AAL Call 2020

Deliverable 5.1 Communication and Dissemination Plan

Work Package 5: Impact and Outreach

Smart Intervention for Senior Isolation: SI4SI Project

Project reference: aal-2020-7-108-CP

Start date: 01/04/2021

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Funded under programme(s): AAl Programme

Application areas addressed: Active and Assisted Living

Type of Project: Collaborative project

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The SI4SI consortium consists of the following Partners.

Table 1 - Consortium Partners List

No	Name	Short name	Country
1	DS Tech Srl	DST	ITA
2	GIOMI CARE Srl	GIOMI	ITA
3	Canary Technology Innovations	CTI	RO
4	University of Medicine and Pharmacy "Carol Davila" Bucharest	UMFCD	RO
5	Caretronic	CRT	SI

Document Information

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Type[1]	R
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[1] **R:** Document, report; **DEM:** Demonstrator, pilot, prototype; **DEC:** Websites, patent fillings, videos, etc.; **OTHER**; ETHICS: Ethics requirement; ORDP: Open Research Data Pilot.

[2] **PU:** Public; **CO:** Confidential, only for members of the consortium.

Document History

Version	Date	Status	Authors, Reviewers	Description
v 0.1	30/11/2021	Draft	Laura Laurenzi (GIOMI)	Definition of the aims and objectives of the Plan
v 0.2	03/01/2022	Draft	Andrea Valerio Chentrens (DST)	Formal review
v 1.0	10/01/2022	Final	Laura Laurenzi (GIOMI)	Final C&D Plan

Acronyms and Abbreviations

Acronym/Abbreviation	Description
AAL	Ambient assistance living
ADL	Activity of daily living
C&D	Communication and Dissemination
D	Deliverable
IADL	Instrumental activity of daily living
RTD	Research technology development
SADL	Social Activities of Daily Living
WP	Work Package

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Executive Summary

This document forms the Communication and Dissemination Plan for the implementation of the SI4SI - Smart Intervention for Senior Isolation project (henceforth simply defined as *project*).

Social Isolation and chronic loneliness occurs when feelings of loneliness and uncomfortable isolation go on for a long period of time. It's characterized by constant and unrelenting feelings of being alone, separated or divided from others, and an inability to connect on a deeper level. It can also be accompanied by deeply rooted feelings of inadequacy, poor self-esteem, and delusional behaviour. The issues related to Social Isolation are becoming even more problematic if the person in question is a senior individual. Even if there are some external events that can produce Social Isolation of Seniors, in clinical state of the art studies there are some types of activities that are symptoms of this psychological status: loss of interest in socializing or engaging in interests, dramatic changes nutrition attitudes, sleep disturbances, lethargy movement or speech is one of the signs of possible isolation, neglection of personal hygiene, cognitive decline.

To avoid social isolation and foster the participation of seniors, the partnership proposed a multimodal sensor-based recognition method for SADL and ADL, which is implemented in an IoT-based physical and emotion recognition sensors network and AI algorithm in order to build a Smart Living environment, scalable in a wide range of context (nursing homes; senior's residences etc).

The SI4SI project's specific scopes and objectives are the followings:

- Identify the social isolation of the elderly through a less invasive and innovative Smart Living Environment, detecting both physical and social behaviours.
- Intervene promptly through AI Based Advisor
- Improve the levels of home care by Professional Caregivers
- Foster emotional relationships between family members and the elderly
- Promote the social involvement of the elderly

The project is co-funded by the AAL Programme of the European Union

The present document contains information regarding:

- Communication and Dissemination aims and strategies;
- Schedule of the communication and dissemination activities.

1 INTRODUCTION

SI4SI Consortium considers Communication and Dissemination (C&D) of project's activities, outputs and results an issue of high strategic importance in order to maximize project impact.

C&D's activities will be **crosscutting implemented**, throughout all project life and in coordination with all other WPs activities, through **a multi-layered and tailored strategy**, using various tools and communication channels (both online and offline) in a targeted way, based on the mapping of recipients and wider audience, in order to reach as many stakeholders as possible at national and European level.

The document in question will tackle the following items, giving to the partnership the possibility to:

✔ Identify SI4SI C&D Strategy;
✔ Identify C&D objectives;
✔ Identify C&D target groups and the involvement strategy;
✔ Identify C&D tools;
✔ Share main C&D activities;
✔ Evaluate C&D activity;
✔ Outline C&D tools useful for SI4SI sustainability and exploitation strategy.

1.1 Purpose and scope of the deliverable

This plan intends to provide the SI4SI partnership with guidelines (updated throughout the project), which will outline an integrated, coherent and well-targeted planning, aimed at developing a shared strategy and methodology for the implementation of C&D activities, with a specific focus on the tools to be used.

The main purposes of the current C&D Plan are the following:

● Make the results and deliverables of the project available to interested parties
● Raise awareness about the issues that project focuses on
● Spread the results achieved in order to attract and engage relevant stakeholders institutions, organizations and individuals
● Engage as many participants as possible
● Maximizing the impact of the work undertaken by the project team and the consequential project's results
● Describing the activities that will take place, accompanied by a time plan for their execution and an assignment of dissemination responsibilities to each partner

1.2 Contribution to other deliverable

Given its cross-cutting nature of the WP5 – Impact and Outreach, the following plan will contribute to give the needed relevance to all the content, materials and results that will be published throughout the whole project duration. The project dissemination aims at raising awareness about the project and promoting the use of its results. In this way it will ensure

the participation and the future exploitation of the results, by end users and other stakeholders - target groups, at a European scale, and thus will maximize its impact.

