SHAPES

Smart and Healthy Ageing
through People Engaging in supportive Systems

D10.2 – SHAPES Outreach, Dissemination and Communication Activities V1

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Table 1 Revision History

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Table of Acronyms and Abbreviations

Table 3 Acronyms and Abbreviations

Acronym	Full Term
AGE	Age Platform Europe
AHA	Active and Healthy Ageing
AELTD	Access Earth Limited
CCS	Carus Consilium Sachsen Gmbh
CRPD	United Nations Convention on the Rights of Persons with Disabilities
CSR	Corporate Social Responsibility
CVD	Colour vision deficiency
D	Deliverable
DW	Dialogue Workshop(s)
EU	European Union
EUD	European Union of the Deaf
FhG	Fraunhofer Gesellschaft für Angewandte Forschung
H&C	Health and Care
IA	Innovation Action
KPI	Key Performance Indicator
LAUREA	Laurea University of Applied Sciences
NUIM	National University of Ireland Maynooth
SHAPES	Smart and Healthy Ageing through People Engaging in Supportive Systems
T	Task
UAVR	University of Aveiro
UCLM	Universidad de Castilla-La Mancha
UP	Palacký University Olomouc
UNRF	University of Nicosia Research Foundation
WAVE	Website Accessibility Evaluation Tool
WFDB	World Federation of The Deafblind
WHO	World Health Organization
WP	Work Package

Keywords

Dissemination, Communication, Outreach, Awareness, Promotion, Engagement.

Disclaimer

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Executive Summary

SHAPES Work Package 10 – "SHAPES Outreach and Awareness Generation" (WP10) aims at planning, developing and implementing suitable strategies to disseminate and communicate the SHAPES results to all relevant stakeholders, benefitting from different communication channels and engagement activities.

WP10 involves all SHAPES partners, reason why it foresees several strategies to allow for multiple synergies and constant content production to nurture different communication and dissemination materials, campaigns and channels.

This deliverable (D10.2) describes the different strategies and products that allowed to raise awareness about SHAPES and to promote, disseminate and spread the project's identity and results to relevant stakeholders in Phase 1 – Awareness (November 2019 – October 2020), and Phase 2 – Promotion (November 2020 – October 2021) of the project.

In Phase 1, a relevant result was the development of communication materials aimed at disseminating the SHAPES project, namely: posters, flyers, brochures and eNewsletters. The materials were produced in order to ensure accessibility to the most diverse audience, providing alternative texts (ALT texts) in their online versions and editable versions to allow SHAPES partners to translate the materials into their native languages. The materials were distributed among partners through teams and were also disclosed on the website and on social media profiles.

In Phase 2, a relevant result was the production of the promotional video *Welcome to SHAPES Project | #H2020 – Audio description*, available on SHAPES YouTube® channel. The video aimed to publicize the SHAPES project, communicating the project structure, target audience, objectives and results, and also involving the different stakeholders in the project. In the case of the specific video, it also aimed to help the project reach a substantial number of key persons from specific communities (e.g., blind and/or deaf community).

1 Introduction

The Smart & Healthy Ageing through People Engaging in Supportive Systems (SHAPES) is an Innovation Action (IA) that intends to implement a large-scale open platform in Europe, integrating a broad range of technological, organisational, clinical, educational and societal solutions. It seeks to facilitate long-term healthy and active ageing, and the maintenance of a high-quality standard of life. To build, pilot and deploy the above-mentioned solutions, the SHAPES project is being developed by a consortium of 36 partners across 14 European countries working collaboratively. It promotes constant synergies that enable the expansion of the project's visibility among other stakeholders (e.g., Open Calls, an audition of research opportunities, open to anyone wishing to apply). Dissemination and exploitation activities are key elements in European Union (UE) funded projects to support the project's awareness among civil society, stakeholders and the project partners communication – see Table 4.

Table 4 Retrieved from "Communication, dissemination and exploitation: Why they all matter and what is the difference?" (European Commission, 2018)

Phases	Communication	Dissemination	Exploitation
Goal	Promote action and results: inform, promote and communicate activities and results	Make results public: knowledge and results (free of charge) for others to use	Make concrete use of results: commercial, societal, economic, political purposes
Target audience (examples)	Citizens, Media, Stakeholders	Academia Authorities, Industry, Policymakers, Sectors of interest, Civil society	Industry including SMEs, Authorities, Industrial authorities, Policymakers, Sectors of interest, Civil society
How? (examples)	Conveying clear messages Using the right media channels	Publishing results on scientific journals Organising public and targeted	Creating roadmaps, prototypes, software

		project events and activities Promoting project results in online content Sharing results on scientific and/or targeted conferences	Sharing knowledge, skills, data
When?	From the start of the action until the end	At any time, and as soon as the action has results	Towards the end and beyond, as soon as the action has exploitable results
Why? **(examples)**	Engage with stakeholders Attract the best experts to your team Generate market demand Raise awareness of how public money is spent Show the success of European collaboration	Maximise results' impact Allow other researchers to go a step forward Contribute to the advancement of the state-of-the-art Make scientific results a common good	Lead to new legislation or recommendations Lead to improved standardisation For the benefit of innovation, the economy and the society Help to tackle a problem and respond to an existing demand
Legal Obligation	Article 38.1 of the Grant Agreement	Article 29 of the Grant Agreement	Article 28 of the Grant Agreement

WP10 foresees five sub-tasks highly related, that intend to efficiently disseminate and communicate the project's activities – see SHAPES project Grant Agreement.

T10.1 – "SHAPES Dissemination and Communication Plan" (M1-4) aimed at to elaborate the deliverable D10.1 – "SHAPES Dissemination and Communication Plan" (D10.1) (Buzelli et al., 2020)[1], that defines: (1) key messages, positioning statements and target stakeholders, and selects appropriate tools and channels (including relevant conferences and events) to meet the information needs of the targeted stakeholder groups; (2) a taxonomy of the different ways of grouping stakeholders for the SHAPES, describing their needs and producing a contact list from contact data openly available on the Internet; and (3) Key Performance Indicators (KPIs) and a methodology to adequately measure the impact of the dissemination and communication strategy.

Task 10.2 – "Promotion of the SHAPES Identity and Online Presence" (M1-48) addresses the development and promotion of the SHAPES identity and brand, ensuring a common graphic line for the project and for all communication materials produced by the consortium. This task foresees (1) the SHAPES website development and update regularly, to communicate, inform, create dialogue among the target stakeholder groups (older individuals, caregivers, care service providers, public health and care authorities and policymakers), being easy to use and effective in communicating the mission, approach, ongoing activities and societal value of the project; and (2) the SHAPES social media profiles' implementation and integration with the official website (Facebook®, Twitter®, LinkedIn®, Instagram® and YouTube®), for the dissemination and demonstration of activities tied to the project.

Task 10.3 – "SHAPES Outreach and Dissemination Activities" (M1-48) aims at the wide-scale dissemination and communication activities of the project's progress, results and achievements to the different stakeholder groups identified in D10.1, including the following activities: (1) development of SHAPES promotional materials and videos, based on the offer of an information pack and content for the website and social media channels, and envisioning the promotion of SHAPES; (2) production of a regular eNewsletter to establish a communication bond with relevant stakeholders and open communication channels, disseminated widely and providing information on the project and its approach, main activities and results; (3) production of scientific papers and journal articles, and presentations at conferences, workshops and invited talks, in line with the project's Open Access strategy; and (4) participation in relevant workshops, conferences, industry events and exhibitions to showcase the SHAPES Platform and its digital technologies and support the market uptake of the SHAPES solutions.

T10.4 – "SHAPES Awareness Campaigns" (M5-M43) addresses the planning, organisation and execution of effective communication awareness campaigns targeting older persons, caregivers, care service providers, public health and care

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[1] Document produced within WP10.

authorities and policymakers, aiming to raise and build awareness of the SHAPES's activities and results, as well as to engage potential users and stakeholders in the early adoption and use of the SHAPES Platform. Considering the different phases of the project's lifecycle, the communication awareness campaigns will use different traditional and online channels and will incorporate a feedback mechanism to gather relevant information from older individuals, civil society representatives and the community as whole, as well as of caregivers and care providers to ensure that multiple perspectives and needs are well embedded in the project's research activities and the design of new tools to support active ageing and independent living. In addition, the communication awareness campaigns are relevant to strengthen the engagement of older individuals in integrated care policies and measures and build trust among older individuals, caregivers, care service providers, and other stakeholders.

Task 10.5 – "SHAPES Dialogue Workshops" (M6-M48) brings together the 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 (DW), planned to be co-located with known events, including those regularly promoted by the SHAPES partners, and with SHAPES small-scale pilots and demonstrations, in order to ensure higher audiences and sound participation of users in the SHAPES validation activities. SHAPES DW aim (1) to disseminate the project's results; (2) to foster the dialogue between care recipients and caregivers with care service providers, public authorities, policymakers and industry suppliers on the topic of supporting and extending active and healthy ageing and independent living; (3) to discuss the best approaches for integrated care across Europe; and (4) to promote the audience's commitment to adopt the SHAPES Platform and support the digital transformation of the health and care delivery in Europe.

The efficient dissemination and communication of activities serves to form and engage a community of stakeholders and to spread the results of joint efforts widely to targeted stakeholders in an optimal manner, thus ensuring a sustainable long-term impact of the project. During SHAPES project's Phases 1 and Phase 2 (as described in section 2), WP10 has been promoting wide-scale dissemination and communication activities of the project's progress, results and achievements through different materials, campaigns and channels.

1.1 Rationale and purpose of the deliverable

This deliverable presents and describes the dissemination and communication activities developed, including promotional materials, and implemented by the SHAPES partners to promote the project and its results. It sets out the impact of the

SHAPES consortium activities in the first 24 months of the project, namely presenting the achievement of the KPIs established in the D10.1. Dissemination and communication activities were carefully planned, continuously implemented and regularly monitored during those 24 months. All project partners were involved in order to foster awareness, transfer and exploitation of the project's results, especially in their own countries and in their own communities. Since WP10 has the involvement of all SHAPES partners, this document reports the activities of the whole consortium during this timeline, highlighting the core actions that have been implemented.

1.1.1 Deliverable Objectives

- Presenting and describing the:
    - 24 months dissemination and communication strategy;
    - project identity;
    - dissemination materials;
    - communication and dissemination channels;
    - campaigns and workshops;
    - scientific outputs.
- Setting out the impact of the "Awareness" and "Promotion" phases, namely regarding the:
    - dissemination materials;
    - dissemination channels;
    - scientific outputs.

1.1.2 Key inputs and outputs

This deliverable incorporates the results of the dissemination and communication plan established in the D10.1 and is intended to support the further development of T10.1 – "SHAPES Dissemination and Communication Plan"; Task 10.2 – "Promotion of the SHAPES Identity and Online Presence"; Task 10.3 – "SHAPES Outreach and Dissemination Activities"; T10.4 – "SHAPES Awareness Campaigns"; and Task 10.5 – "SHAPES Dialogue Workshops".

1.2 Structure of the document

The deliverable presents in detail the strategies and tools developed and implemented during Phase 1 and Phase 2 of the SHAPES project (M1-M24).

Section 1 introduces the deliverable, presenting an overview of the project, the WP10 and the importance of the communication, dissemination and exploitation activities in UE projects. It presents the rationale and purpose of the deliverable, its objectives, and the key inputs and outputs from other deliverables and tasks.

Section 2 presents the dissemination and communication strategy, detailing the communication goals, the WP10 target audiences, and the dissemination timeline established in D10.1.

Section 3 is focussed on the project's identity, namely presenting the processes of creation, design and implementation of the project's logo; the official website; the Word and PowerPoint templates used by all partners in the project for internal and external communication; and the e-mail signature.

Section 4 reveals the dissemination materials developed and deployed in the project website and social media profiles, and used by the partners for promotion and dissemination purposes: posters, flyers, brochures, eNewsletters, videos, and press releases.

Section 5 describes the communication and dissemination channels adopted and the implemented strategy in each one: website, social media profiles (Facebook®, Twitter®, LinkedIn®, Instagram® and YouTube®), as well as the contents published on clipping and media about SHAPES   .

Section 6 is centered on the project's campaigns and workshops, detailing the awareness campaigns implemented in Phase 1 and Phase 2, the guidelines to organise DW (Annex 4), and the DW that took place during both phases.

Section 7 presents the "SHAPES Publication Protocol"[2], and the "Open Access to Scientific Publication and Intellectual Property Rights"[3] guidelines. This section also identifies the project's scientific publications of Phase 1 and Phase 2 and its dissemination approach in the project's website and social media profiles.

Finally, section 8 is dedicated to the monitoring of the project's dissemination approach adopted for Phase 1 – Awareness, and Phase 2 – Promotion, presenting the goals and KPIs of each phase, the dissemination materials and channels, namely website and social media. The scientific outputs are also presented.

This document also includes the Conclusions (section 9), the Ethical Requirements Check section (10), the References, and the Annexes.

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[2] Document produced by the SHAPES Coordination.

[3] Guidelines available in the D10.1 – document produced under the WP10.

2 Dissemination and Communication Strategy

To promote the SHAPES project across the different countries and stakeholders, a three-phase strategy was defined in deliverable "D10.1 – SHAPES Dissemination and Communication Plan":

Phase 1 – Communication for Awareness (November 2019 – October 2020): The first phase aimed at generating awareness about SHAPES. It was focussed on the SHAPES's identity, including the promotional materials and online presence in the project's website and social media profiles. This phase involved all partners to raise awareness on the SHAPES Action's potential, objectives and scope;

Phase 2 – Communication for Promotion (November 2020 – October 2021): The second phase was meant to promote the IA's progress. During this phase, outreach activities including conferences, workshops, events, exhibitions, eNewsletters and publications were performed with the purpose of creating strong links between stakeholders and promoting the project's objectives and results to the target audiences. This phase challenged all partners to reach out and involve all relevant stakeholders in the Action, making them knowledgeable and familiarised with SHAPES achievements, results and impact;

Phase 3 – Communication for Engagement (November 2021 – October 2023): The last phase will be dedicated to build and expand the SHAPES Ecosystem, the ecology of players, networks, associations, fora and consortia involved with Health and Care (H&C) themes, and Active and Healthy Ageing (AHA) and independent living for older persons to build strong synergies and for engaging relevant stakeholders to adopt the SHAPES Platform. During this phase, DW, focus groups, social labs and meetings will be performed. This phase will encourage 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. Phase 3 will be detailed in "D10.3 – SHAPES Outreach, Dissemination and Communication Activities V2"[4] (M48).

The dissemination and communication strategy is also reflected in a set of communication goals, and target audiences, which are detailed in the following sections.

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[4] Document produced under the WP10.

2.1 Communication Goals

The deliverable "D10.1 – SHAPES Dissemination and Communication Plan" highlights the different communication goals set up by the SHAPES consortium, i.e.:

- 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 EU'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 World Health Organization (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 policymakers.

2.2 Target Audiences

SHAPES targets different communities of stakeholders, such as:

- **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 community of European institutions and bodies** – 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;

- **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 networks and media.

2.3 Dissemination Timeline

As outlined in D10.1 and referred above the current reporting period covers two dissemination and communication phases for SHAPES, which are detailed in the following sections.

2.3.1 Phase 1: Awareness (November 2019 – October 2020)

This phase was rolled-out based on the deliverable D10.1 – Dissemination and Communication Strategy (M4) and led to the set-up of the website and social media channels, the definition of SHAPES identity, and development of branded materials (flyer, poster, brochure). Phase 1 was addressed to generate awareness on SHAPES and its potential, and several activities took place during it, including the publication of the first project's newsletter, two online awareness raising campaigns, two DW and the production of the first introductory video, according to the timeline in Figure 1.
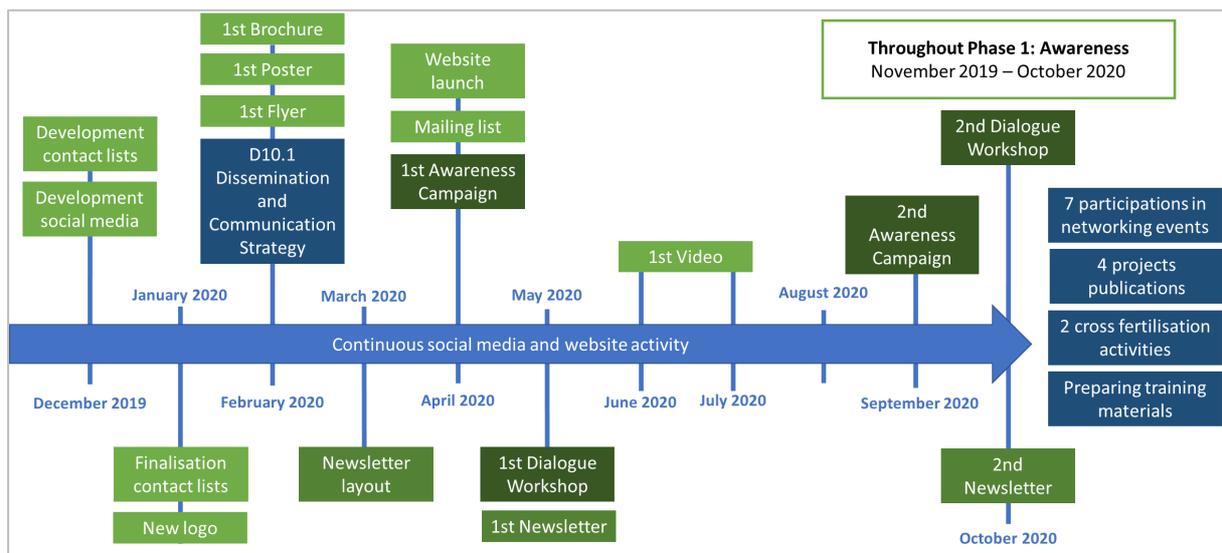
Figure 1 Timeline of Phase 1 (an augmented version of this figure is available at Annex 1)

2.3.2 Phase 2: Promotion (November 2020 – October 2021)

During the promotion phase two additional newsletters were published, and two awareness campaigns and two DW were organised, alongside with the production of three promotional videos, according to the timeline below – Figure 2.
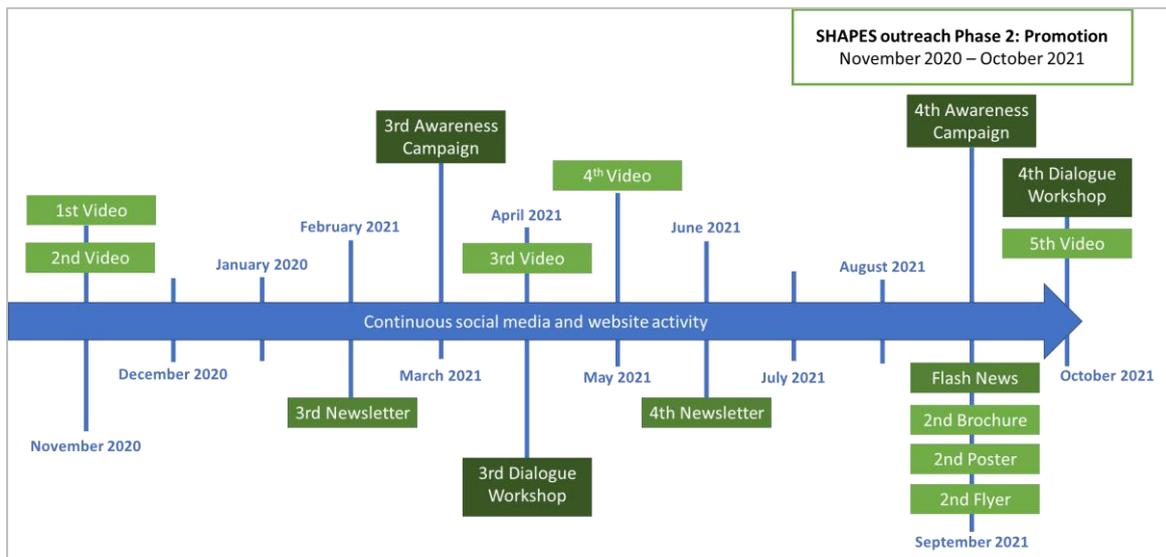
Figure 2 Timeline of Phase 2 (an augmented version of this figure is available at Annex 2)

3 Project Identity

During Phase 1, the project's identity and brand were developed. It encompassed the creation of a common graphic line for SHAPES to be used by all partners and for all communication materials produced by the consortium. This also determined establishing the main project's communication and dissemination channel: the SHAPES website.

During Phase 1 and Phase 2, the graphic line for SHAPES was used by all partners in internal meetings, external communication and for the design of the SHAPES digital solutions. The SHAPES website was established and updated regularly to communicate, inform, and facilitate dialogue among the consortium and the stakeholders (older persons, caregivers, care service providers, public health and care authorities and policymakers).

3.1 Project Logo

The initial SHAPES logo (Figure 3) used the three basic colours red, green and blue and was part of the SHAPES grant proposal. The logo consisted of six intertwined strands reminiscent of a triple helix to symbolise both diversity and interconnectedness of the work packages (WP).
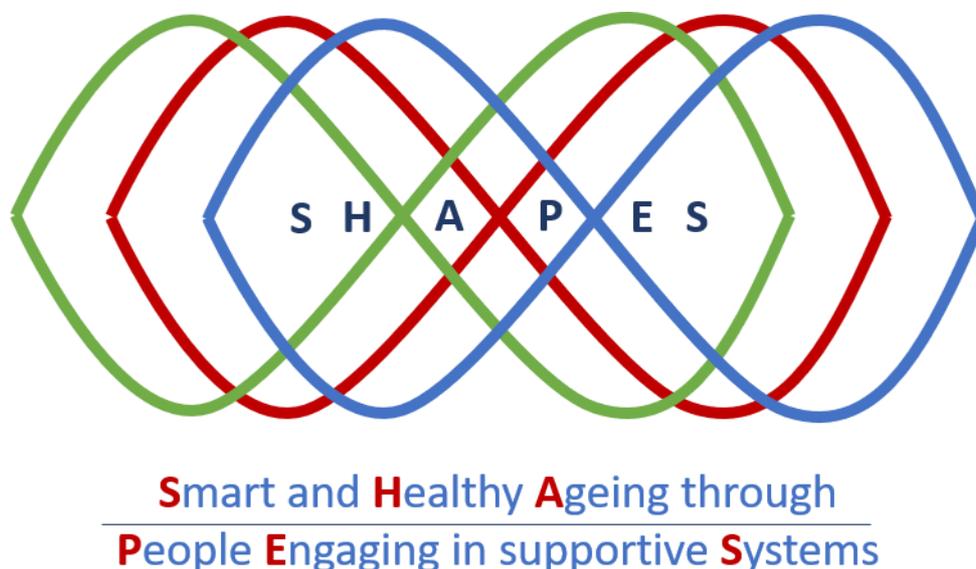
Figure 3 Initial SHAPES logo

To ensure accessibility, the logo was reviewed by members of three Irish Non-governmental organizations representing people with disabilities, namely National

Center for Biotechnology Information[5], Rehab Care Ireland[6] and County Kildare Access Network [7]. Stakeholders found that both colour choice and the thickness of the logo strands was problematic, for two reasons. One, the use of red and green may make it difficult for people with colour vision deficiency (CVD), also known as colour blindness, to distinguish between the red and green elements of the logo. Two, using the same thickness for each strand had a "dizzying effect" on some people when looking at the logo for a prolonged period.

Concrete recommendations from the above partners were to make the lines thicker, increase the contrast of the colours and avoid the use of red and green. Following the recommendations, the colour palette was changed to a dark green, light green and yellow theme (Figure 4), and the thickness of the lines was modified.

Figure 4 Final design of the SHAPES logo

Then, the image was viewed through a simulator to understand how a person with any type of CVD, would see the logo (Figure 5).

[5] Ireland's national sight loss agency.

[6] NGO providing support services for people with disabilities.

[7] NGO seeking to ensure inclusivity and accessibility.
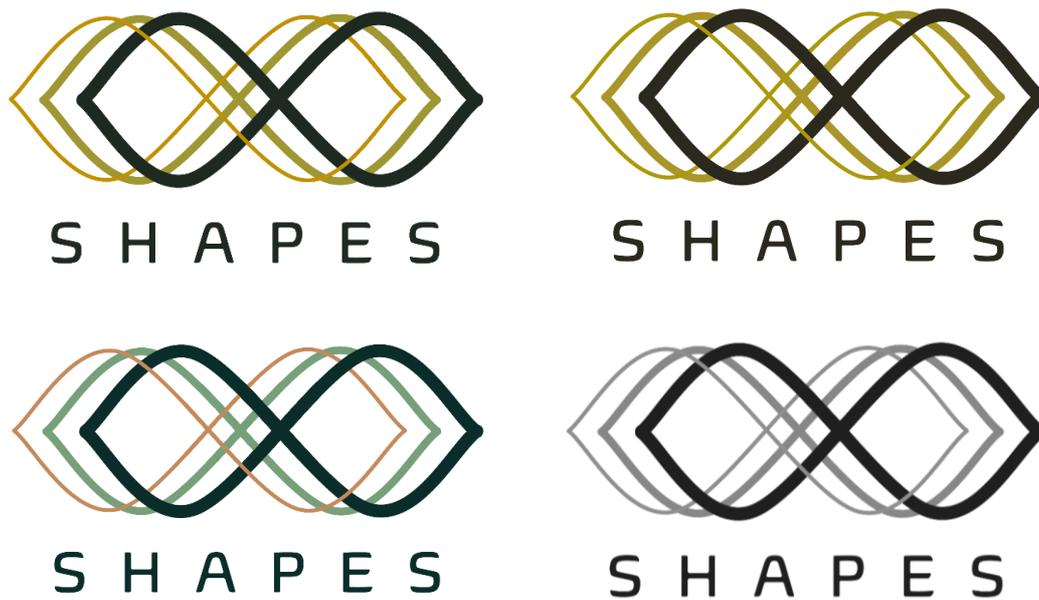
Figure 5 Examples of how a person with Deuteranomaly (top left), Protanopia (top right), Tritanomaly (bottom left) and Monochromacy (bottom right) may see the SHAPES logo

Although some people may not be able to distinguish between the yellow and light green lines, the variation in line thickness facilitates this distinction. The thickest line is also the darkest, which enhances contrast and the logo's visibility regardless of the type of CVD.

The variations in contrast and line thickness also sought to address the "dizzying effect" of the original logo. Making one shape very distinct and more prominent through choice of colour shade (very dark green) and much thicker than the other two, allows the eye to 'rest' and focus on one shape, rather than wandering between the three lines.

3.2 Website

The SHAPES website was first created with a focus on accessibility and navigability, while implementing a consistent colour scheme and aesthetic theme throughout and incorporating the SHAPES logo (Figure 6).
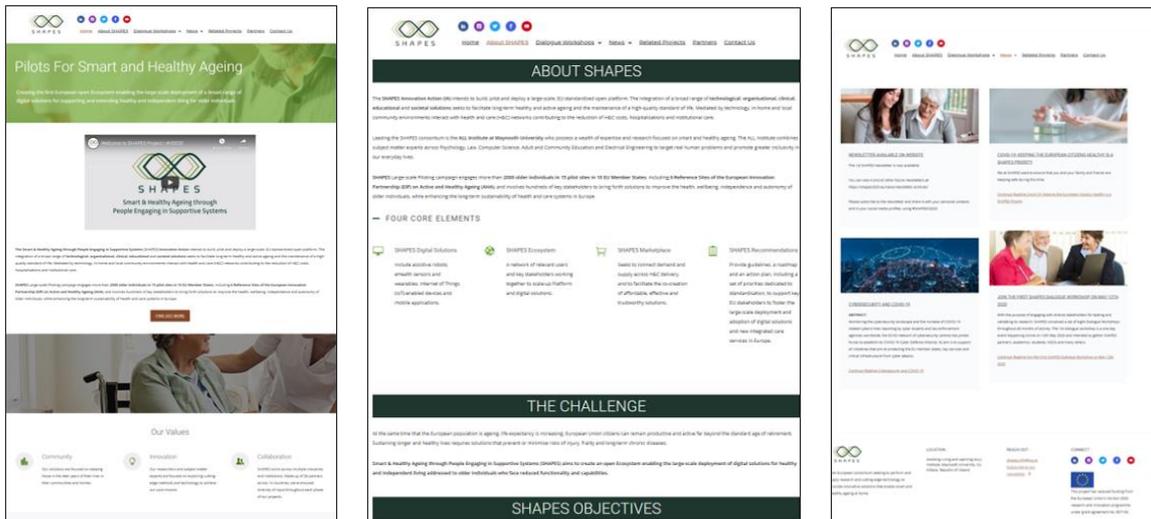
Figure 6 Original website design layout

To ensure the accessibility of the original site design and layout, a multitude of accessibility assessment sites and software was used and a series of good design practices[8] were followed (Figure 7).

The site needed to have high contrasting colours for images, text and any other visual elements to convey valuable information to the users.

The SHAPES website also needed to be easy to navigate for users using reading software.
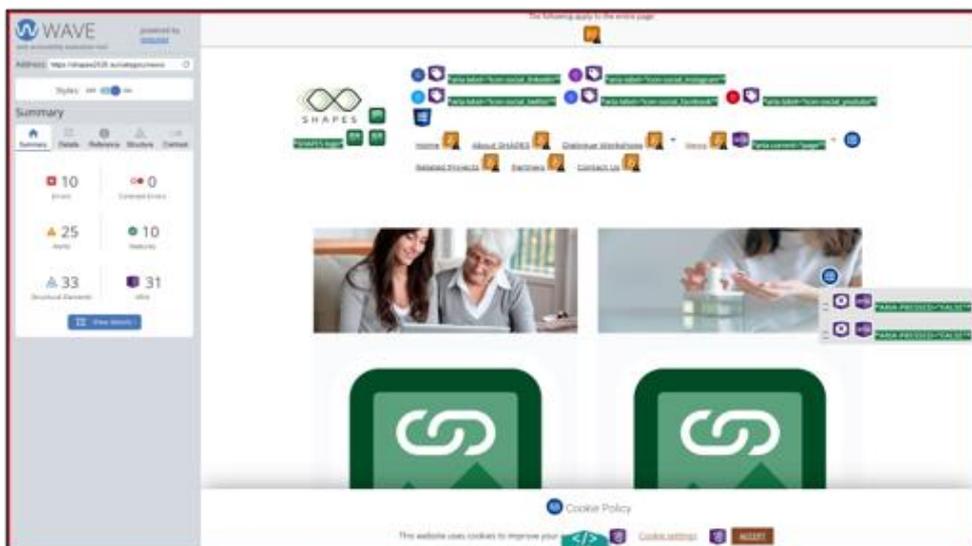
Figure 7 Website Accessibility Evaluation Tool (WAVE) assessment screen

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[8] See guidelines from D5.1 – SHAPES User Experience Design and Guidelines.

SHAPES website is organized in five main sections: i) Homepage, ii) About SHAPES, iii) News, iv) Impact, and v) # SHAPES Stories.

In the Homepage, the *Welcome to SHAPES Project | #H2020 (- Audio description)* videos are available, with a brief presentation of the IA; the three latest news and latest tweets are presented. Through the homepage it is also possible to access the Open Calls website section, social media profiles (Facebook®, Twitter®, LinkedIn®, Instagram®, and YouTube® channel), and to contact the project through e-mail (shapes.info@mu.ie) or by submitting a message.

The About SHAPES section is dedicated to the SHAPES Partners information, SHAPES Pilots implementation, Health and Care Cluster, SHAPES Digital Solutions, and SHAPES Personas. Each of these topics are detailed in dedicated pages of the website.

The News section presents the SHAPES Events and Workshops, Latest News, and Newsletters of the project. In the Events and Workshops section information about the SHAPES DW is available, namely the agenda and videos. In this section, information about SHAPES partners' participation at other events is also available. In the Latest News section, articles produced by the consortium partners are available, sharing, for instance, scientific publications, and implementation of tasks and pilots. In the Newsletters section, the Newsletter subscribing form is available, and all the Newsletters of the project are listed and accessible.

The Impact section presents the SHAPES Deliverables, Press Mentions, Promotional Materials, and Scientific Publications conserning the activities and results of the project. The Deliverables section lists all the public reports of the project. The Press Mentions section presents articles related to the SHAPES featuring in other media. The Promotional materials section lists the available promotional materials of the project, namely Posters, Flyers and Brochures. In the Scientific Publications section, partners' materials about journal articles and post-proceedings publicised are presented.

The #SHAPES Stories section gives the audience an insight into the lives of the SHAPES main end-users, through written stories by the partners involved in T2.1 and based on the ethnographic interviews conducted.

Finally, the Open Calls section is focussed on the availability of the SHAPES open calls to promote innovation by identifying challenges within the SHAPES pilot sites and inviting Small- And Medium-Sized Enterprises and other EU organisations that are eligible to European Commission funding under the rules of H2020 to meet these challenges with innovative solutions that can be integrated into the SHAPES Platform in support of active and healthy ageing and independent living.

3.3 Word and PowerPoint templates

Microsoft Word and PowerPoint templates were created at the beginning of the project to ensure all consortium internal and external communication was coherent and presented with a common view. Importantly, each template includes the EU logo and acknowledgement of funding. Figure 8 presents an example of the PowerPoints template created.
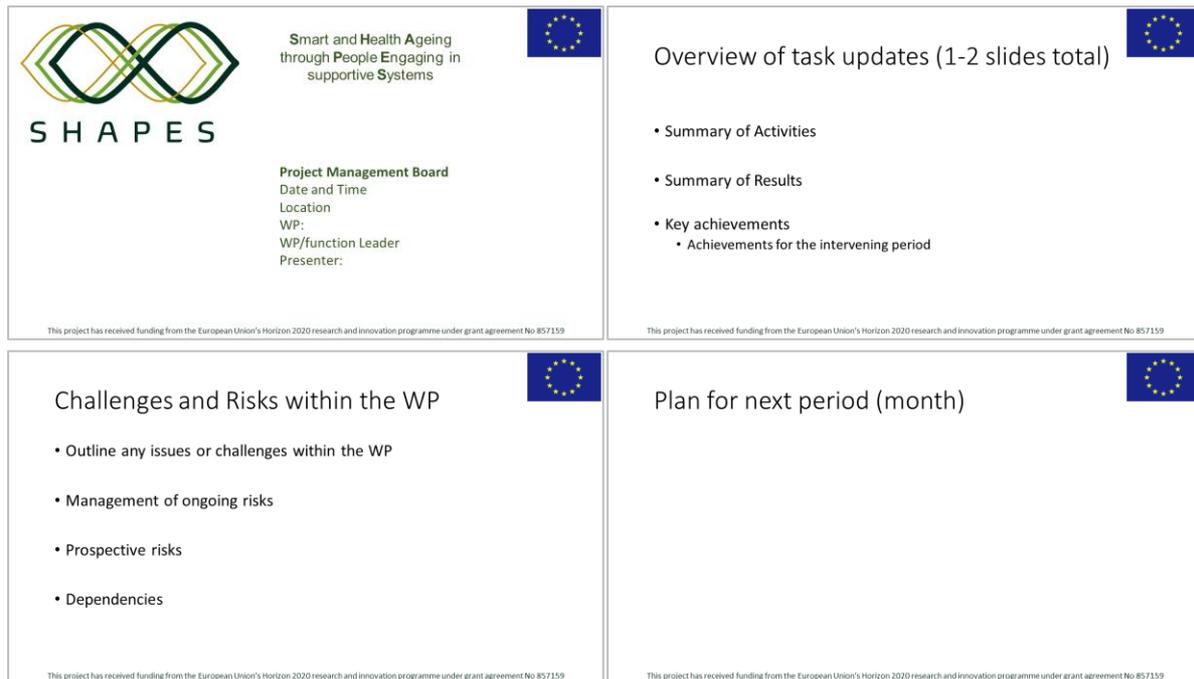
Figure 8 SHAPES Project Management Board PowerPoint template

3.4 E-mail Signature

An institutional e-mail signature has been created to better disseminate and promote the SHAPES project. Two versions have been developed: one with a white background and another with a grey background (see Figure 9 and Figure 10).
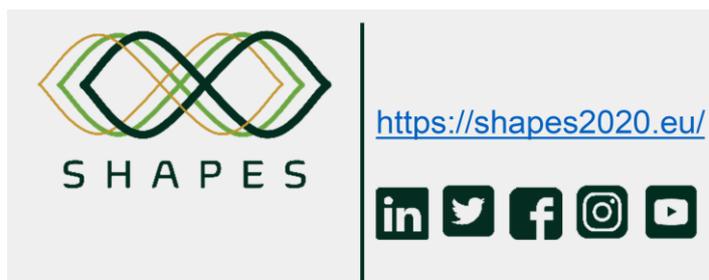
Figure 9 Grey background e-mail signature

https://shapes2020.eu/

Figure 10 White background e-mail signature

To disseminate it among all partners, guidelines on how to use it were sent to the consortium mailing list: (1) how to integrate it in the e-mail client signature option; and (2) font-size and style to be used, since the text format could be different among different e-mail services: Font style: Arial; and Font size: 12, accordingly to accessibility guides.

4 Dissemination Materials

Regarding the Dissemination Materials, during Phase 1 and Phase 2, the consortium has followed a comprehensive approach, using different communication materials to ensure that the overall dissemination effort was effective. Among others, the following main dissemination materials have been developed: posters, flyers, brochures, eNewsletters, and videos.

