



H2HCare

Social robot-based solution for elders' Care management and coaching after discharge from Hospital to Home

D4.2 Dissemination plan



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List of acronyms

Acronym	Description
AAL	Ambient Assisted Living
CMU	Central Management Unit
EC	European Commission
HUG	University Hospitals of Geneva
IPR	Intellectual Property Rights
SN	Seniornett
TLU	Tellu IoT AS
TUC	Technical University of Cluj-Napoca
WP	Work Package



Executive summary

This document presents the updated and refined H2HCare dissemination plan that describes the dissemination strategy used in the project. The goals of the H2HCare dissemination and awareness activities are to:

- disseminate the project objectives towards the potentially interested stakeholders (local governments'/ companies / home care organisations) and users (older adults with heart failure, professional societies of nurses and doctors, informal caregivers) thus generating broad awareness
- obtain valuable feedback on intermediate project results
- establish valuable liaisons with relevant research initiatives in the relevant project fields
- prepare for early and broad adoption of the H2HCare services after completion of the project

The current document provides a general overview on the dissemination methodology, including:

- plan for results to be disseminated throughout the project
- target groups to focus on
- dissemination channels and instruments
- indicators to assess the impact of various dissemination actions

Also, a multi-channel dissemination strategy is detailed including the main past and planned dissemination activities for the coming period per each partner.

The current updated version of the deliverable describes approach for ongoing deviations due to pandemic restrictions and the shift to digital channels. It includes all the dissemination activities undertaken in the first project years (2020-2021) giving a concrete snapshot over the envisioned and achieved awareness.

A new report about the dissemination activities undertaken by the consortium will be included in deliverable D5.5 - Final Report scheduled at the end of the project.



1 Introduction

The goal of this deliverable is to describe the strategy for disseminating and communicating H2HCare outcomes together with the specific activities and channels to be used in this sense.

1.1 Intended Audience

The dissemination level of the present document is marked as public; thus, any interested parties can read it. The intended audience of this report is the H2HCare consortium and the AAL Central Management Unit (CMU) representatives tasked with reviewing the project and its progress towards meeting the specified milestones and raised awareness.

1.2 Relations to other activities

“Task 4.1 - Dissemination and Communication” part of WP4 main objectives are:

- to raise public awareness about the projects results and receive valuable feedback
- to ensure wide dissemination of the project’s results and share best practices
- to issue reports, articles and other dissemination material and to participate to cluster and networking activities and
- to involve stakeholders in the project lifetime

As illustrated in Figure 1 Pert diagram, WP4 is a vertical WP, its activities being active throughout the project lifetime and interacting basically with all other H2HCare WPs.

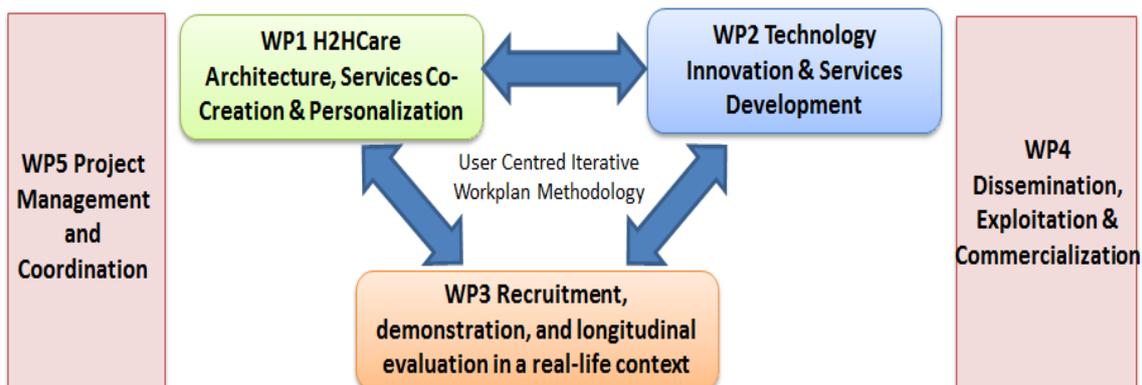


Figure 1: H2HCare project Pert diagram

1.3 Document overview

The remainder of the report is organized as follows:

- Section 2 presents an overview of the H2Hcare dissemination and awareness plans
- Section 3 shows the multi-channel dissemination strategy that is used in the project
- Section 4 presents the approach taken after the COVID19 pandemic, the shift to online environment
- Section 5 describes the current and future consortium dissemination activities
- Section 6 concludes the deliverable



2 Creating H2HCare awareness

H2HCare Project has followed the AAL Programme and Horizon 2020 suggestions, and indications related to dissemination and communication, with the aim to make sure that it meets AAL's branding standards according to the AAL Brand Identity Guide 2015.

Dissemination of H2HCare results will be carried out by using gradual and progressive release of information. The project activities are organized to provide timely contribution to dissemination:

- during the first year of the project the ideas behind the proposal were turned into concise presentations, posters/leaflets, website articles to illustrate the project goals to the interested stakeholders and early adopters;
- starting from project month 12, the first version of the H2HCare services were available and the initial results were disseminated through publications, blog posts and presentations to events; this process was repeated for the second iteration of the services on month 18.
- the H2HCare integrated prototype was released in months 15 and 22 and dissemination of the integrated platform was carried out after each release; next releases of the prototype are planned as well as awareness activities for them.
- end users involved in the project documented their experience and provided feedback for the services and prototypes that lead the refinements thus generating various dissemination materials and activities.

