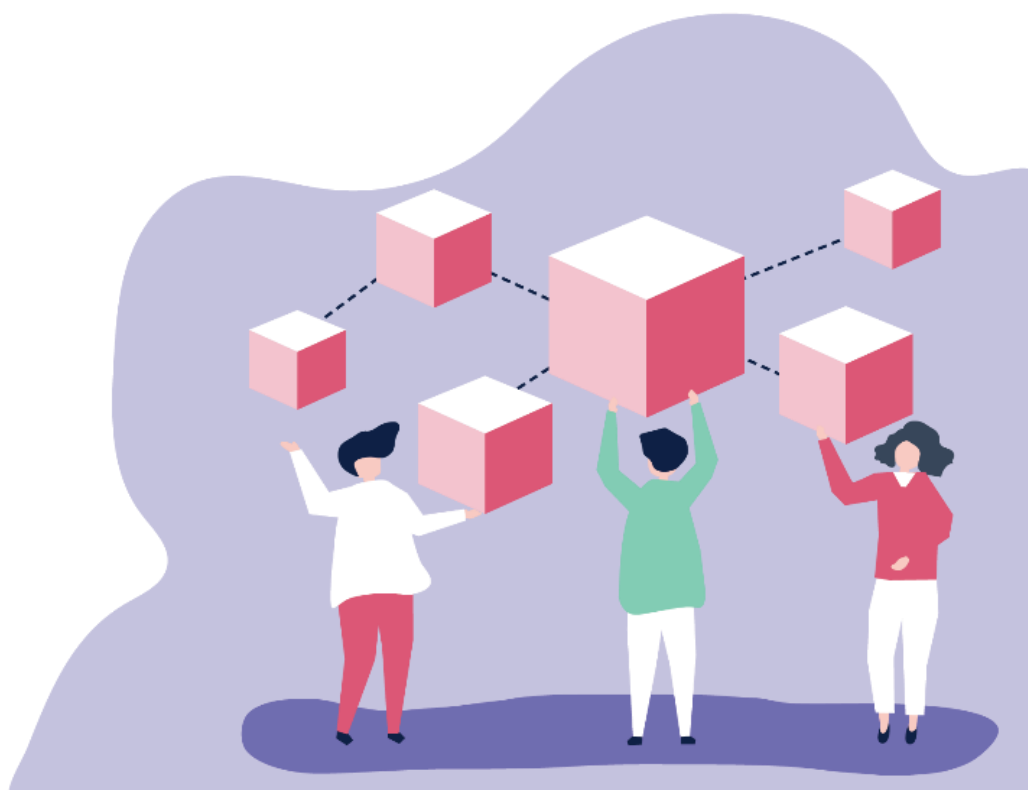




GATE KEEPER

D9.6 - D9.3.2 Dissemination and communication activities and materials

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Abstract

This deliverable has a two-fold approach:

1. On the one hand, to set up the next objectives in terms of dissemination and communication and evaluate the performance of the proposed actions in the second and final version of the previous plan (D9.3.2). If needed, mitigation actions are explained.
2. On the other hand, to report all the dissemination and communication (D&C) activities performed by the consortium for this specific period. (Annex I).

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation, or both.

Table of contents

TABLE OF CONTENTS.....	5
LIST OF TABLES	7
LIST OF FIGURES	8
1 OFFICIAL REVIEW REPORT REGARDING D&C.....	10
2 DISSEMINATION AND COMMUNICATION OBJECTIVES.....	11
2.1 GLOBAL OBJECTIVES.....	11
2.2 LOCAL OBJECTIVES	11
3 TARGET AUDIENCES AND KEY MESSAGES.....	12
4 METHODOLOGY AND WORKFLOW.....	18
5 DISSEMINATION AND COMMUNICATION ACTIONS AND CHANNELS.....	20
5.1 PROJECT WEB PAGE.....	20
5.1.1 Web Page KPIs.....	24
5.2 LINKEDIN BLOG.....	25
5.2.1 LinkedIn blog next steps	28
5.2.2 LinkedIn blog KPIs.....	28
5.3 DISSEMINATION MATERIALS.....	29
5.3.1 Dissemination materials next steps.....	33
5.3.2 D&C materials KPIs.....	33
5.4 MEDIA.....	34
5.4.1 Media next steps.....	36
5.4.2 Media KPIs.....	37
5.5 SOCIAL MEDIA.....	37
5.5.1 Twitter	37
5.5.2 LinkedIn	45
5.5.3 YouTube.....	46
5.5.4 Social Media KPIs.....	48
5.5.5 Social Media Next steps.....	49
5.6 CONFERENCES.....	49
5.6.1 Conferences KPIs.....	52
5.7 GATEKEEPER PUBLICATION PLAN	52
5.7.1 Expected publications	52
5.7.2 Definition of authorship.....	54
5.7.3 Open Access	54
5.7.4 Acknowledgements.....	54
5.7.5 Publications' KPIs	54
5.7.6 Publication preparation process.....	55
5.8 OPEN CALLS.....	56
6 MONITORING IMPLEMENTATION.....	57

7 CONCLUSIONS	59
ANNEX I – REPORT ON D&C ACTIVITIES UNTIL NOVEMBER 2021.....	60

List of tables

TABLE 1: GK TARGETS STRATIFICATION.....	12
TABLE 2: D&C WORKING GROUP MAIN MEMBERS	18
TABLE 3: SOCIAL MEDIA KPIS.....	48
TABLE 4: AN OVERVIEW OF THE GATEKEEPER'S EXPECTED PUBLICATIONS.....	52
TABLE 5: KPIS BY D&C ACTION.....	58
TABLE 6: EXTERNAL CONFERENCES ATTENDED BY GATEKEEPER CONSORTIUM UNTIL NOVEMBER 2021.....	60
TABLE 7: MEDIA REPORT FROM UNTIL NOVEMBER 2021.....	79

List of figures

FIGURE 1 – PILOT SITE SECTION WITH MULTILINGUAL OPTION	20
FIGURE 2 – WOMEN IN GK SITE SECTION	21
FIGURE 3 – SECOND OPEN CALL SECTION ON THE WEBSITE.....	21
FIGURE 4 – NEW COMMUNITY OF INTEREST SECTION.....	22
FIGURE 5 – COMMUNITY OF INTEREST – EHUB SECTION.....	23
FIGURE 6 – INTERNAL WEBINARS.....	23
FIGURE 7 – WEBINARS PLAYLIST ON THE GATEKEEPER YOUTUBE CHANNEL.....	24
FIGURE 8 – WEBSITE ANALYTICS UNTIL NOVEMBER 2021	25
FIGURE 9 – THE 1 ST GATEKEEPER BLOG POST	27
FIGURE 10 – THE 2 ND GATEKEEPER BLOG POST	27
FIGURE 11 – THE 3 RD GATEKEEPER BLOG POST	28
FIGURE 12 – PUGLIA PILOT BROCHURE	29
FIGURE 13 – PUGLIA PILOT ROLL UP	30
FIGURE 14 – BASQUE COUNTRY BROCHURE (I).....	30
FIGURE 15 – BASQUE COUNTRY BROCHURE (II)	31
FIGURE 16 – BASQUE COUNTRY POSTER.....	31
FIGURE 17 – SECOND OPEN CALL PROMOTIONAL VIDEO.....	32
FIGURE 18 – SECOND OPEN CALL PROMOTIONAL VIDEO	32
FIGURE 19 – SECOND OPEN CALL PROMOTIONAL VIDEO	33
FIGURE 20 – NUMBER OF DOWNLOADS FROM THE GATEKEEPER WEBSITE	34
FIGURE 21 – MEDIA IMPACT EXAMPLES	35
FIGURE 22 – EXAMPLE OF A REGULAR PROJECT TWEET	38
FIGURE 23 – EXAMPLE OF A TWEET IN JOINT PROMOTION OF THE LARGE-SCALE PILOT PROJECTS IN THE HEALTH AND CARE CLUSTER.....	39
FIGURE 24 – EXAMPLE OF A TWEET PROMOTING THE ANNUAL MEETING OF THE EU HEALTH POLICY PLATFORM.....	39
FIGURE 25 – EXAMPLES OF SOME OF THE VISUAL IMAGES AND ACCOMPANYING MESSAGES DEVELOPED FOR PHASE 1 OF THE CAMPAIGN.....	40
FIGURE 26 – EXAMPLES OF SOME OF THE VISUAL IMAGES AND ACCOMPANYING MESSAGES DEVELOPED FOR PHASE 2 OF THE CAMPAIGN	41
FIGURE 27 – EXAMPLES OF SOME OF THE VISUAL IMAGES AND ACCOMPANYING MESSAGES DEVELOPED FOR PHASE 3 OF THE CAMPAIGN	41
FIGURE 28 – THE GATEKEEPER 1ST OPEN CALL PROMOTED ON THE EUROPEAN COMMISSION'S DIGITAL SINGLE MARKET WEBSITE.....	41
FIGURE 29 – TWITTER ENGAGEMENT.....	42
FIGURE 30 – TWITTER PARTICIPATION	42
FIGURE 31 – TOP OTHER HASHTAGS	43
FIGURE 32 – BUZZ WORDS.....	43
FIGURE 33 – EXAMPLES OF SOME OF THE VISUAL IMAGES AND ACCOMPANYING MESSAGES DEVELOPED FOR THE CAMPAIGN.	44
FIGURE 34 – EXAMPLE OF A POST ON THE GATEKEEPER LINKEDIN ACCOUNT FOR THE 2 ND OPEN CALL CAMPAIGN.....	45

FIGURE 35 – EXAMPLE OF A POST ON THE GATEKEEPER LINKEDIN ACCOUNT FOR THE #GENDEREQUALITYSTEM CAMPAIGN.....	46
FIGURE 36 – THE GATEKEEPER YOUTUBE CHANNEL.....	47
FIGURE 37 –YOUTUBE CHANNEL ANALYTICS.....	47
FIGURE 38 –IoT WEEK 2021 (I).....	50
FIGURE 39 –IoT WEEK 2021 (II).....	50
FIGURE 40 – EUROPEAN WEEK OF ACTIVE AND HEALTHY AGEING.....	51

1 Official review report regarding D&C

In this section, the comments reported by the reviewers regarding the dissemination and communication activities during the second official review meeting are listed. The D&C expert board has provided feedback considering the current status of the D&C plan including mitigation actions if needed:

- Dissemination and communication have been planned and first activities are taking place.
- Under WPg, standard dissemination and communication tools have been developed. Noteworthy is the plan to get involved with other European projects and initiatives.
- It is likely to have positive impact on SMEs involved in the consortium, as they are to be involved in delivering innovations that will result from this project. The consortium also directly involves further SMEs through its open calls as well as through some of its dissemination/communication activities.
- An appropriate dissemination and communication plan has been made and first dissemination activities are under way.
- Dg.1 Dissemination and communications plan is an accepted, well-constructed and presented deliverable, clearly identifying the target stakeholders and groups along with sufficient detail and granularity of what will be delivered. Reorientation to use LinkedIn for the blog rather than the website is positive.
- Dg.3.1 Dissemination and communications plan is an accepted, well-constructed and presented deliverable, clearly identifying the target stakeholders and groups along with sufficient detail and granularity of what will be delivered. Reorientation to use LinkedIn for the blog rather than the website is positive.
- Available online resources, i.e. social media, website, created by the project, appear appropriate and up to date. References to EU funding are included. However, the deliverable outlining the results is generally lacking imagination/innovativeness.

In order to produce a more innovative and comprehensive document, an effort has been made to reduce the amount of text in favor of examples in the shape of images and links about all the D&C actions, materials and metrics gathered during the last period.

2 Dissemination and communication objectives

GATEKEEPER is in a crucial phase of the project, which is focused on pilot site deployment and recruitment, ecosystem enlargement, the definition of the exploitation plan and the platform development. With this in mind, the goal will be to generate awareness about the GATEKEEPER activities and to actively engage the audiences identified as part of the community.

2.1 Global objectives

These objectives have been defined within the D&C expert board, addressing the overall priorities of the project across the different clusters:

- **Give continuity to the dissemination plan taking advantage of the actions and channels already put in place.** The D&C team will be in touch with the different areas of the project for generating key content to be transmitted among the target audiences, in the appropriate moment and the right channels.
- **GATEKEEPER services value proposition** is being elaborated by the business team and the ecosystem task. These messages will be used to **develop a marketing portfolio** focused on the benefits and opportunities that the project can offer at the different levels of the healthcare domains. The marketing content generated will be presented both in digital sources and printed materials.
- **GATEKEEPER** will continue actively participating in the **WG1 of the Health & Care cluster**, proposing joint initiatives with the rest of the Large-Scale Pilots projects with the aim of promoting common achievements considering our previous experience in this transversal group.

2.2 Local objectives

These objectives are defined to ensure a higher impact of the project dissemination and visibility actions at each of the deployment sites:

- To continue the implementation of **promotional actions** oriented to **recruitment purposes** in order to involve the **expected number of users in each Pilot Site**, and consequently at global level.
- To **draw the attention of national and regional governments** to the **need and value of including digital solutions** for improving health services.

These actions will be developed with the support of the D&C Expert board by transmitting the local needs in the regular meetings that are held one a month.

3 Target audiences and key messages

The collaborative work with the ecosystem task and the business working group will continue during this mature phase of the project with the objective of boosting the actions aimed at reaching the identified stakeholders. This objective will be accomplished through the organisation of dedicated workshops considering the different profiles. During these sessions, the GK value proposition and business opportunities will be shown to generate potential synergies among the different organizations. Additionally, the Community of Interest will be used as a tool to continue reaching, engaging, and involving key actors in the GK community.

The table below shows the current targets to be involved in the GK community and the actions/tools to reach them. This categorisation will be updated accordingly considering the progress within the ecosystem and business tasks.

Table 1: GK targets stratification

ENTITY GROUP	ENTITY CATEGORY	ENTITY TYPE	ORGANISATION	MAIN ROLE IN ECOSYSTEM	D&C ENGAGEMENT ACTIONS
IMPACT	PLATFORM OWNER		GATEKEEPER PROJECT	Core organisation integrated by committed partners. Take leadership and ownership	<ul style="list-style-type: none"> WORKSHOPS FOCUS GROUPS WEBINARS PUBLIC EVENTS
	PLATFORM EXTERNALS	Health & Care Agency: Public and usually governmental organisation that has the legal mandate to organise, finance and deliver health care to all population in a geographical region or country	-Governmental	Delivery of health and care services, potential users of the services within the GK platform	
		Private Payor: Any insurance company, health maintenance organisation, preferred provider organisation or similar entity that is obligated to make payments for goods or services provided	-Insurance company	Funders or payors of health and care services, potentially relevant for the GK business model and future exploitation	

		to a patient but shall not include a Government Reimbursement Programme.			<ul style="list-style-type: none"> ▪ COMMUNITY OF INTEREST ▪ NEWSLETTERS
		User associations: group of affiliates from the contributory and subsidised system of the Social Security system in Health, who have the right to use health services, according to their affiliation system, which will ensure the quality of the service and the defence of the user.	-NGOs, -Foundations,	Representatives of user's voices and rights and, in some regions or countries, care providers to users and/or to informal caregivers.	
		Enabler Organisation: Helps ecosystem stakeholders to strengthen the capacity to innovate and to match demand and supply	-EIT Health -EIP on AHA -Non-profit associations -clusters	Overarching organisations or networks, associating different stakeholders and/or organisations and providing them support, very relevant for the future sustainability of GK	
		Policy makers: international, national, regional and local decision-making authorities	-European Commission - Regional and national ministries - City councils	Stakeholders that develop policies, laws, regulations and guidelines that may enable or hinder the future adoption, use and upscale of the GK platform.	
					<ul style="list-style-type: none"> ▪ WORKSHOPS ▪ WEBINARS ▪ PUBLIC EVENTS ▪ COMMUNITY OF INTEREST ▪ NEWSLETTERS

ENTITY GROUP	ENTITY CATEGORY	ENTITY TYPE	ORGANISATION	MAIN ROLE IN ECOSYSTEM	D&C ACTIONS
SUPPLY	PARTNER (organisations that are engaged in the ecosystem)	Gatekeeper platform developers: Organisations intimately familiar with specific operating systems and hardware components, to create and optimise the functions of the Gatekeeper platform.	-Tech SME -University -Research Centre	Organisations that can provide the maintenance and technological evolution of GK platform and training assets	<ul style="list-style-type: none"> TECHNICAL WORKSHOPS CONFERENCES
		Gatekeeper Consultant: Organisations that provide expert advice in a specific area such as business, healthcare, law, regulatory compliance...	-Consultant SME -Solution enabler business	Organisation that can design local ecosystems, impact assessment, re-engineering, pilot phase planning and evaluation	<ul style="list-style-type: none"> CO-CREATION WORKSHOPS
		Research & Innovation: organisations that provide activities aiming to establish new knowledge and/or to explore the feasibility of a new or improved technology, product, process, service or solution.	-Tech SME -University -Research Centre	Provides continuous innovation in the Ecosystem	<ul style="list-style-type: none"> CO-CREATION WORKSHOPS
		Standards Developing Organisation (SDO): is an organisation whose primary activities are developing, coordinating, promulgating, revising, amending, reissuing, interpreting, or otherwise producing technical standards that are intended to address the needs of a group of affected adopters.	-SME -Industry -Technology Centre	Organisations that are active contributors in SDO working groups	<ul style="list-style-type: none"> CO-CREATION WORKSHOPS

	PEER PRODUCER (organisations that provide services or product, tech nature)	Platform service providers: organisations that allow development teams to build, test, deploy, manage, update, and scale applications faster and more cost-effectively.	-IoT Healthcare -SME/Midcap -Industry	Companies able to design, install, deploy and operate full Gatekeeper ecosystem	<ul style="list-style-type: none"> OPEN CALL COMMUNITY OF INTEREST
		AI, Big Data Application/solution supplier: Organisations that develops software based on the specific needs of a group of end-users.	-Start up -Tech SME -University -Technology Centre	Application designers, innovation	<ul style="list-style-type: none"> OPEN CALL COMMUNITY OF INTEREST
		Medical devices: Medical device companies develop medical and surgical instruments to diagnose, treat or prevent various medical conditions.	-SME -Industry -Technology Centre	Market devices Prototyping Smart devices (AI enabled)	<ul style="list-style-type: none"> OPEN CALL COMMUNITY OF INTEREST
		Consumer devices (non-medical devices): Organisations that provide "smart" or internet-connected devices to individuals or in their homes.	-SME -Industry -Technology Centre	Market devices Prototyping Smart devices (AI enabled)	<ul style="list-style-type: none"> OPEN CALL COMMUNITY OF INTEREST
		Local deployer & support: Organisations that provide local support and deploy services.	-Maintenance SME -System integrator	Home installations First line customer support Maintenance	<ul style="list-style-type: none"> OPEN CALL COMMUNITY OF INTEREST
		On-line health information and support provider: Organisations that provide information through the network.	-Wellbeing portals and Apps	Provides guidelines, advice	<ul style="list-style-type: none"> WORKSHOPS WEBINARS PUBLIC EVENTS NEWSLETTERS

ENTITY GROUP	ENTITY CATEGORY	ENTITY TYPE	ORGANISATION	MAIN ROLE IN ECOSYSTEM	D&C ACTIONS
DEMAND	PEER CONSUMER	Patient: a person receiving or registered to receive medical treatment.	Individuals	Person consuming health services from health service providers	<ul style="list-style-type: none"> SOCIAL MEDIA CAMPAING NEWSLETTERS WEBINARS
		Citizen: someone who lives in a particular town and is entitled to enjoy all the legal rights and privileges granted by a state to the people in a constituency. They are obliged to obey its laws and to fulfil their duties as a citizen.	Individual	Person generating personal data and consuming services from on-line providers	<ul style="list-style-type: none"> SOCIAL MEDIA CAMPAING NEWSLETTERS WEBINARS
		Informal Caregiver: Also called family caregivers, are people who give care to family or friends usually without payment.	Individuals, family...	Person(s) affectively connected to assisted person	<ul style="list-style-type: none"> SOCIAL MEDIA CAMPAING NEWSLETTERS WEBINARS
		Professional caregiver. Same definition as in Peer Producer. In this case the Professional caregiver performs as consumer of technological services.	-Medical staff -Physical therapists...	Professional using technology to provide service to Assisted person	<ul style="list-style-type: none"> WORKSHOPS WEBINARS PUBLIC EVENTS NEWSLETTERS
		Health care service Provider: Same definition as in Peer Producer. In this case the Health Care service	-Hospital -Primary care centres	Organisations consuming technology services and data to produce and deliver AHA services	<ul style="list-style-type: none"> WORKSHOPS WEBINARS

		provider performs as consumer of technological services.:			<ul style="list-style-type: none"> ▪ PUBLIC EVENTS ▪ NEWSLETTERS
		Social care service provider: Same definition as in Peer Producer. In this case the Social Care service provider performs as consumer of technological services.	<ul style="list-style-type: none"> -Nurse Homes -Municipality 	Organisations consuming technology services and data to produce and deliver health and AHA services	<ul style="list-style-type: none"> ▪ WORKSHOPS ▪ WEBINARS ▪ PUBLIC EVENTS ▪ NEWSLETTERS

4 Methodology and workflow

The D&C actions are transversal to the whole project tasks, serving them to boost the visibility of key actions developed, and also to connect with relevant stakeholders from each area of work. In this sense, the D&C working group is an internal tool to maintain the connection with all the projects activities thanks to the celebration on monthly meetings to detect the necessities of the consortium in terms of communication and to plan the upcoming actions accordingly.

