GATE KEEPER

D9.1 Dissemination and communication plan

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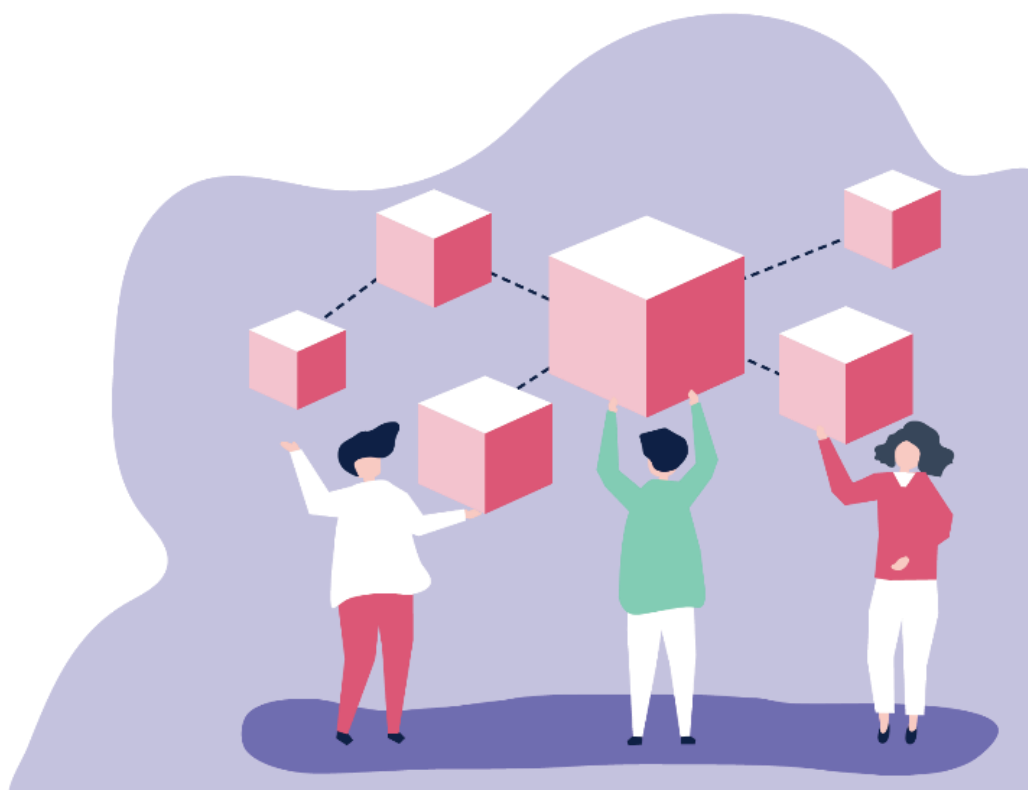
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Abstract

The scope of this document is to define the overall dissemination and communication strategy of the GATEKEEPER project materializing the **task 9.1 Dissemination & Communication activities.**

This plan will be a live document and adapted considering the evolution and maturity of the project in alignment with the ecosystem enlargement and business cluster plans. As this is a continuous deliverable which includes a revision every 12 months, this first version will be focused on the first-year programme.

This document is structured in the main following sections:

- Sections 1 provides a short introduction about the GATEKEEPER context, including an internal and external analysis of the project environment. This analysis identifies the main organisations and influencers, presenting an initial overview of the GATEKEEPER network.

- According to this analysis and GATEKEEPER goals, Section 2 establishes the main objectives, both at global and local level with special focus on the first year of the project.

- Section 3 includes an overview of the target audiences to be reached considering the variety of project domains. According to this, the main messages to transmit are described.

- Sections 4 describes the structure of the D&C activity group and the basis of the workflow for daily activity and processes.

- Section 5 describes in detail the GATEKEEPER visual identity and the materials available for the consortium to follow the brand guidelines stablished.

- Section 6 reflects a set of actions and communication channels that will be used to implement the plan in a successful way to accomplish the proposed goals.

- Finally, section 7 gathers all the KPIs mentioned through the document with the intention of providing a clear overview of the indicators to be measured to evaluate the impact of the D&C plan.

Relation with other WPs & tasks

The D&C activities have a relevant relationship to nearly all other work packages. To guarantee a proper dissemination of whole project achievements, an inter cluster working group focused on D&C has been defined in section 4 Methodology and workflow.

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.

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1 Context

Over the past decades, mortality rates have fallen significantly in Europe [1] and around the world [2] leading to considerable changes in the age distribution of societies [3]. If these additional years are dominated by rapid declines in physical and mental capacity without support, the implications for older people are furthermore negative.

The **necessity** is clear, the **large-scale deployment of integrated digital solutions** which will bring **improved quality of life to citizens** while demonstrating significant **efficiency gains in health and care** delivery across Europe.

In this context the project proposes the following solution in a nutshell: GATEKEEPER will be a **highly innovative platform** for the creation of **personalized services for risk detection and early intervention on chronic diseases,** guaranteeing **data protection** and providing **interoperability and accessibility.**

To achieve this ambitious goal, the **collaboration between existing communities** from the health and care sectors will become crucial. Considering this, GATEKEEPER will build an ecosystem to establish dialogue with these communities with the purpose of addressing their wide range of needs to enhance the GATEKEEPER platform. The D&C strategy will boost the interconnection and knowledge sharing among them.

[1] Stanford Medicine 2017 Health Trends Report.
http://med.stanford.edu/school/leadership/dean/healthtrends.html

[2] European Innovation Partnership on Active and Healthy Ageing.
https://ec.europa.eu/eip/ageing/home_en

[3] EIT Health. https://www.eithealth.eu/

1.1 Environmental analysis

1.1.1 Internal analysis

The specific nature and framework of the GATEKEEPER project define a set of characteristics which must be considered in order to develop an appropriate communication and dissemination plan:

Consortium Nature: GATEKEEPER project is a large-scale pilot with 43 partners involved. The consortium heterogeneity related to the type of partners (SME, industry, public and private health entities, research centres and academia), origin (Spain, France, United Kingdom, Germany, Greece, Italy, Poland, Cyprus, Switzerland, Netherlands, Sweden and Belgium), interests (demand and supply) offer a wide and complete overview of the problems and solutions of the healthcare and digital technologies domains. It is essential to share the knowledge inside the Consortium but also to adapt the message to the different stakeholders.

GATEKEEPER Objectives: This project aims to have a large-scale impact, developing not only solutions and services, but also deploying advanced business models based on the Value-based Healthcare (VBHC) paradigm. This project will have two open calls, where the GATEKEEPER project will open the doors to the world in order to identify complementary technologies and stakeholders that can be involved in the project during the mature stages.

Health and Care Cluster: GATEKEEPER is part of a European framework where other Large-Scale Pilots (LSPs) in the health area, together with other relevant projects, are also working on improving citizens life thank to use of digital solutions with the support of the European Commission. Transversal groups have been created for joining forces to increase the impact of the LSP projects at European level.

In this context, GATEKEEPER is already actively participating in the Working Group 1 focused on Dissemination & Communication. The aim of this group is working in a coordinated way among the health projects, by generating shared outcomes in the common activities and boost the communication actions of the whole group using the variety of channels available.

The main representatives of this WG are:

- Jon Switters (FUNKA)
- Lidia Manero (MEDTRONIC)

The following activities are:

- Common participation of the health projects in the ICT 2020 exhibition that will be celebrated in Cologne from 1st to 3rd December 2020.

1.1.2 External analysis

An external analysis of the main elements involved in the GATEKEEPER ecosystem is needed in order to identify the best way to approach and influence them.

1.1.2.1 Active ageing and healthcare & social initiatives

EIP on AHA – European Innovation Partnership on Active and Healthy Ageing. It is an Innovation Partnership that was launched by the European Commission in 2011 to foster innovation in the field of Active and Healthy Ageing. The main objectives of the partnership include 1) to improve the health and quality of life of Europeans with a focus on older people, 2) to support the long-term sustainability and efficiency of health and social care system, and 3) to enhance the competitiveness of EU industry through business and expansion in new markets. The EIP on AHA has two main pillars:

Reference Sites: are regions, cities, integrated hospitals or care organisations and their quadruple helix partners from industry, civil society, academia and government authorities that focus on a comprehensive, innovation-based approach to active and healthy ageing. They offer concrete examples of their positive impact in this field. In the 2019 Call for Reference Sites, 102 regional and local organisations were awarded.

Action Groups: The six Action Groups involve stakeholders ranging from academia to public authorities, large industry and SMEs, health and care organisations, investors and innovators, end users and patients' associations. They cover the local, regional, national and European levels. The groups work on the basis of coherent Action Plans which identify priorities, objectives and common activities within the scope of the EIP Strategic Implementation Plan. In total, they group over 1,400 professionals working in the field of active and healthy ageing.

The EIP on AHA also offers a series of horizontal initiative such as:

Blueprint on Digital Transformation of Healthcare for the Ageing Society: a common policy vision of European policy makers, civil society, professional organisations and industry on how innovation can transform health and care provision in our ageing society.

Innovation to Market: a plan fostering the cross-border adoption of digitally driven marketable solutions for active and healthy ageing.

MAFEIP: a web-based tool whose purpose is to estimate the health and economic outcomes of a large variety of social and technological innovations.

EIT Health. EIT Health is a consortium of over 140 partners from leading businesses, research centres and universities from across 15 EU countries. EIT Health was designated as an EIT Innovation Community by the EIT Governing Board on 09 December 2014.

