



SEACW – ICT-PSP N° 325146



## **SEACW DELIVERABLE D.8.3**

### **“Dissemination Plan”**

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## **Statement of originality:**

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

## **Abstract**

The present deliverable provides information about the dissemination plan for the SEACW project. Describing the main methodology, activities and events; also the internal organization is briefly described.

The deliverable illustrates that the dissemination will be organized around two main activities: relevant communication and dissemination tools (social media and traditional media) and events (external and internal). The most important of these activities is the social media communication tool, which includes the newest technologies for communication.

All these activities are scheduled in a very intensive calendar which means that will be a continuous work of updating and follow-up of the relevant information about the project and news related with; in addition, each milestone will contain special reports.

Each partner is providing a list of allied entities and local media in order to develop a detailed list of recipients who might be interested / cooperate in the project dissemination.

A methodology has been established in order to coordinate all partners and try to ensure that all information is gathered in the SEACW website.

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# DISSEMINATION PLAN

## 1.- Introduction

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The purpose of this document is to show all the relevant dissemination activities in order to maximize the social impact of the Social Ecosystem for Antiaging, Capacitation and Wellbeing (SEACW) project, and to provide a schedule for these to make them coherent and mutually reinforced.

The purpose of the dissemination activities is to inform all the authorities, stakeholders, target users and the public in general about the evolution and achievements of the project, to get their involvement and make them aware and make them profit of its benefits.

The project will last two years and many dissemination activities will be conducted. Because of the project is currently in the launching phase, the approaches and items described in this plan will be modified in future versions.

## 2.- Communication Bases

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To guarantee the best dissemination of the Project next tools have been created:

### 2.1 Dissemination and Communication Commission

The Dissemination and Communication Commission is integrated by representatives of each partner having expertise in communication. As it is established in the GA Annex I Description of Work, *“all partners undertake to spread the communication activities that take place during the two years of SEACW”*.

The Dissemination and Communication Commission has been created to *“review all these activities and their impact, to improve the on-going plan and next activities”*.

The Dissemination and Communication Commission Secretariat is in Charge of Mr. Pablo Rodríguez from Áliad Knowledge and Service Ltd.

### 2.2 Corporative image of the project

The Project has a corporative image defined with a logotype, corporative colours, typography, etc.

All communications that will be undertaken during the development of the project will include the following reference: *“SEACW is funded by the European Commission”*, and also the European Union flag image<sup>1</sup>, the CIP logotype and the project logotype. This information should also be included in all promotional material (presentations, publications, reports, etc.) that will be done during the project and on the websites of the partners.

The official template has been created and will be distributed among the Consortium within the first two months of the project for its use in all communications.

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<sup>1</sup> The European flag can be found at: [http://europa.eu/abc/symbols/emblem/graphics1\\_en.htm](http://europa.eu/abc/symbols/emblem/graphics1_en.htm)

### 2.2.1 Logotype and branding

The logotype is included in figure 1. In the first two months of the project, the style guide of the brand will be sent to all partners so that they can use it for all communications.

Figure 1: SEACW Logotype



### 2.3 European image on the project

Web: Website will follow the statements established at 2.2 of this Dissemination Plan document, therefore, they will necessary include the next reference: *"SEACW is funded by the European Commission"*, and always include the European Union flag image, the CIP logotype and the project logotype.

Press releases: press releases will follow the statements established at 2.2 of this Dissemination Plan document, therefore, they will necessary include the next reference: *"SEACW is funded by the European Commission"*, and always include the European Union flag image, the CIP logotype and the project logotype.

All other materials susceptible to be publishable in media will always follow the statements established at 2.2 of this Dissemination Plan document, therefore, they will necessary include the next reference: *"SEACW is funded by the European Commission"*, and always include the European Union flag image, the CIP logotype and the project logotype.

## 3.- Tools for Dissemination and Communication

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SEACW is an ICT for AHA project, so the Consortium will maintain a special dissemination effort in interactive communication tools, but, of course, other traditional communication channels will be used.

### 3.1 Website

SEACW website is currently on-going. The address is <http://seacw.eu> and first version will be finished, within the planned schedule, in the second month of the Project. As a key communication tool, we will include information of the project and events and it will be updated during the project's progress.

There will be access to the social networks and links to the entities involved in the project within this Website (i.e. European Commission, partners, allied entities, etc.) and other reference sites will be progressively added. Besides, it will be possible to download public publications of the project.

The website will contain an information packet where users will be able to download the logotype and the pantones used in the Project. Besides, there will be available downloadable material for training and information in AHA for activities that promote the purposes of the project under the conditions of the European Commission and without any cost.

Complementary to this website, it will be developed a launch platform –based on others as launchrock- in order to create expectations for European organizations and professionals, so that they can request information and have the possibility of being part of the project.