The objectives to this approach are mostly associated with the possibility of building consensus, ensure the availability and transferability of the solution developed in the project, increase visibility of a public funding and generate further awareness for stakeholders non strictly associated with the AAL network and finally, involving relevant stakeholders for the commercialization of the SI4SI solution.

Thus, this deliverable will contribute to all deliverables of WP5, in particular deliverable **5.4.**

1.3   Structure of the document

The document will be structured in several chapters and each of them will explain a specific aspect of the dissemination developed by the whole partnership.

Generally speaking, the contents developed in the document could be summarized as it follows:

- Definition and development of the communication strategy, further specifying the dissemination channels and instruments that will be used for communicating with a wider audience
- Project logo and project's visual identity
- Dissemination and communication phases to be developed throughout the project's lifetime
- Definition of a project's timeline and scheduling that has to be implemented by all partners
- C&D activity assessment and reporting
- Annexes

2 COMMUNICATION AND DISSEMINATION PLAN

As formerly stated at the beginning of the plan, the Communication & Dissemination Strategy will ensure that appropriate activities are envisaged in order to inform, engage, create awareness and promote information about the project, including its aims, its funding source, its outputs and impacts, as well as the wider societal implications of the proposed by the SI4SI project.

The main reason why the project will be disseminated among interested stakeholders is because the innovative potential of SI4SI is expected to bring added value to targeted primary and secondary end users, such as patients, caregivers, researchers and policy-makers at both national and European level, aligning the partnership dissemination activities with other potential multi-stakeholders' initiatives.

The implementation of the Communication and Dissemination Plan is to be led by GIOMI, while the publication and dissemination activity plan was co-created with DST (WP Leader) and jointly approved by the project partners. The C&D activities will be implemented from M1 to M24.

2.1 Communication Strategy

SI4SI's ambition is to establish strong awareness both in business ecosystems and in the scientific research community going beyond standard dissemination actions, in order to include a wider marketing and communication dimension, for commercialization purposes. Within this framework, the intentions of the dissemination activities are:

1. Providing an innovative approach on Smart Living Environment based on validated technology
2. Providing evidence of the added value of the new integrated SI4SI solution
3. Leveraging the exploitation of the project's results
4. Stimulating the commercialization of this solution in nursing homes and healthcare facilities interested in exploring this market. The commercialization of the solution will be possible for singular end users too
5. Increasing social awareness and transferring knowledge-based evidence on the effectiveness of patient-centred scientific research

Further details on how these purposes will be met are explained through the development of the whole C&D Plan.

2.1.1 Project Identity

The Project identity creation process has been started with the definition of the right Brand for the project under the SeniorCare brand design/preparation and through definition of

reference look-and-feel and procedures to harmonise communication internally to the consortium and externally, including logo, colour scheme, stylesheets, etc., slogans to ensure consistent presentation of all materials.

As required by the AAL funding rules, one of the main purposes of the Plan is to ensure that the implementation of the dissemination activities by the project members takes place in the most effective and unified manner as possible.

In this regard, it is essential to identify a set of standard rules and guidelines regarding the graphic identity of each project deliverable. The rules aim to guarantee a minimum and shared level of quality in the production of each communication / graphic element in the framework of the SI4SI communication and dissemination strategy.

The main elements taken into consideration are:
▪ **graphic template of documents:** a series of suggested albeit imperative layouts and templates are supplied to every project member in the framework of the delivering of the project-related deliverables, tasks and presentations;
▪ **use of the project's logo**: every SI4SI public and internal document must show the project logo, the AAL funding logo, the project number and any other compulsory graphic element in compliance with the Grant Agreement;
▪ **key messages associated with the project's aims and objectives:** every communication tool and channel will be assigned with some key message, words and hashtags to maximize diffusion and dissemination toward the widest possible public (especially for emphasizing its recognition on LinkedIn).

The SI4SI project logo

The project logo has been designed and created to "encapsulate" the project's unique personality. It serves as an emblem and every of its parts is as important as the name to create an immediate recognition of the project-related event, document, result and achievement. In this sense is one of the main pillars of the structure of the dissemination strategy implementation. The project logo choice was based on these three assumptions:

1) connect: the SI4SI logo must connect and tie together the entire identity and project strategy into an identifiable symbol, graphic or icon. This identifiable piece of art should be kept simple yet visually charming and versatile to suit various print and online mediums;

2) appeal: It must appeal to the main stakeholders and the widest audience as possible interest and be brilliant enough to create curiosity. It is imperative that logo works on an instinctive level, using tone, colour and elements that identify with the project's audience and target groups;

3) define: It must define the project existence. The structural elements which include typography, graphics, symbols and icons should convey the purpose of the project, its messages and final objectives.