The overall approach described in this deliverable defines relevant steps for successful dissemination of the results during the entire lifetime of the project, targeting three levels of dissemination for the outcomes¹:

- **Awareness** about the project itself, its objectives and its outcomes must be risen. This can be achieved using various dissemination media and communication channels.
- The work done in the project needs to be **understood** by the stakeholders. The disseminated outcomes of the project must be well adapted for target groups and their knowledge.
- **Actions** involving a change of practice that is caused by the eventual adoption and use of results of the project need to be defined. Therefore, the target group for this way of dissemination is the industry sector as well as all enabling organisations (e.g. public authorities), that are in the position to prepare a favourable political ground which will facilitate the adoption of the main project outcomes.

Considering the above, the H2HCare dissemination strategy will raise **awareness** and will provide deeper **understanding** of the project for stakeholders and potential end-users and will lead to **actions** based on the work undertaken within the project.

In general, attracting relevant stakeholders and aggregating critical mass of interested potential end-users and early adopters will strongly contribute to the widespread adoption of H2HCare services. Appropriate dissemination activities will ensure a wide visibility and identification of the project and will be based on a marketing-driven dissemination. The main activities are listed below:

- Design of the H2HCare brand (website, logo, colour scheme, document templates, etc.)
- Design of promotional materials such as posters, flyers, etc.
- Participation in conferences, exhibitions, workshops, specialised international meetings, etc.
- Articles in magazines, journals, forums, mailing lists, press releases, etc.
- Social media coverage
- Collaboration with other AAL or other EU projects

¹ S. Harmsworth and S. Turpin. Creating an Effective Dissemination Strategy. TQEF national Co-ordination Team, 2000.



3 Multi-channel dissemination strategy

A proper **multi-channel dissemination strategy** was defined with the aim of using the right combination of media channels and the most suitable mix of promotional material at the right time in the H2HCare project lifetime.

To allow the project to effectively communicate with the external world, we have defined the following key points, which helped us in shaping the dissemination plan:

- 1) **Raising awareness** on the project vision and outcomes, which was based on a continuous **critical mass aggregation** aimed at creating significant liaisons with the most relevant communities and international/national initiatives on AAL and heart failure; dissemination and awareness of projects outcomes **in the user recruitment process** in each end-user partner country (Switzerland and Norway);
- 2) Identifying the most promising **potential target groups**;
- 3) **Defining the objectives of the dissemination** and planning their achievement along the project lifetime by the definition of suitable **Dissemination Success Indicators**;
- 4) **Dissemination instruments** identification for each target group (flyer, communication papers and booklets, questionnaires, brochures, videos and animations, etc.);
- 5) **Involving all partners** into the dissemination activities;
- 6) **Planned dissemination activities** to promote and present the on-going results of H2HCare and more generally the benefits of the proposed technologies and tools to the interested stakeholders.

3.1 Potential target groups and stakeholders

A fundamental issue for delivering a suitable dissemination plan is the identification of potential target groups, each of them being approached with a different specific communication message. The expected target audiences of the project are likely to be comprised within the following categories:

- *Primary end-users*: Older adults with heart failure, frequent hospitalization, living independently, male or female, over 65 years old, needing care assistance to self-manage post discharge treatment and lifestyle to avoid re-hospitalization;
- *Secondary end-users*:
 - formal caregivers, doctors and nurses (hospital and community) involved in transitional care of elders (post-discharge at home);
 - informal caregivers, relatives of an older adult with heart failure that help him/her with post discharge treatment and lifestyle to avoid re-hospitalization;
- *Additional targeted audiences*: hospitals and care organizations, insurance companies, local authorities, municipalities, national/regional public bodies addressing heart failure, standardisation bodies, scientific and technical community, healthcare and pharmacy market stakeholders, consumer organizations, etc.

3.2 Dissemination success indicators

To assess the effectiveness of the dissemination activities in comparison with the planned objectives along the project lifetime, a set of dissemination success indicators have been defined in Table 1. If expectations are met, according to these indicators, then the dissemination activities will be regarded as successful.



Table 1: Dissemination Success indicators

Dissemination Measure	Why	Actions	Target KPI	M23 Status
Web-portal visibility	General awareness	Website updates and SEO	Top 5 in SERP	Achieved
AAL Forum participation	Provided focused information for AAL sector	Focused presentations, info days, seminar, project booths	Yearly participation	No AAL forum was held in 2020. Participation to EWAHA 2021.
Clustering with other AAL projects	Strengthen impact through joint efforts	Meetings attendance and common publications	Min. 2 projects	5 projects. See Section 3.3.10 for details.
Participation at conferences, exhibitions.	Dissemination of results promotion	Attending conferences and exhibitions	10 Conferences, 6 Exhibitions, 200 visitors	9 conferences, 11 exhibitions; More than 500 visitors overall. See section 5 for details.
Publications	Innovation dissemination and social awareness	Publication to journals, magazines, and conference proceedings. Blog posts.	Min. 5 publications; 1 blog post per month	7 publications and 27 blog posts. See section 5 for details.
On-site demonstrations and presentations	Attract early adopters, raise awareness	On-site demonstrations / presentations	3 on-site demos, 10 responders	2 controlled env demos (NO+CH); 1 pre-trial demo (NO)
Social Channels	General information	Social media shares	Min. 30 shares & 20 likes	25 posts on LinkedIn. 46 shares and likes.

3.3 Dissemination instruments

Different dissemination materials have been professionally designed and new materials will be produced throughout the entire project lifespan according to different communication needs, to various event typologies and, of course, to the evolution of the project.

Dissemination instruments and channels will be tailored to the specific dissemination type:

- End User-oriented Dissemination and
- Scientific Dissemination.

However, the following subset of dissemination and communication instruments are common to both types:

- Branding strategy (logo, document templates)
- H2HCare website
- Public deliverables
- Promotional material (posters, newsletters, flyers, etc.)
- Press releases
- Social media
- Participation in conferences, exhibitions, workshops, seminars, or demo booths.

The Scientific Dissemination will be specifically based on:

- Scientific publications in conferences and in peer reviewed scientific journals.



- Lectures and symposiums.

