



SHAPES

Smart and Health Ageing through People Engaging in supporting Systems

D10.1 – SHAPES Dissemination and Communication Plan

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Table of Acronyms and Abbreviations

Table 3 Acronyms and Abbreviations

Acronym	Full Term
AHA	Active and Healthy Ageing
EC	European Commission
EIP – AHA	European Innovation Partnership on Active and Healthy Ageing
EU	European Union
GA	General Assembly
H&C	Health and Care
IA	Innovative Action

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MS	Milestone
MXX	Month XX
PMB	Project Management Board
RTOs	Research and Technology Organizations
SMEs	Small and Medium sized Enterprises
SAB	Stakeholders Advisory Board
WHO	World Health Organization
WP	Work Package

Keywords

Awareness, long-term impact, implementation, achievements, dissemination, involvement, results, enlargement, activities, communication, promotion.

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List of partners and their acronyms and countries

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• AGE PLATFORM EUROPE (AGE)	BE
• AGILE AGEING ALLIANCE (AAA)	GB
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• EDGENEERING LDA (EDGE)	PT
• EUROPEAN UNION OF THE DEAF AISBL (EUD)	BE
• FAKULTNI NEMOCNICE OLOMOUC (FNOL)	CZ
• FRAUNHOFER GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V. (Fraunhofer)	DE
• FINT FUTURE INTELLIGENCE LIMITED (FINT)	CY
• GNOMON Informatics SA (GNOMON)	GR
• INSTITUT FUR GESUNDHEITSWIRTSCHAFT(GEWI) E.V. (gewi)	DE
• INTRACOM SA TELECOM SOLUTIONS (ICOM)	GR
• KOMPAL ROBOTICS (KOMPAL ROBOTICS)	FR
• LAUREA-AMMATTIKORKEAKOULU OY (LAUREA)	FI
• MEDICALSYN GMBH (MedicalSyn GmbH)	DE
• NORTHERN HEALTH AND SOCIAL SERVICE TRUST (NHSCT)	GB
• OMNITOR AB (OMNITOR)	SE
• UNIVERZITA PALACKEHO V OLOMOUCI (UP)	CZ
• PAL ROBOTICS SL (PAL ROBOTICS)	ES

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- 5 YGIONOMIKI PERIFERIA THESSALIAS & STEREAS ELLADAS (5 TH YPE) GR
- ASOCIACION BENEFICO-SOCIAL EL SALVADOR (ABS el Salvador) ES
- EPISTIMI GIA SENA ASTIKI MI KERDOSKOPIKI ETAIRIA (SCIENCE FOR YOU) GR
- ELLINIKO MESOGEIAKO PANEPISTIMIO (Hellin Med Uni) GR
- TREE TECHNOLOGY SA (TREE) ES
- UNIVERSIDAD DE CASTILLA - LA MANCHA (UCLM) ES
- UNIVERSIDADE DE AVEIRO (UAVR) PT
- UNIVERSITY COLLEGE CORK - NATIONAL UNIVERSITY OF IRELAND, CORK (UCC) IR
- UNIVERSIDADE DO PORTO (UPORTO) PT
- EREVNITIKO IDRIMA P.L. (UNRF) CY
- UNIVERSITY OF ULSTER (Ulster) GB
- FUNDACION CENTRO DE TECNOLOGIAS DE INTERACCION VISUAL Y COMUNICACIONES VICOMTECH (VICOM) ES
- THE WORLD FEDERATION OF THE DEAFBLIND (WFDB) (WFDB) NO



Executive Summary

Shapes Work Package 10 Task 10.1 “SHAPES Dissemination and Communication Plan” aims at elaborating and implementing a dissemination and communication strategy to raise awareness about SHAPES and to disseminate and spread the results to all relevant stakeholders in an optimal manner, thus ensuring the sustainable long-term impact of the project.

This document presents the different tools and strategies that will be developed and used over the duration of the project in order to reach the above-mentioned objectives.

The document presents different sections.

The first section provides an overview of WP10 and the related tasks which will be implemented throughout the strategy.

Secondly, the plan defines key messages, positioning statements and target stakeholders and selects appropriate tools and channels to be used for external communication, including conferences, e-mails, interviews, workshops and promotional materials to gather stakeholders’ perceptions and suggestions regarding the deployment and adoption of the SHAPES Platform.

The document includes key performance indicators (KPIs) and a methodology to measure the impact of the dissemination and communication strategy and to define partners’ roles and tasks within WP10.

Finally, the Dissemination and Communication Plan offers a tentative timeline to organise the work in an efficient and coordinated way. It also provides a contact list from contact data accessible on the internet to establish good communication with relevant stakeholders and provide them with information on the project and its approach, main activities and results.



1. Introduction

The SHAPES Innovation Action (IA) is an ambitious pan-European endeavour seeking to build, pilot and deploy a large-scale, EU-standardised open platform.

SHAPES builds an interoperable Platform integrating smart digital solutions to collect and analyse older individuals' health, environmental and lifestyle information, identify their needs and provide personalised solutions that uphold the individuals' data protection and trust. The standardisation, interoperability and scalability of the SHAPES Platform will sustain increased efficiency gains in health and care delivery across Europe, bringing improved quality of life to older individuals, their families, caregivers and care service providers.

SHAPES Large-scale Piloting campaign engages more than 2000 older individuals in 15 pilot sites in 10 EU Member States, including 6 EIP on AHA Reference Sites, and involves hundreds of key stakeholders in order to bring forth solutions to improve the health, wellbeing, independence and autonomy of older individuals, while enhancing the long-term sustainability of health and care systems in Europe.

By integration of a broad range of technological, organisational, clinical, educational and societal solutions, SHAPES supports Europe in addressing how current and future digital solutions and innovation can be applied to support planning for extended lifespans while maintaining an independent, healthy and active lifestyle.

1.1. Rationale and Purpose of the deliverable

To support SHAPES development, an effective dissemination and communication strategy is needed with the aim of reaching out to the right audiences in order to ensure the project's success. The Dissemination and Communication Plan defines key messages, positioning statements and target stakeholders, and selects appropriate tools and channels to meet the information needs of the targeted stakeholders.

The dissemination and communication activities, which are essential to increase visibility and awareness of SHAPES and ensure the long-term impact of the project,



will be carried out according to the Dissemination and Communication Plan, which also establishes KPIs to adequately measure the impact of the dissemination and communication strategy.

1.1.1. Deliverable Objectives

The Dissemination and Communication Plan:

- Establishes suitable strategies and channels to disseminate and communicate the SHAPES results to relevant audiences;
- Identifies different stakeholder groups and produces a contact list of relevant groups of stakeholders which is essential to the large-scale deployment and adoption of the SHAPES Platform, digital solutions and innovations capable of supporting healthy and independent living;
- Supports the Consortium's efforts in promoting and encouraging the uptake of SHAPES results;
- Works as a reference resource to be used by all partners during the whole project's duration. To achieve this goal, the Dissemination and Communication Plan identifies partners' responsibilities and timelines to ensure effective tracking of dissemination and communication activities which will be carried out throughout the duration of the project.

1.2. Structure of the Document

The Dissemination and Communication Plan presents in detail the tools and the strategies that will be developed and used during the implementation of SHAPES project, with the aim to achieve the agreed objectives.

After giving a general synopsis of the SHAPES project and its objectives, the first section of the plan provides an overview of WP 10 objectives and tasks which will be implemented throughout the strategy. It also lists the deliverables which have been identified within the work package.

Secondly, the plan focuses on the three different phases that the strategy is built upon (Phase 1 – Communication for Awareness; Phase 2 – Communication for promotion; Phase 3 – Communication for Engagement). This section identifies the communication



goals of the plan and defines key messages and target audiences to which the dissemination and communication activities will be targeted.

The plan dedicates one central section to the identification of appropriate tools and channels to be used for external communication, including conferences, e-mails, interviews, workshops and promotional materials to gather stakeholders' perceptions and suggestions regarding the deployment and adoption of the SHAPES Platform.

This section includes key performance indicators (KPIs) and a methodology to measure the impact of the dissemination and communication strategy and to define partners' roles and tasks within WP10.

In addition to external communication, the Dissemination and Communication Plan also dedicates a shorter chapter to internal communication, highlighting both interdependencies between different work packages and agreed methods of communication between partners.

Finally, the Dissemination and Communication Plan offers a tentative timeline to organise the work in an efficient and coordinated way. It also provides a template for dissemination reporting (Annex 9.1) which every partner will use during the project as well as a contact list from contact data accessible on the internet to establish good communication with relevant stakeholders and provide them with information on the project and on its approach, main activities and results.



2. Summary of the project

2.1. Objectives

The overall objective of the SHAPES project is to create the first European open Ecosystem for supporting and extending healthy and independent living for older individuals who are seeking to enhance the quality of their life and/or facing permanently or temporarily reduced functionality and capabilities and who face disabilities. The approach of SHAPES is to combine a focus on the individual user's needs, the context and systems within which they live and technological innovation; including connected devices (e.g. smart wearables and bespoke digital health solutions) and relevant technical enablers (e.g. Internet of Things, artificial intelligence, cloud and edge computing) that will be integrated to provide personalised and optimised health care delivery.

To accomplish this mission, the Consortium will pursue the following objectives:

- a) Understand the live experiences of older people across a range of different countries and contexts within the EU;
- b) Determine the best ways of addressing both the opportunities and needs for people as they age, whilst considering their local situation and broader social context, along with the potential of the social systems in which they live to further support and encourage positive, smart and healthy ageing;
- c) Build and deliver the innovative European-led SHAPES Platform by providing a broad range of interoperable solutions to improve the health, wellbeing and independence of older individuals;
- d) Enlarge and consolidate the SHAPES Ecosystem for active and healthy ageing in order to allow stakeholders to exchange knowledge and expertise, identify current and future solutions and provide mutual advice, training and support and exploit collective knowledge;
- e) Promote the adoption of standards in the field of integrated care of older individuals in the EU, and the identification of standardisation priorities to facilitate the deployment of open and interoperable Platform, by developing value-based business models and by applying a human centred co-design process which builds on personas and use cases;

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- f) Implement the SHAPES Pan-European Pilot Campaign that demonstrates and validates the Platform in 36 pilot activities in 15 interconnected communities or pilot sites across 10 EU Members States;
- g) Design and implement the Platform according to the EU Ethical and Legal/Regulatory Framework and based on ethical and legal principles of privacy-by-design and privacy-by-default, accessibility and inclusivity;
- h) Achieve successful market deployment, uptake of the Platform and digital solutions informed by the results of the SHAPES Open Calls for Innovation and Collaboration by involving new and relevant stakeholders in discussion forum on active and health ageing and by establishing the SHAPES Advisory Board (SAB);
- i) Produce recommendations, a roadmap and an action plan for the deployment, scale-up and adoption of the SHAPES Platform and digital solutions seeking to improve Health and Care (H&C) delivery in Europe and facilitating active and healthy ageing at home;
- j) Implement SHAPES wide dissemination across Europe and turn the Platform into a global reference for active, healthy and independent ageing by implementing 190 dissemination actions across 14 countries which emphasize SHAPES' added value and focus on the solutions which make it differ from other similar projects.



