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

Project Title
Smart and Healthy Ageing through People Engaging in Supportive Systems

Acronym
SHAPES

Grant Number
857159

Type of instrument
Innovation Action

Topic
DT-TDS-01-2019

Starting date
01/11/2019

Duration
48

Work package
WP10 – SHAPES Outreach and Awareness Generation

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Version
V2.0

Due date
M24 – 31/10/2021

Submission date
29/10/2021

Dissemination Level
PU Public

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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## Executive Summary

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Ana Margarida Almeida (UAVR); Telmo Silva (UAVR); Rita Tavares (UAVR); Ceci Diehl (UAVR)

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#### 1.1.2 Key Inputs and Outputs

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### 1.2 Structure of the Document

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#### 2.2 Target Audiences

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#### 2.3 Dissemination Timeline

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### 3 Project Identity

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#### 3.1 Project Logo

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#### 3.2 Website

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<td>CCS</td>
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<td>CRPD</td>
<td>United Nations Convention on the Rights of Persons with Disabilities</td>
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Keywords

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

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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)

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

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159
WP10 foresees five sub-tasks highly related, that intend to efficiently disseminate and communicate the project’s activities – see SHAPES project Grant Agreement.

<table>
<thead>
<tr>
<th>When?</th>
<th>From the start of the action until the end</th>
<th>At any time, and as soon as the action has results</th>
<th>Towards the end and beyond, as soon as the action has exploitable results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why? (examples)</td>
<td>Engage with stakeholders</td>
<td>Maximise results’ impact</td>
<td>Lead to new legislation or recommendations</td>
</tr>
<tr>
<td></td>
<td>Attract the best experts to your team</td>
<td>Allow other researchers to go a step forward</td>
<td>Lead to improved standardisation</td>
</tr>
<tr>
<td></td>
<td>Generate market demand</td>
<td>Contribute to the advancement of the state-of-the-art</td>
<td>For the benefit of innovation, the economy and the society</td>
</tr>
<tr>
<td></td>
<td>Raise awareness of how public money is spent</td>
<td>Make scientific results a common good</td>
<td>Help to tackle a problem and respond to an existing demand</td>
</tr>
<tr>
<td></td>
<td>Show the success of European collaboration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Legal Obligation</td>
<td>Article 38.1 of the Grant Agreement</td>
<td>Article 29 of the Grant Agreement</td>
<td>Article 28 of the Grant Agreement</td>
</tr>
</tbody>
</table>
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

\(^1\) Document produced within WP10.
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159
D10.2 – SHAPES Outreach, Dissemination and Communication Activities V1

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 focused 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.

² Document produced by the SHAPES Coordination.
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” (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.

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159
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](image)

*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).

![Initial SHAPES logo](image)

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.

![Final design of the SHAPES logo](image)

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

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\(^5\) Ireland’s national sight loss agency.

\(^6\) NGO providing support services for people with disabilities.

\(^7\) NGO seeking to ensure inclusivity and accessibility.

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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).
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 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.

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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 concerning 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.

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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.

![PowerPoint template example](image)

**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).

![E-mail signature example](image)

**Figure 9 Grey 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 website9.

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This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159
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 website10.

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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

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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. 

![Brochure of SHAPES](image)

**PROJECT DATA**

**PROGRAMME:** H2020-EU.3.7.4.1 – Active ageing, independent and assisted living and H2020-EU.2.2.1.12 – Future Internet: Software, hardware, infrastructures, Technologies and services.

**TYPE OF ACTION:** Innovation Action

**DURATION:** 48 months (1 Nov 2019 – 31 Oct 2023)

**PROJECT BUDGET:** € 20 344 318.75

**CONSORTIUM:** 36 partners from 14 European countries

**COORDINATOR:** Maynooth University

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

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 commercial 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.

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.
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.
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.
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. 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:  
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 website13. 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.

13 eNewsletter #2 available at: https://shapes2020.eu/?na=view&id=12
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. 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

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

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.

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).

\[16\] Video available at: https://www.youtube.com/watch?v=_iA3yl0mo40&list=PLElWJ9_RhM36mOShfYHToFYRyZ6iQ3Hi6&index=4
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.
4.5.1.1.2 SHAPES Dialogue Workshop #2

On October 29, 2020, CCS hosted the 2\textsuperscript{nd} 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\textsuperscript{®} 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: \url{https://www.youtube.com/watch?v=9ZZddBtLxvc&ab_channel=SHAPES2020}

The workshop was organised by CCS, with the support of AGE Platform Europe (AGE).
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.
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](https://www.youtube.com/watch?v=fiEAY2BJOLU&t=12s)
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](https://www.youtube.com/watch?v=fiEay2BJOLU&t=12s)

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159
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=hJE3kBPPpyk.

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23 Video available at: https://www.youtube.com/watch?v=fiEAY2BjOLU&t=12s

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

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

24 Video available at: https://www.youtube.com/watch?v=fiEAY2BiOLU&t=12s

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159
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](image)

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.

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159
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](image)

### 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. To produce the video, a script was written, proofread, and validated by the WP10 partners and the coordination:

**SHAPES Video #1 – Script**

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

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 homepage27 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:

26 Video available at: https://www.youtube.com/watch?v=MUCFnypRy1g&list=PLEIWJ9_RhM36S4bgShmuT0ky67_SYGC H1&index=3&t=100s

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

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

![Video Player]

*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\(^\text{28}\), this video explains the SHAPES project in international

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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**

