



# Dissemination and Communication Activity v1

ehcoBUTLER Project

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## **EXECUTIVE SUMMARY**

The dissemination activity is regarded as a key factor for the success of the ehcoBUTLER project due both to specific interest of Academic partners and to its exploitation opportunities of promoting good and healthy behaviors of which ultimate objectives are:

- Stress the advantages in the preventive care for aged people, its benefits, use and applicability in the different health market sectors.
- Find potential sponsors and partners for the enforcement of ehcoBUTLER concept (hospitals, manufacturers, health insurance companies, etc.).
- Co-creating two-way communication channels with relevant stakeholders, research communities, policymakers, media and industry to disseminate achievements and results.
- Ensuring that the project results will thrive in a commercial context after the project closure (thus assisting the Exploitation of the project results).

Therefore we have revised and improved the rules of the dissemination activity that will be developed during the last 24 months of the project lifecycle, and, at the same time, we have reviewed the dissemination activities that will be developed by the ehcoBUTLER consortium partners during this period of time.

In particular we have better identified the on-line and off-line dissemination activities in terms of contents, audience and occurrence time in relation to the relevant project milestones.

## 1 INTRODUCTION

One of the most important elements for the success of ehcoBUTLER initiative is the creation of the awareness in the enlarged stakeholders community involved in the care management process of the elderly population.

Achieving consensus of the scientific community on the project results is a fundamental step of our research activity. However, without an acceptance of the project outputs by the health care organizations in charge of the care management process of the aged people as well as the rising interest of the various actors involved in the care activities we could have difficulties to stimulate the eHealth market towards ehcoBUTLER products and services and we could risk hindering a significant adoption of the proposed solution when it is available for the market.

Therefore, in this deliverable we recognize the importance of the dissemination activity not only to give a wider diffusion of the information about the project achievements, but also to create awareness and consensus around the project in all the stakeholder community relevant to the ehcoBUTLER solution.

Chapter 1 is the introduction of the deliverable. Chapter 2 explains how is constituted the dissemination board. Chapter 3 presents dissemination plan for 2015 and 2016.

Chapter 4, 5 and 6 are dedicated to describe the dissemination tools available to ehcoBUTLER and their current use in the Project, the Dissemination activities planned during the 2015 and the individual plan of each Project Partner, the ehcoBUTLER project's synergies with other relevant initiatives, and the ehcoBUTLER publications planned for the years 2015 and 2016. Finally we described the ehcoBUTLER newsletter and video planned for second year of ehcobutler.

## 2 STRUCTURE, ORGANIZATION AND AIMS OF THE EHCObUTLER DISSEMINATION BOARD

The Dissemination Board will consist of representatives from the following partners that are fully involved in the dissemination activity of WP7.

They are:

- YourDATA s.r.l.
- E-Seniors
- EVERIS SPAIN SL
- IDEA S.L.: Innovación y Desarrollo Asistencial
- INTRAS
- NationaalOuderenfonds
- TME
- CIBER

The Dissemination Board members will draft action plans for dissemination, but each document will be submitted to all partners for comments and plan implementation before any decisions is taken.

The Dissemination Board will organize regular teleconference calls.

There will be no physical meetings, unless the Board can take advantage of plenary meetings, which are taking place independently from the Dissemination Board, and dedicate one hour for a Dissemination Board meeting in connection to the plenary meetings. The following Chapters describe the current revision of the dissemination plan and related activities defined by the Dissemination Board and agreed with the ehcoBUTLER consortium members.

### 3 EHCObUTLER DISSEMINATION ACTION PLAN

The consortium has identified various communication channels and related measurement indicators in order to address the effort undertaken at the "T7.2 Dissemination and communication activity", coherently with DoA provisions. 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 this section, we provide a description of the activities conducted in 2015 by distinguishing the communication channel after careful consideration of indicators already selected in the DoA. Refer to Annex 1 for a detailed description of each activity carried out.

#### 3.1 INTERNATIONAL EVENTS AND CONFERENCES

During 2015, the ehcoBUTLER project partners attended 7 important international events that are:

- Mobile World Congress (MWC) held in Barcelona, Spain;
- 25th Annual Conference of Alzheimer Europe held in Ljubljana, Slovenia;
- XXII World Alzheimer's Day held in Agnano Terme, Italy;
- Conference of Gerontologists (ENEGG) held in Aveirp, Portugal;
- Mental Health and Academic Conference Week held in Zamora, Spain;
- Athens Science Festival held in Athens, Greece;
- Scientific international workshop, University of Haifa, Israel

These events are considered significant channels for presenting the ehcoBUTLER results and innovative aspects to the healthcare sector stakeholders and to the scientific community by creating strong awareness of the project. During all these events it has been dedicated a specific space to the ehcoBUTLER project presentation and audience of specialists (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.

#### 3.2 INTERNATIONAL EXHIBITIONS AND EVENTS OF HORIZON 2020

Moreover, in order to reach the greatest possible number of international stakeholders, the consortium, represented by EVERIS, has attended one HORIZON 2020 event, the "H2020 - Getting started" workshop held in Brussels. The objectives of the workshop were 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) and kick-start and shape the implementation of the Responsible Research and Innovation approach in ICT-related areas of H2020.

This workshop has been 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.



### 3.3 PUBLICATION IN SCIENTIFIC JOURNALS

The consortium, as a significant channel for reaching the scientific community also consider the submission and publication of the ehcoBUTLER research work and results in scientific journals. In this first period of the project, 2 scientific articles have been submitted to peer reviewed journals and in the next months, when the core of the projects will be implemented, we plan to submit and publish all the articles expected by dealing with the projects results. Moreover, CIBER is also working on a manuscript about the usability issues of ehcoBUTLER system.

Following the project implementation, the scientific contributions in terms of publications will increase with the beginning of pilot studies.

### 3.4 ONLINE DISSEMINATION THROUGH INTERNET

In order to wider and maintain target audience awareness about on-going achievements of ehcoBUTLER project, the "Dissemination through internet" Communication Channel has been widely used. More specifically, these are the main online dissemination activity carried out during 2015:

- **ehcoBUTLER website:** The ehcoBUTLER website makes available all the necessary information related to the project activities to all stakeholders in an efficient and cost-effective way (<http://www.ehcobutler.eu/>).
- **17 Press releases articles:** The first press release has been developed in English and translated into each partners' language during the first 6 months of the project. This press release has been disseminated during partners' events. Moreover, many partners have contributed by developing and disseminating information about the project, its objectives and first obtained results through web articles in their web sites and individual newsletters.
- **1 outreach initiative:** This event has been organized by YourDATA in Cagliari (Italy) 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.
- **1 Press dossier:** It has been developed by EVERIS and YourDATA and submitted to each Meeting participant in Italian and English.

