BeyondSilos

Learning from integrated eCare practice and promoting deployment in European regions 2007-2013

D7.7 FINAL REPORT ON DISSEMINATION ACTIVITIES

WP7 Exploitation support and dissemination

Version 1.0 /14th February 2017

cip competitiveness and innovation framework programme 2007-2013

Document information

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Delivery date

14th February 2017

Dissemination level

P   Public

Version history

Version	Date	Changes made	By
V0.1	30.11.17	Document structure	EMP
V0.2	15.01.17	Collection of dissemination activities	EMP, all partners
V0.3	13.02.17	Draft document sent to QA	

Outstanding issues

None

Filename

D7.7 v1.0 BeyondSilos Final report on dissemination activities

Executive summary

This deliverable presents the outcomes of the dissemination work of the project in its final year and summarises main activities for project years 1 & 2.

The project developed its overall communication & dissemination plan at an early stage. Its purpose was to capture how dissemination of project progress and achievements to external parties, communication of results to all relevant stakeholders, and marketing is managed throughout the project life cycle. It provided an overview of the strategy that the consortium is aiming to follow in order to achieve effective dissemination and communication of project results.

The major dissemination achievements of the third year include:

- The website has been continuously extended and updated with news items.

- Twitter extended to a community of 300 followers by issuing 531 (total in three years) tweets on project events, publications, videos and pilot experiences.

- BeyondSilos partners presented the project at 16 events.

- The project has been informed on a regular basis about potential publication opportunities; publications and newspaper articles have already been issued.

- The consortium is well represented in the EIP on AHA; several partners are very active in the B3 Action Group on integrated care. The project is closely cooperating and coordinating efforts with several other initiatives such as CareWell and SmartCare.

- The comprehensive training roadmap was updated. Two mentoring workshops took place during the third year.

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1 Introduction

1.1 Purpose of document

This deliverable presents the final report on dissemination undertaken in the third year of the project. It presents the outcomes of five different tasks that commenced in year 1 and continued throughout year 2 and 3:

- Task 7.3 – Learning approach & interaction with existing actions (M1-36).
- Task 7.4 – Project Advisory Board constitution and meetings (M1-36).
- Task 7.5 – Set up and operation of BeyondSilos integrated care programme partnerships (M3-36).
- Task 7.7 – External dissemination activities (M4-36).
- Task 7.8 – Project web presence and online media management (M4-36).

1.2 Structure of document

- Chapter 2 presents the overall communication and dissemination strategy of the project, including the definition of five main dissemination topics and target groups for dissemination.
- Chapter 3 presents a description of the project-wide communication & dissemination plan as well as regional dissemination plans.
- Chapter 4 shows the visual identity that has been developed for BeyondSilos and applied during the lifetime of the project.
- Chapter 5 summarises dissemination activities in project years 1 and 2.
- Chapter 6 presents the dissemination activities that have been carried out in the third project year, including the maintenance of a project website, the publication of a newsletter, and the production of videos.
- The activities of the User Advisory Board are presented in chapter 7.
- Chapter 8 describes the learning approach & interaction with existing actions, which includes the updating of a roadmap and the organisation of three mentoring workshops in year 2.
- A short outlook on the CareWell-BeyondSilos final conference is given in chapter 9.
- Dissemination and communication activities are regularly monitored by the dissemination manager. The approach for this is shown in chapter 10.

1.3 Glossary

BSA   Badalona Serveis Assistencials

CRB   Committed Regions Board

EIP AHA   European Innovation Partnership on Active and Healthy Aging

ICT   Information and Communication Technology

PCC   Project Coordination Committee

RICPP   Regional integrated care programme partnerships

2 Communication and dissemination strategy

The BeyondSilos consortium, in an effort to help the relevant stakeholders accept the overall principle of the project initiatives and raise public awareness, acknowledges dissemination as a pivotal action line. Efficient dissemination is a fundamental activity, since its success contributes decisively to both the short- and long- term impact of the project and the services developed. Careful and early planning of dissemination, communication and marketing activities and the commitment of all partners is thus of great importance.

2.1   Overall approach

Dissemination activities as a horizontal activity within the BeyondSilos project are strongly related to all other work packages. The dissemination work package receives input from different work tasks, depending on the actual project phase and is particularly strongly interacting with the exploitation and evaluation work packages. Project aims, plans and (interim) results are disseminated and communicated to all interested parties from kick-off onwards through a large set of different dissemination channels.
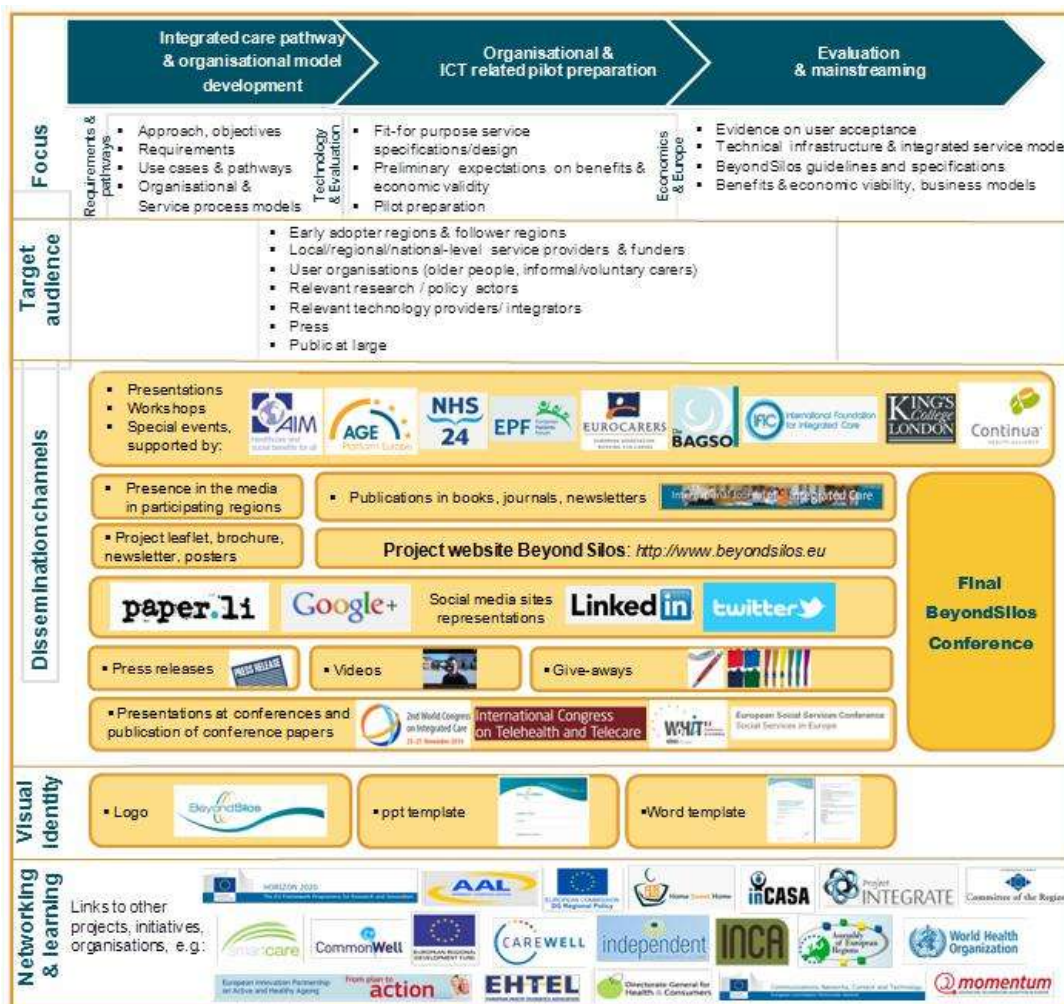
Figure 1: BeyondSilos dissemination strategy

In order to be effective and efficient, the dissemination strategy and channels need to:

- Be oriented towards the needs of the audience, using appropriate language and information levels.

- Include various dissemination methods: written text including illustrations, graphs and figures; electronic and web-based tools; and oral presentations at community meetings and (scientific) national and international conferences.

- Leverage existing resources, relationships, and networks fully.

- Interact with and effectively link to other relevant projects and initiatives.

- Be effectively conducted on several geographical levels, using appropriate dissemination channels.

BeyondSilos pursues a multi-dimensional and large scale dissemination approach as depicted in the figure above.

2.2   Dissemination and communication objectives

BeyondSilos implements and regularly updates a large set of different dissemination means that pursue different dissemination objectives and target groups respectively. Following an adapted version of the marketing principle "AIDA" (Awareness, Interest, Desire, Action), the guiding dissemination principles in BeyondSilos for the different groups of dissemination means are described in the figure below.

Awareness refers to informing the wider public of the rationale, aim, and (interim) results of the BeyondSilos project and making the project well known in the wider public and dedicated research and practice scenes. Usual target groups are the wider public and larger groups of special target users. Appropriate dissemination channels include short documents / flyers giving some general information of the project, posters, press releases, and to a limited extent also the website.

Interest means to make people who are already aware of the existence of the project curious and interested to know more and to get involved. Interest in dedicated sub-topics can be created by means such as presentation at conferences, videos and a well-designed project website.

