

## D5.1 [Dissemination Activities Report]



**Personalized platfOrm aSsisting senlors in healThy, fulfilled and actiVe lifE**

<b>Project No.</b>	<b>AAL-2018-2-118</b>
<b>Project Acronym</b>	<b>POSITIVE</b>
<b>Start date (duration)</b>	<b>01/05/2019</b>
<b>Deliverable Leader</b>	<b>Fondazione Santa Lucia</b>
<b>Contributors</b>	<b>ALL</b>
<b>Deliverable No.</b>	<b>5.1</b>
<b>Deliverable Title</b>	<b>Dissemination Activities Report</b>
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## Revision History

Revision	Date	Organisation(s)	Changes
1	9/11/2020	FSL	First draft of the deliverable
2	13/11/2020	HSLU	Added event to Activities Report table
3	16/11/2020	AAIF	Review
4	16/11/2020	REALL	Review
5	18/11/2020	FSL	Final Version of the deliverable
6	08/02/2022	FSL	Second draft of the deliverable
7	14/02/2022	AAIF	Review
8	25/02/2022	REALL	Review
9	28/02/2022	FSL	Final version of the deliverable

Table 1 Revision History

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## Executive summary

This deliverable outlines the dissemination strategy for the POSITIVE project and describes the dissemination activities carried out by project partners. This is the first Dissemination report, after 19 months from the start date of the project. This deliverable will be regularly updated and finalised at the 34th month of the project. The aim is to make both the general public, but also specific target experts, users and stakeholders aware of project results.

The document is intended for reporting and internal monitoring purposes. Results will also be used for future marketing activities for the POSITIVE platform, e.g. to make public the product's degree of popularity and the involvement of different stakeholders in different phases. The document starts with a list of figures and a list of tables. Subsequently, the role of this deliverable will be outlined and relationship with other deliverables described. After, a brief introduction of the project and a brief explanation on scopes and objectives, dissemination strategy, target groups, branding, logo and project name. Then, a more specific part will follow with internal documents, templates, dissemination tools, and techniques used. Lastly, social media accounts, websites, meetings and social activities will be exploited. The aim of the POSITIVE project is to help seniors to connect, organise simply, stay active in life and reduce feelings of loneliness, in order to boost their well-being, improve their overall quality of life and finally prevent future cognitive and physical decline. The POSITIVE platform acts as an enabler and tool assisting in everyday activities and facilitation of invigorating day-to-day challenges. In order to achieve that, the platform has different parts to bring stimulation, both in online as well as offline modalities, emphasising on the integration and use of ICT-based tools.

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## 1. About this Document

### 1.1. Role of the deliverable

The main objective of this deliverable is to create an effective dissemination strategy able to raise awareness, inform and educate the community, and to promote the POSITIVE platform in order to prepare the market launch of this solution. The final aim is to promote and empower the dissemination, transfer, and/or broad up-take of the POSITIVE project results to target audience and stakeholders, as well as the technical and scientific publishing and promotion of the main project results in highly qualified international conferences and journals. First part of this report will present dissemination and communication activities undertaken in the first 19 months of the POSITIVE project. The report aims to provide an overview of what kind of activities were taken, which target groups were reached by these actions, and will serve as a guideline for the next report dedicated to the dissemination and communication issues. The M34 Dissemination report will be one of the key elements of the POSITIVE project, as well-developed diffusion of project results, well-planned and realised communication, promotion, and marketing activities for reaching the target groups will be presented. Well thought-out dissemination strategy of the ongoing project results is a necessary condition to the successful release of the POSITIVE platform to the marketplace. During the last 19 months of the POSITIVE project, dissemination activities are implemented and improved, in order to attract potential customers and partners. After the end of the project, wider dissemination of the project results will be initiated in order to assist the broadening of the exploitation range and to attract relevant future partners.

### 1.2 Relationship to other deliverables

The deliverable is related to the following POSITIVE deliverables:

Deliverable	Relation
All	Dissemination activities are related to all project deliverables

Table 2 Deliverables and their relationship

## 2. Introduction

### 2.1. Scope and Objectives

Two reports (M19 and M34) will describe in detail the dissemination strategies for project results and are intended to be a key support in the periodic reporting phases of the project.

The overall strategy for disseminating knowledge beyond the consortium is oriented towards two main directions: to effectively disseminate progress results to all communities with research and potential application interest in the POSITIVE project, and to encourage tertiary end-users (TEUs) to use our knowledge and results to introduce better offering on the POSITIVE platform. To define the dissemination plan of the POSITIVE project, we considered both the target audience as well as the dissemination channels. The general objective of the first report (M19) is to present dissemination and communication activities undertaken during the first phase of the POSITIVE project. The report also served as a guideline for the next report (M34) dedicated to the presentation of further dissemination and communication progress.

The main dissemination goal of M19 is raising awareness of target key stakeholders about the project proposed solution. Hence, the dissemination strategy was focused on high-quality raising awareness of the POSITIVE platform, its aims and results, in particular among the primary target groups (PEUs). Therefore, the POSITIVE consortium intended to raise awareness particularly among elderly people and their caregivers, and thus to enhance positive changes in their quality of life. Raising awareness is associated with promotion, which is also a goal of great importance. Hence, there is a strong need to popularise and promote POSITIVE platform as a market service. It should be clear that commercial success of the platform is crucial for the success of the whole project. Thus, the ultimate goal is to encourage end-users and potential collaborators to act, to consider the platform as the best and simplest way to socialise and keep connected with people of the same age and to attend events nearby, and events in line with seniors' interests.

## 3. Dissemination strategy

The strong need to popularise and promote the POSITIVE platform is based on the market service which can be very profitable to elderly people and their caregivers (see D5.3 for the detailed exploitation strategy). POSITIVE commercial success is crucial for the success of the whole project.

The consortium's specific aim is to raise awareness of elderly people and their caregivers' issues, cause positive changes in their quality of life and empower relationships between primary end users. First, we created two different shared files within the consortium: "POSITIVE\_Dissemination Activities", in which we explain main tasks (monitoring/evaluation; address pool; Facebook; Twitter; websites; press release/newsletter and future ideas), time frame of each task, the responsible organisation for that and partner contribution comments. The second shared file is "POSITIVE\_Address database" that is a list of potentially interested stakeholders and media and includes: name of stakeholder/media, country, name, e-mail, website and social media.

Further, we created another folder shared within the consortium, which is "POSITIVE Social Media Strategy", where each partner dissemination contribution was planned and contextually recorded, in order to cover POSITIVE's presence on the Internet. Specifically, each contribution from a project partner was set to once every two weeks for Facebook and Twitter, and once monthly for the POSITIVE website.

### 3.1. Target groups

POSITIVE dissemination strategy defines the target audience that was included in dissemination activities and reached via communication tools and channels.

