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PU=Public

PP=Restricted to other program participants
(including Commission Services)

RE=Restricted to a group specified by the consortium
(including Commission Services).

CO=Confidential, only for members of the consortium
(including Commission Services).

**Nature of Deliverables:

R=Report

P=Prototype

D=Demonstrator

O=Other

Abstract

The deliverable D7.1 “Dissemination plan” aims at formulating the project’s dissemination strategy and plan, identifying the specific approaches best suited for contact and interaction with target groups, considering both new (e.g. internet exploitation; cross-posting, cycling references, etc.) and traditional (e.g. press release, newsletters, conferences, etc.) dissemination avenues.

The report starts with the identification of the key stakeholders of the projects and the main dissemination channels and communication strategy that are suitable for them to be engaged in the project’s results acquisition and diffusion in the scientific community and at industrial level and to the general audience.

Then a dissemination plan will be described for the whole project period. The initial plan reported in this report as to be considered an initial attempt to get advantages of the expertise and the network of contacts of the project partners. The information contained in the plan will be periodically updated and revised according to the project’s achievements.

Keywords

Stakeholder engagement strategy; Dissemination plan; communication strategy; dissemination initiatives.

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DELIVERABLE D7.1

Title

D7.1 – Dissemination Plan

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0.6	UOC	Consolidated version	7/08/2014
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1. ABBREVIATIONS

AAL JP: Ambient Assisted Living Joint Programme

ICT: Information and Communication Technologies

EU: European Union

SME: Small and Medium Enterprise

AHA: Active Healthy Ageing

KIC: Knowledge Innovation Community

R&D: Research & Development

AALOA: Ambient Assisted Living Open Association

2. EXECUTIVE SUMMARY

Dissemination is regarded as a key factor for the success of the DOREMI project due to both its foundational level (of specific interest for Academic partners) and its clear societal exploitation opportunities of promoting good and healthy behaviours whose ultimate objectives are:

- Stress the advantages in the preventive care for aged persons, its benefits, use and applicability in the different health market sectors.
- Find potential sponsors and partners for enforcement of DOREMI concept (hospitals, telecare operators, manufacturers, health insurance companies, etc.).
- Co-creating two-ways communication channels with relevant stakeholders, research communities, policy makers, media and industry for disseminating the achievements and results.
- Ensuring that the project results will live on a commercial context after the project closure (thus assisting the Exploitation of the project results).

To this end in the deliverable we have set up the rules of the dissemination activity that will be developed during the next 27 months of the project lifecycle.

In particular we have defined the typology of stakeholders that we think relevant for both supporting the dissemination and awareness creation, and the exploitation of the DOREMI solution. We also have defined their engagement strategy and the main tools and media channels that we would use for performing the dissemination activity.

Moreover, a dissemination strategy that combines on-line and off-line dissemination initiatives has been also discussed and finally an overall dissemination plan has been outlined in relation to the relevant project's milestones.

The propose plan will be progressively revised (every three months) and its achievement monitored and reported inside the dissemination reports foreseen for the month 18 (deliverable 7.6) and month 36 (deliverable 7.6.1)

3. INTRODUCTION

One of the most important elements for the success of DOREMI initiative is the awareness creation of the ongoing achievements in the enlarged community of stakeholders that is involved in the care management process of the aged population.

Achieving consensus of the scientific community on the project results it is of course a fundamental step of our research activity, however without an acceptance of the project outputs by the health care organizations in charge of the care management process of the aged persons as well as the rising interest of the various actors involved in the care activities we could have difficulties to stimulate the health market towards DOREMI products and services and we could risk to hinder a significant adoption of the proposed solution when it will be available for the market.

Therefore, we plan to use the dissemination activity not only to give a wider diffusion of the information about the project achievements, but also to create awareness and consensus around the project in all the stakeholder community relevant to DOREMI solution.

To this end, Chapter 4 is dedicated to the understanding of the stakeholder's typologies that could be potentially interested to our activity and its incoming results. In the same chapter we also define which are the best engagement strategies for involving each stakeholders' typology in the project activity. The achievements of this chapter will be further developed in the Deliverable 7.8 ("DOREMI Portal") to shape a specific on-line engagement strategy to support the exploitation of the DOREMI project results.

On the basis of the Chapter 4's findings, Chapter 5 describes the tools that we have developed for the engagement of the stakeholder community and the dissemination of the project's results. The last paragraph of this chapter provides an outline of the dissemination plan for the whole Consortium, together with the dissemination capabilities of each partners and their dissemination activity that has been carried out during the first nine months of the project.

Finally, Chapter 6 makes the conclusions on the dissemination activity done until now and the planned dissemination actions and discusses the relation of this deliverable with the other three reports foreseen during the project activity at month 12 (Deliverable 7.5 "Dissemination activity toolkit"); month 18 (Deliverable 7.6 "Dissemination activity report"); months 36 (Deliverable 7.6.1 "final dissemination activity report").

4. DOREMI STAKEHOLDERS' ENGAGEMENT STRATEGY

4.1 Stakeholder identification

The first element of the definition of a Stakeholder engagement strategy is the identification of the stakeholders that are relevant for the projects. To this end we have conducted a wide analysis to identify and categorize the target audience. This will be helpful for achieving a stakeholder map and then to define the best engagement strategies according to the various stakeholder typologies.

DOREMI's target audience comprises a broad range of stakeholders, such as:

1. The wide European scientific community, who will benefit from the literature reviews and the scientific research.
2. The private sector and business community, to whom the exploitation plan is particularly addressed.
3. The end-users of the identified solutions and their organisations, both at national and European level, to whom the project awareness raising strategy is addressed and who may wish to make

use of the both scientific knowledge and DOREMI solutions to perceive their own social and political aims.

4. Policy makers at local/regional/national/European and international levels, who may wish to make use of the research to inform their policy making.
5. Health-related professionals, including practitioners, health authorities, health and social service providers, social workers, carers etc., who may make use of the findings and outcomes in their everyday work.
6. The wider audience of European citizens, comprising both experts and interested stakeholders, as well as lay-people, who will hear and learn from the project, whose findings will be disseminated also in a plain and user-friendly language.

Figure 1 provides a graphical evidence of the typologies of stakeholders identified above.

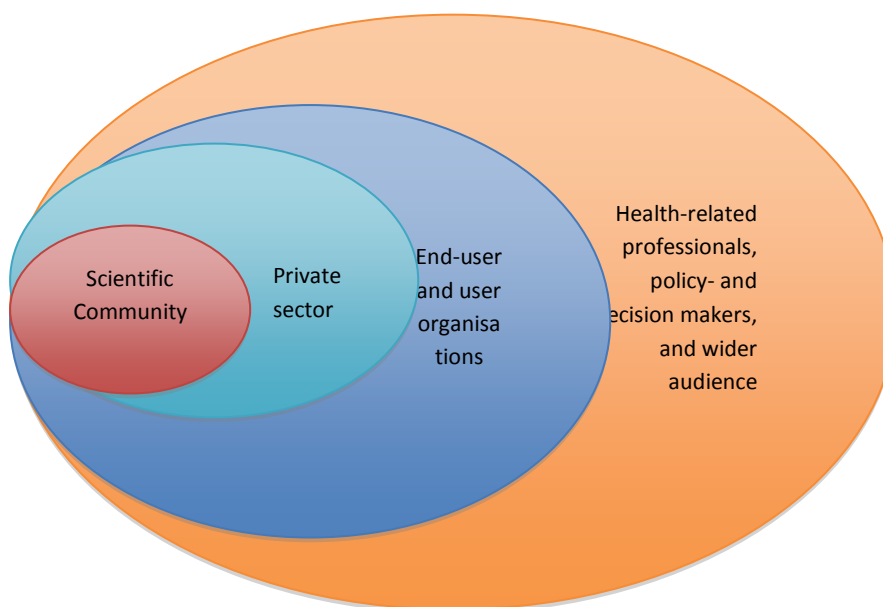


Figure 1 DOREMI Stakeholders' clusters

The **DOREMI Consortium** and the project itself are the starting point of any dissemination work. They are translating into practice the dissemination and exploitation plans of the project therefore it is their responsibility to investigate their connections with each cluster of stakeholders and to complement the project's plans in reaching out to external audience.

