed three leaflets. The first one aimed 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 the key target groups. The second leaflet was updated and also included the announcements of final project results. The third and final project brochure brings important data according to market needs, overall view on dementia awareness and competitive advantages over other similar solutions. The brochure was disseminated widely together with the video through Many-me channels which both constitute the main source of information with complete summary about the Many-Me solution and its results. They are also the key materials to be disseminated to potential customers and beneficiaries at the end of the project and during the start-up development.

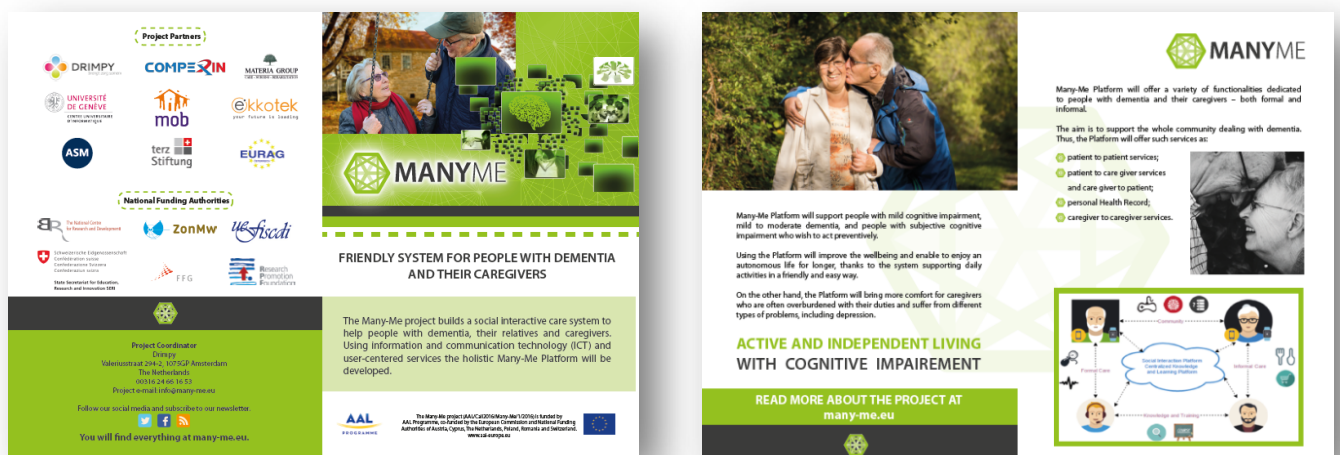


Figure 13. Many-Me leaflet and brochure (print screen)

5.8. Conferences and meetings

To better disseminate the project on international level, partners attended 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 gathered 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 took part in was AAL Forum¹. Many-Me partners promoted 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 firstly presented at the AAL Forum 2017 (2-4/10/2017 in Coimbra, Portugal) with project’s leaflet and at 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 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 14. Scenes from project’s presentation at the AAL Forum 2018

Many-Me outcomes and achievements were also presented during AAL Forum organized in Aarhus, Denmark (23-25.09.2019). A representative of ASM gave a presentation about the project entitled "Many-Me: Friendly community for dementia patients. Interactive system supporting people with dementia and their caregivers". The Many-Me scientific poster was also presented in a poster session at the event. The project was promoted as a holistic solution for the community of people suffering from dementia.



Figure 15. Scene from the AAL Forum 2019

Many-Me business plan and Unique Value Proposition were also presented and discussed during AAL Lean Start Up Academy – a series of business workshops attended by ASM and MOB teams (Aarhus 23rd September 2019, Brussels 21st November 2019, Vienna 29th January 2020). During those meetings we verified our business targets, obstacles and chosen paths to solve any problems that can occur on the Many-Me road to market.

Many-Me partners participated also in a couple of different, significant conferences / fair events / workshops, 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 several partners: Materia, UNIGE, MOB 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 was significant. The detailed list of these activities is presented in the chapter below – Dissemination Activities.

Participation in numerous events of significant meaning for solid promotion of Many-Me achievements is also announced by all partners for the year 2020 after the project ends.

An event of a great importance was also the project Many-Me Final Consortium Meeting in Rotterdam (27/28 March 2020), which focused on the results from project activities. Different project findings were presented to the representative of Rotterdam Municipality. Several partners expressed their interest in further cooperation and signed a Letter of Intent, which is a basis for the Many-Me start-up company. Details of the Many-Me's commercialisation plans are presented in the report D4.6 Final business and marketing plan including technology implementation plan.