The goal of EIT Health is to contribute to increasing the competitiveness of European industry, improve the quality of life of Europe's citizens and the sustainability of healthcare systems.

IMI. Innovative Medicines Initiative. The IMI is working to improve health by speeding up the development of, and patient access to, innovative medicines, particularly in areas where there is an unmet medical or social need. They do this by facilitating collaboration between the key players involved in health research, including universities, research centres, the pharmaceutical and other industries, small and medium-sized enterprises (SMEs), patient organisations, and medicines regulators. IMI is the world's biggest public-private partnership (PPP) in the life sciences. It is a partnership between the European Union (represented by the European Commission) and the European pharmaceutical industry (represented by EFPIA, the European Federation of Pharmaceutical Industries and Associations).

eHealth Hub. is a Coordination and Support Action (CSA) funded by the Horizon 2020 programme. It is an initiative that is cross-border and exclusively focused on the digital health vertical. It will provide long-term support to the ecosystem stakeholders and address key challenges facing European SMEs in this space: fine-tuning a business model, securing investments, engaging the demand-side and accelerating commercialization, getting legal and regulatory guidance to develop solutions in compliance with a multi-layer complex framework. eHealth Hub's goal is to provide high-quality, vertically focused and business-oriented services tailored to the needs of European eHealth SMEs and stakeholders, and to secure their continuation after the project end via a sustainable support structure.

AAL – Active and assisted living programme. It was set up on the initiative of several Member States to encourage the creation of better conditions of life for the older adults and strengthen the international industrial opportunities in the area of information and communication technology (ICT). This programme includes cross-national projects that involve SMEs, research bodies and end-user organisations.

JPI MYBL. It is a member-states driven activity. The Joint Programming Initiative (JPI) "More Years, Better Lives – The Potential and Challenges of Demographic Change" seeks to enhance coordination and collaboration between European and national research programmes related to demographic change. Areas affected by demographic change cover a wide range of research fields and policy topics ranging from health to social welfare, education & learning, work & productivity to housing, urban & rural development and mobility. Currently 15 European countries plus Canada and Israel are participating in the JPI "More Years, Better Lives".

To-Reach. The overall aim of the proposed TO-REACH project is to do the groundwork for establishing a joint European research programme on health services and systems that contributes to the resilience, effectiveness, equity, accessibility, sustainability and comprehensiveness of health services and systems. To achieve this central aim, TO-REACH will have two main work streams: 1) To prepare, conceptually and methodologically, an international research programme on cross-border learning from good models of care and the conditions needed to transfer and implement these from one setting to another; 2)To enhance sustainable cooperation between funding bodies as well as their link with other existing or upcoming funders networks in order to facilitate such a joint international research programme.

Age Platform Europe. It is a European network of around 165 non-profit organisations of and for people aged over 50. The purpose of its network is to voice and promote the interests of the 190 million citizens aged over 50 in the European Union and to raise awareness on the issues that concern them most. Its work focuses on a wide range of policy areas that impact on older and retired people.

Euro carers - European Association Working for Carers. Is an organisation formed by carers and research and development organisations. Its main objectives remark the relevance of: 1) raising awareness about the contribution made by carers to health and social care system, 2) ensuring that EU and national policies take account of carers (e.g. promoting the development of support services).

1.1.2.2 Digital Technologies communities

AIOTI – Alliance for Internet of Things Innovation. It was launched by the European Commission in 2015 with the aim of supporting the development of a unique European IoT ecosystem, including standardization policies. It includes more than 500 members.

European Telecommunications Standards Institutes - ETSI Connecting Things. It is developing standards for data security, data management, data transport and data processing related to potentially connecting billions of these smart objects into a communications network. ETSI includes more than 800-member non-profit organisations worldwide from 67 countries.

IoT-EPI. IoT- European Platforms Initiative. It is a European initiative funded by the European Commission to build a sustainable IoT ecosystem in Europe to foster technology adoption through community, maximising the opportunities for platform development, interoperability and information sharing.

IERC – European Research Cluster on the Internet of Things. It brings together the European projects in the field of IoT technology with the aim of defining the IoT technology and development research challenges at the European level in the view of global development. A portfolio of more than 40 projects with a total EC investment of around 120M€ are part of the IERC.

OASIS Consortium. It is a non-profit consortium that drives the development, convergence and adoption of open standards for the global information society. It promotes industry consortium and produces worldwide standards for security and open protocols to ensure interoperability for IoT.

OTA - Online Trust Alliance. It is a non-profit with the mission to enhance online trust, while promoting innovation and the vitality of internet. OTA's goal is to help educate businesses, policy makers and stakeholders while developing and advancing best practices and tools to enhance the protection of users' security, privacy and identity.

BDV - Big data value Association. It is the private counterpart to the European Commission to implement the BDV PPP Programme (Big Data Value PPP). BDVA has over 150 members all over Europe, with a composition of large, medium and small-sized industries and organisations. The objectives are to boost European Big Data Value research, development and innovation and to foster a positive perception of Big Data Value.

EURAI - European Association for Artificial Intelligence

The European Association for Artificial Intelligence EurAI (formerly ECCAI) was established in July 1982 as a representative body for the European Artificial Intelligence community. Its aim is to promote the study, research and application of Artificial Intelligence in Europe.

1.1.2.3 Local and Global institutions and governance

Committee of Regions (CoR). It is the EU's assembly of regional and local representatives and represents the voice of the regions and cities in the European Union. Its mission is to involve regional a local authority in the European decision-making process and thus to encourage greater participation from our fellow citizens.

European Innovation Partnership for Smart Cities and Communities (EIP-SCC).

It is an initiative supported by the EC bringing together cities, industry, SME's, banks, research, an others smart city actor to improve urban life through more sustainable integrated solutions. Its main aim is to come up with scalable and transferable solutions to contribute to the EU's 20/20/20 climate action goals.

Eurocities. It is the network of major European cities, and the members are the elected local and municipal governments of major European cities. Its aim is to reinforce the important role that local governments should play in a multilevel governance structure. It aims to shape the opinions of stakeholders in Brussels and ultimately influence the focus of EU legislation in a way which allows city governments to tackle strategic challenges at local level.

Open and Agile Smart Cities initiative (OASC). It is a city-driven, non-profit organisation that brings together smart cities from across the globe, promoting interoperability and the free flow of data within and between smart cities. The overall objective is to create a Smart City market. There are currently 89 cities from 19 countries in Europe, Latin America and Asia Pacific.

CORAL. It is a European network of regions collaborating in the field of Ambient Assisted Living and Active and Healthy Ageing, connecting stakeholders in the regional networks and innovation clusters for partner searches in European projects and tenders. Coral aims to be a learning community for the implementation and upscaling of innovative solutions for Active and Healthy Ageing.

2 Objectives

The major focus of the GATEKEEPER Dissemination & Communication (D&C) plan is to ensure that the project activities and outcomes are widely spread among the appropriate target communities, at appropriate times, via appropriate methods, as well as to identify potential contributors to the development, evaluation, uptake and exploitation of GATEKEEPER outcomes, encouraging participation on a systematic and regular basis.

The D&C plan will be based on five components that aim to answer the WHY there is a need to disseminate, WHO (target audiences), WHAT target audiences will receive (key messages), HOW (communication channels) and WHEN (implementation and time planner).

The objectives of the communication and dissemination plan are divided into two main sections according to the main opportunities to disseminate, both at a global and local level. Furthermore, specific goals for the first year are also reflected.

2.1 Global objectives

- To become the **reference in Europe** as a **sustainable** and **interoperable platform** able to offer healthcare & social solutions for **improving the personalisation and prevention of chronic conditions** and develop new **business models based on VBHC** that support and prolong active and healthy ageing.

- To **raise awareness** of the benefits and opportunities that **GATEKEEPER solutions, based on digital solutions,** can offer and progressively engage and involve all the target stakeholders in the ecosystem.

- To **share the knowledge and "know-how"** with other H2020 funded projects (greater focus on Large Scale Pilots) and EC entities in order to maximise the impact of the achievements, learnings, etc. through transversal activities such as Working Groups.

- To transmit a **coordinated and homogenous message about GATEKEEPER** applying the **visual identity created to all the offline and online materials so** the main stakeholders can easily identify the project.

2.2 Local objectives

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

- To **increase the impact at local level** of each global GATEKEEPER dissemination activity, getting a **deeper and wider impact within each region**.

- To **define a local strategy** to gain high **visibility** of **each deployment site** and GATEKEEPER project **in each country**.

- To implement an effective **promotion campaign** oriented to **recruitment purposes** in order to involve the **expected number of users in each Pilot Site**, and consequently at global level.

    *Both local D&C strategies and recruitment campaigns will be elaborated by all Pilots Sites in the upcoming months. Those plans will be included on the D9.3

Dissemination and communications activities and materials to be presented on M12.

- To **draw the attention of national and regional governments** about the **need to including digital solutions** for improving health services.

2.3 First year objectives

The objectives established for the first year at both local and global levels include:

- To **define the dissemination plan** establishing the partners involved and responsibilities in each task. This objective guided the activity to prepare and produce this deliverable.

- To **set up all channels and tools** that will support and guarantee the proper implementation of the D&C plan, both at global and local level.

- To **achieve visibility of the project** among target audiences defined regarding the scope, objectives, activities and results that GATEKEEPER is going to address and achieve.

- To **achieve a high impact and visibility in the advertising and promotion** of the first GATEKEEPER **open call** (focused on technological issues).

