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Glossary

Acronym	Definition
WellCo	Wellbeing and Health Virtual Coach
DM	Dissemination Manager
EM	Exploitation Manager
PEDR	Plan for Exploitation and Dissemination of the Results



Executive Summary

This document is the deliverable “D6.2 – Plan for Exploitation & Dissemination of Results” of the European project “WellCo - Wellbeing and Health Virtual Coach” (hereinafter also referred to as “WellCo”, project reference: 769765).

The Plan for Exploitation and Dissemination of Results summarises the consortium’s strategy and concrete actions performed so far in order to disseminate, exploit and protect the foreground generated by the project as well as to serve as guideline to the Consortium for the Dissemination and Exploitation activities to be carried out in the coming months of the project.

This reports corresponds to the first release of the PEDR, however, some updates have been made based on the activities performed from M12 to M18 in order to have a renewed version before the midterm review. This document gives an introduction of the dissemination activities at **M18**, the ones planned for the subsequent period and a summary of most promising achievements, exploitable opportunities and identification of target segments for WellCo project and perspective business opportunities. The report will be updated yearly, at **M24** and **M36**.

The **two key areas** addressed by this deliverable are the dissemination and the exploitation actions which are separately in **Dissemination Plan** and **Exploitation Plan**. It is important to highlight that the dissemination section also includes a strategic communication plan with some activities aimed at promoting every action in WellCo and its achievements.

The **Dissemination Plan section describes the dissemination measures** that will be made along the project in order to demonstrate the added-value and positive impact of the project on the European Union. This section is composed of communication and dissemination activities. While **communication activities** are going to focus on **promoting any action in the project and its achievements** to a multitude of audiences, **dissemination activities** are going to focus on **disclosing only the results** of any action to the target group that better use will make of them. This is the reason why communication activities will be very important to raise awareness at the beginning of the project while dissemination activities will become indispensable for the exploitation of results at the end of the project. Thus, this deliverable aims at the presentation of a suitable dissemination strategy that takes into consideration both the target groups for WellCo as well as the subjects and matters of each of them and that will determine the best dissemination approach to reach them. In this way, a list of dissemination tools and activities are also defined together with a plan for their management. As the resources dedicated to dissemination are restricted, cost-effective ways were chosen to achieve a maximum of publicity for the project and its results.

The **Exploitation Plan provides a summary of the progress done with regards to the exploitable results of WellCo** and the potential routes for their exploitation that project partners have envisioned at the beginning of the project and which are being redefined as the project technically has progressed. MONSENSO, as mHealth SME leads the task for the exploitation and business model design in WellCo. In the development of the corresponding tasks, MONSENSO and project partners will collaborate in order to define their individual Exploitation Plans and to develop the market analysis. In further steps, the reports will be complemented with the partners’ support in order to evaluate the position in the market of WellCo’s main results, to identify market risks and start the design of the business model for WellCo in D6.4.



1 Introduction

The PEDR is a strategic document for the beneficiaries of WellCo project, helping them to **establish the bases for their intellectual property strategy, communication, dissemination and exploitation activities** as well as clearly defining how research results will be implemented and how they will impact on the market, on the future developments and policy making.

The **PEDR follows the evolution of the project** from the proposal; it evolves and becomes more precise and substantial during the lifespan of the project, reflecting the steps undertaken to protect, exploit and disseminate the results generated in the project.

A first draft of the PEDR was included at proposal stage and then, included into Annex 1 to the grant agreement (Description of the Action) signed between the beneficiaries and the European Commission. In order to periodically report to the European Commission about the concrete dissemination and exploitation activities carried out, three more submissions of the PEDR are expected along the project:

This first release (M12 but updated in M18), the current report, includes the Communication, Dissemination and Exploitation strategy and activities planned at the first 18 months of the WellCo project as well as the results of the communication, dissemination and individual exploitation plan performed during this period. Due to the public nature of this deliverable, most of the information regarding exploitation will be included in D6.4 Exploitation and Business Models design.

The second release (M24), published by the end of the second year of WellCo project, will include a detailed PEDR report of the communication, dissemination and exploitation activities performed in the second year of the project and an updated communication, dissemination and individual exploitation plan for last year of the project. If necessary, it also shall include an update of the dissemination and communication strategies in accordance with the findings gained during the first two years of the project. Finally, during this phase, initial agreements regarding the common exploitation plan for WellCo will take place. These first agreements will be slightly included in the second release of D6.4 Exploitation and Business Models design.

The third and last deliverable (M36) is planned to include the final version of PEDR that will contain the last version of communication, dissemination and individual exploitation plans, both the one implemented during the project and the one to be implemented after the project. The common exploitation agreement as well as the measures for protection of individual property taken in the project will not be included in this document but D6.4. The joint of both deliverables, D6.2 and D6.4, will be key to allow the European Commission to assess the impact of the project.

Besides this, the deliverable is structured in **five chapters**: Chapter 1 contains the introduction. Chapter 2 presents the actions to be performed to communicate and disseminate WellCo project. This section is divided in different subsections which illustrate the objectives of the communication/dissemination, the target audience, the timing of the activities, the communication/dissemination management policy and methodology, the tools and finally the dissemination and communication activities to be performed in the project. Chapter 3 focuses on the exploitation gathering a very brief introduction of the initial activities for exploitation of each partners owned results at individual level. More information regarding exploitation strategy and plan at individual level as well as those regarding the IPR management are further



explained in document D6.4 Exploitation and Business Models Design. Finally, in chapter 4, the main conclusions of this document are gathered.

2 Communication and Dissemination Plan

The dissemination plan proposed in WellCo contains a set of dissemination activities that represent the strategic vision of the consortium in terms of making the results and achievements of a project available to the stakeholders and to the wider audience. As part of this dissemination plan, some communication activities that try to define the best vehicle to inform about the progress and results of WellCo to a multitude of audiences are defined. Dissemination is essential for take-up, and take-up is crucial for the success of the project and for the sustainability of outputs in the long term.