Interest means keeping project dissemination means updated in order to not lose the interest of the target groups as the project goes along. It also means providing online material as well as printed materials and speeches at conferences and events. It is crucial to regularly engage in social media websites such as Twitter to keep up interest in the project. The same is true for regular publication of news items on the project website and partner websites.

Action refers to leading dedicated target groups, such as in our case public authorities or external care providers, towards taking action based on BeyondSilos results. This may mean paving the way for replication of the BeyondSilos services through dedicated exploitation workshops, or influencing policy makers and funding topics / mechanisms through the active support of the EIP AHA initiative, or strong and interactive cooperation with the members of the advisory boards.
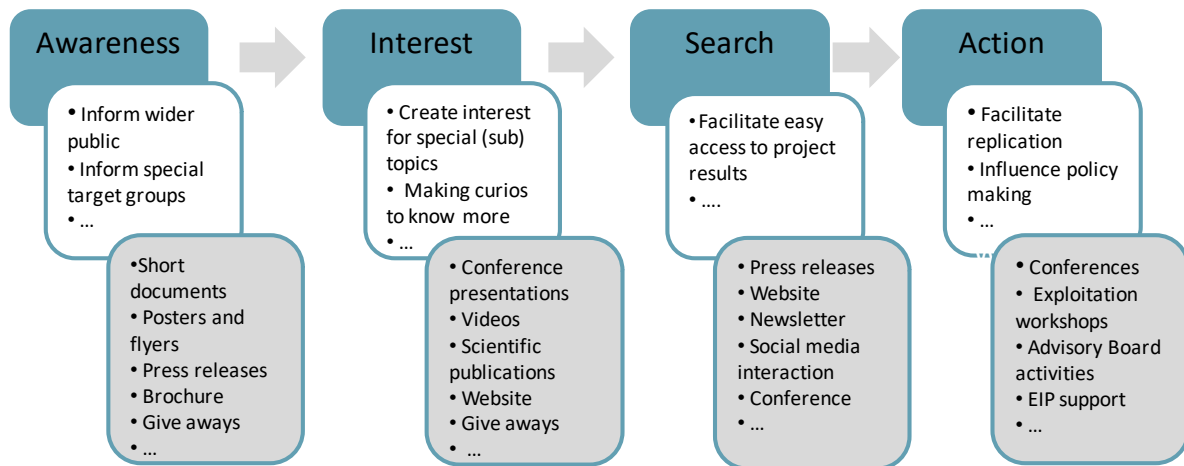
Figure 2: Dissemination principles "AIDA"

The BeyondSilos dissemination strategy is comprised by a set of goals:

- To widely disseminate the concept of the BeyondSilos project and the innovative services which are developed within BeyondSilos.

- To increase public awareness on the very sensitive and important issues in both the ICT and integrated care domain that BeyondSilos addresses.

- Communicate the benefits of this project to the professional media, to the target service beneficiaries, to professionals working in this area (caring and delivering healthcare for those over age 65), to policy decision makers, and to other interested stakeholders.

- To communicate with other R&D and EC or internationally funded related projects and initiatives, especially in the field of ICT-supported integrated care.

- To support policy making by actively contributing BeyondSilos results to ongoing policy initiatives, in particular the EIP AHA.

- To facilitate service mainstreaming and replication through the publication of BeyondSilos deployment guidelines and the conduct of exploitation workshops.

- To ensure that the project establishes and benefits from an effective network of stakeholders in the participating countries and elsewhere in Europe.

- To ensure that communication between stakeholders is effective and easy.

- To gain the trust and involve the media wherever possible to further help with dissemination.

- To establish a visual identity.

Based on these goals, and taking into account the target group definition, the communication & dissemination plan is not static, but continuously updated as new opportunities for dissemination arise and new project results are available.

2.3   Dimensions and target groups

Identifying target groups is an important step in deriving the communication & dissemination plan. It is important to consider that while many dissemination means are a 'push out' towards the target audience, they are only effective when there are also mediums and channels for the target audiences to provide feedback and take action. The term target groups implies all groups of people with certain characteristics that could, potentially, be interested in the BeyondSilos project results. The reasons for being interested in BeyondSilos may vary, and may be either personal, scientific or professional, or they may just be EU

citizens interested in developments in a specific area, and how these developments are going to affect their every-day life. The appropriate definition of the target groups is a crucial task, since dissemination activities and means need to be tailored to fit the specific interests (and sometimes abilities) of each group.

Dissemination activities need to be very carefully planned and need to "speak" various languages because they address totally different target groups such as older people, the technical and research community or business managers and policy makers etc. In order to adequately address relevant target groups, a mix of different dissemination means has been developed and is regularly updated during the project. Each dissemination means is designed according to the dedicated target group to be addressed. Target groups for each dissemination means are summarised in the table below.

Table 1: BeyondSilos potential dissemination target groups

	Older people/patients	Informal carers	Healthcare and social care providers	Health and social care professionals	Third sector organisations	Public authorities	EU policy makers	Industry	Wider public	Media	Academia
Website	✕	✕	✕	✕	✕	✕	✕	✕	✕	✕	✕
Poster			✕	✕	✕	✕	✕	✕			✕
Brochure, flyer			✕		✕	✕	✕				✕
Press releases						✕	✕			✕	
Presentations	✕	✕	✕	✕	✕	✕	✕	✕			✕
Scientific publications			✕	✕		✕	✕				✕
Newsletter			✕	✕	✕	✕	✕	✕			✕
Policy support						✕	✕				
Case studies	✕	✕	✕	✕	✕	✕	✕	✕			✕
Videos & Photos	✕	✕	✕	✕	✕	✕	✕		✕		
Study newsletters	✕	✕		✕	✕	✕					
Social media	✕	✕	✕	✕	✕	✕	✕	✕	✕		
Exploitation workshops			✕	✕	✕	✕					
Final conference			✕	✕	✕	✕	✕			✕	✕
Give-aways	✕	✕	✕	✕	✕	✕	✕	✕	✕	✕	✕
Study visits & open days	✕	✕	✕	✕	✕			✕			

Older people (care clients / patients) & informal carers

Services developed in BeyondSilos ultimately address older people who are clients of social care providers or patients, or both, making them of course a very important target group of dissemination activities. Language and format of the different dissemination means will be designed specifically for this target

group. Pilot participants will, in addition, receive regular newsletters about the project to keep them informed and engaged.

Healthcare and social care providers & professionals

Care providers and professionals are one of the key target groups in BeyondSilos and their buy-in and engagement in the new services is of the utmost importance. It is thus crucial to focus different dissemination activities on this target group.

Public authorities

Public authorities are one of the main players when it comes to care provision organisation and decision making. In BeyondSilos, they will be reached by a large basket of dissemination channels, as shown in the table above. The involvement of public authorities will also play a crucial role when it comes to ensuring the BeyondSilos services will be retained as mainstream services and when it comes to up-scaling and replication of the services.

EU policy makers

Support of policy making processes at supra-national level will be one of BeyondSilos' key dissemination goals. Interaction, particularly with the members of the EIP AHA group on integrated care, will ensure that BeyondSilos results will be exploited at EU level and inform policy making and other related projects.

Industry

ICT industry needs to be informed on new developments in the field, in order to increase market potential for BeyondSilos solutions. Addressing industry players through participation at fairs and exhibitions will be an important BeyondSilos dissemination pathway.

Wider public

Apart from dedicated target groups, BeyondSilos will also be reachable for an interested wider public, mainly through its website and social media such as Twitter or Facebook.

Academia

BeyondSilos results such CBA or evaluation methods and results for ICT-supported integrated care services will strongly contribute to new evidence in the field. Dissemination through journals and presentations in academic conferences is thus also crucial.

Media

Unlike many of the other groups which are reached by means of journals, conferences and industry events / networking, the media present a less cohesive and focused, but important, group. The media play an important role in public education, and cannot be overlooked in that context.

3   The BeyondSilos communication & dissemination plans

3.1   The project-wide communication & dissemination plan

The project-wide dissemination plan was developed in M4 of the project. Its purpose is to capture how dissemination of project progress and achievements to external parties, communication of results to all relevant stakeholders, and marketing, will be managed throughout the project life cycle. It provides an overview of the strategy that the consortium is aiming to follow in order to achieve effective dissemination and communication of project results.

The BeyondSilos consortium, in an effort to help the relevant stakeholders accept the overall principle of the project initiatives and raise public awareness, acknowledges dissemination as a pivotal action line. Efficient dissemination is a fundamental activity, since its success contributes decisively to both the short- and long-term impact of the project, and the services developed. Careful and early planning of dissemination, communication and marketing activities and the commitment of all partners is thus of great importance.

The communication & dissemination plan provides key strategies for dissemination, communication and marketing, including practical advice and specific templates that BeyondSilos partners can adapt for their use. It elaborates on the details of the types of dissemination activities to be undertaken during the project lifetime, focusing on all relevant target groups and distinguishing between different geographical levels of dissemination and communication. The communication & dissemination plan was set up as a living document, and was reviewed bi-annually and updated as the project proceeded.

3.2   Regional / local dissemination plans

Apart from the global communication & dissemination plan, partners' sites and other project beneficiaries regularly updated "local communication plans". Local communication managers report regularly (twice a year) to the overall project dissemination manager.

In order to support BeyondSilos partners to choose the right communication means for the different target groups, a checklist has been designed at an early project stage that served as a guideline for local and regional dissemination purposes.