3 Target audiences and key messages

Playing in this heterogeneous arena, the success of the Dissemination & Communication plan will be characterised by a deeper knowledge of all actors involved in this huge ecosystem. Only if a critical mass of different stakeholders is engaged considering their needs, the project will succeed.

In this respect, the interaction with the target the stakeholders will pursue not just promote the GATEKEEPER achievements among them, but also enticing their involvement in the ecosystem, adopting an active participation depending of their role.

This approach is reflected considering the following levels engagement that will be achieved from the beginning of the project until mature phases progressively:

1) **awareness,** defined as communicating general information about the project goals and main benefits expected for the society;

2) **understanding,** defined as disseminating knowledge about project results and how these results could be used and exploited; and

3) **involvement,** defined as encouraging an active role in the project related to spreading awareness, obtaining and influencing the project results.
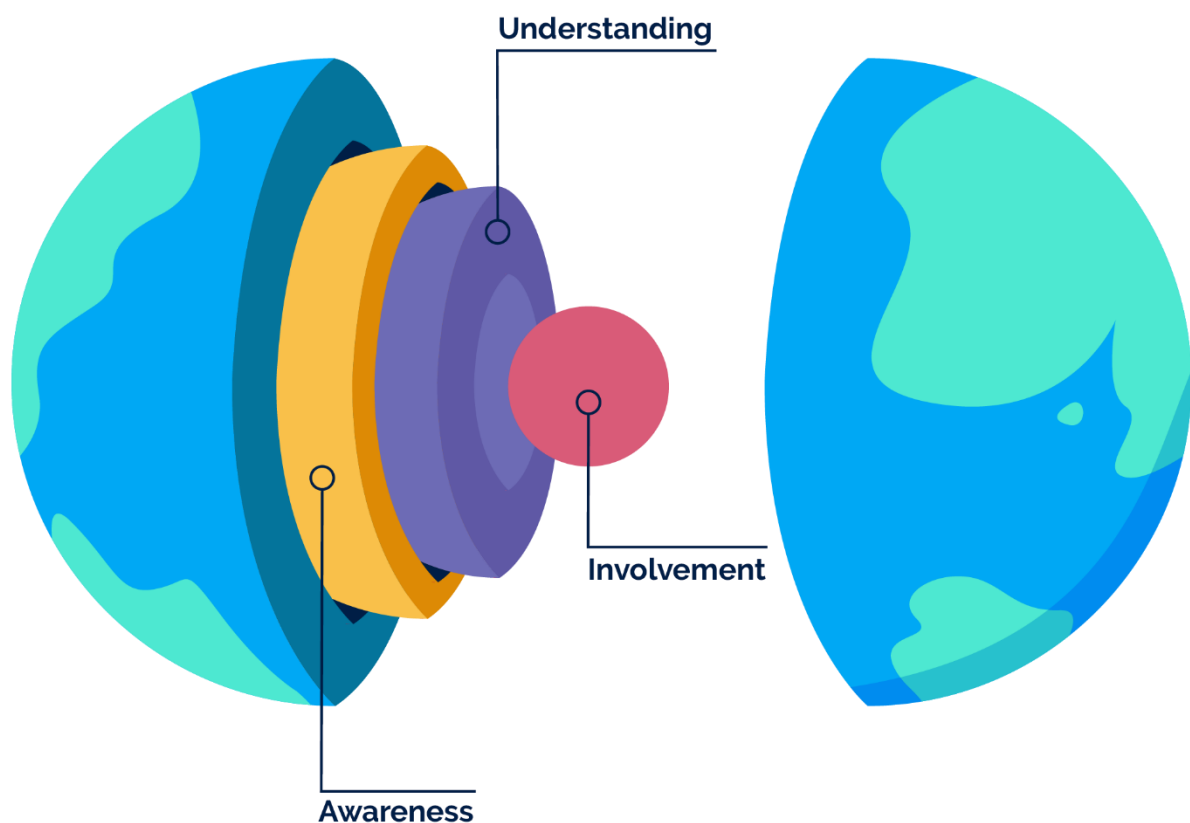

Figure 1 – Levels of engagement

In the table below an overview of the main target groups for the Gatekeeper Dissemination and Communication strategy and the main messages to address them with are described:

Table 1: Target audiences and messages to transmit

WHO	WHAT
CITIZENS ▪ **Older adults** ▪ **Informal caregivers** They are the final beneficiaries of all services created, deployed and evaluated.	▪ Project challenges ▪ GATEKEEPER services, solutions, products and benefits ▪ Privacy and security policy and ways/rights to exchange information (socio-ethical and legal findings).
IoT INDUSTRY (consumer devices/appliances/robots) ▪ **Large industrial companies** ▪ **SMEs** Decision makers and "influencers" including top management that can create new partnership approaches and ecosystems based on new smart and cutting-edge computing equipment. Additionally, providers of IoT network components and sensors for remote connection environments are inlcuded in this group.	▪ GATEKEEPER Ecosystem, its services and products ▪ Security and interoperability for smart living environments deployment ▪ Available products and services in the marketplace ▪ Functional and technical requirements ▪ End users (pilots) needs ▪ Market and financing opportunities, business models.
ICT INDUSTRY (Specialised in AI & Big Data) ▪ **Large industrial companies** ▪ **SMEs** Decision makers and "influencers" including: ▪ Top management ▪ IT Consultants ▪ Software developers / integrators from the AI, Cloud, big data, machine learning, cybersecurity/ blockchain sectors ▪ IT hardware and software services, data management area or system integrators.	▪ GATEKEEPER Ecosystem, its services and products ▪ Security and interoperability ▪ Platform maintenance and usage ▪ Available products and services in the GATEKEEPER marketplace (technical, socio-ethical findings, frameworks and demonstrators' results) ▪ Functional and technical requirements ▪ End users (pilots) needs ▪ Market opportunities, business models, financing opportunities.

SCIENTIFIC COMMUNITY Research and academia leading the development of IoT platforms, IT, Big Data, standardisation at all levels and support the Open source research community that adopts and shares open source solutions and databases.	▪ Project achievements, knowledge, results and research advancements to be transferred to academic environments including: colleagues, scientific committees, scientific journals, Internet Fora and other working groups.
STANDARDISATION BODIES & FACILITATORS TO STANDARDISATION ▪ **IoT, Platform and Organisations supporting standardisation and interoperability.** They provide advocacy and create consensus around standardisation in platforms, IoT developments, etc.	▪ Any relevant outcome of the GATEKEEPER project regarding standardisation efforts, experience, data, and evidence or practices adoption from large pilots under operational conditions.
ACTIVE and HEALTHY AGEING VALUE CHAIN (Industry) ▪ **Health & social care IoT based industry** ▪ **SMEs and research** They are the key innovators in digital health from different sectors like: biosensors, biomarkers, environment sensors, wearables and solutions. They are potential early adopters and end users from health and healthcare domains aiming to provide and exchanging health records and data.	▪ GATEKEEPER Ecosystem, its services and products ▪ Security and interoperability, platform maintenance and usage ▪ Available products and services in the GATEKEEPER Catalogue ▪ Certification process and availability ▪ Functional and technical requirements ▪ End users (pilots) needs ▪ Market opportunities, business models, financing opportunities.
ACTIVE and HEALTHY AGEING VALUE CHAIN (Services) AHA service providers that manage: ▪ **Health records and health related data** ▪ **Web and apps that support health records exchange workflow.** They progressively incorporate technology for service provision and have a large client database in direct contact with caregivers. Thus, are Potential early adopters and end-users.	▪ GATEKEEPER Ecosystem, its services and products ▪ Security and interoperability ▪ Available products and services in the GATEKEEPER Catalogue ▪ Functional and technical requirements ▪ End users (pilots) needs ▪ Benefits on Quality of Life ▪ Value of new business models and care process based on IoT technologies and services

ACTIVE and HEALTHY AGEING VALUE CHAIN (Governance) ▪ **Policy makers** ▪ **Payers and public administration** They procure AHA services for citizen and/or clients; decide policies of investments on innovation.	▪ Cost-effectiveness interventions for AHA ▪ New business models that enable sustainability; guidelines and successful cases.
INTERNATIONAL BODIES ▪ **Organizations at European level to set policies and strategies**	▪ Project goals as well as successful or exemplary activities and results
Policymakers from the WORLD HEALTH ORGANIZATION, with focus on medical devices	▪ Cost-effectiveness of intervention ▪ Potential and current value-based healthcare benefit of IoT ▪ Imminent need for further recognition of IoT in the domain of medical devices.
OPEN SOURCE & OPEN DEVELOPERS COMMUNITY: ▪ **Open source developers and more specifically WoT community** They are aimed at contributing code to maintain and sustain the platform after the project aims.	▪ Project development activities ▪ Open source code and WoT-FHIR initiatives ▪ Standardisation,
OTHER PROJECTS ▪ **Other EC projects and CSAs (such as DT-ICT-13-2019: Digital Platforms/Pilots Horizontal Activities)** ▪ **Large national and international initiatives were partners are participating.**	▪ Project information regarding results and outputs ▪ Evidences and good practices ▪ Cross-participation in activities.
SOCIETY AT LARGE AND GENERAL PUBLIC That get access to project information and outputs.	▪ Benefits of IoT based smart environments and enabled AHA solutions for QoL and autonomy.

4 Methodology and workflow

The consortium consists of different types of institutions: research institutions, SMEs, industrial partners, healthcare & social providers, academy side and public authorities; all with a different interest and focus on certain target groups, and different efforts assigned to dissemination. In order to achieve an optimal result, GATEKEEPER have defined a specific Dissemination & Communication structure, with an Expert Board and D&C working group.

