Acronym: ExerGetic
Project Title: **ExerG:** An innovative digital solution to individually improve physical and cognitive functions using an exergame (video game-based) training in an ecologically valid and safe setting for the geriatric population
Call: AAL Call 2020
Contract nr: aal-2020-7-48-CP
Start date: 01 May 2021
Duration: 30 months

D5.1 Dissemination and Communication Plan

Nature[1]: P
Dissemination level[2]: PU
Due date: August '21
Date of delivery: August '21
Partners involved (Coordinator in bold): **Sphery,** RHF, ZHdK, VASCage, RZM, HCIGG
Author(s): Alexandra Schättin (Sphery), Yanick Riederer (Sphery)

[1] L = Legal agreement, O = Other, P = Plan, PR = Prototype, R = Report, U = User scenario

[2] PU = Public, PP = Restricted to other programme participants (including the Commission Services), RE = Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)

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Revision history

Rev.	Date	Partner	Description	Name
1	28.06.2021	Sphery	Create the document	Yanick Riederer
2	05.07.2021	Sphery	Write Chapters 1-7	Yanick Riederer
3	06.07.2021	Sphery	Review Chapter 1 & 2	Alexandra Schättin
4	13.07.2021	Sphery	Review Chapter 2, 3 & 4	Alexandra Schättin
5	20.07.2021	Sphery	Review Chapter 5, 6 & 7	Alexandra Schättin
6	26.07.2021	Sphery	Review all Chapters	Yanick Riederer
7	17.08.2021	VASCage	Review	Tina Henneken
8	19.08.2021	Sphery	Final Version	Yanick Riederer
9	30.08.2021	**Approved by Sphery**		

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Glossary

AAL: Ambient Assisted Living Association

DoW: Description of Work. It is made on the basis of Part B of the proposal, consisting of the technical description at the time of proposal submission.

WP: Work Package

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1. Executive Summary

The dissemination and communication activities in the ExerGetic project are carried out within the Work Package 5 (WP5): Dissemination and Exploitation.

This document lists a set of general guidelines and establishes a strategy for the dissemination of the ExerGetic project. It presents an overall communication and dissemination strategy to properly communicate the project's concept, objectives, development, and study results.

The present dissemination plan is based on the Description of Work (DoW) as well as on the fruitful discussions among partners. Dissemination tools and activities were defined in relation to each specific phase of the project, and also in relation to the role of each partner. The target audience was defined for each partner country as well as for a global level.

Furthermore, this document identifies target audiences, to whom the project's dissemination activities should be oriented to, and defines concrete actions such as awareness activities, publications, workshops, best practices, and the project visual identity.

As the resources dedicated to the dissemination activities are restricted, cost-effective ways were chosen while maintaining the view to maximising the dissemination potential.

In this report, an overview is given of all dissemination opportunities identified through traditional communication channels such as event attendance (e.g. conferences (e.g., MEDICA, Reha Care, and International Conference on Ageing and Cognition), seminar, workshops), project publications (e.g., leaflets, press releases as well as conference papers, articles in peer-reviewed journals (e.g., The Journal of the American Medical Association (JAMA), Journal of Geriatric Physical Therapy, Elsevier, and Preventive Medicine), and project presentations (e.g., local stakeholders) complemented also by online activities based around the project website, and through the most popular social media platforms (e.g., Twitter, Facebook, Instagram, and LinkedIn). Moreover, online tools, activities as well as conferences and presentations are of special interest due to the ongoing corona restrictions. The dissemination activities have been designed to target the key audiences and stakeholders and to maximise awareness of ExerGetic's objectives and activities.

2. Dissemination Objectives

The goal of the dissemination plan is to raise awareness of the project and to ensure that the project activities and outcomes are widely distributed and efficiently promoted to the target groups through appropriate communication channels.

Each partner participates in the activities related to the dissemination plan. The content will be related to partners' expertise and activities within the project as well as related to the overall project achievements.

The dissemination plan will support the presentation and reporting of all performed activities and all actions planned during the project lifecycle, including the design of the visual identity and the scheduling of the dissemination activities.

