visuAAL

Privacy-Aware and Acceptable Video-Based Technologies and Services for Active and Assisted Living

D4.1 Dissemination and Communication Plan

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* Milestones names include abbreviations/terms as follows:

- Draft (D): describes planned contents and main structure of the different sections. Document is between 0% - 50% completed.
- Intermediate (I): document is approximately between 50% - 100% completed. It is the previous step before it could be released.
- Released (R): document is 100% completed, reviewed and authorized for release by the partner responsible of the deliverable or the WP leader.

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Executive Summary

This document outlines the Dissemination and Communication Plan for VisuAAL, defining the implementation and evaluation measures that will be employed to effectively communicate about project objectives and activities, to disseminate project outputs, and to ensure the best exploitation of its results. It will further serve as a reference manual for the project, and supported partners in implementing the project dissemination and communication strategies as outlined in this document.

This deliverable should be referred to in conjunction with D4.2 *Websites and profiles in social networks* (M2); D4.3 *Corporate image* (M2); D4.4 *Programme booklet and presentations* (M3); D4.5 *Leaflets presenting individual research projects* (M9); D5.1 *Feedback questionnaires* (M9) and D6.1 *Advertising of ESR positions* (M3-M8).

The Horizon 2020 "Communicating EU research and innovation: guidance for project participants" document provides detailed guidance for communication activities for EU-funded projects. This document has been used to inform development of this plan, and key recommendations have been incorporated into this document. The EU Horizon 2020 communication guidance document serves as a useful reference for all partners and will be stored on the project management tool along with this communication and dissemination plan.

This document has been structured into five sections. The first section provides an introduction to the communication and dissemination strategic plan and is followed by a section that defines key concepts and objectives related to the plan. This is followed by a section outlining a roadmap for the plan presented along with some indicative timelines for different phases of activity. The final section outlines the plan in detail. This document will be periodically updated to reflect new opportunities and to allow for further refinement of the strategy in light of project results and progress. Therefore, the strategies outlined in the initial version of this deliverable (due M2) should be considered as preliminary plans that will be subject to further development and refinement (every 6 months following the consortium bi-annual meetings) and will be reported in subsequent internal iterations of this deliverable (every 12 months).

1. Introduction

This document outlines the dissemination and communication plan for VisuAAL, defining the implementation and evaluation measures that will be employed to effectively communicate about project objectives and activities, to disseminate project outputs, and to ensure the best exploitation of its results.

Effective dissemination and communication of project findings and outputs will be crucial to the overall success of VisuAAL and to facilitating the conversion of public investment in this programme of research into socio-economic benefits for society. Engagement and acceptance from relevant stakeholder groups (e.g. patients, healthcare professionals, healthcare services, industry and academic organisations) will be essential for stimulating market interest in VisuAAL and for promoting adoption of the proposed research outputs from the programme. Therefore, the activities outlined in this strategic plan are designed not only to make the project results available to a wider audience, but also to promote interest and engagement from relevant stakeholders, end-users and potential consumers of VisuAAL research outputs.

This dissemination and communication plan will evolve over the course of the project and will be periodically reviewed and updated (every 6 months) to reflect new opportunities, and to allow for the strategy to be refined in light of project results and progress. This first version of the deliverable should be considered as a preliminary strategy that is subject to further development and refinement with updates captured in subsequent internal updates of this deliverable (due every 12 months).

2. Key concepts and objectives

Dissemination and communication activities for VisuAAL will be defined in accordance with the terminology used by the European Commission in the Grant Agreement and on the Participant Portal.

2.1 Dissemination

Dissemination activities are defined as per Article 29 of the Grant Agreement and involve disseminating the project results and outputs by 'disclosing them to the public by appropriate means (other than those resulting from protecting and exploiting the results), including in scientific publications (in any medium)'.

2.1.1 Dissemination Objectives

- To make the knowledge, results, and outputs developed by VisuAAL available to the widest possible audience.
- To get feedback from relevant stakeholders.
- To enhance the project exploitation potential.
- To increase the knowledge base of video based AAL technologies to deliver effective and supportive care to older adults managing their health and wellbeing across the European Union (EU).

2.2 Communication

Communication activities will be defined as per Article 38 of the Grant Agreement and will involve promoting the action and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner. Communication activities will involve a strategically planned process, starting at the outset of the action and continuing throughout its entire lifetime, with the aim of promoting VisuAAL ESR objectives, activities, findings, outputs, and achievements.

Communication activities will therefore contribute to dissemination objectives, while also targeting stakeholders and audiences beyond those targeted for dissemination purposes (e.g. general public, media).

2.2.1 Communication Objectives

- To raise awareness and ensure maximum visibility of key project facts, objectives, activities, and outputs among relevant stakeholders and the general public.
- To announce and promote VisuAAL events, in order to maximise attendance and engagement potential.
- To identify new stakeholders over time, who can contribute to the sustainability of VisuAAL outputs.
- To highlight the relevance of VisuAAL for key stakeholders, by providing tailored information to help individuals identify whether VisuAAL outputs matches their needs.
- To get feedback from relevant stakeholders.
- To share experiences and lessons learned with other researchers.

- To provide information about the Consortium and how to interact with project partners.
- To support dissemination objectives.
- To link different communication channels in order to implement a coordinated strategy and maximise the reach of communication activities

2.3 Exploitation

Exploitation will be briefly mentioned in this deliverable due to the link with programme dissemination and communication. Exploitation activities will be planned in accordance with the obligations described in Article 28 of the Grant Agreement, which states that each beneficiary must take measures to ensure exploitation of the project results (either directly or indirectly, in particular through transfer or licensing) by: (a) using them in further research activities (outside the action); (b) developing, creating or marketing a product or process; (c) creating and providing a service; or (d) using them in standardisation activities.

2.3.1 Exploitation Objectives

- To identify exploitable outputs and results, and to create an Intellectual Property Rights (IPR) Registry to list and track relevant outputs and results.

- To ensure strongest exploitation potential of these outputs at both the individual partner level and at the level of the Consortium as a whole, in order to support the development of their current activities and possibly enable development of new activities.

3. Roadmap/timelines

Dissemination, communication and linked exploitation activity will be divided into a number of phases:

- **Planning phase (M1 – M2)**: Development of project brand and website; development of project dissemination, communication and exploitation strategies; development of communication tools; social media posts and interactions to build network of followers.

- **Awareness raising phase – recruitment of Early Stage Researchers (ESRs) (M3 – M8)**: Social media posts; first contacts with relevant stakeholder groups; distribution of project flyers/promotional materials at relevant events; official project launch; further development of the project website and

communication tools; further development and refinement of the dissemination, communication and exploitation strategies; monitoring and evaluation of dissemination and communication activity; progressing and tracking exploitation activity; advertisements of ESR positions released across all key communication and dissemination venues, networks and consortium (including beneficiaries and partners) websites and networks.

- **Preliminary results and ongoing activity (M9 – M40)**: Enhancement of project visibility; continued engagement with relevant stakeholder groups; extensive public disclosure of project results and outputs; analysis and assessment of impact and success of dissemination, communication and exploitation activities against key performance indicators; further refinement of dissemination, communication and exploitation strategies; engagement with the all consortium partners and relevant external stakeholders to identify best practices for dissemination of assets generated during the programme.

- **Final results and exploitation (M40 - M48):** Extensive public disclosure of final ESR project results and outputs; analysis and assessment of impact and success of dissemination, communication and exploitation activities against key performance indicators; development of final dissemination and exploitation plans; establishment of post-project impact committee (PPIC).