Table 2: Checklist for regional / local dissemination plans

Study participants and participating agencies	
• Distribute flyers, brochures & research briefs (e.g. in health centres, clinics, agencies, and neighbourhoods). • Send a regular newsletter summarising research in progress. • Host or attend seminars.	• Host community forums to discuss the project activities. • Send letter of thanks (anonymous or targeted). • Ask agencies to feature the project in their newsletters & websites.

Older people not participating in the study	
• Distribute flyers, brochures & research briefs (e.g. in health centres, clinics, agencies, and neighbourhoods). • Publish interesting and "speaking" case studies and videos.	• Host community forums to discuss the project activities. • Be active in social media and TV. • Report on project progress in newsletters, news items of participating user representation organisations.
Informal carers	
• Distribute flyers, brochures & research briefs (e.g. in health centres, clinics, agencies, and neighbourhoods). • Publish interesting and "speaking" case studies and videos.	• Host community forums to discuss the project activities. • Be active in social media and TV. • Report on project progress in newsletters, news items of participating user representation organisations.
Healthcare and social care professionals	
• Distribute flyers, brochures & research briefs. • Distribute summary document. • Send a regular newsletter summarising research in progress. • Present posters in seminars, workshops and conferences.	• Organise workshops presenting BeyondSilos results and collect feedback. • Invite them to the final conference. • Publish interesting and "speaking" videos and case studies.
Third sector organisations	
• Distribute flyers, brochures & research briefs. • Distribute summary document. • Send a regular newsletter summarising research in progress. • Present posters in seminars, workshops and conferences.	• Organise workshops presenting BeyondSilos results and collect feedback. • Invite them to the final conference. • Publish interesting and "speaking" videos and case studies.
HC & SC providers	
• Distribute flyers, brochures & research briefs. • Distribute summary document. • Send a regular newsletter summarising research in progress. • Host or attend seminars and conferences, workshops.	• Distribute case briefs and case studies. • Attend clustering workshops. • Publish in journals, papers. • Publish press releases. • Organise workshops presenting BeyondSilos results and collect feedback. • Invite them to the final conference.

Policy makers	
• Distribute flyers & brochures. • Distribute summary document. • Send a regular newsletter summarising research in progress. • Host or attend seminars and conferences, workshops.	• Distribute case briefs and case studies. • Attend clustering workshops. • Publish in journals, papers. • Publish press releases. • Organise workshops presenting BeyondSilos results and collect feedback. • Invite them to the final conference.
Industry	
• Distribute flyers & brochures. • Distribute summary document. • Send a regular newsletter summarising research in progress.	• Present project poster. • Engage in social media. • Invite them to final conference. • Present BeyondSilos at fairs and exhibitions.
Wider public	
• Distribute flyers & brochures. • Engage in social media.	• Host community forums to discuss the research. • Have an interesting and up-to-date project website.
Academia	
• Distribute flyers & brochures. • Distribute summary document. • Send a regular newsletter summarising research in progress. • Host or attend seminars, conferences, workshops.	• Engage on social media. • Publish in books and scientific journals. • Have an interesting and up-to-date project website. • Invite them to the final conference.

4 BeyondSilos Visual Identity

Visual identity plays a significant role in the way the project presents itself and leads to a strong recognisability of the "brand" BeyondSilos. Three main elements have been produced to underpin this dissemination goal; they are described below.

4.1 Logo

The project logo was agreed upon amongst all BeyondSilos partners. It represents the basis for further designs and layouts of all dissemination channels. It was circulated to all project partners at the beginning of the project in different formats.

Figure 3: BeyondSilos logo

4.2 Document Templates

Once the logo was finalised, templates for word and PowerPoint documents were produced, and the layout for the project website designed. The layouts are strongly aligned with the layout of the logo in order to facilitate the creation of a visual identity that is easily recognised, and is based on common principles for the different dissemination channels.

4.2.1 Template for Word documents

The template for external and internal deliverables and reports is, as with all the other templates described below, strongly aligned with the overall design of the logo.

Figure 4: Beyond Silos Word template

BeyondSilos partners have been asked to use these templates whenever they present BeyondSilos somewhere or write project-related documents.

4.2.2   Template for PowerPoint presentations

Similar to the Word template, a template for a PowerPoint presentation has been developed underpinning the importance of presenting the project to the outside world in a coherent way. It is to be used for all presentations of BeyondSilos at conferences, events, seminars, and workshops, as well as internal meetings such as consortium, board or review meetings.

Figure 5: PowerPoint template

4.2.3   Colour scale

The BeyondSilos colour scale is the following:

RGB 233, 153, 34	
RGB 249, 199, 52	
RGB 253, 221, 133	
RGB 98, 159, 178	
RGB 32, 115, 135	
RGB 0, 82, 103	
RGB 0, 55, 64	

Figure 6: BeyondSilos colour scale

5   Summary of dissemination activities in year 1 and 2

5.1   Year 1

A pivotal achievement for the means of communication and dissemination of the project was represented by the launch of the official BeyondSilos website available at http://beyondsilos.eu/, which became public in June 2014. It describes the project and the seven pilot regions' services. During the project's first year, the website was regularly extended and updated with eight news items and three videos. The three video clips were produced presenting the initial phase of the project, each reporting on one of the consortium meetings of the project in the first year: the kick-off meeting in Badalona, Spain, the second meeting in Belfast, UK, and the third meeting in Amadora, Portugal. They have been published on YouTube (http://www.youtube.com/playlist?list=PLVBzL7WI9g01MAkqKDlNx7MPIPyWUxAut) in a dedicated display list for BeyondSilos.

Videos have also been embedded in the project website and tweeted via the BeyondSilos Twitter account. The set-up of the project's Twitter account further allowed establishing a community of 84 followers in the period from February 2014 until January 2015, by issuing 107 tweets on project events, publications, videos and pilot experiences. Moreover, the BeyondSilos newsletter has been launched and published weekly via Twitter. It presents news from the project itself, and relevant external information from e.g. related projects or initiatives.

In addition to the project's online dissemination and communication means, printed material has been used to present the project at events and conferences. A project flyer introducing BeyondSilos has been produced, as well as a pull-up banner and a 1-pager which are available for the use at conferences. In total, the project has been presented at 19 events by BeyondSilos partners during the first year, including presentations, workshops, conferences, informal dialogues and user recruiting. A generic set of slides for public presentation has been developed for this purpose, which, in order to facilitate regional dissemination, has also been translated into Spanish. Further, a central press release and regional press releases have announced the project start.

The project has been informed on a regular basis about potential publication opportunities, so that 46 publications and newspaper articles have been issued during the first year. Most of them are newsletters (the weekly BeyondSilos newsletters), website entries (news items on the project website and partner organisation websites), as well as publications in (online) magazines.

The BeyondSilos consortium has been well represented in the European Innovation Partnership on Active and Healthy Aging, and several partners were very active in the B3 Action Group on integrated care. The project further cooperated and coordinated efforts with several other initiatives such as CareWell and SmartCare.

In the first year, regional integrated care programme partnerships were inaugurated at each of the sites. Further, the comprehensive training roadmap has been developed and agreed among project partners. Two mentoring workshops took place in the project's first year.

5.2   Year 2

In the second year, the BeyondSilos webpage has been regularly extended and updated with eight news items and four videos. During the period from February 2015 to January 2016, the project produced and released four videos, including one retrospective video, which have been uploaded and disseminated via various channels:

- After one year.

- Training School: Change Management for Integrated Care.
- BeyondSilos: Valencia Training Workshop, 28th January 2015.
- Innovation through integration in Hospital LaFe in Valencia.

The BeyondSilos webpage has attracted over 1600 visits throughout the second year, generating over 5000 page views.

In addition to the extension and update of project's website, a joint webpage for BeyondSilos, CareWell and SmartCare, titled Integrated eCare in Europe, has been launched. It can be reached via www.integrated-ecare.eu. Moreover, the Integrated eCare Wiki page (http://wiki.integrated-ecare.eu/) has been developed in association with the joint webpage.

The BeyondSilos Twitter community extended to 186 followers by issuing 352 (year 1 & 2) tweets on project events, publications, videos and pilot experiences. Ten publications, news items and magazine articles have been issued in the project's second year.

Cards similar to business cards which use the visual identity and logo of BeyondSilos have been introduced. They contribute to the project's disseminations means at conferences and other events, and attract recipients to the BeyondSilos website.

BeyondSilos partners presented the project at 15 events, including the conference "Technology Innovations: Supporting Integrated Care at Home and in Communities" in October 2015, which was organised in collaboration with SmartCare, CareWell and IFIC. As such, the project was able to expand and foster its close cooperation with these initiatives. The BeyondSilos consortium was a recognisable partner in the EIP AHA; several BeyondSilos partners collaborated with the EIP Action Group B3.

Deployment sites continued to organise meetings with stakeholders who are part of the regional integrated care programme partnerships. The comprehensive training roadmap was updated, and three mentoring workshops took place in the second year.

6   Dissemination Activities in Year 3

6.1   Online material & interaction

Disseminating knowledge and results online and interacting via social media sites is nowadays one of the most important and effective dissemination channels. The BeyondSilos achievements are published on its own project website, and on the websites of beneficiaries. In addition, social media representation is gaining enormous importance these days. Thus, BeyondSilos is present on YouTube and Twitter.

