



DELIVERABLE 5.1

Dissemination strategy

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Contributing partners:	CCARE, FTH, HUG, VIL

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0.2	Pia Vandebergh	Nov. 2018	Second draft
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Project partners

PARTNER #	NAME	ABBREVIATION	COUNTRY
1	University Hospital of Geneva	HUG	Switzerland
2	University of Geneva	UNIGE	Switzerland
3	Father Equipment	FTH	Romania
4	ConnectedCare	CCARE	Netherlands
5	University of Twente	TWE	Netherlands
6	Alzheimer Nederland	AZN	Netherlands
7	Vilans	VIL	Netherlands
8	Conectar (currently known as Brusano)	CON (BRU)	Belgium

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Acronyms used in this deliverable

ALZH: Alzheimer disease

POSTHCARD: PersOnalized SimulaTion Helping Caregivers to Cope with Alzheimer Disease

PwA: persons with Alzheimer’s disease

ACT: Alzheimer Care Trainer

KPI: Key Performance Indicators

SEO: Search Engine Optimization

Executive summary

This document presents the final version of the dissemination strategy that has been adapted and updated since the start of the project and through important project phases (M0 - M14). It represents the deliverable 5.1. The partners involved have developed a dissemination strategy in order to establish the needed activities for raising the visibility of the project's objectives and results.

The goals of the POSTHCARD dissemination and awareness activities are to:

- disseminate the project objectives towards the potentially interested stakeholders (local governments' / companies / home care organisations) and users (societies for patients with Alzheimer's disease, professional caregivers and informal caregivers) thus generating broad awareness
- obtain valuable feedback on intermediate project results
- establish valuable liaisons with relevant organisations and companies
- prepare for early and broad adoption of the POSTHCARD solution (Alzheimer Care Trainer) - after completion of the project

The current document provides a general overview on the dissemination methodology, including:

- main results to be disseminated throughout the project
- target groups to focus on
- dissemination channels and instruments
- indicators to assess the impact of various dissemination actions

Also, the multi-channel dissemination strategy is detailed including the main past and planned dissemination activities for the coming period.

1. Introduction

The overall approach described in this deliverable defines relevant steps for successful dissemination of the results during the entire lifetime of the project, targeting several levels of dissemination for the outcomes:

- Creating **awareness** about the project itself, its objectives and its outcomes and the Alzheimer Care Trainer (ACT) in development.
- Creating **interest** in the project and its activities and to redirect the flow of interested people towards POSTHCARD communication channels where specific clear and relevant information will be available
- Strongly **position** the Alzheimer Care Trainer (ACT) as an innovative Alzheimer training tool to create long-term perception and preference amongst stakeholders, potential customers and influencers.

This can be achieved using various dissemination media and communication channels.

- The work done in the project needs to be **understood** by the stakeholders. The disseminated outcomes of the project must be well adapted for particular target groups and their standard of knowledge.

In general, attracting relevant stakeholders and aggregating critical mass of interested potential end-users and early adopters will strongly contribute to the widespread adoption of POSTHCARD solution - ACT.

Appropriate dissemination activities will ensure a wide visibility and identification of the project and will be based on a marketing driven dissemination. The main activities are listed below:

- Design of the POSTHCARD brand (logo, colour scheme, document templates, etc.)
- Design of promotional materials such as posters, flyers, etc.
- Participation in conferences, exhibitions, workshops, specialised international meetings etc.
- Articles in magazines, journals, forums, mailing lists, press releases, etc.
- Scientific publications
- Media coverage (TV, radio presence, etc.).

Thus, the POSTHCARD dissemination strategy will raise awareness and will provide deeper understanding of the project for stakeholders and potential end-users and will lead to actions based on the work undertaken within the project

It is obvious that the dissemination strategy might still be subject of updates, changes, or adjustments. It is always evolving according to the development phase of the product and the communication needs of the stakeholders.

Furthermore, this document includes measurement mechanisms to evaluate the impact of external dissemination activities as well as a timetable for future dissemination activities. Ongoing monitoring and evaluation of the performance throughout the project will enable us to finetune the strategy.

1.1. Challenge

Worldwide, around 50 million people have dementia, and there are nearly 10 million new cases every year. Alzheimer disease is the most common form of dementia and may contribute to 60–70% of cases¹.

Dementia is a major public health issue for the 21st century. 5.4 million people in the EU currently have dementia and one in every 20 people over the age of 65 have Alzheimer's disease (AD), the most common form of dementia. The demographic timebomb of the aging population means that these numbers are predicted to double in Western Europe and treble in Eastern Europe by 2040²

Informal, often family carers play a vital role in supporting people living with dementia in the community. With ageing populations, the part played by these carers

Alzheimer is a disease that affects not only the life of the patients themselves but also that of their caregivers. Many people with Alzheimer's are supported at home by their family relatives or professional caregivers. The behaviour modifications induced by the evolution of the illness can alter the quality of the relationship between the people with Alzheimer's and her/his relatives, transforming simple daily activities into overwhelming challenges. A poor-quality relationship between the person with Alzheimer's and his/her caregiver is a well-known cause of burden of both caregivers and person with Alzheimer's and is often a trigger to leave the home. One source of tension is the misunderstanding of the behaviour of the people with Alzheimer's and the poor knowledge and insufficient training about the proper behaviour to adopt when interacting with the patient. Learning strategies to cope with the daily life activities is a recognized intervention to mitigate caregivers' stress. This is the challenge of the POSTHCARD-project.

1.2. POSTHCARD solution: Alzheimer Care Trainer (ACT)

The POSTHCARD solution will teach informal and professional caregivers the adapted behaviour for taking care of people with Alzheimer's and how to interact positively in a meaningful way.

By practicing the daily situations each caregiver encounters with a people with Alzheimer's, the caregiver can test different coping strategies and select the most appropriate one. At the core, it's a digital game that ensures that a caregiver can deal with the changing behaviour of people with Alzheimer's.

The innovative feature about POSTHCARD is that a caregiver can play the game at different times in the course of the illness and learns how to deal with the changing behaviour. It reinforces the coping strategy of caregivers to deal with the changing circumstances. It contributes to being able to live longer at home independently of people with Alzheimer's and their loved ones.