DOREMI recognises that communications are most effective when they relate to tangible achievements, rather than being mere presentations about the project or announcements of future plans. Such achievements will not become concrete until a later stage of the project.

As a result, DOREMI's dissemination activities will vary in intensity and focus in accordance with the project schedule. This deliverable provides a preliminary calendar of efforts and a set of tools (§5.3), aimed at steering and supporting any dissemination activities.

Moreover, it also constitutes the bases for addressing the stakeholders' identification effort spent in deliverable 7.8 to identify specific, relevant stakeholder's organization to be engaged through the DOREMI portal.

DOREMI wishes to enlarge its audience and engage with stakeholders to solicit and absorb their input into the project and its outcomes.

With this regard, DOREMI Stakeholder Engagement Strategy is twofold, as it foresees progressive steps of interaction, by means of:

- periodic dissemination activities (news and updates through the website, updates on the blog, the use of social networks –mainly Twitter, LinkedIn-, and the other dissemination tools agreed in this report);
- direct involvement of the above identified stakeholders in the project public activities and in policy-related settings.

A more detailed engagement strategy is provided in paragraph 4.3.

DOREMI will exploit the existing networks of its consortium, their member organisations and communities as described in the paragraph 5.3.2 (“DOREMI Consortium dissemination capabilities”).

DOREMI Engagement Strategy can be translated into practice through the action of its members as multipliers. The project does not have the capacity to include additional organisations in its Consortium. Nevertheless, DOREMI proposes to interact with interested parties and individuals at various different levels of involvement, and to build on networking occasions foreseen by the project (see “Dissemination Plan in Chapter 5”) and additional external opportunities that each Consortium members will identify.

4.2 The DOREMI Stakeholder Network

The above discussion about the stakeholder identification lead us to a refined clusterisation of DOREMI stakeholders and the definition of the potential “Stakeholder network” that we expect to engage during the project activity to support the dissemination of the project results as well as their exploitation at the project end.

The project will leverage its networks to:

- widen its stakeholder community.
- Generate and share best practices with other relevant EC and National research projects.
- Contribute to the development of informed policy-recommendations to be addressed especially at European level.

In particular, DOREMI will address the following communities and initiatives at European level, as well as at national level when appropriate.

The Ambient Assisted Living Joint Programme (AAL JP)¹

The AAL JP is a funding activity that aims to create better condition of life for the older adults and to strengthen the industrial opportunities in Europe through the use of information and communication technology (ICT). It carries out its mandate through the funding of cross-national projects (at least three countries involved) that involves small and medium enterprises, research bodies and user’s organisations (representing the older adults).

The specific aims are to:

- Foster the emergence of innovative ICT-based products, services and systems for ageing well at home, in the community, and at work, thus increasing the quality of life, autonomy, participation in social life, skills and employability of elderly people, and reducing the costs of health and social care.

¹ <http://www.aal-europe.eu/>

- Create a critical mass of research, development and innovation at EU level in technologies and services for ageing well in the information society, including the establishment of a favourable environment for participation by small and medium-sized enterprises (SMEs).
- Improve conditions for industrial exploitation by providing a coherent European framework for developing common approaches and facilitating the localisation and adaptation of common solutions which are compatible with varying social preferences and regulatory aspects at national or regional level across Europe.

DOREMI will liaise with the AAL Community and projects, to exchange practices and lessons learnt, as well as foresee possible interactions in the light of the project's exploitation plan.

Horizon 2020

Horizon 2020 is the biggest EU Research and Innovation programme ever with nearly €80 billion of funding available over 7 years (2014 to 2020), aimed at securing Europe's global competitiveness.

By coupling research and innovation, Horizon 2020 is helping to achieve this with its emphasis on excellent science, industrial leadership and tackling societal challenges. The goal is to ensure Europe produces world-class science, removes barriers to innovation and makes it easier for the public and private sectors to work together in delivering innovation.

Among the greatest sources of research, solutions and stakeholders around active and healthy ageing issues is the H2020 Programme. DOREMI will liaise with new funded projects, sharing its findings and knowledge for a concrete contribution to the Programme and interchange of practices.

The European Innovation Partnership for Active and Healthy Ageing (EIP AHA) and its market place²

The EIP-AHA is one of the key initiatives of the Innovation Union, a strategy for the creation of an innovation-friendly EU in the framework of the Europe 2020 strategy. This partnership pursues the goal of increasing the average healthy lifespan in the EU by two years by 2020. In order to achieve this objective it will set the basis for further and better development of research and innovation on products, processes and services. This should allow reaching the target by favouring an active and healthy ageing. Innovation should also help to improve the sustainability and efficiency of social and health care systems and boost the market oriented to responding to the global challenge of ageing.

DOREMI can rely on the direct involvement of some of its partners directly in the Action Groups of the EIP AHA. In particular, AGE Platform Europe is active within the Action Group D6, on Age-friendly Environments, UOC is active in Action Group B3 on Integrated Care, this are only two example of involvement in the EIP-AHA initiative where several others consortium members actively involved.

With specific regard to the Action Group D4, AGE is leading a thematic network, AFE-INNOVNET, targeting innovative solutions for age-friendly environments and aiming at launching a European Covenant on Demographic Change. The findings of the DOREMI project could be inscribed in this frame and contribute to the establishment of age-friendly communities in Europe.

The Digital Agenda for Europe³

The Digital Agenda for Europe is one of the seven flagship initiatives of the Europe 2020 strategy. The objective of this initiative is to allow both EU citizens and businesses to take advantage of digital technologies in order to improve social and economic outcomes. Its Pillar VII, "ICT-enabled benefits

² http://ec.europa.eu/health/ageing/innovation/marketplace/index_en.htm

³ <http://ec.europa.eu/digital-agenda/>

for EU society”, focuses in particular on the potential of ICT solutions to deliver better healthcare and public services and support well-being of older people.

DOREMI will liaise with this initiative especially in the light of its exploitation activities, and will search ICT-oriented solutions to fit into the project’s programme and objectives.

The Mandate 473 for mainstream Design For All in standardisation activities

In 2010, the European Commission issued a standardisation mandate to the two European Standardisation Organisations (ESOs) asking them to include accessibility following a ‘Design for All’ approach in all relevant standardisation activities for products and services. This is about providing a mechanism to address accessibility at the early stage of standard development, from the drafting/design to its final publication. A task group will be working on the implementation of this mandate in 2014.

DOREMI will monitor the clusterization of ICT standards, suitable to comply with Design-For-All requirements, thanks to the involvement of AGE Platform Europe in the EC Working Groups on the topic.

Knowledge Innovation Community on active and healthy ageing

A KIC is a highly autonomous partnership of top-class higher education institutions, research organisations, companies and other stakeholders in the innovation process that tackles societal challenges through the development of products, services and processes and also by nurturing innovative, entrepreneurial people. A KIC connects excellence-driven innovation hubs, the co-location centres, with a view to becoming leading centres of excellence and competing and collaborating with other innovation hubs across the world.