- Stakeholders (Potential customers and end users):
  - Seniors, including 55-75 years-old people will be the PEUS;
  - Informal carers, acting mainly as champions recommending the platform or installing it for the end users, will be the secondary end-users (SEUs);
- Professionals (ICT Associations, SMEs, CT companies developing Health and Wellness solutions, commercial partners);
- National health system and healthcare providers;
- Local municipalities and senior clubs/centres;
- Scientific communities (Universities, Research Centres, Researchers, Research Public Bodies in Europe);
- Broad Public (Technically interested readers of blogs and popular scientific magazines).

### 3.2. Positive identity and branding project

Developing the POSITIVE brand and creating its public identity are key elements for supporting our dissemination and enhancing the popularity of the project. The purpose of our key elements is to reduce the experience of loneliness of elderly people, and to enhance their quality of life. The loneliness experienced by elderly people is often caused by lack of meaningful social contacts, purpose in life and boredom. Hence, our branding gives identity and unique look to the project across different communication tools that were used during the dissemination process, as detailed below.

### 3.3. Project name

The full name of the project is “Personalized platfOrm aSsisting senlors in healThy, fulfilled and actiVe life”, the short name is POSITIVE. The full name is used only when we are writing about the project for the first time in a document, after that it is preferred to use the short name.

### 3.4. Logo

A logo was designed for the project and it appeared on every POSITIVE module and document. We chose a puzzle logo to represent the integrity and synergy of both psychological and physical components of a person to enhance a healthy, fulfilled and active life. It was also important to choose a proper colour to represent this issue. We chose purple because it is a mix between blue and red, and reflects the equilibrium between these two colours, respectively representing healthy and active life and ageing issues. So, purple can be the equilibrium that all of us can find in active ageing.



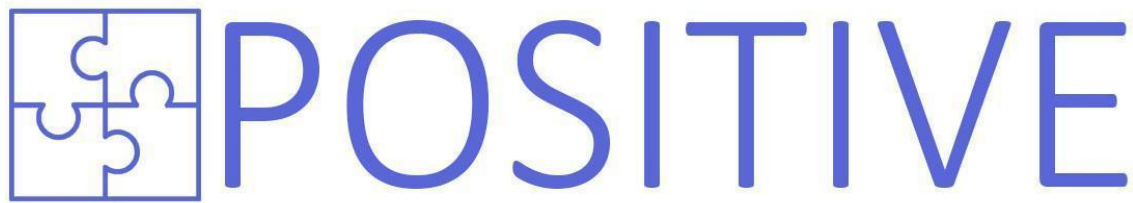


Figure 1 Logo of POSITIVE project

### 3.5. Project internal documents and templates

Templates for text documents and presentations were produced and made downloadable for all project members from the project internal Google Drive in which we share main project documents.

The following templates have been produced:

- PowerPoint Presentation Template;
- Deliverable template;
- Minutes template.
- Agenda template

POSITIVE and AAL logos are core elements of our templates.

**DN.N [Deliverable Name]**

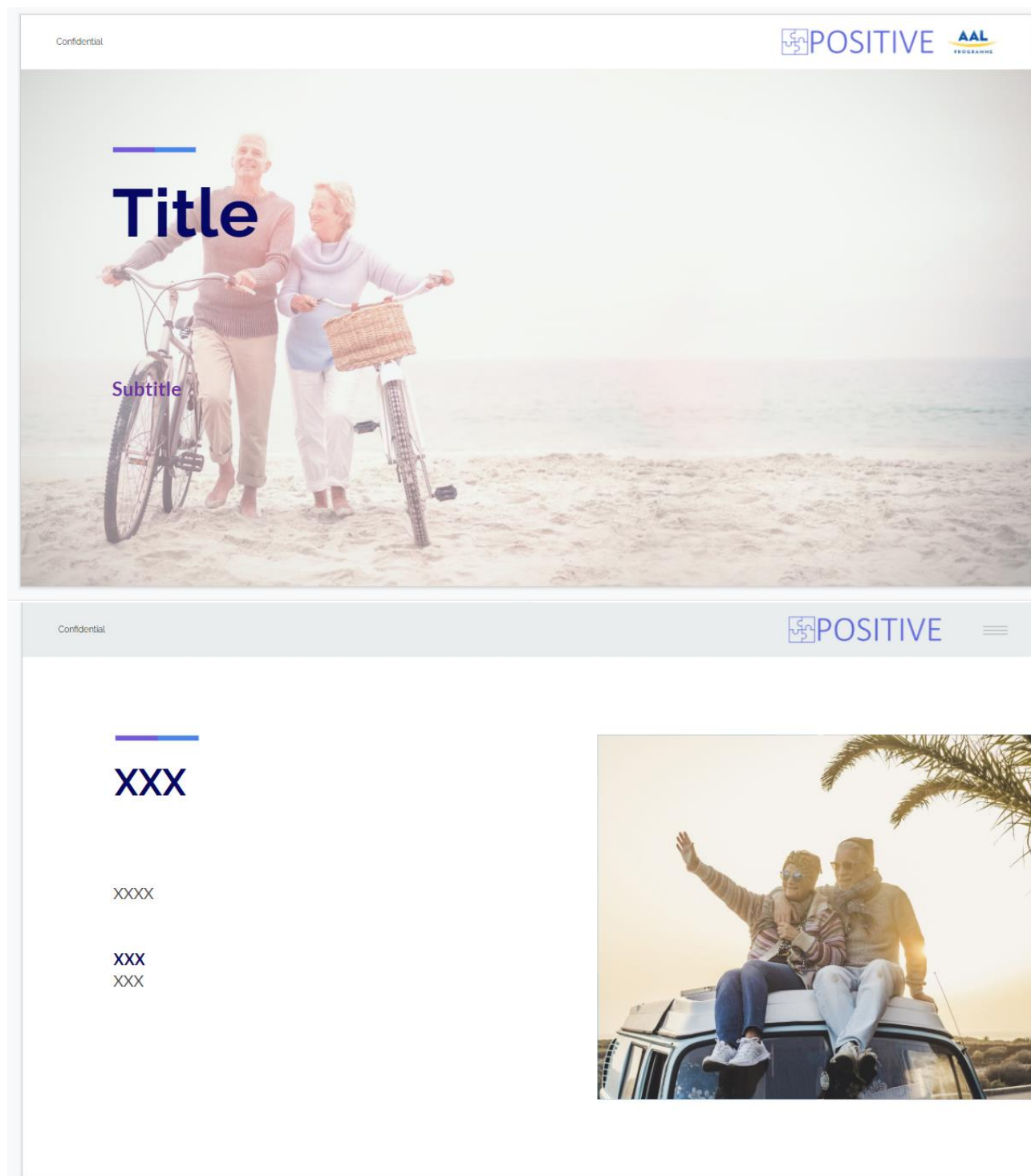


**Personalized platfOrm aSsisting senlors in healThy, fulfilled and actiVe lifE**

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Project Acronym	POSITIVE
Start date (duration)	01/05/2019
Deliverable Leader	
Contributors	
Deliverable No.	
Deliverable Title	
Dissemination level	
Status	Draft / Final
Version	n.n
Delivery date	

Figure 2 First page of the deliverable template

Project images chosen to present POSITIVE are in line with our project's objectives and represent our vision of promoting independence, social connections and engagement in activities of daily living in the elderly population as to reduce feelings of loneliness.