¹<https://www.who.int/news-room/fact-sheets/detail/dementia>

²<https://www.alzheimer-europe.org/content/download/57035/363238/file/Carer's%20Survey%20FINAL%20VERSION.pdf>

2. POSTHCARD multi-channel dissemination strategy

A proper multi-channel dissemination strategy is defined with the aim of using the right combination of media channels and the most suitable mix of promotional material at the right time in the POSTHCARD project lifetime.

To allow the project to effectively communicate with the external world, we have defined the following key points, which helped us in shaping the dissemination plan:

- 1) Involving all partners into the dissemination activities;
- 2) Identifying the most promising potential target groups;
- 3) Alignment messaging and stakeholders;
- 4) Dissemination instruments identification for each target group (website, flyers, posters, questionnaires, videos and animations, abstracts etc.);
- 5) Planned dissemination activities to promote and present the on-going results of POSTHCARD solution and more generally the benefits of the proposed technologies and tools to the interested stakeholders;
- 6) Defining the objectives of the dissemination and planning their achievement along the project lifetime by the definition of suitable Dissemination Success Indicators – KPI;
- 7) Raising awareness on the project vision and outcomes, is aimed at creating significant liaisons with the most relevant communities and international/national initiatives on Ambient Assisted Living and Alzheimer disease; dissemination and awareness of projects outcomes in the user recruitment process in each end-user partner country.

2.1. Partners involvement

The following activities must be carried out by each partner of the consortium in accordance with agreed procedures on roles and responsibilities each partner:

- Identify potentially new interested stakeholders;
- Contribute to the project website and market consultation website
- Produce, contribute and distribute press releases and articles;
- Facilitate opportunities for the involvement of external actors in the project's activities;
- Promote the organisation of focused events by publicizing them on the project website; be active on social media like Twitter to communicate about project's results and activities;
- Participate in relevant events where the project can be introduced and displayed.

Timeline - content creation – **non- scientific publications** approval process - roles & responsibilities editorial board

- **ALL:** gather ideas & present for content in POSTHCARD biweekly call
- Decision: topic
- Define author(s) and ed. board/review team (min. 2)



Figure 1 Procedure content creation

Timeline - creative execution - approval process - roles & responsibilities creative team

- **ALL:** gather ideas & present in POSTHCARD biweekly call
- Decision: format, design
- Define requester(s), graphic designer and review team (min. 2)

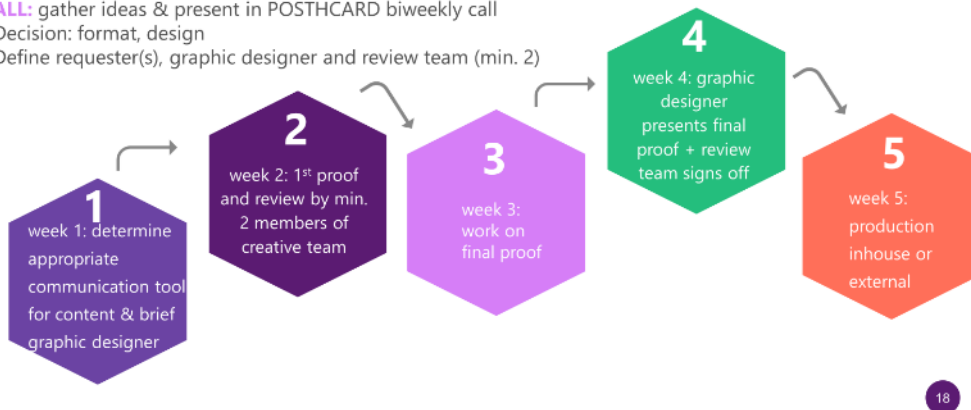


Figure 2 Procedures creative execution

2.2. Potential target groups and messaging

A fundamental issue for delivering a suitable dissemination plan is the identification of potential target groups, each of them being approached with a different specific communication message. The target audiences of the project are likely to be comprised within the following categories:

- *Primary end-users (informal caregivers):* persons taking care of an Alzheimer's patient on a voluntary basis (relatives, friends, volunteers);
- *Secondary end-users (formal caregivers):* homecare professionals who provide care at home and helping family and patients to take care of their primary needs (with or without professional training) – first line aid organizations
- *Tertiary end-users:* associations specialised in ALZH disease;
- *Additional targeted audiences:*

- educational platforms (websites that provide online training to help their customers manage ALZH patients)
- public sector: local authorities, municipalities, funding agencies
- education and research: scientific and technical community
- business: commercial players as potential partners
- media: general press and scientific publications

TARGET AUDIENCES	MESSAGING - GOAL
Primary end-users: Informal care givers (relatives, friends, volunteers of ALZH patients)	Create awareness and focus on the advantages of the ACT directly or through intermediary of the secondary and tertiary end-users. Assets: diminish the burden of stress and improve long-term care at home. Goal: to make people curious and encouraging them to try out the product at home
Secondary end-users: Formal care givers Home care professionals; First Line Aid Speech therapists, ergo therapists, orthopaedists, hearing care professionals, opticians, nurses, physicians & MD, psychologists, physiotherapists and cleaning and babysitting services agencies/organizations	Create awareness and focus on the advantages of the ACT. Translate the project findings which are supporting the implementation of the ACT into added value for users. Goal: support a practical take-up and daily use on the work floor in order to diminish the burden of stress and improve long-term care
Tertiary end-users: associations specialised in ALZH/dementia	Create awareness and focus on the advantages of the ACT. Translate the project findings which are supporting the implementation of the ACT into added value for users. Goal: support a practical take-up and daily use on the work floor especially as an effective and additional educational tool
Public sector: policy makers (local authorities, municipalities) and funding agencies	Condense and translate project findings for political actors or grant authorities. Goal: to enable their diffusion into political actions, agreements, or to justify funding
Education and research: scientific and technical community	Disseminate research results to individual scientists or research network
Business: commercial players and potential partners SMEs, private investors (Business Angels...), social insurance companies	Inform about the ACT assets and its innovative character. Goal: create business opportunities – Go to market
Media: general press and scientific publications	Raise awareness about the ACT among the general public through general press or medical press. Goal: to make people curious and encouraging them to try out the product
	Address outcomes of the project and disseminate these to interested scientific communities - e.g. targeted specialized journals and conferences

Table 1 Target audiences and messaging

2.3. Dissemination instruments

Different dissemination materials have been professionally designed and new materials will be produced throughout the entire project lifespan according to different communication needs, to various event typologies and, of course, to the evolution of the project.

