



Project Title: Sensing and predictive treatment of frailty and associated co-morbidities using advanced personalized models and advanced interventions

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Dissemination plan and FrailSafe dissemination material (vers. c)

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1.8	28/12/2017	Draft	Roberto Orselli (Smartex)	Input and final comments
1.9	28/12/2017	Final	Nhu Tram, Nathalie De Craecker, Anne-Sophie Parent (AGE)	Finalisation of D8.3 sent to Coordinator on 28.12.2017 for submission

EXECUTIVE SUMMARY

Deliverable D8.3 contains two main sections:

- Section I details what was achieved in M13-M24 in terms of dissemination and communication activities, materials produced, stakeholders reached, and progress achieved in terms of the General Success Indicators agreed for year 2 (see table below - Part B – page 22).
- Section II describes the dissemination activities planned for M25-M36 in order to engage the target markets and promote the FrailSafe solution among the identified clients. The dissemination timeline for Year 3 is a tentative timeline, as the proposed activities will highly depend on the availability of the partners, the FrailSafe devices for the demo and more particularly on the exploitable results.

According to the Dissemination Plans produced in M3 and M12 (D8.1 and D8.2), the period covering M12 to M24 should have been dedicated to the engagement of the identified community and the promotion of the benefits and unique selling points of the FrailSafe solution and start promoting the initial results and engage with a variety of identified target groups. However, the project did not produce sufficient exploitable results or outcomes that could be used to engage with the community at this stage of the project. To tackle this issue, during the course of year 2 the consortium decided to postpone the planned engagement and marketing activities until the last year of the project. Meanwhile, during Year 2 the Dissemination Manager and T8.1 partners continued to raise awareness and inform relevant stakeholders through new dissemination activities and material listed hereafter, to keep them interested in the upcoming project outcomes and further extend the reach out of awareness and information dissemination activities.

WP No.	Indicator	Success Criteria for Year 2	
General Success Indicators associated with WP8 And 9			
Number of publications, number of workshops organized by the consortium and audience size, number of conferences attended, number of Leaflets and newsletters, website, size of user forum, membership to biometric organizations and forums/ - to disseminate project concept, vision and innovation - to spread out the outcomes and achievements of the project to all interest groups	<ol style="list-style-type: none"> 1. Workshop organisation with external participants. Vast consensus of consortium and several experts on project business scenarios and use cases 2. At least 4 papers published in conference proceedings 3. Over 1500 web visits / month (on average) 4. Project draft video available 	<ol style="list-style-type: none"> 1. N/A (postponed to Y3¹) 2. ✓ 3. 1250 visits/month on average 4. N/A (postponed to Y3²) 	
Delivery of an effective, pragmatic and viable business & exploitation plan for project results uptake and commercialization potential	Revised versions of dissemination and exploitation plans	✓	

¹ See 1.6 – dissemination activities p. 18

² See 1.6 – dissemination activities p. 18

Increasing public interest in FrailSafe concept measured by web server logs	1000 – 5000	✓ 2967 web server logs
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DOCUMENT INFORMATION

Contract Number:	H2020-PHC–690140	Acronym:	FRILSAFE
Full title	Sensing and predictive treatment of frailty and associated co-morbidities using advanced personalized models and advanced interventions		
Project URL	http://frailsafe-project.eu/		
EU Project officer	Mr. Jan Komarek		

Deliverable number:	8.3	Title:	Dissemination plan and FrailSafe dissemination material (vers. c)
Work package number:	8	Title:	Dissemination and exploitation

Date of delivery	Contractual	01/01/2018 (M24)	Actual	31/12/2017 D8.3 (v. c)
Status	Draft <input type="checkbox"/>		Final <input checked="" type="checkbox"/>	
Nature	Report <input checked="" type="checkbox"/>	Demonstrator <input type="checkbox"/>	Other <input type="checkbox"/>	
Dissemination Level	Public <input checked="" type="checkbox"/>	Consortium <input type="checkbox"/>		
Abstract (for dissemination)	D8.3 reports on the dissemination activities, materials produced and built community during M13 – M24. It also provides information on the dissemination activities, material and events planned for Year 3 to engage the target markets and promote the FrailSafe Solution to potential clients.			
Keywords	Dissemination, communication			

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INTRODUCTION

According to the Dissemination Plans produced in M3 and M12 (D8.1 and D8.2), the period covering M13 to M24 should have been dedicated to the engagement of the identified community and the promotion of the benefits and unique selling points of the FrailSafe solution, to start promoting the initial results and engage with a variety of identified target groups.

During Year 2, the project partners continued to develop and improve the different components of the FrailSafe solution, such as the WWBS, the different applications, the games and the system architecture. However, the project did not produce sufficient exploitable results or outcomes that could be made public and used to engage with the community at this stage of the project. To tackle this issue, during the course of year 2 the consortium decided to merge the engagement and promotion phases and to postpone the planned activities for these 2 phases until the last year of the project. Meanwhile, during Year 2 the Dissemination Manager and T8.1 partners continued to raise awareness and inform relevant stakeholders through new dissemination material listed hereafter, to keep them interested in the upcoming project outcomes and further extend the reach out of awareness and information dissemination activities. At the same time the consortium discussed and agreed where to focuss their efforts to secure contacts with both demand and supply side stakeholders identified in the Exploitation Plan (D8.6) as being potentially useful for the future exploitation of the FrailSafe solution.

The present report is divided into two sections. Section I describes the dissemination and communication activities, and the material produced in M13-M24 and their outreach compared to the success indicators agreed in the DoA for Year 2. Section II gives a tentative³ timeline on dissemination activities planned for Year 3 and which will cover the engagement and promotion phases to establish contacts with potential clients and for marketing purposes.

³ Tentative timeline, as the activities will depend on when the results of WP4 and WP7 will be available to be presented at a webinar or a workshop.

SECTION I

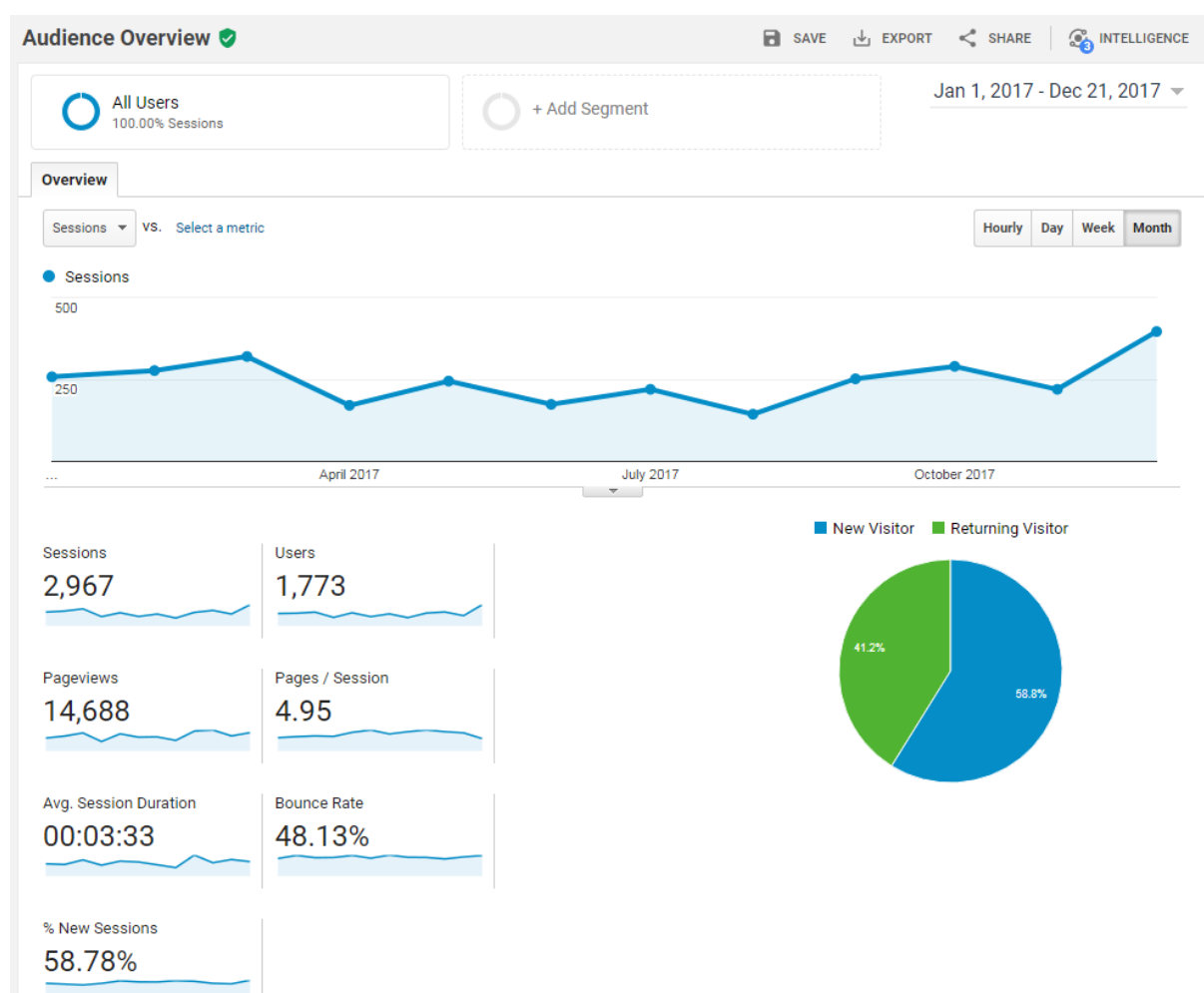
1. ACTIVITIES IMPLEMENTED IN M13-M24

It was initially planned that year 2 should have been dedicated to the engagement of the community and the promotion of the benefits and unique selling points of the FrailSafe solution. But due to insufficient exploitable results that could be used to engage the community, the consortium agreed to postpone some activities, such as the webinars, to the following year, and continue with its raising awareness and information efforts to the non-expert and expert audiences and building on the communication material already implemented the previous year (see D.8.2 – Section I).

