



ehcoBUTLER

Dissemination and Communication

ehcoBUTLER Project
D7.7 – 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 2020 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: PUBLICATIONS IN SCIENTIFIC JOURNALS

During 2020, 2 articles were published concerning the ehcoBUTLER project.

Activity number	1. Publication in scientific journals
Title	Study on the Acceptability of an ICT Platform for Older Adults with Mild Cognitive Impairment.
Journal	Springer - Patient Facing Systems
Author	Contreras-Somoza, L.M.; Irazoki, E.; Castilla, D.; Cristina, B.; Toribio-guzmán, J.M.; Parra-Vidales, E.; Suso-Ribera, C.; Suárez-López, P.; Perea-Bartolomé, M.V.; Franco-Martín
Business model	Journal of Medical Systems
Partner Name	INTRAS
Target Audience	Health care specialists and scientific community
Impacts	Wider dissemination through scientific community
Link	https://link.springer.com/article/10.1007/s10916-020-01566-x
Date	25 May 2020

Activity number	2. Publication in scientific journals
Title	Designing ICTs for Users with Mild Cognitive Impairment: A Usability Study
Journal	International journal of Environmental Research and Public Health
Author	Diana Castilla, Carlos Suso-Ribera, Irene Zaragoza, Azucena
Business model	Peer-reviewed open access scientific journal
Partner Name	CIBER-UJI
Target Audience	Health care specialists and scientific community
Impacts	Wider dissemination through scientific community
Link	https://www.researchgate.net/publication/343027200_Designing_ICTs_for_Users_with_Mild_Cognitive_Impairment_A_Usability_Study
Date	17 July 2020



3 COMMUNICATION CHANNEL: ONLINE DISSEMINATION THROUGH INTERNET

During 2020, 15 activities have been performed under this category

Activity number	3. Online dissemination through internet
Kind of activity	EhcoBUTLER website
Business model	Public organization
Partner Name	YourDATA SRL
Target Audience	General public
Activity description and impacts	The first site of ehcoBUTLER project that was created in 2015 is not in function anymore. YDATA has created a new site. Wider dissemination about contents, objectives and results of the ehcoBUTLER project.
Link	https://www.ehcoButler-project.eu/
Date	January 2020


Activity number	4. Online dissemination through internet
Kind of activity	Press release
Business model	Public organization
Partner Name	E-Seniors
Target Audience	General public
Activity description and impacts	ESE published a press release announcing the re-launching of the project, which had been on pause for 2 years.
Link	https://www.facebook.com/AssociationESeniors/posts/2738274446447759
Date	January 2020

Activity number	5. Online dissemination through internet
Kind of activity	Press release
Business model	Online journal
Partner Name	AIMA
Target Audience	General public
Activity description and impacts	Press release "Alzheimer, progetto sperimentale a Napoli con un nuovo software" on Il Mattino Website
Link	https://www.ilmattino.it/primopiano/sanita/alzheimer_progetto_sperimentale_a_napoli-5495179.html?fbclid=IwAR02bOPPnBcUndM3I-SlIq22skRuomiYaNVZjKyBIFBH_olFQRjarEw_hSw
Date	30 September 2020

Activity number	6. Online dissemination through internet
Kind of activity	Press release
Business model	Online journal
Partner Name	AIMA
Target Audience	General public
Activity description and impacts	Press release "Alzheimer: nuova sperimentazione in Campania" on Comunicare Il Sociale website
Link	https://www.comunicareilsociale.com/2020/09/30/alzheimer-nuova-sperimentazione-in-campania/?fbclid=IwAR1KK3D8-59A8-mR9dR8TnHyDIikPdQqiAzKrTcCPTtA8nfy1qxFufkrwAs
Date	30 September 2020



Activity number	7. Online dissemination through internet
Kind of activity	Press release
Business model	Blog
Partner Name	AIMA
Target Audience	General public
Activity description and impacts	Press release “Alzheimer al via il progetto Ehcobutler per rallentarne il decorso” in Zazoom blog
Link	https://www.zazoom.it/2020-10-05/alzheimer-al-via-il-progetto-ehcobutler-per-rallentarne-il-decorso/7333586/
Date	5 October 2020

Activity number	8. Online dissemination through internet
Kind of activity	Press release
Business model	Online journal
Partner Name	AIMA
Target Audience	General public
Activity description and impacts	Press release “Alzheimer: nuova sperimentazione in Campania” in Il Caffè newspaper
Evidence	
Date	9 October 2020