Dissemination instruments and channels will be tailored to the specific dissemination type: (i) End User-oriented Dissemination and (ii) Scientific Dissemination. However, the following subset of dissemination and communication instruments are common to both types:

- Branding strategy (logo, document templates)
- POSTHCARD European as national websites (consortium partners and related network)
- New brand name: Alzheimer Care Trainer (ACT) to replace POSTHCARD solution- training tool
- Alzheimer Care Trainer market consultation website
- Promotional materials (posters, flyers, etc.)
- Press releases, articles and interviews
- Social media: Twitter account
- White papers and presentations
- Case studies
- Participation in conferences, exhibitions, workshops, seminars or demo booths

The Scientific Dissemination will be specifically based on:

- Scientific publications in conferences and in peer reviewed scientific or professional (e.g. caregivers and others) or technical journals

2.3.1. Branding strategy

A suitable branding strategy has been designed to increase the visibility and the exposure of POSTHCARD, including the logo and the document templates and aims to give a clear, homogeneous and appealing image to the project in all its communication and dissemination activities. A brand style guide has been developed during the first months of the launch of the project and is available to all partners for a clear and coherent approach to communication materials. The style guide contains:

- The project logo in various forms and product logo
- Colors of logo & their variations
- New brand name: Alzheimer Care Trainer (ACT) to replace POSTHCARD solution- training tool. Alzheimer Care Trainer logo: to be designed and produced in 2020
- Typographies (also for deliverables & other texts)
- The Core color Palette
- Office templates
- Stock photos
- Consortium logos

2.3.1.1. The POSTHCARD logo

The logo was designed to reflect the personality of the entire project and create a clear visual identity for the project. It was designed by the Dutch partner CCARE and selected by the consortium considering that it should be easily used in printouts, projected slides and on the web. It's imperative that every event, presentation, newsletter, deliverable (both public and restricted), dissemination

material, and web site make use of this image and be consistent with its style. This graphic gives people an attractive insight into the project vision.

A brand style guide is defining the use of the logo.



Figure 3 POSTHCARD logo

2.3.1.2. The Alzheimer Care Trainer logo

Yet to be designed and produced in 2020


2.3.1.3. Colors of the POSTHCARD logo and font

- Dark purple: **#5B1B72**
- Green: **#35BE7D**
- Light purple: **#BB6BD9**
- Grey: **#9b9b9b**
- Red: **#FF6F59**

The Lato font is used for all documents within Posthcard. For titles and bigger text, black and medium variants are used. For all reading texts, Lato Regular is used.

2.3.1.4. Office templates POSTHCARD project

A template for Microsoft PowerPoint presentations and Microsoft Word written documents (excluding those that are to be created according to fixed format specifications, e.g. scientific papers) is available on the project web site private area (see Figures 2 and 3 screenshots). It enables uniform appearance and ensures to provide essential information about the project and acknowledgements.



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Project co-funded by the AAL Joint Programme and the National Authorities and R&D programs in The Netherlands, Belgium, Switzerland and Romania, under the Grant Agreement number AAL-CALL-2017-045

Figure 4 POSTHCARD deliverable template



Figure 5 POSTHCARD presentation template

2.3.2. POSTHCARD website

Online communication : Posthcard.eu (domain)

The main Posthcard dissemination channel is its official website (url: <http://www.posthcard.eu/>), presenting the project and its on-going activities as well as key results and outputs. The website is designed in a way to guarantee a high level of accessibility and usability. It is built upon WordPress as a Content Management System. This ensures future scalability and the possibility to quickly expand the current structure. The WordPress structure also helps in making the website optimised for search engines (SEO-oriented). The website is created and hosted by CCARE a Dutch Consortium partner and went live in July 2018. At present, the website hosts a description of the product, the project background, the project goals, the consortium and the team. On a monthly basis we try to post an interesting item regarding the Posthcard project (overall project progress, development & research,

key outcomes and results of user testing, links to scientific publications, links to case studies, dissemination material, media coverage, consortium meetings...) The website is linked to existing social media platforms (e.g., hosting a Twitter widget in home page).

The structure, language and style that we use in this website is the one of typical EU-funded project. We envision that the website will be one of the main entry points of the project and that a variety of visitors will land on its home page.