In order to match the logo with the aforementioned assumptions, the logo developed and validated by the partnership is the following:

Figure 1 - SI4SI project logo

Consequently, the visual identity and colour scheme created by the partnership is the one presented in the SI4SI final version of the logo.

2.1.2 Message

In order to create a high Impact, the following project information will be communicated to the relevant audience:

Target audience	Communication message	Communication channel
The public	New knowledge is provided in an organized way	− The web, − articles and interviews with mass media
Stakeholders	Usefulness of SI4SI technologies	− AAL community forum − Pitch and ad-hoc presentation
The customers	A robust network of contacts and partners who are able to deliver added value for customers	− Public events, press releases, Technology transfer events
The ICT and microelectronic community	Scientific activities and presentation in scientific conferences	− scientific papers documenting the research made in the project

Table 1 – description of the target audience and the dissemination channels

Inside the customer target group, we also identified the following sub-groups:
- Elder People and family members;
- The Elder care service industry as Nursing Homes, Private Clinics, Home Healthcare agencies, Social services agencies, Health Insurance companies. Organisations dealing with health management, personal care services and related services in the field of Health Care. Associations and organisations dedicated to elder care and inclusion issues;
- Clinicians and professionals working in the healthcare sector.

2.1.3 SI4SI Website

The project website   will be finalized at M10. The main objective of the website   is to serve as a vehicle for the dissemination of the project activities and results. The project   website   is developed in the early stages of the project to facilitate flow   of information-sharing activities between the project partners and the wider public, in order to disseminate information about the projects, tasks delivery and status, broadcast of final and intermediate deliverables open to the European and international audience as soon as the document/deliverable is finalized. Other activities such as dissemination and project-related upcoming events will be posted in the *news* section of the project website too.

SI4SI website will be conceived to be an attractive showroom of SI4SI providing insights, documenting project progress and events where a direct contact with external entities can occur. It will be dynamically reflecting the progress made and achievements, hosting different information by sections: insights about the work being carried out, access to technology, project deliverables, promotional material for download (tutorials and other documentation), news and guidelines in research and industrial projects, downloads and links for e-advertising to disseminate the outcomes. The SI4SI project website will be developed by the Slovenian partner Caretronik. This project partner will monitor and assess the popularity of the website, in order to understand the types of visitors, the frequency of access and most visited pages.

In order to reach the number of clicks desired, the website's content will be continuously adapted to the visitor's taste, requirements or, alternatively, specific interests that the project partners would like to sponsor better.

2.1.3.1 SI4SI Website structure

In *Figure 2*, the website structure is graphically described in all its components e related pages.
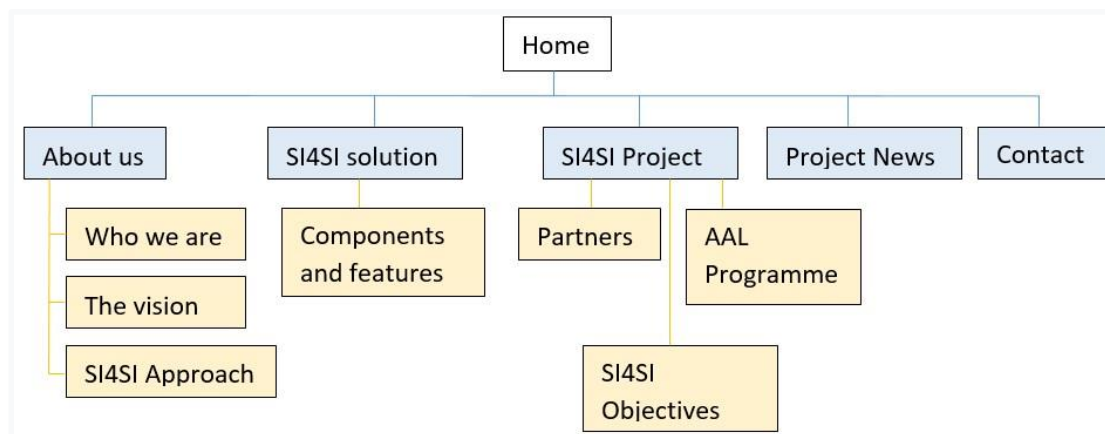

Figure 2 - SI4SI website structure

The following structure is still a prototype and general idea on how to design the structure of the website. If the user experience will be changed and adapted to the ideas and necessities of the customer, the graphs and the C&D plan will be changed accordingly.

2.1.3.2 SI4SI Website components

The Menu "About us" provides information on the key actors of the initiative and on the general approach. This section includes 3 sub sections:
- "Who we are": this section provides a generic description of project partners, with related links to institutional websites.
- "The vision": this section provides a general description of the idea at the base of the initiative.
- "SI4SI Approach": this section describes the approach, highlighting the main functionalities.

The Menu "SI4SI solution" describes the main SI4SI components and features.

The Menu "SI4SI Project" describes SI4SI partners in detail, the AAL Programme and SI4SI objectives.

In the section "Project News" will be published all information, articles, events related to the project. Specifically, in this specific section there will also be promoted activities not strictly carried out by the project partners but that could be interesting for the end-users or in line with the project's aims and objectives.