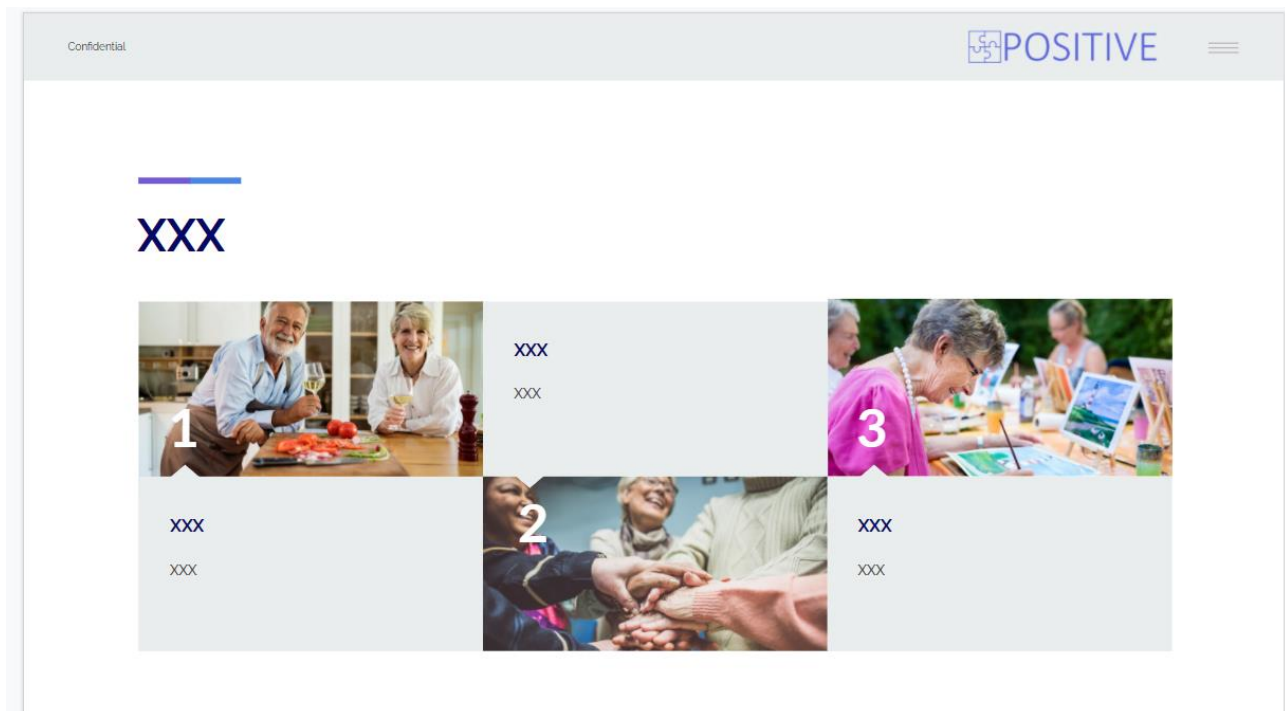


Figure 3 Three pages of PowerPoint Presentation Template

The uniqueness of the POSITIVE solution relies on the gamified and personalized aspects of the platform as well as its holistic approach. Indeed, most of the existing solutions for the elderlies are focused on medical aspects and designed for people affected by disabilities who require support for daily living. We focused on seniors' thoughts and interests with the aim of empowering them and invigorating mental challenges by adopting an end-user involvement approach. Therefore, POSITIVE is gamified and personalised according to interests and experience with technology of seniors, bringing fun and entertainment into the portal and forgoing the patient-oriented mindset of seniors. The images we selected for dissemination aspects are in line with POSITIVE's project objectives.

#### 4. Dissemination channels, tools and techniques

The main aim of this plan is to create an effective dissemination strategy that is able to raise awareness about the project, to inform the community and to promote the POSITIVE outputs in order to bring it to the market and commercialize the final platform. So, the dissemination plan ensures that the mission, activities and results of the project become as widely known and understood as possible from a scientific, technical and commercial point of view and among potential end users.

After defining key assumptions of dissemination strategy, such as dissemination goals, target groups, key messages and rules for creating dissemination materials, we created and selected channels, tools and techniques that were used to achieve as effective dissemination results as possible. Different strategies we employed for the different target groups are described in details in the Figure below:



Figure 4 POSITIVE dissemination strategy

Specific strategies were created for candidate target groups and followed with specific channels/tools/techniques: a) Stakeholders were attracted with internal and external promotion for being involved in platform testing; b) Informal carers were engaged for support PEUs throughout the project and for disseminating project success; c) Professionals and health system providers were attracted by digitalized and paper dissemination materials for promoting POSITIVE concept and use; d) Local municipalities senior clubs/centres with the scope to introduce better offering and be involved in commercialization aspects, and e) the Scientific Community were involved by research centres involved in the project for creating awareness on the platform innovation aspects and spare knowledge, also with press releases and journal articles. Lastly, the Broad Public as a whole was used as a terminal target channel for disseminating project goals and ambitions.

The dissemination activity will promote the progress of the project, the intermediate achievements, the way to find more information about POSITIVE, so not only the stakeholders but also the general public can have access to more information. Our primary key messages involve enriching elderlies' quality of life, decreasing their loneliness and preventing health and psychological problems. Our social media strategy consists in a joint activity brought forward by the consortium and headed by FSL, according to some substantial rules: first of all, partners' coordination is crucial in order to vary as much as possible the topics of posts published as to create interest in POSITIVE and not being repetitive.

The main categories to cover with our social media posts are:

- AAL programme: posts/retweets about/from other AAL projects (clustering activities);
- Senior health: tips, articles, videos, posts about seniors;
- POSITIVE progresses: keep our audience informed about POSITIVE advancements like meetings, testing, product development, upcoming events and so on;

- POSITIVE results: goals achieved during the whole project;
- POSITIVE information: general information to let people get familiar with POSITIVE; for example, what is it, what are the services provided, its functionalities etc. This topic will be deepened along the project implementation to become the main focus when the final prototype will be ready.

Each partner published contents on social media channels of the project with a frequency of a post every two weeks, while a website post was prepared and released once a month.