Activity number	9. Online dissemination through internet
Kind of activity	Press release
Business model	Online journal
Partner Name	AIMA
Target Audience	General public
Activity description and impacts	Press release “Alzheimer: nuova sperimentazione in Campania grazie ad AIMA Napoli” on CSV website
Link	https://www.csvnapoli.it/alzheimer-nuova-sperimentazione-in-campania-grazie-ad-aima-napoli/?fbclid=IwAR3JBk9v1rK-hKXb2ffZRqZIRByS1u2aF4NI6U9xJ0fUjAayLDCD2WhbA
Date	12 October 2020

Activity number	10. Online dissemination through internet
Kind of activity	Press release
Business model	Online journal
Partner Name	AIMA
Target Audience	General public
Activity description and impacts	Press release "Alzheimer: nuova sperimentazione in Campania" on Salernocitta website
Link	https://www.salernocitta.com/2020/10/01/alzheimer-nuova-sperimentazione-in-campania/?fbclid=IwAR3nV18MjVqDfKtF-I8wGIQfy9sGUidtUGWjrmjqu12aC2WBw5I5MUyOq_s
Date	12 October 2020

Activity number	11. Online dissemination through internet
Kind of activity	Website Article
Business model	Public organization
Partner Name	YourData
Target Audience	General public
Activity description and impacts	YourData posted an article about the restart of ehcoBUTLER project on their website.
Link	http://www.yourdata.it/ehcobutler-re-starts/
Date	26 June 2020


Activity number	12. Online dissemination through internet
Kind of activity	Website Article
Business model	Public organization
Partner Name	INTRAS
Target Audience	Authorities ,Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Universities/Research centers, Other associations
Activity description and impacts	A brief description of ehcoBUTLER Project. This news has been published at INTRAS and IDES blog, so they reach the general public.
Link	https://www.intras.es/articulos/ehcobutler-un-ecosistema-global-para-la-vida-independiente/ https://ides.es/blog/ehcobutler-un-ecosistema-global-para-la-vida-independiente
Date	11/03/2020


Activity number	13. Online dissemination through internet
Kind of activity	Website Article
Business model	Public organization
Partner Name	INTRAS
Target Audience	Interested stakeholders
Activity description and impacts	Article "INTRAS ha comenzado a realizar los ensayos beta test de la plataforma ehcoBUTLER" on their website
Link	https://www.intras.es/articulos/intras-ha-comenzado-realizar-los-ensayos-beta-test-de-la-plataforma-ehcobutler
Date	19/10/2020

Activity number	14. Online dissemination through internet
Kind of activity	IDES blog
Business model	Public organization
Partner Name	INTRAS
Target Audience	Interested stakeholders
Activity description and impacts	Article "INTRAS ha comenzado a realizar los ensayos beta test de la plataforma ehcoBUTLER" on IDES blog
Link	https://ides.es/blog/intras-ha-comenzado-realizar-los-ensayos-beta-test-de-la-plataforma-ehcobutle
Date	19/10/2020



Activity number	15. Online dissemination through internet
Kind of activity	Website Article
Business model	Public organization
Partner Name	Vidavo
Target Audience	Policy makers, Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Universities/Research centres
Activity description and impacts	Vidavo posted on their website Communication of beta testing start
Link	http://www.vidavo.eu/index.php/component/sppagebuilder/172-echobutler?fbclid=IwAR1tomskrPsidpC2EvxmTi9bBGxIzmc8fXGhUtDu6-86fQ0WVoBHDYuFcOQ
Date	14/10/2020

Activity number	16. Online dissemination through internet
Kind of activity	Webinar
Business model	Public organization
Partner Name	TME
Target Audience	End-Users
Activity description and impacts	Webinar to explain the ehcoBUTLER features to AGMT end-user organization to share with potential end-users all the available features.
Evidence	
Place	Spain
Date	04/11/2020

Activity number	17. Online dissemination through internet
Kind of activity	Webinar
Business model	Public organization
Partner Name	TME
Target Audience	End-Users
Activity description and impacts	Second webinar with AGMT to explain the features of EhcoButler (Gradior)
Evidence	
Place	Spain
Date	10/11/2020

4 COMMUNICATION CHANNEL: BIOMEDICAL COMMUNITIES AND SOCIAL RESEARCH NETWORKS

During 2020, 16 activities have been performed under this category

Activity number	18. Biomedical communities and social research networks
Network	INTRAS twitter account
Kind of activity	Tweet
Partner name	INTRAS
Target Audience	Interested stakeholders
Activity description and impacts	Tweet to promote the article on Intras' website "INTRAS ha comenzado a realizar los ensayos beta test de la plataforma ehcoBUTLER"
Link	https://twitter.com/fintras/status/1318125249746096128
Date	19/10/2020