These regular meetings are led by the D&C manager (Lidia Manero, Medtronic) and the D&C task leader (Jon Switters, FUNKA) as part of the Expert Board. The objectives of the sessions are the following.

TOP-DOWN

- To share the main communication actions being carried out at global level, asking for members contributions if needed.
- To transmit next steps in terms of dissemination, considering the Coordination Team and PMB priorities.

BOTTOM - UP

- To update the Expert Board about the upcoming D&C activities at local/regional level for obtaining the support of the working group leaders and to take advantage of the central D&C resources, channels and actions (e.g., Social Media / web visibility).

Table 2: D&C working group main members

Pilot Site/ Transversal task	Contacts involved
Basque Country	Janire Orcajo (OSAKIDETZA) Olatz Albaina (KRONIKGUNE)
Aragon	Modesto Sierra (SALUD ARAGÓN) Rosana Angle (SALUD ARAGÓN)
Saxony	Kai Gand (DRESDEN UNIVERSITY) Julia Schellong (DRESDEN UNIVERSITY)
Greece	Konstantinos Votis (CITIES NET) Thanos Stavropoulos (ITI) Ioanna Drympeta (ITI)
Puglia	Francesco Fera (REGIONE PUGLIA) Franco Mercalli (MultiMedia Engineers) Serena Mingolla (Regione Puglia)
Milton Keynes	Alessio Antonini (OPEN UNIVERSITY) Jane Whild (OPEN UNIVERSITY)

Poland	Pawel Lewek (MEDICAL UNIVERSITY OF LODZ) Przemyslaw Kardas (MEDICAL UNIVERSITY OF LODZ)
Cyprus	Stavri Xydia (PASYKAF) Dr Maria Matsangidou (AMEN)
Project coordination	Paula Currás (Medtronic) Jorge Posada (Medtronic)
Ecosystem value co-creation	Marta Pérez (Medtronic) Alberto Indarte (Medtronic) Karolina Mackiewicz (ECHAlliance) Carina Dantas (ECHAlliance) John Farrell (RSCN) Maddalena Illario (RSCN) Catherine Chronaki (HL7) Giorgio Cangioli (HL7)
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D&C Expert board	Jon Switters (FUNKa) Herminio Requejo (Medtronic) Lidia Manero (Medtronic) Ivana Lombroni (UPM) Mireya Lázaro (MYSPHERA)

5 Dissemination and communication actions and channels

5.1 Project web page

The D&C expert team oversees updating the website information according to the project status and the achievements accomplished within the project. In the next section, the main achievements implemented during the last period and next steps are explained.

PILOTS SITES. In this area, [updated info from the pilot deployment and recruitment details have been included](#) according to the current phase of the experiments. Moreover, a new functionality has been added which provides a multilingual option aiming to further engage local audiences from each of the different pilot sites.



Figure 1 – Pilot Site section with multilingual option

In the coming months, this section will also include video interviews performed by the pilot's representatives. The objective is to provide information in a more comprehensive and dynamic way to the project the audiences. Thus, they will be able to easily understand the objectives of the pilots, the technologies and services deployed and the expected impact. The videos will apply the GK look and feel and will be embedded through the YouTube channel where a playlist will be created for this category of materials.

WOMEN IN GK. In alignment with the [Gender equality strategy fostered by the EC](#), a communication campaign was launched through the website and Social Media [to inspire women to be involved in the scientific and innovation community](#). For this purpose, a call was made to all women and gender diverse people in the consortium to participate in the initiative, with the aim of giving visibility to their profile, role within the project and their motivation to be part of this network.

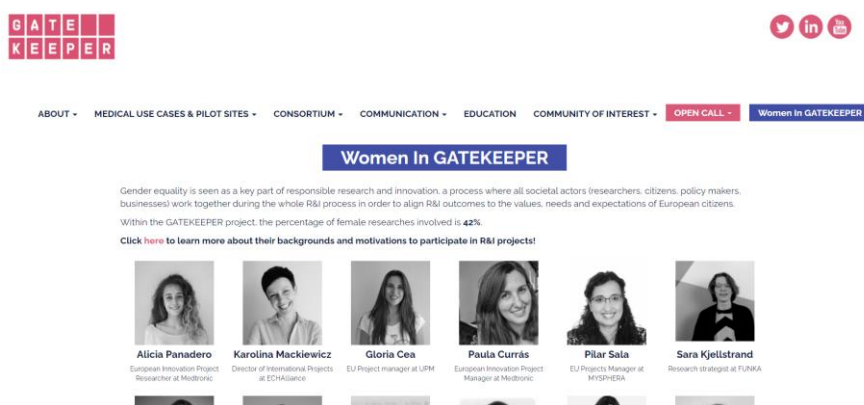


Figure 2 – Women in GK site section

The campaign will continue during the next months, sharing stories and highlighting quotes provided by the women taking part of the project. Additionally, this activity has been shared among the Health & Care cluster within the WG1 about Dissemination and communication working group. The aim is that the rest of the Large-Scale projects will endorse and join this campaign.

OPEN CALL. The main point of information about the GATEKEEPER Open Calls is the official site. During the second Open Call, the same strategy used during the first initiative was implemented. The interested audiences were able to obtain the required documentation by registering on the website. More than 500 registrations were received, which also contributes to enlarging the GK database of contacts,. The [final results have been recently included on the site](#) and the overall impact obtained will be shown in the D2.6 Open Calls Report. In the Social Media section of this document, a complete analysis of the interest generated by the second Open Call is detailed.

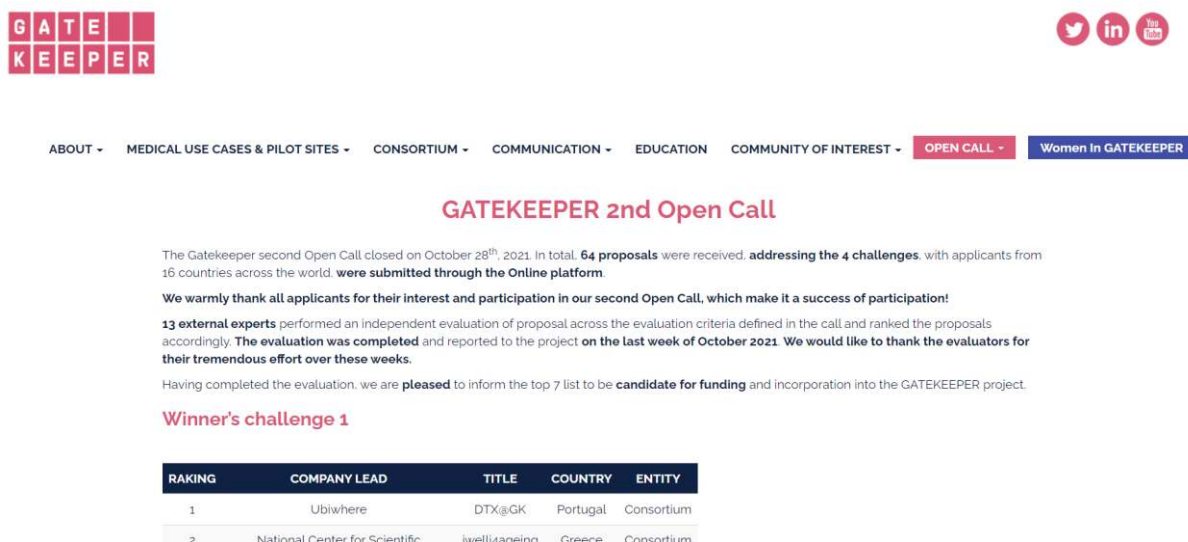


Figure 3 – Second Open Call section on the website

COMMUNITY OF INTEREST. During this period, several changes have been applied in the [Community of Interest section of the Gatekeeper website](#) with the aim of better clarifying the purpose of the initiative and emphasizing the call-to-action strategy. The information also invites the audience to join the community by registering online. It is worth to mentioning that at this point more than 300 organisations are part of the initiative.

Additionally, all the new members receive an automatic invitation to join de eHub, a space when they can share their services value proposition. This will also in turn increase the business opportunities across the GK ecosystem. During the next months, several workshops will be celebrated considering the different types of members with the goal of generating synergies among the community. The Gatekeeper LinkedIn group will also be used to help increase networking and interaction between the community members.

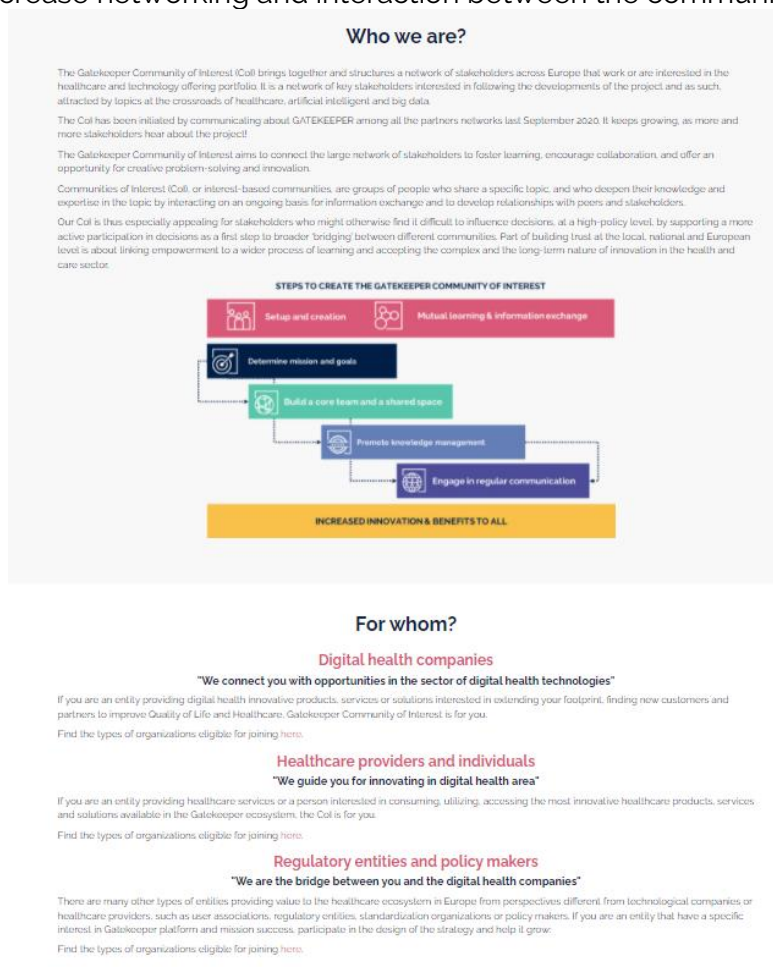


Figure 4 – New Community of Interest section

eGATEKEEPER Hub

It will be a place for organizations already engaged in the community that wants to offer, publish, or communicate their solutions, products, or services (in case of the digital health companies). Or share their interest and needs (in case of health organizations, regulatory entities and/or policy makers).

Transparent and eHealth focused

The eGatekeeper Hub will be an online catalogue featuring different types of actors: SMEs, investors, healthcare organizations, legal and regulatory service providers, healthcare companies, etc. By identifying the key European eHealth actors, the Members Hub Platform aims to enhance transparency in the sector and enable stakeholders' interaction to promote and accelerate business growth.

Find what you are looking for

Do you want to know the offer in European digital health? Looking for a technological partner to collaborate with? Come and find them all!

Be discovered

Increase your company visibility. More than 50 players are in the platform and will have access to your information. Create a profile, state what you are looking for. It is the place to be!

Stay tuned to the eGATEKEEPER Hub Launching!

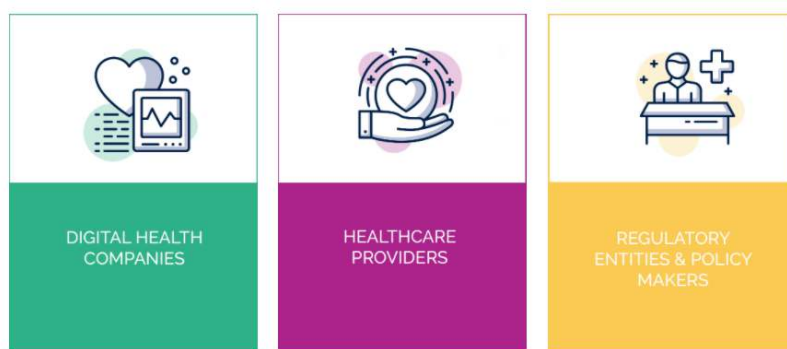


Figure 5 – Community of Interest – eHub section

EDUCATION: During this period, efforts have been centred on the organisation of internal webinars, acting as an internal dissemination tool. These sessions and/or workshops have addressed key topics of the project that required the participation of and collaboration amongst, the different clusters and tasks. Recordings of more than 20 internal webinars are available on the GK intranet, accessible to all partners of the consortium.

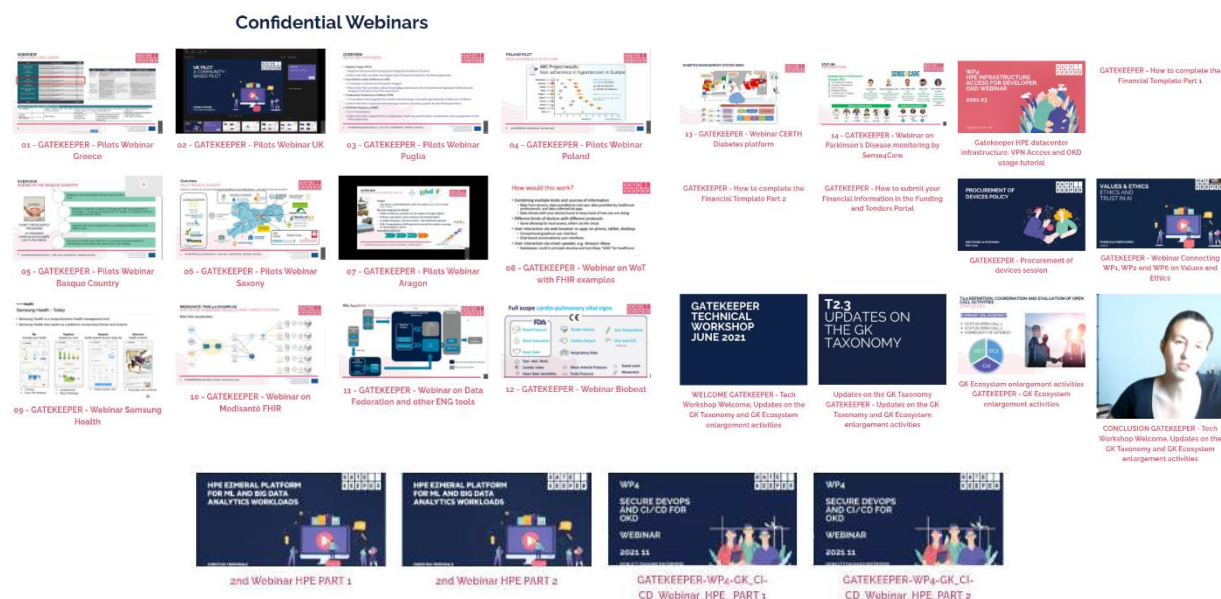


Figure 6 – Internal webinars

This activity will continue during the entire project lifecycle. The Coordination and D&C teams will centralise the requests received from the partners to schedule the sessions, considering the GK priorities and the topics presented.

Regarding the public webinars, no more sessions have been added from the previous period. Nevertheless, the idea is to reactivate these webinars linking them with the ecosystem enlargement, inviting external speakers to enrich the dialogue and promote synergic actions within the community. Almost 1,500 users have viewed the public sessions available on the [YouTube channel](#).

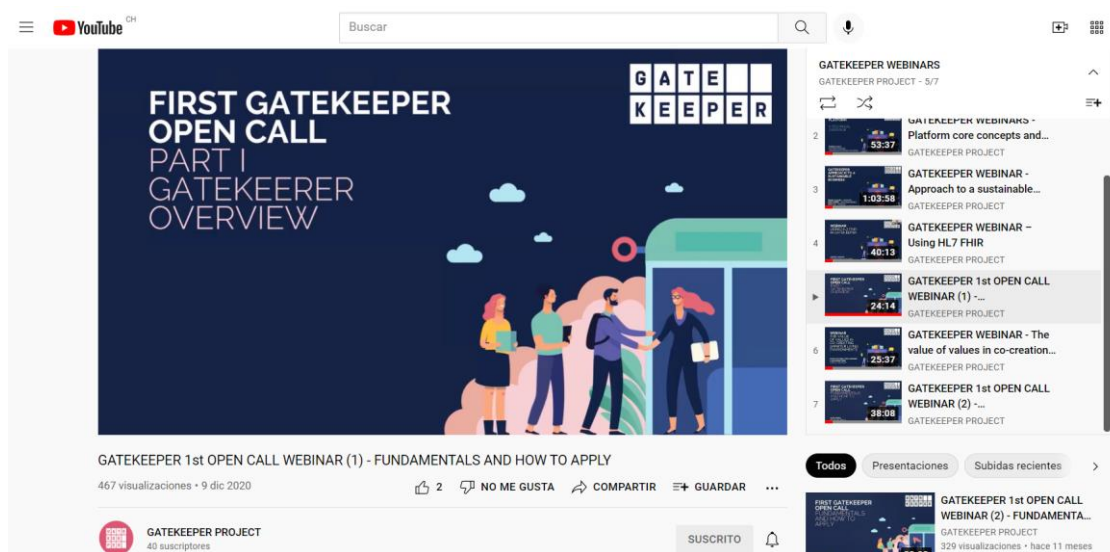


Figure 7 – Webinars playlist on the Gatekeeper YouTube Channel

5.1.1 Web Page KPIs

The image below shows the GATEKEEPER website users behaviour since the beginning of the project until November 2021. Considering the main numbers from the previous period (almost 12K users and 19K sessions in March 2021) the graph below reflects the great progression accumulating more than 21K users and almost 37K sessions.

The peaks appreciated in the timeline are linked to the key following campaigns of the GATEKEEPER project:

- November – January 2020: First GK Open Call promotion campaign
- May 2021: First GK Open Call results announcement and new blog posts
- July – August: Second GK Open Call promotion campaign

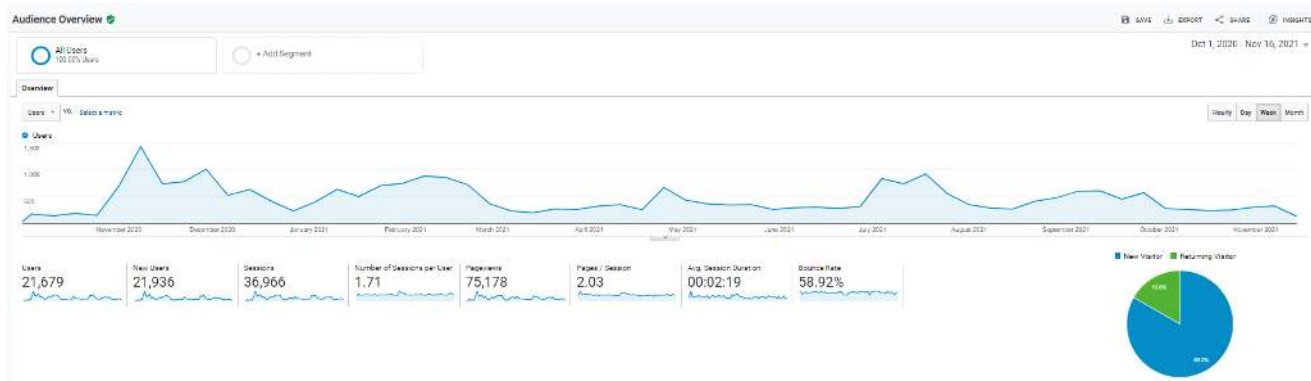


Figure 8 – Website analytics until November 2021

The following values represent the total impact obtained regarding the GATEKEEPER website from the beginning of the project until November 2021:

- More than 36K Sessions. The number of times a user opened a browser to a page on the Gatekeeper site.
- More than 21K Users. The number of unique users that opened those pages on the Gatekeeper site.
- More than 75K Pageviews. The number of pages viewed by a user during a session.
- 00:02:29 Average Session Duration. The average amount of time of each session. Users can have multiple sessions.
- 10 different countries from which users come from: United States, Italy, Spain, United Kingdom, Greece, Germany, Netherlands, Portugal, France and Finland.