To assure accessibility conformance, the online versions of the materials (posters, flyers, brochures and eNewsletters) foresee alternative texts (ALT texts). All the videos contain subtitles and audio descriptions (if applicable).

To enable SHAPES partners to translate the promotional materials for their native languages and distribute them locally, editable versions of the materials were developed (posters, flyers and brochures).

The materials were distributed among partners via Teams, so they could use it in relevant events, meetings, conferences and workshops. Dissemination materials were also shared on the website and social media profiles, in order to reach out other stakeholders, namely end-users, and the general audience.

4.1 Posters

Posters were created to support oral presentations, and to be used in public events, giving visual input, and inform the most important project's information at a glance. Since during the project's Phase 1 and Phase 2 there was a reduced number of face-to-face events due to the pandemic global situation, posters were mainly used to publicise SHAPES on the website and social media.

During Phase 1 – Awareness, a poster was developed presenting the scope of the SHAPES project. The poster presents a summary on the IA, highlights the project's WP and the expected impact, and presents the SHAPES consortium.

Printable and online versions of the poster were developed and made available to the partners. Figure 11 presents online and editable versions. The printable version is available at the project's website[9].

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[9] Phase 1 poster versions available at:
https://shapes2020.eu/wp-content/uploads/2021/09/poster_shapes_print_v03.pdf
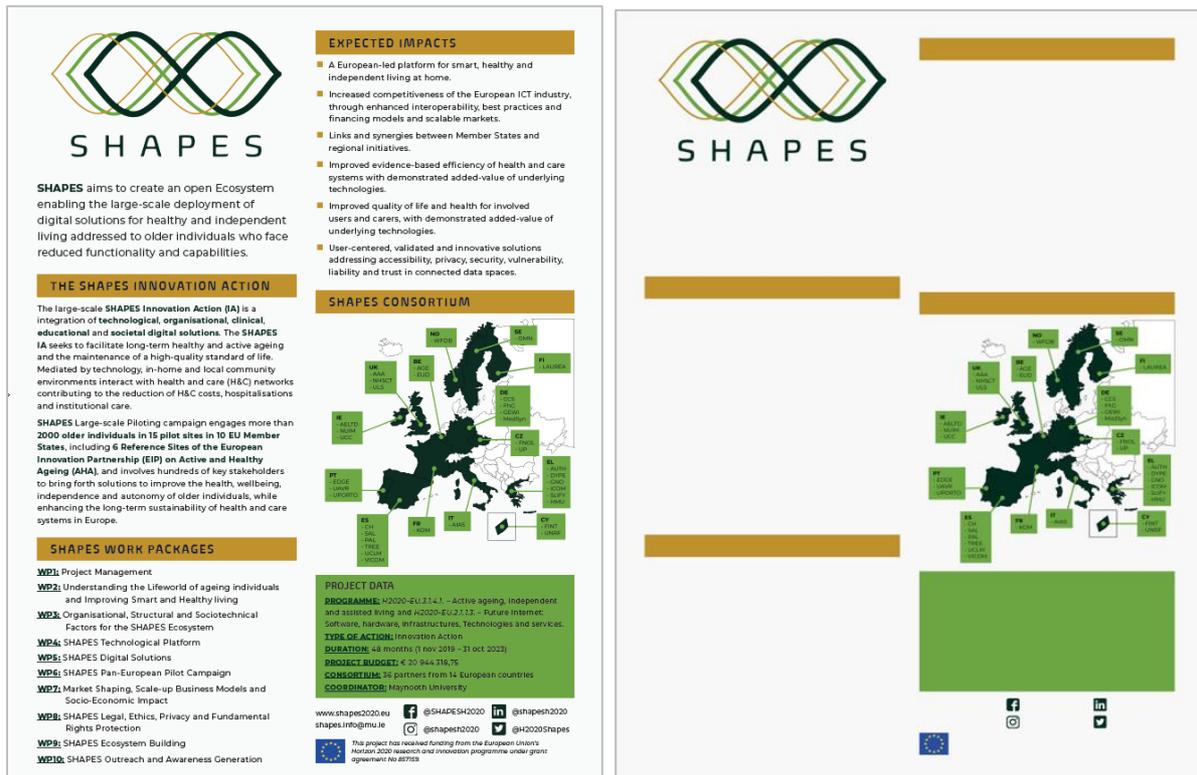
Figure 11 Phase 1 – Awareness poster online and editable versions

During Phase 2 – Promotion, a poster was developed presenting the SHAPES digital technologies (D5.2 – "SHAPES Digital Solutions V1") linked to the SHAPES personas (D2.7 – "SHAPES Personas and Use Cases V3"), and the SHAPES stories.

This poster presents: a summary of the project, a presentation of the SHAPES integrated care platform and 8 digital technologies. Each of these digital technologies was linked to a SHAPES story by including a summary of the use-case; were also included links and QR Codes that redirect to specifics flyers of each digital technology.

Printable and online versions of the poster were developed and made available to the partners. Figure 12 presents online version. The printable version will be available at the project's website.

Figure 12 Phase 2 – Promotion poster online

4.2 Flyers

Flyers (or factsheets or leaflets) were created to provide relevant and tailored information to target groups. These materials were planned to be distributed via e-mail or by hand. Since during the project's Phase 1 and Phase 2 there was a reduced number of face-to-face events due to the pandemic global situation, the posters and flyers were mainly used to publicise SHAPES on the website and social media.

During Phase 1 – Awareness, a flyer presenting the scope of the SHAPES project was developed. This flyer presented a summary on the IA, highlighted SHAPES platform, and presented the SHAPES consortium.

Printable and online versions of the flyer were developed and available to the partners. Figure 13 presents the printable version of the flyer. The online version is available at the project's website[10].

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[10] Phase 1 flyer versions available at:
https://shapes2020.eu/wp-content/uploads/2020/10/flyer_shapes_print.pdf

SHAPES CONSORTIUM

The **SHAPES Project** brings together leading research groups, companies and experts from across Europe. The consortium is industry driven and addresses the whole value chain required for the success of the **SHAPES Project**.

NO
- WFDB

SE
- OMN

UK
- AAA
- NHSCT
- ULS

BE
- AGE
- EUD

FI
- LAUREA

DE
- CCS
- FhG
- GEWI
- MedSyn

IE
- AELTD
- NUIM
- UCC

CZ
- FNOL
- UP

EL
- AUTH
- DYPE
- GNO
- ICOM
- SciFY
- HMU

PT
- EDGE
- UAVR
- UPORTO

ES
- CH
- SAL
- PAL
- TREE
- UCLM
- VICOM

FR
- KOM

IT
- AIAS

CY
- FINT
- UNRF

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@H2020Shapes

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

SHAPES

At the same time that the European population is ageing, life expectancy is increasing. European Union citizens can remain productive and active far beyond the standard age of retirement. Sustaining longer and healthy lives requires solutions that prevent or minimise risks of injury, frailty and long-term chronic diseases.

SHAPES aims to create an open Ecosystem enabling the large-scale deployment of digital solutions for healthy and independent living addressed to older individuals who face reduced functionality and capabilities.

ABOUT SHAPES

The **SHAPES Innovation Action (IA)** intends to build, pilot and deploy a large-scale, EU-standardised open platform. The integration of a broad range of **technological**, **organisational**, **clinical**, **educational** and **societal solutions** seeks to facilitate long-term healthy and active ageing and the maintenance of a high-quality standard of life. Mediated by technology, in-home and local community environments interact with health and care (H&C) networks contributing to the reduction of H&C costs, hospitalisations and institutional care.

SHAPES Large-scale Piloting campaign engages more than **2000 older individuals in 15 pilot sites in 10 EU Member States**, including **6 European Innovation Partnership (EIP) on Active and Healthy Ageing (AHA) Reference Sites**, and involves hundreds of key stakeholders 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.

SHAPES DIGITAL SOLUTIONS
Include assistive robots, eHealth sensors and wearables, Internet of Things (IoT)-enabled devices and mobile applications.

SHAPES ECOSYSTEM
A network of relevant users and key stakeholders working together to scale-up Platform and digital solutions.

SHAPES MARKETPLACE
Seeks to connect demand and supply across H&C delivery, and to facilitate the co-creation of affordable, effective and trustworthy solutions.

SHAPES RECOMMENDATIONS
Provide guidelines, a roadmap and an action plan, including a set of priorities dedicated to standardisation, to support key EU stakeholders to foster the large-scale deployment and adoption of digital solutions and new integrated care services in Europe.

ABOUT THE PLATFORM

The **SHAPES Integrated Care Platform** is an open platform based on four factors: **home**, **behaviour**, **market** and **governance**. Big data analytics and artificial intelligence (AI) analyse information pertaining to health, environment and lifestyle and individual needs, create user profiles and deliver personalised solutions.

COMMUNITY CARE Giving Receiving

HOME Healthy and Active Ageing Independent Living Ageing in Place

HOSPITAL CARE Acute Short-term

GIVING   DISCHARGE

RECEIVING   ADMISSION

PATHFINDING

GOVERNANCE Systems, Policies, Laws, Standards, Ethics, Scaling for an ethical, Equitable and inclusive society

SHAPES PLATFORM Learning

BEHAVIOR Individual Action Community Action Healthcare Action

PATHMAKING

ACCESS Buildings Outdoor Spaces Transport, Routes Travel

MARKET Demand and Supply Products Solutions Services Initiatives Individuals Communities Countries

FUNDING Public budget Insurance Personal Collective

PROJECT DATA

PROGRAMME: *H2020-EU.3.1.4.1.* – Active ageing, independent and assisted living and *H2020-EU.2.1.1.3.* – Future Internet: Software, hardware, infrastructures, Technologies and services.

TYPE OF ACTION: Innovation Action

DURATION: 48 months (1 nov 2019 – 31 oct 2023)

PROJECT BUDGET: € 20 944 318,75

CONSORTIUM: 36 partners from 14 European countries

COORDINATOR: Maynooth University

Figure 13 Phase 1 – Awareness flyer (printable version)

During Phase 2 – Promotion, eight flyers were developed, presenting the SHAPES digital technologies linked to the SHAPES personas and the SHAPES stories. Each flyer detailed a SHAPES digital technology by telling a story based on the match between the SHAPES Personas and older persons' lifeworlds retrieved from SHAPES stories.

The narratives generate to each flyer were based on the ethnographical interviews conducted for T2.1 – "Understanding Older People: Lives, Communities and Contexts", the D5.2 – "SHAPES Digital Solutions", and the D2.7 – "SHAPES Personas and Use Cases V3". To allow that each SHAPES story could be accessed directly from the corresponding flyer, each one had a link and a QR Code to access the SHAPES website landing page.

Printable and online versions of the flyers were developed and available to the partners. Figure 14 presents the printable version of one of the flyers. The online versions will be available at the project's website.

Figure 14 Phase 2 – Promotion flyer example (printable version)

4.3 Brochures

Brochures, as flyers, were created to provide relevant and tailored information to target groups. These materials were also planned to be distributed via e-mail or by hand, but

due to the pandemic situation, were mainly used to publicise SHAPES in the website and social media.

During Phase 1 – Awareness, a brochure was developed presenting the project's scope and main goals. The brochure presented summary on the IA, presented the project's goals and the expected impact, described the SHAPES platform, presented the project's structure and the SHAPES consortium.

Printable and online versions of the flyer were developed and available to the partners. Figure 15 presents the printable version of the brochure. The online versions are available at the project's website[11].

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[11] Phase 1 brochure versions available at:
https://shapes2020.eu/wp-content/uploads/2020/10/brochure_shapes_print.pdf

THE CHALLENGE

At the same time that the European population is ageing, life expectancy is increasing. European Union citizens can remain productive and active far beyond the standard age of retirement. Sustaining longer and healthy lives requires solutions that prevent or minimise risks of injury, frailty and long-term chronic diseases.

SHAPES aims to create an open Ecosystem enabling the large-scale deployment of digital solutions for healthy and independent living addressed to older individuals who face reduced functionality and capabilities.

ABOUT SHAPES

The **SHAPES Innovation Action (IA)** intends to build, pilot and deploy a large-scale, EU-standardised open platform. The integration of a broad range of **technological**, **organisational**, **clinical**, **educational** and **societal solutions** seeks to facilitate long-term healthy and active ageing and the maintenance of a high-quality standard of life. Mediated by technology, in-home and local community environments interact with health and care (H&C) networks contributing to the reduction of H&C costs, hospitalisations and institutional care.

SHAPES Large-scale Piloting campaign engages more than **2000 older individuals in 15 pilot sites in 10 EU Member States**, including **6 Reference Sites of the European Innovation Partnership (EIP) on Active and Healthy Ageing (AHA)**, and involves hundreds of key stakeholders 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.

ABOUT SHAPES

SHAPES DIGITAL SOLUTIONS: Include assistive robots, eHealth sensors and wearables, Internet of Things (IoT)-enabled devices and mobile applications.

SHAPES ECOSYSTEM: A network of relevant users and key stakeholders working together to scale-up Platform and digital solutions.

SHAPES MARKETPLACE: Seeks to connect demand and supply across H&C delivery, and to facilitate the co-creation of affordable, effective and trustworthy solutions.

SHAPES RECOMMENDATIONS: Provide guidelines, a roadmap and an action plan, including a set of priorities dedicated to standardisation, to support key EU stakeholders to foster the large-scale deployment and adoption of digital solutions and new integrated care services in Europe.

SHAPES OBJECTIVES

✓ To build and deliver the innovative European-led **SHAPES Platform**, providing a broad range of interoperable solutions to improve the health, wellbeing and independence of older individuals, while enhancing the long-term sustainability of H&C systems in Europe.

✓ To create, enlarge and consolidate the **SHAPES Ecosystem** for active and healthy ageing allowing stakeholders to exchange knowledge and expertise, identify current and future solutions for active and healthy ageing, provide mutual advice, training and support and exploit collective knowledge for social and comercial purposes.

✓ To promote the adoption of standards in the EU field of integrated care of older individuals, and the identification of standardisation priorities to facilitate the deployment of open and interoperable Platforms.

EXPECTED IMPACTS

✓ A European-led platform for smart, healthy and independent living at home.

✓ Increased competitiveness of the European ICT industry, through enhanced interoperability, best practices and financing models and scalable markets.

✓ Links and synergies between Member States and regional initiatives.

✓ Improved evidence-based efficiency of health and care systems with demonstrated added-value of underlying technologies.

✓ Improved quality of life and health for involved users and carers, with demonstrated added-value of underlying technologies.

✓ User-centered, validated and innovative solutions addressing accessibility, privacy, security, vulnerability, liability and trust in connected data spaces.

ABOUT THE PLATFORM

The **SHAPES Integrated Care Platform** is an open platform based on four factors: **home**, **behaviour**, **market** and **governance**. Big data analytics and artificial intelligence (AI) analyse information pertaining to health, environment and lifestyle and individual needs, create user profiles and deliver personalised solutions.

SHAPES STRUCTURE

The **SHAPES Project** is structured in ten thematic work packages (WPs), each subdivided into specific Tasks. The figure provides a graphical summary of the structure of the Project and of the relevant topics addressed by the different WPs and by the whole project.

WP1: Project Management

WP2: Understanding the Lifeworld of ageing individuals and Improving Smart and Healthy living

WP3: Organisational, Structural and Sociotechnical Factors for the SHAPES Ecosystem

WP4: SHAPES Technological Platform

WP5: SHAPES Digital Solutions

WP6: SHAPES Pan-European Pilot Campaign

WP7: Market Shaping, Scale-up Business Models and Socio-Economic Impact

WP8: SHAPES Legal, Ethics, Privacy and Fundamental Rights Protection

WP9: SHAPES Ecosystem Building

WP10: SHAPES Outreach and Awareness Generation

SHAPES CONSORTIUM

The **SHAPES Project** brings together leading research groups, companies and experts from across Europe. The consortium of the **SHAPES Project** is formed by **36 partners** from **14 European countries**.

Figure 15 Phase 1 – Awareness brochure (printable version)

During Phase 2 – Promotion, one brochure was developed presenting the SHAPES platform and digital technologies linked to the SHAPES personas and the SHAPES stories.

The brochure presents a brief of the project, a presentation of the SHAPES integrated care platform, and eight digital technologies, each one linked to a story by including a summary of the use-case and including links and QR Codes to link each one to the specific flyer of each digital technology.

Printable and online versions of the flyers were developed and available to the partners. Figure 16 presents the printable version of the brochure. The online versions will be available at the project's website.
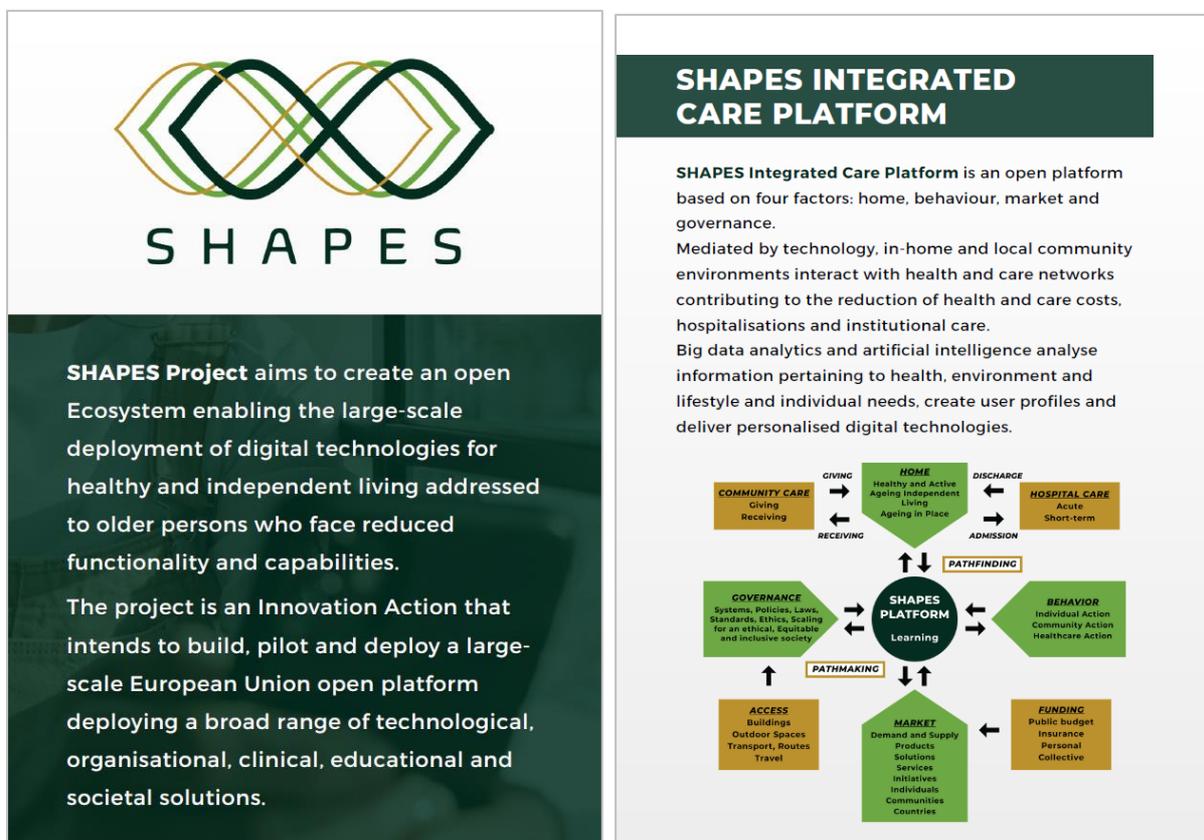
SHAPES DIGITAL TECHNOLOGIES

SHAPES Digital Technologies cover a wide spectrum of areas including IoT and Big data Platforms, online communication and accessibility tools, cognitive stimulation and rehabilitation, conversational assistants and chatbots, solutions based on robotics, health and wellbeing platforms, solutions to ensure security, COVID-19 responses tools as well as solutions in the area of data analytics, such as predictive systems and wellbeing assessment tools.

Donna uses the social assistive robot KOMPAÏ that allow her to look at her personal and family photographs, and help her in her daily tasks by reminding her of medicine intake and appointments.

Elena uses the mobile application eCare – Personalised Care Intelligence Platform, that enable an easy manual or automatic collection of her health and wellbeing parameters.

Julie uses the mobile application ROSA, a combination of inter-communicated technologies for the clinical management of persons with heart failure.

SHAPES DIGITAL TECHNOLOGIES

Charlotte uses the social assistive robot KOMPAÏ that assists her during walking, through the assistance bars for physical tasks.

Monica uses the social assistive robot KOMPAÏ that push her wheelchair with no need of special requests or timely negotiation.

Jutta's mother uses a fall detection system to alert Jutta, caregivers and/or medical staff when she suffers a fall, so that they can take the needed actions.

Nicolas uses the in-home decompensation prediction for heart failure patients and has his medication and interventions plans optimized with the help of the chatbot's questionnaires.

Roberto uses the eHealthPass mobile application that provides him an overview of his daily health and care activities, treatment plans, a self-assessment tool with personalised questionnaires and notifications.

PROJECT DATA

PROGRAMME: H2020-EU.3.1.4.1. – Active Ageing, Independent and Assisted Living and H2020-EU.2.1.1.3. – Future Internet: Software, Hardware, Infrastructures, Technologies and Services

TYPE OF ACTION: Innovation Action

DURATION: 48 months (1 nov 2019 – 31 oct 2023)

PROJECT BUDGET: € 20.944.318,75

CONSORTIUM: 36 partners from 14 European countries

COORDINATOR: Maynooth University

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SHAPES 2020 channel

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

Figure 16 Phase 2 – Promotion brochure (printable version)

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

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4.4 eNewsletters

eNewsletters were disseminated among the project's subscribers mailing list and social media profiles, aiming at pushing dissemination of action related news. The eNewsletters are easy tools to communicate the project's results since they are inexpensive and may have a viral effect.

These materials were used at specific project moments (e.g., after SHAPES DW), delivering fast and direct communication with SHAPES ecosystem and networks. With the eNewsletters, the project was able to reach several stakeholders, among others, partners, civil society (organisations), EU and national institutions representatives, decision-makers, scientific and operational experts, key opinion leaders, and the media.

During Phase 1 – Awareness, two eNewsletters were released. The eNewsletter #1 was developed in a digital support (.pdf) and sent on the 23rd June 2020 to the project's mailing list, shared on social media profiles with dedicated posts, and available at the project's website[12]. The eNewsletter's theme was the presentation of the SHAPES project and presented the following structure: Welcome section, Editorial, SHAPES News, SHAPES Events, SHAPES Research, and Upcoming Events – Figure 17. There was the possibility of subscribing the eNewsletter.

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[12] eNewsletter #1 available at:
https://shapes2020.eu/wp-content/uploads/2020/09/shapes_newsletter1.pdf

Figure 17 eNewsletter #1 – page 1 and 2

The eNewsletter #2 was developed using an online tool to develop Newsletters available in the WordPress® (the platform used to develop and update the project's website). Since the tool enables a contact database, including the project's mailing list and the subscribers of the previous eNewsletter, these addresses were used to send the eNewsletter #2 on the 30th November 2020. The eNewsletter was also shared on social media profiles with dedicated posts, and made available at the project's website[13]. The eNewsletter's theme was the advances of the SHAPES project during the COVID-19 pandemic and presented the following structure: Editorial, SHAPES News, SHAPES Events, SHAPES Publications, SHAPES Deliverables, and Upcoming Events – Figure 18. There was the possibility of subscribing the eNewsletter, and social media profiles buttons were available to gather future project followers.

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[13] eNewsletter #2 available at: https://shapes2020.eu/?na=view&id=12
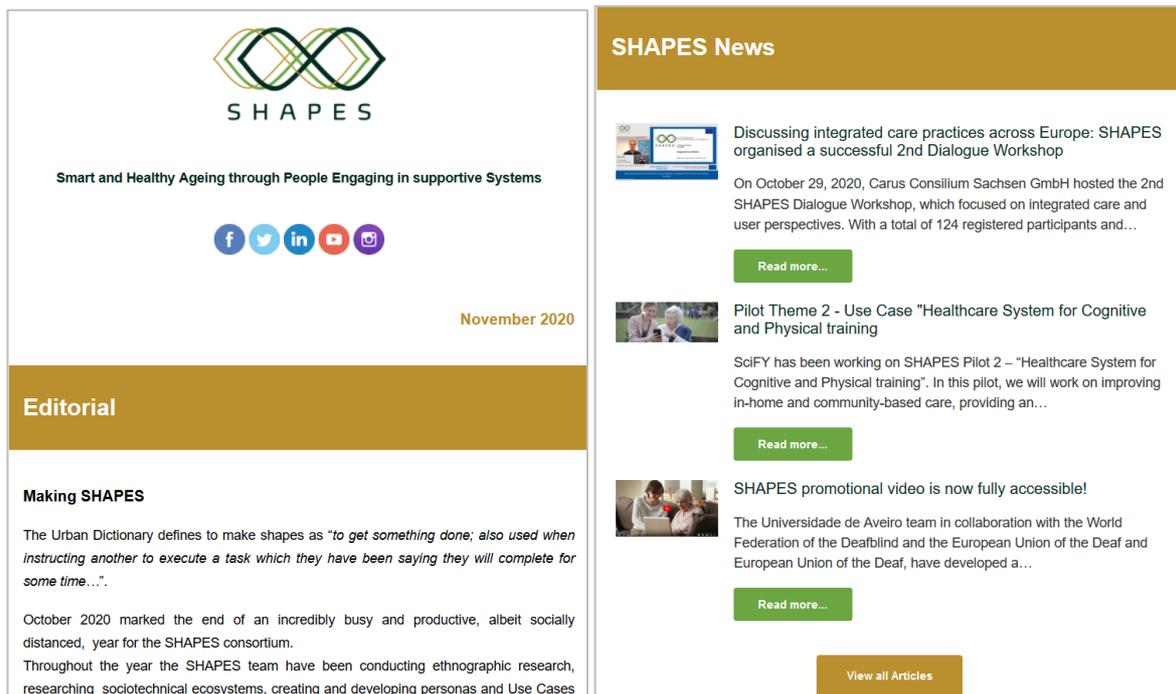
Figure 18 eNewsletter #2 – Editorial and SHAPES News sections

During Phase 2 – Promotion, two eNewsletters were released. The eNewsletter #3 was developed using the online tool to develop Newsletters available in the WordPress® and sent on the 26th February 2021. The eNewsletter was sent to the subscribers contact list, shared on social media profiles with dedicated posts, and available at the project's website[14]. The eNewsletter's theme was the SHAPES Digital Solutions and presented the following structure: Welcome section, Editorial, SHAPES News, SHAPES Events, SHAPES Research, and Upcoming Events – Figure 19. There was the possibility of subscribing the eNewsletter, and social media profiles buttons were available to gather future project followers.

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[14] eNewsletter #3 available at: https://shapes2020.eu/?na=v&nk=6-1aab3b8708&id=14
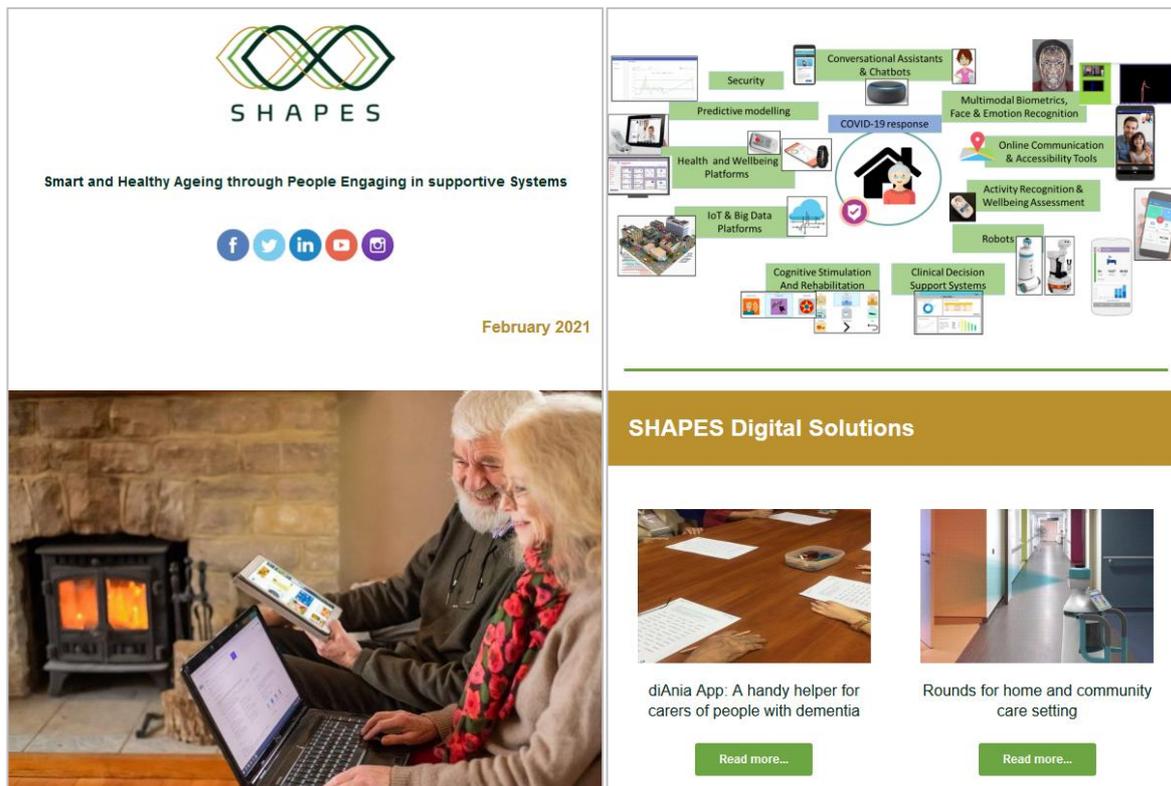
Figure 19 eNewsletter #3 – Main section and SHAPES Digital Solutions section

The eNewsletter #4 was developed using the online tool to develop Newsletters available in the WordPress® and sent on the 5th of July 2021. The eNewsletter was sent to the subscribers contact list, shared on social media profiles with dedicated posts, and available at the project's website. The eNewsletter's theme was the use of digital platforms to promote healthy ageing and presented the following structure: Welcome section, Editorial, SHAPES News, SHAPES Digital Solutions, SHAPES Events, SHAPES Publications, SHAPES Deliverables and Upcoming Events – Figure 20. There was the possibility of subscribing the eNewsletter, and social media profiles buttons were available to gather future project followers.
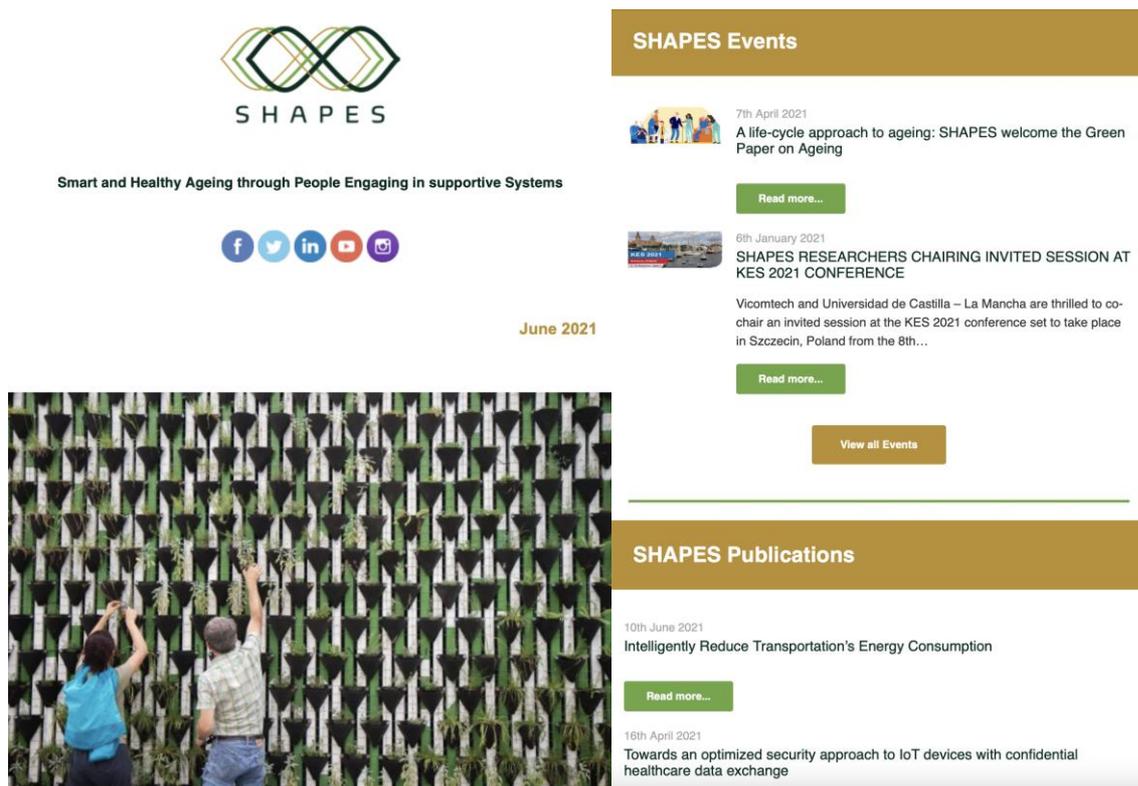
Figure 20 eNewsletter #4 – Main section and SHAPES Events and SHAPES Publications section

4.5 Videos

Videos were hosted on SHAPES YouTube® channel and disseminated among the remain social media profiles. The videos aimed at publicising the project and engaging with the different stakeholders of the project (see D10.1). This type of promotional materials can be considered a valuable tool to communicate the project's structure, target audience, goals, and results. These materials were used at specific project moments (e.g., to present SHAPES in the beginning of the IA).

Videos may have a viral effect and help the project to reach a substantial number of key persons from the civil society (organisations), specific communities (e.g., blind and/or deaf community), EU and national institutions representatives, decision-makers, scientific and operational experts, key opinion leaders, and the media.

During Phase 1 and Phase 2, two main types of videos were published in SHAPES YouTube® channel: project videos and promotional videos. The project videos include the first, second and third SHAPES DW videos and 17 Partners Institutional videos available in dedicated playlists. The promotional videos include the *Welcome to SHAPES Project | #H2020* video, *Welcome to SHAPES Project | #H2020 - Audio description* video, *Presentation of the SHAPES project in International Sign* video, and

Get to know SHAPES project by Mac MacLachlan video, all available in a single dedicated playlist named Promotional videos.

Besides those, a strategy to produce WP leaders' videos testimonial was set and implemented. Due to COVID-19 pandemic situation, the videos were self-recorded by the partners. To do so, the "SHAPES WP Leader Video Testimonial – Production Guide" was produced and available to the WP leaders (Annex 3). Since the videos did not correspond to the coordination vision, the strategy to produced WP leaders' videos testimonial was replaced by another approach, namely producing infographic videos related to the SHAPES next implementation phases (e.g., SHAPES Pilots).

4.5.1 Project Videos

4.5.1.1 SHAPES Dialogue Workshops Videos

During Phase 1 – Awareness, nine videos related to the DW #1 and #2 were produced and made available on SHAPES YouTube® channel. During Phase 2 – Promotion, two videos related to the Dialogue Workshop #3 were produced and available on SHAPES YouTube® channel. The videos were also disseminated through the remaining social media profiles with dedicated posts, and available at the project's website[15].

4.5.1.1.1 SHAPES Dialogue Workshop #1

Due to the COVID-19 pandemic and despite initial preparation, the 1st Dialogue Workshop was held on-line on 12th May 2020. The workshop intended to gather SHAPES partners, academics, students, NGOs and many others, and was dedicated to the presentation of the project's preliminary conclusions and, in particular: (1) the SHAPES projects and its key messages; (2) ethics requirements for digital solutions; (3) co-creation of think tank for European Integrated Care; (4) foresight exercise: thinking about future technologies for the users of the future and; (5) use cases, personas and scenarios. The morning part was pre-recorded and streamed via SHAPES YouTube® channel (Figure 21). The video was provided with English and Czech subtitles for better outreach. Lastly, the video included a sign language interpreter.

Figure 21 #1 SHAPES DW Czech subtitles video preview[16]

Invitation videos were also created ahead of the workshop. All partners (Palacký University Olomouc (UP), Carus Consilium Sachsen Gmbh (CSS), Fraunhofer-Gesellschaft (FhG) and Laurea University of Applied Sciences (LAUREA) who were presenting at the workshop shared their welcome and invite with the broader audience (Figure 22, Figure 23, Figure 24 and Figure 25).