Activity number	19. Biomedical communities and social research networks
Network	IDES twitter account
Kind of activity	Tweet
Partner name	INTRAS
Target Audience	Interested stakeholders
Activity description and impacts	Tweet to promote the article on IDES' website "INTRAS ha comenzado a realizar los ensayos beta test de la plataforma ehcoBUTLER"
Link	https://twitter.com/imasdides/status/1318125443380355072
Date	19/10/2020

Activity number	20. Biomedical communities and social research networks
Network	INTRAS LinkedIn account
Kind of activity	Online dissemination through internet
Partner name	INTRAS
Target Audience	Interested stakeholders
Activity description and impacts	Post to promote the article on Intras' website "INTRAS ha comenzado a realizar los ensayos beta test de la plataforma ehcoBUTLER"
Link	https://www.linkedin.com/feed/update/urn:li:activity:6723887424755372032/
Date	19/10/2020

Activity number	21. Biomedical communities and social research networks
Network	IDES LinkedIn account
Kind of activity	Online dissemination through internet
Partner name	INTRAS
Target Audience	Interested stakeholders
Activity description and impacts	Post to promote the article on IDES' website "INTRAS ha comenzado a realizar los ensayos beta test de la plataforma ehcoBUTLER"
Link	https://www.linkedin.com/feed/update/urn:li:activity:6723887624219697152/
Date	19/10/2020



Activity number	22. Biomedical communities and social research networks
Network	INTRAS website
Kind of activity	Online dissemination through internet
Partner name	INTRAS
Target Audience	Interested stakeholders
Activity description and impacts	Article “Los primeros pasos del piloto ehcoBUTLER en INTRAS”
Link	https://www.intras.es/articulos/los-primeros-pasos-del-piloto-echobutler-en-intras
Date	09/12/2020

Activity number	23. Biomedical communities and social research networks
Network	INTRAS twitter
Kind of activity	Online dissemination through internet
Partner name	INTRAS
Target Audience	Interested stakeholders
Activity description and impacts	Tweet to promote the article on Intras’ website “Los primeros pasos del piloto ehcoBUTLER en INTRAS”
Link	https://twitter.com/fintras/status/1336620614287810566
Date	09/12/2020

Activity number	24. Biomedical communities and social research networks
Network	IDES twitter
Kind of activity	Online dissemination through internet
Partner name	INTRAS
Target Audience	Interested stakeholders
Activity description and impacts	Tweet to promote the article on Intras’ website “Los primeros pasos del piloto ehcoBUTLER en INTRAS”
Link	https://twitter.com/imasdides/status/1336615554560487425
Date	09/12/2020

Activity number	25. Biomedical communities and social research networks
Network	INTRAS LinkedIn
Kind of activity	Online dissemination through internet
Partner name	INTRAS
Target Audience	Interested stakeholders
Activity description and impacts	Post to promote the article on Intras' website "Los primeros pasos del piloto ehcoBUTLER en INTRAS"
Link	https://www.linkedin.com/feed/update/urn:li:activity:6742485262712082432
Date	09/12/2020

Activity number	26. Biomedical communities and social research networks
Network	IDES LinkedIn
Kind of activity	Online dissemination through internet
Partner name	INTRAS
Target Audience	Interested stakeholders
Activity description and impacts	Post to promote the article on Intras' website "Los primeros pasos del piloto ehcoBUTLER en INTRAS"
Link	https://www.linkedin.com/feed/update/urn:li:activity:6742382364644773888
Date	09/12/2020

Activity number	27. Biomedical communities and social research networks
Network	Vidavo Facebook page
Kind of activity	Online dissemination through internet
Partner name	Vidavo
Target Audience	General public
Activity description and impacts	Communication of beta testing start
Link	https://www.facebook.com/VIDAVO/posts/10161501699744572
Date	01/11/2020

Activity number	28. Biomedical communities and social research networks
Network	Vidavo LinkedIn page
Kind of activity	Online dissemination through internet
Partner name	Vidavo
Target Audience	Policy makers, Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Universities/Research centres
Activity description and impacts	Communication of beta testing start
Link	https://www.linkedin.com/posts/vidavo-s.a.-vidavo-ehcobutlerproject-covid19-activity-6728663475356274688-vyBd/
Date	01/11/2020



Activity number	29. Biomedical communities and social research networks
Network	Vidavo Facebook page
Kind of activity	Online dissemination through internet
Partner name	Vidavo
Target Audience	Policy makers, Caregivers, Health care specialists, Health care providers, Social care providers, End-user organizations, Universities/Research centres
Activity description and impacts	ehcoBUTLER and Grador applications were disseminated as state-of-the-art ICT tools for the elderly during Covid-19 outbreak
Link	https://www.facebook.com/VIDAVO/posts/10161623265219572
Date	10/12/2020