A KIC is established as a legally and financially structured partnership and sets up its own governance system. A strong commitment by KIC partners, including financial support, is a must. KICs must remain open and flexible in order to attract new partners that bring added value to the partnership.

A KIC shares and exchanges information, results and lessons learned from its activities between KICs and with external stakeholders across the European innovation landscape through outreach and dissemination activities, thereby promoting a faster uptake of innovation models across the European Union.

DOREMI will monitor the development of the KIC on Active and Healthy Ageing that should see the light in 2015 and will possibly liaise with the initiatives that will be undertaken.

Joint Programming Initiative "More Years, Better Lives - the Challenges and Opportunities of Demographic Change"

Joint Programming is a new approach to foster collaboration and coordination in R&D in Europe. It is a member-states driven activity. The Joint Programming Initiative (JPI) "More Years, Better Lives - The Potential and Challenges of Demographic Change" seeks to enhance coordination and collaboration between European and national research programmes related to demographic change.

Areas affected by demographic change cover a wide range of research fields and policy topics ranging from health to social welfare, education & learning, work & productivity to housing, urban & rural development and mobility. The JPI therefore follows a transnational, multi-disciplinary approach bringing together different research programmes and researchers from various disciplines in order to provide solutions for the upcoming challenges and make use of the potential of societal change in Europe.

DOREMI will liaise with the programme and possibly contribute to it as an external stakeholder.

4.3 Awareness raising strategy

As an integral part of the dissemination strategy and the identification of stakeholders is the DOREMI awareness raising strategy. Its aim is to better inform the project's stakeholders on the issues at stake for the project, i.e. malnutrition, sedentariness and cognitive decline in older age. Among the main target groups of the strategy are the end-users of the identified solutions and their organisations, the European citizens, comprising experts and interested stakeholders, as well as lay-people.

This awareness strategy will be the starting point of the on-line engagement of the stakeholders through the DOREMI portal as it is described in the deliverable 7.8.

The strategy is mainly addressed to this target group, in order to allow it to take informed decisions on various and interlinked aspects we face as we age. In order to reach its purpose, it is key to address this very broad and heterogeneous category in a plain and user-friendly language, translating the content of research and best practices into clear concepts. DOREMI wishes also to possibly move to a further step: from awareness raising to awareness sharing. The project will therefore encourage its audience to share and mobilize other external actors to join in the discussion around malnutrition, sedentariness and cognitive decline, and will ease the exchange among the general public and the researchers to narrow the gap between the theory and the practice.

Furthermore the strategy will address as well as the broad range of stakeholders identified by the project, and in particular it will aim at:

- The wide European scientific community, who will benefit from the literature reviews and the scientific research;
- The private sector and business community, who share the interest to learn about new researches, solutions and trends for market-oriented purposes;
- Policy makers at local/regional/national/European and international levels, who may wish to make use of the research to inform their policy making;
- Health-related professionals, including practitioners, health authorities, health and social service providers, social workers, carers etc., who may make use of the findings and outcomes in their everyday work.

Directed at the project's stakeholders, DOREMI main dissemination activities will encompass:

- Newsletters
- LinkedIn Group
- Articles in relevant magazines and trade publications
- Presentations at relevant conferences
- Project web site continuous update
- DOREMI Portal engagement strategy (see Deliverable 7.8) that includes social networks use (e.g. Twitter and Facebook account described in the next Chapter 5)
- Awareness and networking events foreseen in the dissemination plan (see Chapter 5)

In the light of its awareness raising objectives, however, the project will ensure that the content displayed is duly targeting the audience it is addressed to, and that the right language will be used for the right groups.

Awareness and networking events will be also foreseen: their content and structure will be organised on the basis of the targeted audience. With particular respect to the engagement of older people, AGE will ensure older people and their representatives will be informed on the project activities, that

the events will be within their range, and that the dissemination actions will not forget our senior citizens as primary audience of the project.

The content produced via the foreseen dissemination tools will be apt to be easily shared by the audience: DOREMI will encourage the wider outreach of the news it produces, and will enable its audience to share the information, possibly also in other national languages other than English.

4.4 Stakeholder mapping process

Mapping Stakeholders related to DOREMI project's activities and expected results is an important step to understanding who key stakeholders are, and what they are looking for in regards of specific project achievements. To this end it is important set up the Stakeholder mapping at the very beginning of the project as we are doing in this deliverable. It is important to consider the mapping activity is a collaborative process of research, debate, and discussion that draws from multiple perspectives to determine a key list of stakeholders across the entire stakeholder spectrum. Mapping can be broken down into four phases, each of them depending on the characteristics of the project and the aim of the mapping activity. The four phases are:

1. **Identifying:** listing relevant groups, organizations, and people;
2. **Analyzing:** understanding stakeholder perspectives and interests in regards to possible engagement in the project activity and in relation to the project achievements;
3. **Mapping:** visualizing relationships to project's objectives and other stakeholders;
4. **Prioritizing:** ranking stakeholder relevance and identifying issues.

The process of stakeholder mapping is as important as the result, and the quality of the process depends heavily on the knowledge of the people Project Team as well as of the quality of the sources of knowledge from which the stakeholders are identified and that are widely described in the previous paragraph 4.2.

Identifying. This is the initial step of stakeholder mapping. It starts from the systematic review of the sources described in paragraph 4.2 and from the knowledge of the Project consortium members. In deliverable 7.8 is provided an initial list of stakeholders that are already identified starting from the knowledge sources described above and that will be engaged mainly through the on-line DOREMI Portal according to the agreed engagement strategy.

Analysing. Once we have identified a list of stakeholders, it is useful to conduct further analysis to better understand their relevance and the perspective they offer, to understand their relationship to the issue(s) and each other, and to prioritize based on their relative usefulness for being engaged in the project activity.

Below we provide a list of criteria that we have used for analysing each identified stakeholder:

- **Contribution (value):** which is the contribution that the stakeholder under examination can provide to the achievement of the Project's objectives?
- **Legitimacy:** How legitimate is the stakeholder's claim for engagement?
- **Willingness to engage:** How willing is the stakeholder to engage?
- **Influence:** How much influence does the stakeholder have?

- **Necessity of involvement:** Is this someone who could derail or delegitimize the process if they were not included in the engagement?

The five criteria have been used in the Deliverable 7.8 to represents the stakeholders characteristics and their degree of engagement in the project's activities.

Mapping. Mapping stakeholders is a visual exercise and analysis tool that we have used in Deliverable 7.8 to further determine which stakeholders are most useful to engage with. Mapping allows you to see where stakeholders stand when evaluated by the same key criteria and compared to each other and helps you visualize the complex interplay of issues and relationships created in the criteria chart above.

Prioritizing. It is not practical and usually not necessary to engage with all stakeholder groups with the same level of intensity all of the time. Being strategic and clear about whom we are engaging with and why, before jumping in, can help save both time and money. Therefore in Deliverable 7.8, according to the relevant project milestones, we have developed the on-line engagement plan customized on a subset of prioritized stakeholders as in the map above.