3.3.1 Branding strategy

A suitable branding strategy has been designed to increase the visibility and the exposure of H2HCare, including the logo and the document templates.

The H2HCare logo

The logo was designed to reflect the personality of the entire project and create a clear visual identity for the project. It was selected considering that it should be easily used in printouts, projected slides and on the web. It's imperative that every event, presentation, newsletter, deliverable (both public and restricted), dissemination material, and website make use of this image and be consistent with its style. This graphic gives people an attractive insight into the project vision.



Figure 2: H2HCare logo

Document templates

A template for Microsoft PowerPoint presentations and Microsoft Word written documents (excluding those that are to be created according to fixed format specifications, e.g. scientific papers) is available on the project website private area (see Figure 3 and Figure 4). It enables uniform appearance and ensures to provide essential information about the project and acknowledgements.

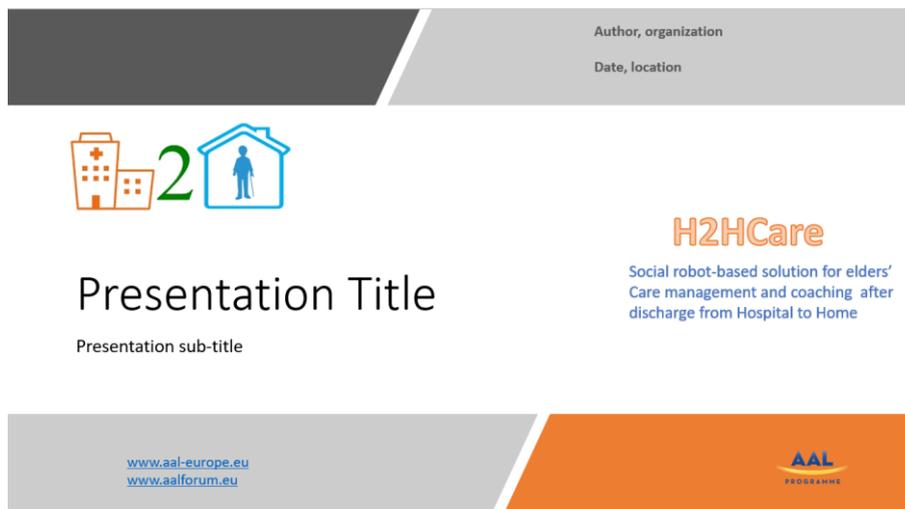


Figure 3: H2HCare presentation template



H2HCare

Social robot-based solution for elders' Care management and coaching after discharge from Hospital to Home

DX.X Deliverable title



Deliverable Id:	DX.X
Deliverable Title:	Deliverable title
Related Work Package:	WPx
Related Task(s):	Tx.y, Tz.t, ...
Related Milestone:	Mlx
Version:	vx.x
Status:	draft / final
Dissemination Level:	PU / RE / CO
Deliverable Type:	R/P/DEM/OTHER
Due date of deliverable:	MXX
Actual submission date:	Month day, year
Deliverable lead partner:	XXX
Main author(s):	Name (Partner)...
Contributing partners:	Name (Partner)...
Peer-reviewers:	Name (Partner), Name (Partner)
Keywords:	5 keywords

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Figure 4: H2HCare deliverable template

3.3.2 Website

The website is available at the following address: <https://h2hcare-aal.eu/>. It plays an essential role in the overall project because it works as a main communication tool to disseminate and validate project results. It provides a wide array of functionalities including project blog and internationalization (English and Romanian). The website will publish information about the project, and about its initiatives such as events, participation to conferences, workshops, etc. The website provides an access to the project general objectives and the main results. It is updated regularly to inform on the progress of the project. Specific areas are clearly defined on the website. The website also aims to attract the interest of authorities, AAL professionals and citizens and will include topics on project development as well as official documents (public deliverables). Figure 5 shows a screenshot of the website home page.



H2HCare AAL

Social robot-based solution for elders' care management and coaching after discharge from hospital to home

Home Blog About Contact Partners Library



What we want to achieve

H2HCare will sustain and improve the quality of life of older adults helping them to better cope with and self-manage transitional care problems in case of heart failure avoiding hospital readmissions.

Figure 5: Screenshot of website homepage

The main sections of the website are detailed in Table 2.

Table 2: H2HCare Website structure

Id	Section name	Description
1	Home	Presents general information about the project.
2	Blog	Contains blog postings from the consortium regarding publications, events, actions, news, etc. Posts have been continuously published until the moment of writing this document.
3	About	Describes the main outcomes related to the envisioned H2HCare digital platform.
4	Partners	Gives general information, websites and logos of the project coordinator as well as the project partners.
5	Library	Contains public deliverables and open access publications. Five deliverables and two papers are added in this section already.
6	Contact	Provides the details for contacting the consortium coordinator.

3.3.3 Public deliverables

Additional H2HCare outcomes will be popularized through a group of public deliverables agreed with the AAL CMU in the Description of Work. The following table shows the deliverables which will be available for public access on the project website Library section (<https://h2hcare-aal.eu/library/>). The ones marked with blue are already uploaded on the website.

Table 3: H2HCare Public Deliverables

Del. n°	Deliverable name	Type of del.	Diss. level	Del. date
D1.1	End-user requirements and specification	R	PU	M6
D1.2	H2HCare architecture - 1st version	R	PU	M8
D1.3	Services co-design and intelligent dashboard mock-ups - 1st version	R	PU	M10
D1.4	H2HCare architecture – 2nd version	R	PU	M12
D1.5	Services co-design and intelligent dashboard mock-ups - 2nd version	R	PU	M18
D3.1	Code of Conduct	R	PU	M3
D4.1	H2HCare website	OTHER	PU	M3



D4.2	Dissemination plan	R	PU	M12/M23
D5.1	Project Quality Control Plan	R	PU	M3/M21

3.3.4 Project fact sheet and flyer

A project fact sheet and flyer for the H2HCare project have been designed to serve as dissemination materials, along with the project logo. The flyer text has been produced and agreed among partners in English and has been adapted for the recruiting and older adults awareness processes (see Figure 6). The text will later be translated to the consortium partners national languages. An enhanced edition of the flyer will be produced towards the second part of the project lifetime, addressing mainly the outcomes of the project.