2.2 Communication Material

All the materials developed by the SI4SI project partners are further detailed in the Annex I document named *Annex I dissemination timetable*. In this chart will be possible to see that the main activities that the partners will implement are:
- Creation and maintenance of the SI4SI website, with a news section dedicated to dissemination purposes. As already specified, the partner in charge of this task will be Caretronic.
- Creation of a LinkedIn page exclusively associated with the SI4SI project and its outcomes. The partner in charge of this task will be the coordinator DST
- N.1 Flyer dedicated the project. GIOMI will take care of the delivery of this content
- N.2 factsheets on the piloting activities (the first factsheet will detail the structures and general aspects of the piloting before actually implementing it, while the second factsheet will be dedicated to the pilot results).
- N.3 press releases and n.3 newsletters. These materials will be disseminated through the project's website, the social webpages of the project partners (translated in their own native language if necessary) and the social webpages dedicated to the project (LinkedIn webpage). The partners in charge of the newsletters' creation are: DST (press release n.1 and newsletter n.2), CTI (press release n. 3 and newsletter n. 1) and Caretronic (press release n.2 and newsletter n. 3)
- External conferences (organized outside the partnership but in line with the project's aims and scopes)
- N. 1 journal scientific publications on the SI4SI project and its results. All the partners will contribute to the creation of the scientific publication.
- N.8 scientific publications concerning topics that could be linked to the project's aims and objectives. Each partner will contribute in the creation of these publications,

bringing their field of expertise for the topics chosen in the publications and associated with it.

The workload will be equally distributed among partners and frequent publications (once or twice a month) will be done on LinkedIn and on the project website. It is also advisable for the project managers and other personnel involved in SI4SI further share the activities on their personal and professional social media channels, in order to reach a wider audience that could be interested in the project and becoming a relevant network contact too. Further details on the dissemination activities and scheduling specifics will be available in Annex I.

2.2.1 Raising awareness through participation to events and conferences

Strategic actions will be put in place in order to aggregate a critical mass around SI4SI by interacting with working groups on location-based search, real-time media, user-centric semantic search, and information capture from the physical world will be pursued.
Occasions to participate in scientific events and conferences to present the project results, will be sought, especially the ones attended by potential stakeholders.

Type and topics for dissemination activities will be agreed "before" collectively among partners and monitored "afterwards", in order to understand the effectiveness of the effort spent: partners attending or having sponsored the participation to events will be requested to provide a short report (template of the report will be available as Annex II), evaluating the usefulness, the effectiveness and the overall participation at the conference. It is also recommended to follow up with interested stakeholders and potential network of contacts that will be created after the event. At the present date, the Romanian partner UMFCD has already participated in the ISPRM Intl. Rehabilitation Week 2021, attending the event held online.

These reports will support refining of communication strategy and periodic dissemination reports.

2.3 Dissemination approach

The main aim of this paragraph is to describe the audience targeted for the dissemination of the SI4SI project. In accordance with what stated in the application form of the SI4SI project and the business plan attached, in order to properly describe the dissemination audience, it was firstly defined the eldercare industry and how the digital technologies adopted so far have positively impacted the market of reference. After a proper definition of the dissemination target, the partnership defined the most suitable way to approach the target and how to disseminate its results to it.

In accordance with the section of the business plan developed in the application form, the SI4SI project aims to decisively innovate the eldercare industry by exploiting digital technologies to go beyond the state of the art. After an accurate study on the market of reference, the dissemination audience can be defined as:
- *Caregivers and elderly facilities*
- *C&DSuccess indicators*

- *Managers of private home care facilities*
- *Senior citizens*
- *Medical community*
- *Universities*
- *Policymakers in the field of healthcare and stakeholders working in the field of Healthcare and pharmaceuticals*
- *National and European authorities*

Main efforts will be focused on engaging with them, collecting their opinions on the topics carried out in the SI4SI project and inviting them to know more about the solution and how it could be used on an everyday basis. All the C&D activities carried out by the partnership will be also shared among the AAL partners and the AAL network. Finally, the 8 publications and the scientific publications produced on M24 will be also published in the dedicated section of Research Gate.

On the other hand, regarding internal communication among partners, will be constant and through several means, such as: email, Google Drive and other platforms used only for communication purposes. To correctly implement C&D activities, partners will use several tools: email, drive, ecc. During the Consortium weekly telco, C&D topic will be a core issue to be discussed, in order to constantly implement and monitor this key activity. The access to passwords and the management of LinkedIn publications/activities will be carried out by DS Tech, while the partners will have the opportunity to share to the Applicant all the dissemination materials, giving to the partners the opportunity to publish and/or suggest content related to the project.

Finally, as requested by the EC framework and the AAL programme, all the public materials produced by the partnership will be available through open access (access available through LinkedIn or the SI4SI website). The SI4SI partnership will ensure that the project results will remain available and used by others even after the end of the funding through the free access of the SI4SI website and its social page. In addition, the partnership will promote other activities, seminars, conferences, press releases and books published even after the end of the project raising awareness on the social isolation issue in order to make people more conscious and properly informed on Smart Living Environments.

