



Dissemination and Communication

ehcoBUTLER Project
D7.2 – Annex 1

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1 Introduction

The consortium has identified various communication channels and related measurement indicators in order to assist the effort undertaken at the "T7.2 Dissemination and communication activity". These initially identified communication channels and the respective indicators of success are the following:

- International events and conferences
- International exhibitions and events of Horizon 2020
- Publications in scientific journals
- Online dissemination through internet
- Biomedical communities and social research networks
- ehcoBUTLER presentation materials
- Traditional communication channels
- Collaboration with other projects.

In the following pages, we provide a painstaking description of the activities conducted in 2015 by distinguishing the communication channel after careful consideration of indicators already selected in the DoA.

For each activity, we indicate:

- A progressive serial number (first row);
- Activity name (if applicable);
- Business model (see document);
- Partner name (i.e. who carried out the activity);
- Target audience;
- Event description and expected impacts;
- Link (if applicable);
- Date;
- Place (if applicable).

2 Communication channel: International Events and Conferences

During 2015, 7 activities have been performed under this category.

Activity number	1. International Events and Conferences
Event name	Mobile World Congress (MWC)
Business model	Telecare & telehealth
Partner Name	VIDAVO
Target Audience	Health care providers, Service & consultancy companies, Other associations, ICT/IT companies, telecom providers
Event description and related impacts	MWC is the world's largest gathering of the mobile industry. Vidavo participated in the Greek Pavilion, managed by the Hellenic Association of Mobile Application Companies (HAMAC) and presented its portfolio of mobile health services and relevant projects in which it is involved, including ehcoBUTLER. This activity enabled raising awareness about the project's objectives and potential in providing value-added services to elderly people with cognitive impairment through a novel ICT platform, thus increasing potential commercial impact by attracting relevant stakeholders who could be future clients of the platform.
Link	http://www.mobileworldcongress.com
Date	22/02/2015
Place	Barcelona, Spain

Activity number	2. International Events and Conferences
Event name	25th Annual Conference of Alzheimer Europe
Business model	Elderly centre/ Everyday life
Partner Name	INTRAS Foundation
Target Audience	Healthcare Authorities (national and local), Policy makers, GPs, Health care specialists, Health care providers, Social care providers, Universities/Research centres, Other associations, Conference Attendants
Event description and related impacts	The ehcoBUTLER project has been presented during the 25th Annual Conference of Alzheimer Europe entitled "Dementia: putting strategies and research into practice". Presentation focused on the project aim: reducing social exclusion, stimulating cognitive wellbeing, and promoting active and healthy ageing with ICT. The presentation received great attention from specialized, multidisciplinary & interdisciplinary community of specialists, researchers and policy makers.
Link	http://www.alzheimer-europe.org/Conferences
Date	04/09/2015
Place	Ljubljana, Slovenia

Activity number	3. International Events and Conferences
Event name	XXII World Alzheimer's Day
Business model	Elder centre
Partner Name	AIMA Napoli Onlus
Target Audience	Healthcare Authorities (national and local), Policy makers, Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Service & consultancy companies, Universities/Research centres, Other associations
Event description and Impacts	On the occasion of the XXII World Alzheimer's Day, during the conference "The needs of the person with dementia and his caregiver in Campania - 15 years after the light of new Alzheimer's regional Guidelines ", AIMA presented the ehcoBUTLER project. The Lawyer Faustini, member of the Ethics Committee of



	ehcoBUTLER, explains what are the objectives and challenges that this project aims to create, as well as the important role that will be covered by our association, our patients, from family and from all those who we argue. This activity aimed to present the project, the partners and the activities of ehcoBUTLER and to inform about the major aspects of the project and this can capture the attention of end-users and stakeholders.
Link	http://www.aimanapoli.it/mainportal/presentazione-del-progetto-ehcobutler-xxii-giornata-mondiale-alzheimer-convegno-18-settembre-2015/
Date	18/09/2015
Place	Agnano Terme, Italy

Activity number	4. International Events and Conferences
Event name	Conference of Gerontologists (ENEGG)
Business model	Elder centre/ Everyday life
Partner Name	INTRAS Foundation
Target Audience	Policy makers, Health care specialists, Social care providers, Universities/Research centres
Event description and impacts	EhcoBUTLER has been presented during the roundtable entitled "Welfare, Health and Mental Health" for an audience of specialists on ageing. Audience of specialists on ageing (social, health/care, research on ageing well) expressed a very favorable feedback on the proposed solution recognizing the project alignment with the users and welfare systems needs.
Link	https://www.ezconferences.com/confDesc?mapID=568
Date	28/11/2015
Place	Aveirp, Portugal.