As already discussed in the Deliverable 7.2 ("Exploitation strategy") the relevant issues of the on-line engagement of the stakeholders is their possible support in the exploitation strategy of the DOREMI solution. During the project this engagement strategy is strictly linked to the awareness raising strategy of the project's achievement (see paragraph 4.3) and the overall dissemination strategy that will be discussed in the next Chapter 5. Therefore, even if we have paid more attention to the on-line engagement of the stakeholders providing a specific deliverable (namely the deliverable 7.8), to optimize the effort and the cost of this engagement activity in the following paragraph we describe the overall stakeholder engagement strategy of the project and then the whole dissemination plan that we expect to deploy during the next two years of the project. Under these perspectives the stakeholder map described in the deliverable 7.8 for engaging the stakeholders through the DOREMI on-line portal, it will be also used for involving them in other dissemination and awareness creation actions foreseen in the overall dissemination plan. Their degree of engagement in each activity will depend on the characteristics of dissemination activity that has to be implemented and the relevance of the stakeholders for such activity. Therefore the stakeholder prioritization action will be repeated every time a dissemination activity will be organized, while the stakeholder prioritization proposed in the deliverable 7.8 has been done with the purpose to engage the stakeholders in on-line activity related to exploitation of the project achievements.

Of course the plan is only indicative of the dissemination actions that will be implemented during the project lifecycle and it will be further updated at month 18 (with the deliverable 7.6) when the ongoing achievements of DOREMI project will be better detailed and the project plan more consolidated.

Figure 2 describes the logical links amongst the exploitation, dissemination and awareness creation strategy and related implementation plans.

Stakeholders' engagement plays a central role in all these activities. In particular:

- They support the definition of the exploitation strategy that is described in the deliverable 7.2 and the subsequent design of the exploitation plan (deliverable 7.3.1, 7.3.2 and 7.3.3). To this end their engagement is particularly relevant in assessing the feasibility of the selling strategy that we can foresee for DOREMI products and services as well as they also help in defining the pricing policies for DOREMI solution and in assessing the potential market that would guarantee the sustainability of the initiative when it will be launched on the market.
- They also help in the dissemination of the project's achievements and in the definition of the best exploitation strategy (see this deliverable) and the most effective dissemination channels according to the characteristics of the different typologies of the engaged

stakeholders. Moreover, they can also help in reaching the wider audience for the planned dissemination events as will be reported in the dissemination activity reports D7.6 and D7.6.1, expected to be prepared respectively at month 18 and month 36 of the project activity.

- Finally, they also help in supporting the definition of the awareness creation strategy to reach consensus around the project achievements (see this deliverable) and in supporting the awareness creation activities that will be reported in the same deliverables described in the above bullet point.

As described in the figure there is a virtuous circle amongst the elements of the exploitation, dissemination and awareness creation strategies of DOREMI project: dissemination and awareness creation strategy, through stakeholder engagement can help the implementation of the exploitation strategy, and *vice versa*. At the same time all together can help the project in strengthening and widening the engagement of the stakeholders during the project and also beyond the project activity.

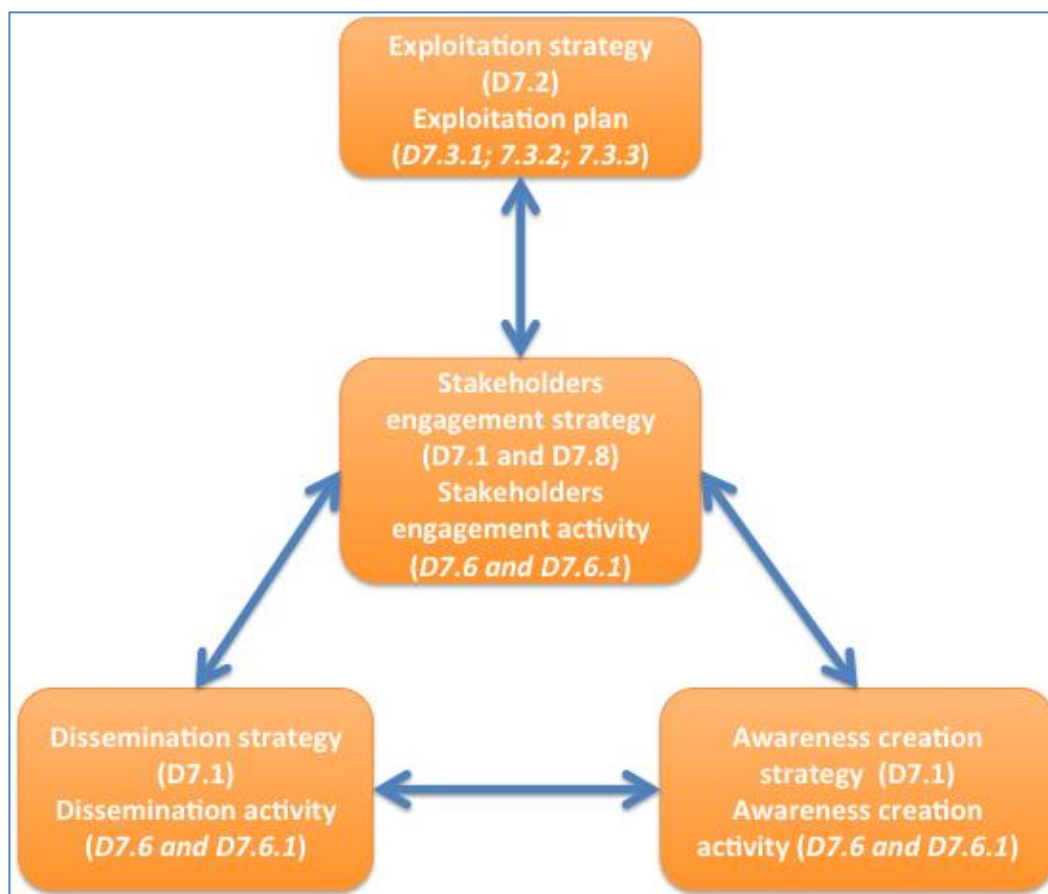


Figure 2 DOREMI Exploitation, Dissemination and awareness creation strategy and plan

4.5 Stakeholder engagement strategy

Engaging stakeholders in research project is not an easy task. Research project as a quite long duration (e.g. DOREMI has a lifecycle of 36 months) and the communicable achievements are usually towards the second half of the project.

Therefore a too early engagement of the stakeholders where expectation are raised without concrete evidences of project's achievements can have a rebound effect to downsize the interest on the project when the achievements will be reach and ready to be exploited towards the scientific community and the end-users.

Moreover, off-line engagement usually require higher effort that on-line engagement, with a limited capability to reach a wide audience for the project.

On the contrary engaging with stakeholders online certainly is necessary to attract new actors and have a faster diffusion of the project's achievements.

However, according to our experiences the on-line engagement faces a number of challenges that can be summarized by the seven-step model illustrated below.



Figure 3 The seven steps of online engagement (source: Authors)

1. **Avoid technical hiccups:** need to use only well established web solutions, highly usable.
2. **Ensure take-up:** need to proactively reach out through social media in online spaces where the debate is already taking place.
3. **Avoid spam:** need to moderate on a daily basis the online discussion that has been launched on the web.
4. **Achieve high quality content:** project partner have to animate and attract key stakeholders in the discussion on the based of relevant results or issues raised during the project activity.
5. **Analyze input:** the results of the online discussion have to be fed into the off-line workshop.
6. **Make changes based on the input received:** the project deliverable will make use of the results of the discussion to show relevance of the contribution provided by the stakeholders during on-line consultation.
7. **Account for impact:** each off-line workshop report would include the results of the online discussion and how they were taken into account in the live event itself.

Therefore, the lessons learned from our personal experiences in the on-line engagement of stakeholders teach us two fundamental things:

- On-line engagement by itself is not sufficient. Offline, dedicated workshops are needed to generate better quality of debate and lead towards collaboration, and at the same time show the importance of the on-line contribution of the stakeholders to the project's activities.
- Off-line and especially on-line engagement activities have to be performed on the bases to concrete results and/or relevant issues related to the project's achievements to avoid rebound effects on the project's achievements and their exploitation potential.