#### 4.1. Website

The website of the platform was created in the first part of the project at: <https://www.positive-aal.com/> and was kept updated with the project's news. As one of the main sources of information about the project for most stakeholders, the website has been created at the start of the project. It contains project deliverables as well as other dissemination and communication items, such as press releases, project brochure, conference presentations and links to news articles in which the project has been mentioned.

Until M19, 10 different posts have been published: 2 of them regarding our consortium meetings, 6 are about our pilot testing procedures and platform test conducted in the different partners' countries, and last 2 concerning how to support older adults during the coronavirus outbreak.

During the period M20-M34, POSITIVE website was improved in order to facilitate the demo accounts distribution and the interest expression from potential clients and moved to a new address: <https://about.positive-aal.com/>.



Figure 5 Main page of POSITIVE website first version



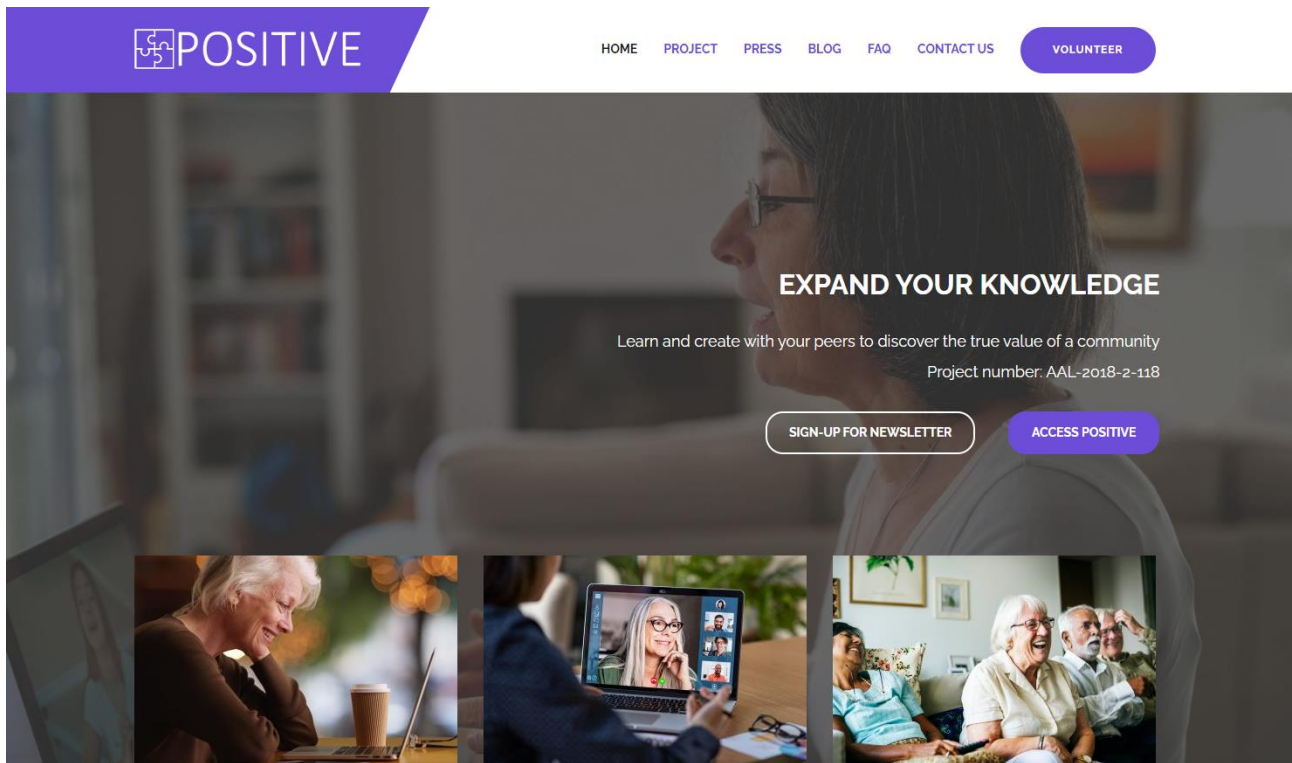


Figure 6 Main page of POSITIVE website second version

## 4.2. Social Media Accounts

Dedicated pages have been opened on Twitter and Facebook and partners will populate them with posts and news regarding POSITIVE. To maintain the pages active, each partner will publish a post every two weeks. The same post will be published in both channels. FSL is in charge of requesting partners' contributions. During M1-19, 36 posts have been published on both social networks: 3 about POSITIVE website and contacts promotion, 2 depicting consortium meetings, 19 on informative posts, 2 referring feedback from primary end-users and 11 about POSITIVE activities. FSL group published 7 posts, AAIF group 3 posts, REALL 24 posts and MAGG group 1 post and 2 videos. POSITIVE's Facebook page had 79 likes and 80 followers, while Twitter account in the last 31-day period (until M19) received 3.6K impressions. The Facebook post concerning the first interviews in Warsaw was the most popular, with the highest number of clicks, reactions, comments and shares (i.e. 480 visualisations, 42 clicks and 30 reactions, comments and shares). Top tweets were "Older adults are being particularly affected by the current Coronavirus outbreak. The AAL Programme has supported a number of solutions, like the one being developed in POSITIVE project, and which are available in the market today", had 1097 impressions, 12 engagements (4 detailed expands, 3 retweets, 3 likes and 2 link clicks) and 1.1% engagement rate. The second top tweet was "While everything seems to be coming back to normal, it's important not to neglect preventive measures and get ready for the second wave", with 311 impressions, 9 engagements (6 detail expands, 1 retweet, 1 like and 1 link click) and 2.9 % of engagement rate. During M20-24, 29 Twitter and Facebook posts have been published on both social networks and distributed within the consortium in order to cover most of the audience. At the end of the project,

the Facebook page has 118 likes and 120 followers, while the Twitter account in the last 31-day period (until M34) received 529 impressions (D20-34, 2.12k impressions). The Facebook post concerning the last consortium meeting in Bilbao is the most popular so far, with 80 visualisations; furthermore, the Facebook post about Positive e-learning Module is the post with more comments, reactions and shares (i.e. 11, 0, 0). Top tweet is “In the R&D Lab of Maggioli headquarters, the technical team is working on new improvements for POSITIVE. New releases are coming soon, stay tuned!” which has 1246 impressions so far, 36 total engagements (4 retweets, 15 media engagements, 7 detail expansions, 5 likes, 5 profile clicks) and a 2,9% engagement rate. The second top tweet is “First online training session of Pilot 2 in #biscay of @POSITIVE\_AAL organised by @ESKILARA\_EU in collaboration with @GrupoTorrezuri Co-creating with our end users in #SilverLivingLab!” which has 1079 impressions so far, 33 total engagement (15 media engagements, 7 detail expands, 6 likes, 3 retweets, 2 profile clicks) and a 3,1% engagement rate. In total for the whole duration of the project ~ 130 posts have been published on Facebook and Twitter (see Table 2 for the final summary).



