



**Managing cognitivE decliNe throuGh theatre therapy, Artificial intelligence
and social robots drivEn interventions**

D4.2 Dissemination plan



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List of acronyms

Acronym	Description
AAL	Ambient Assisted Living
DoW	Description of Work
EC	European Commission
EU	European Union
HUG	Hôpitaux Universitaires de Genève
INRCA	Istituto Nazionale di Riposo e Cura per Anziani
IRIS	Iris Robotics
KPI	Key Performance Indicator
KRD	Karde AS
MCI	Mild Cognitive Impairment
MTR	Mid Term Review
SEO	Search Engine Optimisation
SERP	Search Engine Ranking Page
SOME	Social media
TLU	Tellu AS
TUC	Technical University of Cluj-Napoca
WP	Work Package

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Executive summary

The engAGE project has detailed in this deliverable the plan for dissemination, laid out in the Description of Work (DoW). The project has produced a website which is updated at need. All partners disseminate information about the engAGE project and its anticipated results, and a link to the engAGE website. Leaflets and brochures in the partner languages have been, and will be, produced regularly.

This document describes a general dissemination strategy, audiences, dissemination instruments, general and partner-specific dissemination plans as well as Key Performance Indicators (KPIs) for the dissemination activities.

For social media, the project has created a Facebook account for frequent posts about news and for “informal” notices to ensure wide dissemination of information from the engAGE project.

The project web that is populated with important information of the project including pages in native languages, is described.

It is an ambition to collect contact information to a group of end-users who will act as "early testers" outside the engAGE project organisation. In practice, we aim to collect ca. 500 contacts (e-mail addresses) to enrol the persons in early testing of the functional engAGE prototype and its services:

- the robot (device)
- the tablet (device)
- the services implemented on the robot and the tablet

We calculate that this activity will also create the first customer base after the end of the project, and such contribute to the business development of the engAGE project.

1 Introduction

1.1 Scope and purpose of this document

This deliverable is an output from Work Package (WP) no. 4: **Dissemination and Exploitation Strategy** (M1-M30) which has the following objectives and partner effort:

Table 1: Description of work, objectives

Participant n° (lead partner first)	4	2	3	6	1	5
Participant short name	KRD	IRIS	TLU	INRCA	TUC	HUG
Person-months per participant	11	11	8	5	5	3
Objectives of the WP To raise public awareness on the results and receive feedback; To ensure wide outreach of the results and share best practices; To issue reports, articles and other dissemination material and to participate in networking activities; To support exploitation of results, analysing the market characteristics and its potential; To define an appropriate exploitation and commercialisation strategy; To carry out business planning activities that will allow taking results to the market in 24 months after the project end. Ensure that Ethics by Context is integrated in all tasks.						

More precisely, this deliverable has been created under Task 4.1, with the DoW as follows:

Table 2: Description of work, Task 4.1

Task 4.1	Dissemination and Communication [Lead: KRD, Participants: ALL, M1-M30]
<p>This task deals with the implementation of all the foreseen dissemination activities. These include the project website, written and electronic publications and presentation of the project results in symposiums, meetings, congresses; technical magazines and transactions; and use of EU dissemination channels. Dissemination will also be carried out through the presentation and demonstration of engAGE results at key sector technology-related events addressed to the potential target organizations. Additionally, the consortium will focus on commercial dissemination activities: interviews, demonstrations to clients and prospects, issue of commercial newsletters and brochures. Focused communication materials will be advertised to target audiences and disseminated at national and international levels. Traditional (daily press, wide-audience magazines, etc.), as well as new information channels (e.g., web 2.0 instruments, videos), will be used to maximize project visibility. A dissemination plan will be created tailored for scientific and industrial audience. A communication plan will be defined for addressing activities focused on general audience.</p>	

This WP defines the necessary communication channels for the diffusion of the project results at local and international level. This deliverable presents the EngAGE project’s overall dissemination plan, with special attention to the activities to be performed during the first half of the project, until the Mid Term Review (MTR).

First, it aims to provide a clear understanding of the target groups that are to be addressed in the engAGE project. Second, it identifies the tools that have been and will be used to achieve the dissemination goals in the project.

As this deliverable covers both planning and implementation aspects of engAGE dissemination, it also includes an initial schedule of all most important actions planned.

Finally, it summarises the target figures (KPIs) that are set for the dissemination activities.

This deliverable should be read together with deliverable D4.1 engAGE website (M3).

All partners have been, and are, involved in this task.

2 engAGE's dissemination strategy and risk management

2.1 Dissemination strategy

The strategic aim of the dissemination activities in the engAGE project is to boost the large-scale visibility and in-depth impact of the project.

This will be approached by articulating project findings and results directly vis-à-vis end users, research milieus, industry, businesses, and social communities. The activities will unite publications in scientific journals, participation in international conferences, workshops, community meetings, seminars, local events, etc., press releases and media coverage, newsletters, and webinars.

Mainstream social media (Facebook) will be exploited by regular posts. Appropriate social media groups will be populated by project participants.

The project participants will use their existing networks, including that of the advisory members, and (social media) communication channels for creating larger audiences.

The impact manager will be responsible for overseeing that publications are progressing as planned and that publications are deposited, when possible, in open-access repositories.

The focus of this very dissemination plan is on setting up:

- (i) an effective communication strategy for making relevant stakeholders aware and understand the engAGE innovative technologies and support early adoption, and
- (ii) receiving feedback by engaging in dialogue with relevant stakeholders in the elderly peoples' healthcare management sector.

Our dissemination strategy aims at:

- (i) establishing target audiences and providing dissemination material tailored to address the different audiences,
- (ii) defining key messages,
- (iii) selecting the appropriate modes of communication,
- (iv) contacting all the communication media which can be directly or indirectly reached by the partners,
- (v) providing effective demonstration and evaluation of the results,
- (vi) maximising the exposure of messages, and
- (vii) exploiting the communication channels provided by the EU and national public bodies.

The concrete rules for dissemination are set in AAL communication guidelines [1] and [2], the national grant agreements, and in the Consortium Agreement.

We hereby establish a set of practical rules for choosing at each time appropriate content for our dissemination activities. The dissemination strategy of the engAGE project is based on three concrete principles: *relevance, regularity and being up to date*.