### 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.

---

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

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

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

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

<table>
<thead>
<tr>
<th>Scene</th>
<th>Narration Time</th>
<th>Narration Script</th>
<th>Graphics</th>
<th>Audio description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5s</td>
<td>SHAPES – Smart &amp; Healthy Ageing through People Engaging in Supportive Systems</td>
<td>(Opening scene) SHAPES logo</td>
<td>SHAPES logo SHAPES – Smart &amp; Healthy Ageing through People Engaging in Supportive Systems</td>
</tr>
<tr>
<td>2</td>
<td>10s</td>
<td>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</td>
<td>Animation of the digital ecosystem and older persons interacting with technologies.</td>
<td>(Audio description of the image on the screen) + narration script</td>
</tr>
<tr>
<td>3</td>
<td>10s</td>
<td>This ecosystem will be mediated by technology and will allow in-home and local community environments to interact with health and care networks.</td>
<td>Animation of older persons interacting with technologies.</td>
<td>(Audio description of the image on the screen) + narration script</td>
</tr>
<tr>
<td>4</td>
<td>15s</td>
<td>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.</td>
<td>Animations with several older persons and show the EU map, highlighting only the countries where the SHAPES pilots will take place.</td>
<td>(Audio description of the image on the screen) + narration script</td>
</tr>
<tr>
<td>5</td>
<td>10s</td>
<td>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.</td>
<td>Animations of the different types of digital solutions.</td>
<td>(Audio description of the image on the screen) + narration script</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Pilot Theme 1</strong> 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.</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>15s</td>
<td><strong>Pilot Theme 1</strong> 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.</td>
<td><em>(Audio description of the image on the screen)</em> + narration script</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Pilot Theme 2</strong> 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.</td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>15s</td>
<td><strong>Pilot Theme 2</strong> 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.</td>
<td><em>(Audio description of the image on the screen)</em> + narration script</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Pilot Theme 3</strong> will focus on “Medicine Control and Optimisation” and will validate an in-home decompensation prediction tool for heart failure patients</td>
<td>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),</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>10s</td>
<td><strong>Pilot Theme 3</strong> will focus on “Medicine Control and Optimisation” and will validate an in-home decompensation prediction tool for heart failure patients</td>
<td><em>(Audio description of the image on the screen)</em> + narration script</td>
<td></td>
</tr>
</tbody>
</table>

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

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”.
| 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: | SHAPES logo  
*On-screen text:* For more details and updates visit:  
(Social media logos) | SHAPES logo  
For more details and updates visit:  
WordPress logo |

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.shapes2020.eu">www.shapes2020.eu</a> @SHAPESH2020 @H2020Shapes @shapesh2020</td>
<td>Facebook logo @SHAPESH2020 LinkedIn logo @shapesh2020 Twitter logo @H2020Shapes Instagram logo @shapesh2020 YouTube logo SHAPES 2020 channel</td>
</tr>
</tbody>
</table>
| 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.
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.


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


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 Informationen und die Anmeldung wenden Sie sich bitte an Herrn Philipp Franke telefonisch unter 0351-438-3176 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 (HoCare20) die Stärkung psychischer Gesundheit und Gewaltprävention in der zweiten Lebenshälfte (GA-TREEKEEPER) und der Entwicklung digitaler Lösungen für gesundes Altern in eigenem Zuhause (SHAPES) ab.

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).
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.
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.

![Open calls page layout](image)

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.

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

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

LinkedIn® is the third most followed profile of SHAPES, counting 265 connections – Figure 53.

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.
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**

<table>
<thead>
<tr>
<th>Function</th>
<th>Followers</th>
<th>% of Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>35</td>
<td>15.56%</td>
</tr>
<tr>
<td>Research</td>
<td>31</td>
<td>13.78%</td>
</tr>
<tr>
<td>Business Development</td>
<td>26</td>
<td>11.56%</td>
</tr>
<tr>
<td>Engineering</td>
<td>23</td>
<td>10.22%</td>
</tr>
<tr>
<td>Program and Project Management</td>
<td>20</td>
<td>8.89%</td>
</tr>
<tr>
<td>Operations</td>
<td>14</td>
<td>6.22%</td>
</tr>
<tr>
<td>Information Technology</td>
<td>11</td>
<td>4.89%</td>
</tr>
<tr>
<td>Consulting</td>
<td>10</td>
<td>4.44%</td>
</tr>
<tr>
<td>Healthcare Services</td>
<td>9</td>
<td>4%</td>
</tr>
<tr>
<td>Marketing</td>
<td>7</td>
<td>3.11%</td>
</tr>
</tbody>
</table>

*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**

<table>
<thead>
<tr>
<th>Location</th>
<th>Followers</th>
<th>% of Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cologne Area, Germany</td>
<td>12</td>
<td>7.32%</td>
</tr>
<tr>
<td>Barcelona Area, Spain</td>
<td>11</td>
<td>6.71%</td>
</tr>
<tr>
<td>Aveiro Area, Portugal</td>
<td>10</td>
<td>6.1%</td>
</tr>
<tr>
<td>Lisbon Area, Portugal</td>
<td>9</td>
<td>5.49%</td>
</tr>
<tr>
<td>Porto Area, Portugal</td>
<td>9</td>
<td>5.49%</td>
</tr>
<tr>
<td>Brussels Area, Belgium</td>
<td>6</td>
<td>3.66%</td>
</tr>
<tr>
<td>Madrid Area, Spain</td>
<td>6</td>
<td>3.66%</td>
</tr>
<tr>
<td>Palma Area, Spain</td>
<td>6</td>
<td>3.66%</td>
</tr>
<tr>
<td>London, United Kingdom</td>
<td>5</td>
<td>3.05%</td>
</tr>
<tr>
<td>Helsinki Area, Finland</td>
<td>5</td>
<td>3.05%</td>
</tr>
</tbody>
</table>

*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.
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)

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159
From the total of followers, 60.8% are women and 39.2% are men. 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 chart](image)

*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 chart](image)

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

YouTube® channel is the less followed profile of SHAPES, counting 52 followers – Figure 63.

![YouTube Channel](https://i.imgur.com/52d.png)

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

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.