### 3.5 BIOMEDICAL COMMUNITIES AND SOCIAL RESEARCH NETWORKS

Web communities and social research networks are, nowadays, an effective tool to reach and keep up to date a large amount of people. With this aim, it has been planned to make use of them as much as possible. During this first period of the project life, several accounts have been created with the name of ehcoBUTLER project:

- ✓ **ehcoBUTLER Twitter account:** The ehcoBUTLER twitter account has been created in February 2015. The project twitter account is currently followed by 81 followers and the ehcoBUTLER twitter account is following 376 twitter accounts. This year, the account has been used mainly to disseminate information about the consortium meetings that have been hold.
- ✓ **ehcoBUTLER Facebook page:** the ehcoBUTLER Facebook page has been created in February 2015. The Facebook page is currently liked by 79 persons. This year the account has been mainly used to disseminate information about the consortium meetings that have been hold.

- ✓ **ehcoBUTLER profile and group on LinkedIn:** The ehcoBUTLER profile and group on LinkedIn have been created in February 2015. The profile has currently 77 connections and the group counts 18 members<sup>1</sup>.
- ✓ **ehcoBUTLER YouTube Channel:** The ehcoBUTLER YouTube Channel has also been created in February 2015. This channel will be dedicated to share videos. A first video showing pictures of the kick-off meeting has been published.
- ✓ **ehcoBUTLER Mendeley account:** The Mendeley account has been created in February 2015. It aims at being completed by research partners.

Moreover, an **intranet space** has been created. **Confluence Space** is a tool that will be used to manage the project Knowledge, as indicated into the Deliverable 7.3 (Knowledge and Data Management Activity) with security and policy rules established by this document and any other project document. Everis is going to create a "Documentation section" to make the documentation available both to partners and external stakeholders with green or golden access (as indicated into the D7.3). The idea is to create a chapter for each document to be shared, so we can provide access to specific documents (the restriction on the Confluence is at page level, including the children pages of a parent page). An abstract will be created for each document, with main authors and a link to the file.

In order to improve the dissemination activity, the Dissemination Board has decided to increase the use of social research networks and to exploit all opportunities to start creating an ehcoBUTLER community. This will be done on the basis of the potential followers identified in the stakeholder map provided in the exploitation plan. The agreed strategy consists in creating this community through the establishment of a continuous awareness process around the ehcoBUTLER project by publishing mainly, on the Facebook and Twitter accounts, relevant contents related to ehcoBUTLER on-going end expected results that could be of interest to Stakeholders. In the following sections (Section 4), we describe the specific strategy for increasing the effectiveness of ehcoBUTLER dissemination channels.

### 3.6 PRESENTATION MATERIALS

The presentation material has been developed in order to present the ehcoBUTLER project and its results during conferences, workshops, exhibitions and each time is appropriate describing the work in progress to specific targets or general audience.

The items developed so far are:

- **ehcoBUTLER logo:** It has been developed since the first day of the project activities and has been described in D7.1 "Dissemination and communication Plan". This logo is used on every communication document promoting the ehcoBUTLER project.
- **Press release:** The first press released has been developed in English and translated into each partners' language during the first 6 months of the project. This press release is being disseminated during partners' events.
- **Visit cards:** They have been created to be distributed to all contacts established all along the projects. Each partner can distribute them in its network.
- **ehcoBUTLER press dossier:** It has been produced for the Press conference which took place in Cagliari in June 2015. The press dossier is available in English, so each partner can use it for their dissemination activities.
- **Flyers and Brochures:** Brochures are an essential tool to present and describe the ehcoBUTLER project and its achievement in a synthetic way to target and general public during every kind of dissemination events.

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<sup>1</sup> Numbers of followers, likes and members of ehcoBUTLER accounts are updated at 18<sup>th</sup> of November, 2016.

### 3.7 TRADITIONAL COMMUNICATION CHANNELS

The consortium agreed to make use of the traditional dissemination channels including non-specialized magazines, newspapers and television to present the objectives, innovative aspects and benefits of the ehcoBUTLER project. Indeed, the consortium largely promoted many newspaper interviews (3 during 2015) and press articles on the non-specialized web magazines (5 web articles). Moreover, INTRAS Foundation participated to a TV Broadcast Interview to the Regional TV Channel (RTVCyL, program "8 Magazine") where it has been invited to speak about innovative projects, with great emphasis on ehcoBUTLER. Also YourDATA has been interviewed by a local TV Channel about the ehcoBUTLER project.

### 3.8 ehcoBUTLER SYNERGIES WITH OTHER INITIATIVES

Creating synergies by engaging with other initiatives that work on similar topics is an important part of the dissemination of ehcoBUTLER. Below are the synergy-creating opportunities that the Dissemination Board has already identified. All partners are welcome to add more opportunities to the list that the Dissemination Board will update every six months.

A first cross-dissemination activity will be organized with “**Active I - Healthy Active Living for Well-Aged Adults**”. ACTIVE-I ([www.active-i.eu](http://www.active-i.eu)) is a project funded by ECand and “it proposes solutions to make seniors aware of healthy living guidelines, to teach them about proper nutrition, to help them to design their own personal healthy living plans and to advise them about safe and effective exercise”<sup>2</sup>. The dissemination managers of the two projects are in touch and during 2016 some cross-dissemination activity will be organized.

Moreover, the Consortium, represented by NFE participated to the **Symposium 5 year Alzheimer Saloon** held in Barneveld, The Netherlands, during September 2015 in order o present the project to potential partners and discuss on the potential impact on the target group.

### 3.9 EhcoBUTLER PROJECT PRESENTATION DURING NATIONAL AND LOCAL EVENTS

The project has been widely presented also during national and local events by the Consortium partners. The main goal of these presentations is:

- to present the project in order to disseminate knowledge and results;
- to reach potential partners and discussion on the potential impact on the target group;
- to reach potential buyers for the final project products;
- to receive feedbacks from target audience.

For this activity, the presentation material developed (see section 3.6) has been pivotal. For more information about this events, see Annex 1.

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<sup>2</sup><http://www.active-i.eu/en/active-i.html>

## 4 ACTION PLAN FOR INCREASING THE EFFECTIVENESS OF EHCObUTLER DISSEMINATION CHANNELS

### 4.1 DISSEMINATION THROUGH INTERNET

The dissemination board recognizes the importance of the on-line community already available thanks to the social networks such as Facebook and Twitter. At the same time, as reported in the previous paragraph (sub-4.1), the current use of these social networks should be more effective and aimed at the project objectives and impacts.

An online form will be created by YourDATA in order to better classify the dissemination activities of 2015, to implement a new way to collect information about new dissemination activities and also to stimulate the use of social networks. It means that each partner shall fill that form in order to collect the information about the past dissemination activities performed during 2015 (one form for each dissemination activity) and to fill it **periodically (at least once per week)** to update the dissemination activities that they may implement during the project lifecycle.

