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D6.1 – WellCo Webpage

WP6 Dissemination and Exploitation
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| 0.1 | 02/02/2018 | Inmaculada Luengo, Paloma Jimeno | HIB | Initial Draft Version |
| 0.2 | 16/02/2018 | ALL | ALL | Feedback from the partners |
| 1.0 | 27/02/2018 | Inmaculada Luengo, Paloma Jimeno | HIB | Final version |

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Executive Summary

This document is the deliverable “D6.1 – WellCo Website” of the European project “WellCo - Wellbeing and Health Virtual Coach” (hereinafter also referred to as “WellCo”, project reference: 769765).

The WellCo Website aims to serve as key point to inform about results and maximize the impact of the project among the general public. The focus of this document is to provide a short written description of the webpage to support the web that is available at: <http://wellco-project.eu/>

The website will keep evolving as the project reaches maturity and more results are achieved.

1 WellCo Website

In the following sections, an overview of the WellCo website is gathered. The aim is explaining the different sections of the webpage as well as the information that each of them contain.

1.1 Home Page

This page aims to cover the purpose of the whole page. This page is accessible in the following link: <http://wellco-project.eu/>

The aspect of the page is shown in the picture below:

Well CO Welcome to WellCO HORIZON 2020 project website!

About the Project Consortium News Publications Contact Us Language: EN

WELLCO HORIZON 2020 PROJECT FOLLOW: f t in

“ Do you want to improve your well-being?
WellCo helps you in the behaviour change process.”

Our aim is to provide a novel ICT-based platform for a well-being and health oriented virtual coach for behavior change. This platform would bring about change by means of adequate and personalized intervention techniques that drive people to successful behaviour changes necessary for a healthier lifestyle. The platform will cover three essential conditions that contribute toward improving the performance of (behaviour, capability and opportunity, supported by the continuous monitoring of user's status and "Life Plan", and motivation, provided by an effective-aware virtual coach and multi-disciplinary professionals.

Physical Activity, Supporting Groups, Monitoring, Nutrition, Cognitive Exercises, Relaxation, Tips

NEWS
Leaflet for the WellCo project
8 MAR, 2018

NEWS
Meeting of members of projects approved within the call SCL-PM-15-2017
8 MAR, 2018

NEWS
WellCo appears in the weekly newsletter of Planetic for seven consecutive weeks.
8 MAR, 2018

NEWSLETTER
Email:
Subscribe

March 2018

| M | T | W | T | F | S | S |
|----|----|----|----|----|----|----|
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

Jan

This Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 769765

Tweets by @H2020_WellCo

H2020 WellCo Project Retweeted

World Economic Forum @wef
Doctors in the UK are prescribing social activities to fight against loneliness wef.ch/2FITtch #health

The Impact of Loneliness on public sector resources (2)

LACK OF SUPPORT STRUCTURES

Potential value to local and national authorities

GP visits, A&E visits, Hospital admissions

Increased productivity

Embed View on Twitter

Figure 1.- Home Page

The home page is formed by the following sections:

1.1.1 Introduction to the project

This sections aims to serve as reference of the purpose of the project for these people who access the first time to the webpage with no idea about the project or with the idea of knowing more about WellCo.