To do so, it is necessary to design the dissemination plan in an open and action-oriented way, that take into account the *pros* and *cons* of the two main typologies of engagement and that is tailored on the key milestones of the project.

In particular, online and offline engagement activities have to be deeply integrated in order to generated maximum impact. Online activities are particularly useful BEFORE the live event, to raise awareness, open up the debate and identify hot issues and speakers. They are also useful AFTER the event to ensure that ideas are followed up and participants can get in touch with each other.

On-line engagement

On-line activities have to be designed to accompany the project all through its duration. They have to proactively generate discussion before and after the workshop and to open up the engagement activities and generate collaboration.

In general terms, the key features of the online activity are:

- **Outreach:** since we can't expect relevant stakeholders to come to DOREMI portal, the discussion will not be centralized but distributed. Project team will launch discussions in online fora where the discussion is already happening, where DOREMI stakeholders already are discussing relevant topics. The discussions will be organised around self-contained and specific question raised during the project activity and/or on relevant project's achievements or close to project's live events (seminars, workshops, conferences); they will run for a limited period of time (2 weeks); the results will be reported in the project own discussion forum.
- **Many to many:** the project will host an own forum on the DOREMI portal, including social networking facilities with individual profiles. This will enable all participants to launch discussions (not only comments). The results of the debates on other social networks will be aggregated on the project portal and reported in the own forum.
- **Open debate:** discussion will be moderated ex-post, based on clear guidelines that exclude harmful or commercial content. Relevant projects deliverable will be accessible through the DOREMI portal for public comments. All content of the open discussion will be released with Creative Commons license.

- **Proactive animation:** the discussion will be moderated by appointed animators. In particular, for any planned proactive animation, the project partners will appoint one animator each, based on the activities they carry out.
- **clear scope:** the discussion will be targeted on the project objectives and clarify to what extent the discussion will shape the results of the project and the EC policy in this field.

If possible, we will invite EC officials to take part in the discussion.

Off-line engagement

Off-line, dedicated workshops are needed to generate better quality of debate and lead towards collaboration. To do so, it is necessary to design the workshops in an open and action-oriented way. The project workshops are usually designed in an action-oriented and dynamic mode, not as a series of presentation. A range of conversational methodologies will be used so that people may participate, offering just enough structure without prescribing the outcome, so that what is most appropriate can result. These methodologies will inspire people to share what has been successful, identify new potential and shape this into priorities and action. Skilled and experienced process hosts who are able to design process architecture to bring stakeholders together will guide the meeting. The methodology to be employed in this workshop aims to creative and action-oriented conversation where participants are invited to bring their experiences, project or next step and benefit from rapid peer-to-peer wisdom. The intention is to enable conversations that link and build on each other as people move between small groups, cross-pollinate ideas and offer each other new insights into the questions or issues that are most important for DOREMI project's activities. The collection of input and feedback will be more effective if the Consortium will stimulate collaboration through an extensive online interaction before and after the live workshops.

Consortium member experts ensure full coverage of both live and online engagement.

5. DOREMI STRATEGY, TOOLS AND PLAN

5.1 Dissemination strategy

In coherence with the above the dissemination strategy will be based on the following principle:

- Well identified stakeholders to be engaged since the first year of the project. The list of relevant stakeholders and their importance for the project activity is provided in the deliverable 7.8 according to the stakeholder mapping process described in the above Chapter 4.
- A mix of on-line and off-line engagement activities based on a conjoint dissemination plan. The plan should be tailored on the relevant project's milestones in order to link the dissemination actions with the relevant achievements of the project.
- In general terms the use of the on-line will be designed before and after the development of relevant off-line events; however, to increase the awareness around the project's results and increase the exploitation potential of the DOREMI solution, specific on-line actions will be planned without having a link with live events.

The above principle will be used to guide the design of the overall dissemination plan and a set of dissemination tools is under development by the project participants to allow a wide dissemination of the project and an effective engagement of the stakeholders.

5.2 Dissemination Tools

For DOREMI project purposes we are in the on-going process of development of relevant dissemination tools, some of them are already in place and accessible for the stakeholders and the public.

In particular, the project team will provide the following tools:

- a website with basic information on the project as described in Paragraph 5.3.
- a forum and social networking page on relevant social network (e.g. Facebook) as described in Paragraph 5.3.
- a twitter hashtag, with related analytics and archiving as already described in Paragraph 5.3.
- a collaborative bookmarking group to enable the distributed tagging of relevant initiatives (e.g. Diigo.com).
- a commentable document service to comment the key documents (such as co-ment.com), to be used for all key deliverables.
- a podcasting channel with recommended podcasts on social innovation (e.g. Spokenword.com)
- a tagosphere section that will aggregate all web content tagged with the relevant tags on different web platforms such as Youtube, Flickr, Slideshare etc.

5.3 DOREMI web site

The production of the DOREMI site is based on a model for a balanced approach on good research and exploration of contextual, conceptual and user requirements in the overall information architecture of a website.

The site, that is available at the following address: <http://www.doremi-fp7.eu/> has been conceived during the first three months of the project. The whole structure of the website is driven by the fact that the DOREMI website serves three purposes:

- the communication of the project status and progress to the Commission and stakeholders
- the dissemination of the project results to the public
- the internal Consortium collaboration and communication tools.

The present structure of the website is not “static”, in the meaning that the structure and content will be changing with the progress of the projects and when more tangible results are available.

We shifted from a descriptive website for an EC-funded project - describing partners, workplan, deliverables etc. – to an informational website. In other words, we are committed to giving prominence to results concerning impacts of empowerment in lifestyle management (exercise, diet) and social inclusion (serious games) by elderly with cognitive decline and to make accessible relevant information which may translate into the improvement of health of people affected by similar problems.

The DOREMI website’s Front Page is built on three sections: Head, Content and Footer.