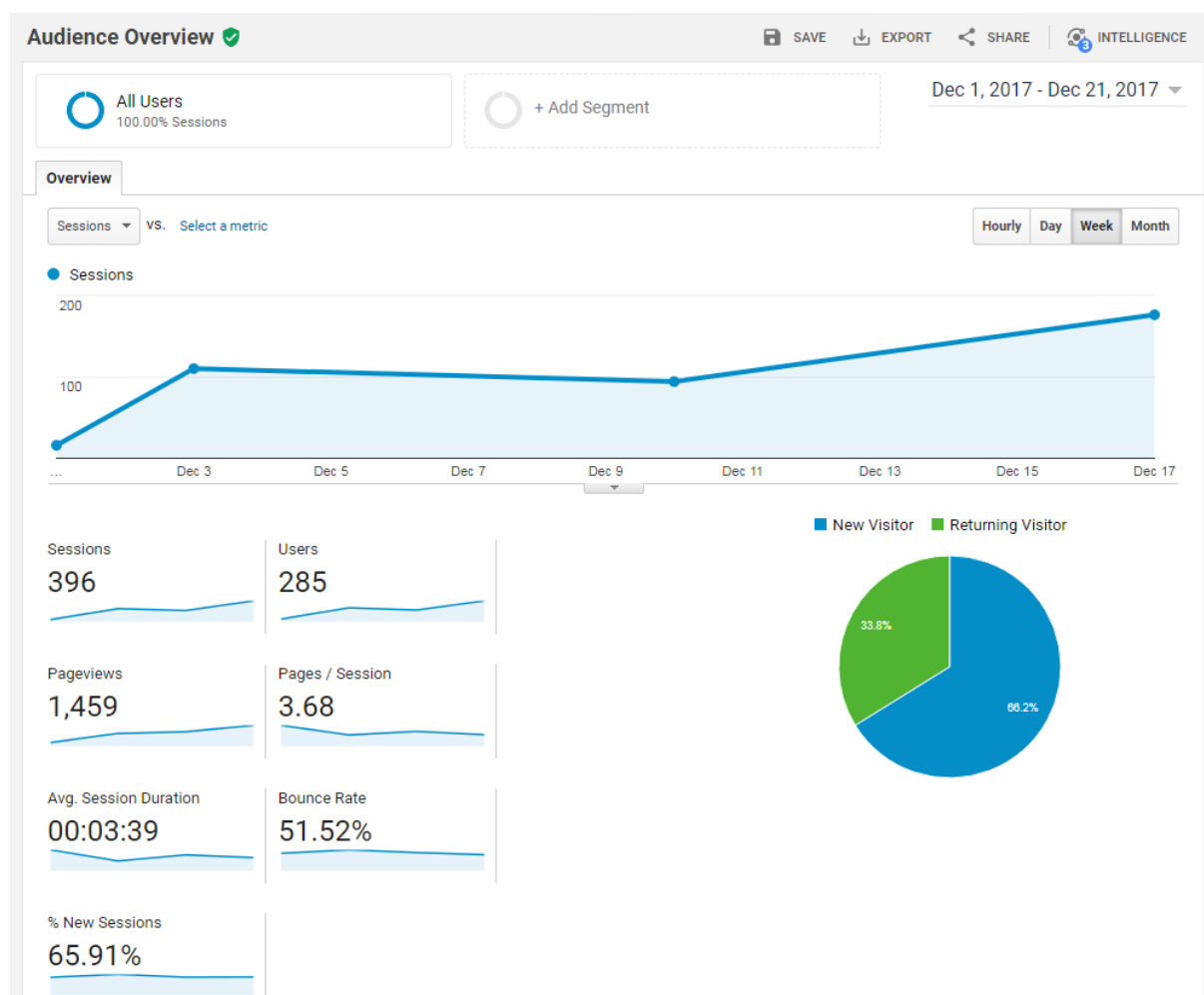
Progress achieved by the project were communicated through different means, listed and described below, to keep the audience informed and show that the project was on track and reaching the expected results.

1.1 Website

The Frailsafe website (frailsafe-project.eu) generated a total of almost 15.000 page visits from January 2017 to 21 December 2017 and 2.967 web server logs.



The website has started to raise greater interest especially during the last months of year 2 (September-December 2017) when FrailSafe results have become more mature and frequent relevant publishing activity has hence been appearing in the project dissemination channels. As illustrated in the below figure, during the first three (3) weeks of December 2017 only, the website attracted 285 distinct visitors, recording almost 400 sessions (130 per week on average).



As can also be seen in the following table, some traffic (10,35%) is coming from direct links from other websites (referral). This figure is expected to grow as the project will evolve and the website will further be enriched with new content and results. At the same time, 51,26% of page traffic comes from direct user access and 23,99% from social media channels, proving that during year 2 the communication campaign of the project has started to gain remarkable visibility.

<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behavior		
		Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		396 % of Total: 100.00% (396)	66.16% Avg for View: 65.91% (0.38%)	262 % of Total: 100.38% (261)	51.52% Avg for View: 51.52% (0.00%)	3.68 Avg for View: 3.68 (0.00%)	00:03:39 Avg for View: 00:03:39 (0.00%)
<input type="checkbox"/>	1. Direct	203 (51.26%)	67.00%	136 (51.91%)	43.35%	4.41	00:03:51
<input type="checkbox"/>	2. Social	95 (23.99%)	71.58%	68 (25.95%)	68.42%	2.46	00:03:00
<input type="checkbox"/>	3. Organic Search	57 (14.39%)	68.42%	39 (14.89%)	56.14%	2.95	00:03:03
<input type="checkbox"/>	4. Referral	41 (10.35%)	46.34%	19 (7.25%)	46.34%	3.95	00:05:01

1.2 Press Releases, Articles, Newsletters and Videos

The writing methodology adopted during the first year and described in D8.2 remained unchanged: articles are written in tandem by the Dissemination Manager and the partner responsible for the topic to be shared with the project audience. Special attention is put on the language used to ensure that publicly published information can be understood by non-expert audiences as well remain informative for the expert audiences.

One Press Release was published on the system architecture on 13 February 2017⁴, to mark the project MS5 and announce the first version of the sensing infrastructure of FrailSafe. Quickly, the consortium partners agreed that the format of articles was more appropriate than the format of the press releases for such announcement, as press releases are limited in length and written in journalistic style, while partners wanted to provide as much technical information as possible about progress achieved during the course of the project. Moreover, the milestones were usually due at the same time as the project newsletter, offering the opportunity to write a more informative and detailed article to be used for the newsletter and widely disseminated to a targeted audience.

At the beginning of Year 2, while consortium partners were busy developing the components of the FrailSafe solution, in order to maintain a high interest among the stakeholders reached during year 1 and increase public web traffic, it was decided to publish the following on the website and target a wider audience notably through Twitter and by building links with other relevant EU research projects and the Covenant on Demographic Change:

- [Materia Group, a Care Service Provider for Older Adults in Cyprus](#) – 20 Jan 2017 (Newsletter #2)
- [FrailSafe's Electronic Case Report Form \(eCRF\)](#) – 26 Jan 2017 (Newsletter #2)
- [FrailSafe's Virtual Patient Model \(VPM\)](#) – 9 Feb 2017 (Newsletter #2)
- [Virtual Supermarket game](#) – 21 Feb 2017 (Newsletter #2)
- [Serious games for frailty detection](#) – 15 May 2017
- [FrailSafe Smartvest](#) – 5 July 2017
- [Welcome to the 3rd issue of the FrailSafe biannual newsletter!](#) – 10 July 2017

⁴ http://frailsafe-project.eu/images/frailsafe/media/FrailSafe-Press_Release-2017.02.13-System_Architecture.pdf

- Frailsafe Volunteers in Nancy, France
- Gravity Ball: FrailSafe Augmented Reality Game (MS7)
- Serious Game for Frailty Detection
- The FrailSafe Smartvest
- FrailSafe First Integrated System Prototype (MS8)
- FrailSafe Integration and Data Analysis (MS6)

AGE also used the opportunity of its Annual Conference and General Assembly in June 2017 to present progress achieved so far by the FrailSafe project namely MS6 (First version of the data processing and analysis platform), MS7 (First version of AR game system) and MS8 (First Integrated System Prototype). In addition information on recent progress achieved was collected and Newsletter #3 was drafted and published in July 2017 as planned,

To present different actors' views on the project's benefits in the news and blog section of the website, the newsletter #3 included an interview with two volunteers in Nancy (France) sharing their opinion about the FrailSafe project and its various components, demonstrating that the end-users are interested in the study and properly testing the devices of the FrailSafe solution, and reporting what they think of the explored solution.

The Dissemination Manager also organised a video interview with three volunteers in Nicosia (Cyprus) while being there for the plenary meeting. Older people were asked to share their thoughts about the study and why they are taking part in it. Afterwards, with the support of Materia Group the Dissemination Manager translated the interviews into English and incorporated subtitles in the videos. The videos were used to write an article "[FrailSafe, viewed by the Cyprus volunteers](#)" published in September 2017 and were shared on social media (see Fig. 1 – Fig. 2).