Each dissemination activity and publication will acknowledge the AAL Funding Programme and the respective National Funding Agency.

Dissemination of project objective and expected results
At the beginning of the project, the dissemination activities will focus on the objectives, development, and expected results. Later on, the dissemination activities will focus on prototypes, project results, and conclusions. This information and news will be shared on the project website and further communication channels that are described in this report.

Next to the electronic documentation (e.g., website), a set of dissemination materials will be developed to support the dissemination (flyers, stickers, etc.).

From the beginning of the project, project partners will participate in topic-related workshops and will organise demonstrations for the target groups.

Results and best practices learned will be disseminated through workshops, conferences, forums, and scientific journals (virtually, if not otherwise possible because of the restrictions). Publications in newspapers, bulletins, and newsletters describing the outputs of the project are expected.

Target groups
Target audiences describe the different groups of stakeholders in this project. The classification of target audiences is an important basis for a dissemination strategy. The dissemination activities, methods, and content will be tailored to the stakeholders to efficiently reach each specific audience. By achieving a common understanding between the various stakeholders in the project's inclusion field, the Exergetic project output will benefit the targeted industries.

The target groups are the following:

- **Primary target group** – Geriatric population
- **Secondary target group** – Health care services/institutions
- **Tertiary target group** – Health insurers or public sector service organisers

Primary target group

The primary target group includes the geriatric population defined by the presence of a geriatric-typical multi-morbidity and an older age - predominantly 65 years or older. The main focus is on older adults who already have some motor and/or cognitive disabilities (minor to major) impacting their balance and walking functions as well as activities of daily living. This target group is already in contact with therapists, general practitioners, and/or other health care professionals in training/therapy settings.

This target group will be made aware of the project's advantages offered by the ExerG solution including the effects on the motor and cognitive effects as well as the social impact. In addition, this target group will be integrated in the project process by evaluating their requirements and acceptance regarding the ExerG solution.

Secondary target group

The secondary target group includes health care service providers, e.g. rehabilitation centres as well as geriatric institutions/organisations focusing on physiotherapists, general practitioners, and further health care professionals. Local physiotherapy centres are also part of the secondary target group as they are part of the healthcare system, however, they will not be in the main focus of the secondary target group.

This target group will be made aware of the project's progress related to good evidence-based practice, with the intention that the results and findings of the ExerGetic project will be incorporated into the product-portfolio and services. Furthermore, this target group will be integrated in the project process by evaluating their requirements and acceptance regarding the ExerG solution.

Tertiary target group

The tertiary target group includes health insurers or public sector service organisers who have a socio-economic impact on the dissemination and uptake of innovative therapy/training solutions for older adults, such as: policy-makers, insurance companies, employers, public administrators, standardisation organisations, civil society organisations, media, etc.

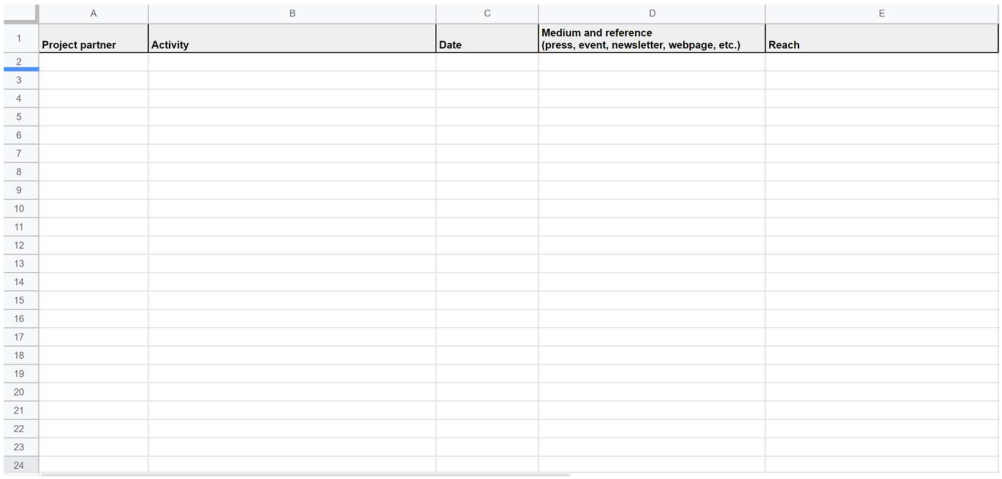
This target group will be updated on the developments and accomplishments of the ExerGetic project, with the purpose of reaching a wider audience and calling future investors who may directly or indirectly profit from the innovative solution. Moreover, this target group will be integrated in the project process by evaluating their opinions and expectations regarding the ExerG solution.