Relevance is the baseline of all dissemination. The content that we disseminate, must correspond to the recipients' interest, needs or requirements. *Regular* means the necessity to maintain the audiences' interest in the project's achievements on a continuous basis. *Up to date* is indeed very important. Providing fresh content is the key element for the audience to maintain their interest in the project. Timely and effective dissemination of results is an essential part of our project. Nevertheless, we aim to adapt the dissemination strategy to the maturity of the project, meaning for example that we should not "spam" intermediate results, but instead adapt the messages to the actual phase of the project. We should also concentrate us on our own results, not all others'.



Last, but not least, the project team shall *be aware of, respect and support* the different requirements and ambitions of other partners' dissemination activities. For example, business partners will aim at a marketable, commercial product. For them, academic publishing is often not of high priority. On the other hand, for our research partners, publishing high quality papers for academic merits is required. Both aspects are equally important in the engAGE project.

2.2 Risk management

The engAGE dissemination strategy together with the concrete dissemination plan will take care of successful awareness raising and impact creation. The strategy and plan also mitigate the risk of non-effective dissemination. The mitigation happens through:

- dedicating enough resources to dissemination,
- performing regular and continuous dissemination planning, and
- monitoring and evaluating the dissemination results vis-à-vis the established KPIs (Chapter 7).

3 Audiences

The engAGE project aims at broad dissemination during the entire project. The target audience for the engAGE dissemination activities are:

- (i) **General public** – providing general awareness messages that popularise the results and how may they influence their daily life.
- (ii) **People suffering from MCI and their caregivers** – targeted message to early adopters of the engAGE system that focusses on robot-based features, related self-management of cognitive decline, and support of cognitive function, utilising pro-active communication, demo, and pilot showcases, etc.

Caregivers may be formal caregivers (e.g., care home personnel, home care professionals, ergo therapists etc.), and/or informal caregivers such as family and friends.
- (iii) **End user associations and civil society organisations** – providing general awareness messages that popularise the results and how may they influence their daily life.

End user associations may be for example senior clubs or groups organised *for* people with MCI/dementia and their caregivers *by* national/local health or elderly authorities or organisations.
- (iv) **Healthcare professionals and organisations** – messages advertising engAGE benefits brought in terms of reducing cost, resources, and improvement of the MCI patient follow-up.

One example is public and private service providers, e.g., home care enterprises.
- (v) **Expert dialogues, personal contacts** with relevant individuals.
- (vi) **Local authorities and national/regional public bodies** within health administration.
- (vii) **Policy makers.**
- (viii) **Insurance companies.**
- (ix) **Scientific community** – researchers at universities, research institutes and R&D departments, universities within technology and healthcare,
- (x) **Technical community** – technology manufacturers and suppliers, system integrators and vendors etc.
- (xi) **Potential investors** – messages advertising the business case and potential economic impact of engAGE, business models, revenue streams, etc.
- (xii) **Media and broadcasting.**
- (xiii) **Other projects.**
- (xiv) **Standardisation bodies.**
- (xv) **European commission and the AAL community.**

4 Dissemination instruments and arenas

4.1 Logos

4.1.1 Project logo

One of the most important visual elements in the project’s communication is the logo. The “life cycle” of the engAGE logo had included three phases: the project description logo, the intermediate logo for first public communication, and the final logo design. These phases are illustrated in Figure 1.



Figure 1: The three “generations” of the engAGE logo from proposal to the final one.

The final project logo should be used in *all* dissemination materials and publications whenever appropriate.

4.1.2 Funding body logos

The national authority and funding agency logos (Figure 2) are mandatory in all project communication both nationally and internationally.



Figure 2: The national funding agency logos, from left: Romania, Norway, Italy and Switzerland.

4.1.2.1 AAL and EU logos, acknowledgements

Example of acknowledgement sentences (always in the right bottom of the website): “Co-funded by” or “With the support of” next to the AAL logo, the EU flag and the national authority logo. E.g., “Co-funded by the AAL Programme and the xxx national authority.

4.2 Websites

4.2.1 Project website

The project’s website (Figure 3) was opened early in the project (<https://engage-aal-project.eu/>). It has been created on the Drupal-platform [5] by Karde who also is engaged to keep the website updated along the progress of the project.

The home page of the website presents three main items to provide “nutshell” information about the project to the visitors:

- Holistic monitoring of ability to conduct Activities of Daily Living (ADL) and wellbeing.
- Machine learning-based cognitive decline evaluation.
- Coaching, cognitive stimulation and social interaction using social robots.

Other items on the project web are presentations of:

- **End-users** aimed at by the engAGE project
- The envisaged **engAGE system**
- Summary of the project’s **outreach** activities

- **Project facts** (partners, financing etc.)
- **National pages** (partner’s own websites in native languages, Annex 2 – engAGE website pages with native languages; see also Chapter 4.2.2 below)

The website also presents an impressum (a legal statement of ownership) of the project, it connects to the project’s Facebook, it allows feedback to the web editor, and there is a search function.