- **Post-project phase (2 years post project):** Analysis and assessment of impact and success of dissemination and exploitation activity; identify best practices to disseminate and exploit widely the added value of assets generated after the programme.

At the beginning of the project, no results or outputs will be available, so the strategy will focus on communication activities aimed at raising project awareness among relevant target audiences. These activities will serve to establish a community of stakeholders who are aware of the programme and can be targeted for further dissemination and exploitation activities as the project progresses. Overall initial activities (M1-8) will be primarily used to recruit ESRs.

As the ESRs begin their respective PhD positions, dissemination of their project-specific outputs will begin. Ongoing management, updating and tracking of the VisuAAL Intellectual Property Rights (IPR) Registry will allow for identification of potentially exploitable outputs from ESR projects, and will facilitate further development, implementation and monitoring of the exploitation strategy. This phase will also involve communication and dissemination activity aimed at promoting key milestones related to ongoing activities within the project (e.g. MS20, Empirical assessment of different AAL technologies (M30); MS8 VisuAAL final conference

(M48)). During this phase, continued engagement with relevant stakeholders will support exploitation activity by highlighting the relevance of VisuAAL ESR outputs for potential end-users/consumers and helping them to identify whether those outputs meet their needs.

The final phase will involve dissemination of project results to a wider audience to support exploitation of the project; and development and implementation of a final exploitation plan including studies on market opportunities, dissemination avenues and business cases for relevant ESR outputs. The PPIC will be established in the final phase of the project and will meet every 6 months for 2 years following the end of the project. During this post-project phase, the PPIC will work to maximise the impact of VisuAAL by supporting and monitoring further exploitation and dissemination of assets generated both during and after the project.

4. Dissemination and Communication Strategy

4.1 Roles and Responsibilities

Communication and dissemination activities will be overseen by the University of Alicante (UA) as the coordinating partner and by Trinity College Dublin (TCD) as the leaders of Work Package 4 (Dissemination, Communication and Exploitation). All partners will be required to contribute to communication and dissemination activities.

The Project Manager (PM) will monitor dissemination, communication and exploitation activities to ensure compliance with the strategy and to ensure that these activities are conducted in accordance with the agreed publication and IP management rules.

4.2 Visual identity and branding

4.2.1 VisuAAL identity

A VisuAAL logo (Figure 4.1) was developed in September 2020 by UA (Coordinating partner). This logo will be used across all internal and external communication activities to increase recognition of the VisuAAL project and to ensure that the project has a consistent visual identity. The VisuAAL logo must be included on all project reports, documentation and materials, on the VisuAAL website and social media accounts, and in all VisuAAL communication and dissemination materials. This logo has been made available to all partners and will be stored in the VisuAAL image database (in the project management tool).

Figure 4.1: VisuAAL Logo

Templates for communication materials, including digital and print newsletters, flyers, presentations, and posters will be developed to include the VisuAAL logo and to provide a consistent visual style across communication materials. The Project Manager will make all templates available to partners on the project management tool and in the linked shared online folder. The VisuAAL logo and branding has also been incorporated into the project reporting templates (for internal and external reports, meeting minutes and agenda etc.).

4.2.2 EU visual identity

Figure 4.2: EU Emblem

All communication materials related to the project must include the EU emblem (Figure 4.2), along with acknowledgement of EC funding. In line with the EC policy on corporate visual identify, Horizon 2020 does not have a logo and will be promoted as a verbal brand without a visual mark or logo.

Note that when displayed with another logo, the EU emblem must have appropriate prominence.

The EU emblem (flag) is available in a number of formats at the following link: http://europa.eu/about-eu/basic-information/symbols/flag/index_en.html

Detailed guidelines about use of the EU emblem are contained in the document "The use of the EU emblem in the context of EU programmes: guidelines for beneficiaries and other third parties" (European Commission, October 2012) (http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf).

Copies of the EU emblem files, along with graphic guidelines for the EU visual identity, will be stored in the VisuAAL image database (see Section 0) in the project

management tool, so that all partners can easily access these files for use in communication materials. The EU emblem along with the relevant funding acknowledgement will also be incorporated into all templates referenced in this document.

4.3 Target audiences

Dissemination and communication activities will be aimed at and tailored to a range of target audiences, outlined in Table 4.1. These target audiences have been refined based on target groups identified in the project proposal and target groups for more general communication activity.

Table 4.1: Target Audiences

Target Audience	Examples of stakeholders
Dissemination Activity	
Patients/Service Users/Clients	Older persons who are managing their health (e.g. chronic disease) and well-being (e.g. physical activity, sleep) at home; service users and/or client support groups for older persons managing their health and well-being at home.
Informal carers/family	Informal carers and families of individuals of older adults managing their health and wellbeing at home; carer support groups.
Research and scientific communities	Researchers; academic institutions; research centres; academic and scientific groups associated with computer vision, legal informatics, technology acceptance, ageing, chronic illness, multimorbidity, comorbidity, cognitive decline; European Innovation Partnership for active and healthy ageing (EIP-AHA).
Technical communities	Developers, engineers, web programmers, app developers in the areas of health monitoring and management, computer vision, artificial intelligence.

Health/social care providers and professionals	Healthcare professionals; social and formal care providers; regional health boards, authorities and trusts.
Policy makers	Patient advocacy groups; politicians; regional, national and international government bodies.
Commercial and corporate	Multinationals; SMEs; enterprise bodies; angel and venture capitalist funding.
Social and environmental	Not-for-profit organisations; carers associations; ageing community groups; EU networks.
Communication Activity	
General public	Members of the general public with an interest in health, ageing, digital health, integrated care, connected health, eHealth.
Media	National print and broadcast media in each of the partner countries; health and technology specific publications; ageing related publications and websites.

Communication and dissemination activities will initially be primarily focused on target audiences in the beneficiary countries (Spain, Ireland, Germany, Austria and Sweden), since the impact of the action will be most apparent and most immediately relevant in these countries.

4.4 Key messages tailored to each target audience

Specific communication activities and key messages will be tailored to each of the identified target audiences in order to maximise impact by ensuring that the information communicated has relevance and impact for the particular target group. The priorities,

challenges and/or interests that are relevant to VisuAAL will be identified for each target audience, and key messages will be developed based on these challenges/interests. Table 4.2 contains a preliminary list of the challenges/interests and associated key messages for each target audience. These will be further developed and expanded in planning key external communication activities over the course of the programme, with support from the UA Communications Office.