3. WP10 Description

Work package 10 is dedicated to the planning, development and implementation of suitable strategies to disseminate and communicate the SHAPES results to all relevant stakeholders. Efficient dissemination and communication activities serve to create and engage a community of stakeholders and to spread the results of joint efforts widely to targeted stakeholders in an optimal and accessible manner. Consequently, these activities are performed by all SHAPES partners, being closely linked to work progression in the project, as they move beyond the traditional role of dissemination (visibility of results) towards an active contribution to SHAPES's success.

The activities foreseen by the project, which results and outcomes will be shared with a broader audience according to this Plan, will be aligned with those of other projects involved in the Large Scape Projects (LSPs) in the Health & Social Care cluster, under which SHAPES is placed. The alignment of the SHAPES Consortium with other Consortia operating in the same field will increase the impact expected and its scalability.

In light of this fact, the Dissemination and Communication activities of SHAPES will be also dedicated to strengthening the interlinkages between the above-mentioned projects through social media links, re-tweeting between projects, joint workshops, sharing sessions in conference and so on, since SHAPES has been appointed leader of dissemination across the LSPs.

The dissemination effort has three complementing goals: **Inform**, **Involve** and **Evolve**, which will be considered simultaneously.

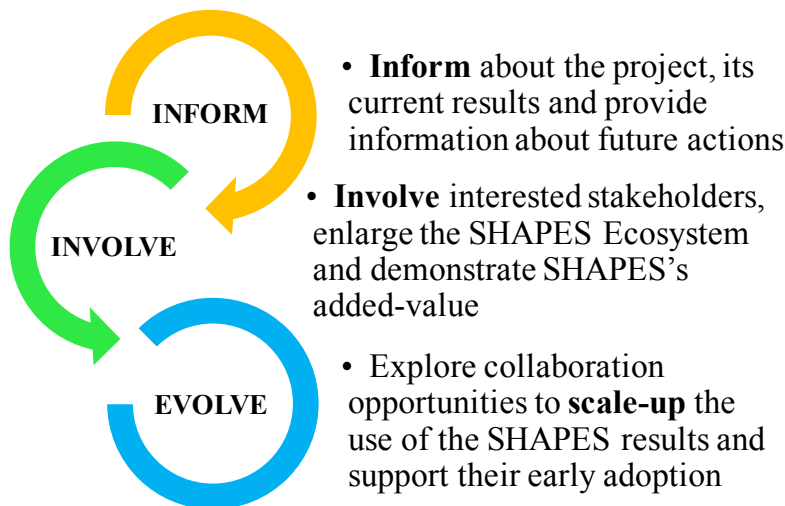


Figure 1: Complementing goals

3.1. WP 10 Objectives

SHAPES’s Work Package 10 aims to:

1. Develop and implement the SHAPES dissemination and exploitation plan to promote and encourage uptake of the SHAPES results;
2. Promote the identity of the SHAPES Action and create and manage the project’s website;
3. Disseminate and communicate SHAPES news and results encouraging adoption of the SHAPES Platform.
4. Support the large-scale deployment, piloting and adoption of the SHAPES Platform across Europe;
5. Monitor the engagement, response and uptake (impact) of dissemination and communication activities;
6. Learn from the feedbacks received by target groups to further improve the way in which SHAPES disseminates findings and results and implement activities.

3.2. Deliverables and milestones

Seven integrated and aligned deliverables are foreseen in the framework of WP10. They are:

D10.1 SHAPES Dissemination and Communication Plan (M4);

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- D10.2** SHAPES Outreach, Dissemination and Communication Activities V1 (M24);
- D10.3** SHAPES Outreach, Dissemination and Communication Activities V2 (M 48);
- D10.4** Awareness Campaigns for Citizens Engagement V1 (M25);
- D10.5** Awareness Campaigns for Citizens Engagement V2 (M43);
- D10.6** SHAPES Dialogue Workshops V1 (M25);
- D10.7** SHAPES Dialogue Workshops V2 (M48).

The WP10 deliverables are complemented with one Milestone:

MS8 SHAPES Recommendations and End of Project (M48).

3.3. Overview of tasks

WP 10 is composed by the following tasks:

Task 10.1. SHAPES Dissemination and Communication Plan

AGE will develop the dissemination and communication plan to raise awareness about the project, engage new stakeholders and disseminate results. The plan will define key messages of the project, identify the project's target groups and the most effective dissemination tools and channels to reach them (classical and social media). The plan will also include KPIs and a methodology to adequately measure the impact of the dissemination and communication strategy.

Linked deliverable:

- D10.1 SHAPES Dissemination and Communication Plan (M4)

Participants: AGE, NUIM, SciFY, UAVR

Task 10.2 Promotion of the SHAPES Identity and Online Presence

AELTD will address the development and promotion of the SHAPES identity and brand, that will be created to ensure a common graphic line (SHAPES logo, project leaflet, website, presentation templates, banner stand) for all communication materials produced by the Consortium. The SHAPES website will be established and updated regularly to communicate, inform and create dialogue among the target stakeholder groups (older individuals, caregivers, care service providers, public health and care



authorities and policymakers). SHAPES news will be also shared through partners' websites, in order to reach out to a broader audience.

Social media accounts (Facebook, Twitter, LinkedIn, Instagram and YouTube) will also be established and integrated with the official website for dissemination purposes. Given the distinct user groups of each social media, the materials which will be shared on such platforms will be targeted to that platform's user base (e.g. more specific and scientific information on LinkedIn and Twitter, more general information on Instagram). Also, SHAPES messages will be adapted to the medium and to the different ways of communicating (e.g. longer messages on Facebook, shorter news on Twitter and Instagram).

Participants: AELTD; NUIM, AGE, AIAS, AUTH, CCS, CH, EDGE, EUD, FNOL, FhG, FINT, GNO, GEWI, KOM, LAUREA, MEdSyn, NHSCT, OMN, UP, DYPE, SAL, AAA, SciFY, HMU, TREE, UCLM, UAVR, UPORTO, UCC, UNRF, ULS, VICOM, WFDB

Task 10.3 SHAPES Outreach and Dissemination Activities

UAVR will manage the wide-scale dissemination and communication activities of the project's progress, results and achievements to the different stakeholder groups identified in the Dissemination and Communication Plan. UAVR will focus on

- the development of SHAPES promotional materials (such as infographic, e-Leaflets etc.) and videos (for which consents will be asked);
- the production of a regular e-Newsletter (published every 6 months) to establish communication links with relevant stakeholders and open communication channels;
- the development of a shared document to keep track of a) SHAPES partners' relevant participation in workshops, conferences, industry events and exhibitions,
- academic, industry, public useful contacts list. UAVR will also collect scientific papers, articles and presentations developed by any partner invited to relevant events.

Linked Deliverables

- D10.2 SHAPES Outreach, Dissemination and Communication Activities V1 (M24)
- D10.3 SHAPES Outreach, Dissemination and Communication Activities V2 (M48)



Participants: UAVR; NUIM, AELTD, AIAS, AUTH, CCS, CH, EDGE, EUD, FNOL, FhG, FINT, GNO, GEWI, ICOM, KOM, LAUREA, MedSyn, NHSCT, OMN, UP, PAL, DYPE, SAL, AAA, SciFY, HMU, TREE UCLM, UPORTO, UCC, UNRF, ULS, VICOM, WFDB

Task 10.4 SHAPES Awareness Campaigns

AGE will facilitate interaction and engagement with specific audience groups (older individuals, civil society organizations, caregivers and H&C professionals, public and private care service providers and policymakers) and discuss the new SHAPES potential on the adoption of innovative digital technologies and solutions. The Campaigns will use different traditional and online channels to initiate to maintain and enhance the audiences' engagement with the Action's progress and achievements, while providing an excellent platform to receive vital feedback on how SHAPES is meeting the specific needs of targeted groups. Depending on the theme of the Campaigns, different news and information will be posted to reach out to the target groups. To evaluate and get feedback on the Campaign, AGE may consult with AGE's Task Forces on Dignified Ageing and on Healthy Ageing. Also, an appropriate space for receiving comments, ideas and suggestions from the target groups will be created on the website.

Linked deliverables:

- D10.4 Awareness Campaigns for Citizens Engagement V1 (M25)
- D10.5 Awareness Campaigns for Citizens Engagement V2 (M43)

Participants: AGE; NUIM, AIAS, AUTH, CCS, CH, EUD, FNOL, GEWI, NHSCT, UP, DYPE, AAA, UCC

Task 10.5: SHAPES Dialogue Workshops

AGE will bring together SHAPES users and key stakeholders (older individuals, caregivers, care service providers, public health and care authorities, health and care policymakers, civil society entities, eHealth industry, academia, media) in SHAPES Dialogue Workshops, planned to be co-ordinated or included with known events, including those regularly promoted by the SHAPES partners, and with SHAPES small-scale pilots and demonstrations, in order to ensure larger audiences and effective participation of users in the SHAPES validation activities. In order to ensure a broad and active participation, relevant information will be shared in advance and adapted to the target audience.

There are some already identified events in which the Dialogue Workshops are scheduled to take part including the IEE 6th International Conference on Serious

Games and Applications for Health (SeGAH); the International Conference on Information and Communication Technologies for Ageing Well and eHealth (ICT4AWE); the International Symposium on Robot and Human Interactive Communication (Ro-Man); the European Robotic Forum (ERF); the International Conference on Robotics and Automation (ICRA); AgeingFit; as well as EC's Health and ICT events. SHAPES will also make the most of scheduled events and conferences at local level promoted by SHAPES small-scale pilots, such as Porto4Ageing - Competences Centre on Active and Healthy Ageing of the University of Porto; Health Summit Portugal; Health 4.0; MEDICA trade fair; DMEA. During those meetings, SHAPES partners will focus on the characteristics (e.g. integration of digital solutions and assistive technology) which make SHAPES different from other projects.