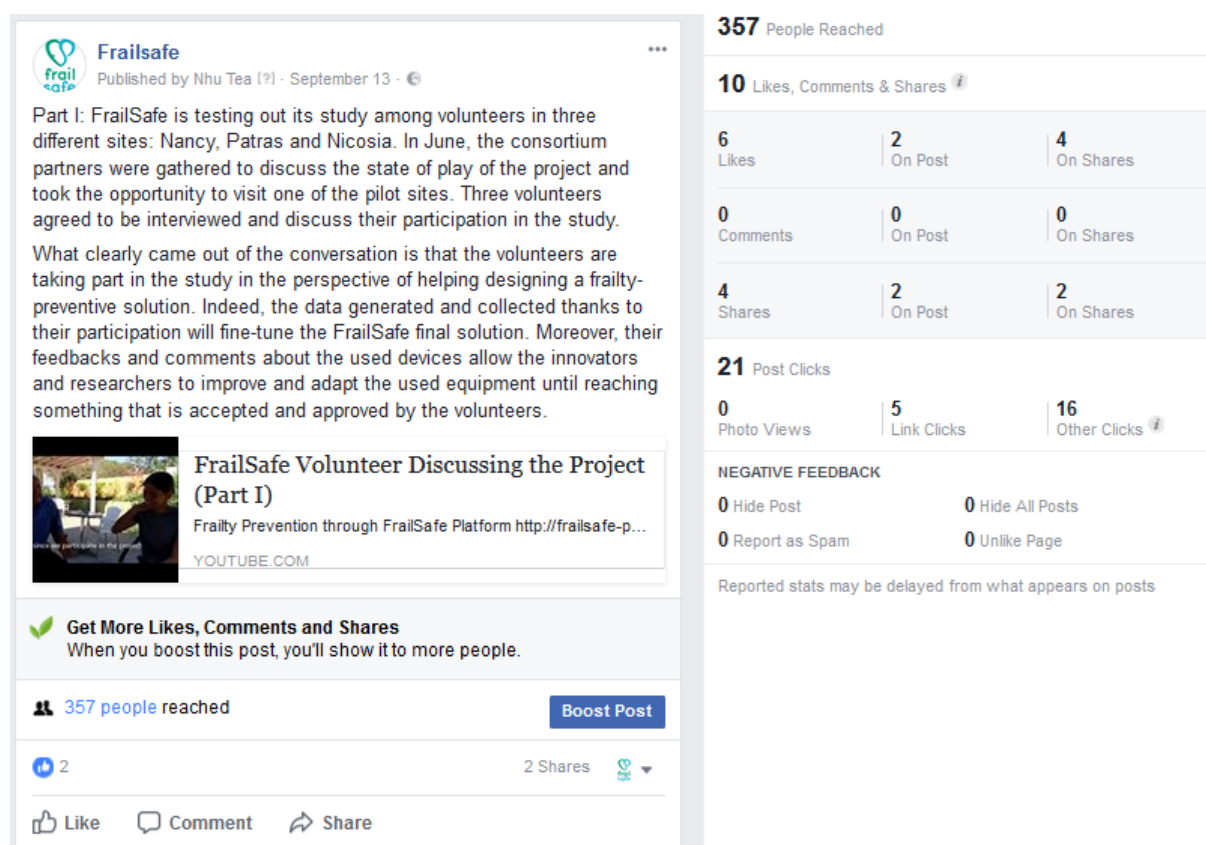


Fig. 1 – Facebook analytics of the video on the Cyprus volunteers

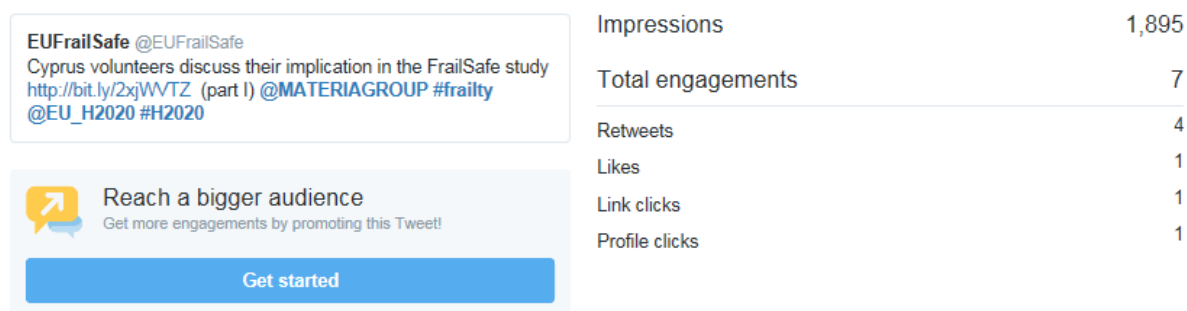


Fig. 2 – Twitter Analytics of video on the Cyprus Volunteers

Toward the end of Year 2 six articles were composed for the newsletter #4⁵ published in November 2017:

- Reflection on the Use of Big Data to Detect Frailty
- What Do FrailSafe Nurses Think of the Study?
- Indoor Localisation Application
- The FrailSafe Smart Vest 2.0
- Memory Augmented Reality Game
- Loss of Orientation Application

Continuing on the efforts of providing field actors' perspective, an interview with key actors was organised to illustrate the final newsletter, namely the article on "What do FrailSafe nurse think of the study". As Materia had already been in the spotlight for previous newsletter articles, the Dissemination Manager gave the word to two other partners: Patras and Nancy this time. A skype call was organised with the nurse from Patras and email exchanges were organised for Nancy's nurse, to collect their views.

The articles are fulfilling informative purposes on progress acheived so far by the project and what tools, applications and games were developed or being developed by the projet. These dissemination and communication activities prepared the ground for the next phase, namely the engagement one, while waiting for exploitable results or concrete conclusions to be ready for marketing purposes. These articles served to show to the project audiences and readers the various elements currently being developed to finalise the FrailSafe solution.

Newsletters are still sent in a PDF format to the newsletter subscribers⁶. Thanks to the specific format of the newsletter, resembling a short magazine with latest news of the project, readers do not need to go through the website to look for it, as this compilation of all important news is sent directly to their mailbox. However, to ensure that some website traffic is still possible, links to previous articles are inserted in the latest articles.

As for previous press releases, articles and newsletters, partners are asked to disseminate them to their own networks (trickle down outreach), using a safe and existing dissemination channel to increase the chance of the information being read by their respective specific target audiences (medical professionals, IT specialists, civil society, EU stakeholders,

⁵ <https://frailsafe-project.eu/images/frailsafe/media/FrailSafe-Newsletter-04.pdf>

⁶ The project counts 77 newsletter subscribers, compared to 21 last year.

users)⁷. All communication materials are announced as well on social media: Twitter and Facebook⁸.

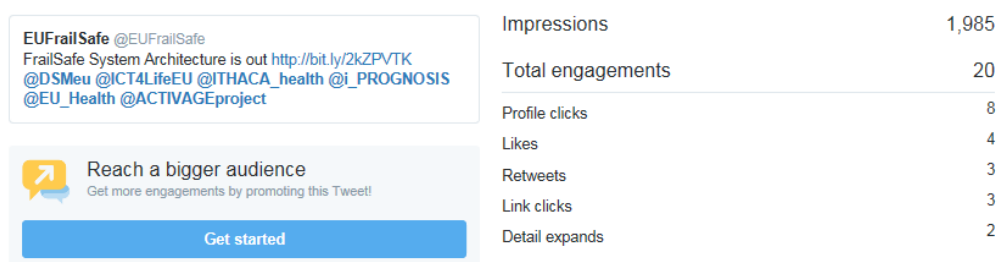


Fig. 3 – Twitter analytics of the System Architecture Press Release



Fig. 4 – Twitter Analytics on interview with Frailsafe nurses



Fig. 5 – Twitter Analytics announcing 4th Newsletter

⁷ D8.2 gives an overview of the contact network of each stakeholder of the consortium.

⁸ To a lesser extent on LinkedIn.

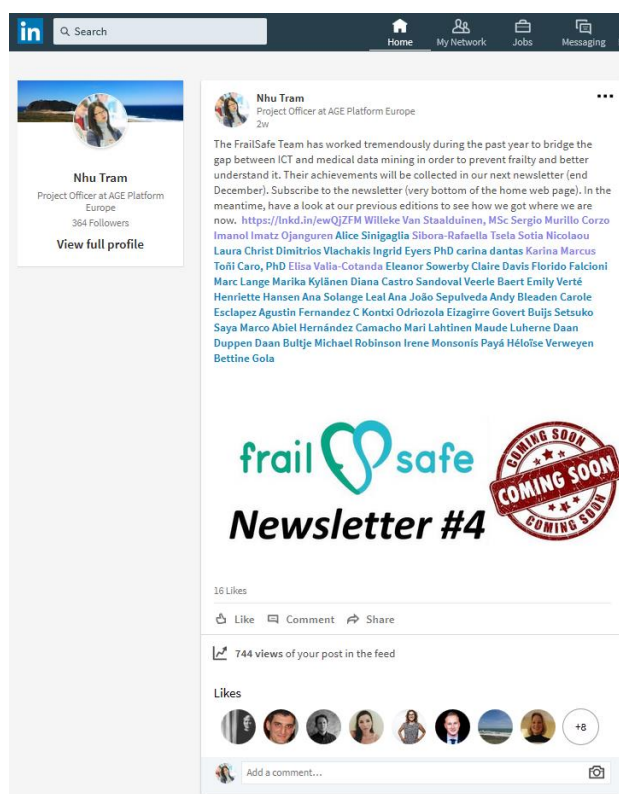


Fig. 6 – LinkedIn post on Newsletter #4 with 744 views

1.3 Leaflet

As planned, a leaflet was prepared by the Dissemination Manager with the help of the clinical partners and published in March 2017 to support the recruitment of FrailSafe volunteers for the study⁹. It was used whenever possible and needed by the medical partners in the three pilot sites to explain the project at potential volunteers, and was also exposed at the clinical sites. The leaflet provides the following information to potential volunteers:

- Information about frailty,
- potential risks if frailty is not detected in time,
- what the FrailSafe project consists in,
- how the study will be implemented,
- the benefits for the volunteers in taking part in the study, and
- in case they withdraw from the study.

At this stage of the project, the target audience is older people willing to take part in the study, to test the devices, provide feedback and accept the analysis of their medical data. However, in a long-term perspective, if the study is conclusive, can provide the evidence that the FrailSafe solution can quantify frailty, prevent frailty and suggest adequate frailty-preventive recommendations, and more importantly, if the older volunteers who have tested it think it is an acceptable solution, they will be the first ones to spread the word about the solution to their families, friends and medical carers. This will ensure a positive and effective communication on the product from the grass root end-users.