The main objective of the planned dissemination activities is to **increase the visibility of the WellCo project** on selected communities and target groups at both European and international level and to further facilitate the realization of the impact. In order to maximize impacts, special attention will be given to approximate specific stakeholder groups such as (i) citizens with particular attention on ageing people and people around them; (ii) potential organizations, in particular those belonging to the healthcare sector; (iii) academics and researchers; (iv) policy and decision makers (EC, EU, national governments, regional authorities); (v) investors and (vi) people/organizations involved in other European initiatives and projects for innovation on active and healthy ageing. Through this interpretation, it is anticipated valuable feedback from stakeholders that will be interested in the WellCo outputs, its exploitable results and – mainly – in future market products the WellCo technology will uncover.

This deliverable outlines the WellCo dissemination strategy in terms of identification and description of the **dissemination key elements**:

- The objectives of the dissemination (mission, vision);
- The subjects of dissemination (what will be disseminated);
- The target audience (to who it will be disseminated), as well as
- The dissemination methods (how it will be disseminated);
- The distribution of responsibilities for dissemination (who will perform the dissemination) and rules for planning and performing of dissemination activities are described here.

The Consortium attaches great importance to dissemination, thus, although **the Dissemination Manager (Prof. Dr. Katarzyna Wac, UCPH) is leading these dissemination activities**, all partners contribute to that effort and strive to maximize use of all existing dissemination channels, such as high quality papers containing the best scientific achievements and oral and poster contributions to topical international and European conferences. Commercial partners regularly participate in workshops, fairs and showcases where technical achievements and prototypes can be shown to stakeholders.

2.1 Dissemination Strategy

The objective of the dissemination strategy is to identify and organise the activities to be performed with the aim of maximising the impact of the project and promoting commercial and other exploitation activities for the results of the project.

In more detail, **the objectives of the dissemination strategy** are:

- I. To **raise public awareness** about the project, its expected results and progress within defined target groups using effective communication means and tools;
- II. To **exchange experience with projects** and groups working **in the field** in order to join efforts, minimize duplication and maximize potential;
- III. To **spread the expertise and knowledge acquired** during the project;
- IV. To pave the way for a **successful commercial and non-commercial exploitation** of the project outcomes.
- V. To **maximize the achievement of the impact and objectives** expected in the project.

The dissemination strategy will follow **principles and best practices** successfully tested by the partners in other projects and in line with the EC Guidelines for successful dissemination:

- All research results/reports will be duly reviewed and copy will be sent to relevant partners involved in the project before these are published or disseminated. When appropriate, the reports will refer to other research projects and build on the existing results and literature.
- Research will be conducted following sound analysis and scientific practice principles, taking into account as much as possible policy requirements and needs.
- All partners who will contribute to the project activities will be duly informed about the final outcomes and the implications stemming from project results.
- All public results will be accessible from the project website and usable from all parties who may benefit from them.

The definition of the dissemination strategy for WellCo is based on **the identification of the following milestones**:

- The subject of dissemination (what will be disseminated),
- The identification of the target audience (who will most benefit from the project results and who would be interested in learning about the project findings),
- The definition of the methods and tools (what is the most effective dissemination activities to reach the target audience);
- The timing (when dissemination will take place),
- The dissemination management and policy (who is responsible of and how dissemination is ruled).

2.1.1 Subject of dissemination

The following general subjects of dissemination have been identified:

- **WellCo project itself** - general scope, coverage, level of achievement of objectives in test trials, e.g. the level of people engaged in the last phase of trials as well as the percentage of these people facing successful behavioural change in at least one aspect of their life; and the impact that these objectives have for society (adoption of healthier

behaviour trends), science (further research on behaviour change or AI for health) and economy (impulse for health care services).

- **Interim results** (reached objectives and achievements);
- **Techniques and methodologies**, such as the concept of health defined in this project and that serves as starting point for developing a solution for wellbeing and care (see D4.1) as well as the methodologies and techniques applied for the design and implementation of the model that enables the engagement of ageing population towards healthier long-term interventions– main objective of WellCo.
- **Technologies**, such as **cutting-edge technologies in Artificial Intelligence** that enable the creation of an affective-aware virtual coach able of providing personalized recommendations to each specific user as well as favouring the adoption of healthier choices that influence his/her health and wellbeing status in the long term.
- **Innovation aspects** (in an “open innovation” perspective), like theoretical and practical advances that WellCo makes within the framework of self-management interventions.

These subjects of dissemination will always respect IPR issues, both the ones defined at proposal stage and in the Consortium Agreement. These IPR issues will be further explained in coming versions of this deliverable, when the draft exploitation agreement will be created.

2.1.2 Target audience

In order to ensure the maximization of the dissemination potential of the consortium and once defined the subjects of dissemination for WellCo, next point in this dissemination strategy consists on the identification of the dissemination target areas and audiences in such a way that dissemination activities are tailored to them, using the most efficient and appropriate dissemination channels and tools to reach them.

2.1.2.1 Dissemination within WellCo consortium (Internal)

Ensuring effective internal dissemination among the consortium partners represents an important key success element for WellCo.

Partners’ organizations are important for dissemination for two reasons. First, they are **potential users of WellCo** project results themselves and secondly they **represent “influencers”** because of their huge impact on the associated healthcare sectors, councils, communities, etc.

WellCo consortium partners comprise important market players in various segments of the healthcare market and most of them are involved in other European projects which could be interested in the outcomes of WellCo. This constitutes a natural channel for the dissemination of the project and its result to other potential users. In this respect, the dissemination activities rely on the **effort and the possibility of each partner in exploiting opportunities to present the project and its results**. This activity is of major importance in the case of SMEs involved in the project, i.e. HIB, MONSENSO and CON, that should endeavour to disclose the results and information about WellCo to people and organizations around them, encouraging them to share this information further to their customers or business partners.