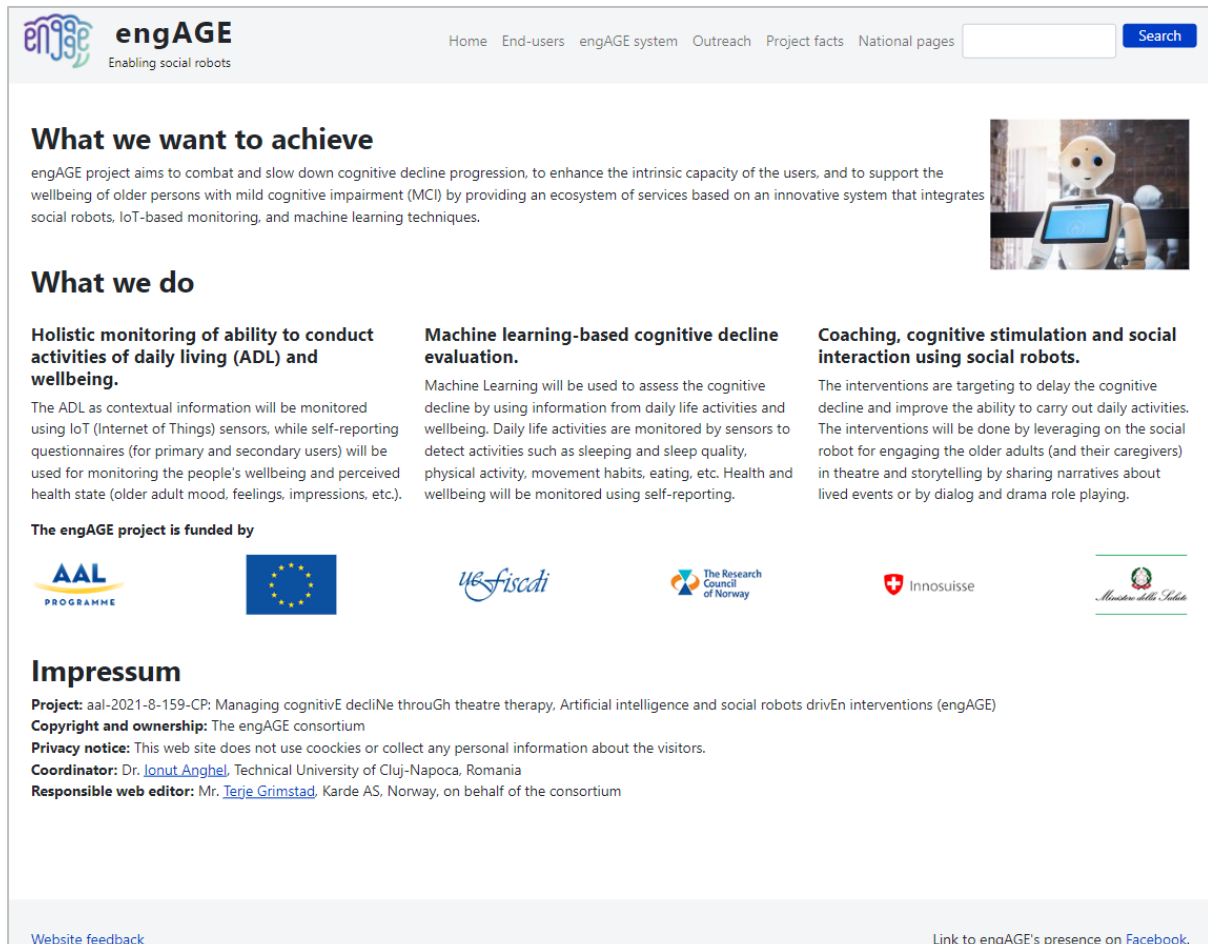


Figure 3: The home page of the project’s website.

4.2.2 Partners’ engAGE web pages

All engAGE partners are encouraged to publish a web page about the project on their company’s or organisations’ website (and to keep it updated). These pages will be formatted according to the templates used on the partners’ websites. It is, however, recommended to add the national funding body’s as well as the AAL and EU logos.

The web pages or the web-based information about engAGE on the partners’ websites are (alphabetically):

- HUG: <https://www.hug.ch/sciences-linformation-medicale/projets>
- IRIS: <https://irisrobotics.ro/lansarea-proiectului-engage/>
- KRD: <https://www.karde.no/engage>
- TUC: <https://dsrl.eu/engAGE/>

4.3 Facebook and beyond

4.3.1 Project Facebook page

In the Kick-off Meeting of engAGE, Facebook was selected as the one and only social media channel for the project, at least during the **Phase 1** of the project.

Phase 1 spans from M1 to M12 whilst engAGE requirements are analysed, end-users' wishes and needs are determined. The services development is started, and their first releases are issued and integrated into the first running engAGE prototype application providing basic functionality. Lab testing in a controlled environment of robot-based services is started and potential limitations and drawbacks are identified.

Content creation and publication of posts on the project's Facebook page has started. The page is available on <https://www.facebook.com/Engage-project-104670398780021> The first posts on this page are shown in Annex 3 – engAGE's Facebook page.

Additional social media channels may be activated in **Phase 2** and **Phase 3**, when the engAGE solution offers interesting content and may attract early adapters and investors. For these phases, we will analyse and decide upon a suitable platform. LinkedIn offers suitable functionality and options for these phases and is the most obvious candidate.

In general, all project partners are encouraged to cross publish Facebook posts and to populate appropriate open Facebook pages with posts from engAGE. Such groups can be those concerning assistive technologies, elderly and seniors, memory decline, and robot technology. Such publishing must, however, be done with care in order not to "contaminate" others' Facebook pages.

4.3.2 Partners' Facebook, tweets, and blogs

The engAGE partners will publish posts on following services:

HUG: https://twitter.com/simed_hug

INRCA: <https://www.facebook.com/Inrca>
<https://www.linkedin.com/company/inrca---istituto-nazionale-ricovero-e-cura-anziani>
https://twitter.com/irccs_inrca

IRIS: <https://irisrobotics.ro/blog/>
<https://www.facebook.com/IrisRoboticsTeam/>
<https://www.linkedin.com/company/iris-robotics>

KRD: <https://www.facebook.com/kardeasno>

TLU: <https://nb-no.facebook.com/Tellu-329605673851515/>
<https://www.linkedin.com/company/tellu-as/?originalSubdomain=no>

TUC: <https://ro-ro.facebook.com/utcluj.ro/>

4.4 Press releases

The project partners have published the first press releases to create initial awareness of the project and its aims (Annex 1 – Press release example).

The engAGE project's strategy for press releases is *distributed* for realisation to the national partner organisations. This decision is anchored to the very different press release practices and formalities between the participating countries. In some countries, the press seems to be more open for intermediate releases from R&D projects. In other countries, such releases will be regarded as uninteresting or even inappropriate by the press and sending such will hamper their interest in the future releases with more substantial content. So, releasing of any press release has been decided to

be the business of *each partner individually* so far although templates, ideas etc. will be produced collectively.

Traditional media (newspapers, radio, TV) are still an important communication channel especially for some target groups. We anticipate that these channels will be activated after our press releases.

4.5 Presentation template

The project has created a common PowerPoint template (Figure 4). This shall be utilised in all presentations unless other templates are required by, for instance, an arrangement.



Figure 4: The engAGE PowerPoint template.