Linked deliverables:

- D10.6 SHAPES Dialogue Workshops V1 (M25)
- D10.7 SHAPES Dialogue Workshops V2 (M48)

Participants: AGE; NUIM, AIAS, CCS, UP, DYPE, UCLM, UAVR



4. Dissemination and Communication Strategy

The Consortium understands the criticality of promoting SHAPES and its results. Therefore, the SHAPES Dissemination and Communication Plan presents the SHAPES dissemination campaign objectives across three different phases, which represents the structured and effective promotion of SHAPES in order to reach identified objectives and target new stakeholders:

Phase 1 – Communication for Awareness: This first phase, which will encompass the first year of the project, aims at generating awareness among different stakeholders about SHAPES, who will be interested in seeing the innovative integrated solutions developed. This phase focuses on SHAPES' identity, including both promotional materials and online presence via the project's website and social media platforms. It involves all partners in raising awareness of the added value that SHAPES Action's brings in when it comes to the provision of high-quality community and living experiences;

Phase 2 – Communication for Promotion: The second phase, which will encompass the second year of the project, is meant to promote the Action's progress. During this phase, outreach activities including conferences, workshops, events, exhibitions and publications will be performed with the purpose of creating strong links between stakeholders and promoting the project's objectives and results to the target audiences that benefit from the Platform and its digital solutions. In this phase, every partner of the SHAPES Consortium will make their experience available in order to engage as many stakeholders from their field as possible. This phase will particularly promote the large-scale piloting activity, thereby demonstrating and validating the Platform and enable its adoption across Europe. In this regard, partners are required to share the pilots' experience with their network, so as to make all relevant stakeholders knowledgeable and fully familiarised with SHAPES achievements, results and impacts;

Phase 3 – Communication for Engagement: This last phase, which will encompass the third and fourth years of the project, is dedicated to building and expanding the SHAPES Ecosystem, the ecology of players, networks, associations, *fora* and consortia involved with H&C themes, and AHA and independent living for older individuals to build strong synergies and for engaging relevant stakeholders to adopt



the Platform. During this phase, dialogue workshops, focus groups, social labs and meetings will be undertaken. This phase encourages all partners to target specific stakeholders that have the skills and are in the position to use SHAPES's results to drive change and implement wider scientific, economic and societal benefits.

In particular, SHAPES will benefit from EUD's and WFDB's advise on innovative ways to engage and reach out to their own communities.

The dissemination and communication strategy is also reflected in a set of communication goals, key messages and target audiences.

4.1. Communication goals

SHAPES partners have identified different communication goals. To achieve the goals listed below, the three above mentioned phases are instrumental.

The Communication goals are:

- To promote the early adoption of SHAPES by healthcare and social care authorities, services and citizens across Europe;
- To promote the SHAPES business partners, and their associated portfolios, as preferred technology providers for the health and care market;
- To promote the SHAPES academic partners and their innovative insights and works pertinent to the bigger SHAPES agenda curricula, as consultancy providers and research investigators in health and care, active ageing and assisted living;
- To promote the SHAPES end-users' partners, and their service portfolio, as early adopters and providers of advanced solutions (robotic and assisted technologies), including to the public promoting long-term healthy and active ageing and high-quality living standards;
- To highlight the benefits of international collaboration for the swift attainment of positive outcomes and results from innovation and associated broader impact in science, economy and society;
- To promote, when explicitly aligned to the SHAPES agenda, new lines of research and interdisciplinary studies related to digital health and active and healthy ageing, with a strong impact on quality of life;
- To enhance the European Union's visibility with respect to the significant investment made in research and innovation, particularly the important role undertaken in the active and healthy ageing domain, for the benefit of economic actors and society;

- To promote the SHAPES project to the WHO in relation to the 3rd Global health challenge, which aims to reduce medication-related harm by 50% by 2023; and to influence EU policy initiatives by inspiring policy makers.

4.2. Target audiences

The dissemination of the project begins in the first months and continues throughout its lifetime. The expected outcome of the dissemination strategy is to target and engage with different groups of stakeholders, including:

1. Political

Decision-makers, regulatory bodies and policymakers at local, regional, national and European levels, including Members of the European Parliament, EU Commission, EU institutions.

2. Practitioners

Caregivers, H&C professionals and public and private H&C service providers;

3. Academia

Health research community from universities and research laboratories involved in innovative research within healthcare, students enrolled in the social and health care sector, AHA processes, eHealth and assistive technologies, H&C policy scientific domains;

4. Industry

Large industry and SMEs working in Health care, eHealth;

5. Services

Insurance companies, travel agents, fitness centres;

6. Societal

European, national and regional users community; civil society organizations; general public; media; deaf community, deafblind community.

The above-mentioned stakeholders comprise different audiences to whom SHAPES developments and results are relevant. Some crucial target audiences consist of:

- **The End-users community** – a target audience comprising public and private health and social care service providers, non-profit associations and citizens that have the required knowledge and skills to support SHAPES's development and



endorse its early adoption: Therefore, it is a target audience that is absolutely crucial to SHAPES's ambitions;

- **The SHAPES Consortium** – an internal target audience that must always be kept fully informed about communication procedures, planned activities and existing resources, to ensure consistent, accessible and effective communication of the SHAPES information and results;
- **The EC community** – a target audience that is relevant in order to communicate the Action's evolution and raise awareness of SHAPES's research, objectives and innovative results, as well as to trigger collaboration that enables SHAPES to exploit synergies with similar or complementary European initiatives;
- **The Scientific community** – a target audience that is important to echo SHAPES's scientific results and achievements, contributing to their transferability to other knowledge and application areas (e.g. knowledge translation);
- **The Industrial community** – a target audience that comprises the large corporations and small businesses that operate in the healthcare services sector and associated value chain and would be instrumental in fostering the early adoption of SHAPES's results;
- **The Decision-makers community** – a target audience that is in the privileged governmental/authority position to support SHAPES's predicted results and drive its early adoption;
- **The Policy-makers community** – a target audience that is relevant to involve throughout the Action from both the regulatory and standardisation perspectives, considering all synergies SHAPES rises within this community, building recommendations for new health and care service delivery standards;
- **The Key Opinion Leaders** – a target audience that is vital for SHAPES's success and early adoption, as it is formed by personalities who are seen as experts in their field of expertise (health and care service delivery, active and healthy ageing) and therefore influence the behaviour or decision-making of peers in these fields. The approval of Key Opinion Leaders is seen to have more influence than the media, due to its trustworthiness;

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- **The Media community** – a target audience that facilitates global awareness on the SHAPES IA and would be instrumental to SHAPES stakeholders' involvement activity, providing a more public dimension and a broader reach to the communication effort of SHAPES's results;
- **The Citizens community** – a target audience that contributes to steering the SHAPES Action as part of the end-users' community and facilitates the development of global public awareness on the SHAPES Action, being addressed by printed and online channels and by the SHAPES partners' communication activities with local/national media.

Based on this classification, a contact list ([Annex 8.2](#)) from contact data openly available on internet; and thus GDPR compliant, has been developed.

4.3. SHAPES key messages

In light of the project's main objective, the following key messages have been identified in order to:

- I. Raise awareness of the most exciting opportunities for people as they age;
- II. Encourage people as they age to have a greater sense of empowerment and involvement in their own ageing process;
- III. Increase awareness of the challenges which older people may face, such as isolation, loneliness, long-term chronic illnesses, frailty;
- IV. Address how current and future digital solutions and innovations can support planning for extended lifespans while maintaining positive, independent, healthy and active lifestyles;
- V. Promote the SHAPES integrated care platform, digital solutions, ecosystem and marketplaces;
- VI. Evaluate initiatives to promote smarter and healthier ageing;
- VII. Promote developed products in order to deliver recommendations to foster the large-scale deployment and adoption of digital solutions and new integrated care services in Europe.



In accordance with the dissemination channel in use, the timing and the content available from the project, SHAPES partners will issue suitably tailored messages to reach the identified target groups.

Table 4: Key messages

	Political Group	Practitioners	Academia	Industry	Services	Societal
SHAPES provides quality community and living experiences which enable people to be maintained in their homes. To achieve this, SHAPES brings assistive technologies and connected health together.	X	X		X	X	X
SHAPES sustains integrated and sustainable solutions for ageing well, based on both real-data information and through a comprehensive approach to ageing.	X	X	X	X	X	X
The involvement of decision-makers, regulatory bodies and policymakers at local, regional, national and European levels is crucial to facilitate a greater uptake of the developed solutions and to sustain older people’s engagement and active communities.	X			X		X
SHAPES involves practitioners and end-users in designing, developing and adopting new digital solutions in the health care system. This will help to develop solutions which address their identified needs.	X	X		X		X
SHAPES adopts the “ethics by design” and “privacy by design” approaches in order to deliver ethically, legally and societally sustainable solution.	X	X		X	X	



5. External Communication

5.1. Communication tools

One hundred and nine dissemination actions involving SHAPES recommendations, presentations, e-Newsletters, educational and training manuals, social media actions, publications, lectures and conferences and industrial events have been identified. Every actor is contributing to such actions.

The table below offers an overview of each partner's engagement in implementing these actions.

	NUJ	AEL	AGE	AIA	AUT	CCS	CH	EDG	EUD	FNO	FbG	FIN	GNO	GE	ICO	KO	LAU	Med	NHS	OM	UP	PAL	DYP	SAL	AAA	SciF	HM	TRE	UCL	UAV	UPO	UCC	UNR	ULS	VIC	WF	TO	
Exhibitions, Trade Fair and Industry Events		2	2	1		2	1	2	2			2	2	1	2	2		2	1	2		2	1	1	2	2									2	2	40	
Scientific Conferences and Publications	6	2	2	1	3	1	1	2	2	4	6	2	2	1	2	2	4	2	1	2	3	1	1	1	2	2	6	2	6	6	6	6	6	6	6	2	2	106
SHAPES Dialogue Workshops	1		1	1		1						1									1							1	1								8	
SHAPES Pilots				3	3	2	3			3			2						1	2	2		2	3					3	1	3	3				36		
TOTAL	7	4	5	6	6	6	5	4	4	7	6	4	5	4	4	4	4	4	3	6	6	3	4	5	4	4	6	4	7	10	7	9	9	6	4	4	190	

Figure 2: Partners' engagement

Further information about dissemination activities is provided in the next paragraphs concerning Dissemination Channels and Dissemination Materials, in which the different tools are categorized. Materials can be provided through different channels to reach any target audience in order to contribute to the goal for any specific target group.

5.1.1. Dissemination Channels

The Dissemination, Communication and Promotion Strategy has identified the following platforms, channels and formats to disseminate and promote SHAPES news and results.

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According to the Strategy, personalized content will be created for each of the different stakeholders identified. The contents will focus on engagement and interaction with the public and will be disseminated through traditional and digital channels.

Due to the varied profiles of SHAPES target audiences, the format and language used in developing the content will vary and will be devised according to specific timeframes of the project.

The Dissemination, Communication and Promotion Strategy is structured in a two-levels approach. At a first level, the Website, the Newsletter and the Social Media tools (Facebook, Instagram, twitter, LinkedIn, YouTube) will be used to expand the visibility of other dissemination channels, aiming to increase audience awareness and to reach and engage specific targets. Therefore, these tools will have a relevant role in promoting the visibility of the project’s results that will be shared in second-level channels (events, conferences, workshops, local media, papers, etc.), which will support and enhance the first level.



Figure 3: The Dissemination, Communication and Promotion Strategy's approach

The Dissemination channels identified are:

- 1. Website:** The project [website](#) is the main source of information. This will be public and accessible worldwide. The set-up of the SHAPES website will describe the challenges and goals of the Action and introduce the SHAPES partners, as well as keep stakeholders informed of the project’s developments and activities, including participation in events (conferences, workshops,

exhibitions). The website will connect with social media to ensure broader engagement. At the same time, SHAPES partners, whenever possible, will link their own website to SHAPES website and social medias by sharing relevant links, to reach a higher number of views and visitors.

SHAPES Website will comprise:

- Key information about the project and the consortium;
- News on the development of the project and on the related achievements and results;
- Information on events and conferences;
- Academic publications;
- Useful links.