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[16] Video available at:
https://www.youtube.com/watch?v=_iA3yI0mo40&list=PLEIWJ9_RhM36mOShfYHToFYRyZ6iQ3Hi6&index=4

Figure 22 Laurea Introduction | SHAPES #H2020 video preview[17]

Figure 23 Eva Dubrovská - UP| SHAPES #H2020 Invitation video preview[18]

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[17] Video available at: https://www.youtube.com/watch?v=kHWVn-ErwQY

[18] Video available at:
https://www.youtube.com/watch?v=Fak9JHi_Ink&list=PLEIWJ9_RhM36mOShfYHToFYRyZ6iQ3Hi6&index=6

Figure 24 SHAPES Workshop 12th May 2020 Invitation - CCS video preview[19]

Figure 25 FhG Introduction | SHAPES #H2020 video preview[20]

4.5.1.1.2   SHAPES Dialogue Workshop #2

On October 29, 2020, CCS hosted the 2nd SHAPES DW. The workshop was dedicated to integrated care, focused on the needs of the recipient of care, on the coordination between diagnosis and treatment and on the links between primary and secondary care. The workshop intended to (1) gather representatives from industry, academics, health and care, civil societies as well as older people; and (2) unveil the project's preliminary findings. The morning session comprised talks and an interview, which were pre-recorded and aired on the SHAPES YouTube® channel. The video includes moderator sequences, four talks and a virtual, staged interview. The process to plan and execute the video was visualized by CCS in a flowchart (Figure 26). All video participants were contacted via email or video call to define the contents of their presentations and videos. CCS contracted the company slideslive for video recording, as they offer an easy-to-use, browser-based recording solution. Slideslive contacted the participating partners for video recording and provided the recorded videos for CCS. CCS recorded the moderator sequences on their own. All separate videos were sent to Overseas Interpreting for the creation of sign interpretation videos and subtitling. Overseas Interpreting sent back the final sign interpretation videos and subtitles to CCS. CCS pooled all the videos and subtitles and had Erik Pätzold Marketing and Recruiting edit and cut the final video that was used in the DW.

The video is available on the SHAPES YouTube channel for the wider audience of SHAPES:https://www.youtube.com/watch?v=9ZZddBtLxvc&ab_channel=SHAPES2020

The workshop was organised by CCS, with the support of AGE Platform Europe (AGE).
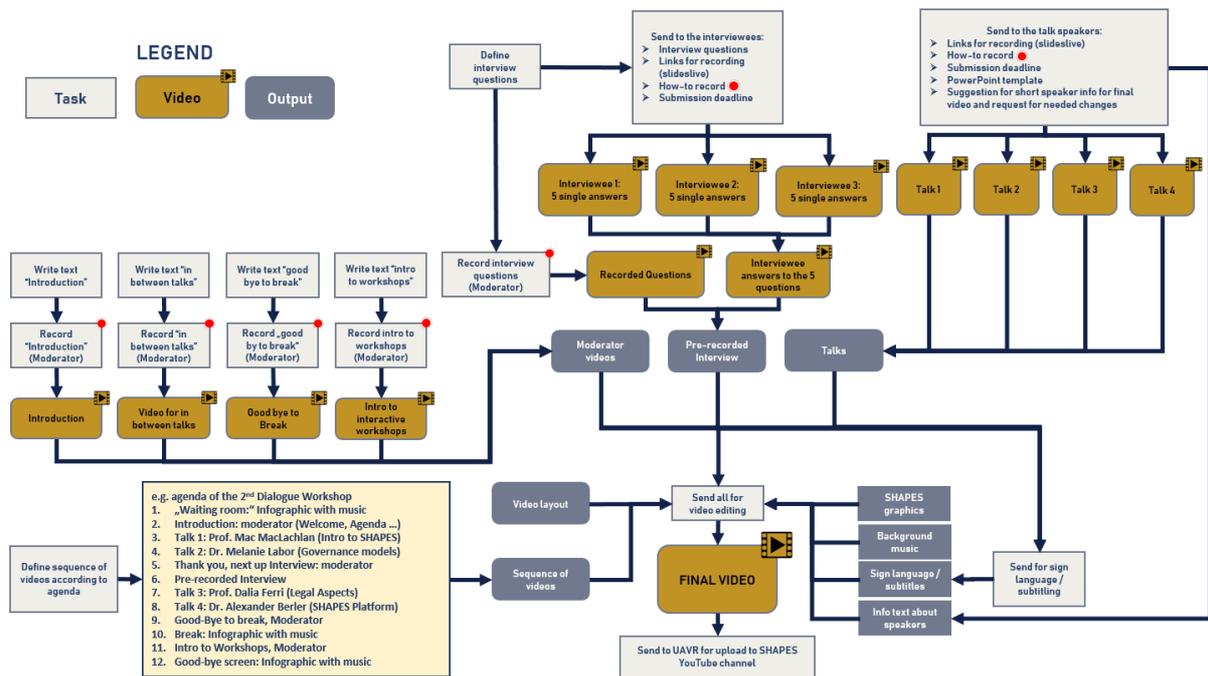
Figure 26 Flowchart for the creation of the Video for the 2nd SHAPES DW

4.5.1.1.3 SHAPES Dialogue Workshop #3

The 3rd DW was dedicated to the topic "Technological platform, Will it work? A reflection from different agent's approaches around healthy and independent living of older individuals", gathering different stakeholders with involvement in health and care.

The third SHAPES DW entitled "*Technological platforms and healthy ageing: challenges and opportunities*", attracted a significant number of national and international agents to participate and engage in the dialogue.

At the beginning, Prof. Juan Carlos Lopez, on behalf of Universidad de Castilla-La Mancha (UCLM) and as regional coordinator of the SHAPES project, welcomed the attendees and introduced the objectives of the workshop. Then, Prof. Malcolm MacLachlan, as coordinator of the SHAPES project, Maynooth University, opened the event, briefly introducing the project and the main results obtained to date by the project (Figure 27). Teresa Riesgo Alcaide, as Secretary General for Innovation at Ministry of Science and Innovation of Spain, explained the Spanish perspective about innovation, technology, and health system; she welcomed the project and said that initiatives such as SHAPES are part of a fair and innovative recovery from the COVID-19 pandemic. Prof. Antonio Mas, Vice-rector of Scientific Policy, UCLM, Spain, closed the opening session by highlighting the academic role in the new technological era.

Figure 27 Prof. Malcolm MacLachlan, Coordinator of SHAPES project, Maynooth University video preview[21]

After a short break, the first panel session started and was called *eHealth technological platforms: Challenges and Opportunities* (Figure 28)*,* moderated by Mr. Eduardo Carrasco, Vicomtech. It counted with the participation of Dr. Artur Krukowski, SHAPES Technological platform, Intracom; Dr. Marco Manso, Director of innovation, EDGENEERING; Dr. Rafael Maestre, Technical Manager, Pharaon project; and Dr. Francisco Flórez, Coordinator, GoodBrother project. In the discussion were debated aspects such as the strengths and weaknesses of technological platforms for integrated care and healthy and active ageing, the interoperability of information and technology and privacy, and security.

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[21] Video available at: https://www.youtube.com/watch?v=fiEAy2BJOLU&t=12s

Figure 28 #3 SHAPES DW, Panel Session 1 video preview[22]

The second panel was entitled *A multidisciplinary reflection for synergy identification around healthy and independent living of older individuals* (Figure 29), moderated by Dr. Sonja Grigoleit, FhG INT. In this panel participated Dr. Cristina Bescos, Managing Director EIT Health Spain; Dr. Elizabeth Mestheneos, member of 50plus Hellas and former president of AGE; Mr. Benigno Lacort, CEO Atenzia and CEO Senior Economy Forum; and Dr. Pedro Abizanda, Head of Geriatrics Department and Research Unit, Albacete University Hospital and Member of the CIBERFEST Board (Institute of Health Carlos III). The main output was to understand the different concerns, points of view, and needs of the stakeholders involved in health and care delivery, highlighting with special attention the desires of the potential consumers, older people. "If technology is not good enough for you, it is not good enough for older people!", claimed Ms Mestheneos.

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[22] Video available at: https://www.youtube.com/watch?v=fiEAy2BJOLU&t=12s
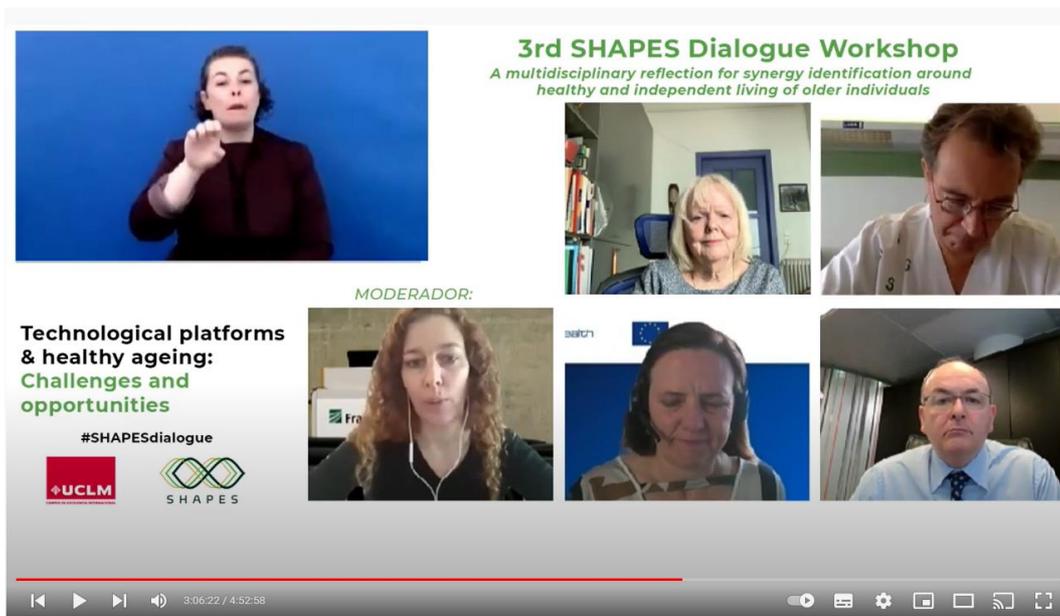
Figure 29 #3 SHAPES DW, Panel Session 2 video preview[23]

The closing session counted with Prof. Ricardo Cuevas, Director General for Universities, Research and Innovation, Regional Government of Castilla-La Mancha, who highlighted that the regional government will pay particular attention to SHAPES outcomes; D. Eladio Linares, CIO, Castilla-La Mancha Health Service, Regional Government of Castilla-La Mancha; and Prof. Ismael García Varea, Vice-rector of Digital Transformation and Strategy, UCLM. They all agreed on the relevance of technology to promote a healthy and active life for European citizens. Also, they highlighted the role of public organizations in promoting technological and innovative advances.

The workshop was organised by the UCLM (Figure 30), with the support of AGE.

View workshop talks at: https://www.youtube.com/watch?v=hJE3kRBPpyk.

Figure 30 Prof. Juan Carlos López, Project leader, University of Castilla la Mancha video preview[24]

4.5.1.1.4   SHAPES Dialogue Workshop #4

The fourth SHAPES DW was devoted to the "lifeworld of individuals", therefore focusing on the ethnographic research conducted by WP2.

Entitled "Diversity and Empowerment: understanding the realities of older people", the workshop took place on October 26th, 2021 as a Zoom webinar. Entirely organised by AGE with the main support of the WFDB and EUD, the event was conceived as a dialogue between older people, people with disabilities, academics, researchers and the general public. By exposing the lived realities of older people and people with disabilities, the workshop challenged prejudices around ageing and exhorted participants to get closer to people's realities and experiences. Grounded on the work of Task 2.1, the workshop showcased ways in which SHAPES is working hard to respond to users' needs, as illustrated by the #SHAPESstories.

As in the previous editions, also the fourth DW paid great attention to accessibility. Since the registration form, all content was translated in four languages and the web accessibility of forms and agenda were carefully checked. The event was therefore available for English, German, Spanish and Italian speakers, with simultaneous interpretation and speech-to-text in those four languages, and International Sign Language interpretation was equally offered.

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[24] Video available at: https://www.youtube.com/watch?v=fiEAy2BJOLU&t=12s

The introduction to the SHAPES project was provided by one of its principal investigators, Prof. Mac MacLachlan, who focused on the various meanings of the word "shapes" and their relevance to our project. The floor was then given to a panel composed by a self-advocate representative of AGE Platform Europe, the World Federation of the DeafBlind (WFDB) and the European Union of the Deaf (EUF). From the different and complementary perspectives, three inspiring and powerful messages were delivered, unanimously urging to end social isolation and consult people concerned by research, to bring technology close to people's realities.

The session placed six #SHAPESstories under the spotlight, showing the obstacles older people and people with disabilities face to live as equals (Figure 31). Besides highlighting daily struggles and concerns, stigma and exclusion, those stories also showed people's willingness to live just their ideal lives. A dynamic and interesting Q&A part allowed many voices to back this message up, and to focus on the responsibilities owned by the society and the research work towards that goal. The exchanges stressed the importance for technology to couple with accessible physical environments to enable participation and inclusion.

Figure 31 Conclusions of the panel on the ethnographic study from the SHAPES project

A last panel session linked the SHAPES research with the work carried out through other European projects, namely the Horizon2020 IN4AHA and the Marie-Curie TRANS-SENIOR projects. Through the voices of two of the representatives, efforts to improve the living conditions and the empowerment of older people and people with disabilities were illustrated, allowing the audience (a total of 195 participants across the event) to understand some mechanisms underpinning the European research for active and healthy ageing.

AGE Secretary General, Maciej Kucharczyk, eventually wrapped the whole event up and conveyed his final remarks, pointing out to the efforts of AGE and many actors at European and national level to counteract ageism and build a society for all, where everyone is enabled to live as equals.

Further information (agenda, registrations, …) on this and the previous workshops in the project are detailed in D10.6.

4.5.1.2 Partners Institutional Videos

During Phase 2 – Promotion, a playlist on the SHAPES YouTube® channel was created to share the partners' institutional videos. To gather this information, the partners were invited to share the links of their YouTube® videos in a collaborative document available on Teams. So far, based on this information, WP10 has gathered a total of 17 partners' institutional videos – Figure 32. The videos were also disseminated through the remaining social media profiles with dedicated posts to each partner.
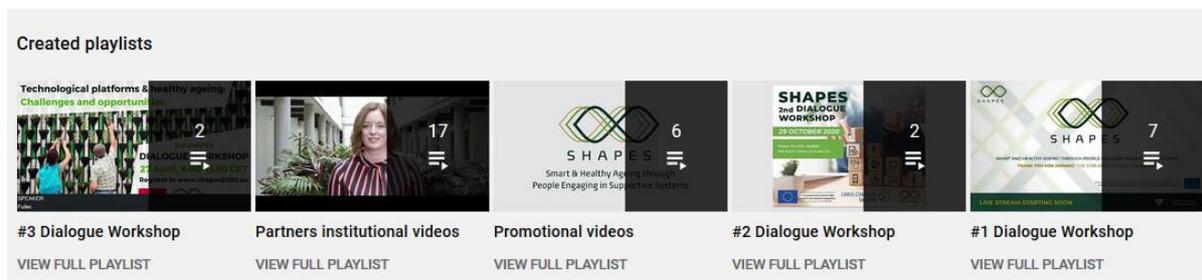
Figure 32 SHAPES YouTube® channel playlists

4.5.2 Promotional Videos

During Phase 1 – Awareness, one promotional video was produced and made available on SHAPES YouTube® channel: *Welcome to SHAPES Project | #H2020*. During Phase 2 – Promotion, four promotional videos were produced and available on SHAPES YouTube® channel: *Welcome to SHAPES Project | #H2020 – Audio description*, *Presentation of the SHAPES project in International Sign*, *Get to know SHAPES project by Mac MacLachlan, and SHAPES Pilots | #H2020 (Audio description)*.

4.5.2.1 Welcome to SHAPES Project | #H2020

The promotional video *Welcome to SHAPES Project | #H2020* was available on SHAPES YouTube® channel in October 2020 – Figure 33. The video was also disseminated through the remaining social media profiles with dedicated posts, and is

available in the project's website homepage[25]. To produce the video, a script was written, proofread, and validated by the WP10 partners and the coordination:

<u>SHAPES Video #1 – Script</u>

0:02
SHAPES: Smart & Healthy Ageing through People Engaging in Supportive Systems

0:08
According to the United Nations, 25% of the European population is composed of older persons.

0:14
At the same time that the European population is ageing, life expectancy is increasing.

0:20
Reaching retirement age should not mean losing the sense of purpose and the ability to remain involved in society

0:30
Sustaining longer and healthy lives requires solutions that prevent or minimise risks of injury, frailty and long-term chronic diseases.

0:39
SHAPES develops an open Ecosystem that enables the large-scale deployment of digital solutions for healthy and independent living to assist older persons who may face reduced functionality.

0:55
SHAPES involves hundreds of subject matter experts and professionals from different areas of knowledge and practice, including: Health and social care, Government, Academia and Industry
The project is led by the Assisting Living & Learning Institute in Maynooth University, Ireland.

1:08
And involves 36 organisations from across Europe

1:14
The SHAPES Innovation Action (IA) seeks to facilitate long-term healthy and active ageing, and the maintenance of a high-quality standard of life through the integration of a broad range of solutions: technological, organisational, clinical, educational and societal

1:29

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[25] *Welcome to SHAPES Project | #H2020* video available at: https://shapes2020.eu/

Mediated by technology, in-home and local community environments interact with health and care networks contributing to the containment of health and care costs, hospitalisations and institutional care.

1:39
With an investment of almost 21 million euros, SHAPES is a broad initiative to cover the needs and expectations of older persons.

1:45
SHAPES aims to build the innovative SHAPES Platform, providing a broad range of solutions to improve the health, wellbeing and independence of older persons, while enhancing the long-term sustainability of health and care systems in Europe.

2:02
SHAPES aims to create, enlarge and consolidate the SHAPES Ecosystem for active and healthy ageing, allowing stakeholders to (a) exchange knowledge and expertise, (b) identify current and future solutions for active and healthy ageing, and (c) provide mutual advice and training.

2:21
SHAPES aims to promote the adoption of standards on integrated care across the EU for older persons, and the identification of standardisation priorities to facilitate the deployment of open and interoperable platforms.

2:39
SHAPES Large-scale Piloting campaign engages more than 2000 older persons in 15 pilot sites in 10 EU Member States.

2:47
Aimed at the deployment, scale-up and validation of the SHAPES Platform and digital solutions, considering the applicable socio-technical context and specificities of users, environment and policies.

2:58
The SHAPES four core elements are:
SHAPES DIGITAL SOLUTIONS
Based on assistive robots, eHealth sensors and wearables, Internet of Things (IoT)-enabled devices and mobile applications.

3:09
SHAPES ECOSYSTEM
Is a network of relevant users and key stakeholders working together to scale-up the SHAPES Platform and digital solutions.

3:19
SHAPES MARKETPLACE
Seeks to connect, demand and supply across health and care delivery, and to facilitate the co-creation of affordable, effective and trustworthy solutions.

3:30
SHAPES RECOMMENDATIONS
Provide guidelines, a roadmap and an action plan which will include a set of priorities dedicated to standardisation and supporting key EU stakeholders to foster the large-scale deployment and adoption of digital solutions and new integrated care services in Europe.

3:47
When seeking solutions for older persons and for those that support them, SHAPES expects to:
Improve the quality of life for users and carers involved, while demonstrating the added-value of the underlying technologies used in SHAPES.

4:01
Increase competitiveness of the European ICT industry, through enhanced interoperability, best practices and financing models and scalable markets.

4:11
Provide user-centered, validated and innovative solutions addressing accessibility, privacy, security, vulnerability, liability and trust in connected data spaces.

4:21
Improve evidence-based efficiency of health and care systems with demonstrated added-value of the underlying technologies.

4:32
Achieve links and synergies between Member States and regional initiatives.

4:42
Be a European-led platform for smart, healthy and independent living.

4:53
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857159.

5:03
For more details and updates visit:
www.shapes2020.eu
Facebook: @SHAPESH2020
Twitter: @H2020Shapes
LinkedIn: @shapesh2020
Instagram: @shapesh2020

The video presents the following structure: opening scene detailing the full name of the project; four scenes giving an overview about older persons current status in

Europe and the importance about an active and healthy ageing; 11 scenes related to the project's scope, consortium, goals, core elements (digital technologies, ecosystem, marketplace, recommendations), and expectations; one scene detailing project's data; and one closing scene sharing the project's website and social media profiles to gather future project visitors and followers. The video has a 5-minute length and subtitles.
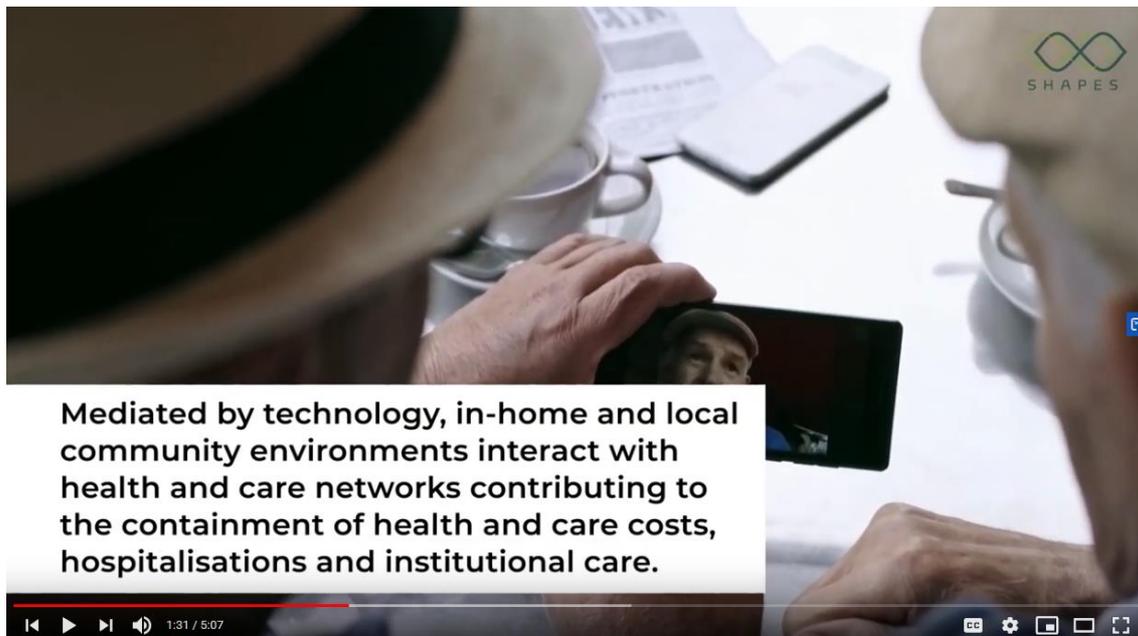
Figure 33 Welcome to SHAPES Project | #H2020 video preview[26]

4.5.2.2 Welcome to SHAPES Project | #H2020 - Audio description

The promotional video *Welcome to SHAPES Project | #H2020 - Audio description* was available on SHAPES YouTube® channel in November 2020. The video was also disseminated through the remaining social media profiles with dedicated posts, and is available in the project's website homepage[27] by clicking in the "Turn on descriptions" button – Figure 34. The video is an adaptation of the *Welcome to SHAPES Project | #H2020* video, to produce a fully accessible version, integrating subtitles and audio description. To produce it, a script for the audio description was written, proofread, and validated by the WP10 partners and the coordination, and the audio description was recorded and integrated:

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[26] Video available at:
https://www.youtube.com/watch?v=MUCFnypRy1g&list=PLEIWJ9_RhM36S4bqShmuT0ky67_5YGCH1&index=3&t=100s

[27] Video available at: https://shapes2020.eu/

SHAPES Video #1 – Script (with audio description)

0:02
SHAPES logo
SHAPES: Smart & Healthy Ageing through People Engaging in Supportive Systems

0:08
Video of Caucasian individuals walking down a busy street, towards the camera
According to the United Nations, 25% of the European population is composed of older persons.

0:20
Video of Caucasian middle aged couple running towards the camera on the side of a busy road wearing grey tracksuits
At the same time that the European population is ageing, life expectancy is increasing.

0:33
Whilst sitting on a sofa, a young Caucasian woman teaches an elderly Caucasian woman how to operate a laptop
Reaching retirement age should not mean losing the sense of purpose and the ability to remain involved in society

0:45
A video of a group of Caucasian elderly individuals and an instructor wearing gym clothes are standing up and stretching their right arm by lifting it in the air in a closed space
Sustaining longer and healthy lives requires solutions that prevent or minimise risks of injury, frailty and long-term chronic diseases.

1:04
SHAPES develops an open Ecosystem that enables the large-scale deployment of digital solutions for healthy and independent living to assist older persons who may face reduced functionality.

1:20
SHAPES involves hundreds of subject matter experts and professionals from different areas of knowledge and practice, including: Health and social care, Government, Academia and Industry.
The project is led by the Assisting Living & Learning Institute in Maynooth University, Ireland.
The organisation's logo
A group of middle aged and elderly Caucasian adults hold a discussion around a table

1:44
And involves 36 organisations from across Europe
Organisation logos of all partners involved in SHAPES project

1:53

The SHAPES Innovation Action (IA) seeks to facilitate long-term healthy and active ageing, and the maintenance of a high-quality standard of life through the integration of a broad range of solutions: technological, organisational, clinical, educational and societal

2:13
In a shot from behind, a coffee lies on a table whilst two elderly men are looking at a phone screen
Mediated by technology, in-home and local community environments interact with health and care networks contributing to the containment of health and care costs, hospitalisations and institutional care.

2:34
With an investment of almost 21 million euros, SHAPES is a broad initiative to cover the needs and expectations of older persons.

2:44
SHAPES aims to build the innovative SHAPES Platform, providing a broad range of solutions to improve the health, wellbeing and independence of older persons, while enhancing the long-term sustainability of health and care systems in Europe.

3:02
SHAPES aims to create, enlarge and consolidate the SHAPES Ecosystem for active and healthy ageing, allowing stakeholders to (a) exchange knowledge and expertise, (b) identify current and future solutions for active and healthy ageing, and (c) provide mutual advice and training.

3:23
SHAPES aims to promote the adoption of standards on integrated care across the EU for older persons, and the identification of standardisation priorities to facilitate the deployment of open and interoperable platforms.

3:40
Video of two elderly East-Asian women testing a Robot-like walker
SHAPES Large-scale Piloting campaign engages more than 2000 older persons in 15 pilot sites in 10 EU Member States.

3:56
Aimed at the deployment, scale-up and validation of the SHAPES Platform and digital solutions, considering the applicable socio-technical context and specificities of users, environment and policies.

4:09
The SHAPES four core elements are:
SHAPES DIGITAL SOLUTIONS
Based on assistive robots, eHealth sensors and wearables, Internet of Things (IoT)-enabled devices and mobile applications.

4:23
SHAPES ECOSYSTEM
Is a network of relevant users and key stakeholders working together to scale-up the SHAPES Platform and digital solutions.

4:33
SHAPES MARKETPLACE
Seeks to connect, demand and supply across health and care delivery, and to facilitate the co-creation of affordable, effective and trustworthy solutions.

4:45
SHAPES RECOMMENDATIONS
Provide guidelines, a roadmap and an action plan which will include a set of priorities dedicated to standardisation and supporting key EU stakeholders to foster the large-scale deployment and adoption of digital solutions and new integrated care services in Europe.

5:06
An elderly Caucasian woman taps a screen robot
When seeking solutions for older persons and for those that support them, SHAPES expects to:
Improve the quality of life for users and carers involved, while demonstrating the added-value of the underlying technologies used in SHAPES.

5:23
In a shot from behind, a man looks at a laptop screen, another hand points toward it
Increase competitiveness of the European ICT industry, through enhanced interoperability, best practices and financing models and scalable markets.

5:40
A laptop screen shows the EU flag (circle of 12 gold stars on a blue background) with the picture of a lock in the middle
Provide user-centered, validated and innovative solutions addressing accessibility, privacy, security, vulnerability, liability and trust in connected data spaces.

6:03
Close up image of an elderly man facing sideways with on a black background
Improve evidence-based efficiency of health and care systems with demonstrated added-value of the underlying technologies.

6:18
An elderly black woman wearing glasses smiles at the camera with her left hand to hear cheek
Achieve links and synergies between Member States and regional initiatives.

6:28
In a green space, a young Caucasian woman shows an elderly Caucasian woman a phone screen whilst the latter points at it

Be a European-led platform for smart, healthy and independent living.

6:45
SHAPES and the EU logo
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857159.

7:00
SHAPES logo
For more details and updates visit:
www.shapes2020.eu
Facebook: @SHAPESH2020
Twitter: @H2020Shapes
LinkedIn: @shapesh2020
Instagram: @shapesh2020

The scenes time had to be adjusted, reason why the video has a length of 7 minutes and 23 seconds.
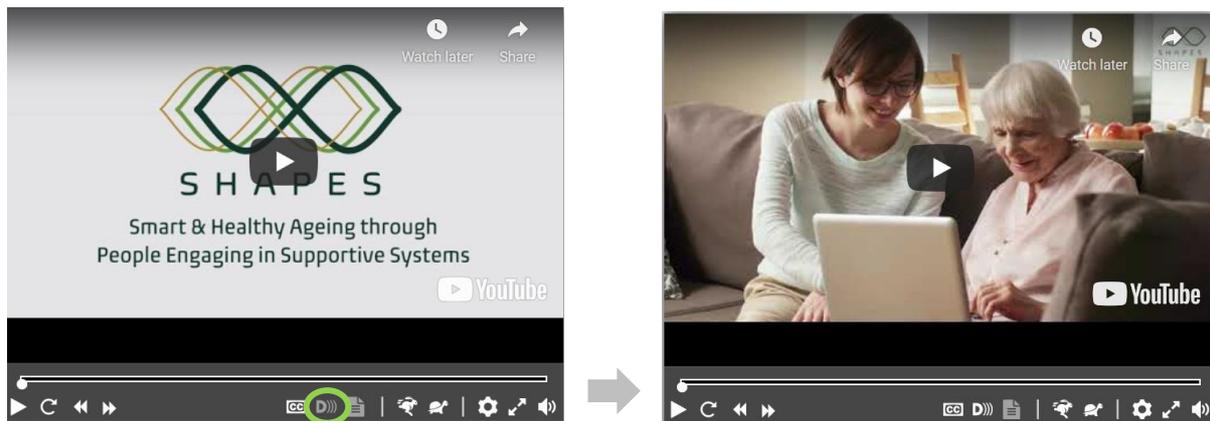

Figure 34 Welcome to SHAPES Project | #H2020 - Audio description video available on the project's website, by clicking in the "Turn on descriptions" button

4.5.2.3 Presentation of the SHAPES project in International Sign

The promotional video *Presentation of the SHAPES project in International Sign* was available on SHAPES YouTube® channel in November 2020. The video was also disseminated through the remaining social media profiles with dedicated posts. Alongside with the set of videos about SHAPES available in the dedicated page of the project on the EUD website[28], this video explains the SHAPES project in international

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[28] SHAPES project dedicated page on the EUD website available at:
https://www.eud.eu/projects/current-projects/shapes/

sign, namely listing the objectives, and expected impact to address different challenges that EU seniors face. – Figure 35.
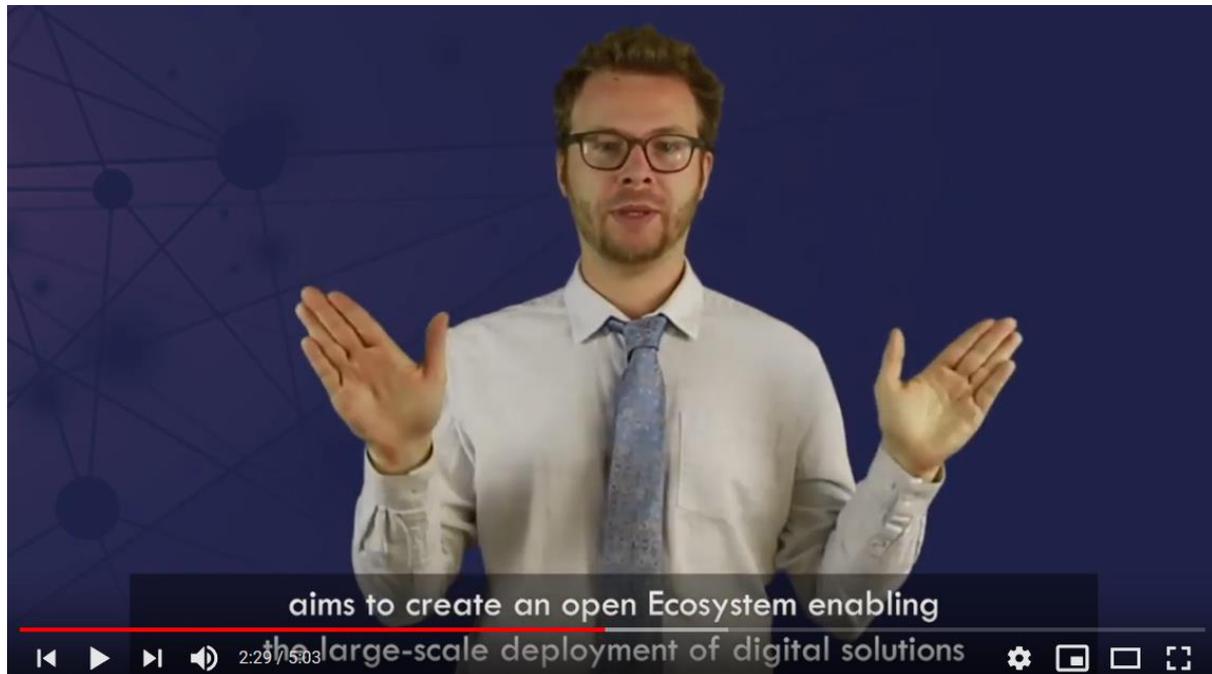

Figure 35 Presentation of the SHAPES project in International Sign video preview[29]

4.5.2.4 Get to know SHAPES project by Mac MacLachlan

The promotional video *Get to know SHAPES project by Mac MacLachlan* was available both in English and German languages on SHAPES YouTube® channel in April 2021. The video was also disseminated through the remaining social media profiles with dedicated posts.

The video was used as a SHAPES introduction for the *12th CCS Partner Dialogue* (March 03, 2021), and at the *SMARTER LIVES convention* (June 16, 2021). The CCS Partner Dialogue gathers Germany-wide health and care partners to present and discuss progress within the area of digital health. This 12th Partner Dialogue focussed on "Active and Healthy Ageing in Saxony and Europe". The presentation and discussion of SHAPES was a major part of the events program. Next to the live presentations of the pilot themes, a general SHAPES overview was presented via the pre-recorded video featuring Prof. Mac MacLachlan, including German subtitles.

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[29] Video available at:
https://www.youtube.com/watch?v=4nSUxnv0rOo&list=PLEIWJ9_RhM36S4bqShmuT0ky67_5YGCH1&index=5&t=149s

For video recording, CCS contracted slideslive. CCS performed the video subtitling using the YouTube® transcript function as a basis for the final transcript. Slideslive provided the final video with both German and English subtitles. Prof. MacLachlan present a general overview of SHAPES as he had done it several times before on different dissemination events. The video captured the most current state of this project overview to be used in coming SHAPES introduction events (Figure 36).

The video was hosted on the SHAPES TEAMS platform for potential use in further dissemination events. CCS used the video again in a digital SHAPES booth of the SMARTER LIVES convention on June 16, 2021. This convention focussed on digital advances in care and quality of live for older people by providing talks and discussions of German and Austrian convention participants.
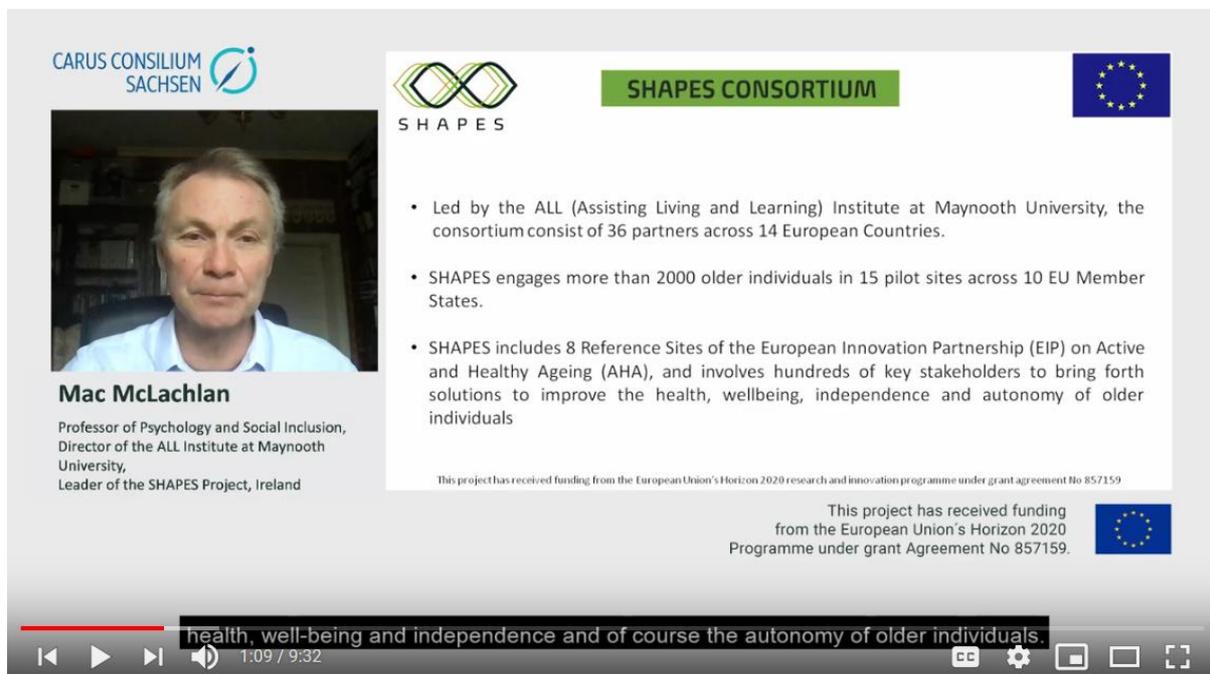

Figure 36 Get to know SHAPES project by Mac MacLachlan video preview[30]

4.5.2.5 SHAPES Pilots | #H2020 (Audio description)

The promotional video *SHAPES Pilots | #H2020 (Audio description)* is being produced and soon will be available on SHAPES YouTube® channel. The video will also be disseminated through the remaining social media profiles with dedicated posts, and will be available in the project's website. Since the video is an infographic, narration

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[30] Video available at:
https://www.youtube.com/watch?v=ph71u_AV5is&list=PLEIWJ9_RhM36S4bqShmuT0ky67_5YGCH1&index=6&t=5s

and audio description will be included. To produce the video, a script was written, proofread, and validated by the WP10 partners and the coordination – Table 5.