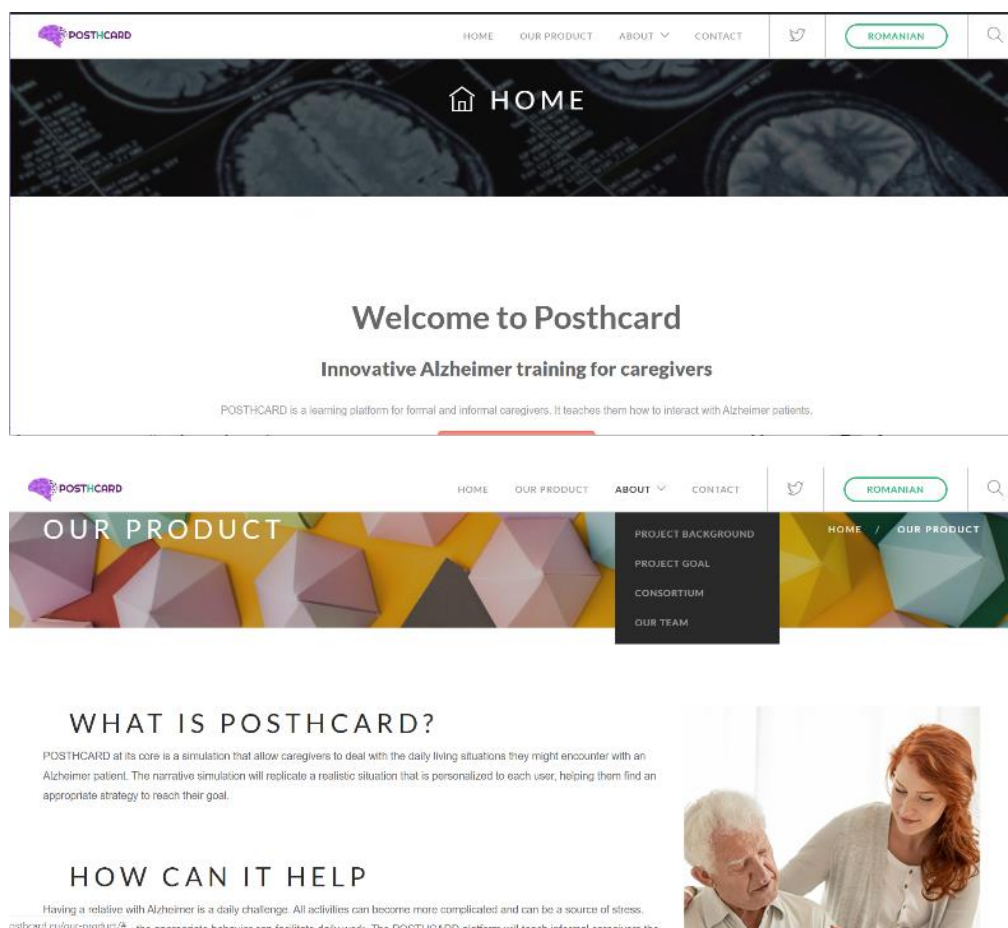


Figure 6 Screenshots of website homepage and Menu 'Our Product'

	Section name/Head menu	Description
1	Home	Recent posts and Archives
2	Our Product	General information about the project, Benefits and Main target groups
3	About	Project background, Project goal, Consortium and Our team
4	Contact	Provides a form for contacting the consortium by email
5	Search function	
6	Twitter	

Table 2 Website structure

2.3.3. ACT market consultation website - questionnaire

As part of WP 5.3 Business development - Market analysis, it was decided to conduct a market survey in order to determine the main target group and to obtain answers to the questions:

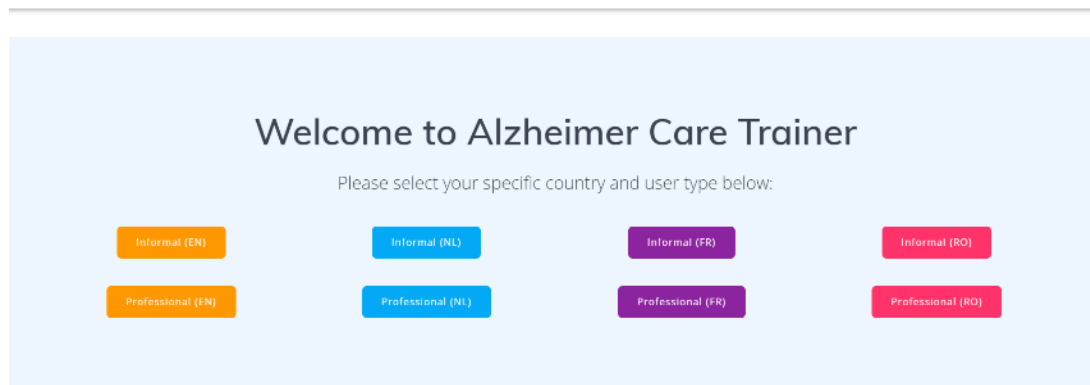
- who is ultimately our main stakeholder, future user – buyer?
- and are they prepared to use the ACT, which functionalities and willing to pay for it?

For this purpose, the POSTHCARD solution got a new brand name: **ALZHEIMER CARE TRAINER** (abbreviated **ACT**)

website: <http://alzheimercaretrainer.nl/informal-en/>

The website stays online for 2 months and data will be collected and analysed afterwards. We count both page visits (using Google Analytics) and button clicks to see the percentage of visitors that is interested in the proposition, in which functionalities and are they willing to pay for it. The websites will be created in Dutch, French, English and Romanian version and the websites will be distributed through channels and network of AZN, VIL, FTH and CON (consortium partners).

ALZHEIMER CARE TRAINER



ALZHEIMER CARE TRAINER

Just imagine...

You've just heard that your partner or other family member is diagnosed with Alzheimer.

It is sad news and the beginning of a period where you struggle with a lot of questions and doubts.

What does your relative need? How do you cope with the disease? And how do you overcome this hard time in your life? Dealing with daily life situations can become daunting tasks.

Depending on the stage of the illness you might face different changes in behaviour and personality and unexpected situations. For you as a caregiver, it requires the ability to constantly adapt.



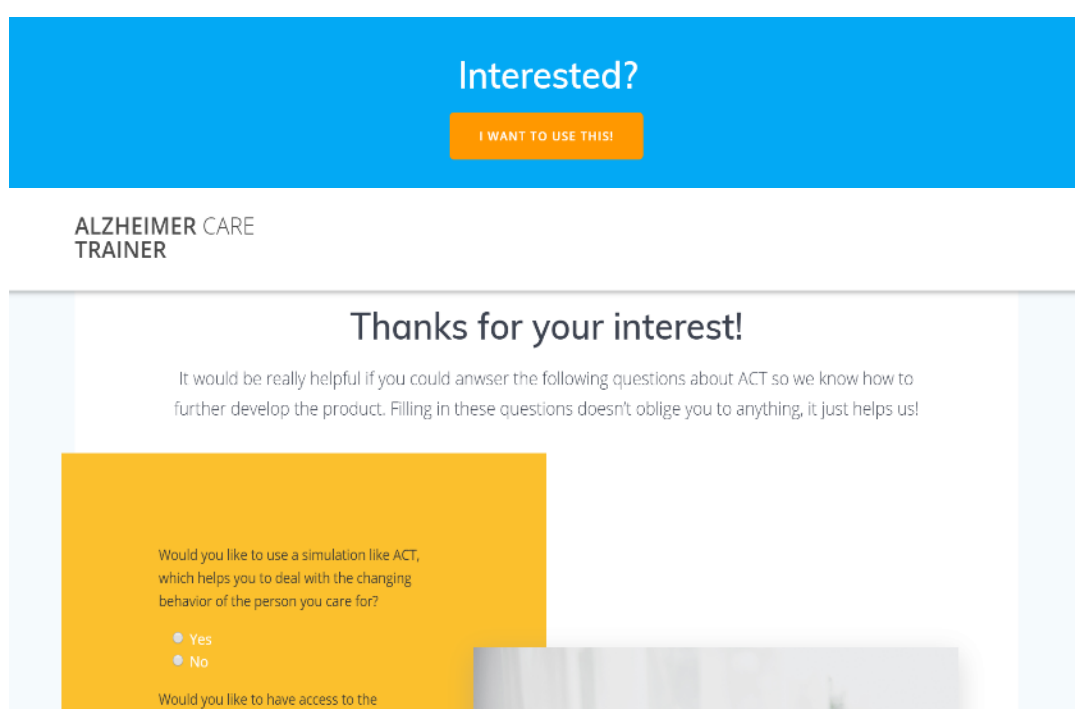
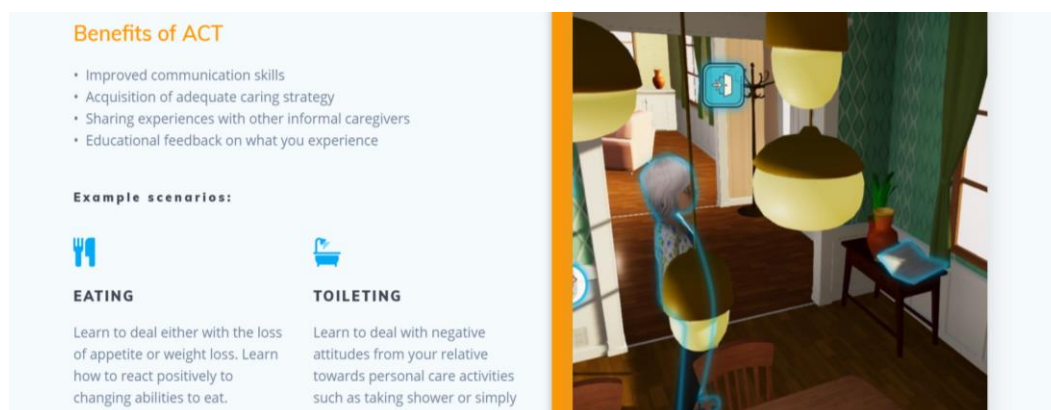