Also, the consortium prepared additional materials for dissemination purposes (exhibitions, events, meetings, etc.):

- H2HCare Summary (a document containing a short summary of the project objectives)
- H2HCare Presentation (a ppt presentation containing project data, main objectives and consortium details).

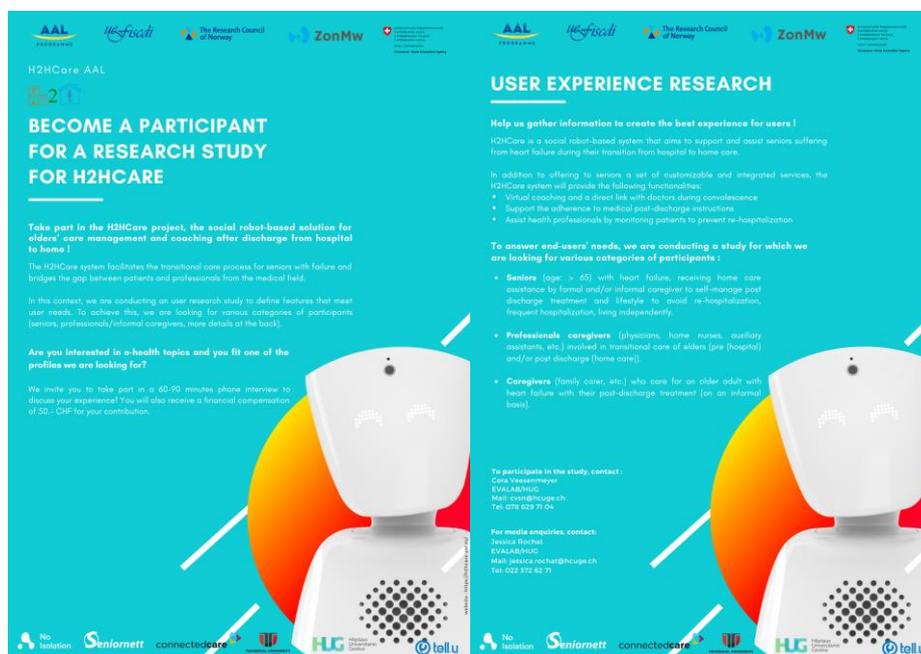


Figure 6: H2HCare Flyer



Project Fact Sheet



Name of the project and acronym

Social robot-based solution for elders' Care management and coaching after discharge from Hospital to Home - H2HCare

Coordinator:

Technical University of Cluj-Napoca

Duration of the project and starting date:

36 months; Starting date: 01.04.2020

Consortium:

Name	Type (End-users, Large Enterprise, SME, R&D)	Country	Web address
Technical University of Cluj-Napoca	R&D	Romania	https://www.utcluj.ro/en/
Tellu IoT AS	SME	Norway	https://www.tellucloud.com/
University Hospitals of Geneva	End-users	Switzerland	https://www.hug.ch/sciences-de-linformation-medicale
Seniornett	End-users	Norway	https://www.seniornett.no/
No Isolation	SME	Norway	www.noisolation.com

Objective of the project:

H2HCare aims to support seniors with heart failure in their transition from hospital to home care by providing a digital assistant-based coaching system for helping them to follow the recommended post-discharge treatment plan and lifestyle changes. Using the digital assistant, H2HCare system will provide to end-users: (i) virtual coaching during their convalescence empowering them to self-manage their recovery at home and avoid hospital readmission; (ii) support for pre-discharge rehospitalization risks assessment; (iii) post-discharge accurate monitoring and follow-up for preventing re-hospitalization.

Figure 7: H2HCare Project Fact Sheet

3.3.5 Press releases and newsletters

We intend to disseminate and circulate the results of the project via the publication of press articles / releases in both the general and specialised press. These articles will be released to give information about project activities in general, or to highlight the quality of the work completed. Additional information about project results, products, or specific scenarios activities will be included in future press releases according to specific needs. These articles will also contain information on the opportunities and benefits offered by the H2HCare to the heart failure treatment community and to other sectors and will be correlated the main channels where to find out supplementary in-depth relevant information. Status for press releases will be mentioned Section 5 of this document.

Special events throughout the project lifecycle that may call for a press release include:

- The project's beginning, to inform the public about the project and its goals and the end of the project, to show the outcomes of the project;
- H2HCare workshops/special sessions;
- Special occasions for a consortium partner;
- Announcement of significant strategic alliances;
- Release of H2HCare prototype;
- Adoption by important end-user communities/organisations of H2HCare solutions;

3.3.6 Social media

H2HCare project has a dedicated LinkedIn account (<https://www.linkedin.com/company/h2hcare-aal-project>) showing the news and events related to the project lifecycle and containing posts connected to the project (see Figure 8).