Table 5 SHAPES Pilots video – Script (with narration and audio description)

Scene	Narration Time	Narration Script	Graphics	Audio description
1	5s	SHAPES – Smart & Healthy Ageing through People Engaging in Supportive Systems	(Opening scene) SHAPES logo	SHAPES logo SHAPES – Smart & Healthy Ageing through People Engaging in Supportive Systems
2	10s	SHAPES aims at developing an open ecosystem integrating digital technologies on a large-scale, for supporting and extending healthy and independent living for older individuals	Animation of the digital ecosystem and older persons interacting with technologies.	(Audio description of the image on the screen) + narration script
3	10s	This ecosystem will be mediated by technology and will allow in-home and local community environments to interact with health and care networks.	Animation of older persons interacting with technologies.	(Audio description of the image on the screen) + narration script
4	15s	To do so, SHAPES implements a Pan-European Pilot Campaign, where small and large-scale pilots test and validate the SHAPES Platform capabilities and benefits to care recipients, caregivers, and care service providers.	Animations with several older persons and show the EU map, highlighting only the countries where the SHAPES pilots will take place.	(Audio description of the image on the screen) + narration script
5	10s	The SHAPES Platform will integrate several digital technologies involving assistive robots; eHealth sensors and wearables; Internet of Things enabled devices; and mobile applications within seven pilot themes.	Animations of the different types of digital solutions.	(Audio description of the image on the screen) + narration script

6	15s	**Pilot Theme 1** will focus on "Smart Living Environment for Healthy Ageing at Home" and will validate health and wellbeing apps for the registration of vital signs and physical measurements, diet and nutrition data and the intake of medication.	Show the EU map, highlighting: the leader of the pilot (CCS) and the countries and partners where the pilot will be replicated: Italy (AIAS), Czech Republic (FNOL), Sweden (OMN), Greece (SAL), Portugal (UAVR) and Ireland (UCC). Also shows an image related to the pilot: vital signs. *On-screen text:* Pilot Theme 1 – "Smart Living Environment for Healthy Ageing at Home".	(Audio description of the image on the screen) + narration script
7	15s	**Pilot Theme 2** will focus on "Improving In-Home and Community-based Care" and will validate remote monitoring apps of health parameters with the aim of maintaining and possibly improving the health status due to preventive health and care measures.	Show the EU map, highlighting the leader of the pilot (GEWI) and the countries and partners where the pilot will be replicated: Italy (AIAS), Germany (CCS), Spain (CH), Czech Republic (FNOL and UP). Also shows an image related to the pilot: remote monitoring. *On-screen text:* Pilot Theme 2 – "Improving In-Home and Community-based Care".	(Audio description of the image on the screen) + narration script
8	10s	**Pilot Theme 3** will focus on "Medicine Control and Optimisation" and will validate an in-home decompensation prediction tool for heart failure patients	Show the EU map, highlighting the leader of the pilot (NHSCT) and the countries and partners where the pilot will be replicated: Spain (CH), Czech Republic (FNOL),	(Audio description of the image on the screen) + narration script

		with the aim of avoiding decompensations.	Germany (GEWI), Cyprus (UNRF). Also shows an image related to the pilot: heart failure patients. *On-screen text:* Pilot Theme 3 – "Medicine Control and Optimisation".	
9	10s	**Pilot Theme 4** will focus on "Psycho-social and Cognitive Stimulation Promoting Wellbeing" and will validate technology-mediated interventions in-home environments.	Show the EU map, highlighting the leader of the pilot (UAVR) and the countries and partners where the pilot will be replicated: Italy (AIAS), Greece (AUTH and DYPE), Czech Republic (UP), Ireland (UCC). Also shows an image related to the pilot: in-home environments. *On-screen text:* Pilot Theme 4 – "Psycho-social and Cognitive Stimulation Promoting Wellbeing".	(Audio description of the image on the screen) + narration script
10	20s	**Pilot Theme 5** will focus on "Caring for Older Individuals with Neurodegenerative Diseases" and will validate online skill training and therapeutic social support, exploring the improvement of the quality of care and the quality of life of both care recipients and caregivers in home environments.	Show the EU map, highlighting the leader of the pilot (NRF) and the countries and partners where the pilot will be replicated: Greece (DYPE) and Portugal (UPORTO). Also shows an image related to the pilot: online skill training. *On-screen text:* Pilot Theme 5 – "Caring for Older Individuals with Neurodegenerative Diseases".	(Audio description of the image on the screen) + narration script

11	20s	**Pilot Theme 6** will focus on "Physical Rehabilitation at Home" and will validate digital technologies supporting physical training exercises that are able to monitor the execution of the prescribed physical activity and the adherence to the treatment, as well as identifying early signs of physiological decline, to support older people in remaining at home and within their communities for as long as possible.	Show the EU map, highlighting the leader of the pilot (UCLM) and the countries and partners where the pilot will be replicated: Greece (AUTH) and Spain (CH). Also shows an image related to the pilot: physical training exercises. *On-screen text:* Pilot Theme 6 – "Physical Rehabilitation at Home".	(Audio description of the image on the screen) + narration script
12	25s	**Pilot Theme 7** will focus on "Cross-border Health Data Exchange Supporting Mobility and Accessibility for Older Individuals" and will validate multiple aspects associated with the mobility and accessibility of older persons - namely the availability of health and care data (exchange) across Europe, for instance, the accessibility level of buildings and outdoor environments.	Show the EU map, highlighting the leader of the pilot (DYPE) and the countries and partners where the pilot will be replicated: Sweden (OMN), Ireland (UCC) and Cyprus (UNRF). Also shows an image related to the pilot: mobility and accessibility of older persons. *On-screen text:* Pilot Theme 7 – "Cross-border Health Data Exchange Supporting Mobility and Accessibility for Older Individuals".	(Audio description of the image on the screen) + narration script
13	10s	For more details and updates visit: WordPress: www.shapes2020.eu	SHAPES logo *On-screen text:* For more details and updates visit: (Social media logos)	SHAPES logo For more details and updates visit: WordPress logo

		Facebook: @SHAPESH2020 Twitter: @H2020Shapes LinkedIn: @shapesh2020 Instagram: @shapesh2020	www.shapes2020.eu @SHAPESH2020 @H2020Shapes @shapesh2020 @shapesh2020	https://shapes2020.eu Facebook logo @SHAPESH2020 LinkedIn logo @shapesh2020 Twitter logo @H2020Shapes Instagram logo @shapesh2020 YouTube logo SHAPES 2020 channel
14	10s	This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857159.	SHAPES and the European Union logos. *On-screen text:* This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857159.	SHAPES and the European Union logos This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857159.

The video will present the following structure: opening scene detailing the full name of the project; four scenes giving an overview about the project and pilots goals and deployment; seven scenes related to the project's pilots, detailing each one; one scene detailing project's data; and one closing scene sharing the project's website and social media profiles to gather future project visitors and followers. The video will be 3 minutes long and will be fully accessible, foreseeing subtitles and audio description.

4.6 Press Releases

During Phase 1 – Awareness, two press releases were publicised in newspapers.

4.6.1 SHAPES: supporting independence and enhanced quality of life for Europe's ageing population

The *SHAPES: supporting independence and enhanced quality of life for Europe's ageing population* press release was published on the 16th December 2019 (Figure 37). The press release presented the SHAPES project by detailing, among other aspects, the IA funded by the *EU's Horizon 2020* programme, the SHAPES's member countries, the project's scope, goals and the expected impacts, described the SHAPES platform, the target audience, and the expected older adults and professionals involved in the project's activities. The press release was published on consortium partner websites.

Figure 37 Press release, published on the 16th December 2019, on consortium partner websites[31]

4.6.2 Invitation of older people to CCS information event in Saxony

The *Invitation of older people to CCS information event in Saxony* press release was published on the newspaper Wochenkurier on August 19, 2020 (Figure 38). The press release reached out to older people in Saxony to join the SHAPES introduction event that was hosted by CCS on August 25, 2020. The event provided information about SHAPES and aimed to recruit older people as participants for SHAPES Pilot Theme 1.

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[31] Press release available at:
https://www.int.fraunhofer.de/content/dam/int/en/documents/pressreleases/press_release_shapes_16dec19.pdf

Wie die Digitalisierung den sächsischen Senioren das Leben vereinfachen soll

Sie sind Senior/in und haben Interesse an digitalen Lösungen, die Ihr Leben vereinfachen sollen? Sie möchten selbst an der Entwicklung von Lösungen mitwirken und grundsätzlich mehr über Digitalisierung erfahren?

Dann laden wir, die Carus Consilium Sachsen GmbH, Sie am 25.08.2020 ab 15:00 bis 17:00 zu einer Info-Veranstaltung in das Rittergut Limbach (Am Rittergut 7 | 01723 Limbach) ein. Bei Kaffee und Kuchen werden wir Ihnen drei von der Europäischen Union geförderte Projekte vorstellen. Diese zielen darauf ab, Bedürfnisse und Herausforderungen von Senioren zu erkennen, um einfach zu nutzende, problemorientierte digitale Lösungen bereitzustellen.

Gern können Sie selbst mit dem Auto anreisen. Ansonsten stellen wir einen Bus zur Verfügung, der 13:45 in Radeberg und 14:30 am Postplatz in Dresden abfährt. Nach der Veranstaltung fährt Sie unser Bus natürlich wieder nach Dresden oder Radeberg zurück. Wir freuen uns sehr über Ihre Teilnahme, da unsere Projekte von Ihnen und, falls von Ihnen gewünscht, der gemeinsamen Zusammenarbeit mit uns abhängen. Bitte geben Sie uns Bescheid, ob Sie an unserer Info-Veranstaltung teilnehmen möchten und ob Sie unser Busangebot wahrnehmen werden. Für weitere Information und die Anmeldung wenden Sie sich bitte an Herrn Philip Franke telefonisch unter 0351-458-3176 oder per Email philip.franke@carusconsilium.de.

Die Veranstaltung wird nach den gültigen Hygieneempfehlungen durchgeführt. Das begrenzt auch die mögliche Gästezahl. Schnelle Anmeldung sichert Ihnen einen Platz!

Carus Consilium Sachsen GmbH:
Als Tochterunternehmen des Universitätsklinikums Carl Gustav Carus an der TU Dresden koordiniert die Carus Consilium Sachsen GmbH (CCS) flächendeckende Gesundheitskonzepte, die auf digitalen Lösungen basieren. In Zusammenarbeit mit europäischen Partnern setzt die CCS derzeit 3 Projekte zur Prävention und Gesundheitsförderung für ältere Menschen um. Diese Projekte zielen auf innovative Produkte für die häusliche Pflege (HoCare2.0), die Stärkung psychischer Gesundheit und Gewaltprävention in der zweiten Lebenshälfte (GATEKEEPER) und der Entwicklung digitaler Lösungen für gesundes Altern im eigenen Zuhause (SHAPES) ab.

CARUS CONSILIUM SACHSEN

Figure 38: Press release with an invitation to a SHAPES introduction event for older people hosted by CCS, published on the 19th August 2020, in the German newspaper Wochenkurier.

5 Communication and Dissemination Channels

For communication and dissemination purposes, SHAPES project has adopted the website and the social media profiles as privileged channels. Beside those, the project also benefited from clipping and media during Phase 1 and Phase 2.

According to the strategy established in D10.1, the contents were focussed on engagement and interaction with the public. Due to the varied profiles of SHAPES target audiences, the format, content (text and graphics), and language used, varied and were disclosed according to the specific timeframes of the project.

The website and the social media profiles were used to enlarge the visibility of other communication and dissemination activities, aiming to increase the stakeholder's awareness and to reach and engage specific targets. Therefore, these channels had a relevant role in promoting the visibility of the project's results presented in second-level channels (such as, events, conferences, workshops, local media, papers) which nurtured the website and the social media profiles.

5.1 Website

Concerning the website, additional content based on SHAPES project developments and needs were required to be added to the SHAPES website.

This included the creation of a landing page for the workshops' content, the development and deployment of the SHAPES Stories page detailing the direct engagement with SHAPES contributors and the inclusion of other visual and text-based outputs from other SHAPES partner groups.

Due to the volume of contributions, a design and layout redesign were necessary to ensure that all SHAPES materials can be found and accessed easily by both new and familiar visitors to the SHAPES website (Figure 39 and Figure 40).
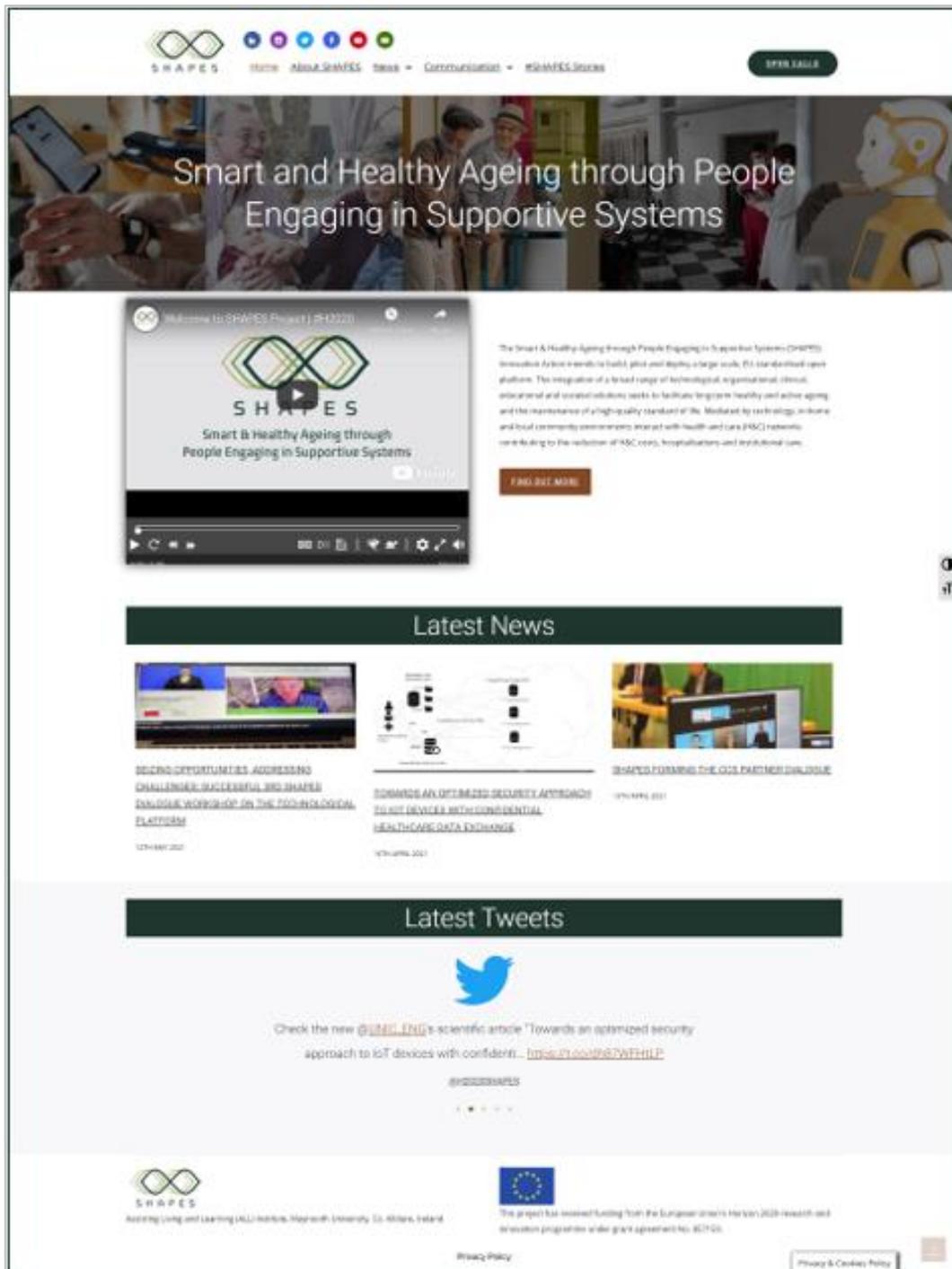
Figure 39 New website homepage layout
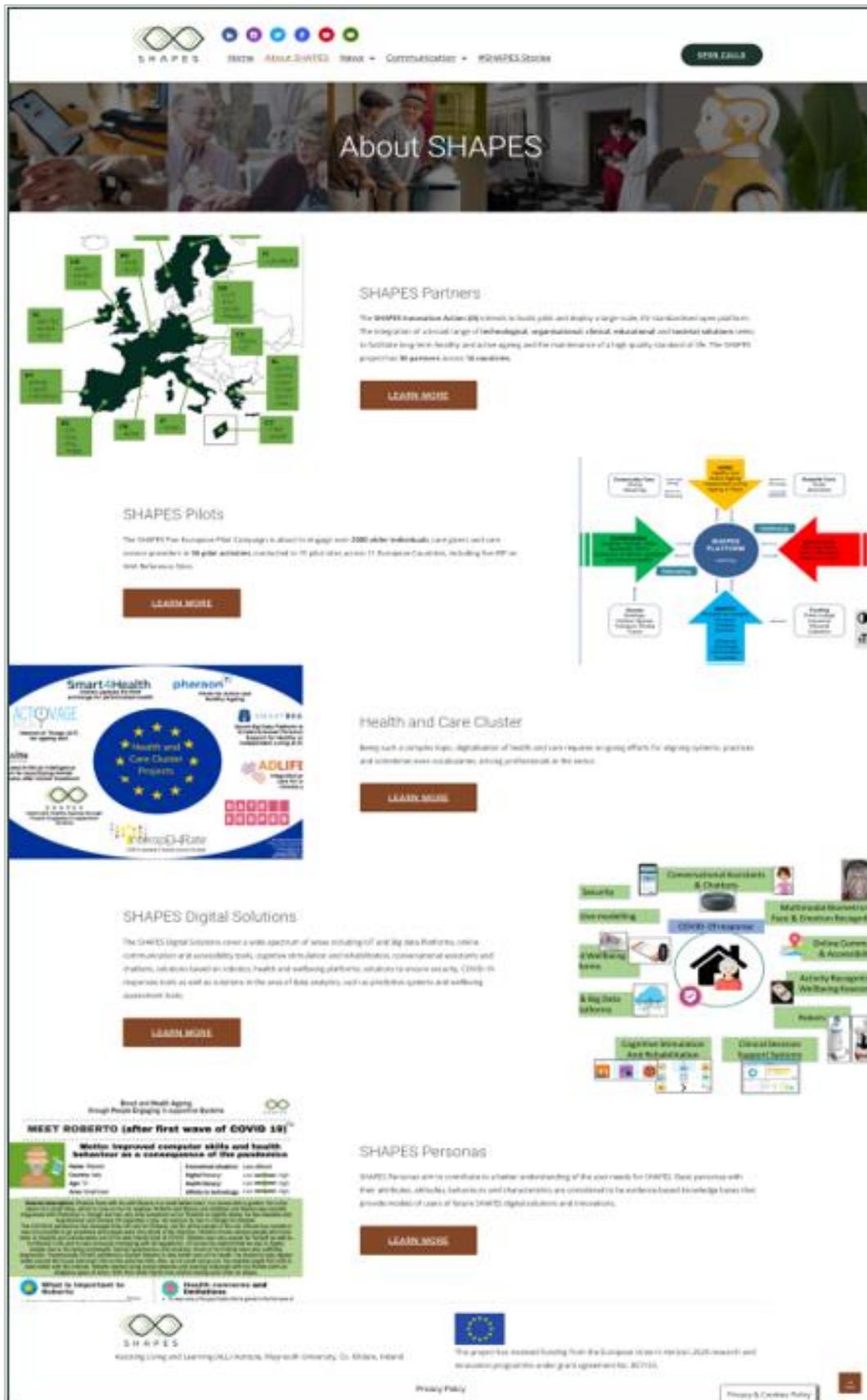
Figure 40 About page layout

Several Open calls are required in the SHAPES project and a place on the site was needed to host the necessary information while also driving traffic and notice to that specific section (Figure 41). With all the other layout changes, it was decided to change the navigation bar in order to also include a call-to-action button for the Open Calls on the right of the website interface. During the Open Calls period, a banner sits on the home page with the value announcing the open calls alongside another button.
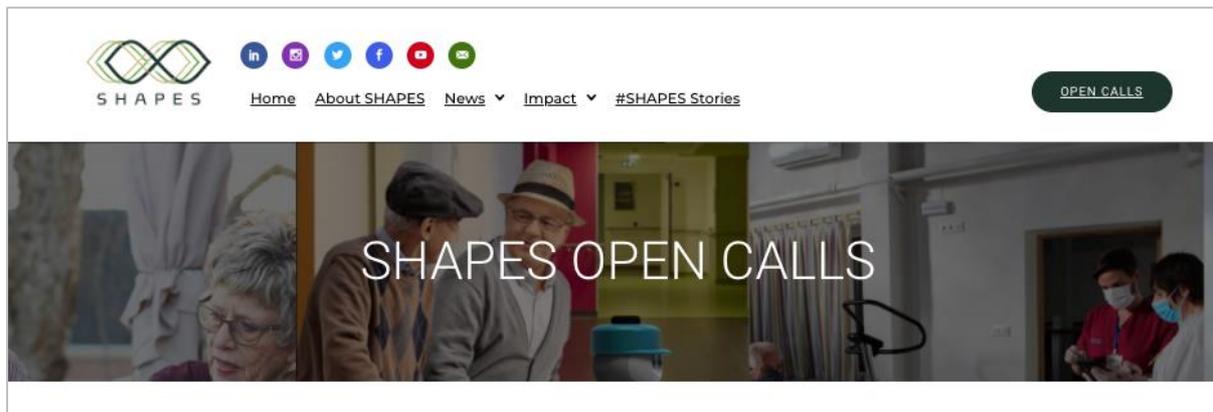
Figure 41 Open calls page layout

Overall, the site required edits to the body of text of most pages to improve their general readability and accessibility, alongside with a conscious move towards including more images throughout the site.

5.2 Social Media

Among the several social media platforms available in the Internet, SHAPES project adopted the following: [Facebook](#)®, [LinkedIn](#)®, [Twitter](#)®, [Instagram](#)® and [YouTube](#)®. Profiles on these social media platforms were created to maximise the dissemination opportunities for SHAPES.

During Phase 1 and Phase 2, Facebook®, LinkedIn®, Twitter®, and Instagram® were nurtured simultaneously. The posts produced (text and graphics) were adapted to the different platforms but were the same in the four social media profiles. This redundancy of information aimed at increasing the project's visibility and reaching different target audiences. To assure accessibility conformance, all the posts' graphics/images included ALT texts.

As presented in Figure 42, Figure 43, and section 8, the social media profiles' key performance indicators (KPIs) were achieved, revealing the adequacy of the adopted platforms. In the following sections, each social media profile is presented.
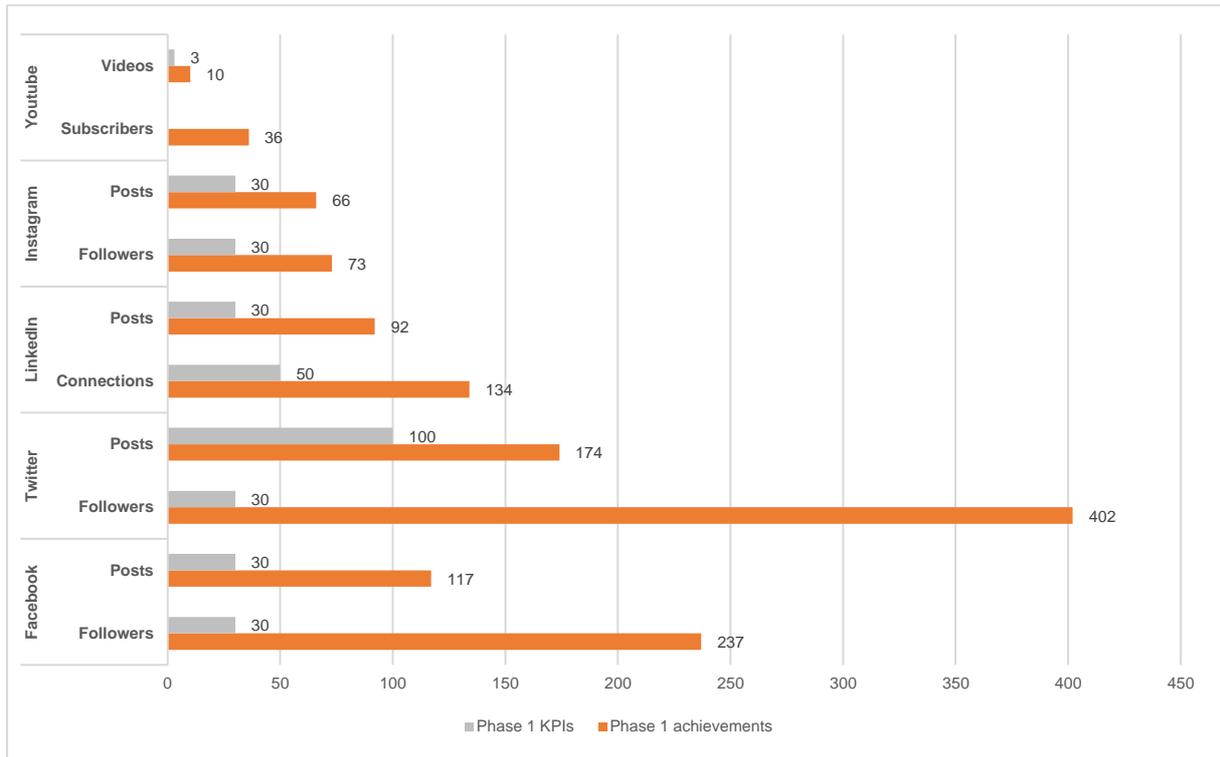
Figure 42 Social media profiles Phase 1 KPIs achievement overview
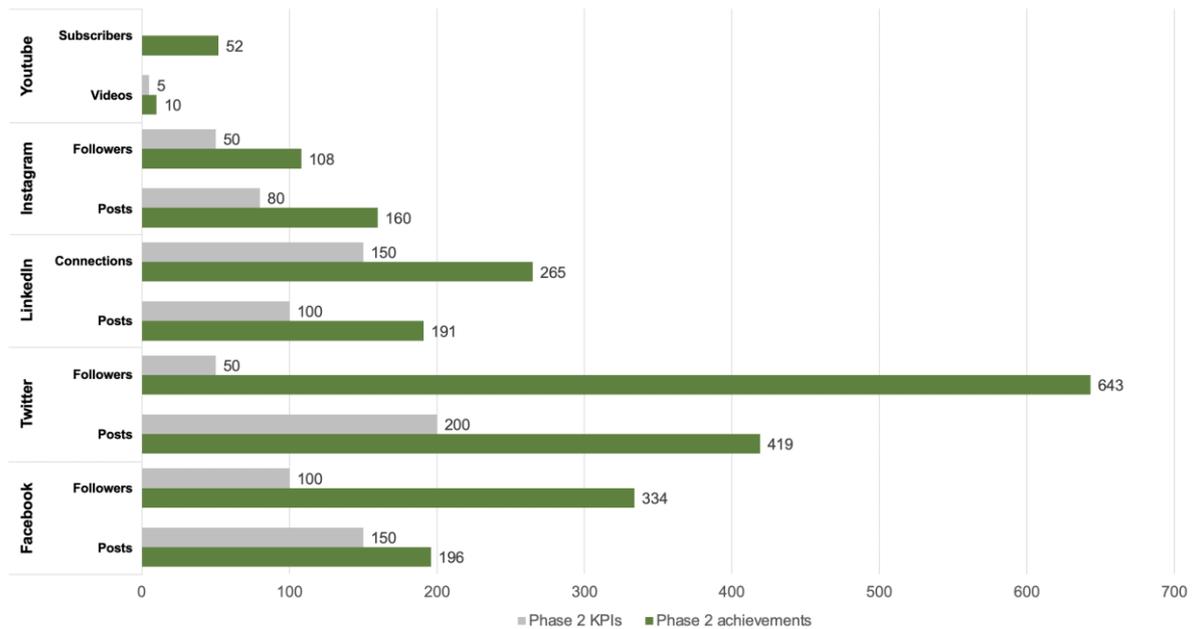
Figure 43 Social media profiles Phase 2 KPIs achievement overview

5.2.1 Twitter

Twitter® is the most followed profile of SHAPES, counting 643 followers – Figure 44.

Figure 44 Twitter® profile preview (26/10/2021)

Since the Twitter platform analytics do not allow retrieving information related to the age, gender or country of the followers, this information cannot be reported. The information available relates only to tweets analytics (for instance, content engagement rates, link clicks, number of retweets, likes and replies – Figure 45).
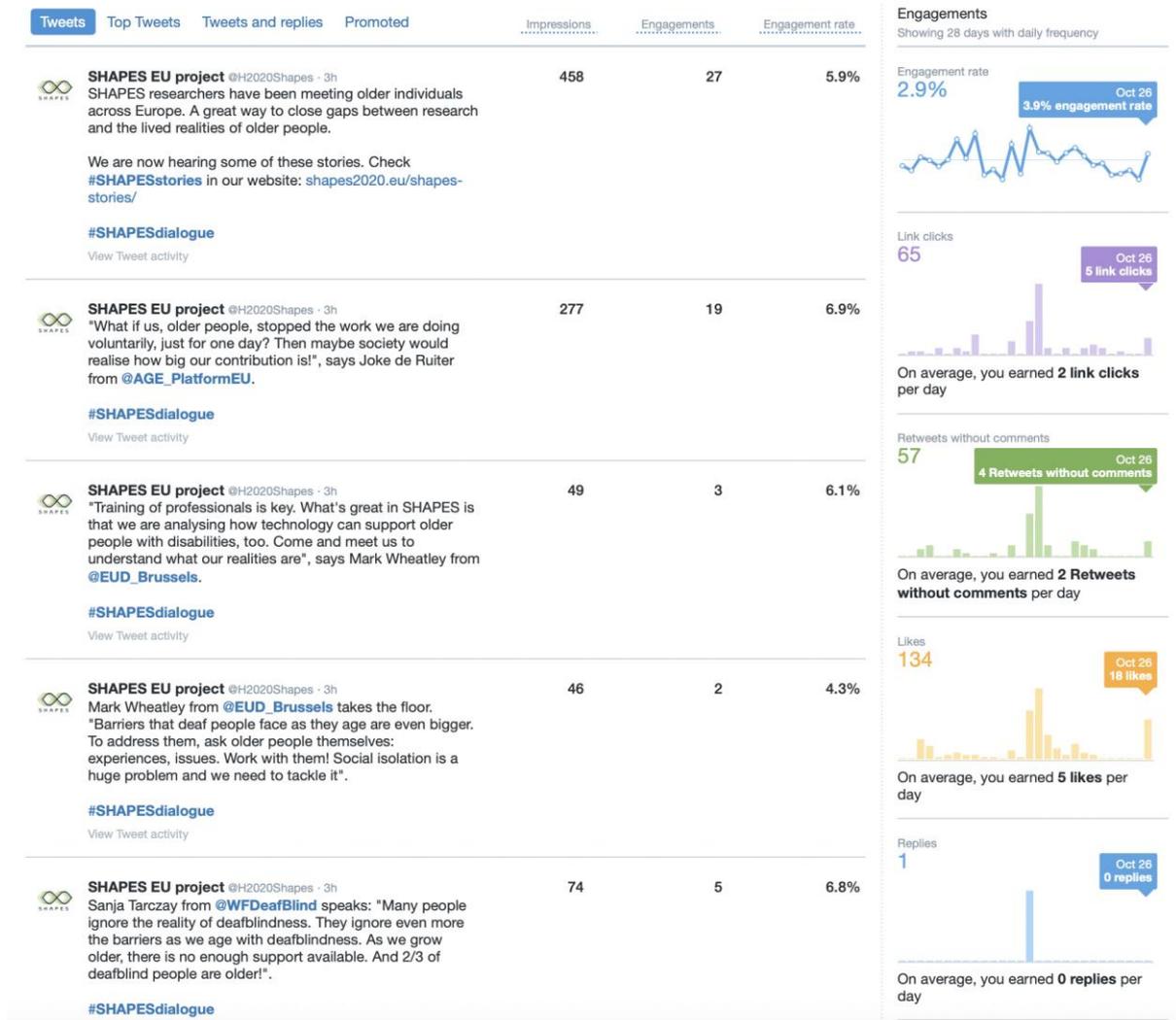
Figure 45 Twitter® analytics preview (26/10/2021)

During Phase 1 – Awareness, 174 posts were published in Twitter® profile, and 419 posts were published in Phase 2 – Promotion. Figure 46 and Figure 47 show examples of posts that received the highest number of impressions and engagements (likes, retweets, replies, link clicks, among others) in Phases 1 and 2, respectively.