Activity number	5. International Events and Conferences
Event name	Mental Health and Academic Conference Week
Business model	Elder centre/ Everyday life
Partner Name	INTRAS Foundation
Target Audience	Healthcare Authorities (national and local), Health care specialists, Health care providers, Social care providers, End-user organizations, Universities/Research centres
Event description and impacts	The ehcoBUTLER project has been presented during the Mental Health and Academic Conference Week, under the thematic "New technologies for an healthy ageing". Health professionals and social, health organizations, scientific community but was also generally opened to the community, with strong dissemination through elderly people and care communities. Around 200 attendants.
Link	
Date	10-12/03/2015
Place	Zamora, Spain.

Activity number	6. International Events and Conferences
Event name	Athens Science Festival
Business model	Telecare & telehealth
Partner Name	VIDAVO
Target Audience	Healthcare Authorities (national and local), Service & consultancy companies, Universities/Research centres, Other associations, Local society players, local and national authorities, citizens
Event description and impacts	Presentation of the company's know-how and research portfolio in the frame of the "The Future of Health is Digital" session. ehcoBUTLER was presented to relevant stakeholders active on a local or national level, increasing potential commercial impact.
Link	http://www.athens-science-festival.gr/festival/



Date	19/03/2015
Place	Athens, Greece

Activity number	7. International Events and Conferences
Event name	Scientific international workshop, University of Haifa
Business model	Public organization
Partner Name	CLALIT
Target Audience	Academics and practitioners: US, Europe and Israel
Event description and impacts	Inclusion of ehcoButler in overview of national /international health promotion initiatives in Israel for elderly
Link	
Date	9/06/2015
Place	Haifa, Israel

3 Communication channel: International exhibitions and events of Horizon2020

During 2015, 2 activities have been performed under this category

Activity number	8. International exhibitions and events of Horizon2020
Event name	International exhibitions and events of Horizon 2020
Business model	Elder centre/ Telecare & telehealth/ Everyday life / Public organization
Partner Name	EVERIS SPAIN SLU
Target Audience	H2020 ICT-related projects with a significant societal dimension, Project Officers from the European Commission, RRI “enabling projects” supported by European Commission DG RTD through the Science with and for Society programme (SWAFS)
Event description and impacts	RRI and SSH in ICT-related parts of "H2020 - Getting started". The objectives of the workshop where the following: - To create the RRI-ICT community, i.e. the community of those having a contribution to make in order to enact a responsible approach to ICT-related research and innovation. - Kick-start and shape the implementation of the Responsible Research and Innovation approach in ICT-related areas of H2020 This workshop was an opportunity to introduce the Project to other participants of the H2020 project as well as to create synergies and future collaborations with other projects.
Link	http://rri-ict-event.eu/
Date	08/07/2015
Place	Brussels, Belgium.

Activity number	9. Online dissemination through internet
Kind of activity	Outreach initiative
Business model	Public Organization
Partner Name	YourDATA
Target Audience	Healthcare Authorities (national and local), Policy makers, Health care specialists, End-user organizations, Service & consultancy companies, Universities/Research centres
Activity description and impacts	First ehcoButler Press Conference. This event has been organized to raise awareness of the project and start building the ehcoBUTLER stakeholders' community. It was a way to collect initial feedbacks from policy makers and health-social care providers/authorities. Town councillor Luigi Minerba said that this kind of project is very interesting for the City of Cagliari, that is already experiencing IT solutions for elderly people. Also, doctor Giua, chief of HLA of Sanluri, expressed her interest in a possible extension of the solution within Sardinian contest, strongly characterized by aging population. Last, Valenthja Carboni, from the company L.I.A. Ltd, expressed the interest of her company for innovative projects related to ehealth and asking for possible commercial cooperation.
Link	http://www.ehcoButler.eu/uncategorised/23th-june-2015-meeting-and-press-conference/ http://www.carbonia.net/progetto-ehcoButler-soluzioni-ict-in-grado-di-rallentare-lavanzamento-della-demenza-senile/ http://www.sardegnamecicina.it/content/ehcoButler-app-e-piattaforma-ict-migliorare-le-cure-degli-anziani-con-decadimento-cognitivo http://www.lagazzetta.eu/progetto-ehcoButler-per-rallentare-lavanzamento-della-demenza-senile/ http://cagliari.globalist.it/Detail_News_Display?ID=121482&typeb=0 https://www.evensi.com/press-conference-ehcoButler-soluzioni-ict-per-il/154864165 http://www.sardegnaRicerca.it/index.php?xsl=370&s=282950&v=2&c=3169&n



	c=1&sc=&qr=1&qp=2&vd=2&t=3&sb=1
Date	23/06/2015

4 Communication channel: Publications in scientific journals

During 2015, 3 activities have been performed under this category

Activity number	10. Publication in scientific journals
Title	Validation and home use of ehcoBUTLER among elderly referred through the primary health care providers.
Journal	Peer reviewed journal in the field of health promotion
Author	Diane Levin-Zamir
Business model	Public organization
Partner Name	Clalit
Target Audience	Health care specialists and scientific community
Impacts	Wider dissemination through scientific community
Link	
Date	