Each partner will contribute on a regular basis with this material, which will be collected and edited by UAVR. In order to keep track of every partners' dissemination and communication activities, UAVR has shared a Template for continuous reporting (Annex 9.1) with every partner, which is supposed to update with all the dissemination and communication activities performed (e.g. publications, participation to events, presentations etc.).

2. Social Media: Profiles in social media channels are created to maximise the dissemination opportunities for SHAPES and reinforce the website. This fosters the use of social media as a communication channel that increases the effectiveness of face-to-face networking, building a strong referral base with easy handling, global accessibility and low-cost maintenance.

The following social media profiles for SHAPES are available:

- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#)
- [Instagram](#)
- [Youtube](#)

Any information or activity that the partners consider suitable for the social media channels will be sent to UAVR which will draft messages appropriate to each channel. WP 10 partners will have authorisation to access the different social media, and they will assist UAVR in feeding the information.

3. Collaboration with Media: Local Radio or TV channels may be used to reach a broader audience and to increase the visibility of the project's results. This



represents an easier way of reaching out to the target audiences identified in the Dissemination and Communication Plan.

- 4. Participation in Conferences, Workshops, Exhibitions and Meetings:** The SHAPES dissemination team monitors conference, workshop, exhibition and meeting event opportunities at the international, European and national levels to propose participation and circulate them to both the SHAPES Consortium and stakeholders' community. Participation envisages posters, panels, presentations, information booths and showcases to raise awareness among the operational, scientific and industrial stakeholders and also establishes the SHAPES brand.

- 5. Dialogue with older individuals, caregivers and care providers:** The SHAPES Ecosystem's involvement in the Co-Creation Think-tank for European Integrated Care allows permanent interaction with specific communities of interest concerning the different topics addressed by SHAPES and encourages ongoing dialogue with the public in general, while obtaining valuable feedback for SHAPES on older individuals' involvement in health and care policies and their perception of the quality of care delivery across Europe. This dialogue space will allow SHAPES to give older people a voice and to collect feedback and suggestion on how to implement SHAPES activities according to the needs of end users. Therefore, such interaction represents a powerful communication tool which reinforces SHAPES' permanent interaction and which is in line with the "Nothing About Us Without Us" approach.

- 6. Training:** SHAPES partners engage in the design and implementation of bespoke training manuals for end users to promote the use of and encourage all aspects of SHAPES Platform and digital solutions. Individual-centred training shall be delivered to care recipients and care providers to express the positive outcomes of the new SHAPES policies as improved approaches to delivering high-quality care sustaining healthy ageing and independent living at home, to the benefit of older individuals and community-based care.

- 7. Collaboration activities - Links with Other Research Projects:** Cross-fertilisation with other relevant *consortia* dealing with smart and healthy ageing, eHealth and IoT based platforms and large-scale piloting activities are

envisaged in order to establish synergies. This effort is critical in order to achieve SHAPES' scalability with new digital solutions and establish best practices adapted to the users' needs, requirements and priorities.

- 8. Networking:** the SHAPES Consortium is responsible for expanding the SHAPES Ecosystem, the ecology of players, networks, associations, *fora* and consortia involved with H&C themes, and AHA and independent living for older individuals. To build a strong network of interests and to share knowledge, dialogue workshops, focus groups and networking meetings will be held during the implementation of the project.

For the promotion of the SHAPES Action and results, the diverse dissemination channels selected will be specifically adapted to suit the different target audiences:

Table 5: Identified channels for target audiences

Channels \ Audiences	EC	Academia	End-users	Industry	Policymakers	Regulatory and standardisation bodies	KOL	Media	Citizens
SHAPES Brand	X	X	X	X	X	X	X	X	X
Communication Materials	X	X	X	X	X	X	X	X	X
Internal Communication	X								
SHAPES Dialogue Workshops	X	X	X	X	X	X	X	X	X
SHAPES Pilots	X	X	X	X	X	X	X	X	
SHAPES Open Calls	X	X		X					X
SHAPES Training			X						X
SHAPES Online Presence	X	X	X	X	X	X	X	X	X
SHAPES Cross-fertilisation	X	X	X					X	X
SHAPES Publications	X	X	X	X	X	X	X	X	X
SHAPES Presence in Media	X		X	X	X	X		X	X
Events, Exhibitions and Conferences	X	X	X	X	X	X	X	X	X
SHAPES Outreach Actions						X			
Networking	X	X	X	X	X	X	X		X

WP10 receives the main results from all WPs (throughout the project) to promote awareness and dissemination campaigns. Feedback from all of the requisite audiences (e.g., experts, specialists, stakeholders, citizens) will be considered in the respective activities and will feed both the website and social media.

SHAPES will also develop a **Nurture Website**, which will bring added value to the Communication and Dissemination Strategy of the project. A Nurture journal will be created to embrace and integrate the human and the technology aspects of nurturing life. This will be an open access, free to publish in, on-line, academic journal; and will stimulate new connections among users, suppliers and researchers, while striving to make the Nurture journal an internationally renowned publication.

More importantly, Nurture will be shared by a number of EC-funded Large-Scale Projects in the area of health and social care; representing an intersectoral space to enhance the coordination of different projects' efforts and activities.

The image below reflects the overall dissemination and communication effort planned for the SHAPES Action and shows the interdependency of different activities in SHAPES.

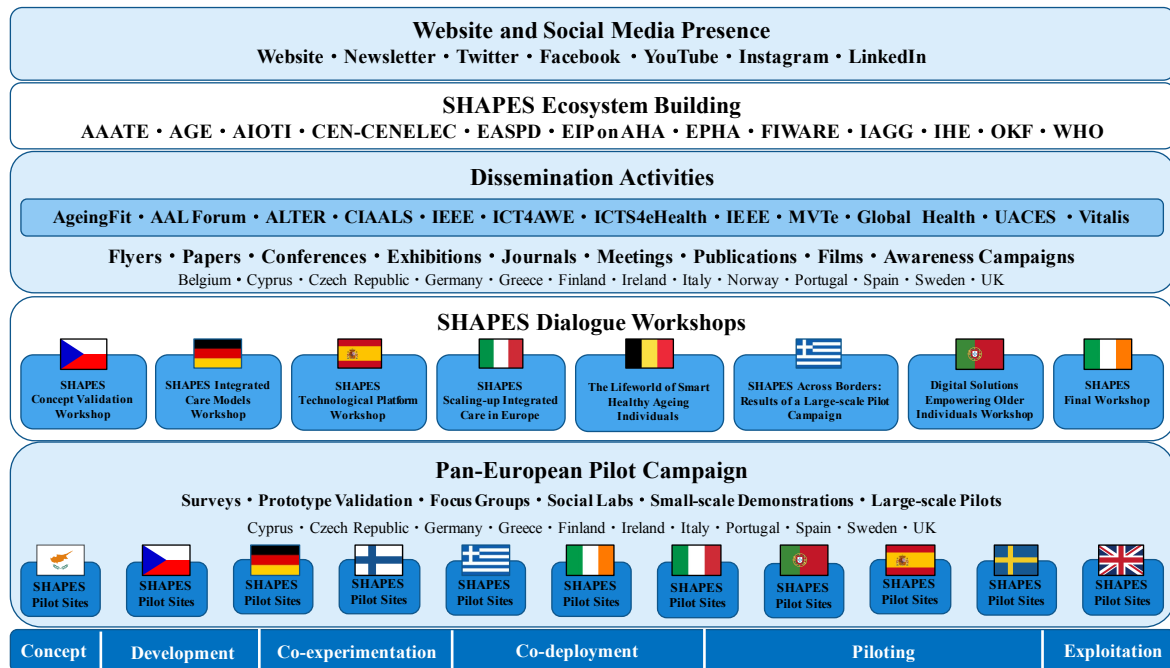


Figure 4: Dissemination and Communication effort

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5.1.1.1. Measuring the success of Dissemination Channels – KPIs

Table 6: Identified KPIs for Dissemination Channels

	Phase 1 - Awareness	Phase 2 – Promotion	Phase 3 – Engagement
SHAPES Website	<ol style="list-style-type: none"> 1. Design website with key information and launch online 2. Update the website with project news, achievements and results 3. 1500 visits to the website; 500 unique visitors to the website 	<ol style="list-style-type: none"> 1. Update the website with project news, achievements and results 2. 5000 visits to the website; 2500 unique visitors to the website 	<ol style="list-style-type: none"> 1. Prepare the website for exploitation, highlighting results and their user acceptance and societal impact 2. 10000 visits to the website; 5000 unique visitors to the website
Social Media	<ol style="list-style-type: none"> 1. Create social media profiles 2. Update social media profiles with project news, achievements and results 	<ol style="list-style-type: none"> 1. Update social media profiles with project news, achievements and results 2. 150 posts in Facebook; 100 	<ol style="list-style-type: none"> 1. Prepare the project social media profiles for exploitation, highlighting project results their user acceptance and societal impact

	<ol style="list-style-type: none"> 30 posts in Facebook; 30 followers in Facebook; 30 posts in LinkedIn; 50 LinkedIn connections; 100 interactions in Twitter; 30 followers in Twitter; 30 posts in Instagram; 30 followers in Instagram; 3 films in You Tube 	<p>followers in Facebook; 100 posts in LinkedIn; 150 LinkedIn connections; 200 interactions in Twitter; 50 followers in Twitter; 80 posts in Instagram; 50 followers in Instagram; 5 films in You Tube</p>	<ol style="list-style-type: none"> 100 posts in Facebook; 80 followers in Facebook; 100 posts in LinkedIn; 200 LinkedIn connections; 400 interactions in Twitter; 80 followers in Twitter; 100 posts in Instagram; 80 followers in Instagram; 5 films in You Tube
Participation to Conferences, Workshops, Exhibitions and Meetings	<ol style="list-style-type: none"> 7 participations in networking events 	<ol style="list-style-type: none"> 10 participations in networking events 	<ol style="list-style-type: none"> 10 participations in networking events
Dialogue with older individuals, caregivers and care providers	<ol style="list-style-type: none"> Contribute to project website with key information on prevailing awareness campaigns 6 post entries per campaign 2 Dialogue Workshops 2 Awareness Campaigns 	<ol style="list-style-type: none"> Contribute to project website with key information on prevailing awareness campaigns 6 post entries per campaign 3 Dialogue Workshops 3 Awareness Campaigns 	<ol style="list-style-type: none"> Prepare the website for project take-up 6 post entries per campaign 3 Dialogue Workshops 2 Awareness Campaigns

Training	<ol style="list-style-type: none"> 1. Identification of training needs 2. Preparation of training materials 	<ol style="list-style-type: none"> 1. Translation of training manuals to partners' languages 2. Use of training materials in 3 pilot themes 	<ol style="list-style-type: none"> 1. Translation of training manuals to partners' languages; 2. Use of training materials in 4 pilot themes.
Links with Other Research Projects	<ol style="list-style-type: none"> 1. 2 cross-fertilisation activities with 3 H2020 actions 	<ol style="list-style-type: none"> 1. 4 cross-fertilisation activities with 5 H2020 actions 	<ol style="list-style-type: none"> 1. 5 cross-fertilisation activities with 6 H2020 actions.