3. Management Structures

Each project partner will contribute to the dissemination plan/activities according to their specific expertises and affiliated target groups.

Within the periodic report, the partners will report their project-related dissemination activities at their institutions (e.g. lectures and workshops), in their own country (e.g. social media and media) and/or international events/meetings/conference (e.g. project posters and speeches) to Sphery (Project Coordinator and WP5 Leader).

A template for recording completed dissemination activities has been created (Figure 1) which will be used as a tool for monitoring and guaranteeing the quality of the dissemination procedure. This document is open to all project partners and will regularly be updated by Sphery.



	A	B	C	D	E
1	Project partner	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Reach
2					
3					
4					
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Figure 1. Document that is used to monitor the dissemination activities.

Main Dissemination Leader

Sphery will monitor the dissemination activities and will be responsible for the creation and update of the dissemination plan. Sphery will remind partners of these activities at regular intervals (consortium meetings). In the specific slack channel (#dissemination), project partners can share their activities with the other partners. The aim of this channel is to share the activities and to motivate/inspire the other partners to keep up their activity.

Sphery, WP5 leader, will be responsible for exploring and researching the viability of the ExerG as a commercial solution.

All initiatives related to the communication and dissemination of the ExerGetic project must, according to the Consortium Agreement, be communicated to and supported by all project partners.

The contact details of the members responsible for the coordination of the dissemination tasks are included in the table below.

Table 1. Contact details of the dissemination leaders.

PARTNER	NAME	EMAIL
Sphery	Alexandra Schättin	alexandra@sphery.ch
Sphery	Yanick Riederer	yanick@sphery.ch

Local Dissemination Leaders

The dissemination manager is supported by local dissemination leaders who are responsible for:

- Liaising with potential local-regional-national stakeholders to raise awareness about the ExerGetic project and to engage them in the project (network).
- Organising focus groups/sessions (working groups, info days, etc.) at local-regional-national level addressing specific project topics covered by the groups to activate and to foster the relationship among stakeholders (sharing ideas, exchanging expectations and needs, etc.).
- Reporting all dissemination activities (periodic report)

The following partners act as Local Dissemination Leaders:
REHA MÜNSTER (AT), VASCAGE (AT), HCI GAMES GROUP - UNIVERSITY OF WATERLOO (CA), SPHERY (CH), REHA RHEINFELDEN (CH), ZHDK (CH).

4. Dissemination Activity Levels

Dissemination activities will be classified according to the extension of its audience, so that the planning of activities is more accurate and effective.

Strategy at International Level

The project website and other social networking services will be used to communicate project activities, news, and results. Participation in the annual AAL Forum is planned for each year of the project. Furthermore, project partners will be present at international events, fairs, and workshops dedicated to promote healthy aging as well as support of independent living by the use of innovative technologies.

At each event, one or more of the following actions will be implemented: distribution of the project brochure/stickers/flyers, publication of the press releases, submission of scientific articles/posters in international journals or at international conferences.

Strategy at Local-Regional-National Level

Local workshops will be performed with the above-described target groups. The goal of these workshops will be to raise end-users' participation and awareness, while also approaching new potential end-users/ customers. Additionally, it will provide an opportunity to disseminate and exchange views on best practices and policy development guidelines, which will be structured based on the ExerGetic project's activities. Furthermore, each partner will use their social media channels to distribute the scope of the project, their project activities as well as project news and results.