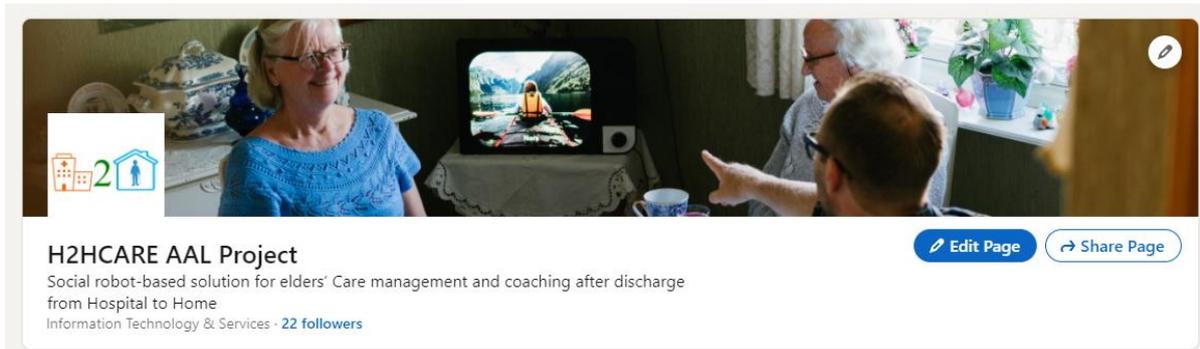


Figure 8: H2HCare LinkedIn profile

3.3.7 Scientific publications

Scientific papers that discuss aspects of the technical work conducted in H2HCare, or that mention H2HCare methodologies and technologies, should be published on the project's communication website whenever not infringing the IPR matters. In this last case, the abstract of the paper will be made available on the project website. Each paper will be reported according to the procedure outlined in this document. When appropriate, the papers must acknowledge the total or partial financial support of the AAL Joint programme and of the National Funding Agencies for the H2HCare project. Relevant journals / conferences addressing care, AAL, heart failure and hospital discharge where scientific publications can be used for dissemination will be identified and high-quality papers will be submitted after obtaining the initial trial validation results.

The most relevant scientific publications until M23 are presented below:

- Chifu, V.R.; Pop, C.B.; Demjen, D.; Socaci, R.; Todea, D.; Antal, M.; Cioara, T.; Anghel, I.; Antal, C. Identifying and Monitoring the Daily Routine of Seniors Living at Home. *Sensors* 2022, 22, 992. <https://doi.org/10.3390/s22030992>
- V. R. Chifu, C. B. Pop, A. Ciurianu, E. Chifu, M. Antal, Machine Learning-based Approach for Predicting Health Information Using Smartwatch Data, 2021 IEEE 17th International Conference on Intelligent Computer Communication and Processing.
- A. Bozdog, D. Todea, M. Antal, C. Antal, T. Cioara, I. Anghel, I. Salomie, Human Behavior and Anomaly Detection using Machine Learning and Wearable Sensors, 2021 IEEE 17th International Conference on Intelligent Computer Communication and Processing.
- Jessica Rochat, Alexandra Villaverde, Helge Klitzing, Tore Langemyr Larsen, Martin Vogel, Jacques Rime, Ionut Anghel, Tudor Cioara, Christian Lovis, Designing an eHealth Coaching Solution to Improve Transitional Care of Seniors' with Heart Failure: End-User Needs, *Studies in Health Technology and Informatics (MIE2021 articles)*, IOS Press, Vol. 281, pp. 530 – 534, 2021, ISBN: 978-1-64368-184-9, <https://ebooks.iospress.nl/doi/10.3233/SHTI210227>
- Anghel, I.; Cioara, T.; Moldovan, D.; Antal, M.; Pop, C.D.; Salomie, I.; Pop, C.B.; Chifu, V.R. Smart Environments and Social Robots for Age-Friendly Integrated Care Services. *Int. J. Environ. Res. Public Health* 2020, 17, 3801. <https://www.mdpi.com/1660-4601/17/11/3801>
- V. Vesa, V. Simion, R. Rus, M. Antal, C. Pop, I. Anghel, T. Cioara and I. Salomie, Human Activity Recognition using Smartphone Sensors and Beacon-based Indoor Localization for Ambient Assisted Living Systems, *IEEE International Conference on Computer Communication and Processing (ICCP 2020)*, 3 – 5 September 2020, Cluj-Napoca, Romania <https://ieeexplore.ieee.org/document/9266158>

3.3.8 Lectures and presentations

Selected presentation slides on H2HCare are made available online on the project's website. Every formal or informal presentation of H2HCare, including academic lectures and seminars concur to the dissemination activities and should therefore be reported according to the procedure outlined in this



document. The official H2HCare template for presentation slides which are available on the project internal portal must be used.

3.3.9 Conferences, workshops, and events

H2HCare project will be represented in several international relevant scientific, technical and/or political level conferences and symposiums in the field of AAL or tailored for older adults suffering of heart failure, through specific workshops co-located within planned conferences, or through a booth within the exhibition area of a conference or a fair. Some project domain focused conferences where potential adopters can be met or attracted are already identified: AAL Forum, AAL Info Day, International Conference on Advancements of Medicine and Health Care through Technology, Medical Informatics Europe Conference, etc. Also, an initial list of conferences and workshops in which one or more H2HCare partners have taken part is presented in Section 5.

3.3.10 Collaboration with other AAL Projects

For raising project awareness on H2HCare outcomes a variety of tasks have been defined and correlated with the general objective of achieving a wider audience. All partners will be committed in maximizing the publicity of H2HCare goals and initiatives. The design and distribution of H2HCare dissemination material at different events (conferences, workshops, or EC events) constitutes an integral part of dissemination.

The involvement of a critical mass of stakeholders and end-users around the project is a crucial point that will guarantee the creation of strong impact around H2HCare. In this respect, significant effort will be dedicated to attracting and collaborating with the existing initiatives in heart failure management and all the experts operating in the field of AAL and heart failure care domains.

Interaction with working groups focusing on hospital discharge and older adults in international consortiums will be pursued. Also, similar projects will be contacted with the aim to foster synergies and collaboration.

Table below illustrates the current collaborations of H2HCare project consortium.