Figure 7 Main page of POSITIVE Facebook account





Figure 8 Main page of POSITIVE Twitter account

### 4.3. Leaflet, brochure and posters

All material produced contain a brief description of POSITIVE, its objectives and partners as well as funding information. They were distributed in events with stakeholders (conference, meetings, workshops) on different paper clip stands (e.g. entrance buildings, lounge & waiting areas), as well as during face-to-face contacts, for increasing the visibility of the project and expanding our network of contact. After M19, new versions of brochures were created, translated and adapted to each consortium country and its specific needs.



Figure 9 Leaflet of POSITIVE

#### 4.4. Newsletter

A regularly distributed publication was created after the end of Pilot Operation Phase I for informing on POSITIVE main achievements through a mailing list. Additionally, project presentations, leaflets and specific brochures dedicated to the project outcomes were produced. These brochures were multilingual (EN and in the partner languages). In order to uniform appearance, and ensure essential information about the project and acknowledgements, a template for presentations and documents has been distributed among partners. So far, a regular newsletter is sent monthly.

#### 4.5. Seminars, conferences and workshops

Conferences and seminars were attended by project team members both with static participation (posters presentation and dissemination of project materials) and with the organization of specific sessions or talks to communicate results achieved by the project. Until M19, REALL organized a workshop in Poland and HSLU conducted a Workshop in Switzerland for platform test with primary end users to find and fix bugs before the field trials. Other specific workshops were organised in all main sites as part of the recruitment strategy. Unfortunately, throughout the main phases of the project we could not organise and attend other seminars, conferences and workshops due to the COVID-19 emergency, but we were able to restart promptly to attend physical events with precise planning.

During last months of the project, were organised: 4 platform testing in Italy, Romania and Spain for primary end users, 1 online Workshop by AAIF for making a macrame bracelet, 5 webinars by ESKT, FSL, AAIF and REALL webinars on physical and mental health in time of pandemic (e.g. Gran Sasso

National Park virtual tour). The POSITIVE project was also presented at the MiOne Conference during the “Human-Centred Design for Active Ageing” session by FSL, and at EWAHA conference 2021 by all members of the consortium.

#### 4.6. Meetings

Meetings are a primary tool for discussing the best strategies to use for the dissemination of the project. Originally, consortium meetings were set twice a year.

The first consortium meeting was in Warsaw from 13th to 14th of July 2019.



**Figure 10 The first meeting in Warsaw**

The second consortium meeting was done on the 14th of January 2020 in Bologna.





Figure 11 Second meeting in Bologna

Due to the COVID-19 emergency, the second meeting planned for 2020 was cancelled. Next meetings were rescheduled and organised remotely after the Mid-Term review.

The third consortium meeting was done physically in Bilbao on 15<sup>th</sup> of December 2021 and included most of the consortium members. Other project partners attended the meeting online.



Figure 12 Final meeting in Bilbao

#### 4.7. Press release

A press release was prepared and updated to communicate results from the two pilot testing sessions. Ad hoc press releases will be distributed for disseminating major achievements or

participation to specific events. Specifically, FSL promoted project success during an interview organized at FSL premises for the Italian main TV channel (RAI 1) in January 2022.

#### 4.8. Journal articles

Consisting in two kinds of publications, such as articles in generalist journals (achievements, events and workshops) and in scientific journals (specific articles with research outcomes achieved by the POSITIVE project). Both kinds of publications will contain major results acquired during the two field trials. FSL and collaborating members from the POSITIVE consortium, prepared and submitted a scientific paper including main project results and platform functionalities from the second pilot testing. The document will be shared and submitted to different peer-reviewed scientific journals, with an ICT based approach.

### 5. Activities report

Event	Location	Date	Target groups	Description	Partner
<b>Meeting in Warsaw</b>	Poland	13-14/06/2019	Consortium	Kick-off meeting	ALL
<b>Twitter Account</b>	web	24/06/2019	Elderly people, caregivers, business, AAL community, researchers, general public	Eurostat Infographic about seniors in EU-28	MAGG
<b>Creation of POSITIVE Website</b>	web	11/07/2019	Elderly people, caregivers, business, AAL community, researchers, general public	The POSITIVE project website goes online at	REALL
<b>Facebook Page</b>	web	16/07/2019	Elderly people, caregivers, business, AAL community, researchers, general public	Paper on elderlies care	FSL
<b>Seniors meeting</b>	Poland	09/08/2019	30 seniors participants	A seniors meeting to demonstrate the idea of POSITIVE, organised officially for POSITIVE by Warsaw Municipality	REALL

<b>Seniors meeting</b>	Poland	24/08/2019	15,000 participants from 400 cities	A stand at Seniors Parade 2019 in Warsaw	REALL
<b>Focus group</b>	Poland	25/10/2019	3 primary end users	Focus group to promote the dissemination of POSITIVE and consequent mobilisation	REALL
<b>Workshop</b>	Italy	21/09/2019	30 participants	Seminar on the ageing brain for physicians, physiotherapists and psychologists	FSL
<b>Focus group</b>	Romania	21/10/2019	8 primary end users	Focus group to promote the dissemination of POSITIVE and consequent mobilization	AAIF
<b>Focus group</b>	Spain	4/11/2019	5 primary end users	Focus group to promote the dissemination of POSITIVE and consequent mobilization	ESKT
<b>Convention</b>	Italy	18-19/11/2019	300 participants	Presentation of new projects within FSL	FSL
<b>Meeting in Bologna</b>	Italy	14/01/2020	Consortium	Second meeting of the consortium	ALL
<b>Platform test with friendly end users</b>	Switzerland	13/08/2020	2 primary end users	Platform test with primary end users to find and fix bugs before the field trials	HSLU
<b>Platform test in Romania</b>	Romania	28/09/2020	1 primary end users	Pilot test and training platform	AAIF
<b>Online Meeting</b>	web	26/10/2020			REALL
<b>First Pilot test in Italy</b>	Italy	29/10/2020	18 primary end users	Pilot Test and Training platform	FSL

<b>First Pilot test in Spain</b>	Spain	30/10/2020	18 primary end users and 3 tertiary end users	Pilot Test and Training platform	EKST
<b>First session of pilot II in Spain</b>	web	04/03/2021	Primary end users	Online training session of pilot II	ESKT
<b>Second pilot testing in Romania</b>	Romania	08 - 22.02/2021	Primary end users	11 Face-to-face meetings were conducted with Romanian seniors in February 2021. The meetings included giving information about the project and their participation in it, recruitment of volunteers and training of seniors on how to use the POSITIVE platform.	AAIF
<b>Facebook Page</b>	web	25/03/2021	Elderly people, caregivers, business, AAL community, researchers, general public	POSITIVE Games Module	BLC
<b>Webinar</b>	web	30/03/2021	AAL community	Webinar on physical and mental health in time of pandemic	ESKT
<b>Second pilot testing platform in Italy</b>	Italy	09/04/2021	Primary end users	Face-to-face meeting with primary end users	FSL
<b>Webinar</b>	web	13/04/2021	AAL community	Webinar on Gran sasso National Park	FSL
<b>Webinar</b>	web	01/06/2021	AAL community	POSITIVE webinar	REALL
<b>Webinar</b>	web	06/07/2021	AAL community	POSITIVE webinar	ESKT
<b>Workshop</b>	web	19/07/2021	Primary end users	Free online workshop for making a macrame bracelet on POSITIVE	AAIF