These activities include the organisation or participation of workshops, events, seminar or lectures at national level, the diffusion of the project flyer/stickers/poster at those events, the collaboration with universities, the publication of press releases or scientific articles in national newspapers, magazines, journals, and the participation in media programmes whenever possible. The audience can be reached through frequent visibility in regional and local media like newspapers, radio, and television as well as the distribution of the project flyer/stickers/poster in the corresponding language.

5. Dissemination Procedures

The aim of this dissemination and communication plan is to reach the above mentioned target groups (chapter 2, target groups) by different activities and procedures. To get the best results, activities and procedures will be individually used to meet their interests and expectations about the project's development and outcomes.

Different dissemination activities and procedures will be planned to reach our target groups.

All the dissemination material as well as the content for dissemination channels in the context of the project may follow the guidelines and recommendations described below. Further, they might also include the template provided within this document. AAL and all the other funding institutions will be mentioned during every public lecture and in all publications by using the following sentence: "This project is supported/co-funded by the Active Assisted Living Programme and by the national funding agencies of Austria (Austrian Research Promotion Agency), Canada (Canadian Institute of Health Research) and Switzerland (Innosuisse).

5.1 Dissemination Material

5.1.1 Logo

The first element to be created was the ExerGetic project logo, which was agreed on by all of the consortium members.

[ExerGetic]

Figure 2. ExerGetic project logo.

5.1.2 Flyer

A flyer containing the most relevant information about the project will be created and printed for distribution to possible members of our target groups and interested people.

5.1.3 Stickers

Stickers with a QR-code that refers to the project webpage will be created, manufactured, and distributed to all partners.

5.1.4 Poster

A poster with the most important information will be created and used for public disseminations like lectures, conferences, and other events.

5.2 Dissemination Channels

Various dissemination channels will be used to share the project's activities and results with a wide range of stakeholders (chapter 2, target groups).

5.2.1 Website

The website (available at https://exergetic.de/) includes the project description, partners' presentation, non-confidential project results, and project news.

The website will be updated on a regular basis allowing the presentation of the most recent advances of the project.

The information architecture of the ExerGetic website (https://exergetic.de/) is simple and navigation was kept as shallow as possible. The content was reduced to a minimum to make sure visitors grasped the idea of the project without having to spend too much time reading and scrolling through the pages. Some screenshots are presented below, which illustrate the home page (Figure 3), the news section (Figure 4), and the project team (Figure 5).

The main content of the website is available in English and German and the back-end is prepared to ease the creation of new content in these two languages as well that will be added as the project advances (news and results).