Considering that the KPI established for the third year was 20K visitors, this action can be considered to have been very successful. Moreover, the average session duration is higher than the normal 2 minutes expected. This shows the user's interest in the content of the site.

5.2 LinkedIn Blog

As already stated, the blog approach was reoriented from what is stated in the DoA. From previous experience of the D&C Expert Board, it is difficult to maintain an independent blog hosted on the website, and its impact is very limited as the audience is too wide and usually interaction with it does not take place.

The Blog has been incorporated into the LinkedIn channel, where the professional audiences of the project will be conveyed, by posting under the "Article" function linked from the project website.

Taking advantage of this channel allows the D&C management team to:

- Analyse the audiences behind the "Reactions", "Views" and "Shares" linked to the different posts.
- Become a reference in the sector, thanks to the segmented audiences interested in the channel.

The blog's approach is built on these three pillars:

- Articles generated by the project members regarding the hot topics of the GATEKEEPER domains and their main areas of expertise.
- Articles generated by external experts interested in collaborating in the project blog, sharing their vision and knowledge about the global challenges that GATEKEEPER aims to cover.
- Sharing of relevant publications/news produced by key organisations and colleagues at European and International level that can enrich the debate and discussions.

Furthermore, the Gatekeeper team is actively considering the best practices when disseminating LinkedIn Blog posts to increase their impact, such as:

- Use of compelling headlines.
- Inclusion of attractive images .
- Promotion through various different accounts.
- Promotion on a periodic basis, not just once.
- Promotion of the blog post through other relevant LinkedIn groups.
- Ask for comments to promote engagement.

Since April 2021, there have been 3 blog posts on the Gatekeeper LinkedIn account. The first posts have been from project partners within the Gatekeeper consortium and have aimed to introduce the audience to the Gatekeeper project, covering the main elements of the project. The three posts are explained in further detail below:

- [Addressing unmet medical problems in Europe through artificial intelligence \(April 2021\)](#): This post welcomes readers to the Gatekeeper blog and provides an overview of the Gatekeeper project, focussing on the main challenges and opportunities.



**Addressing unmet medical problems in Europe through Artificial Intelligence
- Gatekeeper**

Figure 9 – The 1st Gatekeeper blog post

- [Boosting the citizen and patient-centred approach: The Gatekeeper Puglia Pilot \(June 2021\)](#): This post focusses on the active inclusion of patients and citizens in the co-design of research in the Puglia pilot to focus studies on the best way to improve people's quality of life. It also introduces readers to the large-scale pilot approach that is being used in the Gatekeeper project.



Boosting the citizen and patient-centred approach: The Gatekeeper Puglia Pilot

Figure 10 – The 2nd Gatekeeper blog post

- [Matching ideas, technologies, user needs & processes to ensure healthier, more independent lives for the ageing population: The Gatekeeper platform \(September 2021\)](#): This post focuses of the heart of the Gatekeeper research and innovation project, the Gatekeeper platform. It provides an overview of the platform, highlights the main features and describes its potential impact in helping to ensure healthier, more independent lives for the ageing population in Europe.



Matching ideas, technologies, user needs & processes to ensure healthier, more independent lives for the ageing population: The Gatekeeper Platform

Figure 11 – The 3rd Gatekeeper blog post

5.2.1 LinkedIn blog next steps

The fourth blog post will focus on the pilot in central Greece, looking at boosting lifestyle modification for older adults at risk of metabolic syndrome.

The fifth blog post will focus on the standardisation and certification activities that are taking place in the Gatekeeper project and the potential impact for these on the European health and care ecosystems.

During the course of the next 12 months of the project, and once the main pillars of the Gatekeeper project have been addressed, the blog posts will begin to incorporate authors from outside of the consortium and to highlight relevant publications that can help to enrich the ongoing debate and discussions. Close collaboration will also be sought with the key topics of interest to the gatekeeper community of interest.

5.2.2 LinkedIn blog KPIs

- Total number of reactions: 53
- Total number of views: 405
- Total number of shares of the Gatekeeper blog posts: 13
- Total number of contacts on LinkedIn: 287

5.3 Dissemination materials

During this period, efforts have been focused on 1) Supporting the pilot sites to produce printing and audio-visual materials to show the key aspects of their experiments with the aim of boosting the recruitment phase. For this purpose, posters, rollups, and a variety of brochures have been generated in local languages following the GK look and feel. 2) Empowering the 2nd Open Call promotion activities with new videos and the organisation of public informative webinars.

Additionally, the following digital pieces were produced:

- Promotional video. An introductory video was produced with the purpose of showing the objectives, the purpose of the pilots and the impact expected for the wide variety of target groups. To achieve this, modern and clear infographic illustrations were used. <https://www.youtube.com/watch?v=8Ja-DxrxjCig>
- The second version of the GK newsletter was released in August 2021 gathering the principal achievements and upcoming actions of the project. This publication was shared across: 1) The consortium members and consequently through their networks 2) The contacts gathered through the web forms and 3) The projects taking part in the Working Group 1 of the Health & Care cluster that serves as a loudspeaker in other Large-Scale pilot project communities.

The figures below show examples of the aforementioned materials.



Figure 12 – Puglia Pilot brochure

Pilota Puglia

G A T E K E E P E R

FONDAZIONE CASA SOLLIEVO DELLA SOFFERENZA
OPERA DI SAN PIO DA PIETRELCINA
FONDAZIONE DI RICERCA E CURA IN AMBITO SCIENTIFICO

Tecnologie innovative per promuovere stili di vita sani e partecipare attivamente alla gestione corretta del Diabete.

*Hai più di 55 anni?
Sei affetto da Diabete tipo 2?*



Participa allo studio osservazionale promosso da Casa Sollievo della Sofferenza, riceverai per tutta la durata dello studio uno smartwatch SAMSUNG per monitorare l'attività fisica e il sonno.

Per maggiori informazioni rivolgerti all'UOC Medicina Interna ed Endocrinologia, Fondazione Casa Sollievo della Sofferenza
Tel: +39 339/348978
Email: sg.pastore@operapadrepio.it

www.gatekeeper-project.eu
coordination@gatekeeper-project.eu

@GATEKEEPER_EU
GATEKEEPER PROJECT

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 857223

Figure 13 – Puglia Pilot roll up

Entra en www.osakidetza.euskadi.eus en la sección "Aplicaciones móviles" y descárgate:

App Mi tratamiento

Aplicación para consultar tu Tratamiento Activo en Osakidetza, donde se incluye la medicación prescrita para su recogida en la farmacia. Disponible para:

App Store
Google Play

Consulta tu Tratamiento Activo desde la App: > Mi tratamiento

identifícate con tus claves de acceso de Osakidetza y accede a la App "Mi tratamiento". Si no dispones de ellas, solicítalas en tu Centro de Salud.

Te ofrece ayudas para facilitar el cumplimiento de tu tratamiento. Descárgate la aplicación:

La App "Mi Tratamiento" es una de las herramientas utilizadas en el pilotaje que se llevará a cabo en Osakidetza en el marco del proyecto Gatekeeper con la colaboración de:

G A T E K E E P E R

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 857223

Osakidetza

kron+kgune
osakidetza, unifikatu osakidetzak, erabiltzen duen osakidetzaren erakundeak

Figure 14 – Basque Country brochure (I)



Figure 15 – Basque Country brochure (II)



Figure 16 – Basque Country poster

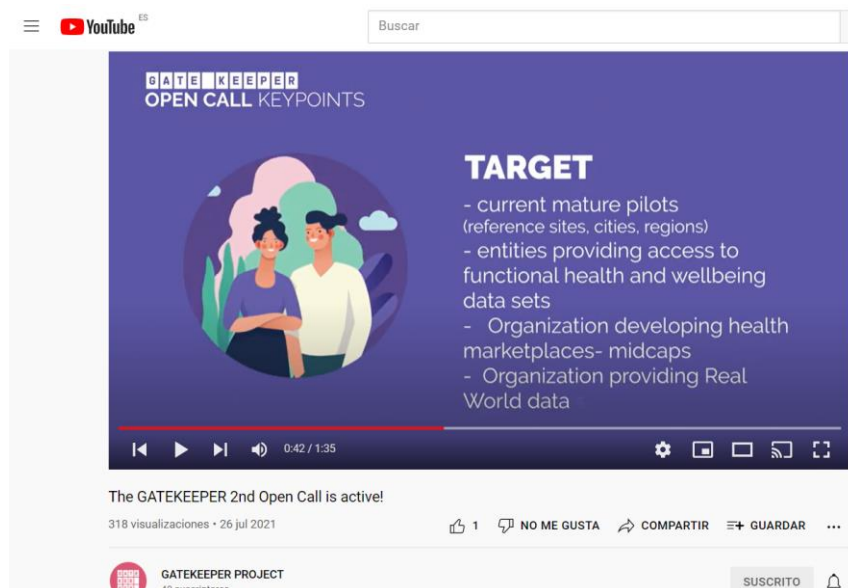


Figure 17 – Second Open Call promotional video

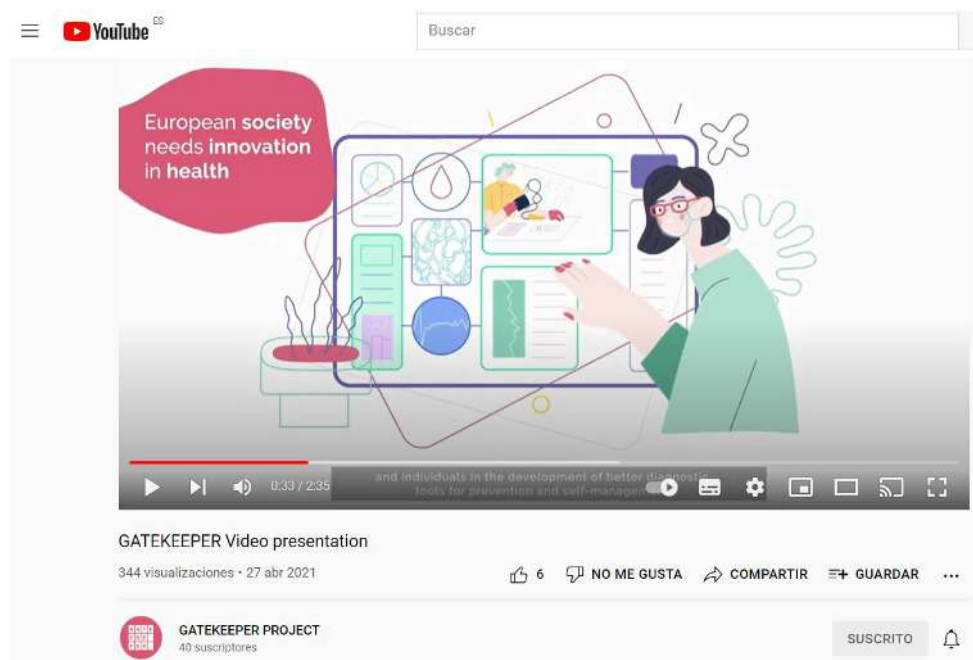


Figure 18 – Second Open Call promotional video



Figure 19 – Second Open Call promotional video

5.3.1 Dissemination materials next steps

Business oriented materials. The business working group identified the need to develop marketing materials aimed at showcasing the value proposition of GATEKEEPER services. In this sense, the aim is to build a professional marketing portfolio that will enable the members of the consortium to showcase the project benefits and business opportunities. In order to achieve this, professional writers will support the D&C team in creating content, including catchy messages, which will be modulated both in printed and digital sources.

5.3.2 D&C materials KPIs

The following KPIs in terms of visitors are stated in the DoA:

5,000 leaflets and videos views will be motivated to reach more than 6K views overall the project: 500 (Y1), 1K (Y2), 2K(Y3), 2.5K (Y4).

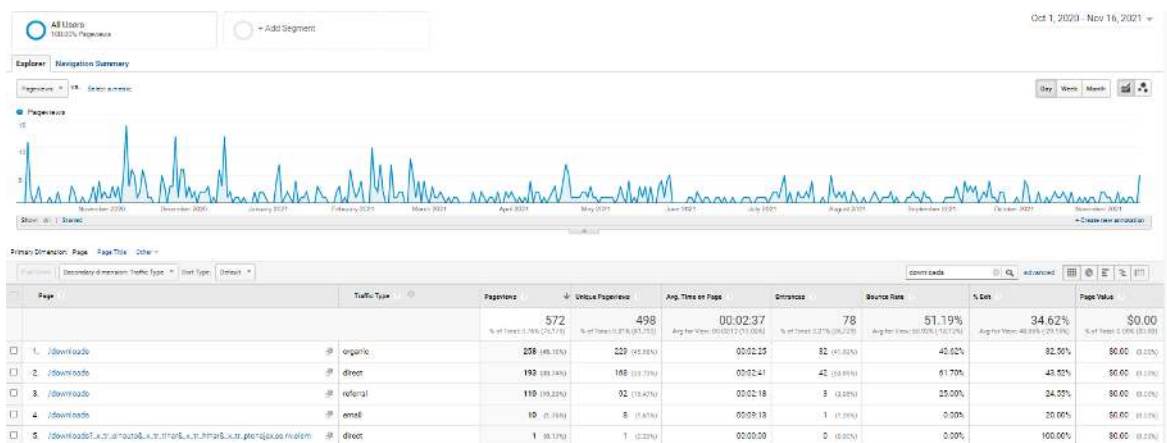


Figure 20 – Number of downloads from the Gatekeeper website

Considering the number of downloads from the gatekeeper website, the project is currently below the expected KPIs on this activity. However, a more intense promotion campaign will be carried out across Twitter and LinkedIn, newsletters, and Health & Care cluster group members to generate interest in the promotional materials for the project.

5.4 Media

During this first reporting period, one global press campaign was launched coinciding with the launch of the pilot sites launching. The D&C expert board produced the content in English and circulated it among the D&C working group to launch the press release at multisite level in a coordinated way. Moreover, several actions at local level have taken place to give visibility to the pilot activities across the regional and national audiences. A table including the media impact can be found in [Annex I of this document](#).



GATEKEEPER: nuevas tecnologías para mejorar la gestión de las enfermedades crónicas más prevalentes en Europa

GATEKEEPER es un proyecto financiado en el Programa Horizonte 2020, promovido y financiado por la Unión Europea. La iniciativa tiene como propósito principal aprovechar todo el potencial de las nuevas tecnologías como el Internet de las Cosas, la Inteligencia Artificial y el Big Data para mejorar los servicios sanitarios asociados a las patologías crónicas de mayor incidencia a nivel europeo.



PMFarma

COMUNIDAD PROFESIONAL DEL SECTOR FARMACÉUTICO

NOTICIA del 04 Octubre 2021

Gatekeeper, el proyecto europeo coordinado por Medtronic, pone la inteligencia artificial y el big data al servicio de las personas mayores

La recopilación automática de datos de salud y estilo de vida de las personas mayores permitiría predecir situaciones de riesgo y adaptar las pautas de cuidado para ralentizar la progresión de patologías crónicas.

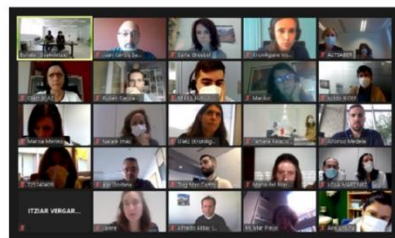
El proyecto Gatekeeper cuenta con la contribución de 43 organizaciones y está coordinado por Medtronic Ibérica bajo el auspicio de la Comisión Europea.

Un proyecto incluido en el Programa Horizonte 2020, promovido y financiado por la Comisión Europea, busca mejorar el diagnóstico y seguimiento de enfermedades crónicas asociadas a personas de avanzada edad, a partir del Big Data y la Inteligencia Artificial. Gatekeeper, como se llama el proyecto, combina las nuevas tecnologías con el fin de recopilar datos de salud y estilo de vida de la población anciana con los que predecir situaciones de riesgo y adaptar las pautas de cuidado a las necesidades de cada paciente. De esta forma se prevé que se pueda realizar una gestión más eficiente de la enfermedad para mejorar la calidad de vida del paciente. El proyecto Gatekeeper cuenta con la contribución de 43 organizaciones entre hospitales, universidades, centros tecnológicos, grandes empresas, pymes y proveedores de servicios, y está coordinado por Medtronic Ibérica.



/ Inicio / Actualidad / Notas de prensa

“Co-creando futuros para un mejor envejecimiento en el hogar”, taller organizado por el Piloto del País Vasco (Osakidetza, IIS Biocruces Bizkaia y Kronikguner) del Proyecto GATEKEEPER



Un envejecimiento activo y saludable es el proceso de desarrollo y mantenimiento de un nivel de capacidad funcional que permita alcanzar el bienestar en la vejez.

Por **capacidad funcional** se entiende al conjunto de aquellas capacidades de una persona que le permiten ser y hacer lo que considera importante para sí misma en un determinado momento vital. La capacidad funcional se compone de la **capacidad intrínseca** de la persona, las características del entorno que afectan esa capacidad y las interacciones entre la persona y esas características. Por tanto, la posibilidad de vivir en entornos que favorezcan el mantenimiento de la capacidad intrínseca y la capacidad funcional será fundamental para disfrutar de un envejecimiento saludable.

Figure 21 – Media impact examples

La Razón: [nuevas tecnologías para mejorar la gestión de las enfermedades crónicas más prevalentes en Europa](#) GATEKEEPER: [nuevas tecnologías para mejorar la gestión de las enfermedades crónicas más prevalentes en Europa](#)

Con Salud: [Gatekeeper, el proyecto europeo de Medtronic, pone la IA y el big data al servicio de los mayores](#) Gatekeeper, el proyecto europeo de Medtronic, pone la IA y el big data al servicio de los mayores

PM FARMA: [Gatekeeper, el proyecto europeo coordinado por Medtronic, pone la inteligencia artificial y el big data al servicio de las personas mayores](#)

EuroapaPress: Osakidetza desarrolla más de 30 proyectos de investigación sobre el Parkinson y su detección precoz: <https://www.europapress.es/euskadi/noticia-osakidetza-desarrolla-mas-30-proyectos-investigacion-parkinson-deteccion-precoz-20190411193807.html>

IT USER: [Gatekeeper, un proyecto tecnológico para ayudar a detectar y tratar enfermedades crónicas](#)

«MyCare4U»-Το πρόγραμμα του ΠΑΣΥΚΑΦ που παρέχει αμεσότερη ιατρική παρακολούθηση : <https://www.reporter.com.cy/local-news/article/591381/>

"Co-creando futuros para un mejor envejecimiento en el hogar", taller organizado por el Piloto del País Vasco (Osakidetza, IIS Biocruces Bizkaia y Kronikgune) del Proyecto GATEKEEPER: <http://www.anisalud.com/actualidad/notas-de-prensa-anis/6698-%E2%80%9Cco-creando-futuros-para-un-mejor-envejecimiento-en-el-hogar%E2%80%9D,-taller-organizado-por-el-piloto-del-pa%C3%ADs-vasco-osakidetza,-iis-biocruces-bizkaia-y-kronikgune-del-proyecto-gatekeeper>

El proyecto europeo Gatekeeper celebra el primer taller técnico con los miembros del consorcio: <https://www.kronikgune.org/el-proyecto-europeo-gatekeeper-celebra-el-primer-taller-tecnico-con-los-miembros-del-consorcio/>

5.4.1 Media next steps

The next global action in terms of media appearance will be defined together with the Coordination and D&C Expert board team considering the crucial actions that the project will face during the next period.

5.4.2 Media KPIs

The following KPIs regarding news in media and/or GATEKEEPER network sources are stated in the DoA:

News in partners newsletters, websites, publications will reach at least 80 impacts overall the project. One press media is expected by year.

Moreover, the following aspects will be analysed:

- Clippings in local/national media including links if available.
- Analysis of the media where GATEKEEPER has been mentioned with the intention to measure the potential number of users reached.