4.6 Brochures, leaflets, posters

By several project partners, project leaflets containing easy-to-read information in national languages should be produced for multiple use, e.g., hand-out at seminars and exhibitions (Annex 4 – engAGE brochure example).

The first versions of the project leaflet can be prepared with general information. An improved version should be designed when the engAGE system and its services are functional, and the tests and trials will start. All partners are encouraged to prepare specific leaflets about the project when such are needed in the country in question, for specific audiences.

In addition to the leaflet, a high-quality project poster, printable in sizes A2-A0, should be produced to be used in networking events, workshops, and conferences, and at events where engAGE has a stand/booth. In addition to general purpose poster, specific versions may be prepared to be presented in poster sessions of scientific events.

4.7 Reports and deliverables

All public deliverables and reports from the project will be published on the project's website. In addition, these may be published on the partners' websites, blogs etc., according to what is appropriate for each partner in question. All deliverables and reports shall follow the project's template for such publications.

A review procedure will be connected to all publications. Typically, two reviewers will secure the quality and correctness of our deliverables and reports.

4.8 Newsletters

Newsletter for wide distribution nationally will follow at the end of Phase 2. The engAGE newsletters will be produced every six months, starting at the end of 2022. These letters will contain the status and available demos of the engAGE system and its services. The letters will also contain news of the project's workflow, results of the user-centric activities (co-creation) and links to open publications.

Each participating county will design the *content* of their own national newsletters and distribute these according to an appropriate distribution tool, mail-lists, or the like. Common design templates will be used as far as possible.

4.9 Roll-ups

Roll-ups will be necessary for instance at seminars and conferences where the engAGE project has a booth or a stand. Such roll-ups should be adjusted to be relevant and appropriate in the national and international arenas. Cultural differences play an important role for roll-ups in national arrangements, so strict standards for these will not be established other than the use of the project's and the funding bodies' logos.

4.10 Videos, video platforms

There are already a small number of videos available from the project. Mainly, these are about robot technology to assist the researcher in the first phases of co-creation together with end users. Videos are also relevant for our Facebook and the project website. Towards the end of the project, promotional videos will be produced for business and market creation.

We intend to publish our videos mainly in the Vimeo-platform [6] to avoid disturbing advertisements.

4.11 Academic/scientific dissemination

This deliverable establishes principles for the academic/scientific dissemination plan and its main elements: It is obvious that (a) this is the research partners' planning and performing task, and (b) that the publications should be based on open access. The industrial or commercial partners are not in the practical position to author such papers or choose appropriate arenas, nor to submit the papers to the best available conferences or journals, unless this is done in close collaboration with academic partners.

The principles and procedures that can be established for the academic researchers' scientific publishing from the engAGE project are:

- a. Choose between appropriate and potential conferences vs. journals.
- b. Have a good overview of both national and international conferences vs. journals.
- c. Evaluate the degree of merit.
- d. Agree upon individual vs. co-authored work.

4.12 Technical channels

The technical channels that will be used in the engAGE project are:

- Internet-based channels (web, e-mail, distribution tools, social media)
- Radio podcasts
- TV streaming
- Video platforms
- On-line journals, magazines, and newspapers
- Conference sites (paper and presentation repositories)

4.13 Arenas

Our most important arenas for diverse dissemination are:

- Scientific/academic conferences
- Congresses and other events
- Seminars and meetings nationally and internationally
- End-user contacts (all categories)



- Workshops (mainly national)

The project partners are encouraged to follow national and international announcements for all such, and to participate.

4.14 End-user involvement (co-creation)

4.14.1 In the project

End user involvement in the co-creation, testing, and piloting phases of the project entails dissemination of project information. This happens continuously and is connected to the ethical guidelines that require the researchers to inform participants properly about the project, its aims, financing etc. This dissemination targets individuals, but will spread as the participants inform their friends, colleagues, families and so on. The project information to the end-user participants is both written and oral.

4.14.2 “First testers”

Whilst the project proceeds, the project team keeps collecting contact information to a group of end-users who will act as “first testers” outside the project’s test and trial regime. In practice, we aim to collect ca. 500 contacts (e-mail addresses) to enrol the persons in early testing of the functional engAGE prototype and its services. We calculate that this activity will also create the first customer base after the end of the project.

4.15 Common document repository

The project has established a common document repository on TUC Microsoft SharePoint (<https://didatec.sharepoint.com/>). Here, we shall share all materials that are produced, as well as “ingredients” for a broad spectre of dissemination purposes nationally and internationally.

5 Partner-specific dissemination plans

5.1 HUG

During the first months, HUG will set up a close collaboration with institutions dealing with seniors having mild cognitive disorders. By contacting these institutions, our aim is to make the engAGE project known and interesting to the main stakeholders. The HUG is also continually invited to several events to talk about innovation in the health field. So, on the continuity of the project, HUG will meet citizens through cultural events where the project will be presented in broad outline and where we will make visible how to contact us if interested in participating for interviews or user tests.

In addition, we will reference the project on our official website and take the opportunity to add it to the different media of our collaborators, such as LinkedIn. At the same time, HUG will write publications on the more evaluative aspects as reports for the project's website.

5.2 INRCA

INRCA will disseminate information about engAGE through its social channels (Facebook, Twitter, and LinkedIn) mainly. The goal is to inform people and create awareness towards end users, stakeholders, and professionals. In this way, we aim also to recruit participants for the several stages of the project. In addition to that, INRCA will publish scientific articles in peer-reviewed journals. Finally, INRCA will present engAGE also during internal activities and meetings, as well as internal newsletter and the INRCAtalk (monthly internal meeting where professionals present webinar), to share ideas with INRCA professionals about this project.

5.3 IRIS

IRIS Robotics will disseminate information about engAGE through social media network (Facebook, LinkedIn). The aim is to inform and create awareness in the local and national community in order to attract potential partners and clients to implement engAGE ecosystem at the end of the project.

Also, through the partnership with the producer of Pepper robot, we will participate at events, conferences where we will share project news, offer demonstrations for a various partners and stakeholders. For the national community, we will publish regularly on our website's blog updates and results of the engAGE project.

5.4 KR D

Karde will disseminate information about the project to create awareness about what our aim is and when we have something new to tell.