<table>
<thead>
<tr>
<th>Video</th>
<th>Average view duration</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Welcome to SHAPES Project</td>
<td>1:57 (38.2%)</td>
</tr>
<tr>
<td>2</td>
<td>SHAPES Dialogue Workshop</td>
<td>26:27 (25.4%)</td>
</tr>
<tr>
<td>3</td>
<td>#2 SHAPES Dialogue Workshop</td>
<td>1:08 (1.0%)</td>
</tr>
<tr>
<td>4</td>
<td>Welcome to SHAPES Project</td>
<td>1:40 (22.6%)</td>
</tr>
<tr>
<td>5</td>
<td>#1 SHAPES Dialogue Workshop ENG</td>
<td>2:40 (1.9%)</td>
</tr>
</tbody>
</table>

Figure 64 YouTube® top videos preview (25/10/2021)
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159
UA is a partner in one of the largest H2020 projects supporting healthy and active aging

The University of Aveiro (UA), through CINTEIS, DigMedia, IEETA and DIGOCPR, is one of the 36 partners of the SHAPES - Smart and Healthy Ageing through People Engaging in Supportive Systems project, an Innovation Action under the European Research & Innovation Program Horizon 2020. The project aims to create an integrated platform that will provide older people, their caregivers (informal) and health professionals with a set of integrated digital solutions.

Figure 66 SHAPES press mention on Journal UA online 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),
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159
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”\textsuperscript{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.

\textsuperscript{32} Document produced under the WP10.

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159
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
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>
<thead>
<tr>
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<th>DW 1</th>
<th>DW 2</th>
<th>DW 3</th>
<th>DW 4</th>
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<tr>
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<tr>
<td>External</td>
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<td>69</td>
<td>120</td>
<td>195</td>
</tr>
<tr>
<td>participants</td>
<td></td>
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</tr>
</tbody>
</table>

Details of each workshop will be provided in “D10.6 – SHAPES Dialogue Workshops” (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.
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 ensure 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.
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:


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


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>
<thead>
<tr>
<th>Date</th>
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<th>Title</th>
<th>Authors</th>
<th>Title of the Journal/Proc./Book</th>
<th>DOI</th>
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<td>08/01/2020</td>
<td>Article in Journal</td>
<td>Online training and support program (iSupport) for</td>
<td>Soraia Teles, Constança Paúl</td>
<td>BMC Geriatrics</td>
<td><a href="https://doi.org/10.186/s128">https://doi.org/10.186/s128</a></td>
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informal dementia caregivers: protocol for an intervention study in Portugal

05/02/2020 Conference Paper
An Affective-computing Approach to Provide Enhanced Learning Analytics
12th International Conference on Computer Supported Education
10.5220/0009368401630170

25/06/2020 Article in Journal
SHAPES Cyber Secure HealthCare Platform in Digital Environments
Jyri RAjamäki
WSEAS Transactions on Communications
https://doi.org/10.3794/23204.2020.19.3

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
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/electr...
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<th>Authors</th>
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<td>Experts Evaluation of Usability for Digital Solutions Directed at Older Adults: a Scoping Review of Reviews</td>
<td>Anabela G. Silva; Ana Isabel Martins; Hilma Carava; Ana Margarida Almeida; Telmo Silva; Óscar Ribeiro; Gonçalo Santinha; Nelson P Rocha</td>
<td>9th International Conference on Software Development and Technologies for Enhancing Accessibility and Fighting Info-exclusion (DSAI 2020)</td>
<td><a href="https://doi.org/10.145/3439231.3439238">https://doi.org/10.145/3439231.3439238</a></td>
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<td>12/01/2021</td>
<td>Article in Journal</td>
<td>Shaping the Future of Digitally Enabled Health and Care</td>
<td>Maureen Spargo, Nicola Goodfellow, Claire Scullin, Sonja Grigoleit, Andreas Andreou, Constandinos X. Mavromoustakis, Bábara Guerra, Marco Manso, Nekane Larburu, Óscar Villacañas, Glenda Fleming, Michael Scott</td>
<td>Pharmacy</td>
<td><a href="https://doi.org/10.3390/pharmacy9010017">https://doi.org/10.3390/pharmacy9010017</a></td>
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<td>15/04/2021</td>
<td>Publication in Conference</td>
<td>Robot to support older people to live independently</td>
<td>Sara Cooper, Óscar Villacañas, Luca Marchionni, Francesco Ferro</td>
<td>Cornell University</td>
<td>arXiv:2104.07799</td>
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<td>Type</td>
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<tr>
<td>28/04/2021</td>
<td>Conference Paper</td>
<td>Older adult engagement in user-centered, innovative digital solutions for active and healthy ageing</td>
<td>Maria Metaxa, Ioanna Dratsiou, Evangelia Romanopoulou, Panagiotis Bamidis</td>
<td>Abstracts of the 16th International E-Congress of the European Geriatric Medicine Society. <a href="https://doi.org/10.1007/s41999-020-00428-6">link</a></td>
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<td>Book chapter</td>
<td>Intelligently Reduce Transportation’s Energy Consumption</td>
<td>Constandinos X. Mavromoustakis, Bárbara Guerra, Marco Manso, Nekane Larburu, Óscar Villacañas, Glenda Fleming and Michael Scott</td>
<td>Intelligent Technologies for Internet of Vehicles <a href="https://doi.org/10.1007/978-3-030-76493-7_9">link</a></td>
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<td>09/08/2021</td>
<td>Conference Paper</td>
<td>Leveraging common sense reasoning towards a smarter Smart Home</td>
<td>Ms. Rubio Ruiz, Mr. David Villa Alises, Mr. Rubén Cantarero Navarro, Ms. María José Santofimia Romero, Mr. Javier Dorado Chaparro, Mr.</td>
<td>International Conference on Knowledge-Based and Intelligent Information &amp; Engineering Systems (KES 2021)</td>
<td><a href="https://doi.org/10.1016/j.procs.2021.08.069">https://doi.org/10.1016/j.procs.2021.08.069</a></td>
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<td>Conference</td>
<td>An open and private-by-design Active and Healthy Ageing smart home platform</td>
<td>Llumiguano H.; Espinosa M.; Jiménez S.; Fernández-Bermejo J.; del Toro X.; López J.C</td>
<td>International Conference on Knowledge-Based and Intelligent Information &amp; Engineering Systems (KES 2021)</td>
<td>To be published</td>
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</table>