6.1.1   BeyondSilos website

The project website is one of the most important dissemination means of BeyondSilos, providing an entry point for a variety of stakeholders such as the scientific community, care providers and professionals, industry, policy makers and a wider audience. The objective of the website is to present the project and its work to these stakeholders. The focus is on the services developed and their implementation in the pilot regions, rather than providing more technical status updates on the project itself. In that sense for instance, public deliverables are presented, but most attention is paid to communicating core contents such as the pathways or the technical infrastructure in ways that are appealing to a wider audience.

The structure of the website is shown in the figure below. It became public in June 2014 under the URL www.beyondsilos.eu but has been enriched several times since then as project results became available.
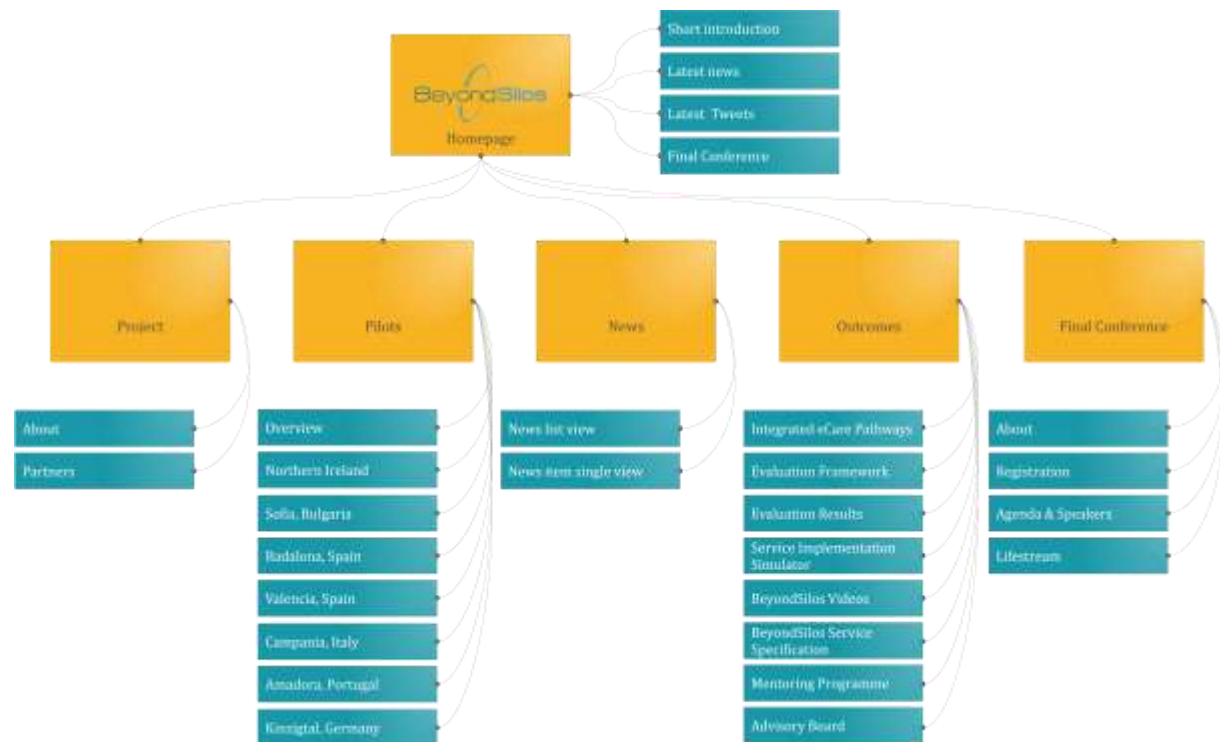

Figure 7: Structure of beyondsilos.eu showing current elements

Technically, the web site is based on recent technology. The layout uses a bootstrap template for responsive design, i.e. seamless output on different types of user agents (including mobile phones and tablets of different sizes). The design follows the BeyondSilos look and feel that was developed to appear both clearly structured as well as lively, to communicate the project's goal of pursuing an important issue with enthusiasm and fun. In practical terms, the design of the website emphasises usability, and guides visitors' attention to content matter.

Figure 8: Homepage of beyondsilos.eu

The homepage contains a very short introduction to the project. It also displays the three latest news items, providing easy access to everything that is new and interesting in the project, e.g. when the project has been presented at a recent conference, produced a new public report, had a consortium meeting, etc. It also displays the summary of and a link to the BeyondSilos paper.li newsletter.

Project news

News items on the website are regularly updated, and contain relevant project information and event reporting, as well as presentations for download. News is either produced by the Dissemination WP lead, or by project partners. To offer content to a wider audience, and to lower the threshold for reproducing content originally provided in a local setting, news items can be published in any language of one of the project partners. The two most recent news items are always automatically presented on the homepage of the website, which makes it appearance change regularly, and makes users curious to further explore the website.

Figure 9: News page on beyondsilos.eu

A total of five news items were published on the project website in the last reporting period, ranging from reports about the current status of the project to information about various activities carried out by project partners.

A new section was added to the project website presenting project results, such as the pathways, evaluation approach, or the mentoring programme.

Figure 10: New outcome section on BeyondSilos project website

Accessibility

As a general consideration for the requirements of people with disabilities, but also in response to relevant EU regulations, the project website is made accessible through use of required mark-up and application of the principle of graceful degradation. Together with the responsive design, this allows the website to be displayed on different types of output devices, read by screen readers, and more generally for its appearance to be adapted by users to meet their own demands. As a part of this, the website also contains a high contrast layout that can be switched on and off using a button on the top-right corner of the website.

Figure 11: Website high contrast layout

Website analytics

Analytical data (Figure 12) shows that the official BeyondSilos website has attracted over 1,800 visits in the period from 1st February 2016 to 31st January 2017, generating almost 4,300 page views. Most traffic was registered in January 2017, the month before the CareWell – BeyondSilos joint final conference in February 2017.
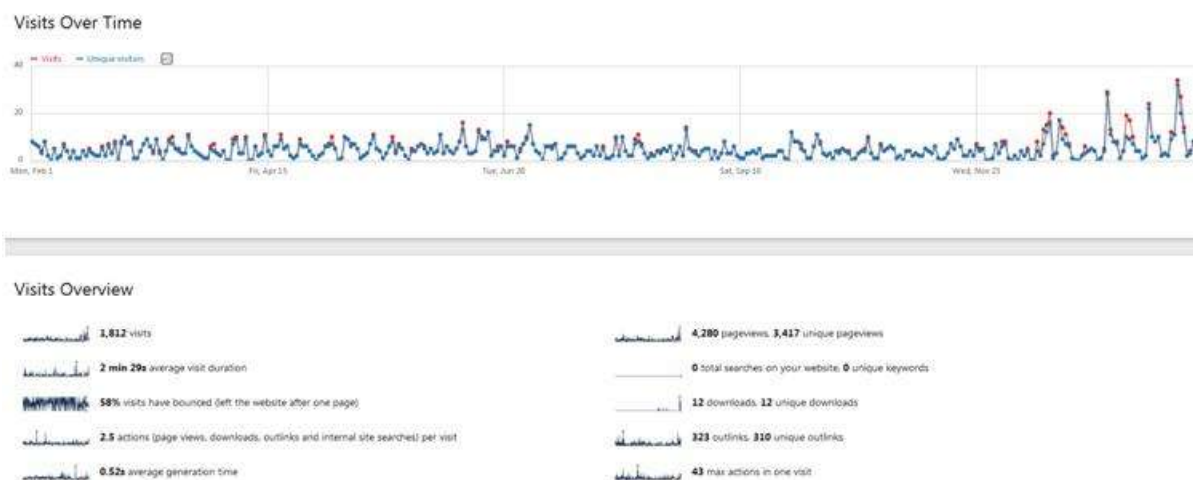
Figure 12: BeyondSilos official website analytics 02/2016 – 01/2017

The majority of visitors are European as shown in Figure 13. The European countries with the highest number of visitors are some of the countries in which the project is piloted, namely Spain, Germany, UK and Italy. This indicates that the local dissemination activities are also reflected on the website. However, as shown in the figures below, the single country with the highest number of visitors is the United States, indicating that BeyondSilos is also well recognised outside of Europe.

Figure 13: BeyondSilos official website visitors by continent and country
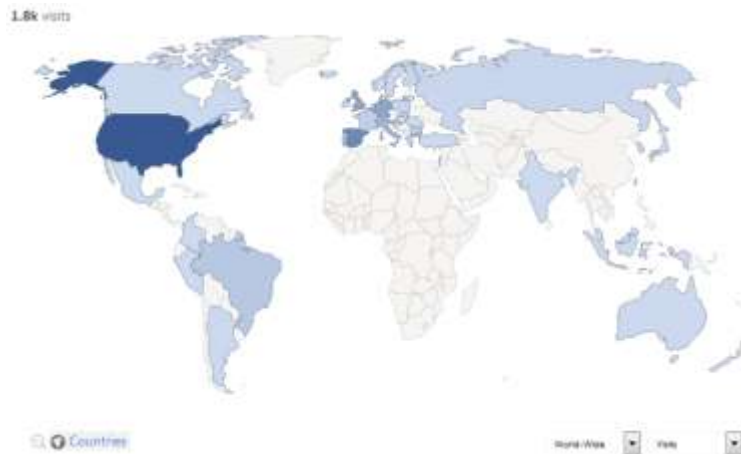
Figure 14: BeyondSilos official website visitor map

6.1.2 Join websites

Aside from BeyondSilos's official page, a joint webpage for BeyondSilos, CareWell and SmartCare, titled Integrated eCare in Europe, has been created under the domain www.integrated-ecare.eu. Clicking on the BeyondSilos logo anywhere on the Integrated eCare page redirects to the BeyondSilos website homepage.