To improve the use of social networks and take opportunity to establish an ehcoBUTLER community in a shorter period of time we plan the following stakeholder engagement activities:

1. Enlargement of Facebook and Twitter communities: E-Seniors will invite the contacts in the potential ehcoBUTLER community listed in the additional exploitation deliverable to follow ehcoBUTLER project on Facebook and Twitter;
2. Continuous collection of the information about the on-going project results. Relevant information on the project or information related to the ehcoBUTLER “concept” will be regularly collected. E-Seniors is responsible for emailing the partners once per week asking them to contribute with information and to fill the form;
3. Engagement of the ehcoBUTLER community with the information collected. E-Seniors will manage the Twitter, Facebook, LinkedIn and YouTube accounts reorganizing the information collected from the partners as described at point 2;
4. E-Seniors will periodically (four times per year) provide professional reports on the monitoring of the social networks (YDATA will do the same for the website) proving that Consortium are doing activities planned. Those reports will indicate the information indicated in the following table:

		Number of followers/likes/subscriber		TOTAL
		Timing from (e.g. from January 2016 to June 2016)	Timing (e.g. from January 2016 to June 2016)	
Create an online community	Twitter			
	Facebook			
	Linkedin			
	YouTUBE			
Number of posts/video	Twitter			
	Facebook			
	Linkedin			
	YouTUBE			
Content enrichment				

E-Seniors will provide a report related to the use of social network where will be indicated the contribution on publication for each partner. In particular this report will contain the following information:

Partner	Social (twitter, Fb)	No. of contribution	Brief description
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	etc)		

Finally, for each on-line dissemination channels, the dissemination board has agreed on the following rules:

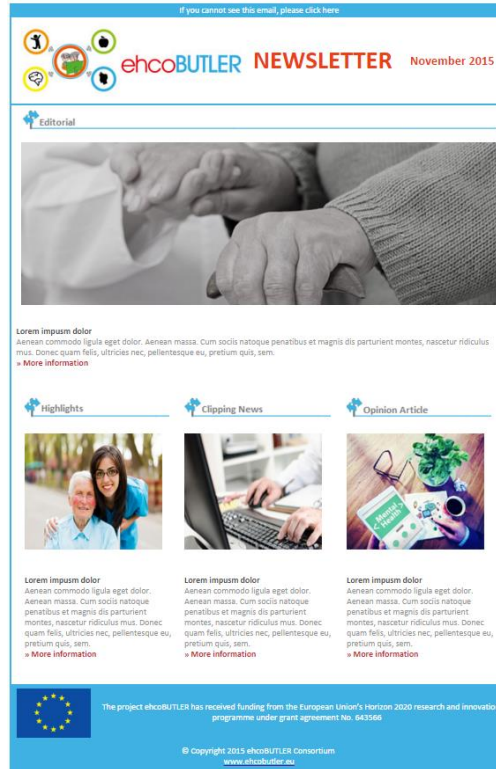
- **Twitter:** Each partner should monitor and participate in online discussions relevant to the theme. Twitter will be used to introduce the achievement of relevant milestones or deliverables;
- **Facebook:** E-Seniors will be responsible for posting updates, but it needs input from all partners. The information that will be posted on Facebook page will not be necessarily related to specific project results/activities, but they could also be relevant information and results of other initiatives related to ehcoBUTLER project scope and expected results. Events, relevant publications, news, and any other significant information that could be of interest for the ehcoBUTLER stakeholders' community will be published. Moreover, E-Seniors and the other partners of the Dissemination Board will encourage any stakeholder to use ehcoBUTLER Facebook page as a means to exchange its point of view, knowledge, information, etc., with the other ehcoBUTLER stakeholders' community members and the public. To reinforce the link with the stakeholder community and to increase the number of participants, some outreach and further initiatives will also be developed during this period as already outlined in the following Table 5.1.

E-Seniors will be responsible to create a guideline and a plan about the use of any tool. That document will be focused on impacts and objectives project and it will respect following pathway:

- **LinkedIn:** Each partner should monitor and participating in online discussions relevant to the project. Each partner should join the LinkedIn group and add contents to the group.
- **YouTube:** E-Seniors will be responsible for uploading videos about the Project on the YouTube channel. A Video will be created as described on Paragraph 4.3 and E-Seniors will coordinate this task.
- **Mendeley:** Technical and research partners should monitoring and participating in online discussions relevant to the Project. E-Seniors will report the activity of scientific partners.
- **Website:** YourDATA will be responsible to publish updates on the website. Each partner has to contribute providing articles for blog posts.

## 4.2 EHCObUTLER NEWSLETTERS PLAN FOR 2016

Everis has prepared a newsletter template for its use both in the Project Website as well as to be used in mailing for the distribution of relevant information regarding the ehcoBUTLER project.



The newsletter has been designed to use the same styles that use the ehcoBUTLER website to allow its easy integration and to be aligned with the consortium dissemination material prepared so far. The newsletter will link to PDF files that will contain the extended information on a particular section.



The newsletter will be produced on the occasion of important events of the Project, which may be aligned to relevant milestones, in order to communicate not only the current status of the project to

potential stakeholders, but also to comment relevant news, press appearance of the ehcoBUTLER project as well as other potential information provided by the consortium partners.

Initially the content of the newsletters has been defined as follows:

- An Editorial, which will contain information about the current achievements of the ehcoBUTLER Consortium;
- Highlights of relevant information regarding the target audience of the project, including the advances in the research of the MCI in senior people;
- Clipping news, containing the summary of the news where the ehcoBUTLER project has appeared;
- Opinion article, where a relevant pilot or technical partner of the Consortium expresses his/her opinion about an issue related to the ehcoBUTLER Project.

The newsletter should be distributed at least to:

- Potential stakeholders
- Partners
- EU Commission
- Direct end-users

In order to facilitate the subscription to it, an email box should be created for this purpose under the ehcobutler.eu domain.

Another newsletter for end-user will be produced by ESE. It will be a little bit easier to be read by elderly people and will not use link. Template will be similar.

### **4.3 EHCObUTLER VIDEO PLAN FOR 2016**

The consortium is willing to develop a video, under cartoon format, describing the aim of ehcoBUTLER project. The aim is to be sure that everyone understands well the objectives of the project and it appears attractive to get a bigger community.

## 5 EHCObUTLER DISSEMINATION ACTIVITIES PLANNED FOR 2016

Following Action Plan described in Section 4, in table 5.1 we present ehcoBUTLER Dissemination Activities planned for 2016 that are distinguished by Communication Channels as in the DoA. In each row, that corresponds to a specific action, we indicate the related Communication channel, the Target Audience and Expected Impacts referring also to the expected project impacts reported in the DoA (page 34).

With respect to the measurement indicators presented in the Communication activities table (DoA, page 47) it is important to stress that some of them are strongly related to the project activities. For this reason, there could be a slight gap among actions planned and actions completed.