Activity number	11. Publication in scientific journals
Title	Self – efficacy and digital literacy among elders using innovative digital platform for health promotion
Journal	Peer reviewed journal in the field of gerontology/public health
Author	Yael Reichental
Business model	Public organization
Partner Name	Clalit
Target Audience	Health care specialists and scientific community
Impacts	Wider dissemination through scientific community
Link	
Date	

Activity number	12. Publication in scientific journals
Title	The usability issues of ehcoBUTLER system
Journal	Scientific Journal related with medicine and technology (e.g. Telemedicine and E-Health, or Journal of Telemedicine and Telecare).
Author	
Business model	Public organization
Partner Name	CIBER
Target Audience	Scientific community, professionals from public and private sector.
Impacts	Wider dissemination through scientific community
Link	
Date	Work in progress

5 Communication channel: Online dissemination through internet

During 2015, 22 activities have been performed under this category

Activity number	13. Online dissemination through internet
Kind of activity	EhcoBUTLER web site
Business model	Public organization
Partner Name	YourDATA SRL
Target Audience	General public
Activity description and impacts	Wider dissemination about contents, objectives and results of the ehcoBUTLER project.
Link	www.ehcobutler.eu
Date	31/03/2015

Activity number	14. Online dissemination through internet
Kind of activity	EhcoBUTLER Logo
Business model	Public organization
Partner Name	YourDATA SRL
Target Audience	General public
Activity description and impacts	EhcoBUTLER logo, developed in cooperation with every partner.
Link	
Date	28/02/2015

Activity number	15. Online dissemination through internet
Kind of activity	Press release
Business model	Public organization
Partner Name	YourDATA SRL
Target Audience	General public
Activity description and impacts	First ehcoBUTLER press release in Italian, English and Spanish version; prepared with cooperation of EVERIS. Wider dissemination about contents, objectives and results of the ehcoBUTLER project.
Link	http://ehcobutler.eu/wp-content/uploads/2016/11/press_release_final_en.pdf http://ehcobutler.eu/wp-content/uploads/2016/11/press_release_final-it.pdf
Date	28/02/2015

Activity number	16. Online dissemination through internet
Kind of activity	Press dossier
Business model	Public organization
Partner Name	YourDATA SRL
Target Audience	External events participants.
Activity description and impacts	Press Dossier submitted to each Meeting participant. Prepared in cooperation with EVERIS in Italian and English version.
Link	http://ehcobutler.eu/wp-content/uploads/2016/11/ehcoBUTLER_OTH_Press_Dossier_June_2015-ENG.pdf http://ehcobutler.eu/wp-content/uploads/2016/11/ehcoBUTLER_OTH_Press_Dossier_June_2015-ita.pdf
Date	31/05/2015

Activity number	17. Online dissemination through internet
Kind of activity	Press release
Business model	Public organization
Partner Name	CIBER
Target Audience	General public
Activity description and impacts	Information about the ehcoBUTLER project. Project Presentation.
Link	http://www.ciberobn.es/noticias/el-proyecto-ehcobutler-desarrolla-una-plataforma-de-e-salud-que-frena-el-deterioro-cognitivo-de-los-mayores
Date	18/03/2015

Activity number	18. Online dissemination through internet
Kind of activity	Press release
Business model	Public organization
Partner Name	YourDATA SRL
Target Audience	General public
Activity description and impacts	Second ehcoBUTLER press release which informs about First General Meeting of Cagliari. Wider dissemination about contents, objectives and results of the ehcoBUTLER project.
Link	http://ehcobutler.eu/wp-content/uploads/2016/11/Second-Press-Release_it.pdf
Date	31/05/2015

Activity number	19. Online dissemination through internet
Kind of activity	Press release
Business model	Public organization
Partner Name	YourDATA SRL
Target Audience	General public
Activity description and impacts	Third ehcoBUTLER press release which informs about First ehcoBUTLER Press Conference. Wider dissemination about contents, objectives and results of the ehcoBUTLER project.
Link	http://ehcobutler.eu/wp-content/uploads/2016/11/PRESS-RELEASE-POST-CONFERENCE.pdf
Date	24/06/2015

Activity number	20. Online dissemination through internet
Kind of activity	Press release
Business model	Elder centre
Partner Name	AIMA Napoli Onlus
Target Audience	Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Other associations
Activity description and impacts	News about the first meeting of the European project ehcobutler. This activity allows to present the project that is beginning especially to users we may participate in the trial. The AIMA website is followed by about 120 people a day.
Link	http://www.aimanapoli.it/mainportal/primo-meeting-del-progetto-ehcobutler-a-siviglia/
Date	31/01/2015

Activity number	21. Online dissemination through internet
Kind of activity	Press release
Business model	Elder centre/ Telecare & telehealth/ Everyday life / Public organization
Partner Name	EVERIS SPAIN SLU



Target Audience	Healthcare Authorities (national and local), Health care providers, End-user organizations, Service & consultancy companies
Activity description and impacts	Press release indicating the launch of the ehcoBUTLER project coordinated by everis through everis' website. Project awareness
Link	http://www.everis.com/spain/es-ES/sala-de-prensa/noticias/Paginas/ehcobutler-everis-health.aspx
Date	03/02/2015