<b>Presentation of POSITIVE at MiOne conference</b>	web	20/07/2021	Conference participants	POSITIVE will be presented during the "Human-Centred Design for Active Ageing" session	FSL
<b>POSITIVE participation to European Week of Healthy and Active Ageing 2021</b>	web	18-21/10/2021	AAL community	POSITIVE project participate to European Week of Healthy and Active Ageing 2021	ALL
<b>OVH Cloud conference for Start Ups</b>	Warsaw, Poland	25/11/2021	Conference Participants	A stand during the conference	REALL
<b>Webinar</b>	web	13/12/2021	AAL community	POSITIVE project webinar	ESKT
<b>Meeting in Bilbao</b>	Bilbao	15/12/2021	Consortium	Meeting of POSITIVE consortium	ALL
<b>Facebook Page</b>	web	21/12/2021	Elderly people, caregivers, business, AAL community, researchers, general public	Article on AAL programme	BLC
<b>Press release</b>	Rome	4/01/2022	all	Press release for the main Italian tv channel	FSL

Table 3 Activities report



## Conclusions

POSITIVE dissemination strategy according to the prepared plan and outcomes were outlined for describing the impact of the project on different target users and through various channels and tools purposely created. It was the result of the joined activities all partners promoted with the shared aim of creating awareness and preparing POSITIVE to the market launch. The partner in charge for monitoring dissemination activities was FSL, who coordinated the activities of the consortium for maximising its effectiveness. Project partners will be engaged - with different efforts according to the prepared exploitation plan - in the further activities for promoting the POSITIVE platform after project ends (see D4.1). Project outcomes will be further exploited by FSL and consortium partners by a proof-of-concept work to be published in top-rated peer-reviewed journals and promoted by participating in candidate conferences and international meetings with a special focus on ICT, eHealth tools and alternative treatment strategies.

<b>Date of publication</b>	<b>Platform</b>	<b>Content type</b>	<b>Responsible</b>	<b>Topic</b>	<b>Notes</b>
<b>6/14/2019</b>	Post on website	Website post	AAIF	POSITIVE progress	Kick-off meeting with photo
<b>6/21/2019</b>	Twitter	Twitter post	MAGG	POSITIVE progress	Kick-off meeting with photo
<b>6/26/2019</b>	Twitter	Retweet	MAGG	Senior health	Retweet from Seniors Matter
<b>7/8/2019</b>	Twitter	Twitter post	MAGG	Senior health	Eurostat Infographic about seniors in EU-28
<b>7/11/2019</b>	Twitter	Twitter post	MAGG	POSITIVE progress	Website launch
<b>7/16/2019</b>	Twitter	Twitter post	FSL	Senior health	Interesting paper
<b>7/16/2019</b>	Facebook	Facebook post	REALL	POSITIVE progress	Kick-off meeting with photo
<b>7/16/2019</b>	Twitter	Retweet	REALL	AAL projects	Promotion of AAL Lean Start-up Academy
<b>7/29/2019</b>	Facebook	Facebook post	MAGG	Senior health	Interesting article
<b>7/29/2019</b>	Facebook	Facebook post	REALL	Senior health	Interesting article
<b>7/29/2019</b>	Facebook	Facebook post	REALL	Senior health	Interesting statistics

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<b>7/29/2019</b>	Twitter	Twitter post	REALL	Senior health	Interesting statistics
<b>8/12/2019</b>	Facebook	Image	REALL	POSITIVE progress	Photo from interviews
<b>8/12/2019</b>	Twitter	Image	REALL	POSITIVE progress	Photo from interviews
<b>8/12/2019</b>	Facebook	Facebook post	REALL	POSITIVE progress	Quote from an interview
<b>8/12/2019</b>	Twitter	Twitter post	REALL	Senior health	Quote from an interview
<b>8/26/2019</b>	Facebook	Image	REALL	POSITIVE progress	Photos from event
<b>8/26/2019</b>	Twitter	Image	REALL	POSITIVE progress	Photos from event
<b>8/29/2019</b>	Twitter	Retweet	REALL	AAL projects	Similar project retweet
<b>9/12/2019</b>	Facebook	Facebook post	FSL	Senior health	YouTube Video
<b>9/12/2019</b>	Twitter	Twitter post	FSL	Senior health	YouTube Video
<b>10/5/2019</b>	Facebook	Facebook post	REALL	Senior health	Article on happiness

<b>10/5/2019</b>	Twitter	Twitter post	REALL	Senior health	Article on happiness
<b>10/5/2019</b>	Facebook	Facebook post	REALL	Senior health	Article on happiness
<b>10/5/2019</b>	Twitter	Twitter post	REALL	Senior health	Article on happiness
<b>10/25/2019</b>	Facebook	Facebook post	REALL	POSITIVE progress	Photo from interviews
<b>10/25/2019</b>	Twitter	Twitter post	REALL	POSITIVE progress	Photo from interviews
<b>11/14/2019</b>	Facebook	Facebook post	FSL	POSITIVE progress	Photo from group interview
<b>11/14/2019</b>	Twitter	Twitter post	FSL	POSITIVE progress	Photo from group interview
<b>12/27/2019</b>	Facebook	Facebook post	REALL	Senior health	Article on happiness
<b>12/27/2019</b>	Twitter	Twitter post	REALL	Senior health	Article on happiness
<b>12/27/2019</b>	Facebook	Facebook post	REALL	Senior health	Article on happiness
<b>12/27/2019</b>	Twitter	Twitter post	REALL	Senior health	Article on happiness

<b>1/10/2020</b>	Facebook	Facebook post	REALL	Senior health	Article on health
<b>1/10/2020</b>	Twitter	Twitter post	REALL	Senior health	Article on health
<b>1/10/2020</b>	Facebook	Facebook post	REALL	Senior health	Article on lifestyle
<b>1/10/2020</b>	Twitter	Twitter post	REALL	Senior health	Article on lifestyle
<b>1/16/2020</b>	Website	Website post	REALL	POSITIVE progress	Consortium meeting in Bologna
<b>2/16/2020</b>	Facebook	Facebook post	REALL	Senior health	Article on health
<b>2/16/2020</b>	Twitter	Twitter post	REALL	Senior health	Article on health
<b>2/16/2020</b>	Facebook	Facebook post	REALL	Senior health	Article on health
<b>2/16/2020</b>	Twitter	Twitter post	REALL	Senior health	Article on health
<b>2/19/2020</b>	Facebook	Facebook post	FSL	POSITIVE progress	Photo from the consortium meeting 2020
<b>2/19/2020</b>	Twitter	Twitter post	REALL	Senior health	Photo from the consortium meeting 2020