⁹ <https://frailsafe-project.eu/images/frailsafe/media/FrailSafe-Leaflet-Medical-EN.pdf>

To overcome the language barrier and help pilot sites recruit volunteers more efficiently, the medical leaflet was translated from English into Greek¹⁰ and French¹¹. The three languages versions can be downloaded by any interested stakeholders from the “[media](#)” section of the website and are as well stored in the private part of the website for the Consortium partners for internal purposes.

A refreshed leaflet of the general information was done by Brainstorm Multimedia and the Dissemination Manager, to make the graphics more appealing than in the first edition. The English version is already available on the website¹², whereas the Greek and French versions are been finalised and will be posted on the website in Year 3.

1.4 Scientific Publications

In line with the General Success Indicators foreseen for WP8 in year 2, four scientific papers were published in 2017 in the framework of conference proceedings papers. Based on the relevant scope of the conferences linked with ehealth, telemedicine, ICT, health care and system applications, the medical and technical partners submitted the following papers which fit with the topics of FrailSafe scope of work and are available in the [Results](#) section of the website:

- “Variable k-buffer using Importance Maps” by A. A. Vasilakis, K. Vardis, G. Papaioannou and K. Moustakas, 38th Annual Conference of Eurographics (EG 2017), Lyon, France (April 2017)
- “An Empirical Study of Active Learning for Text Classification” by S. Karlos, N. Fazakis, S. Kotsiantis, K. Sgarbas, 21st International Conference on Knowledge-Based and Intelligent Information and Engineering Systems (KES 2017), Marseille, France (September 2017)
- “Insights into the molecular mechanisms of stress and inflammation in ageing and frailty of the elderly” by D. Vlachakis, E.I. Zacharaki, E. Tsiamaki, M. Koulouri, S. Raftopoulou, L. Papageorgiou, G.P. Chrousos, J. Ellul, V. Megalooikonomou, in Journal of Molecular Biochemistry, Vol. 6, No 2, 2017
- “Lag Correlation Discovery and Classification for Time Series” by G. Dimitropoulos, E. Papagianni and V. Megalooikonomou, Proceedings of the 2nd International Conference on Internet of Things, Big Data and Security (IoTBDS) 2017, Porto, Portugal, 2017

1.5 Social Media – Twitter and Facebook

Year 2 project outcomes and outputs were communicated on the [twitter](#) (@EUFrailSafe) and [facebook](#) (@frailsafe) project accounts to inform key stakeholders, such as social entrepreneurs, European stakeholders, geriatricians, etc. By 22 December 2017, the twitter

¹⁰ <https://frailsafe-project.eu/images/frailsafe/media/FrailSafe-Leaflet-Medical-EL.pdf>

¹¹ <https://frailsafe-project.eu/images/frailsafe/media/FrailSafe-Leaflet-Medical-FR.pdf>

¹² <http://frailsafe-project.eu/images/frailsafe/media/Frailsafe-Leaflet-Project-Overview-v2-EN.pdf>

account had 241 followers (compared with 44 last year) and had tweeted 130 times; while the Facebook account counts 152 followers (compared with 120 last year)¹³.

The community built on twitter is interested in science and technology news as well as in health issues, an audience that is kept informed about the latest progress of the FrailSafe project (see fig. 7). The followers come from different category of audiences that compose the target markets described in the Exploitation plan (D8.6):

- gerontology, association of gerontologist;
- researchers in active and healthy ageing;
- medical professionals (nurses, physiotherapist, geriatrician);
- IT industries;
- Civil society;
- Research institute in ageing policies; Technology institutes;
- Health insurances;
- Health, IT Magazines;
- EU projects;
- EU stakeholders (EU institution, EHMA, IFIC, EUNAAPA);
- Public authorities.

Moreover, the Dissemination manager shared the information about the newsletter on LinkedIn (see Fig. 8) via its account, the news was viewed 773 times by universities and public authorities specialised and/or interested in technologies and ageing.

Interests

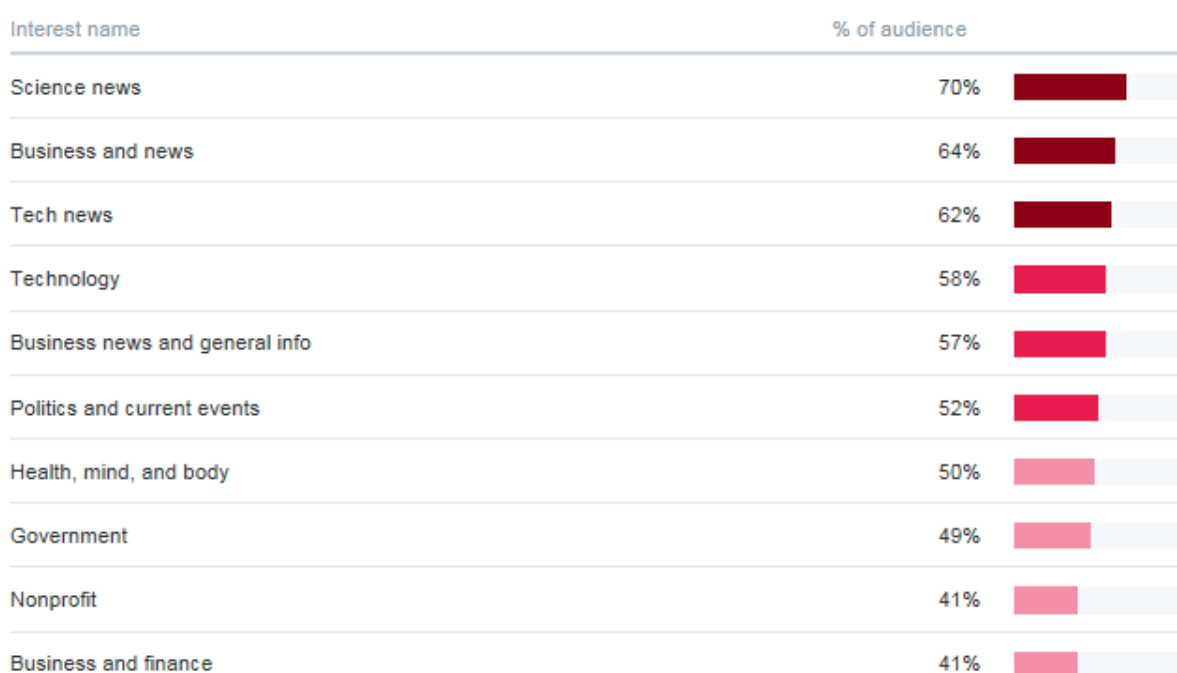


Fig 7 - Twitter analytics of Twitter followers based on their interest

¹³ The tweets generated 29.368 impressions and 411 engagements (figures of 21 December 2017)

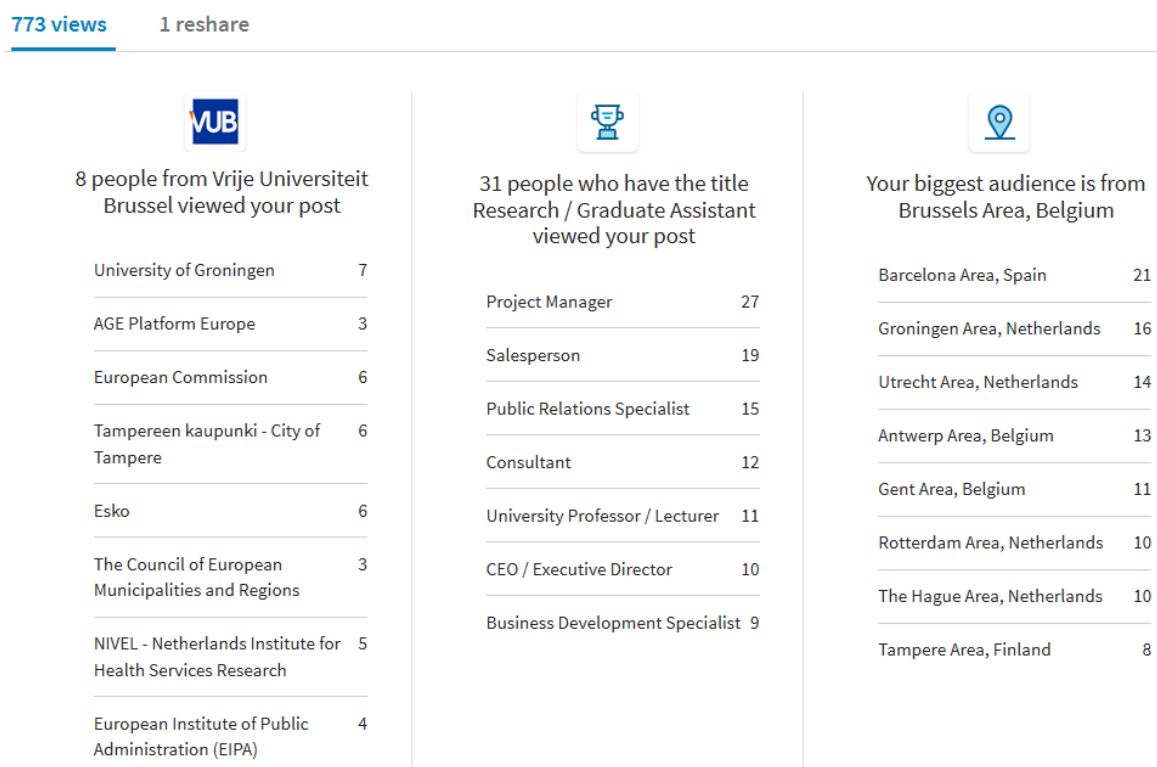


Fig. 8 – LinkedIn analytics from Dissemination Manager account

It remains however a challenge for some consortium partners to share the information on their individual twitter and facebook accounts¹⁴, the main reasons being that their organisations are either not active on social media and therefore cannot share or retweet a FrailSafe information, or the partners from larger structures such as UoP and INSERM do not have a hand on their social media accounts and could not guarantee that the information would be spreaded through these channels.