Table 4: H2HCare collaboration with other projects

Id	Initiative	Website	Description	Collaboration
1	Smart assistant to prevent and detect cognitive decline, promote cognitive function and social inclusion among older adults (Remember-ME)	https://www.rememberme-aal.eu/	AAL ongoing project (TUC as common partner)	Joint workshops organized by TUC in autumn of 2020 and 2021 as part of ProInvent Annual Conference ² ;
2	Robotic ePartner for Multitarget Innovative activation of people with Dementia (ReMIND)	https://www.aalremind.eu/	AAL ongoing project (TUC as common partner)	Joint workshops organized by TUC in 2020 and 2021 as part of ProInvent Conference
3	TELE-ENCOUNTERS: BEYOND THE HUMAN	https://www.tele-encounters.com/ro/	EU research project aiming to explore family relationships and to contribute to the development of telepresence	Joint workshop participation by H2Hcare coordinator on 15-16.02.2021.

² <https://proinvent.utcluj.ro/>



			(technologically mediated presence).	
4	IOANNA	http://www.ioanna-project.eu/	Aims at developing ICT-based solutions for seniors for everyday facilitation in shopping management and navigation, focusing on assistive mobility and social engagement through crowdsourcing.	Coordinator participation to Virtual Interactive Workshop “Assistive Technologies for older adults: experiences and prospects”
5	iCan	https://www.ican-project.eu/	Online platform that aids its users in various ways in their everyday life	

3.4 Partners involvement and individual dissemination actions

The following activities must be carried out by each partner of the consortium:

- Identify potentially new interested stakeholders;
- Contribute to the project website;
- Produce and distribute press releases;
- Facilitate opportunities for the involvement of external actors in the project’s activities;
- Promote the organisation of focused events by publicizing them on the project website; be active on social media like Twitter and Facebook to communicate about project’s results and activities;
- Participate in relevant events where the project can be introduced and displayed.

3.4.1 TUC

The main dissemination activities carried out by TUC will be:

- Writing posts for feeding the website and social media
- Publication of H2HCare related articles to international peer-reviewed journals about the outcome of the research and development activities and the envisioned/developed technologies
- Publication of papers in peer-reviewed international conferences reporting innovative technologies and solutions developed in the project.
- Participations to conferences, workshops, and events for presenting the project objectives and outcomes
- Participating to the yearly AAL Forum for disseminating the project results and finding potential synergies with other AAL projects and identifying/involving stakeholders.
- Participation in activities organized jointly with other AAL project(s) for exchanging knowledge and ideas
- Participation to the AAL CMU announced events for raising awareness about the project and bringing back feedback/ideas
- Sharing project news and updates in TUC social media and network
- Disseminating the project internally in different meetings, events, courses or presentations

3.4.2 HUG

- Creation of post on the H2HCare LinkedIn account, repost on Jessica Rochat's LinkedIn account
- Repost on the SIMED Twitter account
- H2Hcare AAL website posts



- Publication of papers in peer-reviewed international conferences

3.4.3 SN

- News about major project milestones on our website
- Informing selected Norwegian stakeholders (within the health sector and municipalities) about the project when we can demonstrate the first integrated prototype
- Project presentations in local SN forums when the Covid-19 situation allows for it (late 2021 or 2022)

3.4.4 TLU

- Sharing project news in TLU social media channels ((Facebook, Twitter, Linked in etc) and website
- Participations to conferences, workshops, exhibitions and industrial events such as Vtialis, eHin, MVTe etc. presenting the project and project results
- Taking part in publications of peer reviewed papers disseminating results related to TLU use case and technical contribution
- Provide presentations and do demonstrations for various stakeholders and partners (within the health sector and municipalities) related to the project

3.4.5 NIS

- Sharing project news in NIS social media channels and website
- Participations to conferences, workshops, exhibitions, and industrial events
- Provide presentations for various stakeholders
- Writing posts for feeding the website and social media



4 Pandemic and shift to digital channels (online)

In the first month of H2HCare life (April 2020), the COVID19 pandemic locked down Europe generating various restriction and limitations for travelling and participating face to face to events. Physical dissemination was not possible even from the beginning of the project, and many planned events and awareness activities were cancelled. The consortium reviewed the dissemination strategy and analysed the new communication channels and the European Commission³ guides to gain higher digital visibility until the pandemic will be over. Unfortunately, as of writing this deliverable COVID19 is still present but there are good signs of returning to face-to-face activities after two long years.

The main actions taken by the consortium for shifting to the digital environment are enumerated below:

1. Strengthening the digital identity to increase visibility in the online environment
 - a. Upgraded and constantly updated website
 - b. H2HCare video was created by HUG focussing on the main benefits brought by the platform
 - c. Availability of public deliverables, open access publications and articles directly from the web site. Summary of achievements in private deliverables published as web site posts.
 - d. Activity on social media
2. Online dissemination and awareness creation
 - a. Constant search for potential virtual events of interest for the consortium
 - b. Co-design workshops organised with end-users and stakeholders
 - c. Participation to events, exhibitions, conferences, seminars, etc. held in online format via Zoom, Teams or Skype for Business.
 - d. Organisation of workshops and webinars to collaborate with stakeholders and other projects
 - e. Participation to online AAL organised events (EWAHA2021, AAL2Business, Ethics and privacy seminar, etc.)
 - f. Virtual booths and networking at events and exhibitions
 - g. Online demos of the platform capabilities
3. Working close in the consortium despite the distance
 - a. Full online and virtual interaction between partners through co-design workshops, technical meetings, requirements gathering sessions, etc. No physical meeting has been held in the project.
 - b. Meetings with virtual conferencing tools allowed working together and collaborating efficiently despite the lack of face-to-face interaction
 - c. Advisory board interaction through online channels to disseminate to the members the current results of the project
 - d. Plenary meetings shifted to online environment with the same structure as for face-to-face meetings. Presentations and progress check were done in Teams platform that allows smooth collaboration between partners.

