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Project Title:	Decrease of cOgnitive decline, malnutrRtion and sedEntariness by elderly empowerment in lifestyle Management and social Inclusion

doremi

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Abstract

According to the Description of work, the Dissemination activities toolkit is meant as a set of communication materials necessary to communicate information about DOREMI. It includes a project logo, a website, a leaflet, social media accounts and newsletters. These items are available to all partners to be used for project communication and dissemination purposes.

Keywords

Dissemination, leaflet, logo, project corporate identity, templates

VERSION HISTORY

Version	Primary Author	Version Description	Date Completed
0.1	AGE	ToC Release	23/10/2014
0.2	CNR	Adding info on video and blog	29/10/2014
0.3	AGE	Edit website, video and blog sections	30/10/2014
0.4	UOC	Additional tools	04/11/2014

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1. EXECUTIVE SUMMARY

During the DOREMI project, dissemination activities will have a central role in order to upscale at EU level the results achieved by the project. The objectives are to assess the expected impacts of the project at EU28 level in relation to the emerging trends of the ageing population in EU Member States, to disseminate the project outcomes in EU28 at large through social media and targeted actions and to design and to set up an exploitation process of the project results in line with the specificity of the DOREMI consortium members. To this end, we have developed a dissemination toolkit which is a set of communication materials necessary to communicate information about DOREMI. It includes a project logo, a website, a leaflet, social media accounts and newsletters. These items are available to all partners to be used for project communication and dissemination purposes.

The following report describes the dissemination activities kit (deliverable D7.5) and offers a short overview of the dissemination material prepared so far.

2. Description of the dissemination activities toolkit

The dissemination toolkit includes a project logo, a website, a leaflet, social media accounts and newsletters. These items are available to all partners to be used for project communication and dissemination purposes.

Project logo

The project's corporate identity includes a project logo (Figure 1) consisting of a textual and a visual part. The logo was designed by project coordinator CNR with the aim of creating a visual reference point for the project and enabling quick identification of all DOREMI related materials. The rainbow, reproduced as a pentagram in the logo, is recognised in many different cultures as an element of positive progress. The three notes, do, re and mi are the basis of music composition as well as the key features of DOREMI. These are healthy eating, active lifestyle and social interaction and are the solution for an active ageing.

Figure 1 DOREMI project logo

Website

The project coordinator CNR has developed and launched a project website (Figure 2). That process has been described in deliverable D7.1. The key aims of the website are to disseminate the aims, methods, latest news and outputs of the project (including informative text about the different areas of study).

This website contains the following sections and features:

- **Home Page**: Laying out the projects three main areas: Social Engagement, Healthy Eating and Active Lifestyle.
- **About section**: Explaining that malnutrition, sedentariness, and cognitive decline are the main causes of morbidity and premature mortality and how these three impairments will represent the target areas in DOREMI.
- **Project**: Technical information about the project, detailing the workflow and the work to be carried out under each work package.
- **Consortium**: a full list of project partners including logos short descriptions of each partner.
- **Intranet**: a private area used as a working tool to ensure intra-partnership communication on project related issues.
- **News**: DOREMI news and other relevant research and policy news, including the feed from the DOREMI Twitter account and buttons to subscribe to the DOREMI Twitter and Facebook pages.
- **Acknowledgments**: The EC logo is visible in the top left corner of the website. In the footer there is information about the funding programme (7th Framework Programme), sub-programme area (ICT-2013.5.1 "Personalised health, active ageing and independent living"),

Contract type (Collaborative project), Grant agreement (n: 611650) and a link to the DOREMI page on the CORDIS website.

Figure 2 Screenshot of the DOREMI website: www.doremi-fp7.eu

Social media

One of the objectives of work package 7 is to disseminate the project outcomes in EU27 at large through social media, and according to the Description of work, specific attention will be put on applying effective social media tools and strategies to disseminate results.