Table 4.2: Challenges and Potential Key Messages for Target Audiences

Target Audience	Challenges	Potential Key Messages
Older Adults/Patients	Older adults and/or patients living with chronic disease, multimorbidity, age related impairments have a high treatment burden in terms of understanding and self-managing conditions, attending multiple appointments and managing complex drug regimens and being supported in their management processes at home.	• Advanced visual technologies have the potential to assist with daily activities and management of their conditions; can lead to better coordination of care for their different conditions; and can improve their quality of life; • Potential for VisuAAL to increase older adult/ patients to better manage their health and well-being at home and be involved in health treatment and decision-making processes.
Carers	Caregiver Syndrome (includes burden, reduced quality of life (QoL) etc.) associated with caring for a loved one at home	• VisuAAL outputs will support aim to empower the caregiver to employ coping strategies and mechanisms to support the caregiving process; • VisuAAL outputs will aim to assist the caregiver with activities involved in caring for the patient; • Support provided for the caregiver via VisuAAL outputs may help them to stay in a caregiving role for as long as possible while also protecting/improving their own well-being and quality of life.
Healthcare professionals	Limited resources to support older adults/patients at home and in the community	• Potential for VisuAAL outputs to assist healthcare professionals in reacting efficiently to adverse patient health developments, and to offset the need for admission to hospital or other care institutions; • Potential for VisuAAL outputs to support preventative health approaches along with treatment.
Academic Institutions and Researchers	There is a need for futher understanding the use of visual systems in relation to; remote monitoring and treatment of patients; engagement of patients	• VisuAAL will provide peer reviewed publications, articles, book chapters, white papers etc. to further understand and forward the fields of; visual systems,

	and support actors to the use of digital technologies for integrated care; workflow orchestration for services delivering care; best practices in home based digital technology use; structure and design of new preventative rather than reactive healthcare models.	data privacy and ethics, ageing and home-based self-management and care. • Partners within VisuAAL are seeking to collaborate further with external groups to advance the challenges presented in the fields listed above.
Technology providers	Large and growing market for visual systems, AAL and information communication technology-assistive technology (ICT-AT) to address older adults needs related to health and well-being and their wish to remain at home as long as possible.	• Commercial exploitation opportunities. • Demonstrate the need for development of visual support solutions – i.e. that this is an under-served business area. • Potential for SMEs and start-ups to build on the VisuAAL outputs. • Demonstrate the sustainability of and need for VisuAAL outputs across the EU and internationally.
Health services	Increasing costs associated with treatment and care of older adults.	• Potential benefits of visual systems for increasing effectiveness/efficiency of care delivery; for optimising care pathways and streamlining treatment of patients; for reducing re-admissions; for reducing number of hospital/GP visits etc.; for improving patients' self-management and quality of life.
Community services	Limited resources to support people living at home (particularly those over 65 years of age).	• Potential for VisuAAL systems to help social and community care workers react effectively and efficiently to adverse patient health outcomes. • Potential for visual systems to help social and community care workers to provide patient-centred, tailored support and care to people in the home.
Politicians and policy makers	Developments, outcomes and evidence-based recommendations related to health, ageing, multimorbidity, caregiving, advanced digital care.	• Potential for VisuAAL outputs to address current policy challenges/ priorities/ recommendations in these areas.
General public	Need for increased public awareness of challenges associated with an ageing population and increased multimorbidity; need for education of general public about the benefits of visual systems to support older adult health, well-being and care.	• Facts and figures: costs and challenges associated with ageing. • Potential for visual systems to reduce healthcare costs and need for hospitalisation, to improve quality of life of patients and carers; with associated overall societal benefit; • Potential for visual systems to support self-management of chronic conditions and prevention of negative health outcomes.

4.4 Dissemination and Communication Channels

Table 4.3 outlines the key dissemination and communication channels that will be employed within this strategy; the communication and dissemination objectives that each channel will be used to address; the target audiences that each channel aims to reach and the links between channels. More detailed information in relation to the strategy for employment of each dissemination and communication channel is provided in the sections that follow.

Table 4.3: Dissemination and Communication Channels

Channel	Dissemination		Communication		Links with other channels
	Objectives	**Target Audiences**	**Objectives**	**Target Audiences**	
Scientific Publications	To disseminate project results To get feedback from relevant stakeholders	Research and scientific communities Health/social care providers and professionals Technical communities	n/a	n/a	Social media (links) Project website (links/summaries) Digital newsletter (links/summaries) Press releases
Conferences	To disseminate project results To demo prototypes of VisuAAL technologies To get feedback from relevant stakeholders To enhance project exploitation potential	Research and scientific communities Health/social care providers and professionals Technical communities	n/a	n/a	Social media (photos/updates) Project website (summaries/photos) Digital newsletter (summaries/photos)
VisuAAL Brand	To provide a consistent and recognisable visual identity for VisuAAL dissemination materials	All	To provide a consistent and recognisable visual identity for	All	Conferences (templates) Social media

			VisuAAL communication materials		Project website Digital newsletter Promotional materials Training materials
VisuAAL Website	To disseminate project results and outputs: - summary information in lay terms - links to publications and other dissemination materials - PDF copies of peer-reviewed publications, conference presentation slides or posters available for download	Research and scientific communities Health/social care providers and professionals Patients/service users/clients Informal carers/families Policy makers Commercial and corporate organisations Social and environmental organisations	To raise awareness of project facts, objectives, activities, outputs To help individuals to identify whether VisuAAL ESR outputs match their needs To announce and promote VisuAAL events To serve as a portal for people to contact the consortium To share copies of project documentation and communication materials for download	All	Social media (links) Digital newsletter (links) Publications (links) Conferences (links)

Press releases and media articles	To disseminate project results (press releases to coincide with key peer-reviewed publications and major project developments e.g. awards, commercial activity)	All	To raise awareness of project activities and outputs To announce and promote VisuAAL events To highlight the relevance of VisuAAL for key stakeholders	All	Project website (links to media articles etc.) Social media (links to media articles etc.) Digital newsletters
Social media	To disseminate project results (links to peer-reviewed publications and other dissemination materials) To get feedback from relevant stakeholders	Research and scientific communities Health/social care providers and professionals Patients/service users/clients Informal carers/families	To raise awareness of project facts, objectives, activities, outputs To announce and promote VisuAAL events To help individuals to identify whether VisuAAL matches their needs To share links to project dissemination and communication materials To share experiences and lessons learned with other researchers To get feedback from relevant stakeholders	Older adults/service users/clients Informal carers/families Research and scientific communities Health/social care providers and professionals Policy makers Commercial and corporate organisations Social and environmental organisations	Project website (links to social media accounts) Conferences (links to social media accounts; live tweeting; conference hashtags) Digital newsletter (links to social media accounts)

				General public	
Digital newsletter	To disseminate project results (include lay-summaries and links for publications and conference presentations)	All	To raise awareness of project facts, objectives, activities, outputs To identify stakeholders who will use VisuAAL outcomes To help individuals to identify whether VisuAAL ESR outputs match their needs To announce and promote VisuAAL events To share links to other communication and dissemination materials	All	Social media (link to web version of newsletter) Project website (link to web version of newsletter)
Promotional materials	n/a	n/a	To raise awareness of project facts, objectives, activities and progress	All	Conferences (distribute materials) Public engagement events (distribute materials) Project website (downloads) Stakeholder meetings (distribute)

Public engagement events	To disseminate project results and outputs To demo prototypes of VisuAAL technologies and research outputs	Patients/service users/clients Informal carers/families Research and scientific communities Health/social care providers	To raise awareness of project facts, objectives, activities and progress To get feedback from relevant stakeholders To identify stakeholders who will use VisuAAL outcomes To help individuals to identify whether VisuAAL ESR outputs match their needs	Patients/service users/clients Informal carers/families Research and scientific communities Health/social care providers General public	Social media Project website Digital newsletters
Training/ education workshops	To disseminate project results and outputs To demo prototypes of VisuAAL technologies and research outputs	Patients/service users/clients Informal carers/families Research and scientific communities Health/social care providers and professionals Commercial and corporate organisations	To get feedback from relevant stakeholders To identify stakeholders who will use VisuAAL outcomes To help individuals to identify whether VisuAAL ESR outputs match their needs	Patients/service users/clients Informal carers/families Research and scientific communities Health/social care providers and professionals Policy makers	Scientific publications Social media Project website Digital newsletters