Expert Board (EB) is the controlling authority in terms of definition of the overall dissemination strategy and guidelines to be followed. This group oversees the definition of the main objectives and activities that will be deployed during the life of the project, updated every year.

All core decisions in terms of GATEKEEPER dissemination will be discussed within the expert board, and if needed, shared with the Project Steering Committee. (Budget issues included here).

It is composed of four partners, UPM, FUNKA, MYSPHERA and MEDTRONIC, and led by the Dissemination Manager.

D&C Working Group (DC) will be an inter cluster group that will serve to maintain a proper coordination among those tasks that can enrich and support the communication and dissemination of project activities and results through the GATEKEEPER channels.

Considering the nature of the consortium, this group will be composed by one person for each Pilot Site (PS) plus one representative of those transversal activities that can boost the GATEKEEPER community. All members are indicated in the table below.

Table 2: D&C working group members

Pilot Site/ Transversal task	Person involved in D&C WG	Back up person
Basque Country	Janire Orcajo (OSAKIDETZA)	Olatz Albaina (KRONIKGUNE)
Aragon	Modesto Sierra (SALUD ARAGÓN)	Rosana Angles (SALUD ARAGÓN)
Saxony	Kai Gand (DRESDEN UNIVERSITY)	Julia Schellong (DRESDEN UNIVERSITY
Greece	Konstantinos Votis (CITIES NET)	Eleftheria Polychronidou (CITIES NET)
Puglia	Franceso Fera (REGIONE PUGLIA)	Franco Mercalli (MultiMedia Engineers)
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
ECHALLIANCE (WP9)	Karolina Mackiewicz	Valentina Tageo
RSCN (WP)	John Farrell	Maddalena Illario
HL7 (WP9)	Catherine Chronaki	Giorgio Cangioli
Project coordination (MDT)	Paula Currás	Jorge Posada
Ecosystem value co-creation (MDT)	Marta Pérez	Alberto Indarte
Standardisation and certification mechanisms (FUNKA)	Rudolph Brynn	Susanna Laurin
Sscientific Activities	Giuseppe Fico, Leandro Pecchia and Dimitrios Fotiadis	
Impact harmonisation (OPENEVIDENCE)	Frans Folkvord	Nuria Febrer
Exploitation, Business models and Sustainability (MYSPHERA/SAMSUNG)	Sergio Guillén	Rohit Ail

There are two established working approaches between both groups:

Top-down approach: Expert group is in charge to define the main guidelines to be followed in terms of global messages, digital strategy, marketing materials, event attendance, and so on, for GATEKEEPER dissemination. The D&C working group and each partner may follow these guidelines.

Bottom-up approach: D&C working group must update about general situation of each Pilot Site, and upcoming activities for each partner such as publications, event attendance, appearance in local media, etc. to maintain informed in every moment the Expert Group about the progress of the individual dissemination plans.

This information will be used 1) to create a global message about GATEKEEPER, and 2) to update the global channels with the activities and results achieved in each Pilot Site and tasks.

In order to have an effective local strategy and cover each Pilot Site and tasks needs, the dissemination leader may be able to support them regarding any dissemination activity at local level. Each activity effort must be previously evaluated in terms of cost and time.

Top-down approach

- Guidelines to be followed
- Support on local actions

EXPERT BOARD

Bottom up approach

- Update situation of each Pilot Site/Task
- Upcoming local D&C actions

D&C WORKING GROUP

Figure 2 – Expert board and D&C working group workflow

Both approaches will be managed through monthly teleconferences. For this purpose, a specific distribution mailing list has been created including the appointed contacts.

As in the rest of the project tasks, the Alfresco repository will be used to share all the D&C materials and resources among the working group.

5 Visual Identity

The visual identity includes all images and elements that make a unique and universal visual identification of a brand, in this case the GATEKEEPER brand.

Everything communicates and everything helps to create a coherent visual identity of the project and therefore all the dissemination materials will be built around the bases described below. The whole consortium must follow these guidelines to transmit a consistent brand image.

In order to establish the GATEKEEPER visual identity, the first action was the creation of the GATEKEEPER logo and, in consonance with it, the rest of the visual identity. The name itself refers to the ability of connecting and controlling the knowledge transfer among the different actors of the healthcare domain, considering the needs of every target to ensure healthier and independent lives for the ageing populations.

The GATEKEEPER image is based on a dynamic logo which includes a main version and three different variations that will serve to easily adapt the brand to the different offline and online materials.

Graphically speaking, the logo represents those doors that the project will control to connect the aforementioned actors. It is a fresh image where the isotype and the typography are merged in those doors offering a modern representation.

The main colour is pink, followed by a dark blue that will be used to apply the brand in those formats where the main version is not properly visible. Additionally, several colour swatches have been defined to be used on the design of additional communication and dissemination materials.

Figure 3 – Main GATEKEEPER logo

Figure 4 – Main GATEKEEPER logo variations

Figure 5 – Secondary GATEKEEPER logo variations

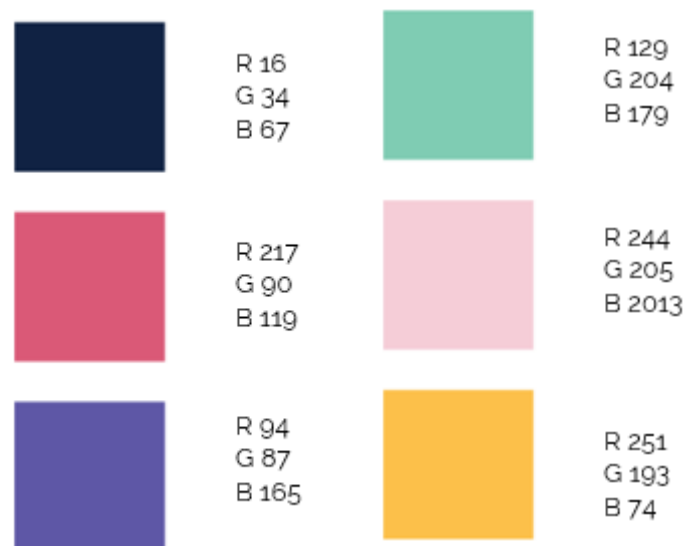Figure 6 – Colour swatches

The corporate typography chosen for the logotype is "SUPPLY" in capital letters and bold more. It is a futurist, clear and non-serif font. The official typography to be used in documents by all consortium is Raleway, a free usage font already distributed among the consortium and available online to be included in the website.
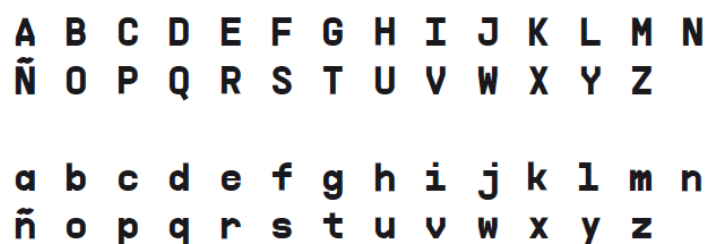
Figure 7 – APPLY font used for the logo

A B C D E F G H I J K L M N
Ñ O P Q R S T U V W Y Y Z
a b c d e f g h I j k l m n
ñ o p k r s t u v w x y z

Figure 8 – RALEWAY font used for all GATEKEEPER materials

For the most commonly used documents (Power Point presentations and Word Agendas, minutes, deliverables…) templates have been designed and distributed within the consortium. Additionally, icon resources in main corporative colours have been shared so the partners can elaborate professional documentation. The brand resource catalogue will be updated periodically.
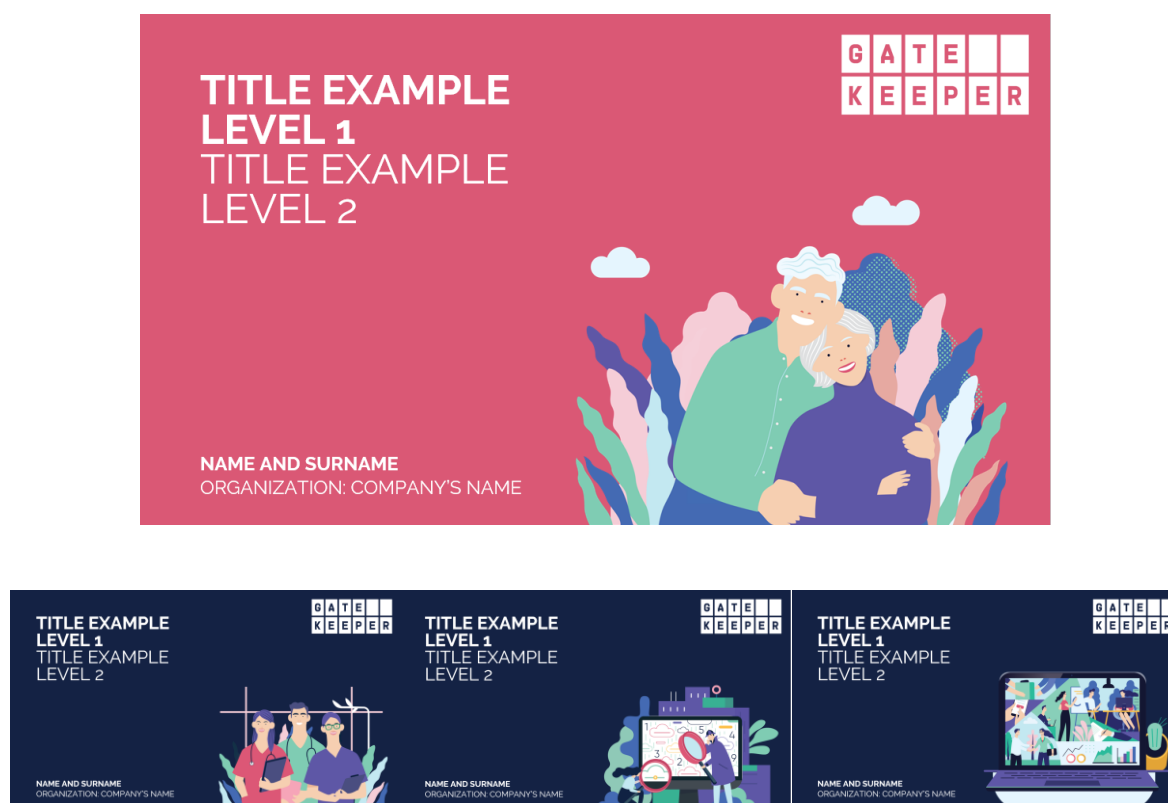
Figure 9 – PPT template with dedicated infographics by clusters

Figure 10 – Icon resources for presentations

All the guidelines mentioned previously have been gathered in a corporate identity manual that has already been uploaded in the Alfresco repository and must be followed by all partners.