In order to make the most of the Dissemination channels used by SHAPES, the following points should be taken into consideration when publishing:

- Partners should publish news/publications/information on relevant events in busy periods on internet traffic. This will allow the SHAPES Consortium to have a higher number of people seeing SHAPES posts.
- When sharing a publication published by a partner of the Consortium, SHAPES partners should include the official source of information, rather than sharing the document itself.
- As far as possible and whenever feasible, partners should share the same publication within the same timeframe (15 minutes). This might lead to more powerful dissemination effects (for instance, the Facebook algorithm highlights the publication that is shared x times in a very short period of time).

5.1.2. Dissemination Materials

Through the above-stated dissemination channels, and attentive to the needs and interests of the different audience groups, the Consortium will follow a diverse approach, using different communication materials to ensure the overall dissemination effort is effective.

In particular, SHAPES findings and results will be disseminating through channels and materials which are accessible. For instance, the visual dimension, deafblind translation and sign language will be taken into consideration.

The following main **dissemination materials** have been identified:

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- 1. Branding** (logo, isotypes, documents and ppt templates): The creation of SHAPES as a brand is one of the first communication activities. It will improve the Action's brand recognition among stakeholders and stimulate word-of-mouth recommendations and follow-up projects. SHAPES identity design will be adopted by any content developed and will be easily recognised by the general public. AELTD will develop SHAPES's identity design and the developed materials available to the whole consortium.
- 2. Promotional materials** (power point presentations, short videos, banner, leaflets, flyers, posters): These will be distributed to relevant events, meetings, conferences and workshops and will also be shared on social media in order to reach out to both end-users and the general audience. Factsheets or leaflets will be produced during the Action's lifetime to provide current public technical information to target groups. These will be distributed via email or by hand. Posters will be created in support of oral presentations, giving visual input and providing a digest of the most important project facts at a glance. When applicable, subtitles and/or information in national sign language interpretation will be added to SHAPES promotional materials in order to ensure the maximum accessibility of the promotional materials. UAVR will be responsible for developing such materials and will be supported by WP10 partners.
- 3. Mailing list and Newsletters:** a public dissemination mailing list will be created for pushing dissemination of Action related news. The mailing list compiled by UAVR will reach municipalities, EU and national institutions representatives, decision-makers, scientific and operational experts, civil society organizations, key opinion leaders and the media.
- 4. Publications:** SHAPES partners are committed to publishing their results in high impact peer reviewed publications (e.g. Ageing, IEEE/RSJ Int. Conf. on Intelligent Robots and Systems, European Journal for Person Centered Healthcare), magazines (Health and Ageing Magazine, Living Well Magazine), lectures (e.g. at NUIM, UCLM, UAVR, UNRF) and in known conferences and industrial events (e.g. at AgeingFit, ICT4AWE, ICTS4eHealth). Each partner will ensure that the relevant materials is sent to UAVR, which will ensure that it will be disseminated.



SHAPES’s combination of joint and individual dissemination activities will maximise effort for the exploitation of the results in SHAPES, facilitating the achievement of critical mass in the creation of new European-scale markets for innovative digital solutions for transforming the H&C delivery services.

To keep track of every partners’ activities (e.g. publication, events), UAVR will circulate a file among partners with the purpose of reporting dissemination activities.

5.1.2.1. Measuring the Success of Dissemination Materials – KPIs

Table 7: Identified KPIs for Dissemination Materials

	Phase 1 - Awareness	Phase 2 - Promotion	Phase 3 – Engagement
Branding	1. Create project branding and identity	1. Revise branding and identity as required by partners	1. Prepare branding and identity for exploitation.
Promotional materials	1. Create promotional materials (1 film, 1 brochure, 1 flyer, 1 poster) and also 1 pop-up as agreed by the Consortium 2. Distribute 150 materials in 2 events.	1. Update materials according to project feedback and adapted to the partners’ (sign) languages 2. Produce materials for Exploitation (1brochure, 1 flyer, 1 poster) and also 1 pop-up as agreed by the Consortium	1. Update materials according to project feedback and adapted to the partners’ languages 2. Produce materials for exploitation (1 film, 1 brochure, 1 flyer, 1 poster) and also 1 pop-up as agreed by the Consortium



		3. Distribute 250 materials in 3 events	3. Distribute 250 materials in 3 events
Mailing List and Newsletters	1. Create Mailing List 2. Produce 2 newsletters	1. Update mailing list 2. Produce 3 newsletters	1. Update mailing list 2. Produce 3 newsletters.
Publications	1. 4 project publications	1. 4 project publications	1. 5 project publications

In every dissemination activity and material developed, SHAPES partners will make sure to include the SHAPES logo, respecting the graphic and colours agreed.





	RGB 192 / 145 / 0 CMYK 22 / 39 / 100 / 11 Hex #C09100	 S H A P E S
	RGB 108 / 166 / 44 CMYK 64 / 11 / 100 / 1 Hex #6CA62C	
	RGB 0 / 46 / 32 CMYK 93 / 51 / 80 / 71 Hex #002E20	

Figure 5: SHAPES colours sheet

5.1.3. European Commission’s Rules on Dissemination of Results

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Any dissemination of SHAPES activities and outcomes, including academic publications, web articles, project websites, presentations, flyers, press releases, pilot site recruitment must include the following statement to indicate that SHAPES receives financial support from the European Union:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159”.

As per the DoA article 29.4 (page 51).



Such statement must be accompanied by the European flag.

Most scientific journals do not offer the option to include logos, but SHAPES partners will commit to make sure that wherever and whenever possible the European Flag is added.

If no acknowledgement of EC funding is made, the EC will not accept the dissemination material as an outcome of the project in the periodic and final reports and will reject the costs associated with that dissemination material.

5.2. Open access to scientific publication and IPRs

Open access to publications is a **mandatory clause** under Article 29.2 of H2020 Grant Agreements. Each beneficiary must therefore ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

In particular, it must:

- (a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.
- (b) ensure open access to the deposited publication — via the repository — at the latest:
 - (i) on publication, if an electronic version is available for free via the publisher, or
 - (ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.

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(c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- the terms “European Union (EU)” and “Horizon 2020”;
- the name of the action, acronym and grant number;
- the publication date, and length of embargo period if applicable, and
- a persistent identifier.

Moreover, SHAPES pointed out that, unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘**disseminate**’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).¹

¹ This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply.



6. Internal Communication

In addition to external communication, WP10 is also in charge of internal communication. While the task will be mainly performed by the project coordinator, WP10 partners have to play an active role.

Microsoft Teams is used to facilitate internal communication. A knowledge sharing platform has been set up with the aim of managing project documentation. The portal includes:

- Dedicated folders for each work package;
- A dedicated folder for WPs leaders;
- A dedicated folder referring to project meetings;
- A folder with the project's documentation (e.g. Consortium Agreement, Grant Agreement);
- Space for general project documents and related activities, including the appropriate templates for recording and reporting the work packages' activities. Minutes from the Kick-off Meeting as well as PMB and GA meetings will be posted here and will be available to all partners.

Tasks' leaders who are responsible for deliverables should use the mentioned platform to post a detailed table of contents, so that there is clarity as to what needs to be included and who is responsible for contributing sections. To this end, all participants should contribute to the tasks and deliverables proportionate to their resource commitments.

Communication between partners will be done via emails. In particular, WPs' distribution lists with a single email address have been set up, with the aim of contacting all participants of each work package.

WP leaders are responsible for organising in person/virtual meetings with the WPs' partners. A SHAPES telco platform account (Zoom) has been established for this purpose. WP meetings should take place once a month with dedicated task level meetings whenever necessary. All meetings should have an agenda and minutes should be documented, with emphasis on action items. WP meetings should also include a review of identified risks, as well as being cognizant of any emergent new risks. Attendance at all physical/ virtual meetings should also be recorded.



Given the interdependencies between different work packages, these above-mentioned practices will facilitate cooperation between partners implementing different tasks.

As far as the WP 10 is concerned, a specific collaboration with different WPs is foreseen, including:

WP 1 (T1.5): good communication between WP1 and WP10 is needed to identify and invite new members to join the SHAPES External Advisory Board (SAB) and to remain updated about the materials produced to be used in communication activities. Such activity will be helpful to enlarge the SHAPES network.

WP 6: partners of WP 10 will liaise with those partners implementing the pilots to get updates on the results emerging from the different pilots. Furthermore, dissemination activities, such as workshops, will exploit pilots' results to raise awareness about the project and to foster dialogue between different parties.

WP 8: partners of WP 10, when developing and updating contacts lists, will liaise with WP8 for privacy issues.

WP 9 (T9.3): partners of WP 9 are responsible for creating and enlarging the SHAPES Ecosystem by establishing a network of networks that spreads awareness on ageing well and independent living and SHAPES results. In this regard, partners from WP 9 and WP 10 will work closely to identify useful contacts and facilitate synergies among various stakeholders (e.g. social scientists, anthropologists, technologists, engineers, service providers, policymakers, community representatives and older individuals).

7. Task sharing and partners' role in WP10

AGE leads Task 10.1 and all partners are supporting this task.

The following table summarises partners' efforts and contribution to communication, dissemination and exploitation:

Table 8: Partners' efforts and contribution

N.	Partners	Responsibilities	Stakeholders reach-out
1	NUIM	As coordinator, NUIM will support the communication and dissemination strategy by providing feedback and suggestions. NUIM will host the final Dialogue Workshop presenting the SHAPES results and Recommendations and will support the development of SHAPES Awareness Campaigns.	Academia
2	Access Earth	Access Earth will lead Task 10.2 associated with SHAPES's online presence and will promote the added value of SHAPES in different dissemination activities.	Civil society organizations, services
3	AGE	AGE is coordinating the Dissemination and Communication Strategy. AGE is responsible for the design and implementation of the SHAPES Awareness Campaigns and for the coordination of the SHAPES Dialogue Workshops, including the hosting of the 4 th Workshops	Civil society organizations, Academia, policy makers

		on the Lifeworld of the Smart Healthy Ageing Individuals.	
4	AIAS BO	AIAS will share updates with WP10 regarding the hosted pilot activities during the project. Being the contact point for the Italian local user ecosystem, AIAS will share SHAPES news with its network and will liaise with WP10 for drafting news and posts on it.	Civil society organizations, H&C practitioners, policy makers
5	AUTH	AUTH will present SHAPES results in recognised publications and in known conferences. AUTH is responsible for Pilot site/ Pilot campaign that provides the body of evidence to prove SHAPES added value to sustaining and extending healthy ageing and independent living for older individuals.	Academia, Industry and SMEs working in the H&C market Services, H&C professionals
6	CCS	CCS will share news in relation to technological development of SHAPES and information regarding the SHAPES Integrated Care Models Workshops which CCS will host. CCS will also share SHAPES news with its network, being the contact point for the Saxony Ecosystem.	Academia, policy makers, H&C professionals
7	CLINICA HUMANA	CH will report on separate pilot activities which will be hosted during the project. CH will also share SHAPES news with its network, being the contact point for the Spanish local user ecosystem.	Caregivers, H&C professionals and public and private H&C service providers

