smartwork

D9.5 - COMMUNICATION & DISSEMINATION PLAN FOR YEAR 2

DOCUMENT ID - TYPE:	D9.5 (REPORT)	**PROJECT TITLE:**	Smart Age-friendly Living and Working Environment
DELIVERABLE LEADER:	ECHAlliance	**GRANT AGREEMENT N°:**	826343 (H2020-SC1-DTH-2018-1)
DUE DATE:	31/12/2019	**CONTRACT START DATE:**	1 January 2019
DELIVERY DATE:	31/12/2019	**CONTRACT DURATION:**	36 Months
DISSEMINATION LEVEL:	Public (PU)	**PROJECT COORDINATOR:**	BYTE S.A.
STATUS - VERSION:	Final – v1.0		

(Page intentionally blanked)

AUTHORS - CONTRIBUTORS

Name	Organization
Paula Dougan	ECHAlliance
Valentina Tageo	ECHAlliance
Federica Porcu	ECHAlliance

PEER REVIEWERS

Name	Organization
Charalampos Vassiliou	BYTE
Carina Dantas	CDC

REVISION HISTORY

Version	Date	Author/Organisation	Modifications
0.1	04.09.2019	Paula Dougan (ECHAlliance)	ToC proposal – internal.
0.2	02.10.2019	Paula Dougan (ECHAlliance)	Further developed – internal.
0.3	22.10.2019	Paula Dougan (ECHAlliance)	Further developed – internal.
0.4	19.11.2019	Paula Dougan (ECHAlliance)	Further developed – incorporating analytics.
0.5	27.11.2019	Paula Dougan (ECHAlliance)	Further developed – incorporating feedback from Plenary Meeting. For internal review.
0.6	3.12.2019	Paula Dougan (ECHAlliance)	Incorporating feedback from Valentina Tageo (ECHAlliance)
0.6.1	4.12.2019	Paula Dougan (ECHAlliance)	Incorporating feedback from CDC.
0.6.2	17.12.2019	Paula Dougan (ECHAlliance)	Incorporating feedback from BYTE and final edits.
0.6.3	17.12.2019	Paula Dougan (ECHAlliance)	Final version for issue.

| 1.00 | 31.12.2019 | Charalampos Vassiliou (BYTE) | Final version submitted to the EC |

Table of Contents

Index of Figures

Index of Tables

1. Introduction

1.1. Overview

This deliverable, D9.5 Communication and Dissemination Plan for Year 2, is part of Work Package 9: Dissemination and Exploitation, led by ECHAlliance.

WP9 runs horizontally across the SmartWork 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 funding period, which is crucial for the impact of the whole project.

This deliverable is a follow-up to D9.1 Communication and Dissemination Plan for Year 1 and D9.2 Project Web Presence, which were delivered in April 2019.

1.2. Relationship to Dissemination & Exploitation Strategy

In short, the SmartWork Dissemination and Exploitation Strategy is to ensure the sustainability of the SmartWork system and other outputs developed by the project both during and beyond the end of the funding period.

In D9.1, the overall Dissemination and Exploitation Strategy was described as adopting 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.

D9.1, positioned at the beginning of the project, focused on the first pillar – that of planning, identifying key stakeholders and designing a comprehensive Communication and Dissemination Plan in order to reach them.

Since then, the Plan has been periodically reviewed and adjusted, where necessary, using the 'do-study-act' iterative approach, to meet the needs of the SmartWork project throughout Year 1.

At this juncture in the project, heading into Year 2, it is opportune to reflect on the communication and dissemination activities completed in Year 1, assess progress against objectives and KPIs, and identify learning for Year 2. This analysis and learning has shaped the design of an updated Communication & Dissemination Plan for Year 2 which is presented in Section 3.

Looking ahead, the Plan will continue to be regularly reviewed and tweaked using the 'do-study-act' iterative approach and will be formally updated again at the end of Year 2, as the Consortium will plan to meet the communication needs of SmartWork as it moves into its final year.

Two further WP9 reports are delivered in parallel to D9.5, and together these contribute to the implementation of the Dissemination & Exploitation Strategy:

- D9.3 Year 1 Exploitation Report & Business Models, which considers the commercialization of exploitable assets after the end of the project; and

- D9.4 Year 1 Standardisation and Concertation Activities Report, which reports on the Consortium's standardisation and concertation activities during Year 1.

1.3. Purpose of this document

This deliverable serves to report on the communication and dissemination activities completed during Year 1 of the SmartWork project. In addition, it assesses progress against the Year 1 communication and dissemination objectives and KPIs, and identifies lessons learned.

Moreover, Section 3 in this document provides a framework for communication and dissemination activities in Year 2 of the SmartWork project and includes updates to the communication and dissemination objectives and key messages for Year 2, as well as planned publications and events for 2020. It also highlights specific adjustments to the communication and dissemination tools and channels for Year 2.

1.4. Structure of this document

D9.5 consists of five sections as follows:

Section 1 is an introduction to the deliverable D9.5, providing an overview of its relationship to the overall SmartWork Communication & Exploitation Strategy.

Section 2 reports on the communication and dissemination activities completed in Year 1, provides an analysis of progress against objectives and KPIs, and identifies lessons learned.

Section 3 presents the updated Communication and Dissemination Plan for Year 2, including updates to the objectives and key messages to be communicated.

Section 4 illustrates in a tabular format the timetable for delivery of communication & dissemination activities in Year 2.

Section 5 concludes the deliverable.

D9.5 contains supporting Appendices as follows:

Appendix 1: Links to SmartWork in the Press in Year 1.

Appendix 2: Other events and dissemination opportunities in Year 1.

Appendix 3: Project Partners' Individual Partner Communication & Dissemination Plans for Year 2

2. Activities completed in Year 1

2.1. Overview

The communication and dissemination objectives for Year 1, as defined in D9.1, were:

o   To create awareness about the project;

o   To disseminate its goals and early results in scientific networks of the participants; and

o   To solicit first scientific interest to potential users of the SmartWork system.

This section of D9.5 reports on the communication and dissemination activities completed in Year 1 as part of efforts to achieve these objectives.

The section begins with the approach used to collect activity information from partners, and follows with the main activities for Year 1 related to setting up and maintaining the SmartWork online presence, attendance and participation in regional, national, European and international events, a number of publications as conference proceedings and/or in scientific journals, and partner communication and dissemination activities. The section concludes with an overall analysis of the progress against objectives, KPIs and lessons learned.

2.2. Approach to reporting Year 1 activities

While ECHAlliance is leading WP9, all Consortium partners have an important role to play in communication and dissemination activities. Partners have been reporting on their activities on a continuous basis through a WP9 reporting tool available on SharePoint. This tool, a user-friendly Excel spreadsheet, provides space for Partners to update on events attended, conference and journal publications, dissemination opportunities, website and overall social media activities. It allows for continuous reporting and provides ECHAlliance, as WP leader, with an overall view of partner activities. It also collects data from partners on the statistics around their communication and dissemination activities e.g. number of tweets/ posts from the partner's website and social media accounts.

This deliverable, D9.5, draws on the Year 1 data recorded in the tool, both in terms of the communication and dissemination activities completed and the related statistics. This helps to assess the overall progress of WP9 against objectives and KPIs, and demonstrates the overall reach of the project through the individual partner networks and links.

Note that due to the reporting timeframe, i.e. delivery of D9.5 in M12, the metrics and analytics data presented reflect the position in November 2019 (specific reporting date is included below each table).

2.3. Activities of the SmartWork Community Manager

As WP9 lead, ECHAlliance has been the SmartWork Community Manager, leading the set-up, management and growth of the SmartWork online presence. The activities associated with this role in Year 1 were as follows:

- **Set up of Communications calendar:** early on in Year 1, ECHAlliance put in place a calendar of communication and dissemination activities for the year. This drew on information from the Partner Planning Tool which partners updated regularly, and allowed for planning of a steady stream of communications on the website and social media related to: SmartWork at events, planned publications, key project milestones, published deliverables, monthly feature blog posts, Consortium meetings, and the SmartWork Newsletter (published in July 2019, with the second to follow in January 2020).

- **Creation and management of online content**: Using the calendar of communication and dissemination activities, ECHAlliance has been able to be proactive, well-planned and focused on the creation and management of content. For example, with regard to SmartWork at events, news and social media posts have been planned in advance to feed SmartWork's website and social networks before, during and after the event, to maximise exposure for the project.

- **Monitoring and analytics to measure online activity**: ECHAlliance has monitored the SmartWork online activity and analysed the metrics produced by Google Analytics (website), Facebook Insight, Twitter Analytics and LinkedIn Analytics. The results of this analysis provide some insights into what website visitors are most interested in, where SmartWork content should be placed to get most views, how effective the social networks are at driving visitors to the website, and the demographics of the audience.

2.4. Project identity

The SmartWork logo and visual identity were created in the first three months of Year 1. This was reported separately in D9.2 Project Web Presence, in April 2019. This is available for download from the SmartWork website under the following link: http://www.smartworkproject.eu/wp-content/uploads/2019/05/SmartWork_D9.2_Project-Web-Presence_v1.0_Final-1.pdf.

2.5. Internal communication activities

For internal communications, the SmartWork consortium has been using the MS SharePoint and MS Teams Collaboration and Monitoring platform set up and maintained by BYTE. This has proved to be effective for document storage, management and sharing, as well as for facilitating the monthly partner telcos and regular WP-specific telcos. The separate mailing lists set up for general, technical and WP leads have worked well by directing communications to the most appropriate contact point.

As reported in D9.1, SmartWork created standard templates for use by the Consortium partners to promote consistency and coherence in branding and communications. These have been adopted and used by partners throughout the year. For example, the Microsoft Word template has been used for all written deliverables, and the PowerPoint template, and associated SmartWork 'standard' presentation, tailored as required, for all event presentations throughout the year.

2.6. Website activities

The SmartWork website, www.smartworkproject.eu, has been the main communication channel for creating an awareness of the project (a Year 1 objective) and showcasing it to stakeholders and the wider public. It went 'live' at the end of March 2019, and its development and structure were reported in D9.2 Project Web Presence delivered in April 2019.

Since then, the main updates applied to the website in Year 1 are as follows:

<ins>Blog page</ins>

This has been continually updated over Year 1 and a key activity to create an awareness of the project. 'General' news articles have been published on SmartWork at events, planned publications, key project milestones, published deliverables, Consortium meetings, and the SmartWork Newsletter:

Blog title & link	Date of publication
SMARTWORK KEYNOTE @ BIA CONFERENCE	13/11/2019
SMARTWORK RESEARCH ON 'WHAT USERS WANT' TO BE PRESENTED TO THE SHELD-ON NETWORK	16/10/2019
Highlights of SmartWork @ AAL Forum 2019	15/10/2019
FIRST SMARTWORK TECHNICAL MEETING, ATHENS, 12-13 SEPTEMBER 2019	24/9/2019
SMARTWORK AND ETHICS IN THE SPOTLIGHT @ AAL FORUM 2019	11/9/2019
SMARTWORK @ AAL FORUM 23 – 25 SEPTEMBER 2019	20/8/2019
LATEST DELIVERABLES NOW ONLINE!	6/8/2019
SMARTWORK FEATURES IN ERCIM PUBLICATION!	24/7/2019
FIRST SMARTWORK NEWSLETTER PUBLISHED!	8/7/2019
SUCCESSFUL SMARTWORK CONSORTIUM MEETING IN COIMBRA, PORTUGAL, 25-26 JUNE 2019	1/7/2019
FIRST PHASE OF SMARTWORK USER CONSULTATION COMPLETE	25/6/2019
SMARTWORK CONFERENCE PUBLICATIONS @ PETRA 2019	13/6/2019

D9.5 – COMMUNICATION & DISSEMINATION PLAN FOR YEAR 2 | Page 14

SMARTWORK REACHES AN INTERNATIONAL AUDIENCE AT PIAGET INSTITUTE	13/6/2019
SMARTWORK IN THE SPOTLIGHT AT THE HEALTH & WELLBEING INTERVENTION INTERNATIONAL CONFERENCE	22/5/2019
SMARTWORK PUBLIC DELIVERABLES NOW AVAILABLE ON THE WEBSITE	22/5/2019
DEADLINE EXTENDED: LAST CHANCE TO PARTICIPATE!	22/5/2019
SMARTWORK WORKSHOP AT PETRA 2019	15/5/2019
SMARTWORK IN KRAKOW @ EIP-AHA GROUP D4 MEETING	15/5/2019
ARE YOU AN OFFICE WORKER AGED 55+?	24/4/2019
SMARTWORK IN THE PRESS	30/3/2019
SMARTWORK ON THE AGENDA AT THE PROGRESSIVE FINAL CONFERENCE	30/3/2019
H2020 SMARTWORK PROJECT LAUNCHES IN ATHENS	30/3/2019

TABLE 1: SMARTWORK 'GENERAL' BLOGS YEAR 1

Moreover, each month, a different partner has authored a 'Feature Blog Post' for the website on a key theme or area of the project. This has served to both engage partners and highlight specific areas of the project where interesting work has been underway. These have been published on the website and shared through the social media networks:

Feature Blog Posts (title & link)	Partner author	Date of publication
October 2019 - ROLE AND USER BENEFITS OF A SINGLE SIGN-ON SERVICE FOR THE SMARTWORK SYSTEM	Spark Works	22/10/2019
September 2019 - USER STORIES HIGHLIGHT THE NEED FOR A SMARTWORK SYSTEM	Caritas Coimbra	27/9/2019
July 2019 - USER REQUIREMENTS FOR SMARTWORK SYSTEM – FINDINGS FROM CONSULTATION WITH OFFICE WORKERS	Caritas Coimbra	31/7/2019
June 2019 - SMART TECHNOLOGIES FOR WORK ENVIRONMENTS IN THE FOCUS OF PETRA19	University of Patras	25/6/2019
May 2019 - SOLID FOUNDATIONS FOR AMBITIOUS SMARTWORK PROJECT	ECHAlliance	28/5/2019

TABLE 2: SMARTWORK FEATURE BLOGS YEAR 1

Events page

The Events page has been regularly updated with events to be attended by SmartWork partners, including details on the date, location and how SmartWork is to feature in the event agenda.

