



D9.1 - COMMUNICATION & DISSEMINATION PLAN FOR YEAR 1

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Table of Contents

1. Introduction	8
1.1. Project Overview.....	8
1.2. Dissemination & Exploitation WP9.....	8
1.3. Dissemination & Exploitation Strategy.....	9
1.4. Purpose of this document.....	10
1.5. Structure of this document	11
2. Stakeholder Analysis & Engagement Strategy.....	12
2.1. Stakeholder analysis	12
2.2. Stakeholder engagement	13
3. Communication & Dissemination Strategy	19
3.1. Communication versus dissemination	19
3.2. Communication & Dissemination Objectives	19
3.3. Information to be communicated and disseminated	20
3.4. Specific Communication & dissemination objectives for Year 1.....	20
3.5. SmartWork narrative & key messages for Year 1.....	22
3.5.1. SmartWork Slogan	22
3.5.2. Key messages for Year 1.....	22
3.6. Partners' individual communication and dissemination plans for Year 1.....	23
4. Communication & Dissemination Tools & Channels.....	24
4.1. Project identity.....	24
4.2. Internal communications.....	24
4.2.1. Communication materials and templates.....	25
4.3. Communication & Dissemination Tools.....	25
4.3.1. SmartWork Community Manager.....	25
4.3.2. Website	26
4.3.3. Social media	29
4.3.4. General media.....	34
4.3.5. E-Newsletters	35

4.3.6.	Printed material (leaflet and poster)	35
4.3.7.	Project video	36
4.4.	Scientific and conference publications	36
4.5.	Events	38
4.5.1.	Training Seminars & Webinars	38
4.5.2.	SmartWork Info days & End User workshops	38
4.5.3.	Events, Conferences, Exhibition opportunities	38
4.6.	Partner networks	40
4.7.	Synergies with other EC projects and initiatives	41
5.	Timetable for delivery of Communication & Dissemination activities	46
6.	Conclusion	48
7.	Appendices	49

Index of Figures

Figure 1:	SmartWork Workplan	8
Figure 2:	Stakeholder Mapping by level of interest and influence	12
Figure 3:	Stakeholder project logo	24
Figure 4:	SmartWork website	28
Figure 5:	SmartWork LinkedIn page	30
Figure 6:	SmartWork Facebook page	31
Figure 7:	SmartWork Twitter account	33
Figure 8:	SmartWork project on Partner websites	33
Figure 9:	SmartWork leaflet & poster (in development)	36

Index of Tables

Table 1: SmartWork Stakeholder Analysis & Engagement Strategy – Year 1	14
Table 2: Communication and Dissemination Objectives	20
Table 3: Communication objectives, tasks & outcomes – Year 1	22
Table 4: SmartWork project hashtags	31
Table 5: Other relevant hashtags for tweets related to SmartWork	32
Table 6: Audience reach of SmartWork Partners – January 2019	34
Table 7: Target Open Access journals	38
Table 8: 2019 Events attended/ to be attended by project partners	39
Table 9: Other EC Projects approved in the same H2020 Call as SmartWork	43
Table 10: EC projects, networks and linked communities with synergies to SmartWork	45



1. Introduction

1.1. Project Overview

SmartWork, ‘Smart Age-Friendly Living and Working Environment’, is a European project addressing a key challenge facing today’s older generation, as they are living and working longer than their predecessors: the design and realisation of age-friendly living and working spaces.

SmartWork is supporting active and healthy ageing at work for older office workers, through a suite of smart services, building a Worker-Centric AI System for work ability sustainability. In other words, keeping ageing people working for longer by supporting them with unobtrusive sensing and monitoring of their health, behaviour, cognitive and emotional status, and responding to their needs.

The SmartWork project will run for three years from January 2019, and is divided into four phases and a set of horizontal activities as follows:

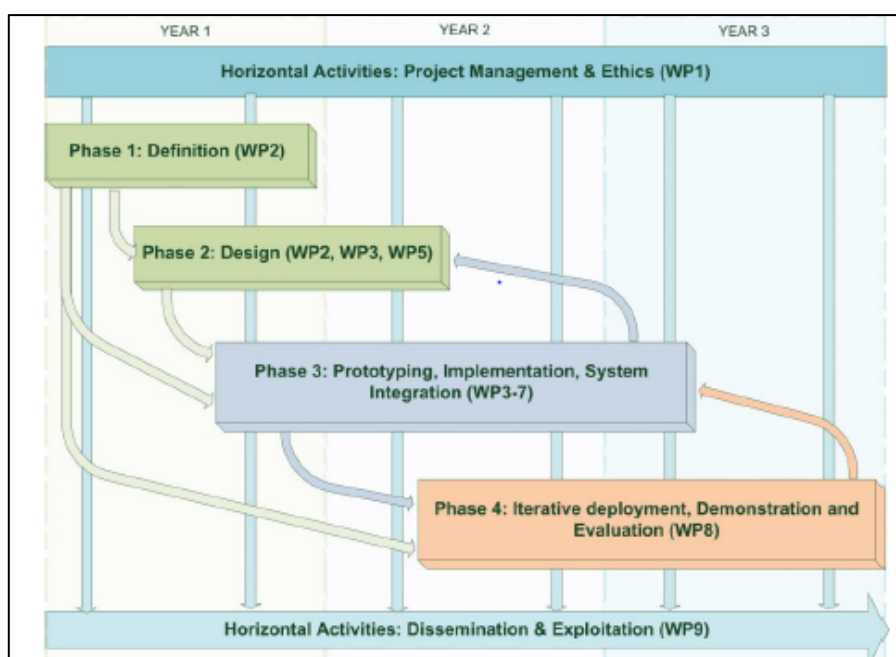


FIGURE 1: SMARTWORK WORKPLAN

1.2. Dissemination & Exploitation WP9

Dissemination and Exploitation (WP9) runs horizontally across the project lifetime, and focuses on the dissemination and exploitation of SmartWork services and results during that time, as well as after the end of the project.

This is crucial for the impact of the whole project, and the SmartWork Consortium is committed to implementing a comprehensive Dissemination and Exploitation Strategy ensuring the sustainability

of the services and outputs developed by the project, both during and beyond the end of the funding period.

1.3. Dissemination & Exploitation Strategy

The overall Dissemination & Exploitation Strategy for SmartWork will adopt an iterative approach based on 4 pillars:

1. **Plan:** by identifying stakeholders groups who can use the project results, the channels to reach them, timing and required resources and responsibilities;
2. **Do:** by allocating resources and responsibilities, identifying appropriate results and exploiting/disseminating/ communicating activities;
3. **Study:** by monitoring the dissemination and exploitation activities, evaluating the effect of implemented actions and comparing the results to the Plan; and
4. **Act:** by determining what modifications should be made and adjusting the Plan for the next cycle.

Consortium partners have thus far contributed to this process by sharing their planned and actual activities in a project reporting tool available on SharePoint and devising their own Communication and Dissemination Plans. They will continuously report on their activities in this way. More information on this is included at Section 3.6.

This document, D9.1 Communication and Dissemination Plan Year 1, focuses on the first pillar – that of planning, identifying key stakeholders and designing a comprehensive communication and dissemination strategy in order to reach them. It will be periodically reviewed and updated following the 4 pillars approach as the project progresses. The Communication and Dissemination Plan is updated at the beginning of each year of the project mapped towards the respective deliverable, aiming at reinforcing the project's strategy annually according to the maturity level of the continuously produced outcomes and the constantly evolving dissemination possibilities.

D9.1 will be complemented by the development of a project website and associated social media channels (D9.2), a report on SmartWork Exploitation and Business Models to consider the commercialization of exploitable assets after the end of the project (D9.3), an IPR Protection Plan (D9.4), a report on Standardisation and concertation activities (D9.5), a Data Management Plan (D9.6) and a Final SmartWork Workshop at the end of the project (D9.7).

Together these deliverables will ensure the implementation of the Dissemination and Exploitation Strategy.

1.4. Purpose of this document

This document, D9.1 Communication and Dissemination Plan Year 1, provides a framework for communication and dissemination activities in the first year of the SmartWork project. It identifies the target audiences, and the rationale for engagement with each group. It details a clear communication strategy along with the key messages for communication in Year 1. Moreover, the Plan identifies the range of communication tools and channels most appropriate to promote SmartWork at international, national, regional and local levels.

The Plan will be updated at the end of Year 1, as the Consortium will reflect on lessons learnt, and plan to meet the communication needs of SmartWork as it moves into Year 2.

This deliverable is part of Work Package 9, led by the European Connected Health Alliance (ECHAlliance).



1.5. Structure of this document

D9.1 Dissemination & Communication Plan consists of six sections as follows:

Section 1 is an introduction to the deliverable D9.1, providing an overview of the SmartWork project and the position of WP9 Dissemination and Exploitation within it.

Section 2 details the Stakeholder Analysis & Engagement Strategy, and presents stakeholder mapping by level of interest and influence, as well as the rationale for and level of engagement with each stakeholder group and the key channels to be used.

Section 3 presents the Communication and Dissemination Strategy, including the objectives and key messages to be communicated.

Section 4 introduces the Communication & Dissemination Tools & Channels, including the project logo, website and social media, scientific and conference publications, as well as links to other EC projects and initiatives.

Section 5 illustrates in a tabular format the timetable for delivery of communication & dissemination activities.

Section 6 concludes the deliverable D9.1.

The Plan contains supporting Appendices as follows:

Appendix 1: Initial list of specific target stakeholders

Appendix 2: Project Partners' Individual Partner Communication & Dissemination Plans for Year 1

2. Stakeholder Analysis & Engagement Strategy

The SmartWork Consortium has built upon an initial stakeholder scoping exercise undertaken for the proposal, to develop a more definitive analysis of the project's key stakeholders who could have an interest in the activities and results of the SmartWork project, and design a focused engagement strategy for them.

Identifying and defining this target audience, as well as a tailored engagement strategy, will help to ensure the effectiveness of dissemination activities and the full exploitation of results.

2.1. Stakeholder analysis

The stakeholder analysis examined the whole SmartWork Ecosystem, expanding on this through discussion and consultation within the Consortium. The stakeholders have been classified in Figure 2 according to their level of interest in the project and capacity to influence the project and its results.

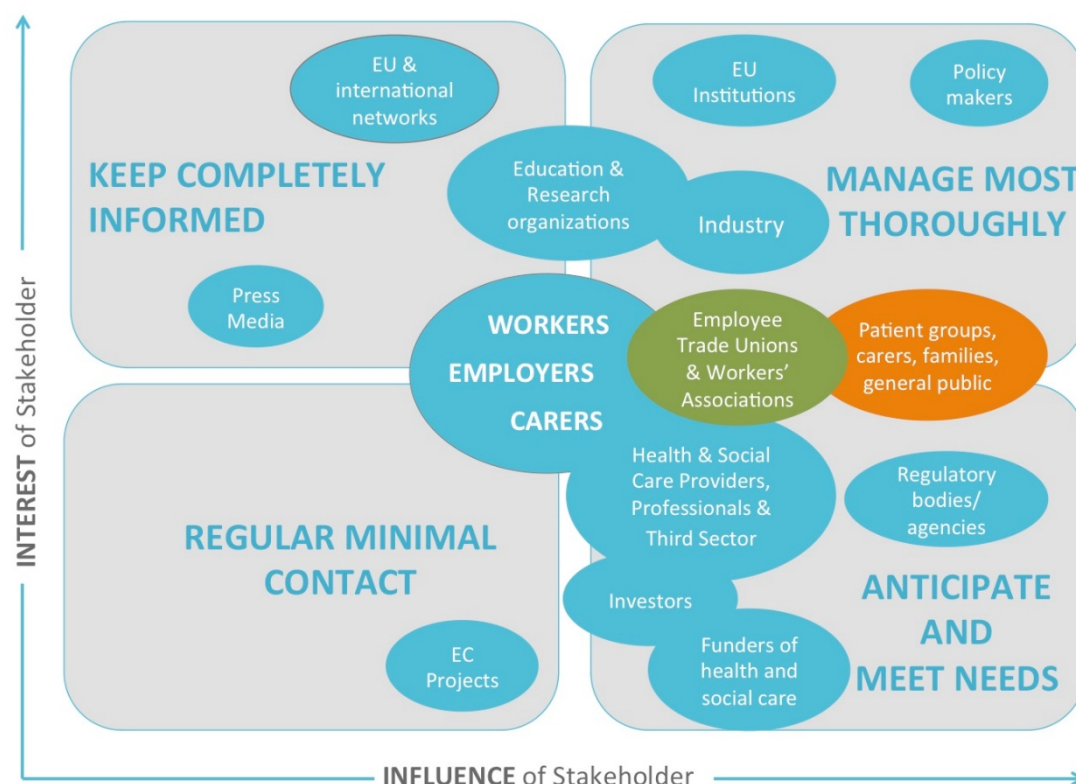


FIGURE 2: STAKEHOLDER MAPPING BY LEVEL OF INTEREST AND INFLUENCE

The Consortium has identified an initial list of specific target stakeholders within these wider groupings and these are presented in Appendix 1. The list was compiled through a mix of desk

research and partner feedback, and provides a starting point as the project commences for targeted communication. It will be reviewed and added to as the project progresses.

Some specific European projects and initiatives were identified as having particular synergies with SmartWork and therefore important to engage with early in the project, and these are presented in more detail in paragraph 4.7

2.2. Stakeholder engagement

The stakeholder analysis and engagement strategy, presented in Table 1, identifies the aim of engaging with each stakeholder, whether it be communication, dissemination or both, as well as the specific rationale for engagement with each stakeholder group, and sets out clearly why SmartWork needs to communicate and/or disseminate its activities, benefits and outcomes with these target audiences.

The Consortium considered the level of engagement required with each of the stakeholder groups for Year 1 (high/ medium/ low), and acknowledges that these engagement levels may change as the project progresses and moves through different phases e.g. from awareness raising to dissemination of SmartWork outcomes.

The Consortium has devised an engagement strategy, tailored to each stakeholder group, identifying the key communication and dissemination channels that will be used to engage with these groups, again presented in Table 1. The key messages to be communicated are presented in paragraph 3.5.