Figure 15: Joint website "Integrated eCare in Europe"

The launch of the joint website was also accompanied by the creation of the Integrated eCare Wiki page (http://wiki.integrated-ecare.eu/), accessible to partners from the three projects. The Wiki is a collaborative environment allowing partners to exchange good practices, such as those on patient empowerment.
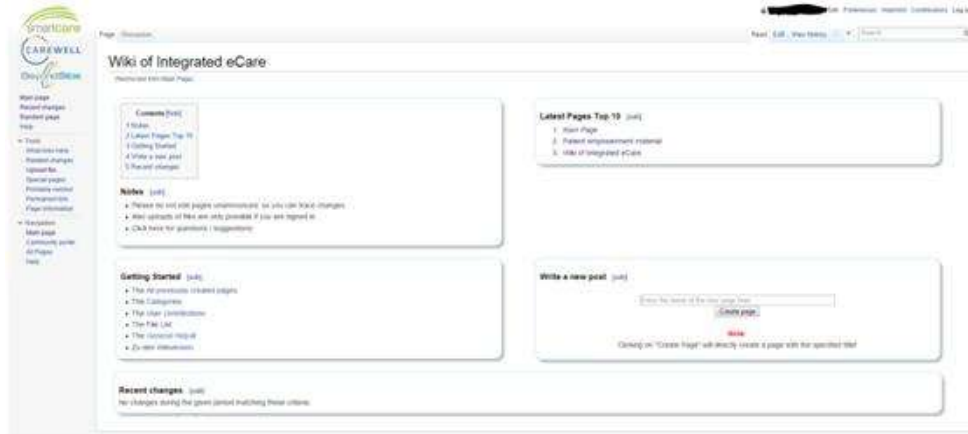
Figure 16: Joint website "Integrated eCare Wiki"

6.1.3   Final conference webpage

To support the promotion of the conference, a dedicated conference page was set up on the project website. It contained all relevant information for people interested to register as well as registered participants. It made the conference programme available for download and presented all relevant practical information such as directions and entrance to the conference.

Figure 17: Final conference website

Apart from promotion of the conference on the website, the project used Twitter to attract potential conference attendees. Announcements on Twitter were made on a regular basis, at least twice a week, and included save-the-date announcement, promotion of the programme, and keynote speakers.

Figure 18: Promotion of the final conference on Twitter

6.1.4 Project presentation on partner websites

Apart from the dedicated project website, the project is also promoted on most of the websites of the partner organisations; these inform partners' clients about the project, but also attract visitors to the BeyondSilos website. Each of these websites provides a summary of the project and a link to the more comprehensive project website, so that the interested user can have easy and quick access to more information on the project.
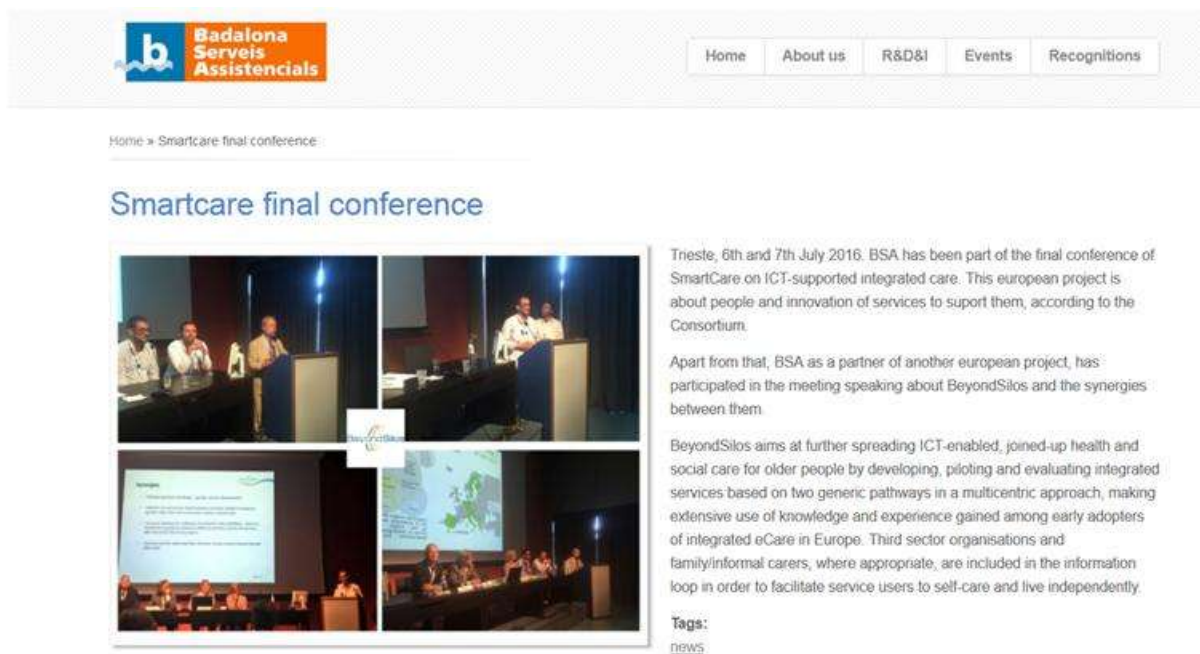
Figure 19: Example of promotion of BeyondSilos on partner website

6.1.5 Social media presence

Social networks are used to leverage dissemination efforts in order to reach a wider audience, and to facilitate dialogue with relevant stakeholders. In the past few years, social networks (on the global scale, particularly Twitter, LinkedIn, Google+) have had a major impact on how people interact online, and have attracted users in the millions.

Figure 20: BeyondSilos Twitter account

Through regularly publishing tweets (531 tweets as of February 2017), the project as a whole has so far attracted 300 followers, amongst which are high-profile followers such as IFIC, SmartCare, CareWell, INTEGRATE, EIP on AHA, AGE.

6.1.6   Newsletter

The newsletter is published weekly via Twitter, and presents the latest results and achievements of the project. The newsletter also includes relevant external news from e.g. related projects or initiatives.
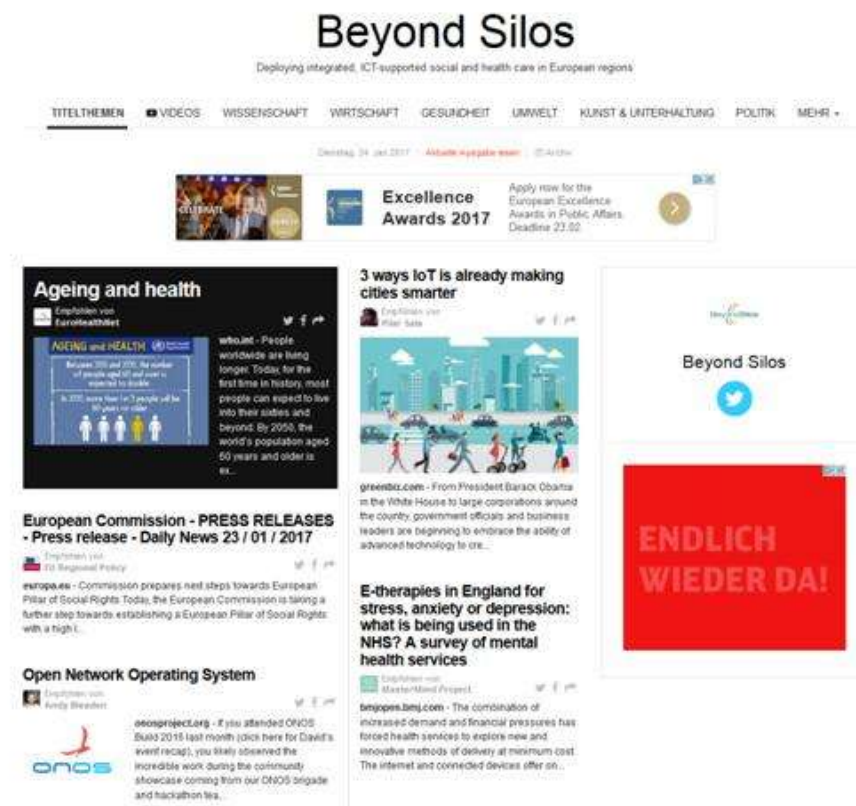
Figure 21: BeyondSilos weekly Paper.li newsletter

6.2   Print material

Apart from online dissemination & communication means, printed material was and is still used, mainly for distribution and presentation at events with the main aim to inform people about the project and attract them to the website, which will be updated more regularly than the printed material.

6.2.1   BeyondSilos Flyer

In addition to a 1-pager developed early in the project, a brochure about BeyondSilos approaches and results has been printed and distributed at various events such as academic, commercial and socio-economic conferences, EU organised events and conferences, and trade fairs and exhibitions. The brochure is used to give the interested target groups an introduction to the project, its aims and achievements, and also points the reader towards dissemination means that are subject to regular updating, such as the BeyondSilos project website. Its format further allows for a concise and visually appealing way to disseminate information to a broad audience.