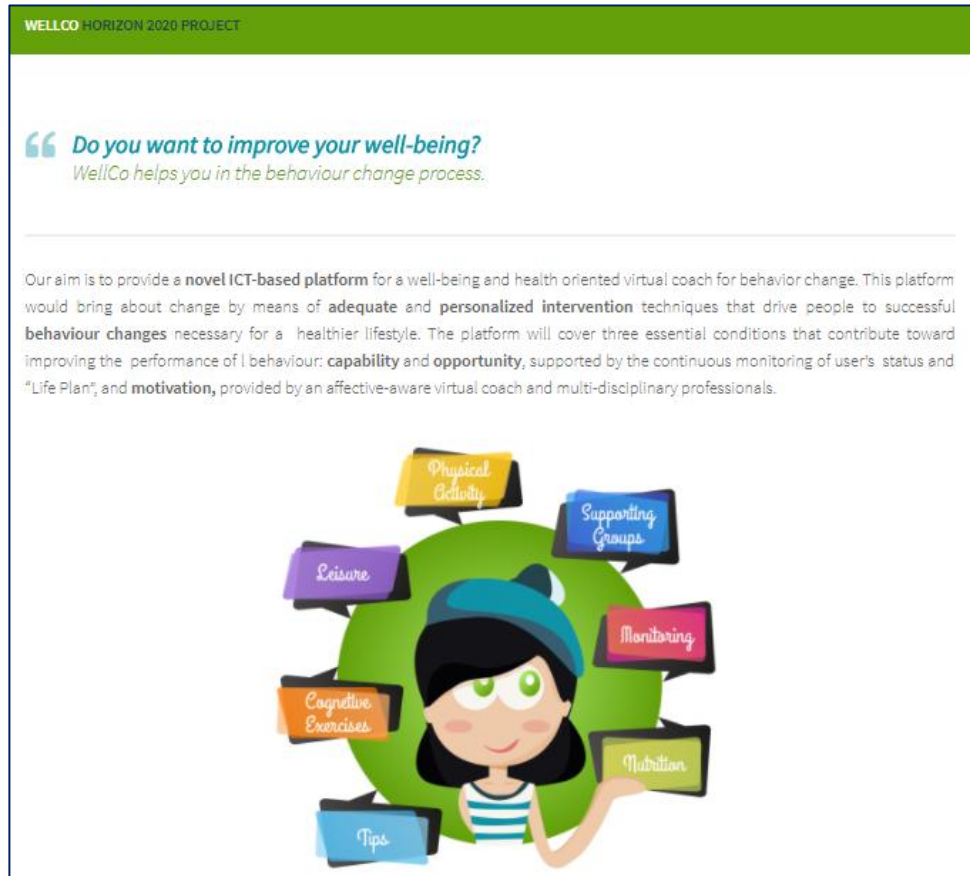


Figure 2.- Project Overview

1.1.2 Language

By clicking on the flag on the top right corner, the person visiting the page is able to change the language of the platform. The website is available in:

- English;
- Spanish;
- Slovenian;
- Dutch;
- Italian;
- Danish

These are the languages of the organizations forming the consortium of the WellCo project.

1.1.3 Dissemination Material

The panel on the right shows different dissemination material of the platform:

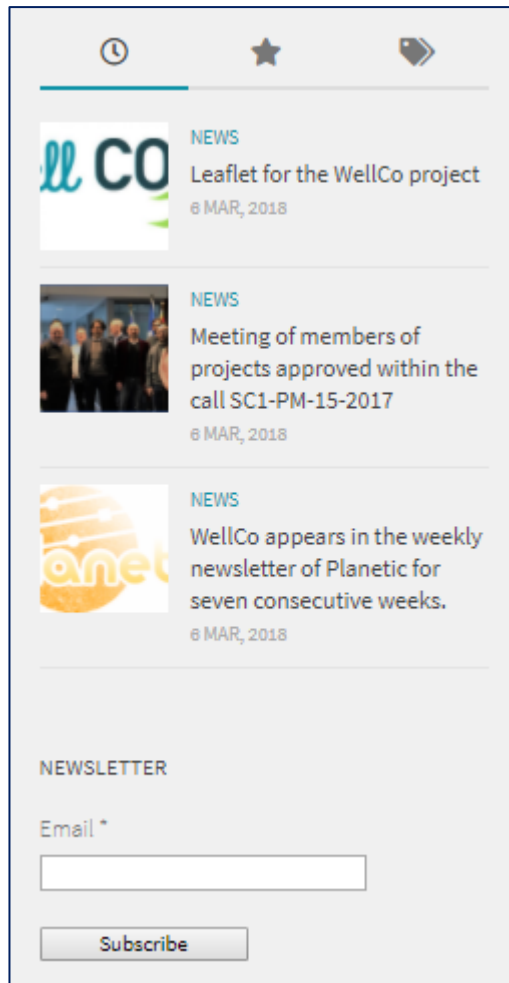


Figure 3.- Dissemination Panel

By clicking on this panel, the person visiting the webpage is able to:

- Access to the news of the project;
- Access to different dissemination material of the project, e.g. leaflet, poster, etc.
- To subscribe to the newsletter of the project.