The Dissemination Manager continues to share the information on its own social media and information networks of EU stakeholders, such as the EIP AHA, the Covenant on Demographic Change, and the Agora Network that counts around 2.000 registered users.

Twitter and Facebook channels help reach out and inform both expert and non-expert audiences. However, with a view to communicate better and engage with the potential market identified in D8.6, such as investors, pharmaceutical industries, insurance companies, research institutes and health organisations, a LinkedIn profile was created in December 2017 to support the upcoming engagement and promotion phases planned for Year 3.

Finally, to illustrate the project achievements with videos, it was decided to create a YouTube channel. The Dissemination Manager created a playlist¹⁵ collecting the videos related to FrailSafe under its profile and displays the link on its own project page dedicated to FrailSafe¹⁶. The decision to create a playlist under the Dissemination Manager's profile rather

¹⁴ Consortium partners are reminded at every monthly skype call and by emails to share social media information and newsletters with their own contact networks when relevant.

¹⁵ <https://www.youtube.com/playlist?list=PLWMN0U8Zx0-hKtQWO6wThhLIEhekY-GFY>

¹⁶ <http://www.age-platform.eu/project/frailsafe>

than a proper FrailSafe channel was to ensure sustainable and long-term promotion of the project outcomes and benefits. Indeed, usually after a project ends, the social media accounts created for the project rapidly become obsolete, as no further activity is posted. On the contrary, one of AGE Platform Europe's roles is to ensure that the results of projects it is involved in will continue to be promoted long beyond the project duration¹⁷ (>300.000 visits of AGE webpage presenting the EU funded projects on Healthy ageing in which AGE is/was a partner).

1.6 Dissemination activities

Building on year 1 activities, the consortium partners pursued their efforts to spread updated information about the project at relevant conferences, meetings, congresses or workshops. Given that at this stage concrete outcomes that could be shared with the project audiences were limited, the dissemination activities were still mainly concentrating on raising awareness and informing specific audiences about progress achieved so far, further expanding the network of contacts built during year 1 and keeping them informed and interested in the expected benefits of the FrailSafe solutions under construction.

These activities helped the project realise the following targets set for WP8:

- Achievement of 1.200 page visits/month (KPI for year 2 was to reach 1.500 web visits/month on average. This was reached for most months except April and August due to the Spring break and the Summer breaks);
- The project tweeted 106 times and posted 32 news on Facebook about important updates of project outcomes for public information;
- Generation of 2.571 web blogs during Year 2 (KPI for Year 2 was to reach between 1.000 and 5.000);
- Publication of 4 papers at international conference proceedings

In addition, decentralised dissemination continued during Year 2:

- The EIP AHA A3 group on frailty disseminated the project newsletters to the group via the EU Health Policy Platform;
- the FrailSafe tweets were retweeted or mentioned by DG Cnect¹⁸;
- EU-funded projects, such as ICT4Life and I-Prognosis shared information about FrailSafe in their newsletters and social media accounts.
- The number of web visits on AGE webpage dedicated to the FrailSafe project increased to 606 (see Fig. 8)

¹⁷ For ex. AGE Platform EU was a partner in the EU funded WeDo project on the European Quality Framework for long-term care which ended in 2012. In September 2017, AGE was contacted by a representative of the Chinese ministry responsible for older persons who asked permission to translate the WeDO framework into Chinese for use by Chinese government and policy makers, <http://www.age-platform.eu/policy-work/news/eu-quality-framework-long-term-care-now-available-chinese>

¹⁸ <https://t.co/XLFk8qL5Vz>

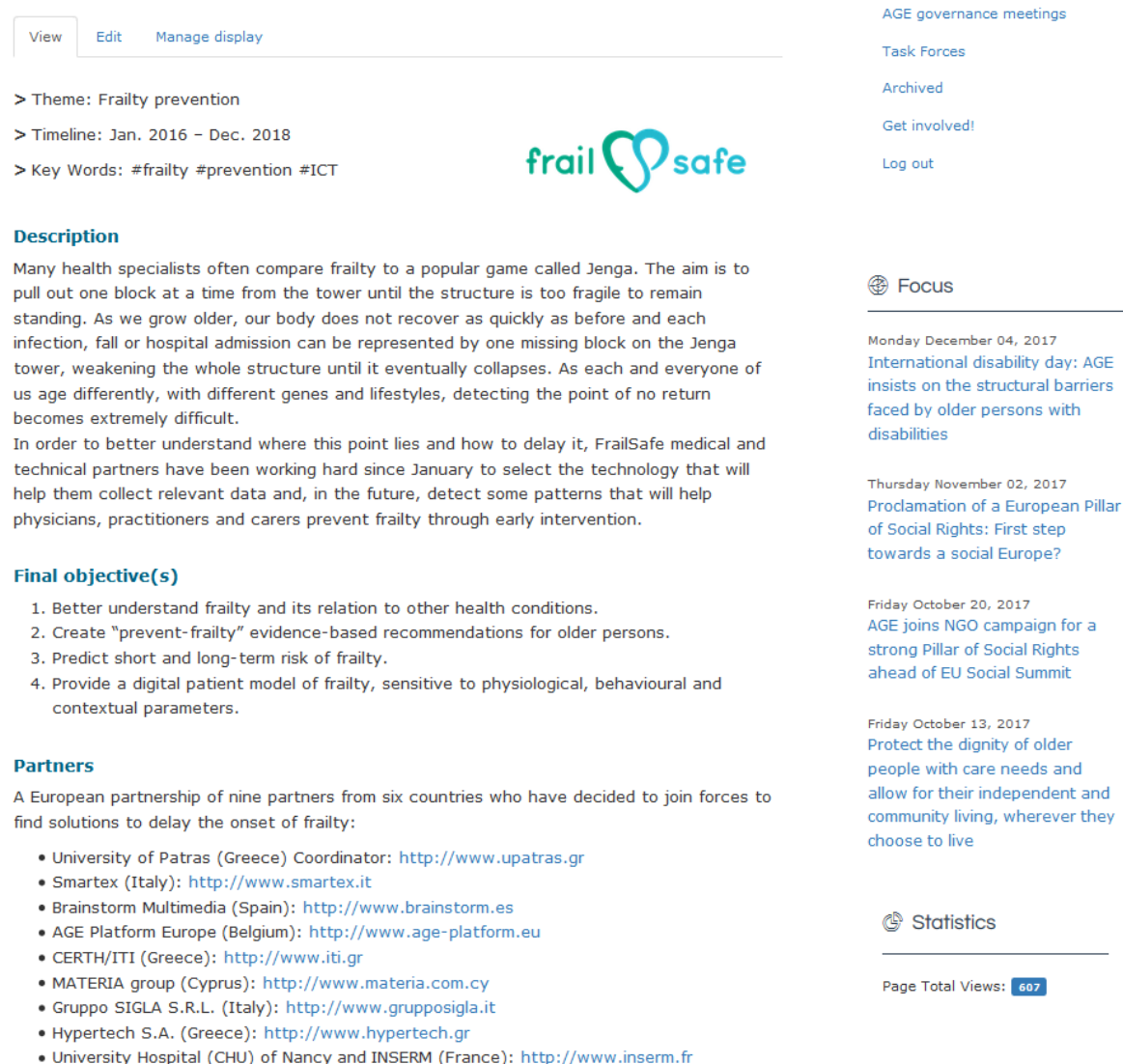


Fig. 9 – Statistics of AGE Platform EU page dedicated to FrailSafe – 607 views



Fig. 10 – ICT4Life project sharing FrailSafe newsletter on LinkedIn



Fig. 11 – The Covenant on Demographic Change sharing the info on twitter



Fig. 12 – Advisory Board Member retweeting FrailSafe

Activating these relationships has helped increase the visibility of the project and reach out to stakeholders beyond those initially identified by the Consortium partners.

In order to organise relevant and adequate dissemination activities, some activities initially planned for Year 2 had to be postponed to Year 3 to take on board the limited concrete outcomes delivered so far which could be shared with the project's external audiences. The Consortium partners agreed that it was wiser to concentrate further on awareness and information activities and wait for the exploitation plan (due M24) and more concrete results from the project to organise in the best conditions the following activities:

- The preparation of a project draft video;
- Organisation of demos and workshops to test the interest of stakeholders and relevance of project mid-term results;
- Organisation of webinars targeting specific audiences, to focus more precisely on some elements of the project;
- Dissemination of project results on specific groups of investors who search for exploitable ideas to fund.

After consultation of the consortium partners, the exploitation plan (D8.6) now determines the target audiences for the FrailSafe Solution and its advantages and benefits. Building on the content of exploitation plan, it will be possible to create new communication materials and organise activities that will engage with potential investors and clients of the FrailSafe solution, and serve as a communication campaign for the potential market.

The following table summarises the dissemination activities carried out by the partners during M13 – M24¹⁹.

Type of dissemination and communication activities*	Number of activities
Organization of a Conference	1
Organization of a workshop	5
Press release	1
Non-scientific and non-peer reviewed publications (popularized publications)	4
Exhibition	2
Flyers training	0
Social media	Twitter: 106 ²⁰ ; Facebook: 32 posts; Youtube: 5 videos
Web-site	14
Communication campaign (e.g. radio, TV)	3
Participation to a conference	9
Participation to a workshop	2
Participation to an event other than a conference or workshop	8
Video/film	3
Brokerage event	0
Pitch event	0
Trade fair	0
Participation in activities organized jointly with other H2020 project(s)	2
Other	3

A description of the audience reached:

Type of audience reached in the context of all dissemination & communication activities* (multiple choices is possible)	Estimated number of persons reached
Scientific Community	1.000

¹⁹ Partners are reminded at the monthly skype calls to inform the Dissemination Manager about their activities and to report back for the Management reporting.

²⁰ The number of tweets and facebook posts are counted until 17 Dec 2017.