Figure 7 Screenshots ACT market consultation website

2.3.4. Promotional material (project fact sheet, posters, flyers, rollup banners etc.)

A project fact sheet, posters, flyers and a rollup banner for the POSTHCARD project and Alzheimer Care Trainer have been designed for dissemination purposes (exhibitions, events, meetings, etc.), along with the project logo (see figure 1)

The content (texts), graphics, pictures and layout of all the marcom materials have been produced and agreed amongst partners in English. In a later phase of the project lifetime the text will be translated to the consortium partners national languages. An enhanced edition of the ACT flyer will be produced towards 2020 addressing mainly the outcomes of the project and including new visuals.



Figure 10 POSTHCARD poster

Figure 9 POSTHCARD flyer

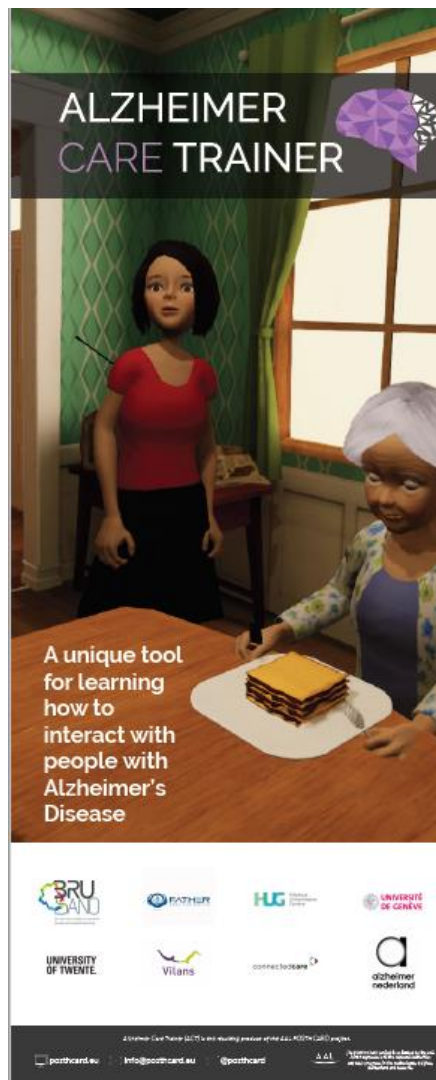


Figure 11 POSTHCARD roll up

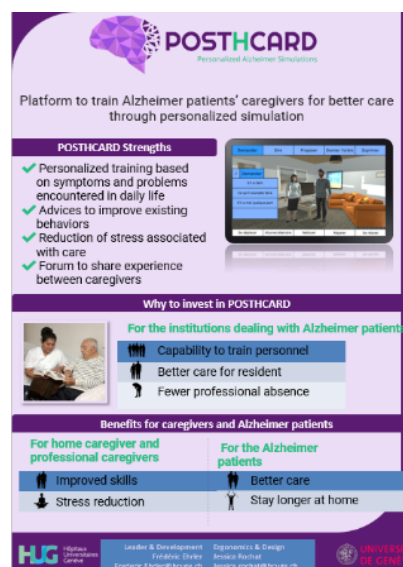


Figure 12 POSTHCARD prospectus/flyer



ALZHEIMER CARE TRAINER

A unique tool for learning how to interact with people with Alzheimer's Disease

WHAT IS ALZHEIMER CARE TRAINER?

Alzheimer Care Trainer (ACT) is a serious game that allows you as a caregiver to simulate situations you might encounter in your daily life with a person that has Alzheimer's Disease. It will replicate a realistic situation in a 3D environment, which is personalized specifically for you. The simulation gives you feedback on your coping style and based on this, it allows you to get both professional support for your specific care situation and to share your thoughts with other users.

- Learn to deal with daily life situations
- Improve the quality of daily care
- Enhance interpersonal communication
- Reduce care related stress
- Postpone the need of moving out for the person with Alzheimer
- Enjoy the family environment longer

Alzheimer Care Trainer (ACT) is the resulting product of the AAL POSTHCARD project.

 posthcard.eu
  info@posthcard.eu
  @posthcard
 

The POSTHCARD project is co-funded by the AAL Joint Programme and the National Authorities and R&D programs in The Netherlands, Belgium, Switzerland and Romania.

Figure 13 ACT flyer

2.3.5. Press releases, articles and interviews

We intend to disseminate and circulate the results of the project via the publication of press articles /releases in both the general and specialised press. These articles will be released to give information about project activities in general, or to highlight the quality of the work completed. Additional information about project results, products, or specific scenarios activities will be included in future press releases according to specific needs. These articles will also contain information on the opportunities and benefits offered by the ACT to the Alzheimer community. Press releases will be mentioned in the “Dissemination Activities” Section of this document.