**Tab. 5.1 EHCObUTLER Dissemination Activities planned for 2016**

No	Communication channels	Target Audience	Expected impacts	Actions	Timing
1	International events and conferences	Healthcare Authorities (national and local), Policy makers, GPs, Health care specialists, Health care providers, Social care providers, Universities/Research centres, Other associations, Conference Attendants	Reinforced and scalable growth potential European academic and industrial knowledge base and excellence in multi-disciplinary research on ICT for Independent Living and Active Ageing. (IMP6). Increase of awareness about the project's objectives, obtained results and potential involving the scientific community.	6 papers submitted in conferences and 1 workshop organized by ehcoBUTLER consortium	7 <sup>th</sup> of March 2016 submission of 2 ehcoBUTLER papers during the INTED Conference  26 <sup>th</sup> of January 2016 attendance of the Launch of dementia apps event in Hiversum  22 <sup>nd</sup> of March 2016 the Annual Interreg event in Rotterdam  5 <sup>th</sup> of May 2016 organizing the Workshop on available technology and design for health and wellbeing for elderly in Nottingham  6 <sup>th</sup> of October 2016 Conference SINNOVA in Cagliari
2	International exhibitions and events of Horizon 2020	Healthcare Authorities (national and local), Health care specialists, Health care providers, Social care providers, End-user organizations, Universities/Research centres	Strengthened European industrial position in eHealth and independent living products and services by creating new business models in new areas like cognitive disease management (IMP4). Reinforced and scalable growth potential European academic and industrial knowledge base and excellence in multi-disciplinary research on ICT for Independent Living and Active Ageing. (IMP5). Increase of awareness about the ehcoBUTLER project at the international level. Meeting with similar initiatives developed in other countries. Sharing of knowledge with	Participation at least at 5 international exhibitions	3 <sup>rd</sup> of June 2016 participation in the Congress Think Dementia in Eindhoven  8 <sup>th</sup> of November 2016 Congress on coordination and management of EU funded health research projects in Valencia  27 <sup>th</sup> of October 2016 participation in PROVULDIG Conference in Madrid



			stakeholders working in the same field.		
3	International exhibitions and events of Horizon 2020	Healthcare Authorities (national and local), Health care specialists, Health care providers, Social care providers, End-user organizations, Universities/Research centres	Strengthened European industrial position in eHealth and independent living products and services by creating new business models in new areas like cognitive disease management (IMP4). Reinforced and scalable growth potential European academic and industrial knowledge base and excellence in multi-disciplinary research on ICT for Independent Living and Active Ageing. (IMP5). Increase of awareness about the ehcoBUTLER project at the international level. Meeting with similar initiatives developed in other countries. Sharing of knowledge with stakeholders working in the same field.	Participation at least at 1 HORIZON2020 event	26 <sup>th</sup> -27 <sup>th</sup> of September 2016 ICT Proposers Day in Bratislava
4	Online dissemination through internet	Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Other associations	Increase of awareness about the project but above all its achievements, events organized and current activities.	At least 3 press release.	24 <sup>th</sup> of March 2016 dissemination by publishing an article in the NFE magazine to tell about the project (Eindhoven).  5 <sup>th</sup> of July 2016 presentation of the new advancement of the project.
5	Online dissemination through internet	Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Other associations	Increase of awareness about the project but above all its achievements, events organized and current activities.	2 Newsletter	December 2016
6	Online dissemination through internet	Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Other associations, General public	The involvement of a large amount of people that, for different reasons, could be interested into the project and its results.	1 Outreach initiative	1 <sup>st</sup> of July 2016 publication in the KWIEK magazine (NFE) (they have more than 40.000 subscribers)
7	Online dissemination through internet	Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Other associations, General public	The involvement of a large amount of people that, for different reasons, could be interested into the project and its results.	2 many-to-many initiatives	3 <sup>rd</sup> of November 2016 creation of the on-line community through the social network accounts
8	Biomedical communities and Social Research networks	Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Other	The involvement of a large amount of people that, for different reasons, could be interested into the project and its results.	At least 200 followers for each initiatives	31 <sup>th</sup> of October 2016 Alzheimer Europe Conference in Copenhagen (INTRAS)



		associations, General public			
9	Biomedical communities and Social Research networks	Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Other associations, General public	The involvement of a large amount of people that, for different reasons, could be interested into the project and its results.	At least 50 stakeholders for each initiative.	21 <sup>st</sup> -22 <sup>nd</sup> of November WoHIT 2016 in Barcelona
10	EhcoBUTLER presentation materials	Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Other associations, General public	Increase of awareness about the project but above all its achievements, events organized and current activities.	1 Webinar	-
11	Traditional communication channels	General public	Increase of awareness about the project but above all its achievements, events organized and current activities.	At least 2 articles in non-specialized magazines	8 <sup>th</sup> of July 2016 presentation publication of ehcoBUTLER in the CyL magazine
12	Traditional communication channels	General public	Increase of awareness about the project but above all its achievements, events organized and current activities.	At least 5 articles to websites	March 2016 May 2016 October 2016 November 2016 two publications on the official website and the latest news

## 6 INDIVIDUAL DISSEMINATION ACTIVITIES

### 6.1 EVERIS

➤ <u>EVERIS dissemination activity table from February to December 2015:</u>						
No.	Date	Place	Type	Name of the activity/event – Brief description (10-15 words)	Target Group (optional)	Link (optional)
1	08/07/2015 – 09/07/2015	Brussels	Workshop	<p>RRI and SSH in ICT-related parts of H2020 - Getting started</p> <p>The objectives of the workshop were the following:</p> <ul style="list-style-type: none"> <li>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.</li> <li>Kick-start and shape the implementation of the Responsible Research and Innovation approach in ICT-related areas of H2020</li> </ul>	<ul style="list-style-type: none"> <li>H2020 ICT-related projects with a significant societal dimension</li> <li>RRI “enabling projects” supported by European Commission DG RTD through the Science with and for Society programme (SWAFS)</li> <li>Project Officers from the European Commission.</li> </ul>	<p><a href="http://rri-ict-event.eu/">http://rri-ict-event.eu/</a></p> <p>(+see in annexes)</p>
2	03/06/2015	Diner o y Salud Magazine	Interview	<p>Press Article about H2020 projects.</p> <p>It includes an interview with everis' Health manager Javier Alcázar regarding the objectives and scope of the ehcoBUTLER project.</p>	<ul style="list-style-type: none"> <li>Customers</li> <li>General Public</li> </ul>	<p><a href="http://www.dineroyalud.es/REVISTA/articulos/GestionNoticias/4737_DYS_2005.asp">http://www.dineroyalud.es/REVISTA/articulos/GestionNoticias/4737_DYS_2005.asp</a></p>
3	03/02/2015	Everis Intranet	Press Release	<p>Press release indicating the launch of the ehcoBUTLER project coordinated by everis.</p>	<ul style="list-style-type: none"> <li>Customers</li> <li>General Public</li> </ul>	<p><a href="http://www.everis.com/spain/es-ES/sala-de-prensa/noticias/Paginas/ehcobutler-everis-health.aspx">http://www.everis.com/spain/es-ES/sala-de-prensa/noticias/Paginas/ehcobutler-everis-health.aspx</a></p>
4	03/02/2015	Europa Press Website	Press Release	<p>Press release indicating the launch of the ehcoBUTLER project coordinated by everis.</p>	General Public	<p><a href="http://www.europapress.es/andalucia/sevilla-00357/noticia-everis-crea-plataforma-salud-frena-deterioro-cognitivo-mayores-20150203133411.html">http://www.europapress.es/andalucia/sevilla-00357/noticia-everis-crea-plataforma-salud-frena-deterioro-cognitivo-mayores-20150203133411.html</a></p>
5	03/02/2015	20 Minutos Newspaper Website	Press Release	<p>Press release indicating the launch of the ehcoBUTLER project coordinated by everis.</p>	General Public	<p><a href="http://www.20minutos.es/noticia/2366006/0/everis-crea-plataforma-e-salud-que-frena-deterioro-cognitivo-mayores/">http://www.20minutos.es/noticia/2366006/0/everis-crea-plataforma-e-salud-que-frena-deterioro-cognitivo-mayores/</a></p>