Activity number	22. Online dissemination through internet
Kind of activity	Press release
Business model	Elder centre/ Everyday life
Partner Name	INTRAS Foundation
Target Audience	Healthcare Authorities (national and local), Policy makers, Health insurance companies, GPs, Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Service & consultancy companies, Universities/Research centres, Other associations
Activity description and impacts	Release general information about the start of the project through the network of interest. The press release was taken by different digital magazines spreading the project details locally, regionally and at a national level.
Link	http://www.intras.es/index.php/actualidad/sala-de-prensa/notas-de-prensa/file/80-intras-desarrolla-en-castilla-y-leon-una-plataforma-de-e-salud-para-retrasar-el-deterioro-cognitivo
Date	02/03/2015

Activity number	23. Online dissemination through internet
Kind of activity	Press release
Business model	Elder centre/ Everyday life
Partner Name	INTRAS Foundation
Target Audience	General Audience
Activity description and impacts	Project presentation. Spreading the project details locally, regionally and at a national level and generate general interest on following the project activities.
Link	http://www.intras.es/index.php/2-uncategorised/1075-intras-desarrolla-en-castilla-y-leon-una-plataforma-de-e-salud-para-retrasar-el-deterioro-cognitivo
Date	09/03/2015

Activity number	24. Online dissemination through internet
Kind of activity	Press release
Business model	Elder centre
Partner Name	AIMA Napoli Onlus
Target Audience	Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Other associations
Activity description and impacts	This activity allows to present the project that is beginning especially to users we may participate in the trial and stakeholders. The AIMA website is followed by about 120 people a day.
Link	http://www.aimanapoli.it/mainportal/il-progetto-ehcobutler-2/
Date	10/03/2015

Activity number	25. Online dissemination through internet
Kind of activity	Press release on website
Business model	Elder centre
Partner Name	NFE
Target Audience	Healthcare Authorities (national and local), Policy makers, Caregivers, Health



	care specialists, Health care providers, Social care providers, End-user organizations, Service & consultancy companies, Universities/Research centres, Other associations
Activity description and impacts	Information to audience in the Netherlands,
Link	https://www.ouderenfonds.nl/actueel/ouderenfonds-ontwikkelt-ehcobutler-voor-ouderen-met-lichte-dementie-2/
Date	17/03/2015

Activity number	26. Online dissemination through internet
Kind of activity	Press release on web site
Business model	Elder centre
Partner Name	AIMA Napoli Onlus
Target Audience	Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Other associations
Activity description and impacts	This activity presents the expected impacts of the deployment of ehcoBUTLER and this can capture the attention of end-users and stakeholders. The AIMA website is followed by about 120 people a day
Link	http://www.aimanapoli.it/mainportal/progetto-ehcobutler-gli-impatti-previsti-dello-sviluppo-della-piattaforma-ict/
Date	18/04/2015

Activity number	27. Online dissemination through internet
Kind of activity	Press release on web site
Business model	Elder centre
Partner Name	AIMA Napoli Onlus
Target Audience	Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Other associations
Activity description and impacts	This activity presents the open digital platform for apps that help older people to live actively and healthily and this can capture the attention of end-users and stakeholders. The AIMA website is followed by about 120 people a day
Link	http://www.aimanapoli.it/mainportal/progetto-ehcobutler-una-piattaforma-digitale-che-aiuta-a-vivere-attivamente-ed-in-modo-sano/
Date	14/05/2015

Activity number	28. Online dissemination through internet
Kind of activity	Press release
Business model	Elder centre
Partner Name	AIMA Napoli Onlus
Target Audience	Caregivers, Health care specialists, End-user organizations, Other associations
Event description and impacts	This activity aims to share the state of ehcoBUTLER progress and inform about the major aspects of the project. The AIMA website is followed by about 120 people a day
Link	http://www.aimanapoli.it/mainportal/meeting-del-progetto-europeo-ehcobutler-23-giugno-2015-cagliari/
Date	18/06/2015

Activity number	29. Online dissemination through internet
Kind of activity	Web article
Business model	Elder centre
Partner Name	AIMA Napoli Onlus
Target Audience	Caregivers, Health care specialists, End-user organizations, Other associations
Event description	This activity aims to share the state of ehcoBUTLER progress and inform about



and impacts	the major aspects of the project. The AIMA website is followed by about 120 people a day
Link	http://www.aimanapoli.it/mainportal/meeting-del-progetto-europeo-ehcobutler-23-giugno-2015-cagliari/
Date	18/06/2015

Activity number	30. Online dissemination through internet
Kind of activity	Press release
Business model	Elder centre
Partner Name	AIMA Napoli Onlus
Target Audience	Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Other associations
Activity description and impacts	This activity aims to present the project partners of ehcoBUTLER and inform about the major aspects of the project. The AIMA website is followed by about 120 people a day
Link	http://www.aimanapoli.it/mainportal/ehcobutler-project-horizon-2020/
Date	14/07/2015