TABLE 1: SMARTWORK STAKEHOLDER ANALYSIS & ENGAGEMENT STRATEGY – YEAR 1

Stakeholder	Level of engagement required - Communication/ Dissemination/ both - Rationale for engagement	Key communication & dissemination channels						
		Website/ Social media	News letters	Scientific Publics	Events, Conferences, Exhibitions	Info days/ end user workshops	Training seminars, Webinars	Other tailored comms
Employee Trade Unions & Workers’ Associations	High - Communication - Trade Unions and Workers’ associations represent employee and worker interests. This makes them a key stakeholder for SmartWork communication efforts as they can raise awareness of the project among target users groups (employee and employers) as well as communicate the potential benefits of the SmartWork system to their members.	✓	✓			✓	✓	
Health & Social Care providers & professionals & third sector	High – Communication & dissemination - HSC providers, professionals and the third sector deliver care services as well as employ large numbers of office workers thus are themselves potential end-users of the SmartWork system. SmartWork will engage with them to raise awareness of the project among target user groups (employees and employers), as well as communicate the benefits for the wider health and social care system of supporting active and healthy ageing at work for older office workers.	✓	✓		✓ professional networks, scientific conferences	✓	✓	
Patient groups, carers and families as well as the general public	High – Communication - Patient groups, carers and families are users of health and social care services and of SmartWork services in the workplace. They are a key stakeholder group for engagement with the SmartWork project, and the representative groups in particular are an expedient communication channel to target groups (employees and carers specifically), understand their needs and can inform them of the benefits of the SmartWork system. It’s also important to include healthy older workers who are not suffering from any specific disease now but still may be interested in a system which allows them to stay healthier, happier and longer at their job place. A key feature of the project methodology is co creation with end users	✓	✓		✓	✓ local events e.g. info sessions about taking part in the pilots	✓	Surveys and requirements study research

	and we will do this through needs assessment, surveys and pilot testing.							
Regulatory bodies/agencies	Medium – Communication & dissemination – Regulatory bodies define standards, norms and market authorisation for products and services. SmartWork will engage with them to ensure that the new SmartWork suite of services meet all required standards and have appropriate market authorisation, to ensure that the SmartWork service is best positioned for market access, future growth and profitability.	✓	✓			✓	✓	Standardisation Task Groups, Concertation Meetings
Stakeholder	Level of engagement required - Communication/ Dissemination/ both - Rationale for engagement	Key communication and dissemination channels						
		Website/ Social media	News letters	Scientific Publics	Events, Conferences, Exhibitions	Info end user workshops	Training seminars, Webinars	Other tailored comms
Policy makers & governments (national & regional/ local)	Medium – Communication & dissemination - Policy makers and governments design public policies and they hold decisive power as their decisions and recommendations form the basis for new developments in health and social care and the working environment. Their willingness to support new ways of working and delivering health and social care will be impacted by their knowledge of new innovative solutions for supporting active and healthy ageing at work. Therefore the SmartWork project will target them to raise awareness of the suite of services, its positive impact on the working environment, benefits for employees, employers and carers as well as the wider impact on society and the health and social care system.	✓	✓		✓	✓		Concertation Meetings
Funders of health & social care	Medium – Communication - Funders of health and social care buy innovative solutions and decide on funding models, so SmartWork will engage with them to increase the visibility of the SmartWork system and its ability to support active and healthy ageing at work – emphasising the positive impact on the working environment, benefits	✓	✓			✓		Concertation meetings

(public & private)	for employees, employers and carers as well as the wider impact on society and the health and social care system. In regions where this is not funded by government, SmartWork will engage with them separately.							
Investors	Medium – Communication & dissemination - Investors support investments for innovation purposes and could be involved in specific partnerships (social impact investment) with policy makers, health and social care providers and companies to deliver innovative care services. SmartWork will engage with investors to showcase the innovative solutions and services developed by the project, highlight the benefits for employees, employers and carers, and emphasise the wider positive social impact of SmartWork solutions.	✓	✓			✓		Concertation Meetings, Pre-commercial & commercial brochures

Stakeholder	Level of engagement required - Communication/ Dissemination/ both - Rationale for engagement	Key communication and dissemination channels						
		Website/ Social media	News letters	Scientific Publics	Events, Conferences, Exhibitions	Info days/ end user workshops	Training seminars, Webinars	Other tailored comms
Education & Research organisations	High – Dissemination - Education and research organisations develop research, scientific work and innovations as well as education and training capacities, in order to manage change. SmartWork will engage with them in order to achieve one of its key dissemination objectives: to contribute to the scientific body of knowledge in the technical, medical and social areas relevant to SmartWork, through project research papers and publications.	✓	✓	✓	✓ Scientific conferences			Summer School
Industry (large,	High – Communication & dissemination - Industry develops and provides innovative solutions potentially connected to SmartWork outcomes e.g. sensing technology, IT services, social services etc.	✓			✓			

medium, SMEs)	SmartWork will engage with them for knowledge transfer on the development of unobtrusive sensing and monitoring, to increase the visibility of SmartWork innovations and its outcomes for the target user groups, and to promote SmartWork services and solutions to key industry and healthcare stakeholders for post-project deployments.				trade shows, networking events			
European and International Networks & linked communities e.g. AHA, AI	Medium – Communication & dissemination - SmartWork will engage with European and international networks and communities as they influence strategic guidelines and policy and allow both bottom up and top down communication between members and umbrella organisations. They can also facilitate quick and wide dissemination of project results, and increase the visibility of the project, its impact and outcomes to an interested audience.	✓	✓	✓	✓			
EC projects	Medium – Communication & dissemination - SmartWork will engage with EC projects focused in the same field e.g. AHA and AI with a view to encouraging knowledge transfer, communicating and sharing experiences which can lead to important synergies. It also opens up other potential communication and dissemination channels through which to reach an interested audience.	✓	✓		✓			
EU institutions	Medium – Communication & dissemination - SmartWork will engage with the relevant Directorate-General of the European Commission such as DG Sante and DG Connect in order to keep them informed of SmartWork progress. In addition, we will tap into the EC communication and dissemination channels to reach a wider audience, and raise the profile of the project at an institutional level.	✓	✓		✓			
Stakeholder	Level of engagement required - Communication/ Dissemination/ both - Rationale for engagement	Key communication and dissemination channels						
		Website/ Social media	News letters	Scientific Publics	Events, Conferences, Exhibitions	Info days/ end user workshops	Training seminars, Webinars	Other tailored comms
Press & media	Medium – Communication - SmartWork will engage with the general press and media as they play a key role in shaping public opinion and							

	informing the public about new developments, such as the SmartWork system, its positive impact on the working environment of employees, the benefits for employers and carers, as well as the wider impact on the health and social care system.	✓	✓					Press Releases
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3. Communication & Dissemination Strategy

The Communication and Dissemination Strategy for SmartWork is well-defined and based on specific objectives designed to maximize the impact of the project both during, and beyond, the end of the funding period. It will ensure publicity and wide exposure for project activities and results to targeted stakeholders and the media, and facilitate the use of these results beyond the project's lifetime.

The SmartWork Consortium is committed to implementing this comprehensive Strategy to maximize the project outcomes and benefits, to reach the widest possible audience and to ensure the sustainability of the services and outputs developed by the project.

3.1. Communication versus dissemination

While communication and dissemination activities are often referred to collectively, it is important to distinguish between them and highlight the specific role that each plays in the SmartWork project:

Communication relates to both the project and its results. It has multiple audiences beyond the project's own community, and its aim is to inform and reach out to society and show the benefits of the research and its results/ success.

Dissemination relates to results only. Its audience is specifically those that may use the results in their own work e.g. scientific community, industry and commercial actors, policy makers. Its aim is to transfer knowledge and results to enable use and uptake, thereby maximising the impact of EU funded projects.

3.2. Communication & Dissemination Objectives

The overall objectives for SmartWork communication and dissemination activities are as follows:

Communication objectives	Dissemination objectives
To set up the necessary internal tools to ensure the effective communication and knowledge exchange between the Consortium's partners;	To contribute to the scientific body of knowledge in the technical, medical and social areas relevant to SmartWork;
To raise awareness about the benefits of prolonged professional life and independent living, supported by pervasive and unobtrusive ICT tools for healthy and active ageing at work;	To promote SmartWork services and solutions to key industry and healthcare stakeholders for post-project deployments;
To facilitate collaboration with related European initiatives and projects;	

To promote the results, best practices, methodologies and lessons learnt across Europe and beyond, through a multi-channel communication strategy reaching a large multi-stakeholder audience.

TABLE 2: COMMUNICATION AND DISSEMINATION OBJECTIVES

3.3. Information to be communicated and disseminated

Over the lifetime of the SmartWork project, the Consortium will communicate and/or disseminate the following information to the relevant audiences:

- SmartWork **vision** (objectives, strategic relevance) and key facts;
- SmartWork **achievements and results**: partners will for example communicate how SmartWork services and tools facilitate work environment adaptation to older worker's abilities, based on demonstration / training activities;
- SmartWork **success stories and lessons learned**, considering personalized experiences which will illustrate the impact of the project and will give a human dimension that can catalyse end-users' acceptance;
- SmartWork **methodologies and approaches**, including functional, cognitive and work ability models, prediction and decision support tools, on-the-fly work flexibility and on-demand training modules, co-design and evaluation frameworks, etc;
- SmartWork **scientific accomplishments**, focusing on the research outputs relating to holistic modelling of the Work Ability; Artificial Intelligence (data mining and deep learning methods) driven decision support on the multiple dimensions of active and healthy ageing to enable Work Ability sustainability; co-design of highly adaptable, accessible-born, intuitive and innovative human-machine interfaces, co-design of an innovative unobtrusive and pervasive sensing framework, on-the-fly Work Flexibility management and on-Demand training for teamwork optimisation in relation to work tasks; and
- **Best practices and guidelines.**

3.4. Specific Communication & dissemination objectives for Year 1

The specific objectives of SmartWork communication and dissemination activities will change as appropriate to the stage of the project.

In Year 1, the key focus will be on creating awareness of the SmartWork project through communication activities and some dissemination in scientific networks. This will refocus in Year 2 to target more scientific dissemination, reinforcing awareness among employers and carers, and reaching out to industry, based on the maturity of the architecture and the technological framework. In Year 3, the focus will shift slightly again to intensifying awareness and scientific publications, and

promoting exploitation of SmartWork, following the development of the project's services and the provision of a coherent technical solution.

Table 3 details the specific communication and dissemination objectives for Year 1, along with the main tasks and activities and expected outcomes.

There is clear overlap in many of the communication and dissemination activities as they serve to achieve both communication and dissemination objectives.

Objectives	Main Tasks & activities	Expected Outcomes
Communication: <ul style="list-style-type: none"> To create awareness about the project Dissemination: <ul style="list-style-type: none"> Dissemination in scientific networks of the participants Solicit first scientific interest to potential users of the SmartWork system 	Communication & dissemination: <ul style="list-style-type: none"> Identify stakeholders Build mailing list of those registering interest in project Develop and maintain website and establish social media networks Identify most appropriate communication and dissemination tools and channels Organise and plan communication and dissemination activities Publication and promotion through social media channels Review and evaluate Communication & Dissemination Plan Communication: <ul style="list-style-type: none"> Identify key messages for Year 1 Develop and update project printed materials Identify possible multipliers e.g. other projects, initiatives, partner communication networks Identify similar projects and align with their events Dissemination: <ul style="list-style-type: none"> Identify relevant Open Access Scientific Journals Submit articles for publication to scientific journals Submit scientific papers to workshops and conferences 	<ul style="list-style-type: none"> a) Stakeholder engagement strategy b) Communication & Dissemination Plan c) Project mailing list d) Website e) Social media profiles f) Leaflet and poster g) Templates for written communications h) E-Newsletters i) Blog posts on website j) Press releases k) Scientific publications in Open Access journals

	Identify appropriate scientific networks for dissemination	
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TABLE 3: COMMUNICATION OBJECTIVES, TASKS & OUTCOMES – YEAR 1

3.5. SmartWork narrative & key messages for Year 1

3.5.1. SmartWork Slogan

The Consortium has formulated the following SmartWork project slogan:

<p>"SmartWork:</p> <p>A worker-centric AI system for work ability sustainability."</p>
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This slogan encapsulates the key features of the SmartWork system as follows:

- The focus i.e. worker-centric with the employee at the centre of both the design process and the end personalized suite of smart services, adaptive to their needs;
- The technology i.e. the system will use artificial intelligence (AI) to develop the modelling, decision support and risk assessment tools that will feature in the system; and
- The overall aim i.e. supporting ageing people to work for longer.

3.5.2. Key messages for Year 1

In Year 1, the key focus of communication activities will be on creating awareness of the SmartWork project among the main user groups (employees, employers and carers) and some dissemination in scientific networks.

Therefore, the key message for communications in the first year will adopt simple non-technical language, so that stakeholders in any target group will be able to grasp the overall aim of the SmartWork project:

<p>"SmartWork aims to design and create age-friendly living and working spaces."</p>

This key message is complemented by a number of additional supporting messages as follows:

1. SmartWork will develop a suite of smart services, building a worker-centric artificial intelligence (AI) system for work ability sustainability.
2. The SmartWork system will support ageing people to work for longer by through unobtrusive monitoring of their health, behavior, cognitive and emotional status, and responding to their needs.

3. SmartWork will deliver benefits for older workers, employers and carers and have a wider positive impact on society and the health and social care system.
4. The SmartWork project will actively engage end users in real world settings to co-create and evaluate the SmartWork system.

These additional supporting messages provide a mixture of simpler and more technical explanations of the SmartWork project, the technology to be used, how it will support employees, the benefits for all users and wider society and the engagement of users in designing the system.

This means that communication can be tailored depending on the audience.

3.6. Partners' individual communication and dissemination plans for Year 1

SmartWork partners are strongly committed to implementing this Communication and Dissemination Strategy and have each devised their own individual action plans to make this happen in Year 1. These are presented in Appendix 2. Their target stakeholders and information to share are clearly linked to their role in the project.

Partners will report on their communication and dissemination activities on a continuous basis, through a project reporting tool available on SharePoint. This tool is currently an Excel spreadsheet with space for Partners to update on their target stakeholders, events attended, papers presented at conferences, articles published in formal journals and on their website and overall social media activities. This format is user-friendly and allows for continuous reporting and an overall view of partner activities.

The data recorded in this tool will feed into reporting on communication and dissemination activities across the Consortium, and help to demonstrate the reach of the project through the individual partner networks and links.

4. Communication & Dissemination Tools & Channels

The Consortium will make use of a number of channels and activities to communicate and/or disseminate SmartWork at international, national, regional and local levels. Some of these have already been developed and their use has become consolidated practice for the partners; others are in development and an update on those will be included when this report is updated Year 2.