## 6.2 CIBER

➤ CIBER dissemination activity table from February to December 2015:						
No.	Date	Place	Type	Name of the activity/event – Brief description (10-15 words)	Target Group (optional)	Link (optional)
1	18/03/2015	CIBER website	Online publication	Press release: Information about the ehcoBUTLER project. Project presentation.	General audience	<a href="http://www.ciberobn.es/noticias/el-proyecto-ehcobutler-desarrolla-una-plataforma-de-e-salud-que-frena-el-deterioro-cognitivo-de-los-mayores">http://www.ciberobn.es/noticias/el-proyecto-ehcobutler-desarrolla-una-plataforma-de-e-salud-que-frena-el-deterioro-cognitivo-de-los-mayores</a>
2	Work in progress	Scientific Journal related with medicine and technology (e.g. Telemedicine and E-Health, or Journal of Telemedicine and Telecare).	Paper publication	We are working on a manuscript about the usability issues of ehcoBUTLER system.	Scientific community, professionals form public and private sector.	

## 6.3 NFE

➤ NFE dissemination activity table from February to December 2015:						
No.	Date	Place	Type	Name of the activity/event – Brief description (10-15 words)	Target Group (optional)	Link (optional)
1	21-04-2015	Internet	Web article	Article on the Dutch Vitality and Ageing news forum.	Older people, businesses, professionals.	<a href="#">link</a>
2	17-03-2015	Internet	Website	Article the NationaalOuderenfonds website,	Older people, caregivers, businesses, professionals.	<a href="#">link</a>
3	01-07-2015	Magazine the Netherlands	Kwiek - Magazine	Article in magazine for seniors in the Netherlands, reaching more than 40.000 seniors.	Older people	
4	21-04-2015	Kamerik, the Netherlands	Workshop presentation	Workshop presentation of the ehcoBUTLER mock ups to clients of the care centre Kamerik.	Older people with MCI, caregivers	



## 6.4 YOURDATA

➤ YourDATA dissemination activity table from February to December 2015:						
No.	Date	Place	Type	Name of the activity/event – Brief description (10-15 words)	Target Group (optional)	Link (optional)
1	February, 20 <sup>th</sup> , 2015	YourDATA website	On-Line Publication	Project Presentation	YourDATA stakeholders	<a href="http://www.yourdata.it/node/153">http://www.yourdata.it/node/153</a>
2	February, 28 <sup>th</sup> , 2015	Italy	Dissemination and Communication tool	EhcoBUTLER logo, developed in cooperation with each partner.	ehcoBUTLER stakeholders	
3	February, 28 <sup>th</sup> , 2015	Italy	Dissemination and Communication tool	First ehcoBUTLER press release in Italian, English and Spanish version; prepared with cooperation of EVERIS	ehcoBUTLER stakeholders	<a href="http://www.ehcoButler.eu/overview/">http://www.ehcoButler.eu/overview/</a>
4	March, 31 <sup>st</sup> , 2015	EhcoBUTLER website	On-Line Publication	Website of ehcoBUTLER project; main dissemination tool where is described as whole, its objectives and its expected impacts. YourDATA team, as Dissemination Leader, keeps up to date the project website	ehcoBUTLER stakeholders	<a href="http://www.ehcoButler.eu/overview/">http://www.ehcoButler.eu/overview/</a>
5	April, 30 <sup>th</sup> , 2015	Italy	Dissemination and Communication tool	Project leaflets, its aim is to disseminate project results during external events.	External events participants.	
6	May, 31 <sup>st</sup> , 2015	Italy	Dissemination and Communication activity	Second ehcoBUTLER press release which informs about First General Meeting of Cagliari.	Italian press and Sardinian stakeholders.	
7	May, 31 <sup>st</sup> , 2015	Italy	Dissemination and Communication tool	Press Dossier submitted to each Meeting participant. Prepared with cooperation of EVERIS in Italian and English version.	External events participants	
8	May, 31 <sup>st</sup> , 2015	EhcoBUTLER website	On-Line Publication	First ehcoBUTLER Press Conference and First General Meeting in Cagliari;	ehcoBUTLER stakeholders	<a href="http://www.ehcoButler.eu/uncategorized/23th-june-2015-meeting-and-press-conference/">http://www.ehcoButler.eu/uncategorized/23th-june-2015-meeting-and-press-conference/</a>
9	June, 19 <sup>th</sup> , 2015	SardegnaRicerca website	On-Line Publication	Press Media	ICT stakeholders	<a href="http://www.sardegnaRicerca.it/index.php?xsl=370&amp;s=282950&amp;v=2&amp;c=3169&amp;nc=1&amp;sc=&amp;qr=1&amp;qp=2&amp;vd=2&amp;t=3&amp;sb=1">http://www.sardegnaRicerca.it/index.php?xsl=370&amp;s=282950&amp;v=2&amp;c=3169&amp;nc=1&amp;sc=&amp;qr=1&amp;qp=2&amp;vd=2&amp;t=3&amp;sb=1</a>
10	June, 19 <sup>th</sup> , 2015	SardegnaRicerca LinkedIn account	On-Line Publication	Press Media	ICT stakeholders	<a href="https://www.linkedin.com/company/sardegna-ricerca">https://www.linkedin.com/company/sardegna-ricerca</a>
11	June, 19 <sup>th</sup> , 2015	SardegnaRicerca Google+ account	On-Line Publication	Press Media	ICT stakeholders	<a href="https://plus.google.com/+sardegnaRicerca/posts/b9cmTTsb3Ft">https://plus.google.com/+sardegnaRicerca/posts/b9cmTTsb3Ft</a>
12	June, 23 <sup>rd</sup> , 2015	Italy	Dissemination and Communication activity	First ehcoBUTLER Press Conference.	External events participants	
13	June, 23 <sup>rd</sup> , 2015	Evensi website	On-Line Publication	Press Media	ehcoBUTLER stakeholders	<a href="https://www.evensi.com/press-conference-ehcoButler-soluzioni-ict-per-il/154864165">https://www.evensi.com/press-conference-ehcoButler-soluzioni-ict-per-il/154864165</a>
14	June, 24 <sup>th</sup> , 2015	Italy	Dissemination and Communication activity	Third ehcoBUTLER press release which informs about First ehcoBUTLER Press Conference.	External events participants	