1.1.4 Social Networks

Link to the Facebook, LinkedIn and Twitter account of the project are available in WellCo Website:



Figure 4.- Reference to Social Networks I



Figure 5.- Reference to Social Networks II (at the footer of the page)

These are:

- Facebook: <https://www.facebook.com/wellco.eu/>
- Twitter: https://twitter.com/h2o2o_wellco

- LinkedIn: <https://www.linkedin.com/company/wellco-project/>

In addition, those tweets that are retweeted by the Twitter account of WellCo are embedded and shown at the bottom of the home page:

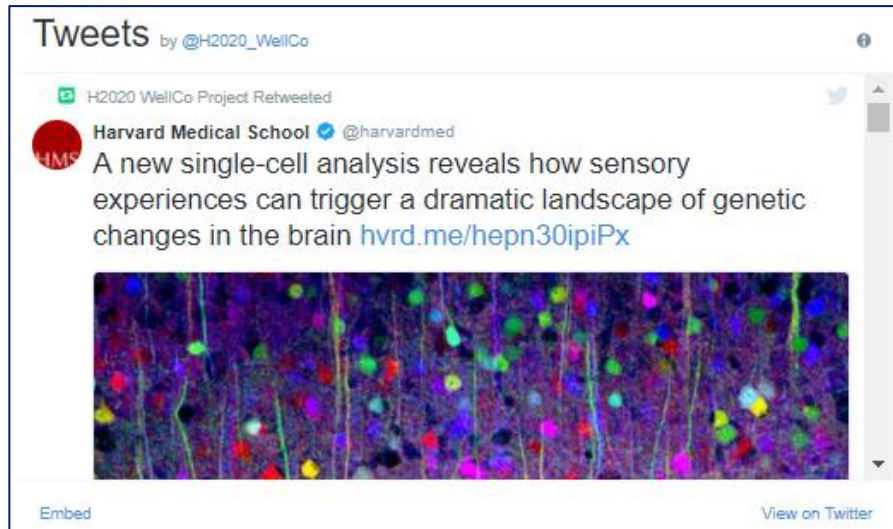


Figure 6.- Tweets of WellCo embedded to the webpage.

1.1.5 Calendar

At the bottom of the page, a calendar with the main events of the project is shown:

| March 2018 | | | | | | |
|------------|----|----|----|----|----|----|
| M | T | W | T | F | S | S |
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |
| « Jan | | | | | | |

Figure 7.- Calendar of the project

1.2 About the Project

By displaying this section in the Home Page, the person visiting the page is able to:

1.2.1 Project Background

This section aims to offer an overview of the project.



Ageing trends in Europe shows that in the coming decades, the high number of 'baby boomers' will increase the number of elderly people, reaching 28.7% of the EU-28's population those aged 65 years or over by 2080. Moreover thanks to the advances in technology, health care and pharmacological treatments, life expectancy has also notably increased. However, despite this statistically predicted life expectancy rise, the quality of life in recent years may have actually decreased, due to the prevalence of chronic illnesses such as heart disease, cancer, stroke, and diabetes. More than half of people aged 50–64 already report having a chronic condition, and nearly 91% of adults aged 75 and older suffer from one or more chronic conditions. **Unhealthy behaviours like poor diet, physical inactivity, smoking, etc. contribute largely towards incurring preventable chronic conditions.** To avoid them, different measures have been proposed, such as an encouragement for people to make healthier behavioural and consumption choices. These actions are even more effective when they are supported by **personalised health and wellbeing coaching services**, that aim to raise awareness about healthier lifestyles to improve the overall quality of people's lives.

The WellCo solution will provide a **novel approach** to promoting healthier lifestyles for longer life expectancy, by providing **personalized advice, guidance and follow-up** of users for the adoption of healthier behaviour choices.



Figure 8.- Project Background

1.2.2 Project Purpose

This section explains further the purpose of the project. The idea is attracting possible stakeholders and/or end-users to involved in the trials of the different prototypes.

WellCo delivers a **radical new ICT-based solution** involving **personalised advice, guidance and follow-up** of users. This solution will help and encourage the adoption of **healthier behaviour choices** to help **maintain or improve the user's physical cognitive, mental and social well-being for as long as possible**.