Industry	300
Civil Society	3.000 ²¹
General Public	8.500
Policy makers	500
Medias	1
Investors	200
Customers	15
Other	0

1.7 Concertation activities with EU projects

The relationships established during the two first years of the project with other EU funded projects having similar methodologies and target audience, are ongoing. A full description of the current and future activities in relation with the other projects is available in D8.10 (Standardisation and concertation activities report – vers. a).

²¹ The figure of civil society actors reached included in the above table is the number of AGE members and contacts who received information about the FrailSafe project through AGE online communication tools and dedicated sessions organised during AGE statutory meetings.

SECTION II

During the course of the FrailSafe project, the initially planned dissemination activities had to be adapted to better reflect the project needs. It can be summarized as follows: Years 1 and 2 were dedicated to public awareness raising and information about progress achieved during the first 2 years. In its final year the project will produce a significant amount of exploitable results and an evidence-based FrailSafe solution. Year 3 dissemination activities will therefore be devoted to:

- intense information activities (by AGE) targeting the non-for-profit audiences (older persons' organisations and public authorities) and
- exploitation and marketing activities (by all other partners)²² targeting potential markets defined in the Exploitation Plan (see D8.6).

After the project ends, AGE will continue to promote the FrailSafe solution among its non-for-profit audiences (older persons' organisations and public authorities) while the partners committed to the commercial exploitation of the product will have the necessary material to approach potential clients and build a sustainable market for the the FrailSafe solution.

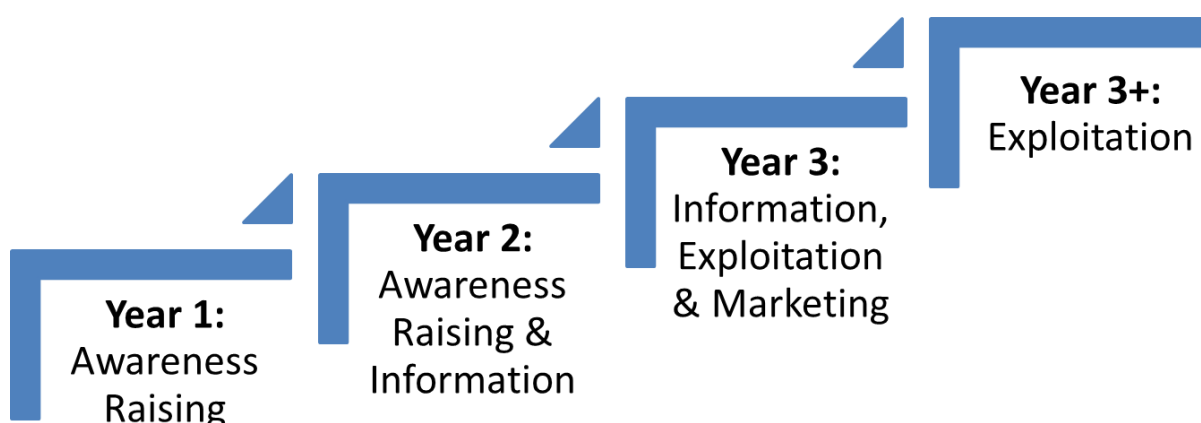


Fig. 13 – Project timeline

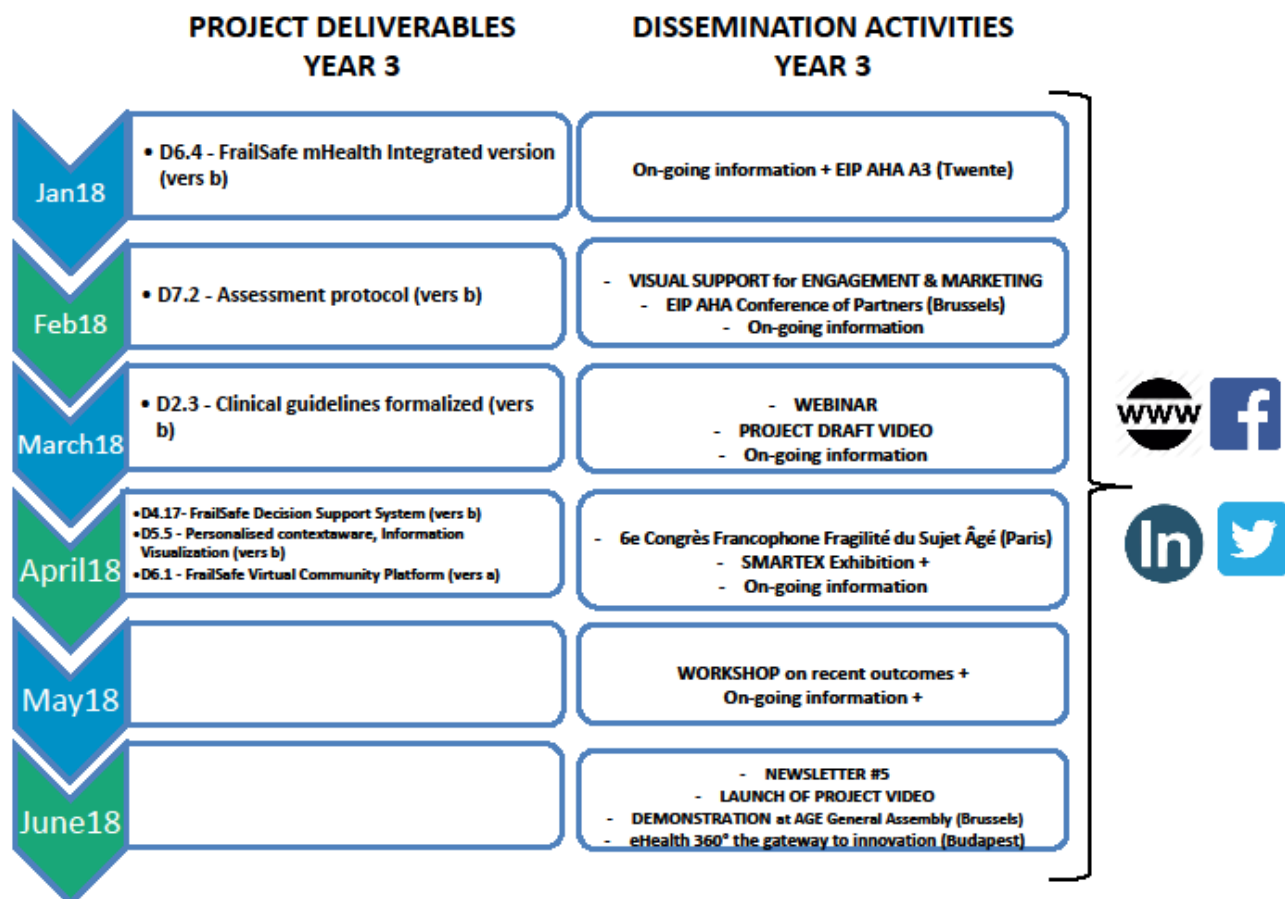
As mentioned in the Exploitation Plan (D8.6 vers. a), all the Consortium partners will have to be actively involved in the engagement and marketing phase of the project, as together they dispose of a vast network that corresponds to the main target market of the FrailSafe Solution.

Along the traditional dissemination activities, such as scientific papers, newsletter, website and social media updates, specific dissemination activities will be organised and implemented by the Consortium partners in order to support the promotion of the FrailSafe

²² As commented in D8.6, AGE is legally not allowed to engage in commercial activities as the organization is a non-for-profit entity.

Solution and establish meaningful contacts with the target markets. These activities are described hereafter.

By end of Year 2, the following tentative²³ timeline for Year 3 was agreed to plan the dissemination and engagement activities. A strong collaboration will be needed between the technical, medical, industrial and civil society partners to efficiently convey the evidence-based selling points of the product in order to reach the market and successfully implement the planned activities (See table for year 3 in fig. 14).



²³ The proposed dissemination timeline is subject to change depending on the project outputs.