<u>Public deliverables page</u>

SmartWork public deliverables submitted in Year 1 (as at 19 November 2019) have been published on the website and are available to download:

Public Deliverable & link	Date of publication	No. Downloads*
D3.1 Sensor Network Architecture and Specifications	8/11/2019	0
D2.2 First version of co-design methodology, user requirements and use cases	31/7/2019	6
D2.3 Data Collection Protocol	31/7/2019	5
D2.1 Analysis of current practices	21/5/2019	3
D9.1 Communication & Dissemination Plan	21/5/2019	3
D9.2 Project Web Presence	21/5/2019	2

TABLE 3: PUBLIC DELIVERABLES ON WEBSITE

As at 13/11/2019. Downloads have been tracked since August 2019.

<u>Publications</u>

SmartWork partners have published a number of conference and other publications in Year 1 (details of these are in paragraph 2.10), and these have been added to the Publications page and are available for download at http://www.smartworkproject.eu/publications/.

<u>Materials</u>

The SmartWork leaflet and poster have been added to the website and are available to download: http://www.smartworkproject.eu/materials/

<u>Newsletters</u>

The SmartWork Newsletter, published in July 2019, has been added to the website. Details are in paragraph 2.9.4. The Newsletter page will be added to when further newsletters are published here: http://www.smartworkproject.eu/newsletters/

2.6.1. Analysis of Website activity

Using Google Analytics provides an insight into SmartWork website activity.

Key highlights are presented in Table 4:

Metric	Result @ M11*
No. Sessions	• 2,033 sessions (1,102 users)
No. Page Views (per session)	• 7,123 (3.5 pages per session)
Bounce Rate	• 54% (benchmark average for bounce rate for content website is 40-60% according to Hubspot https://blog.hubspot.com/marketing/decrease-website-bounce-rate-infographic)
Aquisition of users	• Direct 40% sessions; organic search 29% • 26% sessions via social referral: Twitter 63%, Facebook 35%, LinkedIn 2%. • By device: 78% desktop; 20% mobile; 2% tablet.
Top 5 page views	• Home 27%, Partners 7%, Blog 6%, Public Deliverables 5%, Services 3%
Ave. session duration	• 4 mins 51s
Visitor demographics	• Top 5 countries: Greece, USA, Portugal, Spain, NL • 54% sessions were new visitors; 46% returning visitors • Age: 89% <55 years old. 54% make, 46% female.

TABLE 4: ANALYSIS OF WEBSITE ACTIVITY

*Data as at 13/11/2019

In terms of demography, the website is attracting an international audience. The majority of visitors in Year 1 were aged <55 years old which reflects the early stage of the project, when the main audience is likely to be composed by researchers.
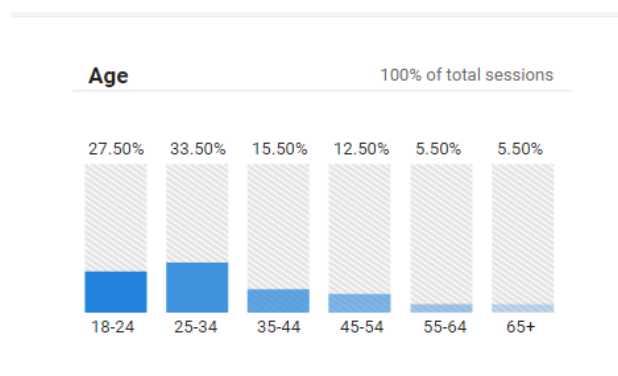
FIGURE 1: WEBSITE DEMOGRAPHY BY AGE

Analysing the website page views by month, there are clear peaks in the number of views in May, July and October.
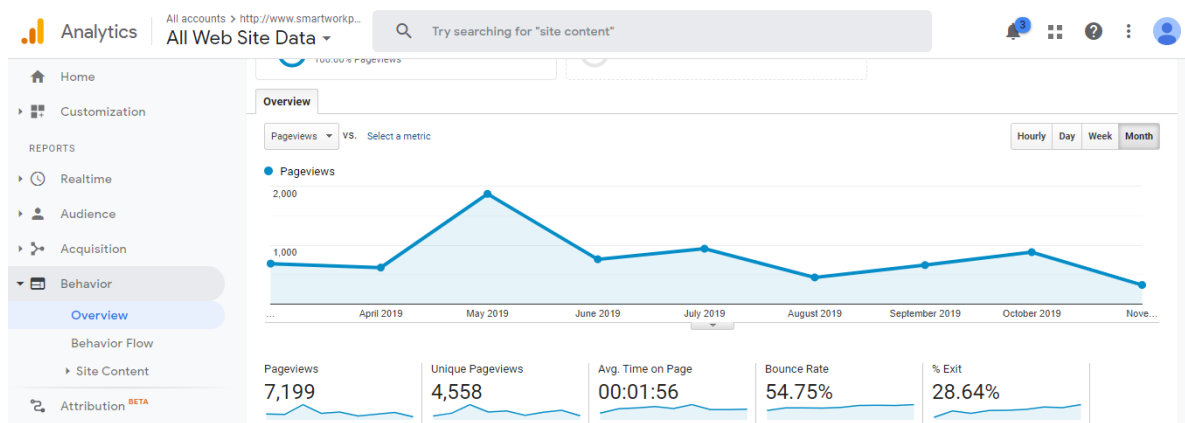
FIGURE 2: WEBSITE PAGE VIEWS BY MONTH

Data as at 13/11/2019

An analysis of Twitter Analytics for the same period indicates a peak in these three months in the number of tweet impressions in May, July and October 2019:

Metric	March	April	May	June	July	Aug	Sept	Oct	Nov*
No. Tweet impressions	-	887	**15.2k**	11.1k	**11.6k**	9.2k	9.3k	**59.2k**	2.8k

TABLE 5: TWITTER ANALYTICS MAY, JULY, OCTOBER 2019

A further analysis of the driving factors behind this activity shows that SmartWork social media and the website was particularly active in these months, publishing news stories, feature blog posts and associated social media posts on:

October 2019:

- Feature Blog – Role and user benefits of a Single Sign-On Service for the SmartWork system (22/10/2019)

- Smartwork research on 'What Users Want' to be presented to the Sheld-On Network (16/10/2019)

- Highlights of Smartwork @ AAL Forum 2019 (15/10/2019)

July 2019:

- Feature Blog - User requirements for Smartwork system – Findings from consultation with office workers (31/7/2019)

- SmartWork features in Ercim publication! (24/7/2019)

- First Smartwork Newsletter published! (8/7/2019)

- Successful Smartwork consortium meeting in Coimbra, Portugal, 25-26 June 2019 (1/7/2019)

May 2019:

- Feature Blog: Solid foundations for ambitious SmartWork project (28/5/2019)

- Smartwork in the spotlight at the Health & Wellbeing Intervention International Conference (22/5/2019)

- Smartwork public deliverables now available on the website (22/5/2019)

- Deadline extended: Last chance to participate! (22/5/2019)

- SmartWork Workshop at Petra 2019 (15/5/2019)

- SmartWork in Krakow @ EIP on AHA Group D4 Meeting (15/5/2019)

2.6.1.1. Progress against Website KPIs

Table 6 provides an overview of the key performance indicators (KPI) for the website and status as at M11:

Metric	KPI	Progress @ M11*
Visits	Baseline 10k visits over project lifetime (aiming to reach at least 30,000)	2,033 sessions
Downloads	Baseline 200 average downloads per public deliverable in first 12 months after publication (aiming for 500 downloads per public deliverable).	Downloads since August 2019 (when tracking commenced): • D2.1: 3 • D2.2: 6 • D2.3: 5 • D9.1: 3 • D9.2: 2

TABLE 6: PROGRESS AGAINST WEBSITE KPIS

Data as at 13/11/2019

The results of this analysis provide learning for the Year 2 Communications and Dissemination Plan. More detail on this is provided in paragraphs 2.14 and 2.15.

2.7. Social media activities

SmartWork has focused social media efforts in Year 1 on three key channels: Twitter, LinkedIn and Facebook. The messages have been broadly the same across all channels, with posts mainly communicating two types of messages: (1) short extracts from blog posts with a link directly to the longer blog article on the SmartWork website and (2) promotion of SmartWork and partners at events.

2.7.1. Twitter

The Twitter account @SmartWorkEU has been very active in Year 1, with a particular focus on directing the audience to the project website.

A review of Twitter Analytics for Year 1 (2019) shows the following highlights:

Metric	March	April	May	June	July	Aug	Sept	Oct	Nov*
No. tweets	-	2	15	7	6	3	5	5	1
No. Profile visits	46	73	223	191	21	14	49	12	2
No. Tweet impressions	-	887	15.2k	11.1k	11.6k	9.2k	9.3k	59.2k	2.8k
No. mentions	4	5	10	6	8	4	4	12	-
No. followers	-	-	-	-	-	-	97	102	105

TABLE 7: TWITTER ANALYTICS YEAR 1

Data as at 13/11/2019

As reported in paragraph 2.6.1, the peak in the number of tweet impressions in May, July and October 2019 aligns with peaks in numbers of website page views in these same three months, reinforcing the relationship between Twitter and the project website, and the position of Twitter as the top social media referrer to the website.

October 2019 saw the highest number of tweet impressions across the whole of Year 1, almost 60k. This is significantly higher than the rest of the year, and further analysis of Twitter activity that month shows that the peaks in tweet impressions were on 16th and 22nd October.
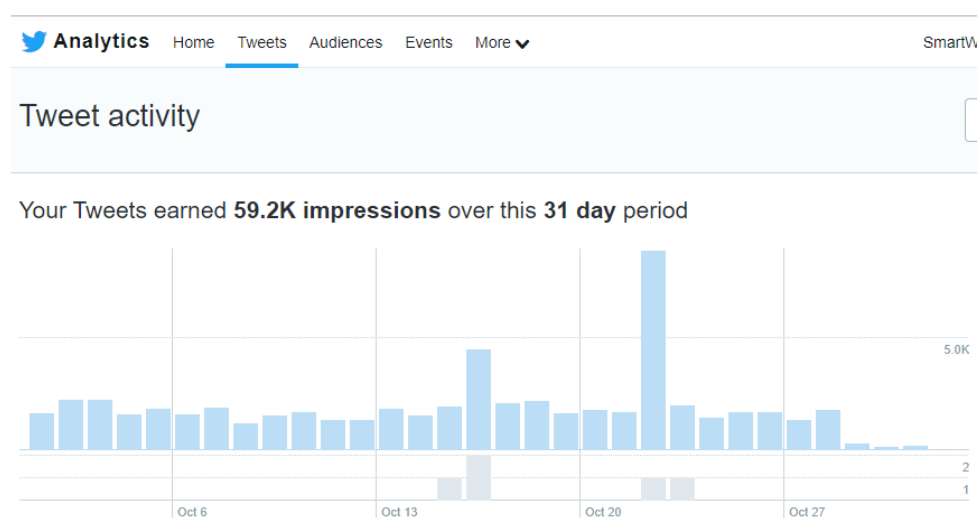
FIGURE 3: TWITTER IMPRESSIONS OCTOBER 2019

FIGURE 4: TWEETS PUBLISHED IN OCTOBER 2019

The top five tweets in Year 1, in terms of impressions, related to the publication of deliverables and the first Newsletter, user consultation findings, the first Technical Meeting and AAL Forum. The details are as follows:

SmartWorkEU @SmartWorkEU · Aug 20 We will be at #AALForum2019 on the 23-25 September 2019 in Aarhus DK. Topic: "Smarter practical implementation of #digitaltechnology to enhance #active and #healthyliving". Check out Theme 5: Using digital technology to retain the silver workforce → bit.ly/2ZgPo2v pic.twitter.com/6HzsAHJc7y View Tweet activity	4,851	29	0.6%
SmartWorkEU @SmartWorkEU · Jul 8 The first #SmartWorkEU NEWSLETTER has been launched! Check it out → smartworkproject.eu/newsletters/ Not signed up? Sign up now → smartworkproject.eu/contact/ #AI4Smartwork #HealthyFutureWork #ActiveAging #AgeWell pic.twitter.com/HmzhlkzUDn View Tweet activity	4,842	45	0.9%

FIGURE 5: TOP 5 TWEETS (BY IMPRESSIONS) YEAR 1

As at 13/11/2019

Analysis of the top follower for each month in Year 1 shows that the project is attracting a mix of followers from scientific, health, digital health and skills, homecare, EU projects and the EC.