		Social and environmental organisations		Commercial and corporate	
Trial site visits	To demo prototypes of VisuAAL technologies and research outputs	Patients/service users/clients Informal carers/families Research/scientific communities Health/social care providers and professionals Policy makers Social and environmental organisations	To get feedback from relevant stakeholders To identify stakeholders who will use VisuAAL outcomes To help individuals to identify whether VisuAAL ESR outputs match their needs	Patients/service users/clients Informal carers/families Research and scientific communities Health/social care providers and professionals Policy makers Social and environmental organisations	Social media Project website Digital newsletters Stakeholder meetings
Stakeholder meetings	To demo prototypes of VisuAAL technologies and research outputs	Patients/service users/clients Research and scientific communities	To get feedback from relevant stakeholders To identify stakeholders who will use VisuAAL outcomes To help individuals to identify whether VisuAAL ESR outputs match their needs	Patients/service users/clients Research and scientific communities	Social media Website Digital newsletter Training/education workshops Trial site visits

		Health/social care providers and professionals Policy makers Commercial and corporate Social and environmental organisations		Health/social care providers and professionals Policy makers Commercial and corporate Social and environmental organisations	

4.4.1 Scientific publications

The Scientific Journals tab of the VisuAAL communications database (see Section 4.5 of this document) will be used to identify relevant journals to target for publication of VisuAAL findings. This database will be populated with details of key academic journals (M3) and will be updated by all partners on an ongoing basis.

In accordance with Article 29.1 of the Grant Agreement, the following procedures must be adhered to for scientific publications:

- Any partner that intends to disseminate project results in a publication must give **advance notice to the other partners of at least 45 days**, together with sufficient information on the results it will disseminate.
- Any other partner **may object within 30 days of receiving notification**, if it can show that its legitimate interests in relation to the results or background would be sufficiently harmed. If a partner wishes to object they should **notify the Project Coordinator and the partner intending to disseminate findings**. In such cases, dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

Scientific guidelines for authorship, and typical requirements for scientific publication (such as circulating the final draft to all authors for approval before submission) will be followed. Authorship for scientific publications will be decided on a case-by-case basis between members of the Consortium, in accordance with the Grant Agreement and Consortium Agreement along with relevant guidelines. Agreements in relation to authorship for scientific publications will be overseen by the Project Coordinator.

In accordance with Article 29.2 of the Grant Agreement, each partner must ensure open access (free of charge access for any user) to all peer-reviewed scientific publications.

Partners should also follow the guidelines in Section 4.2 in order to ensure they adhere to requirements for acknowledgement of EU funding and disclaimer excluding EC responsibility (as per Article 38 of Grant Agreement) in all publications.
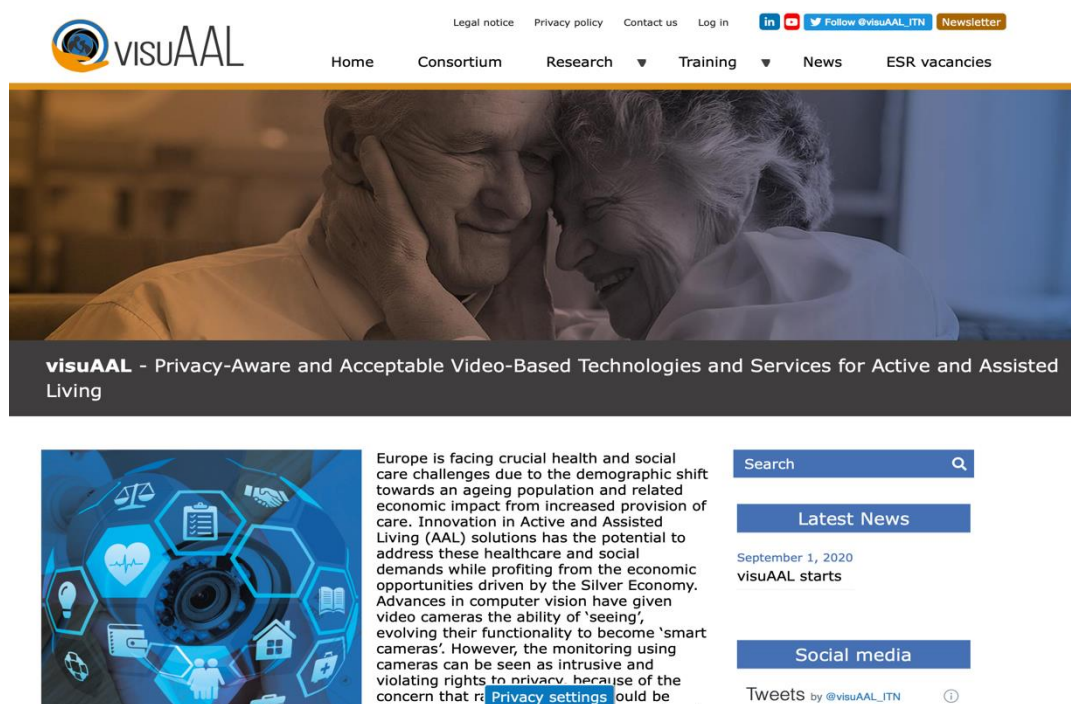
Links with other communication/dissemination channels:

- Links to peer-reviewed publications will be shared via the project website and social media channels.

- PDF copies of publications will be made available on the project website whenever possible.
- Partners will also be encouraged to write a short lay-summary of the findings, to be shared on the VisuAAL website and digital newsletters.
- Press releases may also be issued to coincide with major project publications.

4.4.2 Conferences

The Conferences tab of the VisuAAL Communications Database (see Section 4.5 of this document), will be used to identify and track information about relevant conferences. This database has been populated with details of key conferences and will be updated by all partners on an ongoing basis, by adding details of relevant conferences and deadlines as they become available.

In accordance with Article 29.1 of the Grant Agreement, the following procedures must be adhered to for dissemination of findings at conferences:

- Any partner intending to make a submission to a conference must notify all partners about the intended submission **at least 45 days before the deadline** (to allow for coordinated action and to avoid overlap between presentations), and provide sufficient information about the results it will disseminate
- Any other partner **may object at least 15 days before the submission deadline (i.e. within 30 days of receiving notification)**, if it can show that its legitimate interests in relation to the results or background would be sufficiently harmed. If a partner wishes to object they should **notify the Project Coordinator and the partner intending to disseminate findings**. In such cases, dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.
- The partner intending to make a submission should circulate the final abstract to all partners for approval **at least 1 week before the deadline.**
- The partner making the submission should notify all partners of the outcome.

Partners should also follow the guidelines in Section 6.0 of this document, in order to ensure they adhere to requirements for acknowledgement of EU funding and disclaimer excluding EC responsibility (as per Article 38 of Grant Agreement) in all conference presentations.

Links with other communication/dissemination channels:

- When presenting at or attending conferences, partners will be encouraged to use social media as an additional communication activity, as follows:

- o Share photographs or live tweet key segments of the conference, either using the VisuAAL social media accounts, or using their own social media accounts and tagging posts with the VisuAAL handle (@VisuAAL_ITN) or the #VisuAAL or #VisuAAL-ITN hashtags.
- o The relevant conference hashtag should also be used to raise the visibility of these posts and attract followers.
- o Write LinkedIn discussions/posts related to topics discussed at the conference, to be shared in the VisuAAL LinkedIn showcase page.
- Partners will also be encouraged to send photos/summary information about conference presentations to the Project Manager, to be shared via the project website and the digital newsletter.