6. Dissemination Activities

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 disseminated the project's results in their own countries and at European level.

In order to gather all communication activities a template was used, circulated to Partners and published in the project repository. Partners were able to update the action plan ad hoc, and the project coordinator as well as dissemination leader were 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, and those that are planned to be implemented after M36.*** As mentioned before, this is not a closed list as it will be updated by all project partners along finding out more opportunities at national, European or worldwide level to disseminate information about project results.

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	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/ManyMe ; https://www.facebook.com/Many-Me-1878961069024887/ ; https://www.linkedin.com/groups/13545651 ; https://www.linkedin.com/company/many-me-eu-project/	Finalised/continuous updates
ASM	AAL Forum	Raising awareness, promotion of the project by leaflets	Coimbra, Portugal	2-4.10.2017	Conference	AAL community, researchers, business, care institutions	700	NO		Finalized
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	Finalised / continuous updates
ASM	Promotional posts on ASM Twitter profile	Dissemination of project's results, news and activities	Internet	Ongoing	Twitter	ASM followers	111	Possible in the future	https://twitter.com/InstytutAsm	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	Status
ASM	Promotional posts on ASM LinkedIn profile	Dissemination of project's results, news and activities	Internet	Ongoing	LinkedIn	ASM observers	112	Possible in the future	https://www.linkedin.com/company/asm-centrum-badań-i-analiz-rynku/	Ongoing
ASM	Promotional posts on ASM Facebook profile	Dissemination of project's results, news and activities	Internet	Ongoing	Facebook	ASM fans	740	Possible in the future	https://www.facebook.com/ASMCentrumBadaniAnalizRynku/	Ongoing
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/	Finalized
ASM	XI European Economic Forum	Promotion of the project	Lodz, Poland	November 2018	Attending the forum, dissemination of leaflets	SME, national institutions, international corporations	3000	Possible in the future	https://forum.lodzkie.pl/	Finalized
ASM	AAL Forum Aarhus	Raising awareness, promotion of the project	Aarhus, Denmark	23-27 September 2019	Conference	general public, AAL community, EU and national policy makers	800	Possible in the future	https://www.aalforum.eu/about/aal-2019-aarhus/	Finalized
ASM	AAL Lean Startup Academy	Presentation and evaluation of the project	Brussels, Belgium	21 November 2019	Academy	AAL community	25	Possible in the future		Finalized
ASM	AAL Lean Startup Academy	Presentation and evaluation of the project	Vienna, Austria	29 January 2020	Academy	AAL community	25	Possible in the future		Finalized
ASM / ALL PARTNERS	Many-Me final consortium meeting	Summary of projects achievements, promotion	To be announced	27/28 February 2020	Conference	caregivers, business, AAL community, researchers, general public, older persons		YES		Finalized
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	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/relay-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/?v=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.b2matc.h.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

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	Status
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			Finalized
CPX	"Horizon 2020: Health, Demographic change and wellbeing"	Raising awarness, promotion of the project	Brussels, Belgium	03.07.2019	Conference	general public, AAL community, EU and national policy makers	200		https://ec.europa.eu/digital-single-market/en/news/info-days-horizon-2020-health-demographic-change-and-wellbeing	Finalized
CPX	Artificial Intelligence and Health	Raising awarness, promotion of the project	Oslo, Norway	16-17 September 2019	Conference	general public, AAL community, EU and national policy makers	150		https://h2020-artificial-intelligence-health.b2match.io/	Finalized
CPX	Digital Excellence Forum @ ICT Day 2019	Raising awarness, promotion of the project	Helsinki, Finland	19.wrz.19	Conference	general public, AAL community, EU and national policy makers	400		https://ec.europa.eu/digital-single-market/en/news/digital-excellence-forum-ict-proposers-day-2019	Finalized
CPX	AAL Forum Aarhus	Raising awarness, promotion of the project	Aarhus, Danemark	23-27 September 2019	Conference	general public, AAL community, EU and national policy makers	800		https://www.aalforum.eu/about/aal-2019-aarhus/	Finalized
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

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	Status
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/cookievallen?returnurl=%2fvisit-zorg-en-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/ict-health-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
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.rotterdamehalthagenda.nl/events/netwerk-ontbijt-zorginnovatie/	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	Status
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	Finalized
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://istandarden.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