Special events throughout the project lifecycle that may call for a press release include:

- The project's beginning, to inform the public about the project and its goals and the end of the project, to show the outcomes of the project;
- POSTHCARD workshops/special sessions;
- Special occasions for a consortium partner;
- Announcement of significant strategic alliances;
- Release of POSTHCARD prototype;
- Adoption by important end-user communities/organisations of POSTHCARD solutions;

In order to build a coherent and efficient dissemination strategy following working tools have been created.

- A yearly specific content calendar taking into account the editorial calendars of the target media in order to create free publicity (available on Google Drive - Docs).
- A database of the target media is available and contains both general media and scientific journals (available on Google Drive - Docs).
- A press kit (.zip) containing the project logo (in PNG and jpg.), leaflet and short presentation, will be prepared. The press kit will become available at events and on the project website under the menu 'News' (available in 2020 on Google Drive - Docs).

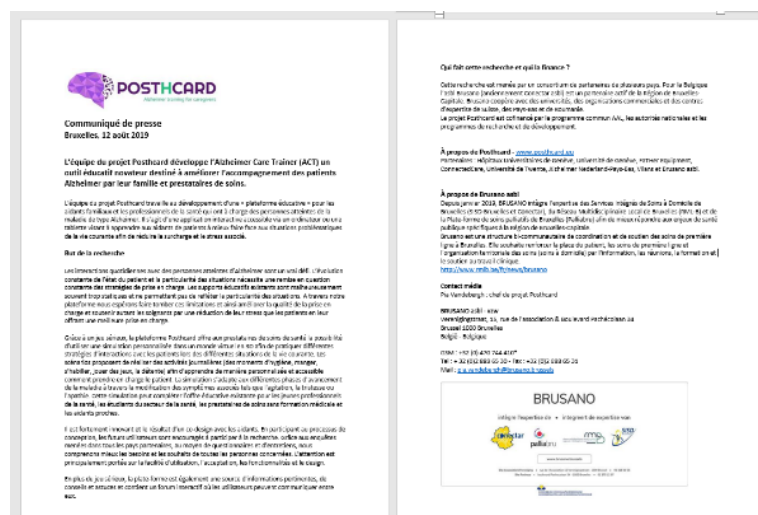


Figure 14 Press release POSTHCARD

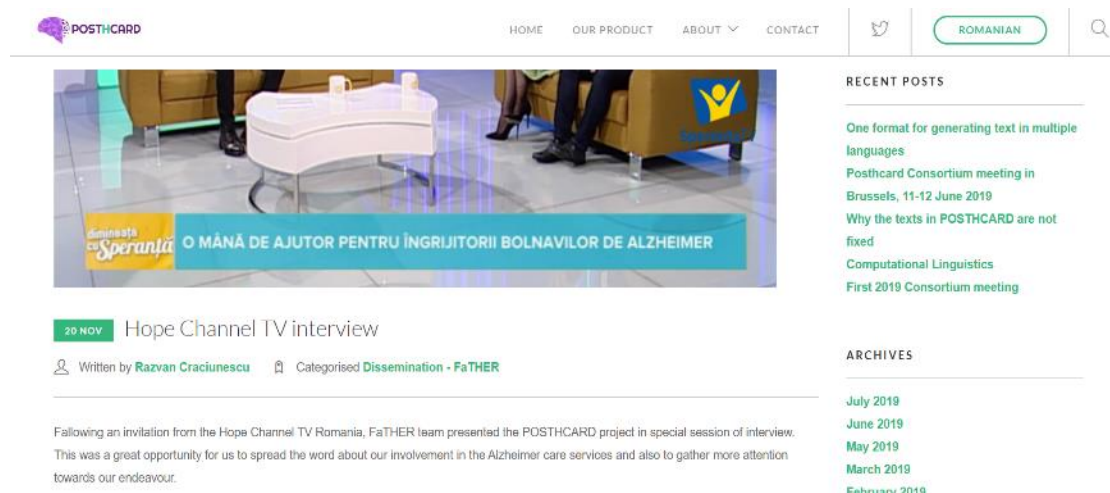


Figure 15 Press interview on Romanian TV channel

2.3.6. Social media: Twitter account

The Postcard project will use social media to disseminate its results and outputs, and in general to share experiences and participate in conversations about the project's issues. So far, the project has set up an active Twitter account. Postcard tweets are automatically published on the Postcard home page. But after careful consideration the team decided in 2019 to abandon the Twitter channel due to other communication priorities. Other social media might be used in the future (YouTube) in case there will be videos to be published and distributed. The use of LinkedIn will also be evaluated and discussed.

Twitter: @posthcard (<https://twitter.com/posthcard>)



Figure 16 Screenshot Posthcard Twitter account

2.3.7. White papers and presentations

In order to provide a homogeneous image of the project to the external stakeholders, especially towards the research community, academic networks, informal care networks and business audiences, a whitepaper and a standard presentation of the project will be prepared by the partners. The presentation includes the Posthcard objectives, consortium, main activities and main expected/realised results. It will provide all the information to access the project's website, and to contact the project's representatives. The presentation will be updated regularly in order to reflect the achieved results.

2.3.8. Case studies - testimonials

In a later phase of the project, we will use the feedback from recruited participants - users who have tested the game during the pilot test in order to promote the many benefits of the “Posthcard game – platform/ Alzheimer Care Trainer”. These testimonials are also useful as a sales tool after setting up a selling entity in 2020.

2.3.9. Participation in conferences, exhibitions, workshops, seminars etc.

POSTHCARD project will be represented in several national (CLIN 2018, 2019 and Dementia Lab Conference 2019), international relevant scientific, technical level conferences and symposiums in the field of Ambient Assisted Living or tailored for older adults suffering of ALZH/dementia, through specific workshops co-located within planned conferences, or through a booth within the exhibition area of a conference or a fair (AAL Info Day, EAI International Conference on Ambient Assisted Living Technologies based on Internet of Things, Persuasive technology Congress and International Society of Gerontechnology conferences). Some project domain focused conferences where potential adopters can be met or attracted are already identified: AAL Forum 2019 Aarhus, International Conference ACM IVA - Intelligent Virtual Agents and Conference and “Accessible Europe: ICT 4 ALL” Conference - Regional Competition for Accessible Europe 2019. In these large-scale events, we will present Posthcard’s work in multiple formats: regular papers or poster presentations.