Methods of internal dissemination in WellCo can vary from providing links from partners’ web pages to the WellCo website, to seminars or workshops showcasing, to articles in partners’ internal newsletters and publication, etc.

Within this strategy of dissemination, an **internal communication strategy** that pursues the objective to **maintain all partners fully informed about planning, work in progress and**

existing or potential problems is also described. During the monthly plenary calls, WP leaders will update all partners about their activities, technical progresses and issues. In addition, to be updated about the activities of dissemination performed by all partners, the Dissemination Manager (Prof. Dr. Katarzyna Wac, UCPH) will distribute on biannual basis the dissemination report, a document to keep control on the dissemination activities performed by each of the partners.

Finally, documents and files for internal communication can be uploaded on the project collaborative repository in [Alfresco](#).

2.1.2.2 Dissemination beyond the WellCo consortium (External)

In order to structure the external dissemination activities in the dissemination plan and to be able to analyse the impact of dissemination on a comparable basis, a more accurate division of the target audience is developed in the following table.

Type of audience	Motivations
Citizens with particular attention on ageing people and people around them	<p>The major objective of WellCo is to help ageing individuals people to understand own potentially risky behaviours and adopt healthier behaviours that help them to reduce the risk of disease in the long term and keep them independent for as long as possible. Thus, this group constitutes the main target group for WellCo and the one who will show more interest in acquiring the solution.</p> <p>Ageing people always know about solutions like WellCo through their close circle which is usually more familiar with ICT technologies, than them and that keeps them informed. This close circle of the senior will be also motivated to join WellCo, thanks to the Social Network functionality of WellCo which enables relatives to interact with the senior and encourage him/her in the achievement of healthier behaviour goals.</p> <p>The interest of this target group has been already considered during the phase of requirements gathering in T2.2. In addition, in order to align work and technical objectives with the needs of this audience, WellCo will follow a co-design methodology with this target group that will last till the end of the project (WP2).</p>
Potential clients: organizations in the healthcare sector	<p>In addition to the above mentioned target group, WellCo will also involve in this co-design process a multidisciplinary team of experts covering psychologists, general practitioners, nurses, dietitians, physiotherapists, social workers, etc. They will supervise the recommendations provided by the virtual coach.</p>

Academic and research community

WellCo will allow them to provide more personalized advice, thanks to the information they gather from WellCo, as well as reduce the current workload they suffer.

Thus, near to the end of the project, at least 3 public workshops will be held in each trial site (Spain, Denmark and Italy) with the aim of inviting relevant stakeholders from the healthcare sector in order to present them the project results and highlight the utmost relevance of WellCo for these organizations.

It is expected that they provide valuable feedback on the project with challenging suggestions, advice and recommendations that contribute to maximize the impact of WellCo in each national market.

This group targets all **research communities interested in WellCo** results and innovation which can be beneficiaries of its research activities.

Scientific contributions of WellCo are particularly interesting for researchers working in the field of healthcare informatics, e.g. those who currently perform developments for better self-management interventions and adherence to self-care routines in ageing people.

The static theoretical model that conceptualizes health as the ability to adapt and self-manage and that takes social, environmental and biological properties into consideration, could also open the door to other models for user state assessment.

Finally, the developments made in WellCo within the field of artificial intelligence (AI), especially those regarding embodied conversational and affective-aware agents could be of great interest for this community too.

Policy and decision makers (EC, EU, national governments, regional authorities)

This is a wide group encompassing innovation driven local, regional authorities, representatives and associations, Ministries, parliaments and Public Administrations at national and international level.

This group could be interested on the social impact of the project, on the basis of several significant goals that can be promoted in WellCo. For instance:

- 4% improvement rate in the quality of life of European citizens;¹

¹ Section 2.1.2 of the DoA

Investors	<ul style="list-style-type: none"> • 2.6 billion in care cost would be saved;² • Value and evidence-informed data for policy making about what works and at what costs (cost-effectiveness); • Enhance health equity and strength public health using public resources currently available; • Create a new environment to change individual and collective behaviours, in addition to the currently available such as: taxes to increase duty of detrimental articles like sugar or tobacco, mass media awareness interventions, legislation making laws prohibiting sale or use of specific articles, etc.
	<p>This group could be interested in the commercial exploitation of the results of WellCo.</p>
	<p>This group refers to activities addressing external task forces that can be relevant to WellCo and which will offer a quite big and reusable knowledge base for implementing the project and solving commonly addressed issues by injecting knowledge and experience on topics such as practices, technologies, platforms, components, standards, etc.</p>
EU technology Clusters	<p>The most relevant technology cluster identified in WellCo is this composed by projects approved under the same call that WellCo, PM-15 projects, and that aims to exchange experience with these projects working in the same topic that WellCo in order to join efforts, minimize duplication and maximize project impact and potential.</p> <p>Also, EIPonAHA and AGE PLATFORM EUROPE are important groups working in healthy and independent ageing and living, that could help to raise public awareness about the project.</p>
EU projects working in similar domain	<p>The participation of project partners in other relevant projects offers the opportunity to establish quick links among parties through common participants.</p>

Table 1.- Segmentation of WellCo external audience

External dissemination will address the defined target groups at national, European and international level.

As WellCo is a project co-financed under the Horizon 2020 Programme of the European Community for research and innovation activities, the EU is naturally interested in the project results being disseminated world-wide. In fact, one of the most important objectives of this

² Section 2.1.2 of the DoA



HJ2020 scheme is to foster European research and development potential as a tool to secure Europe's global competitiveness.