### 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.

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<td>28/05/2019</td>
<td>Invited Presentation</td>
<td>Ethnography, Design &amp; Ageing-in-Place, “Debating Ageing” Lecture Series, Conway Institute, University College Dublin, Ireland</td>
<td>Academics, practitioners, general</td>
<td><a href="https://www.ucd.ie/humanities/events/debatingaging/">https://www.ucd.ie/humanities/events/debatingaging/</a></td>
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<td>30/10/2019</td>
<td>Plenary Presentation</td>
<td>Human Centred Design for Aging-in-Place Future Technologies for Integrated Care Network annual conference, Tokyo Japan</td>
<td>Academics, practitioners, general</td>
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<td>04/11/2019</td>
<td>Invited seminar</td>
<td>Social Science and Connected Environments</td>
<td>Tsuda University Seminar, Tokyo</td>
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<td>09/02/2020</td>
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<td>An outlook of smart and healthy aging in the presence of serious games and AI</td>
<td>11th Hellenic Conference on Artificial Intelligence</td>
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<td>Business Anthropology in the Digital Age.</td>
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<td>27/05/2020</td>
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<td>Translating Research into Real World Impact</td>
<td>Practitioners and Policy Makers in the field of ageing and standards</td>
<td><a href="https://www.agileageing.org/page/iso-discussion-workshop-agenda/">https://www.agileageing.org/page/iso-discussion-workshop-agenda/</a></td>
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<td>29/05/2020</td>
<td>Participation in a workshop</td>
<td>Ideas and Projects for Health and Social Care services 2.0</td>
<td>General Public</td>
<td><a href="http://www.at4inclusion.org/2020/05/wecaremore-webinar/">http://www.at4inclusion.org/2020/05/wecaremore-webinar/</a></td>
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<tr>
<td>23/06/2020</td>
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<td>Ethnography, IoT and Age-Friendly Sustainable Societies</td>
<td>PhD supervisors and students</td>
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<td>25-26/06/2020</td>
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<td>SHAPES Secure Cloud Platform for HealthCare Solutions and Services</td>
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<td>22/07/2020</td>
<td>Conference Presentation</td>
<td>The Ethnographer, the Engineer and the Clinician</td>
<td>Academics, practitioners, general</td>
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<td>02/09/2020</td>
<td>Participation to a conference</td>
<td>What are critical success factors in orchestration of multistakeholder innovation ecosystems @Digitgal Living Lab Days 20, Dr. Tuija Hirvikoski</td>
<td>Virtual</td>
<td>Scientific community (higher education, Research)</td>
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<td>03/09/2020</td>
<td>Participation to a workshop</td>
<td>Debate on social innovation &amp; digital rights @DLLD20, Dr. Tuija Hirvikoski</td>
<td>Virtual</td>
<td>Scientific community (higher education, Research)</td>
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<tr>
<td>06/09/2020</td>
<td>Conference Presentation</td>
<td>Human-Centred Design for Ageing-in-Place</td>
<td>Japan Society for the Promotion of Science Seminar on Technology-supported Community Care in Japan and Ireland, University College Dublin.</td>
<td>Academics, practitioners, general</td>
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<td>SHAPES project acknowledgment in paper presentation</td>
<td>IEEE International Workshop on Computer Aided Modeling and Design of Communication Links and Networks 14-</td>
<td>Scientific community (higher education, Research)</td>
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<td>Scientific community (higher education, Research)</td>
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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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<td>Presentation at Conference</td>
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<td>Participation to a conference</td>
<td>Independent or Interdependent Living?</td>
<td>Maynooth University</td>
<td>Immunology and Healthcare PG students</td>
<td></td>
</tr>
<tr>
<td>14/01/2021</td>
<td>Presentation; Education</td>
<td>“Reshaping the SHAPES project in the COVID-19 era&quot;</td>
<td>MU; Winterschool</td>
<td>Academic, students</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Event Description</td>
<td>Details</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>--------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>03/03/2021</td>
<td>Organisation of a Conference</td>
<td>SHAPES T9.1 3rd think tank at 12th CCS Partner Dialogue Conference and associated advertising on social media</td>
<td>Online</td>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>25/03/2021</td>
<td>Presentation at Conference</td>
<td>Presentation at Conference DINE (Digital Impact and Networking Event)</td>
<td>Policy makers</td>
<td><a href="https://spidercenter.org/dine/#day%201">https://spidercenter.org/dine/#day%201</a></td>
<td></td>
</tr>
<tr>
<td>08/04/2021</td>
<td>Organisation of a Workshop</td>
<td>SHAPES advertised at the Council of Administration of AGE Platform Europe</td>
<td>Online</td>
<td>Civil Society</td>
<td></td>
</tr>
<tr>
<td>21/04/2021</td>
<td>Participation to a workshop</td>
<td>ARI Assistive Robot Online</td>
<td>General Public</td>
<td><a href="https://aaate.net/2021/02/28/virtual-workshops-series-on-emerging-assistive-technology/">https://aaate.net/2021/02/28/virtual-workshops-series-on-emerging-assistive-technology/</a></td>
<td></td>
</tr>
<tr>
<td>21/05/2021</td>
<td>Participation to a workshop</td>
<td>Presentation of SHAPES at WHO DATA webinar Webinar</td>
<td>Policy makers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>28/05/2021</td>
<td>Participation in activities organized jointly with</td>
<td>SHAPES presented at IN-4-AHA webinar Senior Empowerment: Webinar</td>
<td>Scientific community (higher)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity Description</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>16/06/2021</td>
<td>Participation to a conference</td>
<td>Presentation of pilots and SHAPES in general at SMARTER LIVES CON</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Online Conference</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General Public</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="https://www.airmeet.com/event/a8006a10-a833-11eb-b7ca-11d7a238e328?exhibitorToken=2f7b4eaf-6996-4605-872a-015c5739ff48dl=XYJlbmEuYm9vdGgvNjBMGIxYVIYzY0MiMyZTjODMwN2Fi">https://www.airmeet.com/event/a8006a10-a833-11eb-b7ca-11d7a238e328?exhibitorToken=2f7b4eaf-6996-4605-872a-015c5739ff48dl=XYJlbmEuYm9vdGgvNjBMGIxYVIYzY0MiMyZTjODMwN2Fi</a></td>
</tr>
<tr>
<td>21/06/2021</td>
<td>Conference Presentation</td>
<td>Wearing Purple and the Terms Under which we become “Old”.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Conference Helsinki, Finland; online</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social sciences, academic across Europe</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="https://www.siefhome.org/congresse/sief2021/panels#9547">https://www.siefhome.org/congresse/sief2021/panels#9547</a></td>
</tr>
<tr>
<td>24-25/06/2021</td>
<td>Participation to a conference</td>
<td>ECCWS 2021: 20th European Conference on Cyber Warfare and Security</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Online Conference</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Academic scholars, military personnel, practitioners and general public</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="https://www.academic-conferences.org/confrences/eccws/">https://www.academic-conferences.org/confrences/eccws/</a></td>
</tr>
<tr>
<td>8-10/9/2021</td>
<td>Organisation of an invited session under</td>
<td>KE2021 25th International Conference on Knowledge-Based and Intelligent Information &amp; Engineering Systems</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Conference</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Scientific community (higher education, Research)</td>
</tr>
<tr>
<td>29/09/2021-1/11/2021</td>
<td>Participation to a conference</td>
<td>DIGILIENCE 2021: Digital Transformation,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Conference Veliko Tarnovo, Bulgaria</td>
</tr>
<tr>
<td></td>
<td></td>
<td><a href="https://www.digilience.org/digilience">https://www.digilience.org/digilience</a></td>
</tr>
<tr>
<td>Time</td>
<td>Event Description</td>
<td>Location</td>
</tr>
<tr>
<td>-----------</td>
<td>-----------------------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>4.9. klo 11-12.30 CET</td>
<td>Participation to a workshop</td>
<td>Cyber Security and Resilience</td>
</tr>
</tbody>
</table>