Activity number	31. Online dissemination through internet
Kind of activity	Press release
Business model	Elder centre
Partner Name	AIMA Napoli Onlus
Target Audience	Healthcare Authorities (national and local), Policy makers, Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Other associations
Activity description and impacts	This activity aims to inform about the ehcoBUTLER project presentation during the 22nd Alzheimer Day (September the 18th 2015 in Agnano Terme, Italy) and this can capture the attention of end-users and stakeholders. The AIMA website is followed by about 120 people a day
Link	http://www.aimanapoli.it/mainportal/presentazione-del-progetto-ehcobutler-xxii-giornata-mondiale-alzheimer-convegno-18-settembre-2015/
Date	15/09/2015

Activity number	32. Online dissemination through internet
Kind of activity	Press release
Business model	Everyday life
	Press release
Partner Name	ESE
Target Audience	End-user organizations, Other associations, ESE network and members
Activity description and impacts	Publication of the French press release (ESE Facebook, ESE website, Agevillage platform, ESE newsletter and ESE Twitter) to make known ehcoBUTLER project and to rise stakeholders' attention.
Link	
Date	13/04/2015

Activity number	33. Online dissemination through internet
Kind of activity	Press release
Business model	Everyday life
Partner Name	ESE
Target Audience	ESE network
Activity description and impacts	Publication of the French press release to make known ehcoBUTLER project.
Link	http://www.e-seniors.asso.fr/ehcoBUTLER_PressRelease1FR.pdf



Date	23/03/2015
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Activity number	34. Online dissemination through internet
Kind of activity	ESE Newsletter
Business model	Everyday life
Partner Name	ESE
Target Audience	ESE network
Activity description and impacts	Publication of the French Press Release in E-Seniors newsletter. .
Link	http://www.e-seniors.asso.fr/newsletter29.html
Date	April 2015

6 Communication channel: Biomedical communities and social research networks

During 2015, 2 activities have been performed under this category

Activity number	35. Biomedical communities and social research networks
Business model	Everyday life
Partner Name	ESE
Target Audience	End-user organizations, Other associations, ESE network and members
Activity description and impacts	Publication of the French press release (ESE Facebook, ESE website, Agevillage platform, ESE newsletter and ESE Twitter) to make known ehcoBUTLER project and to rise stakeholders' attention.
Link	
Date	13/04/2015

Activity number	36. Biomedical communities and social research networks
Business model	Public organization
Partner Name	YourDATA
Target Audience	ehcoBUTLER stakeholders
Activity description and impacts	Project account on www.haivisio.eu
Link	https://haivisio.eu/view-project/?project_id=79
Date	30/09/2015

7 Communication channel: EhcoBUTLER presentation materials

During 2015, 3 activities have been performed under this category

Activity number	37. EhcoBUTLER presentation materials
Business model	Elder centre/ Telecare & telehealth/ Everyday life / Public organization
Partner Name	EVERIS SPAIN SLU
Target Audience	Health care specialists, Health care providers, Social care providers, End-user organizations
Activity description and impacts	Presentation of the EhcoBUTLER Visit card. Project Awareness.
Date	01/06/2015
Place	

Activity number	38. EhcoBUTLER presentation materials
Business model	Public Organization
Partner Name	EVERIS SPAIN SLU & YOURDATA SRL
Target Audience	All
Activity description and impacts	Presentation of the Press Dossier (June 2015) to be used in different events. Project Awareness.
Date	01/06/2015
Place	This material has been submitted to each Meeting participant during Cagliari Press Conference and it will be available for any similar event organized by consortium

Activity number	39. EhcoBUTLER presentation materials
Business model	Public organization
Partner Name	YourDATA
Target Audience	General Public
Activity description and impacts	Development of project leaflets. Its aim is to disseminate project results during external events.
Date	30/04/2015
Link	http://ehcobutler.eu/wp-content/uploads/2016/11/leaflets.pdf

Please find here our presentation material produced till now by the consortium:
<http://ehcobutler.eu/about/dissemination-material/>

8 Communication channel: Traditional communication channels

During 2015, 11 activities have been performed under this category

Activity number	40. Traditional communication channels
Kind of activity	Newspaper interview
Business model	Elder centre/ Everyday life
Partner Name	INTRAS Foundation
Target Audience	General audience
Activity description and impacts	Newspaper Interview. The ehcoBUTLER project. "Un mayordomo en casa". Interview with specialists on cognitive stimulation and rehabilitation programs using IT and innovative concepts for empowering carers and cared for people (special those suffering from mental diseases).Wide dissemination of the project, creating general interest.
Link	http://www.laopiniondezamora.es/zamora/2015/03/13/mayordomo-casa/828794.html
Date	13/03/2015