Regarding the stationery, visiting cards will be created for the project steering committee. Other helpful materials like folders, notebooks, merchandising, etc. with the GATEKEEPER brand may be produced ad-hoc for specific actions.

6 Dissemination and communication actions and channels

6.1 Project web page

The GATEKEEPER website will serve as the main digital point of information about the project, providing a public online showcase, including an overview of the project and up-to-date information on results and key activities.

The deliverable D9.2 Project Website provides a detailed description of this channel. Version 1.0 of the website is available since October 2019 coinciding with the kick-off Meeting of the project with the intention on having an online source of information for the audiences. The new version (2.0) fully available since May 2020. This version includes more detailed information, new functionalities and an improved L&F according to the project brand. https://www.gatekeeper-project.eu/

The Gatekeeper website includes the following sections:

Home

- Horizontal menu including drop down menus in those sections with more than sub-section. Above the menu the Social Media channels will appear.
- Banner. This space will be used to show ad-hoc images for the GATEKEEPER digital campaigns.
- A newsletter subscription will be included below the banner. By entering the email address, users will be added to the GATEKEEPER database to receive regular communications.
- Video. During the first year of the project, an overview video about GATEKEEPER will be created and included in the home section. The main challenges and uses cases will be explained using clear messages and infographic style.
- Latest news. Relevant news about the project community will be highlighted at the bottom of the landing page.
- Footer. It will be divided in 3 columns including interesting links related with project domains and organisations, calendar with the next events and Twitter timeline.
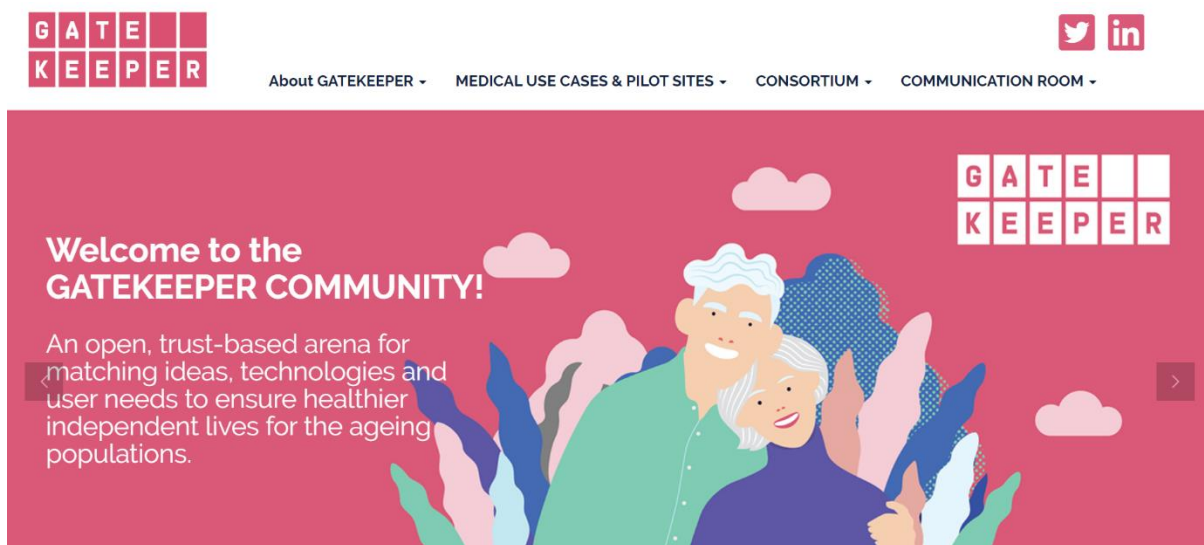
Figure 11 – Web 2.0 L&F

About GATEKEEPER
The aim of this section is giving an overview of the project to the audiences regarding the challenges, the project structure, the objectives and the technological approach. The following points will be addressed: mission & vision, governance (WPs), Impact (objectives) and Arena (technological platform).

Pilot Sites
This section will contain all the information regarding the pilots, and it will be updated during the life of the project and according to the status of the pilots, from the recruitment phase to the validation. An interactive map will be available so the users can easily view the distribution of the pilots across Europe.

Consortium
Thanks to this section, users will be able to see the variety of the partners that make up the consortium and how powerful it is for potential collaborations. Three categories are shown: partners distribution map, grid including all partners by type of entity and the Project Management Board members.

Communication Room
By navigating through this section, the users will be informed about the latest achievements, news and materials produced by the consortium.

Blog
This action is going to be reoriented from what is stated in the Document of Action. A specific section on this point can be found later in the document.

Education
The consortium is being very active celebrating webinars regarding the main aspects of the project using the Webex tool provided by Medtronic. As the partners are producing a high value content, the Cluster Managers* together with the Expert Board and Coordination Team has defined and strategy for taking advantage of this knowledge.

*In order to guarantee a successful interrelation of the project partners, three clusters have been created to run periodic online meetings and conduce the project activities properly:

- Platform Cluster lead by Universidad Politécnica de Madrid
- Pilots Cluster lead by University of Warwick
- Business Cluster lead by MEDTRONIC & MYSPHERA

The following two-fold approach for webinar series have been defined:

PUBLIC WEBINARS

Aim: spread the know-how from the consortium to the target audiences, positioning the project as a reference on the healthcare & digital tech domains. Moreover, this may serve to promote potential collaborations among interesting organizations.

Channels: Education section of the website as main point to display the public webinars using the YouTube channel as a repository. Additionally, the content will be distributed among Social Media channels and included in the digital project newsletters.

CONFIDENTIAL WEBINARS

Aim: share the know-how and best practices inside the consortium so the partners can improve their participation on the project thanks to others' experience.

Channels: an intranet for video streaming (not download for confidential purposes) is being built to gather all videos of this category. All project members will have credentials to access.

For coordinating this action, the Cluster Managers will ask periodically to the members in those groups about hot topics to perform new webinars responding to the following aspects:

- Title/topic of the webinar
- Responsible of the webinar
- Public or Confidential category.

Once the topics are approved by the Cluster Managers, the Coordination Team will centralize the production of the webinars providing support on the following aspects:
- Excel file compiling the webinars proposed by topic
- Calendarization of the webinars and coordination with the responsible
- PPT template with a defined structure to prepare the content in a homogeneous way.
- Design revision
- Instructions on how to: 1) introduce a webinar to the audience and 2) run the session
- Video edition and publication

Open Call

The Open Call task started in M6 (March 2020). Once the general concept of the first inititive is planned, a section on the website will be published.

Specifications

Usability and accessibility

User-friendly design and interaction guidelines will be applied to facilitate the user navigation through the website. FUNKA will carry an accessibility audit as an expert in this area to guarantee the proper visualisation of the website by all users. A report including any identified problem will be reported to the developers and designers, taking into account the Web Accessibility Directive (Directive (EU) 2016/2102).

Search Engine Optimisation techniques

In order to gain visibility among all targeted audiences identified, an SEO methodology will be implemented in the website.

General Data Protection Regulation

GATEKEEPER consortium considers the privacy and security of data as crucial, even more so as the project will be directly handling user data from several European countries. In this respect, both the Privacy Police and the Legal Notice statements will be visible on any page of the website and prepared according to the GDPR guidelines.

6.1.1 Web Page KPIs

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

Platform online 24/7 since M3; +100.000 visitors accumulated with +2 min of staying:

Year 1: 5K. Year 2: 10K. Year 3: 20K. Year 4: 65 K

Moreover, the following KPIs will be considered to assess the impact and interest generated:

- Sessions. The number of times a user opened a browser to a page on your site.

- Users. The number of unique users that opened those pages on your site.

- Pageviews. The number of pages viewed by a user during a session. This will likely be higher than sessions.

- Average Session Duration. The average amount of time of each session. Users can have multiple sessions.

- Bounce Rate. The percentage of single-page sessions that left without interacting with your page.

- % New Sessions. New sessions made by new users.

- The number of different countries from which users come from

6.2 LinkedIn Blog

As already stated, this action is going to be 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 new proposal is to include the Blog in the LinkedIn channel, where the professional audiences of the project will be conveyed, by posting under the "Article" label. Once the "LinkedIn Blog" will be up and running, it will be linked on a dedicated tab on the main website.