4.1. Project identity

The SmartWork Consortium has developed a logo centred on the process of creating a healthy workspace to suggest that the outcomes of SmartWork will be the result of a considered and well thought-out collaborative process. The logo can be used as a 'SmartWork quality hallmark' applicable to all SmartWork products, and is embedded in a circle as a reference to artificial intelligence (AI).

The project identity consists of a logo, supported by a palette of colours and fonts. The SmartWork Visual Identity Manual is included in D9.2.



FIGURE 3: STAKEHOLDER PROJECT LOGO

4.2. Internal communications

At the time of the DoW, the original approach to internal communications envisaged using the ECHalliance Connector platform, however it is currently undergoing a period of restructuring. To avoid any delays in SmartWork, the Consortium considered alternative options and concluded the MS SharePoint and MS Teams Collaboration and Monitoring platform set up and maintained by BYTE, would be an effective alternative.

This platform will provide a digital workspace to support e-communication and cooperation between project team members, including tools such as e-mail, on-line forums, dynamic news board, document management etc and will support the team to share project files and exchange and co-edit files.

SmartWork partners will use a mixture of emails, Microsoft SharePoint, Microsoft Teams, Go-To-Meeting and Skype to manage internal communication and information exchanges within the Consortium as follows:

- Sharing documents, design and development activities - Microsoft SharePoint and emails.

Three different mailing lists have been created to reflect the overall work pillars as follows:

- smartwork-all@byte.gr: a general mailing list for all people involved in the project.
 - smartwork-technical@byte.gr: a technical mailing list to be utilised more towards development, but not exclusively. It involves WPs 3, 4, 5, 6, and 7.
 - smartwork-wpls@byte.gr: a list for WP leaders and is utilised for general discussions on deadlines, progress, administrative matters, etc.
- Online meetings – Go To Meeting and Skype.

4.2.1. Communication materials and templates

SmartWork has created standard templates for use by the Consortium partners to promote consistency and coherence in branding and communications. These include:

- Word template – for project deliverables
- PowerPoint template – for project presentations
- PowerPoint standard SmartWork project presentation – content can be updated as the project progresses
- Project leaflet & flyer.

4.3. Communication & Dissemination Tools

4.3.1. SmartWork Community Manager

As WP9 lead, ECHAlliance will act as the SmartWork Community Manager, helping to build, grow and manage SmartWork's online presence. This role will focus on the following key areas:

- **Action plan for communication:** The Communication & Dissemination Plan (D9.1) is the action plan for communication which will be continuously reviewed and updated to ensure the project's communication activities are effective and reaching the target audience.
- **Creation and management of content:** To create content, ECHAlliance will contact the partners by email on a monthly basis to collect information that they wish to communicate on relevant SmartWork activities and events, any results for dissemination and the latest news in the active ageing at work field. This material will be used to feed SmartWork's social networks, update the project website, and issue informative newsletters on SmartWork and related areas of interest. Moreover, the Consortium will produce — (at least) every month— project-related updates to the online Blog on the SmartWork website and shared through the social networks. These posts will be ~300 words and they will include a picture (free of rights). The topics for the blog posts will be related to SmartWork, and they will be reviewed by the Coordination Team at least one week before the post is released. A calendar will be circulated among partners, it will show the

envisaged plan for each blog post, including the author partners and the dates for each of them. The following activities will be considered for the topic selection of the blog:

- Launch of the User Needs survey;
 - Publicising the training courses and Webinars;
 - Dissemination of survey results;
 - Thematic workshops;
 - Events and Conferences;
 - Meetings of working groups;
 - Showcasing the project video; and
 - Final conference.
- **Monitoring and analytics to measure online activity:** ECHAlliance will monitor SmartWork online activity and analyse the metrics produced by Google Analytics (website), Facebook Insight, Twitter Analytics and LinkedIn Analytics. This analysis will provide intelligence on e.g. what visitors are most interested in, where SmartWork content should be placed to get most views, where (which platform) users are most engaged, how effective the social networks are at driving visitors to the website, the demographics of the audience. These insights will help to continuously refine the Communications Plan so that it meets the objectives of the SmartWork project and reaches the target audience.
- **Connecting with target audience:** ECHAlliance will use the SmartWork website and social media channels to connect with the target audience. The website is the main communication channel for showcasing the project to the general public, LinkedIn will be the key platform for engaging with employers, employees, the scientific community and other EU projects and initiatives, Facebook will be used to connect with carers and Twitter as a channel to connect to all those with an interest in active healthy ageing. ECHAlliance will use the analytics behind these online tools to continuously update the Communications Plan.

4.3.2. Website

The SmartWork website, www.smartworkproject.eu, is the main communication channel for showcasing the project to stakeholders and the wider public. For a project that combines different academic and technical areas, the SmartWork portal could easily become cluttered and confusing. To prevent this happening, the website has been designed around the needs of the general visitor as the intended target audience. The website architecture is as follows:

- Home
- Project
 - Background

- Vision
 - Milestones
 - Target groups
 - Services
 - Pilots
- Resources
 - Publications
 - Public deliverables
- Partners
- Communications
 - Blog
 - Events
 - Communication materials
 - Newsletters
- Contact

The 'Home' page contains the latest project blog posts and links directly to the project's social media feeds (Twitter, Facebook and LinkedIn).

From the 'Project' tab, website visitors can navigate through general information on the project, its background, vision, target groups, services and the pilot tests.

A 'Resources' page will be updated with relevant publications and public deliverables, and the 'Communications' section will be updated regularly to showcase the developments and achievements of the project, as well as latest blog posts and events.

The 'Contact' page allows website visitors to register their interest in receiving SmartWork project updates and newsletters, whilst the 'Partner' page contains contact details for all Consortium partners. This will facilitate the requesting of information and enable knowledge transfer beyond the Consortium.

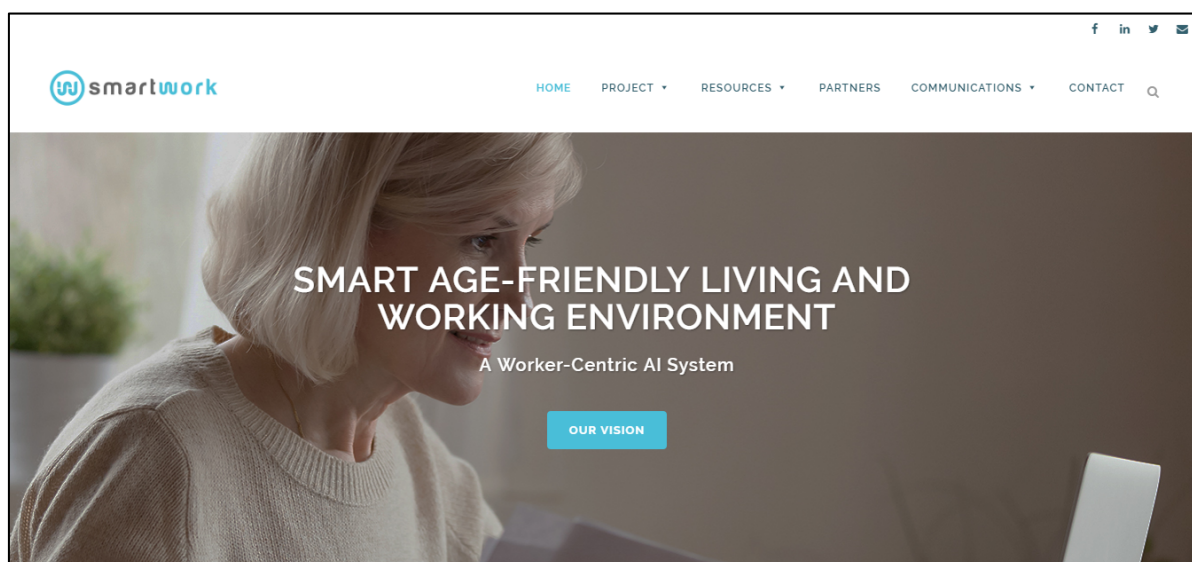


FIGURE 4: SMARTWORK WEBSITE

All other SmartWork communication channels will signpost the audience to the project website, which will feature the latest up to date information on the project.

The website will collect analytics on visits and overall website activity using Google Analytics. This means that we will be able to analyse website activity and use the data to continuously refine the Communication Plan to ensure the effectiveness of communication activities. For example:

- Top active pages and session duration – what are visitors most interested in? Are visitors accessing information on latest project updates (blog), or project deliverables? Where should SmartWork content be placed to get the most views?
- New vs returning visitors – are we retaining the interest of visitors? Are we successful at reaching out to a new audience or is it repeat visitors?
- Visitor demographics – where are visitors located? Country/ city/ language.
- User acquisition – through which channels are we acquiring users? Direct website access or via social media? Is social media effective in directing the audience to the website?

The key performance indicators (KPI) for the website relate to:

Website visits – a baseline of 10,000 visits during the project lifetime, aiming to reach at least 30,000 visits during the lifetime of the project

Downloads – a baseline of 200 average downloads per public deliverable in the first 12 months after publication, aiming for 500 downloads per public deliverable. The number of downloads per deliverable may vary due to the nature and contents of each deliverable and the level of public interest in them i.e. there may be more interest in D8.6 (SmartWork Roadmap) than D9.1.

More information on the website and its development is detailed in D9.2, a report on the project's web presence.

4.3.3. Social media

Social networks will play an important role in getting the public interested in the SmartWork project, so that public participation will be maximized as much as possible.

Facebook, Twitter and LinkedIn accounts have been created for the SmartWork project. These networks will communicate project announcements and developments in short bite-sized messages suitable for this type of media, and different social networks will be used to address different target audiences.

They will also help to share blog posts and articles written for the project website, as they will give the audience a taster of the article and then directly link them to the website for the full publication.

Moreover, as well as 'pushing' information out, the social media channels will provide different fora for stakeholders to engage with the project, and will encourage open dialogue on SmartWork e.g. they can serve as platforms to share feedback and gather input from potential users of the SmartWork system.

4.3.3.1. *LinkedIn page*

The LinkedIn page, SmartWorkEU, provides an online space for some of the SmartWork user groups to network and discuss issues of interest. In terms of intended target audience, LinkedIn is generally more business-oriented and so will be an effective platform from which to communicate with employers and employees, as well as the scientific community and other EU projects and initiatives in similar focus areas.

The LinkedIn page will collect analytics on visits and help to evaluate the overall effectiveness of SmartWork updates on LinkedIn. Metrics on the number of total likes, impressions, comments, and shares as well as social engagement percentage will be available on the last 30 days, and also indicate the percent of change from the previous 30 days. This will help to track the effectiveness of communications activities over the course of the project and highlight where changes in approach in the Communications Plan may be required. Analysis of metrics for custom time-periods will also help to evaluate the effectiveness of specific campaigns or announcements.

Analysis of the metrics on the demographics of LinkedIn followers and visitors will also help to evaluate how effective SmartWork Twitter communications are at reaching the target audience.

The indicative KPI is a baseline of 30 LinkedIn posts per year (aiming for 50), while the KPI in terms of followers is a baseline of 300.

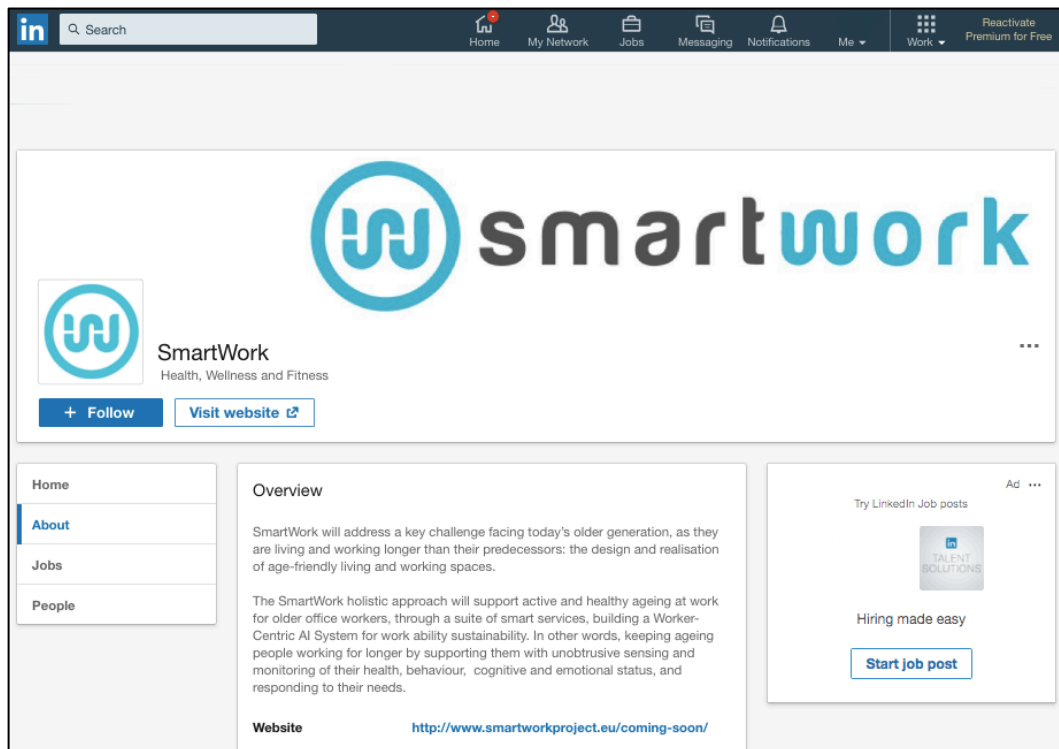


FIGURE 5: SMARTWORK LINKEDIN PAGE

4.3.3.2. Facebook page

Facebook tends to be a more informal communication channel, and for that reason will be an effective channel through which to engage with carers as the intended target audience. The Facebook page, smartworkeu, will allow the Consortium to collect insights and feedback from this target audience, as well as to announce relevant project events like information days, workshops etc.

Metrics on Facebook activity will be available from Facebook Insights and will help to evaluate the effectiveness of SmartWork Facebook communications in engaging with the target audience. Metrics will be available on likes, shares and comments as well as new page likes which will help to gauge page growth. 'Visits' will highlight which page people visit most, and Insights also show the top sites that refer traffic to the Facebook page. This data will help determine where to focus communication efforts e.g. where to place the most important content.

Demographic data on Facebook visitors will help determine if SmartWork is engaging with the target audience.

The indicative KPI is a baseline of 300 likes per year (aiming for 500) and 400 followers.