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	Status
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://ventu recaferotterdam.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
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 Stovolos day care center	Presentation of the project idea	Nicosia, Cyprus	12.10.2018	Meeting	Carers	5			Finalized
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	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/uebersuche/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
EURAG	Gesundheitscercle	project presentation & promotion	Vienna, Austria	23.01.2019			120		www.eurag.at/termine	Finalized
EURAG	Article "Newsletter"	project presentation & promotion	Vienna, Austria	January 2019			300			Finalized
EURAG	Workshop "Dementia"	promotion of the project, networking	Vienna, Austria	28.01.2019			15		https://www.dieangewandte.at/jart/prj3/angewandte-2016/main.jart?reserve-mode=active&rel=de&content-id=1454062400291&artikel_id=1541170632641	Finalized
EURAG	Gesundheitscercle	promotion of the project, networking	Vienna, Austria	12.02.2019			120		www.eurag.at/termine	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	Status
EURAG	Project Presentation Caritas Socialis	Presentation, networking	Vienna, Austria	18.02.2019					https://www.cs.at/angebot/e/cs-alzheimer-und-demenzbetreuung/demenzdialog	Finalized
EURAG	Health Event, KH Göttlicher Heiland	promotion of the project, networking	Vienna, Austria	26.02.2019			200		https://www.vinzenzgruppe.at/goettlicher-heiland-krankenhaus	Finalized
EURAG	Gesundheitscercle	promotion of the project, networking	Vienna, Austria	12.03.2019			110		www.eurag.at/termine	Finalized
EURAG	Event "Gesundheitskompetenz"	promotion of the project, networking	Vienna, Austria	26.03.2019			90			Finalized
EURAG	Presentation Care organisation "Hilfswerk"	promotion of the project, networking	Melk, Austria	03.07.2019			30		www.hilfswerk.at	Finalized
EURAG	Health Event, KH Göttlicher Heiland	promotion of the project, networking	Vienna, Austria	25.09.2019			25			Finalized
EURAG	Aktionstag "Gedächtnis"	promotion of the project, networking	Vienna, Austria	11.10.2019			200		https://www.promenz.at/uploads/dokumente/Flyer-Aktionstag-Gedaechtnis-DRUCK.PDF	Finalized
EURAG	Event "Sorge tragen, Pflege leisten"	promotion of the project, networking	Vienna, Austria	14.11.2019					https://www.oif.ac.at/institut/veranstaltungen/	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	Status
EURAG	VHS "Die Welt des Vergessens"	promotion of the project, networking	Vienna, Austria	19.11.2019			15		https://www.ig-pflege.at/veranstaltungen/diverse_veranstaltungen.php	Finalized
EURAG	Newsletter	promotion of the project, networking	Vienna, Austria	december 2019						Finalized
EURAG	Meeting AAL Austria	promotion of the project, networking	Vienna, Austria	09.01.2020					www.aal.at	Finalized
EURAG	Dementia Expert Meeting	promotion of the project, networking	Vienna, Austria	23.01.2020						Finalized
EURAG	health Event for seniors	promotion of the project, networking	Vienna, Austria	21.01.2020					www.eurag.at/termine	Finalized
EURAG	Health lecture for seniors	promotion of the project, networking	Vienna, Austria	18.02.2020						Finalized
MATERIA	Email to contact database	raising awareness, identifying potential participants	Nicosia, Cyprus	August 17	email	older people, relatives, professionals in the field				Finalized
MATERIA	Materia website	raising awareness	Nicosia, Cyprus	September 17	website	general public			http://www.materia.com.cy/index.php?option=com_content&view=article&id=125&Itemid=67&lang=el	Finalized
MATERIA	Dissemination of MANYME newsletter through facebook	raising awareness, progress of project		13.09.2017	facebook	general public	154			Finalized
MATERIA	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			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	Status
MATERIA	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		Finalized
MATERIA	co-hosting awareness event with Alzheimer association	dissemination of ManyMe leaflets	Nicosia	09.09.2019	event	older people, informal caregivers, general public	300	no	https://24h.com.cy/2019/09/eimai-edo-mi-me-xechnas/	Finalized
MATERIA	awareness event on the Alzheimer day	dissemination of ManyMe leaflets	Nicosia	21.09.2019	event	older people, informal caregivers, general public	50	no	https://24h.com.cy/2019/09/eimai-edo-mi-me-xechnas/	Finalized
MATERIA	Shared Many-me post on twitter	sharing project news	social media	11.12.2019	twitter	general public	56			Finalized
MATERIA	Shared Many-me post on twitter	sharing project news	social media	27/11/2019	twitter	general public	56			Finalized
MATERIA	Event with medical students from the University of Cyprus	raising awareness	Nicosia, Cyprus	15-16/01/2020	Materia premises Group	medical students	41		https://www.facebook.com/pg/MateriaGroup/posts/?ref=page_internal	Finalized