Awareness will be communicated during the first year of the project to municipalities which run care centres and homes for people with dementia, to dementia organisations and the press in general through information leaflets, Karde's Facebook, meetings, and seminars.

New achievements in the project will be communicated via the same channels from late 2022 until the end of the project and beyond.

Dissemination will also be provided through marketing material for Karde's Memas-product [3], which will contain services intended for the engAGE-system. Memas will be integrated into the robots and serve as a travelling version of the engAGE-system, without the robots:

- Calendar with reminders.
- Step by step instructions for daily activities in form of series of images with spoken comments or videos.
- Very simple to operate video communication system.
- Dialog and drama role playing (dependent of how that will be provided in engAGE).



- Memories and storytelling, i.e., photos with spoken comments and videos.

5.5 TLU

TLU will carry out the following activities for disseminating the engAGE project:

- Sharing project news in TLU social media channels (Facebook, Twitter, Linked in etc) and website.
- Participations to conferences, workshops, exhibitions and industrial events such as Vitalis, eHin, MVTe etc. presenting the project and project results.
- Taking part in publications of peer reviewed papers disseminating results related to TLU use case and technical contribution.
- Provide presentations and do demonstrations for various stakeholders and partners (within the health sector and municipalities) related to the project.

5.6 TUC

The main dissemination activities carried out by TUC during the project lifetime will be:

- Publication of engAGE related articles to international peer-reviewed journals about the outcome of the research and development activities and the envisioned/developed technologies.
- Publication of papers in peer-reviewed international conferences reporting innovative technologies and solutions developed in the project.
- Participations to conferences, workshops, and events for presenting the project objectives and outcomes.
- Participating to the European Week of Active and Healthy Ageing (former AAL Forum) for disseminating the project results and finding potential synergies with other AAL projects and identifying/involving stakeholders.
- Participation in activities organized jointly with other AAL project(s) for exchanging knowledge and ideas.
- Participation to the AAL CMU-announced events for raising awareness about the project and bringing back feedback/ideas.
- Sharing project news and updates in TUC social media and network.
- Disseminating the project internally in different meetings, events, courses, or presentations.

6 Ethics

For WP4, the DoW requires Ethics by Context to be implemented in each task [4]. Examples that illustrate these requirements are [4]:

- rules of use
- agreements about who has access to data, and when
- establishing a helpdesk
- technology innovation demands
- standardisation
- part of the payment protocol

In **Task 4.1 Dissemination plan**, Ethics by Context will be implemented *in the communication* about the engAGE technology itself. This strategy leans on two main perspectives:

- to ensure that the AAL values (Figure 5) are embedded in the communication, be it dissemination materials, oral presentations or other means, and
- to ensure that aspects such as those in the bullet list above, are well present in the communication from WP4.

Implementing and monitoring this is a shared task between the leader of WP4, the task leader of Task 4.1, the Impact Manager of the project, and the task leader of Task 3.1 Code of conduct, recruitment of end-users and test protocol.



Figure 5: The AAL ethical values.

In all dissemination, especially three principles will be followed:

1. Anonymisation of individual persons in reports, articles, and the like.
2. Consent to use photos of persons (e.g., end users participating in co-creation activities) in all dissemination materials.
3. Use of easy-to read language in all communication and awareness raising vis-à-vis general public.

6 Summary: Dissemination plan

Table 3: Dissemination plan and timeline

Dissemination activity	Timing	Responsible
Press releases	In the beginning of the project, later at main achievements	All partners
Web updates (project)	Continuously	KRD (editor), expected input from all partners
Web updates (partners)	When appropriate	Partners in question
Facebook posts	Continuously, bi-weekly after summer 2022	KRD (editor), expected input from all partners
Newsletters	First newsletters at the end of 2022. Draft content: total 6, one per partner	The partner responsible for the newsletter
Brochures	At need	In native languages.
Posters	At need, per conference or seminar. Baseline in English.	Partner participating in the event. Translate to national languages at need. According to the event.
Roll-ups	At need, per conference or seminar. Baseline in English.	Partner participating in the event. Translate to national languages. According to the event.
Academic publications	Continuously, based on timing for Journals and Conferences	Academic partners
Popular scientific articles	Continuously, based on timing for Journals and Conferences	All academic partners
Videos	Robot in real use (in native languages)	IRIS (editor), expected input from all partners
Screencasts	Usage of the tablet (Memas as travel robot companion)	KRD (editor), expected input from all partners
Collect 500 e-mail addresses from each country in engAGE	By the end of 2023, after the first running system/service prototypes	All partners

7 Dissemination follow-up

7.1 Key Performance Indicators

In the project description (DoW), several Key Performance Indicators (KPIs) are set for the dissemination activities.

The overall project KPIs that affect dissemination are shown in Table 4.

Table 4: Overall KPIs for engAGE's dissemination activities

Indicator	Year 1	Year 2	Year 3 (6 months)
Public awareness raising	At least 40 followers/visitors on social media	20 % increase from the previous year	40 % increase from previous year
	At least 200 likes/shares/comments	20 % increase from previous year	40 % increase from previous year

Table 5 below describes the envisioned main dissemination activities together with the criteria for evaluating their success.

Table 5: Detailed KPIs for engAGE's dissemination activities

Measure	Why	Action	Target KPI
Web portal visibility	General awareness	Website updates and SEO	Top 5 in SERP
AAL Forum (EWAHA) participation	Provided focused information for AAL sector	Focused presentations, info days, seminar, project booths	Yearly participation
Clustering with other AAL projects	Strengthen impact through joint efforts	Meeting attendance, workshops, and common publications	Min. 2 projects
Exhibitions, workshops, etc.	Dissemination of project results	Attending scientific, industrial, and business events	Min. 15 events
Publications	Innovation dissemination and social awareness	Publication to journals, magazines, and conference	Min. 5 publications
Demos and presentations	Attract early adopters, raise awareness	On-site/video demonstrations / presentations	Min. 3 demos
Social channels	General information, raising awareness about project activity	Social media posts	Min. 1 post /month; Min. 60 followers
AAL2Business – Lean Start-up Academy	Provided focused information related to business development strategy	Creating Lean Canva and Value Proposition Canva	Yearly participation

7.2 Dissemination log

All dissemination actions will be *continuously* logged in the standard AAL reporting table shared by *all partners* on the Sharepoint document archive (Table 6). This instrument enables the follow-up of the planned actions and the progress as well as the yearly reporting from the project.