Also, an initial list of conferences and workshops in which one or more POSTHCARD partners have either taken part or aim to take part will be presented in Section 2.4.2. and is available on Google Drive - Documents: upcoming events calendar and impact and awareness activities.

These events will include, among others:

- Scientific conferences, especially on Alzheimer disease, dementia, virtual reality, E-Healthcare, user research & innovation in long-term care, narrative technology, serious games and more generally Educational Technology ...
- Events that provide synergy opportunities to increase impact and exploit our project results. For instance: Alzheimer Netherlands, Alzheimer Belgique, Dementiecentrum Broes, Association Alzheimer Switzerland.

2.3.10. Scientific publications

Scientific papers that discuss aspects of the technical work conducted in POSTHCARD, or that mention POSTHCARD methodologies and technologies, should be published on the project’s communication website whenever not infringing the IPR matters. In this last case, the abstract of the paper will be made available on the project website. Each paper will be reported according to the procedure outlined in this document. When appropriate, the papers must acknowledge the financial support of the European Commission and of the National Funding Agencies for the POSTHCARD project.

All research partners of the Posthcard consortium will contribute to disseminating the results via publications in peer-reviewed scientific journals and conference proceedings.

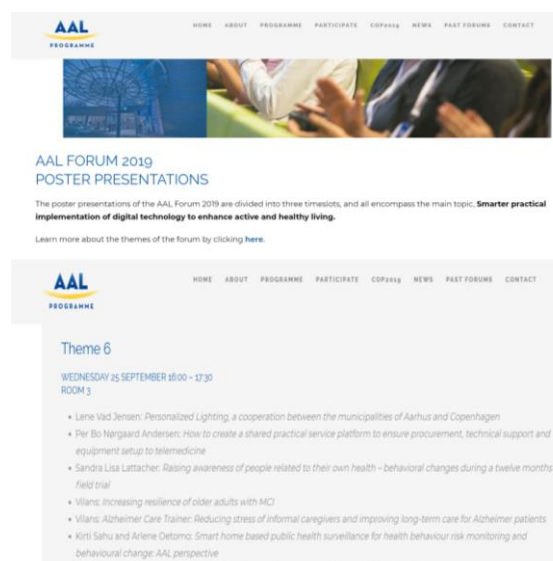


Figure 17 Poster presentation ACT at AAL Forum 2019 (Reducing stress of informal caregivers and improving long-term care for Alzheimer patients)



Figure 18 Poster presentation at CLIN 29, 2019 about the Dutch language generation component that is used in the POSTHCARD narrative engine.

Some dissemination instruments are directed to one specific stakeholder, while others address all the stakeholders. An overview can be found in the following table 3.

Dissemination Instruments	Informal care givers	Formal care givers	Public sector	Education and Research	Business	Media	
Online instruments							
Project POSTHCARD website	x	x	x	x	x	x	2.3.2.
Market consultation website - questionnaire	x	x					2.3.3.
Social media	x	x	x		x	x	2.3.6.
Offline instruments							
Project Factsheet			x	x			2.3.7.
Project flyers	x	x	x	x	x	x	2.3.7.
Project presentation and whitepapers		x	x	x	x		2.3.7.
Scientific publications		x	x	x			2.3.10.
Case studies	x	x	x	x	x	x	2.3.8.
Meetings and events							
Presentations at events	x	x	x	x	x	x	2.3.9.
Press and media							
Press releases		x	x	x	x	x	2.3.5.
Interviews	x	x	x	x	x	x	2.3.5.
Articles in magazines magazines or general	x	x	x	x	x	x	2.3.5.

Table 3 Overview dissemination instruments and stakeholders

2.4. Dissemination activities

2.4.1. Dissemination reports

The outcomes of dissemination activities are collected from all consortium partners and periodically assessed by the consortium partner responsible for dissemination activities to document the project dissemination, to determine the most effective dissemination channels, to highlight best practices, and to find areas of improvement. The evaluation and research of development work through surveys and user requirement collections will also help direct dissemination initiatives and identify specific user needs.

2.4.2. Individual partners dissemination plan

The table below reports all the dissemination initiatives attended by partners. The table is a living document which is constantly updated through the project lifetime.

Dissemination activities: GOAL : to create Impact and Awareness - Individual partners dissemination plan				
Project participant resp. (country)	Activity	Date	Medium and reference (press, event, webpage, etc.)	Indicative coverage
UTW, Netherlands	Going Dutch: Creating SimpleNLG-NL. Proceedings of the 11th International Conference on Natural Language Generation (INLG 2018), pp. 73-78.	06 November 2018	http://aclweb.org/anthology/W18-6508	
HUG, UNIGE, Switzerland	Conference paper: Dimensions of Personalization in a Narrative Pedagogical Simulation for Alzheimer's Caregivers	01 May 2018	https://www.researchgate.net/publication/325417723_Dimensions_of_Personalization_in_a_Na	
UTW, Netherlands	Poster presentation at INLG 2018	07 November 2018	https://inlg2018.uvt.nl/	100+ attendee
UTW, Netherlands	Poster presentation at CLIN 29	31 January 2019	https://www.let.rug.nl/clin29/	100+ attendee
HUG, Switzerland	Association Alzheimer Switzerland	01 November 2016	Conference Participation	4
HUG, Switzerland	Le département de l'emploi et de la santé (DES)	30th october- 1st november 2018	Conference Participation	5
HUG, Switzerland	Association Alzheimer Switzerland	1st may 2018	Conference Participation	3
HUG, Switzerland	Association Alzheimer Switzerland	14th November 2018	Conference Participation	10
HUG, Switzerland	Pro Senectute Geneva	March 2017	on going collaboration/interviews	
HUG, Switzerland	Imad, Geneva	January 2017	on going collaboration/interviews	2
HUG, Switzerland	Center Les Charmettes	October 21-22, 2019	on going collaboration/interviews	5
HUG, Switzerland	Consultation de la mémoire	01 September 2018	on going collaboration/data collection	6

Table 4 Individual partners dissemination plan

2.5. Dissemination success indicators

To assess the effectiveness of the dissemination activities in comparison with the planned objectives along the project lifetime, a set of dissemination Success Indicators have been defined in Table 5. If expectations are met, according to these indicators, then the dissemination activities will be regarded as successful.