Activity number	30. Biomedical communities and social research networks
Network	E-Seniors' Facebook page
Kind of activity	Online dissemination through internet
Partner name	E-Seniors
Target Audience	Elderly people, general public
Activity description and impacts	Post of the press release on E-Seniors' Facebook page to announce the restart of the project
Link	https://www.facebook.com/AssociationESeniors/posts/2738274446447759
Date	28 January 2020

Activity number	31. Biomedical communities and social research networks
Network	AIMA Facebook page
Kind of activity	Facebook Post
Partner name	AIMA
Target Audience	General public
Activity description and impacts	Post on social media to promote the press release published in Il Mattino "Alzheimer, progetto sperimentale a Napoli con un nuovo software"
Link	https://www.facebook.com/aimanapoli/posts/2723256007941766
Date	5 October 2020

Activity number	32. Biomedical communities and social research networks
Network	Zazoom blog
Kind of activity	Blog
Partner name	AIMA
Target Audience	General public
Activity description and impacts	Press release "Alzheimer al via il progetto Ehcobutler per rallentare il decorso"
Link	https://www.zazoom.it/2020-10-05/alzheimer-al-via-il-progetto-ehcobutler-per-rallentare-il-decorso/7333586/
Date	5 October 2020

Activity number	33. Biomedical communities and social research networks
Network	IDEA Facebook page
Kind of activity	Online dissemination through Internet
Partner name	ASBAR
Target Audience	General public
Activity description and impacts	Post to inform about the start of the beta testing
Link	https://www.facebook.com/Idearesidenciasconsentido/posts/4922929497731988
Date	19 November 2020



5 COMMUNICATION CHANNEL: EHCObUTLER PRESENTATION MATERIALS

During 2020, 3 activities have been performed under this category

Activity number	34. EhcoBUTLER presentation materials
Business model	Public organization
Partner	EVERIS
Target Audience	General Public
Activity description and impacts	Flyers were updated according to changes of the project and the consortium. The logo and text has been revised and the flyer now indicates the new website of the project. Its aim is to disseminate project results during external events.
Date	January 2020

Activity number	35. EhcoBUTLER presentation materials
Business model	Public organization
Partner	EVERIS
Target Audience	General Public
Activity description and impacts	PowerPoint presentation of 24-slides was produced to use in different presentations to potential stakeholders and customers. The presentation contains information on aspects such as project objectives, expected impacts, key benefits, challenges, timeline, target users, and include screenshots of the current ehcoBUTLER platform.
Date	January 2020

Activity number	36. EhcoBUTLER presentation materials
Business model	Public organization
Partner	EVERIS
Target Audience	General Public
Activity description and impacts	Videos concerning the platform features at user and management
Date	2020

6 COMMUNICATION CHANNEL: PROJECT PRESENTATION DURING NATIONAL AND LOCAL EVENTS

During 2020, 4 activities have been performed under this category.

Activity number	37. Project presentation during national and local events
Business model	NGO
Partner Name	E-Seniors
Target Audience	Elderly people, general public
Activity description and impacts	Presentation of the ehcoBUTLER project during an event organized by the association to celebrate the epiphany cake with seniors
Link	https://www.facebook.com/AssociationESeniors/posts/2506660526275820
Date	21/01/2020
Place	Paris, France

Activity number	38. Project presentation during national and local events
Business model	Traditional communication channels
Partner Name	VIDAVO
Target Audience	Healthcare Authorities (national and local), Policy makers
Activity description and impacts	Vidavo disseminated ehcoBUTLER goals and objectives at the 2nd Conference of Telematics and communicated the project to the local community, which took place in Hospital of Lakonia in Charakas, Peloponnese in Greece, on 28th of August 2020.
Date	28 August 2020
Place	Lakonia, Charakas, Peloponnese

Activity number	39. Project presentation during national and local events
Business model	Public
Partner Name	ASBAR
Target Audience	General public
Activity description and impacts	This event allowed to reach stakeholders and to receive feedback from them, and was also an opportunity to disseminate the project.
Date	August 2020
Place	Pamplona, Spain

Activity number	40. Project presentation during national and local events
Business model	Forum des Associations
Partner Name	E-Seniors
Target Audience	Elderly people, general public
Activity description and impacts	Presentation of the ehcoBUTLER project during the “Forum des Associations” event in Paris.
Date	September 2020
Place	Paris, France