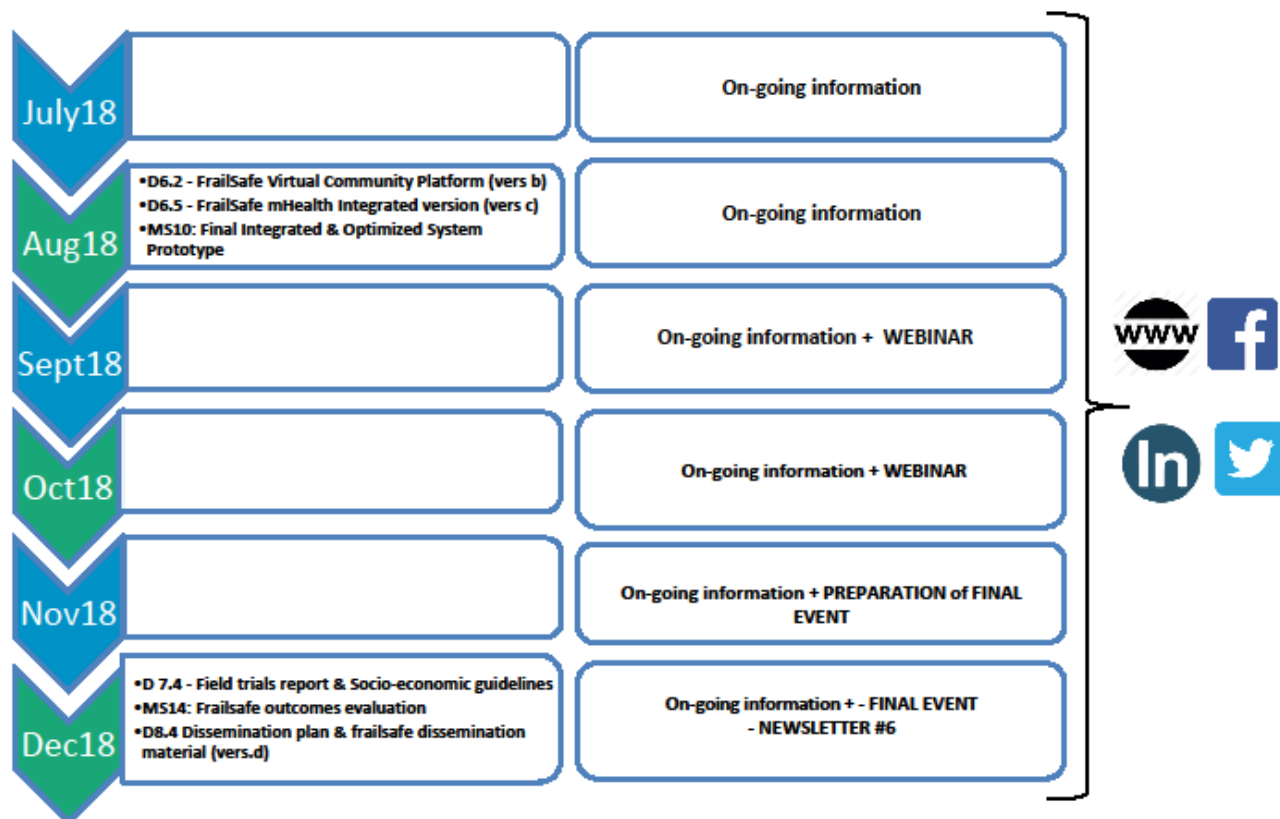


Fig. 14 – tentative Dissemination Timeline for Year 3

1. TARGET AUDIENCE – MARKET POTENTIAL

In the exploitation plan the consortium partners have identified the following direct target markets for the FrailSafe Solution:

- Older people and by extension family members, informal carers;
- Medical professionals (GPs, nurses, physiotherapists...);
- Insurance companies (public and private);
- Pharmaceutical industries;
- Healthcare organisations (public and private hospitals and clinics).

Besides the abovementioned ones, other indirect stakeholders such as older persons' organisations and relatives of older persons at risk of frailty; researchers, research institutions, universities; healthcare workers and policy makers responsible for organising care for older persons (see D8.6 p. 35 for further details) need dedicated information activities to help spread knowledge about the FrailSafe solution. Although they would not use or pay for the product themselves, they are important stakeholders who can contribute to increased acceptance and utilization across the healthcare systems, including in countries not currently covered by the project.

A non-exhaustive list of potential clients, extracted from the existing networks of the partners and from new connections made during the first two years of the project, has been identified as potential clients of the FrailSafe solution.

Each consortium partner belongs to or has close connections with one or more of these direct and indirect target markets. Therefore, they will take advantage of these connections to present the FrailSafe solution in their own events/meetings alongside the broader dissemination activities planned by the Dissemination Manager. INSERM for example has a strategic position in the French market, as it is a recognised national research institution with established connections with the medical, pharmaceutical and research fields in France.

The non-exhaustive list of potential clients will be contacted to participate in the webinars and support the dissemination activities organised in Year 3, where the benefits of FrailSafe will be presented with the aim of convincing them to either subscribe to the FrailSafe package or invest in the FrailSafe Solution.

OLDER PEOPLE, CIVIL SOCIETY		
AGE Platform Europe	Eurocarers	European Patient Forum
EuroHealthnet	COFACE	Alzheimer Europe
E-Seniors	Age UK	Pain Alliance Europe
CEAPAT-IMSERO	Pancyprian Federation for the Welfare of the Elderly (POSEI)	Design For All Foundation
Age Scotland	Flemish Council of the Elderly	National Foundation for the Elderly (NL)
European Disability Forum	énéo, mouvement social des aînés	International Longevity Centre Uk (ILC-UK)
Confédération Française des Retraités	Fédération Internationale des Associations de Personnes Âgées (FIAPA)	Les petits frères des Pauvres
Mouvement Chrétien des Retraités	Old Up	Union Française des Retraités
50+ HELLAS	Panathinaiki Women's Association	Life Line (Greece)
Greek Care Homes Association (PEMFI)	gernao allios	Hellenic Red Cross
γραμμή ζωής (silver alert)		

MEDICAL PROFESSIONALS		
European Union Geriatric Medicine Society	European Forum for Primary Care	European Health Management Association

HOPE - European Hospital and healthcare Federation	Czech Society for Gerontology	Nordic Healthcare Group
Hospital Clinic Barcelona	Hospital San Raffaele, Milano (AIFA)	NHS Scotland, Glasgow
Porto Nursing College	Hôpital Charles-Foix AP-HP	Hospital da Luz (Portugal)
Hospital Universitario de Getafe-Servicio Madrileño de Salud	European Medical Students Association	Centre for Gerontology and rehabilitation University College Cork
EFN - European Federation of nurses association	INSERM	Cyprus Association of Physiotherapists

PHARMACEUTICAL, PUBLIC and PRIVATE INSURANCE COMPANIES		
DKV	Vesale Pharma	The European Social Insurance Platform (ESIP)
European Association of Paritarian Institutions (AEIP)	International Association of Mutual Benefit Societies (AIM)	Insurance Europe
Association européenne des mutuelles	Sanofi	PGEU-Pharmaceutical Group of the European Union
GIRP - European Association of Pharmaceutical Full-time Wholesal	European Generic Medicines Association	Italian Medicines Agency AIFA, Rome
European Federation of Pharmaceutical Industries and Associations	Deloitte	Belgian Pharmaceutical Association
GSK	Otsuka Pharmaceutical Companies Europe	InterMed Pharmaceutical (Greece)

POLICY MAKERS, HEALTH MINITRIES, PUBLIC AUTHORITIES		
European Public Health Alliance	Covenant on demographic change	Municipality of Palaio Faliro
Region North Denmark	Ministry of Higher Education, Science and Technology (Slovenia)	EUROCITIES
Regional Ministry of Health and Social Welfare of Andalusia	City Of Oulu	CORAL Network
The Public Health Service of Galicia	Assembly of European Regions	EUREGHA - European Regional and Local Health Authorities

Louth County Council	WHO Regional Office for Europe	Provincial Government of Biscay
Saxon State Ministry of Social Affairs & Consumer Protection	Council of European Municipalities and Regions	Cyprus Ministry of Health
WHO Global Network of Age-friendly Cities and Communities	Ministère des Affaires Sociales et de la Santé (France)	CEN CENELEC

INDUSTRIES		
INOVA+	Startups.be	AAL Joint Programme
Social Innovation Gdynia-Pomeranian Science & Technology Park Gd	European Young Innovators Forum (EYIF)	Fraunhofer
Red Ninja	Philips Healthcare	Netwell Centre
Lifetech - Impulse Brussels	Enterprise Ireland	King Baudouin Foundation
IK4	Nestlé Health Science	Tecnalia Research and Innovation
LUXINNOVATION GIE	Empirica GmbH	Vodafone
Microsoft Europe	Telecom Italia	3M
Johnson & Johnson Group	MedCom International	CBI - Industria de Vestuario SA
CUBIGO	my-faust	European Alliance for Innovation

RESEARCHER, UNIVERSITIES, RESEARCH INSTITUTES		
VUB	EIP AHA	INRCA – Istituto Nazionale di Riposo e Cura per Anziani
Institute of Health Carlos III	University of Deusto	CNR-Sante
Andalusian School of Public Health	Warsaw University of Technology Business School	University Medical Center (UMC) Groningen/ University of Groning
Amsterdam Center on Aging	European Centre For Social Welfare Policy and Research	Cyprus University of Technology
Matia Gerontology Institute	Copenhagen Living Lab	Polibienestar Research Institute
Tallinn University of Technology	Innovate UK	Czech Institute for Social Policy and Research

2. DISSEMINATION ACTIVITIES

During year 3, the FrailSafe project will finalise and start exploiting the integrated solution that will enable older people to age actively and healthily by monitoring their frailty levels and in the long-term determine what actions need to be implemented in order to delay frailty.

The dissemination activities will seek to support the future commercial exploitation by attracting the interest of potential clients. For that purpose, the consortium partners have identified the following unique selling points of FrailSafe (for more information see D8.6):

- A unified system;
- Provides older people with their frailty levels;
- Based on real-life data, it provides older people with personalised suggestions to delay frailty transition or improve frailty level, improving the person's quality of life;
- A web-based platform facilitates the decision-making of carers involved with the older person;
- Medical data is shared with medical professionals for monitoring, assessment of progress, and treatment consideration.

As a majority of technical deliverables have recently been finalised (D1.4, D3.3, D4.2, D4.4, D4.6, D4.7, D4.9, D4.11, D4.13, D4.15, D4.16, D5.3, D5.4, D6.4) and integrated to shape the Frailsafe Solution, a clearer picture of the FrailSafe Solution and its advantages can now be presented through specific dissemination activities during Year 3.

The below dissemination activities will be implemented during Year 3 to inform, stimulate interest and create a market among the identified direct and indirect target audiences.

2.1 Articles and Newsletter

The Dissemination Manager will produce and post articles about the project outcomes and news that will stress the added value of the FrailSafe Solution for investors and potential clients. These articles and news will help update the website and feed the newsletters due in M30 and M36. All web articles and newsletters will be disseminated to the FrailSafe contact list and through the partners' own contact networks as well as to the direct and indirect target market audiences identified by the consortium.

2.2 Social Media

Social media (Twitter, Facebook and LinkedIn) will continue to be used to spread more widely information about the project outcomes, as well as to disseminate focussed messages on the benefits of the FrailSafe Solution and the produced evidence as soon as they can be shared publicly. Communication campaigns will be posted by the Dissemination Manager targeting the different markets and consortium partners will be encouraged to relay them through their own communication networks. Examples of campaign slogans that will be used:

- FrailSafe offers a non-intrusive solution to help you prevent frailty. Find out what it is, visit the website <http://frailsafe-project.eu/>
- FrailSafe solution offers to go beyond the traditional methods and to achieve much more. Here is how it's possible.
- The Unified FrailSafe system collects personal real-life data from daily activities, detects events, sends feedback and provides valuable suggestions for life improvements
- FrailSafe enables people at risk to maintain their quality of life and independence by preventing adverse events like falls, fractures or hospitalisations

2.3 Webinars, Workshops, Demo

Webinars, workshops and demos will be organised by the Dissemination Manager and the relevant consortium partners to present the project results in a more lively and interactive way and to allow participants to use the results afterwards, by integrating the FrailSafe Solution to their already existing methodology.