Since the beginning of the project, more than 75 news items have been included across broadcasting channels, on the radio, press and digital press and TV. The potential audience reached in those publications where news on the Gatekeeper project has appeared is around 1,3M users. Considering the indicators expressed above, this action can be considered overachieved.

5.5 Social Media

The use of social media channels (Twitter, LinkedIn and YouTube) is of high importance for the Gatekeeper project. Social media helps to extend the reach of key dissemination and communication messages to much wider audiences with no geographical limitations and at a very low cost. They also allow and promote further engagement from the community through their interactive nature (e.g., twitter: comments on posts/retweets/likes; LinkedIn: likes/reposts/groups discussions; YouTube: comments and discussions).

All social media engagement will be carried out in coordination with the Internet of Things unit and project partners, tagging them in the most important messages and encouraging them to further distribute within their social media and other channels (Digital Single Market website, relevant newsletters etc.).

5.5.1 Twitter

Twitter is the preferred social network for GATEKEEPER, as it is a public communication channel with a continuous flow of information in real time where global and local specific audiences can be reached, generating impact and immediate reactions.

During this second period, the twitter activity has been focussed on a three-fold approach:

- Regular feeds
- Ad hoc communications
- Specific campaigns

Regular feeds: as per the communication plan, the Gatekeeper twitter account is regularly updated with tweets about the progress in the project. The regular feeds have included information about the pilot projects, the project website, newsletter, YouTube

channel and events and workshops. All these tweets include the general project hashtag #GatekeeperEU.



Figure 22 – Example of a regular project tweet

Ad hoc communications: These include those communications which are not planned by the project but arise from a request which may come from a project partner, a related European-funded project or the European Commission.

- **Related European-funded projects and initiatives:** During this period there has been an increase in interaction of ad hoc communications, largely coming from other large-scale projects in the health and care cluster, including Pharaon, SmartBear, Shapes, Adlife, Faith, Smart4health and InteropEHRate. Gatekeeper has maintained regular meetings with these projects to organise and plan the dissemination activities to actively support each other and jointly promote ongoing campaigns where possible.

In addition to the close collaboration with these large-scale projects, Gatekeeper has also worked closely with other EU-funded projects in joint promotional activities. These projects include IN4AHA, ValueCare, PlatformUptake.eu and DigitalHealthEurope. All these projects aim promote active and healthy ageing and independent living. The joint promotion has included retweeting messages about upcoming workshops, events, open calls and publications, amongst others.



Figure 23 – Example of a tweet in joint promotion of the large-scale pilot projects in the health and care cluster

- **European Commission:** Gatekeeper has also actively promoted the communications of the European Commission, including news from platforms such as the EU Health Policy Platform and the “Active and Healthy Living in the Digital World” community on the Futurium platform. Other ad hoc communications have been shared from the European Research Executive Agency and strong support has been provided to promoting the Open calls and events of the Active and Assisted Living (AAL) programme.



Figure 24 – Example of a tweet promoting the annual meeting of the EU Health Policy Platform

Specific campaigns: During this period, two main dissemination campaigns have been launched 1) The Gatekeeper 2nd Open call and 2) Gender equality in STEM.

- **Gatekeeper 2nd Open Call:** The social media campaign consisted in 3 main phases:
 1. Launch (July 2021)
 2. Sign up (August 2021)
 3. Countdown to closure (September 2021)

A set of messages and accompanying visuals were designed and distributed to consortium members for each of the different phases of the campaign.

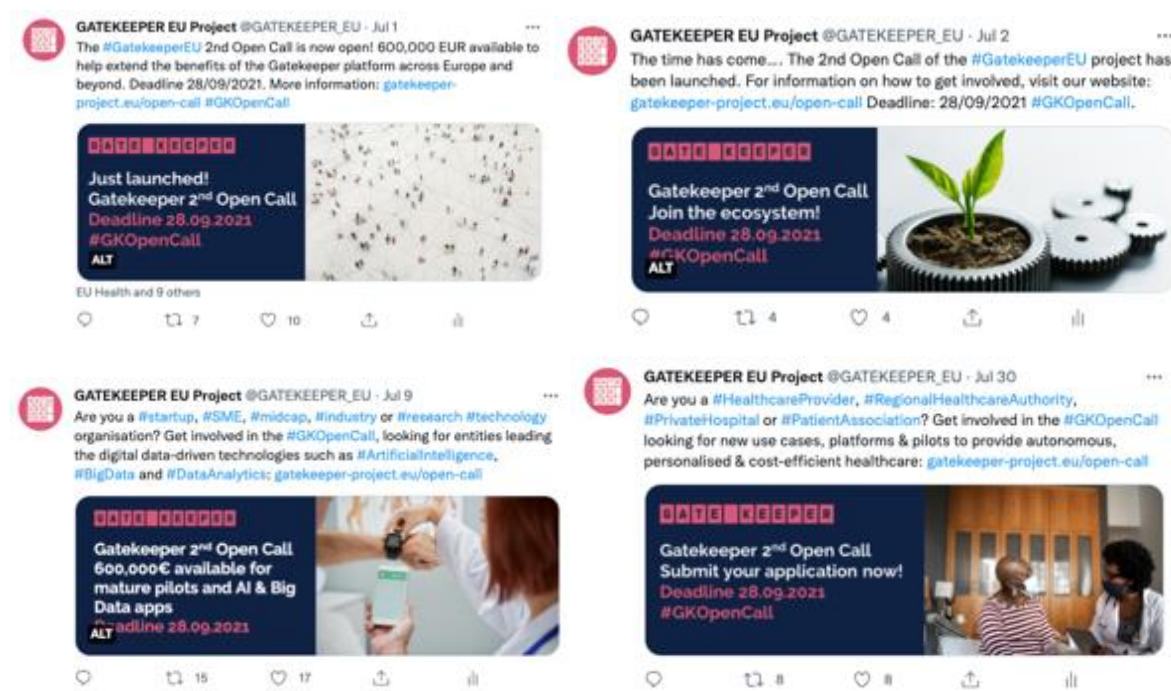


Figure 25 – Examples of some of the visual images and accompanying messages developed for Phase 1 of the campaign





Figure 26 – Examples of some of the visual images and accompanying messages developed for Phase 2 of the campaign

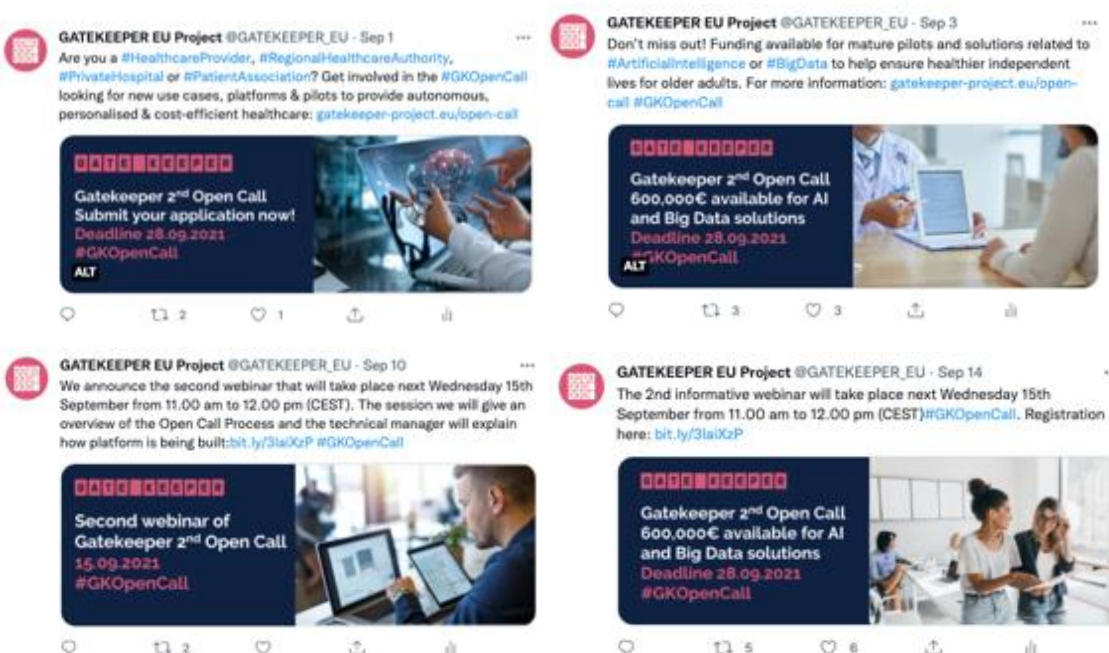


Figure 27 – Examples of some of the visual images and accompanying messages developed for Phase 3 of the campaign

Dissemination metrics: #GKOpenCall was used as the official hashtag for the 2nd open Call. Figure 28 provides an overview of the Twitter activity using this hashtag. A total of 345 tweets were sent using this hashtag from 82 different people. The total number of timeline deliveries represents the total possible number of times someone could have viewed a particular tweet/post, in this case 559,769 times. The total reach represents the sum of all users mentioning your Twitter hashtag (#GKOpenCall) and the sum of their followers, in this case 154,064 users.



Figure 28 – The Gatekeeper 1st Open call promoted on the European Commission's Digital Single Market Website

Continuing with an analysis of the overall Twitter activity for the 2nd open call, the following figure shows the engagement using #GKOpenCall, which indicates whether the tweets sent were original tweets, message tweets or retweets. In this case, the figure below shows that the large majority of the Twitter activity was made up of retweets (254).

This figure suggests that the proposed messages were well defined and responded to the interest of the Gatekeeper community and external stakeholders.



Figure 29 – Twitter engagement

The information in the chart titled participation highlights those people who were responsible for the majority of the tweets. It can be seen that a high amount of the tweets (240) were launched by the top 20 contributors.



Figure 30 – Twitter participation

The Figure below lists the top additional hashtags that were used alongside the hashtag #GKOpenCall. This provides information on other relevant topics being communicated in connection with this campaign. From this list, we can see that many other subjects that are relevant to the Gatekeeper project have been used such as #BigData and #ArtificialIntelligence.

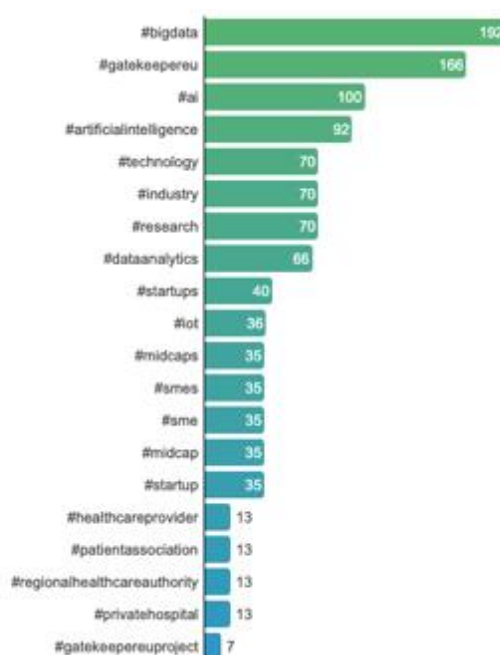


Figure 31 – Top other hashtags

The following figure shows the Buzz words used in the tweets. Buzz words are the most popular words (not hashtags) that appeared in the tweets containing the #GKOpenCall.



Figure 32 – Buzz words

- **Gender Equality in STEM:** This campaign aims to increase the visibility of female and gender diverse researchers in EU-funded projects in fields related to STEM (Science, Technology, Engineering and Mathematics). In order to support the drive for gender equality in research and innovation across Europe, the Gatekeeper project has launched the #GenderEqualitySTEM campaign.

This communication campaign highlights the inspiring personal accounts, stories and experiences from the female and gender diverse researchers who contribute so much to the Gatekeeper project. It is our opportunity to shine the light on an issue that requires more conversation and debate, and a subject that is close to our hearts. The campaign is also featured on our project website and across our social media channels.

A set of messages and accompanying visuals were designed to support the messages of the campaign:



Figure 33 – Examples of some of the visual images and accompanying messages developed for the campaign.

The #GenderEqualitySTEM campaign is ongoing and will continue until the end of the project. The project team is tracking the statistics using this hashtag and will report on the campaign in the final dissemination and communication report.

In the next phase of the campaign, the Gatekeeper team will highlight individual stories from the female and gender diverse researchers in the consortium. The Gatekeeper team has also widely disseminated the campaign to the other large-scale projects in the health and care cluster, encouraging other projects to get involved and share their stories.

5.5.2 LinkedIn

LinkedIn is a key communication channel amongst professionals working in the field of ICT related to health and active and healthy ageing. Due to this, it is being used as one of the tools to distribute messages for each of the social media campaigns within the GATEKEEPER project.

The Gatekeeper LinkedIn group has been created and currently has 59 members whilst the account itself has 287 contacts. It is an additional channel through which to publicise and promote the project activities. It has been used to amplify the regular feeds and the ad hoc messages received by the WP9 team. These messages are adapted to the LinkedIn format whereby more information can be used in the posts to further engage the audience.

Specific campaigns: During this period, two main dissemination campaigns have been launched 1) The Gatekeeper 2nd Open call and 2) Gender equality in STEM.

- **Gatekeeper 2nd Open Call:** A set of messages were also created for use on LinkedIn to promote the Open Call.

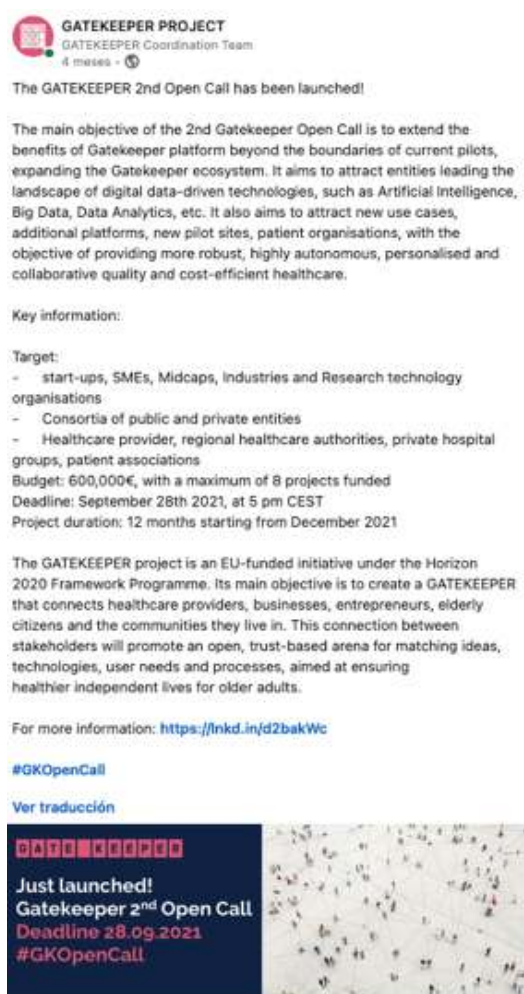


Figure 34 – Example of a post on the Gatekeeper LinkedIn account for the 2nd Open call campaign

These messages were updated to cover the 3 main phases of the social media campaign. In addition to posting these messages on the Gatekeeper LinkedIn account, they were also shared in the Gatekeeper LinkedIn group. Furthermore, project partners were also encouraged to post the messages on their own personal LinkedIn profiles.

- **Gender Equality in STEM:** A set of messages were also created for use on LinkedIn to promote the campaign for Gender equality in STEM fields.

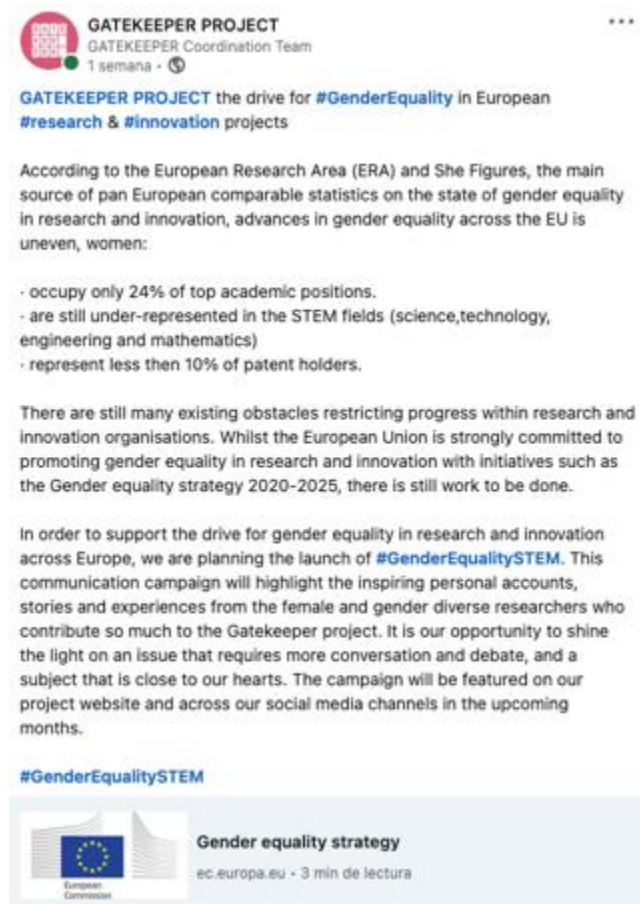


Figure 35 – Example of a post on the Gatekeeper LinkedIn account for the #GenderEqualitySTEM campaign

5.5.3 YouTube

There are currently 30 videos on the Gatekeeper YouTube channel and 39 subscribers., accumulating more than 3.6K views. The videos include recordings from the Gatekeeper webinars, specific videos on the 1st and 2nd Open Calls, videos on the Gatekeeper Community of Interest and videos from the different pilots. The videos are now being grouped into playlist to ease navigation for users.

The shorter videos (e.g., less than 3 minutes) tend to be the most popular at present, therefore further highlighting that this is the strategy to continue throughout the rest of the project.

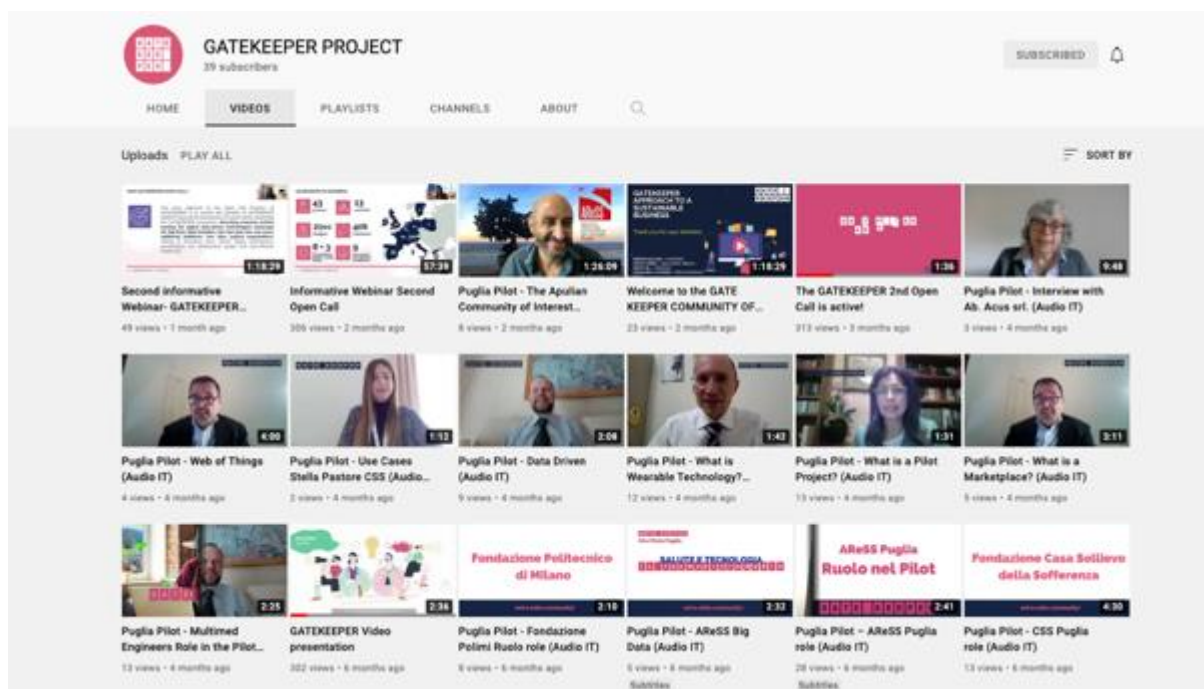


Figure 36 – The Gatekeeper YouTube Channel

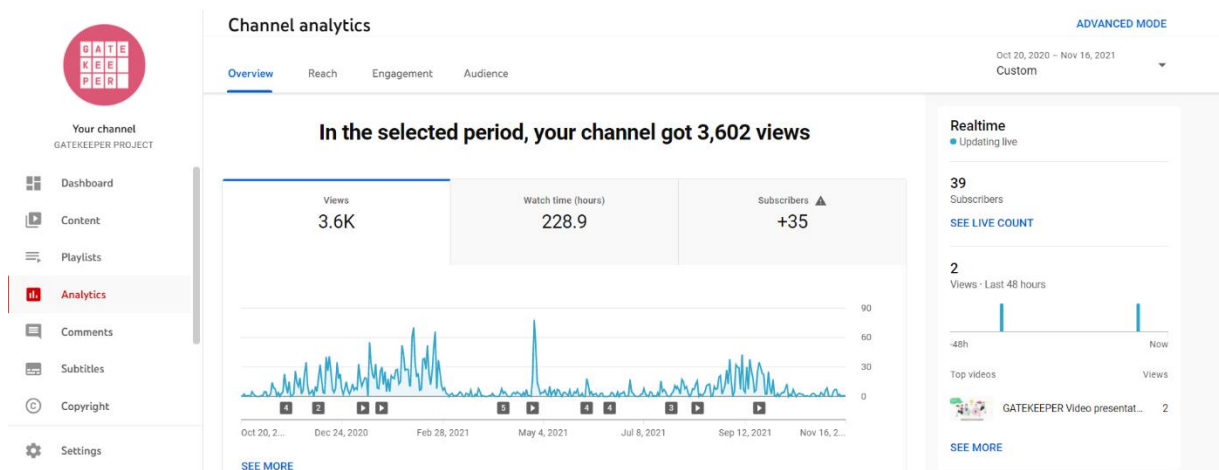


Figure 37 –YouTube channel analytics

5.5.4 Social Media KPIs

Twitter

The KPIs in the DoA is to achieve 1,000 followers during the life project.