Figure 22: First pages of the BeyondSilos brochure

6.2.2   BeyondSilos "business card"

A total of 500 cards similar to business cards have been produced, using the visual identity and logo of BeyondSilos, and providing a link to the official BeyondSilos webpage. The small format allows for them to be distributed and kept very easily.

Figure 23: BeyondSilos "business card" front and back

6.2.3   Banner

A pull-up banner was designed during the project's first reporting period. It has since been printed and accompanied the project at multiple events in 2015 and 2016, such as the conference *Technology*

Innovations: Supporting Integrated Care at Home and in Communities at WHINN 2015 in Odense, Denmark, and the SmartCare Final Conference in July 2016 in Trieste, Italy. The banner will also be displayed at the Joint CareWell & BeyondSilos conference in February in Barcelona.

Figure 24: BeyondSilos pull-up banner

6.2.4   Posters

Another dissemination means relevant for wider dissemination at conferences, trade fairs and other events is the BeyondSilos project poster. Apart from the more generic project poster, a range of posters was developed by beneficiaries for presentation at conferences and other events.

Figure 25: BeyondSilos project poster

Figure 26: Poster presented by BSA, 6es Jornades R+D+I TIC Salut i Social (VIC, 29th - 30th September 2016)

6.2.5 Give aways

For the CareWell – BeyondSilos Joint Final Conference in February 2017, 250 cotton bags, which feature the BeyondSilos logo, and the same amount of USB drives have been designed and ordered.

Figure 27: USB drive BeyondSilos side & BeyondSilos cotton bags

The USB drives are shaped as plastic cards, which allows for the drive to be conveniently carried in a wallet. The two sides of the USB cards display the logo of BeyondSilos and that of CareWell respectively. Each drive will store a copy of the guidelines for deployment.

6.3   Presentations at conferences, workshops and other events

Personal contacts with relevant stakeholders are a great way to promote and demonstrate project goals and results, as well as networking with interested members of the community. This is particularly important for the project, as the results will be of interest to people at the intersection of three main areas, namely social care, healthcare and ICT, as well as administration and politics. Regardless of the size of the event (number of participants, duration, or degree of popularity), or the kind of input given at the event, an interested, open minded and dedicated audience is present which will take on board the information provided about the project. To address the community, present and discuss results, members of the consortium contribute to important conferences and events.

Dissemination means to be used for distribution at conferences and other events

There is a range of dissemination material available to be distributed / shown at conferences and other events:

- Brochure.
- 1-pager.
- Pull-up banner.
- BeyondSilos "business card".
- Poster.
- Give-aways.

In order to address the wider communities, present and discuss results, and drive future exploitation, the project partners were and still are expected to submit papers and actively contribute to national, European and international conferences and events.

To monitor deadlines for other relevant events, BeyondSilos uses an events collection template circulated to all project partners.

In the third project year, BeyondSilos was presented at 15 public events, listed below.

Table 3: Presentation of BeyondSilos at conferences and other public events

	Name & date of event	Dissemination objective			Target group						
		Awareness raising	Interest creation	Action promotion	Older people / carers	Care providers	Policy makers	Industry	Wider public	Media	Academia
1	Presentation at the Y2 Review Meeting with EC Officers, March 2016	X	X	X		X	X	X			
2	Presentation & mentoring workshop at PCC meeting in Sofia, June 2016	X	X	X		X	X	X			

	Name & date of event	Dissemination objective			Target group						
		Awareness raising	Interest creation	Action promotion	Older people / carers	Care providers	Policy makers	Industry	Wider public	Media	Academia
3	San Sebastian International Conference on Integrated Care, June 2016	X	X	X	X	X	X	X	X	X	X
4	Lisbon eHealth Summer Week, June 2016	X	X	X	X	X	X	X	X	X	X
5	10th eHealth & Telemedicine Meeting: "TIC para servicios de salud en cronicidad: la persona y su entorno", June 2016	X	X			X	X				X
6	Presentation & poster session at SmartCare final conference, July 2016	X	X			X	X	X			X
7	6th R&D Conference for ICT in Health and Social Care in Vic , September 2016	X	X	X	X	X	X	X	X	X	X
8	Presentation of project at the international Council of Hypertension of the American Heart Association, September 2016	X	X			X					X
9	Presentation & mentoring school at PCC meeting in Crete, October 2016	X	X	X		X	X	X	X	X	X
10	Presentation of project at meeting of the Italian Society of Hypertension, October 2016	X	X			X					X
11	Presentation of project at the International Day of the Elder Person in Campania, October 2016	X	X		X	X	X			X	X
12	Congress of the Spanish Society of Internal Medicine, November 2016	X	X	X		X			X	X	X
13	Introduction of project at the European Telemedicine Conference in Oslo, November 2016	X	X			X	X	X			X
14	Introduction of project at WOHIT, Barcelona, November 2016	X	X		X	X	X	X	X	X	X
15	Municipal workshop on the challenges & benefits of common electronic patient records in the region of Kinzigtal, November 2016	X	X	X	X	X					
16	Informal meeting with the Social party of Baden Württemberg, January 2017	X					X				

Integrated care projects CareWell, BeyondSilos and SmartCare shared answers and lessons through an interactive workshop on business model development at the 16th International Conference on Integrated Care on 24th May 2016 in Barcelona. Participants were given the chance to discuss barriers and solutions for the implementation of integrated care services. The purpose of the workshop was specifically to

familiarise the audience with the ASSIST tool and method, based on cost-benefit assessment, which has been employed in all three projects. A model case scenario for a service supporting older people suffering from chronic obstructive pulmonary diseases (COPD) was simulated using the ASSIST tool.

Figure 28: Workshop at 16th International Conference on Integrated Care

6.4 Publications, news, newsletters

Publications of BeyondSilos in the third project year included:

- Newsletters.
- Newspapers / magazines.
- Leaflets, brochures.
- Online news.

In the project's third year, BeyondSilos partners continued to raise awareness of the project through publications. Most of them are newsletters (the weekly BeyondSilos newsletters), website entries (news items on the project website and partner organisation websites), but there were also publications in the online and printed press.

The table below lists publications, news items, magazine articles from the third project year.

Table 4: List of publications, news items, and magazine articles in the third project year

Partner	Date	Type	Publication
CPRH	17.03.2016	Website-Entry	Review of b2b Media forum "Digital Health and Medical Innovation" featured on www.manifesto.bg/
CPRH	10.04.2016	Interview	Interview with Dr. Stoicho Katsarov for www.npb.bg
SCMA	10.05.2016	Conference	Amadora's Service Process Model in Beyond Silos as an enabler for the delivering of integrated care at home (Dissemination of good practices)
CPRH	10.06.2016	Website-Entry	Information on the PCC meeting in Sofia featured on www.czpz.org
CPRH	11.06.2016	Website-Entry	Information on the PCC meeting in Sofia featured on the website of the Family Policy Institute in Bulgaria: http://isp-bg.org
CPRH	13.06.2016	Website-Entry	Project participant feedback on www.czpz.org
All BS partners	06.07.2016	Leaflets	Dissemination of project leaflets at Smartcare final conference

Partner	Date	Type	Publication
HIM	01.12.2016	Journal Article	The Journal of Nutrition, Health & Aging Volume 20, Issue 10
CPRH	ongoing	Social Network	Weekly facebook updates
BSA	ongoing	Social Network	Weekly Twitter updates
BSA	ongoing	Website-Entry	Featuring of project newsletter on BSA homepage
BSA	spring 2016	Website-Entry	News section article on SmartCare final conference featured on http://apps.bsa.cat/drupal/

7   BeyondSilos User Advisory Board

The BeyondSilos Consortium avails itself of a Project Advisory Board representing the voice of relevant stakeholders such as industry, patients and professionals, and experts on integrated care. The main aim is that the Board supports project activities having to do with achieving sustainable service models and realistic deployment scenarios, as well as with maximising knowledge transfer between pilot sites and entities outside the core project. In order to make outcomes valuable for the project generally, and the sites in particular, the focus of activities of the Advisory Board is on:

- User-centred pathway implementation.

- Change management.

- Sustainability and transferability potential.

- Informal carer and volunteer support.