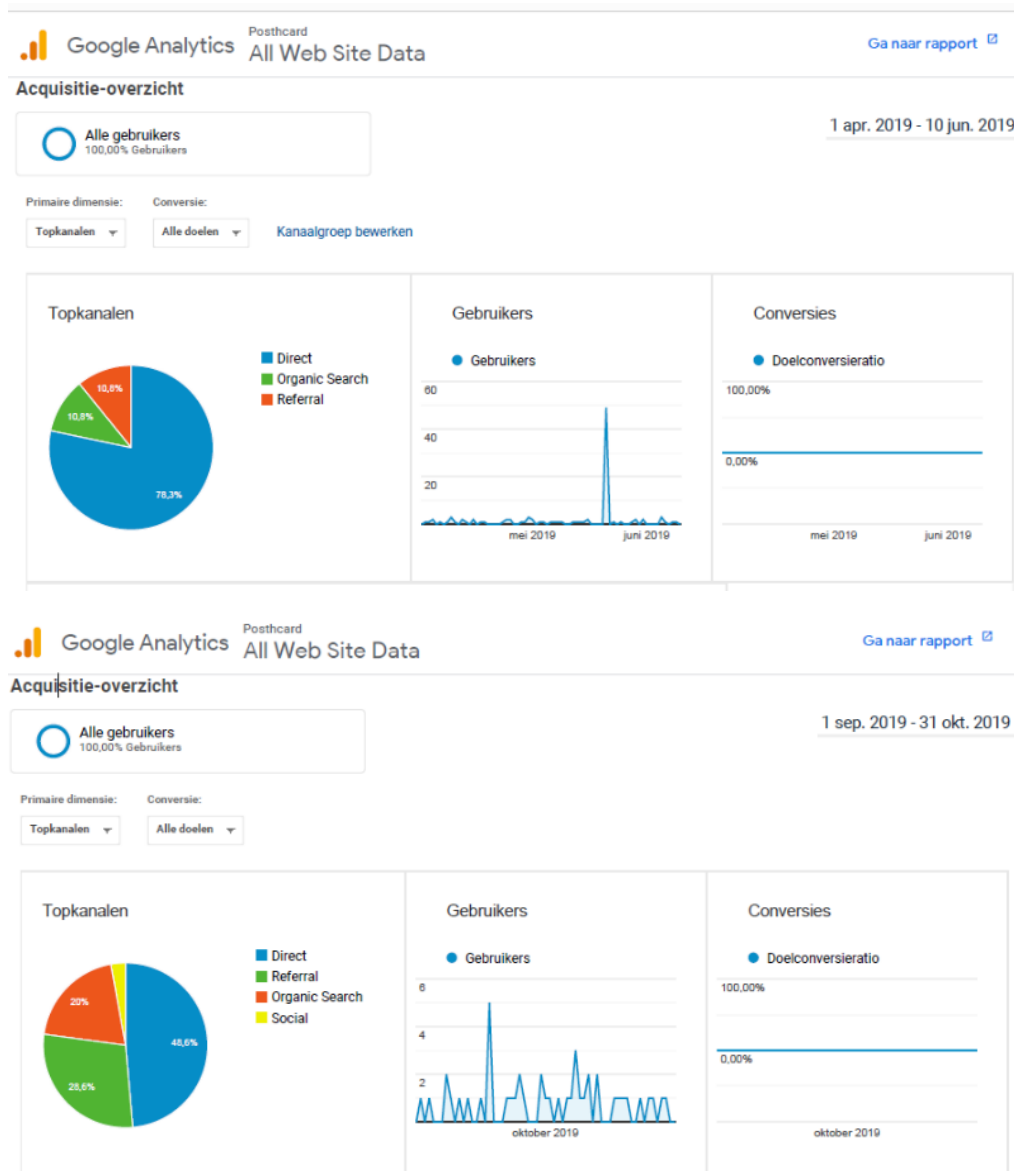


Figure 19 Screenshots Google Analytics on POSTHCARD website - period May-June 2019 and September- October 2019

Dissemination channel	Target KPIs	Status
Official website visibility	• Web analytics (e.g., page views) (Google)	Achieved
Market Consultation website /questionnaire	• Number of responses of target audience (Google analytics)	Achieved
Social media: Twitter	• Number of tweets (20), followers (30), likes (20)	Not achieved: tweets (4), followers (16), likes (6): stopped activity Sept 2018
Case study	• Number of case studies to be created: 6	Activity can only start in 2020
Factsheet	• Number of copies of information factsheet distributed: TBD	TBD
Project flyer	• Number of copies of project flyer distributed: 300	Achieved: 300

Articles in scientific journals and conference proceedings, conference presentations and posters	<ul style="list-style-type: none"> Number of poster presentations, abstracts, conference papers: 8 	Achieved: 7
Online publications	<ul style="list-style-type: none"> Website, magazines: min 10 	Achieved: 12
Participation at local, national and international events and conference participation	<ul style="list-style-type: none"> Number of presentations & attendance of target audience: 14 	Achieved:13
AAL Forum Participation	<ul style="list-style-type: none"> Yearly participation 	Achieved: 2018, 2019 530 attendees
Press releases	<ul style="list-style-type: none"> Number of press releases realised: 3 Number of news stories in press: min 3 	Not achieved but too soon
Articles in thematic magazines or general press	<ul style="list-style-type: none"> Number of published articles in magazines or the general press: 6 	4
Interviews	<ul style="list-style-type: none"> Number of interviews: 5 	Achieved: 4

Table 5 Dissemination success indicators

3. Conclusions

A multichannel dissemination plan has been defined and used during the entire lifetime of POSTHCARD, targeting three levels of dissemination for the project outcomes: general awareness, understanding and action. In accordance appropriate dissemination activities are conducted to a wide visibility and identification of the project and its benefits in the Alzheimer and dementia community and AAL domain. The dissemination plan, tools and activities will be reviewed throughout the project duration to support the emerging and evolving needs of the project. At the end of the project, a final plan for disseminating the knowledge from the POSTHCARD findings will provide a complete picture of all activities undertaken and how the results can be exploited in European and International market (as part of D5.5).