Deliverables planned at the beginning of each project's work package will be included in the website and social networks too, as well as the next steps of the project and future events.

## 3.2 Social Networks

The project will have widely dissemination in the major social networks such as Facebook, Twitter, LinkedIn, Google+ and YouTube, among others, in order to communicate through them all the pieces of news that are related to information & communication technologies for active & healthy aging (ICT for AHA), maintaining active interaction with visitors, and informing the envisaged actions during SEACW progress.

A specific group of ICT for AHA in LinkedIn has been already created to promote the website in order to join experts, professionals, interest groups, etc., where their jobs descriptions will be published.

Also, the Consortium already has an agreement with the magazine "International Journal of Interactive Multimedia and Artificial Intelligence" (<http://www.ijimai.org/>) to publish a special issue entitled "*Smart Applications for Active and Healthy Ageing*".

## 3.3 Press releases

### 3.3.1 Release of press releases

The press release to inform of the launch of the Project has been already published under prior supervision of the Project Officer.

Press releases will be launched in the following occasions:

- Events of the project.
- Publications.
- Important milestones of the project: Website launching; presentation of the final document of the state of the art; Ecosystem launching; pilots launching; content, tools and resources launching; pilots ending, project results presentation, and any other event which can be celebrated during the project development.

Every six months there will be a press release to summarize the main milestones achieved and the future actions planned.

Press releases will be written in English but each partner can translate it into their language so that they can send it to their local media. Partners are allowed to adapt the press releases with small changes if they consider them necessary to make them more attractive or interesting, but in any case those changes can influence the original message.

### 3.3.2 Responsibilities in the distribution

The project coordinator is responsible of distributing all partners the press releases so that they can send them to their media.

Each press release prepared for dissemination, will be approved by the Department of Communication of the European Commission and the Project Officer, who shall have knowledge well in advance<sup>2</sup>.

The dissemination of press releases will be made by each partner in the most appropriate way they consider and will be sent to all media may be interested in the project.

### 3.3.3 Dissemination deadlines

When partners receive a press release, they have a maximum of two days to inform the coordinator about any changes they consider appropriate. After that time, if there are no comments provided by them, then it will be understood that the press release is correct and it is possible to be published on media.

It should not take more than seven days since the coordinator sends the original press release to the partners in order to publish it through their media. This requirement ensures that the impact of the project will be simultaneous in the countries of the partners. Press releases for events announcement will be never sent after the event and press releases of events celebration results will be never sent after two days.

### 3.3.4 Press dossier

To create the dossier of each press release as detailed as possible, each partner will send to the coordinator all published pieces of news. When partners have sent the media impacts, the coordinator will publish them on the website.

## 3.4 Other impacts

### 3.4.1 Appearances in media

In addition of press releases, the Consortium will promote the project's participation in general and specialized media through interviews, opinion articles, reports, etc.

The Consortium will promote the participation of experts who will disseminate the purposes of the project and their involvement in it.

### 3.4.2 Appearances on the network

The Dissemination and Communication Committee will publish information capsules through the YouTube channel and also tutorials y videos of experts.

## 3.5 Information to authorities and stakeholders

Another important aspect for the purposes dissemination of the project is to maintain informed to public authorities, stakeholders, institutions and organizations that might be interested in the project's objectives and promote them to achieve their involvement on the promotion of SEACW through Europe.

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<sup>2</sup> This requirement is written in the Good Communication Practices for ICT PSP Projects.

A database has been prepared for recording these entities and contacting people. This database will be enriched along the evolution of the project and, especially, with the results of the State of the Art.

Institutions have been classified on different levels: international institutions, European institutions, national institutions, and regional and local institutions.

They have been also classified by their legal nature: governmental entities, public agencies, private companies, associations, foundations, NGOs, etc.

Among the organizations that show interest in the project, those who will be interested and contribute more to the development of its purposes, will be invited to join the Committee of Experts of SEACW<sup>3</sup>.

### 3.6 Information to Allied entities

Allied entities are a key figure for the project's dissemination. These entities have expressed their support, goals and values, having facilities, personnel and infrastructures that will foster the implementation of project activities, disseminating their information and content offerings to target users.

Each Allied Entity will receive specific information and they will transmit information about the project over their networks of influence.

The main items of information that will be sent to these entities are:

- Project launching, with the support proposal in each case.
- Experts Committee, where will participate experts proposed by these entities.
- Final document of the state of the Art launching, where will participate both in the documentary and in the field phases.
- Events and presentations, participating in general events as well as hosting events in their own influence area.
- Pilots, where they will cooperate by providing participants/users and facilities.