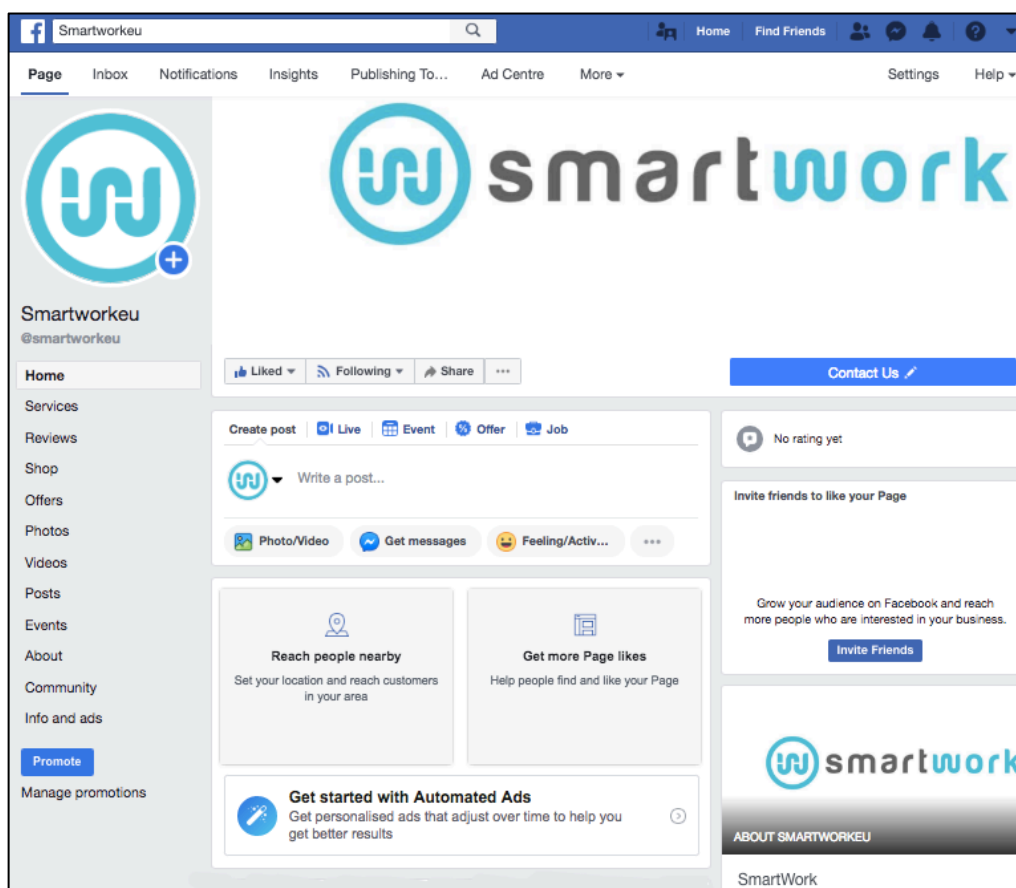


FIGURE 6: SMARTWORK FACEBOOK PAGE

4.3.3.3. Twitter account

The official SmartWork hashtag **#SmartWorkEU** will be combined with the most popular hashtags related to this topic (Tables 4 - 5). This will help give more visibility to the project and, consequently, increase the likelihood of reaching stakeholders and gaining insights from them.

SmartWork project hashtags	Use
#SmartWorkEU	Official
#AI4Smartwork	ad hoc
#HealthyFutureWork	ad hoc

TABLE 4: SMARTWORK PROJECT HASHTAGS

	Popularity*
#SeniorLiving	43,2%
#ActiveAging	28,8%
#Smartwork	30,3%
#AgeWell	29,9%
#LiveInCare	27,3%

*Popularity as listed in Hashtagify.me

TABLE 5: OTHER RELEVANT HASHTAGS FOR TWEETS RELATED TO SMARTWORK

The Twitter account, @SmartWorkEU, will help to direct project blog posts and announcements to the target groups by using hashtags and handles relevant to the SmartWork project and related areas. The intended target audience is therefore anyone with an interest in active and healthy ageing.

Twitter activity will be analysed using Twitter Analytics, meaning that the number of tweets, retweets, profile visits, mentions and followers can all be tracked and measured. This will help to identify what the audience is most interested in and what most engages them, and this intelligence will help in refining the SmartWork Communications Plan so that it is continually tailored to the needs of the project and its target audience.

Followers and the top follower will also be identified meaning that it is clear to see who is most interested in the project, check if the target audience is being reached and also inform the Communications plan in terms of where/ how to target future communication activities. The indicative KPI is a baseline of 30 tweets per year (aiming for 50) and 500 followers.

As WP9 lead, ECHAlliance will be responsible for managing SmartWork's Twitter account, this will involve tweeting and retweeting regularly on the project's Twitter account @SmartWorkEU.



FIGURE 7: SMARTWORK TWITTER ACCOUNT

4.3.3.4. Partner websites and social media

The Consortium partners will promote the SmartWork project to their own audience and networks, by presenting it on their organisation's website, as shown on the BYTE and Caritas websites below.

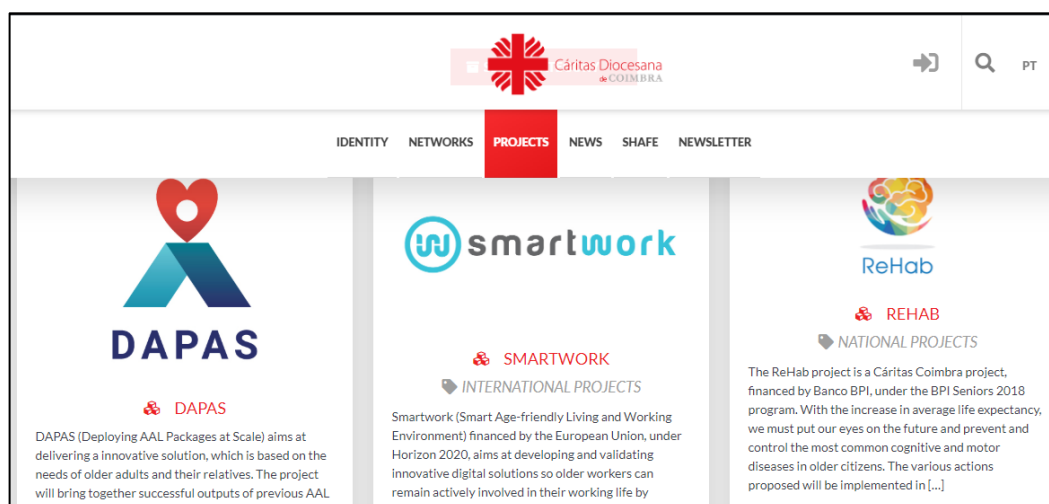
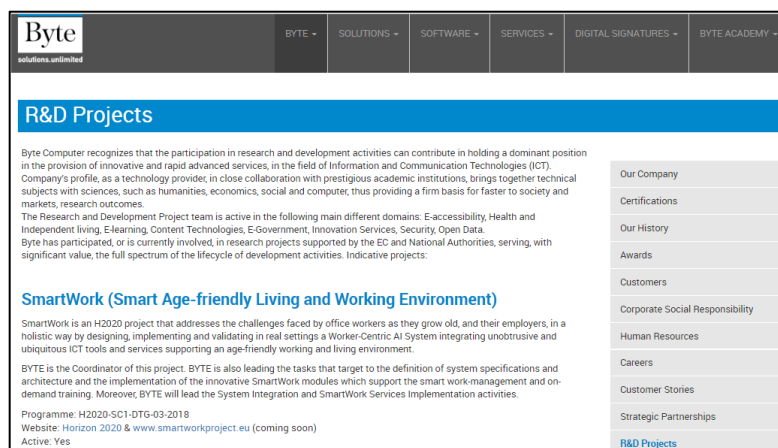


FIGURE 8: SMARTWORK PROJECT ON PARTNER WEBSITES

Partners' social networks will also play an important role in sharing SmartWork blog posts and activities. They will individually post information about SmartWork in such a way as to drive traffic towards the website and gather interest in the various online communities.

All partners will actively participate in sharing SmartWork news on Twitter through their accounts. When managing their organisation's Twitter accounts, partners will:

- Retweet all the tweets produced by @SmartWorkEU;
- Use the hashtag #SmartWorkEU every time they tweet in English or their own language, or retweet SmartWork news;

- Optionally, use the hashtags suggested on Tables 4-5, always combined with the hashtag #SmartWorkEU; and
- If possible, tag all the partners (see Table 6), or at least the ones that are directly related to the content of the tweet.

This approach will be replicated across Facebook and LinkedIn, where partners will 'like' and 'share' the SmartWork project posts in order to maximise their visibility to a wide audience.

Optimising the partners' social networks in this way will have a multiplier effect in reaching an increased audience.

Partner	Twitter account	Mailing list size	Twitter followers	LinkedIn followers	Facebook followers
BYTE	@ByteComputer_sa	-	11	2,548	310
UPAT	@upatras	19,500	~3,100	~32,000	~13,000
CDC	@caritascoimbra	1,500	19	55	8,250
IPN	@IPNunes	200	2,385	6,879	16,534
RRD	@RRDNL	-	799	1,079	
CAT	@AarhusKommune	-	352	2,094	12,286
SPARKS	@sparkworksnet	-	98	65	72
RtF-I	@RaisingTheFloor	3,300	GPII – 150 DSpace - 74	-	-
ECHalliance	@ECHalliance	15,000	3,900	645	370
TOTAL		39,500	10,888	45,365	50,823

TABLE 6: AUDIENCE REACH OF SMARTWORK PARTNERS – JANUARY 2019

4.3.4. General media

The Consortium will engage with the general media through the circulation of press releases aimed at the general public. These will be issued when the project has an important announcement to make, for example, to announce the project launch (Press Release dated 22 January 2019), to announce pilot test locations and to showcase project results. As well as the key announcement, the press releases will also raise general awareness of the project and aim to shape positive public opinion about the SmartWork system and its benefits for all user groups, as well as the wider impact on the health and social care system.

Media outlets in the digital health field will be the main target. The initial list of targeted print and online media includes the DG Connect Newsletter, Ehealthnews.eu, Healthcare IT Management,

Health Tech Wire, Health 2.0 and AI Hub Europe. This list will continue to evolve as the project progresses.

At the time of submitting D9.1, SmartWork has attracted the attention of the Dutch press, featuring in articles online on the Emerce and Media Perspectives websites:

The Emerce article, “Older employees stay healthy longer with eHealth and artificial intelligence”, refers to the SmartWork project and how its technology and data helps to predict the risk of functional or cognitive decline in order to offer a personalized training program for older office workers. Published 25 February 2019: <https://www.emerce.nl/wire/oudere-werknemers-langer-gezond-ehealth-kunstmatige-intelligentie>

The Media Perspectives article focuses on 5 uses of artificial intelligence. At number 4 on the list is “Keep older employees healthy”, and the article refers specifically to the SmartWork project and its use of sensors to measure the health, behavior, cognitive fitness and emotional status of office workers. It highlights that the risk of functional or cognitive decline can then be predicted, and managers can use this data to divide tasks among employees and, for example, offer a personalized training program. Published 28 February 2019: <https://mediaperspectives.nl/vijf-toepassingen-kunstmatige-intelligentie-februari/>

4.3.5. E-Newsletters

SmartWork newsletters will be developed and circulated to all those registering their interest on the project website. In addition, the Consortium partners will use their networks, adhering to GDPR guidelines, to garner and raise interest in the project, so as to increase the number of stakeholders registering their interest in the project and the size of the overall SmartWork mailing list.

The newsletter will be designed and issued using Mail Chimp, and issued every 6 months (six in total over the project lifetime).

4.3.6. Printed material (leaflet and poster)

The Consortium has developed a SmartWork leaflet and flyer to present an overview of the project for a general audience, its objectives, expected impacts and the Consortium partners in a visually appealing way. They will be distributed by partners attending events, and the materials signpost the audience to the project website and social media channels, where they can obtain more detailed project information and/or engage in SmartWork online fora.

The printed material will be reviewed as the project progresses, and more information can be added on results and outcomes if appropriate.



FIGURE 9: SMARTWORK LEAFLET & POSTER (IN DEVELOPMENT)

4.3.7. Project video

In Year 3, the Consortium will create a short project video (3-5 minutes) in order to make the project understandable for the general public. The YouTube channels of the consortium partners will be used to share the video.

4.4. Scientific and conference publications

A key channel for dissemination of SmartWork results will be the publication of papers in recognized scientific journals following an open access policy. At least 6 scientific publications in relevant journals are targeted.

At the time of submitting D9.1, the following articles have been submitted for scientific publication, including at PETRA 2019, the International Conference on Pervasive Technologies Related to Assistive Environments, to take place June 5-7 2019 in Rhodes, Greece:

"SmartWork: Designing a Smart Age-Friendly Living and Working Environment for Office Workers".

"Pervasive technologies applied to the work environment: implications for end users".

"Older workers technology and the balance of power an ethical review".

"Improving Face Recognition of Artificial Social Companions for Smart Working and Living Environments"

"Conceptual Architecture of a Multi-Dimensional Modeling Framework for Older Office Workers".

Moreover, the following open access journals have been identified by the Consortium as potential targets for disseminating SmartWork publications. In addition to these, some partners will use the ResearchGate professional network as a means to further disseminate their papers to the science and research community.