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
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

<table>
<thead>
<tr>
<th></th>
<th>May 2021 – June 2021</th>
<th>Lifetime Total – October 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>15.889</td>
<td>114.028</td>
</tr>
<tr>
<td>Unique visitors</td>
<td>6.646</td>
<td>45.971</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>PAGE FOLLOWERS</th>
<th>PAGE LIKES</th>
<th>GENDER</th>
<th>AGE*</th>
<th>COUNTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>September 30</strong>&lt;br&gt;301 followers</td>
<td><strong>September 30</strong>&lt;br&gt;288 page likes</td>
<td>60% Female&lt;br&gt;38% Male</td>
<td>29% 25-34 years&lt;br&gt;29% 35-44 years&lt;br&gt;21% 45-54 years&lt;br&gt;10% 55-64 years&lt;br&gt;5% 18-24 years</td>
<td>1- Portugal (145)&lt;br&gt;2- Greece (51)&lt;br&gt;3- Finland (22)&lt;br&gt;4- Spain (16)&lt;br&gt;5- Czech Republic (11)</td>
</tr>
<tr>
<td><strong>October 26</strong>&lt;br&gt;307 followers&lt;br&gt;(6 new followers)</td>
<td><strong>October 26</strong>&lt;br&gt;293 page likes&lt;br&gt;(5 new likes)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>TOTAL LIKES</th>
<th>NUMBER OF TWEETS</th>
<th>TOTAL IMPRESSIONS</th>
<th>TOTAL ENGAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>145</td>
<td>26</td>
<td>10,200</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL FOLLOWERS</th>
<th>TOTAL RETWEETS</th>
<th>TOTAL REPLIES</th>
<th>TOTAL LINK CLICKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 30</td>
<td>624 followers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October 26</td>
<td>643 followers</td>
<td>61</td>
<td>64</td>
</tr>
</tbody>
</table>

(19 new followers)

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

<table>
<thead>
<tr>
<th>Date: October 14</th>
<th>Date: October 13</th>
<th>Date: October 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweet permalink</td>
<td>Tweet permalink</td>
<td>Tweet permalink</td>
</tr>
<tr>
<td>Impressions: 2,292</td>
<td>Impressions: 1,136</td>
<td>Impressions: 1,118</td>
</tr>
<tr>
<td>Engagements: 131</td>
<td>Engagements: 84</td>
<td>Engagements: 18</td>
</tr>
<tr>
<td>Likes: 29</td>
<td>Likes: 13</td>
<td>Likes: 4</td>
</tr>
<tr>
<td>Retweets: 18</td>
<td>Retweets: 12</td>
<td>Retweets: 2</td>
</tr>
<tr>
<td>Replies: 0</td>
<td>Replies: 1</td>
<td>Replies: 0</td>
</tr>
<tr>
<td>Link Clicks: 10</td>
<td>Link Clicks: 12</td>
<td>Link Clicks: 4</td>
</tr>
<tr>
<td>Profile clicks: 5</td>
<td>Profile clicks: 4</td>
<td>Profile clicks: 0</td>
</tr>
</tbody>
</table>

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).