WellCo partners have interesting and significant links with European and international activities:

- Most of the partners **already participated**, and currently participate, **to EU projects which are related with WellCo proposal**. This will form adequate basis for transfer of significant knowledge and technology from former well-being and care projects by strengthening the exploitation of results.
- Some **WellCo partners are involved in the activities of European Clusters and active and healthy ageing groups and standardization bodies**. For example, Dr. Wac from UCPH contributes to the IEEE P1752 "Open Mobile Health" Working Group: "Sleep Schema" subgroup.
- Some WellCo partners are members of international committees/boards of important symposia which can ensure and facilitate the dissemination of WellCo results. For example Dr. Wac from UCPH contributes to Society of Behavioral Medicine (SBM.org) as a Member of the Digital Health Council, as well as International Society for Quality of Life Research (ISOQOL.org).
- Finally, some WellCo partners have consolidated **pre-existing collaborations between each other in other funded EU projects**. This will certainly strengthen the cooperation with WellCo proposal which is requested to successfully finalize the project.

At national level, WellCo project will be disseminated among:

- National healthcare organizations;
- Academia on behalf of research centres (JSI, FBK) and universities (UCPH, SDU) involved in the project;
- Relevant public bodies, since they are important regulators and because of they are very close to the organizations of end-users involved in WellCo (FBK, SDU and GSS);
- Relevant professional associations, as they can inform their members and contacts on WellCo project and its results, being therefore important local influencers.

During the project, all WellCo partners will be encouraged to identify and approach the most important local groups of interests.

2.1.3 Dissemination activities timing

Dissemination activities are planned in accordance with stage of the development in the project, as planned in the Description of Action (DoA).

Although since the very beginning of the project, dissemination and communication activities are interlinked, it is during the development and finalization phase when dissemination activities become very prominent because of the relevance they have for disclosing project results.

The communication and dissemination activities are to be performed according to the following logical schedule:

1) **Initial awareness phase (month 0-4)**: this especially includes establishment of WellCo project website, the creation of a social community for WellCo in Twitter, Facebook and



LinkedIn, the creation of a graphical identity of the project (i.e. project logo, project leaflet and templates for project documents) as well as a press kit containing press releases and dissemination slides to be used in order to raise awareness about the project.

2) **Targeted dissemination phase (month 5-30):** the consortium will enrich the website, publish a poster and a promotional video, issue yearly press releases, papers and articles in research journals; as well as attend selected events, conferences and fairs. Biannual internal workshops and concertation activities with other ICT projects, such as PM15, will be also performed during this phase where preliminary project results will be presented to the target audiences.

3) **Pre-launch phase (month 30-36):** this represents the period closely before the end of the project, when consortium partners will realize the long term trials with the final prototype in order to show the impact of the solution proposed in WellCo and start the preparation of own plans for the exploitation of WellCo project outputs. This phase will be focused on informing the target audience of the WellCo exploitable outputs. Important communication themes in this phase will also be the references gained from the realization of WellCo demo results in public workshops performed in each trial site, i.e. Spain, Denmark and Italy, as well as thanks to the participation in different events and fairs at national and international level.

In parallel to phase 2 and 3, scientific partners such as FBK, JSI, SDU and UCPH will contribute to the publication of different papers as results are obtained and that contribute to raise awareness about WellCo among the scientific/academic community.

For more details, see Figure 23.

2.1.4 Dissemination management

2.1.4.1 *Distribution of responsibilities*

According to the Article 29.1 of the EC-GA "Each beneficiary must – as soon as possible – 'disseminate' its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium)." Therefore, every possible opportunity will be embraced by individual partners or on collective basis through joint appearance by more than one partner to make WellCo known among target groups defined in section 2.1.2 and general public as well.

All partners of the consortium must contribute to the communication and dissemination according to their foreseen role and effort and using all available tools, thus for instance by participating and giving presentations at conferences, publishing papers, holding press conferences, networking and similar activities and will strive to maximize the existing dissemination channels for the purpose of project result adoption and successful future exploitation of WellCo outputs.

In order to manage the external communication and the publication of WellCo related text/images/videos in whatsoever form (magazines, newspapers and papers for conferences, workshops and seminars, etc.) the Consortium avails itself of a Dissemination Manager (DM).

The Dissemination Manager is the person that supervises dissemination activities in WellCo. In WellCo this person coincides with the Scientific and Technical Coordinator (STC) that, as responsible for the technical management and coordination of WellCo, will be always updated with the different implementations and results existing in WellCo.



The contact details to be currently mentioned are:

Katarzyna Wac, Dissemination Manager

E-mail: wac@di.ku.dk

However, although the DM could act as central contact point for internal and external communication, this role is currently performed by the PC since she has a higher overall view of the status of the whole project. Thus, in the WellCo website there is a form of contact which will be sent to the PC every time that any person wants to know more about WellCo. Her contact details are:

Inmaculada Luengo, Project Coordinator

E-mail: iluengo@hi-iberia.es

2.1.4.2 Communication and Dissemination policy and rules

Dissemination activities in WellCo project are deeply wedded with the intellectual property (IP) rights protection which is clearly stated in EC-GA Section 3. Practical application of IP rights protection agreed among WellCo project partners is adjusted in the Consortium Agreement (CA) in Section 9.

The basic regulation of the dissemination activities in the GA states that:

Dissemination activities including but not restricted to publications and presentations shall be governed by the procedure of **Article 29.1 of the GA** subject to the following provisions.

"A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.

Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests."

For the avoidance of doubt, **no Signatory Party shall have the right to publish or allow the publishing of any data which includes Foreground, Background or Confidential Information of another Signatory Party**, even if such data is amalgamated with the Signatory Party's Foreground, or other information, document or material without the other Signatory Party's prior written approval.

Where publications relate to jointly-developed results, each Signatory Party involved must be asked for its consent to publish and such consent not to be unreasonably withheld, delayed or conditioned.

All draft articles must be sent to the PC, the PSC and to the DM before publication or production for reporting and archiving purposes. This will allow checking if they fulfil the dissemination requirements or whether they conflict with other existing papers. Moreover, the Technical Board will decide whether it is appropriate to make the document accessible on the Project website.