Moreover, following indicators will be analysed to measure the GATEKEEPER impact on Twitter:

- Number of Twitter followers: 521 (as of the 29.10.2021)
- N° tweets using the #Gatekeeper and campaign specific #s: 1,000
- N° of individuals tweeting using the #Gatekeeper and campaign specific #s: 200
- N° tweet impressions using the #Gatekeeper and campaign specific #s (e.g., Number of times a tweet shows up in somebody's timeline): 1 M

YouTube: 200 video views.

LinkedIn: 200 members of the LinkedIn group. Additionally, the analysis of the blog articles in this channel will be done as expressed in section [6.2 LinkedIn Blog](#)

In the table below, the KPIs for social media have been detailed.

Table 3: Social Media KPIs

KPIs in dissemination and communication plan		Update October 2021
Twitter		
KPI	Objective	Current status
Number of followers of the Gatekeeper account	1,000	521
N° tweets using the #Gatekeeper and campaign specific #s: 1,000	1,000	1,084
N° of individuals tweeting using the #Gatekeeper and campaign specific #s: 200	200	175
N° tweet impressions using the #Gatekeeper and campaign specific #s (e.g., Number of times a	1M	1,630,172

tweet shows up in somebody's timeline): 1 M		
YouTube		
Total number of video views	200	3,586
LinkedIn		
Number of members of the LinkedIn group	200	59

5.5.5 Social Media Next steps

The main focus of the social media activities for the upcoming months will be on the preparation and launch of the communication campaign for the Gatekeeper community of Interest in an attempt to mobilise and expand the community. Furthermore, a campaign will be launched to promote the different activities that are being carried out in the Gatekeeper pilot sites. This campaign will mainly target local audiences and will use short videos highlighting the updates from the pilot sites and aiming to recruit pilot participants.

In addition to this, the dissemination team will continue with the ongoing campaigns such as the #GenderEqualitySTEM.

The regular feed on social media will continue to promote project activities such as the newsletter, blog, webinars and participation at events.

5.6 Conferences

Undoubtedly, the unprecedented worldwide pandemic situation we are experiencing due to the Covid-19 has affected the performance of this activity. Since May 2020 all face-to-face events were cancelled or postponed. Considering this context, the attendance of the GATEKEEPER consortium at conferences during the first period of the project has been limited.

However, from the beginning of the project until December 2020, the consortium has attended 29 conferences at national or international level. A table compiling this information can be found in [Annex I of this document](#).

It is worth highlighting the participation of the GK consortium in the following meetings during 2021:

- **[IoT Week conference](#)**. Although the face-to-face event scheduled in June 2021 was cancelled due to the Covid restrictions, the project participation was maintained in the online event that took place in August 2021 which included more than 160 speakers across 41 sessions, with more than 500 participants daily.

As leaders of the **IoT for a Better Life: Smart Living and eHealth** track together with the [AIOTI](#), the [ACTIVAGE.ORG](#) association and the Health and Care cluster two online sessions were celebrated accumulating more than 100 attendees.

Artificial Intelligence and European Health Data Space as drivers for sustainable and innovative Health and Social Care Services

During this session, the existing Large-Scale Pilots from the Health and Care Cluster provided an overview of how they are setting the scene for the deployment of scalable solutions. Moreover, representatives from the GK project, presented the approach of the Open Calls in such projects, also promoting the GK Open Call that was open at this moment.

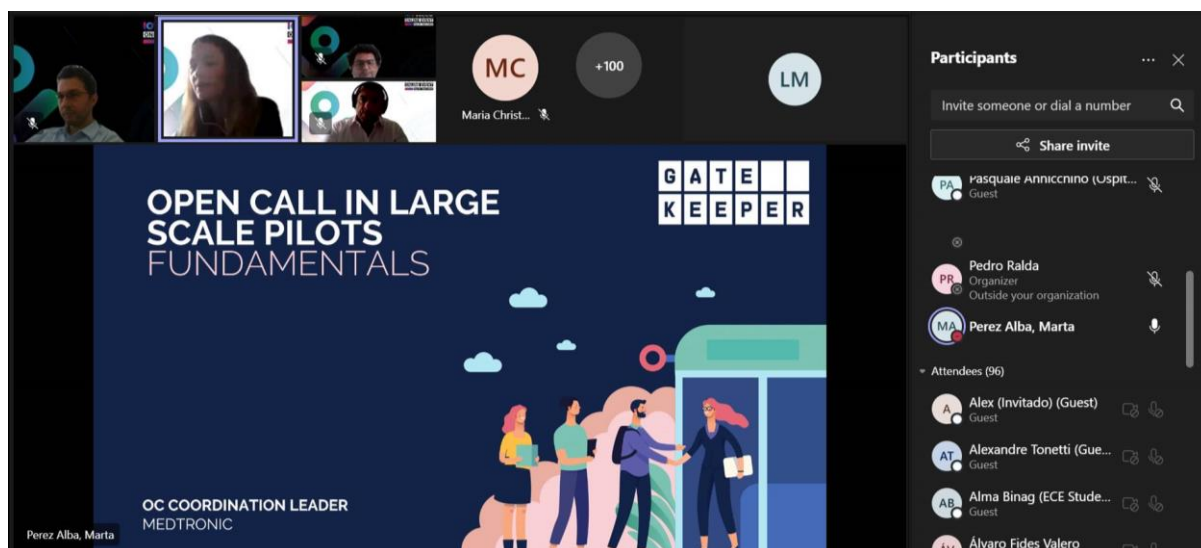


Figure 38 –IoT Week 2021 (I)

Towards the full-scale deployment of IoT for Active Ageing and Health

In this part of the session ACTIVAGE project members presented the results obtained after more than 3 years of the project including the presentation of the [ACTIVAGE.ORG](https://activage.org) association, explaining how to move from “pilot mode” to real market full deployment, of usable sustainable IoT for active ageing solutions.



Figure 39 –IoT Week 2021 (II)

- **European Week of Active and Healthy Ageing.** On the 20th of October, the Gatekeeper project was presented at the European Week of Active and Healthy Ageing, hosted by the Active and Assisted Living (AAL) programme during a session titled "Large-scale Pilots (LSPs) driving innovation ecosystems for ageing well". The session was carried out within Track A of the conference "Driving a platform for innovation and change in an ageing society".

The workshop focussed on local and regional ecosystem examples of pilots implemented in large-scale pilot projects. The Gatekeeper project was represented by Franco Mercalli from MultiMed Engineers. He presented the use of ecosystems in the Gatekeeper pilot using the example of the Puglia Pilot Site and focussing on the ageing population at risk of frailty and/or mild cognitive impairment.

Franco was joined by representatives from the Pharaon, SHAPES and SmartBear projects which are all also aiming to create integrated technological platforms that will bring together a wide range of digital solutions, focused on improving the health, wellbeing, and independence of people as they get older.

After a teaser presentation from each of the projects, the panel went on to discuss issues such as:

- The best strategies to engage end users in the development of solutions and their long-term evaluation.
- How to motivate older adults to participate in such studies.
- The benefits of a European ecosystem and how to align market development.



Figure 40 – European Week of Active and Healthy Ageing

Since the face-to-face meetings and conferences are now restarting, the coordination team together with the D&C team will work on identifying the main events to attend during 2022 linked to the key topics we are dealing with across the project.

5.6.1 Conferences KPIs

Participation in at least in two international conferences per year and at least 5 national conferences.

Even though the period has been marked by the pandemic and the difficulties that this has brought to the organisation of events, the consortium has met the estimated number of event attendees for the third year, so this action can be considered overachieving.

5.7 GATEKEEPER Publication Plan

The GATEKEEPER Publication Plan, as defined by the Technical Manager, the Scientific Manager and the D&C Manager (i.e., the Publication Expert Team), specifies a concrete set of scientific publications expected during the life of the GATEKEEPER project, and, secondly, conveys to the GATEKEEPER consortium the procedure that should be followed and the ethical principles that shall govern the preparation of all project's scientific publications.

5.7.1 Expected publications

The GATEKEEPER Publication Plan has been built around the following thematic areas referring to: (i) the tool developed, i.e., the GATEKEEPER platform, (ii) the services provided, i.e., the GATEKEEPER AI Services, (iii) the value evidenced by the pilot studies, i.e., the GATEKEEPER LSP, and (iv) the business perspective realised through the GATEKEEPER Market Place (**Error! Reference source not found.**). Each principal set of publications of the project will demonstrate the new evidence generated as the result of R&I activities within a single cluster and/or across project's clusters (Platform Cluster, LSP Cluster, Business Cluster). In this direction, each of the scientific publications has been linked to the related project Work Packages/Tasks/Deliverables, which also determine contributors and expected submission date. The list of expected publications has been shared among the three project's clusters to guarantee the number of the publications expected.

Table 4: An Overview of the GATEKEEPER's Expected Publications

THEMATIC AREA	PUBLICATIONS' KEY POINTS
GATEKEEPER Platform	WP3, WP4 <ul style="list-style-type: none"> Overview of existing platforms and reference architectures; The GATEKEEPER Platform placing emphasis on the Web of Things Management System, the Trust Authority Components and the Market Place Services Interoperability and semantics in GATEKEEPER: The GATEKEEPER Things Description Information Model; The GATEKEEPER Data Federation Space The Big Data Infrastructure

GATEKEEPER AI Services	WP5, WP6, WP4, WP1, WP8 <ul style="list-style-type: none"> Review of IoT, Big Data and AI/ML-based solutions, mainly from a data analytics perspective, covering the continuum of care of elderly citizens in the context of GATEKEEPER RUCs The GATEKEEPER AI/ML Strategy covering (i) technical and research challenges, and (ii) non-technical challenges The AI/ML-based models [RWD, methods, and testing results (RWE)] for the early-detection of conditions specified within the GATEKEEPER RUCs full scope and under the GATEKEEPER AI/ML strategy Realisation of the AI Ethics guidelines in GATEKEEPER. Elaboration of ethical and legal requirements and methods/techniques adopted in GATEKEEPER towards their accomplishment; New evidence produced in GATEKEEPER about the delivery of trustworthy and reliable AI/ML-based Big Data systems.
GATEKEEPER LSP	WP1, WP2, WP6, WP7 <ul style="list-style-type: none"> GATEKEEPER Study Design (Medical Use Cases) Presentation of study protocols in GATEKEEPER, organised per RUC or per Pilot Site or overall results The GATEKEEPER LSP: Defining a federation of multicentre longitudinal cohorts Demonstration of pilot studies results (primary and secondary outcomes) realisation (new evidence generated) in GATEKEEPER, organised per RUC or per Pilot Site or overall results GATEKEEPER Data and Ethical Impact Assessment A co-creation methodology for European Healthcare applied to the GATEKEEPER healthcare domain User requirements and taxonomy GATEKEEPER RRI approach in the ICT for AHA domain: Lessons learnt, including also details from GATEKEEPER trust framework
GATEKEEPER Market Place	WP8 <ul style="list-style-type: none"> Overview of relevant standards, and GATEKEEPER platform standardisation process The GATEKEEPER certification schema

A non-exhaustive list of exemplary scientific journals and conferences/events has been elaborated and shared with the GATEKEEPER consortium. The list of scientific journals are characterised with respect to: (i) the associated scientific areas and sub-categories (e.g., Biomedical Engineering, Health Informatics, Artificial Intelligence, Medicine, Health Policy, Management of Technology and Innovation, Ageing, Endocrinology, Diabetes and Metabolism, Pulmonary and Respiratory Medicine, Cardiology and Cardiovascular Medicine, Neurology, Cancer Research, Psychiatry and Mental Health), (ii) their impact as it is captured by the 2-Year Impact Factor and the CiteScore Interquartile range (IQR) Ranking, and (iii) the associated Open Access options, considering that GATEKEEPER must ensure open access to all peer-reviewed scientific publications relating to its results. Special emphasis has been placed on disseminating GATEKEEPER outcomes to scientific journals and international conferences/events edited or organized, respectively, by scientific committees relevant to GATEKEEPER Reference Use Cases (i.e., ageing research, respiratory research, diabetes research, stroke research, cardiovascular

research, neurological research, Parkinson's disease research, cancer research, dementia research).

5.7.2 Definition of authorship

The scientific journals that have been referenced in the GATEKEEPER Publication Plan subscribe to the Authorship Recommendations established by the International Committee of Medical Journal Editors (ICMJE)¹. ICMJE recommends that authorship be based on the following four criteria:

1. Substantial contributions to the conception or design of the work; or the acquisition, analysis, or interpretation of data for the work; AND
2. Drafting the work or revising it critically for important intellectual content; AND
3. Final approval of the version to be published; AND
4. Agreement to be accountable for all aspects of the work in ensuring that questions related to the accuracy or integrity of any part of the work are appropriately investigated and resolved.

According to the ICMJE Authorship Guidelines "all those designated as authors should meet all four criteria for authorship, and all who meet the four criteria should be identified as authors". Contributors who meet fewer than all four of the above criteria for authorship (defined as Non-Author Contributors) should be mentioned in the Acknowledgments section, provided that they have given written permission to be acknowledged.

In this regard, the GATEKEEPER Publication Expert Team has provided, for each of the relevant Scientific Publishers in the GATEKEEPER Publication Plan, a cross-reference to the exact authorship guidelines they apply.

5.7.3 Open Access

GATEKEEPER must ensure open access to all peer-reviewed scientific publications relating to its results.

5.7.4 Acknowledgements

The following must be included in all dissemination activities (Article 29.4): "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 857223"

¹ <http://www.icmje.org/recommendations/browse/roles-and-responsibilities/defining-the-role-of-authors-and-contributors.html>

5.7.5 Publications' KPIs

As stated in the DoA the overall project goal is to publish more than 20 articles. Additionally, the impact of the publications will be measured by analysing the impact and the audience in those publications where the project appears.

5.7.6 Publication preparation process

The following points reflect the preparation workflow that shall be applied for each of the project's scientific publications with the aim of assuring, eventually, the quality of the manuscripts submitted for publication:

- Any group of partners from the consortium interested in making a scientific publication must send a proposal to the Publication Expert Team for obtaining their approval prior to the preparation of the content. The following fields must be included so the experts can evaluate the potential of the publication and decide if it's in line with the interests and quality expected by the GATEKEEPER community. After analysing the input received, the Publication Expert Team will directly approve the preparation of the publication or will provide guidance to reorient the proposal in alignment with the project objectives.
 - Responsible of the publication (lead author)
 - Authors and non-author contributors
 - Title
 - Abstract draft: A structured abstract, addressing the following 5 points: objective, methods, results, conclusions drawn from the study, and significance to biomedical research.
 - Source where the publication will be published
 - Deadline for submission
- Once the publication is approved by the Publication Expert Team and the content prepared, the responsible of the publication must send the final version to the Publication Expert Team with the purpose of obtaining the final validation of the document prior to the official submission.
- Once the publication is officially submitted, the responsible of the publication will complete all the information regarding the publication in the GATEKEEPER's Dissemination & Communication reporting file and will inform accordingly the Publication Expert Team.
- Upon the official acceptance of a publication, it can be promoted among the GATEKEEPER digital channels.
 - Publications section of the website
 - Social Media channels
 - Regular GATEKEEPER newsletter
- The GATEKEEPER's Dissemination & Communication reporting file, if needed, will be updated upon the acceptance of the publication.

5.8 Open Calls

The second Open Call was running until end of October 2021, building its promotion across the digital channels through the actions reflected on the previous deliverable. Thanks to these strategies more than 500 registrations were received through the website and 64 eligible proposals were submitted through the participant portal.

A report regarding the 1st Open Call participation is included in [this section of the site](#).

The winners of the call will be asked to provide information about their organizations and projects to be included in the site, linked to their digital portfolios. Moreover, the new members of the community will be added to the D&C working group to also support them on giving visibility to the project's deployment. From the D&C expert board we will provide them guidelines and resources about how to communicate about their involvement in GATEKEEPER.

6 Monitoring Implementation

Successful communication and dissemination activities require all project partners to be engaged in the different phases of the project. The range of stakeholders to be reached by this project is broad. In such a complex environment, the monitoring of activities and active reporting by the partners are crucial to ensure successful dissemination.

In order to gather all actions performed by project members and to evaluate their performance, an excel file has been created and will be updated periodically (every three months) by all members of the D&C working group. This document is divided into tabs, including a specific tab for each activity and clear instructions on how to complete it.

Information included in the document will serve for reporting purposes as following:

- Dg.3 Dissemination and communications activities and materials. In this periodic document (to be submitted every year) the following evaluation will be done:
 - Performance of actions proposed.

A summary of the results obtained will be displayed in each section of the D&C action plan. Depending on the KPI set per year in comparison with the results obtained, a level of performance will be applied: underperforming (number of activities done significantly less than those planned), satisfactory (adhering to planned activities), and overachieving (significantly more activities than planned);
 - Reporting

All the info gathered in the reporting excel will be showed through tables in the Annex section.
- Project Management report. A summary of the main achievements has been already included on the document managed by WP1
- Participant Portal. Every 3 months, the D&C actions will be reported though the portal considering the info gathered.

With the aim of facilitating the view of KPIs established in the DoA for each part of the Dissemination and Communication strategy during the second year, the table below is provided:

Table 5: KPIs by D&C action

ID	D&C ACTION	KPI from DoA	Source of evidence	Target Y3	RESULTS
1	WEBSITE	Number of visitors	Google Analytics	20K visitors	36K Sessions 21K Users 75K Pageviews
2	BLOG	Number of articles published	Internal tracking	24 (2 per month)	5 blog posts
3	MATERIALS	<u>Print</u> : number of copies <u>Videos</u> : number of views	<u>Print</u> : internal tracking <u>Videos</u> : number of views from YouTube	<u>Print</u> : 500 copies <u>Videos</u> : 2Kviews	<u>Print</u> : Not applicable since the presential meetings are limited <u>Videos</u> : More than 3.6K views
4	MEDIA	Number of press releases launched	Clipping	1 per year	2 global press release launched
5	SOCIAL MEDIA	<u>Twitter</u> : number of followers <u>LinkedIn</u> : number of contacts	Twitter and LinkedIn analytics	<u>Twitter</u> : 1000 <u>LinkedIn</u> : 500 (At the end of the project)	<u>Twitter</u> : 533 <u>LinkedIn</u> : 308
6	CONFERENCES	Number of conferences attended	Internal tracking	International: 2 National: 5	29 national and international conferences attended
7	PUBLICATIONS	Number of publications generated	Internal tracking	7 publications	1 publication presented

7 Conclusions

In conclusion, the D&C actions and will be centred on supporting the main strategic actions of the project during the next period.