In the middle of May 2022, the table was populated by 31 dissemination activity entries. Updating the table is the responsibility of all project partners collectively and continuously.

Table 6: Overview of the impact and awareness activities of engAGE by 31.05.2022.

Project participant responsible	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)
KRD (Norway)	Project page created on Karde's enterprise web	6.12.2021	https://www.karde.no/engage
KRD (Norway)	Project fact sheet published on Karde's enterprise web	6.12.2021	https://www.karde.no/wp-content/uploads/2021/12/engAGE-faktaark-1.22.pdf
KRD (Norway)	Facebook post of project on Karde's enterprise FB	6.12.2021	https://www.facebook.com/kardeasno/posts/3171431449753850
TUC (Romania)	Project page created on TUC DSRL web	10.12.2021	https://dsrl.eu/engAGE/
KRD (Norway)	Dialogue with potential expert (Arendal municipality)	12.1.2022	Telephone meeting
KRD (Norway)	Project web-domain established	13.1.2022	www.engage-aal-project.eu
KRD (Norway)	Project Facebook-page established	13.1.2022	https://www.facebook.com/Engage-project-104670398780021
KRD (Norway)	Facebook post about project goals	16.1.2022	https://www.facebook.com/permalink.php?story_fbid=106860988560962&id=104670398780021
KRD (Norway)	Facebook post about kick-off and partners	16.1.2022	https://www.facebook.com/permalink.php?story_fbid=106854601894934&id=104670398780021

KRD (Nprway)	Facebook-post: Partner presentation (TUC)	17.1.2022	https://www.facebook.com/permalink.php?story_fbid=107554961824898&id=104670398780021
TUC (Romania)	Press release on TUC web page	14.01.2022	https://www.utcluj.ro/media/documents/2022/engAGE_press_release-RO_1.pdf
TUC (Romania)	Facebook-post on TUC official account	14.01.2022	https://ro-ro.facebook.com/utcluj.ro/
TUC (Romania)	Online magazine article	14.01.2022	http://www.marketwatch.ro/article/17582/UTCN_coordoneaza_proiectul_AAL_engAGE_-_Managing_cognitive_decline_through_theatre_therapy_Artificial_intelligence_and_social_robots_drive_interventions/
TUC (Romania)	Post on TUC Linkedin account	14.01.2022	https://ro.linkedin.com/school/universitatea-tehnica-din-cluj-napoca/
TUC (Romania)	Radio interview and online newspaper article	14.01.2022	https://www.europafm.ro/proiect-pentru-atenuarea-imbatranirii-cu-ajutorul-inteligentei-artificiale-lansat-de-universitatea-tehnica-din-cluj-napoca-audio/
TUC (Romania)	Online magazine article	14.01.2022	https://cluju.ro/proiect-in-valoarea-de-2-milioane-de-euro-lansat-de-universitatea-tehnica-din-cluj-prin-care-se-cauta-solutii-pentru-incetinirea-declinului-cognitiv/
KRD (Norway)	Press release sent to Oslo metropolitan area recipients	2.2.2022	TBA
KRD (Norway)	Participant presentation on FB (IRIS)	2.2.2022	https://www.facebook.com/permalink.php?story_fbid=116646870915707&id=104670398780021
KRD (Norway)	Final engAGE logo uploaded and posted on FB	2.2.2022	https://www.facebook.com/permalink.php?story_fbid=116645044249223&id=104670398780021
TUC (Romania)	Article in journal	27.02.2022	Sensors journal, https://doi.org/10.3390/s22030992

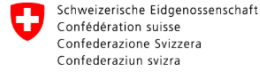
IRIS (Romania)	Newspaper article	01.02.2022	https://stiritimis.ro/lansarea-proiectului-aal-engage/
IRIS (Romania)	Blog article on our site	01.02.2022	https://irisrobotics.ro/lansarea-proiectului-engage/
IRIS (Romania)	Newspaper article	01.02.2022	https://comunicate-pr.ro/lansarea-proiectului-aal-engage/
KRD (Norway)	Article about engage and Karde in local digital magazine NAB (Oslo)	9.2.2022	https://nab.no/nyheter/karde/19.26261
KRD (Norway)	FB post about NAB article	13.2.2022	https://www.facebook.com/kardeasno/posts/3220319514865043
KRD (Norway)	Link on Karde's web to NAB-article	13.2.2022	https://www.karde.no/engage
TUC (Romania)	Interview for local radio station	24.02.2022	Project coordinator gave a 30 min live interview to Radio Cluj
KRD (Norway)	Project web complete and published	28.2.2022	https://engage-aal-project.eu/
KRD (Norway)	Partner presentation on FB	1.3.2022	https://www.facebook.com/permalink.php?story_fbid=125762903337437&id=104670398780021
TUC (Romania)	Presentations about managing and coordinating the project, MTR updates	20.04.2022	AAL Call 2021 Coordinators' Day, Brussels, Belgium
TUC (Romania)	Article in journal	12.05.2022	Future Internet, https://doi.org/10.3390/fi14050150



8 References

- [1] AAL Guidelines for dissemination and reach out, in: Guide for Coordinators
http://www.aal-europe.eu/wp-content/uploads/2018/11/Guide_for_Coordinators_20181105-FINAL.pdf
- [2] AAL Social media kit
http://www.aal-europe.eu/wp-content/uploads/2021/03/Social-Media-Kit_Final.pdf
- [3] Memas <https://www.karde.no/produkter/memas-tjeneste>
- [4] AAL Guidelines for Ethics, Data Privacy and Security
<http://www.aal-europe.eu/wp-content/uploads/2020/07/AAL-guideliens-for-ethics-final.pdf>
- [5] <https://www.drupal.org/>
- [6] <https://vimeo.com/>

Annex 1 – Press release example



Press release

Launch of the engAGE AAL Project

January 13, 2022

The kick-off meeting of the Active and Assisted Living (AAL)¹ European project engAGE (Managing cognitive decline through theatre therapy, Artificial intelligence and social robots driven interventions) took place Wednesday 12.01.2022. **engAGE** is a European project with a total budget of about 2 million euros coordinated by the Technical University of Cluj-Napoca. The consortium consists of 6 partners from 4 countries:

- Technical University of Cluj-Napoca, Romania² (coordinator)
- Iris Robotics, Romania³
- Tellu AS, Norway⁴
- Karde AS, Norway⁵
- University Hospitals of Geneva, Switzerland⁶
- IRCCS INRCA, Italy⁷

engAGE Identity Card

- **Title:** Managing cognitive decline through theatre therapy, Artificial intelligence and social robots driven interventions
- **Call:** AAL Call 2021
- **Duration:** 30 months
- **Start date:** 01 December 2021
- **EU + National contribution:** 1.269.090 Euro (Total cost: 1.921.930 Euro)
- **Partners:** 6
- **Country Coverage:** Romania, Norway, Switzerland, Italy



engAGE in a nutshell

Initially considered a normal effect of aging, **mild cognitive impairment** is a syndrome that affects older adults (not only) and causes changes and decline of their cognitive abilities. To manage such negative effects on wellbeing and health there is a strong need for innovative ICT technologies to engage, support, and coach older adults in training their cognitive function in a rather personalized manner considering their cognitive state, preferences, and wishes.

The goal of the engAGE project is to **combat and slow down cognitive decline progression**, to **enhance the intrinsic capacity of the users**, and to **support the wellbeing of older adults with mild cognitive impairment** by providing an ecosystem of services that integrates: (1) **holistic monitoring of the ability to conduct activities of daily living and wellbeing using IoT devices**, (2) **machine learning for detecting the potential cognitive decline** and (3) social robot driven interventions using **coaching and cognitive stimulation**. The interventions will be done by engaging the older adults (and their caregivers) in theatre and storytelling by sharing narratives about lived events and memories or by

¹ <http://www.aal-europe.eu/>

² <https://www.utcluj.ro/en/>

³ <https://irisrobotics.ro/#>

⁴ <http://www.tellu.no/>

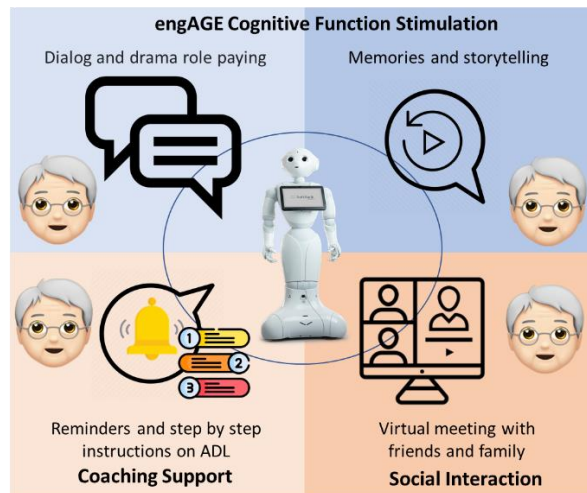
⁵ <http://www.karde.no/>

⁶ <https://www.hug-ge.ch/sciences-information-medicale/equipe-du-service-sciences-information-medicale>

⁷ <http://www.inrca.it/>

dialog and drama role playing. Theatre and storytelling may improve the quality of life and well-being allowing older adults to preserve their identity, to reduce stresses, memory loss, or communication challenges.

To bring to market the innovative system envisioned a co-creation development methodology will be adopted involving over 200 end-users such as **older adults with mild cognitive impairment, family caregivers** and **healthcare professionals**. The evaluation trials will be setup and run by University Hospitals of Geneva in Switzerland, Karde AS in Norway and by the National Institute for the Care of the Elderly in Italy.



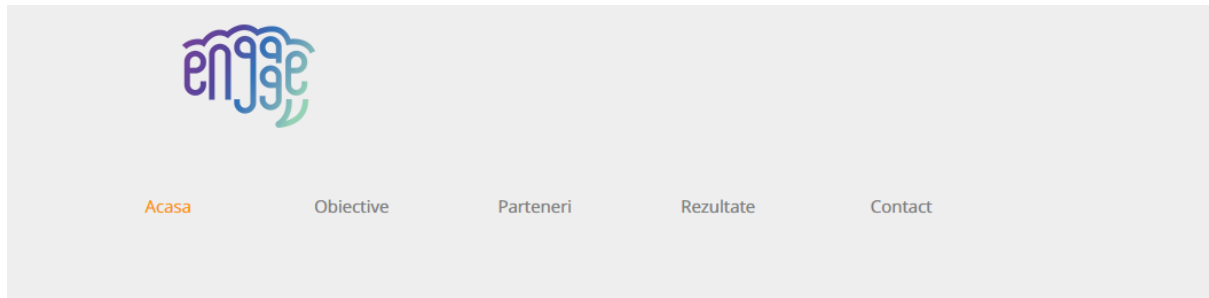
Contact

engAGE Coordinator
Dr. Ionut Anghel
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Annex 2 – engAGE website pages with native languages

Example: <https://dsrl.eu/engAGE/> (in Romanian)



Gestionarea declinului cognitiv folosind terapie prin teatru, inteligență artificială și intervenții bazate pe roboți sociali (engAGE)