4.4.3 VisuAAL website

The VisuAAL project website (https://www.visuaal-itn.eu/) will serve as the primary communication tool and reference point for the project and will be continuously updated with content relevant to all targeted stakeholders. The first release of the VisuAAL project website went live in M1, and provides an overview of the project, details of the Consortium and the personnel working on the project and information about how to contact the Consortium. The website will continue to be updated across the course of the project and will be kept available for a minimum of three years after the end of the project.

Figures 4.3: VisuAAL Website Screenshot

Links with other communication/dissemination channels:

- Links to relevant content from the VisuAAL project website will be shared via VisuAAL social media accounts on a regular basis in order to drive traffic to the website.
- The web address for the VisuAAL project website will be included in all project communications, including press releases, digital newsletters, conference presentations, publications, print promotional materials.

4.4.4 Press releases

Press releases will be issued to coincide with key project milestones, events, or achievements, in order to raise awareness about the project and generate interest in ongoing project activities. All project press releases will be developed with the support of the UA Communications Office. This office is responsible for developing and managing the University's public affairs and communications strategy, and for supporting staff with public relations activities. Staff in the communications office will assist in the preparation and issue of press releases as follows:

- The Project Coordinator or Project Manager will contact the UA communications office to discuss the proposed press release, and will provide the communications office with briefing information on the "who, what, where, when and how" of the project activity that the press release aims to promote. The Project Coordinator/Manager will liaise with partners to collate this briefing information as required.

- The UA communications office will use this briefing information to develop a draft press release and will provide this draft to the Project Coordinator/Project Manager, to be circulated for approval by all partners.

- The UA communications office will advise on the best approach and most appropriate national and international media targets for the press release. The Project Coordinator/Project Manager will provide a link to the VisuAAL consortium for further consultation on the press release strategy and feedback any additional/new information to the UA communications office to enhance their strategy.

- Once the final press release has been approved and the release strategy agreed in consultation with VisuAAL partners, the UA communications office will

issue the press release to national and international media. Additionally, VisuAAL partners will issue the press release to additional national and international media as suitable, complimentary to those targeted by UA.

- The UA communications office will also organise and arrange any media interviews with project personnel that arise from the press release. This may be complemented by the activities of VisuAAL partners respective PR departments.

- The UA communications office will publish the news story on the University website. All project partners will also be encouraged to share the press release and news items via their own websites; and the press release will also be shared via the VisuAAL project website and social media channels.

- The UA communications office will monitor and report back on any resulting media coverage. The Project Manager will additionally request feedback from all partners to complimentary PR activity and add this to that of the UA communications office.

- Occasionally, but on at least three occasions in the lifetime of the project, press releases will be translated into the language of the core beneficiaries for reaching out to national media.

Before issue of a press release or conducting any activity that is expected to have major media impact, the Project Coordinator will inform the Commission. We will work in collaboration with Project and Policy Officers in the EC to ensure that material from press releases can be disseminated via relevant EU Channels (e.g. ICT for Ageing Well Newsletter, Marketplace for EIP-AHA, EC Research and Innovation website).

Links with other communication/dissemination channels:

- Press releases will be shared via the VisuAAL project website and social media accounts.
- Links to any media activity that results from the issue of a press release will be shared via the VisuAAL project website and social media accounts.

4.4.5 Social media

VisuAAL will harness the power of social media sites (Facebook, LinkedIn, Twitter) to reach members of the general public and relevant stakeholders. Social media sites are hugely popular among internet users and therefore represent an excellent channel through which the impact of the programme can be maximised.

Branded social media accounts for VisuAAL have been established on Twitter, LinkedIn and YouTube. Regular updates to these social media accounts will communicate key information about the project's goals, progress, results, activities, events and so on. The Project Coordinator and Project Manager will have primary responsibility for updating the VisuAAL social media accounts, and all project partners will also be encouraged to share relevant updates and to identify content that may be useful for social media updates. Users and followers will be encouraged to actively engage in conversation about VisuAAL via these social media channels.

Table 4.4: VisuAAL Social Media Accounts

Social Media Platform	VisuAAL Account
Twitter	https://twitter.com/visuAAL_ITN
LinkedIn	https://www.linkedin.com/showcase/visuaal-msca-itn
YouTube	https://www.youtube.com/channel/UCXqJFasYgZL5p8CtDAJ-Pzg

Links with other communication/dissemination channels:

- Social media bookmarklets are included on the project website and will be included in digital newsletters.
- Links to VisuAAL social media accounts will be included in conference presentation slides and in promotional materials.
- VisuAAL social media handles and hashtags will be highlighted at public engagement events, training/education workshops and trial site visits, and we will encourage attendees to share updates via their own social media accounts including either the VisuAAL handles or relevant hashtags.

4.4.6 Digital Newsletter

VisuAAL newsletters will be issued to ensure all stakeholders receive updates about project developments. This newsletter is circulated to the VisuAAL electronic mailing list. Digital newsletters will be distributed using a custom online email solution created by UA in order to ensure best delivery rate and allow for tracking of analytics (e.g. opens, click through rates etc.) to optimise impact. Individuals can sign up to the newsletter via the following link: https://www.visuaal-itn.eu/user/register.

It is recognised that as the project progresses, it is more beneficial to disseminate content pertaining to our key developments and outcomes, so as not to overburden individuals with mailings. This approach will ensure that mailings are more responsive to the nature of the ESR project outcomes and therefore have more impact when disseminated. The final newsletter will be submitted to coincide with the end of the project outlining the final ESR project results (M48). The consortium post-project impact committee will also report developments related to dissemination and exploitation every 6 months for two years after the project. If notable developments/outcomes from future activities have occurred at these points, then a relevant newsletter will be issued to highlight the achievements.

Links with other communication/dissemination channels:

- Links to each digital newsletter will be shared via VisuAAL social media accounts.
- Key items from the digital newsletter will be included as news items on the VisuAAL project website, with links to newsletters when relevant.

4.4.7 Promotional materials

Print promotional materials will be used to promote the project at events organised by the consortium and also at external events and conferences attended by partners.

A project flyer (see Appendix A) has already been developed and will be populated with the final ESR projects once the students are onboarded. An initial 500 copies will be produced for distribution at the official launch of the project and will be supplied to partners for distribution at other events. All partners also have access to the electronic files for this flyer to allow for additional printing and distribution. A PDF version of this flyer will also be made available for download on the VisuAAL project website.

A roll-up banner will be designed and produced to incorporate the VisuAAL brand identity along with individual partner logos and will be used to promote the project at events organised by the consortium or at events that members of the project team contribute to.

Additional flyers and brochures will be developed across the course of the project to highlight and summarise project results. These will be made available in electronic format via the project website and will be printed as required for distribution at events.

Links with other communication/dissemination channels:

- Print promotional materials will be distributed by partners at conferences, events and stakeholder meetings.
- Print promotional materials will be used to highlight the project at relevant events, training workshops and seminars, trial site visits etc.

4.4.8 Public engagement events

All partners will use their resources to support the hosting of a number of VisuAAL public engagement events, that will aim to raise awareness of the project, disseminate the results of the project and support public engagement and learning from the outputs of the programme.

The first of these public engagement events will be an official launch of VisuAAL. Further details of this event, along with other completed and ongoing communication and dissemination activities, will be included in D6.5: *Progress Report* (due M13).

Two further events will be hosted, one mid-project and one at the end of the project. In order to maximise the audience and reach for these events, they will be organised either in collaboration with or to coincide with existing health and ageing oriented events.