For dissemination actions, a common graphic identity has been defined (see Section 3.1.5) to allow for better visibility and recognition as well as branding of the WellCo project. Therefore, all dissemination tools and activities must refer to or include:



- the name of the project: WellCo,
- the project's website URL (<http://wellco-project.eu/>)
- to the WellCo project logo (described in Section 3.1.5.1.),
- acknowledgements to EC public funds. The official EC logo, with the Horizon 2020 indication below, will be used for any (internal or external) deliverable, report and dissemination/communication tool.

All actions based on work funded by EC within the activities of the WellCo Project should acknowledge their affiliation to WellCo and bear recognition of the EC funding. This is generally accomplished by adding the following sentence in the acknowledgements section:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 769765."

2.1.4.3 Dissemination monitoring and reporting

All consortium partners are encouraged by the Dissemination Manager to report the results of each dissemination activity immediately after they are presented. The reports shall include the type of activity performed, dates of duration and frequency, place, target group addressed, geographical coverage (local, regional, national or European), number of persons reached and any other information such as photos, list of signature, feedback gathered by the respective partner from the target audience, gained contacts to be listed in the contact repository for further dissemination purposes, etc.

This must be done through the WellCo project collaborative space in Alfresco which contains a specific [dissemination section](#). Also, all partners are invited to publish the dissemination material on the Consortium private website in Alfresco. Dissemination documents and files (text, audio, video, etc.) shall be uploaded to this shared repository.

For monitoring purposes, the dissemination activities will be reassessed regularly by the DM through the biannual dissemination reports to be sent by every consortium partner and that will be discussed during the project progress meetings that will take place every 6 months.

The information gathered during the entire lasting period will be analysed by DM and incorporated to the corresponding PEDR report. This document includes dissemination report of the first two years of WellCo project in the form of overview of activities performed in this period.

The Final Report to be delivered to the EC at the end of the project will include the final PEDR compiled by the Dissemination and Exploitation Manager on the basis of the contributions of all partners.

2.1.4.4 Evaluation

For the purposes of evaluation of WellCo dissemination/communication activities, quantitative indicators and associated metrics have been set up where applicable. The list of metrics for the current year are available in Table 3.

The coverage of every dissemination/communication activity will be indicated **by each partners in the dissemination report** and then, properly reviewed and assessed by the DM, that will determine their impact, using as basis the list of metrics defined in section 2.3.4.

2.2 Communication Strategy

Together with the dissemination strategy, a communication strategy is defined for WellCo. While the previous dissemination strategy will focus on spreading the main results achieved in WellCo to those specific audiences (see section 2.1.2) that will make the best use of them and that will contribute to ensure that the impact expected in the project is maximized, the communication strategy will focus on promoting every specific action in the project itself and its results to multitude of audiences – including the media and the public.

Thus, as communication activities focus both in action and project results, its audiences will not only cover the audiences to whom dissemination actions and tools are driven and that are defined in section 2.1.2, but also wider ones such as general public at a large.

Communication plays an important role in maximizing the impact of the project and it is **mandatory** that project partners contribute to promote the action and results of WellCo, as can be extracted from Article 38.1. of the GA – “The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.”

As for the case of dissemination, communication activities will be **supervised by the Dissemination Manager with the collaboration of the PC** that will monitor some specific communication activities such as the project website. These activities will be reported bially by every consortium partners as part of the dissemination report mentioned in section 2.1.4.3.

Among their tasks are ensuring that communication activities do not entail risks for the interests of the rests of partners and the Consortium as a whole, but also that:

- Communication activities refer or include the graphic identity of WellCo defined in section 2.3.
- All actions include the following sentence acknowledging their affiliation to WellCo and bearing recognition of the EC funding – **“This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 769765.”**
- All communication activities related to the action contains a **disclaimer** indicating that actions reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

In the coming section, a list of communication and dissemination activities that constitutes the initial plan for communication and dissemination in WellCo are defined. These activities are subject to be updated in coming releases of this deliverable.

2.3 Communication and Dissemination Activities

With the aim of creating a robust strategy for communication and dissemination that help to maximize the impact expected in WellCo, the following list of carefully planned activities has been created.

On the one hand, **communication activities** will start at the outset of every specific action of the project and will continue throughout its entire lifetime, aimed at promoting the action and its results to multiple audiences (in a way that they can be understood by non-specialists). Communication activities will be very important at the beginning of the project in order to raise awareness about it.

On the other hand, **dissemination activities** will start every time that important achievements are reached in the project; dissemination activities will consist on a set of tasks to be performed to disclose the results of the project to specific target audiences that may use them. Dissemination activities are very important along the whole project lifetime but mainly during the development and pre-launch phase, when more results are achieved.

More activities that the one listed below could be added in the dissemination reports as consequence of ad-hoc efforts in dissemination and communication as well as modifications derived from the progress and emerging results of the project.

2.3.1 Communication Plan

The following communication plan gathers a set of strategically planned communication activities aimed at promoting the action and results of WellCo to a multitude of audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange.

These communication activities will be empowered by the Dissemination Manager (DM), that will encourage WellCo own community to be active in communication, having the contacts and resources to react in a timely and efficient way whenever something that could be relevant happens.

The communications activities in WellCo cover:

2.3.1.1 Graphic Identity Logo

The logo includes the name of the project (WellCo), its main concept intends to clear and to capture the attention of the audience. Blue was selected as main colour due to it is the most universally preferred colour³ and it transfers reliability, very important for an application that uses a virtual coach which interacts and provides recommendations to the user. Well and CO are shown in two separate parts and the latter one is carried by a shape that represents the virtual coach. It wants to express that wellbeing is carried by the virtual coach, answering to the main of the WellCo project: an affective-aware virtual coach that aims to ensure the adoption of healthier behaviour changes that could impact in the health of the user in the long term.