These topics have been identified by the BeyondSilos deployment sites as being "good practice" topics where other sites (internal and external to the project) could learn from and improve their future service and performance. A further aim is to maximise synergies and share lessons learned and experiences, as well as networking with CareWell and SmartCare. Therefore, experts on the topics above have been invited who are also involved in SmartCare. This way, a smooth knowledge transfer is ensured, and synergies between the projects enhanced.
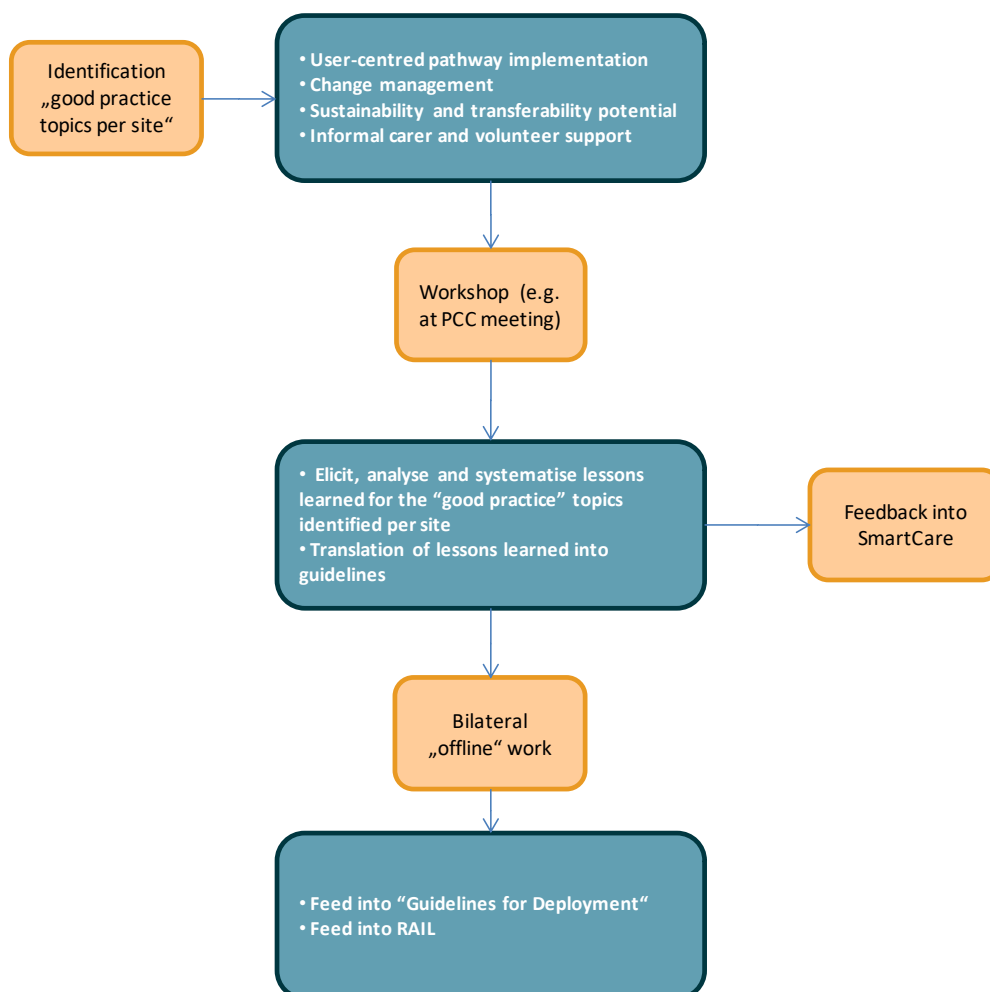

Figure 29: Project Advisory Board

The BeyondSilos Advisory Board consists of experts external to the project.

Table 5: Project Advisory Board Members

Expert name	Expertise
Borja Arrue, AGE	User-centred pathway implementation
Wouter de Keijser, HIM	Change management
Jörg Artmann, AOK	Sustainability and transferability potential
Brigid Baron, Eurocarers	Informal carer and volunteer support

Members of the Advisory Board get first hand and (in some cases) exclusive access to project content, as well as public acknowledgement of their contribution, if they so wish.

In the third project year, members of the Advisory Board were included in the revision process of one of the central project documents, the "Guidelines for Deployment". They have also been invited to the Final Conference.

8   Learning approach & interaction with existing actions

8.1   Introduction

Based on the importance of sharing information, good practices and training among the sites of BeyondSilos, and under WP7 Exploitation Support and Dissemination, the task "Learning approach and interaction with existing actions" emerged, led by Amadora.
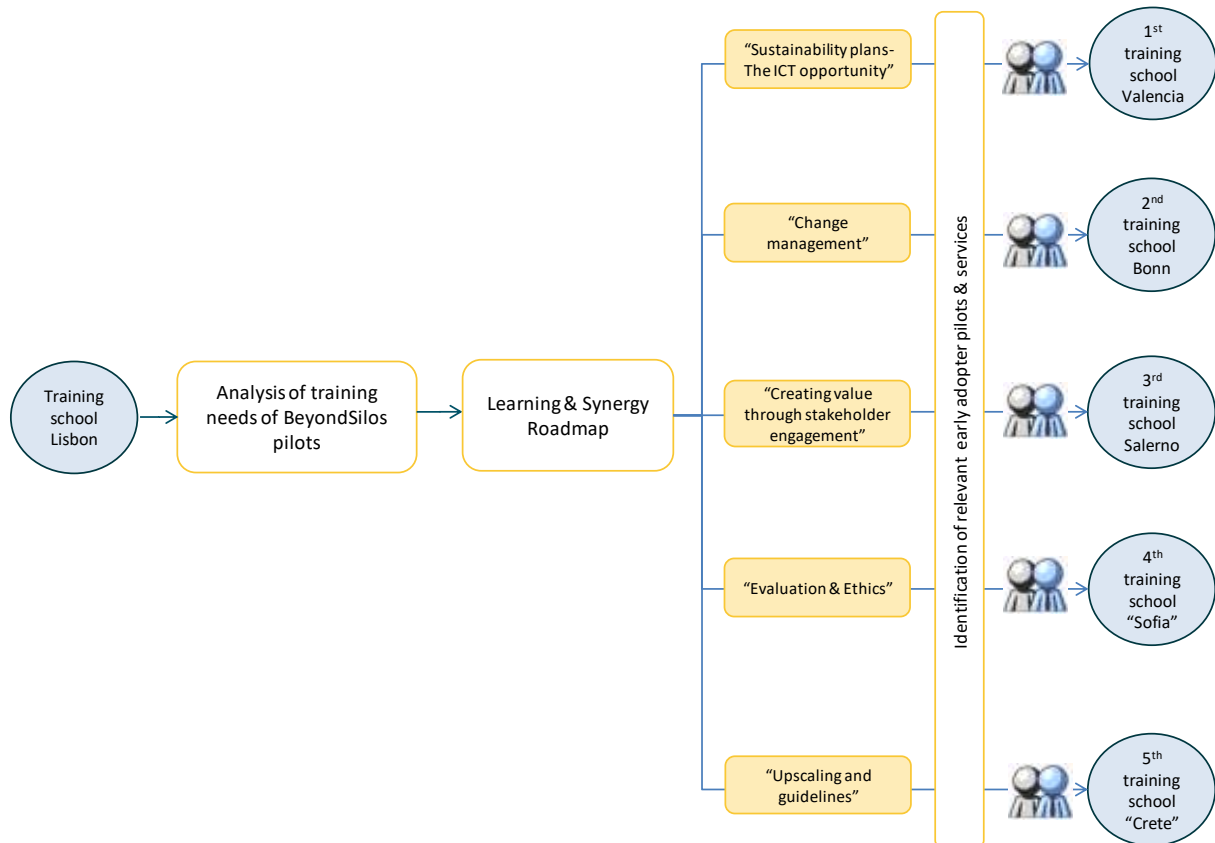

Figure 30: Organisation of mentoring schools

8.2   Approach and activities in the third project year

During the 3rd year of the project, the following activities have been performed and delivered:

- Planning and monitoring tools have been regularly updated: roadmap and mentoring workshops matrix.
- Synergies among the three Projects (CareWell, BeyondSilos and SmartCare) have been enhanced: organisation and participation in the mentoring workshops conducted in the third year as either mentors and/or trainees.
- Organisation of mentoring workshops.

8.2.1   Updating planning monitoring tools

In the 3rd year of the project, the task leader continued to update and work on the planning tools developed in the first year, namely the roadmap and the mentoring workshops matrix (MWM).

The roadmap consists of a table indicating activities and time of mentoring tasks for four different project stages:

- Stage 1: Process & procedures.

- Stage 2: Intermediate deliverables.

- Stage 3: Training school preparation & planning.

- Stage 4: Conduction of training schools.

Figure 31: BeyondSilos mentoring roadmap

For all four stages, drivers, activities, participants and expected outcomes were defined and agreed among all project partners. This tool supported the scheduling and planning of all the work that needed to be done, along with allocation of tasks to the relevant partners that would either lead or participate in the different stages.

The MWM consists of a matrix including:

- Training needs identified by the BeyondSilos sites.

- Topic of each workshop.

- Scheduling of the workshop.

- Internal and external mentors invited and allocated.

- Expected results.

The MWM is the result of the continuous collaborative work of the BeyondSilos sites, in terms of the identification of training needs and co-definition of internal mentors for each workshop according to the profile criteria defined. SmartCare and CareWell Pilots were also involved in the design of the MWM, and partners from these projects were invited to the mentoring workshops either as mentors or as trainees.

8.2.2   Organisation of mentoring workshops

The first BeyondSilos mentoring workshop in year 3 was organised within the framework of the PCC meeting in Sofia in June 2016. The workshop was attended by 16 participants and dealt with the topic of "Evaluation and Ethics in the Context of Integrated eCare - Some Lessons for Advanced Learners". This training event was divided into three parts:

- Group work on the next two lessons of the "Service Implementation Simulator".

- Joint work on the "Integration Matrix".