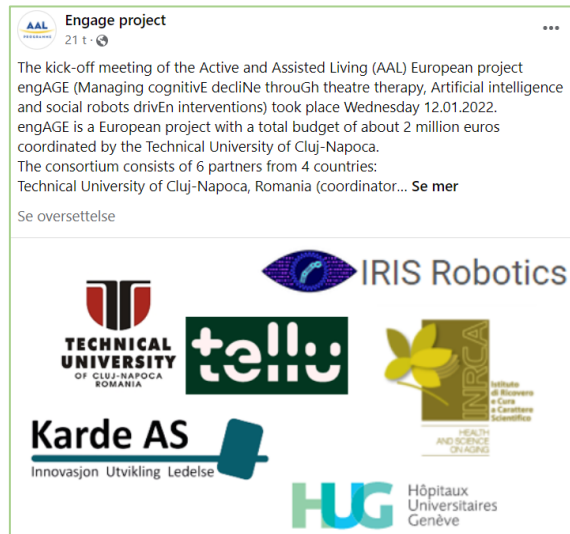
AAL264/01.12.2021

Proiectul engAGE își propune să combată și să încetinească progresia declinului cognitiv, să sporească capacitatea intrinsecă a utilizatorilor și să susțină bunăstarea persoanelor în vârstă cu deficiență cognitivă ușoară (MCI) prin furnizarea unui ecosistem de servicii bazat pe un sistem inovator care integrează roboți sociali, monitorizare bazată pe IoT și tehnici de învățare automată. engAGE vizează provocările și nevoile persoanelor în vârstă cu MCI, a îngrijitorilor formali și informali și definește o abordare inovatoare și completă asupra autogestionării declinului cognitiv, prin monitorizare IoT non-invazivă și auto-raportare, evaluarea cognitivă bazată pe învățarea automată și intervenții prin intermediul roboților sociali în termeni de suport pentru autogestionarea activităților (instrucțiuni pas cu pas și memento-uri) și stimularea funcției cognitive prin activități sociale distractive și plăcute (terapie prin teatru și stimulare amintiri). Grupul țintă principal sunt medicii sau organizații care doresc să-și monitorizeze și să urmărească pacienții cu MCI, iar secundar, persoanele în vârstă cu MCI și membrii familiilor acestora. Cazul de afaceri exploatează caracteristicile unice engAGE și se bazează pe fluxurile de venituri identificate pentru fiecare grup țintă, oferind strategii de atracție de piață pentru comercializarea rezultatelor în 24 de luni de la încheierea proiectului și o strategie de diseminare care prevede definirea unui mesaj specific pentru publicul țintă principal, cum ar fi persoanele care suferă de MCI și îngrijitorii acestora, medicii și organizații, publicul larg, potențialii investitori etc.

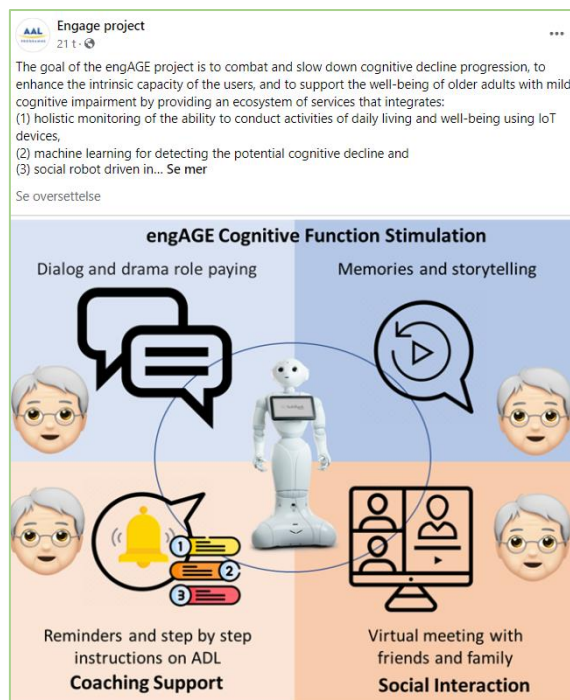
Durata de desfășurare a proiectului este de 30 luni, 01/12/2021 - 31/05/2024.

Annex 3 – engAGE’s Facebook page

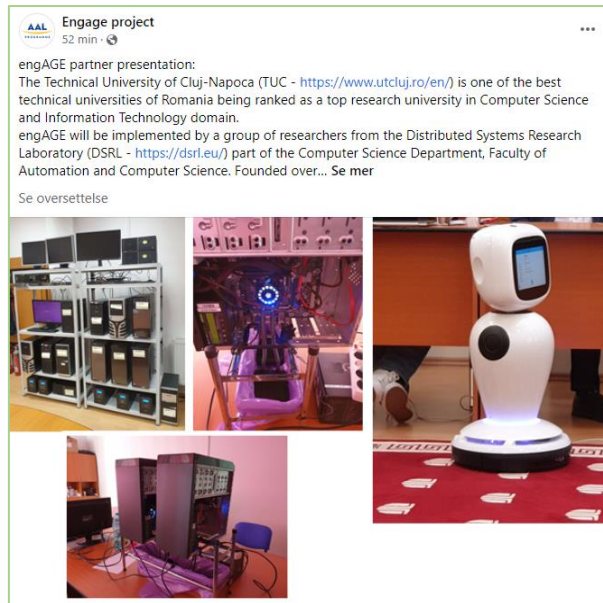
Example Facebook post: Consortium presentation



Example Facebook post: Project in a nutshell



Example Facebook-post: Partner presentation



Annex 4 – engAGE brochure example

engAGE

Managing cognitivE decliNe throuGh theatre therapy, Artificial intelliGence and social robots drivEn interventions:

Bruk av maskinl ring, teaterterapi og sosiale roboter som intervensjonsteknikker i h ndteringen av nedsatt kognitiv funksjonsevne

Prosjektet engAGE er rettet mot personer med mild kognitiv svikt (MCI) og deres st ttepersoner (f.eks. familiemedlemmer, helsepersonell og organisasjoner). Prosjektet tar sikte p    bekjempe og eventuelt bremse framgangen av kognitiv svikt hos personer med MCI-diagnose eller egen opplevelse av at en for eksempel ikke husker s  godt lenger.

Vi vil benytte den kognitive restevnen og st tte velv re hos m lgruppen gjennom innovativ bruk av avansert teknologi som maskinl ring, ikke-invasiv bruk av sensorteknologi, selvrapportering samt kognitiv funksjonsstimulering. Vi vil anvende sosiale roboter for morsomme og hyggelige sosiale aktiviteter som dramalek og minnefortelling.

Et internasjonalt team best ende av partnere fra Romania, Sveits, Italia og Norge vil forske i og utvikle nye teknologil sninger og pr ve disse ut blant brukere i alle fire land. M let er   komme fram til teknologier med kommersialiseringspotensial b de innen infrastruktur og sluttbruker-teknologi.

Prosjektet startet 1.12.2021 og varer til 31.5.2024.

Prosjektet koordineres internasjonalt av personell fra Cluj Napoca universitetet i Romania. Forskningsr det finansierer 50 % av den norske innsatsen.

Prosjektets nettside: www.karde.no/engage
Kardes Facebook: www.facebook.com/kardeasno

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Karde AS
Innovasjon Utvikling Ledelse