In general, the participation of allied entities in the communication of the project will be institutional and operative (they will also support providing contacts, giving access to institutions, experts and relationships in general). They will also be actively involved in the dissemination and promotion of the project.

The list of the allied entities is included in the Annex I Description of Work (page. 180-181).

### 3.7 Synergies with other projects

SEACW has anticipated synergies with Carer+ and Discover.

Recently funded projects will be consulted as well as those projects whose objectives can be aligned or supplemented with the SEACW's.

We have also registered to the EIP AHA in order to cooperate with it.

To contact these projects, the Consortium will ask for the support and supervision of the Project Officer.

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<sup>3</sup> The Experts Committee is composed by experts of the Allied Entities and it is in charge of the peer review of contents.



### 3.8 Brochures

Leaflets and brochures will be produced to be used as supporting materials for communications of each phase of the project and will be an important part of the advertising dossier of the events that will be celebrated.

The foreseeing brochures are: general information of the Project, the final document of the State of the Art, contents, CEDEFOP contact, Ecosystem and pilots.

**Within the first two months it will be developed an information sheet of the project where the objectives and the expected results will be presented. Its extension shall not exceed one sheet and it will be sent to the European Commission**

The brochures will be distributed electronically (as PDF) and in paper format as promotional material for events and complimentary shipments by courier.

The European Commission will have copies of each brochure that created during the Project.

### 3.9 Merchandising

For participants in the pilots and for promotional purposes, SEACW will provide gift items as plates, pins, cups, etc.

### 3.10 Publications

SEACW will maintain reciprocal contact with specialized scientific publications in the fields of ICT and health. This reciprocity means that publications send their articles to SEACW, when they are of public domain, in order to be publishable in the Ecosystem and to generate publications on project issues that are innovative or with relevant quality. For instance, the State of the Art will seek publications in a magazine specializing in the health sector, and the contents will be promoted to generate some special innovative importance with the goal that they might be admitted in such publications.

SEACW expects its target users are not only passive agents, but active producers of information, content and resources.

#### 3.10.1 Scientific publications

SEACW will try that publications seek their appearance in the ISI Citation Report, having the highest quality and impact in the scientific community. These publications also might be carried out through EG-Global.

#### 3.10.2 Information publications

It has already closed an agreement with:

- Editorial Group Mac-Graw Hill, both to attract external publications to the project, and for the publication of the material prepared by SEACW.
- The Editorial DrugFarma, international distributor of Medical Economics magazine.
- The digital publication Medical Writing, in Spain, with a circulation of 80,000 health professionals.

It has been generated a database with informative publications in health and information technology sectors. Within this data base it is being contacted in the first two months of project several informative publications editorials.

## 4.- Events

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The spread of all communication activities carried out during the project will not be limited only to the partner's geographical location, but also it will be disseminated in countries that have shown interest in SEACW, finally, promotion in other continents will be seek.

### 4.1 Dissemination events for SEACW

As events we mean the following:

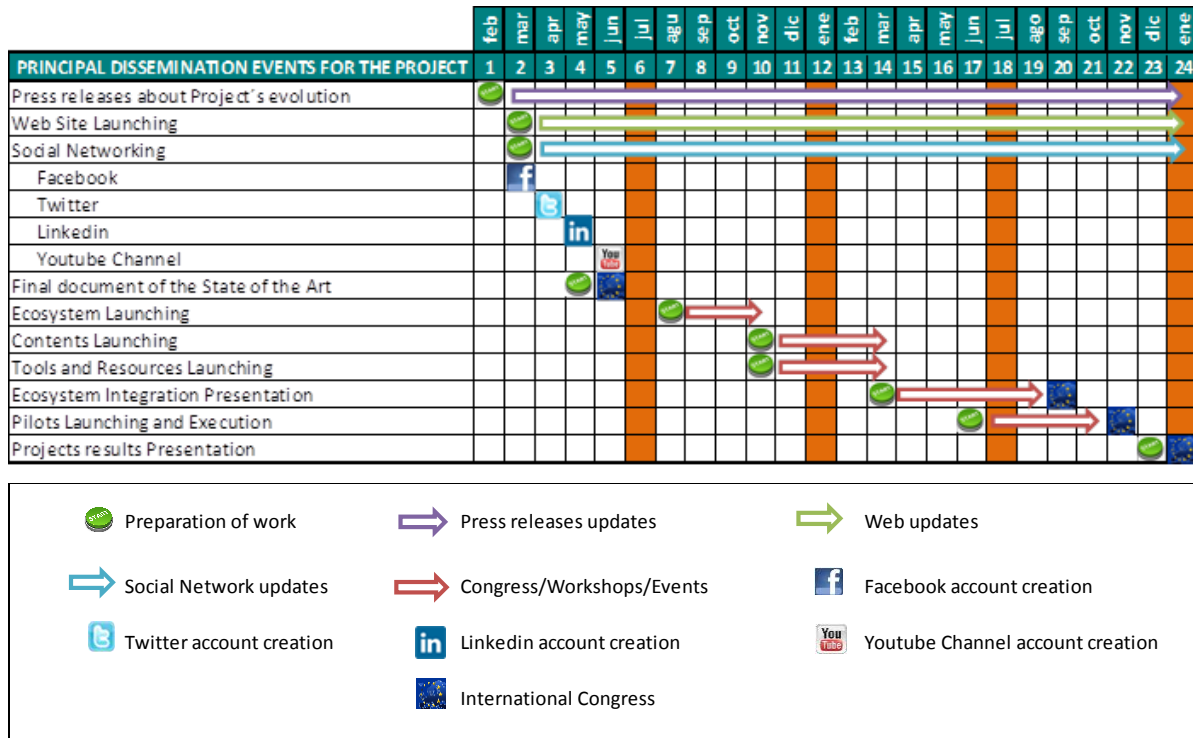
- Presentations.
- Seminars and Workshops.
- Congress.