- **Pilot sites deployment and recruitment.** Supporting them by generating ad-hoc materials and campaigns needed to boost the recruitment phase by making the digital tools (Social Media, Web, Blog, Webinars, and newsletter) available to them.
- **Ecosystem enlargement and exploitation plan definition.** To leverage the business and ecosystem actions giving continuity to the tools already put in place such as the Community of Interest, including new functionalities and channels (LinkedIn) to promote synergies and collaborations between external actors and the GK community. The WPg team will also help to promote key initiatives such as the twinning programme which is expected to be launched at the beginning of April 2022. Additionally, to generate marketing content regarding the GK services value proposition in order to have a professional toolkit (both digital and printed) able to show the project's business opportunities to key target groups.
- **Liaison activities.** GATEKEEPER will continue actively participating in the WG1 (Health and Care Cluster) together with the rest of the Large-Scale pilot's projects of the health domain. The intention will be to generate common D&C actions that can enhance the achievements produced by the project in common key areas.
- **Dissemination of project results.** As the Gatekeeper project enters its third year, the focus of the WPg activities will move to the dissemination of the project results. The team will provide support to highlight and share the different results developed as part of the project in the different WPs. A strong focus will be on the promotion of the Gatekeeper platform.

Annex I – REPORT ON D&C ACTIVITIES UNTIL NOVEMBER 2021

0.1 EXTERNAL CONFERENCES

Table 6: External conferences attended by GATEKEEPER consortium until November 2021

Partners involved	Title	Place	Date	GATEKEEPER participation
CCS (Carus Consilium Sachsen)	Life Sciences Forum/ Gesundheitsforum Healthy Saxony	Chemnitz, Saxony, Germany	09/10/2019	Olaf Müller introduced and presented the GATEKEEPER project to an audience as a speaker as part of a presentation regarding upcoming and ongoing activities in connection with European large scale pilot projects in which CCS is involved using the logo and a self-made poster as visual materials.
OU	KMi fest 2019	Milton Keynes, UK	14/11/2019	Alessio Antonini (UK Pilot leader of the GATEKEEPER project) presented the pilot programme and challenges in the annual innovation faire organised by the Knowledge Media Institute. Esteemed researchers on wellbeing and healthcare technologies and organisations from Milton Keynes engaged with the UK research team.
DCCG	15th Annual conference of Greek Inter-Municipal Network of Healthy Cities-Health Promotion	Athens, Greece	15/11/2019	The GATEKEEPER Use Case 3 services in Central Greece were presented via a PowerPoint presentation.
CCS (Carus Consilium Sachsen)	Partnerdialog 2020	Dresden, Saxony, Germany	04/03/2020	Olaf Müller introduced and presented the GATEKEEPER project to an audience as a speaker as part of a presentation regarding upcoming and ongoing activities in connection with European large scale pilot projects in which CCS is involved using the logo and a self-made poster as visual materials.

OSAKIDETZA (PS Basque Country)	HTAi 2020 BEIJING	Pekin, China (online)	30/06/2020	Eunate Arana Arri, PSC member at GATEKEEPER from OSAKIDETZA, Basque Country Pilot Leader
DCCG	3rd Annual Health IT conference	Athens, Greece	12/06/2020	GATEKEEPER services in Greece were presented via a PowerPoint presentation
DCCG	Greek Association for Digital Medicine Congress	Online	10/07/2020	Speaker in the periodic event of the Greek Association for Digital Medicine introducing the GK value
Kronikgune (Basque country PS)	ICIC2020	Online	16/09/2020	Olatz Albaina, presented GATEKEEPER project and Pilot site reference use cases
DCCG	HelloAIRIS online AI training program	Online	Summer 2020	Instructor in the summer school 2020 HelloAIRIS
OU	Health tech in the home and community	Milton Keynes, UK	24/09/2020	Gianluca Bardaro (Task leader of T5.6) gives a presentation on Robotic Intervention for ageing at home at a workshop for SMEs and healthcare service providers of Milton Keynes.
DCCG	3rd Greek POCT conference	online	12/10/2020	GATEKEEPER services in Greece were presented via a powerpoint presentation
Coordination Team	EU-China Summit 2020	Online	22-23/10/2020	Giuseppe Fico, presented Health technology in Living environments and the Internet of Things - Privacy, ethics, and Cyber-security for The GATEKEEPER project: European-led platform for Smart and Healthy Living at home
DCCG	10th e-Government Forum of Greece	online	11/11/2020	GATEKEEPER services in Greece were presented via a powerpoint presentation

ECHAlliance	Digital Health Society Summit 2020	Online	17-18/11/2020	During the two days of the event, GATEKEEPER project was present in this virtual meeting with an exhibitor. A virtual stand with essential information about the project where the 1st open call was mainly promoted. In addition, during the event a chat and a contact email were kept open to solve doubts of the attendees.
Coordination Team	Digital Summit 2020	Online	2-3/12/2020	
OU		Milton Keynes, UK		Alessio Antonini and Jane Whild joined a local event about collaborations and networking in local healthcare initiatives
Puglia (RPU/AReSS, RPU/IP) RPU (AReSS)	Puglia Reference Site EIP-AHA meet local SMEs and Academy	Online	14-15/12/2020	A specific presentation of GATEKEEPER Project and the Open Call for Proposal is in the Webinar Agenda
AReSS Puglia	Puglia Reference Site EIP-AHA meet local SMEs and Academy	Online	14-15/12/2020	A specific presentation of GATEKEEPER Project and the Open Call for Proposal is in the Webinar Agenda
RPU (AReSS)"		Milton Keynes, UK		Alessio Antonini and Jane Whild joined a local event about collaborations and networking in local healthcare initiatives
AReSS Puglia	9th Panhellenic (Greek) Conference	Thessaloniki, Greece	11/02/2021	Presentation of UC3 AI MAFIIP HTA GATEKEEPER services in Central Greece at a Session of the 9th Panhellenic (Greek) Conference hosted by ELEVIT and AristotleMedicalForum
DCCG	Partnerdialog 2021	Dresden, Saxony, Germany	03/03/2021	Olaf Müller introduced and presented the GATEKEEPER project to an audience as a speaker as part of a presentation regarding upcoming and ongoing activities in connection with european large scale pilot projects in which CCS is involved using the logo and a selfmade poster as visual materials.

AReSS Puglia	Webinar "Modelli di governance, mappatura e valutazione delle politiche per l'invecchiamento attivo: dal progetto ASTAHG alle sinergie oltre lo Spazio Alpino"	online	08/03/2021	Presentation of GATEKEEPER Project and Pilot Puglia activities
DCCG	55th Virtual Annual Meeting of EDEG	online	26/04/2021	GATEKEEPER RUC3 Central Greece pilot, poster presentation of the study protocol for the evaluation of predictive modelling of glycaemic status, for patients with Type 2 Diabetes Mellitus
SALUD	InforSalud 2021	Madrid, Spain	22/06/2020	Presentation of the Aragon Gatekeeper use cases with the title "Proyecto gatekeeper. casos de uso en aragón"
SALUD	InforSalud 2021	Madrid, Spain	22/06/2020	Presentation of the Aragon COVID gatekeeper use case. Title of the presentation " Proyecto de seguimiento domiciliario de pacientes covid-19"
SALUD	"XIX JORNADAS DE TRABAJO SOBRE CALIDAD EN SALUD	Online	22/06/2020	Presentation of the Gatekeeper project with the title "PROYECTO GATEKEEPER. (H2020 – PN857223). PILOTO EN ARAGÓN"
Coordination Team	IoT Week 2021 (Online mode)	Online	August 2021	Although the face-to-face event scheduled in June 2021 was cancelled due to the Covid restrictions, the project participation was maintained in the online event that took place in August 2021 which included more than 160 speakers across 41 sessions, with more than 500 participants daily. As leaders of the IoT for a Better Life: Smart Living and eHealth track together with the AIOTI, the ACTIVAGE.ORG association and the Health and Care cluster two online sessions were celebrated accumulating more than 100 attendees.

Coordination Team	AAL Forum	Online	20/10/2021	On the 20th of October, the Gatekeeper project was presented at the European Week of Active and Healthy Ageing, hosted by the Active and Assisted Living (AAL) programme during a session titled "Large-scale Pilots (LSPs) driving innovation ecosystems for ageing well". The session was carried out within Track A of the conference "Driving a platform for innovation and change in an ageing society".
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0.2 ENGAGEMENT & NETWORKING MEETINGS

Table 6: Engagement & networking meetings attended by GATEKEEPER until November 2021

Partner	Type of event	Date	Venue	Description of the activity
OU	User community events		Milton Keynes, UK	Drop-in event open to residents in the UK pilot
OU	User community events	04/11/2019	Milton Keynes, UK	Presentation of the project at the parish council meeting
OU	Networking/collaborative meeting	22/11/2019	Milton Keynes, UK	Collaboration meeting about extending the area of the UK pilot
OU	Networking/collaborative meeting	28/02/2020	Milton Keynes, UK	Introduction to local pilot partners the GATEKEEPER technical and clinical partners by participating to the rehearsal of the WP2 co-creation workshop
OSAKIDETZA	Workshop / Focus group	May-June 2020	Online	On-line questionnaires to specialists from UC3, UC4 and UC6 for Patients

KRONIKGUNE	Workshop / Focus group	June 2020	Online	Online interviews to develop the co-creation process with the professionals
KRONIKGUNE	Workshop / Focus group	June 2020	Primary health centres	Individual interviews to develop the co-creation process
OSAKIDETZA	Workshop / Focus group	October 2020	Online	Remote co-creation workshop at the Basque Country Pilot Site in the GATEKEEPER project
KRONIKGUNE	Workshop / Focus group	October 2020	Online	Remote co-creation workshop at the Basque Country Pilot Site in the GATEKEEPER project
DCCG, CERTH	Workshop / Focus group	October 2020	On-line	Using EIPonAHA Blueprint Personas for stakeholder impact assessment within and adapting them to become use cases in GATEKEEPER https://bit.ly/blueprint-personas
Puglia (RPU/AReSS, RPU/IP, CSS, MME)	Workshop / Focus group	October 2020	Bari	<ul style="list-style-type: none"> • Sharing ideas on local healthcare innovations • Discussing the "best practises" to apply new healthcare technologies • Planning hypothesis on the innovation for the active and healthy ageing • Discussing how the modern technologies improve the elderly people assistance • Discussing how to involve local actors in Gatekeeper
BIO	Networking/collaborative meeting	October 2020	Online	Presentation of the project at the beHEALTHIER (Building Health Policies out of data of Collective Knowledge) project meeting
BIO	User community events	November 2020	Online	Presentation of the project at the at the "Improving Healthcare Access through a

				Personal Health Monitoring System – eHEALTH Monitoring" Interreg Project 2nd
DCCG, CERTH, HUA	Workshop / Focus group	December 2020	on-line	Using EIPonAHA Blueprint Personas for stakeholder impact assessment within and adapting them to become use cases in GATEKEEPER https://bit.ly/blueprint-personas
BIO	Networking/collaborative meeting	February 2021	Online	Presentation of the project at the DIASTEMA (Data-driven stack for big data applications management)
PASYKAF	Showcase / Demonstrator	May 27, 2021	Online	PASYKAF presented the Gatekeeper Project on an interactive webinar organised by European Association of Cancer Leagues on EU funding opportunities available to cancer leagues under the new EU budget on 27 May 27 (12:00 – 14:30 CEST).
Puglia -AReSS Puglia	Networking/collaborative meeting	July 8, 2021	Online	Title: "Vivere sani a lungo: i consigli arrivano via app. Il Pilota Puglia ne parla con i supporter"; presenting the project; presenting the "Community of Interest" goals;
Puglia-AReSS, MultiMed Engeneers, Fondazione Politecnico di Milano	Networking/collaborative meeting	July 22, 2021	Online	Presenting the project; presenting the "Community of Interest" goals; discussing how to involve more stakeholders in GK
Puglia-AReSS, MultiMed Engeneers	Networking/collaborative meeting	July 30, 2021	Online	Presenting the project; presenting the "Community of Interest" goals; discussing how to involve more stakeholders in GK
PASYKAF	Showcase / Demonstrator	July 28,2021	Nicosia	Info Day to PASYKAF staKeholders
PASYKAF	Workshop / Focus group	July 22, 2021	Limassol	Gatekeeper Workshop and training for PASYKAF's Health Professionals

PASYKAF	Workshop / Focus group	September 15, 2021	Online	Coordinators Training Day
SALUD	Socialcare organizations	July 2021	Barbastro, Spain	Meeting with professionalss organizations to enrol on Gatekeeper project
SALUD	Healthcare professionals	July 2021	Barbastro, Spain	Meeting with healthcare professionals to plan the start of COVID-home intervention

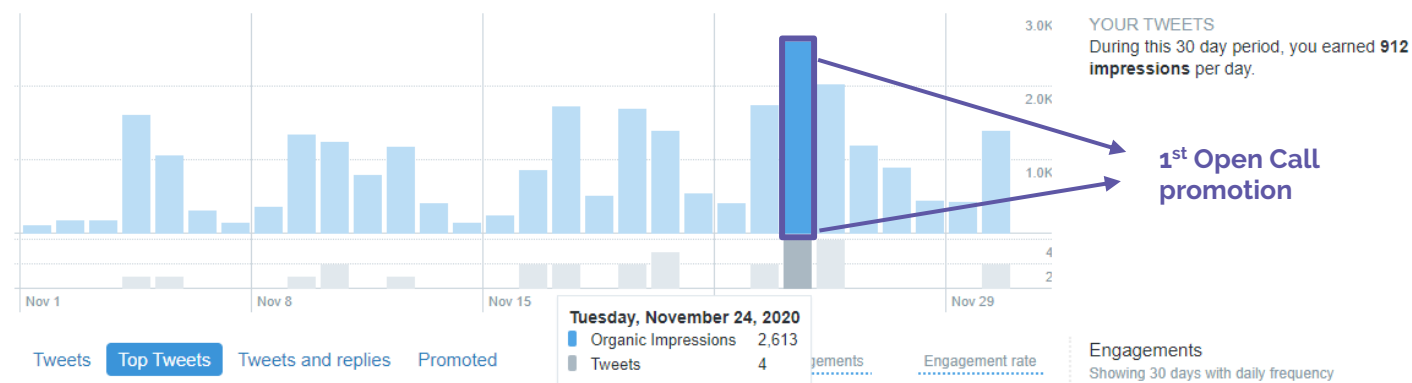
0.3 SOCIAL NETWORKS

Tweet activity

Nov 1 – Nov 30, 2020

Export data

Your Tweets earned **27.4K impressions** over this 30 day period



GATEKEEPER EU Project @GATEKEEPER_EU · Nov 9
600,000 EUR available to fund up to 10 projects on **#ArtificialIntelligence** and **#BigData** applications, tools or components to help ensure healthier independent lives for older adults. Deadline 29/01/2021. More information: gatekeeper-project.eu/open-call **#GKOpenCall** pic.twitter.com/cxRnoMI3CQ

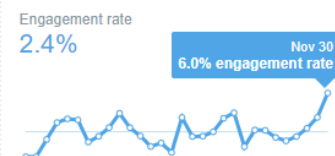
View Tweet activity

GATEKEEPER EU Project @GATEKEEPER_EU · 4 Nov 2020
The **#GatekeeperEU** 1st Open Call is now open! 600,000 EUR available for third parties contributing to the development and sustainability of the project. Deadline: 29/01/2021. More information: gatekeeper-project.eu/open-call **#GKOpenCall** pic.twitter.com/Y1Dj51u3yr

View Tweet activity

Engagements

Showing 30 days with daily frequency



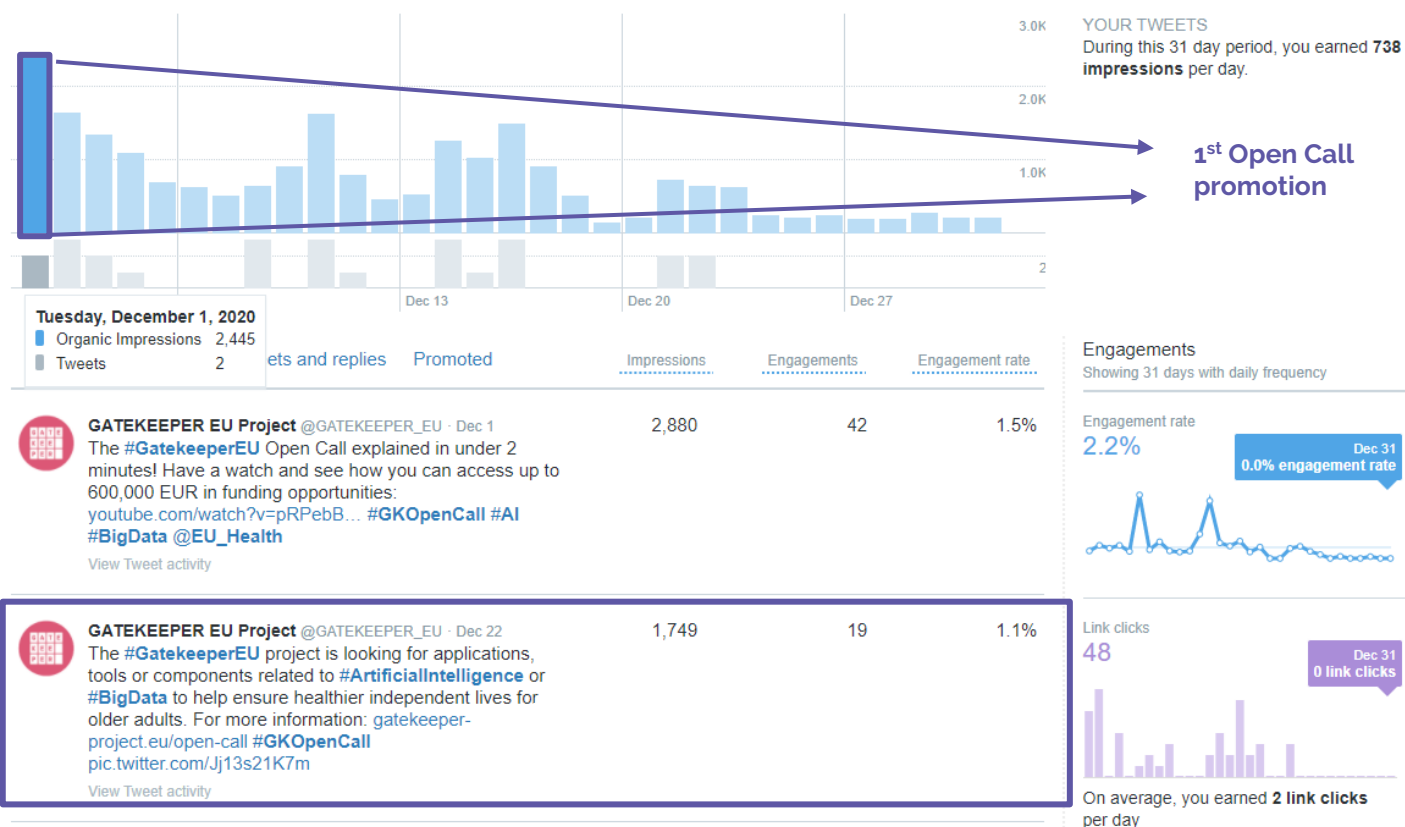
Link clicks



Tweet activity

Dec 1 – Dec 31, 2020

Export data

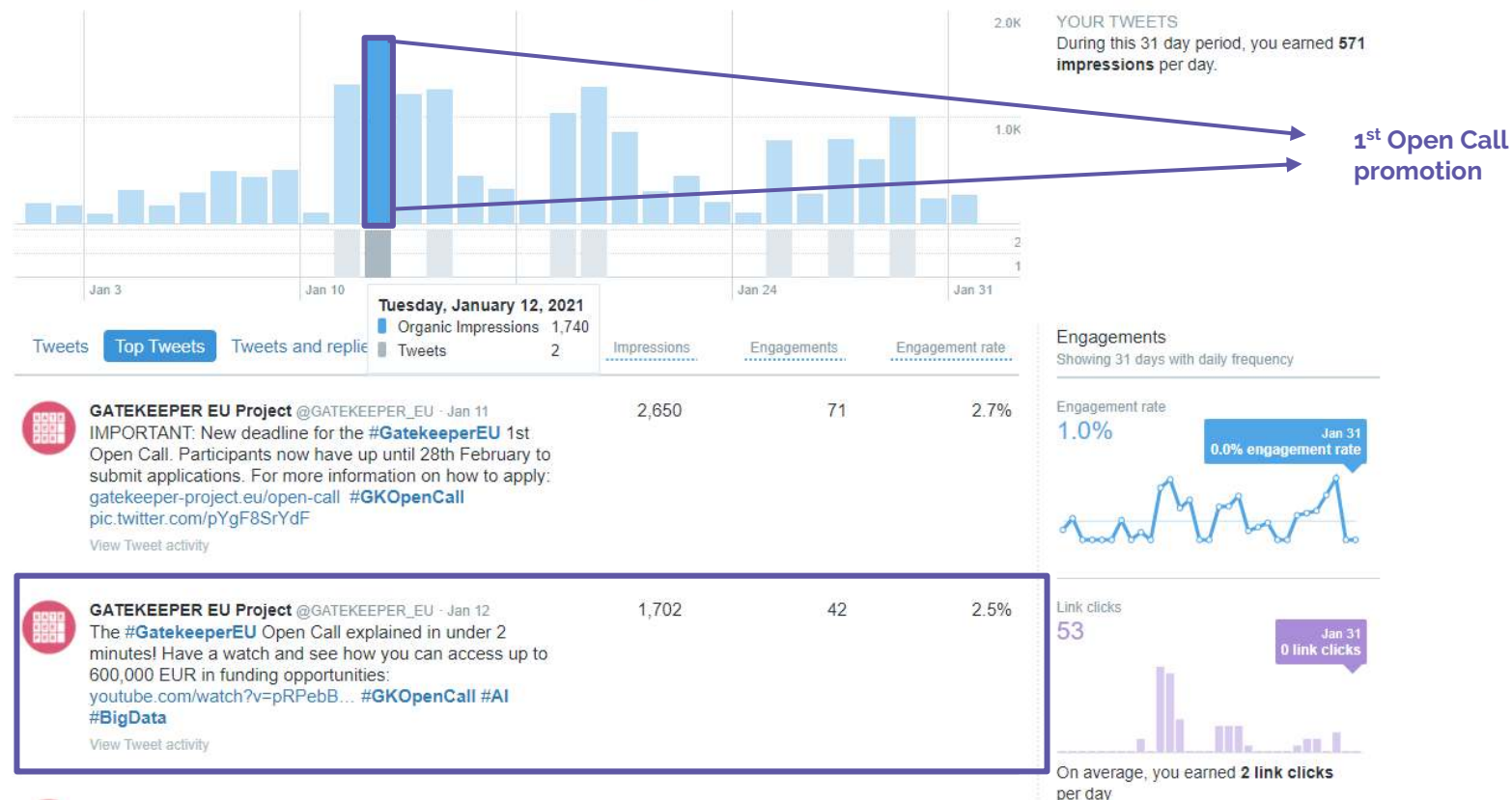
Your Tweets earned **22.9K impressions** over this **31 day** period