Impressions	21,526
Total engagements	215
Media engagements	120
Detail expands	26
Likes	22
Profile clicks	22
Retweets	20
Hashtag clicks	4
Replies	1

Figure 46 Twitter® post during Phase 1 on April 21st, 2020

Impressions	9,658
Total engagements	258
Detail expands	99
Link clicks	48
Retweets	33
Media engagements	29
Likes	26
Profile clicks	21
Replies	1
Hashtag clicks	1
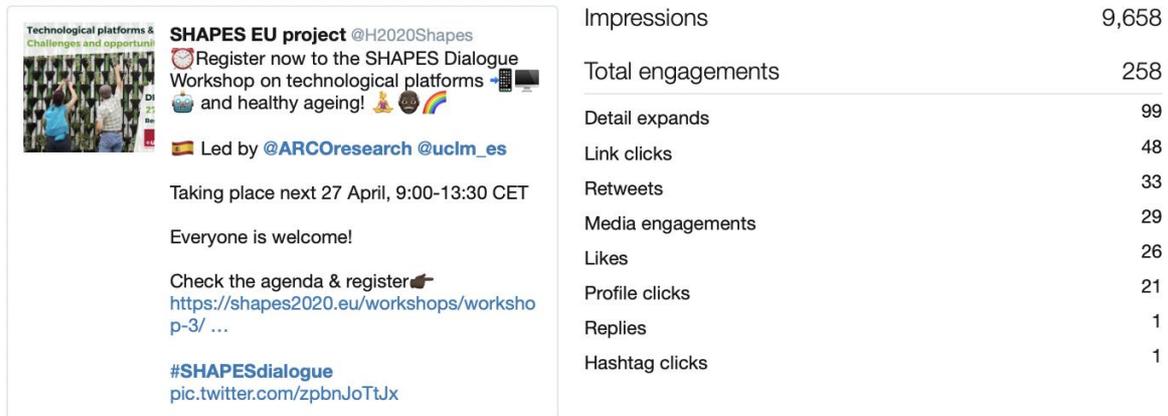
Figure 47 Twitter® post during Phase 2 on April 1st, 2021

5.2.2 Facebook

Facebook® is the second most followed profile of SHAPES, counting 334 followers – Figure 48.
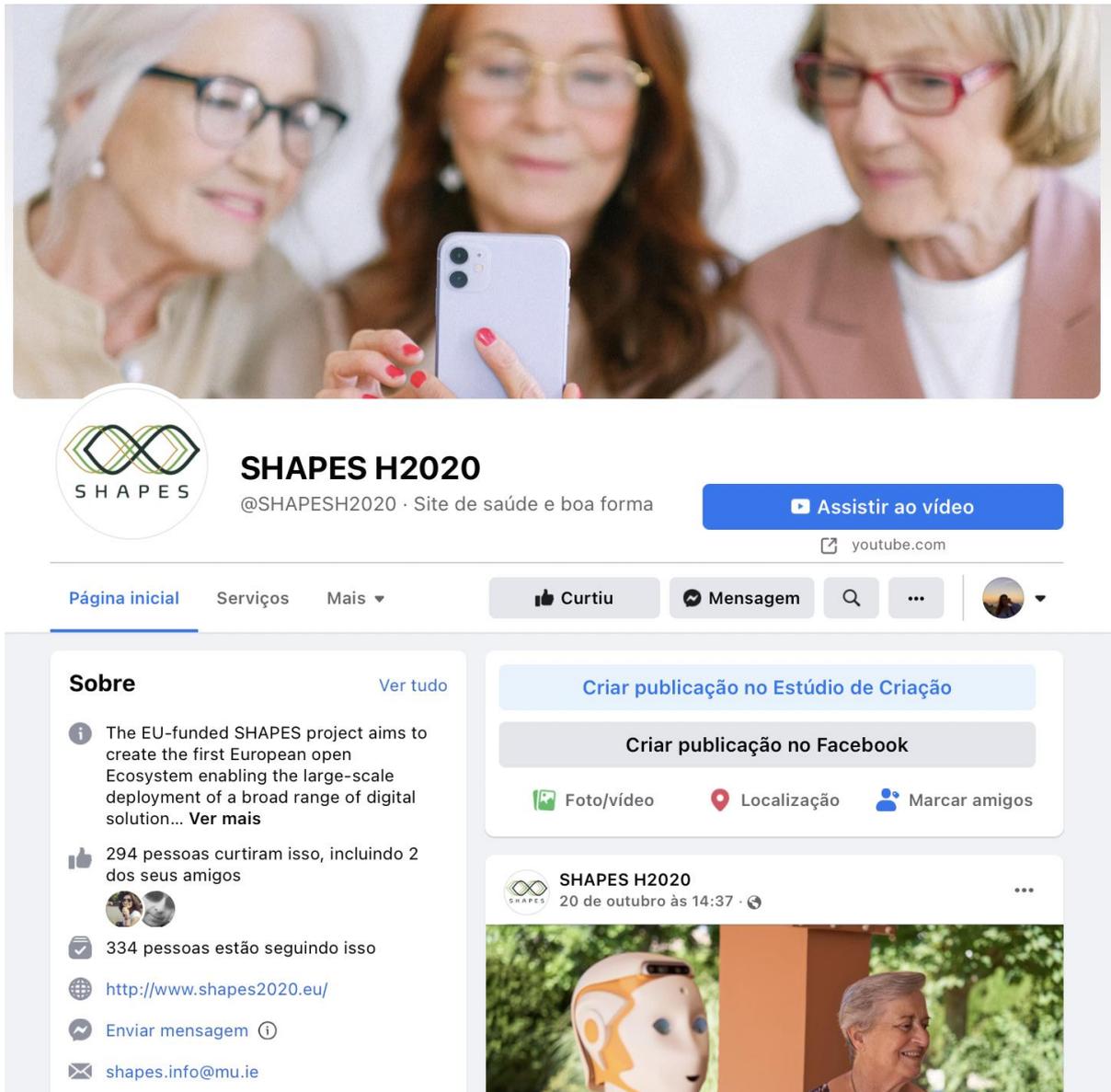
Figure 48 Facebook® profile preview (25/10/2021)

From the total of followers, 60% are women and 38% are man, and 79% are between the ages of 25 and 54 years old. The followers with 65+ represent 5% of the total of the Facebook® profile followers – Figure 49.
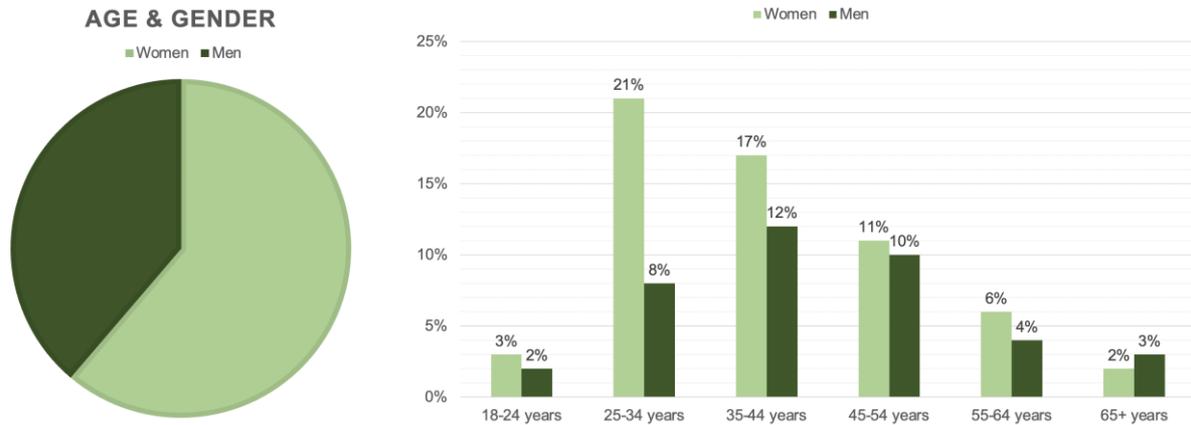
Figure 49 Facebook® profile age and gender overview (25/10/2021)

From the 14 countries involved in SHAPES project, Portugal is the one with the higher number of followers (42.80%), followed by Greece and Finland with 14.90% and 6.50% of the followers (respectively) – Figure 50.
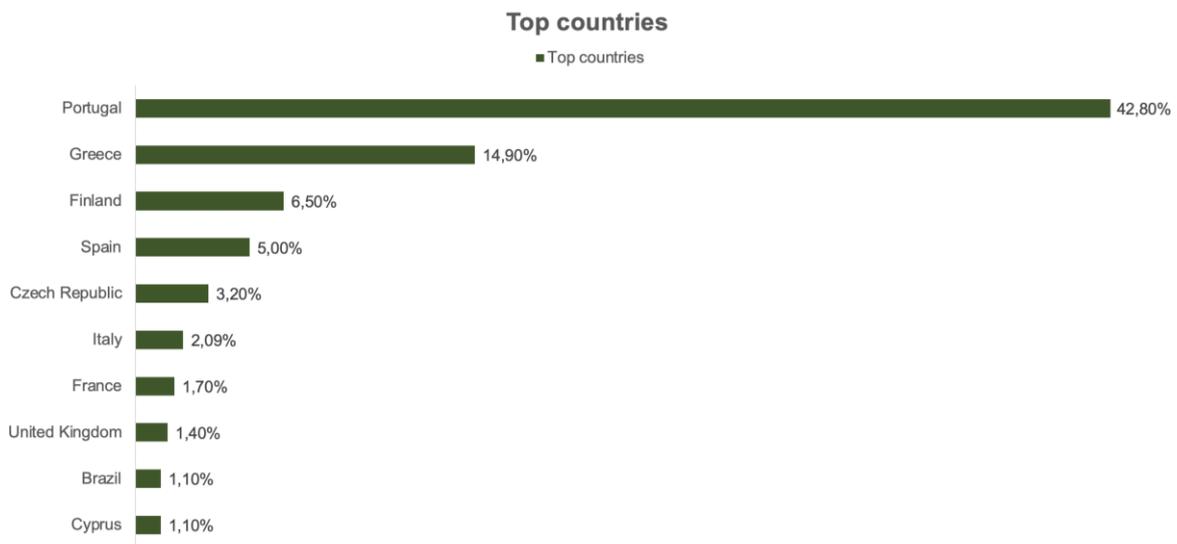
Figure 50 Facebook® countries overview (25/10/2021)

During Phase 1 – Awareness, 117 posts were published in Facebook® profile, and 196 posts were published in Phase 2 – Promotion. Figure 51 and Figure 52 show examples of posts that received the highest number of impressions and engagements (reactions, comments, shares, link clicks, among others) in Phases 1 and 2, respectively.
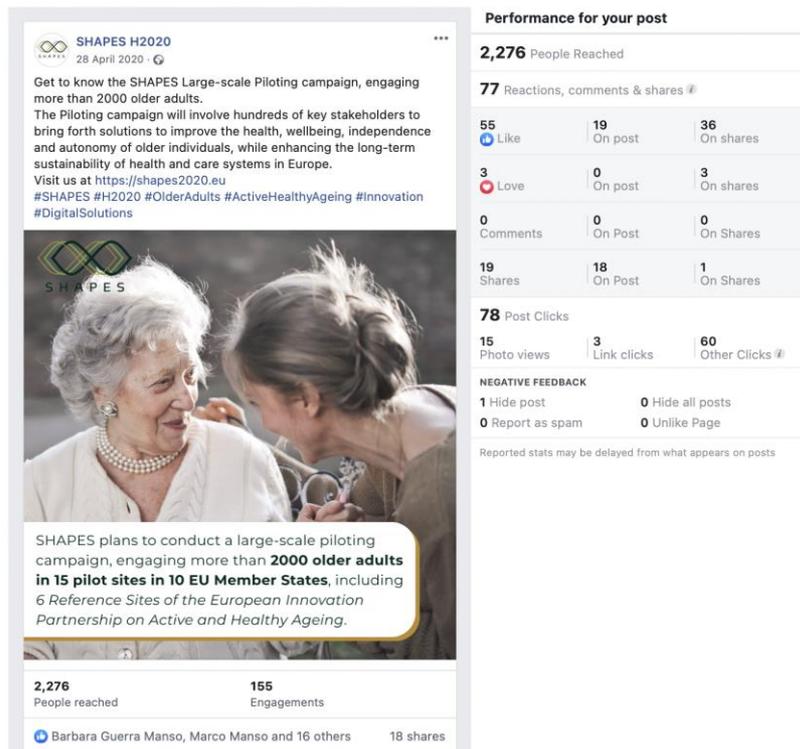
Figure 51 Facebook® post during Phase 1 on April 28th, 2020
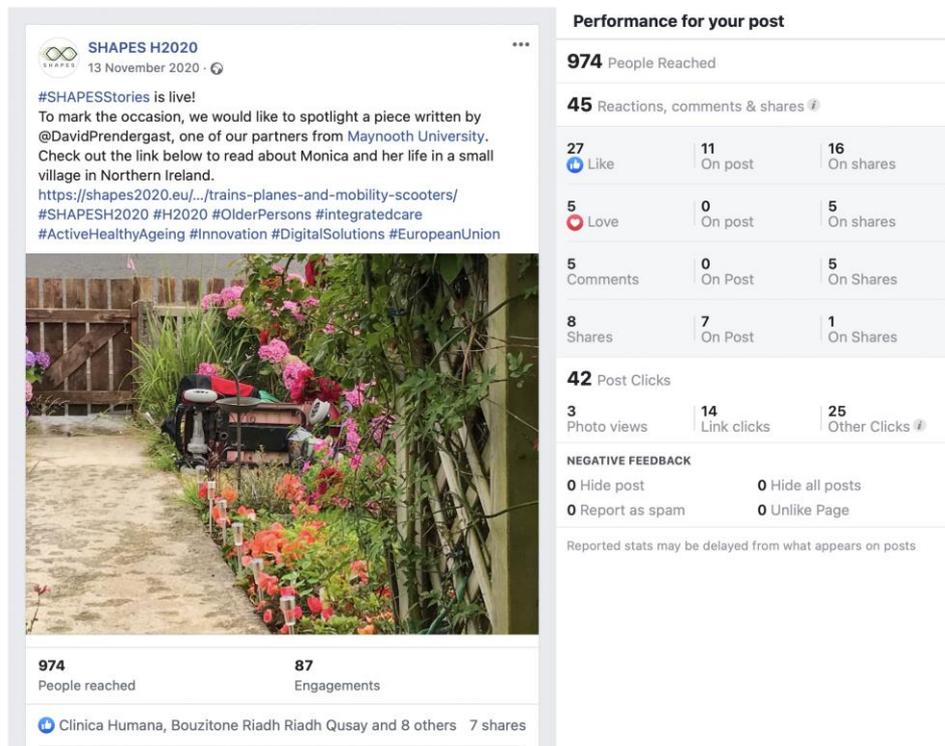
Figure 52 Facebook® post during Phase 2 on November 13th, 2020

5.2.3 LinkedIn

LinkedIn® is the third most followed profile of SHAPES, counting 265 connections – Figure 53.
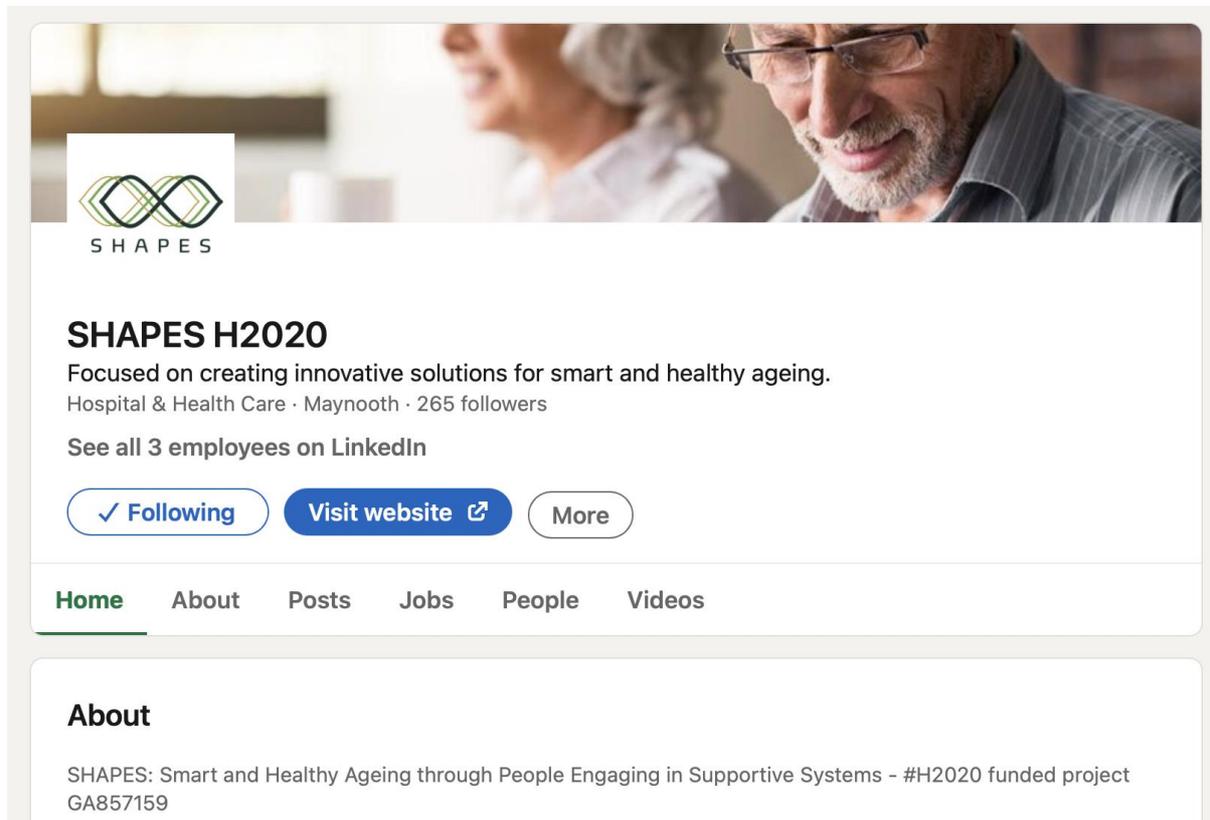
Figure 53 LinkedIn® profile preview (25/10/2021)

Most of the followers work in the sector of Higher Education (24.71%), Information Technology and Services (11.2%) and Research (10.42%) – Figure 54.
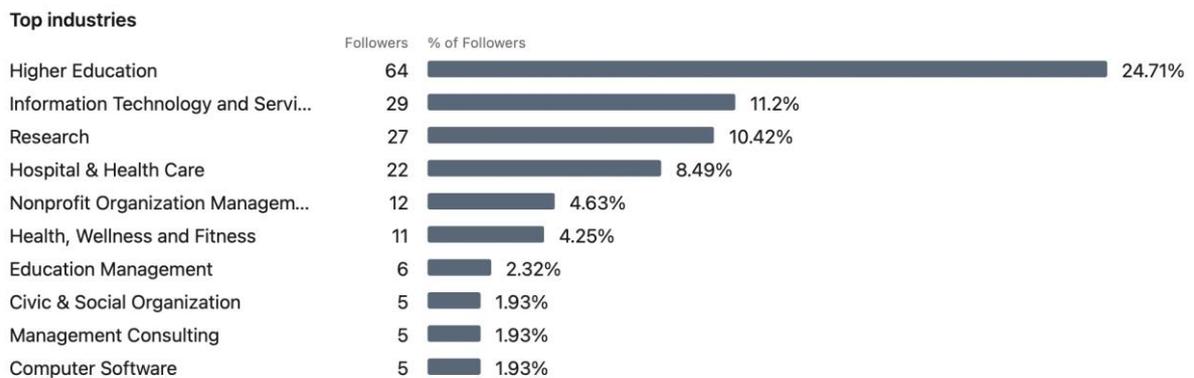
Figure 54 LinkedIn® top industries overview (25/10/2021)

The LinkedIn® profile is mainly followed by people that work in Education (15.56%), Research (13.78%), Business Development (11.56%), and Engineering (10.22%) – Figure 55.

Top job functions

Job function	Followers	% of Followers
Education	35	15.56%
Research	31	13.78%
Business Development	26	11.56%
Engineering	23	10.22%
Program and Project Management	20	8.89%
Operations	14	6.22%
Information Technology	11	4.89%
Consulting	10	4.44%
Healthcare Services	9	4%
Marketing	7	3.11%
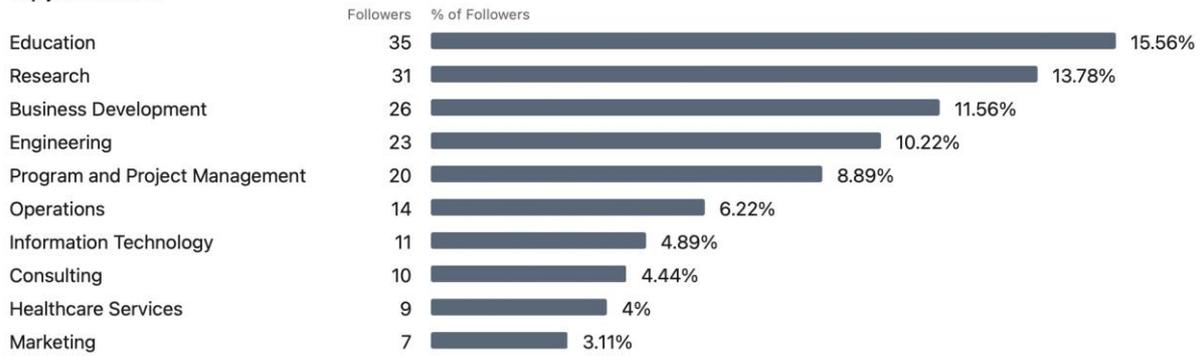
Figure 55 LinkedIn® top job functions overview (25/10/2021)

From the 14 countries involved in SHAPES project, Portugal is the one with most followers (17.08%), followed by Spain (14.03%) and Germany (7.32%) – Figure 56.

Top locations

Location	Followers	% of Followers
Cologne Area, Germany	12	7.32%
Barcelona Area, Spain	11	6.71%
Aveiro Area, Portugal	10	6.1%
Lisbon Area, Portugal	9	5.49%
Porto Area, Portugal	9	5.49%
Brussels Area, Belgium	6	3.66%
Madrid Area, Spain	6	3.66%
Palma Area, Spain	6	3.66%
London, United Kingdom	5	3.05%
Helsinki Area, Finland	5	3.05%
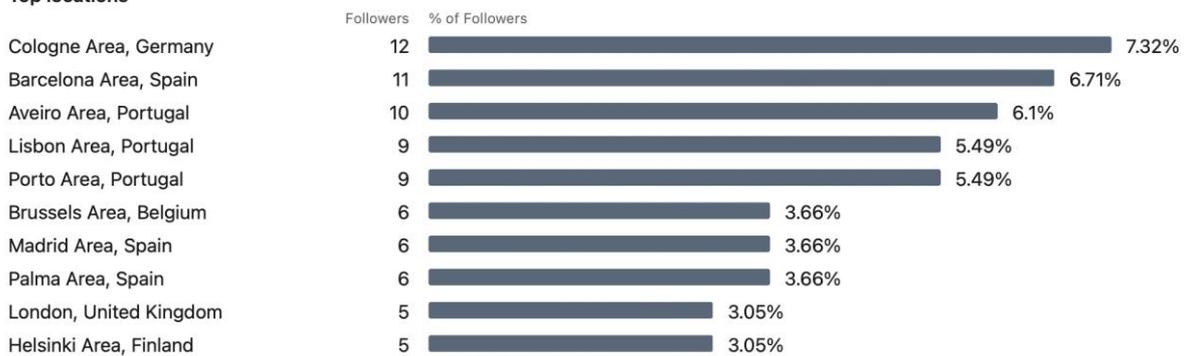
Figure 56 LinkedIn® top locations overview (25/10/2021)

During Phase 1 – Awareness, 92 posts were published in LinkedIn® profile, and 191 posts were published in Phase 2 – Promotion. Figure 57 show an example of a post that received the highest number of impressions and engagements (reactions, comments, shares, link clicks, among others) in Phases 2.
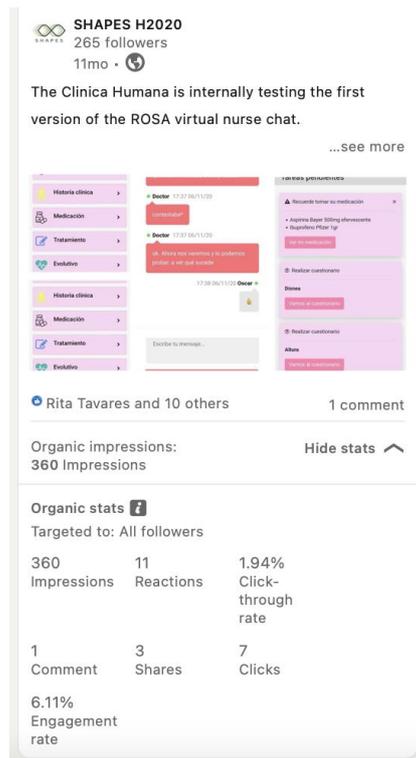
Figure 57 LinkedIn® post during Phase 2 on December 15th, 2020

5.2.4 Instagram

Instagram® is the fourth most followed profile of SHAPES, counting 108 followers – Figure 58.
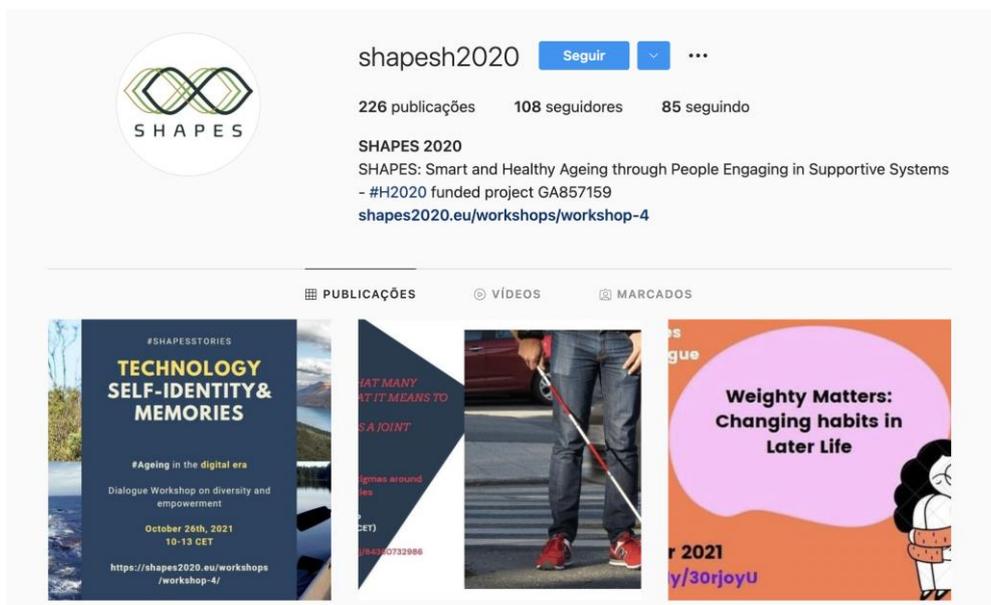
Figure 58 Instagram® profile preview (25/10/2021)

From the total of followers, 60.8% are women and 39.2% are man. Seventy-six-point five percent (76.5%) of the followers are between the 25-54 years old. The followers with 65+ represent 3.1% of the total of the Instagram® profile followers – Figure 59.

Age range

■Age range

65+ years	3,10%
55-64 years	6,20%
45-54 years	10,90%
35-44 years	28,10%
25-34 years	37,50%
18-24 years	14,10%
13-17 years	0,00%
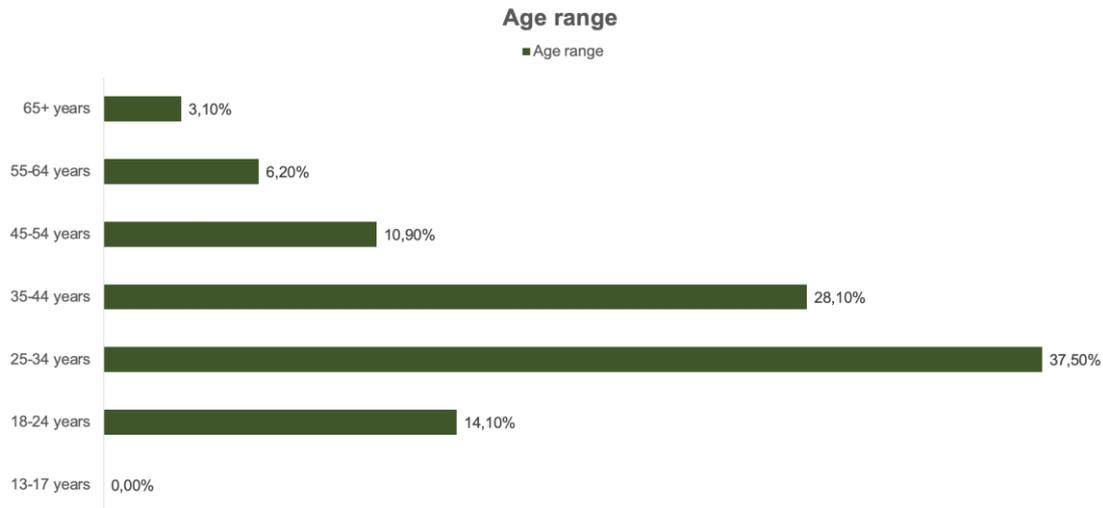
Figure 59 Instagram® profile age range overview (25/10/2021)

From the 14 countries involved in SHAPES project, Spain is the one with most followers (21.9%). Afterwards, Greece (14.1%), United States (12.5%) and Portugal (10.9%) – Figure 60.

Top countries

■Top countries

Spain	21,90%
Greece	14,10%
United States	12,50%
Portugal	10,90%
Czech Republic	6,20%
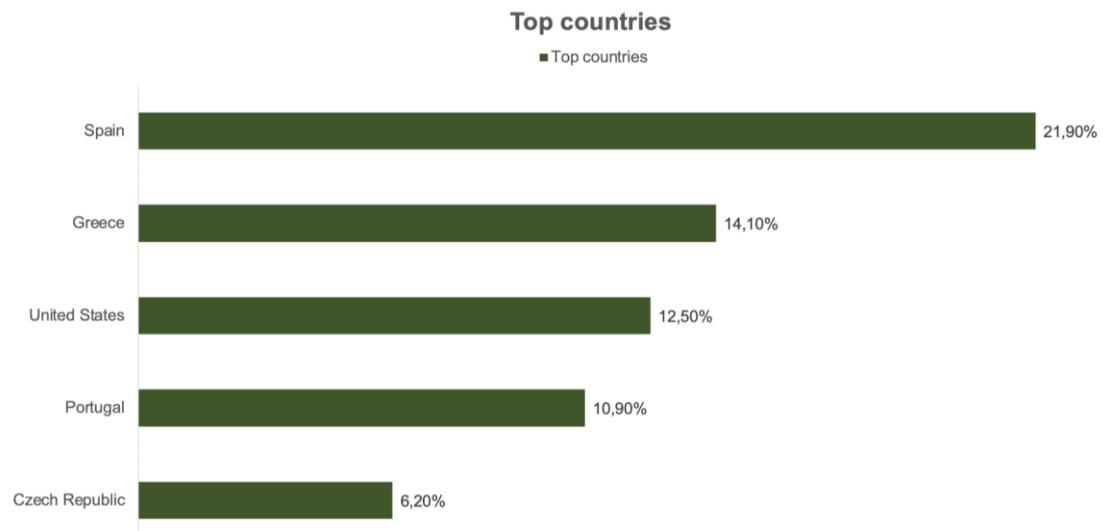
Figure 60 Instagram® top locations overview (25/10/2021)

During Phase 1 – Awareness, 66 posts were published in Instagram® profile, and 160 posts were published in Phase 2 – Promotion. Figure 61 and Figure 62 show examples of posts that received the highest number of impressions and engagements (reactions, comments, shares, link clicks, among others) in Phases 1 and 2, respectively.

*Figure 61 Instagram® post during Phase 1 on October 9th, 2020*

Figure 62 Instagram® post during Phase 2 on November 13th, 2020

5.2.5 YouTube

YouTube® channel is the less followed profile of SHAPES, counting 52 followers – Figure 63.
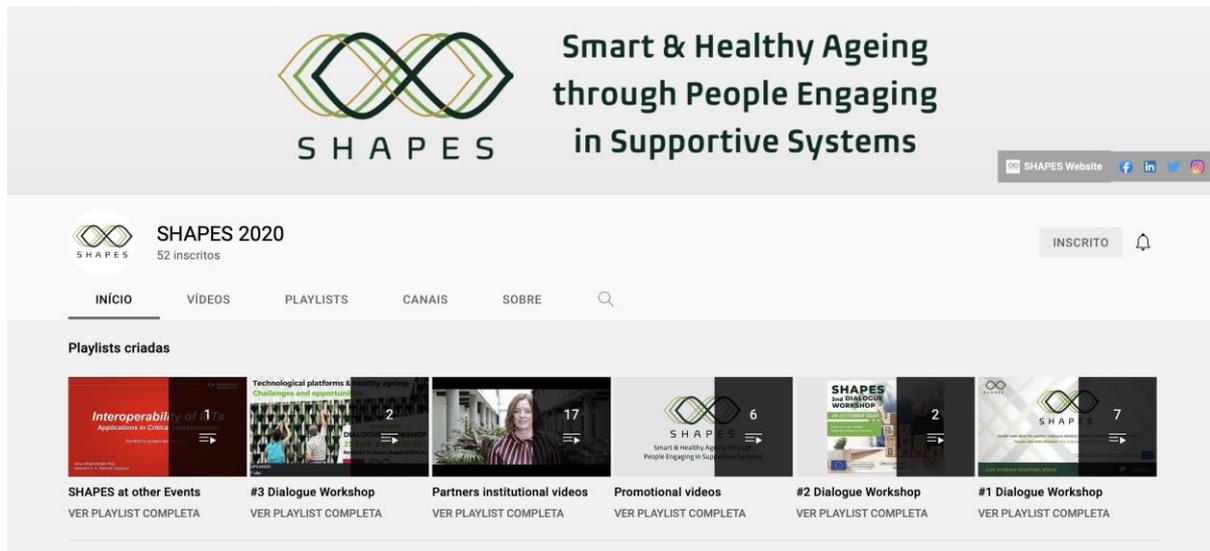
Figure 63 YouTube® profile preview (25/10/2021)

During Phase 1 – Awareness, 8 videos were published in YouTube® channel, and 10 videos were published in Phase 2 – Promotion. Besides the SHAPES authorship videos, a playlist with "Partners institutional videos" is available.

The top 3 videos of the SHAPES YouTube® channel are the 1st promotional video of SHAPES project (709 views), the #1 SHAPES DW (189 views) and the #2 SHAPES DW (175 views) – Figure 64.

Video		Average view duration	Views
1	Welcome to SHAPES Project | #H2020 Nov 3, 2020	1:57 (38.2%)	709
2	SHAPES Dialogue Workshop	26:27 (25.4%)	189
3	#2 SHAPES Dialogue Workshop Nov 13, 2020	1:08 (1.0%)	175
4	Welcome to SHAPES Project | #H2020 - Audio description Nov 17, 2020	1:40 (22.6%)	111
5	#1 SHAPES Dialogue Workshop ENG Oct 30, 2020	2:40 (1.9%)	110

Figure 64 YouTube® top videos preview (25/10/2021)

5.3 Clipping and Media

During Phase 1 – Awareness, SHAPES was highlighted in media three times, namely in CINTESIS website, with the article "CINTESIS Researchers Integrate European Digital Health Project for the Elderly, Families and Professionals" – Figure 65, in the Jornal UA online, with the article "UA is a partner in one of the largest H2020 projects supporting healthy and active aging"– Figure 66; and in the Silicon Republic with the article "Maynooth University to lead €21m project linking up tech for elderly care" – Figure 67.

Figure 65 SHAPES press mention on CINTESIS website
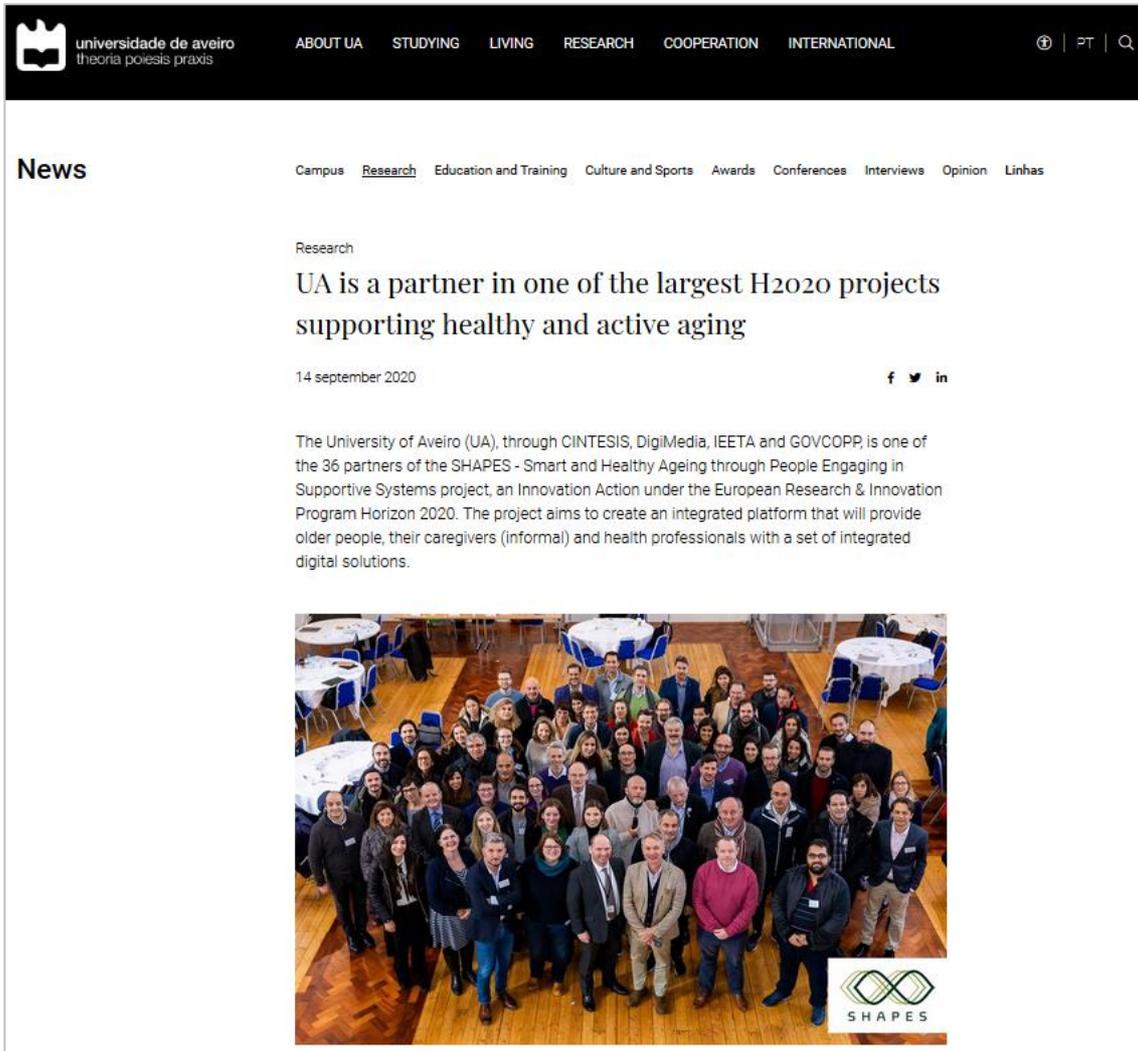
Figure 66 SHAPES press mention on Journal UA online preview

Figure 67 SHAPES press mention on Silicon Republic preview

During Phase 2 – Promotion, the project was highlighted in media one time, namely in RTÉ Brainstorm, "How can we age smarter and healthier?" (Figure 68),
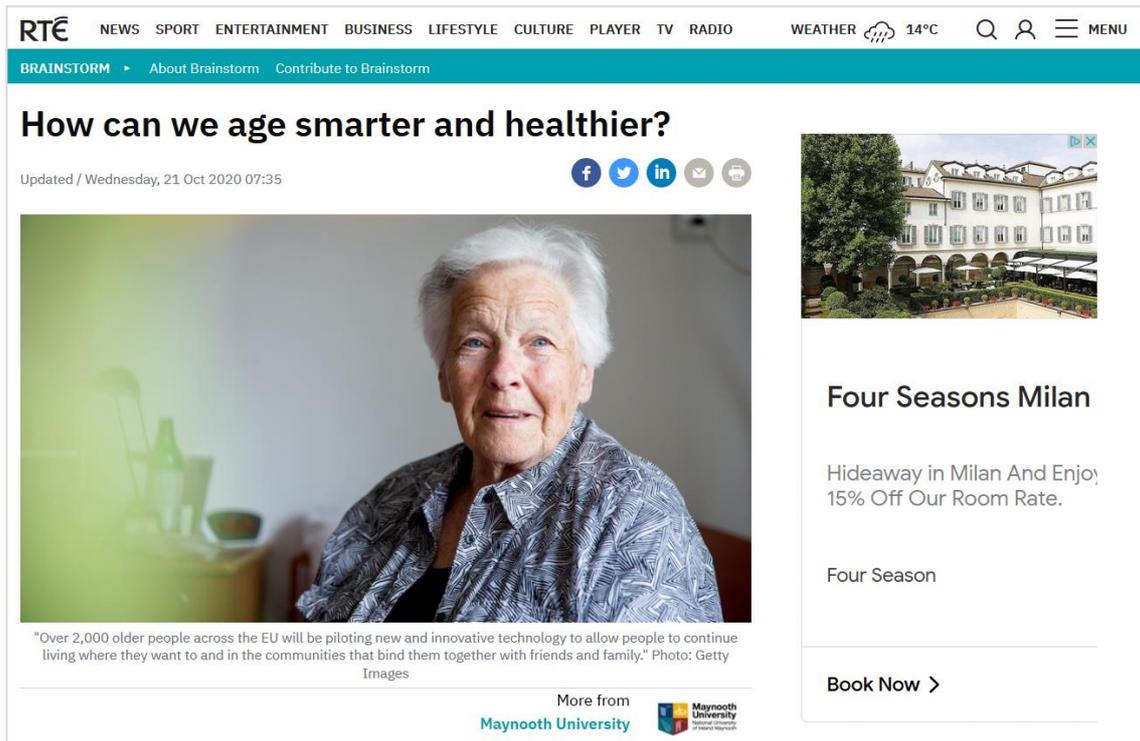
Figure 68 SHAPES press mention on RTÉ Brainstorm preview

Clipping and media about SHAPES project is also available on the website in a dedicated page: Press mentions – Figure 69.
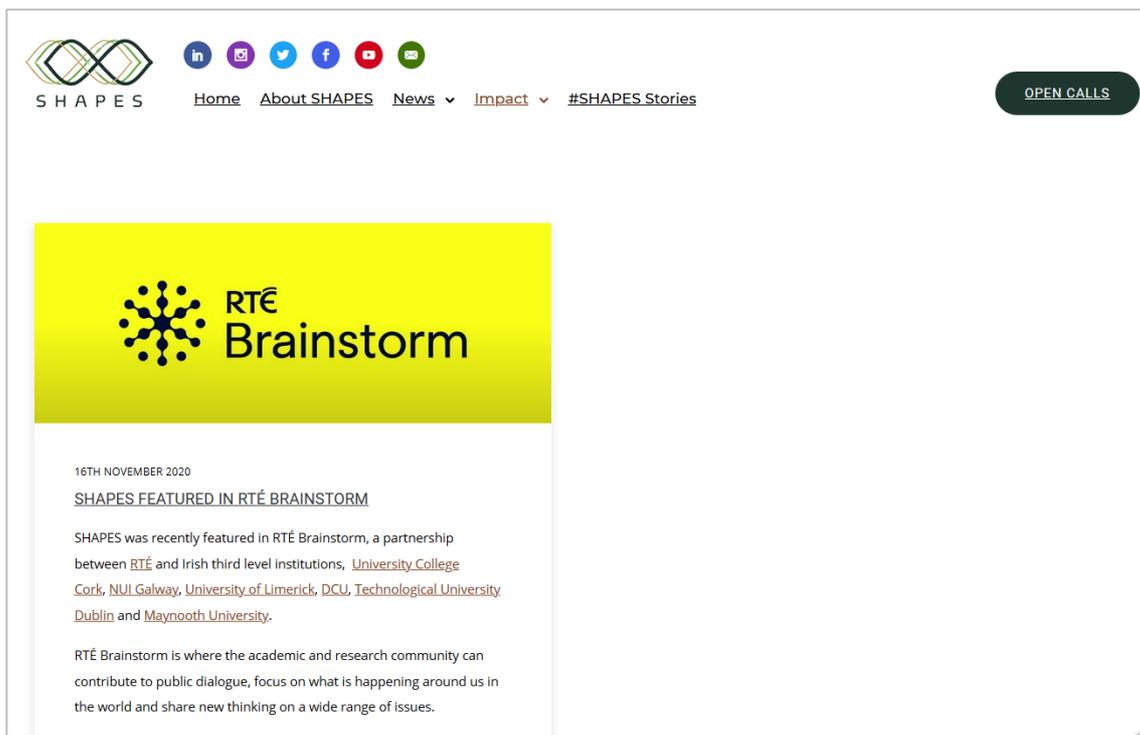
Figure 69 Press mentions website landing page

6 Campaigns and Workshops

To complement the outreach of SHAPES, awareness raising campaigns and DW were organised. Task 10.4 engages the SHAPES consortium in "awareness raising campaigns" targeting older individuals, civil society organizations, caregivers and H&C professionals, researchers, public and private care service providers, and policymakers, to discuss the adoption of innovative digital technologies and solutions by means of traditional and online channels. Task 10.5 involved the SHAPES partners in co-organisation of DW, bringing together the project's main stakeholders according to the calendar outlined in D10.1.