- **Advice** is given through **behaviour change interventions** specifically **tailored to** the singularities of each **user (user-centred approach)**; these interventions range from goals to achieve on a Social Network to recommended activities around the 7 areas: cognitive stimulation, leisure and entertainment, supporting groups, physical activity, health status, nutrition and tips. Recommendations and goals are provided after performing an **assessment of the status** for determining the **probability of a given disease expression**. This assessment accounts: user's profile, context (Life Plan), socio-economic agents, health and mental status derived from the data of wearable sensors seamlessly integrated into ADL of the user and user's mood after the application of **Affective Computing** via visual and speech emotion recognition.



- **Guidance and follow-up** is provided by the **Virtual Coach** developed in WellCo; this **affective-aware coach** is always active and interacts through speech with the user in order to:

1. Act as a **virtual interface among the user and the platform** by managing the flow of all user-platform and platform-user interactions (NLI);
2. **Empower users** in their **behaviour change process** through simulation activities tailored to their current mood (Affective Computing).

The whole **service** is also **followed-up and continuously supported** by a **multidisciplinary team of experts** as well as **users' close caregivers** that provide their clinical evidence (**Expert-Related Outcomes**) and knowledge about the user (**Observer-Related Outcomes**) to ensure effectiveness and accuracy of the change interventions.

Figure 9.- Project Purpose

1.2.3 Project Work-Plan and Objectives

This section explains the work plan and objectives in the project in order to make the person accessing the web be aware of the results expected.

Our work plan will be divided in the following steps:

1. **First Phase: Research** (Pre-proposal). Research on different intervention theories, methodologies and approaches for behaviour change to determine the theoretical basis and foundation for the WellCo project.
2. **Second Phase: Co-Design Methodology and Service Design**. Collection of user requirements in trials and research on technologies for the development and integration of the modules composing WellCo functionalities.
3. **Third Phase: Implementation**. Development and integration of the modules composing WellCo functionalities in three incremental prototypes.
4. **Fourth Phase: Demonstration and Piloting**. Users involved in the second phase will actively participate in the validation of the different prototypes developed, ensuring that the final solution meets the expected level of success expected for the project.



The second, third and fourth phase will be validated in three different trials sites in Trento (Italy) by FBK, Copenhagen (Denmark) by SDU and Castilla y León (Spain) by GSS, where a minimum sample of 135 end-users covering seniors, informal caregivers and professionals from multidisciplinary areas will be included.

Overall, the project goals are:

1. Develop novel ICT based concepts and approaches for useful and effective personalised recommendations and follow up in terms of preserving physical, cognitive, mental and social well-being for as long as possible
2. Validate non-obtrusive technologies for promoting and monitoring physical, cognitive, social and mental wellbeing.
3. Evidence of user-centred design and innovation, new intuitive ways of human-computer interaction and user acceptance.
4. Cost-effective analysis to maximize the quality and length of life in terms of activity and independence for people in need of guidance and care due to age related conditions.

Figure 10.- Project Work Plan and Objectives

1.3 Consortium

This section, accessible from the Home Page, provides a brief description of each of the partners composing the consortium of WellCo.

1.4 News

This section, accessible from the Home Page, gathers all the news regarding the actions and results achieved by the project so far.

NEWS CATEGORY: NEWS



NEWS MARCH 6, 2018

Leaflet for the WellCo project

With the aim of easing the recruitment of people for the co-design phase started in the last months, members of the WellCo project have created a leaflet where it is described what is WellCo...



NEWS MARCH 6, 2018

Meeting of members of projects approved within the call SC1-PM-15-2017


As part of the approach proposed by some of the coordinators of projects approved under the call SC1-PM-15-2017 "Personalized coaching for well-being and care of people as they age" regarding the creation of a...



NEWS MARCH 6, 2018

WellCo appears in the weekly newsletter of Planetic for seven consecutive weeks.

Planetic, a Spanish technological platform that aims to adopt and disseminate ICT technologies in Spain, has maintained the news about the KOL of WellCo project in its weekly newsletter for seven consecutive weeks. In...