In addition to public engagement events hosted by the project, all project partners will attend and target external public engagement events related to health, ageing, multi/co-morbidity, carers, visual systems, active and assistive living (AAL), digital health etc. The 'Public Engagement Opportunities' and 'Conferences' tabs of the VisuAAL Communications Database will be used to track and identify events that can be targeted by the partners to disseminate the results of the programme, distribute promotional materials related to the project and engage with relevant stakeholders.

Links with other communication/dissemination channels:

- Events will be announced and advertised via the project website, project digital newsletters and social media accounts for VisuAAL and project beneficiaries and partner organisations.
- Updates and photographs from public engagement events will be shared via VisuAAL social media channels both during and after the event.
- Press releases will be issued to coincide with key public engagement events organised by the project (e.g. official project launch), and any resulting media activity will be shared via the VisuAAL website, social media accounts and in digital newsletters.

4.4.9 Training/education workshops

Training workshops will be organised with older adults participating in ESR projects at trial sites in order to demonstrate project outputs and provide support to participants engaging VisuAAL technologies. In order to support commercial exploitation opportunities, three Doctoral Seminars (M17, M28, M38) will be held and include workshops for commercial bodies who may want to link in with VisuAAL outcomes. Additionally, workshops are envisaged to coincide with existing events that project partners are connected with. For example, to support dissemination to the research community, the AAATE will organise a dedicated seminar during its annual conference in 2023 (M37).

Links with other communication/dissemination channels:

- Training and education workshops may be announced via the VisuAAL project website and social media channels.
- Digital newsletters may be used to circulate information about training and education workshops.
- Photos and updates from training and education workshops will be shared via the social media accounts.
- Conference posters, presentations and scientific publications may be displayed at or incorporated into the content of training and education workshops.

4.4.10 Trial site visits

Demo installations of relevant ESR systems/platforms will be established at trial sites in order to showcase the VisuAAL technologies to policy makers, health services and organisations and other potential consumers/end-users of VisuAAL outputs.

Links with other communication/dissemination channels:

- Photos and updates from trial site visits will be shared via the social media accounts and project websites.
- Photos and information about trial site visits will be included in digital newsletters.

4.4.11 Stakeholder meetings

All partners will engage in meetings with relevant stakeholders across the duration of the project in order to raise awareness of the project, to disseminate project outputs and findings, and to support exploitation activity. Partners will participate in cluster meetings and will invite key stakeholders to dissemination workshops to make them

aware of VisuAAL. All partners engaged with local and national networks will work to disseminate the results of the programme by meeting with users and services, highlighting the potential benefits of ESR project outcomes. Project partners will also liaise and engage with other relevant EU projects in the areas of health, ageing, visual systems, remote care, multi/comorbidity, carers and eHealth/digital health. The VisuAAL Communications Database will be used to identify and track relevant stakeholder groups, networks, associations, EU projects and policy makers that project partners will target and aim to meet with over the course of the project.

4.4.12 Training materials

The Consortium will aim to produce training materials and organise online and offline training courses on VisuAAL throughout the duration of the project. University beneficiaries will incorporate research work completed as part of the programme (as appropriate) into their training and graduate/postgraduate lecture courses.

Relevant training materials, manuals and bill of materials from ESR projects will be made openly and publicly available on the VisuAAL project website.

Links with other communication/dissemination channels:

- Training materials will be made available for download on the project website.
- Training courses and events will be announced and promoted on the project website, social media channels and in digital newsletters.

4.4.13 VisuAAL email account

A dedicated programme email account (info@visuaal-itn.eu) for general queries related to the project will be set-up and hosted within UA. This email account will be monitored and administered by the Project Manager and can be used on general promotional or communication materials. Links to this email account will be provided via the project website "Contact Us" page and social media accounts.

4.4.14 VisuAAL mailing list and email marketing tool

An electronic mailing list will be set-up in order to build a community of followers, collaborators, potential end-users and members of the general public who are interested in VisuAAL.

Key stakeholders from each target audience will be invited to subscribe to the VisuAAL mailing list in order to receive regular updates about the project (including key activities, developments, events and findings) in an email newsletter.

Subscribers will be able to sign up to the VisuAAL mailing list via an online form or by sending an email to the VisuAAL general email account. A custom-built sign-up form for the VisuAAL Mailing List will be designed and links to this form will be shared via the VisuAAL project website, social media accounts, and other relevant communication materials. Subscribers who fill out this form will be automatically added to the mailing list. Those who request subscription via an email to the general VisuAAL email account will be added to the mailing list by the Project Manager.

In order to ensure that lists are compliant with anti-spam laws, they will employ a "double opt-in" process, whereby all subscribers must first select to join the mailing list (either by completing the online form or emailing the VisuAAL team to add them to the list), and then they must click a link in a verification email to confirm their subscription. This process will ensure that subscribers to the VisuAAL mailing list have provided written permission to receive emails from VisuAAL. All communications sent to the mailing list will include a "permission reminder", stating that the subscriber is receiving the email because they signed-up to the VisuAAL mailing list, and an unsubscribe link, to allow the recipient to easily remove themselves from the mailing list and opt out of receiving further communications.

The Project Manager will design and maintain the VisuAAL newsletter template which will be used to create quarterly email newsletters.

4.4.15 Liaison with other EU-funded projects

We will liaise with partners from other relevant EU projects in the areas of visual systems for health, ageing, caregivers and digital health. All partners will be requested to include information about relevant EU Projects in the EU Projects section of the VisuAAL Communications Database. Examples of relevant projects are listed in Table 4.5. Once a list of relevant EU projects/programmes has been finalised, the Project Coordinator/Project Manager will contact the Coordinators of these projects/programmes by email, telephone or face-to-face meeting as appropriate, in order to facilitate knowledge exchange between projects.

Table 4.5: Examples of target EU-funded projects

Acronym - Title	Call	Website
GoodBrother : Network on Privacy-Aware Audio- and Video-Based Applications for Active and Living	COST Action CA19121	https://www.cost.eu/actions/CA19121/
ProACT: Integrated Technology Systems for ProACTive Patient Centred Care	H2020-PHC-2015	http:www.proact2020.eu

UNCAP: Ubiquitous interoperable care for ageing people	H2020-PHC-2014	http://www.uncap.eu/
EhcoBUTLER: A global ecosystem for the independent and healthy living of elder people with mild cognitive impairments.	H2020-PHC-2014	http://ehcobutler.eu/
InLIFE: Independent Living support Functions for the Elderly	H2020-PHC-2014	http://www.inlife-project.eu/
Do CHANGE: Do Cardiac Health: Advanced New Generation Ecosystem	H2020-PHC-2014	http://www.do-change.eu/
SELFIE: Sustainable integrated care models for multi-morbidity: delivery, Financing and performance	H2020-PHC-2015	http://www.selfie2020.eu/
SUSTAIN: Sustainable tailored integrated care for older people in Europe	H2020-PHC-2015	http://www.sustain-eu.org/
SHELD-ON: Indoor living space improvement: Smart Habitat for the Elderly	COST Action CA16226	http://www.sheld-on.eu/
NET4AGE-FRIENDLY: International Interdisciplinary Network on Smart Healthy Age-friendly Environments	COST Action CA19136	https://www.cost.eu/actions/CA19136

4.5 VisuAAL communications database

In order to identify opportunities and outlets for external communication activities, a communications database for VisuAAL will be developed, and will be updated by all partners on an ongoing basis. This database will be maintained centrally on the project management tool and all partners will be able to access and edit this file, in order to add details of relevant events and potential communication opportunities.