	Top follower	Profile
March	@IOPPublishing	A society-owned scientific publisher, providing impact, recognition and value for the scientific community. 13.9k followers.
April	@CitizensRxPBM	A full-service pharmacy benefit management provider that offers flexible and modular services tailored to your healthcare needs. 8.4k followers.
May	@jeffkagan	Analyst & Thought Leader. 64.6k followers.
June	@BluebirdCare	A national (UK) provider of homecare. 4k followers.
July	@eHealthF	eHealth Forum - promoting digitalhealth integration for equal access and a sustainable future. SE Europe/Balkans/Med. 2.2k followers.
August	@ACTIVAGEproject	A H2020 project supporting active and healthy ageing through IoT technologies. 1.7k followers.
September	@eHealth_EU	Working to improve EU health & care via policy, innovation & research in #digital tools. Part of @EU_Commission & @DSMeu. 28.7k followers.

| October | @EITCI | EITCI Institute - The European Information Technologies Certification Institute - Disseminating Digital Skills and IT Competencies at EITCA Academy. 8.5k followers. |
| November | @OttLegalRebels | Marc R Gagné MAPP - Privacy Advocate, #CyberSecurity and Director @interfima. 74.1k followers. |

TABLE 8: TWITTER FOLLOWERS BY MONTH

As at 13/11/2019

2.7.1.1.   Progress against Twitter KPIs

Table 9 provides an overview of the key performance indicators (KPI) for Twitter and status as at M11:

Metric	KPI	Progress @ M11*
No. tweets	Baseline of 30 tweets per year (aiming for 50)	44
No. followers	500 followers	105

TABLE 9: PROGRESS AGAINST TWITTER KPIS

*As at 13/11/2019

More analysis on the learning from this is presented in paragraphs 2.14 and 2.15.

2.7.2.   LinkedIn

The LinkedIn page, SmartWorkEU, has been active throughout Year 1. The content has been linked to the overall news published on the SmartWork website and other social media channels.

A review of LinkedIn analytics shows the following highlights:

Metric	Result @ M11*
No. posts	36
No. visitors	128
No. likes	133
No. impressions	2,887
No. shares	38
Average engagement rate	11%
Average Click Through Rate	4%
Demographics of followers (30)	• Top countries: Portugal, Spain, The Netherlands • Job function: 32% Program/Project management, 24% business development, 8% research

	• Industry: 22% IT, 18% management consultancy, 15% research, 11% health, wellness and fitness

TABLE 10: LINKEDIN ANALYTICS YEAR 1

As at 13/11/2019

A review of impressions shows clear peaks in May and October, which aligns somewhat with the increased website activity and Twitter impressions during these months.
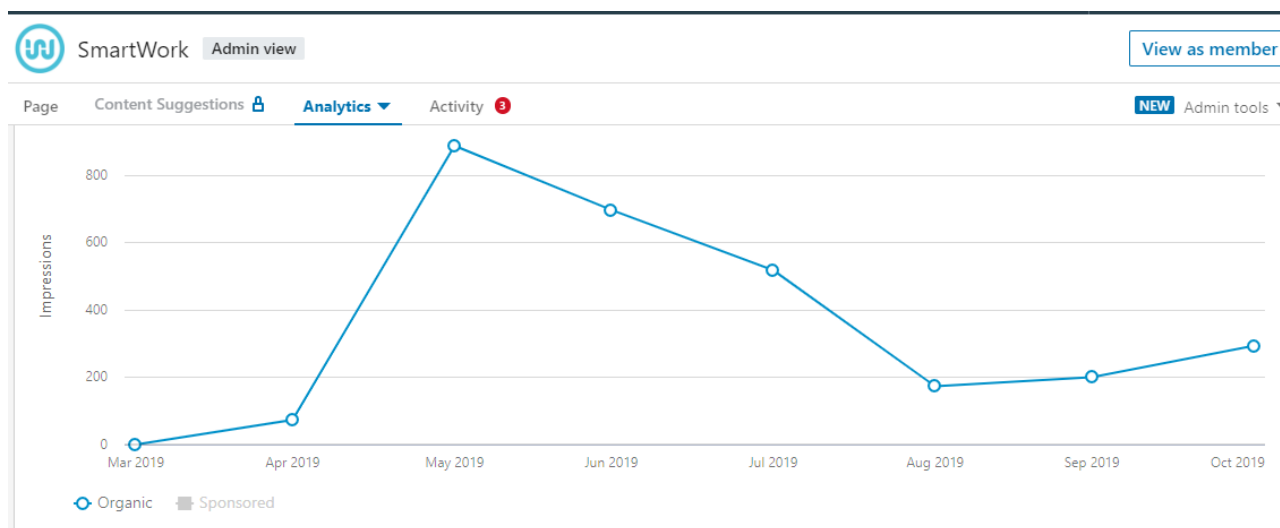
FIGURE 6: LINKEDIN – NO. OF IMPRESSIONS BY MONTH

2.7.2.1.   Progress against LinkedIn KPIs

Table 11 provides an overview of the key performance indicators (KPI) for LinkedIn and status as at M11:

Metric	KPI	Progress @ M11*
No. posts	Baseline of 30 LinkedIn posts per year (aiming for 50)	36
No. followers	Baseline of 300 followers	30

TABLE 111: PROGRESS AGAINST LINKEDIN KPIS

As at 13/11/2019

Analysis of these metrics helps to evaluate the overall effectiveness of SmartWork updates on LinkedIn and provides some key learning for Year 2. More details on this are in paragraphs 2.14 and 2.15.

2.7.3.   Facebook

Facebook activity has been increasing over the course of Year 1, with content and posts linking directly to news published on the SmartWork website.

Analysis of metrics from Facebook Insights shows the following highlights:

Metric	Result @ M11*
No. posts	36
No. Likes/ No. New page likes	119/123
No. shares	21
No. comments	0
Demographics of followers	Not available

TABLE 122: FACEBOOK ANALYTICS YEAR 1

*Data as at 19/11/2019

The post with the highest reach was in July and related to the SmartWork Consortium meeting in Coimbra at the end of June.
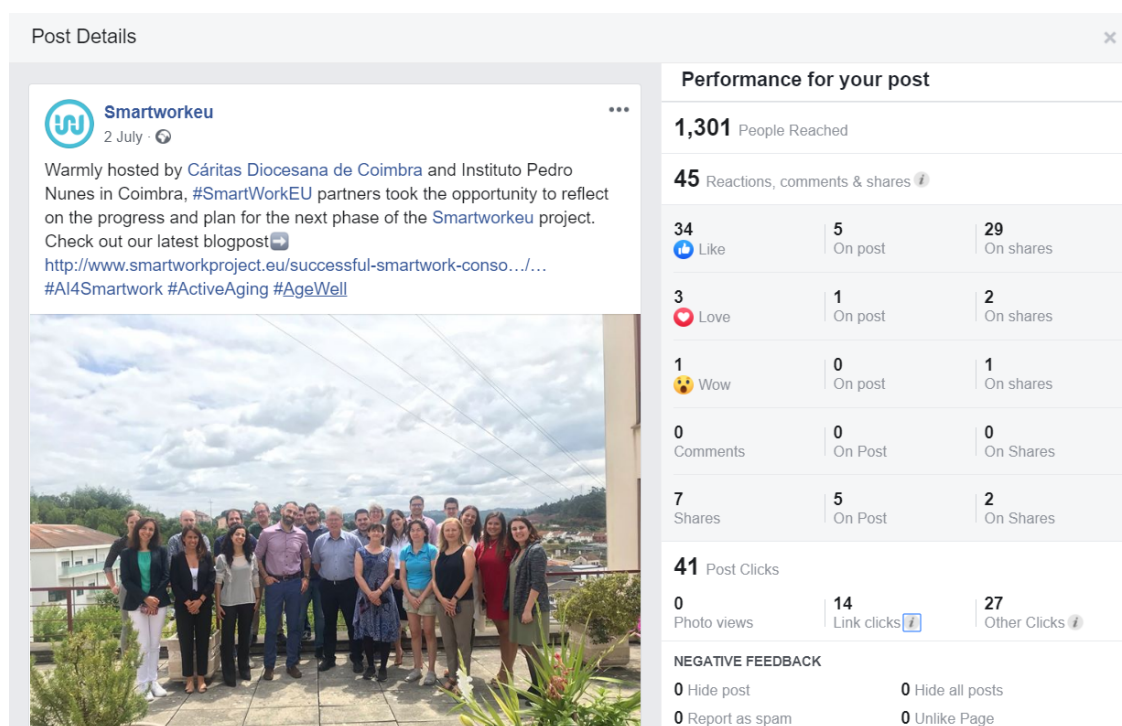
FIGURE 7: FACEBOOK POST WITH HIGHEST REACH YEAR 1

Analysis of Facebook followers indicates that there was a spike in followers between the 15th and 22nd September 2019. These dates align with a number of events in the SmartWork calendar and news stories, including:

- 11-13 September, IEEE International Workshop on Computer Aided Modeling and Design of Communication Links and Networks - Dr. Dimitrios Amaxilatis (Sparks) presented a conference paper on SmartWork. This was published as a conference publication.

- 12-13 September, SmartWork first Technical Meeting, Athens.

- 23-25 September, AAL Forum – Carina Dantas (CDC) chaired an Ethics Workshop featuring SmartWork, and ECHAlliance and IPN also attended and a prototype of the IPN mouse was demonstrated.
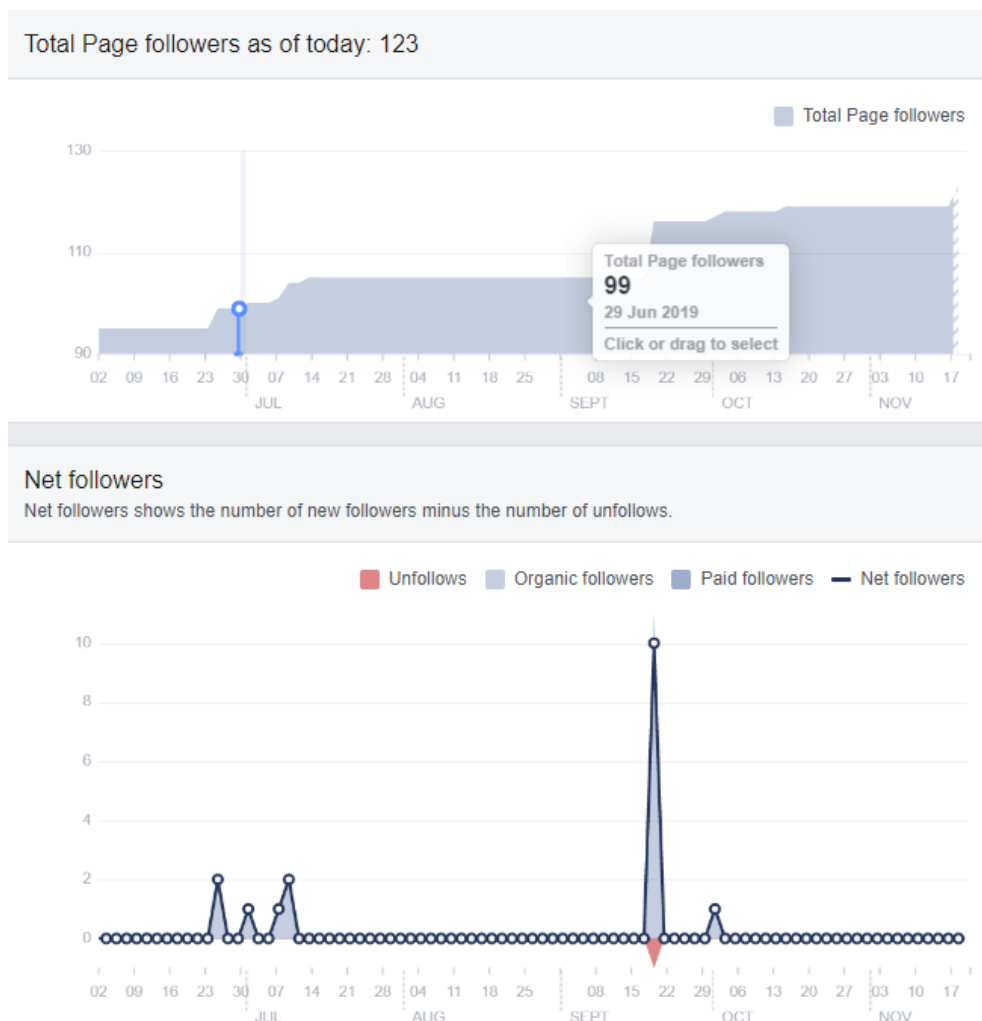
FIGURE 8: FACEBOOK FOLLOWERS BY MONTH

2.7.3.1.   Progress against Facebook KPIs

Table 13 provides an overview of the key performance indicators for Facebook and status as at M11:

Metric	KPI	Progress @ M11*
No. likes	Baseline of 300 likes per year (aiming for 500)	119
No. followers	Baseline of 400 followers	123

TABLE 133: PROGRESS AGAINST FACEBOOK KPIS

*Data as at 19/11/2019

2.8. Activities on Partner websites and social media

The Consortium partners have been promoting the SmartWork project to their own audience and networks by:

o   presenting the SmartWork project on their organisation's website;

o   sharing SmartWork news, blog posts and activities on their social networks;

o   individually posting information about the project in such a way as to drive traffic towards the SmartWork website;

o   supporting the SmartWork social media accounts by retweeting tweets from @SmartWorkEU, using the hashtag #SmartWorkEU and tagging the consortium partners.