³ <https://cordis.europa.eu/article/id/418097-how-to-disseminate-horizon-2020-projects-without-giving-in-to-the-covid-19-outbreak>



5 Dissemination activities

The outcomes of dissemination activities are collected from all consortium partners and periodically assessed by the consortium partner responsible for dissemination activities to document the project dissemination, to determine the most effective dissemination channels, to highlight best practices, and also to find areas of improvement. The evaluation and research of development work through surveys and user requirement collections will also help direct dissemination initiatives and identify specific user needs. A dissemination matrix spreadsheet has been shared throughout consortium members to gather and keep updated a snapshot of the dissemination status.

5.1.1 Status of dissemination activities

The table below reports all the dissemination activities done by partners until month 21 (2020-2021). The table is a living document which is constantly updated through the project lifetime. Updated partner dissemination plans will be also delivered at project yearly reporting deliverables.

Table 5: Dissemination activities

Partner	Activity	Date	Medium and reference
ALL	25 Posts on H2HCare LinkedIn	Since project start	Project LinkedIn: https://www.linkedin.com/company/53495010
ALL	27 Website blog posts	Since project start	H2HCare website blog section: https://h2hcare-aal.eu/blog-2/
TUC	Research and state of the art article in highly rated Web of Science journal	27/05/2020	Int. J. Environ. Res. Public Health, MDPI, https://www.mdpi.com/1660-4601/17/11/3801
TUC	Research article publication in IEEE international conference proceedings	26/11/2020	2020 ICCP Conference, IEEE, https://doi.org/10.1109/ICCP51029.2020.9266158
TUC	Article presentation	05/09/2020	2020 IEEE 16th International Conference on Intelligent Computer Communication and Processing, Online, http://www.iccp.ro/iccp2020/
TUC	Project presentation and collaboration with other AAL projects; Discussions on AAL topics;	19/11/2020	Proinvent 2020, AAL and H2020 collaborative workshop http://coned.utcluj.ro/proinvent/PROINVENT2020_DS_workshop-agenda.pdf
TUC	Machine Learning and AAL systems presentation, project overview and outcomes presentation	05/10/2020	7th International Conference on Advancements of Medicine and Health Care through Technology (ONLINE CONFERENCE), https://meditech.utcluj.ro/
TUC	Presentation of the project to a focus group event	26/02/2021	"Tehnologii avansate de producție, materiale noi și T.I.C. ", North-West Regional Development Agency, Cluj-Napoca, Romania
NIS, TLU	AAL Lean Canvas webinar participation	10/2020	AAL organized workshop, http://www.aal-europe.eu/aal2business-webinar-on-the-lean-canvas-10-september/
TUC	Press release in RO language for project kick-off	24/04/2020	Online press release (https://www.utcluj.ro/media/notices/2020/H2HCare.pdf)



TUC	Announcement of project vision and objectives	24/04/2020	Online local newspaper article (https://zci.ro/educatie/platforma-bazata-pe-roboti-sociali-pentru-ingrijirea-persoanelor-in-varsta-la-domiciliu-197856.html)
TUC	Announcement of project vision and objectives	24/04/2020	Online local newspaper article (https://cluju.ro/universitatea-tehnica-din-cluj-lanseaza-o-platforma-bazata-pe-roboti-sociali-care-va-ajuta-persoanele-in-varsta-dupa-externarea-din-spital/)
TUC	Announcement of project vision and objectives	24/04/2020	Online local newspaper article (https://cluj24.ro/proiect-important-pentru-varstnici-lansat-de-universitatea-tehnica-cluj-napoca-impreuna-cu-alti-parteneri-5302.html)
TUC	Radio news about the project objectives	24/04/2020	Radio press release (https://ebsradio.ro/uncategorized/proiect-european-inedit-coordonat-de-utcn-varstnicii-ar-putea-fi-ingrijiti-de-roboti/)
TUC	Announcement of project vision and objectives	24/04/2020	Online local newspaper article (https://stiriletransilvaniei.ro/2020/04/24/roboti-sociali-pentru-ingrijirea-persoanelor-in-varsta-la-domiciliu-proiect-de-16-milioane-de-euro-coordonat-de-universitatea-tehnica-din-cluj-napoca/)
TUC	Announcement of project vision and objectives	24/04/2020	Online local newspaper article (http://www.napocanews.ro/2020/04/utcn-lanseaza-un-proiect-de-mare-insemnatate-pentru-varstnici-un-robot-social.html)
SN	H2HCare project info post	15/06/2020	Article in Norwegian on SN Website with link to project website https://www.seniornett.no/om-oss/prosjekter/
HUG	LinkedIn repost on Jessica Roachat personal account	23/07/2020	https://www.linkedin.com/posts/jessica-rochat-ux-evalab_about-activity-6691998694620831745-K0CW
HUG	Twitter repost on SIMED personal account	23/07/2020	https://twitter.com/simed_hug/status/1286233068248997888
TLU	News media coverage of Tellu Remote Patient Monitoring	12/11/2020	Press: https://www.dagensmedisin.no/artikler/2020/11/10/who-vil-vite-mer-om-digital-oppfolging-av-covid-pasienter-fra-bodo/ https://www.nrk.no/nordland/korona_-verdeshelseorganisasjon-who-vil-laere-av-bodo-om-oppfolging-av-koronapasienter-i-isolasjon-1.15238573 https://tv.nrk.no/serie/distriktsnyheter-nordland/202011/DKNO98111220/avspiller
NIS	News media coverage of KOMP	5/12/2020	KOMP on Dagsrevyen https://tv.nrk.no/serie/dagsrevyen/202012/NNFA02120520#t=1664s
NIS	News media coverage of KOMP	27/12/2020	Best assistive technologies: https://www.laptopmag.com/best-picks/best-assistive-technologies-2021
TUC	Publication in international conference proceedings	28-30/10/2021	2021 ICCP Conference, IEEE, to be published in IEEExplore, https://iccp.ro/iccp2021/ <i>V. R. Chifu, C. B. Pop, A. Ciurianu, E. Chifu, M. Antal, Machine Learning-based Approach for Predicting Health Information Using Smartwatch Data</i>
TUC	Publication in international conference proceedings	28-30/10/2021	2021 ICCP Conference, IEEE, to be published in IEEExplore, https://iccp.ro/iccp2021/