15	June, 25 <sup>th</sup> , 2015	Carbonia .net Website	On-Line Publication	Press Media	ehcoBUTLER stakeholders	<a href="http://www.carbonia.net/progetto-ehcobutler-soluzioni-ict-in-grado-di-rallentare-lavanzamento-della-demenza-senile/">http://www.carbonia.net/progetto-ehcobutler-soluzioni-ict-in-grado-di-rallentare-lavanzamento-della-demenza-senile/</a>
16	June, 27 <sup>th</sup> , 2015	SardegnaMedicina Website	On-Line Publication	Press Media	Health stakeholders	<a href="http://www.sardegnamecina.it/content/ehcobutler-app-e-piattaforma-ict-migliorare-le-cure-degli-anziani-con-decadimento-cognitivo">http://www.sardegnamecina.it/content/ehcobutler-app-e-piattaforma-ict-migliorare-le-cure-degli-anziani-con-decadimento-cognitivo</a>
17	June, 30 <sup>th</sup> , 2015	Gazzetta Medio Campidano	On-Line Publication	Press Media	ehcoBUTLER stakeholders	<a href="http://www.lagazzetta.eu/progetto-ehcobutler-per-rallentare-lavanzamento-della-demenza-senile/">http://www.lagazzetta.eu/progetto-ehcobutler-per-rallentare-lavanzamento-della-demenza-senile/</a>
18	July, 1 <sup>st</sup> , 2015	Cagliari Globalist Website	On-Line Publication	Press Media	ehcoBUTLER stakeholders	<a href="http://cagliari.globalist.it/Detail_News_Display?ID=121482&amp;typeb=0">http://cagliari.globalist.it/Detail_News_Display?ID=121482&amp;typeb=0</a>
19	July, 1 <sup>st</sup> , 2015	Sarda News Website	On-Line Publication	Press Media	ehcoBUTLER stakeholders	<a href="http://www.sardanews.it/135098-ehcobutler-una-app-per-migliorare-la-vita-degli-anziani?limit=10&amp;start=10">http://www.sardanews.it/135098-ehcobutler-una-app-per-migliorare-la-vita-degli-anziani?limit=10&amp;start=10</a>
20	15/09/2015	Carbonia .net Website	Local Newspaper ("La Gazzetta del Medio Campidano")	Press Media	ehcoBUTLER stakeholders	
21	30/09/2015	On Line	H2020 project Community	Project account on www.haivisio.eu	ehcoBUTLER stakeholders	<a href="http://haivisio.eu/view-project/?project_id=79">http://haivisio.eu/view-project/?project_id=79</a>
22	16/10/2015	Local Tv	Interview	Interview about ehcoBUTLER project	ehcoBUTLER stakeholders	<a href="https://www.facebook.com/video.php?v=10206048874694422">https://www.facebook.com/video.php?v=10206048874694422</a>
23	04/12/2015	YourDATA Facebook Account	On-line dissemination	Faceook post on YourDATA account	EhcoBUTLER stakeholders	<a href="https://www.facebook.com/yourdatasrl/?fref=fb">https://www.facebook.com/yourdatasrl/?fref=fb</a>

## 6.5 INTRAS

➤ INTRAS dissemination activity table from February to December 2015:						
N o.	Date	Place	Type	Name of the activity/event – Brief description (10-15 words)	Target Group (optional)	Link (optional)
1	02/03/2015	INTRAS e-mail and website	Mailing List & Online Publication	Press Release	Communication Mediums	<a href="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">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</a>
2	09/03/2015	INTRAS Website	Online Publication	Project Presentation / Launch Press Release	General audience	<a href="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">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</a>



3	10/03/2015	Headquarters of the Fundación General of the Salamanca University, Salamanca (Spain)	Conference / Poster Presentation	II Meeting of researchers "Research and Ageing: Answers forgiving life quality" promoted by the Virtual Ageing Center	Health Researchers, Health providers and other stakeholders from the value chain. Around 300 Attendants.	<a href="https://www.cvirtual.org/es/formacion-online/encuentros/ii-encuentro-de-investigadores-%E2%80%9Cinvestigacion-y-envejecimiento-respuestas">https://www.cvirtual.org/es/formacion-online/encuentros/ii-encuentro-de-investigadores-%E2%80%9Cinvestigacion-y-envejecimiento-respuestas</a>
4	10/03/2015	Zamora	TV broadcast	Interview to the Regional TV Channel (RTVCyL, program "8 Magazine") . Invitation to speak about innovative projects, with great emphasis on ehcoBUTLER.	General audience	Not available the video on the program webpage - <a href="http://www.rtvcy.es/ficha/A97A145B-C646-DAA8-02CB0B26D13C5C0F/20110120/8/magazine/1">http://www.rtvcy.es/ficha/A97A145B-C646-DAA8-02CB0B26D13C5C0F/20110120/8/magazine/1</a>
5	12/03/2015	Colegio Universitario, Plaza de Alemania, Zamora (Spain)	Conference / Speech included in the conference agenda	Academic Conference Week - Mental Health, Zamora, Spain. Participation as Speakers - "New technologies for an healthy ageing, the DISCOVER Study Case"	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.	<a href="http://www.laopiniondezamora.es/zamora/2015/03/12/socializacion-ayuda-buena-salud-mental/828506.htm">http://www.laopiniondezamora.es/zamora/2015/03/12/socializacion-ayuda-buena-salud-mental/828506.htm</a>