MATERIA	Article on the event held on 15-16/01/2020 to be shared on the MANYME website	update on project news	website	22/01/2020	website	general public				Finalized
MATERIA	Shared Many-me post on twitter	sharing project news	social media	23/01/2020	twitter	general public	56			Finalized
MATERIA	Shared Many-me post on twitter	sharing project news	social media	29/01/2020	twitter	general public	56			Finalized
MATERIA	Shared Many-me post on twitter	sharing project news	social media	02.05.2020	twitter	general public	56			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	Status
MATERIA	Disseminate news about the MANYME project in the upcoming Neurology Conference			Date to be announced						Planned
MATERIA	Present the MANYME system to active older adults from a daycare center			Feb 2020			56		https://www.facebook.com/pg/MateriaGroup/posts/?ref=page_internal	Finalized
MATERIA	Disseminate news and flyers about the MANYME system in the upcoming seminar for Alzheimer's Disease organized by Psi Chi UNIC Chapter			21 March 2020						Planned
MATERIA	Interview with a policy maker about the applicability of the MANYME product in Cyprus			March 2020						Planned
MATERIA	Present MANYME project in a stakeholder event for IOANNA AAL project (synergy event)			April 2020						Planned
MAT	social media posts	raising awareness about the project and its progress	Cyprus	facebook and twitter posts of the organisation's pages about news/updates of the project	Social media	General public		NO		Ongoing
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.yaslibakimiturizm.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/hetgaatmijomjoun/	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/	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	Status
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	May 2019	seminar Migranten ouderen met toenemende vergeetachtigheid'	caregivers, senior organizations, senior's relatives, informal caregivers	25	YES	materials, summary of project and benefits	Finalized
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	https://mob.nu/manyme/	Finalized
MOB	presentation	raise awareness and present project to MOB staff and other interested persons	Rotterdam, Netherlands	01 April 2019	presentation during a MIJ Monday, the innovation portal of MOB; here professionals interested in innovation meet and enjoy presentations and discussions on the latest innovations and trends in health care	caregivers, nurses, social workers	25	yes	http://mij.nl	Finalized
MOB	participation	Promotion of project	Aarhus, Denmark	23/24-09-2019	participating in AAL Forum and promoting the project	participants of AAL Forum	300	yes	https://www.aalforum.eu	Finalized
MOB	participation	participation in AAL Lean Start up Academy kick off meeting	Aargus, Denmark	23-09-19	participating in the AAL Lean Start up Academy	other AAL projectcoordinators	25	yes	http://www.aal-europe.eu/aal-lean-startup-academy/	Finalized
MOB	promotion end results	raising commercial interest	Rotterdam, Netherlands	Sept 19	meeting with Rotterdam municipality to raise interest in the ManyMe solution	local policy makers for elderly Rotterdam citizens	5	yes		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	Status
MOB	awareness raising workshops	raising awareness on the project amongst MOB staff	Rotterdam, Netherlands	Nov 19	meeting with MOB staff to recruit more clients for the testing phases	caregivers, social workers, nurses, informal caregivers	45	no		Finalized
MOB	participation	participation in AAL Lean Start up Academy second meeting	Brussels, Belgium	21-11-19	participating in the AAL Lean Start up Academy	other AAL project coordinators	20	yes	http://www.aal-europe.eu/aal-lean-startup-academy/	Finalized
MOB	promotion end results	presentation of ManyMe as one of the innovative projects at MOB	Rotterdam, Netherlands	02-12-19	presenting the project during a MIJ Monday meeting	care professionals, volunteers, informal caregivers	100	yes	http://mij.nl/mij-mondays/	Finalized
MOB	participation	participation in AAL Lean Start up Academy third meeting	Vienna, Austria	29-01-20	participating in the AAL Lean Start up Academy	other AAL project coordinators	20	yes	http://www.aal-europe.eu/aal-lean-startup-academy/	Finalized
MOB	looking for business partners	connection with Personal Health Record provider Curavista, the Netherlands	Rotterdam, Netherlands	21-02-20	Skype call to discuss collaboration options	business stakeholders	4	yes		Finalized
MOB	Looking for business partners	connection with Personal Health Record provider Curavista, the Netherlands	Rotterdam, Netherlands	05-03-20	meeting to further discuss collaboration options	business stakeholders	4	yes		Finalized
MOB	Promotion end results	connection with ehealth partners/community	Rotterdam, Netherlands	monthly meetings	LSH010 breakfast	ehealth users and developers in municipality Rotterdam	100	yes	https://www.lifesciencesandhealth010.nl	Finalized
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