8	EDGE	EDGE will contribute to outreach and dissemination activities by presenting news on the SHAPES project results through its institutional website and social media. EDGE will also contribute to the SHAPES project's scientific publications and communication materials. reporting updates from different work packages in which EDGE is involved in, particularly from WP4, WP5, WP6, WP7.	Industry and SMEs working in the H&C market Services
9	EUD	EUD will update WP10 partners on EUD's participation in conferences and events. EUD will present the SHAPES project at every EUD's General Assembly until the end of the project.	Policymakers
10	FNOL	FNOL will report on three pilot activities which will be hosting during the project and will share SHAPES news with its local network, being the contact point for the UHO-NTMC Reference Site ecosystem. FNOL will also provide materials for outreach activities.	Academia
11	Fraunhofer	Fraunhofer will present SHAPES results at FhG INT homepage and social media channels. It is in charge of publication of papers; presentation of SHAPES results at conferences (methodologies (e.g. evaluation of pilots; identification of user requirements; IT & active aging).	Academia, Industry and SMEs working in the H&C market Services

12	FINT	FINT will provide updates from all pilots which it will support during the project. It will contribute to SHAPES online presence and to providing material for dissemination activities.	Industry and SMEs working in the H&C market Services
13	GNOMON	GNOMON will contribute to the online presence of SHAPES and to feed materials for dissemination activities.	Industry and SMEs working in the H&C market Services
14	gewi	Gewi will lead and provide feedback on the task referring to pilot theme 2 and will share with its network news about SHAPES, being the contact point for the <i>Oberbergischer Kreis</i> Reference Site ecosystem. Gewi will represent SHAPES in conferences including the HealthRegion CologneBonn, Health 4.0, MEDICA trade fair, DMEA, Hauptstadtkongress (medicine and health topics), Deutscher Pflgeetag (care conference)	Academia, Policy makers
15	ICOM	As technical manager of SHAPES, ICOM will share news and relevant information with WP10 to be shared through social medias. ICOM will also contribute to the online presence and dissemination activities.	Industry and SMEs working in the H&C market Services
16	KOMPAI ROBOTICS	KOMPAI will provide news about the developed devices for assisted living. KOMPAI will also contribute to the online presence and dissemination activities.	Industry and SMEs working in the H&C market Services

17	LAUREA	LAUREA will make sure privacy and ethical compliance are met while implementing communication and dissemination activities.	Academia
18	MedicalSyn GmbH	Medsyn will share news from the pilot in which it is involved in and will contribute to SHAPES online presence and dissemination activities.	H&C professionals and public and private H&C service providers
19	NHSCT	NHSCT will report news from Pilot Theme 3: Medicine Control and Optimization. As contact point for the NHSCT-MOIC reference site ecosystem, it will share SHAPES news with its network.	Caregivers, H&C professionals and public and private H&C service providers; Academia; Policy makers.
20	OMNITOR	OMNITOR will provide news to WP 10 from the pilots it is involved in and will contribute to SHAPES online presence and dissemination activities.	Industry and SMEs working in the H&C market Services, H&C professionals
21	UP	UP will be in charge of dissemination and publication of results in scientific journals and conferences throughout the project.	Academia
22	PAL ROBOTICS	PAL will share news on digital devices with WP10 and contribute to the online presence and to SHAPES dissemination activities. Furthermore, Plan will participate in several events, including the European Robotic Forum (ERF) and the International Conference on Robotics and Automation (ICRA).	Industry and SMEs working in the H&C market Services
23	DYPE	DYPE will share news in relation to hosted piloting activities. As	Policy makers, H&C professionals and public

		contact point for the Greek regional user ecosystem, DYPE will share news about SHAPES with its network.	and private H&C service providers
24	ABS el Salvador	ABS is contributing to giving voice to older individuals and sharing materials which focuses on end users' views. As contact point for the Spanish local user ecosystem, it will share SHAPES news with its network.	Citizens, civil society entities, non-governmental organisations, communities of interest
25	AAA	AAA will focus on cultivating age-friendly living environments at home and in the community. This task will be informed by focus group consultations in SHAPES pilot sites. AAA will also help to promote SHAPES outputs among stakeholders worldwide and will provide content to WP 10 partners to feed SHAPES website and social medias.	AAA Membership, Civil society organizations, Academia, policy makers
26	SCIENCE FOR YOU	Scify will contribute to the development of the Dissemination Plan and assist Access Earth in developing SHAPES online presence. It will contribute to the dissemination activities by reaching out to the industrial community.	Industry and SMEs working in the H&C market Services, Civil society organizations
27	Hellin Med Uni	Hellin Med Uni is in charge of disseminating results in scientific journals and conferences throughout the project.	Academia
28	TREE	TREE will share news from all the pilots it is involved in and will contribute to the online presence and dissemination activities.	Industry and SMEs working in the H&C market Services

29	UCLM	UCLM will organize a project presentation event with regional and university authorities (beginning of 2020) and will organize and host the 3rd Dialogue Workshop on M 18. UCLM is also in charge of Dissemination and publication of results in scientific journals and conferences (throughout the project).	Academia
30	UAVR	UAVR is leading outreach and dissemination activities and is in charge of the Dialogue Worksop “SHAPES Digital Solution Empowering Older Individuals”.	Academia
31	UCC	UCC will presents project orally at a national and local level (all presentations will be measured for impact). It will publish SHAPES project messages on its own university website and departmental website (approval of content by leaders prior to publication).	Academia
32	UPORTO	UPORTO will write a manuscript in Portuguese language for publication and dissemination in a Portuguese scientific journal. It will give oral presentations of the project at University of Porto conference cycles; as well as oral presentation of the project in Porto4Ageing - Competences Centre on Active and Healthy Ageing of the University of Porto - annual meeting.	Academia

33	UNRF	UNFR will be in charge of dissemination and publication of results in scientific journals and conferences throughout the project.	Academia
34	Ulster	ULS will be in charge of the dissemination and publication of results in scientific journals and conferences throughout the project.	Academia
35	VICOM	VICOM will provide updates on SHAPES digital devices and will provide materials for dissemination activities.	Industry and SMEs working in the H&C market Services
36	WFDB	WFDB will make sure the communication and dissemination activities are accessible. It will present SHAPES at conferences.	Policy makers



8. SHAPES Outreach and Awareness Generation – Timeline

An overarching timeframe for WP10 is presented below.

It presents deadlines for each WP10 deliverables (7 in total) and offers timeline suggestions for other activities.

The deliverables are highlighted in blue boxes, while additional activities are indicated in green boxes (e.g. internal deadlines).

Social media updates are not mentioned per se as they are a continuous effort.

8.1. Phase 1: Awareness (November 2019 – October 2020)

During Phase 1, one deliverable is foreseen:

- D10.1 – Dissemination and Communication Strategy (M4)

So far, the following activities have been identified for the first year of implementation of the project:

- The SHAPES identity and online presence will be established between M1-M5;
- A contact list to reach out stakeholders will be finalized and will be included in the Communication and Dissemination Plan by February 2020 (M4);
- The first Dialogue Workshop will be held in April 2020 (M6);
- The first Awareness Campaign, which is instrumental in running the first Workshop about the Action, Vision and Concept of SHAPES, will start in March 2020 (M5);
- The second Dialogue Workshop will be held in October 2020 (M12);
- The second Awareness Campaign, which is instrumental in running the second Workshop about integrated care models, considering SHAPES architecture and user requirements for a Platform supporting healthy ageing and independent living at home, will start in September 2020 (M11)
- One flyer will be prepared by February 2020 (M4)



- One poster will be prepared by February 2020(M4)
- One brochure will be prepared by February 2020 (M4)
- Two newsletters will be published in May 2020 (M7) and October 2020 (M12)
- The first video about SHAPES project will be produced between June and July 2020 (M8-M9)

Finally, during the Awareness phase, some other activities with no precise timeline will be delivered. These include a) the participation in 7 networking events; b) 4 project publications; c) 2 cross fertilization activities and d) the development of training materials to be used in pilot sites.

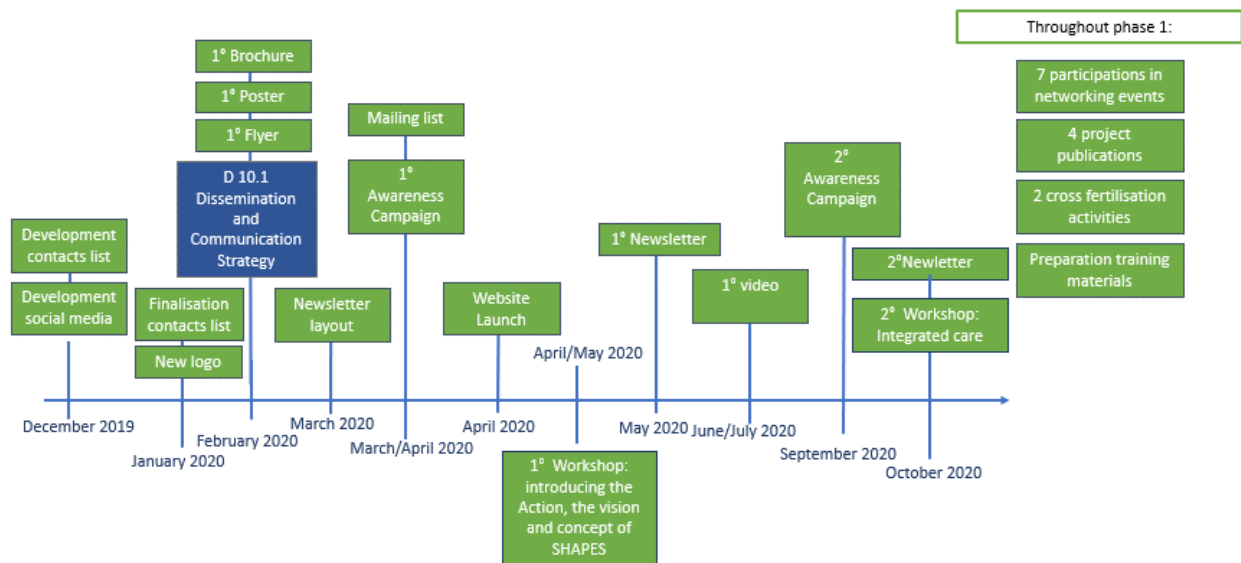


Figure 6: Timeline of Phase 1

8.2. Phase 2: Promotion (November 2020 – October 2021)

During Year 2, one deliverable is foreseen:

- D 10.2 - SHAPES Outreach, Dissemination and Communication Activities V1 (M24)

A precise timeline for additional activities will be established among WP10 partners in the next few months.