Activity number	41. Traditional communication channels
Kind of activity	Web article
Kind of activity	Article published in the European Association Bulletin: International Psychogeriatric Association (IPA)
Business model	Elder centre/ Everyday life
Partner Name	INTRAS Foundation
Target Audience	Healthcare Authorities (national and local), Policy makers, Health insurance companies, GPs, Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Service & consultancy companies, Universities/Research centres, Other associations
Impacts	Wider dissemination in an European association of reference. More than 10.000 IPA Members and Bulletin Readers.
Link	https://www.ipa-online.org/news-and-issues/ehcobutler-a-european-project-for-slowing-down-cognitive-decline-in-the-elderly-2015-2017
Date	13/07/2015

Activity number	42. Traditional communication channels
Kind of activity	Newspaper interview
Business model	Elder centre/ Everyday life
Partner Name	INTRAS Foundation
Target Audience	General audience
Activity description and impacts	Newspaper Interview. Wide dissemination of the project, creating general interest.
Link	http://www.laopiniondezamora.es/zamora/2015/03/12/socializacion-ayuda-buena-salud-mental/828506.html
Date	12/03/2015

Activity number	43. Traditional communication channels
Kind of activity	Web article
Business model	Elder centre/ Everyday life/ Tele care & telehealth/ Public organization
Partner Name	EVERIS SPAIN SLU
Target Audience	Healthcare Authorities (national and local), Health insurance companies, Health care providers, Service & consultancy companies
Activity description and impacts	Article about H2020 projects. It includes an interview with everis' Health manager Javier Alcázar regarding the objectives and scope of the ehcoBUTLER project. Project awareness.



Link	http://www.dineroyalud.es/REVISTA/articulos/GestionNoticias_4737_DYS_2005.asp
Date	03/06/2015

Activity number	44. Traditional communication channels
Kind of activity	TV Broadcast Interview
Business model	Elder centre/ Everyday life
Partner Name	INTRAS Foundation
Target Audience	General Audience
Activity description and impacts	TV Broadcast Interview to the Regional TV Channel (RTVCyL, program "8 Magazine"). Invitation to speak about innovative projects, with great emphasis on ehcoBUTLER. Dissemination and improve project visibility at a regional and national level.
Link	http://www.rtvcyL.es/ficha/A97A145B-C646-DAA8-02CB0B26D13C5C0F/20110120/8/magazine/1
Date	10/03/2015

Activity number	45. Traditional communication channels
Kind of activity	Web article
Business model	Elder centre/ Everyday life/ Tele care & telehealth/ Public organization
Partner Name	EVERIS SPAIN SLU
Target Audience	General Public
Event description and impacts	Web article indicating the launch of the ehcoBUTLER project coordinated by everis through press agency "Europa Press". Project awareness.
Link	http://www.europapress.es/andalucia/sevilla-00357/noticia-everis-crea-plataforma-salud-frena-deterioro-cognitivo-mayores-20150203133411.html
Date	03/02/2015

Activity number	46. Traditional communication channels
Kind of activity	Web article
Business model	Elder centre/ Everyday life/ Tele care & telehealth/ Public organization
Partner Name	EVERIS SPAIN SLU
Target Audience	General Public
Activity description and impacts	Web article indicating the launch of the ehcoBUTLER project coordinated by everis. Project awareness.
Link	http://www.20minutos.es/noticia/2366006/0/everis-crea-plataforma-e-salud-que-frena-deterioro-cognitivo-mayores
Date	03/02/2015

Activity number	47. Traditional communication channels
Kind of activity	Web article
Business model	Everyday life
Partner Name	ESE
Target Audience	Age village network
Activity description and impacts	Web article indicating the launch of the ehcoBUTLER project. Project awareness.
Link	http://www.agevillagepro.com/actualite-12395-1-silver-economie-ehcobutler-projet-europeen-plateforme-seniors.html
Date	16/03/2015

Activity number	48. Traditional communication channels
Kind of activity	Local TV Interview
Business model	Public organization



Partner Name	YourDATA
Target Audience	ehcoBUTLER stakeholders
Activity description and impacts	Interview about ehcoBUTLER project
Link	https://www.facebook.com/video.php?v=10206048874694422
Date	16/10/2016

Activity number	49. Traditional communication channels
Kind of activity	Local TV Interview
Business model	Public organization
Partner Name	YourDATA
Target Audience	ehcoBUTLER stakeholders
Activity description and impacts	Interview about ehcoBUTLER project
Link	https://www.facebook.com/video.php?v=10206048874694422
Date	16/10/2016

Activity number	50. Traditional communication channels
Kind of activity	Newspaper Interview
Business model	Public organization
Partner Name	IDEA
Target Audience	Navarra Population
Activity description and impacts	Article in the newspaper in Navarra describing the project
Link	https://www.facebook.com/IdealInnovacion/photos/a.647557788602535.1073741826.146102222081430/1032871880071122/?type=3&theater
Date	18/03/2015