Figure 1.- Logo for WellCo

The WellCo logo will be used for any (internal or external) deliverable, report and dissemination/communication tools.

³ <https://imagibrand.com/the-psychology-of-branding-with-the-color-blue-infographic/>



2.3.1.2 *Project Leaflet*

The main objective of the project leaflet is to provide audiences with an attractive and written overview and summary of the main project objectives and characteristics. To assist the communication effort, the attractive and professionally made leaflet, prepared by end-users together with HIB, is published on the project website.

This **initial design of the leaflet was mainly used for the co-design phase**, more concretely for the process of gathering requirements from end-users that took place in April within the actions of T2.2 WellCo Requirements gathering. Thus, the leaflet, that was designed to catch end-users for this requirements phase, contains a section explaining WellCo and how it could help end-users; another section indicating why it is important to participate in WellCo and how and who can participate; and a final section where the name of the different beneficiaries of the project as well as the EC are included. The leaflet is translated to English, Spanish, Italian and Danish (the language of the countries where trials were performed).

A second version of the leaflet will be implemented before the delivery of the first prototype (M15). This version will contain updated content, with an overview of preliminary results, and a new layout for making it more attractive for both end-users and possible stakeholders.

The leaflet can be circulated in printed form, e.g. it can be handed out at conferences or other events; on the other hand, also an electronic version (e.g. PDF file) can be circulated. The leaflet can be also downloaded from the project website. Some leaflets may be translated into other languages than English by the Partners, if needed. The content of the leaflets has to be clear and easily understandable by the target end users.

Link for initial leaflet download: <http://wellco-project.eu/index.php/publications/>

The initial leaflet is also available in the internal repository in Alfresco to allow every partner to use it for any dissemination purpose.

WHAT IS "WellCO"?

WellCO is a European research and innovation project developed by the entity Gerencia de Servicios Sociales de Castilla y León, in collaboration with other entities within our European environment.

WellCO comes from English and is the combination of "Well-being" and "Coach". The objective of the project, therefore, is to help people to live in better conditions, using new technologies.

HOW CAN IT HELP YOU?

The project is developing a technological platform which incorporates a "virtual assistant", to help people with exercises and personalised recommendations so that they can maintain their autonomy and independence and improve their state of health, retaining their cognitive, physical, mental and social well-being for as long as possible.

WHO CAN PARTICIPATE?

Participants are selected by the entity Gerencia de Servicios Sociales from people living in the Ávila municipalities of Navas del Marqués, Navalperal de Pinares, Hoyo de la Guja, Peguerinos, Hoyo de Pinares and El Tiemblo who also meet the following requirements:

- People who live in their habitual residence and are 65 years old or above
- People who are habitual, not professional, caregivers of a member of their family environment.

The professionals responsible for the project will provide you with the technical devices and means that you need and we will help you to get used to using them.

The infographic shows a central human figure surrounded by icons representing various aspects of health: physical activity, nutrition, mental health, and social well-being.

WHAT DOES THE PROJECT INVOLVE?

- We will help you to put together your own "Life Plan"**

This will be the way in which you can guide us regarding how you want to live, what your life goals and expectations are and what kind of support you need and want in order to live in such a way.

2. You will access the "WellCO" platform and with it:

- You will be able to use the resources offered by this platform, with personalised exercise proposals, useful information, recommendations and even a social network which you can use to make new friends.
- You will access proposals to care for your health, retain your cognitive abilities, maintain and improve your personal relationships, or so that you can practise the leisure activities that interest you.
- You will have a "virtual trainer" which will provide you with personalised assessment, guidance and monitoring of the most important issues for you, related to your daily life and your capacity for autonomy and independence. It will assess you, motivate you and challenge you to follow routines which improve your quality of life, always keeping your "Life Plan" in mind.

WHY IS YOUR PARTICIPATION IN THIS PROJECT IMPORTANT?

The use that you make of this platform, your opinions regarding its functionality and use, how you felt before and after using it and your opinion on the usefulness of the platform for achieving your "Life Plan" will help us to extract the information that we need in order to improve and add functionalities to the virtual trainer, until we reach a definitive version.

WHICH ENTITIES ARE DEVELOPING THIS PROJECT?

This project will be developed collaboratively by 7 leading entities in technological innovation, which come from 5 different countries: Spain, the Netherlands, Denmark, Slovenia and Italy. Castilla y León participates in the project through the Gerencia de Servicios Sociales and, as a linked entity, the Fundación Acción Social y Tutela de Castilla y León.

WHO IS IT FUNDED BY?

The European Commission is providing 100% of the funding for this initiative.

www.wellco-project.eu

This project has received funding from the European Union Horizon 2020 Research and Innovation Programme under Grant Agreement No 101019151.

Figure 2.- Leaflet for co-design phase in WellCO



2.3.1.3 Project Poster

The project poster of WellCo aims at raising awareness of different stakeholders and catching the audience attention of its audience because of this, the poster focuses on the visual aspects and tries to be clear and easily understandable by multiple audiences.

Although an initial version of the poster has been already created, then, at M18, when some preliminary results as well as developments are available, the poster will be updated.



Figure 3.- WellCo Poster

2.3.1.4 Project Video

In M18, the project promotional video for WellCo has been created. This video has a duration of 2h46 min and within it, an introduction of the objectives of the project, its functionalities and the benefits it poses to users. The video is available in Social Media (YouTube, Twitter, Facebook) and the project website.