6.1 Awareness Campaigns

Since the project's start, AGE organised four on-line awareness raising campaigns. These were structured around the topics of the DW. Because of the COVID-19 pandemic, all campaigns during Phase 1 and Phase 2 were held on-line, mobilising partners and stakeholders on the SHAPES social media. Attention was given to design and implementation of campaigns targeting different stakeholders.

Easily identified via the hashtag #SHAPESdialogue, the four campaigns used visual communications, mentimeters, and polls, as well as open questions, to create engagement with stakeholders and promote their registration to attend the dialogue workshops. Campaigns have been communicated to partners and delivered in cooperation with them, including through the engagement with their respective social media accounts to multiply visibility.

Details on goals, timeline, materials, and results of each campaign will be provided in "D10.4 – Awareness Campaign for Citizens' Engagement"[32] (M25).

For the sake of the present deliverable, it is worthwhile recalling the outreach results of the awareness campaigns run in 2020 and 2021. Analytics showed an increase in the number of views and posts in social media, progressively across the various editions. However, the level of interaction (in form of replies to questions and polls) remained limited (Figure 70 and Figure 71). AGE and University of Aveiro (UAVR) are exploring other ways to improve engaging with the audience on social media.

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[32] Document produced under the WP10.
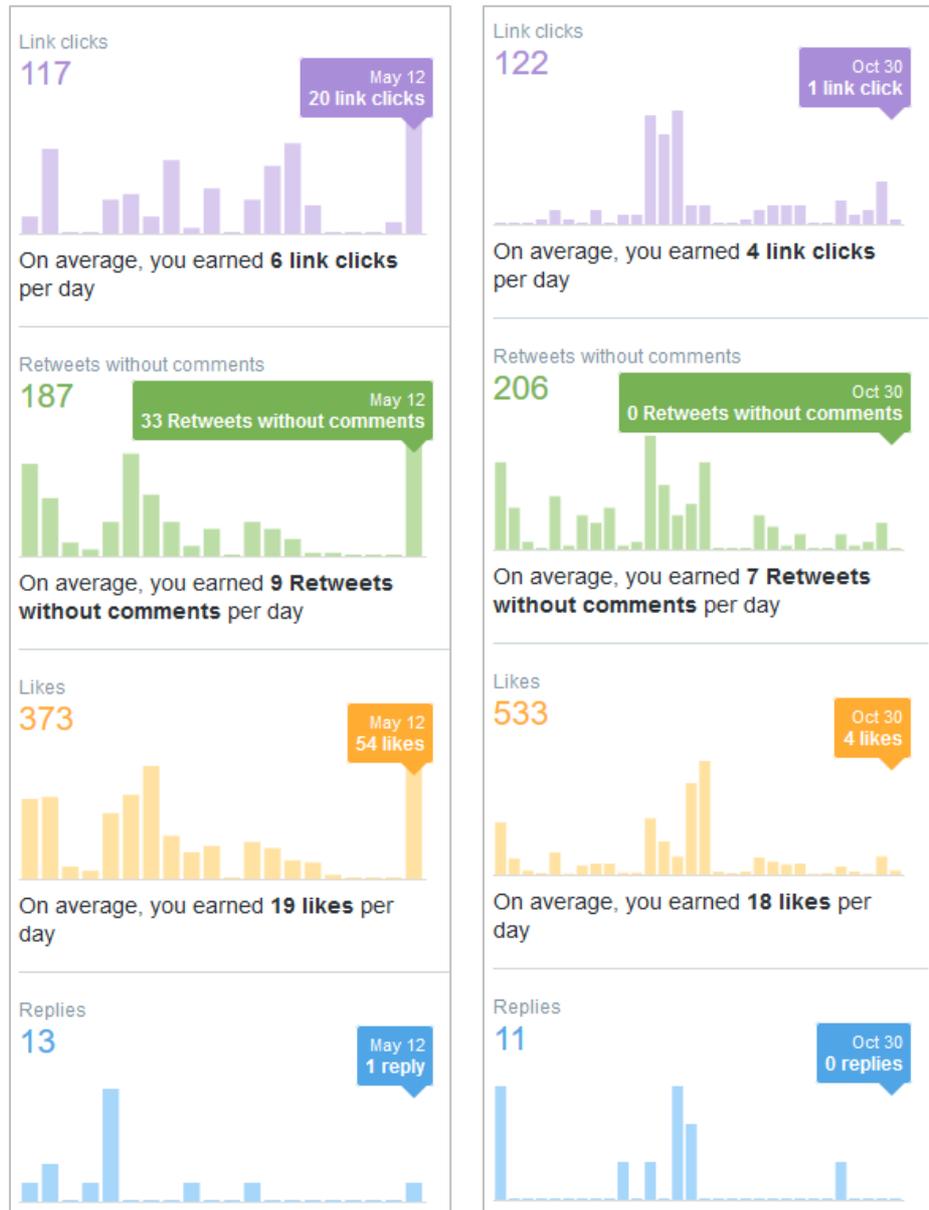
Figure 70 Twitter® 1st Awareness Campaign (from 23-04-2020 to 12-05-2020) and 2nd Awareness Campaign (from 01-10-2020 to 30-10-2020) analytics
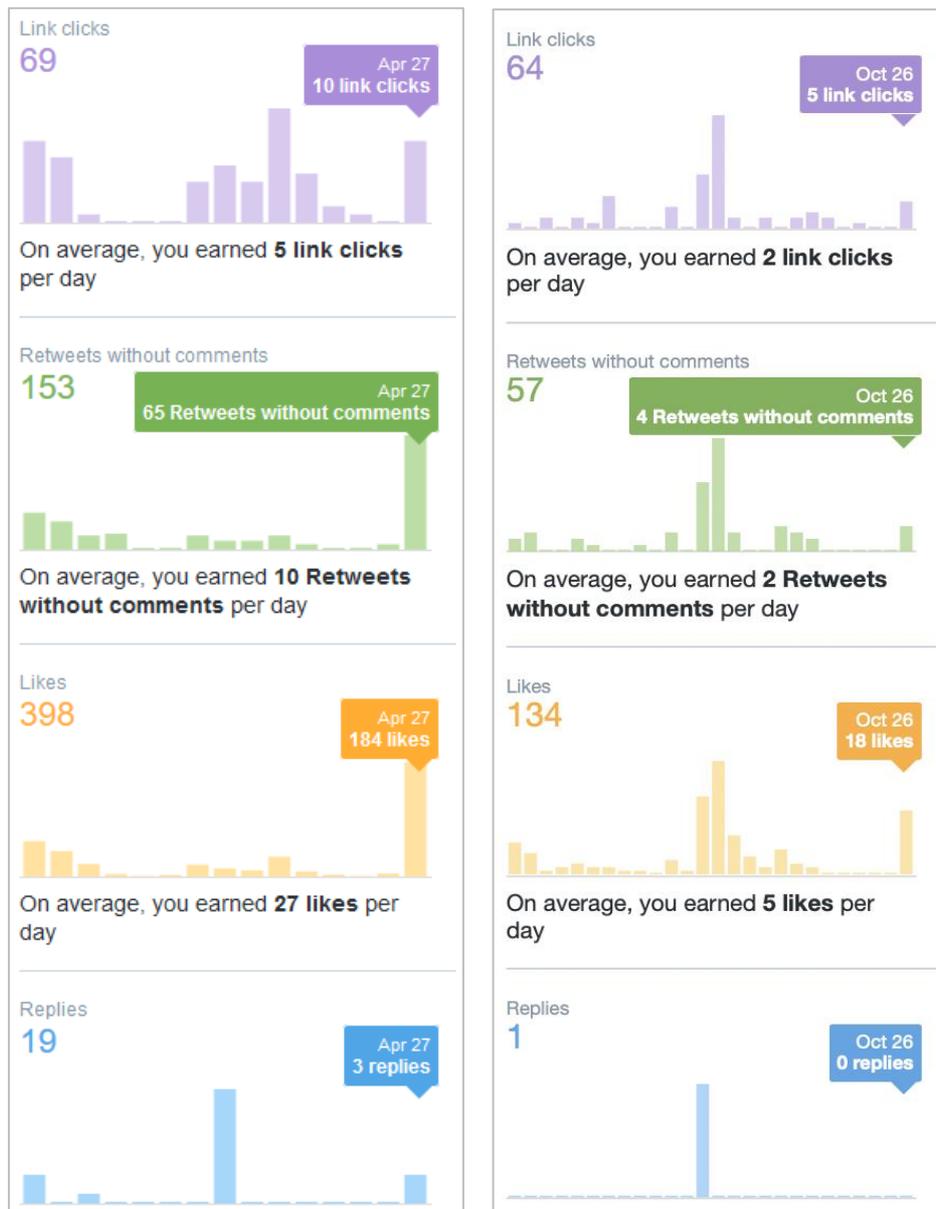
Figure 71 Twitter® 3rd Awareness Campaign (from 13-04-2021 to 27-04-2021) and 4th Awareness Campaign (from 1-10-2021 to 26-10-2021) analytics

6.2 Dialogue Workshops

In phases 1 and 2, the SHAPES's partners UP (May 2020), CCS (October 2020), UCLM (April 2021) and AGE (October 2021) co-organised four DW, as scheduled in the Annex 4 (Section 2.2). Due to the COVID-19 pandemic, all workshops were held virtually and responded to four different themes and challenges for SHAPES, namely the development of the project's personas, SHAPES work on integrated care, SHAPES technological platform and the real-life experiences of its users.

The workshops were key moments bringing together project partners and attracting external audience. Workshops allowed collaborations with other consortia and initiatives, and enabled reaching out to a composite audience, spanning from research and academia to industrial partners and societal actors, including older people and people with disabilities, via guests from AGE's, WFDB's, and EUD's own networks.

Great attention was paid to organizing accessible and interacting events, and partners' experiences and know-how grew progressively. Also, attendance increased across the various workshops (Table 6). That was supported by the provision of language translation during the events, allowing local participants to follow and engage.

Table 6 DW overview

	DW 1	DW 2	DW 3	DW 4
Registrations	123	124	198	176
External participants	40	69	120	195

Details of each workshop will be provided in "D10.6 – SHAPES Dialogue Workshops"[33] (M25).

6.2.1 Guidelines to organise Dialogue Workshops

On May 12th 2020, UP co-organized the first on-line workshop. All the intense efforts to smoothly run such a virtual event were summarised in detailed guidelines to support next organizers with tips, tricks, insights and best practices on how to organize a successful and accessible on-line workshop in the smoothest way possible. These guidelines were then used to inform the planning of the subsequent online DW (see Annex 4), and each partner then contributed with tips based on their practical experience to further improve the guidelines document and inform subsequent workshops. Videos from the workshop are included in section 4.5.1.

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[33] Document produced within WP10.

7 Scientific Outputs

SHAPES partners are committed to publishing and presenting their work as part of the SHAPES project in high impact peer reviewed publications (e.g., Ageing, IEEE/RSJ International Conference on Intelligent Robots and Systems, European Journal for Person Centered Healthcare), magazines (Health and Ageing Magazine, Living Well Magazine), lectures (e.g., at National University of Ireland Maynooth (NUIM), University of Castilla-La Mancha (UCLM), University of Aveiro (UAVR), University of Nicosia Research Foundation (UNRF) and in known conferences and industrial events (e.g., at AgeingFit, ICT4AWE, ICTS4eHealth).

Each partner ensures that the relevant materials are uploaded in specific Teams folders, namely uploading a short/long article related to the scientific outputs by using the available template (Annex 5) and an image/photo related to it. After that, Access Earth Limited (AELTD) and UAVR usually proofread the materials and disseminate the scientific output on the project's website and social media profiles, respectively.

SHAPES publications should reflect the range of effort that made these publications possible; including conceptualisation of the research project and research task, methodology development, data collection and analysis, interpretation and discussion of results; as well as project management (Figure 72).   SHAPES publications should be read and meaningfully contributed by all named authors.
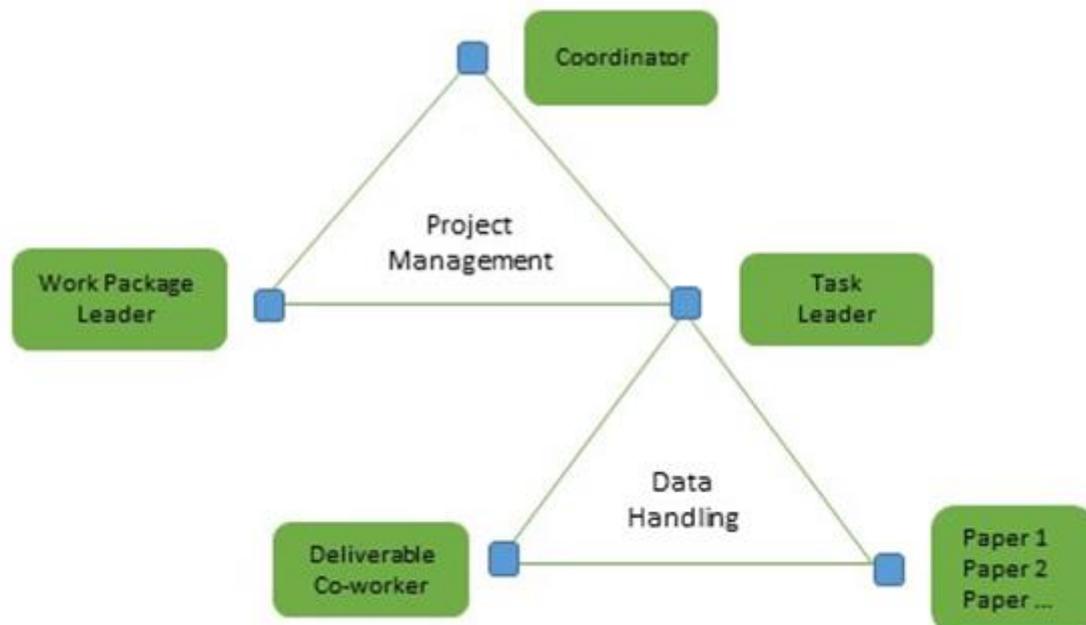
Figure 72 Publication Consultation Scheme

All publications arising from data derived from SHAPES or from the employment of personnel through SHAPES should reference the grant funding of the project in the following form:

SHAPES – Smart and Health Ageing through People Engaging in Supportive Systems – is funded by the Horizon 2020 Framework Programme of the European Union for Research Innovation. Grant agreement number: 857159 - SHAPES – H2020 – SC1-FA-DTS – 2018-2020.

Further information of acknowledgement of EU funding can be found here: https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm

Publications should abide by the Best Practice Guidelines of the International Committee of Medical Journal Editors and the D1.1 – Project Handbook.

Data reported in publications should have been collected following the gaining of ethical clearance from an appropriate and authoritative ethical committee, both in the context of where the data is collected, and where the researchers involved in the research are based.

All publications should be available in open-access formats and follow best-practice guidelines in accessibility.

Data used in publications should be made publicly available subject to General Data Protection Regulation and ethical considerations.

Empirical research papers will usually arise from data collected by members of a SHAPES Task Group which seeks to contribute to achieving a related project deliverable.

The authorship of empirical papers focused on specific deliverables should normally include:

- Work Task members involved in the data collection and analysis, along with the Work Task Leader.
- WP Leader (usually one individual but more if their contribution can justify it).
- Project Coordinator (usually one individual, but more if their contribution can justify it).
- The authorship of empirical papers arising from combining data across specific tasks or across different WP should normally include:
- Work Task members involved in the data collection and analysis, along with the Work Task Leaders.

- WP Leaders (usually one individual from each WP but more if their contribution can justify it).

The authorship of empirical papers that are not related to SHAPES tasks or deliverables, but which use SHAPES resources (personnel or equipment) will be at the discretion of the researchers involved and may include the authors that they deem as appropriate. These publications should provide the same acknowledgement to SHAPES funding, as indicated above.

The authorship of conceptual papers related to SHAPES and which use SHAPES resources will be at the discretion of the researchers involved, and may include the authors that they see as appropriate. These publications should provide the same acknowledgement to SHAPES funding, as indicated above.

Anyone within SHAPES who is interested in publishing a paper should send an email to all members of the consortium with publication details.

Regarding Open Access to scientific publication and Intellectual Property Rights, 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:

(1) on publication, if an electronic version is available for free via the publisher, or

(2) within six months of publication (12 months for publications in the social sciences and humanities) in any other case.

(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;
- 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).

7.1 Scientific Publications

During Phase 1 – Awareness, six scientific publications were published in Open Access and peer reviewed journals, and in Phase 2 – Promotion 20 scientific publications were published (Table 7).

Short/long articles related to the scientific publications were uploaded by the partners and publicised on the project's website in a dedicated page: Scientific Publications. The website articles on the scientific publications were shared on the project's social media profiles with dedicated posts.

To keep track of every partner's scientific publications the file "SHAPES Dissemination Continuous Tracker" was created and available on Teams with the purpose of all partners to report the scientific publications.

Table 7 Scientific publications (white for Phase 1 and green for Phase 2)

Date	Type	Title	Authors	Title of the Journal/Proc./ Book	DOI
07/01/2020	Publication in Conference proceedings/ Workshop	ARI: the Social Assistive Robot and Companion	Sara Cooper, Alessandro Di Fava, Carlos Vivas, Luca Marchionni, Francesco Ferro	The 29th IEEE International Conference on Robot & Human Interactive Communicatio n	10.1109/ RO-MAN470 96.2020. 9223470
08/01/2020	Article in Journal	Online training and support program (iSupport) for	Soraia Teles, Constança Paúl	BMC Geriatrics	https://do i.org/10.1 186/s128

		informal dementia caregivers: protocol for an intervention study in Portugal			[77-019-1364-z](#)
05/02/2020	Conference Paper	An Affective-computing Approach to Provide Enhanced Learning Analytics	Dorado, J.; Cantarero, R.; Rubio, A.; Fernández-Bermejo, J.; del Toro, X.; Santofimia, M.; Villanueva, F. and López, J.	12th International Conference on Computer Supported Education	10.5220/0009368 4016301 70
25/06/2020	Article in Journal	SHAPES Cyber Secure HealthCare Platform in Digital Environments	Jyri RAjamäki	WSEAS Transactions on Communications	[https://doi.org/10.37394/23204.2020.19.3](#)
30/09/2020	Publication in Conference proceedings/ Workshop	Modified Machine Learning Technique for Curve Fitting on Regression Models for COVID-19 projections	A. Andreas, C. X. Mavromoustakis, G. Mastorakis, S. Mumtaz, J. M. Batalla and E. Pallis	Proceedings 2020 IEEE 25th International Workshop on Computer Aided Modeling and Design of Communication Links and Networks (CAMAD)	[https://doi.org/10.1109/CAMAD50429.2020.9209264](#)
29/10/2020	Article in Journal	Procedures of user-centered usability assessment for digital solutions: a scoping review of reviews reporting on digital solutions relevant for older adults	Anabela G. Silva; Hilma Caravau; Ana Martins; Ana Margarida Almeida; Telmo Silva; Óscar Ribeiro; Gonçalo Santinha; Nelson P Rocha	JMIR Human Factors	[https://doi.org/10.2196/22774](#)
30/11/2020	Journal Paper	FPGA-Based Solution for On-Board Verification of Hardware	Caba J, Rincón F, Barba J, de la Torre JA, López JC	Electronics	[https://doi.org/10.3390/elect](#)

		Modules Using HLS			ronics9122024
02/12/2020	Publication in Conference proceedings/ Workshop	Experts Evaluation of Usability for Digital Solutions Directed at Older Adults: a Scoping Review of Reviews	Anabela G. Silva; Ana Isabel Martins; Hilma Caravau; Ana Margarida Almeida; Telmo Silva; Óscar Ribeiro; Gonçalo Santinha; Nelson P Rocha	9th International Conference on Software Development and Technologies for Enhancing Accessibility and Fighting Info-exclusion (DSAI 2020)	https://doi.org/10.1145/3439231.3439238
12/01/2021	Article in Journal	Shaping the Future of Digitally Enabled Health and Care	Maureen Spargo, Nicola Goodfellow, Claire Scullin, Sonja Grigoleit, Andreas Andreou, Constandinos X. Mavromoustakis, Bárbara Guerra, Marco Manso, Nekane Larburu, Óscar Villacañas, Glenda Fleming, Michael Scott	Pharmacy	https://doi.org/10.3390/pharmacy9010017
26/03/2021	Journal Paper	Towards an optimized security approach to IoT devices with confidential healthcare data exchange	Andreou Andreas, Constandinos X. Mavromoustakis, George Mastorakis, Dinh-Thuan Do, Jordi Mongay Batalla, Evangelos Pallis, Evangelos K. Markakis	Multimedia Tools and Applications	https://doi.org/10.1007/s11042-021-10827-x
15/04/2021	Publication in Conference proceedings/ Workshop	Robot to support older people to live independently	Sara Cooper, Óscar Villacañas, Luca Marchionni, Francesco Ferro	Cornell University	arXiv:2104.07799
16/04/2021	Journal Paper	Towards Test-Driven Development for FPGA-Based Modules Across	J. Caba, F. Rincón, J. Barba, J. A. De La Torre,	IEEE Access	https://doi.org/10.1109/ACCESS.202

		Abstraction Levels	J. Dondo and J. C. López		1.3059941
28/04/2021	Conference Paper	Older adult engagement in user-centered, innovative digital solutions for active and healthy ageing	Maria Metaxa, Ioanna Dratsiou, Evangelia Romanopoulou, Panagiotis Bamidis	Abstracts of the 16th International E-Congress of the European Geriatric Medicine Society.	https://doi.org/10.1007/s41999-020-00428-6
10/06/2021	Book chapter	Intelligently Reduce Transportation's Energy Consumption	Constandinos X. Mavromoustakis, Bárbara Guerra, Marco Manso, Nekane Larburu, Óscar Villacañas, Glenda Fleming and Michael Scott	Intelligent Technologies for Internet of Vehicles	https://doi.org/10.1007/978-3-030-76493-7_9
28/06/2021	Journal Paper	COVID19-routes: a safe pedestrian navigation service	R. Cantarero, A. Rubio, M. J. Santofimia, J. Dorado, J. Fernández and J. C. Lopez	IEEE Access	https://doi.org/10.1109/ACCESS.2021.3092970
29/06/2021	Conference Paper	A Dataflow Architecture for Real-Time Full-Search Block Motion Estimation	J. Barba, J. Caba, S. Escolar, Jose A. de la torre, F. Rincón, J.C. López	International Symposium on Applied Reconfigurable Computing (ARC) 2021	https://link.springer.com/chapter/10.1007/978-3-030-79025-7_16
29/06/2021	Conference Paper	Assistive Technologies for Supporting Wellbeing of Older Adults	Ioanna Dratsiou, Oscar Villacañas, Sara Cooper, Pavlos Isaris, Manex Serras, Luis Unzueta, Victor Fernandez-Carbajales	PETRA 2021: The 14th PErvasive Technologies Related to Assistive Environments Conference	https://doi.org/10.1145/3453892.3461352
dd/07/2021	Proposed Special Issue: Covid-19 and the Transformati	Mediating Fieldwork: Reflections on Remote Anthropological Encounters,	Jamie Saris, Katja Seidel, & David Prendergast	Anthropology in Action: Journal for Applied Anthropology in Policy and	To be published

		on of Intimacy	Ethnographic Understanding and Other Intimacies		Practice Journal for Applied Anthropology in Policy and Practice	
06/08/2021	Conference Paper	IoT cloud-based framework using of smart integration to control the spread of COVID-19	Andreou Andreas, Constandinos X. Mavromoustakis, George Mastorakis, Jordi Mongay Batalla, John N. Sahalos, Evangelos Pallis, Evangelos Markakis	IEE International Conference on Communications (ICC 2021)	https://doi.org/10.1109/ICC42927.2021.9500528
08/08/2021	Workshop Paper	Social robotic application for healthy ageing	Sara Cooper, Alessandro Di Fava, Óscar Villacañas, Tatiana Silva, Victor Fernandez-Carbajales, Luis Unzueta, Manex Serras, Luca Marchionni, Francesco Ferro	The 5th Workshop on Behavior Adaptation, Interaction and Learning for Assistive Robotics (BAILAR 2021)	https://doi.org/10.1109/RO-MAN50785.2021.9515432
09/08/2021	Conference Paper	Optimal deployment of face recognition solutions in a heterogeneous IoT platform for secure elderly care applications	Unai Elordi, Alvaro Bertelsen, Luis Unzueta, Nerea Aranjuelo, Jon Goenetxea, Ignacio Arganda-Carreras	International Conference on Knowledge-Based and Intelligent Information & Engineering Systems (KES 2021)	https://doi.org/10.1016/j.procs.2021.09.093
09/08/2021	Conference Paper	Leveraging common sense reasoning towards a smarter Smart Home	Ms. Rubio Ruiz, Mr. David Villa Alises, Mr. Rubén Cantarero Navarro, Ms. María José Santofimia Romero, Mr. Javier Dorado Chaparro, Mr.	International Conference on Knowledge-Based and Intelligent Information & Engineering Systems (KES 2021)	https://doi.org/10.1016/j.procs.2021.08.069

			Juan Carlos López López		
09/08/2021	Conference Paper	A low cost and unobtrusive system for fall detection	Fernández-Bermejo, J., Dorado, J., Bolaños, C., Llumiguano, H.A., del Toro, X., López, J.C	International Conference on Knowledge-Based and Intelligent Information & Engineering Systems (KES 2021)	https://doi.org/10.1016/j.procs.2021.08.229
09/08/2021	Conference Paper	An open and private-by-design Active and Healthy Ageing smart home platform	Llumiguano H.; Espinosa M.; Jiménez S.; Fernández-Bermejo J.; del Toro X.; López J.C	International Conference on Knowledge-Based and Intelligent Information & Engineering Systems (KES 2021)	To be published
22/09/2021	Conference Paper	Arquitectura basada en lógica reconfigurable para compresión de imágenes hiperespectrales	J. Caba, M. Díaz, J. Barba, R. Guerra, José A. de la Torre, F. Rincón, S. López and J.C. López	Jornadas SARTECO	https://arcoresearch.com/investigacion/publicaciones/lista-completa-publicaciones/
07/12/2021	Conference Paper	An FPGA-based implementation of a hyperspectral anomaly detection algorithm for real-time applications	M. Díaz, J. Caba, R. Guerra, J. Barba and S. López	International Geoscience and Remote Sensing Symposium	http://doi.org/10.1109/IGARSS47720.2021.9554801

7.2 Scientific Conferences and Public Presentations

During Phase 1 – Awareness, partners have participated in 17 scientific conferences, workshops and public presentations. During Phase 2 – Promotion partners have participated in 13 scientific conferences and public presentations and organized three scientific conferences (**Error! Reference source not found.**).

Short/long articles related to the scientific conferences and public presentations were uploaded by the partners and publicised on the project's website in a dedicated page: Events and Workshops. The website articles on the scientific conferences and public presentations were shared on the project's social media profiles with dedicated posts.

To keep track of every partner's scientific publications the file "SHAPES Dissemination Continuous Tracker" was created and made available on Teams with the purpose of all partners to report the scientific conferences and public presentations participation/organization.

Table 8 Scientific Conferences and Public Presentations (white for Phase 1 and green for Phase 2)

Date	Type	Title of the presentation	Conference & Place	Audience	Event URL
28/05/2019	Invited Presentation	Ethnography, Design & Ageing-in-Place,	"Debating Ageing" Lecture Series, Conway Institute, University College Dublin, Ireland	Academics, practitioners, general	https://www.ucd.ie/humanities/events/debatingageing/
30/10/2019	Plenary Presentation	Human Centred Design for Aging-in-Place	Future Technologies for Integrated Care Network annual conference, Tokyo Japan	Academics, practitioners, general	http://www.uaeo.or.jp/ftic/
04/11/2019	Invited seminar	Social Science and Connected Environments	Tsuda University Seminar, Tokyo	Academics and students	
09/02/2020	Participation to a conference	An outlook of smart and healthy aging in the presence of serious games and AI	11th Hellenic Conference on Artificial Intelligence	Scientific community (higher education, Research)	https://games-and-ai.scify.org/
23/03/2020	Participation to a conference	Business Anthropology in the Digital Age.	Department of Anthropology. Queens	Anthropology and Business PG students	

			University Belfast.		
27/05/2020	Conference Presentation	Translating Research into Real World Impact	'The Future of Multigenerational Neighbourhoods'. Agile Ageing Alliance – International Standards Organisation Ageing Societies Leaders Forum.	Practitioners and Policy Makers in the field of ageing and standards	https://www.agileageing.org/page/iso-discussion-workshop-agenda/
29/05/2020	Participation in a workshop	Ideas and Projects for Health and Social Care services 2.0	Online Workshop	General Public	http://www.at4inclusion.org/2020/05/wecaremore-webinar/
23/06/2020	Participation to a conference	Ethnography, IoT and Age-Friendly Sustainable Societies	Science Foundation Ireland ADVANCE Centre for Research Training. Summer School. Ireland.	PhD supervisors and students	https://www.advance-crt.ie/summer-school/
25-26/06/2020	Participation in a conference	SHAPES Secure Cloud Platform for HealthCare Solutions and Services	19th European Conference on Cyber Warfare and Security ECCWS 2020	Scientific community (higher education, Research	https://www.academic-conferences.org/conferences/eccws/
22/07/2020	Conference Presentation	The Ethnographer, the Engineer and the Clinician	16th Biennial Conference of the European Association of Social Anthropologists (EASA2020: New anthropological horizons in	Academics, practitioners, general	https://easaonline.org/conferences/easa2020/

			and beyond Europe.		
31/08/2020	Participation to an event other than a conference or a workshop	European Network of Living Labs Council, Dr. Tuija Hirvikoski	Virtual	Scientific community (higher education, Research)	
02/09/2020	Participation to a conference	What are critical success factors in orchestration of multistakeholder innovation ecosystems @Digitgal Living Lab Days 20, Dr. Tuija Hirvikoski	Virtual	Scientific community (higher education, Research)	
03/09/2020	Participation to a workshop	Debate on social innovation & digital rights @DLLD20, Dr. Tuija Hirvikoski	Virtual	Scientific community (higher education, Research)	
06/09/2020	Conference Presentation	Human-Centred Design for Ageing-in-Place	Japan Society for the Promotion of Science Seminar on Technology-supported Community Care in Japan and Ireland, University College Dublin.	Academics, practitioners, general	https://www.ucd.ie/japan/newsevents/upcomingjsps-fundeducd-chibajointseminartechnology-supportedcommunitycareinjapanandireland/
14-16/09/2020	Participation to a conference	SHAPES project acknowledgment in paper presentation	IEEE International Workshop on Computer Aided Modeling and Design of Communication Links and Networks 14-	Scientific community (higher education, Research)	https://ieeexplore.ieee.org/stamp/stamp.jsp?arnumber=9209264

			16 September 2020 // Virtual Conference		
14-16/09/2020	Participation to a conference	Presentation at Conference	Pisa, Italy	Scientific community (higher education, Research)	[Welcome - IEEE International Workshop on Computer Aided Modeling and Design of Communication Links and Networks (ieee-camad.org)](#)
01/10/2020	Participation to a conference	Independent or Interdependent Living?	MSc Immunology and Global Health, Maynooth University	Immunology and Healthcare PG students	
26/11/2020	Conference Presentation	'Ageing Names and Naming Ages'	DCU / Online	International academic, Irish research institution	[http://anthropologyireland.org/wp-content/uploads/2020/11/AAI-Conference-Programme-2020.pdf](#)
11/12/2020	Participation to a conference	X Iberian Seminar on Psychogerontology and III Iberian Seminar on Social and Community Gerontology	Virtual	Scientific community (higher education, Research)	[https://odeaipbeja.wixsite.com/seminario2020](#)
14/01/2021	Presentation; Education	"Reshaping the SHAPES project in the COVID-19 era"	MU; Winterschool	Academic, students	

03/03/2021	Organisation of a Conference	SHAPES T9.1 3rd think tank at 12th CCS Partner Dialogue Conference and associated advertising on social media	Online	Other	
25/03/2021	Presentation at Conference	Presentation at Conference	DINE (Digital Impact and Networking Event)	Policy makers	https://spidercenter.org/dine/#day%201
08/04/2021	Organisation of a Workshop	SHAPES advertised at the Council of Administration of AGE Platform Europe	Online	Civil Society	
21/04/2021	Participation to a workshop	ARI Assistive Robot	Online	General Public	https://aaate.net/2021/02/28/virtual-workshops-series-on-emerging-assistive-technology/
21/05/2021	Participation to a workshop	Presentation of SHAPES at WHO DATA webinar	Webinar	Policy makers	
26/05/2021	Participation to a conference	9th Value Conference of the Portuguese Association of Hospital Managers - Workshop EDGE-HESE: A Partnership of Success	Online Conference	General Public	https://apah.pt/noticia/construir-o-futuro-da-saude-em-debate-na-9-a-conferencia-valor-apah-2/
28/05/2021	Participation in activities organized jointly with	SHAPES presented at IN-4-AHA webinar Senior Empowerment:	Webinar	Scientific community (higher	

	other EU project(s)	adapting technologies to fit older populations		education, Research)	
16/06/2021	Participation to a conference	Presentation of pilots and SHAPES in general at SMARTER LIVES CON	Online Conference	General Public	https://www.airmeet.com/event/a8006a10-a833-11eb-b7ca-11d7a238e328?exhibitorToken=2f7b4eaf-6996-4605-872a-015c5739ffa4&dl=YXJlbmEuYm9vdGgvNjBiMGIxYjViZY0MjMyZTdjODMwN2Fi
21/06/2021	Conference Presentation	Wearing Purple and the Terms Under which we become "Old".	Conference Helsinki, Finland; online	Social sciences, academic across Europe	https://www.siefhome.org/congresses/sief2021/panels#9547
24-25/06/2021	Participation to a conference	ECCWS 2021: 20th European Conference on Cyber Warfare and Security	Online Conference	Academic scholars, military personnel, practitioners and general public	https://www.academic-conferences.org/conferences/eccws/
8-10/9/2021	Organisation of an Invited session under	KE2021 25th International Conference on Knowledge-Based and Intelligent Information & Engineering Systems	Conference	Scientific community (higher education, Research)	http://kes2021.kesinternational.org/index.php
29/09/2021-1/11/2021	Participation to a conference	DIGILIENCE 2021: Digital Transformation,	Conference Veliko Tarnovo, Bulgaria		https://www.digilience.org/digilience

		Cyber Security and Resilience			
4.9. klo 11-12.30 CET	Participation to a workshop	Debate on Research in Progress "The more you are willing to give, the more you also get" - How multifaceted, multi-stakeholder innovation ecosystems are governed and orchestrated, and how to research them? @DLLD20, Dr Tuija Hirvikoski	Virtual	Scientific community (higher education, Research)	

8 Monitoring Dissemination

One of the main goals of WP10 is to monitor the engagement, response and uptake (impact) of dissemination and communication activities.