Examples of partners promoting the SmartWork project via their own communication channels are presented as follows:
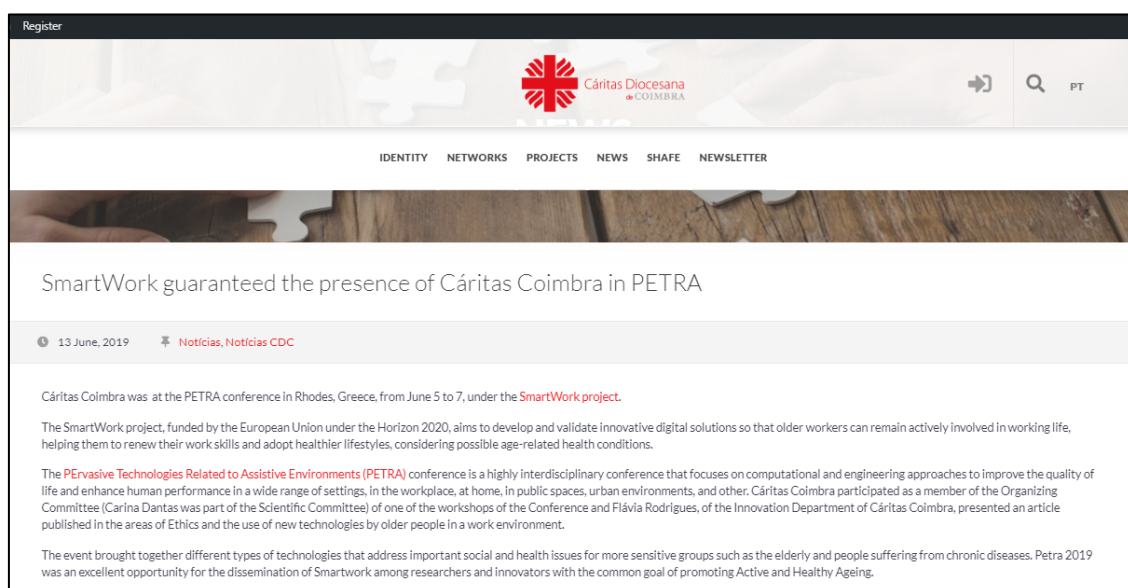
FIGURE 9: SMARTWORK CONTENT ON PARTNER WEBSITES
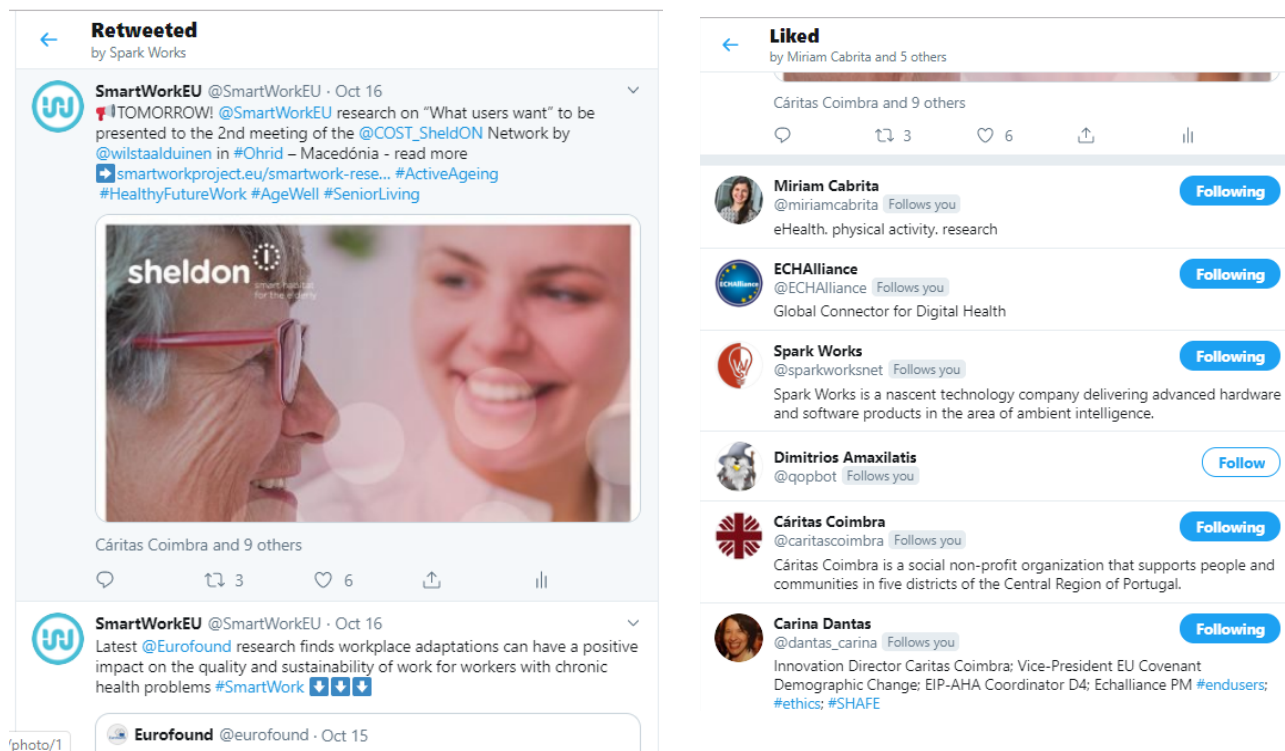
FIGURE 10: SMARTWORK CONTENT ON PARTNER SOCIAL NETWORKS

Table 14 highlights the communication and dissemination activities of the SmartWork partners on their own websites and social media channels to support the project (data as at 1/11/2019). It is evident that some partners have been more proactive than others, but that with renewed focus, the potential reach of the SmartWork through the partner networks is great.

More analysis on the learning from this is presented in paragraphs 2.14 and 2.15.

	Twitter		Facebook		LinkedIn		Emails		Newsletter		Website
	No. tweets	No. followers	No. posts	No. followers	No. posts	No. connections	No. sent	No. reached	No. Articles	No. Contacts	No. Posts
BYTE		11	2	322	3	2,736					2
UPAT	12	274	4	212	10	230	12	2,000			1
CDC	52	51	24	9,358	52	189	24	1,220	12	1,500	44
IPN	1	2,508	1	17,000	1	8,399			1	375	3
RRD	67	872			16	1,253					2
COIN											
CAT											2
SPARKS	21	108	4	72	3	72					

![EU flag] Funded by Horizon 2020 Framework
Programme of the European Union under
Grant Agreement No. 826343

D9.5 – COMMUNICATION & DISSEMINATION PLAN FOR YEAR 2 | Page 28

RtF-I	5	161								1
ECHA	29	4,403	29	123	29	32	105	200	10	16,500	10
Total	187	8,388	64	27,087	111	12,911	141	3,420	23	18,375	65

TABLE 144: ACTIVITIES BY SMARTWORK PARTNERS YEAR 1

2.9. General media activities

2.9.1. Press Releases

The Consortium has engaged with the general media through the circulation of press releases aimed at the general public. These were issued when the project had important announcements to make:

1. Press Release to announce SmartWork project launch, dated 22 January 2019: https://echalliance.com/h2020-smartwork-project-launches-in-athens/

2. Press Release following Consortium Meeting in Coimbra June 2019, dated 2 July 2019: http://www.smartworkproject.eu/successful-smartwork-consortium-meeting-in-coimbra-portugal-25-26-june-2019/

2.9.2. SmartWork in the press

SmartWork has appeared in a number of national and international press publications during Year 1. The links to clippings are provided in Appendix 1.

2.9.3. Newsletters

One SmartWork Newsletter has been published in Year 1, using a MailChimp template developed to reflect the visual identity of the SmartWork project. The newsletter was issued from MailChimp to all those who had signed up via the 'Contact' page on the website (25), and also added to the Newsletter page of the SmartWork website. Partners also used their networks to help circulate the newsletter.

The first Newsletter was published in July 2019 and focused on the progress made by the project in the first six months of project, followed by a look-ahead to the following few months: https://mailchi.mp/3af9ed6f944d/smartwork-newsletter-july-2019?e=[UNIQID]

The second newsletter is due to be published in January 2020 and will recap on the achievements of the previous 6 months of the project, followed by a look ahead to Year 2.

Analysis of the newsletter metrics shows the following highlights:

Metric	Newsletter 1 – July 2019
No. Signed up to receive via website	25

No. Opens from email	17
No. URL clicks	201
No. Visitors to Newsletter page	146

TABLE 155: NEWSLETTER ANALYTICS

The experience of the first newsletter has important learning for Year 2, and this is highlighted in paragraphs 2.14 and 2.15.

2.9.4. Leaflet and Poster

As reported in D9.1, the Consortium developed a SmartWork leaflet and poster to present an overview of the project for a general audience, its objectives, expected impacts and the Consortium partners in a visually appealing way. Since then, the consortium has also produced an editable version to allow for updates as the project progresses and a Danish language version.

In Year 1, approximately 600 leaflets have been distributed by partners attending events (AAL Forum 2019, Digital Economy Forum 2019 and Department of Health and Care, Aarhus Municipality).

The poster has also been used as a template for conference poster presentations, most recently by Sparks attending the 2019 European Conference on Ambient Intelligence in Rome, Italy.
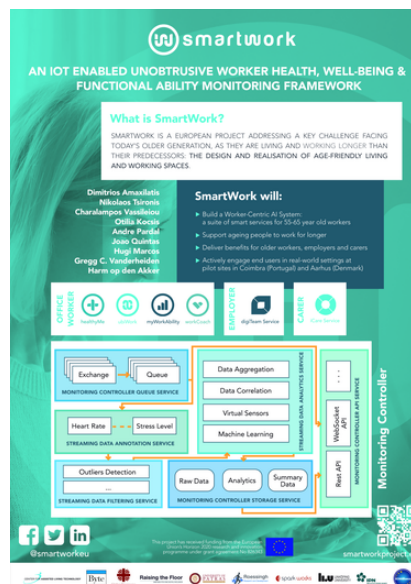
FIGURE 11: SCREENSHOT OF SMARTWORK POSTER AS POSTER PUBLICATION

2.10. Scientific and conference publications

As well as creating a general awareness of the project, SmartWork partners have been focused on beginning dissemination in scientific networks and soliciting the first scientific interest in the project (Year 1 objectives) by producing publications in Year 1.

To date, the following articles have been published as conference proceedings:

	Title	Conference Name	Date	Location	Published in & link
1	"An IoT enabled Unobtrusive Worker Health, Well-Being and Functional Ability Monitoring Framework" *(Poster publication)*	2019 European Conference on Ambient Intelligence	13-15 November 2019	Rome, Italy	CEUR Workshop Proceedings: http://ceur-ws.org/Vol-2492/paper17.pdf
2	"Enhancing an eco-driving gamification platform through wearable and vehicle sensor data integration"	2019 European Conference on Ambient Intelligence	13-15 November 2019	Rome, Italy	Conference Proceedings of AMI 2019.
3	"Coping with missing data in an unobtrusive monitoring system for office workers"	BIA 2019 - International Conference on Biomedical Innovations and Applications	8-9 November 2019	Varna, Bulgaria	To be published in the IEEE Xplore Digital Library and will be indexed in Scopus (not published at time of submission of D9.5).
4	"What users want – research on workers, employers and caregivers demands on SmartWork AI system"	11th ICT Innovations Conference 2019	17-19 October 2019	Ohrid, North Macedonia	https://link.springer.com/book/10.1007/978-3-030-33110-8#toc
5	"Fog Computing-based, driving behaviour monitoring framework".	IEEE International Workshop on Computer Aided Modeling and Design of Communication	11-13 September 2019	Limassol, Cyprus	Conference Proceedings of the 2019 IEEE 24th International Workshop on Computer Aided Modeling and Design of Communication Links and Networks (CAMAD)

		Links and Networks			
6	"SmartWork: Designing a Smart Age-Friendly Living and Working Environment for Office Workers".	PETRA 2019 - International Conference on Pervasive Technologies Related to Assistive Environments	5-7 June 2019	Rhodes, Greece	PETRA '19 Proceedings of the 12th ACM International Conference on PErvasive Technologies Related to Assistive Environments Pages 435-441
7	"Pervasive technologies applied to the work environment: implications for end users".	PETRA 2019 - International Conference on Pervasive Technologies Related to Assistive Environments	5-7 June 2019	Rhodes, Greece	PETRA '19 Proceedings of the 12th ACM International Conference on PErvasive Technologies Related to Assistive Environments Pages 459-463
8	"Older workers technology and the balance of power an ethical review".	PETRA 2019 - International Conference on Pervasive Technologies Related to Assistive Environments	5-7 June 2019	Rhodes, Greece	PETRA '19 Proceedings of the 12th ACM International Conference on PErvasive Technologies Related to Assistive Environments Pages 464-467
9	"Improving Face Recognition of Artificial Social Companions for Smart Working and Living Environments"	PETRA 2019 - International Conference on Pervasive Technologies Related to Assistive Environments	5-7 June 2019	Rhodes, Greece	PETRA '19 Proceedings of the 12th ACM International Conference on PErvasive Technologies Related to Assistive Environments Pages 453-458
10	"Conceptual Architecture of a Multi-Dimensional Modeling	PETRA 2019 - International Conference on Pervasive	5-7 June 2019	Rhodes, Greece	PETRA '19 Proceedings of the 12th ACM International Conference on PErvasive Technologies

Framework for Older Office Workers".	Technologies Related to Assistive Environments			Related to Assistive Environments Pages 448-452

TABLE 166: CONFERENCE PUBLICATIONS YEAR 1

In Year 1, the following article was published in an industry publication:

Title	Publication Title	Number, date or frequency	Publisher	Link
SmartWork: Supporting Active and Healthy Ageing at Work for Office Workers	ERCIM News - Special Theme 'Digital Health'	No. 118, July 2019	European Research Consortium for Informatics & Mathematics	https://ercim-news.ercim.eu/images/stories/EN118/EN118-web.pdf

TABLE 177: INDUSTRY PUBLICATIONS YEAR 1

2.10.1.1.   Progress against Publications KPIs

Table 18 provides an overview of the key performance indicators (KPI) for SmartWork publications and status as at M11:

Metric	KPI	Progress @ M11*
No. Conference publications	10 conference publications	10
No. Scientific publications	6 scientific publications of project results	0

TABLE 188: PROGRESS AGAINST PUBLICATIONS KPIS

As at 13/11/2019

2.11.   Events, conferences and exhibition activities

SmartWork partners have been very active with regard to attending events, conferences and exhibition opportunities and have been proactive in seeking opportunities to present the SmartWork project to scientific networks and audiences and to solicit the first scientific interest in the project (Year 1 objectives).