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

- Analyse the audiences behind the "Likes", "Comments" and "Share" linked to the different posts.
- Become a reference in the sector, thanks to the segmented audiences interested in the channel.

The blog's approach will be 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. To develop this action, the managers of the project will be contacted in M7. They will be invited to participate on the blog, transmitting to them the objectives of the channel and initial ideas for articles with the intention of scheduling the publications for the whole year.

- 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. Once the LinkedIn profile and project network are mature on this channel, relevant contacts will receive an invitation to participate in the blog using the message tool of the channel.

- Sharing of relevant publications/news produced by relevant organisations and colleagues at European and International level that can enrich the debate and discussions.

The goal will be to publish two posts per month and the blog will be launched on M8, once the channel and the strategy for LinkedIn are designed and running.

6.2.1 Blog KPIs

- Tracking the number of likes, shares and comments on LinkedIn.
- Tracking the number of members of the Gatekeeper group on LinkedIn
- Number of visitors in the URL of the blog through the website.

6.3 Dissemination materials

Having a professional set of printed and audio-visual materials it is crucial for the project members to transmit the potential of GATEKEEPER among the target audiences in the variety of meetings and events that the consortium will attend.

These materials will be adapted depending on the phase of the project as following:

- Awareness phase: to show the project challenges, main activities and expected outcomes.
- Understanding phase: to display the achievements of the project and preliminary results.
- Involvement phase: to expose the project outcomes and the exploitation initiatives to join the GATEKEEPER community.

The following list of materials will be prepared according to the generated brand identity guidelines

Printed

- **Brochures/flyers**
- **Posters**
- **Roll ups**

Audio-visual

- **Videos.** An introductory video will be produced during the first year of the project with the purpose of showing in a comprehensive way the objectives, the purpose of the pilots and the impact expected to the wide variety of audiences. To achieve this, modern and clear infographic illustrations will be used. In a mature phase a dedicated video about the Pilots Sites will be generated following the same style.

  Several traditional videos (recorded), will be prepared throughout the life of the project. From one side, interviews to the project representatives will be recorder with the purpose of showing the audiences which are the main aspects of the project by the people directly involved.

  On the other hand, videos from the users, clinicians and caregivers using and benefitting from the GATEKEEPER solutions will be prepared. The intention will be to show the satisfaction of the final users first-hand about the services put in place.

- **Newsletter.** To maintain the GATEKEEPER community informed about the project achievements, an online newsletter will be generated every three months. In order to maximise impact among relevant stakeholders, a GATEKEEPER database will be built gathering all contacts from the consortium network taking advantage of the variety of their connections. The pre-identified targets, along with the analysis performed by the business cluster about the GATEKEEPER network will be considered.

The dissemination leader will coordinate the design of these materials in order to guarantee the correct implementation of the GATEKEEPER visual identity guidelines.

These materials will be spread at those levels:

1. Digital channels: web and Social Media
2. Printed version (if applicable) on conferences and exhibitions
3. GATEKEEPER newsletter

6.3.1 D&C materials KPIs

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

5000 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).

Moreover, the following aspects will be tracked:

- Number of copies distributed of each material.
- Impact (impression) in social networks when those material are shared.

6.4 Media

A relevant dissemination channel that GATEKEEPER will use is the public press, TV and radio programmes. This will include presentation of the GATEKEEPER project within these channels, as well as performing interviews to disseminate the results of the project and to increase its impact.

Identification of project milestones will be crucial for coordinating the launch of press releases in every PS at the same time in order to maximise the impact. For this purpose, the Expert Board will be in charge of controlling times and producing the press release content in English; this will be shared among the PS contacts for translation and adaptation to the local context.

Of course, press releases can be launched at local level to give visibility of the progress and results made at each PS. For this purpose, the dissemination leader must be informed about this kind of actions in order to provide support on the documentation preparation.

The Expert Board will coordinate and validate the generation of press releases, dossiers, interviews, press conferences and media events. This figure will be also in charge of producing a PRESS KIT in English that will be updated regularly considering the progress and the message to transmit in each phase.

At least one press release will be published per year. Moreover, ad-hoc campaigns will be defined to promote relevant milestones of the project such as the Open Call, the participation at big conferences and the public events organised by the consortium.

6.4.1 Media KPIs

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

News in partners Newsletters/Website/Publications will reach at least 80 overall the project. 1 press media by year.

Moreover, the following aspects will be analysing:

- Clipping 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.

6.5 Social Media

The use of social media channels (Twitter, LinkedIn and YouTube) is of high importance for the Gatekeeper project. Social media help 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 Thing 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.).

6.5.1 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.

The GATEKEEPER Twitter account will be updated at least three times per week in order to maintain a continuous communication with our audiences. The posts will be created considering the "the perfect Tweet rule":

- @ Mention people whatever you can
- #Gatekeeper (plus selected #s for each of the social media campaigns)
- Include an image or link to enrich your post

Figure 12 – Gatekeeper Twitter account

FUNKA will be the Expert Board member in charge to oversee the management of the general feed of the channel, posting information about the project regular activity. Connection with the main organisations and entities included in the GATEKEEPER network will be done to interact and participate on the debates generated.

Moreover, specific campaigns such as the Open Call and participation in events will be managed by Medtronic. As a starting point, during the D&C working group teleconferences, all participants will be asked to update about the conference attendance in the upcoming months. With this information a calendar will be developed to contact the representatives in advance so they will be able to provide information about their participation, including images and statements.

For this action, the assistant partners will be requested to send the dissemination leader (who will manage the account) the hashtag of the conference, images and statements so that they are able to generate posts. It is very important to perform this action as the traffic during these events is very high and can provide the GATEKEEPER account great visibility.

Hashtags will be used to highlight key words and attract the relevant audiences. One project hashtag will be established to accompany all social media messages launched by the project (e.g. #Gatekeeper). Each of the main social media campaigns managed by Medtronic will also be identified via a hashtag to gage the success of that specific campaign. A social media monitoring system (such as hashtracking.com) will be implemented to analyse the impact of social media activities and to further adapt future campaigns. This tool will provide information such as total number of tweets, total number of timeline deliveries, total number of contributors and the reach (how many Twitter users could have seen the hashtag).

6.5.2 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. A LinkedIn group will be created in order to bring together all relevant stakeholders in the project and provide a space for online discussion and visualisation of important materials related to the Gatekeeper project. LinkedIn will provide a much more efficient means to post regular articles, publications and news related to the Gatekeeper project and will replace the external blog that was originally mentioned in the DoA (See section 7.2). These publications will include articles generated by project partners and external experts interested in collaborating in the project blog, sharing their vision and knowledge about the global challenges that GATEKEEPER aims to cover. Medtronic and Funka will jointly administer the LinkedIn group ensuring that only appropriate and relevant content is published by the members. Interactions and discussions amongst group members will be promoted and instigated where possible, particular around key topics.

6.5.3 YouTube

A Gatekeeper YouTube channel will be set up as a repository to upload those videos produced by the project consortium (introductory video/direct user experience with the Gatekeeper platform etc.). It will form an important part of the Gatekeeper communication and dissemination strategy as videos are an extremely effective tool in getting people's attention and transmitting the aforementioned key project messages to the target audiences.

It will also be used as a means through which other audio-visual content will be posted that is of interest to the GATEKEEPER community. Important videos will be directly linked with the GATEKEEPER website and posted on other social media channels (Twitter/LinkedIn) In order to maximise their visibility. Medtronic and Funka will be the Expert Board members in charge of managing the project YouTube channel and selecting the videos that should appear there.

6.5.4 Social Media KPIs

Twitter

The KPI in the DoA is to achieve 1000 followers during the life project.

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

- 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

6.6 Conferences

It is crucial to analyse how the unprecedented worldwide pandemic situation we are experiencing due to the Covid-19, will affect to the performance of this activity. At this moment (May 2020) mostly all the events scheduled until October 2020 are cancelled, postponed or potentially to celebrate virtually. Considering this context, the attendance of the GATEKEEPER consortium during the first year of the project will be very limited. In any case, the attendance to events from now on will depend of the European and country guidelines stated by the governments.

As an example, the GATEKEEPER project was confirmed to participate in the Smart Living and eHealth track of one of the most representative events in Europe about digital technologies: the IoT Week 2020. This conference is already postponed to 2021.

Nevertheless, in the following paragraphs the approach that will be followed once this situation is fixed is displayed:

The expert board will analyse (each year) the main conferences that will be held concerning project domains to select those which present key opportunities for members of the consortium to participate and present the GATEKEEPER project and its main results.

This planning will allow to prepare the assistance to the conferences in advance; focused on preparing ad-hoc marketing materials such as brochures, posters, booths materials and presentations.

Moreover, as expressed in previous section, the Twitter channel will be used to highlight the participation of the consortium in conferences and interact with other projects and initiatives.

The following domains have been considered to make the analysis:

- Medicine and Healthcare
- Information Technologies
- e-health
- Active Ageing
- Institutional/governance
- Big Data
- Internet of Things
- Active Assisted Living
- Artificial Intelligence

.
The list below includes a potential list of events to attend by the consortium, considering the deviations already commented before:

IEEE Symposium on Computers and Communications
(July 8th – 10th 2020. Potentially virtual) https://conferences.imt-atlantique.fr/iscc2020/
The first IEEE Symposium on Computers and Communications (ISCC) was held in 1995 in response to the growing interaction between the fields of computers and communications.