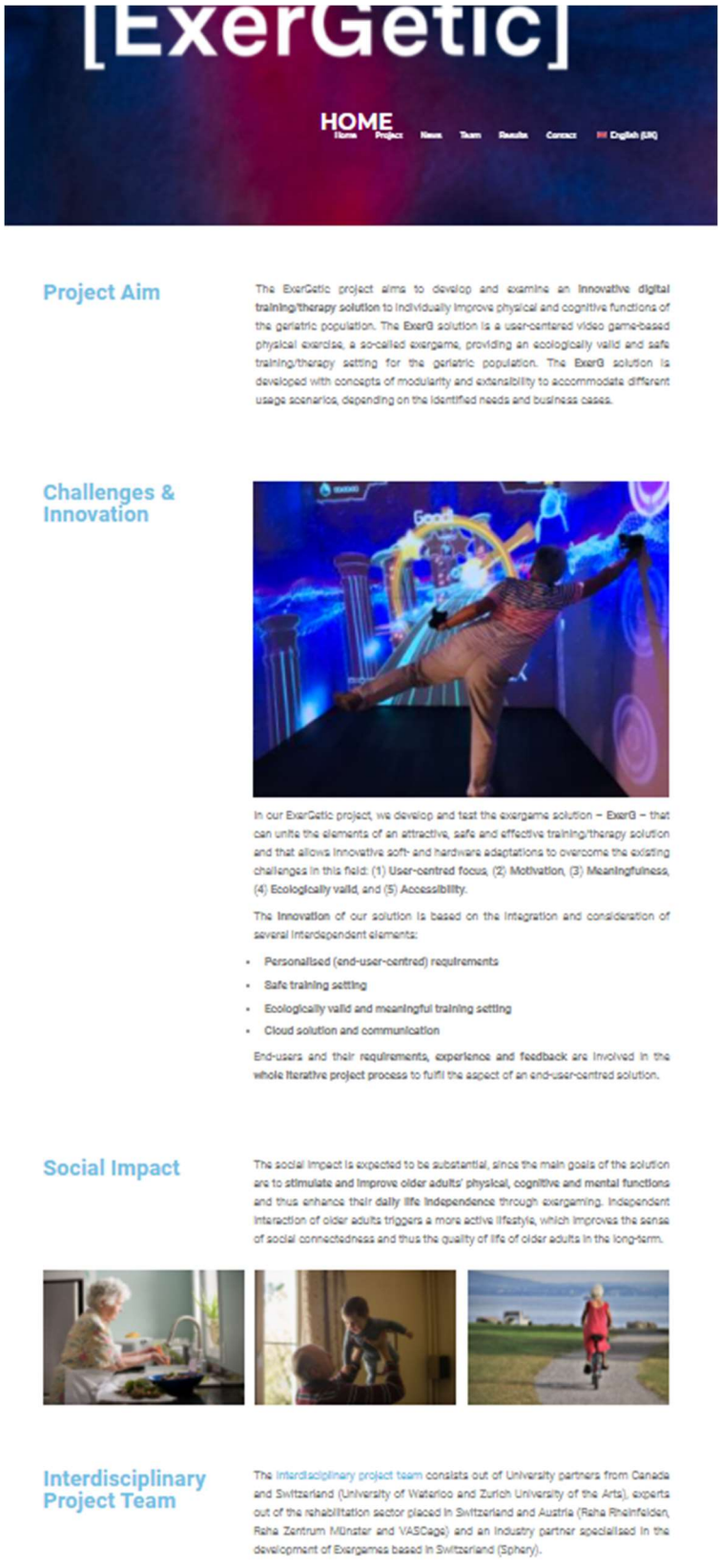

Figure 3. ExerGetic website: Home.