9 Communication channel: Collaboration with other projects

During 2015, 9 activities have been performed under this category

Activity number	51. Collaboration with other projects
Even name	Symposium 5 year Alzheimer saloon
Business model	Elder centre
Partner Name	NFE
Target Audience	Social care providers, End-user organizations
Activity description and impacts	Presentation of the project to potential partners and discussion on the potential impact on the target group.
Link	http://www.zorgbelang gelderland.nl/agenda/bijeenkomsten-aangesloten-organisaties/2015/09/symposium-georganiseerd-door-alzheimer-salon-barneveld/
Date	17/09/2015
Place	Barneveld, The Netherlands

Activity number	52. Collaboration with other projects
Business model	Elder centre
Partner Name	NFE
Target Audience	Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations
Activity description and impacts	Presentation of the project to potential partners and discussion on the potential impact on the target group.
Date	23/01/2015
Place	Kamerik, The Netherlands

Activity number	53. Collaboration with other projects
Business model	Elder centre
Partner Name	NFE
Target Audience	Health care specialists, Health care providers, Social care providers, End-user organizations
Activity description and impacts	Presentation of the project to potential partners and discussion on the potential impact on the target group.
Date	10/02/2015
Place	Kamerik, The Netherlands

Activity number	54. Collaboration with other projects
Business model	Elder centre
Partner Name	NFE
Target Audience	Health care specialists, Health care providers, Social care providers, End-user organizations
Activity description and impacts	Presentation of the project to potential partners and discussion on the potential impact on the target group.
Date	21/04/2015
Place	Kamerik, The Netherlands

Activity number	55. Collaboration with other projects
Business model	Elder centre
Partner Name	NFE
Target Audience	Caregivers, Health care specialists, Social care providers, End-user organizations



Activity description and impacts	Presentation of the project to potential partners and discussion on the potential impact on the target group.
Date	29/04/2015
Place	Utrecht, The Netherlands

Activity number	56. Collaboration with other projects
Business model	Elder centre
Partner Name	NFE
Target Audience	Health care specialists, Health care providers, Social care providers, End-user organizations
Activity description and impacts	Presentation of the project to potential partners and discussion on the potential impact on the target group.
Date	09/07/2015
Place	Eindhoven, The Netherlands

Activity number	57. Collaboration with other projects
Business model	Elder centre
Partner Name	NFE
Target Audience	Health care specialists, Health care providers, Social care providers, End-user organizations
Activity description and impacts	Presentation of the project to potential partners and discussion on the potential impact on the target group.
Date	04/08/2015
Place	Driebergen, The Netherlands

Activity number	58. Collaboration with other projects
Business model	Elder centre
Partner Name	NFE
Target Audience	Social care providers, End-user organizations
Activity description and impacts	Presentation of the project to potential partners and discussion on the potential impact on the target group.
Date	19/08/2015
Place	Huizen, The Netherlands

Activity number	59. Collaboration with other projects
Business model	Elder centre
Partner Name	NFE
Target Audience	Health care specialists, Health care providers, Social care providers, End-user organizations
Activity description and impacts	Presentation of the project to potential partners and discussion on the potential impact on the target group.
Date	15/12/2015
Place	Eindhoven, The Netherlands

10 Communication channel: Project presentation during national and local events

During 2015, 16 activities have been performed under this category.

Activity number	60. Project presentation during national and local events
Business model	Elder centre/ Everyday life/ Tele care & telehealth/ Public organization/
Partner Name	EVERIS SPAIN SLU
Target Audience	Healthcare Authorities (national and local), Health insurance companies, GPs, Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Service & consultancy companies, Universities/Research centres, General Public
Activity description and impacts	Presentation of the 1st ehcoBUTLER press release incorporating the key elements of the project Project Awareness.
Date	01/02/2015
Place	Sevilla, Spain

Activity number	61. Project presentation during national and local events
Business model	Elder centre/Everyday life
Partner Name	INTRAS
Target Audience	Representatives of 300 Associations of Families of People with Alzheimer's and other dementias. Professionals and careers. Expected 400 – 500 attendants
Activity description and impacts	Poster Presentation in Communication Session. "VI Congreso Nacional de Alzheimer"/ VI Alzheimer Nacional Conference
Date	12-14/11/2015
Place	Feria de Valladolid, Valladolid, Spain.
Link	http://www.congresonacionaldealzheimer.org/es/envio-de-comunicaciones

Activity number	62. Project presentation during national and local events
Business model	Elder centre/Everyday life
Partner Name	INTRAS
Target Audience	Health Researchers, Health providers and other stakeholders from the value chain.
Activity description and impacts	II Meeting of researchers "Research and Ageing: Answers for improving life quality" promoted by the Virtual Ageing Center (https://www.cvirtual.org/formacion/encuentros/ii-encuentro-de-investigadores-investigacion-y-envejecimiento-respuestas-para#ponentes). Poster presentation. Around 300 Attendants.
Date	10/03/2015
Place	Salamanca, Spain