On the one hand, they may be specific to the project, i.e. organized specifically for SEACW; on the second hand, they may be outside events, such as conferences on ICT or AHA, with SEACW presentations or activities. In addition, the partners will participate as assistants SEACW external events in order to acquire knowledge and close relationships and synergies.

### 4.1.1 Schedule of internal events for SEACW

The Schedule is identified in the figure 2.

**Figure 2: Schedule of internal events**



### 4.2 Participation in outside events

We have identified the following events in which it is possible to participate by all partners, to strengthen the dissemination of the project:

**Table 1: External events**

Event	Date	Place
Mediterranean Conference for Academic Disciplines (Malta 2013)	March 2013, 3rd	Valletta, Malta
7th International Technology, Education and Development Conference (INTED2013)	March 2013, 4th,	Valencia, Spain
5th International Conference on Computer Supported Education (CSEDU 2013)	May 2013, 6th	Aachen, Germany
3rd Global Conference: Experiential Learning in Virtual Worlds	March 2013 7th	Lisbon, Portugal
IADIS International Conference E-Society 2013	March 2013, 13th	Lisbon, Portugal
The French national digital inclusion campaign Fête de l'Internet takes place from the, the week before Telecentre-Europe's	17th to the 30th March 2013	
Youth 2.0: connecting, sharing and empowering?	20th March 2013	Antwerp, Belgium
2nd International Scientific Conference on Economic and Social development	4th April 2013	Paris, France
Skoll World Forum on Social Entrepreneurship	10th April 2013 -12th April 2013	Oxford University
The Future of Education 2013	June 2013, 13th	Florence, Italy

Lifelong Learning conferences Worldwide	October 2013	
SIMO NETWORK, 2013, Informatics Messe		Feria de Madrid
Telecentre-Europe's Summit 2013		
The Global Telecentre Forum	spring 2013	Granada (Spain)
Geneva Forum on Social Change, for students (to contact young people and young people organisations)		Geneve
Internet saloon 2013 (telecentre Italy)		
3rd Digital Agenda Assembly, 2013 (not yet planned)		
16th European Health Forum 2013 (not yet planned)		

Also, if any participant finds an interesting event for the dissemination objectives for the project, it will be submitted to the Commission in order to decide whether their participation.

## 5.- Internal dissemination

During the project, meetings between the partners will be organized in order to follow-up the project's phases. These meetings can be face-to-face or via teleconference.

In principle the following meetings are established:

- General Assembly: they are organized for leaders of each participating entity to report the status of the actions assigned to them. Meetings will be held at least once during the project.
- The application of new assemblies will be seconded by, at least, one third of the members.
- Executive Boards: meetings will be held every six months to prepare the justifications. The first meeting is scheduled for July 2013.
- Experts Committee for training programs (composed by members of the allied entities): meetings schedule will be determined after the State of the Art.
- Partner Pilot Team: meetings schedule will be determined after the State of the Art.
- Leading team: meetings schedule will be determined after the State of the Art.
- Support team: meetings schedule will be determined after the State of the Art.
- Quality commission: meetings will be held every 6 months. First meeting will be on 11th March.
- Patient Safety Commission: meetings schedule will be determined after the State of the Art.
- Commission on Inclusiveness and Ethical Issues: meetings will be held every 6 months. First meeting will be on 11th March.
- Dissemination and Communication Commission: meetings will be held every 6 months. First meeting will be on 11<sup>th</sup> March.

In addition to these meetings, the coordinator shall meet regularly with each partner through videoconference, especially before each delivery.