				<i>I. A. Bozdog, D. Todea, M. Antal, C. Antal, T. Cioara, I. Anghel, I. Salomie, Human Behavior and Anomaly Detection using Machine Learning and Wearable Sensors</i>
HUG + ALL	Publication international conference proceedings	in	29-31/05/2021	MIE2021 Conference, published as book chapter, https://ebooks.iospress.nl/doi/10.3233/SHTI210227 <i>J. Rochat, A. Villaverde, H. Klitzing, T. L. Larsen, M. Vogel, J. Rime, I. Anghel, T. Cioara, C. Lovis, Designing an eHealth Coaching Solution to Improve Transitional Care of Seniors' with Heart Failure: End-User Needs</i>
HUG	Publication magazine	HUG	01/07/21	Magazine Pulsations Intern publication (HUG) regarding AAL projects, (H2HCare involved) https://www.hug.ch/pulsations-magazine/2021
TUC	Participation conference	to	30/10/2021	Article presentation, 2021 IEEE 17th International Conference on Intelligent Computer Communication and Processing (ICCP 2021), Online, https://iccp.ro/iccp2021/technical-program/ http://www.iccp.ro/iccp2021/
TUC	Participation conference	to	30/10/2021	Article presentation, 2021 IEEE 17th International Conference on Intelligent Computer Communication and Processing (ICCP 2021), Online, https://iccp.ro/iccp2021/technical-program/
HUG	Participation conference	to	30/05/2021	Article presentation, MIE2021 (Medical Information Europe Congress), Online, https://mie2021.org/en/
TUC	Participation events & exhibitions	to &	31/05/2021	AAL seminar: Health & Care ecosystems as drivers for transforming European welfare, https://www.eventbrite.com/e/health-care-ecosystems-as-drivers-for-transforming-european-welfare-tickets-153951227265?keep_tld=1#
TUC	Participation events & exhibitions / collaboration with other projects	to &	08/06/2021	Presentation of the project results in an online collaborative workshop organized by the AAL Remember-Me project in collaboration with IOANNA and iCan AAL Projects, https://www.rememberme-aal.eu/remember-me-project-organizes-its-first-open-worshop-in-the-framework-of-the-virtual-interactive-workshop-assistive-technologies-for-older-adults-experiences-and-prospects/
TUC	Participation events & exhibitions / Collaboration with other projects	to &	15/02/2021	Presentation of the project results at the Tele-encounters EU project workshop, online, https://www.tele-encounters.com/ro/
TUC	Participation events & exhibitions	to &	19/03/2021	Presentation of the project results at the North-West Region of Romania workshop, online, https://www.nord-vest.ro/north-west/
HUG	Participation events & exhibitions	to &	29/06/2021	Online seminar, "Ethics and privacy in the age of digital transformation" an interactive workshop organised by AALProgramme and R2M Solution, http://www.aal-europe.eu/join-online-seminar-ethics-and-privacy-in-aal/
HUG	Demonstration events & exhibitions	to &	04/08/2021	Demonstration of the 1st prototype of H2HCare solution to the HUG Communication Department in order to participate to an event named "city of trades" and provide them further information regarding end-users recruitment https://www.hug.ch/direction-communication



HUG	Demonstration events & exhibitions	to	13/09/2021	Demonstration of the 1st prototype of H2HCare solution to Dome Senior's association https://www.domeseniors.ch/
TUC	Workshop organization / Collaboration with other projects		22/10/2021	Presentation of the project results at the Distributed Systems Applications for Energy Efficiency and Ageing Well in the Digital World, ProInvent 2021, https://research.utcluj.ro/index.php/conferinta-cercetarii-in-utcn-2021.html
TUC	Participation events & exhibitions	to	20-22/10/2021	ProInvent 2021, https://proinvent.utcluj.ro/
TUC	Participation events & exhibitions	to	18-22/10/2021	Second edition of the European Week of Active and Healthy Ageing 2021, http://www.aal-europe.eu/european-online-week-of-active-healthy-ageing-2020/
HUG	Participation events & exhibitions	to	23-29/11/2021	Online presentation to the "City of trades" due to Covid, participants to the exhibition were numerous https://palexpo.ch/fr/agenda/cite-metiersch-lexpo
HUG	Reference website	on	12/11/2021	Listed and explained on the HUG website: projects lists of the Laboratory https://www.hug.ch/sciences-linformation-medicale/projets

5.1.2 Future envisioned activities

The consortium has identified a list of potential events of interest and is planning to prepare dissemination actions as depicted below:

- Participation to EUROPEAN WEEK OF ACTIVE AND HEALTHY AGEING 2022 <https://ageing-well-week.eu/>
- Participation to ICCP2022 conference
- Participation to PROINVENT2022 exhibition
- Publication in conference proceedings and/or journal articles about project outcomes



6 Conclusions

A multichannel dissemination plan has been defined and used during the entire lifetime of H2HCare, targeting three levels of dissemination for the project outcomes: general awareness, understanding and action. In accordance appropriate dissemination activities are conducted to a wide visibility and identification of the project and its benefits in the heart failure treatment community and AAL domain. The dissemination plan, tools and activities were reviewed throughout the project duration to support the emerging and evolving needs of the project. Especially the shift to online virtual awareness imposed by the COVID19 pandemics was carefully approached and managed in the consortium. At the end of the project, a final plan for disseminating the knowledge from the H2HCare findings will provide a complete picture of all activities undertaken and how the results can be exploited in European and International market (as part of D5.5).