For this purpose, different strategies and tools have been used, namely the "SHAPES Dissemination Continuous Tracker", statistics retrieved from the website, and monthly social media analytics.

8.1 Statistics Retrieved from the Website

Website activity is measured in terms of visits and unique visitors (Table 9). Visits are defined by how many individual times the SHAPES website is accessed, whereas visitors are defined by how many unique individual IP addresses access the SHAPES website.

Table 9 Website visits and unique visitors

	May 2021 – June 2021	**Lifetime Total – October 2021**
Visits	15.889	**114.028**
Unique visitors	6.646	**45.971**

Figure 73 below outlines the visitor and visit traffic to the SHAPES website during Phase 2, from November 1st, 2020, and October 26th, 2021.

Highest visit and visitor count between these dates landed on April 27th, 2021, with 311 unique visitors and 859 visits. The lowest traffic day landed on November 21st, 2020 with 33 unique visitors and 53 visits.
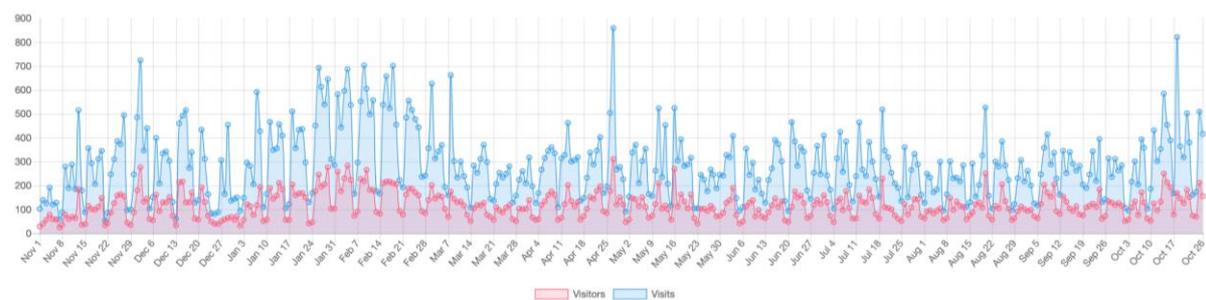
Figure 73 Activity breakdown during Phase 2, from November 1st, 2020, and October 26th, 2021

8.2 Social Media Analytics

The monthly social media profiles analytics reports aimed at summarising the key achievements within social media profiles during each month of the project. To do so, analytics on the five adopted platforms were retrieved and presented in a simple way, to inform the WP10 about its evolution. Data retrieved and presented reflect what each platform makes available.

For Facebook®, a comparison between the current month (October 2021) and the previous month (September 2021) was presented about the page followers and the page likes. Data related to the followers' gender, age, and country were also presented (Figure 74).

Facebook

- FOLLOWERS

PAGE FOLLOWERS	PAGE LIKES	GENDER	AGE*	COUNTRY
September 30 301 followers	**September 30** 288 page likes	60% Female 38% Male	**29%** 25-34 years **29%** 35-44 years **21%** 45-54 years **10%** 55-64 years **5%** 18-24 years	1- Portugal (145) 2- Greece (51) 3- Finland (22) 4- Spain (16) 5- Czech Republic (11)
October 26 307 followers (6 new followers)	**October 26** 293 page likes (5 new likes)			

* **5%** 65+ years

Figure 74 October 2021 Facebook® Profile Analytics

For Twitter®, a comparison between the current month and the previous month was presented about the page followers and the page likes. Data related to the tweets were also presented, namely the total number of tweets, retweets, impressions, replies, engagement, and link clicks (Figure 75).

Twitter

- **MONTH HIGHLIGHTS**

TOTAL LIKES	NUMBER OF TWEETS	TOTAL IMPRESSIONS	TOTAL ENGAGEMENT
145	26	10.200	3.0%

TOTAL FOLLOWERS	TOTAL RETWEETS	TOTAL REPLIES	TOTAL LINK CLICKS
September 30 624 followers			
October 26 643 followers (19 new followers)	61	1	64

Figure 75 October 2021 Twitter® Profile Analytics

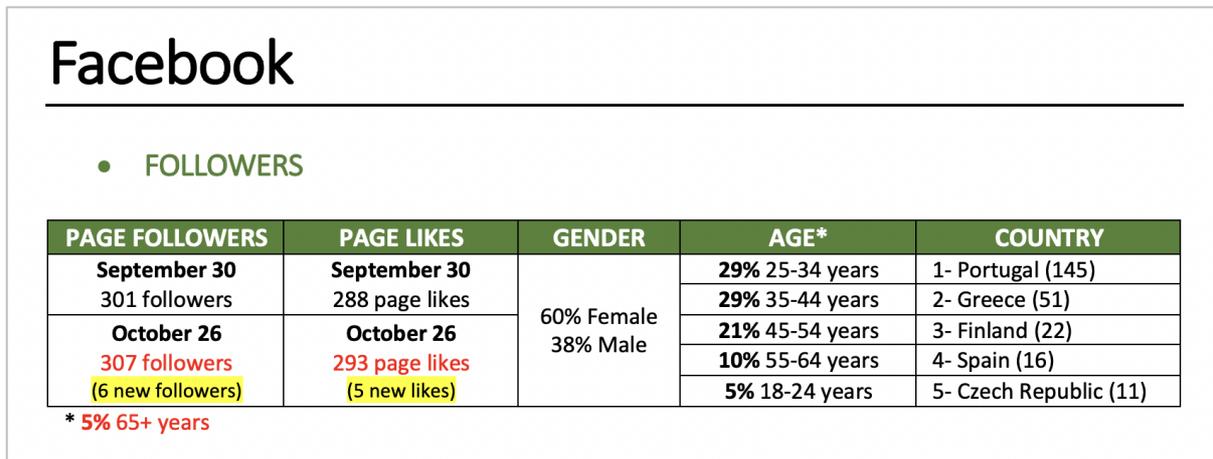For Twitter®, the Top 3 tweets of the month were also highlighted, presenting for each one the total of impressions, engagements, likes, retweets, replies, link clicks, and profile clicks (Figure 76).

- **TOP 3 TWEETS**

1º	2º	3º
Date: October 14	Date: October 13	Date: October 8
Tweet permalink	**Tweet permalink**	**Tweet permalink**
Impressions: 2.292	**Impressions:** 1.136	**Impressions:** 1.118
Engagements: 131	**Engagements:** 84	**Engagements:** 18
Likes: 29	**Likes:** 13	**Likes:** 4
Retweets: 18	**Retweets:** 12	**Retweets:** 2
Replies: 0	**Replies:** 1	**Replies:** 0
Link Clicks: 10	**Link Clicks:** 12	**Link Clicks:** 4
Profile clicks: 5	**Profile clicks:** 4	**Profile clicks:** 0

Figure 76 October 2021 Twitter® Top 3 tweets

For LinkedIn®, a comparison between the current month and the previous month was presented about the page connections. Data related to the connections' location, job function, and industry were also presented (Figure 77).

LinkedIn

- CONNECTIONS

FOLLOWERS	LOCATION	JOB FUNCTION	INDUSTRY
September 30 257 connections	1- Cologne, Germany (7.32%)	1- Education (15.56%)	1- Higher Education (24.71%)
	2- Barcelona, Spain (6.71%)	2- Research (13.78%)	2- Information Technology and Services (11.2%)
October 26 265 connections (8 new connections)	3- Aveiro, Portugal (6.1%)	3- Business Development (11.56%)	3- Research (10.42%)
	4- Lisbon, Portugal (5.49%)	4- Engineering (10.22%)	4- Hospital & Health Care (8.49%)
	5- Porto, Portugal (5.49%)	5- Program and Project Management (8.89%)	5- Nonprofit Organization Management (4.25%)

Figure 77 October 2021 LinkedIn® Profile Analytics

For Instagram®, a comparison between the current month and the previous month was presented about the page followers. Data related to the followers' gender, age, and country were also presented (Figure 78).

Instagram

- FOLLOWERS

FOLLOWERS	GENDER	AGE	COUNTRY
September 30 108 followers	60.8% Female 39.2% Male	**37.5%** 25-34 years	1- Spain (21.9%)
		28.1% 35-44 years	2- Greece (14.1%)
October 26 108 followers (0 new followers)		**14.1%** 18-24 years	3- United States (12.5%)
		10.9% 45-54 years	4- Portugal (10.9%)
		6.2% 55-64 years	5- Czech Republic (6.2%)

* **3.1%** 65+ years

Figure 78 October 2021 Instagram® Profile Analytics

Although D10.1 only established as KPIs for the SHAPES YouTube® channel the number of videos available, a comparison between the current month and the previous month was presented about the channel subscribers, the total videos available, and the total channel views. For YouTube®, the Top 2 videos of the month were also highlighted, presenting for each one the average view duration, and total number of views in the month (Figure 79).
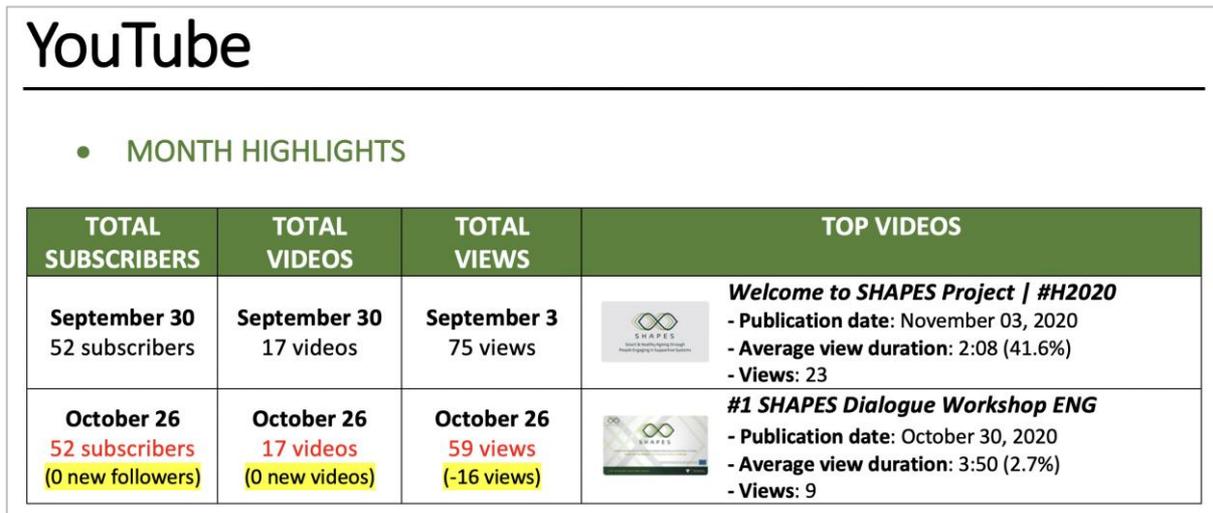
Figure 79 October 2021 YouTube® Profile Analytics

8.3 Phase 1 – Awareness

During Phase 1, all SHAPES KPIs established were achieved. Table 10 presents the established KPIs for Phase 1 and the progress.

Table 10 Established KPIs for Phase 1 and the progress

SHAPES KPIs	KPI Phase 1 – Awareness (November 2019 – October 2020)	Progress
SHAPES Website	Design website with key information and launch online	Website designed, launched and constantly updated and accessibility checked
	1500 visits to the website; 500 unique visitors to the website	9.604 visits to the website; 3.607 unique visitors to the website
Social Media	Update social media profiles with project news, achievements and results	Social media profiles established and constantly updated
	30 posts in Facebook®; 30 followers in Facebook®;	117 posts in Facebook®; 237 followers in Facebook®;
	30 posts in LinkedIn®; 50 LinkedIn® connections;	92 posts in LinkedIn®; 134 LinkedIn® connections;
	100 interactions in Twitter®; 30 followers in Twitter®;	174 interactions in Twitter®; 402 followers in Twitter®;
	30 posts in Instagram®; 30 followers in Instagram®;	66 posts in Instagram®; 73 followers in Instagram®;

	3 films in YouTube®	8 films in YouTube®
Participation to Conferences, Workshops, Exhibitions and Meetings	7 participations in networking events	14 participations in networking events (face-to-face and online)
Dialogue with older individuals, caregivers and care providers	Contribute to project website with key information on prevailing awareness campaigns	Contribute to project website with key information on prevailing awareness campaigns
	6 post entries per campaign	Facebook®: 35 Twitter®: 51 LinkedIn®: 11 Instagram®: 6 YouTube®: 5
	2 Dialogue Workshops	2 Dialogue Workshops
	2 Awareness Campaigns	2 Awareness Campaigns
Training	Identification of training needs	During the pilot campaign one phase is dedicated to the training of the participants on the digital solutions (hands-on training). This phase has started in June 2021 with the first use cases. This training is done face-to-face with the participants and in some cases with additional presentations or brochures.
	Preparation of training materials	This material is produced by the technical partners specifically for each use case. For the first use case (in June/July 2021) the training was face-to-face with the participants.

| Links with Other Research Projects | 2 cross-fertilisation activities with 3 H2020 actions | Synergies with Health Cluster - Large Scale Pilot projects (H2020 projects): joint dissemination activities

Joint application for AAL Forum 2021 with 4 LSP projects

Synergies exploration with H2020 IDIH project (international cooperation digital transformation healthy ageing)

On-going calls |
|---|---|---|
| **KPIs COMM** | **Phase 1 – Awareness** | **Progress** |
| Branding | Create project branding and identity as required by partners | Designed and implemented accessible branding and visuals |
| Promotional materials | Create promotional materials (1 video, 1 brochure, 1 flyer, 1 poster) | 10 accessible videos

1 brochure, 1 flyer, 1 poster – printable, online and editable versions accessible

1 beach flag

1 poster for the 2nd Dialogue Workshop |
	Distribute 150 materials in 2 events	The reduced/inexistent number of face-to-face events due to the pandemic global situation did not allow the distribution of promotional materials.
Mailing List and Newsletters	Create mailing list	Mailing list set up and subscription option available
	Produce 2 newsletters	Produced 2 eNewsletters
Publications	4 project publications	3 articles in journals, 2 publications in conferences proceedings/workshop, 1 conference paper, 1 Invited presentation, 1 plenary presentation, 1 invited seminar, 8 participations to conferences, 3 conference presentations, 2 participations in a workshop, and 1 Participation to an event other than a conference or a workshop

8.4 Phase 2 – Promotion

During Phase 2, all SHAPES KPIs established were also achieved. Table 11 presents the established KPIs for Phase 2 and the comparison against current results.

Table 11 Established KPIs for Phase 2 and respective progress

SHAPES KPIs	KPI Phase 2 – Promotion (November 2020 – October 2021)	Progress
SHAPES Website	Design website with key information and launch online	Website designed, launched and constantly updated (Phase 2 focused on increasing the visual elements of the website)
	5000 visits to the website; 2500 unique visitors to the website	113.202 visits to the website; 45.743 unique visitors to the website
Social Media	Update social media profiles with project news, achievements and results	Social media profiles constantly updated
	150 posts in Facebook®; 100 followers in Facebook®;	196 posts in Facebook®; 334 followers in Facebook®;
	100 posts in LinkedIn®; 150 LinkedIn® connections;	191 posts in LinkedIn®; 265 LinkedIn® connections;
	200 interactions in Twitter®; 50 followers in Twitter®;	419 interactions in Twitter®; 643 followers in Twitter®;
	80 posts in Instagram®; 50 followers in Instagram®;	160 posts in Instagram®; 108 followers in Instagram®;
	5 videos in YouTube®	10 videos in YouTube®
Participation to Conferences, Workshops, Exhibitions and Meetings	10 participations in networking events	13 participations in networking events (face-to-face and online)
Dialogue with older individuals,	Contribute to project website with key information on prevailing awareness campaigns	Contribute to project website with key information on prevailing awareness campaigns

caregivers and care providers	6 post entries per campaign	Average of 12 posts per campaign and per social media (50+ posts/campaign)
	3 Dialogue Workshops	4 Dialogue Workshops by October 2021
	3 Awareness Campaigns	4 Awareness Campaigns
Training	Translation of training manuals to partners' languages	The training will be done face-to-face in the local language by the local pilot site.
	Use of training materials in 3 pilot themes	Because of the slight delay in the pilot campaign (due to COVID-19 restrictions), only one PT has already prepared the training of the participants (status: July 2021)
Links with Other Research Projects	4 cross-fertilisation activities with 5 H2020 actions	4 cross-fertilisation with 9 H2020 actions Synergies with Health Cluster - Large Scale Pilot projects (gathering 9 H2020 projects): join WHO DATA webinar joint Joint application for AAL Forum 2021 with 4 LSP projects (October 2021) Participation to the H2020 IDIH Week 2021 (international cooperation digital transformation healthy ageing Exploratory meetings with the H2020 action PlatformUptake.eu
Other activities	Inclusion of SHAPES innovation in the EU Results Platform	Inclusion of the SHAPES innovation in the EU Results Platform is in progress
KPIs COMM	**Phase 2 – Promotion**	**Progress**
Branding	Revise branding and identity as required by partners	Revised accessible branding and improved visuals
Promotional materials	Update materials according to project feedback and adapted to the partners' (sign) languages	6 accessible videos

1 brochure, 8 flyers, 1 poster – printable, online and editable versions accessible |
| | Produce materials for Exploitation (1brochure, 1 flyer, 1 poster) | |
| | Distribute 250 materials in 3 events | The reduced/inexistent number of face-to-face events due pandemic global situation did not allow the distribution of promotional materials as originally planned. However, we have made the |

		materials available online through the website and social media, allowing their public dissemination.
Mailing List and Newsletters	Update mailing list	By October 2021, 557 total subscribers. With average 46.85% open rate over the course of 4 eNewsletters.
	Produce 3 newsletters	Produced 2 eNewsletters and 1 Flash News
Publications	4 project publications	5 articles in journals, 2 publications in conferences proceedings/workshop, 10 conference paper, 1 workshop paper, 1 proposed special issue, 1 book chapter, 5 participations to conferences, 3 conference presentation, 3 participations in a workshop, 3 organizations of an event, 1 presentation education and 1 participation in activities organized jointly with other EU project(s)

9 Conclusions

Notwithstanding the inevitable adjustments that took place due to the (travel and gathering) restrictions associated with the COVID-19 pandemic situation, the communication and dissemination goals of WP10 until month 24 have been achieved and even surpassed. The communication and dissemination approach, materials, channels, campaigns and workshops were successful, as all the pre-defined KPIs for Phase 1 and 2 were achieved.

The website and social media profiles are important channels to maximise the dissemination opportunities for SHAPES and to reinforce the project's identity. The use of social media as a communication tool increased the effectiveness of face-to-face networking, building a strong referral base with easy handling, and global accessibility.

The campaigns and workshops contributed to maintain the SHAPES stakeholders engaged with the project's progress and achievements, while providing an important channel to receive feedback on how SHAPES was meeting the specific needs of targeted groups.

Scientific outputs allowed for the dissemination of the SHAPES's scientific results and achievements, contributing to the transferability of generated knowledge to other areas and practical applications. These outputs are expected to enrich SHAPES project outreach, namely among the 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, and H&C policy scientific domains.

10 Ethical Requirements Check

The focus of this compliance check is on the ethical requirements defined in D8.4 – "SHAPES Ethical Framework", and having impact on the SHAPES solution (technology and related digital services, user processes and support, governance-, business- and ecosystem models). In the left column, there are ethical issues identified and discussed in D8.4. (corresponding D8.4 subsection in parenthesis). Table 12 reports on how these requirements have been taken into account on this deliverable. requirement was not relevant for the deliverable, N/A was placed in the right column.

Table 12 Ehical issue and how we have taken this into account in this deliverable

Ethical issue (corresponding number of D8.4 subsection in parenthesis)	How we have taken this into account in this deliverable (if relevant)
Fundamental Rights (3.1)	By making available non-stereotyped and fully accessible information.
Biomedical Ethics and Ethics of Care (3.2)	N / A
CRPD and supported decision-making (3.3)	N / A
Capabilities approach (3.4)	By making available non-stereotyped and fully accessible information.
Sustainable Development and CSR (4.1)	By making available information that respect and protect human rights.
Customer logic approach (4.2)	By making available fully accessible information.
Artificial intelligence (4.3)	N / A
Digital transformation (4.4)	By adopting a dissemination and communication strategy mainly based on technological supports
Privacy and data protection (5)	By avoiding disclosure of confidential and personal data and, as required and if needed, anonymising data.
Cyber security and resilience (6)	N / A
Digital inclusion (7.1)	N / A
The moral division of labor (7.2)	N / A
Care givers and welfare technology (7.3)	N / A

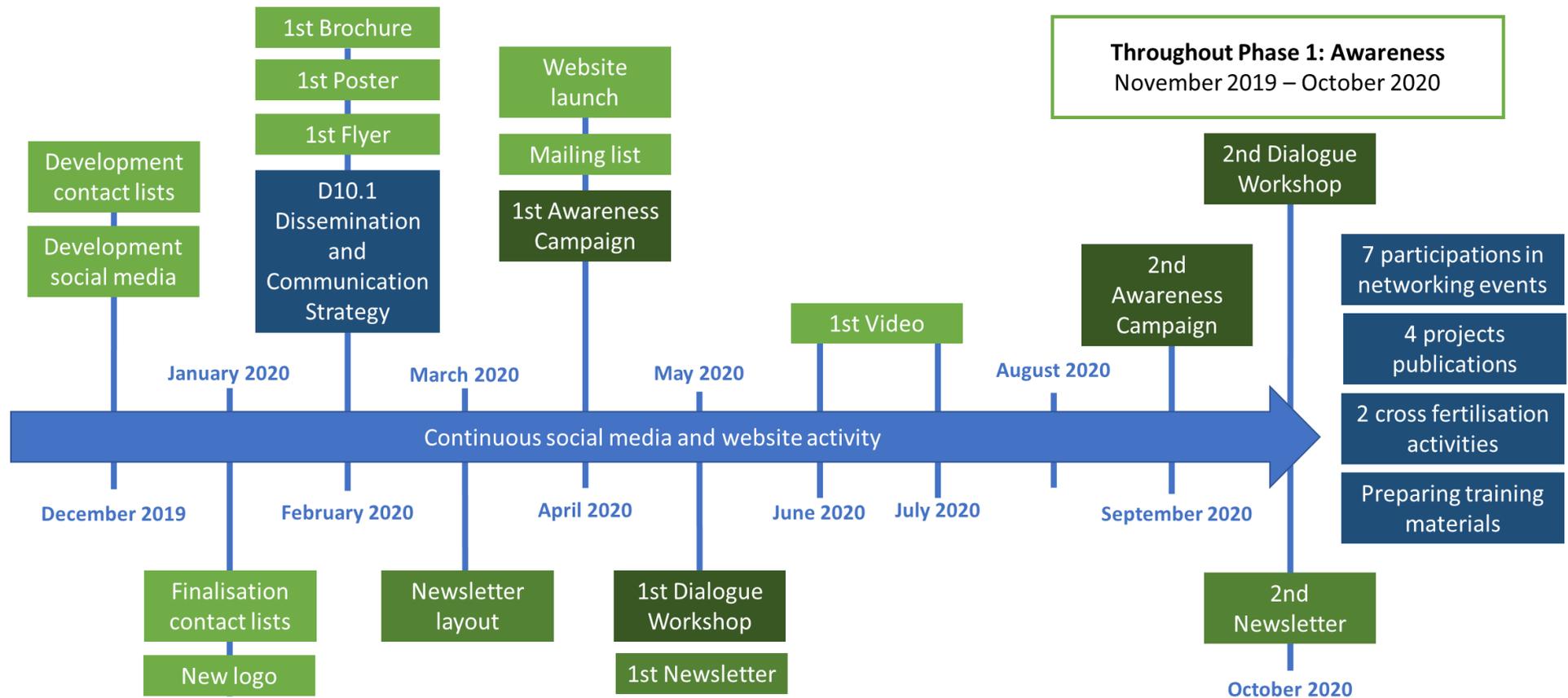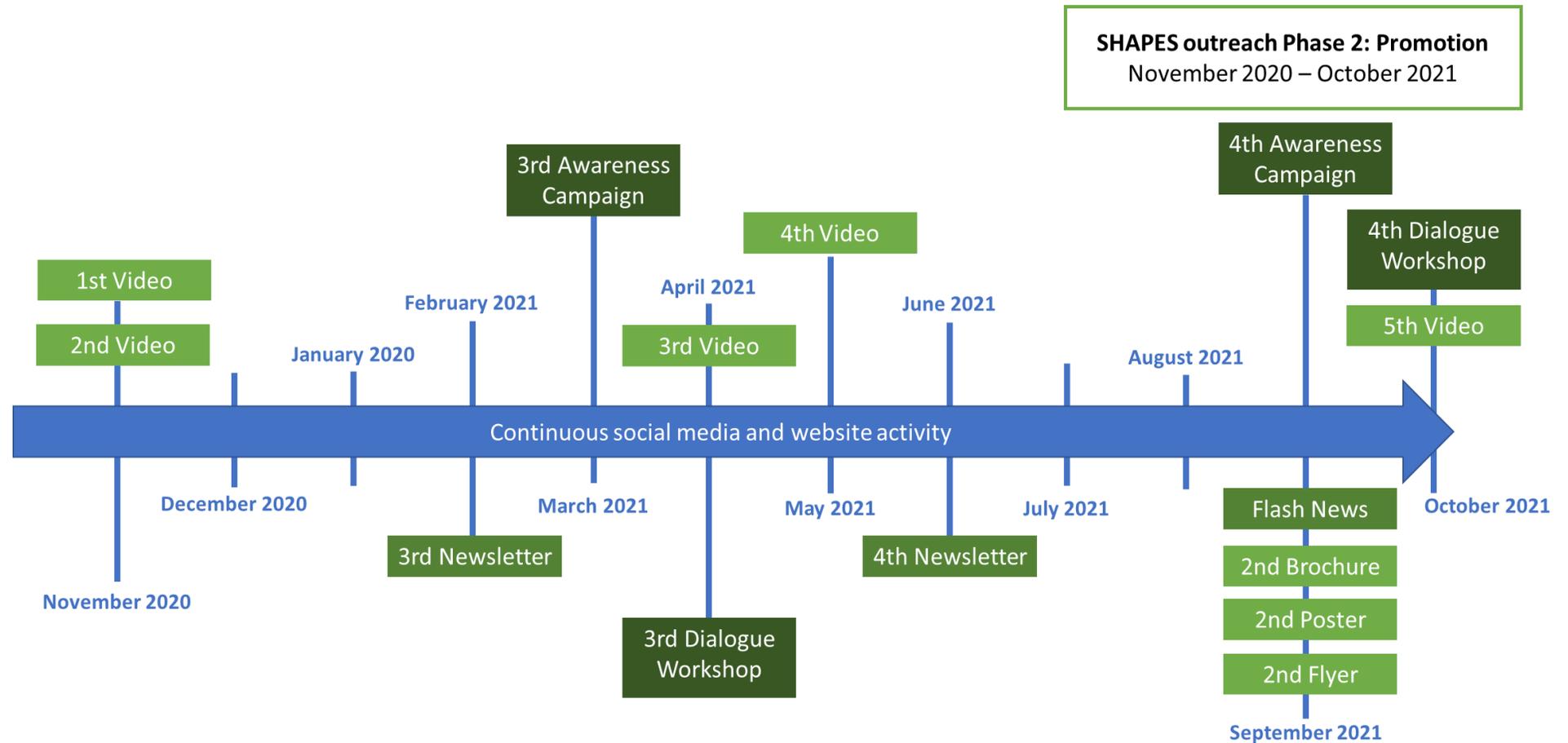|	
Movement of caregivers across Europe (7.4)	N / A

Comments: N / A

References

Buzelli, M. L., Cooke, M., Moran, C., McCann, M., Almeida, A. M., Silva, A., Ribeiro, O., Rocha, N., Santinha, G., Silva, T., Poulou, A., & Chalvatz, D. (2020). *D10.1 – SHAPES Dissemination and Communication Plan.* https://shapes2020.eu/wp-content/uploads/2020/11/D10.1-Dissemination-and-Communication-Plan.pdf

European Commission. (2018). *Confused by the difference between communication, dissemination and exploitation for your Horizon 2020 project?* https://ec.europa.eu/programmes/horizon2020/en/news/confused-difference-between-communication-dissemination-and-exploitation-your-horizon-2020
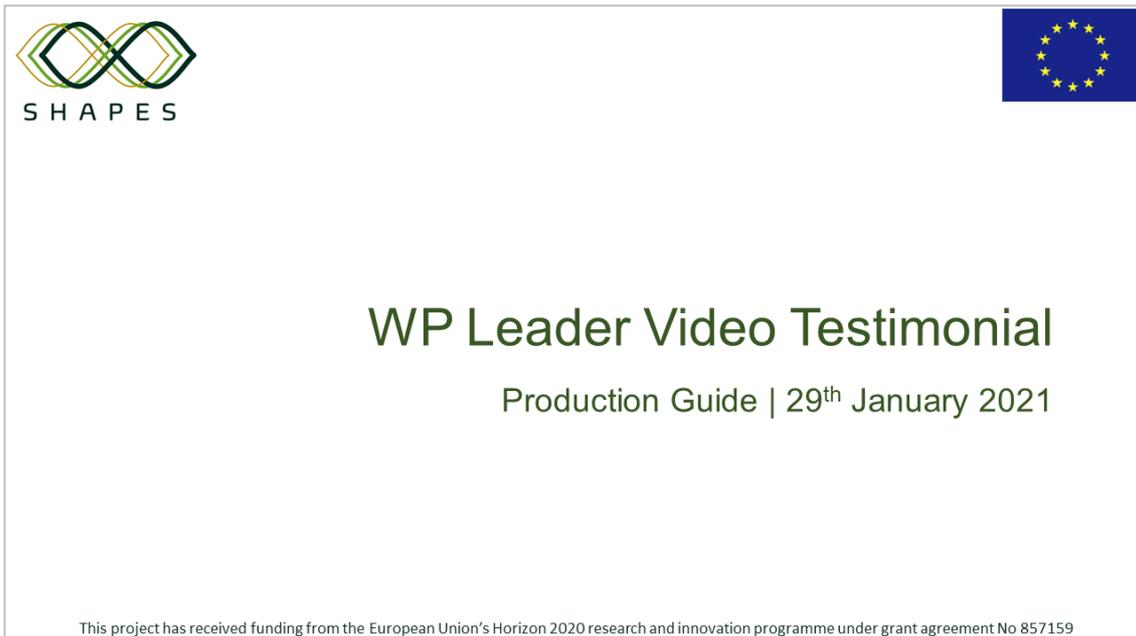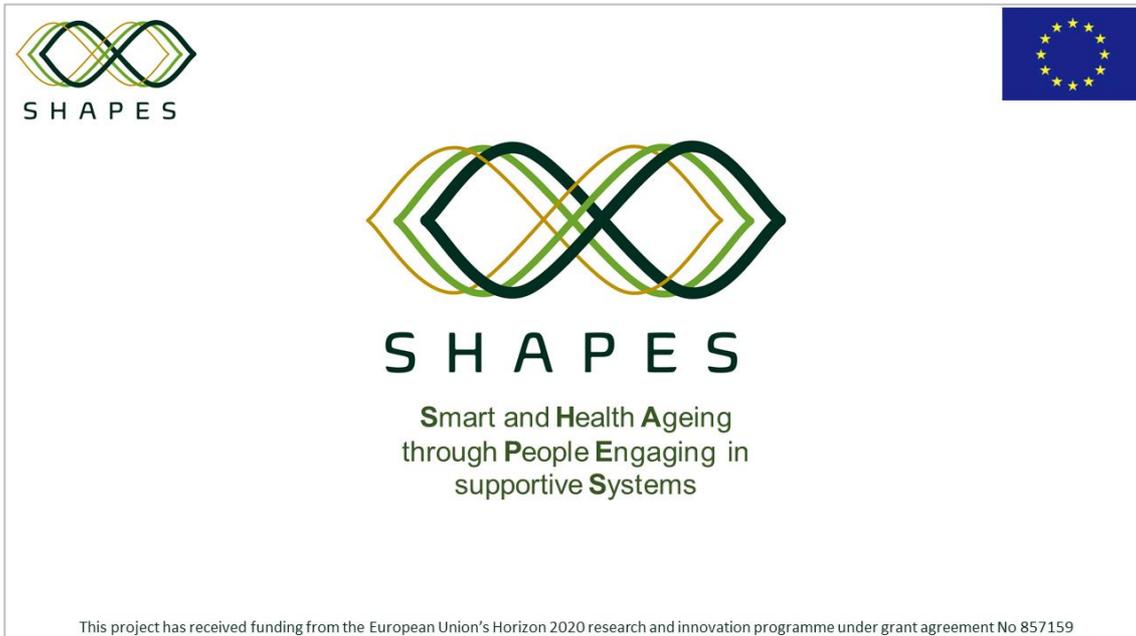
Annex 1 - Timeline of Phase 1

Throughout Phase 1: Awareness
November 2019 – October 2020

Development contact lists

Development social media

1st Brochure

1st Poster

1st Flyer

D10.1 Dissemination and Communication Strategy

Website launch

Mailing list

1st Awareness Campaign

2nd Dialogue Workshop

2nd Awareness Campaign

1st Video

7 participations in networking events

4 projects publications

2 cross fertilisation activities

Preparing training materials

January 2020   **March 2020**   **May 2020**   **August 2020**

Continuous social media and website activity

December 2019   **February 2020**   **April 2020**   **June 2020**   **July 2020**   **September 2020**

Finalisation contact lists

New logo

Newsletter layout

1st Dialogue Workshop

1st Newsletter

2nd Newsletter

October 2020

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Annex 2 - Timeline of Phase 2

Annex 3 – SHAPES WP Leader Video Testimonial: Production Guide

SHAPES

Rationale

WP10, namely Task 10.3 – *SHAPES Outreach and Dissemination Activities*, aim at a wide-scale dissemination and communication of the project's activities.

Since the project's Phase 2 is related to the promotion of the SHAPES project, Task 10.3 Leaders – UAVR would like to invite all WP Leaders to produce a video testimonial to improve its dissemination, namely informing the general public and its stakeholders about the WP:

- activities progress;
- results;
- achievements.

The present "Production Guide" aims at delivering guidelines for all partners that intend to contribute with a *WP Leader Video Testimonial*.

Since the videos testimonial will collect an enrich amount of information related to each WP, parts of the videos could be used for other dissemination and communication activities within Task 10.3.

For instance, UAVR can select parts of the videos and share it among social media profiles as independent elements, to promote the SHAPES project within different contexts and/or targeted to different stakeholders.