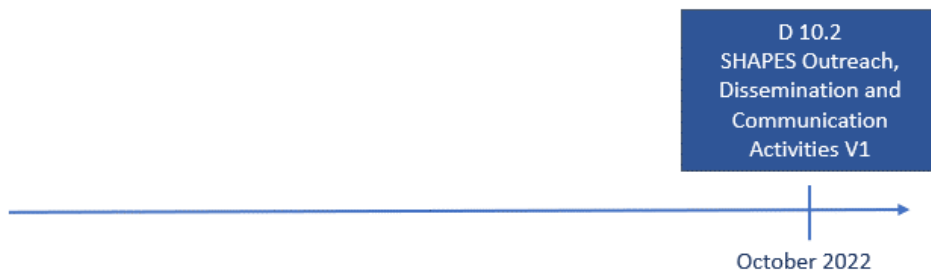


Figure 7: Timeline of Phase 2

8.3. Phase 3: Engagement (November 2021 – October 2023)

During year 3, five deliverables and one milestone are foreseen:

- D10.3 SHAPES Outreach, Dissemination and Communication Activities V2 (M48)
- D10.4 - Awareness Campaigns for Citizens Engagement V1 (M25)
- D10.5 Awareness Campaigns for Citizens Engagement V2 (M43)
- D10.6 SHAPES Dialogue Workshops V1 (M25)
- D10.7 SHAPES Dialogue Workshops V2 (M48)
- MS8 SHAPES Recommendations and End of Project (M48)

A precise timeline for additional activities will be established among WP10 partners in the next few months.

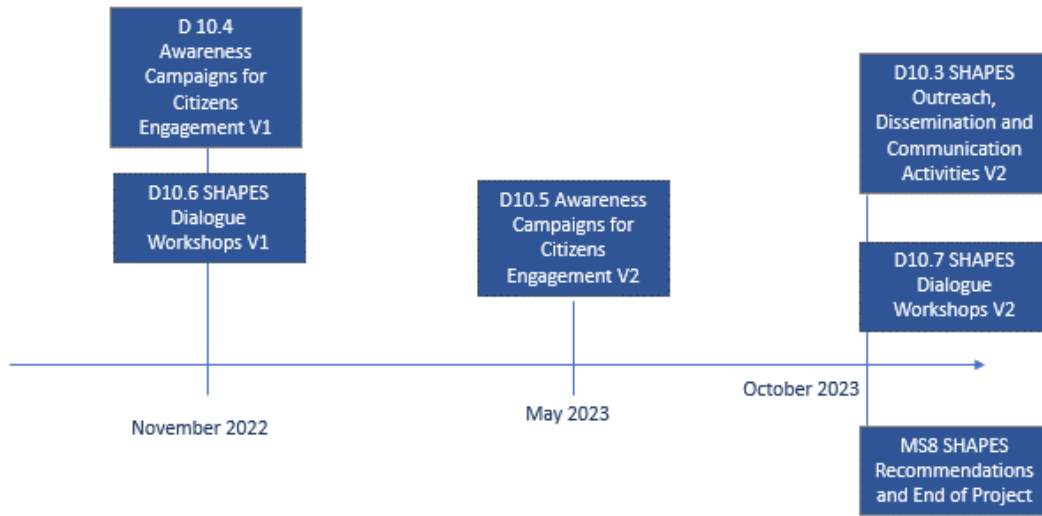


Figure 8: Timeline of Phase 3



9. Conclusion

This deliverable has set out the strategy for the communication and dissemination of the SHAPES activities and results both for the consortium as a whole and for individual partners while maintaining the overall message of what SHAPES is aiming to achieve as a whole.

A great priority is given to the participation of end-users and stakeholders at all levels of the project and for this reason the communication plan is geared towards involving the ageing population of Europe as much as possible and communicating the ultimate message that SHAPES is a project for everyone and depends on the participation of the broadest range of citizens.

The visual identity of the project, particularly in the form of the logo, has been designed with accessibility in mind, and to represent the intersection of distinct but interdependent strands of the SHAPES work programme and consortium, but also the members of our society across demographics and societal sectors.

While SHAPES will be active in generating awareness of the research and technology development aspects of the project, key to our success will be the role of people outside the consortium participating through the wide range of pilots and workshops that are intended to make the results of the project meaningful and relatable to older people, professionals, carers and the younger but ageing members of our population.

Ultimately the long-term success of initiatives aimed at design for smart and healthy ageing will reside in the realisation that proactive planning for the future is a vital concern or everyone. Therefore, while SHAPES will demonstrate the capabilities of technologies for addressing many of our current and near-future challenges, we also intend to demonstrate the capabilities of actively-ageing people in taking a proactive, engaged, and invested approach to responding to these challenges, enabled by technologies.



The Excel spreadsheet with contact data openly available on internet is available on Microsoft Teams.

Partner ID	Contact ID	Contact Person			Contact Online Presence					Contact/Tools			What to reach					
		Stakeholder name	Address	Country	Institutional email	Name	Mail	URL	Facebook	Twitter	LinkedIn	Instagram	LinkedIn	Twitter	Instagram	Phone	Video	Web
UAUV	Universidade de Aveiro	Campos Universitários de Santiago	Portugal	info@ua.pt	Coimbra	ua@ua.pt	http://www.ua.pt	https://www.facebook.com/universidadeua	@UnivAveiro	https://www.linkedin.com/school/universidadeua	https://www.instagram.com/universidadeua							
UNIVR	ICTAWE 2-5 May 2020		Czech Republic															
UNIRP	University of Nicosia Research Foundation	Mitsoiokli 66, Engomi, Nicosia	Cyprus	info@unirp.ac.cy	Coventry	unirp@unirp.ac.cy	https://www.unirp.ac.cy											
UNIRP	University of Nicosia Research Foundation - SUPPERA - Sociedade Portuguesa de Engenharia de Reabilitação e Acessibilidade	Mitsoiokli 66, Engomi, Nicosia	Cyprus	info@unirp.ac.cy	Andreas Androu	andreas@unirp.ac.cy	https://www.unirp.ac.cy											
UPORTO	ParqueAgeing - Centro de Competências em Envelhecimento Ativo e Qualidade da Universidade do Porto (CUPA)	Praga Gomes Teixeira 14039-002	Portugal	contact@cupa.up.pt			https://www.up.pt/parqueageing	https://www.facebook.com/ParqueAgeingUP										
UPORTO	Faculdade de Psicologia e Ciências da Educação da Universidade do Porto (FAPC)	Rua Alfredo Allen, s/n, 4200-130 Porto	Portugal	psic@fcps.up.pt	Dr. Bruno Silva	bruno@fcps.up.pt	https://www.up.pt/faculdade-de-psicologia-e-ciencias-da-educacao	https://www.facebook.com/faculdadepsicologia.fcps.up.pt										
UPORTO	Instituto de Ciência e Inovação em Engenharia Mecânica e Engenharia de Computadores, Tecnologia e Competências	Campos de FEUP, Rua Dr. Roberto Frias, 4001-4020-450 Porto	Portugal	icim@fcim.up.pt			https://www.up.pt/instituto-de-ciencia-e-inovacao-em-engenharia-mecanica-e-engenharia-de-computadores-tecnologia-e-competencias	https://www.facebook.com/IME-ICTEUP										
UPORTO	Instituto de Engenharia de Sistemas e Computadores, Tecnologia e Competências	Campos de FEUP, Rua Dr. Roberto Frias, 4001-4020-450 Porto	Portugal	iesc@fcim.up.pt			https://www.up.pt/instituto-de-engenharia-de-sistemas-e-computadores-tecnologia-e-competencias	https://www.facebook.com/IESC-TEUP										
UPORTO	Instituto de Investigação e Inovação em Saúde da Universidade do Porto (I3S)	Parque de Ciência e Tecnologia da Universidade do Porto (PCTUP)	Portugal	geral@i3s.up.pt			https://www.up.pt/instituto-de-investigacao-e-inovacao-em-saude-da-universidade-do-porto	https://www.facebook.com/i3s.up.pt										
UPORTO	CIATEC - Centro de Inovação em Materiais Têxteis, Fibras e Inteligentes	Rua Formosa, Miraflores, 2715, 4150-034 Vila Nova de Famalicão	Portugal	ciatec@ciatec.pt			https://www.up.pt/ciatec	https://www.facebook.com/ciatec										
UPORTO	Fundação para a Ciência e Tecnologia (FCT)	Avenida D. Carlos I, 104, 1649-014 Lisboa	Portugal	info@fct.pt			https://www.fct.pt	https://www.facebook.com/FundacaoFC										
UPORTO	Instituto de Engenharia de Sistemas e Computadores, Investigação e Desenvolvimento em Líquidos (INESC-ID)	Rua Alves Redol, 3, 1000-029 Lisboa	Portugal	id@inesc-id.pt			https://www.inesc-id.pt	https://www.facebook.com/inescID										
UPORTO	Centro Interdisciplinar para o Estudo de Performance Humana (CIPEP)	Estádio do Sport, 1630-082 Oporto	Portugal	cipec@fcim.up.pt			https://www.up.pt/centro-interdisciplinar-para-o-estudo-de-performance-humana	https://www.facebook.com/CIPEP-FCIM-UP										
UPORTO	Laboratory of Robotics and Intelligent Systems (EARIS)	Dubrovnik/Dubrovnik	Portugal	info@earis.up.pt			https://www.up.pt/laboratorio-de-robotica-e-sistemas-inteligentes	https://www.facebook.com/earis.up.pt										
UPORTO	Artificial perception team for intelligent systems and robotics (AP4IRIS) Institute of Systems and Robotics - University of Coimbra	Instituto de Sistemas e Robótica Departamento de Engenharia de Engenharia - University of Coimbra Rua Sílvio Lima - Polo II 3030-290 Coimbra	Portugal	info@isr.ucp.pt	Professor Jorge Manuel Miranda Dias	jmdias@isr.ucp.pt	https://isr.ucp.pt	https://www.facebook.com/institutode sistemas e robótica										
AGE	Medellin de Vereiging voor Gerontologie	Nieuw Zuidland 13, 3801 GV Bunnik	Netherlands	info@med.nl			https://www.med.nl	https://www.facebook.com/MVVOed										
AGE	Coimbra Network for Research on Aging																	

10.3. Internal Templates

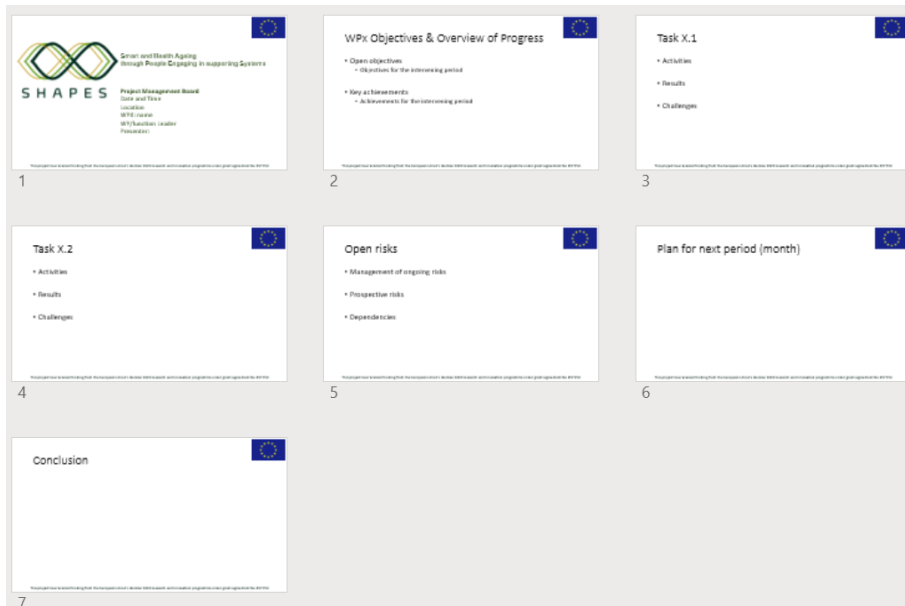
A series of templates for internal use has been developed and is available on Microsoft Teams