International Conference of the IEEE Engineering in Medicine and Biology Society (EMBS)
(20th – 24th July 2020. Potentially virtual) https://embc.embs.org/2020/
The theme of the conference is "Enabling Innovative Technologies for Global Healthcare". As the world's largest international biomedical engineering conference. A broad array of scientific tracks will cover diverse topics of cutting-edge research and innovation in biomedical engineering, healthcare technology R&D, translational clinical research, technology transfer and entrepreneurship, and biomedical engineering education.

EASST Biannual Meeting
(18th -21st August 2020. Potentially virtual) https://www.easst4s2020prague.org/
EASST biennial international conference held in different European locations which every 4 years is held jointly with the Society for Social Studies of Science (4S). Since the first event in 1982 there have been 15 conferences which have involved over 5000 different scholars from more than 1200 different academic institutions from all European countries as well as from every continent.

Machine Learning for Healthcare Conference (MLHC)
(6th – 8th August 2020 **-** Durham, North Carolina) https://www.mlforhc.org/
MLHC is an annual research meeting that exists to bring together two usually insular disciplines: computer scientists with artificial intelligence, machine learning, and big data expertise, and clinicians/medical researchers.

MEDICON. Mediterranean Conference on Medical and Biological Engineering and Computing. (26th – 28th September 2019 – Coimbra, Portugal).
https://www.medicon2019.org/
Patient empowerment has emerged as a new paradigm that positions the patients at the heart of the health system and encourages them to be actively involved in managing their own healthcare needs. MEDICON2019 provides a common platform for the cross fertilization of ideas, and to help shape knowledge and scientific achievements by bridging complementary disciplines into an interactive and attractive forum under the special theme of the conference that is "Improving healthcare through holistic patient empowerment".

World Conference of Gerontechnology (7th- 9th October 2020 - Trondheim, Norway)
http://www.gerontechnology.org/news-2020.html
ISG encourages and promotes technological innovations in products and services that address older peoples' ambitions and needs on the basis of scientific knowledge about ageing processes including cultural and individual differences
The theme for the International Society for Gerontechnology's 12th World Conference (ISG2020) is "Measures to achieve better quality of life and active healthy aging", addressing the potential power of technology to both enhance quality of life of older people and prevent age-related disabilities through health promotion.

ACHI 2020 - International Conference on Advances in Computer-Human Interactions
(21st – 25th November 2020 - Valencia, Spain).
https://www.iaria.org/conferences2020/CfPACHI20.html
The Eleventh International Conference on Advances in Computer-Human Interaction, ACHI 2020 , was proposed as a result of a paradigm shift in the most recent achievements and future trends in human interactions with increasingly complex systems. ACHI 2020 also brings a suite of specific domain applications, such as gaming, e-learning, social, medicine, teleconferencing and engineering.

EMBEC - European Medical and Biological Engineering Conference
(29th November – 3rd December 2020 – Portoroz, Slovenia)
https://www.embec2020.org/
EMBEC will present all traditional BME areas, but also new and emerging fields, such as Artificial Intelligence in Health Care, Tissue Engineering, Bioinformatics, Neurotechnology, Electroporation-based Treatments, and Technologies for Medicine and Biology. Moreover, they will emphasize the role of education, translational research, and commercialization of new ideas.

ICT 2020. Leading the Digital Age
(1st – 3rd December 2020 in Cologne, Germany)
https://ec.europa.eu/digital-single-market/en/news/ict-2020-leading-digital-age
In a time of reconstruction, the next decade should witness a Europe that strives for more prosperity building on its excellence in science and technology, at the forefront of innovation. ICT 2020 will host a high-level policy conference, an interactive exhibition of EU-funded projects in the field of ICT, numerous networking opportunities and much more! It is a unique occasion to bring together 5 000 researchers, innovators and engineers from all ICT fields, policy and business decision makers, as well as investors and venture capitalists.

IEEE International Conference on Machine Learning and Applications (ICMLA)
(8th -16th December 2020 - Copenhagen, Denmark)
https://www.icmla-conference.org/icmla20
ICMLA 2020 aims to bring together researchers and practitioners to present their latest achievements and innovations in the area of machine learning (ML). The conference provides a leading international forum for the dissemination of original research in ML, with emphasis on applications as well as novel algorithms and systems. The conference aims to attract researchers and application developers from a wide range of ML related areas, and the recent emergence of Big Data processing brings an urgent need for machine learning to address these new challenges.

Annual International Conference on Advanced Technologies & Treatments for Diabetes
(17th – 20th February 2021 in Paris) https://attd.kenes.com/
ATTD aims to promote and enhance the development of novel technologies and treatments for diabetes and strives to change the lives of people with diabetes. We invite you to be a part of the continuously growing community that is moving our field forward. Come see the latest advancements & innovation, discover remarkable science, meet experts in the field, and be part of an evolving the future.

ACM IUI - International Conference on Intelligent User Interfaces
(13rd-17th April 2021, College Station, Texas) https://iui.acm.org/2021/
ACM IUI 2021 is the 26th annual meeting of the intelligent interfaces community and serves as a premier international forum for reporting outstanding research and development on intelligent user interfaces. ACM IUI is where the Human-Computer Interaction (HCI) community meets the Artificial Intelligence (AI) community. We are also very interested in contributions from related fields, such as psychology, behavioral science, cognitive science, computer graphics, design, the arts, etc.

World Congress on Medical Physics and Biomedical Engineering
(30th May – 4th June 2021, Singapore) www.WC2021.org
The World Congress on Medical Physics and Biomedical Engineering 2021 (WC2021) is the world's leading forum for presenting the scientific results and major innovations in health-related technologies to a global audience for the medical physic and biomedical engineering fraternity.

IoT Week (2021 edition to be confirmed) https://iotweek.org/
IoT Week is an annual event organized by the IoT Forum since 2011. The IoT Week conference gathers industry and academia representatives from around the world. The last edition attracted about 850 participants specialized in the IoT domain, including research centres, research projects, large industries, SMEs, developers, standards development organizations and policymakers, including the European Commission.

IEEE World Forum on Internet of Things
(2021 edition to be confirmed) https://wfiot2020.iot.ieee.org/
The 2020 IEEE 6th World Forum on Internet of Things (WF-IoT 2020) is the premier conference for the IEEE IoT Initiative and consists of the most outstanding participants from the research community, the public sector, and industry. The theme of the Conference is "Internet of Intelligent Things". The papers, presentations, and events at the conference are focused on contributions to nurture, cultivate, enhance and accelerate the adoption of IoT technologies and applications for the benefit of society.

Conference of Partners of the European Innovation Partnership on Active and Health Ageing (EIP on AHA)
(edition to be confirmed) https://ec.europa.eu/eip/ageing/home_en
This platform is a communication and information hub for all actors involved in Active and Healthy Ageing through Europe. It is the place to encourage partner engagement, promote news and events, meet and exchange ideas with peers, and look for potential partners on innovative projects. Join our growing and productive community of stakeholders. Let's work together to make the EU a place of excellence in innovation for healthy ageing!

World Health Organization. Global Forum on Medical Devices (edition to be confirmed)
https://www.who.int/news-room/events
The first ever WHO Global Forum on Medical Devices. The Global Forum built on three years of intense activity that followed the adoption of the first resolution on health technologies by the World Health Assembly (WHA) in May 2007 (WHA60.29).

International Conference on Biomedical and Health Informatics (BHI)
(edition to be confirmed) https://www.bhi-bsn-2019.org/bhi/ (last edition)
The IEEE-EMBS International Conference on Biomedical and Health Informatics (BHI) is the flagship conference of IEEE Engineering in Medicine and Biology Society (IEEE-EMBS) on the topics of informatics and computing in healthcare and life sciences. The theme of the BHI2019 is "Integrative informatics and modeling for precision and preventive medicine."

Annual European Conference of the International Foundation for Integrated Care
(cancelled)https://integratedcarefoundation.org/
The International Foundation for Integrated Care (IFIC) is a not-for-profit educational network that crosses organisational and professional boundaries to bring people together to advance the science, knowledge and adoption of integrated care policy and practice.

The Foundation seeks to achieve this through the development and exchange of ideas among academics, researchers, managers, clinicians, policy makers and users and carers of services throughout the World.

Additionally, partners will attend events at local and national level to show and demonstrate the project achievements and outcomes. This information will be reflected on the local D&C plans that will be presented on M12 and announced during the D&C working regular teleconferences to obtain support.

6.6.1 Conferences KPIs

The following KPIs are reflected in the DoA concerning conference attendance:

Participation at least in two international conferences per year and at least 5 national conferences. From the second year on, participation should include presentations and, where possible, live demonstrations of the Gatekeeper platform. In the last year, special sessions on the projects will be organised in both scientific and policy-maker relevant events.

Additionally, an analysis of the big conferences attended regarding the type and number of audiences and the impact in social channels and media will be carried out.

6.7 Publications

During the life of the project the learning generated by the consortium will be materialised in scientific & dissemination publications. These activities aim at transferring knowledge with the political, scientific and medical communities, creating opinions, consolidating professionals and promoting the scientific content generated by the GATEKEEPER consortium.

In this respect a publication strategy has been defined in coordination with the Technical Manager, the Scientific Manager and the D&C leader (Publication Expert Team). The following points reflects the workflow already shared with the consortium on this regard:

- A distribution list for publications has been generated to centralize the production, revision and submission of the GATEKEEPER publications.