2.3.1 Target dissemination audience and objectives

The table below identifies the target audience of the SI4SI dissemination strategy and sets out the dissemination objectives to maximise the SI4SI project's results. The main purpose of this activity is to create a visual process consisting of laying out all the stakeholders of the SI4SI project and its solution on one table. The main benefit of a stakeholder map is to get a visual representation of all the people who can be positively influenced by the SI4SI project and how they are connected.

Target Group	Description	Interest in the project
A - Industry, SMEs and Entrepreneurs	Stakeholders from industry, network operators, SMEs and entrepreneurs, operating in the microelectronics and sensors ecosystems.	-Utilisation of project's results in operations and in their R&D activities for new service and product development. -Amplify innovation in AAL ecosystem by blending SI4SI results with in-house artefacts
B – ICT H2020/HE programme Stakeholders	Participants, project partners and relevant stakeholders active in the ICT H2020	-Identification of common topics -Synergies and collaborations for results promotion -Further and enhanced collaboration through other ICT-based project under the HE framework or in the innovation field of ICT -Enhancing innovation through results combination
C – Health H2020/HE programme stakeholders	Participants, project partners and relevant stakeholders active in the ecosystem HE Health Cluster	-Synergies and collaboration with healthcare facilities and stakeholders working in the SI4SI fields of interest -Enhancing further collaborations with other private facilities working with the elderly at European and international level
D - Technology Clusters	European initiatives and clusters, research communities, associations	-Inclusion of project's results to collaborative research activities (roadmap, white papers…), when and if possible -Dissemination of project's results to stakeholders -Participation in project's events for knowledge exchange
E - Researchers and Academics	Researchers and academics working in universities, research centres, R&D departments of industry	-Advancing research after the completion of the SI4SI project -Training personnel & students on the solution developed and on how it could be improved over-time -Bringing evidence-based results to real-life health cases through the re-use of these results
F - Policy Makers	Policymakers at any level like EC Directorates and Units, Ministries and Governments, Regulatory Agencies, Local Governments and Public Municipalities	-Evaluation of the project's techno-economic aspects, if any. -Definition of next research and innovation directions based on project's knowledge
G - General Public	General public and anyone interested in the project	-Understand the value of European research -Stimulate innovation in unexpected groups of society.
H – Senior Citizens and their families/caregivers	Seniors and caregivers interested in the project and potential private consumers (following a B2C model)	-Understanding the benefits coming from the SI4SI solution and its usability in their private homes -Sharing the project by following the model of B2C

Table 2 – stakeholders' mapping

Particularly relevant will also be the dissemination of all the SI4SI project's materials to the Life Science Cluster C.H.I.CO – Cluster of Health Innovation and COmmunity, the first Health Cluster of the Lazio region (Italy), is a private not-for-profit membership organisation for

international Life Science and Healthcare sectors. As it will be possible to see in this pie chart, Cluster position itself at European level as a *Thematic Cluster*, covering a part in the percentage 38,6%
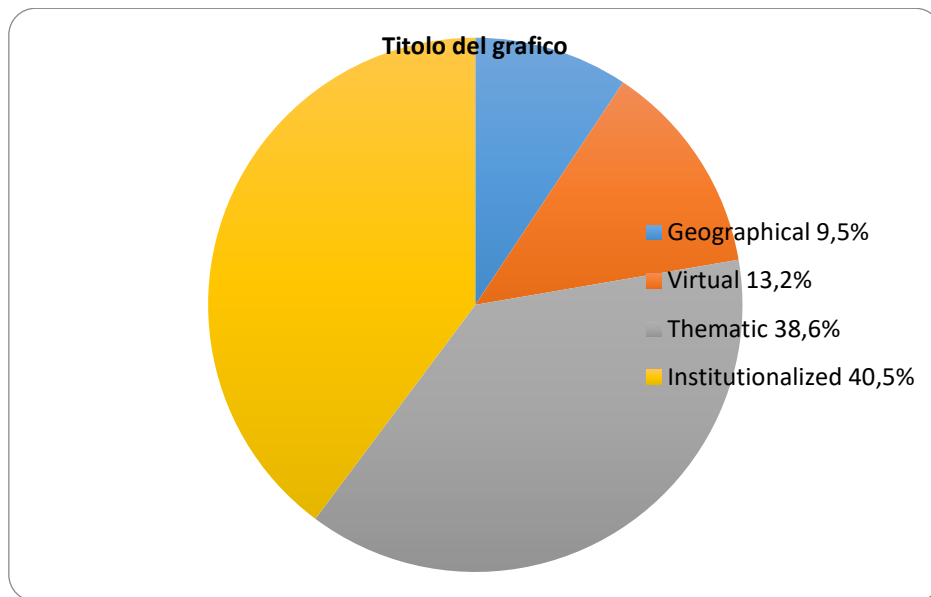
Figure3 – Cluster Types, Mapping Internet of Things innovation clusters in Europe, European Union

The main Cluster's sectors of interest are

- Pharma-Food
- ICT
- Manufactoring e re-manufactoring
- Business Network
- Health
- Scientific Research
- Clinical trials, Research & Development
- Prevention and Environment care

Hence the partnership firmly believes that the Cluster's members (universities, BSP Pharmaceuticals, private hospitals and healthcare facilities, National Centre of Research and the Italian Chamber of Commerce) can bring an added value to the project in terms of dissemination and further exploitation of the SI4SI solution and results.