SHAPES

Video Testimonial Structure

All videos testimonial will have the following structure (maximum 10 minutes):

1. **Opening scenes:** A graphical introduction presenting the main project elements and a generic introduction to the WP; (UAVR responsibility)

2. **Scope:** Video scene(s) of the Leader presenting the WP in detail; (WP Leader responsibility)

3. **Elevator pitch:** Video scenes of the Leader pitching the SHAPES project; (WP Leader responsibility)

4. **Closing scenes:** Graphical scenes presenting further information related to the SHAPES project. (UAVR responsibility)

Image by Amy Hirschi at Unsplash

What will the WP Leader need to do?

1. **Scope:** Video of the Leader talking about the following aspects related to the WP:
   - description;
   - goals;
   - partners involved;
   - expected activities and/or outcomes.

3. **Elevator pitch:** Video scene of the WP Leader answering the following question in a simple, plain and short way:
   - How would you describe the SHAPES project?

4. **Text subtitles:** Texts used for each video scene – see the provided template "*WP# Leader Video Testimonial Subtitles*". The texts will **allow to display video subtitles.**

Image by Donovan Silva at Unsplash

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

How to record?

1. **Record software and device:** Use Teams application and your computer camera to record the scenes.

2. **Device placement**: Adjust your device according to the WP Leader position.

3. **WP Leader position in the scene:** Keep action within the "safe area" in the middle 75% of the left screen. Place the eyes of the WP Leader on a line about one-third down from the top of the screen. Add some space in front of the WP Leader.

4. **Light:** Use natural light. Shoot near windows and turn on all the lights or consider setting up soft lights.

Image by Christina Morillo at Pexels

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

SHAPES

(cont.)

4. **Background:** Use the image "*Video background image*" as background on Teams application.

5. **WP Leader clothing:** Use dark clothing to contrast with the background.

6. **Record separated files:** For each of your script scene record one file.
   - Recording separated scenes will allow to prevent mistakes and/or to easily record again a scene or edit it.
   - Always record for 5-10 seconds before and after every shot.

7. **Video length:** 10 minutes maximum.

8. **Video quality:** Always use the higher quality of the computer camera.
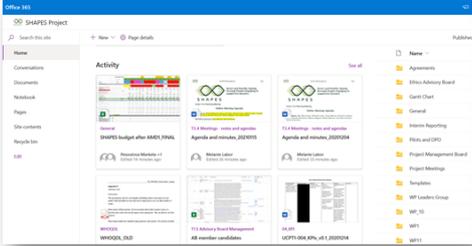
Video background image by Rita Tavares

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

SHAPES

How to send the materials?

1. **All materials should be uploaded in Teams**, by following the path:
   - WP_10 > Partners inputs > 6 WP leader's video testimonial
   - In the last folder, you will find a sub-folder for each WP. Please use the corresponding to yours to add the following materials:
     - Video scenes;
     - Subtitles.

2. After uploading the materials, partners should **send an e-mail to UAVR team** notifying that the materials are available in the corresponding folder:
   - marga@ua.pt
   - tsilva@ua.pt
   - ritaveigatavares@ua.pt

Image by Rita Tavares

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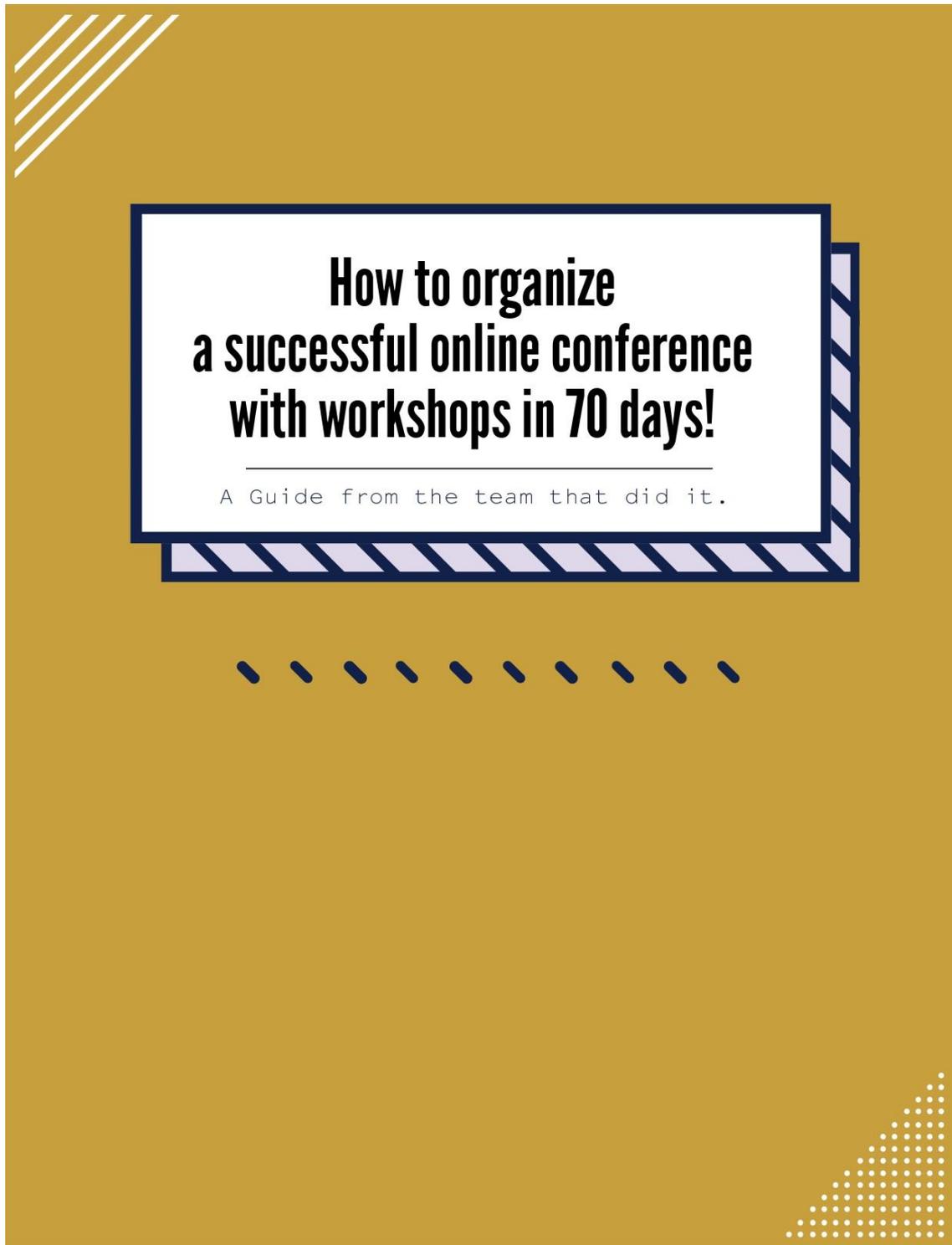

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857159

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SHAPES

Timeline

The materials should be uploaded according to the following timeline:

- **WP1 – NUIM**: 15th February 2021
- **WP2 – UP**: 15th February 2021
- **WP3 – NUIM**: 15th April 2021
- **WP5 – TREE**: 15th April 2021
- **WP4 – ICOM**: 15th September 2021
- **WP6 – FHG**: 15th September 2021
- **WP8 – LAUREA**: 15th September 2021
- **WP7 – EDGE**: 15th April 2022
- **WP9 – CCS**: 15th September 2022
- **WP10 – AGE**: 15th September 2022

Image by Markus Winkler at Unsplash

SHAPES

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LinkedIn: @shapesh2020
Instagram: @shapesh2020

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and *Pixel Perfect* at https://www.flaticon.com/br/autores/pixel-perfect

Annex 4 – Guidelines to Organise Dialogue Workshops

INTRODUCTION TO THE GUIDE

This Guide will help you organize your online conference through sharing good practice.

WHAT IS IMPORTANT FOR THE SUCCESS OF THE EVENT

- Event management itself (deadlines, clear division of responsibilities, internal communication etc.)
- Content of the event (assuring quality, unity, diversity and engaging content)
- Technical part (pre-recorded videos, presentations, animation, visual identity)
- PR of the event (social media, internal communication among SHAPES partners)
- Team management (taking care of the organizing team)
- Communication (clearly defined platforms, content, etc.)

USEFUL TIPS FOR THE MAIN ORGANIZERS BEFORE WE START

- Create a timeline the way it fits you (e.g. mind map, Excel sheet etc.)
- Take the week before the event as an off week from other responsibilities to have full capacity to focus on the event itself & management
- Delegate – when there is a task, always ask yourself if it is possible to be delegated; management of the event is already a full time workload; don´t forget to ask for help when needed
- Do not underestimate preparation for each small task during the preparation.
- Stay healthy :) – take care of yourself too – relax & have fun!
- Keep in touch with all stakeholders

TABLE OF CONTENT

WORKSHOP GUIDE

TIMELINE AT A GLANCE

The following information is divided into two categories:
● technical/organizational actions
★ people
To create a successful event, both parts should be covered.

DEFINE YOUR EVENT, GATHER YOUR TEAM
D-70 . . . .

Use the blanks to fill in the actual dates

SPECIFY ACTIVITIES, REACH OUT TO CONTRACTORS
D-60 . . . .

MANUALS, CHECKLISTS AND SPREADSHEETS TO MAKE D-DAY EASIER
D-14 . . . .

SEND INVITATIONS, START PR ACTIVITIES
D-55 . . . .

MAJOR DOUBLE-CHECK
D-7 . . . .

PREPARE VISUAL IDENTITY, PROMOTE THE EVENT
D-45 . . . .

MAKE THE SCHEDULE FOR D-DAY
D-3 . . . .

CHECK THE PROGRESS, PRAISE YOUR TEAM
D-35 . . . .

MEET AT THE VENUE, TEST THE TECHNOLOGIES
D-1 . . . .

HAVE ALL PRESENTATIONS PRE-RECORDED, INVESTIGATE YOUR SPEAKERS' NEEDS FOR D-DAY
D-30 . . . .

IT'S HAPPENING!
D DAY . . . .

TRAIN YOUR TEAM IN USING ONLINE TECHNOLOGIES, CHECK MILESTONES
D-21 . . . .

TIME FOR FEEDBACK
D+3 . . . .

DAYS
D-70 TO D+3
IN DETAIL

//01

D-70a / DEFINE YOUR EVENT, GATHER YOUR TEAM

TECHNICAL / ORGANISATIONAL ACTIONS

- Define what kind of event you are going to host. How many people will be involved in the preparation, how many guests are expected to join. Calculate how many people you need in the organizing team.
- Clarify the expectations and goals of the event
  - It is important to agree on the flow of the event, speakers and content. Keep in mind that it is a validation workshop.
  - Also, remember that the organizer is responsible for creating the final summary of the event.
- Set the budget.
  - Create a list of the costs and estimate the price.
- Set the time budget. Clarify the capacity of each organizer. Plan the most important and demanding tasks.
- Make a timed plan. Agree on the plan with the key stakeholders.
  - The best way is to divide tasks according to months, create SMART goals for each part, time them and assign a responsible person.
- Collaborate with WP10 – make sure you are on the same page and communicating fluently.
  - WP10 is also responsible for the official webpage and communication towards various stakeholders. Make sure to have time for the tasks given by WP10. Tip: create your local webpage in your own language in order to reach out to a broader audience. Especially in countries where English is not the official language.

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D-70b / DEFINE YOUR EVENT, GATHER YOUR TEAM

PEOPLE

★ Establish the organizing team.
  ★ 2 main coordinators
  ★ 1-2 support organizers
  ★ 4 (or more) "assistants" for the day of the event. The number depends on the planned number of workshop groups. They can be called in approximately two weeks before the event. It is not necessary to have them on board the whole time.
★ Clearly define the responsibilities within the team.
  ★ In our case one person was:
    • coordinating the whole process
    • taking care of deadlines
    • communicating with SHAPES partners involved in the dissemination activities (as they are responsible for promotion and you will need to create the content for the posts)
    • communicating with the speakers (setting deadlines, clarifying goals of the event, exchanging information)
    • communicating with the participants (creating forms, sending out invitations; this task can be delegated)
    • managing the team
    • overseeing the budget
  ★ Second person was:
    • taking care of the technical part (negotiating with the technical partners)
    • arranging translations (provide full support for the deaf and blind community throughout the event; communicate with the DBC representatives)
    • taking care of logistics
    • supporting the first person with anything that was needed (be prepared to complete ad-hoc tasks)
  ★ Third person was:
    • promoting the event on social media (locally; as dissemination is part of the agenda of WP10)
    • inviting local guests (e.g., NGOs, university lecturers and students) Tip: Create the guest list in a team and contact rather more people than less.
    • creating promotional materials (bags, pens, sticky notes with SHAPES logos) -> later responsible for sending them out
  ★ In our case the process was supervised by the UP team/WP2 leader. It was highly valuable to have this support as we were able to reach out to many interesting speakers, possibilities and support. We suggest having senior researchers/project managers on board.
★ Agree on regular team meetings (live or online) until D-day.
  ★ Create minutes from each meeting. This will save you a lot of time.
★ Create one place where all the materials will be collected (e.g., google drive, if not everyone has access to SHAPES Teams).

D-60 / SPECIFY ACTIVITIES, REACH OUT TO CONTRACTORS

TECHNICAL / ORGANISATIONAL ACTIONS

- Prepare a rough time schedule for the day – this will be needed for potential contractors to prepare quotations.
- Specify what activities/services will be needed (such as recording presentations, subtitling, transcription, translation, sign language, graphic design, etc.)
- Review the capacities in terms of technology you (your organization) have available and decide whether it (and what) is to be done in-house/outsourced.
- Select the streaming channel (e.g., YouTube).
- For the outsourced services – contact potential contractors, check their availability, technical capacity, references, request quotations.
- For the interactive workshops – select the online platform to be used (recommended: Zoom) and obtain sufficient number of licences corresponding with the number of groups for workshops (each session must have its own dedicated host).

PEOPLE

- ★ Prepare a list of candidate participants – names, organizations, email addresses.
- ★ Define what information is to be collected from the participants in order to plan the event to satisfy any of their communication or other needs (keep GDPR regulations in mind).
- ★ Design an invitation and registration form. Do not forget to set a deadline for closing the participant list. Tip: D-30 is recommended as the requirements by the participants trigger some other services to be arranged for.
- ★ Define a list of speakers and the topics to be covered. Tip: Have a moderator to open up the conference with general information, technical information, to link the individual presentations together in one coherent whole.
- ★ Contact the speakers to make sure they are on board.

D-55 / SEND INVITATIONS, START PR ACTIVITIES

DEFINE YOUR EVENT, GATHER YOUR TEAM
D-70

SPECIFY ACTIVITIES, REACH OUT TO CONTRACTORS
D-60

SEND INVITATIONS, START PR ACTIVITIES
D-55 ....

PREPARE VISUAL IDENTITY, PROMOTE THE EVENT
D-45 ....

CHECK THE PROGRESS, PRAISE YOUR TEAM
D-35

HAVE ALL PRESENTATIONS PRE-RECORDED, INVESTIGATE YOUR SPEAKERS' NEEDS FOR D-DAY
D-30

TRAIN YOUR TEAM IN USING ONLINE TECHNOLOGIES, CHECK MILESTONES
D-21

MANUALS, CHECKLISTS AND SPREADSHEETS TO MAKE D-DAY EASIER
D-14

MAJOR DOUBLE-CHECK
D-7

MAKE THE SCHEDULE FOR D-DAY
D-3

MEET AT THE VENUE, TEST THE TECHNOLOGIES
D-1

IT'S HAPPENING!
D DAY

TIME FOR FEEDBACK
D+3

TECHNICAL / ORGANISATIONAL ACTIONS

- Select your contractors.
- Send out purchase orders to your contractors, clearly defining their responsibilities and deadlines/milestones until D-day and cancellation policy (including cancellation fees or late delivery penalties). Request written (email) acceptance of POs. Alternatively sign written agreements with your contractors.
- Respond to the unsuccessful candidates for contractors saying thank you and kindly asking them whether you can keep their contacts, if needed. This is the basis for an emergency plan.
- Prepare a minute-by-minute script of the event. Share it with your contractors and the team.
- Book your D-day rooms. Investigate the type of Internet connection. Broadband (optic fibre) is a must. One workshop group = one room. All close to each other in one building.

PEOPLE

- ★ Start sending out invitations and registration forms. Tip: Create one common e-mail address that can be accessed by all team members. Use only this address from this day on.
- ★ Kick-off of PR activities – create content for website/social media.
- ★ Decide whether you want to support your online event with actual gifts to be sent to your participants (pens, printed promotional materials, etc.) – if so, investigate the options, lead times, prices.
- ★ Connect your speakers and your presentation recording contractor in order to start pre-recording the presentations. The contractor is to provide them with technical guidelines and details of how to record their presentations.
- ★ Set realistic deadline for the recording and START RECORDING (more ambitious is better as this gives all stakeholders involved maneuvering room for any errors in the process) and share this deadline with both your speakers and your contractor. Tip: D-30 would be ideal (as it may easily end up as D-21 deliveries).
- ★ Ensure flow of information to all stakeholders involved – your team, your speakers, your contractors.
- ★ Inform "down the stream" contractors (subtitlers, transcribers, etc.) that as of D-30 they should be ready to start working on their part of the project.

D-45 / PREPARE VISUAL IDENTITY, PROMOTE THE EVENT

DEFINE YOUR EVENT,
GATHER YOUR TEAM
D-70

SPECIFY ACTIVITIES,
REACH OUT TO CONTRACTORS
D-60

SEND INVITATIONS,
START PR ACTIVITIES
D-55

PREPARE VISUAL IDENTITY,
PROMOTE THE EVENT
D-45 ....

CHECK THE PROGRESS,
PRAISE YOUR TEAM
D-35 ....

HAVE ALL PRESENTATIONS PRE-
RECORDED, INVESTIGATE YOUR SPEAKERS'
NEEDS FOR D-DAY
D-30

TRAIN YOUR TEAM IN USING ONLINE
TECHNOLOGIES, CHECK MILESTONES
D-21

MANUALS, CHECKLISTS AND
SPREADSHEETS TO MAKE D-DAY EASIER
D-14

MAJOR DOUBLE-CHECK
D-7

MAKE THE SCHEDULE
FOR D-DAY
D-3

MEET AT THE VENUE, TEST
THE TECHNOLOGIES
D-1

IT'S HAPPENING!
D DAY

TIME FOR FEEDBACK
D+3

TECHNICAL / ORGANISATIONAL ACTIONS

- Prepare (or ask the contractor) to prepare a visual identity of the event (using your project logo, your organization logo, EU funding information, etc.) including Presentation template.
- Review your budget.
- Promote the event. Send out reminders for registration.

PEOPLE

- ★ Team meeting to check progress, milestones, discuss and address any challenges, share any other information.
- ★ Talk to your people about what they are worried about, address their concerns, define actions to address these concerns.
- ★ Praise your team for their effort!
- ★ Regularly update the list of registered participants, checking their needs – and act accordingly, if needed.

D-35 / CHECK THE PROGRESS, PRAISE YOUR TEAM

DEFINE YOUR EVENT, GATHER YOUR TEAM
D-70

SPECIFY ACTIVITIES, REACH OUT TO CONTRACTORS
D-60

SEND INVITATIONS, START PR ACTIVITIES
D-55

PREPARE VISUAL IDENTITY, PROMOTE THE EVENT
D-45

CHECK THE PROGRESS, PRAISE YOUR TEAM
D-35 ....

HAVE ALL PRESENTATIONS PRE-RECORDED, INVESTIGATE YOUR SPEAKERS' NEEDS FOR D-DAY
D-30 ....

TRAIN YOUR TEAM IN USING ONLINE TECHNOLOGIES, CHECK MILESTONES
D-21

MANUALS, CHECKLISTS AND SPREADSHEETS TO MAKE D-DAY EASIER
D-14

MAJOR DOUBLE-CHECK
D-7

MAKE THE SCHEDULE FOR D-DAY
D-3

MEET AT THE VENUE, TEST THE TECHNOLOGIES
D-1

IT'S HAPPENING!
D DAY

TIME FOR FEEDBACK
D+3

TECHNICAL / ORGANISATIONAL ACTIONS

- Prepare some (audio)visual content for the "coffee breaks" (if any). Tip: great opportunity to introduce your organization, your city/country better – since this is an online event.
- Check the progress of the tasks – check deadlines, needs of the speaker and the external providers.

PEOPLE

★ Team meeting to check progress, milestones, discuss and address any challenges, share any other information.
★ Praise your team for their effort!
★ Regularly update the list of registered participants, checking their needs – and act accordingly, if needed.

D-30 / HAVE ALL PRESENTATIONS PRE-RECORDED, INVESTIGATE YOUR SPEAKERS' NEEDS FOR D-DAY

DEFINE YOUR EVENT,
GATHER YOUR TEAM
D-70

SPECIFY ACTIVITIES,
REACH OUT TO CONTRACTORS
D-60

SEND INVITATIONS,
START PR ACTIVITIES
D-55

PREPARE VISUAL IDENTITY,
PROMOTE THE EVENT
D-45

CHECK THE PROGRESS,
PRAISE YOUR TEAM
D-35

HAVE ALL PRESENTATIONS PRE-
RECORDED, INVESTIGATE YOUR SPEAKERS'
NEEDS FOR D-DAY
D-30 ....

TRAIN YOUR TEAM IN USING ONLINE
TECHNOLOGIES, CHECK MILESTONES
D-21 ....

MANUALS, CHECKLISTS AND
SPREADSHEETS TO MAKE D-DAY EASIER
D-14

MAJOR DOUBLE-CHECK
D-7

MAKE THE SCHEDULE
FOR D-DAY
D-3

MEET AT THE VENUE, TEST
THE TECHNOLOGIES
D-1

IT'S HAPPENING!
D DAY

TIME FOR FEEDBACK
D+3

TECHNICAL / ORGANISATIONAL ACTIONS

- Together with the contractor check whether all pre-recorded presentations have been delivered. If not, contact the speakers with a friendly deadline reminder. Ask them if there is anything you can help them with to deliver their pre-recorded presentation as soon as possible.
- Organize (or check that the contractor organized) the transfer of the pre-recorded and pre-processed presentations to providers of other services – transcription, subtitling, sign language.
- Set clear deadline for the "downstream" services. Tip: D-10 as it allows you to address any challenges on the way.

PEOPLE

- ★ Close the registration. Review all registrations for any additional services required. Act accordingly.
- ★ If live interpreting from English to any other language is
- ★ required, contract simultaneous interpreting services. Tip: Zoom offers simultaneous interpreting feature OR Google doc uses voice dictation for voice to text interpreting. 2 interpreters are needed! Update the budget.
- ★ Based on the number of registered participants order promotional materials to be sent out as gifts.
- ★ Start preparing groups of participants for the interactive workshops depending on their characteristics/needs/requirements (names and email addresses in one Excel spreadsheet).
- ★ Ask speakers about their needs for D-day. Make sure your plan/D-day checklist covers them.

D-21 / TRAIN YOUR TEAM IN USING ONLINE TECHNOLOGIES, CHECK MILESTONES

DEFINE YOUR EVENT, GATHER YOUR TEAM
D-70

SPECIFY ACTIVITIES, REACH OUT TO CONTRACTORS
D-60

SEND INVITATIONS, START PR ACTIVITIES
D-55

PREPARE VISUAL IDENTITY, PROMOTE THE EVENT
D-45

CHECK THE PROGRESS, PRAISE YOUR TEAM
D-35

HAVE ALL PRESENTATIONS PRE-RECORDED, INVESTIGATE YOUR SPEAKERS' NEEDS FOR D-DAY
D-30

TRAIN YOUR TEAM IN USING ONLINE TECHNOLOGIES, CHECK MILESTONES
D-21 ....

MANUALS, CHECKLISTS AND SPREADSHEETS TO MAKE D-DAY EASIER
D-14 ....

MAJOR DOUBLE-CHECK
D-7

MAKE THE SCHEDULE FOR D-DAY
D-3

MEET AT THE VENUE, TEST THE TECHNOLOGIES
D-1

IT'S HAPPENING!
D DAY

TIME FOR FEEDBACK
D+3

TECHNICAL / ORGANISATIONAL ACTIONS

- Select plan B platform. If Zoom fails on D-day, you need to have another online platform. Tip: We used Big Blue Button.
- Make sure all the team members and assistants are familiar with all the technologies. Try things out, enjoy the process of learning.

PEOPLE

- ★ Team meeting to check progress, milestones, discuss and address any challenges, share any other information.
- ★ Praise your team for their effort!
- ★ Start training your assistants in using the workshop online platforms (Zoom, BBB). Apply the hands-on approach — they all have to try the necessary features. Zoom offers a multitude of webinars and training materials. The two coordinators need to familiarize themselves with the application to be able to share their skills with the assistants.

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D-14 / MANUALS, CHECKLISTS AND SPREADSHEETS TO MAKE D-DAY EASIER

DEFINE YOUR EVENT, GATHER YOUR TEAM
D-70

SPECIFY ACTIVITIES, REACH OUT TO CONTRACTORS
D-60

SEND INVITATIONS, START PR ACTIVITIES
D-55

PREPARE VISUAL IDENTITY, PROMOTE THE EVENT
D-45

CHECK THE PROGRESS, PRAISE YOUR TEAM
D-35

HAVE ALL PRESENTATIONS PRE-RECORDED, INVESTIGATE YOUR SPEAKERS' NEEDS FOR D-DAY
D-30

TRAIN YOUR TEAM IN USING ONLINE TECHNOLOGIES, CHECK MILESTONES
D-21

MANUALS, CHECKLISTS AND SPREADSHEETS TO MAKE D-DAY EASIER
D-14 ....

MAJOR DOUBLE-CHECK
D-7 ....

MAKE THE SCHEDULE FOR D-DAY
D-3

MEET AT THE VENUE, TEST THE TECHNOLOGIES
D-1

IT'S HAPPENING!
D DAY

TIME FOR FEEDBACK
D+3

TECHNICAL / ORGANISATIONAL ACTIONS

- Prepare a short manual for participants how to Zoom (e.g., launch Zoom meeting, mute/unmute…). Do not assume they are experienced Zoom users.
- Organize an e-meeting with the contractors to check their progress, any milestones, any concerns. "Face-to-face" communication is better than many e-mails.

PEOPLE

- ★ Prepare an email with information to be sent to the participants – INCLUDING LINKS FOR WORKSHOPS + DETAILED SCHEDULE OF THE DAY.
- ★ Prepare a checklist for the assistants for D-day workshop sessions, specifying what is to be said and done at the beginning of each session, during and at the end. Tip: check out our checklist in the Appendix. Provide the assistants with a detailed schedule of the event.
- ★ Prepare a spreadsheet with contact information – organizers, speakers, assistants. This will ensure smooth exchange of information.
  - ★ Organize a Zoom meeting between your speakers and assistants. Introduce the assistants to the speakers and explain their roles. Ask the speakers what Zoom features they would like to use (e.g., polls, breakout rooms). Discuss plan B.
- ★ Second round of training for the assistants, both platforms.

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D-7 / MAJOR DOUBLE-CHECK

DEFINE YOUR EVENT, GATHER YOUR TEAM
D-70

SPECIFY ACTIVITIES, REACH OUT TO CONTRACTORS
D-60

SEND INVITATIONS, START PR ACTIVITIES
D-55

PREPARE VISUAL IDENTITY, PROMOTE THE EVENT
D-45

CHECK THE PROGRESS, PRAISE YOUR TEAM
D-35

HAVE ALL PRESENTATIONS PRE-RECORDED, INVESTIGATE YOUR SPEAKERS' NEEDS FOR D-DAY
D-30

TRAIN YOUR TEAM IN USING ONLINE TECHNOLOGIES, CHECK MILESTONES
D-21

MANUALS, CHECKLISTS AND SPREADSHEETS TO MAKE D-DAY EASIER
D-14

MAJOR DOUBLE-CHECK
D-7 ....

MAKE THE SCHEDULE FOR D-DAY
D-3 ....

MEET AT THE VENUE, TEST THE TECHNOLOGIES
D-1

IT'S HAPPENING!
D DAY

TIME FOR FEEDBACK
D+3

Check that all the above have been completed! By now all presentations should be recorded, subtitled, sign language (if required) translation recorded, interpreters contracted and confirmed. All individual elements should be put together.

TECHNICAL / ORGANISATIONAL ACTIONS

- Contact your local IT support to be ready in case something goes wrong. Make sure you have people on board ready to help.
- Ideally a week before the event you should have a rehearsal of the event. See the pre-recorded video compilation and discuss the content and form of each interactive workshops. Tip: find out the most suitable day through doodle application and make sure all the stakeholders are available (external providers, speakers, assistants, translators, organizers, etc.)

PEOPLE

- ★ Organize a Zoom meeting with your interpreters and your transcribers. Plan how they are going to work in detail. Use this information for the session opening speech to explain your participants how to use these services, if required.
- ★ Inform the speakers before the event what is expected from them after the event (e.g., a one-page summary to the newsletter).
- ★ Organize an online team meeting to review the plan step-by-step to make sure everything is ready to prevent any potential disasters!

D-3 / MAKE THE SCHEDULE FOR D-DAY

DEFINE YOUR EVENT,
GATHER YOUR TEAM
D-70

SPECIFY ACTIVITIES,
REACH OUT TO CONTRACTORS
D-60

SEND INVITATIONS,
START PR ACTIVITIES
D-55

PREPARE VISUAL IDENTITY,
PROMOTE THE EVENT
D-45

CHECK THE PROGRESS,
PRAISE YOUR TEAM
D-35

HAVE ALL PRESENTATIONS PRE-
RECORDED, INVESTIGATE YOUR SPEAKERS'
NEEDS FOR D-DAY
D-30

TRAIN YOUR TEAM IN USING ONLINE
TECHNOLOGIES, CHECK MILESTONES
D-21

MANUALS, CHECKLISTS AND
SPREADSHEETS TO MAKE D-DAY EASIER
D-14

MAJOR DOUBLE-CHECK
D-7

MAKE THE SCHEDULE
FOR D-DAY
D-3 . . . .

MEET AT THE VENUE, TEST
THE TECHNOLOGIES
D-1 . . . .

IT'S HAPPENING!
D DAY

TIME FOR FEEDBACK
D+3

PEOPLE

★ Prepare a draft of the opening session speech. It prevents important information from being left out at the beginning, during and at the end of every session.
★ Divide participants into groups (if relevant) and send out all the invitations (e.g., zoom links).
★ Create a schedule for the organizing team. Be there to support.

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D-1 / MEET AT THE VENUE, TEST THE TECHNOLOGIES

DEFINE YOUR EVENT,
GATHER YOUR TEAM
D-70

SPECIFY ACTIVITIES,
REACH OUT TO CONTRACTORS
D-60

SEND INVITATIONS,
START PR ACTIVITIES
D-55

PREPARE VISUAL IDENTITY,
PROMOTE THE EVENT
D-45

CHECK THE PROGRESS,
PRAISE YOUR TEAM
D-35

HAVE ALL PRESENTATIONS PRE-
RECORDED, INVESTIGATE YOUR SPEAKERS'
NEEDS FOR D-DAY
D-30

TRAIN YOUR TEAM IN USING ONLINE
TECHNOLOGIES, CHECK MILESTONES
D-21

MANUALS, CHECKLISTS AND
SPREADSHEETS TO MAKE D-DAY EASIER
D-14

MAJOR DOUBLE-CHECK
D-7

MAKE THE SCHEDULE
FOR D-DAY
D-3

MEET AT THE VENUE, TEST
THE TECHNOLOGIES
D-1 ....

IT'S HAPPENING!
D DAY ....

TIME FOR FEEDBACK
D+3

TECHNICAL / ORGANISATIONAL ACTIONS

- Organize a meeting of your team at the venue. Final technical rehearsal for Zoom sessions. Any concerns, problems to be addressed. All technical equipment such as chargers, adapters for Internet connections, headsets, extension cords to be prepared and kept at the venue.

PEOPLE

- ★ Decide who is going to follow the morning streaming to answer questions posted in the chat.
- ★ Motivate your team before the event. :-)
- ★ Buy snacks, drinks, energy boosters for D-day.

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D-DAY / IT'S HAPPENING!

DEFINE YOUR EVENT,
GATHER YOUR TEAM
D-70

SPECIFY ACTIVITIES,
REACH OUT TO CONTRACTORS
D-60

SEND INVITATIONS,
START PR ACTIVITIES
D-55

PREPARE VISUAL IDENTITY,
PROMOTE THE EVENT
D-45

CHECK THE PROGRESS,
PRAISE YOUR TEAM
D-35

HAVE ALL PRESENTATIONS PRE-
RECORDED, INVESTIGATE YOUR SPEAKERS'
NEEDS FOR D-DAY
D-30

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D-14

MAJOR DOUBLE-CHECK
D-7

MAKE THE SCHEDULE
FOR D-DAY
D-3

MEET AT THE VENUE, TEST
THE TECHNOLOGIES
D-1

IT'S HAPPENING!
D DAY ....

TIME FOR FEEDBACK
D+3 ....

TECHNICAL / ORGANISATIONAL ACTIONS

- Arrive early to your booked venue.
- Test that power and Internet connections work.
- Have all the necessary equipment ready.
- Be ready for the streaming and follow and answer the questions in the chat.
- When the time comes, open the Zoom session rooms early. Connect with the speakers.
- Follow D-day checklist (see Appendix).

PEOPLE

- ★ Prepare your refreshments.
- ★ Cheer your team up!
- ★ Pre-order lunch!
- ★ Have one person (coordinator) available to address any problems/issues the individual session assistants may have.
- ★ Send out feedback forms.
- ★ Celebrate :) !

LESSONS LEARNED

- The biggest challenge was to collect the videos from all the speakers for the first part of the day. It is important to set rather short deadlines and rely on reminders after the deadline, rather than expecting the speakers to send the videos before the deadline.
- Also, it is important to take time to find the best solution for external providers. Do not settle with the first possibility – check for price and reputation. In a contract/PO clarify consequences if not delivered on time.
  - Moreover, discuss "worse case scenarios" or "risk management" of the collaboration and create back-up plans together.
  - Prevent the situation where you are constantly reviewing the outcomes of the external provider´s work. It is extremely demanding and frustrating to check the outcomes in the end, if the provider is not responding to your questions.

- From the workshop coordinator position it is key to delegate as many tasks as possible. As your role should really be "only" coordinating.
- Keep the team spirit and the flow of information among the team members. Stay open to suggestions and tips how to make things better.
- Keep boundaries and reflect on ongoing process. It is important to discuss frustrations and problems rather than hiding from them. Almost everything can be solved and this should be the common mindset among team members.
- Suggestion for the future: discuss the length of the online event. It was suggested by some of the participants to have the morning pre-recorded part followed by only two interactive workshops and keep the other two for the next day.
  - This approach has its downside in terms of losing the flow of the event. On the other hand, participants could possibly be more engaged. It is definitely a topic to be discussed.
  - Moreover, do not make the workshops longer than 1 hour and keep the breaks. Online presence is highly demanding.
- As the final summary report is highly important for SHAPES, it is better to partially delegate this task. Those who are moderating the sessions could also take notes. These notes would be greatly appreciated for the final summary.
- Assistants (and speakers) could also be trained in facilitating the discussions. It is useful to share some tips on how to make a presentation engaging, specifics of online communication, etc.
- The sooner you start establishing the technical parts, the better. E.g., Enabling YouTube streaming should be done in the early stage of the whole process.
- Ask! Make sure you understand how things are done by the external provider. Ask your team & speakers open ended questions.

D-DAY CHECKLIST

Have a special checklist for every Zoom session

WHAT TO DO BEFORE START

TECHNOLOGY	READY
Computer connected to the charger	
Use cable for internet connection	
Headset connected	
Telephone connected to the charger	
Open FB/Messenger for team communication	

PHYSICAL AND MENTAL WELLBEING	READY
Water!!! Keep hydrating.	
Snack? Cookie? Fruit?	
Do powder your nose when you need to!	
Stretch between workshops	

BEGINNING OF THE WORKSHOP

FOR ALL	READY
Say "we are going to wait a few more minutes"	
Welcome – opening speech	
Inform about recording	
START RECORDING	

FOR TRANSCRIPTION / INTERPRETING	READY
Inform participants how to take advantage of transcription/interpreting services	
Copy links for shared Google docs into the chat	

FOR THE TEAM	READY
Drop a line to your team at FB:	
• OK, rolling!	
• NOK, problem – help!	

D-DAY CHECKLIST

Have special checklist for every Zoom session

END OF THE WORKSHOP

5 MIN PRIOR TO THE END	READY
Remind that the time is up — a private chat message may be sent to the speaker	

END	READY
Thank you for joining us! Sorry the time is up! Great ideas! Enjoy the upcoming workshop!	
STOP RECORDING	

FOR THE TEAM	READY
Drop a line to your team at FB: • Almost done, finishing up — finished!	

END OF THE LAST WORKSHOP

	READY
Save videos! (it takes some time)	
Closeout session!	

//07

THANK YOU

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Annex 5 – SHAPES Website Article Template

Smart and Healthy Ageing through People Engaging in supportive Systems

SHAPES Website Article Template

Please use the following table to add the necessary information to generate your website article.

- **Long articles** maximum length = **500 words**
- **Short articles** maximum length = **250 words**

Table 13 SHAPES Website Article Template

PARTNER	
DATE	
ARTICLE TITLE	
ARTICLE MAIN TEXT	
ADDITIONAL HYPERLINKS (optional)	
IMAGE(S) ALT TEXT (please identify the image file name and add a full description of the image)	