C

Tweet activity

Jan 1 – Jan 31, 2021

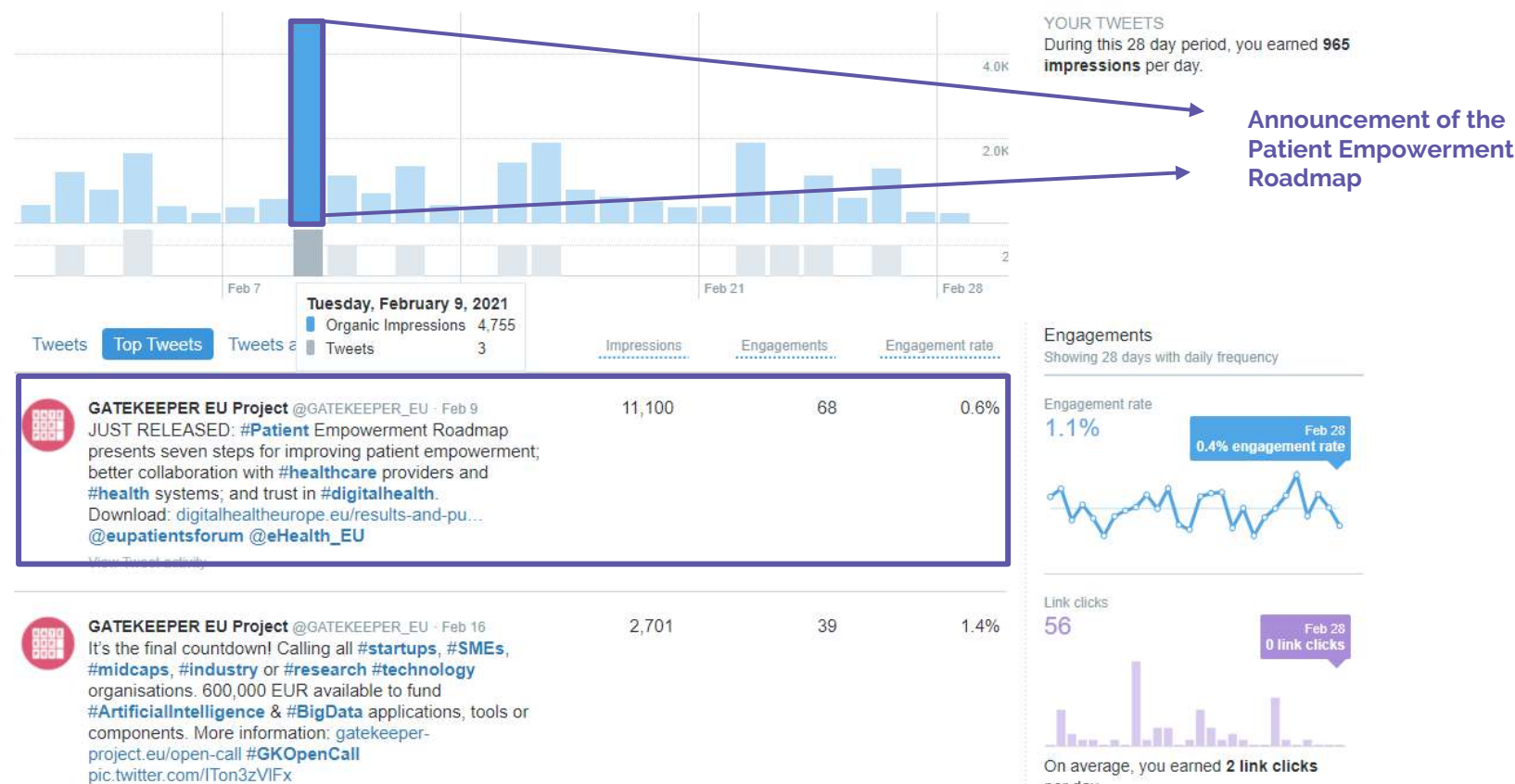
Export data

Your Tweets earned **17.7K impressions** over this 31 day period

Tweet activity

Feb 1 – Feb 28, 2021

Export data

Your Tweets earned **27.0K impressions** over this **28 day** period

Tweet activity

Mar 1 – Mar 31, 2021

Export data

Your Tweets earned **24.1K impressions** over this 31 day period

Tweets

Top Tweets

Tweets and replies

Promoted

Tuesday, March 23, 2021

Organic Impressions 1,690

Tweets 2

Engagements

Engagement rate

**GATEKEEPER EU Project** @GATEKEEPER_EU · Mar 5

Would you like to hear more about the **#GatekeeperEU** project? Come and visit our YouTube channel with videos related to the project and webinar recordings. Don't forget to like & subscribe 😊

youtube.com/channel/UCSRkD...

View Tweet activity

7,241

11

0.2%

**GATEKEEPER EU Project** @GATEKEEPER_EU · Mar 23

Join the **#Gatekeeper** LinkedIn group to keep up to date with all of the latest news about the project & to join discussions on **#smart #data** driven solutions for personalised early risk **#detection** & **#intervention**:
linkedin.com/groups/1386603...
pic.twitter.com/NhuYFMysgm

View tweet activity

2,595

19

0.7%

Engagements

Showing 31 days with daily frequency

Engagement rate

0.8%

Mar 31
0.8% engagement rate

Link clicks

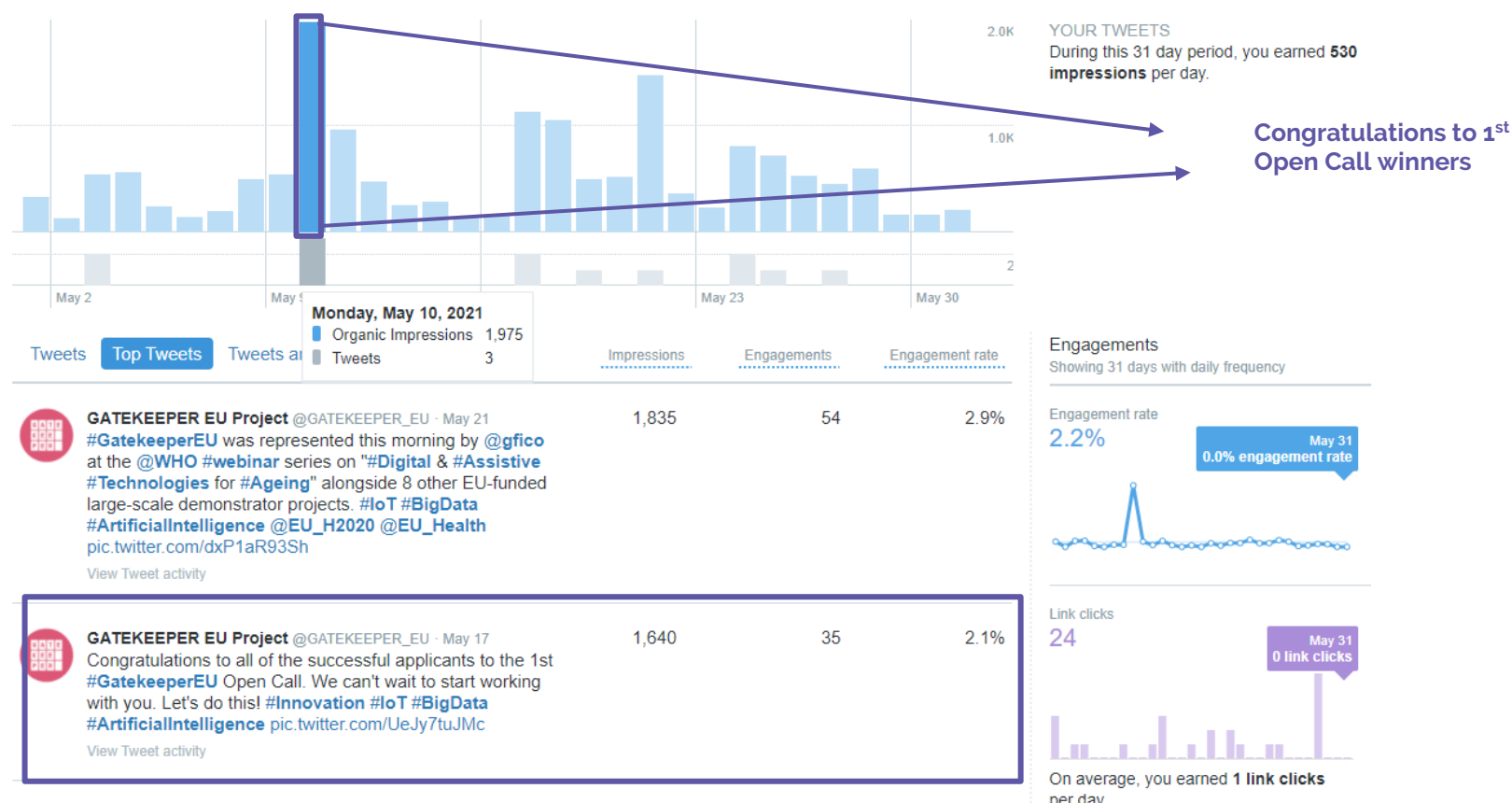
34

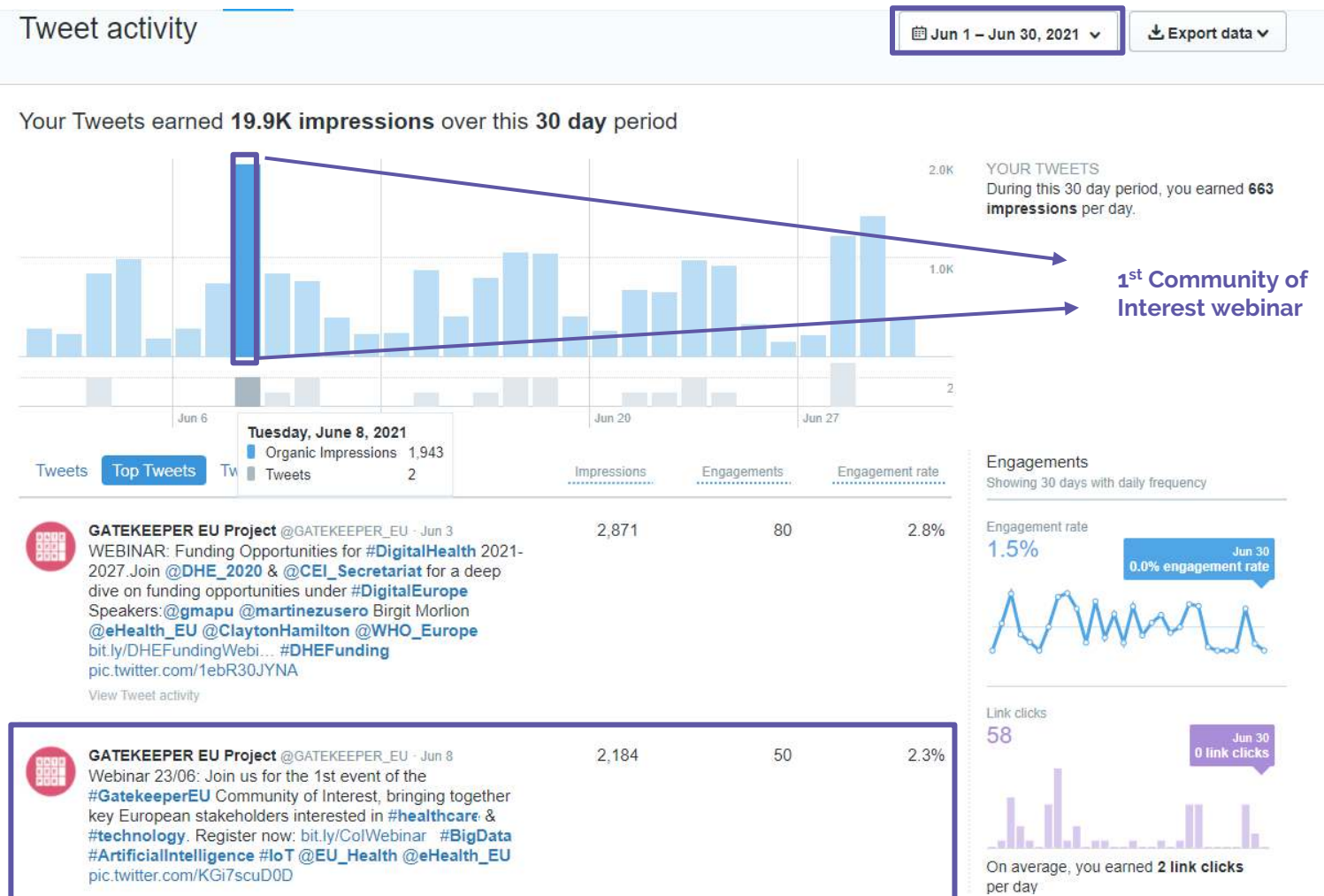
Mar 31
4 link clicksOn average, you earned **1 link clicks** per day

Tweet activity

May 1 – May 31, 2021

Export data

Your Tweets earned **16.4K impressions** over this 31 day period

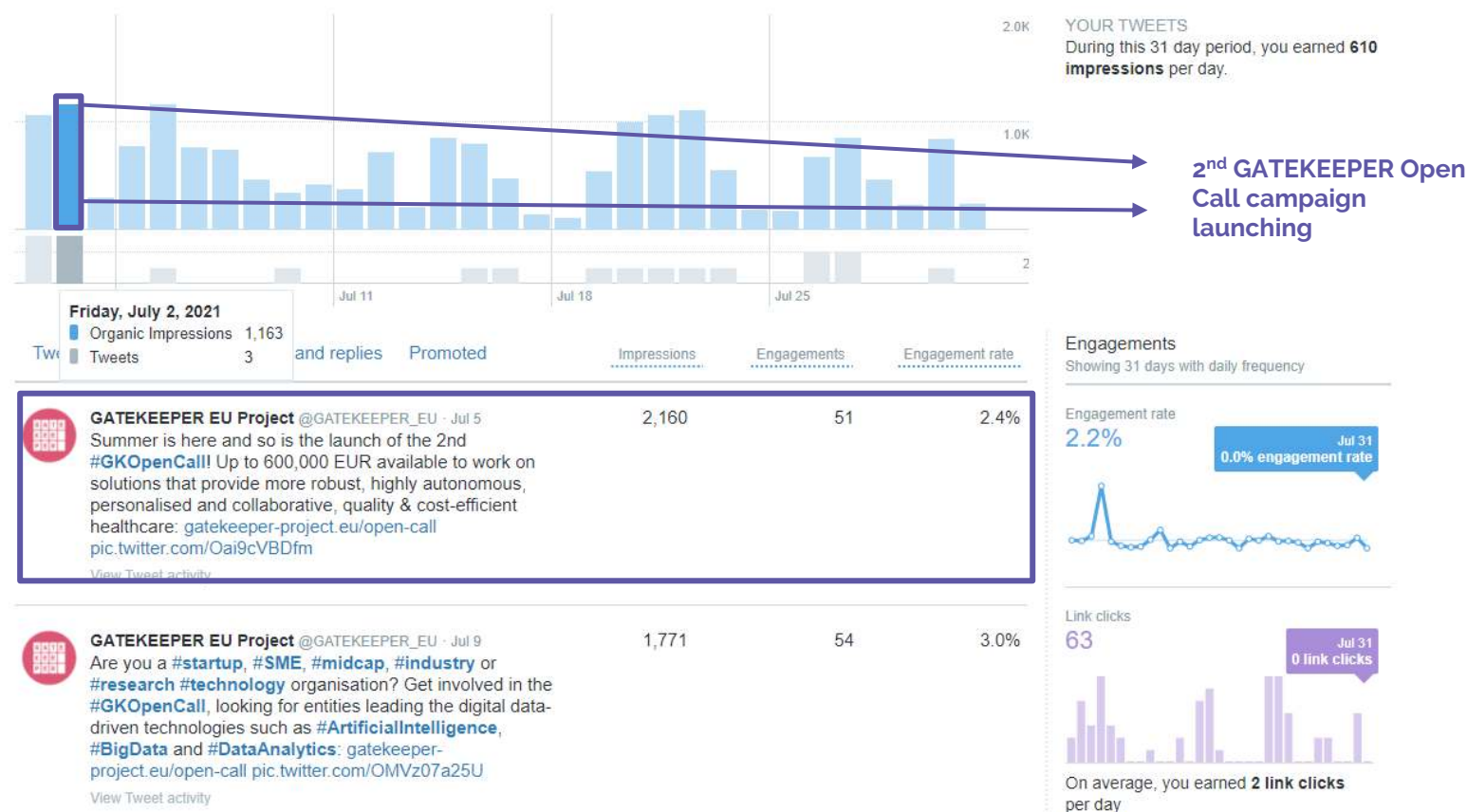


Tweet activity

July 2021

Export data

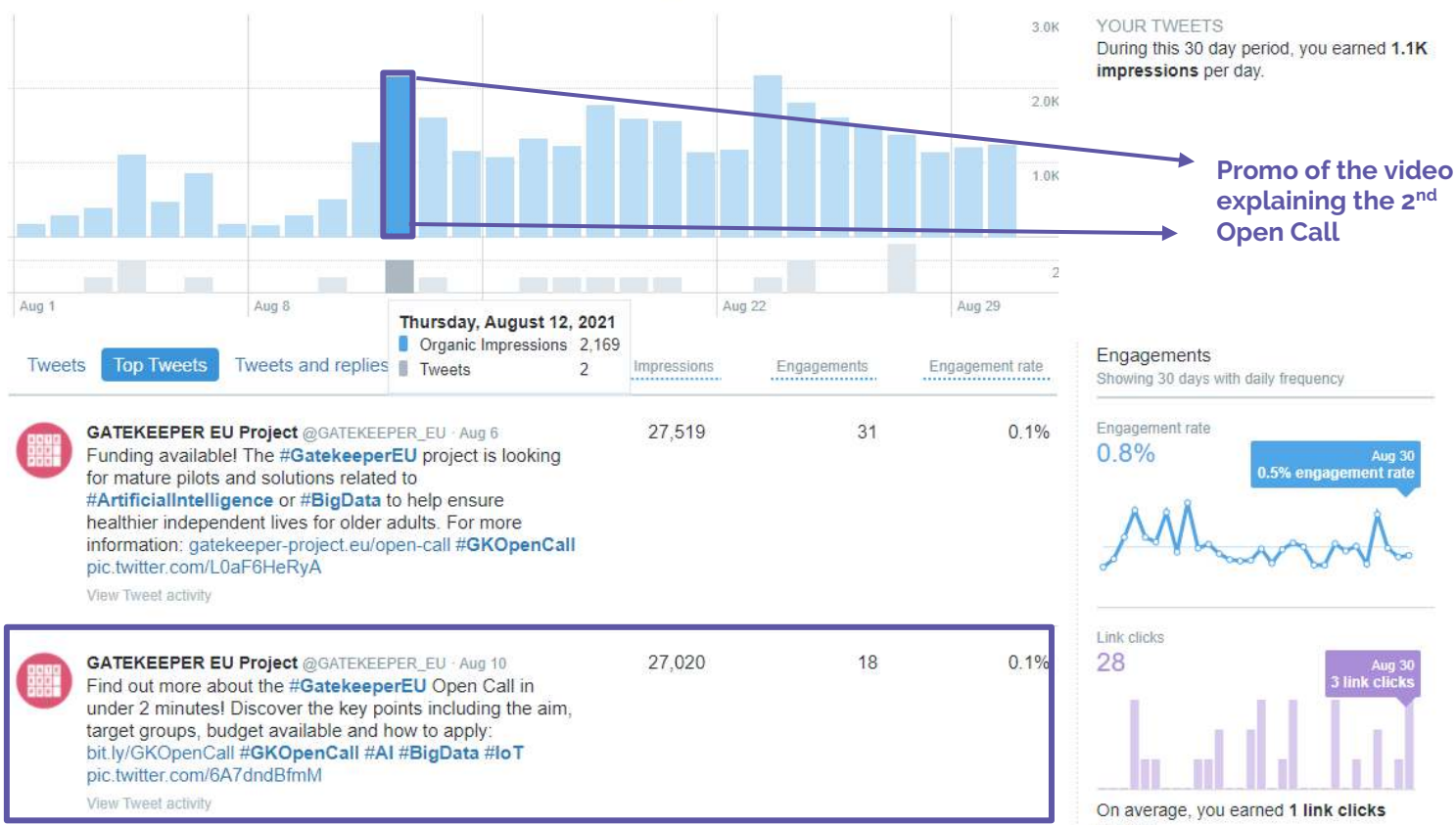
Your Tweets earned **18.9K impressions** over this 31 day period