On the other hand, the Coordinator (DS Tech) intends to involve the organizations mentioned in the table and listed below:

Organization name and hyperlink	Type	Description	Specific interest in the project	Phase of involvement and related strategy (S)
Merck Serono	Pharma company	Biopharmaceutical division of Merck, a leading science and technology company in healthcare, life science and electronics.	Enhancing collaborations with SI4SI Partners to work on other initiatives with the elderly at European and international level	After the Pilot validation (T4.5-M21) S: inclusion in SI4SI stakeholders mailing list; involvement in SI4SI C&D initiatives
Sapienza University	Italian university	Department of computer engineering	Bringing evidence-based results to real-life health cases through the re-use of these results	During the solution development (WP3-M6) S: direct involvement in project activities
Centro Cardiologico Monzino	IRCCS	Italian Hospital in which research activities are carried out. It is the first cardiological center in Italy and one of the first in Europe. Constantly active in the field of technological progress to promote prevention and telemedicine.	-Advancing research after the completion of the SI4SI project -Bringing evidence-based results to real-life health cases through the re-use of these results	After the Pilot validation (T4.5-M21) S: inclusion in SI4SI stakeholders mailing list; involvement in SI4SI C&D initiatives
Humanitas	Polyclinic hospital and research center	A highly specialized italian polyclinic hospital and a research center of excellence.	-Advancing research after the completion of the SI4SI project -Bringing evidence-based results to real-life health cases through the re-use of these	After the Pilot validation (T4.5-M21) S: inclusion in SI4SI stakeholders mailing list; involvement in SI4SI C&D initiatives

			results	
POLICARDIO S.r.l.	Innovative SME	Innovative start-up that provides telemedicine solutions in the cardiac sector, in particular to monitor the heart electrical activity and prevent sudden deaths	Collaboration through other ICT-based project under the HE framework or in the innovation field of ICT	After the Pilot validation (T4.5-M21) S: inclusion in SI4SI stakeholders mailing list; involvement in SI4SI C&D initiatives

Table 3 – Main stakeholders already identified

Based on the target audience groups identified above and their expected interest in the project, the objectives of dissemination and their relation to the target audience groups are identified in the following table.

Objectives Description	Target Groups							
	A	B	C	D	E	F	G	H
Provide a clear view of the project goals and its results, including the health sensors	√	√	√	√	√	√	√	√
Create an active community of interest stakeholders and potential users and collect knowledge and requirements to be taken into account by the project's activities	√	√	√	√	√	√		
Prepare the ground for the exploitation of project's results towards the industry	√	√	√	√	√	√		
Create awareness of the project among the full range of stakeholders impacted by the results	√	√	√	√		√	√	√
Establish liaisons with other projects and initiatives for knowledge and innovation transfer		√	√	√	√	√		
Support the dissemination and exploitation of results by formulating adapted key messages, and prepare adapted communication material	√				√	√		
Recognition of the results among the research communities, standardisation bodies, potential users, policy-maker institutions.		√	√	√	√	√	√	√

Table 4 – project's objectives and target group to be reached through the project's life

2.4 Dissemination and Communication phases

Dissemination and communication activities will be carried out in three phases. Each of these phases has its own objectives and target audience groups and will perform the activities using the most suited channels. These phases will be aligned with the funded phase of the project and with the AAL framework in order to achieve an optimum mix of dissemination and communication for SI4SI and the AAL programme at large. In this sense, the first phase is

already started during M1 and is aligned with the initial funded phase of the project, the other three will happen during the go-to-market phase for the SI4SI results.

2.4.1 Phase 1 – Create awareness (M1-M9)

During this initial phase the main aim is to create awareness about the project's scope, objectives and expected results, reaching as many health and ICT stakeholders as possible. SI4SI will leverage the awareness that has already been created around the AAL programme. From M1 to M8 there will be set the scheduling of the dissemination activities and their expected impact that will be monitored throughout the whole duration of the project. During this phase, the LinkedIn SI4SI page and the first dissemination materials (N.1 brochure and the first monthly posts) will be developed.

An important awareness milestone is the final project review that will be carried out at the end of the project.

2.4.2 Phase 2 – Increase the potential impact demonstrate results (M10-M19)

During this phase, the objective is to kick-start the industrialisation and marketing potential impact of the project through the elaboration of different activities and actions. This phase leverages the achieved awareness of phase 1 to reach out to target customers groups. The facility usage and testing in the pilots will provide the main material for dissemination and communication in this phase.

In addition, during this phase, the objective is to leverage the general awareness raised regarding the project to emphasise the use of the SI4SI facility by external entities and highlight the commercial offerings and results. The ambition here is to attract users and customers of the SI4SI facility, increasing the impact through external collaboration partners. In this specific phase the involvement of the SMEs and stakeholders at local, national and possibly European level is essential in order to promote the project in the territories in which the pilot will take place (Romania and Italy, major potential buyers according to the B2B model presented in the Application Form) and outside them, bringing its positive impact and its commercialization outside the partnership.