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	Status
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=WzUsIlmMzVmZTUyZDgzZSIsMCwwLDUsMVQ	Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Rorschach, CH	09.02.2018	Event	Older people	3	NO		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Seuzach, CH	09.02.2018	Event	Older people	3	NO		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Uetikon, CH	09.02.2018	Event	Older people	3	NO		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Kuttigen, CH	09.02.1018	Event	Older people	2	NO		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		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Unterseen, CH	16.02.2018	Event	Older people	3	NO		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

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	Status
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
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=WzMxLC10OTBkn2RmMzJmNDUiLDAsMCwyMCwxXQ	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		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		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Nunningen, CH	23.01.2019	Event	Older people	2	NO		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Galterkinden, CH	23.01.2019	Event	Older people	3	NO		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Untersiggenthal, CH	30.01.2019	Event	Older people	4	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	Status
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Pfäffikon, CH	30.01.2019	Event	Older people	2	NO		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Hombrechtikon, CH	08.02.2019	Event	Older people	3	NO		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Bubikon, CH	08.02.2019	Event	Older people	3	no		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea	Worben, CH	27.02.2019	Event	Older people	30	no		Finalized
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	Finalized
TERZ	Internal Newsletter to all company contacts, searching for participants	Promotion of the project, searching for participants	Berlingen, CH	15.02.2019	E-newsletter, Webpage	Older people, business stakeholders, caregivers, general public	6500	no		Finalized
TERZ	Internal Newsletter to all company contacts, searching for participants	Reporting end-user workshops	Berlingen, CH	15.03.2019	E-newsletter, Webpage	Older people, business stakeholders, caregivers, general public	6500	no		Finalized
TERZ	a+ network meeting Swiss	Presentation of project idea	Bern, CH	04.04.2019	Event, stakeholder meeting	business stakeholders	150			Finalized
TERZ	Presentation project on the "international day of older generation" in Fribourg	Presentation of project idea	Fribourg, CH	01.10.2019	Event	Older people, business stakeholders, caregivers	250	no	https://www.terzstiftung.ch/wp-content/uploads/Gerontopole_invitation_DE.pdf	Finalized
TERZ	Silver Economy Forum	Presentation of project idea, neworking	Fribourg, CH	09.10.2019	Event, stakeholder meeting	business stakeholders	100			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	Status
TERZ	Internal Newsletter to all company contacts, searching for participants	Reporting on international conference and presentation of project	Berlingen, CH	15.10.2019	E-newsletter, Webpage	Older people, business stakeholders, caregivers, general public	6500	no		Finalized
TERZ	Internal Newsletter to all company contacts, searching for participants	Reporting prototype testing and consortium meeting	Berlingen, CH	16.11.2019	E-newsletter, Webpage	Older people, business stakeholders, caregivers, general public	6500	no		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea, proband recruiting	Meersburg, D	16.11.2019	Event	Older people, stakeholder	3	no		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea, proband recruiting	Cazis & Dullikon, CH	22.10.2019	Event	Older people, stakeholder	4	no		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea, proband recruiting	Bregenz, AUT	23.10.2019	Event	Older people, stakeholder	4	no		Finalized
TERZ	Stakeholder meeting	Presentation of project idea, networking	Bern, CH	23.10.2019	Event, stakeholder meeting	business stakeholders	?	?		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea, proband recruiting	Wallisellen, CH	24.10.2019	Event	Older people, stakeholder	5	no		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea, proband recruiting	Hilzkirch, CH	25.10.2019	Event	Older people, stakeholder	7	no		Finalized
TERZ	Presenting project idea to interested people, proband acquisition	presentation of project idea, proband recruiting	Reinach, CH	29.10.2019	Event	Older people, stakeholder	5	no		Finalized
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	5598	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/	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	Status
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	2000	YES	https://www.ifa-berlin.com/	Finalized
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/	Finalized
UNIGE	AAL info day	networking	Brussels, Belgium	31.01.2019			133		http://www.aal-europe.eu/aal-info-day-2020-in-vienna/	Finalized
UNIGE	ITB event	promotion of the project, networking	Berlin, Germany	05/03/2019 to 11/03/2019					https://www.itb-berlin.com/	Finalized
UNIGE	DMEA event	promotion of the project, networking	Berlin, Germany	09/04/2019 to 11/04/2019					https://www.dmea.de/en/	Finalized
UNIGE	GMDS event	promotion of the project, networking	Berlin, Germany	08/04/2019 to 12/04/2019					https://www.gmds-cen-2020.de/	Finalized
UNIGE	GEOSummit event	promotion of the project, networking	Bern, Switzerland	13.06.2019			1000		https://www.geosummit.ch/	Finalized
UNIGE	IFA event	promotion of the project, networking	Berlin, Germany	09/09/2019 to 13/09/2019					https://www.ifa-berlin.com/	Finalized
UNIGE	AAL forum	promotion of the project, networking	Aahrus, Denmark	23/09/2019 to 25/09/2019					https://www.aalforum.eu/	Finalized
UNIGE	Eurostars stakeholder event	promotion of the project, networking	Bern, Switzerland	23.10.2019						Finalized
UNIGE	Swiss innovation forum	promotion of the project, networking	Bern, Switzerland	20/11/2019 to 21/11/2019			1000		https://www.swiss-innovation.com/	Finalized
UNIGE	GeoIT event	promotion of the project, networking	Berlin, Germany	27/01/2020 to 28/01/2020			350		https://geoit.org/	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	Status
UNIGE	AAL info day Vienna	promotion of the project, networking	Vienna, Austria	29/01/2020 to 31/01/2020						Finalized
UNIGE	GeoIT event	promotion of the project, networking	Berlin, Germany	02/03/2020 to 03/03/2020						Finalized
EKKOTEK	Facebook post	Information about Many-Me Project on FWC facebook page.	Facebook post on FWC page!		Facebook	general public	< 1000	Yes		Planned
EKKOTEK	Advertising on EKKOTEK webpage	Displaying the project on EKKOTEK Main web page.	EKKOTEK website		Website	general seniors public,	< 1000	Yes	http://ekkotek.com/index.php/projects/many-me	Finalized
EKKOTEK	Adding the project on Fwpedia	Adding the project on Fwpedia. This page is like a wikipedia for FWC that hold all the projects we worked on. Majority of the viewer of this page are policy makers and seniors. Our goal is advertise Many-Me through this channel.	Fwpedia		Fwpedia	general seniors, makers public, policy	500 - 1000	Yes		Planned