Journal Name	Website
Ageing Research Reviews	https://www.journals.elsevier.com/ageing-research-reviews/
Expert Systems with Applications	https://www.journals.elsevier.com/expert-systems-with-applications
Age and Ageing	https://academic.oup.com/ageing
International Journal of Gerontology	https://www.journals.elsevier.com/international-journal-of-gerontology
Recent Knowledge-Based Systems Articles	https://www.journals.elsevier.com/knowledge-based-systems/recent-articles
Aging, Neuropsychology, and Cognition	https://www.tandfonline.com/toc/nanc20/current
Physiology & Behavior	https://www.journals.elsevier.com/physiology-and-behavior
European Review of Aging and Physical Activity	https://eurapa.biomedcentral.com/
IEEE J. Translational Eng. in Health and Med.	https://ieeexplore.ieee.org/xpl/aboutJournal.jsp?punumber=6221039
European Geriatrics Medicine	https://www.springer.com/medicine/family/journal/41999
The Journal of Telemedicine and Telecare (JTT)	https://journals.sagepub.com/home/jtt
The Biomedical Health informatics Journal	https://jbhi.embs.org/
JMIR mHealth and uHealth	https://mhealth.jmir.org/
Journal Name	Website
J of Telemedicine and Telecare	https://journals.sagepub.com/home/jtt
mHealth: New horizons for health through mobile technologies	https://apps.who.int/iris/handle/10665/44607
Telemedicine and e-Health	https://home.liebertpub.com/publications/telemedicine-and-e-health/54/overview#aims
Int J of Healthcare Technology and Management	https://www.inderscience.com/jhome.php?jcode=ijhtm
I J of Healthcare Inform. Sys. and Informatics	https://www.igi-global.com/journal/international-journal-healthcare-information-systems/1094#table-of-contents
Informatics for Health and Social Care	https://www.hrhresourcecenter.org/node/3839.html
BMC Medical Informatics and Decision Making	https://bmcmmedinformdecismak.biomedcentral.com/
Diabetic Medicine	https://onlinelibrary.wiley.com/journal/14645491
Diabetes Research and Clinical Practice	https://www.journals.elsevier.com/diabetes-research-and-clinical-practice

Journal of clinical Endocrinology and Metabolism	https://academic.oup.com/jcem
International Journal of Medical Informatics	https://www.journals.elsevier.com/international-journal-of-medical-informatics

TABLE 7: TARGET OPEN ACCESS JOURNALS

4.5. Events

4.5.1. Training Seminars & Webinars

SmartWork will organize a number of webinars for employers. These will seek to engage employers in the project, and inform them of the potential benefits of the SmartWork system for their companies and their employees, by improving the efficiency and productivity of office workers teams through a novel approach, by shifting focus on increased job satisfaction through work flexibility and optimal contextual knowledge management.

The Communication and Dissemination Plan will be updated with details of these Webinars as they are confirmed.

4.5.2. SmartWork Info days & End User workshops

Business and end-user stakeholder events will be attended and held in partner countries. The results from these events will feed back into the final version of the prototype and at the same time serve to drive further interest of important individuals within each target group. One to one networking events will also be an important aspect of how we plan to nurture some of the organisations and individuals so that we can be confident of being able to support the project outcomes beyond the end of the project. The indicative KPI is at least 2 infodays for target stakeholders.

As the project is at an early stage, the info days and end user workshops are expected to be held later in the project lifetime, and the Communication and Dissemination Strategy will be updated when the timetable is finalized.

4.5.3. Events, Conferences, Exhibition opportunities

Project partners will actively participate in relevant regional, national and international conferences and events, where they will communicate the activities and disseminate the results of the project through presentations, speaking and exhibition opportunities.

At the time of submitting this deliverable, Consortium partners have attended/ are planning to attend the following events in 2019:

Event, location	Date, location	Role of SmartWork at event:
-----------------	----------------	-----------------------------

Progressive Final Conference	31 Jan 2019 Brussels	Willeke van Staalduinen, from CDC, attended and presented the SmartWork project during the morning session: "Smart Healthy Age-Friendly Environments and other smart AHA developments". Link to agenda: https://progressivestandards.org/wp-content/uploads/2019/01/2019-01-31-PROGRESSIVE-Final-Conference-and-2nd-STAIR-AHA-Brussels-meeting-agenda-1.pdf
Ageing Fit Conference	29-30 January 2019 Lille	Carina Dantas, from CDC, attended and moderated the plenary session: "Which roles should public health payers and private insurers play to address the consequences of the ageing demographic trend in Europe?" and communicated SmartWork project information there. Link to speaker profile: https://www.ageingfit-event.com/speaker/carina-dantas/
Digital Health & Wellness Summit (MWC 2019)	25-28 February 2019 Barcelona	Valentina Tagueo from ECHAlliance attended this event and shared SmartWork project information through networking and discussions with attendees.
EIPAH D4 Age Friendly Environments Action Group	9-10 May 2019 Krakow	Carina Dantas and Willeke van Staalduinen from CDC will attend this event. SmartWork will feature in the agenda – details are to be finalised.
PETRA 2019 - International Conference on Pervasive Technologies Related to Assistive Environments	5-7 June 2019 Rhodes	UPAT, CDC, RRD, IPN, CAT will all attend this event, and there will be a SmartWork Workshop: "International Workshop on Smart, Personalized and Age-Friendly Working Environments". This Workshop aims to establish a research community with interest in topics relevant for the SmartWork project, and also promote the SmartWork concepts. The conference is organized every year, and SmartWork aims to grow this community and promote the project's results in the following year's conferences. The Consortium has also submitted two articles for scientific publication at the conference. http://petrae.org/workshops/smartwork.html
AAL Forum	23-25 Sept 2019 Aarhus	Sonja Hansen from CAT and IPN plan to attend this event. The agenda is being developed and CAT are also exploring the possibility of a SmartWork conference publication.
EHB 2019 - International Conference on e-Health and Bioengineering	21-23 November 2019 Romania	Otilia Kocsis from UPAT will attend this event and will plan a SmartWork paper for submission. http://www.ehbconference.ro/

TABLE 8: 2019 EVENTS ATTENDED/ TO BE ATTENDED BY PROJECT PARTNERS

Other events relevant to SmartWork have been identified by the partners as being of potential interest to attend. The Partner reporting tool will be updated with more details on these, who attended and the specific SmartWork communication and/or dissemination activities at the event, when plans are finalized. These events are:

- eHealth Summit, Lisbon, 19-22 March 2019
- Pro Digital Health Chasseneuil-du-Poitou, 4-5 April 2019
- International Conference on Information and Communication Technologies for Ageing Well and e-Health, Crete, 2-4 May 2019

This list will continue to evolve and be updated when participation in events is confirmed.

SmartWork Final Workshop

The project will organize a SmartWork Final Workshop towards the end of the project to showcase the project's results and impact of the project. This will be organized at one of the main conferences in the SmartWork field, in order to more easily reach and engage relevant stakeholders, and promote the uptake of the SmartWork system outside the Consortium and beyond the lifetime of the project.

The Communication and Dissemination Plan will be updated with details of this Final Workshop as they are confirmed.

4.6. Partner networks

The Consortium partners are active in a variety of European and international networks related to the wider active and healthy ageing field. Partners will use these networks as a further means of sharing project information and disseminating results to optimise the visibility of SmartWork.

Examples of the networks in which partners are actively involved include:

- **EIP on Active and Healthy Ageing:** Consortium partner, Cáritas Coimbra, is represented by a Main Coordinator (Carina Dantas) and a stand-in Coordinator (Ana Luísa Jegundo) in group D4 – Age-friendly Buildings, Cities and Environments – with 22 participant countries and around 220 partners, which represents a very broad and active network for SmartWork dissemination purposes. Consortium partner, CAT, is also represented in 2 Action Groups: C2 (Independent Living Solutions) and D4 (Age-friendly Buildings, Cities and Environments).
- **European Covenant on Demographic Change:** Carina Dantas, from Consortium partner Caritas, is Vice President and Ana Jegundo is Director, so SmartWork is well-placed to leverage this network which joins more than 160 public authorities, civil society organisations and businesses, coming from 26 countries, all committed to cooperate and implement evidence-based solutions to support active and healthy ageing as a comprehensive answer to Europe's demographic challenge.

- **Thematic Network SHAFE – Smart Healthy Age-Friendly Environments:** Cáritas is Co-ordinator of this network which gathers 141 partners across Europe that have endorsed a Joint Statement with the main policy recommendations on the area, delivered to the European Commission and Member States in November 2018. Consortium partner, CAT, is also involved strongly in SHAFE, so these partners will be able to disseminate SmartWork results in the SHAFE network.
- **The Digital Health Society:** this movement is enabled by Consortium partner, ECHAlliance, and aims to develop a series of support activities and research and innovation projects, driving to collect the data (relevant for health purpose) of 100 million European citizens, by 2027, and make them available (under conditions) for specific purposes e.g. research. ECHAlliance will use the DHS network and social networks to share project information and disseminate project results to the DHS audience and signpost them to the SmartWork project website.
- **Commonwealth Digital Collaboration:** ECHAlliance is working in partnership with the Commonwealth Centre for Digital Health to accelerate and drive the international deployment of digital health at scale, facilitate greater collaboration for international digital health projects and create economic opportunities. This enables ECHAlliance to expand its reach to a further 53 countries and provides real scope internationally to disseminate SmartWork project results.
- **ECHAlliance Coalition of the Willing (CoW):** ECHAlliance is working with CORAL, EUREGHA and the Reference Site Collaborative Networks to deliver the 'triple win' for Europe i.e. improved health and quality of life, long term sustainability and efficiency of health and social care systems and enhance the competitiveness of EU industry. This 'network of networks' opens up further stakeholders to whom SmartWork project information can be disseminated.
- **CORAL Network - Community of regions for assisted living:** Consortium partner, CAT, will leverage its involvement with the CORAL network to share information on the SmartWork project to other members.

4.7. Synergies with other EC projects and initiatives

As part of the stakeholder analysis, the Consortium identified other specific European projects, initiatives and networks that have particular synergies with SmartWork, and are therefore important to engage with early in the project.

In particular, six other projects were approved by the European Commission in the same call as SmartWork. These are detailed in Table 9 and all focus on workability sustainability for older people and therefore have obvious synergies with the SmartWork project.

SmartWork already has established links with two of these projects, as SmartWork partners are Consortium members of BIONIC (RRD) and AgeingatWork (UPAT). We intend to build on these established links and engage with the other projects. As first steps, we will:

- Follow and engage with their social media networks by sharing their posts and retweeting, as well as keep up to date on their activities, to identify opportunities for cooperation and

collaboration. We will also engage with them to ensure that they share SmartWork posts and tweets, so that we reach their audience and stakeholder network;

- Reach out to their Communication and Dissemination Co-ordinators to develop strong working relationships by sharing experiences, discussing areas for cooperation, collaboration and knowledge transfer e.g. sharing learning from the methodology and processes related to the user survey and pilot sites, as well as the results;
- Proactively identify and propose a list of opportunities for potential collaboration and knowledge transfer at e.g. AHA events, thematic workshops, conference publications, training courses and co-learning opportunities.

Project	Description
WorkingAge - Smart Working environments for all Ages	WorkingAge aims to promote healthy habits of users in their working environment and daily living activities in order to improve their working and living conditions. It will use innovative HCI methods (augmented reality, virtual reality, gesture/voice recognition and eye tracking) to measure the user emotional/cognitive/health state and create communication paths. At the same time with the use of IoT sensors will be able to detect environmental conditions.
See Far - Smart glasses for multifacEted visual loss mitigation and chronic disEase prevention indicator for healthier, saFer, and more productive worKplAce foR ageing population	See Far project aims to develop and validate a digitally enabled adaptive solution supporting ageing workforce with vision loss, an age-related condition, to remain actively involved in professional life. The See Far solution consists of two components: (i) See Far smart glasses where the display lenses are adapted to the needs of the users and optimize their view, and (ii) See Far mobile application allowing monitoring of the central vision evolution and prediction of the risk for the presence of diseases (i.e. diabetes risk, cardiovascular risk). The combination of the output of these two components will lead to the provision of suggestions, through augmented reality, to the user supporting independent active and healthy lifestyles.
CO-ADAPT - Adaptive Environments and Conversational Agent Based approaches for Healthy Ageing and Work Ability	CO-ADAPT proposes a framework that provides principles for a two-way adaptation in support of ageing citizens. 1) Human Adaptation Support: CO-ADAPT empowers ageing citizen to adapt to changed conditions through a personalised Artificial Intelligence (AI) conversational agent providing comprehensive change support based on language and physiological analytics. 2) Work Systems Adaptations: CO-ADAPT defines three types of smart adaptations in work systems with different level of technology sophistication to age thresholds in smart shift scheduling tools.
BIONIC - Personalised Body Sensor Networks with Built-In	BIONIC aims to develop a holistic, unobtrusive, autonomous and privacy preserving platform for real-time risk alerting and continuous coaching, enabling the design of workplace interventions adapted to the needs and fitness levels of specific ageing workforce. Gamification strategies

Intelligence for Real-Time Risk Assessment and Coaching of Ageing workers, in all types of working and living environments	<p>adapted to the needs and wishes of the elderly workers will ensure optimal engagement for prevention and self-management of musculoskeletal health in any working/living environment.</p> <p>**SmartWork partner, RRD, is a member of the BIONIC project consortium**</p>
Ageing@Work - Smart, Personalized and Adaptive ICT Solutions for Active, Healthy and Productive Ageing with enhanced Workability	<p>Ageing@Work will develop a novel ICT-based, personalized system to support ageing workers (aged 50+) into designing fit-for-purpose work environments and managing flexibly their evolving needs. Advanced dynamically adapted virtual models of workers will incorporate specificities in respect to skills, physical, cognitive and behavioral factors, while virtual workplace models will encode characteristics of the workplace (factory, outdoor work site, home), at both physical and semantic, resource/process levels.</p> <p>**SmartWork partner, UPAT, is a member of the Ageing@Work project consortium**</p>
sustAGE - Smart environments for person-centered sustainable work and well-being	<p>sustAGE aims to develop a person-centered solution for promoting the concept of "sustainable work" for EU industries. The sustAGE platform guides workers on work-related tasks, recommends personalized cognitive and physical training activities with emphasis on game and social aspects, delivers warnings regarding occupational risks and cares for their proper positioning in work tasks that will maximize team performance.</p>

TABLE 9: OTHER EC PROJECTS APPROVED IN THE SAME H2020 CALL AS SMARTWORK

Source: <https://cordis.europa.eu>

Other initiatives and networks and their specific relevance to SmartWork have also been identified in Table 10. They too open up other potential communication and dissemination channels through which to reach interested audiences, to promote and exploit the outcomes of the SmartWork project, and potentially engage with in dialogue around the continuation of SmartWork services after the funding period.

The Consortium already has specific plans to engage with one of the networks, Silver Valley, in the organization of a co-innovation workshop in the last year of project implementation, and intends to invite Age Platform Europe to participate in the SmartWork Advisory Board.

The Communications and Dissemination Plan will be updated with details of activities to engage with the other projects, networks and linked communities as the project progresses and plans are finalized.

Target	Stakeholder Category	Relevance to SmartWork
Silver Valley	European & International networks & linked communities	Silver Valley is a 300 member European Cluster and world-renowned ecosystem that works as the top gateway and driver of open innovation in the French silver economy.