For a number of events, SmartWork was specifically on the agenda and these are detailed in Table 19. Partners also attended other events where SmartWork did not feature in the agenda, to disseminate the project more generally, and other events and dissemination opportunities are presented in Appendix 2.

Name of event	Date & Location	Type of audience	Brief details of SmartWork in the Agenda/ Programme
2019 European Conference on Ambient Intelligence https://ami2019.diag.uniroma1.it/	13-15 Nov 2019 Rome, Italy	Researchers and practitioners from science, engineering and design	• Dr. Dimitrios Amaxilatis (Sparks) attended and delivered both a conference publication and poster publication on SmartWork. These have been published as conference publications.
BIA 2019 - International Conference on Biomedical Innovations and Applications https://biaconf.site123.me/	8-9 Nov 2019 Varna, Bulgaria		• Dr Otilia Kocsis (UPAT) was an invited speaker, giving the opening keynote presentation and presenting a paper on SmartWork. These have been published as conference publications.
Second plenary SHELD-ON meeting http://www.sheld-on.eu/	17-Oct-19 Ohrid, North Macedonia	International audience interested in smart habitat for the elderly	• Willeke Van Staalduinen (CDC) presented a SmartWork scientific article: "What users want – research on workers, employers and caregivers demands on SmartWork AI system".
AAL Forum https://www.aalforum.eu/about/programme/workshop-29-ethics-data-and-privacy-protection-who-will-take-responsibility-and-how-we-proceed-to-a-common-framework-for-it-aha-in-europe/	23-25 Sept 2019 Aarhus, Denmark	700 delegates (~60 at the Workshop)	• Carina Dantas (CDC) chaired Workshop 29 on Ethics featuring SmartWork. Sonja Hansen (CAT) and Valentina Tageo (ECHAlliance) supported in this workshop. • ECHAlliance and IPN both had Exhibition Booths. João Quintas (IPN) demonstrated a prototype IPN mouse; Federica Porcu (ECHAlliance) networked with attendees and disseminated SmartWork leaflets handed out.

			Miriam Cabrita (RRD) also attended.
IEEE International Workshop on Computer Aided Modeling and Design of Communication Links and Networks https://camad2019.ieee-camad.org/	11-13 September 2019 Limassol, Cyprus	Scientists, engineers, manufacturers and providers	• Dr. Dimitrios Amaxilatis (Sparks) presented a conference paper on SmartWork. This was published as a conference publication.
PETRA 2019 - International Conference on Pervasive Technologies Related to Assistive Environments http://petrae.org/workshops/smartwork.html	5-7 June 2019 Rhodes, Greece	Researchers and innovators with the common goal of promoting pervasive technologies for assistive environments, including Active and Healthy Ageing	• UPAT, CDC, RRD, IPN, CAT all attended this event. • Dr Otilia Kocsis (UPAT) chaired the SmartWork Workshop: "International Workshop on Smart, Personalized and Age-Friendly Working Environments". • The Consortium has also submitted five articles which were accepted for publication at the conference.
EIP on AHA D4 Age Friendly Environments Action Group https://ec.europa.eu/eip/ageing/sites/eipaha/files/events/agenda_eiponaha_d4_meeting_krakow_9_and10_may_2019.pdf	9-10 May 2019 Krakow, Poland	~200 attendees, including regional and local authorities, NGOs, academia, research centres and companies	• Carina Dantas and Willeke van Staalduinen (CDC) attended this event. Carina delivered a presentation on the SmartWork project to the D4 Action Group who focus on age-friendly buildings, cities and environments.
Ageing Fit Conference	29-30 January Lille, France 2019	Healthy ageing companies, retirement and nursing homes,	• Carina Dantas (CDC) attended and moderated the plenary session focusing on the role of public health payers and private

https://www.ageingf it- event.com/speaker/ carina-dantas/		hospitals, healthcare system payers, research institutes, associations and clusters and investors.	insurers in addressing ageing population, and communicated SmartWork project information there.
Joint CEN-CENELEC STAIR-AHA meeting and final PROGRESSIVE conference. https://progressivest andards.org/wp- content/uploads/201 9/02/2nd-STAIR- AHA-meeting- report.pdf	31-Jan-19 Brussels, Belgium	AHA expert audience	• Willeke van Staalduinen (CDC) delivered a presentation on "Smart Healthy Age-Friendly Environments and other smart AHA developments", where Willeke talked about the Thematic Network 2018 on Smart Healthy Age-Friendly Environments (SHAFE) and the SmartWork project.

TABLE 199: EVENTS ATTENDED WHERE SMARTWORK WAS ON THE AGENDA YEAR 1

2.12.   Outreach activities

In Year 1, the SmartWork project has initiated outreach activities both through the partner networks and through other EC projects and initiatives, including establishing first links with the six other projects funded under the same call as SmartWork. These efforts have helped to create an awareness of the project (Year 1 objective), and it is anticipated that in the future, these connections will be transformed into synergies with a view to creating dissemination and exploitation opportunities.

Details on the outreach activities undertaken in Year 1 are reported separately in D9.4 Year 1 Standardisation and Concertation Activities Report, also delivered in M12.

2.13.   Analysis of progress against objectives for Year 1

In D9.1, the communication objectives, tasks and outcomes for Year 1 were identified (produced again in Table 20) and the overall focus for Year 1 was on creating awareness of the SmartWork project through communication activities and some dissemination in scientific networks.

Reflecting on the activities completed Year 1 and detailed in Section 2, it is evident that all of the main tasks and activities have been completed, and the expected outcomes achieved.

Objectives	Main Tasks & activities	Expected Outcomes
Communication: • To create awareness about the project ☑ **Dissemination:** • Dissemination in scientific networks of the participants ☑ • Solicit first scientific interest to potential users of the SmartWork system ☑	**Communication & dissemination:** • 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:** • 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:** • Identify relevant Open Access Scientific Journals ☑ • Submit articles for publication to scientific journals ☑ • Submit scientific papers to workshops and conferences Identify appropriate scientific networks for dissemination ☑	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 ☑

TABLE 200: ACHIEVEMENT OF YEAR 1 OBJECTIVES, TASKS & OUTCOMES

2.14. Overall progress against KPIs

KPIs have been set for the SmartWork website, social media channels and publications. Reflecting on the activities completed in Year 1 and detailed in Section 2, it is evident that:

o Website:

  o At M11, there have been just over 2k sessions on the website compared to a KPI of 10k visits over the project lifetime. This is reflective of the beginning of a project when news is slower and is expected to increase as SmartWork begins to generate results from pilots and concrete system developments.

  o There have been 19 downloads of public deliverables since tracking began in August 2019, compared to the KPI of 200 downloads per public deliverable. On reflection, perhaps the KPI may be ambitious. Some deliverables will be more interesting to the audience than others e.g. readers may be more interested in finding out about the existing commercially available solutions than they would be about the development of the SmartWork web presence for example. Regardless, efforts will be refocused to encourage downloads, and increased website traffic will also be important to achieve this.

o Social media:

  o Twitter: 44 tweets have been published so far on the SmartWork Twitter account compared to a KPI of 30 tweets per year. This reflects the efforts of the SmartWork project here. There are currently 105 followers, compared to the KPI of 500 followers by the end of the project, and it is expected that this will continue to grow as the project begins to generate results and benefits from the outreach to other projects and networks.

  o LinkedIn: 36 posts have been published to date on the SmartWork LinkedIn account, compared to a KPI of 30 posts per year, again reflecting the efforts of the SmartWork project to use this channel. There are currently 30 followers and this is expected to grow as the project generates results and outreach activities generate additional interest in the project.

  o Facebook: 119 likes and 123 followers have been received on the SmartWork Facebook page compared to KPIs of 300 and 400 respectively for the project lifetime. This is expected to grow as the project progresses.

o Publications:

  o At M11, SmartWork partners have produced 10 conference publications, compared to the KPI of 10 conference publications over the project lifetime. This reflects the very active role by partners in writing and submitting papers for consideration and their attendance at events to present papers and showcase the SmartWork project.

o One article was published in an industry publication during Year 1. Partners are currently considering material and topics for publication in scientific journals in Year 2, with greater maturity on the system and achievements.

2.15. Lessons learned from Year 1 activities

Reflecting on the activities of Year 1, it has been a busy and productive period for WP9. There are a number of lessons learned that can be taken forward into Year 2:

- Visitors to the website spend nearly 5 minutes there and visit an average of 3.5 pages. The most popular pages are the Home, Partner and Blog pages. This is an important consideration for where project news is placed in order to reach the audience. The Home Page currently displays a summary of the SmartWork project, the headlines of the three latest blog posts as well as a showing the Twitter feed. The Blog page contains all of the latest project news. The Partner page is information only. This means that efforts should be focused on ensuring important project news is placed on the Home, Blog and Twitter feed to ensure that it reaches the audience.

- In terms of demography, the website is attracting an international audience. Of the ~2k website sessions, 54% were new visitors compared to 46% returning visitors. This suggests that the SmartWork website continues to attract new visitors, whilst also retaining the interest of returning visitors.

- Twitter is the most effective social media channel at referring visitors to the website, with 63% of all social media referrals coming from it (compared to 35% Facebook and 2% LinkedIn). In Year 2, SmartWork can seek to build on this and refocus efforts, particularly on LinkedIn, to try to increase the click-through rate (4%) to increase website traffic.

- The peaks in website page views align with peaks in SmartWork news and blog posts, and the associated social media posts. This highlights the important role played by social media in driving traffic to the website and the importance of generating news to attract traffic to the website.

- The demographics of top Twitter followers indicates that the channel is attracting a mix of followers from scientific, health, digital health and skills, homecare, EU projects and the EC. The website, Twitter and LinkedIn channels all attract an international audience (visitor demographics not available for Facebook).

- Facebook contributes over a third of the social media referrals to the SmartWork website. The growth in followers so far has aligned to events in the SmartWork calendar and news stories, suggesting that these activities tend to increase the traffic on the Facebook page.

- As there is (currently) a small number of subscribers signed up to receive the SmartWork newsletter, its effective dissemination is dependent on it being shared via the SmartWork social media channels and those of the partners.

- Reflecting on the potential reach of the SmartWork partners and their activities in sharing the SmartWork project on their own communication channels in Year 1, there is scope for partners to

use their own channels to a greater extent to support the project to reach a wider audience. Optimising the partners' social networks in this way has a multiplier effect in reaching an increased audience.

3. Updated Communication & Dissemination Plan for Year 2

3.1. Overview

This section recaps on the overall SmartWork communication and dissemination objectives and the information to be communicated and disseminated, including the updates for Year 2.

3.2. Recap: 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 **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 **facilitate collaboration** with related European initiatives and projects;	To **contribute to the scientific body of knowledge** in the technical, medical and social areas relevant to SmartWork; To **promote SmartWork services and solutions to key industry** and healthcare stakeholders for post-project deployments;
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 21: COMMUNICATION AND DISSEMINATION OBJECTIVES

3.3. Recap: 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. Approach to planning Year 2 activities

SmartWork partners are strongly committed to implementing the Dissemination & Exploitation Strategy and have each devised their own individual action plans to make this happen in Year 2. These are presented in Appendix 3.

As they did during Year 1, Partners will continually update the WP9 Planning Tool, available on SharePoint, as their plans change and/or develop, particularly with regard to publications (conference/ scientific/ other) and any events where SmartWork is on the agenda and/or features in the programme or presentation. This was an effective tool in Year 1, providing ECHAlliance, as WP lead, with an overall view of Partner plans so that effective support could be put in place e.g. to promote events where SmartWork was on the agenda, to organise leaflets to be printed for dissemination at events, to publish conference publications etc.

This section of D9.5 draws on the data recorded in the Year 2 Planning Tool and the individual Partner Plans to map out the communication and dissemination activities for Year 2.

3.5. Stakeholder Engagement Strategy for Year 2

The Stakeholder Engagement Strategy remains largely unchanged from that devised in D9.1, which is available for download under the following link: http://www.smartworkproject.eu/wp-content/uploads/2019/11/SmartWork_D9.1-Comm-Diss-Plan_v1.0_Final.pdf

A review of the Strategy concludes that, while the level of engagement required with each stakeholder may change as the project progresses and moves through different phases e.g. from awareness raising to dissemination of SmartWork outcomes, the rationale for engagement and key communication and dissemination channels to be used remain largely the same.

3.6. Specific Communication & dissemination objectives for Year 2

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 was on creating an awareness of the project through communication activities and some dissemination in scientific networks.

This will refocus now 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 22 details the specific communication and dissemination objectives for Year 2, along with the main tasks and activities and expected outcomes.