Twitter

The Twitter account (Figure 3) will serve as a direct and flexible online platform to inform about DOREMI latest developments, to engage conversation and to link with other on-going initiatives on active and healthy ageing. A feed from the Twitter account is also displayed under the News section of the DOREMI website (Figure 4).
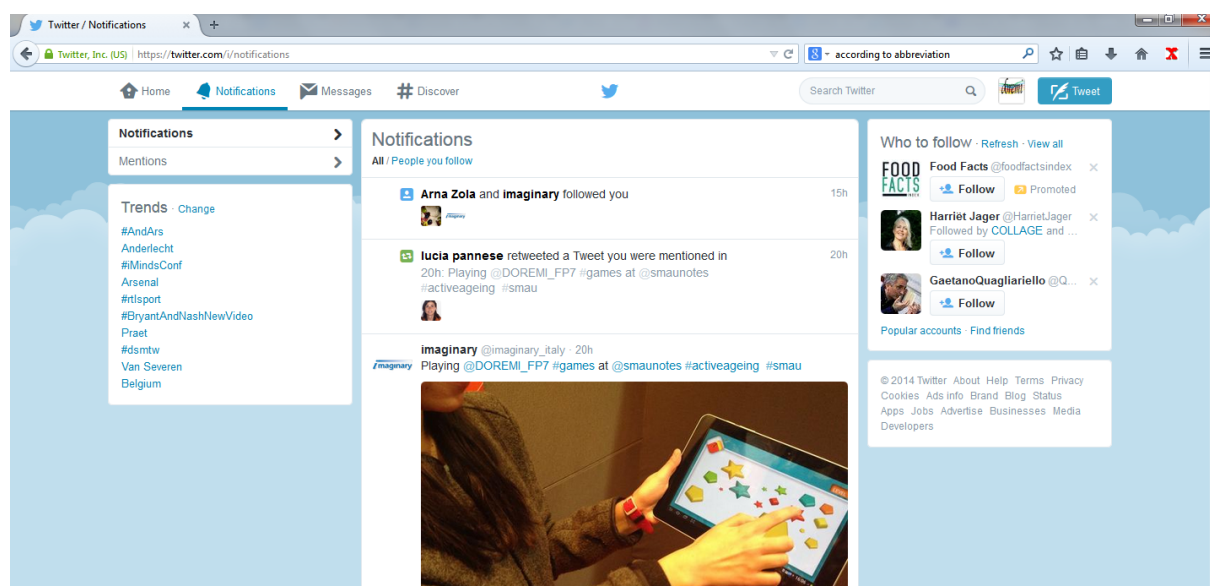

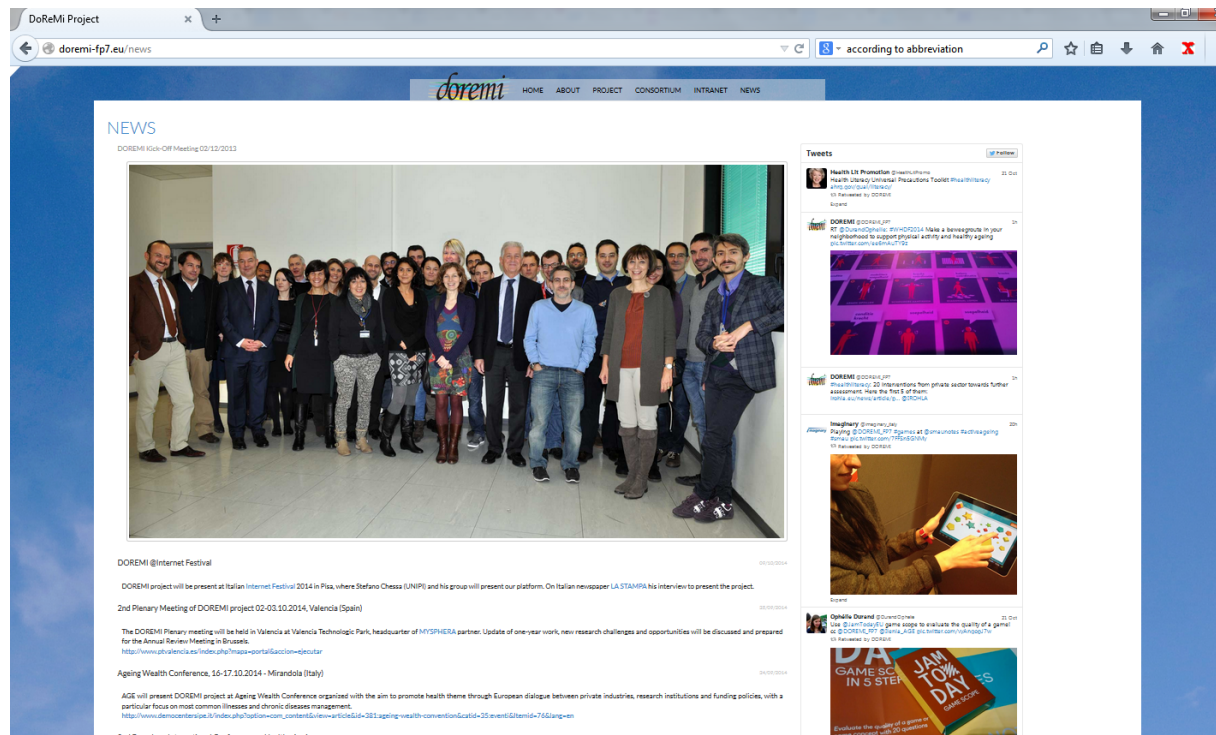**Figure 3 Screenshot of DOREMI Twitter page**

Figure 4 Twitter feed on the right side under the news section of the DOREMI website

Facebook

A Facebook page, with the same objective and target audience as the Twitter account, has also been set up (Figure 5).

Figure 5 Facebook page

Leaflet

AGE Platform Europe has designed a foldable DOREMI flyer to be used by the consortium members for distribution at conferences, meetings, workshops, press conferences or other events within and outside of the scientific community (Figure 6). The leaflet outlines the scientific objectives of DOREMI and lists key facts such as the duration of the project, the full project title, the funding programme, the website URL and the overall goals of the project. There is also a full list of project partners and the main point of contact for the project.