6	13/03/2015	Zamora	Newspaper Interview	<p>“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).</p>	General audience	<a href="http://www.laopiniondezamora.es/zamora/2015/03/13/mayordomo-casa/828794.html">http://www.laopiniondezamora.es/zamora/2015/03/13/mayordomo-casa/828794.html</a>
7	13/07/2015	International Psychogeriatric Association (IPA) Bulletin	Communication Article Sent	<p>“ehcoBUTLER, an European project for slowing down cognitive decline in the elderly (2015-2017)”</p>	IPA Members and Bulletin Readers	<a href="http://www.ipa-online.org/wordpress/publications/ipa-bulletin/featured-articles/">http://www.ipa-online.org/wordpress/publications/ipa-bulletin/featured-articles/</a>
8	30/07/2015		Project Poster	Project Poster (Institutional Format INTRAS)	General audience	Soon available on web
9	12-14th November 2015	Feria de Valladolid, Valladolid, Spain	Poster Presentation in Communication Session	<p>“VI Congreso Nacional de Alzheimer” / VI Alzheimer National Conference</p>	Representatives of 300 Associations of Families of People with Alzheimer's and other dementias. Professionals and carers. Expected 400 – 500 attendants	<a href="http://www.congresonacionaldealzheimer.org/es/envio-de-comunicaciones">http://www.congresonacionaldealzheimer.org/es/envio-de-comunicaciones</a>
10	28/11/2015	ANG Portugal, Aveiro University	Dissemination of ehcoBUTLER, that was presented in the Welfare, Health and Mental Health Roundtable	National Meeting of Gerontologists (ENEKG).	Specialists on ageing (social, health/care, research on ageing well).	See document in annexes



## 6.6 VIDA VO

➤ VIVAVO dissemination activity table from February to December 2015:						
No.	Date	Place	Type	Name of the activity/event – Brief description (10-15 words)	Target Group (optional)	Link (optional)
1	February 22-25, 2015	Barcelona, Spain	Congress	Mobile World Congress 2015: Vidavo participated in the Greek Pavilion, organized by the Hellenic Association of Mobile Application Companies (HAMAC) and showcased mobile health services, like VidaΨ, being the basis of the Greek pilot, including ehcoBUTLER	Telecom providers (being a significant part of the company's clientele) ICT and IT companies wishing to differentiate	<a href="http://www.mobileworldcongress.com/what-to-expect/highlights-from-2015">http://www.mobileworldcongress.com/what-to-expect/highlights-from-2015</a> <a href="https://twitter.com/GreeceMWC">https://twitter.com/GreeceMWC</a>
2	March 19, 2015	Athens, Greece	Round table (in the frame of exhibition, conference)	Athens Science Festival: Presentation of the company's know-how and research portfolio in the frame of the "The Future of Health is Digital" session	Local society players, Local and national authorities, citizens	<a href="http://www.athens-science-festival.gr/events/%CF%80%CE%B%CE%B7%CF%81%CE%BF%CF%86%CE%BF%CF%81%CE%B9%CE%BA%CE%B7-%CF%87%CE%B8%CE%B5%CF%83-%CF%83%CE%B7%CE%BC%CE%B5%CF%81%CE%B1-%CE%B1%CF%85%CF%81%CE%B9%CE%BF/">http://www.athens-science-festival.gr/events/%CF%80%CE%B%CE%B7%CF%81%CE%BF%CF%86%CE%BF%CF%81%CE%B9%CE%BA%CE%B7-%CF%87%CE%B8%CE%B5%CF%83-%CF%83%CE%B7%CE%BC%CE%B5%CF%81%CE%B1-%CE%B1%CF%85%CF%81%CE%B9%CE%BF/</a>
3	July 23, 2015	Municipality of Zitsa, Greece	Presentation	Presentation of the ehcoBUTLER concept and other mhealth solutions to societal challenges, to the municipality officers & local population, in the frame of "telecare" center opening ceremony	Local authorities, local population	N/A
4	October 29, 2015	Tokyo, Japan	Presentation	ICT mission to Japan / Japan IT week: Presentation of healthy aging solutions		<a href="http://www.japan-it.jp/en/Conference/Conference-Program/">http://www.japan-it.jp/en/Conference/Conference-Program/</a>

## 6.7 ASISTEL

➤ ASISTEL dissemination activity table from February to December 2015						
No.	Date	Place	Type	Name of the activity/event – Brief description (10-15 words)	Target Group (optional)	Link (optional)
1	15.03.2015	Belgrade	Meeting	Association of Social workers of Serbia initial meeting with info about ehcoBUTLER		
2	10.05.2015	Belgrade	Meeting	Municipality Centre of Social work / Gerontho-centres /initial meeting with info about ehcoBUTLER		
3	10.07.2015	Belgrade	Meeting	Ministry of Labor and Social Policy initial meeting with info about ehcoBUTLER		



## 6.8 E-SENIORS

➤ E-Seniors dissemination activity table from February to December 2015:						
No.	Date	Place	Type	Name of the activity/event – Brief description (10-15 words)	Target Group (optional)	Link (optional)
1	January 2015	France	website	publication of ehcoBUTLER abstract on E-Seniors websites (in French and English)	ESE network (elderly people, professionals, partners)	See document in annexes
2	February 2015	France	Tweet	publication of a picture of the Kick-Off meeting in Sévillla on E-Seniors twitter account	ESE social network	<a href="https://twitter.com/ese-seniors/status/562545051939917825?lang=fr">https://twitter.com/ese-seniors/status/562545051939917825?lang=fr</a>
3	March 2015	France	Facebook	publication of the French Press Release on E-Seniors Facebook page	ESE social network	See document in annexes
4	March 2015	France	website	publication of the French Press Release on ehcoBUTLER' S page on E-Seniors website	ESE network (elderly people, professionals, partners)	<a href="http://www.e-seniors.asso.fr/ehcoBUTLER_PressRelease1FR.pdf">http://www.e-seniors.asso.fr/ehcoBUTLER_PressRelease1FR.pdf</a>
5	March 2015	France	Platform / website	publication of the French Press Release on the Agevillageplatform	Age village network	<a href="http://www.agevillagepro.com/actualite-12395-1-silver-economie-ehcobutler-projet-europeen-plateforme-seniors.htm">http://www.agevillagepro.com/actualite-12395-1-silver-economie-ehcobutler-projet-europeen-plateforme-seniors.htm</a>
6	March 2015	France	Facebook	publication of ehcoBUTLER project Facebook page on ESE Facebook page	ESE social network	See document in annexes
7	April 2015	France	Newsletter	publication of the French Press Release in E-Seniors newsletter	ESE network (elderly people, professionals, partners)	<a href="http://www.e-seniors.asso.fr/newsletter29.html">http://www.e-seniors.asso.fr/newsletter29.html</a>
8	April 2015	France	Tweet	publication of the French Press Release on E-Seniors tweeter account	ESE social network	<a href="https://twitter.com/ese-seniors/status/583620970872705024">https://twitter.com/ese-seniors/status/583620970872705024</a>
9	April 2015	France	website	publication of the Press Release in French on the home page of ESE website	ESE network (elderly people, professionals, partners)	See document in annexes
10	June 2015	France, Paris	Flyers	ddistribution of French Press Release as flyers at the intergenerational activities day at the City Hall of the 4th arrondissement	Elderly people, general public	See document in annexes