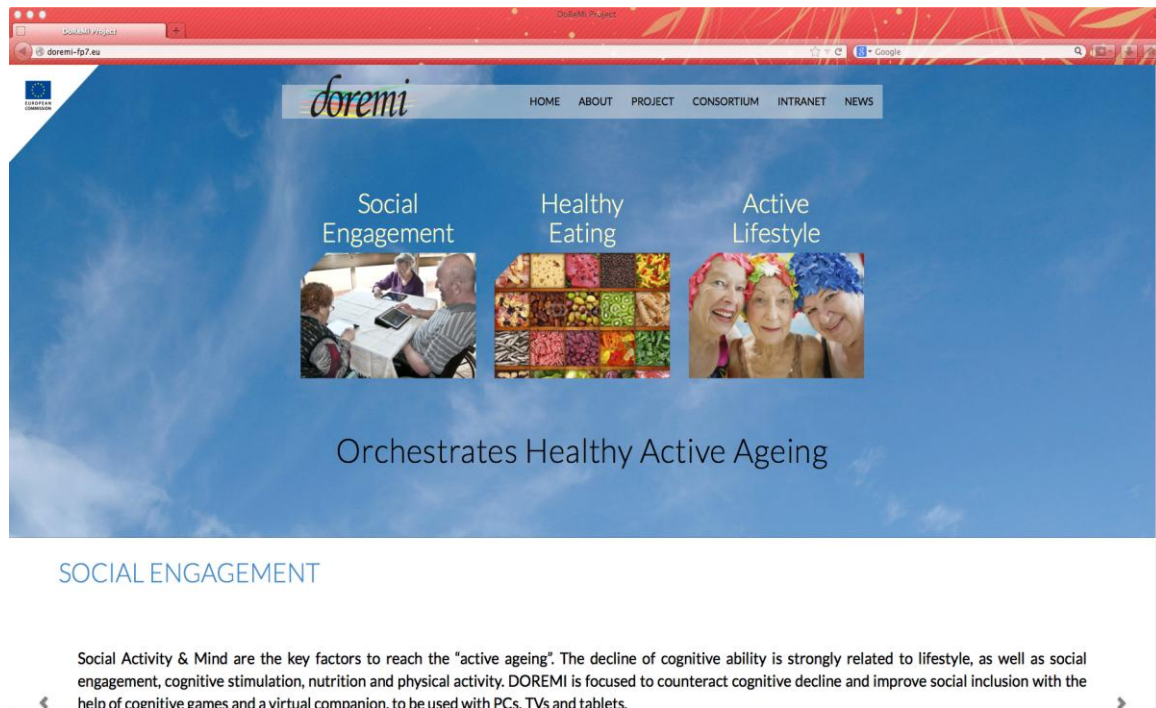


Figure 4 DOREMI home page

The content section is the main section and is designed to guide users by involving them into DOREMI's Project by means of a bi-dimensional navigation.

The information is arranged like a matrix where the vertical movement guides the user through the main issues of the project and the horizontal movement lets the user discover more details in every issue. The goal is to obtain a Website useful for every kind of users, from the interested user to the specialist.

With the growing use of the new technologies claimed as Web 2.0 the simplest method to public news is posting them on Facebook pages or sending them by means of "tweet" on Twitter.

Hence, the "News" page of the DOREMI website is composed by the timeline of the twitter account created ad-hoc for the project and by the dashboard of the Facebook account. This page will contain the miniature of the pictures of events and meetings related to the project, hosted on Flickr.

During the next two years, and according to the stakeholder engagement strategy described in this deliverable, the social media channels will be widely used to create the stakeholder community of the project (see Deliverable 7.8) and to support the exploitation of the DOREMI solution (see Deliverable 7.2).

In the following figure the current Facebook page (figure A), the Twitter page (figure B) and the news section (figure C) of the web site are presented.

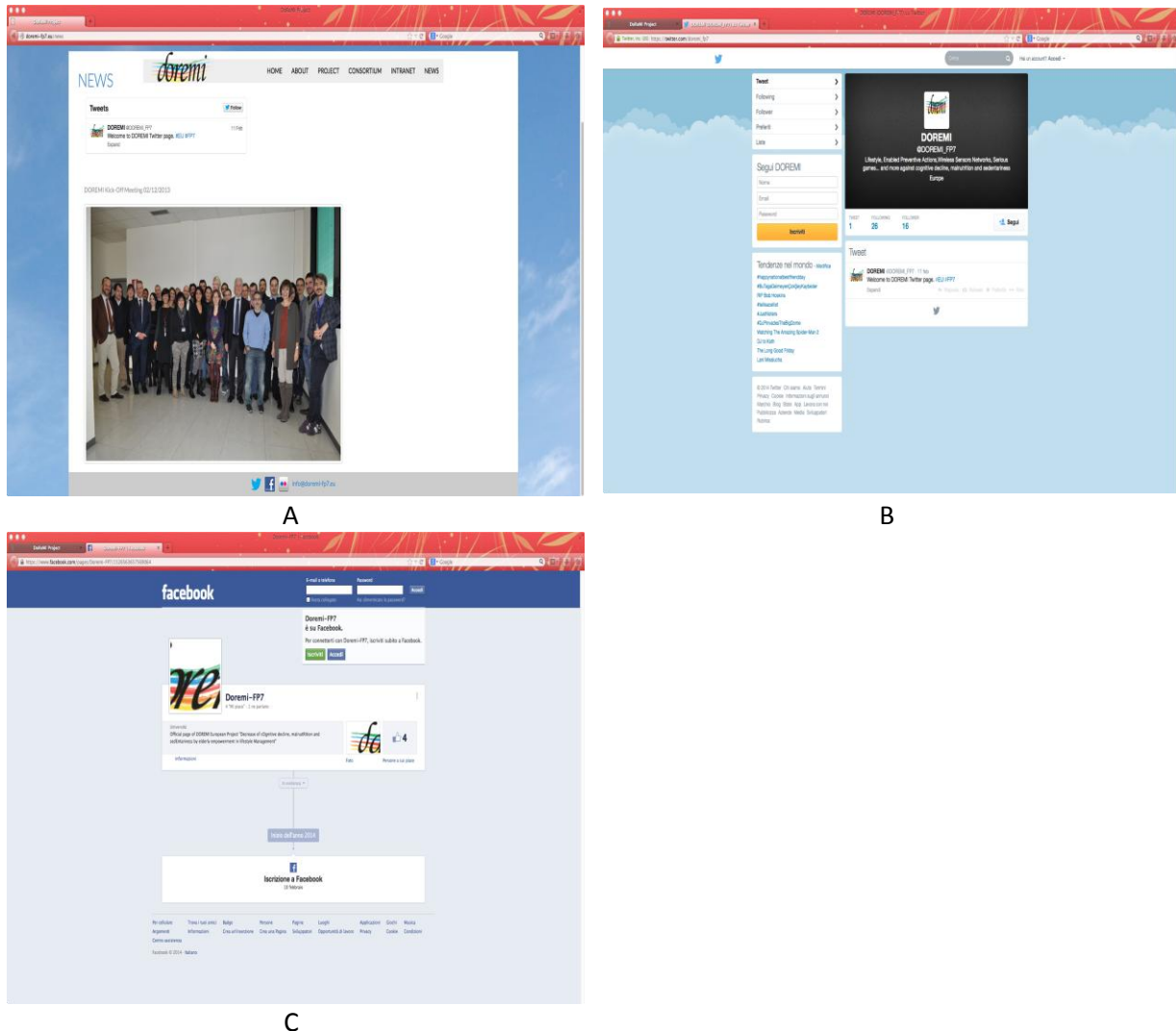


Figure 5 Facebook page (A), Twitter page (B), “News” section (C).

5.3 Dissemination Plan

This paragraph aims at presenting the initial dissemination plan of DOREMI. The plan is based on the consideration that we have discussed above in relation to the advantages and disadvantages of the on-line and off-line dissemination and awareness creation actions. It also reflects the key principles of the dissemination strategy discussed at the beginning of this Chapter.

Table 1 provides the first dissemination plan of the project. It will be progressively updated every three months on the bases of the on-going activity of the partners and it will be included in the dissemination report foreseen at month 18 (D7.6) and at month 36 (D7.6.1).

In these reports will be also discussed the achievements of the dissemination actions related to the plan.

As can be seen in the table, the Dissemination Plan is linked to the relevant milestones reported in the DoW. In this way we should avoid to launch dissemination actions that foreseen an active engagement of the stakeholders without having relevant project results to show and discuss.

Moreover, according to the dissemination strategy discussed at the beginning of the Chapter, we have tried to balance on-line and off-line initiatives and to maximize the synergies among them.

Finally the last column identifies the list of relevant typologies of stakeholders that we plan to target. An initial list of them is provided in the deliverable 7.8.