Figure 6 DOREMI leaflet

Newsletter

AGE Platform Europe has developed an external DOREMI newsletter (Figure 7), with the aim of 1) informing stakeholders of the state of the art and the key findings of the project, 2) providing information about relevant external events and publications, 3) disseminating key messages from Work Package Leaders, and 4) ensuring key stakeholders are kept up-to-date on key policy developments at EU level. The identity and formatting of the newsletter is in-line with the pre-defined visual identity.

Figure 7 DOREMI Newsletter #1

Video

The consortium will create one DOREMI video (± 5 minutes) to present and promote the project activities and products to an audience of general public interested in research that can prolong older people's functional and cognitive capacity. Especially older persons within this target group are important to reach. Therefore the tone should be light-hearted yet informative (see I Fucking Love Science as a reference point, http://www.iflscience.com). The video will be made with the Prezi online tool (or a similar tool) and will give an overview of the context of the DOREMI project, its main aims, activities and products. The video will be published on YouTube and the DOREMI website, and will be presented at conferences and symposia (Figure 8). The aim is to have the video ready by M20.
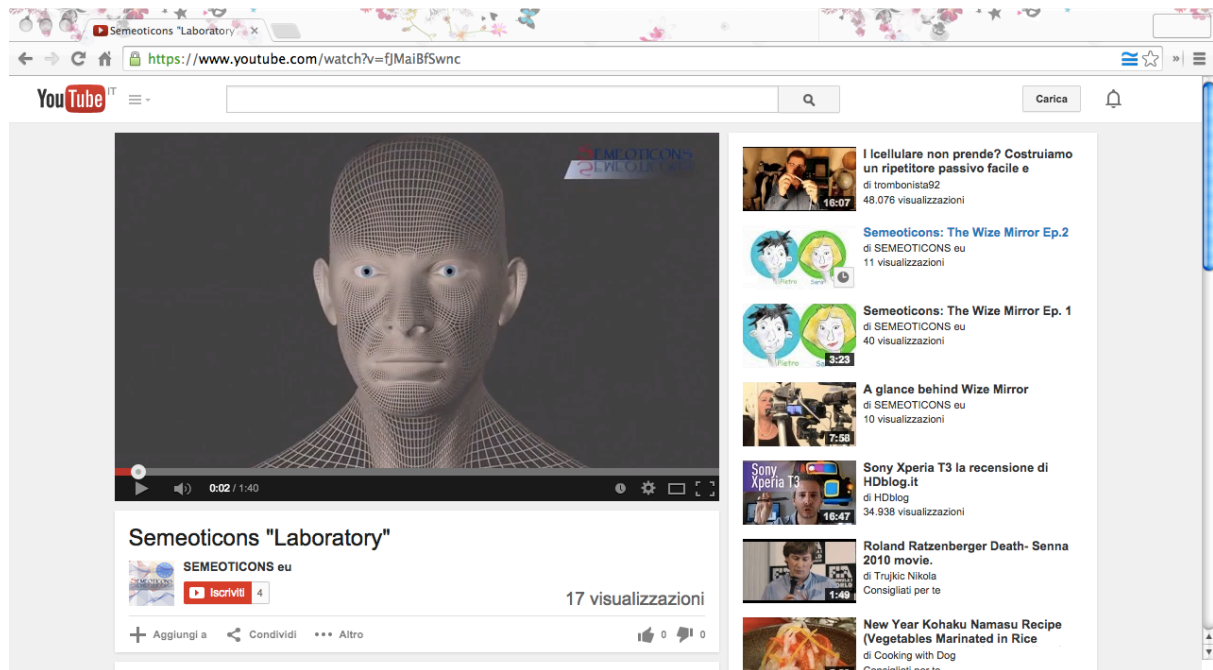
Figure 8 Example of video uploaded on YouTube by Semeioticons European Project.

Blog

A Blog will be set up by M18 to convey news concerning healthy eating habits, sedentariness and cognitive decline. A blog manager, to be appointed by CNR, will be responsible for the content and will also have a steering function. Contributions should be posted by all partners in the project. It is envisaged that this work will be parcelled out among the partners with particular persons having a specific areas of interest, e.g. news items, game-based active ageing, wireless sensor environments, user needs and involvement, etc. The blog will be part of the DOREMI website and we will publish links from the DOREMI social media accounts after each blog post to drive traffic to the website.

Additional tools

- **Collaborative bookmarking group** to enable the distributed tagging of relevant initiatives developed by DOREMI consortium. Once the stakeholders' community will be established (see D7.1 and D7.8), this tool will support the interaction amongst the community members allowing registered users to bookmark and tag webpages. Additionally, it allows users to highlight any part of a webpage and adding sticky notes to specific highlights or to a whole page. To this end we plan to use https://www.diigo.com/ or similar tools.
- **Collaborative comments and annotations.** Key documents produced by DOREMI consortium will be shared for comments using a web service for submitting texts to comments and annotations (e.g. http://commentneelie.eu/) In this way for each document that we intend to share within the stakeholders' community we create a workspace where the DOREMI consortium can gather insights from the stakeholder community. In this way we can easily involve the stakeholders in reviewing relevant DOREMI documents.
- **DOREMI hub** will rely on all the social media covered by DOREMI (Youtube, Facebook, Twitter)

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