<b>3/5/2020</b>	Twitter	Twitter post	REALL	Senior health	Article on health
<b>3/12/2020</b>	Facebook	Facebook post	FSL	POSITIVE progress	Photo from the focus group
<b>3/12/2020</b>	Twitter	Twitter post	FSL	POSITIVE progress	Photo from the focus group
<b>3/20/2020</b>	Facebook	Facebook post	REALL	Senior health	Article on health
<b>3/20/2020</b>	Twitter	Twitter post	REALL	Senior health	Article on health
<b>3/27/2020</b>	Twitter	Twitter post	REALL	Senior health	Article on pandemic situation
<b>3/27/2020</b>	Facebook	Facebook post	REALL	POSITIVE information	Change of number
<b>3/30/2020</b>	Facebook	Facebook post	REALL	Senior health	Article on health
<b>4/20/2020</b>	Facebook	Facebook post	REALL	Senior health	Article on pandemic situation
<b>4/24/2020</b>	Twitter	Twitter post	REALL	Senior health	Article on health
<b>4/24/2020</b>	Website	Website Post	REALL	Senior health	Pandemic situation

<b>5/5/2020</b>	Facebook	Facebook post	REALL	Senior health	Article on pandemic situation
<b>5/18/2020</b>	Facebook	Facebook post	REALL	Senior health	Article on pandemic situation
<b>5/18/2020</b>	Twitter	Twitter post	REALL	Senior health	Article on pandemic situation
<b>5/25/2020</b>	Website	Website Post	FSL	Senior health	Article on pandemic situation
<b>5/29/2020</b>	Facebook	Facebook post	FSL	Senior health	Article on pandemic situation
<b>5/29/2020</b>	Twitter	Twitter post	FSL	Senior health	Article on pandemic situation
<b>6/2/2020</b>	Facebook	Facebook post	REALL	Senior health	Article on pandemic situation
<b>6/2/2020</b>	Twitter	Twitter post	REALL	Senior health	Article on pandemic situation
<b>6/20/2020</b>	Website	Website Post	AAIF	POSITIVE progress	Recruitment of volunteers
<b>7/2/2020</b>	Facebook	Facebook post	AAIF	POSITIVE progress	Recruitment of volunteers
<b>7/3/2020</b>	Facebook	Facebook post	REALL	Senior health	Article on pandemic situation

<b>7/3/2020</b>	Twitter	Twitter post	REALL	Senior health	Article on pandemic situation
<b>7/14/2020</b>	Facebook	Facebook post	FSL	AAL projects	Mission of AAL programme
<b>7/14/2020</b>	Twitter	Twitter post	FSL	AAL projects	Mission of AAL programme
<b>7/15/2020</b>	Website	Website Post	ESK	AAL projects	Mission of AAL programme
<b>7/23/2020</b>	Website	Website Post	REALL	POSITIVE progress	Pilot testing in Warsaw
<b>8/7/2020</b>	Facebook	Facebook post	MAGG	AAL projects	Positive project
<b>8/7/2020</b>	Twitter	Twitter post	MAGG	AAL projects	Positive project
<b>8/17/2020</b>	Website	Website Post	HSLU	POSITIVE progress	Platform test in Switzerland
<b>9/3/2020</b>	Facebook	Facebook post	REALL	Senior health	Article on health
<b>9/3/2020</b>	Twitter	Twitter post	REALL	Senior health	Article on health
<b>9/18/2020</b>	Website	Website Post	FSL	POSITIVE progress	Preparation of pilot test in Italy



<b>9/25/2020</b>	Facebook	Facebook post	AAIF	POSITIVE progress	Preparation of pilot test in Romania
<b>9/28/2020</b>	Facebook	Facebook post	AAIF	POSITIVE progress	Pilot test in Romania
<b>10/26/2020</b>	Website	Website Post	REALL	POSITIVE progress	Online meetings
<b>10/29/2020</b>	Twitter	Twitter post	FSL	POSITIVE progress	Pilot test in Italy
<b>10/29/2020</b>	Facebook	Facebook post	FSL	POSITIVE progress	Pilot test in Italy
<b>03/04/2021</b>	Twitter	Twitter post	ESKT	POSITIVE progress	Second pilot testing in Spain
<b>03/12/2021</b>	Website	Website post	AAIF	POSITIVE progress	Second pilot testing in Romania
<b>03/22/2021</b>	Website	Website post	HSLU	Senior health	loneliness in the covid-19 pandemic
<b>03/25/2021</b>	Twitter	Twitter post	BPC	POSITIVE progress	POSITIVE games
<b>03/25/2021</b>	Facebook	Facebook post	BPC	POSITIVE progress	POSITIVE games
<b>03/26/2021</b>	Facebook	Facebook post	ESKT	POSITIVE progress	POSITIVE Pilot II progress

<b>03/30/2021</b>	Twitter	Twitter post	ESKT	POSITIVE progress	POSITIVE Pilot II progress
<b>03/30/2021</b>	Facebook	Facebook post	ESKT	POSITIVE progress	POSITIVE Pilot II progress
<b>03/31/2021</b>	Twitter	Twitter post	MAG	POSITIVE progress	POSITIVE e-learning
<b>4/2/2021</b>	Facebook	Facebook post	MAG	POSITIVE progress	POSITIVE e-learning
<b>4/9/2021</b>	Facebook	Facebook post	FSL	POSITIVE progress	POSITIVE Pilot II progress
<b>4/9/2021</b>	Twitter	Twitter post	FSL	POSITIVE progress	POSITIVE Pilot II progress
<b>4/13/2021</b>	Facebook	Facebook post	FSL	POSITIVE progress	POSITIVE webinar
<b>4/13/2021</b>	Twitter	Twitter post	FSL	POSITIVE progress	POSITIVE webinar
<b>4/25/2021</b>	Website	Website post	FSL	POSITIVE progress	POSITIVE Pilot II progress
<b>5/13/2021</b>	Facebook	Facebook post	FSL	POSITIVE progress	POSITIVE results from Pilot 1
<b>5/13/2021</b>	Twitter	Twitter post	FSL	POSITIVE progress	POSITIVE results from Pilot II