  The Publication Expert Team is managing the following list: publications@gatekeeper-project.eu

- Any group of partners from the consortium interested on making a scientific/informative 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 to decide if it's in line with the interests and quality expected by the GATEKEEPER community. After analysing the input receives, 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 (main editor)
  - Authors
  - Title
  - Abstract draft
  - Source where will be published
  - Deadline for submission

- Once the publication is approved ant 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 submitted the responsible will complete all the info regarding the publication in the Dissemination & Communication reporting file available in Alfresco repository. This excel document includes a specific tab for publications with several field that must be carefully filled. It is mandatory to complete all the fields since are the ones requested by the European Commission through the Participant portal that must be periodically updated by the Coordination Team.

- When this process is finished, the publication responsible must send an email to the *Publication Expert Team* to confirm the submission of the publication and the completion of the reporting document . In this way, the publication can be promoted among the GATEKEEPER digital channels.

  - Publications section of the website
  - Social Media channels
  - Regular GATEKEEPER newsletter.

The categories of publications will include position papers, review articles, and research papers related to the IT (especially big data, IoT and AI/machine learning), healthcare, medical IoT and sensors domains, etc.

In addition, the Publications Core Team will elaborate a list of potential publications to cover, considering the hot topics of the project and the expertise from the consortium. This will be shared among the three cluster to guarantee the number of the publications expected. For assuring the quality of the articles prepared, the procedure explained above will be applied as well.

Below is a non-exhaustive list of exemplary journals and magazines in which the partners envision to participate:

- Nature Scientific Report: (impact of IoT on citizen health/wellbeing and healthcare system sustainability)

- IEEE Internet of Things Journal: (joint publication of IEEE Sensors, Communications Society, Computer Society, and Signal Processing Society, Transactions on Pattern Analysis and Machine Intelligence and in Medicine and Biology Magazine.

- The Internet of Things -IoT- Council; a thinktank for the Internet of Things.

- How can IoT improve our smart living while ageing well? (blog) Digital Single Market. Digital Economy & Society. European Commission.

- AIOTI: Alliance for Internet of Things Innovation

- IEEE Journal of Biomedical and Health Informatics (JBHI)

- Journal of Biomedical Informatics

- Journal of Responsible Innovation; Research Policy

- Bulletin of the World Health Organization

- International Journal of integrated care

- Age and Ageing journal

- Science, Technology and Human Values

- The Gerontologist

- Ageing & Society

- JMIR publications

- e-health news EU portal

- Internet Interventions.

6.7.1 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.

6.8 Open Call Promotion

The first Open Call will be launched on July 2020. The Open Call (OC) team is defining the approach of this initiative and working on the materials that will explain the conceptual and technical requirements to be evaluated. In order to attain the attention of potential beneficiaries of the open call, a promotion campaign will be deployed starting on 1st June. This plan will include:

- Open call on the website. A new tab on the main website will be published for showcasing all the information. Three steps will be enabled for submitting the candidate's proposals. 1- By entering the users mail they will acknowledge to be included in the OC database for receiving regular communications and access to the documentation 2- After the registration, the users will be able to download the guidelines and templates for properly completing all the documentation. 3- Once the users have all the documentation filled, they will be redirected to the submission portal for uploading it considering the deadline set.

  Moreover, a banner in the homepage will be included to boost the visibility of this action.

- Social Media. At least three posts per week will be focused on the OC. In early stages, the goal will be to create appetite among the target audiences about the funding available, main criteria to participate and timeline of the initiative. Once the website is ready, the public will be redirected to the site for completing the process described above. Regular messages remembering the deadlines will be launched in mature phases.

- Webinars. At least three webinars will be celebrated by the OC team by using the Webex tool for creating interactive sessions with the target audiences. This action will be announced and promoted using social media channels and mailings. From one side, the scope, expectations and principal criteria to participate will be explained. In the other hand, and webinar centred in technical issues will be celebrated to solve of the possible doubts of the participants by the Platform Cluster.

- Mailing. Considering all the users registered through the website, regular communications will be sent including the Webinars sessions and relevant information for the proposal's preparation. Moreover, these commutations will be shared within the consortium so all partners can boost the impact of the OC in the countries participating sending the content among their contacts.

- Media. One press release will be launching in each country to reinforce the visibility of the program among all the countries, this action will try to ensure the geographical variety of the proposals received. An English press release will be shared through the D&C Working group so their representatives can adapt it to their mother tongue and distribute it among their local/national network.

The goal of these actions will be to guarantee the success in terms or participation and quality of the proposal received. In next edition of this deliverable all the qualitative D&C results will be included.

6.9 Consortium events

6.9.1 Public events

During the life of the project two main public events will be celebrated. The first one will be related with the Open Calls with the aim of promoting the initiatives at European level for incorporating new partners and pilots to the GATEKEEPER consortium. In the Open Call plan produced in task *T2.5 Definition, coordination and evaluation of Open Call Activities* a detailed description of the promotion campaign using mainly the project digital channels will be described considering the preliminary approach described in the section above.

Furthermore, a final project event will be organised to present the project results. The goal will be to convey all relevant stakeholders from the GATEKEEPER community to celebrate an interactive session and demonstrate the value of the services deployed among the European society. More info will be given in mature phases of this periodic report.

6.9.2 Engagement driven dissemination events

Events at local level will be organized by the consortium in order to outreach and amplify the GATEKEEPER message. The goal of this meetings will be to stablish connections with the local and regional communities' members for showing them the value of the project through the celebration of events, showcases and focus group with the main stakeholders in each domain.

User community events. The user community will be used to transmit a deep and consistent message on the values of the project and follow up. They are meant to multiply these messages to their associates. **KPIs:** It will be created with the participation of at least 2 users' associations from pilots.

Showcases and Demonstrators. At every pilot site, showcases will be maintained to carry out demonstrations for targets audiences, mostly focused on local/ regional/national audiences. This will provide live demonstrations and prototypes of GATEKEEPER. These live sessions will provide a forum for researchers and industrial stakeholders from the AHA, ICT and IoT based smart living environment sectors (including Government). The Demo events will also support conference tracks. **KPIs:** at least one showcase per pilot

Workshops: focus group-based exercise that will support co-design events, gathering partners (IT developers, health and ageing experts, caregivers, lawyers, social and legal experts, and users) for performing foresight exercises (with the participation of experts and potential GATEKEEPER users). **KPIs:** at least one interactive face-2-face exercises by pilot site for gathering insights, expectations, needs, expertise, business models and processes from internal and external stakeholders.

Additionally, the GATEKEEPR community will connect with the developer's and scientific side by organizing the following technical events:

Connectathlon: design sprint-like event in which ICT developers and others involved in software development, including graphic designers, interface designers, project managers, and others, will collaborate intensively on developing services and applications based on the GATEKEEPER API. The goal is to create usable interoperable software supporting WoT-FHIR.

Datathons: the goal of the Datathon is to join clinical experts, data scientists, statisticians, and domain-specific experts to create ideas and produce clinically relevant research that reduces or eliminates biases, relies on sound statistical rigor and adequate data samples, and aims to produce replicable results. An accessible database than contains anonymised data from health assistance services according GDPR legal framework.

Both events will be carried out by WP2.

KPIs: at least one connectathlon and one Datathon (UPM organised the 1st on Critical Care in Europe[1]).

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[1] http://madridcriticalcaredatathon.shealth.eu/

7 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 for ensuring successful dissemination.

Once the dissemination and communication strategy has been defined, and the plan is in place and in the process of being implemented, monitoring the implementation phase is mandatory. Monitoring is important for the evaluation of the performance of activities. It also enables input and feedback to be provided on which areas, communication channels, and tools should be improved. Moreover, the continuous analysis of the current situation and changes in stakeholder needs, national and European policies and related initiatives is beneficial; it allows for responsiveness to and regular adjustment of the communication and dissemination strategy to the ongoing situations and developments.

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:

- D9.3 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 first year the table below is provided:

Table 3: KPIs by D&C action

ID	D&C ACTION	KPI from DoA	Source of evidence	Target Y1
1	**WEBSITE**	Number of visitors	Google Analytics	5K
2	**BLOG**	Number of articles published	Internal tracking	24 (2 per month)
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> 500 views
4	**MEDIA**	Number of press releases launched	Clipping	1 per year
5	**SOCIAL MEDIA**	<u>Twitter:</u> number of followers <u>LinkedIn:</u> number of contacts	Twitter and LinkedIn analytics	<u>Twitter:</u> 350 <u>LinkedIn:</u> 170
6	**CONFERENCES**	Number of conferences attended	Internal tracking	International: 2 National: 5
7	**PUBLICATIONS**	Number of publications generated	Internal tracking	7 publications

Moreover, other KPIs have been set on this document to better analyse the impact of the activities deployed.

8 Conclusions

A detailed description of the D&C strategy, methodology and main actions to be developed during the life of the project are described in this document. Nevertheless, this plan is a live document and will be adapted considering the needs of the project in each phase.

The D&C management represented by the Expert Board will closely work with the Business Cluster in order to boost the ecosystem enlargement and the adoption of the exploitation's plans. In this direction it is crucial to start building the GATEKEEPER community reaching the stakeholders identified in this initial phase, but also maintaining the radar active to continue enlarging the network in the mature stages of the project.

Finally, based on the overall dissemination strategy presented, Pilot Sites are defining their individual dissemination plan oriented to create awareness about the project in their regions among the local stakeholders. Additionally, a recruitment promotional actions will be included in those plans to boost the involvement of users for achieving the targets set. These plans will be generated in M8 and integrated in the D9.3 of M12. The Expert Board will check the conformance of those plans with the overall dissemination strategy and will monitor the performance of the proposed plans.