Figure 4. -Promotional Video for WellCo

2.3.1.5 Website

Project websites are one of the main communication tools of projects funded under the EU H2020 Programme. To ensure maximum visibility to the WellCo objectives and results, it has been set up a project website registered in the “eu” domain and with an intuitive URL to increase hit rates: <http://wellco-project.eu/>

The design of the website builds upon the following criteria and taking into account suggestions given in the EU Project Websites:

- **visual communication:** use of colours and/or photos, web pages are easy to browse, information is kept short and links are included to websites, publications, and so on.
- **verbal communication:** the website uses simple phrasing, no jargon is used in order to attract the widest possible audience, e-devices are user friendly.
- **regular update of contents:** the website is maintained by HIB and the update will be regularly done by it upon inputs of the DM and of partners.
- **monitoring tools:** the website will include a counter of visitors or other statistical tools that will be used to measure the number of visits.

Public website


The public website of WellCo:

- provide a brief project overview highlighting the background, purpose, objectives and work plan (“About the project”);
- provide a short description of each of the partners composing the WellCo consortium and a link to their websites (“Consortium”);
- feature a news section with the latest information related to the project, such as holding internal meetings, attendance to workshops, conferences, etc. (“News”);
- enable the access to dissemination material, such as press releases and leaflets, as well as scientific publications used as baseline for the implementation of the project (“Publications”);




- provide access to the project Public Deliverables and abstracts of selected non-Public Deliverables ("Public Deliverables");
- feature a contact section with a form that can be used to directly contact the project coordinator ("Contact Us");
- enables the user to subscribe to the project newsletter ("Newsletter");
- provides a calendar where the information about the latest events held in WellCo are gathered;
- HOME: the home page of the website shortly introduces the WellCo project, presenting the challenges to be addressed in WellCo with the aim of placing the project in a broader scientific and societal context to help the outside world perceive its relevance. The EU co-funding is duly acknowledged, also by the inclusion of the relevant logos (i.e. EU, H2020), and claiming that " This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 769765."
- direct access to the social media (Twitter, Facebook, LinkedIn – see next section for details).





Welcome to WellCO HORIZON 2020 project website!

[About the Project](#) [Consortium](#) [News](#) [Publications](#) [Public Deliverables](#) [Contact Us](#)


Language: 

WELLCO HORIZON 2020 PROJECT

[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.



NEWS
SECOND GENERAL ASSEMBLY MEETING OF WELLCO
3 JUL, 2018


NEWS
The Behavioural Change Wheel (BCW) appears in the "Annals of Behavioral Medicine"
1 JUL, 2018

NEWS
Leaflet for the WellCo project
8 MAR, 2018

NEWSLETTER
Email:


October 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				
< Jul						

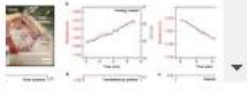


This Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 769765

Tweets by @H2020_WellCo

 **Erio Topol** @ErioTopol
—I'd like a biosensor that continually monitors pressure and temperature for the #brain, eye or blood vessels and self-destructs
—OK, here it is [nature.com/articles/s41551-018-0041-1](https://www.nature.com/articles/s41551-018-0041-1) @natBME

Bioresorbable pressure sensors protected with thermally-grown silicon dioxide for the monitoring of chronic diseases and healing processes



Embed

Figure 5.- Webpage for WellCo project

In addition, with the aim of reaching a great audience, links to the website of WellCo have been included in every partner's web page.

- HIB – <http://www.hi-iberia.es/en/hiResearchProyectos.php#14>
- FBK – <https://ict.fbk.eu/projects/detail/wellco-wellbeing-and-health-virtual-coach/>
- UCPH – <http://www.diku.dk/english/research/hcc/health-informatics/wellco/>
- JSI – https://dis.ijs.si/?page_id=47



- GSS - https://serviciosociales.jcyl.es/web/jcyl/ServiciosSociales/es/Plantilla100/1284783765366/_/_/
 - FASTCyL (linked third party to GSS): http://www.tutelascastillayleon.com/proyectos_europeos
- CON – <https://www.connectedcare.nl/horizon-2020-wellco/>
- MONSENDO – <https://www.monsenso.com/monsensos-leads-mental-health-component-h2020-funded-wellco-virtual-coach-behavioural-changes/>
- SDU – https://www.sdu.dk/en/om_sdu/institutter_centre/ist_sundhedstjenesteforsk/forskning/almenpraksis/samarbejde/wellco+eu-projekt



Figure 6.- Links to WellCo in the website of each partner

Finally, the website will have direct access to these social networks by clicking over the icons situated on the top right part of the website. In this way, it will be easy for every user to participate in this when the website is visited.



Figure 7.- Link to social networks in the WellCO website.

2.3.1.6 Social Media

Social media tools are the emerging platform for innovative creation, sharing and tracking of citizens' needs and wishes on public awareness. Social media applications, including social networks, are changing and improving the way of how user interacts globally.



In order to reach a broad target audience while establishing two-ways communication channels, the presence of the WellCo project in social media will be one of the key actions for dissemination activities.

The standard platforms where WellCo will be registered are listed below. They have been selected following the “Social media guide for EU funded R&I projects” of the H2020 programme.

Facebook and Twitter

A Facebook page for WellCo has been created as one dissemination instrument for reaching the general public (<https://www.facebook.com/WellCo-322358168249119/>). Relevant Facebook groups will be identified and approached for taking part in WellCo activities. Also, a page has been created in Twitter (https://twitter.com/H2020_WellCo). The integration between Facebook and Twitter has been achieved by connecting the two social network entries: this will aid in achieving the viral dissemination the WellCo project is pursuing.



Figure 8.- WellCo in Twitter and Facebook

LinkedIn

A LinkedIn group (<https://www.linkedin.com/company/wellco-project/>) has been created as one dissemination instrument for reaching stakeholders and other healthcare professionals.