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

- CONNECTIONS

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

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

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

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

<table>
<thead>
<tr>
<th>SHAPES KPIs</th>
<th>KPI Phase 1 – Awareness (November 2019 – October 2020)</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHAPE Website</td>
<td>Design website with key information and launch online</td>
<td>Website designed, launched and constantly updated and accessibility checked</td>
</tr>
<tr>
<td></td>
<td>1500 visits to the website; 500 unique visitors to the website</td>
<td>9.604 visits to the website; 3.607 unique visitors to the website</td>
</tr>
<tr>
<td>Social Media</td>
<td>Update social media profiles with project news, achievements and results</td>
<td>Social media profiles established and constantly updated</td>
</tr>
<tr>
<td></td>
<td>30 posts in Facebook®; 30 followers in Facebook®; 30 posts in LinkedIn® connections; 100 interactions in Twitter®; 30 followers in Twitter®; 30 posts in Instagram®; 30 followers in Instagram®;</td>
<td>117 posts in Facebook®; 237 followers in Facebook®; 92 posts in LinkedIn®; 134 LinkedIn® connections; 174 interactions in Twitter®; 402 followers in Twitter®; 66 posts in Instagram®; 73 followers in Instagram®;</td>
</tr>
<tr>
<td>Activity</td>
<td>SHAPES Outreach, Dissemination and Communication Activities</td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Participation to Conferences, Workshops, Exhibitions and Meetings</td>
<td>3 films in YouTube®</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8 films in YouTube®</td>
<td></td>
</tr>
<tr>
<td>Participation to Conferences, Workshops, Exhibitions and Meetings</td>
<td>7 participations in networking events</td>
<td></td>
</tr>
<tr>
<td></td>
<td>14 participations in networking events (face-to-face and online)</td>
<td></td>
</tr>
<tr>
<td>Dialogue with older individuals, caregivers and care providers</td>
<td>Contribute to project website with key information on prevailing awareness campaigns</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contribute to project website with key information on prevailing awareness campaigns</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6 post entries per campaign</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Facebook®: 35</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Twitter®: 51</td>
<td></td>
</tr>
<tr>
<td></td>
<td>LinkedIn®: 11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instagram®: 6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>YouTube®: 5</td>
<td></td>
</tr>
<tr>
<td>2 Dialogue Workshops</td>
<td>2 Dialogue Workshops</td>
<td></td>
</tr>
<tr>
<td>2 Awareness Campaigns</td>
<td>2 Awareness Campaigns</td>
<td></td>
</tr>
<tr>
<td>Training</td>
<td>Identification of training needs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Preparation of training materials</td>
<td></td>
</tr>
<tr>
<td></td>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>Links with Other Research Projects</td>
<td>2 cross-fertilisation activities with 3 H2020 actions</td>
<td>Synergies with Health Cluster - Large Scale Pilot projects (H2020 projects): joint dissemination activities</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-----------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Joint application for AAL Forum 2021 with 4 LSP projects</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Synergies exploration with H2020 IDIH project (international cooperation digital transformation healthy ageing)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>On-going calls</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KPIs COMM</th>
<th>Phase 1 – Awareness</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding</td>
<td>Create project branding and identity as required by partners</td>
<td>Designed and implemented accessible branding and visuals</td>
</tr>
<tr>
<td>Promotional materials</td>
<td>Create promotional materials (1 video, 1 brochure, 1 flyer, 1 poster)</td>
<td>10 accessible videos</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 brochure, 1 flyer, 1 poster – printable, online and editable versions accessible</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 beach flag</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 poster for the 2nd Dialogue Workshop</td>
</tr>
<tr>
<td>Distribute 150 materials in 2 events</td>
<td>The reduced/inexistent number of face-to-face events due to the pandemic global situation did not allow the distribution of promotional materials.</td>
<td></td>
</tr>
<tr>
<td>Mailing List and Newsletters</td>
<td>Create mailing list</td>
<td>Mailing list set up and subscription option available</td>
</tr>
<tr>
<td></td>
<td>Produce 2 newsletters</td>
<td>Produced 2 eNewsletters</td>
</tr>
<tr>
<td>Publications</td>
<td>4 project publications</td>
<td>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</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>SHAPES KPIs</th>
<th>KPI Phase 2 – Promotion (November 2020 – October 2021)</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHAPES Website</td>
<td>Design website with key information and launch online</td>
<td>Website designed, launched and constantly updated (Phase 2 focused on increasing the visual elements of the website)</td>
</tr>
<tr>
<td></td>
<td>5000 visits to the website; 2500 unique visitors to the website</td>
<td>113,202 visits to the website; 45,743 unique visitors to the website</td>
</tr>
<tr>
<td>Social Media</td>
<td>Update social media profiles with project news, achievements and results</td>
<td>Social media profiles constantly updated</td>
</tr>
<tr>
<td></td>
<td>150 posts in Facebook®; 100 followers in Facebook®;</td>
<td>196 posts in Facebook®; 334 followers in Facebook®;</td>
</tr>
<tr>
<td></td>
<td>100 posts in LinkedIn®; 150 LinkedIn® connections;</td>
<td>191 posts in LinkedIn®; 265 LinkedIn® connections;</td>
</tr>
<tr>
<td></td>
<td>200 interactions in Twitter®; 50 followers in Twitter®;</td>
<td>419 interactions in Twitter®; 643 followers in Twitter®;</td>
</tr>
<tr>
<td></td>
<td>80 posts in Instagram®; 50 followers in Instagram®;</td>
<td>160 posts in Instagram®; 108 followers in Instagram®;</td>
</tr>
<tr>
<td></td>
<td>5 videos in YouTube®</td>
<td>10 videos in YouTube®</td>
</tr>
<tr>
<td>Participation to Conferences, Workshops, Exhibitions and Meetings</td>
<td>10 participations in networking events</td>
<td>13 participations in networking events (face-to-face and online)</td>
</tr>
<tr>
<td>Dialogue with older individuals,</td>
<td>Contribute to project website with key information on prevailing awareness campaigns</td>
<td>Contribute to project website with key information on prevailing awareness campaigns</td>
</tr>
</tbody>
</table>