- The importance of Ethics in Integrated Care projects based on ICT: Framework; Constraints and Strategies to Overcome.
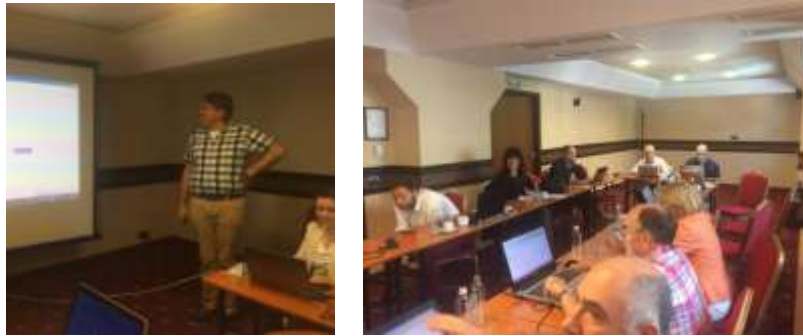
Figure 32: Impressions from the mentoring workshop in Sofia

On 5th October 2016, BeyondSilos conducted its final mentoring workshop. It focussed on "Upscaling & Mainstreaming Guidelines" and was attended by 30 participants. The training event had three main parts:

- Welcome & Approach.

- Actions and success factors in integrated care: The EIP AHA Maturity Model.

- Innovations in Active and Healthy Ageing: Guidelines for Deployment of integrated eCare.

SmartCare coordinator Gian Matteo Apuzzo (ASUITS / Local Health Authority of Trieste) presented the final SmartCare Guidelines for Deployment, and discussed success factors and pitfalls during the production process. Andrea Pavlickova from NHS24 in Scotland discussed with the audience the possibility to apply the Maturity Model in CareWell and BeyondSilos deployment sites. Further to this, Leo Lewis (IFIC) presented the status of CareWell guidelines for deployment in order to discuss synergies within the projects.

Figure 33: Impressions from the mentoring workshop on Crete

8.2.3 Synergies creating with SmartCare and CareWell

Synergies between SmartCare, CareWell and BeyondSilos have been a constant during the project. The work done under this task has been bi-directional, and open to the participation / input of the other two projects. Examples of synergy activities include:

- Workshops within the framework of BeyondSilos mentoring activities (cf. chapter 8.2.2).

- Webinars organised by each of the projects.

- Exchange and re-use of proven approaches, methods and instruments.

- Common evaluation database.

- Common tool to collect, analyse and share lessons learned.

- Integrated Care Wiki (set-up by CareWell, accessible to all projects).

- Common organisation of conference sessions and workshops.
- Organisation of joint final conference.

Examples of concrete synergy activities include, apart from the mentoring workshops described above, the SmartCare final conference or the workshop at ICIC 2016.

- BeyondSilos sister project SmartCare held its final conference on 6th July in Trieste, Italy. The conference marked the culmination SmartCare's three years of work advancing ICT-supported integrated care in 23 European regions. CareWell and BeyondSilos were also present, showcasing interim results and contributing to synergies.

Figure 34: BeyondSilos presentation at SmartCare final conference

- The workshop on "How to make an integrated care service sustainable" co-organised by CareWell, BeyondSilos and SmartCare at ICIC16, strengthened synergies between the three initiatives.

8.2.4 Engaging with EIP AHA B3 Action Group

BeyondSilos collaborates with the EIP Action Group B3 by exchanging relevant materials, making targeted inputs based on project outcomes, and participating in face-to-face meetings, as well as conference calls of the Action Group.

Many of the BeyondSilos regions and partners are already committed to key areas of B3, and are thus in an excellent position to provide significant contributions to all action areas of the B3 group on Integrated Care:

- HSCNI is contributing to Action Area 4 "Risk Stratification" (task: Data collation from completed questionnaires).

- RSD is contributing to Action Area 1 "Organisational Models" (task: Identify different organisational models supporting integrated care delivery via good practice examples and development of tools and practical tips for organisational development), Action Area 5 "Care Pathways", and Action Area 6 "Citizen Empowerment" (task: evaluation).

- empirica is active in Action Area 5 "Care Pathways", and attends B3 monthly conference calls.

- Campania region is committed to Action Area 1 "Organisational Models" (task: indicator development), Action Area 5 "Care Pathways", and Action Area 6 "Citizen Empowerment".

- La Fe in Valencia is one of the EIP AHA reference site and committed to Action area 1 "Organisational Models", Action Area 2 "Change management", Action area 3 "Workforce Development", and Action Area 5 "Care Pathways".

Table 6: EIP Action Areas in B3 and contribution by BeyondSilos

Nr	B3 Action Area	BeyondSilos Consortium member already contributing to B3	Expected BeyondSilos contribution through pilot experience
1	Organisational Models	RSD, Campania region, LaFe Valencia	√
2	Change Management	LaFe	√
3	Workforce Development, Education and Training	LaFe	√
4	Risk Stratification	HSCNI	√
5	Care Pathway Implementation	RSD, empirica, Campania region, LaFe	√
6	Patient Empowerment	RSD, Campania region	√
7	ICT -Teleservices	Campania region, RSD	√
8	Finance, Funding, Value Creation and Procurement	Campania region	√
9	Communication, Marketing and Dissemination	-	√

Six of BeyondSilos pilot regions (Badalona, Sofia, Kinzigtal, Campania, Northern Ireland, Valencia) are among the 74 regional and local organisations officially awarded "Reference Site" status.

Figure 35: Three of BeyondSilos reference site awards

BeyondSilos was represented by five of its sites at the second European Summit on Digital Innovation for Active & Healthy Ageing, which took place on 5th-8th December 2016 in Brussels. A special award ceremony took place on 7th December, where the selected regions, including BeyondSilos sites, were officially awarded the "Reference Site" trophies. The work conducted by BeyondSilos was highlighted as part of the B3 Action Group on Integrated Care.

Figure 36: BeyondSilos at European Summit on Digital Innovation for Active & Healthy Ageing

Further to this, examples of BeyondSilos deployments were included in a video produced by the EIP AHA B3 Action group that was presented at the summit.

Figure 37: EIP AHA B3 video featuring examples from BeyondSilos

All pilot sites completed the "Maturity Model", a self-assessment model developed by the B3 Action Group of the EIP AHA. The aim of this activity was to support regions in assessing where they stand in relation to integrated care services delivery in their region. Results from the three pilots that did not undertake the exercise within the framework of SmartCare CRB are presented below.

Figure 38: Results Maturity Model Badalona

Figure 39: Results Maturity Model Sofia

Figure 40: Results Maturity Model Campania

9 CareWell – BeyondSilos Joint Final Conference

Both CareWell and BeyondSilos will finish in January 2017 after three years of successful implementation of technology enabled integrated eCare services in 13 European regions. As such, both projects will present their final results at a high profile final conference which will be held jointly on 28th February at the CosmoCaixa Science Museum in Barcelona, Spain. These results are intended to support decision makers, managers from health, social and third sector institutions, professionals, technology providers, telecommunications entities to manage deployment of Integrated eCare services. Registration to the conference is processed via the BeyondSilos and CareWell websites, which will also offer a live stream of the event on dedicated pages.

The date was selected to coincide with the GSMA Mobile World Congress taking place between 27th February - 2nd March in Barcelona, with a view to attracting attendees of the congress to the Final Conference.

The CareWell – BeyondSilos joint final conference is further officially sponsored by the "la Caixa" Banking Foundation, who have generously provided the venue free of charge.

Agenda

Three keynote addresses are scheduled for the opening session of the conference. They will be given by Arnaud Senn, Rafael Bengoa and Janine Voss. The entire agenda is shown below:

Table 10: Final conference agenda

Time	Title	Speaker
08.30-09.00	Registration and welcome coffee	
09.00-09.30	The relevance of technology enabled integrated care for the EU	Arnaud Senn (European Comission, Policy Officer in DG Connect, Unit H.3 – "E-Health, Well-being, and Ageing")
09.30-10.00	Introduction of the Projects by the Coordinators	Esteban de Manuel Eddie Ritson
10.00-10.30	A political view point on integrated care system implementation	Rafael Bengoa (ex-Health and Consumer Affairs Minister at Basque Government)
10.30-11.00	A point of view of the mobile communications industry	Janine Voss (GSMA – Executive Director, Connected Living)
11.00-11.30	Coffee Break	
11.30-13.00	Round table with deployment sites representatives – Smart care pathways: from theory to daily practice	Introduction: Ane Fullaondo & Penny Hobson Moderator: Marco d'Angelantonio
13.00-13.30	Outcome analysis of CareWell	Itziar Vergara Nerea González
13.30-14.30	Lunch	
14.30-14.45	Outcome analysis of BeyondSilos	Signe Daugbjerg
14.45-15.00	Measuring integration: the Integration Matrix	Paolo Da Col

Time	Title	Speaker
15.00-15.30	Making the business case for integrated eCare	Sonja Müller Reinhard Hammerschmidt
15.30-16.00	The human factor when deploying technology enabled integrated care	Wouter Keijser
16.00-16.30	Predictive modelling at work	Javier Mar Panos Stafylas
16.30-17.00	Lessons learned from CareWell and BeyondSilos	Francesca Avolio Jordi Piera
17.00-17.15	Wrap-up	Esteban de Manuel Eddie Ritson
17.15-18.30	Farewell cocktail	

10 Monitoring and reporting of dissemination activities

A dissemination reporting template was developed and circulated to all partners to report dissemination activities. The reporting template (see example below) includes instructions on how to complete the template, and facilitates overall reporting and planning of dissemination activities.

Figure 41: Dissemination reporting template