Table 8. 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.

The Many-Me project had many indicators like: social media channels, webpage and newsletters statistics, feedback from internal evaluators, Partners and stakeholders, which were the best evidences of which content/event/activity engaged our end-users the most and what should be changed in promotional materials to answer all targeted audience needs.

Moreover, dissemination activities data (chapter 6.) includes information on the number of people involved in every listed activity. It mentions expected audience for planned activities and reached audience in case of finalised activity. 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.

The same regards webpage visitors and newsletter recipients, as well as the project's social media users.

Analysis of those indicators after three years of project duration lead us to the general conclusion that the number of Many-Me 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 went according to the prepared plan. It is the result of all Partners engagement in the 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 the strategy is confirmed and the business plan for Many-Me start-up company is ready for operation.

During the last consortium meeting at the end of February 2020 Letter of Intent was signed to confirm several partners engagement in the future start-up company. The project coordinator – MOB – took a chance to arrange an appointment with the representative of the Municipality of Rotterdam, which is a beneficiary of Many-Me solution and the main target. Project Partners involved in start-up company also confirmed they would make an effort to develop the project further, evaluate technical issues, take part in active sales and promotional activities. That means all dissemination and communication channels are going to be managed according to present and planned marketing strategy.

To improve online marketing activities it is necessary to use Google Analytics for measuring purposes and to correct existing content according to target needs. There have to be planned also SEO (Search Engine Optimization) and SEM (Search Engine Marketing) actions, including: website optimization, BLOG management, paid forms of advertising using Google tools (ex. Google Ads) and sponsored articles on referral pages. It will provide reaching marketing goals, increase website position on Google search and build brand awareness.