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159
<table>
<thead>
<tr>
<th>caregivers and care providers</th>
<th>6 post entries per campaign</th>
<th>Average of 12 posts per campaign and per social media (50+ posts/campaign)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Dialogue Workshops</td>
<td>4 Dialogue Workshops by October 2021</td>
<td></td>
</tr>
<tr>
<td>3 Awareness Campaigns</td>
<td>4 Awareness Campaigns</td>
<td></td>
</tr>
<tr>
<td>Training</td>
<td>Translation of training manuals to partners' languages</td>
<td>The training will be done face-to-face in the local language by the local pilot site.</td>
</tr>
<tr>
<td></td>
<td>Use of training materials in 3 pilot themes</td>
<td>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)</td>
</tr>
<tr>
<td>Other activities</td>
<td>Inclusion of SHAPES innovation in the EU Results Platform</td>
<td>Inclusion of the SHAPES innovation in the EU Results Platform is in progress</td>
</tr>
<tr>
<td>KPIs COMM</td>
<td>Phase 2 – Promotion</td>
<td>Progress</td>
</tr>
<tr>
<td>Branding</td>
<td>Revise branding and identity as required by partners</td>
<td>Revised accessible branding and improved visuals</td>
</tr>
<tr>
<td>Promotional materials</td>
<td>Update materials according to project feedback and adapted to the partners’ (sign) languages</td>
<td>6 accessible videos 1 brochure, 8 flyers, 1 poster – printable, online and editable versions accessible</td>
</tr>
<tr>
<td></td>
<td>Produce materials for Exploitation (1brochure, 1 flyer, 1 poster)</td>
<td>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</td>
</tr>
</tbody>
</table>
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159.

<table>
<thead>
<tr>
<th>Mailing List and Newsletters</th>
<th>Update mailing list</th>
<th>By October 2021, 557 total subscribers. With average 46.85% open rate over the course of 4 eNewsletters.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Produce 3 newsletters</td>
<td>Produced 2 eNewsletters and 1 Flash News</td>
<td></td>
</tr>
<tr>
<td>Publications</td>
<td>4 project publications</td>
<td>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)</td>
</tr>
</tbody>
</table>
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 Ethical issue and how we have taken this into account in this deliverable

<table>
<thead>
<tr>
<th>Ethical issue (corresponding number of D8.4 subsection in parenthesis)</th>
<th>How we have taken this into account in this deliverable (if relevant)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundamental Rights (3.1)</td>
<td>By making available non-stereotyped and fully accessible information.</td>
</tr>
<tr>
<td>Biomedical Ethics and Ethics of Care (3.2)</td>
<td>N / A</td>
</tr>
<tr>
<td>CRPD and supported decision-making (3.3)</td>
<td>N / A</td>
</tr>
<tr>
<td>Capabilities approach (3.4)</td>
<td>By making available non-stereotyped and fully accessible information.</td>
</tr>
<tr>
<td>Sustainable Development and CSR (4.1)</td>
<td>By making available information that respect and protect human rights.</td>
</tr>
<tr>
<td>Customer logic approach (4.2)</td>
<td>By making available fully accessible information.</td>
</tr>
<tr>
<td>Artificial intelligence (4.3)</td>
<td>N / A</td>
</tr>
<tr>
<td>Digital transformation (4.4)</td>
<td>By adopting a dissemination and communication strategy mainly based on technological supports</td>
</tr>
<tr>
<td>Privacy and data protection (5)</td>
<td>By avoiding disclosure of confidential and personal data and, as required and if needed, anonymising data.</td>
</tr>
<tr>
<td>Cyber security and resilience (6)</td>
<td>N / A</td>
</tr>
<tr>
<td>Digital inclusion (7.1)</td>
<td>N / A</td>
</tr>
<tr>
<td>The moral division of labor (7.2)</td>
<td>N / A</td>
</tr>
<tr>
<td>Care givers and welfare technology (7.3)</td>
<td>N / A</td>
</tr>
<tr>
<td>Movement of caregivers across Europe (7.4)</td>
<td>N / A</td>
</tr>
</tbody>
</table>

**Comments:** N / A
References


Annex 1 - Timeline of Phase 1

Throughout Phase 1: Awareness
November 2019 – October 2020

- 2nd Dialogue Workshop
- 2nd Awareness Campaign
- 7 participations in networking events
- 4 projects publications
- 2 cross fertilisation activities
- Preparing training materials
- October 2020

Continuous social media and website activity

January 2020
- Development contact lists
- 1st Brochure

February 2020
- Development social media
- 1st Poster

March 2020
- D10.1 Dissemination and Communication Strategy
- Website launch

April 2020
- Mailing list
- 1st Awareness Campaign

May 2020
- 1st Video

June 2020
- 1st Dialogue Workshop

July 2020
- 1st Newsletter

August 2020
- 2nd Newsletter
- September 2020
- October 2020

December 2019
- Finalisation contact lists
- New logo

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Annex 2 - Timeline of Phase 2

SHAPES outreach Phase 2: Promotion
November 2020 – October 2021

1st Video
2nd Video
1st Video
2nd Video
3rd Video
3rd Newsletter
3rd Dialogue Workshop
4th Video
4th Newslet
Flash News
2nd Brochure
2nd Poster
2nd Flyer
5th Video
4th Dialogue Workshop
4th Awareness Campaign
3rd Awareness Campaign
Continuous social media and website activity

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Annex 3 – SHAPES WP Leader Video Testimonial: Production Guide
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 video testimonial will collect an even 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.

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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)

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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.

2. **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?

3. **Text subtitles:** Texts used for each video scene – see the provided template ‘WP Leader Video Textnormal Subtitles’. The texts will allow to display video subtitles.

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.

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(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 scenes 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 minimum.

8. **Video quality**: Always use the higher quality of the computer camera.

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How to send the materials?

1. All materials should be uploaded in Teams, by following the path:
   - WP 10 -> Partners inputs -> E WP leader’s video background
   - 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:
   - info@uavr.pt
   - xavier@uav.pt
   - info@pattern.ua.pt

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Timeline

The materials should be uploaded according to the following timeline:

- WP1 – NUM: 15th February 2021
- WP2 – UP: 15th February 2021
- WP3 – NUM: 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

Facebook: @SHAPESH2020
Twitter: @H2020SHapes
LinkedIn: @shapesh2020
Instagram: @shapesh2020

© Icons by Freepik at https://www.flaticon.com/authors/freepik
and Pixel Perfect at https://www.flaticon.com/authors/pixel-perfect
Annex 4 – Guidelines to Organise Dialogue Workshops

How to organize a successful online conference with workshops in 70 days!