AGE Platform Europe	Patient groups, carers, families; European & International networks & linked communities	AGE Platform Europe is a European network of non-profit organisations of and for people aged 50+, which aims to voice and promote the interests of the 200 million citizens aged 50+ in the European Union (Eurostat, 2018) and to raise awareness on the issues that concern them most.
Progressive Standards around ICT for AHA	EC project	A European research project in the area of ICT for active and healthy ageing, with a particular focus on standards that help in the development of 'age-friendly' communities and facilities, and 'smart homes'.
Elders Up	EC project	The objective of Elders-Up! Project is to create an ecosystem for collaboration between seniors and small companies, in order to bring the valuable experience of elderly to them, thus addressing intergenerational knowledge transfer.
EIP on Active Healthy Ageing	European & International networks & linked communities	<p>A partnership initiative launched by the EC to foster innovation and digital transformation in the field of active and healthy ageing. It brings together all the relevant actors at EU, national and regional levels across different policy areas to handle a specific societal challenge and involve all the innovation chain levels.</p> <p>Consortium partner Cáritas Coimbra is represented by a Main Coordinator (Carina Dantas) and a stand-in Coordinator (Ana Luísa Jegundo) in group D4 – Age-friendly Buildings, Cities and Environments – with 22 participant countries and around 220 partners, which represents a very broad and active network for SmartWork dissemination purposes.</p> <p>Consortium partner, CAT, is also represented in 2 Action Groups: C2 (Independent Living Solutions) and D4 (Age-friendly Buildings, Cities and Environments).</p>
European AI Alliance/ AI Hub Europe	European & International networks & linked communities/ Press & Media	European AI Alliance is a forum engaged in a broad and open discussion of all aspects of Artificial Intelligence development and its impacts. Members benefit from a dedicated platform where they can offer input and feedback to the EC's High Level Expert Group on Artificial Intelligence (AI HLEG).
EIT Health	European & International networks & linked communities	EIT Health is a network of best-in-class health innovators backed by the EU, with a focus on solutions to enable European citizens to live longer, healthier lives by promoting innovation.

AAL Programme	European & International networks & linked communities	A funding programme aiming to create better quality of life for older people and to strengthen industrial opportunities in the field of healthy ageing technology and innovation (co-financed by the EC through Horizon 2020 and 17 countries until 2020 for an approximate budget of €700 million).
European Covenant on Demographic Change	European & International networks & linked communities	The Covenant joins more than 160 public authorities, civil society organisations and businesses, coming from 26 countries, from which 55 are national, regional or local public authorities and 52 belong to the civil society. They all commit to cooperate and implement evidence-based solutions to support active and healthy ageing as a comprehensive answer to Europe's demographic challenge. Carina Dantas, from Consotrium partner Caritas, is Vice President and Ana Jegundo as Director, so SmartWork will leverage this network.
Thematic Network SHAFE – Smart Healthy Age-Friendly Environments	European & International networks & linked communities	A network that gathers 141 partners across Europe and that have endorsed a Joint Statement with the main policy recommendations on the area, delivered to the European Commission and Member States on November 2018. Consortium partner, Cáritas, is Co-ordinator of this network. Consortium partner, CAT, is also involved strongly in SHAFE.
CORAL Network (Community of regions for assisted living)	European & International networks & linked communities	Consortium partner, CAT, will leverage its involvement with the CORAL network to share information on the SmartWork project to other members.
European Silver Economy Awards/ SEED project	European & International networks & linked communities; EC project	Initially launched by EC H2020 SEED project, the European Silver Economy Awards promotes European partnerships under the common vision of an age-friendly Europe.
Aging2.0	European & International networks & linked communities	Aging2.0 strives to accelerate innovation to address the biggest challenges and opportunities in aging.

TABLE 10: EC PROJECTS, NETWORKS AND LINKED COMMUNITIES WITH SYNERGIES TO SMARTWORK

5. Timetable for delivery of Communication & Dissemination activities

	2019				2020				2021			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
WP9 DELIVERABLES	D9.1 Communication plan Year 1 (M3)			D9.3 Year 1 Exploitation report (M12)		D9.11 1st version IPR plan (M18)		D9.7 Year 2 Exploitation report (M24)				D9.10 Year 3 Exploitation report (M36)
	D9.2 Web presence (website, logo, social media) (M3)			D9.5 Communication plan Year 2 (M12)				D9.6 Communication plan Year 3 (M24)				D9.11 IPR plan (M36)
				D9.13 1st version Data				D9.13 2nd version				D9.13 Data mgmt plan (M36)
Comms activities	Project Brochure & Poster	M6 Newsletter		M12 Newsletter		M18 Newsletter		M24 Newsletter		M28 Newsletter		M36 Newsletter
KPIs: 6 online newsletters (every 6 months)	Project presentation								Year 3 - Project Video			
Ongoing Comms activities	Website - ongoing communication & dissemination											
	KPIs: Website baseline 10k visits in project lifetime (aim =30k); baseline 200 downloads per project deliverable during first 12 months after publication (aim =500)											
	Social Media - ongoing communication & dissemination											
	KPIs: FB baseline 300+ likes (aim=500) & 400 followers, LinkedIn baseline 30+ posts (aim=50) & 300 followers, Twitter baseline 30+ tweets per year (aim=50) &											
	Events											
	KPI: 10 conference publications.											
	Tasks: 1 SmartWork Conference @ a main conference; min. 2 Infodays for target stakeholders; demos at end-user sites or interviews,											

Publications

KPI: 6 scientific publications of project results.

Tasks: publication of learned articles/ contributions in leading scientific journals; publication of articles,



6. Conclusion

The SmartWork Consortium is committed to implementing this comprehensive Communication & Dissemination Plan for Year 1. It is a key component in the overall SmartWork strategy to ensure the sustainability of the services and outputs developed by the project, both during and beyond the end of the funding period.

This plan will be monitored regularly to ensure that it continues to meet the evolving needs of the project, as it moves from awareness-raising to targeting scientific dissemination and reaching out to industry. A formal update for Year 2 will be issued in M12.



7. Appendices

1. Initial list of specific target stakeholders
2. Partners' individual communication plans



Appendix 1: Initial list of specific target stakeholders

The Consortium has compiled an initial list of specific target stakeholders within the categories defined in the Stakeholder analysis, and these are presented below. The list was compiled through a mix of desk research and partner feedback, and provides a starting point as the project commences for targeted communication. It will be reviewed and added to as the project progresses.

Target	Stakeholder Category	Website	Twitter	LinkedIn
AARP Foundation	Patient groups, carers, families	https://www.aarp.org	@AARPFoundation	https://www.linkedin.com/company/aarp/
Care Workers Charity (CWC)	Patient groups, carers, families	https://www.thecareworkerscharity.org.uk/	@CareWorkersFund	https://www.linkedin.com/company/the-care-professionals-benevolent-fund/
European Covenant on Demographic Change	European & International networks & linked communities	https://www.agefriendlyeurope.org/	@AgeFriendlyEU	https://www.linkedin.com/company/smart-healthy-age-friendly-environments/
EIT Digital	Education & Research organisations	https://www.eitdigital.eu/	@EIT_Digital	https://www.linkedin.com/company/eit-digital
Digital Health Society	European & International networks & linked communities	https://thedigitalhealthsociety.com/	@TheDHSociety	https://www.linkedin.com/company/the-digital-health-society/
DigitalHealth.London	European & International networks & linked communities	https://digitalhealth.london/	@DHealthLDN	https://www.linkedin.com/company/digitalhealth.london/
eHealthNews.eu	Press & Media	http://www.ehealthnews.eu/	@ehealthnews	https://www.linkedin.com/groups/Health-IT-Space-6528146
Health 2.0	Press & Media	https://health2con.com/	@health2con	https://www.linkedin.com/groups/80236/profile/
HIMSS	European & International networks & linked communities	https://www.himss.org	@HIMSS	https://www.linkedin.com/company/himss/
HIMSS Europe	European & International networks & linked communities	https://www.himss.eu/	@himsseurope	https://www.linkedin.com/company/himss-europe/

EU_Health Portal	Policy-makers and governments; EU institutions	https://ec.europa.eu/health/	@EU_Health	https://www.linkedin.com/company/european-commission/
University of Trento	Education and Research organisations	https://www.unitn.it/en/ateneo/53612/technologies-for-active-and-healthy-ageing	@UniTrento	https://www.linkedin.com/school/university-of-trento/
Target	Stakeholder Category	Website	Twitter	LinkedIn
Progressive Standards around ICT for AHA	EC project	https://progressivestandards.org/	@ProgressiveAHA	Not available
EIP on Active Healthy Ageing	European & International networks & linked communities	https://ec.europa.eu/eip/ageing/	@EIP_AHA	Not available
European Silver Economy Awards	European & International networks & linked communities; EC project	https://silvereconomyawards.eu/	@silvereconaward	https://www.linkedin.com/in/the-european-silver-economy-awards-9652b5164/?trk=people_directory&originalSubdomain=be
Aging2.0	European & International networks & linked communities	https://www.aging2.com/	@Aging20	https://www.linkedin.com/groups/3857009/profile/
Silver Valley	European & International networks & linked communities	https://www.silvervalley.fr/	@SilverValley_	https://www.linkedin.com/in/silver-valley-9b241777
AGE Platform Europe	Patient groups, carers, families; European & International networks & linked communities	https://www.age-platform.eu/	@AGE_PlatformEU	https://www.linkedin.com/company/age-platform-europe/
European AI Alliance/ AI Hub Europe	European & International networks & linked communities/ Press & Media	http://ai-europe.eu/	@hub_ai	Not available
EETN - Hellenic Artificial Intelligence Society	European & International networks & linked communities	http://www.eetn.gr/	Not available	Not available

CERTH - Centre for Technology and Research Hellas	Education & Research organisations	https://www.certh.gr/root.en.aspx	@CERTHellas	https://www.linkedin.com/company/certh/
EIT Health	European & International networks & linked communities	https://www.eithealth.eu/	@eithealth	https://www.linkedin.com/company/eithealth/
AAL Programme	European & International networks & linked communities	http://www.aal-europe.eu/	@aalprogramme	https://www.linkedin.com/in/aalprogramme/
SHAFE Thematic Network (Smart Healthy Age-friendly environments)	European & International networks & linked communities	https://en.caritascoimbra.pt/shafe/		https://www.linkedin.com/company/smart-healthy-age-friendly-environments/

Appendix 2: Project Partners' individual communication and dissemination plans for Year 1

BYTE

Communication & Dissemination Strategy – Year 1

Target Stakeholders

Briefly outline the stakeholders your organisation will target in Year 1 of the project.

The primary types of stakeholders that BYTE aims to target at the early stages of the project are:

- Companies (large organizations, industry, medium and small SMEs, service providers, etc.).
- Education and Research organizations incl. Vocational Training Centers and other Teaching and Training facilities.

Key messages/ information to disseminate

Aside from general project information on the aims and objectives of the project, briefly outline the information that your organisation will disseminate in Year 1. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

The main focus during the initial year of the project with respect to dissemination, is to promote the project with great care of the competition, through the established web site which will be launched at Month 3 of the project.

More specifically, with respect to the target groups mentioned above, (a) Companies will be the core target group for disseminating the elements of the component for project management and the on-the-fly work flexibility management module as well as the services for work ability sustainability of office workers, whilst (b) Education and Research

organizations will be the core target group for the on-demand training module which will provide registration of trainer services and provision of on-demand training.

Furthermore, BYTE being the coordinator will act as the ambassador of the project towards all participating events and at every give occasion both at a National and Pan-European level and beyond.

On a wider approach, the aim is disseminating knowledge gained during the project's life cycle to a wider audience, e.g. by means of the project website, the distribution of project materials and presentations at dedicated conferences and events. On a more targeted notion, our approach will offer a chance for personal interaction in commercial conferences, EU organised events and trade fairs and exhibitions. It is intended for target groups with high-level information needs and involvement.

Communication & Dissemination Tools

Briefly outline which tools your organisation will use to disseminate and communicate the SmartWork project.

e.g. your organisation's website, press and media, social media, events (organising/ attending/ presenting at), publications in scientific or other journals and any other examples.

- To improve the visibility of the project from different sources, and to inform our visitors, BYTE will add a description of the project with the SMARTWORK logo to our own website.
- Promotion of the projects goals, objectives and results through the social media presence of BYTE focusing mostly on our high-end social accounts, namely LinkedIn and Facebook as a follow-up.
- Create a comprehensive "Press Release" strategically placed to target media focusing on the above-mentioned stakeholders and increase awareness and interest behind the tools and services to be produced by BYTE.
- Provide details related to the progress of the project and the production of core outcomes and results, periodically through our partner network, participation in conferences, industry exhibitions, etc.

Audience Reach

Date	Mailing list size	Twitter followers	LinkedIn followers	Facebook contacts	Other
Jan 2019	-	11	2,548	310	-

Communication & Dissemination Plan – Year 1

Events – organising/ attending/ participating

Name of event – date – location – who is attending - how SmartWork will be disseminated

- Due to the early stage of the project, planned events are not yet established. This plan will be continuously updated as the project progresses.

Papers/ Publications

Name of publication – date (if known) - how SmartWork will be disseminated

- Due to the early stage of the project, planned publications are not yet established. This plan will be continuously updated as the project progresses.

Social media

How you expect to use your social media channels to disseminate SmartWork

- Promotion of the projects goals, objectives and results through the social media presence of BYTE focusing mostly on our high-end social accounts, namely LinkedIn and Facebook as a follow-up.

Other dissemination activities

Other activities planned to disseminate SmartWork

- Due to the early stage of the project, other dissemination activities are not yet established. This plan will be continuously updated as the project progresses.

UPAT

Communication & Dissemination Strategy – Year 1

Target Stakeholders

Briefly outline the stakeholders your organisation will target in Year 1 of the project.

1. UPAT undergraduate, postgraduate students and researchers
2. National Research and Educational Organizations with which UPAT has already established collaborations (e.g. Open Hellenic University (EAP), Center for Research & Technology Hellas (CERTH), Industrial Systems Institute of Athena Research Center (ISI))
3. International Research Community and Networks

Key messages/ information to disseminate

Aside from general project information on the aims and objectives of the project, briefly outline the information that your organisation will disseminate in Year 1. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

1. Virtual human modelling approaches and tools
2. Older office worker models
3. Prediction and decision support tools for chronic conditions self-management

Communication & Dissemination Tools

Briefly outline which tools your organisation will use to disseminate and communicate the SmartWork project.
e.g. your organisation's website, press and media, social media, events (organising/ attending/ presenting at), publications in scientific or other journals and any other examples.