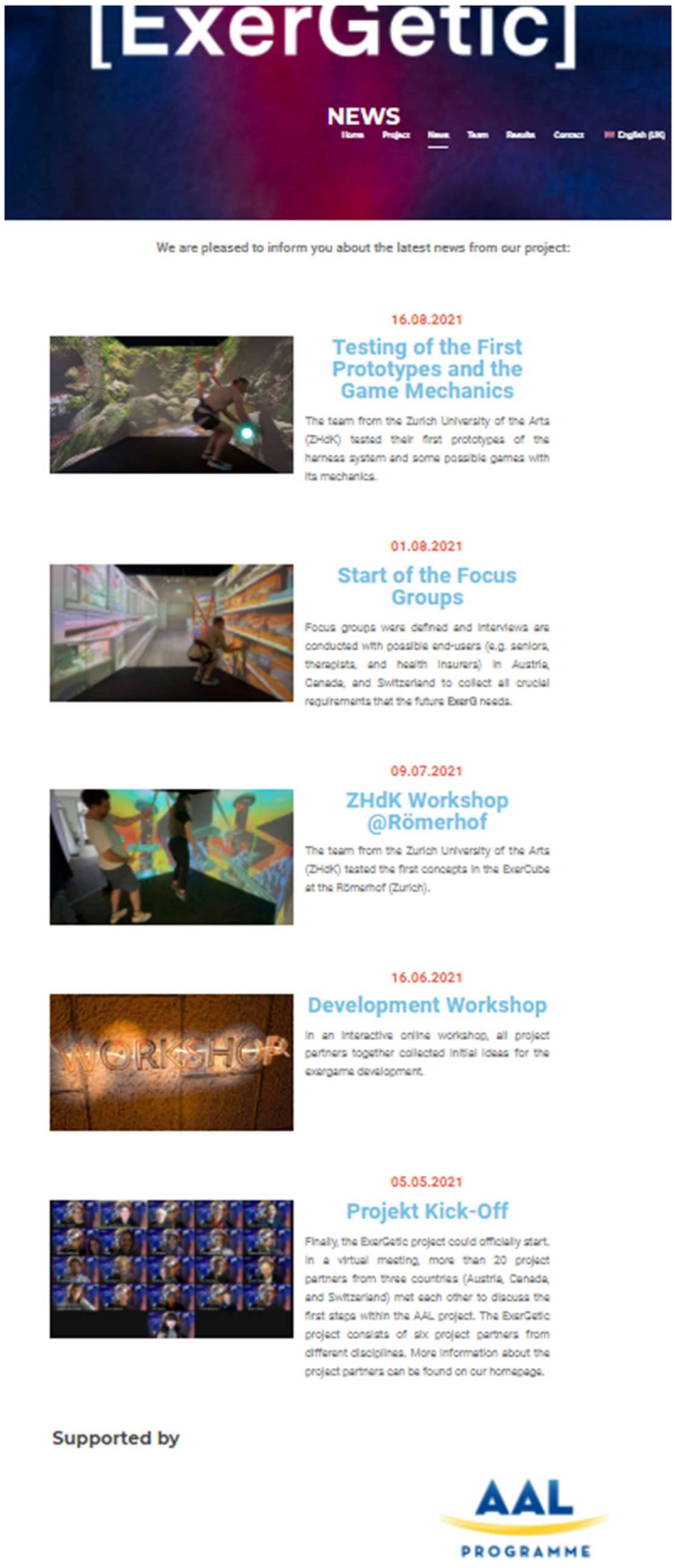

Figure 4. ExerGetic website: News.

Figure 5. ExerGetic website: Team 1.

Figure 6. ExerGetic website: Team 2.

5.2.2 Social Media

For the social media dissemination, the consortium decided to use the existing social media channels of all partners. This strategy seemed to be more efficient (already existing large communities) than when a new community has to be built. In order to connect all of these communities, the project's hashtags *#ExerG and #ExerGetic* will be used for all posts about this project. Furthermore, the partners will mark each project institution in their posts to reach a broader community. The partners are also encouraged to reshare/repost and like the posts of the partners. The existing channels compose of **Twitter** (Sphery, Reha Rheinfelden, ZHdK, and HCI Games Group), **Facebook** (Sphery, Reha Rheinfelden, ZHdK, Reha Münster, and HCI Games Group), **LinkedIn** (Sphery, Reha Rheinfelden, VASCage, Reha Münster, and HCI Games Group), **Instagram** (Sphery and Reha Münster), and **TikTok** (HCI Games Group). Through these channels, we intend to regularly publish our main activities as well as interesting results of the project, so that they can easily, effectively, and rapidly reach as many people as possible (Figure 6).