Tweet activity

Aug 1 – Aug 30, 2021

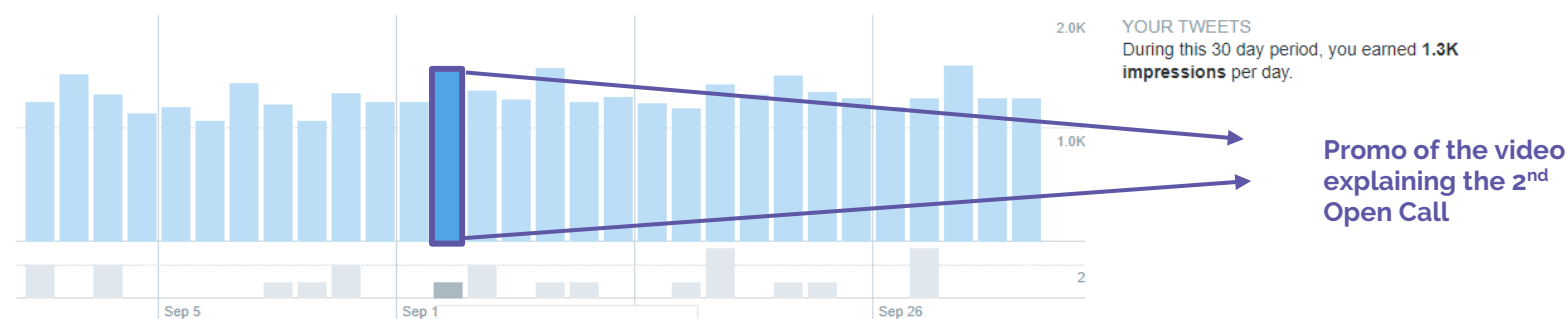
Export data

Your Tweets earned **33.8K impressions** over this **30 day** period

Tweet activity

September 2021

Export data

Your Tweets earned **38.7K impressions** over this 30 day period

Tweets

Top Tweets

Tweets and replies

Monday, September 13, 2021

Organic Impressions 1,499

Tweets 1

Impressions

Engagements

Engagement rate

Engagements

Showing 30 days with daily frequency

Engagement rate

0.6%

Sep 30
0.0% engagement rate

Link clicks

21

Sep 30
0 link clicksOn average, you earned **1 link clicks** per day

GATEKEEPER EU Project @GATEKEEPER_EU · Sep 13
 Couldn't make it to the Webinar on the 2nd Open Call of the [#GatekeeperEUproject](#): Fundamentals and how to apply? Don't worry, the recording is available on YouTube: youtube.com/watch?v=FULQGD... [#GKOpenCall](#)
pic.twitter.com/AJ9P6rBlk6

View Tweet activity

725

9

1.2%



GATEKEEPER EU Project @GATEKEEPER_EU · Sep 23
 It's the final countdown! Calling all [#startups](#), [#SMEs](#), [#midcaps](#), [#industry](#) or [#research](#) [#technology](#) organisations. 600,000 EUR available to fund [#ArtificialIntelligence](#) & [#BigData](#) applications, tools or components. More information: gatekeeper-project.eu/open-call [#GKOpenCall](#)
pic.twitter.com/UJ5w0LoxK2

View Tweet activity

586

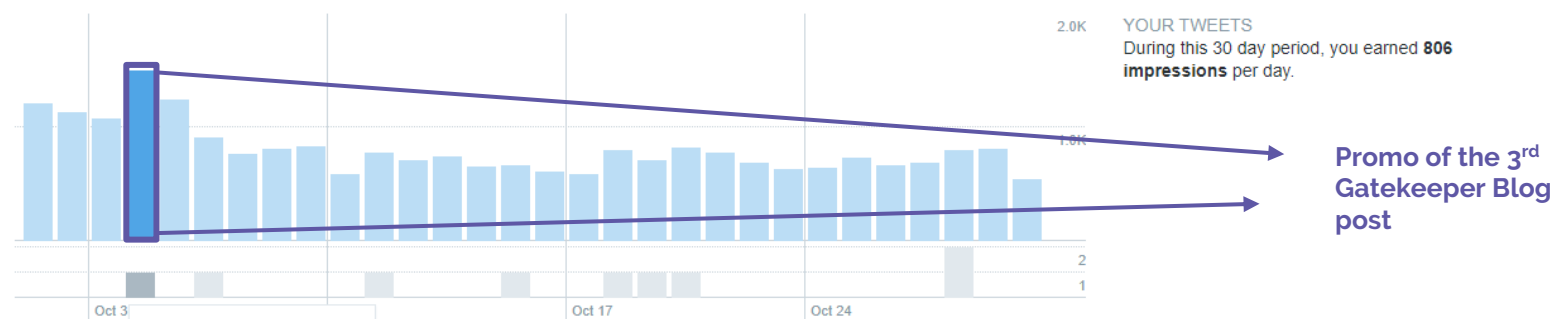
25

4.3%

Tweet activity

Oct 1 – Oct 30, 2021

Export data

Your Tweets earned **24.2K impressions** over this **30 day** period

Monday, October 4, 2021

Organic Impressions 1,505

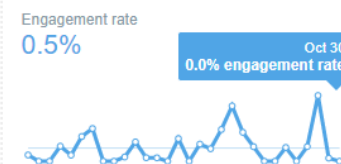
Tweets 1

Impressions Engagements Engagement rate

Tweet	Impressions	Engagements	Engagement rate
GATEKEEPER EU Project @GATEKEEPER_EU · Oct 4 Don't miss out on the 3rd Gatekeeper project blog post written by Eugenio Gaeta featuring a deep dive into the Gatekeeper platform. #GatekeeperEU linkedin.com/pulse/matching... View Tweet activity	17,598	12	0.1%
GATEKEEPER EU Project @GATEKEEPER_EU · Oct 11 Our Greek Pilot Site representatives will participate at the Session " #Digital solutions for the personalised management of #chronic conditions" @EuGMSociety 17th Congress, 11-13/10: eugms2021.com @medlabgreece @loannina_Univ @GeorgeEDafoulas @MedUth @etrikala #GISEMI View Tweet activity	356	8	2.2%

Engagements

Showing 30 days with daily frequency



Link clicks

On average, you earned **0 link clicks** per day

0.2 Media

Table 7: Media report from until November 2021

Partner	Type	Media	Title	URL
CCS	Press (digital)	CCS LinkedIn article	Short update on recent developments regarding our large-scale HORIZON 2020 project, GATEKEEPER	https://www.linkedin.com/company/carus-consilium-sachsen-gmbh/
CCS	Press (digital)	CCS Website article	Seelisch Gesund Altern	https://www.carusconsilium.de/de/aktuelles/news/seelisch-gesund-altern
CCS	Newsletter	eMail & Web Newsletter	Gatekeeper - Platform	https://www.carusconsilium.de/de/downloads/newsletter-der-carus-consilium-sachsen-gmbh-ausgabe-02_2019.pdf
Basque Country / Osakidetza	Press (digital)	Basque Government	El diagnóstico precoz y las causas del Parkinson centran la investigación de Osakidetza en torno a esta enfermedad	https://www.euskadi.eus/gobierno-vasco/-/noticia/2019/el-diagnostico-precoz-y-las-causas-del-parkinson-centran-la-investigacion-de-osakidetza-en-torno-a-esta-enfermedad/
Basque Country / Osakidetza	Press (digital)	Europa Press - Euskadi	Osakidetza desarrolla más de 30 proyectos de investigación sobre el Parkinson y su detección precoz	https://www.europapress.es/euskadi/noticia-osakidetza-desarrolla-mas-30-proyectos-investigacion-parkinson-deteccion-precoz-20190411193807.html
Basque Country / Osakidetza	Press (digital)	Biocruces Bizkaia	Smart Living Homes - Whole Interventions Demonstrator For People At	https://www.biocrucesbizkaia.org/web/biocruces/proyectos/proyectos-internacionales

			Health And Social Risks. GATEKEEPER - (COD. UE/18/H2020/GATEKEEPER)	
Basque Country / Osakidetza	Press (digital)	Biocruces Bizkaia	Biocruces Bizkaia participa en un proyecto en el que la Unión Europea apuesta por las tecnologías digitales para mejorar la detección precoz y el tratamiento de enfermedades crónicas	https://www.biocrucesbizkaia.org/-/la-comision-europea-apuesta-por-las-tecnologias-digitales-para-mejorar-la-deteccion-precoz-y-el-tratamiento-de-enfermedades-cronicas
Basque Country / Osakidetza	Press (digital)	Twitter @biocrucesHRI	Biocruces Bizkaia participa en un proyecto en el que la Unión Europea apuesta por las tecnologías digitales para mejorar la detección precoz y el tratamiento de enfermedades crónicas	https://twitter.com/biocrucesHRI
Basque Country / Osakidetza	Press (digital)	Basque Government	Euskadi será una de los territorios piloto de Gatekeeper, macroproyecto del Horizon 2020 de la Comisión Europea sobre tecnología socio sanitaria, donde participará Osakidetza	https://www.euskadi.eus/gobierno-vasco/-/nota_prensa/2019/euskadi-sera-una-de-los-territorios-piloto-de-gatekeeper-macroproyecto-del-horizon-2020-de-la-comision-europea-sobre-tecnologia-socio-sanitaria-donde-participara-osakidetza/
Basque Country / Kronikgune	Press (digital)	Kronikgune	Kronikgune comienza su participación en un nuevo proyecto europeo: Gatekeeper	https://www.kronikgune.org/kronikgune-participacion-proyecto-europeo-gatekeeper/

Basque Country / Kronikgune	Press (digital)	Kronikgune	El proyecto europeo Gatekeeper celebra el primer taller técnico con los miembros del consorcio.	https://www.kronikgune.org/el-proyecto-europeo-gatekeeper-celebra-el-primer-taller-tecnico-con-los-miembros-del-consorcio/
Basque Country / Kronikgune	Press (digital)	Kronikgune	Segunda reunión plenaria del proyecto europeo Gatekeeper	https://www.kronikgune.org/segunda-reunion-plenaria-del-proyecto-europeo-gatekeeper/
Basque Country PS / Osakidetza	Press (digital)	ANIS informadores de la salud	"Co-creando futuros para un mejor envejecimiento en el hogar", taller organizado por el Piloto del País Vasco (Osakidetza, IIS Biocruces Bizkaia y Kronikgune) del Proyecto GATEKEEPER	http://www.anisalud.com/actualidad/notas-de-prensa-anis/6698-%E2%80%9Cco-creando-futuros-para-un-mejor-envejecimiento-en-el-hogar%E2%80%9D,-taller-organizado-por-el-piloto-del-pa%C3%ADs-vasco-osakidetza,-iis-biocruces-bizkaia-y-kronikgune-del-proyecto-gatekeeper
Basque Country PS / Osakidetza	Press (digital)	INIT Group	Participamos en un taller sobre envejecimiento activo	https://theinit.com/2020/10/participamos-en-un-taller-sobre-envejecimiento-activo/
OU	Press (printing)	Simpson Ashland Parish Council	December 2019 newsletter	https://www.simpsonandashland.co.uk/uploads/1/8/7/7/18770520/sa_december_2019_v4.pdf
OU	Press (digital)	KMi website	Gatekeeper Project will help support Healthy Ageing in MK	http://kmi.open.ac.uk/news/19030
OU	Press (digital)	KMi website	GATEKEEPER Kick-off Meeting	http://kmi.open.ac.uk/news/19072
OU	Press (digital)	UK Pilot website	GATEKEEPER Kick-Off meeting	https://gatekeeper.kmi.open.ac.uk/gatekeeper-kick-off-meeting/
OU	Press (digital)	UK Pilot website	GATEKEEPER at the KMi Fest	https://gatekeeper.kmi.open.ac.uk/gatekeeper-at-the-kmi-fest/

OU	Press (digital)	UK Pilot website	The UK Pilot	https://gatekeeper.kmi.open.ac.uk/the-uk-pilot/
OU	Press (printing)	UK Pilot website	Project Meeting in Milton Keynes	https://gatekeeper.kmi.open.ac.uk/project-meeting-in-milton-keynes/
OU	Press (digital)	UK Pilot website	Public Discussion on Digital & Community Care – Informing UK and European Innovation	https://gatekeeper.kmi.open.ac.uk/public-discussion-on-digital-community-care-informing-uk-and-european-innovation/
OU	Press (digital)	UK Pilot website	1st Open Call for Technological Partners	https://gatekeeper.kmi.open.ac.uk/1st-open-call-for-technological-partners/
Cyprus	Press (digital)	Reporter.com.cy	PRESS CONFERENCE FOR Gatekeeper Presentation	http://www.reporter.com.cy/local-news/article/591381/-mycare4u-to-programma-toy-pasykaf-poy-parechei-amesoteri-iatriki-parakoloythisi
Cyprus	Press (digital)	lovestyle.com.cy	PRESS CONFERENCE FOR Gatekeeper Presentation	https://www.lovestyle.com/article/102534/se-diaskepsi-typoy-toy-pasykaf
ECHA	Newsletter	ECHAlliance newsletter	Newsletter July 2020	https://echalliance.com/echalliance-july-2020-newsletter/
ECHA	Newsletter	ECHAlliance newsletter	Funding opportunities for members only August 2020	https://echalliance.com/funding-collaboration-opportunities-for-member-only-august-2020/
ECHA	Newsletter	ECHAlliance newsletter	Newsletter September 2020	https://echalliance.com/echalliance-september-2020-newsletter/
ECHA	Newsletter	ECHAlliance newsletter	Newsletter November 2020	https://echalliance.com/echalliance-november-2020-newsletter/
ECHA	Newsletter	ECHAlliance newsletter	Funding opportunities for members only November 2020	https://echalliance.com/funding-collaboration-opportunities-for-member-only-november-2020/
Puglia (CSS)	Press (printing)	La Casa Sollievo della Sofferenza	Article on the Gatekeeper Project start (Ai nastri di	https://www.operapadrepio.it/files/61/La-Casa-Sollievo-della-

			partenza il progetto europeo Gatekeeper)	Sofferenza/195/ANNO-LXX-NOVEMBRE-DICEMBRE-2019.pdf
MDT	Press (digital)	Computing	La Comisión Europea apuesta por las tecnologías para el tratamiento de enfermedades crónicas	https://www.computing.es/mundo-digital/noticias/1114949046601/comision-europea-apuesta-tecnologias-tratamiento-de-enfermedades-cronicas.1.html
MDT	Press (digital)	It User	Gatekeeper, un proyecto tecnológico para ayudar a detectar y tratar enfermedades crónicas	https://www.ituser.es/actualidad/2019/10/gatekeeper-un-proyecto-tecnologico-para-ayudar-a-detectar-y-tratar-enfermedades-cronicas
CCS		CCS Web Newsletter	GATEKEEPER Open Calls sind beendet	https://www.carusconsilium.de/de/downloads/newsletter-der-carus-consilium-sachsen-gmbh-ausgabe-01_2021.pdf
CCS		CCS Website article	Gatekeeper Pilot Site Update-Plattform zur psychischen Gesundheit und Gewaltprävention in der zweiten Lebenshälfte	https://www.carusconsilium.de/de/projekte/demographie-und-flaechendeckende-versorgungskonzepte/gatekeeper
Puglia (AReSS)	Newsleter	Fondazione Dieta Mediterranea Faceebook Page and website	Fondazione Dieta Mediterranea interviews GATEKEEPER Puglia Pilot Project Manager Ylenia Sacco	https://fb.watch/7gKoehuTC-/
Puglia (AReSS)	Newsleter	Gatekeeper, LinkedIn	Boosting the citizen and patient-centred approach: The Gatekeeper Puglia Pilot	(2) Boosting the citizen and patient-centred approach: The Gatekeeper Puglia Pilot LinkedIn

Puglia (CSS)	Press (printing)	La Casa Sollievo della Sofferenza	"Csa Sollievo della Sofferenza tra gli Istituti con la migliore performance sui bandi europei horizon 2020"	https://www.operapadrepio.it/images/sistemi-informativi/CSS_maggio_2021.pdf
MDT	Press (digital)	PM FARMA	Gatekeeper, el proyecto europeo coordinado por Medtronic, pone la inteligencia artificial y el big data al servicio de las personas mayores	PM FARMA - Gatekeeper, el proyecto europeo coordinado por Medtronic, pone la inteligencia artificial y el big data al servicio de las personas mayores
MDT	Press (digital)	Con Salud	Gatekeeper, el proyecto europeo de Medtronic, pone la IA y el big data al servicio de los mayores	Gatekeeper, el proyecto europeo de Medtronic, pone la IA y el big data al servicio de los mayores
MDT	Press (digital)	PR Noticias	Gatekeeper: Inteligencia artificial y big data al servicio de las personas mayores	Gatekeeper: Inteligencia artificial y big data al servicio de las personas mayores
MDT	Press (digital)	ANIS SALUD	Gatekeeper, el proyecto europeo coordinado por Medtronic, pone la inteligencia artificial y el big data al servicio de las personas mayores	Big data al servicio de la salud de los ancianos
MDT	Press (digital)	CULTURA RSC	Big data al servicio de la salud de los ancianos	Big data al servicio de la salud de los ancianos
MDT	Press (digital)	TOP COMUNICACIÓN	- Gatekeeper pone la inteligencia artificial y el big	

			data al servicio de las personas mayores	- Gatekeeper pone la inteligencia artificial y el big data al servicio de las personas mayores
MDT	Press (digital)	La Razón	GATEKEEPER: nuevas tecnologías para mejorar la gestión de las enfermedades crónicas más prevalentes en Europa	GATEKEEPER: nuevas tecnologías para mejorar la gestión de las enfermedades crónicas más prevalentes en Europa
MDT	Press (printing)	La Razón	GATEKEEPER: nuevas tecnologías para mejorar la gestión de las enfermedades crónicas más prevalentes en Europa	

0.3 Publications

Title of the Journal	Publisher	Year of publication	Is this a peer-reviewed publication?	Is this a joint public/private publication? *
International Journal of Social Robotics	Springer	2021	Yes	No