1. UPAT internal mailing list
2. UPAT website and newsletter
3. Networking mailing lists (e.g. Hellenic Artificial Intelligence Society (EETN) mailing list)
4. Conference publications

Audience Reach

Date	Mailing list size	Twitter followers	LinkedIn followers	Facebook contacts	Other
Jan 2019	19,500 (staff & students)	~3,100	~32,000	~13,000	

Communication & Dissemination Plan – Year 1

Events – organising/ attending/ participating

Name of event – date – location – who is attending - how SmartWork will be disseminated

- PETRA 2019 Conference – 5-7 June, 2019 – Rhodes, Greece: a workshop will be organized jointly, on topics highly relevant for the SmartWork project; it will be attended by a UPAT, IPN, CDC, RRD; a paper presenting the SmartWork project concept will be prepared and submitted by UPAT; project dissemination materials will be distributed to the conference attendants.
- EHB 2019 Conference – 21-23 November, 2019 – Iasi, Romania: UPAT will attend; a paper related to WP4 will be prepared and submitted by UPAT; project dissemination materials will be distributed to the conference attendants.

Papers/ Publications

Name of publication – date (if known) - how SmartWork will be disseminated

- Due to the early stage of the project, planned publications are not yet established. This plan will be continuously updated as the project progresses.

Social media

How you expect to use your social media channels to disseminate SmartWork

- UPAT will promote on its website and social media channels all news and dissemination materials prepared in WP9.

Other dissemination activities

Other activities planned to disseminate SmartWork

- Due to the early stage of the project, other dissemination activities are not yet established. This plan will be continuously updated as the project progresses.

RtF-I

Communication & Dissemination Strategy – Year 1

Target Stakeholders

Briefly outline the stakeholders your organisation will target in Year 1 of the project.

The key TAGs are:

- End-user groups and their associations: they will be reached out via GPII twitter account that will propagate news from SmartWork project to multipliers around Europe and US that can have an impact in the adoption of SmartWork results.
- Developers: they will be reached out via Developer's space twitter account that will propagate news related to SmartWork project.

Key messages/ information to disseminate

Aside from general project information on the aims and objectives of the project, briefly outline the information that your organisation will disseminate in Year 1. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

- Aside from disseminating the general project updates, news and general information, RtF-I will also specifically disseminate to its contacts in the developer's community whenever related outcomes are available, via the DeveloperSpace twitter account.

Communication & Dissemination Tools

Briefly outline which tools your organisation will use to disseminate and communicate the SmartWork project.
e.g. your organisation's website, press and media, social media, events (organising/ attending/ presenting at), publications in scientific or other journals and any other examples.

- Organisation's website and active social media platforms.

Audience Reach

Date	Mailing list size	Twitter followers	LinkedIn followers	Facebook contacts	Other
Jan 2019	3300	GPII account -150 DSpace account-74	Not applicable	Not applicable	

Communication & Dissemination Plan – Year 1

Events – organising/ attending/ participating

Name of event – date – location – who is attending - how SmartWork will be disseminated

- Due to the early stage of the project, planned events are not yet established. This plan will be continuously updated as the project progresses.

Papers/ Publications

Name of publication – date (if known) - how SmartWork will be disseminated

- Due to the early stage of the project, planned publications are not yet established. This plan will be continuously updated as the project progresses.

Social media

How you expect to use your social media channels to disseminate SmartWork

- We will publish all relevant news about the project.

Other dissemination activities

Other activities planned to disseminate SmartWork

- Due to the early stage of the project, other dissemination activities are not yet established. This plan will be continuously updated as the project progresses.

Cáritas Coimbra

Communication & Dissemination Strategy – Year 1

Target Stakeholders

Briefly outline the stakeholders your organisation will target in Year 1 of the project.

- Caritas will disseminate the project targeting 5 different stakeholders: specific target groups of the project (+55 workers, other workers, HR and employers); family/relatives/caregivers of end users of the project; other Portuguese organisations, public or private, in social and health areas; public in general; European organisations and networks.

Key messages/ information to disseminate

Aside from general project information on the aims and objectives of the project, briefly outline the information that your organisation will disseminate in Year 1. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

- The main aim to the target groups of the project, caregivers and family and to the public in general the main goal is to disseminate the project (and the Consortium), its main objectives and strategies, trying to raise awareness and bring up to discussion - and to a favourable predisposition - the challenge of designing, implementing and testing more friendly living and working environments for workers over 55 years. Show that this is the key that will probably influence the worker's desire to remain healthy, active, and productive for longer. This will favour recruitment and engagement and societal understanding and discussion of the subject.
- To Portuguese organisations, since all organisations are possible future targets for exploitation, the intention is to disseminate more specific information, such as the main devices to be tested and their benefits to employees' lives; the existence of pilots and what will be tested, their evaluation and future possibilities, preparing Coimbra and Portugal to the future market strategy. To this goal, Cáritas will take advantage of the Portuguese ecosystem on Healthy, Smart and Age-Friendly Environments, of which is Technical Coordinator and that gathers around 60 organisations in the country.
- In the area of European organisations, Cáritas will mainly leverage 3 networks in which has a strong position:
 - the European Covenant on Demographic Change, where it is represented by Carina Dantas as Vice President and Ana Jegundo as Director. The Covenant joins more than 160 public authorities, civil society organisations and businesses, coming from 26 countries, from which 55 are national, regional or local public authorities and 52 belong to the civil society;
 - the European Innovation Partnership on Active and Healthy Ageing (EIP-AHA) where Cáritas Coimbra is represented by a Main Coordinator (Carina Dantas) and a stand-in Coordinator (Ana Luísa Jegundo) in group D4 – Age-friendly Buildings, Cities and Environments – with 22 participant countries and around 220 partners, which represents a very broad and active network for dissemination purposes
 - Stakeholders Network SHAFE – Smart Healthy Age-Friendly Environments, where Cáritas is Co-ordinator of a network that gathers 141 partners across Europe and that have endorsed a Joint Statement with the main policy recommendations on the area, delivered to the European Commission and Member States on November 2018.

Communication & Dissemination Tools

Briefly outline which tools your organisation will use to disseminate and communicate the SmartWork project. e.g. your organisation's website, press and media, social media, events (organising/ attending/ presenting at), publications in scientific or other journals and any other examples.

- Publications – articles (scientific or technical) related to the project and dissemination of public deliverables
- Conferences – as speaker in key-events
- Media coverage - press releases, news reports and other media articles
- Caritas website, Facebook, LinkedIn, Twitter, periodic newsletter and mailing list

- Forums, seminars and workshops – either as participants as well as promoters
- Organisation presentations – requested by universities, NGOs, networks or other organisations
- Project presentations – especially to workers, employers and caregivers
- Promotional material – project brochure, poster and flyers

Audience Reach

Date	Mailing list size	Twitter followers	LinkedIn followers	Facebook contacts	Other
Jan 2019	1500	19*	55*	8250	

*Twitter and LinkedIn accounts only opened on December 2018

Communication & Dissemination Plan – Year 1

Events – organising/ attending/ participating

Name of event – date – location – who is attending - how SmartWork will be disseminated

- AgeingFit Conference 2019 – 29-30 January – Lille, France – Carina Dantas - Public project dissemination through networking sessions and matchmaking with other partners; introduction of the project topic in/during the debate “Which role should public health payers and private insurers play to address the consequences of the ageing demographic trend in Europe?”
- CEN-CENELEC STAIR-AHA Conference – 31 January – Brussels, Belgium - Willeke van Staaldunin - Public project dissemination through networking sessions and matchmaking with other partners; introduction of the project topic in/during the session “Age-friendly communities as enablers of Active and Healthy Ageing”
- Healthy Cities Debate – 14 February – Coruña, Spain – Flávia Rodrigues - Public project dissemination through networking and matchmaking with other partners; introduction of the project topic in/during the debate “Health Cities”
- National Conference OnCare, innovate in Senior Care – 27 February - Pombal, Portugal – Carina Dantas - formal presentation slot of Cáritas innovation projects on ageing, namely SmartWork.
- Working group meeting of SheldOn COST project – 27-28 February – Paredes, Portugal – Carina Dantas - project dissemination through networking sessions and matchmaking with other partners.
- European Commission’s Interactive Technologies Workshop – 13-14 March – Brussels, Belgium - Carina Dantas - project dissemination through networking and matchmaking with other partners.
- Exhibit on Social Innovation projects – 15 March – Coimbra, Portugal – Ana Jegundo - formal presentation slot of Cáritas innovation projects on ageing, namely Smartwork
- ISfTeH International Conference / Portugal eHealth Summit – 19-20 March – Lisbon, Portugal – Carina Dantas, Ana Jegundo and Willeke van Staaldunin - formal presentation slot of Cáritas innovation projects on ageing, namely Smartwork will be referred; project dissemination through networking and matchmaking with other partners.
- ICIC – 1-3 April - San Sebastian, Spain – Carina Dantas – formal presentation in oral poster; project dissemination through networking and matchmaking with other partners.
- WorldCist’19 – 5-8 April – La Toja, Spain – Ana Jegundo – – formal presentation; project dissemination through networking and matchmaking with other partners.
- Petra 19 Conference – 5-7 June - Rhodes – Greece – article submission
- AAL Forum 19– 23-25 September – Aarhus – Denmark - it is predicted to submit a workshop proposal to the forum with a topic related with the project; and also disseminate the project and its results during the event with distribution of flyers and eventually a booth
- EIP-AHA meeting group D4 – 8-9 May – Poland, Krakow - It is foreseen to present the objective, main aims, and some intermediate results during the face to face meeting of D4 action group of EIP under the topic of silver economy and living environment

Papers/ Publications

Name of publication – date (if known) - how SmartWork will be disseminated

- TBD – for Petra Conference.

Social media

How you expect to use your social media channels to disseminate SmartWork

- Through project follow-up reports; press releases; news written in national media and/or disseminated in international networks; promote the sharing of news that arouse the interest of social media; promote events or participate in events that attract the interest of the media to share information about the project.

Website and Social Media accounts:

- Website: <https://en.caritascoimbra.pt/>
- Facebook: <https://www.facebook.com/C%C3%A1ritas-Diocesana-de-Coimbra-306937402744985/>
- Twitter: <https://twitter.com/caritascoimbra>
- Linkedin: <https://www.linkedin.com/company/caritas-coimbra>

Other dissemination activities

Other activities planned to disseminate SmartWork

- Due to the early stage of the project, other dissemination activities are not yet established. This plan will be continuously updated as the project progresses.

RRD

Communication & Dissemination Strategy – Year 1

Target Stakeholders

Briefly outline the stakeholders your organisation will target in Year 1 of the project.

- Organizations focused on occupational health (e.g., prevention or rehabilitation)
- eHealth industry at large (for disseminating SmartWork's way of technology design and sensor integration)
- Public at large (for disseminating information about the role technology will play at their workplace in the foreseeable future)
- Scientists/research organizations (for disseminating scientific results)

Key messages/ information to disseminate

Aside from general project information on the aims and objectives of the project, briefly outline the information that your organisation will disseminate in Year 1. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

- In year 1, RRD will disseminate information about the kick-off and general goal of the project (i.e., general information about how technology can monitor and improve health at the workplace).
- Given that a lot of work for RRD is focused on technology design in Y1, we do not foresee a lot of dissemination during this period. Rather, once the design tasks are finished, their results can be disseminated. We foresee this happening in Y2.
- RRD will further disseminate other partners' achievements as well as general project communications.

Communication & Dissemination Tools

Briefly outline which tools your organisation will use to disseminate and communicate the SmartWork project.
e.g. your organisation's website, press and media, social media, events (organising/ attending/ presenting at), publications in scientific or other journals and any other examples.

- RRD's website: rrd.nl
- RRD's twitter account: @RRDNL
- RRD's LinkedIn account
- Press releases (focused primarily on local and regional newspapers, online eHealth blogs (Dutch), occupational health news outlets)

Audience Reach

Date	Mailing list size	Twitter followers	LinkedIn followers	Facebook contacts	Other
Jan 2019	n.a.	799	1,079	n.a.	n.a.

Communication & Dissemination Plan – Year 1

Events – organising/ attending/ participating

Name of event – date – location – who is attending - how SmartWork will be disseminated

- None foreseen for Y1. This plan will be continuously updated as the project progresses.

Papers/ Publications

Name of publication – date (if known) - how SmartWork will be disseminated

- None foreseen in Yr 1. This plan will be continuously updated as the project progresses.

Social media

How you expect to use your social media channels to disseminate SmartWork

- RRD will utilize Twitter and LinkedIn to announce press releases, presence at project meeting, project milestones, Consortium partners' achievements to its followers. These messages will be accompanied by a link to RRD's website and/or the Smartwork project website for further information. As such, social media are used as a means to generate traffic to the RRD and Smartwork website.

Other dissemination activities

Other activities planned to disseminate SmartWork

- A press release by RRD is scheduled for feb 25 2019, focused on the kick-off of Smartwork, and the role that technology can play for keeping older employees healthy at the workplace. Target audiences are local and regional news outlets, Dutch eHealth blogs, and occupational health news outlets. Other dissemination activities will follow from this press release, but are hard to predict.

Instituto Pedro Nunes

Communication & Dissemination Strategy – Year 1

Target Stakeholders

Briefly outline the stakeholders your organisation will target in Year 1 of the project.

- Companies: large organizations, industry, medium and small SMEs, services;
- EIT Health - EIT Health is a network of best-in-class health innovators backed by the EU. We deliver solutions to enable European citizens to live longer, healthier lives by promoting innovation;
- AAL Programme - funding programme that aims to create better quality of life for older people and to strengthen industrial opportunities in the field of healthy ageing technology and innovation;
- EIP on AHA - The European Innovation Partnership in Active and Healthy Ageing (EIP on AHA) is an initiative launched by the European Commission to foster innovation and digital transformation in the field of active and healthy ageing.

Key messages/ information to disseminate

Aside from general project information on the aims and objectives of the project, briefly outline the information that your organisation will disseminate in Year 1. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

Key messages:

- SmartWork is challenging the design and realization of age-friendly living and working environments;
- SmartWork builds a worker-centric AI system for work ability sustainability, integrating unobtrusive sensing and modelling of the worker state with a suite of novel services for context and worker-aware adaptive work support.
- SmartWork will improve SenSin, through upgrade and evaluation in real-world settings with office workers.
- SmartWork will help companies, represented by their HR departments that wish to create a more productive and healthy environment to their companies and to the employees.

Communication & Dissemination Tools

Briefly outline which tools your organisation will use to disseminate and communicate the SmartWork project.
e.g. your organisation's website, press and media, social media, events (organising/ attending/ presenting at), publications in scientific or other journals and any other examples.