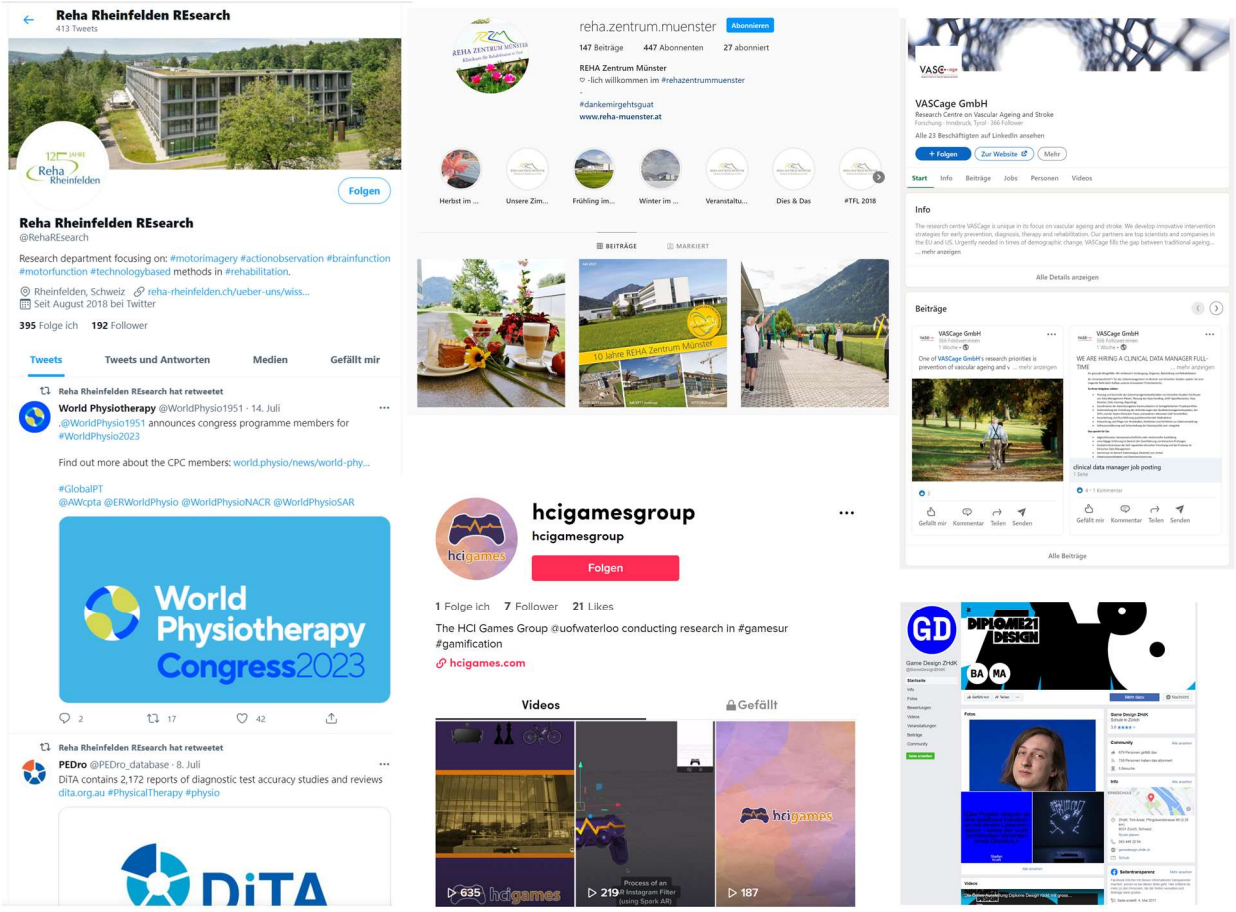

Figure 7. Pictures of different social media accounts from the consortium groups.

5.2.3 Workshops and Lectures

A 3 hour online lecture with the topic *"ExerG: An exergame based digital solution for the geriatric population"* will be held in February 2022 at the University of Heidelberg for the

master's study programme "Therapeutic Science" by a group member of the Reha Zentrum Münster. Further workshops and Lectures might be arranged at a later time.

5.2.4 Conferences and Events

A number of knowledge sharing events will be visited and organised to share the project's aim, activities, knowledge, and results and to bring together project participants, local experts, special interest groups, decision makers, and interested participants. The partners will participate and represent the project in relevant national and international scientific conferences and panels, and will visit and participate in national and international sector events, information days, panels, and trade shows; including the interaction with other European Technology Platforms in the themes of interest. There will be various representations by project members, to ensure efficient dissemination and feedback attraction. Specific events will also include content aimed at promoting best practices and sharing lessons learned within this project (e.g. materials suitable for education). The content of events must be agreed with the partners in advance (depending on the content).

The consortium built a list of relevant events and conferences that can potentially be used to disseminate the project and communicate its advances. Below stands a preliminary list of conferences with a potential interest for the project. Attendance to each of them will be evaluated individually according to its interest and the associated dissemination objectives.

- **AAL Forum;** http://www.aalforum.eu/
- **Aging & Cognition** http://eucas.org/
- **International Conference on Dementia and Geriatric Cognitive Disorders;** https://waset.org/dementia-and-geriatric-cognitive-disorders-conference-in-april-2022-in-rome
- **ACM CHI Play Conference**; https://dl.acm.org/conference/chi-play
- **World Congress of Neurorehabilitation**; https://www.wfnr-congress.org/
- **Word Congress of Physiotherapy**; https://world.physio/congress
- **MEDICA**; https://www.medica.de/
- **Rehacare;** https://www.rehacare.de/

5.2.5 Press and scientific publications

Press releases will be published in newspapers, magazines or partners' websites in a way interesting to the targeted groups. Each press release will be announced on the project website and suitable social media channels. The content of press releases must be agreed with the partners in advance (depending on the content).