NEWS MARCH 6, 2018

WellCo in the newsletter of the European Commission


WellCo appears in the February newsletter of the European Commission; specifically in the section "eHealth, Wellness and Ageing" within the paragraph "Research and Innovation". You can find more information in the following link: http://ec.europa.eu/newaroom/dae/newsletter-specific-archive-issue.cfm?newsletter_service_id=102&lang=default



NEWS MARCH 6, 2018

First Steps for the dissemination of WellCo Project

With the aim of spreading the main innovations proposed by WellCo as well as the impact that these advances involve regarding the provision of personalized coaching for the adoption of healthier behaviours that ensure...



NEWS MARCH 6, 2018

Kick-off Meeting Press Release: WellCo H2020 European Project

WellCo H2020 European Project coordinated by Hiberia and funded by the European Commission under the Societal Challenge – Personalized Medicine topic has just started with its Kick off Meeting that took place on 4th...

Figure 11.- News in WellCo

1.5 Publications

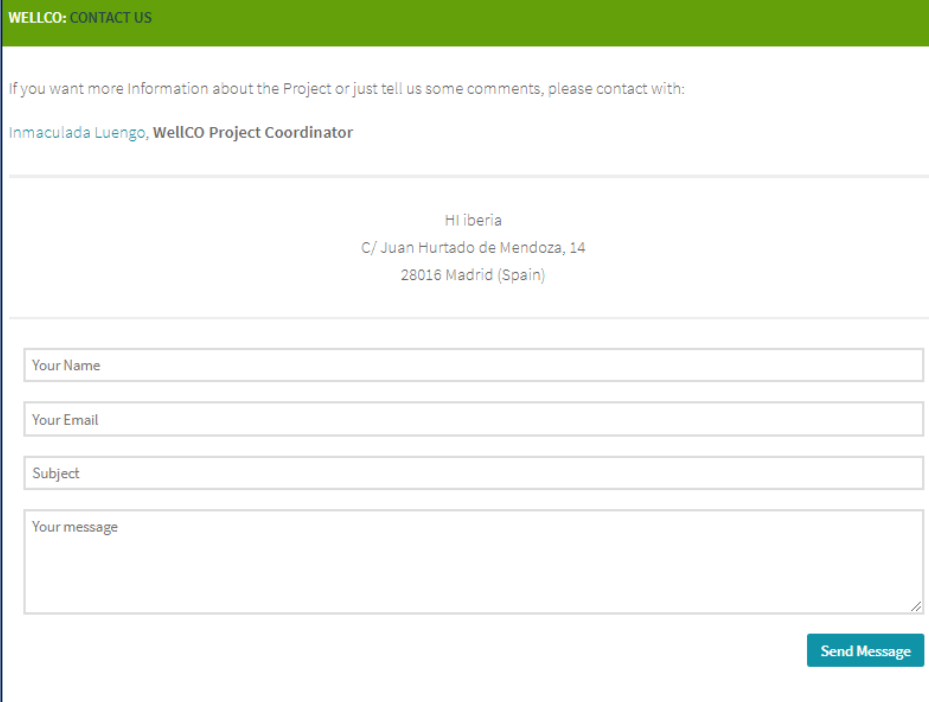
This section, accessible from the Home Page, will gather:

- **Scientific publications**, both the ones used as basis for the definition of the project and those published by the project consortium.
- **Public Deliverables**;

- **Dissemination Material**, such as leaflets, posters, brochures, etc.
- **Multimedia Material**, such as videos about the project.

1.6 Contact Us

This section, accessible from the Home Page, enables these people interested in WellCo to contact with the project coordinator by filling in the below form:



The screenshot shows a contact form titled "WELLCO: CONTACT US". The form includes the following elements:

- A header bar with the text "WELLCO: CONTACT US".
- A paragraph: "If you want more Information about the Project or just tell us some comments, please contact with:"
- A name: "Inmaculada Luengo, WellCO Project Coordinator"
- A horizontal line separator.
- Address information: "H iberia", "C/ Juan Hurtado de Mendoza, 14", "28016 Madrid (Spain)".
- Form fields: "Your Name", "Your Email", "Subject", and "Your message" (a larger text area).
- A "Send Message" button at the bottom right.

Figure 12.- Contact Form

2 Conclusions

This document has aimed to provide a quick overview of the main objectives of the WellCo webpage. The delivery of this document aims to justify the achievement of Milestone MS2 WellCo webpage whose verification reads as follows: The project website will include a repository for public project scientific information and downloads as well as web links to related relevant resources.