A Guide from the team that did it.
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
WORKSHOP GUIDE

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D−60 ............

SEND INVITATIONS, START PR ACTIVITIES
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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
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MAJOR DOUBLE-CHECK
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MAKE THE SCHEDULE FOR D-DAY
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MEET AT THE VENUE, TEST THE TECHNOLOGIES
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IT’S HAPPENING!
D DAY ............

TIME FOR FEEDBACK
D+3 ............

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DAYS D-70 TO D+3 IN DETAIL
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. [3] 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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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.
- 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 BCC 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 one place where all the materials will be collected (e.g., google drive, if not everyone has access to SHAPES Teams).

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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. Tiptip D-30 is recommended as the required date by the participants trigger some other services to be arranged for.
- Define a list of speakers and the topics to be covered. Tiptip 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**

### 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 (optical 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 email 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, load 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, sign language interpreters, 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**

**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.
- ★ Regularly update the list of registered participants, checking their needs - and act accordingly, if needed.

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D-35 / CHECK THE PROGRESS, PRAISE YOUR TEAM

TECHNICAL / ORGANISATIONAL ACTIONS

- Prepare some (audio)visual content for the “coffee breaks” (if any). This 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.

DEFINITE YOUR EVENT, GATHER YOUR TEAM
D-70
SPECIFY ACTIVITIES, REACH OUT TO CONTRACTORS
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**D-30 / HAVE ALL PRESENTATIONS PRE-RECORDED, INVESTIGATE YOUR SPEAKERS’ NEEDS FOR D-DAY**

**DEFINITE YOUR EVENT, GATHER YOUR TEAM**

**D-70**

**SPECIFY ACTIVITIES, REACH OUT TO CONTRACTORS**

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**SEND INVITATIONS, START PR ACTIVITIES**

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**PREPARE VISUAL IDENTITY, PROMOTE THE EVENT**

**D-45**

**CHECK THE PROGRESS, PRAISE YOUR TEAM**

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**MAKE ALL PRESENTATIONS PRE-RECORDED, INVESTIGATE YOUR SPEAKERS’ NEEDS FOR D-DAY**

**D-30**

**TRAIN YOUR TEAM IN USING ONLINE TECHNOLOGIES, CHECK MILESTONES**

**D-21**

**FINAL CHECKLIST AND SPEAKERSheten MAKE D-DAY CHECK**

**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**

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**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

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

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.
D-7 / MAJOR DOUBLE-CHECK

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 if 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, contact your speakers
Need 2-3 days
D-30
Train your team in using online technologies, check milestones
D-21

Checklists and spreadsheets until D-14
D-14

Make sure the event runs smoothly
D-1

It’s happening!
D-1

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

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!

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 :)

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D+3 / TIME FOR FEEDBACK

- 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-reviewed, interview your speakers,
  Need two D-7
  D-30
- Train your team in using online technologies, check milestones
  D-21
- Minimize checklists and spreadsheets two D-7; check
  D-14
- Make 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

★ Collect summaries from the speakers.
★ Collect feedback form.
★ Prepare a report based on the summaries!
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 backup 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

<table>
<thead>
<tr>
<th>TECHNOLOGY</th>
<th>READY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer connected to the charger</td>
<td></td>
</tr>
<tr>
<td>Use cable for internet connection</td>
<td></td>
</tr>
<tr>
<td>Headset connected</td>
<td></td>
</tr>
<tr>
<td>Telephone connected to the charger</td>
<td></td>
</tr>
<tr>
<td>Open FB/Messenger for team communication</td>
<td></td>
</tr>
</tbody>
</table>

## PHYSICAL AND MENTAL WELLBEING

<table>
<thead>
<tr>
<th>READY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water!!! Keep hydrating.</td>
</tr>
<tr>
<td>Snack? Cookie? Fruit?</td>
</tr>
<tr>
<td>Do powder your nose when you need to!</td>
</tr>
<tr>
<td>Stretch between workshops</td>
</tr>
</tbody>
</table>

## BEGINNING OF THE WORKSHOP

<table>
<thead>
<tr>
<th>READY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Say “we are going to wait a few more minutes”</td>
</tr>
<tr>
<td>Welcome - opening speech</td>
</tr>
<tr>
<td>Inform about recording</td>
</tr>
<tr>
<td>START RECORDING</td>
</tr>
</tbody>
</table>

## FOR TRANSCRIPTION / INTERPRETING

<table>
<thead>
<tr>
<th>READY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inform participants how to take advantage of transcription/interpreting services</td>
</tr>
<tr>
<td>Copy links for shared Google docs into the chat</td>
</tr>
</tbody>
</table>

## FOR THE TEAM

<table>
<thead>
<tr>
<th>READY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drop a line to your team at FB:</td>
</tr>
<tr>
<td>• OK, rolling!</td>
</tr>
<tr>
<td>• NOK, problem - help!</td>
</tr>
</tbody>
</table>
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857159.
Thank you

This guideline was created by:

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Annex 5 – SHAPES Website Article Template

SHAPES

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>
<thead>
<tr>
<th>PARTNER</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>DATE</td>
<td></td>
</tr>
<tr>
<td>ARTICLE TITLE</td>
<td></td>
</tr>
<tr>
<td>ARTICLE MAIN TEXT</td>
<td></td>
</tr>
<tr>
<td>ADDITIONAL HYPERLINKS (optional)</td>
<td></td>
</tr>
<tr>
<td>IMAGE(S) ALT TEXT (please identify the image file name and add a full description of the image)</td>
<td></td>
</tr>
</tbody>
</table>