Instituto Pedro Nunes will use both social media channels, printed dissemination and Newspapers.

- Social Media Channels: such as Facebook, LinkedIn, Twitter and the Institutional website,
- Printed dissemination: flyers, posters and banners
- Newspapers: local, regional and national printed and online newspapers.

Audience Reach

Date	Mailing list size	Twitter followers	LinkedIn followers	Facebook contacts	Other
Jan 2019	200	2.385	6,879	16,534	



Communication & Dissemination Plan – Year 1

Events – organising/ attending/ participating

Name of event – date – location – who is attending - how SmartWork will be disseminated

- AAL Forum - 23-25 September - Aarhus, Denmark
- eHealth Summit - 19-22 March 2019 - Lisbon Portugal
- Websummit - November - Lisbon Portugal
- ICT 2019 - not defined

Papers/ Publications

Name of publication – date (if known) - how SmartWork will be disseminated

- Due to the early stage of the project, plans for papers and publications are not yet established. This plan will be continuously updated as the project progresses.

Social media

How you expect to use your social media channels to disseminate SmartWork

- We are expecting to create dedicated SmartWork News and post them at IPN website, Facebook, LinkedIn and twitter.
- We will also reshare every Smart Work post at Facebook and LinkedIn.

Other dissemination activities

Other activities planned to disseminate SmartWork

- Printed dissemination: producing and printing flyers, Posters and Roll-ups.
- Creation of Press Releases and disseminating through PT communication network.

SPARKS

Communication & Dissemination Strategy – Year 1

Target Stakeholders

Briefly outline the stakeholders your organisation will target in Year 1 of the project.

SPARKS will attempt to reach and inform the following stakeholders on the targets and visions of the SMARTWORK project:

- Patients, as decreasing anxiety in their workplace can benefit their health,
- Doctors, as they can help their patients recuperate faster from their health conditions,
- Hospitals and Healthcare system, as they can reduce their running costs by allowing patients to return faster to their everyday lives,
- Medical equipment manufacturers, as they can be interested in participating in such an environment, providing them with a new use-case for their devices.

Key messages/ information to disseminate

Aside from general project information on the aims and objectives of the project, briefly outline the information that your organisation will disseminate in Year 1. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

- SPARKS will inform the stakeholders presented above for the vision of the SMARTWORK project and the prospects it offers in order to make their workplaces better and more friendly for older works and workers with health issues. In that direction SPARKS will present the usage of the wearable ECG device and its heart-monitoring and analysis characteristics to the stakeholders and the use of this device in a work environment together with the benefits it can bring to them. Health plays a central role in building inclusive, competitive and sustainable societies and economies, contributing to growth, wealth and a productive workforce. We will focus on the ability to provide on-the-spot analysis promises to complement traditional treatment by helping patients self-manage their health condition.

Communication & Dissemination Tools

Briefly outline which tools your organisation will use to disseminate and communicate the SmartWork project. e.g. your organisation's website, press and media, social media, events (organising/ attending/ presenting at), publications in scientific or other journals and any other examples.

The tools which will be used by SPARKS in order to promote the SMARTWORK project and also provide information about the ECG device, include:

- the SPARKS website (<https://www.sparkworks.net/>)
- the most commonly used social media platforms (Twitter <https://twitter.com/sparkworksnet> , Facebook <https://www.facebook.com/sparkworks.net> , LinkedIn <https://www.linkedin.com/company/spark-works>).

SparkWorks is also active in the research field, and will pursue the dissemination of the work done in conferences and journal publications. The majority of the personnel in SPARKS are parts of the academic community as they are Phd Candidates and University community members and can communicate the work done in their universities and academic research fields.

Audience Reach

Date	Mailing list size	Twitter followers	LinkedIn followers	Facebook contacts	Other
Feb 2019	N/A	98	65	72	

Communication & Dissemination Plan – Year 1

Events – organising/ attending/ participating

Name of event – date – location – who is attending - how SmartWork will be disseminated

- Due to the early stage of the project, planned events are not yet established. This plan will be continuously updated as the project progresses.

Papers/ Publications

Name of publication – date (if known) - how SmartWork will be disseminated

SPARKS is planning to disseminate the work done in the context of SMARTWORK in other conferences and journal publications, including the ones in the previous section. The exact conferences or journals are not yet selected. Indicative example of such publications are the following:

- Utilising Fog Computing for developing a Person-Centric Heart Monitoring System, Journal of Ambient Intelligence and Smart Environments
- Fog-Computing-Based Heartbeat Detection and Arrhythmia Classification Using Machine Learning, Algorithms Journal

Social media

How you expect to use your social media channels to disseminate SmartWork

- SparkWorks is active in Facebook, Twitter and LinkedIn posting updates for its current operations, participation in projects and initiatives as well as learnings from any events and meetings it participates in. In this context SPARKS will post updates for the work done in the context of SMARTWORK and the collaboration between the partners of the project.

Other dissemination activities

Other activities planned to disseminate SmartWork

- Due to the early stage of the project, other dissemination activities are not yet established. This plan will be continuously updated as the project progresses.

LiU

Communication & Dissemination Strategy – Year 1

Target Stakeholders

Briefly outline the stakeholders your organisation will target in Year 1 of the project.

- LiU undergraduate, postgraduate students and researchers
- National research and educational organizations with which LiU has already established collaborations
- International research community

Key messages/ information to disseminate

Aside from general project information on the aims and objectives of the project, briefly outline the information that your organisation will disseminate in Year 1. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

- High-level model of human perception and action
- System architecture for model-based prediction of user mental state from biosensor data

Communication & Dissemination Tools

Briefly outline which tools your organisation will use to disseminate and communicate the SmartWork project. e.g. your organisation's website, press and media, social media, events (organising/ attending/ presenting at), publications in scientific or other journals and any other examples.

- Publications – journal and conference articles describing research progress in the project
- Media - press releases and other media articles
- LiU website, Facebook, LinkedIn, Twitter
- Forums, seminars and workshops – either as participants as well as promoters
- Organisation presentations – invited talks
- Promotional material – project brochure, poster and flyers

Communication & Dissemination Plan – Year 1

Events – organising/ attending/ participating

Name of event – date – location – who is attending - how SmartWork will be disseminated

- Due to the early stage of the project, planned events are not yet established. This plan will be continuously updated as the project progresses.

Papers/ Publications

Name of publication – date (if known) - how SmartWork will be disseminated

- Due to the early stage of the project, plans for papers/ publications are not yet established. This plan will be continuously updated as the project progresses.

Social media

How you expect to use your social media channels to disseminate SmartWork

- LiU will promote on its website and social media channels news and dissemination material prepared in WP9.

Other dissemination activities

Other activities planned to disseminate SmartWork

- Due to the early stage of the project, other dissemination activities are not yet established. This plan will be continuously updated as the project progresses.

CAT

Communication & Dissemination Strategy – Year 1

Target Stakeholders

Briefly outline the stakeholders your organisation will target in Year 1 of the project.

Cat will disseminate the following stakeholders:

- Employees/workers +55 and employers
- Families, relatives and caregivers of the involved end-users in this project
- The Unions and HR
- The council of the Department Health and Care
- European organisations and Networks
- Public and private organisations dealing with health and the labour market
- The Region of Central Denmark

Key messages/ information to disseminate

Aside from general project information on the aims and objectives of the project, briefly outline the information that your organisation will disseminate in Year 1. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

- As we are one of the test sites, we want to inform broad in our organisation and to all our collaborations and networks, which are working in this area, as well as the target group of the project, family and caregivers. We want to try to raise awareness and bring up to discussion, how we can design, test and implement solutions for workers +55 for getting a better living and working environment.
- Together with the involved companies and partners will want to do pilots for the group +55-65 years. In Denmark there is a need for finding good/better solutions for Healthy, Smart and Age-friendly environments.
- We will also inform our Region Central Denmark /Health Development Sector about the ongoing process of the tests and the same for our rehabilitation center Marselisborg.

Concerning the European level, CAT mainly leverage 3 networks, in which CAT is involved strongly:

- The European Innovation Partnership on Active and Healthy Ageing (EIP-AHA), where CAT is represented in two Action Groups, C2 (independent living solutions) and D4 (age-friendly buildings, cities and environments)
- The stakeholder Network SHAFÉ – Smart Healthy Age-friendly Environments, where there has been made a Joint Statement with policy recommendations on the area, delivered to the European Commission and Member States on November 2018 during the EU Health Policy Platform meeting
- The EU-Offices in Brussels, especially Central Denmark EU-Office, which is a close partner from CAT
- The CORAL Network (community of regions for assisted living) – for spreading knowledge around members

Communication & Dissemination Tools

Briefly outline which tools your organisation will use to disseminate and communicate the SmartWork project.

e.g. your organisation's website, press and media, social media, events (organising/ attending/ presenting at), publications in scientific or other journals and any other examples.

- Publications -articles related to the project and outcomes of the tests
- Conferences (as speaker) – both on local, regional, national and international level
- Aarhus website, LinkedIn, Facebook, mailing list, Det faglige Hjørne (municipal news)
- Workshops, seminars – internal and external – for involved persons and offices
- Promotional materials as brochures, posters, flyers

- Elderly organisations, Unions (which are strong in DK), newsletters and television

Audience Reach

Date	Mailing list size	Twitter followers	LinkedIn followers	Facebook followers	Other
Jan 2019		352	2,094	12,286	

Communication & Dissemination Plan – Year 1

Events – organising/ attending/ participating

Name of event – date – location – who is attending - how SmartWork will be disseminated

- Due to the early stage of the project, planned events are not yet established. This plan will be continuously updated as the project progresses.

Papers/ Publications

Name of publication – date (if known) - how SmartWork will be disseminated

- Due to the early stage of the project, plans for papers/ publications are not yet established. This plan will be continuously updated as the project progresses.

Social media

How you expect to use your social media channels to disseminate SmartWork

- Website - <https://aarhus.dk/>
- Facebook - <https://www.facebook.com/AarhusKommune/>
- LinkedIn – <https://www.linkedin.com/company/sundhed-og-omsorg-aarhus-kommune/>
- twitter - <https://twitter.com/sundhedogomsorg?lang=da>

Other dissemination activities

Other activities planned to disseminate SmartWork

- Due to the early stage of the project, other dissemination activities are not yet established. This plan will be continuously updated as the project progresses.

ECHAlliance

Communication & Dissemination Strategy – Year 1

Target Stakeholders

Briefly outline the stakeholders your organisation will target in Year 1 of the project.

- General awareness (society and scientific community) about the project will be generated through website development and establishment of social media and communication channels.
- In Year 1, ECHAlliance will support WP2 in the identification of user needs by using the International Connected health Ecosystem network and its membership base to disseminate the 'Employee Needs' questionnaire, and target employees specifically to encourage participation in the project.

Key messages/ information to disseminate

Aside from general project information on the aims and objectives of the project, briefly outline the information that your organisation will disseminate in Year 1. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

- Given its role in SmartWork, namely the WP lead for Dissemination and Exploitation (WP9), ECHAlliance will develop the project's visual identity, implement and maintain the project website and social media channels, ensuring that these reflect the project goals and are understandable to the wider public.
- ECHAlliance will also issue a project e-newsletter every 6 months.
- A PowerPoint presentation on the project detailing its vision, target groups, services, pilot sites and consortium partners will be produced.
- ECHAlliance will support the other partners in their communication and dissemination efforts with scientific publications and at conferences and events.

Communication & Dissemination Tools

Briefly outline which tools your organisation will use to disseminate and communicate the SmartWork project. e.g. your organisation's website, press and media, social media, events (organising/ attending/ presenting at), publications in scientific or other journals and any other examples.

In addition to the SmartWork dissemination tools and channels that ECHAlliance will develop in its role as the WP lead, we will also use the established ECHAlliance comms channels to disseminate SmartWork:

- ECHAlliance website: over 5,000 page views a year. ECHAlliance will share project news, updates, results and impacts in its blog posts, press releases and post-event reports.
- Social media: twitter, LinkedIn and Facebook. ECHAlliance is active on social media and will promote the SmartWork project with its followers and signpost to the SmartWork website, encouraging its followers to engage with the project.
- Events: ECHAlliance partners with a number of flagship digital health events in the EU every year, including the Digital Health and Wellness Summit in Barcelona. It also has Ecosystem gatherings in over 25 regions in Europe and internationally. ECHAlliance will use their attendance at these events to communicate and disseminate project news, developments and results.
- Publications: ECHAlliance issues a monthly e-Newsletter to its growing mailing list. A key feature in this is an update from EC projects, and SmartWork news and updates will feature here on a monthly basis.
- ECHAlliance will use its own wider networks to share SmartWork updates and to disseminate results (The Digital Health Society, Commonwealth Collaboration for Digital Health and Coalition of the Willing with CORAL, EUREGHA and the Reference Sites).

Audience Reach

Date	Mailing list size	Twitter followers	LinkedIn followers	Facebook followers	Other
Jan 2019	15,000	3,900	645	370	30 international Ecosystems

Communication & Dissemination Plan – Year 1

Events – organising/ attending/ participating

Name of event – date – location – who is attending - how SmartWork will be disseminated

- Due to the early stage of the project, planned events are not yet established. This plan will be continuously updated as the project progresses.

Papers/ Publications

Name of publication – date (if known) - how SmartWork will be disseminated

- Due to the early stage of the project, plans for papers/ publications are not yet established. This plan will be continuously updated as the project progresses.

Social media

How you expect to use your social media channels to disseminate SmartWork

- ECHAlliance is active on social media and will promote the SmartWork project to its followers and signpost to the SmartWork website, encouraging its followers to engage with the project.
- Twitter: regular tweets on project news signposting to the SmartWork website, as well as re-tweeting tweets from the SmartWork twitter
- LinkedIn: signposting ECHAlliance followers to the SmartWork project LinkedIn page and encouraging discussion and engagement there, so that it is a forum for issues related to the project, primarily aimed at the business (employees and employers) and scientific community, as well as other EU projects and initiatives in similar focus areas.
- Facebook: signposting ECHAlliance followers to the SmartWork project FB page which is planned to be a platform from which to engage with carers.

Other dissemination activities

Other activities planned to disseminate SmartWork

- The ECHAlliance International Network of Connected Health Ecosystems, now in 25+ locations and with 100+ meetings per year, provides an additional channel through which we can disseminate and communicate the SmartWork project, its activities and results and through which we can garner support and participation in the project.