Webinars are a cost-effective way to gather different stakeholders and convey more detailed information on project outcomes and answer questions. The Dissemination Manager has planned 3 webinars in Year 3 (March, September and October 2018²⁴) to present the FrailSafe solution to the target market and convince them about its unique added value.

In an ideal world, a specific webinar should be dedicated to older people, another to medical professionals and healthcare organisations, and a third one to pharmaceutical industry and insurance companies. However, due to the unpredictable nature of participation rate of stakeholders, the three webinars will be open to all target markets identified in the exploitation plan. Technical and medical partners will be notified beforehand on the participants' profiles to help them adapt their presentation in order to better engage them and promote the solution more effectively. The webinars can address the following topics²⁵:

- Webinar March 2018: "FrailSafe Solution – combination of traditional methods and technologies to assess frailty"
- Webinar Sept 2018: "How is big data used in FrailSafe?"
- Webinar Oct 2018: "FrailSafe Decision Support System"

In addition, the Dissemination Manager will organise a live demonstration of the FrailSafe solution in June 2018 at AGE Platform Europe Annual General Assembly and Conference. This is annual event gathering +/- 120 representatives of national and European associations of older people or working with older people from across the EU. FrailSafe technical partner(s) will be invited to bring the components of the FrailSafe solution and present its use and benefits to AGE members.

Finally, a workshop will be organised in Brussels in May 2018²⁶. It will be the opportunity to showcase the FrailSafe prototype live in front of other target markets. The purpose of the workshop will be to invite experts and target markets representatives to discuss the business scenarios and use cases of FrailSafe.

A survey will be sent to the participants after each event to determine their level of interest towards the FrailSafe solution.

The table below explains the objectives, target groups, means by which the events will be communicated and the responsibility of each partner in the smooth implementation of the activities.

²⁴ The timing is subject to change, depending on the Partners availability.

²⁵ The topics are subject to change, depending on the availability of exploitable results and readiness of the prototypes.

²⁶ The timing is subject to change depending on the finalisation of the deliverables and availability of the partners.

Purpose	Target Groups	Method	Vehicule	Task Sharing
<ul style="list-style-type: none"> - Present overall FrailSafe Prototype (methodology, components, outputs) - Present benefits to different target markets - Cost efficient way of gathering different stakeholders 	<ul style="list-style-type: none"> - Older people - Medical professionals - Insurance companies - Pharmaceutical industries - Investors - Public authorities 	Webinar March 2018 “FrailSafe Solution – combination of traditional methods and technologies to assess frailty”	Email, twitter, facebook, LinkedIn, networking	<ul style="list-style-type: none"> - Dissemination Manager: logistics, send invitations, prepare surveys, write article if relevant - Technical partners: PPT + stakeholders - Medical partners: PPT + stakeholders
<ul style="list-style-type: none"> - Explain how data is collected, analysed, stored and for what purpose - What is the outcome of the data analysis - Convince investors in the exploitation potential of FrailSafe 	<ul style="list-style-type: none"> - Technical audience - Research institutes, researchers - Industries - Social entrepreneurs - DG Connect 	Webinar Sept 2018 “How is big data used in FrailSafe?”	Email, twitter, facebook, LinkedIn, networking	<ul style="list-style-type: none"> - Dissemination Manager: logistics, send invitations, prepare surveys, write article if relevant - Technical partners: PPT + stakeholders
<ul style="list-style-type: none"> - Present the Decision Support System (how it works, based on what data, - Convince older people the system will help them age healthily - Convince investors in FrailSafe potential - Convince medical staff of the preventive approach of FrailSafe - Convince public authorities how prevention will cut health care costs 	<ul style="list-style-type: none"> - Older people - Medical professionals - Insurance companies - Pharmaceutical industries - Investors - Public authorities 	Webinar Oct 2018 “FrailSafe Decision Support System”	Email, twitter, facebook, LinkedIn, networking	<ul style="list-style-type: none"> - Dissemination Manager: logistics, send invitations, prepare surveys, write article if relevant - Technical partners: PPT + stakeholders
<ul style="list-style-type: none"> - Present FrailSafe prototype in real conditions - Benefits of the solution - Present exploitable results, evidence - Reach consensus of consortium and several experts on project business 	<ul style="list-style-type: none"> - professionals - Insurance companies - Pharmaceutical industries - Investors - Public authorities 	Workshop	Email, twitter, facebook, LinkedIn, networking	<ul style="list-style-type: none"> - Dissemination Manager: logistics, send invitations, prepare surveys, write article if relevant - Technical partners: PPT + stakeholders - Medical partners:

scenarios and use cases				PPT + stakeholders
<ul style="list-style-type: none"> - Show how the FrailSafe solution works, user-friendliness of the solution - Explain how the different components work altogether - What older people can do with the FrailSafe platform - Convince older people to buy the FrailSafe package 	<ul style="list-style-type: none"> - Older people 	Closed demonstration (AGE Platform EU Annual General Assembly and Conference)	Email	<ul style="list-style-type: none"> - Dissemination Manager: logistics, send invitations, prepare surveys, write article if relevant - Technical partners: devices + technical support

2.4 Visual Support

The website will continue to be updated with content based on the latest achievements of the project. Moreover, now that the first version of the exploitation plan is delivered, the website will be adapted to take a more marketing-oriented approach, putting forward the uniqueness of FrailSafe compared with other products that are already on the market. The website, being the first entry point of information, will be adapted to attract potential clients and investors.

Adapted visual tools will be created to illustrate the benefits of the product and support the consortium partners in their customer approaches and future commercial exploitation activities.

A draft project video²⁷ will be prepared at the beginning of Year 3 and the official video will be launched in June 2018. The video will depict the benefits of FrailSafe in an attractive way in order to catch potential customers' interest and be as informative as possible. The video will be a strong marketing tool that will be used by all partners whenever possible for the long-term exploitation and promotion.

All the visual tools will be announced on social media and on the website.

2.5 Final Event

For the Final event, it was foreseen at the beginning of the project to organise it at the European Parliament to attract policy makers and relevant stakeholders. However, given the current high security constraints at the EU Parliament and risk of losing the room at the last moment in case of emergency EP meetings, the consortium has decided that the closing event will take place at another venue still to be determined in Brussels. It will be an event open to the public, but invitations will be focused on the target markets. A demonstration will be organised to showcase the results and outcomes of the project, and special attention will be put on the socio-economic guidelines of FrailSafe (D7.4), as these are the evidence-

²⁷ Hypertech SA is the responsible partner for this task. The Dissemination Manager will support WP8 leader in the realization of that task.

based selling points that will be the most convincing arguments needed to reach out to the direct and indirect target markets.

2.6 Key Success Indicators

Besides continuing to raising awareness and informing the target audiences, Year 3 will be dedicated to engage target markets and promote the FrailSafe solution. The coming year will seek to establish strong engagement and commitment of interested investors and potential clients of the final product.

In the last year of the project, the key success indicators are as follows:

- At least 7 papers published in conference proceedings and prestigious scientific review journals
- 90% acceptance by end users
- Project video available on the website
- Over 1.500 visitors per month on the website
- Increasing web-server logs over 5.000
- Continuing dissemination of project results on specific groups of investors who search for exploitable ideas to fund
- Workshop organised with external participants. Vast consensus of consortium and several experts on project business scenarios and use cases

CONCLUSION

Progress achieved by the technical partners in the development and improvement of the different components of the FrailSafe solution during Year 2 enabled the Dissemination Manager and T8.1 partners to successfully increase public awareness and inform a wider range of target stakeholders about the project's interim outcomes and expected benefits, and to maintain their interest for the final FrailSafe solution.

During the year, the dissemination activities and tools adapted to the project's needs and target audiences with a special focus on older persons to help recruit older volunteers for the testing of each component of the FrailSafe solution. The three videos produced helped share the older volunteers' opinion about the different components and their reasons for taking part in the study. All these communication materials were welcome by an increasing number of followers of the project's social media and helped build a wider interested community on social media (twitter: 239 followers compared with 44 last year and 152 followers on Facebook compared with 120 last year). The project social media community is composed of medical professionals, gerontologists, civil society, EU stakeholders, mhealth/ehealth experts and industries.

The fact that the engagement phase with target stakeholders had to be postponed to Year 3, is not expected to have any detrimental impact on the final level of engagement of potential markets. To mobilise investors and potential clients in a highly competitive context, it was indeed found wiser to wait until sufficient exploitable results and outcomes would be available and could be used to engage with the potential clients identified in the exploitation plan (D8.6).

For Year 3 an extensive dissemination plan awaits the Dissemination Manager and the project partners to present the unique selling points of FrailSafe to the target markets. Alongside promoting FrailSafe to events organised by third parties, specific activities such as webinars, a workshop, a demonstration, a project video and a final event are planned to support the partners in their exploitation efforts of the FrailSafe Solution. If necessary, these activities will be adapted during the course of year 3 to better support the creation of a market for the specific advantages that the FrailSafe solution has to offer compared to other similar products currently available on the market.

APPENDIX

1. LEAFLET (WIDER AUDIENCE)



2. LINKS TO KEY DISSEMINATION TOOLS

- Website : frailsafe-project.eu/
- Twitter account: [EUFrailSafe](https://twitter.com/EUFrailSafe)
- Facebook account: [Frailsafe](https://www.facebook.com/Frailsafe)
- Youtube Playlist: <https://www.youtube.com/playlist?list=PLWMN0U8Zx0-hKtQWO6wThhLIEhekY-GFy>
- Leaflet: available on the project website (EN, EEL, FR versions)