2.4.3 Phase 3 – Valorisation (M20-M24)

In this final phase, demonstration for "selected audiences" will be carried out. At the same time, the final scientific and business finding of the project will be consolidated and published in national/international journals and on-line media. The primary objective is to demonstrate to internal and external customers and to attract investors.

The next table presents the three SI4SI dissemination and communication phases in detail:

Type of information	Target audience	Channels	Goals
Phase 1 – M1-M9			
-Presentation of SI4SI -Objectives of SI4SI Expected results of SI4SI -SI4SI pitch	-Industry, technological, research and academic communities -Potential end-users International AAL community	-Conferences and dedicated workshop -Brochure and poster -Website	-General visibility -Attracting potential collaborators -Attracting potential investors
Phase 2 – M10-M19			
-Presenting elaborated use cases of SI4SI -Demonstration and prototype	-Potential end-users -Specific technological, research and academic communities -ISG Engagement	-Conferences, workshop. -Publications in journals -Special session in congress/conference	-Exposing synergies with other projects -Providing visibility -Informing EC authorities -Attracting potential collaborators
Phase 3 – M20-M24			
-Running results of SI4SI -Demonstration, prototype and services - Final results of SI4SI	-Potential end-users -Potential Buyers in Companies -Specific technological, research and academic communities	-SI4SI Web Portal Conferences, workshop, congress -Publications in journals -Special session in national congresses	-Attracting potential investors -Attracting potential customers

Table 5 – Dissemination roadmap and goals

2.5   Dissemination and Communication phases

For the success of the project, the partners have already agreed on explicit rules concerning IP ownership, access rights to any Background and Results for the execution of the project and the protection of Intellectual Property Rights (IPRs) and confidential information that will be delivered through D1.8 – IPR management plan for the exploitation of the SI4SI project. The respective formalities have already started at the proposal stage with the preparation of a Non-Disclosure Agreement (NDA) allowing them to openly discuss the elements that will go into the end-to-end facility and to pave the way for declaring background IPR.

In order to ensure a smooth execution of the go-to-market phase for the project, and with reference to the Consortium Agreement, the project partners will grant each other and their affiliated companies, royalty-free Access Rights to their Background and Results for the execution of the project. This will allow the researchers to execute the project to the best of their ability, without being hindered by administrative issues. An initial Consortium Agreement has been already signed off by the partners, defining some general details concerning the Access Rights for scientific exploitation to Background and Results.

In addition, within the scope of the SI4SI project, the consortium is committed to regulate IPR and confidentiality issues in line with H2020 guidelines. Partners of the SI4SI experiments

have already prepared an informal agreement on the IPR and this will take into consideration the following main rules:

- Background provided by partners will be listed in order to be established at project launch. This is a major point in order to enable the deployment of equipment vendors' functions or equipment (proprietary solutions with an R&D license that must be granted to a dedicated list of partners).
- Foreground developed in the course of the project will be owned by the partner in charge of the creation of it. Such development could also take the form of open source contributions, which are leveraged by the SI4SI project.

The dissemination of the results of the SI4SI project including publication has been already driven by the policy specified in the Consortium Agreement.

3   C&D ACTIVITY ASSESSMENT

The impact assessment of the C&D activities will be done taking into consideration 3 different types of dissemination assessments, using both qualitative and quantitative indicators. Specifically, the dissemination activities will be organized as it follows:

- Scientific dissemination: under this specific category falls the dissemination targeted to the medical and ICT communities interested in knowing more about the project and acquire additional information through the dissemination material developed by the partnership, keeping constantly updated with the deliverables, products and activities done by the partnership and how the project's results can be used in the R&D fields of interest. The methods integrated in the proposed system will be published in high-profile publications.
- Industry dissemination: the material produced throughout the project's life will be then disseminated to SMEs and industries that have their core business in the topics developed by the SI4SI partnership. Specific conferences dedicated to these topics will be implemented during the second dissemination phase of the project (*Increase the potential impact demonstrate results, M10-M19*), giving to the industries the opportunity to participate in the last and final phase of the dissemination plan too, where the stakeholders will participate in tailored-made initiatives for the commercialization of the SI4SI solution.
- Users dissemination: as properly described in the Technical Project, the users will be informed about the project while it is running to build anticipation of the eventual product. This means that the project partners will inform the potential users from the beginning of the project, involving them in each section/phase of the C&D activities.

The dissemination assessment will be carried out not just in the above-mentioned fields, but also rating the success of the single activities developed according to the dissemination plan too. These activities will be monitored throughout the whole project duration thanks to specific Key Performance Indicators (KPIs).

3.1 C&DSuccess indicators

The following tables will provide the KPIs used by the SI4SI partnership in order to monitor the dissemination activities. One of the tables will take into consideration the dissemination levels as displayed in paragraph 3 of the C&D Plan, while the dissemination items and their assessment will be presented in the second table available in this section.