The logic that we have perceived in the definition of the dissemination plan is the following:

- The dissemination activities of the first 18 months where the project results are under development are mainly devoted to the stakeholder community constituency and the initial awareness of the project's ideas. To this end, we have foreseen some local workshops, the publication of on-line newsletters and an on-line dissemination activity mainly based on **outreach initiatives**. In this way we expect to attract relevant stakeholders by participating at already existing on-line debate and to stimulate the constituency of a project community through a proactive participation of the DOREMI consortium members to the on-line discussions. Of course, it would be not enough to create the on-line community and therefore a direct contact of the stakeholders identified in the deliverable 7.8 will be established during the next six months of the project.
- The second 18 months of the dissemination activity, instead, will be dedicated to create awareness and consolidate the relationships between DOREMI project partners and the stakeholder's community. To this end, a mix of off-line and on-line workshops will be organized, including an international event that will be associated to several on-line initiatives. The final aims of these actions will be the launch of the DOREMI solution exploitation strategy and related plan.

Table 1 DOREMI Milestones of the Dissemination Plan

Milestones	Expected results	On-line action	Off-line action	Target audience
MS1-2-3 (M12)	Active Ageing Lifestyle protocol	One outreach initiative to launch the DOREMI portal and start engaging the stakeholders Newsletters of CNR and IMA to promote project results towards stakeholder community an wide audience	Validation workshops are foreseen at local level to test the acceptance of the protocol	Scientific community; Health care professionals; care service providers, communities of users
MS4 (M18)	Preliminary version of the DOREMI environment	One outreach initiative to consolidate the stakeholder community. One Many to many initiative on the DOREMI intermediate achievements		Scientific community, health care professionals, care managers, service providers, policy makers, community of users
MS5 (M24)	DOREMI prototype	One outreach initiative to increase the stakeholder community and to promote the DOREMI achievements		Scientific community, health care professionals, care managers, service providers, community of users
MS7 (M24)	Social and gamified environment ready for integration	One Open debate on the relevant deliverables of DOREMI Newsletters to promote project results towards stakeholder community an wide audience	Two Local workshops on project achievements (Liguria and Lombardy in Italy)	Scientific community, health care professionals, care managers, policy makers, service providers, community of users
MS8 (M28)	DOREMI platform fully validated in the living lab	Many-to-many initiative on DOREMI achievement. The discussion will be done	2 Local workshop on project achievements (Italy and UK)	health care professionals, care managers, service

		before and after the workshops One outreach initiative to increase the stakeholder community and to promote the exploitation of DOREMI solution		providers, community of users; wider audience
MS6 (M33)	DOREMI platform final release	One Many-to-many initiative to strengthen the stakeholder community and to promote the exploitation of DOREMI solution		health care professionals, care managers, service providers, community of users, wider audience
MS9 (M36)	DOREMI platform fully validated in the pilot site	Many-to-many initiative on DOREMI achievement. The discussion will be done before and after the workshop One outreach initiative on DOREMI achievement. The initiative will run before an after the workshop	International workshop on project achievements	Scientific community, health care professionals, care managers, service providers, policy makers, community of users, wider audience
MS10 (M36)	Impact Assessment of DOREMI output completed	One Open debate on the relevant deliverable of DOREMI Newsletters to promote project results towards stakeholder community an wide audience	One Local workshop on project achievements (Italy)	Scientific community, health care professionals, care managers, service providers, policy makers

5.4 DOREMI Consortium dissemination capabilities key characteristics

Table 2 provides a preliminary list of the DOREMI partner dissemination capabilities that will be used to increase the dissemination and awareness creation of the DOREMI project's achievements.

These capabilities will be progressively updated in the dissemination reports (7.6 and 7.6.1) and they constitute integrant part of the DOREMI exploitation strategy.

Table 2 DOREMI Consortium individual dissemination capabilities

Partner	Dissemination capabilities	Networks used/Publications in the sector
CNR	CNR (IFC) participates to a number FP7 projects, with a strong focus on CV diseases and eHealth strategies, in quality of coordinator and partner	Key position in Working groups of European Society of Cardiology. National and international workshops/conferences organized by CNR (IFC). High rates of peer review publications. Press release on national dailies and weekly magazines. Website management and promotion through social networks
UNIFI	UNIFI is involved in many research projects and has established strongly connections with other research organizations, SMEs and associations.	Dissemination trough EvAAL channel (Ambient Assisted Living (AAL) solutions and platforms), publication of project results in international journals, conferences and forums.
MYPHE	MYSPPHERA has more than 15 years of	Contact with national network of hospitals,

RA	experience in research and innovation projects aimed at health sector, during these years created a large network with hospital, universities, and other companies.	ZigBee alliance, collaboration contract with Universidad Politécnica de Valencia for the transference of innovative results into commercial opportunities. It actively participated in Medica with the network of distributors in different countries in Europe.
AIT	AIT is strongly connected to national and international research initiatives and also have experience in international research collaborations (Biomedical Systems is a member of IAHASA (International Association of Homes and Services for the Ageing)	AIT will disseminate project results through Governing Board of the Ambient Assisted Living Open Association (AALOA) and Continua Health Alliance.
UOC	UOC will disseminate the results of DOREMI in several ways. First of all it will present project findings in international conferences and it will publish them on international scientific journals. Moreover it will disseminate the results through its own network of universities and stakeholders of behavioral analysis and ageing.	UOC is able to reach out to already established communities of policy-makers and policy analysts through most important web tools such as LinkedIn groups, popular blogs, Twitter and mailing. UOC researchers have also strong links with the EIP-AHA community and AAL community. Both networks will be targeted through online and offline activities.
Extra	Extra has an extensive network of accommodation facilities (30 locations) across the UK capable of exploiting best practices from this project	Extra work with some of the UK's most forward-thinking local authorities, housing partners and primary care trusts, as well as leading statutory agencies and donors.
IMA	IMA has numerous contacts European-wide with care homes, daily centres caring for elderly people, hospitals and stakeholders interested in the domain of this project. IMA is also involved in many conferences about games where results of this project can be presented. Imaginary is also looking at the far east for selling serious games for health through a local partner company.	-GALA network of excellence which is entirely dedicated to serious games - eHealth catalyst group of the TM Forum, a worldwide interest group around technologies for healthcare
DMU	DMU has extensive experience of participating in European research projects. To date, DMU has participated in 19 FP7 projects, creating a well established international network.	Substantive international network of relevant bodies across public sector, NGOs, industry and academia. This will bring access to published papers, articles, blog postings and conference presentations