Objectives	Main Tasks & activities	Expected Outcomes
Communication: • To continue to create awareness about the project • To begin to create an understanding of the comparative advantages & added value of the SmartWork system • To attract & engage users of all categories • To grow the communication channels **Dissemination:** • To continue to build networks, synergies & expand exposure • Dissemination in scientific networks	**Communication:** • Identify key messages for Year 2 • Develop and update project printed materials • Make use of existing & identify new multipliers (network, projects, initiatives, events, etc.) • Build on partners' communication potential • Supporting comms activities for other projects funded in same call as SmartWork and identify collaboration opportunities • Continue to build mailing list of those registering interest in project • Maintain website and grow social media networks • Continue to organise and plan communication and dissemination activities	a) Updated website b) Updated social media c) Updated leaflet, poster and templates d) Updated mailing list e) E-Newsletters f) Blog posts on website g) Press releases h) Conference publications and scientific publications i) SmartWork @ events j) Joint event/ workshop with projects funded in same call as SmartWork

	- Continue publication and promotion through social media channels - Ongoing review and evaluation of Communication & Dissemination Plan **Dissemination:** - Continue to submit articles for publication to scientific journals - Continue to submit scientific papers to workshops and conferences - Take advantage of synergies with projects in same call	

TABLE 22: COMMUNICATION & DISSEMINATION OBJECTIVES, TASKS & OUTCOMES – YEAR 2

3.7. SmartWork narrative & key messages for Year 2

The SmartWork slogan, as formulated by the Consortium in Year 1, remains the same as it continues to encapsulate 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.

> "SmartWork:
>
> A worker-centric AI system for work ability sustainability."

In Year 2, the key focus of communication activities will be on creating an understanding of the comparative advantages and added value of the SmartWork system, growing the relationship with other projects and networks, attracting and engaging users of all categories, and continued dissemination through conference and other publications.

Therefore, the key message for communications in Year 2 will emphasise that the SmartWork system will consist of a suite of different services, it will monitor both health *and* workplace activity, and that it delivers benefits for all user groups.

> "The SmartWork project is developing a suite of innovative digital solutions to support the ageing workforce by monitoring both their health and workplace activity and responding to their needs, leading to benefits for the worker, their employer and their carer."

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

1. SmartWork is developing a suite of smart services, building a worker-centric artificial intelligence (AI) system for work ability sustainability.

2. The SmartWork system will support the ageing workforce to work for longer by unobtrusive monitoring of their health, behaviour, cognitive and emotional status, as well as their workplace activity 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 system will be tested with end users in real work settings in Portugal and Denmark.

5. The SmartWork project is collaborating with similar H2020 projects to identify synergies and share learning on how to create age-friendly living and working spaces.

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, the engagement of users in system design, and the collaborative approach of SmartWork with similar H2020 projects.

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

3.8. Partners' individual communication and dissemination plans for Year 2

SmartWork partners are strongly committed to implementing the SmartWork Communication and Dissemination Strategy and each has updated their own individual action plans to make this happen in Year 2. These are presented in Appendix 3.

As in Year 1, partners will continue to 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.

3.9. Communication & Dissemination Tools & Channels

The communication tools and channels will remain largely the same as Year 1, with efforts focused on growing the audience and driving them to the SmartWork website as the main source of project news and developments.

Reflecting on the progress made in Year 1 and the lessons learned, there will be a few specific adjustments as follows:

3.9.1. Website

The SmartWork website will continue to be the main communication channel for showcasing the project to stakeholders and the wider public. Key updates for Year 2 will include a new page for 'Relevant Projects' that will include a short description and link to the website of the six other projects funded under the same H2020 call as SmartWork.

Moreover, efforts will be focused on increasing the number of downloads of public deliverables. Different approaches will be trialled to identify the most effective way(s) of doing this, for example, introducing a regular blog which presents an extract of a deliverable to entice the audience to download the full report.

Given the link between SmartWork at events and the increase in website traffic, it could be effective to post about the deliverables on the same day as the event, to explore if the increase in traffic also leads to an increase in downloads.

It is expected that the monthly feature blog by different SmartWork partners will continue, and that it will start to increasingly focus on scientific dissemination, reinforcing awareness among employers and carers, and reaching out to industry, based on the maturity of the architecture and the technological framework.

BYTE has planned to author the January 2020 feature blog, title to be confirmed.

3.9.2. Social media

In Year 2, we will continue to build on the progress made in Year 1 in establishing and maintaining the social media accounts and growing the number of followers. With Twitter being the largest referrer to the SmartWork website, efforts will be focused here to continue to feed the Twitter

channel with project news, announcements, coverage of events, extracts from deliverables in order to drive traffic to the website.

On LinkedIn, activities will focus on reaching out to the wider network in order to increase the number of followers, and content will be reviewed to consider the most effective way of increasing the number of 'click-throughs' to the website.

Due to the nature of Year 1 communications being mainly focused on raising awareness of the project, there was no focused differentiation between the channels in terms of the target audience or the message being communicated. In Year 2, tailored messages for specific stakeholders and specific communication channels will be tested to explore if this impacts on the effectiveness of both engaging with stakeholders and driving them to the website.

Moreover, as the SmartWork project progresses into Years 2 and 3 and engagement with stakeholders and end-user groups is expected to increase, it is expected that as well as 'pushing' information out, the social media channels will begin to 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.

Facebook tends to be a more informal communication channel, and for that reason in Years 2 & 3, it will be explored as a 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.

3.9.3. Newsletter

The next newsletter is due for publication in January 2020, followed by the third newsletter in summer 2020. As there is (currently) a small number of subscribers signed up to receive the SmartWork newsletter, its effective dissemination is dependent on it being shared via the SmartWork social media channels and those of the partners, so efforts will be focused on dissemination via these channels as well as encouraging subscriptions to the mailing list.

3.9.4. Printed material (leaflet and poster)

The SmartWork leaflet and poster are both editable and are reviewed on an ongoing basis to reflect the progress of the project, and more information on results and outcomes can be added when appropriate.

The poster will also continue to be used as a template for Conference poster presentations, as it was during Year 1.

3.9.5. Planned publications

A number of Conference Publications are already planned for Year 2, as follows:

Conference Name	Date	Location	Proceedings to be published in:	Partner
AIAI 2020: 16th International Conference on Artificial Intelligence Applications and Innovations	5-7 June 2020	Halkidiki, Greece	SPRINGER IFIP AICT Series	UPAT
IEEE International Conference on Communications 2020	7-11 June 2020	Dublin, Ireland	IEEE ICC Conference Proceedings	TBC
European Conference on Ambient Intelligence 2020	TBC	TBC	TBC	Sparks
IEEE International Workshop on Computer Aided Modeling and Design of Communication Links and Networks 2020	TBC	TBC	TBC	Sparks

TABLE 23: PLANNED PUBLICATIONS YEAR 2

In addition, a scientific publication, "Multi-channel data completion schema", is planned for Year 2 by the University of Patras (and other partners TBC), with the journal/ periodical to be confirmed.

3.9.6. Planned events

Project partners will continue in Year 2 to actively participate in relevant regional, national and international conferences and events, where they will communicate the activities and disseminate the project results through presentations, speaking and exhibition opportunities.

At the time of submitting D9.5, partners are planning to attend the following events in 2020 with SmartWork expected to feature in the event programme/ partner presentation (details to be finalised):

Name of event	Date & Location	Type of audience	Role of SmartWork at event
Ageing Fit Conference	28-29 January 2020, Nice, France	Expect 60+ attendees, 20 countries. Healthy ageing companies, retirement and nursing homes, hospitals, healthcare system payers, research institutes, associations and clusters and investors.	• CDC attending. Details TBC.

EIP on AHA meeting group D4	3-4 March Trieste, Italy	Expect 20+ attendees, European audience. AHA audience, including regional and local authorities, NGOs, academia, research centres and companies	• CDC attending. Details TBC.
ISMPB Workshop - International Society for the Measurement of Physical Behaviour	12th-14th May Stockholm, Sweden	Expect 100+ attendees, international audience. Scientific community, practitioners	• RRD attending and poster abstract to be submitted Nov 2019.
IEEE International Conference on Communications 2020	7-11 June 2020, Dublin, Ireland		• Partner (TBC) attending.
IFA 2020 (Consumer Electronics)	4-9 September 2020, Berlin	Expect 1k+ attendees, international audience. Start-ups, R&D institutes and global innovation leaders find many opportunities to discuss their ideas of future technology and to create valuable B2B contacts.	• IPN attending. Details TBC.
AAL Forum	23-25 September 2020, Nice, France	Expect 1k+ attendees, international audience.	• CDC, RRD, IPN attending. Details TBC. • Expected Exhibition booth & dissemination of flyers.
EFECS 2020 - European Forum for Electronic Components and Systems	November 2020	Expect 300+ attendees, international audience. Start-ups, R&D institutes and global innovation leaders	• IPN attending, featuring demonstration of SmartWork smart mouse.

TABLE 24: PLANNED EVENTS WITH SMARTWORK ON AGENDA YEAR 2

Partners also plan to attend other events in 2020 where they will undertake general dissemination of the SmartWork project, through face to face discussions and networking, as follows:

Name of event	Date & Location	Type of audience
ATIA 2020 – Assistive Tech ology Industry Association Conference https://www.atia.org/conference/	29 Jan to 1 Feb 2020, Orlando, FL, USA	Expect 2.9k attendees, global audience. Assistive Technology, parents, teachers and researchers, manufacturers, and distributors—individuals and organizations. RtF attending.
Digital Health & Wellness Summit @ 4YFN https://echalliance.com/the-digital-health-wellness-summit-2020/	25th Feb 2020, Barcelona	Expect 25k attendees at 4YFN, global audience. Digital Health startups, investors, customers, insurers, Medtech and Pharma. ECHAlliance is organising.
35th CSUN Assistive Technology Conference https://www.csun.edu/cod/conference/sessions/	10-13 March 2020, Anaheim, CA, USA	Expect 4.5k attendees, global audience. Assistive Technology, researchers, practitioners, educators, government representatives, end users and other participants. RtF attending.
ACM CHI Conference on Human Factors in Computing Systems https://chi2020.acm.org/	25-30 April 2020, Honolulu, Hawaii	Expect 3.3k attendees, global audience. Human Computer Interaction, UX. RtF attending.
M-Enabling Summit https://m-enabling.com/generalinformation.html	22-24 Jun 2020, Washington, DC, USA	Expect 600 attendees, global audience. Assistive Technology, professionals, corporations, service organizations, and key thought leaders. RtF attending.
RESNA 2020 Annual Conference - the Rehabilitation Engineering and Assistive Technology Society of North America https://www.resna.org/resnas-2020-annual-conference	9-11 Jul 2020, Arlington, VA, USA	Expect 1k attendees, global audience. Rehabilitation, Assistive Technology, researchers, developers. RtF attending.
HCI International 2020 22nd International Conference on Human-Computer Interaction http://2020.hci.international/	21-24 Jul 2020, Copenhagen, Denmark	Expect 2k attendees, global audience. Human Computer Interaction, UX. RtF attending.

The Digital Health Society Summit https://echalliance.com/the-digital-health-society-summit/	December 2020, Venue tbc	European audience - European initiatives and projects data-driven transformation of health and social care. The event is under the patronage of the Presidency of the Council of the EU and is supported by ECHAlliance.

TABLE 25: OTHER EVENTS PLANNED YEAR 2

3.9.7. Partner Networks

Reflecting on the reach of the SmartWork partners and their activities in sharing the SmartWork project on their own communication channels in Year 1, there is scope for partners to use their own channels to a greater extent to support the project to reach a wider audience. This means refocusing efforts to:

o   presenting the SmartWork project on their organisation's website;

o   sharing SmartWork news, blog posts and activities on their websites, in their newsletters and on their social networks;

o   individually posting information about the project in such a way as to drive traffic towards the SmartWork website;

o   supporting the SmartWork social media accounts by retweeting tweets from @SmartWorkEU, using the hashtag #SmartWorkEU and tagging the consortium partners.

3.9.8. Outreach to other EC projects

In Year 2, the SmartWork project will build on the initial linkages made with the six other projects foundered under the same call as SmartWork. The agreed next steps are to provide communications support to each other's projects in terms of social media (following and sharing posts), sharing project announcements and to showcase the other projects on each project website. It is envisaged that these early outreach activities will help to build strong working relationships, leading to scientific knowledge exchange and specific opportunities for collaboration which would be beneficial for all projects. This is addressed further in D9.4.

4. 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) D9.2 Web presence (website, logo, social media) (M3)			D9.3 Year 1 Exploitation report (M12) D9.4 Year 1 Standardisation & Concertation activities report (M12 – CDC) D9.5 Communication plan Year 2 (M12)		D9.11 1st version IPR plan (M18)		D9.6 Communication plan Year 3 (M24) D9.7 Year 2 Exploitation report (M24) D9.8 Year 2 Standardisation & Concertation activities report (M24 – CDC)			D9.9 SmartWork Workshop (M32 – UPAT)	D9.10 Year 3 Exploitation report (M36) D9.11 IPR plan (M36) D9.12 Year 3 Standardisation & Concertation activities report (M36 – CDC) D9.13 Data mgmt plan (M36)
Comms activities **KPIs: 6 online newsletters (every 6 months)**	Project Brochure & Poster Project presentation	M6 Newsletter			M13 Newsletter	M18 Newsletter		M24 Newsletter		M28 Newsletter		M36 Newsletter
									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) & 500 followers											
	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, videos (business and end-user/ stakeholder workshops to be attended and held in partner countries; webinars for employers.											
	Publications KPI: 6 scientific publications of project results. Tasks: publication of learned articles/ contributions in leading scientific journals; publication of articles, press releases and contributions to national and Europe-wide newsletters, technical and industry bulletins and journals.											

5. Conclusion

The SmartWork Consortium is committed to implementing the overall Communication & Dissemination Strategy for SmartWork, and in particular to this Plan for Year 2. 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 continues to move towards scientific dissemination and reaching out to industry. A formal update for Year 3 will be issued in M24.

6. Appendices

Appendix 1 - SmartWork in the press

SmartWork has appeared in a number of national and international press publications during Year 1.