This communications database is relevant for external communication activities related to the VisuAAL programme in general (i.e. communication activities described in this document) and for opportunities for dissemination of project specific results.

The communications database will be structured to contain separate sections (i.e. tabs/spreadsheets) for each key category of communication/dissemination activity. Table 4.6 lists these sections along with the relevant data points/details recorded for each section.

Table 4.6: VisuAAL Communication Database Structure

Section/Tab	Data points/details to record
Events	Name of event
	Event organiser
	Location
	Date
	Suggested communication activity (at event)
	Partner to attend
	Reach (international/national)
	Relevance to EO
Conferences	Name of conference
	Conference organiser
	Location
	Date
	Suggested communication activity (at conference)
	Reach international/national)
	Relevance to VisuAAL
Media outlets*	Name/title
	Type of media
	Location
	Brief description
	Key personnel/contact point
	Target stakeholders
	Media attention to date
Networks/ Associations/ Groups	Name/title
	Brief description
	Location

	Key personnel/contact point Target stakeholders Reach
Policy Makers	Name Main policy areas Location Contact details Reach Relevance to VisuAAL
EU Projects	Acronym and name Call number Website Key personnel/contact point Email Brief description
Public Engagement Opportunities	Name/title of event/opportunity Type of activity Location Date Target audience Reach
Scientific Journals	Name Key research area Target audience Reach (national/international) Impact factor Link to journal website/instructions for authors

Note that list of media outlets will be supplemented by existing databases within the partners' Communications Offices

The information contained in the VisuAAL communications database will be used to identify opportunities for targeted external communication activities across the life cycle of the project, and to facilitate planning of these activities.

4.5.1 VisuAAL key contacts database

It is important to identify and engage with key "Champions" from each target audience/stakeholder group, and to provide them with regular updates about VisuAAL's progress and results. "Champions" refer to individuals who understand the need for and potential impact of VisuAAL and can potentially assist with communicating about VisuAAL by sharing information about the programme within their own networks.

A key contacts database will be established to allow all partners to provide a list of contacts that they are aware of or connected with, at both national and international levels. These may include past and present collaborators of each partner, along with other figures within each partner's existing network. This key contacts database will be stored on the project management tool to allow all partners to add details of relevant contacts.

Once the key contact list has been built, this will be reviewed by the Project Coordinator and other partners to plan for targeted direct communications with relevant stakeholders. These individuals will be contacted by email, telephone or face-to-face meeting as deemed appropriate by the Project Coordinator, to provide information about VisuAAL, to invite them to relevant project events, and to invite them to join the VisuAAL mailing list.

4.5.2 VisuAAL image database

In order to facilitate partners in preparing materials for communication activities, a VisuAAL image database will be created in the "Files" section of the project management tool. This database will contain logos and images related to the VisuAAL and EU Visual Identities, photographs, and other images collated during the course of the project. Guidelines for the use of logos and other images will also be stored in this database. The Project Manager will maintain this database and update it with relevant content across the course of the project.

4.6 Evaluation and monitoring

Monitoring and evaluation processes are essential in order to provide reliable data to support the implementation of this dissemination and communication plan, and to maximise impact. The Project Manager with support from the UA Communications Office and the other project partners, will primarily be responsible for monitoring the effectiveness of dissemination and communication activities.

In order to facilitate monitoring of communication and dissemination activity, the VisuAAL Communication and Dissemination record will be circulated to all partners for completion every six months. This form will collect data from each partner on what activities they have conducted related to each of the communication and dissemination channels during the previous six months. Data from the form will transfer directly to a spreadsheet and will then be collated and analysed by the Project Manager to evaluate ongoing communication and dissemination activity against key performance indicators (KPIs) and targets. Preliminary KPIs and associated targets are presented in Table 4.6. KPIs will be redefined, organised qualitatively and quantitatively and explained in further detail in internal updates to this deliverable.

Information collected from this record form will be also used by the Project Manager to monitor and evaluate ongoing activity and to report on this activity to the Project Management Board, and it will also facilitate periodic reporting to the EC.

Table 4.6: Key Performance Indicators*

Channel	Measures	Targets
Scientific Publications	Number of peer-reviewed publications	2 publications per partner (including conference presentations) over the course of the project
Conferences	Number of conference presentations/posters Number of conferences attended	>2 international conferences per partner over the course of the project
VisuAAL website	Number of page visits Number of downloads Number of references from external web pages	10,000 visits 80-100 downloads 15 external references
Press releases	Number of press releases per year	1-2 press releases per annum

	Number of media articles/interviews etc.	>5 media articles per press release
Social media	**Twitter** Followers Number of posts Number of engagements (retweets, replies, mentions etc.) **LinkedIn** Followers Number of posts Number of engagements (retweets, replies, mentions etc.)	1000 followers over project duration and 2 years post project >15 tweets per month >50 engagements per month 500 followers over project duration and 2 years post project >5 posts per month >50 engagements per month
Digital newsletter	Number of subscribers Number of newsletters issued	>100 subscribers 4 newsletters per year
Public engagement events	Number of events Number of external events attended	2 project hosted events (1 in Y2 and 1 at project end) >10 external events attended per partner
Training/education workshops	Number of workshops Number of attendees at workshops	2 x 30 participants in regional trial seminars 2 workshops for commercial bodies in final year of programme
Stakeholder meetings	Number of face-to-face meetings with high-level stakeholders	100 stakeholders

* Note that the targets and KPIs presented in this table should be viewed as preliminary and are subject to change in further updates to this deliverable (every 6 months); as KPIs will be redefined and expanded upon as the strategy undergoes further refinement.

4.7 Other relevant websites

The project will also be advertised on all partner websites and websites of associated EU bodies, either on the main page or on pages dedicated specifically to VisuAAL. Table 4.6 lists the Beneficiary websites and key target audiences for each website.

Table 4.6: Partner Websites

Beneficiary website	Target audience/stakeholder
University of Alicante https://www.ua.es/en/	• Research community • ICT providers
RWTH Aachen University https://www.rwth-aachen.de/	• Research community • ICT providers
Stockholm University https://stockton.edu/	• Research community • ICT providers
Trinity College Dublin https://www.tcd.ie/	• Research community • ICT providers
TU Wien https://www.tuwien.at/en/	• Research community • ICT providers
Partner website	**Target audience/stakeholder**
Association for the Advancement of Assistive Technology in Europe http://www.aaate.net	• Policy makers • Health and social care providers • Networks focused on relevant conditions • Wider healthcare community
AIAS Bologna Onlus http://www.aiasbo.it/english.html http://www.ausilioteca.org	• Policy makers • Health services
AIT Austrian Institute of Technology GmbH https://www.ait.ac.at/en/	• Research community • ICT providers
Anyvision (NI) Ltd. https://www.anyvision.co/	• ICT providers
Cáritas Diocesana de Coimbra https://caritascoimbra.pt/	• Policy makers • Health and social care providers
Cogvis GMBH https://cogvis.ai/	• ICT providers
Netwell CASALA (DKIT) http://www.netwellcasala.org	• Research community • ICT providers • Health services

ECHAlliance https://echalliance.com/	• Policy makers • Health and social care providers • Networks focused on relevant conditions • Wider healthcare community
enervision GmbH http://www.enervision.de/	• ICT providers
Fundació Privada - Institut de Recerca de la SIDA-Caixa http://irsicaixa.es/en	• Research community
IBM Research https://www.research.ibm.com/labs/ireland/	• Research community • ICT providers
Lebenshilfe NRW e.V. https://www.lebenshilfe-nrw.de/	• Policy makers • Health and social care providers
Stiftelsen för rättsinformation https://rattsinfo.se/	• Research community • Policy makers
Universidade Católica Portuguesa https://smartcityinnovationlab.com/	• Research community