Every partner will adapt these templates for planning and recording every interaction with other partners of the Consortium. The templates include:

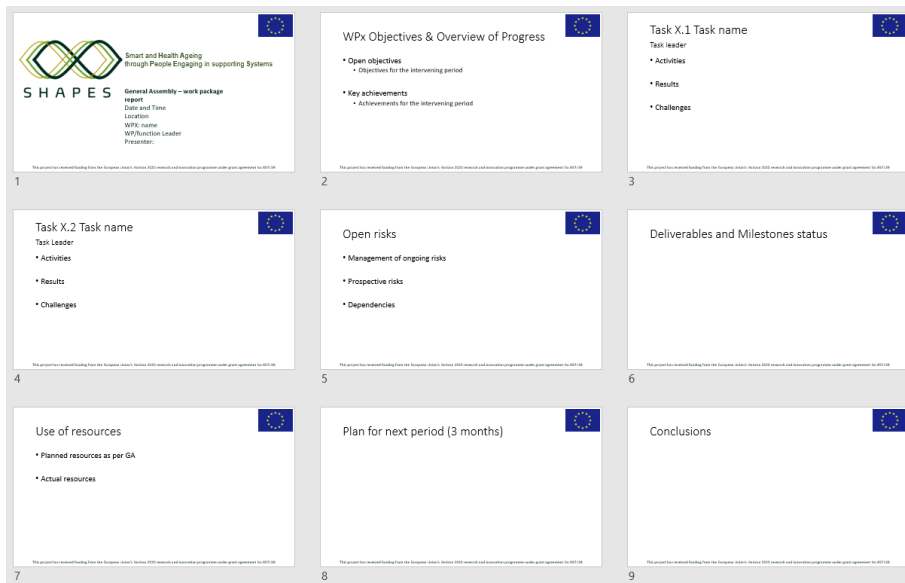
- a PowerPoint template for PMB meetings

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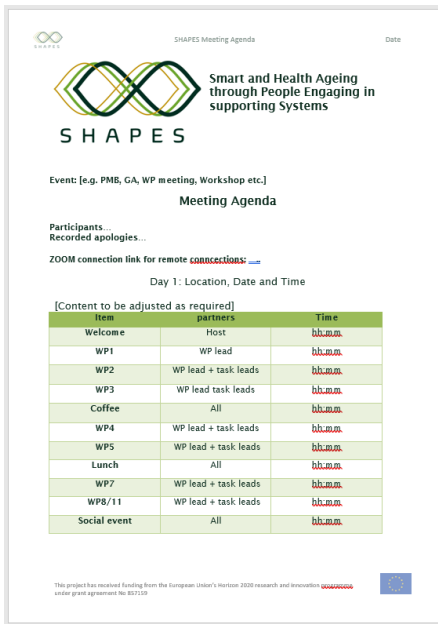
- a Power Point template for preparing WP presentations for the GA
-



- a template to be used when drafting agendas for physical meeting
-

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SHAPES Meeting Agenda

Smart and Health Ageing through People Engaging in supporting Systems

SHAPES

Event: [e.g. PMB, GA, WP meeting, Workshop etc.]


Meeting Agenda

Participants
Recorded apologies...

ZOOM connection link for remote connections: ...

Day 1: Location, Date and Time

Item	partners	Time
Welcome	Host	hh.m.m.
WP1	WP lead	hh.m.m.
WP2	WP lead + task leads	hh.m.m.
WP3	WP lead task leads	hh.m.m.
Coffee	All	hh.m.m.
WP4	WP lead + task leads	hh.m.m.
WP5	WP lead + task leads	hh.m.m.
Lunch	All	hh.m.m.
WP7	WP lead + task leads	hh.m.m.
WP8/11	WP lead + task leads	hh.m.m.
Social event	All	hh.m.m.



SHAPES Meeting Agenda

Day 2: Location, Date and Time

Item	partners	Time
WP6	WP lead + demo leads	hh.m.m.
Coffee	All	hh.m.m.
WP9	WP lead + task leads	hh.m.m.
WP10	WP lead task leads	hh.m.m.
Lunch	All	hh.m.m.
Scheduled discussion	All	hh.m.m.
Ethics advisory board	WP lead + task leads	hh.m.m.
Conclusion and close	WP lead + task leads	hh.m.m.

Advice and logistics

Venue:
XXXXXX

Address:
XXXXXX

Guidelines to reach the venue from the airport:
XXXXXX

Access venue from the city centre
By Bus: XXXXXX

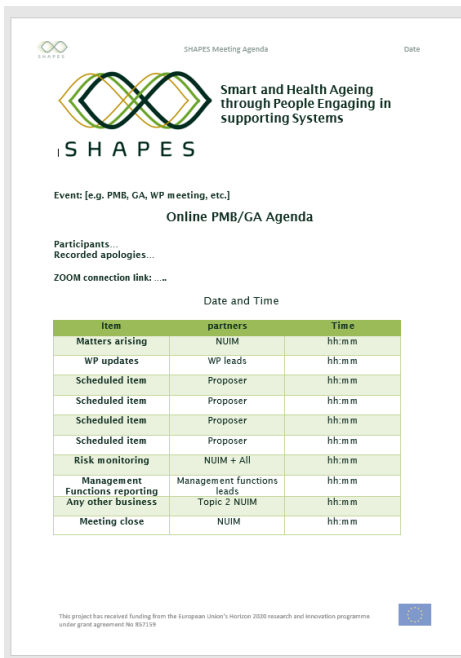
By Metro: XXXXXX

By Taxi: XXXXXX

Recommended Accommodation:
XXXXXX

Additional information:
XXXXXX

- a template to be used when drafting agendas for online meetings
-



SHAPES Meeting Agenda

Smart and Health Ageing through People Engaging in supporting Systems

SHAPES

Event: [e.g. PMB, GA, WP meeting, etc.]

Online PMB/GA Agenda

Participants
Recorded apologies...

ZOOM connection link: ...

Date and Time

Item	partners	Time
Matters arising	NUIM	hh.m.m
WP updates	WP leads	hh.m.m
Scheduled item	Proposer	hh.m.m
Scheduled item	Proposer	hh.m.m
Scheduled item	Proposer	hh.m.m
Scheduled item	Proposer	hh.m.m
Risk monitoring	NUIM + All	hh.m.m
Management Functions reporting	Management functions leads	hh.m.m
Any other business	Topic 2 NUIM	hh.m.m
Meeting close	NUIM	hh.m.m

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- a template for taking minutes
-



SHAPES Meeting Agenda

Smart and Health Ageing through People Engaging in supporting Systems

SHAPES

Project Title	Smart and Health Ageing through People Engaging in supporting Systems
Project Acronym	SHAPES
Project Number	857159
Type of Instrument	Innovation Action
Topic	01-01-01-0019
Starting date of Project	01/09/2019
Duration of the project	48
Website	TD

PMB/GA/Work Package X [adjust as appropriate]

Meeting Minutes

Meeting date and time	01/01/2020 1000-1200 CET
Type	Face to Face/Telco
Minutes Editor	Name Surname (Company) leading the meeting
Revision	00
Approved by meeting attendees	Approved / Not Approved

Dissemination level
CO: Confidential; only for members of the consortium (including the Commission Services)

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SHAPES Meeting Agenda

Version History
The version history allows incorporating feedback on (initial) minutes by other meeting participants until all participants agree to the minutes so that the minutes' status can be set to "Approved by meeting attendees"

Revision	Date	Editor	Comments
01	DD.MM.YYYY	(PARTNER Z)	

Table of Contents

- 1. List of attendees 2
- 2. Agenda 2
- 3. Follow-up of previously defined actions 3
- 4. Minutes 3
- 5. Summary New Action Items 4

1. List of attendees
A list of people attending from each partner:

Partner	Name
01	NUM (Host)
02	Michael Cooke
03	
04	
05	

2. Agenda

Item	partners	Time

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SHAPES Meeting Agenda

Matters arising	Host	hh:mm
WP1	WP lead	hh:mm
WP2	WP lead + task leads	hh:mm
WP3	WP lead task leads	hh:mm
WP4	WP lead + task leads	hh:mm
WP5	WP lead + task leads	hh:mm
WP7	WP lead + task leads	hh:mm
WP8/11	WP lead + task leads	hh:mm

3. Follow-up of previously defined actions
For re-occurring meetings, copy & paste "New action items" from last meeting to this section and go over them to clarify their status. In case an action item can be set to DONE, do NOT delete it from these minutes but only in the next meeting minutes.
For non-recurring meetings, simply delete the entire section

#	Action Item	Responsible Contributor	Due Date	Status
1		XY (Partner Z)	DD.MM.YYYY	

4. Minutes
Indicate and describe decisions taken and new action items in an unambiguous manner, including responsible persons and due date where applicable

#	Contributor	Points raised	Action items (if applicable)
01	M Cooke (NUM)		

[OPEN] [IN PROGRESS] [SUSPENDED] [DONE] [OBSOLETE]

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SHAPES Meeting Agenda

02		
03		
04		
05		

5. Summary New Action Items

#	Action Item	Responsible Contributor	Due Date
1		XY (Partner Z)	DD.MM.YYYY

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10.4. Pilot Dissemination Managers

In order to simplify the communication among the pilot sites and WP10, Pilot Dissemination Managers have been appointed.

Dissemination Manager	Contact details	Partner
------------------------------	------------------------	----------------

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Juan Carlos López	juancarlos.lopez@uclm.es	UCLM
Constandinos X. Mavromoustakis	mavromoustakis.c@unic.ac.cy	UNRF
Olaf Müller	Olaf.Mueller@uniklinikum-dresden.de	CCS
Ronan O' Sullivan	ronan.osullivan@ucc.ie	UCC
Evelyn Moreno Eduardo Carretero	connect@emoreno.eu eduardo.clinicahumana@gmail.com	CLINICA HUMANA
Tereza Norbertova	tereza.norbertova@fnol.cz	FNOL
Vagelis Stamatiadis	vstam@dypethessaly.gr	5TH YPE
Renato Silva	risilva@ff.up.pt	UPORTO
Wai Hang Shek	waihang.shek@omnitor.se wp10.shapes@omnitor.se	OMNITOR
Maria Metaxa	metaxaem@gmail.com	AUTH