Publication Name	Press clipping & link	Date of publication
Solidariedade	Envelhecimento + Ativo e Saudável» é o tema para debate em Abiul	31/10/2019
Diário as Beiras (Portugal)	Projeto SmartWork da Cáritas apresentado em reunião na Macedónia	23/10/2019
Diário as Beiras (Portugal)	Consórcio SmartWork na Cáritas	10/7/2019
Diário de Coimbra (Portugal)	Coimbra acolheu reunião dos parceiros do projecto europeu "SmartWork"	10/7/2019
Diário as Beiras (Portugal)	Smartwork levou a Cáritas de Coimbra à conferência PETRA	18/6/2019
Diário as Beiras (Portugal)	Cáritas Coimbra dissemina SmartWork na Polónia	09/5/2019
Rádio Boa Nova (Portugal)	Cáritas Coimbra dissemina SmartWork na Polónia	08/5/2019
Diário de Coimbra (Portugal)	Cáritas angaria 4 mil bens para apoio a carenciados	13/3/2019
Jornal de Notícias (Portugal)	Cáritas estuda modelo de casa de banho inteligente	10/3/2019
Diário de Coimbra (Portugal)	Cáritas Coimbra partilha experiências de robótica	01/3/2019
Notícias de Coimbra (Portugal)	Cáritas Coimbra vai partilhar experiências na área da robótica	28/2/2019
Media Perspectives (Netherlands)	5 uses of artificial intelligence	28/2/2019

Emerce (Netherlands)	Older employees stay healthy longer with eHealth and artificial intelligence	25/2/2019
Campeão das Províncias (Portugal)	IPN e Cáritas em projecto para melhorar vida dos trabalhadores idosos	07/2/2019
Diário as Beiras (Portugal)	Cáritas reforça posição em convénio europeu	07/2/2019
Campeão das Províncias (Portugal)	IPN e Cáritas em projecto para melhorar a qualidade de vida dos trabalhadores idosos	07/2/2019
Diário de Coimbra (Portugal)	Cáritas representada em conferência sobre envelhecimento em Lille	06/2/2019
Diário de Coimbra (Portugal)	IPN integra projecto que promove envelhecimento activo de trabalhadores	05/2/2019
Diário as Beiras (Portugal)	SmartWork e AAL Fórum levam Cáritas à Dinamarca	04/2/2019
Diário de Coimbra (Portugal)	Cáritas na organização do AAL Forum 2019	02/2/2019
Diário as Beiras (Portugal)	Trabalhadores 55+ mais ativos	17/1/2019
Diário de Coimbra (Portugal)	Cáritas de Coimbra lança projecto Smartwork	10/1/2019

TABLE 26: PRESS CLIPPINGS YEAR 1

Appendix 2 - Other events and dissemination opportunities in Year 1

In addition to events where SmartWork was specifically on the agenda, partners also attended events where SmartWork was communicated more generally through networking and informal discussion. These opportunities are presented in below.

Name of event	Date & Location	Type of audience	Brief details of SmartWork in the Agenda/ Programme
Healthy Cities Debate	14 Feb 2019. Coruña – Galicia	Portuguese and Spanish audience. 300-400 attendees. Local authorities, NGOs, academia, companies and citizens	• Flavia Rodrigues (CDC) attended and undertook project dissemination through networking and matchmaking with other partners; introduction of the project topic in/during the debate "Health Cities".
Digital Health & Wellness Summit @ 4YFN	25-28 Feb 2019, Barcelona	International audience. 23k attendees. 147 countries represented. Startups, investors and companies in technology.	• Valentina Tageo (ECHAlliance) attended and undertook F2F dissemination and networking.
National Conference On Care, innovate in Senior Care	27 Feb 2019. Pombal, Portugal	Portuguese audience, 100-200 attendees. Leaders, technical directors, social action technicians, health technicians, caregivers, the community in general	• Carina Dantas (CDC) delivered a formal presentation on Cáritas innovation projects on ageing, namely SmartWork.
Working group meeting of SheldOn COST project	27-28 Feb 2019. Paredes, Portugal	International audience with researchers from 35 countries. 50+ attendees.	• Carina Dantas (CDC) – SmartWork project dissemination through networking sessions and matchmaking with other partners.
Exhibit on Social Innovation projects	15 Mar 2019. Coimbra, Portugal	Portuguese audience. 50 attendees. Leaders, technical directors, social action technicians, health	• Ana Jegundo (CDC) - formal presentation slot of Cáritas innovation projects on ageing, namely SmartWork

		technicians, caregivers, the community in general	
ISfTeH International Conference / Portugal eHealth Summit	19-20 Mar 2019. Lisbon, Portugal	International audience. 15k attending, 25k in livestream. Public and private entities, startups, scientific societies, universities, municipalities, professional bodies, among other organizations in different sectors	• Carina Dantas, Ana Jegundo and Willeke van Staalduinen (CDC) - formal presentation slot of Cáritas innovation projects on ageing, namely SmartWork; project dissemination through networking and matchmaking with other partners.
HealthIT Conference	16-17 April 2019. Athens, Greece	Greek audience, 400+ attendees. Representatives from: Health IT Leaders from private and public sector (Ministry of Health, Hospitals, etc), Healthcare Professional Associations, Pharmaceutical Companies, Caregivers, Research Community	• Andry Toska (BYTE) attended – SmartWork project dissemination through F2F discussions and networking.
International Congress "Intervention in Health and Well-being"	31 May - 1 Jun 2019. Viseu, Portugal	Portuguese audience. 600+ attendees. Researchers and professionals from different areas of activity	• Carina Dantas (CDC) - project dissemination through networking and matchmaking with other partners; introduction of the project topic in/during the session "Health and Well-being of an increasingly ageing society"
Think Tank Roundtable Series	19 Set 2019.Sintra, Portugal	European audience. 20+ attendees. Key experts from different areas of activity	• Carina Dantas (CDC) - project dissemination through networking sessions and matchmaking with other partners.

Curso CRISH – Co-creating innovative solutions for healthcare	3-Окт-19. Coimbra, Portugal	Portuguese audience. 30 attendees. Health professionals, patients, formal and informal caregivers, researchers and entrepreneurs	• Carina Dantas (CDC) - project dissemination through networking and matchmaking with other partners; introduction of the project topic in the presentation on Social and Community Innovation during the session dedicated to practical examples of co-creating innovative health solutions developed in the regional ecosystem.
DIATOMIC Demo Day	8 Oct 2019. Athens, Greece	Researchers, professionals, Academia	• SPARKS and IPN – project dissemination via F2F networking during the event.
Styria Annual Congress 2019	10-Окт-19. Graz, Austria"	International audience (45 countries). 650+ attendees. Public and private entities, startups, scientific societies, universities, municipalities, Researchers, professionals from different areas of activity, NGOs, academia, companies and citizens	• Carina Dantas (CDC) - project dissemination through networking sessions and matchmaking with other partners.
IV Meeting "Active and Healthy Ageing"	16-Окт-19. Pombal, Portugal	Portuguese audience. 20+ attendees. Local authorities, NGOs, academia, companies and citizens	• Flávia Rodrigues (CDC) - Project dissemination through networking sessions and matchmaking with other partners.
IT Directors Forum 2019	23 October 2019. Athens, Greece	Greek audience, 500+ attendees. CIO's	CTO's	ICT Infrastructure Directors	Chief Digital Officers	Risk and Cybersecurity Officers	• Spyros Kollias (BYTE) delivered a formal presentation and referred to SmartWork's objectives and services, among BYTE's innovative research projects in Health sector.

9th Colloquium on "Ageing, Health and Citizenship"	25-Οκτ-19. Coimbra, Portugal	Portuguese audience. 50 attendees. Local authorities, NGOs, academia, companies and citizens	• Carina Dantas (CDC) - project dissemination through networking sessions and matchmaking with other partners.
IV Geriatrics Meeting "Different Perspectives on Active Ageing"	31-Οκτ-19. Penacova, Portugal	Portuguese audience. 50 attendees. Local authorities, NGOs, academia, companies and citizens	• Sofia Ortet (CDC) - Project dissemination through networking sessions and matchmaking with other partners.
1st International Congress Ageing Communities Development Challenges	14-15 Nov 2019. Castelo Branco, Portugal	International audience. Researchers and professionals from different areas of activity	• Carina Dantas (CDC) - Project dissemination through networking sessions and matchmaking with other partners.
Ciclo de workshops regionais "Para um futuro digital mais inclusivo: desafios e oportunidades"	19 November. Coimbra, Portugal	Portuguese audience. Local authorities, NGOs, academia, companies and citizens	• Sofia Ortet (CDC) - Project dissemination through a dedicated workshop presentation of SmartWork and distribution of leaflets, leading to a concertation activity with EAPN to be developed in Year 2.
7th Active and Healthy Ageing Congress	20-Νοε-19. Coimbra, Portugal	Portuguese audience. 400+ attendees. Local authorities, NGOs, academia, companies and citizens	• Carina Dantas and Flávia Rodrigues (CDC) - Project dissemination through networking and matchmaking with stakeholders.
Digital Economy Forum 2019,	25 November 2019. Athens, Greece	Greek audience, 500+ attendees. Representatives from: Government - Prime Minister, other Political	• BYTE was a Gold Sponsor, attended and had an Exhibition Booth. Public project dissemination through: a) the distribution of project leaflets

		parties, Business unions & Sector Associations, European Union, IT Leaders, Business companies that adopt digital solutions	(Byte produced triptic+flyer, 250 units each), b) the online project presentation playing on the monitors of our booth containing info regarding the project.
'Patients in Power' event	28 November 2019. Athens, Greece	Greek audience, 500+ attendees. Representatives from: 90 Patients' societies, Government, Health organisations, Health Technicians, Caregivers	• BYTE attended and undertook SmartWork dissemination via F2F discussions and networking.
Portugal Social Economy (including a session for SHAFE PT Network)	10-11 Dec 2019. Lisbon, Portugal	Portuguese audience. 2500+ attendees. Researchers, professionals from different areas of activity, Local authorities, NGOs, academia, companies and citizens	• Carina Dantas (CDC) - project dissemination through a keynote speech, the integration of the SmartWork theme on the Portuguese Network on SHAFE Action Plan for 2020 and networking / matchmaking.
The Digital Health Society Summit	11-12 Dec 2019, Helsinki	European audience - European initiatives and projects data-driven transformation of health and social care.	• ECHAlliance – SmartWork dissemination via F2F discussions and networking.

TABLE 27: OTHER EVENTS & DISSEMINATION OPPORTUNITIES YEAR 1

Appendix 3 - Project Partners' individual Communication and Dissemination plans for Year 2

BYTE

<div align="center">

Dissemination Strategy – Year 2
January – December 2020

</div>

Target Stakeholders

Briefly outline the stakeholders your organisation will target in Year 2 of the project.

The main types of stakeholders that BYTE will continue to focus upon and target at the next stages of the project are:

- Companies (large organizations, industry, medium and small SMEs, service providers, etc.), with special emphasis on the work management and optimization domain.
- Workers Associations with primary focus on elderly workers.
- Education and Research organizations incl. Vocational Training Centers and other Teaching and Training facilities, with particular interest on promoting tools and techniques for improving the learning process and capabilities of elder workers.

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 2. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

The primary objectives and goals during the second year of the project with respect to dissemination, is to promote the project to the target stakeholders with great care of the competition, through the initial set of tools and services to be developed throughout Y2 of the project. Early versions of the various SmartWork tools and services will (a) portray the clear vision of the project intended outcomes, (b) provide a look-and-feel of the functionality of the overall platform, (c) attract interest on the potential MVP, (d) collect initial feedback from the interested stakeholders on the early adoption of the platform in order to acquire important insight on potential enchantments, etc.

The material that has been developed within Y1 of the project, i.e. the established web site which was launched at the early stages of the project, the illustrious posters and flyers that have been developed portraying a comprehensive guide into the objectives and vision of the project, etc., will continue to act as key dissemination material to be distributed and utilized.

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. This

---

will enable flexible management of the workforce to increase efficiency and productivity and to optimize training and knowledge management activities, 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 personalised to the older worker's profile.

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.

Following the early successful outcomes of the project, the tools and services could be disseminated towards upcoming events, conferences and exhibitions such as he AAL Forum 2020 will be held in Nice, France (https://www.aal-europe.eu/aal-forum-2020-in-nice/), Business IT Excellence Awards 2020 (https://www.businessitawards.gr), etc.

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 continue to update the description of the project with the SMARTWORK logo to our own website. This will include the latest news, events and developments that are related to the project including publishable outcomes.
- Print out the flyers and posters in order to be utilized in events and activities in which BYTE participates.
- 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. This primarily includes sharing and re-posting the information that is already published either on the projects' web site blog, or at the projects' social media accounts.
- Update 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.

> ▪ Present the outcomes of the project in numerous organization presentations and invited talks that members of the company and key strategic partners frequently attend.

Audience Reach

Date	Mailing list size	Twitter followers	LinkedIn followers	Facebook contacts	Other
Nov 2019	-	11	2.736	322	-

Dissemination Plan – Year 2
January – December 2020

Events – organising/ attending/ participating
- *Name of event – date – location – who is attending - how SmartWork will be disseminated*

Following the early successful outcomes of the project, the tools and services could be disseminated towards upcoming events, conferences and exhibitions such as he AAL Forum 2020 will be held in Nice, France (https://www.aal-europe.eu/aal-forum-2020-in-nice/), Business IT Excellence Awards 2020 (https://www.businessitawards.gr), etc.

Papers/ Publications
- *Name of publication – date (if known) - how SmartWork will be disseminated*

Planned publications for Year 2 are not yet established. This plan will be 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. This primarily includes sharing and re-posting the information that is already published either on the projects' web site blog, or at the projects' social media accounts.