We will also aim to promote VisuAAL via websites relevant to the topics investigated. The PM in consultation with beneficiaries, partners and ESRs will draw up an intital contact list that will be updated throughout the project lifetime. Examples of sites that can be contacted to assist with promotion of VisuAAL include:

- European Chronic Disease Alliance (http://www.alliancechronicdiseases.org)
- European Foundation for the Study of Diabetes (http://www.europeandiabetesfoundation.org)
- European Respiratory Society (http://www.ersnet.org)
- European Society of Cardiology (http://www.escardio.org/)
- Alzheimer Europe (http://www.alzheimer-europe.org)
- Healthy Ageing Europe (http://www.healthyageing.eu)

- Integrated Healthcare Association (http://www.iha.org)

- International Diabetes Federation (http://www.idf.org)

- COPD International (http://www.copd-international.com)

- American Heart Association (http://www.heart.org)

- Integrated Health Magazine (http://integratedhealthmagazine.com)

- European COPD Coalition (http://www.copdcoalition.eu)

- Diabetes UK (http://www.diabetes.org.uk)

- Alzheimer's Research Forum (http://www.alzforum.org)

- European Innovation Partnership on Active and Healthy Ageing (https://ec.europa.eu/eip/ageing/home_en)

- AGE Platform Europe (https://www.age-platform.eu/)

- International Society for Gerontechnology (http://www.gerontechnology.org/)

5. Exploitation Strategy

5.1 Roles and Responsibilities

Exploitation activities will be overseen by UA as the Coordinating partner and by TCD as the leaders of Work Package 4. All beneficiaries will be required to contribute to exploitation activity.

There will be close collaboration with key consortium contacts, technology transfer offices and public relations departments from each partner organisation to manage the consortium's intellectual property rights (IPR) registry. Project partners will ensure effective exploitation of project outputs in accordance with the Grant and Consortium Agreements.

The Coordinator and Project Manager monitor the exploitation and commercialisation activities to ensure compliance with this strategy and to ensure that these activities are conducted in accordance with the agreed publication and IP management rules.

The Project Manager has the following responsibilities:

- Identify and track all ESR IPR within the programme, by maintaining the IPR registry.
- Identify as early as possible in the programme, the list of exploitable results (Foreground)

- For this list of exploitable results, ensure that each partner identifies the previous background and the ownership of that background, as well the relevance of the background compared to the final results (Foreground).
- For the Foreground, identify what the conditions are to access it, in case there are dependencies among partners and the IP created.
- Partners will report on their intentions on how to exploit those Foreground results in order to discover synergies in joint exploitation opportunities.
- All of these aspects should be reported in the IPR registry.
- All partners must contribute actively to any activity promoted by the IPR manager.

5.2 Overview of exploitation strategy

VisuAAL has the following strategic goals, with regards to exploitation and commercialisation:

1. Develop technological, organisational and scientific know-how that will continue beyond the timeframe of the MSCA-ITN programme and H2020 funding.
2. Maximise commercial impact by investigating multiple paths to positive financial outcomes (e.g. spin-offs, follow up commercial activity by project partners, consulting).
3. Maintain an innovation focus that will allow transition of inventions to exploitable results.

To guarantee a conflict-free and universally beneficial generation and ownership of any intellectual property originating from VisuAAL, the consortium will establish and manage an IPR registry for VisuAAL.

The overall exploitation strategy for VisuAAL is guided by the following questions (adapted from the European IPR Helpdesk Fact Sheet on The Plan for the Dissemination and Exploitation of Results in Horizon 2020[1]):

A. What are the market **needs** and customer **pain points**?
B. What are the key **drivers** that will enable the adoption of the results of VisuAAL?
C. What are the **problems** that arise from the above needs and pain points?

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[1]https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results_1.pdf

D. What **new knowledge** is produced in VisuAAL that addresses these problems?
E. What is the **benefit** of this new knowledge in addressing these problems?
F. How is this benefit **quantified** (Return on Investment)?
G. Given the complexities of health systems, what are the **relationships** between the parties involved in exploitation activities (who benefits, who gains new knowledge, who bears the cost etc.)?

The above questions will be used to guide and formulate the exploitation strategy for VisuAAL, which will follow the evolution of the overall project and will be refined and expanded every 6 months in light of project results and developing opportunities. In order to enrich the exploitation activities and enable sharing as well as co-creation of exploitation opportunities, frameworks such as the HAIVISIO[2] framework will be consulted. At the end of the project the final exploitation plan will be presented as part of the EC progress report.

Finally, the post-project impact committee will seek to enhance the visibility of VisuAAL in a collective and synergistic way by identifying best practices to disseminate widely the added value of assets generated for up to two years after the programme.

6.0 Requirements for acknowledgement of EC funding

It is imperative that all communication activities include acknowledgement of EC funding in accordance with Article 38 of the grant agreement.

All communication activities related to the project (including those in electronic format) must acknowledge EC funding as follows:

- **Display the EU Emblem** – note that when displayed with another logo, the EU emblem must have appropriate prominence.

- **Include the following text**:

    o For communication activities: "This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No. 861091. This document reflects the views

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[2] http://haivisio.eu/

only of the authors, and the European Union cannot be held responsible for any use which may be made of the information contained therein."

o For infrastructure, equipment or major results (i.e. scientific publications): "The research leading to these results has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No. 861091. The publication reflects the views only of the authors, and the European Union cannot be held responsible for any use which may be made of the information contained therein."

7.0 Conclusion

This document outlined the dissemination and communication plan for VisuAAL defining the implementation and evaluation measures that will be employed to effectively communicate project objectives and activities, to disseminate programme outputs, and to ensure the best exploitation of results.

Project partners must promote the programme and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner as outlined in this document. External communication activity will occur throughout the life cycle of the programme and will be focused on the achievements and impact of VisuAAL. In order to maximise their impact, all external communication and dissemination activities should:

- Be **timely** – planned communications activities should be linked to key programme milestones or activities.
- Contain **accurate** information.
- Be **closely coordinated** with the **European Commission.**
- Be aimed at the appropriate **target audiences.**
- Contain **key messages** that are of interest to the target audience(s).
- Be appropriate in terms of **resources invested, timing, and expected impact.**

The key external communication and dissemination objectives for VisuAAL are:

- To **raise awareness** of the project among all relevant stakeholders.
- To provide **tailored communication** to each stakeholder so that they are educated about the major aspects of VisuAAL that have relevance and impact for them.

- To **identify new stakeholders** over time, who can contribute to the sustainability of VisuAAL.

- To **monitor and evaluate** all external communication activity, in order to provide reliable data about the effectiveness of these activities.

Since VisuAAL is a multidisciplinary and intersectoral project communication activities will require input from all project partners, to ensure that the target audience(s) and key message(s) are appropriate for their respective region, research area, and sector.

The Project Manager based at UA will be primarily responsible for implementing external communications activity, with support from the UA Public Relations (PR) and Communications Office, and in close collaboration with all project partners in order to maximise their own PR. Communication and dissemination activities will be monitored at six-month intervals and will be adapted as necessary on the basis of this monitoring activity, in order to maximise the efficacy and impact VisuAAL outputs.

Appendix A: VisuAAL Flyer (Draft)

Disclaimer

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