<b>5/14/2021</b>	Facebook	Facebook post	ESKT	Silver economy related and SENIOR health	Pandemic situation and senior health
<b>5/14/2021</b>	Twitter	Twitter post	ESKT	Silver economy related and SENIOR health	Pandemic situation and senior health
<b>5/18/2021</b>	Facebook	Facebook post	REALL	Polish branch of POSITIVE - Academy 55+	Polish video about Academy 55+
<b>5/18/2021</b>	Twitter	Twitter post	REALL	Polish branch of POSITIVE - Academy 55+	Polish video about Academy 55+
<b>6/1/2021</b>	Website	Website post	REALL	POSITIVE webinar	POSITIVE webinar
<b>6/2/2021</b>	Facebook	Facebook post	REALL	Senior health	Article on lifestyle
<b>6/2/2021</b>	Twitter	Twitter post	REALL	Senior health	Article on lifestyle
<b>6/18/2021</b>	Facebook	Facebook post	FSL	Senior wellbeing	Article on healthy aging
<b>6/18/2021</b>	Twitter	Twitter post	FSL	Senior wellbeing	Article on healthy aging
<b>7/6/2021</b>	Website	Website post	ESKT	AAL community	Positive webinar
<b>7/19/2021</b>	Twitter	Twitter post	AAIF	Project progress - POSITIVE workshop in Romania	Information about the free online workshop which was conducted on POSITIVE in Romania

<b>7/19/2021</b>	Facebook	Facebook post	AAIF	Project progress - POSITIVE workshop in Romania	Information about the free online workshop which was conducted on POSITIVE in Romania
<b>7/20/2021</b>	Twitter	Twitter post	FSL	Senior wellbeing	Article on healthy aging
<b>7/20/2021</b>	Facebook	Facebook post	FSL	Senior wellbeing	Article on healthy aging
<b>7/20/2021</b>	Twitter	Twitter post	FSL	miOne conference	Positive project will be presented in miOne conference
<b>7/20/2021</b>	Facebook	Facebook post	FSL	miOne conference	Positive project will be presented in miOne conference
<b>7/28/2021</b>	Twitter	Twitter post	FSL	miOne conference	Presentation of POSITIVE project in miOne conference
<b>7/28/2021</b>	Facebook	Facebook post	FSL	miOne conference	Presentation of POSITIVE project in miOne conference
<b>7/30/2021</b>	Twitter	Twitter post	MAG	Technical team	POSITIVE progress
<b>7/30/2021</b>	Facebook	Facebook post	MAG	Technical team	POSITIVE progress
<b>8/16/2021</b>	Website	Website post	REALL	EWAHA 2021	Presentation of POSITIVE project in EWAHA conference
<b>9/02/2021</b>	Website	Website post	AAIF	POSITIVE progress	End of the second pilot testing

<b>9/10/2021</b>	Facebook	Facebook post	FSL	HEALTHY AGING	Article on healthy aging
<b>9/10/2021</b>	Twitter	Twitter post	FSL	HEALTHY AGING	Article on healthy aging
<b>10/01/2021</b>	Website	Website post	FSL	POSITIVE progress	Second pilot results
<b>10 /14/2021</b>	Facebook	Facebook post	ESKT	Silver economy related and SENIOR health	Article on a silver economy initiative in Spain
<b>10/14/2021</b>	Twitter	Twitter post	ESKT	Silver economy related and SENIOR health	Article on a silver economy initiative in Spain
<b>10/15/2021</b>	Facebook	Facebook post	FSL	European Week of Healthy and Active Ageing 2021	Participation of POSITIVE in
<b>10/15/2021</b>	Twitter	Twitter post	FSL	European Week of Healthy and Active Ageing 2022	Participation of POSITIVE in
<b>10/22/2021</b>	Facebook	Facebook post	MAG	POSITIVE progress	Platform improvements
<b>10/16/2021</b>	Website	Website post	REALL	Radio Warsaw Broadcast	Broadcast in one of the largest radio stations for the elderly in Poland on the topic of lifelong learning
<b>10/22/2021</b>	Twitter	Twitter post	MAG	POSITIVE progress	Platform improvements
<b>10/22/2021</b>	Facebook	Facebook post	MAG	POSITIVE progress	Platform improvements

<b>10/22/2021</b>	Twitter	Twitter post	MAG	POSITIVE progress	Platform improvements
<b>10/22/2021</b>	Website	Website post	MAG	Tips for elderlies	Privacy and Security tips for older adults
<b>11/17/2021</b>	Facebook	Facebook post	BPC	POSITIVE progress	Platform design
<b>11/17/2021</b>	Twitter	Twitter post	BPC	POSITIVE progress	Platform design
<b>11/18/2021</b>	Facebook	Facebook post	AAIF	Tips for wellbeing	YouTube video
<b>11/18/2021</b>	Twitter	Twitter post	AAIF	Tips for wellbeing	YouTube video
<b>11/21/2021</b>	Website	Website post	REALL	OVH Cloud event	New start-up from event in Poland
<b>3/12/2021</b>	Facebook	Facebook post	FSL	POSITIVE meeting	Positive meeting
<b>12/3/2021</b>	Twitter	Twitter post	FSL	POSITIVE meeting	Positive meeting
<b>12/13/2021</b>	Website	Website post	ESKT	POSITIVE webinar	Positive webinar
<b>12/20/2021</b>	Website	Website post	MAGG	Privacy and security tips for older adult	Privacy and Security tips for older adults

<b>12/22/2021</b>	Facebook	Facebook post	BPC	Healthy ageing in Europe	Article on AAL Programme
<b>12/22/2021</b>	Twitter	Twitter post	BPC	Healthy ageing in Europe	Article on AAL Programme
<b>01/14/2022</b>	Twitter	Twitter post	ESKT	Last Consortium Meeting	Meeting in Bilbao
<b>01/14/2022</b>	Facebook	Facebook post	ESKT	Last Consortium Meeting	Meeting in Bilbao
<b>02/01/2022</b>	Facebook	Facebook post	REALL	Jobs for elderly	Article on jobs for elderly
<b>02/01/2022</b>	Twitter	Twitter post	REALL	Jobs for elderly	Article on jobs for elderly
<b>02/01/2022</b>	Facebook	Facebook post	FSL	Positive trial	Positive and journal
<b>02/01/2022</b>	Twitter	Twitter post	FSL	Positive trial	Positive and journal
<b>02/14/2022</b>	Facebook	Facebook post	REALL	OVH Cloud event	New start-up from event in Poland
<b>02/14/2022</b>	Twitter	Twitter post	REALL	OVH Cloud event	New start-up from event in Poland
<b>02/25/2022</b>	Website	Website post	FSL	POSITIVE progress	POSITIVE final outcomes

<b>02/25/2021</b>	Website	Website post	REALL	Pilot Testing in Poland	Classes organised within 2nd pilot testing in
<b>03/28/2022</b>	Facebook	Facebook post	HSLU	POSITIVE progress	POSITIVE final outcomes
<b>03/28/2022</b>	Twitter	Twitter post	HSLU	POSITIVE progress	POSITIVE final outcomes

Table 4 POSITIVE dissemination report