➤ E-Seniors dissemination activity table from February to December 2015:						
No.	Date	Place	Type	Name of the activity/event – Brief description (10-15 words)	Target Group (optional)	Link (optional)
11	July 2015	France	Facebook	publication of a picture of the Consortium Meeting n°2 in Cagliari on E-Seniors Facebook	ESE social network	<a href="https://www.facebook.com/1431667527108464/photos/a.1464757933799423.1073741831.1431667527108464/1592417704366778/?type=1&amp;theater">https://www.facebook.com/1431667527108464/photos/a.1464757933799423.1073741831.1431667527108464/1592417704366778/?type=1&amp;theater</a>
12	July 2015	France	Tweet	publication of a picture of the Consortium meeting n°2 in Cagliari on E-Seniors Tweeter account	ESE social network	<a href="https://twitter.com/eseSeniors/status/613267615734218752">https://twitter.com/eseSeniors/status/613267615734218752</a>
13	September 2015	Paris	Flyers	distribution French Press Release as flyers at the Forum des associations of 4 <sup>th</sup> arrondissement	Elderly people, general public	See document in annexes
14	September 2015	Paris	Flyers	distribution of French Press Release as flyers at the Forum des associations of 3 <sup>th</sup> arrondissement	Elderly people, general public	See document in annexes
15	October 2015	Paris	Flyers	distribution French Press Release as flyers at Mairie du 4eme for E-Seniors anniversary	Elderly people, general public	See document in annexes

## 6.9 AIMA

➤ AIMA dissemination activity table from February to December 2015:						
No.	Date	Place	Type	Name of the activity/event – Brief description (10-15 words)	Target Group (optional)	Link (optional)
1	31 January 2015	AIMA website	Online publication	First project meeting presentation		<a href="http://www.aimanapoli.it/mainportal/primo-meeting-del-progetto-ehcobutler-a-siviglia/">http://www.aimanapoli.it/mainportal/primo-meeting-del-progetto-ehcobutler-a-siviglia/</a>
2	10 March 2015	AIMA website	Online publication	General presentation		<a href="http://www.aimanapoli.it/mainportal/il-progetto-ehcobutler-2/">http://www.aimanapoli.it/mainportal/il-progetto-ehcobutler-2/</a>
3	18 April 2015	AIMA website	Online publication	General presentation		<a href="http://www.aimanapoli.it/mainportal/progetto-ehcobutler-gliimpatti-previsti-dello-sviluppodella-piattaforma-ict/">http://www.aimanapoli.it/mainportal/progetto-ehcobutler-gliimpatti-previsti-dello-sviluppodella-piattaforma-ict/</a>
4	14 May 2015	AIMA website	Online publication	General presentation		<a href="http://www.aimanapoli.it/mainportal/progetto-ehcobutleruna-piattaforma-digitale-cheaiuta-a-vivere-attivamente-edin-modo-sano/">http://www.aimanapoli.it/mainportal/progetto-ehcobutleruna-piattaforma-digitale-cheaiuta-a-vivere-attivamente-edin-modo-sano/</a>
5	18 June 2015	AIMA website	Online publication	Second project meeting		<a href="http://www.aimanapoli.it/mainportal/meeting-del-progettoeuropeo-ehcobutler-23-giugno-2015-cagliari">http://www.aimanapoli.it/mainportal/meeting-del-progettoeuropeo-ehcobutler-23-giugno-2015-cagliari</a>
6	14 July 2015	AIMA website	Online publication	General presentation		<a href="http://www.aimanapoli.it/mainportal/ehcobutler-projecthorizon-2020/">http://www.aimanapoli.it/mainportal/ehcobutler-projecthorizon-2020/</a>

## 6.10 IDEA

IDEA dissemination activity table from February to December 2015:						
No.	Date	Place	Type	Name of the activity/event – Brief description (10-15 words)	Target Group (optional)	Link (optional)
1	15TH JUNE 2015		NEWSPAPER	Article in the newspaper in Navarra describing the project	Navarra population	<a href="https://www.facebook.com/IdealInnovacion/photos/a.647557788602535.1073741826.146102222081430/1032871880071122/?type=3&amp;theater">https://www.facebook.com/IdealInnovacion/photos/a.647557788602535.1073741826.146102222081430/1032871880071122/?type=3&amp;theater</a>

## 6.11 CLALIT

➤ CLALIT dissemination activity table from February to December 2015:						
No.	Date	Place	Type	Name of the activity/event – Brief description (10-15 words)	Target Group (optional)	Link (optional)
1	25.5.2015	Clalit Health Services National Management Office Tel Aviv, Israel	Management dissemination	Presentation of echoButler to special committee created to support the project in Clalit	Steering Committee for echoButler Project, Clalit National Office	
2	9.6.2015	University of Haifa Haifa, Israel	Scientific international workshop	Inclusion of ehcoButler in overview of national /international health promotion initiatives in Israel for elderly	Academics and practitioners: US, Europe and Israel	
3	9.3.2015	Eshel Organization (Services for the Elderly) Joint Distribution Committee Jerusalem, Israel	Introduction of ehcoButler to collaborate institutions in health promotion in Israel	Update on active health promotion initiatives for 2015 – 2018 in Clalit	National Steering Committee for Healthy Lifestyles Among the elderly in Israel	
4	14.7.2015	Clalit Health Services National Management Office Tel Aviv	Professional/management dissemination for collaboration	Description of the project to create interest in participating in the pilot	Geriatric Medicine Forum, Clalit Health Services – District Representatives: Geriatric Physicians and Nurses	(Link to ppt presentation)
5	10.12.15	Clalit Health Services - Dan Petach Tikva District Management office	Management stakeholders dissemination	Presentation of ehcoButler project to medical managers of district for recruitment	Medical Branch management of district	

## 6.12 TELEFONICA

➤ TME dissemination activity table from February to December 2015:						
No.	Date	Place	Type	Name of the activity/event – Brief description (10-15 words)	Target Group (optional)	Link (optional)
1	29/06/2015	Telefonica Intranet	Internal communication	We used our 'daily online newspaper' to communicate about the project and the meeting we had in Cagliari	All Telefonica employees	<a href="http://eldiario.intranet.telefonica/Spain/Pages/Home.aspx?utm_source=newsletter&amp;utm_medium=banner_pc&amp;utm_campaign=EI%20diario">http://eldiario.intranet.telefonica/Spain/Pages/Home.aspx?utm_source=newsletter&amp;utm_medium=banner_pc&amp;utm_campaign=EI%20diario</a>



2	04/06/2015	Telefonica Premises	Internal communication.	Speech in our small auditorium. 50 attendees. Communication about the goal of the project	Marketing, Public Affairs and Technical areas	See in annexes
3	22/10/2015	Valencia		Annual congress of AGMT		See in annexes