The general public will be addressed mainly through press releases and various publications in newspapers, television programmes, magazines, and partners' websites to raise awareness at the national level so that practitioners and other stakeholders are informed about the project's activities and progress.

Specifically, scientific publications will provide an opportunity to promote project results to interested scientific and professional communities.

6. Action Plan

A set of communication and dissemination activities have been identified and organised in three main phases related to the development stages of the project. Phase 1 commenced at the outset of the project and focused on the initiation of the project, the project objectives, the project activities and the roles of the consortium. This phase will last until Month 14, where milestone 2 will be reached and the prototype will be finished. Phase 2 will focus on the communication of the current progress of the project, showcasing the prototype and performing the usability testing, as well as obtaining the first results. The last phase of the project, starting in month 20 will focus on the piloting, validation, final adaptations, and the market acceptance.

6.1 Dissemination Plan

Table 2. Dissemination Plan.

Period	Description	Objectives	Activities
Start of the project			
May ‘21 - Oct ‘21	Project initiation	Achieve visibility	Creation of project logo launch of website; visibility on social media, and creation of relevant materials for dissemination
Phase 1			
May ‘21 - March ‘22	Initial needs assessment as well as product development	Involve community and identified target groups	Updating ExerGetic website (news and results); communication on selected social media channels; Providing dissemination kit for multipliers; liaison activities; Presenting project at targeted conferences (aim and objectives)

Phase 2			
March ‘22 - Oct ‘22	In-depth product development and testing	Intensive use of project deliverables and achievements	Updating (news and results) and advertising ExerGetic website; Communication on selected social media channels; Presenting project at targeted conferences (results and lessons learned focusing on usability studies); Reviewing dissemination activities and potentially broadening of communication
Phase 3			
Oct ‘22 - Oct ‘23	Service model & business plan	Achieve visibility. Broaden stakeholder groups. Feedback from the market.	Updating (news and results) and advertising ExerGetic website; Communication on selected social media channels; Presenting project at targeted conferences (results and lessons learned from pilot randomised controlled trials); Articulating offering and business model

7. Dissemination and Communication Activities Monitoring

In order to capture the impact of communication, a combination of criteria or feedback mechanisms will be used to measure the effectiveness of each dissemination activity. This document might be slightly revised in the course of the project to reflect changes in dissemination requirements. Sphery is responsible for the activity monitoring and, if necessary, reminding the partners to report back.

7.1 Report about dissemination and communication activities

For the Steering committee meeting (interval of six months), each partner will provide a report including the following information:

- Name of the partner involved in the activity (also collaborating partners/institutions);
- Type of activity: conference, workshop, publication, presentation, social media;
- Place: where the dissemination activity took place;
- Date of the dissemination activity;
- Coverage: audience type and number and any relevant data that can be useful to estimate the impact and effectiveness of the activity;
- References and resources: links to presentations or other related material;
- Comments: Additional notes, if needed, for example used resources (presentations, brochures, etc.).

All communication and dissemination activities will be reported and stored on a specific **Google Drive**. By keeping the internal database updated, we will be able to search or review the different dissemination activities performed and we will be able to present the dissemination results in a chronological way.

7.2 Partners activity monitoring mechanism

Partners are required to inform the consortium about upcoming dissemination activities (e.g., publications, presentations, lectures, and fairs). This step should help to organise the dissemination content/material between the partners (if needed). The time point for the information of the consortium is at least 1.5 - 2 weeks before the publication of medium sized activities (e.g. presentations, lectures, fairs, and conferences), and at least 3 - 4 weeks ahead of the submission of large activities (e.g. publications). Partners are free to inform the consortium about social media posts (not mandatory).