Other dissemination activities
- *Other activities planned to disseminate SmartWork*

Details to be finalised.

UPAT

Dissemination Strategy – Year 2
January – December 2020

Target Stakeholders
Briefly outline the stakeholders your organisation will target in Year 2 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 2. 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*
4. *Prediction and decision support tools for work ability sustainability*

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
5. Journal publications
6. Invited talks
7. Social media

Dissemination Plan – Year 2
January – December 2020

Events – organising/ attending/ participating
- *Name of event – date – location – who is attending - how SmartWork will be disseminated*

1. AIAI 2020, 5-7 June 2020, Halkidiki, Greece. UPAT will prepare and submit a paper on work done in WP4.

Papers/ Publications
- *Name of publication – date (if known) - how SmartWork will be disseminated*

1. UPAT will prepare and submit a scientific journal paper related to work done in WP3.

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*
N/A

RtF-I

Dissemination Strategy – Year 2
January – December 2020

Target Stakeholders
Briefly outline the stakeholders your organisation will target in Year 2 of the project.

1. <u>End-user groups and their associations:</u> 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.

2. <u>Developers:</u> they will be reached out via DeveloperSpace's twitter account that will propagate news related to SmartWork project.

3. <u>Key stakeholders</u>: they will be reached at main global AT related conferences, meetings and events by Raising the Floor's President, Gregg Vanderheiden.

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 2. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

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

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, active social media platforms and ongoing networking activities taking place during meetings, conferences, special events, etc.

Audience Reach

Date	Mailing list size	Twitter followers	LinkedIn followers	Facebook contacts	Other
Oct 2019		GPII account - 161 DSpace account-73	Not applicable	Not applicable	Professional contacts and wide global network.

Dissemination Plan – Year 2
January – December 2020

Events – organising/ attending/ participating

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

Plans for events are not yet finalised.

Papers/ Publications

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

Plans for publications are not yet finalised.

Social media

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

We will publish important news about the project.

Other dissemination activities

- *Other activities planned to disseminate SmartWork*

Pending.

D9.5 – COMMUNICATION & DISSEMINATION PLAN FOR YEAR 2 | Page 67

Caritas Coimbra

Dissemination Strategy – Year 2
January – December 2020

Target Stakeholders
Briefly outline the stakeholders your organisation will target in Year 2 of the project.

Cáritas 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 2. 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 is to disseminate the project (and the consortium) and the deployment of trial operation in semi-controlled environments, 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. Expectedly, showing that this is the key that will probably influence the worker's desire to remain healthy, active, and productive for longer will favour engagement and societal understanding and discussion of the subject. Collecting feedback about the first prototype of the Smartwork system and services is also an objective for this period.

As developed during year 1, and more directly to Portuguese organisations (since all organisations are possible future targets for exploitation but the exploitation of national markets will be the primary aim), 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 Smart, Healthy and Age-Friendly Environments, of which is Technical Coordinator and that gathers around 70 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. 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) 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 of over 170 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.

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
1 Nov 2019	1500	84	189	9353	

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

Dissemination Plan – Year 2
January – December 2020

Events – organising/ attending/ participating
- *Name of event – date – location – who is attending - how SmartWork will be disseminated*

- AgeingFit Conference 2020 – 28-29 January – Nice, France – Carina Dantas - Public project dissemination trough networking sessions and matchmaking with other partners;

- EIP-AHA meeting group D4 – 3-4 March – Trieste, Italy- Carina Dantas - Details to be finalised

- AAL Forum 20– 26-28 October – Nice, France - Carina Dantas - it is predicted to disseminate the project and its results during the event with distribution of flyers and eventually a booth

Papers/ Publications
- *Name of publication – date (if known) - how SmartWork will be disseminated*

To be finalised.

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.

Other dissemination activities
- *Other activities planned to disseminate SmartWork*

To be finalised.

RRD

Dissemination Strategy – Year 2
January – December 2020

Target Stakeholders
Briefly outline the stakeholders your organisation will target in Year 2 of the project.

1. Organizations focused on occupational health (e.g., prevention or rehabilitation)
2. eHealth industry at large (for disseminating SmartWork's way of technology design and sensor integration)
3. Public at large (for disseminating information about the role technology will play at their workplace in the foreseeable future)
4. Scientific community (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 2. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

In year 2, RRD will strengthen the collaboration with organizations focused on occupational health (target stakeholder #1) with the aim to perform small-scale pilot studies to test the usability and feasibility of the technology developed within the SmartWork project.

RRD will continue disseminating the general goal and the progress of the project (i.e., general information about how technology can monitor and improve health at the workplace).

RRD will further disseminate other partners' achievements as well as general project communications via the company website and social networks (Twitter and LinkedIn).

Furthermore, RRD aims to share the scientific results of the work within WP2 and WP4 (main activities in year 2) in what concerns personalization of interventions to promote health and well-being among older office-workers in a 24-hour approach.

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
Scientific events (e.g. ISMPB Workshop and CSCW 2020 conference).

Audience Reach

Date	Mailing list size	Twitter followers	LinkedIn followers	Facebook contacts	Other
1 Nov 2019	n.a.	892	1,303	n.a.	n.a.

Dissemination Plan – Year 2
January – December 2020

Events – organising/ attending/ participating
- *Name of event – date – location – who is attending – how SmartWork will be disseminated*

- (planned) ISMPB Workshop: "The physical behaviour 24/7 approach – integrating occupational and public health perspectives". Stockholm, Sweden. May 14-15th 2020. *To be attended by Miriam Cabrita*
- (planned) 23rd ACM Conference on Computer Supported Cooperative Work and Social Computing 2020. Minneapolis, USA. October 17th-21st 2020. *To be attended by Christiane Grunloh*

Papers/ Publications
- *Name of publication – date (if known) - how SmartWork will be disseminated*

- (to be submitted to the ISMPB Workshop) *Are 'chimpanzees' intrinsically motivated and 'koalas' a-motivated? Building the physical activity motivational profile of blue- and white-collar workers*
- (planned) *Context-dependent interventions to promote health and wellbeing among office workers using a 24-hour approach*

Social media
- *How you expect to use your social media channels to disseminate SmartWork*

RRD will keep utilizing 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*

To be finalised.

Instituto Pedro Nunes

Dissemination Strategy – Year 2
January – December 2020

Target Stakeholders
Briefly outline the stakeholders your organisation will target in Year 2 of the project.

In order of importance:
1. R&D organizations and companies with interest in unobtrusive sensing.
2. R&D organizations and companies with interest in the monitoring of health, behaviour, cognitive and emotional status.
3. Companies with interest in help their 50+ workers;
4. General public.

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 2. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

IPN will focus the dissemination in three main messages:
"SmartWork project builds a Worker-Centric AI System for work ability sustainability",
"Smartwork project integrates unobtrusive sensing and modelling of the worker state with a suite of novel services for context and worker-aware adaptive work support." and "The unobtrusive and pervasive monitoring of health, behaviour, cognitive and emotional status of the worker enables the functional and cognitive decline risk assessment."

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.

We will take advantage of IPN social media channels and website. We will disseminate through the presence at two fairs (B2B meetings) and congresses.

Audience Reach

Date	Mailing list size	Twitter followers	LinkedIn followers	Facebook contacts	Other
1 Nov 2019	375	2.508	8,399	17000	

Dissemination Plan – Year 2
January – December 2020

Events – organising/ attending/ participating
- *Name of event – date – location – who is attending - how SmartWork will be disseminated*

IFA Next - 4-9 September 2020 - Berlin - Project Manager - B2B meetings, pitching and/or delivery of flyers.
EFECS - November 2020 - To be decided - Project Manager - demonstration of prototypes, pitching and/or delivery of flyers.

Papers/ Publications
- *Name of publication – date (if known) - how SmartWork will be disseminated*

Not yet planned – to be finalised.

Social media
- *How you expect to use your social media channels to disseminate SmartWork*

We will use the social media to communicate events, project milestones and news related with the project.
We will also use IPN website, newsletters in order to engage local audiences.

Other dissemination activities
- *Other activities planned to disseminate SmartWork*

To be finalised.

SPARKS

Dissemination Strategy – Year 2
January – December 2020

Target Stakeholders
Briefly outline the stakeholders your organisation will target in Year 2 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 2. 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.

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
Nov 2019	N/A	107	77	72	

Dissemination Plan – Year 2
January – December 2020

Events – organising/ attending/ participating
- *Name of event – date – location – who is attending - how SmartWork will be disseminated*

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 but indicative options are:
   o The European Conference on Ambient Intelligence
   o The IEEE International Workshop on Computer Aided Modeling and Design of Communication Links and Networks
   o MDPI Sensors Journal

Social media
- *How you expect to use your social media channels to disseminate SmartWork*

SparkWorks is active in Facebook, Twitter and Linked 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*

SparkWorks is participating in other research and proof-of-concept projects and disseminate the outcomes of SmartWork to them.

D9.5 – COMMUNICATION & DISSEMINATION PLAN FOR YEAR 2 | Page 76

COIN

Dissemination Strategy – Year 2
January – December 2020

Target Stakeholders
Briefly outline the stakeholders your organisation will target in Year 2 of the project.

- 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 2. 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

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

Dissemination Plan – Year 2
January – December 2020

Events – organising/ attending/ participating
- *Name of event – date – location – who is attending - how SmartWork will be disseminated*

Plans to be finalised.

Papers/ Publications
- *Name of publication – date (if known) - how SmartWork will be disseminated*

Plans to be finalised.

Social media

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

    LiU will promote significant news on its website

Other dissemination activities
- *Other activities planned to disseminate SmartWork*

Plans to be finalised.

CAT

Dissemination Strategy – Year 2
January – December 2020

Target Stakeholders
Briefly outline the stakeholders your organisation will target in Year 2 of the project.

CAT intends to target five of the six Municipal Magistrates of the Aarhus Municipal in 2020. Within the SmartWork target group of +55 office workers the potential number of users counts 2.500. The approach is made through the formal cooperation organization to insure commitment. Preparations for potential exploitation of SmartWork is planned to enlarge the stakeholder group by two organisations: Municipality Health&Care and the Working Environment Authority. The aims are to enlarge the potential user groups to citizens serviced by Municipality Health&Care and private enterprises.

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 2. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

Planning of the 2021 pilot will embrace marketing towards potential user and organizational leaders/managers. The marketing will aim at what SmartWork offers the individual, what users are giving consent to and the coherence with present and planned work environment policies and initiatives.

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.

Dissemination will take place through media (web and magazines) and events (conferences, workshops etc.) within the national communities of innovation and business development in healthcare, homecare and social services. Among the planned communities: WellfareTech, KL - Local Government Denmark, IDA Health Technology. Within the auspices of Aarhus Municipal the Health&Care intranet web is regularly updated on project progress. In 2020 major issues are on Pilot-test planning and Training of Artificial Intelligence.

Audience Reach

Date	Mailing list size	Twitter followers	LinkedIn followers	Facebook contacts	Other
Dec 2019		352	2094	12286	

Dissemination Plan – Year 2
January – December 2020

Events – organising/ attending/ participating
- *Name of event – date – location – who is attending - how SmartWork will be disseminated*

Participating – The AAL Forum in October in Nice – we will apply for a workshop, but depends on the themes the AAL Programme will announce

Attending – EIP on AHA meeting in February. In Brussels. Don't know, if we at that time, still will have Action Group D4, which is about Age friendly environments.

Papers/ Publications
- *Name of publication – date (if known) - how SmartWork will be disseminated*

The flyer will be handed out at our internal and external meetings.

Information on the project will be published in the newsletter from Welfare Tech.

Nothing else planned for now.

Social media
- *How you expect to use your social media channels to disseminate SmartWork*

Homepage
Linked-In
Facebook

Other dissemination activities
- *Other activities planned to disseminate SmartWork*

Plans to be finalised.

<u>ECHAlliance</u>

Dissemination Strategy – Year 2
January – December 2020

Target Stakeholders
Briefly outline the stakeholders your organisation will target in Year 2 of the project.

ECHAlliance will reach out to stakeholders within its broad network (society, industry, academia, healthcare providers, and scientific community) to promote the SmartWork project and share news of Year 2 developments.

As WP9 leader, ECHAlliance will continue to lead all activities on the SmartWork website and social media channels, as well as more general comms activities.

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 2. This should be specific to your own SmartWork WP activities, role in the project, territorial characteristics or similar.

- It is expected that Year 2 messages will begin to create an understanding of the comparative advantages and added value of the SmartWork system, so as WP lead for WP9, ECHAlliance will formulate news and general comms that will highlight this.
- ECHAlliance will continue to write and disseminate general project news and developments on the project website and social media channels, as well as supporting the other partners in their communication and dissemination efforts with scientific publications and at conferences and events, and in particular with news and social media coverage of their speaking slots, SmartWork presentations and event attendance.

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 continue to manage and maintain 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 contacts	Other
Nov 2019	~15,000	4,427	1,017	582	

Dissemination Plan – Year 2
January – December 2020

Events – organising/ attending/ participating
- *Name of event – date – location – who is attending - how SmartWork will be disseminated*

Digital Health & Wellness Summit @ 4YFN, Barcelona, 25 February 2020: ECHAlliance is organising and SmartWork will be disseminated via F2F discussions, networking and distribution of flyers.
The Digital Health Society Summit, December 2020: organised under the patronage of the Presidency of the Council of the EU and is supported by ECHAlliance. SmartWork will be disseminated via F2F discussions, networking and distribution of flyers.
2020 calendar of Ecosystem meetings and other events is currently under development.

Papers/ Publications
- *Name of publication – date (if known) - how SmartWork will be disseminated*

Plans to be finalised.

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.