AGE	AGE is involved in key European initiatives such as the European Innovation Partnership on Active and Healthy Ageing, the Financial Services Users Group and in several EU wide networks such as the European Anti-Poverty Network (EAPN) and the European Public Health Alliance (EPHA). AGE is also involved in the drafting of some key documents such as the upcoming Accessibility Act. Dissemination capabilities of AGE can be summarized as follows: - 160 member organizations of or for people aged 50+ - Member of the EIP AHA (Action Group D4) - Member of the European Anti-Poverty Network (EAPN) - Member of the European Public Health Alliance (EPHA) - Member of the European Social Platform - European Year 2012 Stakeholder Coalition - Advisory Committee of the Science in Society Programme, - Advisory Board of the European Pensions Forum, - Advisory Group of the United Nations Economic Commission for Europe Generations and Gender Programme, - Expert group for the interim evaluation of the AAL Programme - Member of the Dialogue Group on Financial products - Member of CEN/CENELEC SAGA – Scientific Advisory Group on Accessibility - Cooperation with the European ICT Standardisation Platform	AGE is usually involved in various events at European level, where it have the opportunity to raise awareness on the issues that concern older people most. AGE has a sound experience in representing older people’s views and in presenting their concerns in different settings. Established in 2001, AGE has worked at European level (jointly with the EU institutions) on a broad range of policy issues (see http://www.age-platform.eu). AGE actively campaigns in order for the EU to develop specific policies aimed at older and retired people, as well as to incorporate the notion of ageing. AGE participates to the following EU funded project relevant for DOREMI: <table><tr><td>DREAMING</td><td>Telemonitoring Seniors</td></tr><tr><td>OASIS</td><td>Independent Living</td></tr><tr><td>AALIANCE</td><td>Research Roadmap for Ageing</td></tr><tr><td>FUTURAGE</td><td>Research Roadmap for Ageing</td></tr><tr><td>HOME SWEET HOME</td><td>Telemonitoring Seniors</td></tr><tr><td>VERITAS</td><td>Universal Design Assistive ICT</td></tr><tr><td>AALIANCE2</td><td>Research Roadmap for Ageing</td></tr><tr><td>ASAPS</td><td>Health Communication</td></tr><tr><td>INNOVAGE</td><td>Innovative Solutions to Ageing</td></tr><tr><td>IROHLA</td><td>Health Communication</td></tr><tr><td>ENGAGED</td><td>EU Innovation Partnership AHA</td></tr><tr><td>SMART CARE</td><td>Telemonitoring Seniors</td></tr><tr><td>MOPACT</td><td>EU Innovation Partnership AHA</td></tr><tr><td>ICARE4EU</td><td>Care and Long-term care</td></tr><tr><td>HAIVISIO</td><td>Awareness Raising eHealth</td></tr><tr><td>Prosperity4All</td><td>Mainstreamed digital products</td></tr><tr><td>JAMTODAY</td><td>Educational games</td></tr><tr><td>AFE-INNOVNET</td><td>Age-friendly Environments</td></tr></table>	DREAMING	Telemonitoring Seniors	OASIS	Independent Living	AALIANCE	Research Roadmap for Ageing	FUTURAGE	Research Roadmap for Ageing	HOME SWEET HOME	Telemonitoring Seniors	VERITAS	Universal Design Assistive ICT	AALIANCE2	Research Roadmap for Ageing	ASAPS	Health Communication	INNOVAGE	Innovative Solutions to Ageing	IROHLA	Health Communication	ENGAGED	EU Innovation Partnership AHA	SMART CARE	Telemonitoring Seniors	MOPACT	EU Innovation Partnership AHA	ICARE4EU	Care and Long-term care	HAIVISIO	Awareness Raising eHealth	Prosperity4All	Mainstreamed digital products	JAMTODAY	Educational games	AFE-INNOVNET	Age-friendly Environments
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SI4LIFE	SI4Life being a Regional Hub focused to create systematic synergies and technological transfer between Companies, Research Institutions and Health Facilities	SI4LIFE will provide dissemination and diffusion expertise, thanks to the specific mission of the Regional Consortium and the wide network of contacts built around it																																				
ACCORD	Accord provides 11,000 homes and a broad range of services; 50.000	Accord publishes in numerous professional, practice and research publications. Staff gives																																				

customers receive its health and social care services. Accord leads a Housing partnership called Matrix which is made up of 8 organisations. Matrix enables the organisations and their staff, residents and service users to benefit from economies of scale, joint working and the sharing of best practice and expertise.

presentations to local authorities, and at local and national conferences. The organisation has a presence on a variety of social media and websites. It is a member of a variety of national bodies including the National Care Forum and the Housing Learning and Improvement Network. Accord has close working relationships with more than 20 local authorities across the West Midlands.

5.5 Outlook of the dissemination activity already planned by the DOREMI partners

Table 3 provides for some of the Consortium partners a preliminary list of the dissemination activities that are at the moment foreseen for the next 24 months of DOREMI project lifecycle. This list will be progressively updated by all partners and constitute integrant part of the dissemination plan. To this end, all possible synergies between the individual initiative of the partners and the overall dissemination activities of DOREMI Consortium will be encouraged. In particular, whenever feasible, the project Team will try to combine individual partner initiative with the on-line activity that will be conducted at the level of the whole Consortium.

Table 3 DOREMI Consortium individual dissemination activities planned for the next 24 months

Topics	Dissemination of DOREMI via presentations and leaflets	Partner	Notes
Sedentary Behaviour	27 August 2014, 12:30-14:00, Sedentary Behaviour in Older People, Free live webinar	AGE	http://view6.workcast.net/register?pak=1273987634147595
DOREMI achievements	Cover AGE Newsletter	AGE	Wide dissemination activity
Obesity, Food and Physical Activity	11 September 2014 in London, UK: Economic and Social Research Council (ESRC) Seminar Series - Obesity, food and physical activity	AGE	http://www1.uwe.ac.uk/bl/research/bsmc/esrcseminaries.aspx
Telehealth, Lessons Learnt	12 September 2014, 9:00 - 12:00 h, United4Health Interactive Workshop "Going Live with Telehealth - Lessons Learned" (side-event of the AAL Forum 2014 in Bucharest, Romania, 9 - 12 Sept 2)	AGE	http://ehel.eu/events/united4health-going-live-with-telehealth
Patients' new touch on Healthcare	6 - 9 October 2014 in Brussels, Belgium: OPEN DAYS 2014 with SUSTAINS event "Patients' new touch on Healthcare" on 9 Oct	AGE	http://ec.europa.eu/regional_policy/opendays/od2005/fo/viewWorkshop.do?doAction=viewWorkshop&previousDoAction=openFOsearchWorkshopsDialog&workshopId=1e2753d9467a17ad0146cd3f025e04d5&conferenceId=1e2753d942a0982401465b701ae80006
European Public Health	European Public Health Conference 2014, Glasgow, Scotland, 19-22 November 2014	AGE	http://ephconference.eu/
ICT – Digital	ICT 2015 – European	AGE	Possible setting for a side

futures	Commission's conference		event targeting IT professionals for AHA
eHealth – Health and Care	eHealth Week – Riga 11-13 May 2015	AGE	Liaising with new eHealth related projects and with policies
Active and Healthy Ageing	EIP AHA Conference 2015 – European Commission's event	AGE	Explore possibility for a side event linked with AHA projects and policies
DOREMI achievements	Newsletter	CNR-IFC	Wide dissemination activity
DOREMI achievements	Workshops with potential stakeholders of DOREMI platform	CNR-IFC	Stakeholders engagement
Active lifestyle	Collaboration with NU-AGE project (www.nu-age.eu) in order to receive feedbacks from the trial of that project, and to provide information on monitoring capabilities of DOREMI in daily diet and physical activity of older people. The NU-AGE dietary guidelines will be included in the pilot study of DOREMI (starting on November 2015), in order to integrate them with the standardized European dietary Guidelines for seniors. The knowledge exchange will involve also the evaluation of potential biomarkers as indicators of a healthy diet or of its improvement	CNR-IFC	Sharing knowledge
DOREMI achievements	Video on presentation of yearly activities and results.	CNR-IFC	Wider diffusion of DOREMI achievements
Gamified environment	Presentation of DOREMI games to Fondazione Cluster Tecnologie per le Smart Communities Regione Lombardia	IMA	Strengthen collaboration with local stakeholders
DOREMI achievements	Newsletter	IMA	Wide diffusion of DOREMI achievements
DOREMI achievements	3 Workshops with potential stakeholders of DOREMI platform	IMA	Stakeholder engagement
Gamified environment	Presentation of DOREMI games to Fondazione Cluster Tecnologie per le Smart Communities Regione Lombardia	IMA	Strengthen collaboration with local stakeholder
DOREMI achievements	Contribution to social activity through Facebook and Twitter	All consortium members	Engagement of DOREMI stakeholder community

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