Activity number	63. Project presentation during national and local events
Business model	Elder centre
Partner Name	NFE
Target Audience	Health care specialists, Health care providers, Social care providers, End-user organizations
Activity description and impacts	Presentation of EhcoBUTLER Newsletter. Status update about ehcoBUTLER in the Netherlands
Date	17/07/2015
Place	Bunnik, The Netherlands

Activity number	64. Project presentation during national and local events
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Business model	Elder centre
Partner Name	NFE
Target Audience	Older people with MCI, caregivers
Activity description and impacts	Workshop presentation of the ehcoBUTLER mock ups to clients of the care centre Kamerik.
Date	01/07/2015
Place	Kamerik, Netherlands

Activity number	65. Project presentation during national and local events
Business model	Elder centre/ Everyday life
Partner Name	TME
Target Audience	Telefonica employees
Activity description and impacts	Communication about the project and the meeting in Cagliari by using the Telefonica Newsletter.
Date	29/06/2015
Place	Madrid, Spain

Activity number	66. Project presentation during national and local events
Business model	Public organization
Partner Name	VIDAVO
Target Audience	Healthcare Authorities (national and local), Other associations, Local authorities, local population
Activity description and impacts	Presentation of the ehcoBUTLER concept and other mhealth solutions to societal challenges, to the municipality officers & local population, in the frame of the "telecare" center opening ceremony, raising awareness about the project to relevant stakeholders and potential clients.
Date	23/07/2015
Place	Municipality of Zitsa, Greece

Activity number	67. Project presentation during national and local events
Business model	Everyday life
Partner Name	ESE
Target Audience	End-user organizations, Other associations, ESE network and members
Activity description and impacts	Dissemination of French press release as flyer (intergenerational event, associations' forums, ESE 10th anniversary) to make know ehcoBUTLER project and to rise stakeholders' attention.
Link	
Date	10/09/2015

Activity number	68. Project presentation during national and local events
Business model	Elder centre/ Everyday life
Partner Name	TME
Target Audience	Telefonica employees
Activity description and impacts	Internal presentation of EhcoButler project. 50 people were in our small auditorium from Marketing, Public Affairs and Technical areas Internal communication is key to generate awareness in marketing colleagues in order to define possible commercialization lines.
Link	http://eldiario.intranet.telefonica/Spain/Pages/Home.aspx?utm_source=newsletter&utm_medium=banner_pc&utm_campaign=EI%20diario
Date	

Activity number	69. Project presentation during national and local events
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Business model	Elder centre/ Everyday life
Partner Name	TME
Target Audience	End-user organizations
Activity description and impacts	Presentation of the Ehco Butler project in AGMT congress. More than 100 people received the information.
Link	http://www.mayorestelefonica.es
Date	

Activity number	70. Project presentation during national and local events
Business model	Public organization
Partner Name	CLALIT
Target Audience	Steering Committee for ehcoButler Project, Clalit National Office
Activity description and impacts	Presentation of echoButler to special committee created to support the project in Clalit
Link	
Date	25.5.2015
Place	Clalit Health Services National Management Office Tel Aviv, Israel

Activity number	71. Project presentation during national and local events
Business model	Public organization
Partner Name	CLALIT
Target Audience	Eshel Organization (Services for the Elderly) Joint Distribution Committee Jerusalem, Israel Steering Committee for ehcoButler Project, Clalit National Office.
Activity description and impacts	Introduction of ehcoButler to collaborate institutions in health promotion in Israel.
Link	
Date	09/03/2015
Place	Jerusalem, Israel

Activity number	72. Project presentation during national and local events
Business model	Public organization
Partner Name	CLALIT
Target Audience	Medical Branch management of district.
Activity description and impacts	Presentation of ehcoButler project to medical managers of district for recruitment
Link	
Date	10/12/2015
Place	Clalit Health Services - Dan PetachTikva District Management office

Activity number	73. Project presentation during national and local events
Business model	Telecare & telehealth
Partner Name	ASISTEL
Target Audience	Health care specialists, Health care providers, Social care providers, End-user organizations.
Activity description and impacts	Association of Social workers of Serbia initial meeting with info about ehcoBUTLER.
Link	
Date	15/03/2015
Place	Belgrade, Serbia

Activity number	74. Project presentation during national and local events
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Business model	Telecare & telehealth
Partner Name	ASISTEL
Target Audience	Health care specialists, Health care providers, Social care providers, End-user organizations.
Activity description and impacts	Municipality Centre of Social work / Gerontho-centres /initial meeting with info about ehcoBUTLER.
Link	
Date	10/05/2015
Place	Belgrade, Serbia

Activity number	75. Project presentation during national and local events
Business model	Telecare & telehealth
Partner Name	ASISTEL
Target Audience	Healthcare Authorities (national and local), Policy makers
Activity description and impacts	Ministry of Labor and Social Policy initial meeting with info about ehcoBUTLER.
Link	
Date	10/07/2015
Place	Belgrade, Serbia