DISSEMINATION TARGET		
Target	**Means of assessment**	**KPIs**
Scientific dissemination – methods integrated in the proposed system will be published in high-profile publications.	The number of publications in journals and conferences (quantitative)	≥ 1 journal publication during the project ≥ 8 conference publications
User dissemination – the users will be informed about the project while it is running to build anticipation of the eventual product.	The number of users reached (quantitative)	≥ 300 dissemination users
Industry dissemination – connections will be established with companies with the objective of further development and marketing of the product to be developed.	The number of companies with which connection is established (quantitative)	Min. collaboration with ≥ 10 companies Min. informal contacts in relation to the project with ≥ 30 companies

Table 6 – C&D Success indicators (I)

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DISSEMINATION ACTIVITIES			
Instrument/activity	**What is it measured**	**KPIs**	**Threshold**
Project website	N. of contents updated on the website and project's updates	● Min. ≥ 10-15 contents for the project website ● Min. ≥ 1 content published monthly on the project's website ● Min. ≥ 1 mention to the project website through the partners' social media	It will be gradually defined in the dissemination plan
SI4SI project brochure	The potential positive impact of the people reached thanks to the brochure	● N.1 brochures created ● N. of contacts in which the brochure has been disseminated	≥ 1 brochure shared through social media webpage (LinkedIn)
Newsletter	N. of newsletter delivered on time (in accordance to the GANTT)	● N. 3 project newsletter	≥ 3 shared newsletters on the social media webpage Min. 100 people to whom the newsletter was delivered
Press release	N. of press releases delivered on time (in accordance to the GANTT)	● N. 3 project press releases	≥ 3 shared newsletters on the social media webpage Min. 20 people to whom the press release was delivered
Social media presence (LinkedIn)	Positive impacts and popularity of the page	● Increased number of followers on a monthly basis ● Increased number of likes form M10 to M24	Monthly defined in the dissemination plan and scheduling of the dissemination activities

Table 7 – C&D Success indicators (II)

3.2   Monitoring and assessment

In accordance with what stated in the former section, the dissemination activities will be monitored on a monthly basis and the documents that will be used as a reference are the Annex I containing the different deadlines from M8 to M24. In addition to that, the partner in charge of monitoring the dissemination activities will be in charge of producing a monitoring document in which it will be analysed the tasks for each partner and if they delivered the content as promised and set in the GANTT chart. In addition to that, the partner in charge of the dissemination for that specific month should also monitor the likes, visits and connections on the LinkedIn page, sharing then the feedback to the partner in charge of monitoring the dissemination activities.

As stated in the tables above, a minimum set of indicators was established in order to better monitor the potential and actual effectiveness of the project C&D activities. If the minimum numbers set at the beginning of the project will rise through time, this will be notified in the dissemination report that will be delivered at the end of the project, as an attachment to the final report.

Finally, the evaluation of the events held specifically for the SI4SI project or other events where the speakers can present the project and its results, will be evaluated through the report template named *Annex II conference report template*, available at the end of this document.

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ANNEX I
DISSEMINATION TIMETABLE

	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
A1-Flyer of the project (GIOMI)				▓	▓	▓														
A2-social media posts (ALL)				▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
A3.1-Factsheet of the first piloting phase (GIOMI)										▓	▓									
A3.2-Factsheet of the second piloting phase (UMFCD)														▓	▓					
A4.1-press release 1 (DST)						▓	▓													
A4.2-press release 2 (ERT)																▓				
A4.3-press release 3 (CTI)																				▓
A5.1-Newsletter 1 (CTI)						▓	▓													
A5.2-Newsletter 2 (DST)																▓				
A5.3-Newsletter 3 (ERT)																				▓
A6-External conferences (ALL)	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
A7-Journal scientific publication (ALL)																				▓
A8-Scientific publications (ALL)	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓

SCHEDULE OF LINKEDIN POSTS AND SOCIAL MEDIA-RELATED DISSEMINATION ACTIVITIES:

													months					
dissemination leadership:	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
GIOMI	▓	▓									▓	▓				
ERT			▓	▓									▓	▓		
DST					▓	▓									▓	▓
UMFCD							▓	▓			▓	▓				
CTI									▓	▓					▓	▓

This "Dissemination timetable" might be modified during the project. It represents at the same time a guideline and a monitoring document.

ANNEX II

CONFERENCE REPORT GUIDELINES

The following guidelines will be used by each project partner attending a national and/or international event in its own country.

GENERAL INFORMATION ABOUT THE EVENT

    1.   Participants

Please describe when the event took place and who participated to the event, especially emphasizing if one or more of the participants are stakeholders working with the SI4SI's target group of reference. It is also necessary to mention here the approximate number of participants who attended the event.

Date:

Place:

Event target (*general public; end-users; SME; Universities; etc.*):

Involved Stakeholders:

N° of participants:

General description of the event:

    2.   Venue

Please describe where the event took place and if it was a face-to-face event or if, due to COVID-19 emergency, the meeting took place online (please specify in which platform the event was held).

3. Programme description

In the following section it is requested to provide a more detailed description on which type of activities were carried out during the event. If possible, please also share the agenda of the event (either if it was held online or face-to-face).

4. Participation and overall satisfaction

If the end of the event gives the opportunity to fill out a satisfaction questionnaire, please share here the inputs that you have given to the hosting institution.

CONCLUSIONS

It is kindly requested to provide a brief overview of the event. It is also advisable to attach at the bottom of the document the agenda produced by the partner in charge of carrying out the dissemination activities. It is also recommended to share eventual pictures/screenshots of the event.