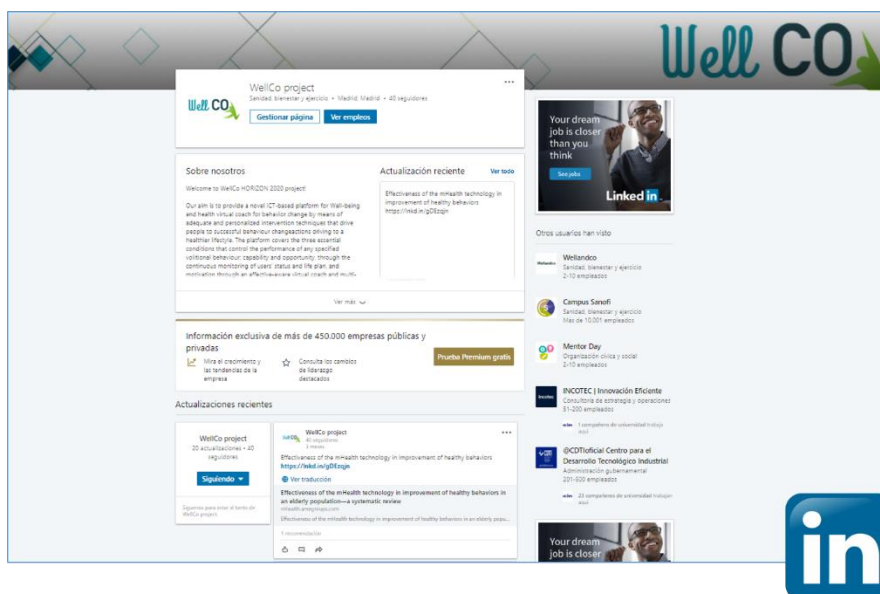


Figure 9.- WellCo in LinkedIn

YouTube

Although initially the idea was to create a YouTube channel for the project, initially due to the lack of audiovisual material for dissemination, we decided to create a playlist as a sub-channel of WellCo - [Link](#)

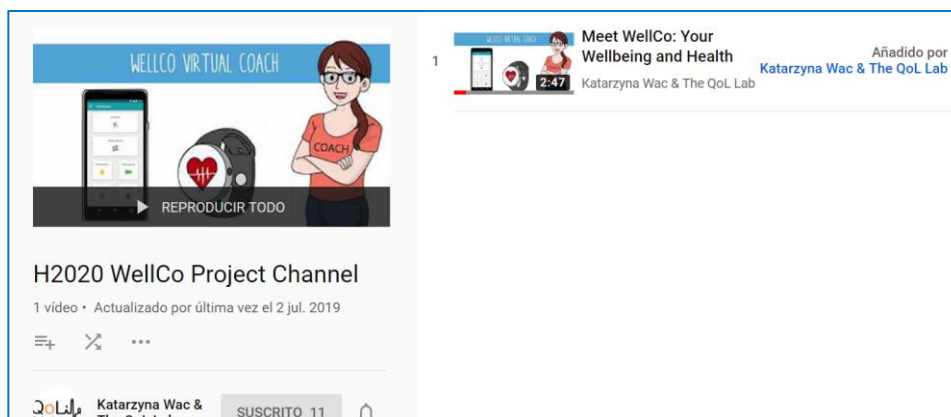


Figure 10.- Playlist for WellCo

Also, in order to increase the impact in this page, WellCo is also disseminated within the YouTube page of the Quality of Life Lab that it is currently managed by Dr. Katarzyna Wac, dissemination manager for WellCo Project - [Link](#)

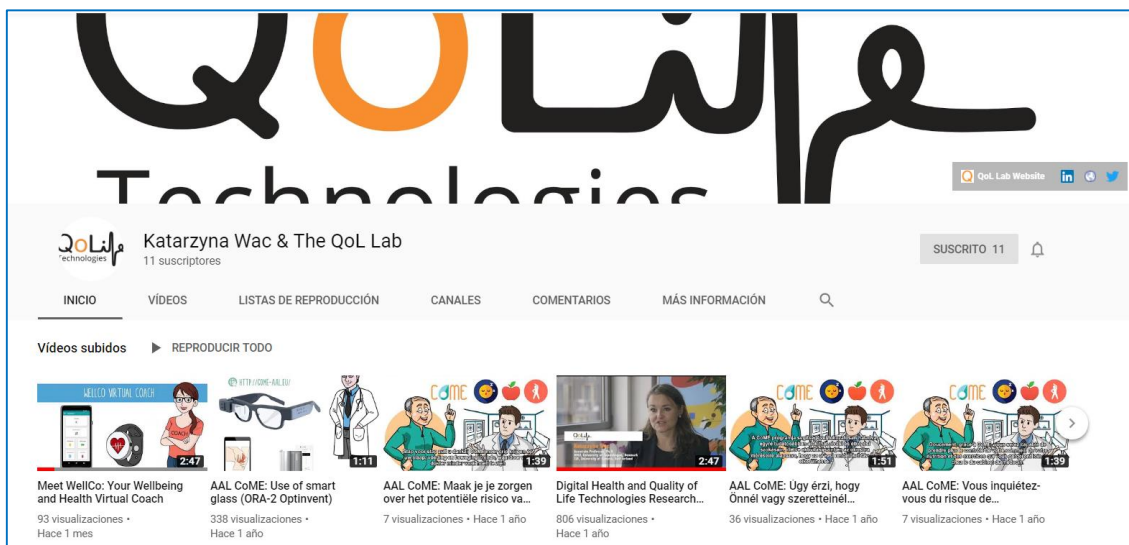


Figure 11.- WellCo as part of the QoL Lab YouTube Channel

2.3.1.7 Electronic Newsletter

WellCo news will be issued periodically every year on the project website and provides:

- Project-related news (e.g. launch and meetings);
- Announcements of the project's progress;
- Dates, details, comments regarding project related conferences, meetings, events or publications;
- Lectures, talks, and trainings opportunities;
- Etc.

The eNewsletter addresses target groups and end-users (internal partners, industrial, scientific, standardization organizations, project beneficiaries) in a style and language appropriate to them. Subscription to this newsletter is open to everyone, using the webpage RSS feeds.

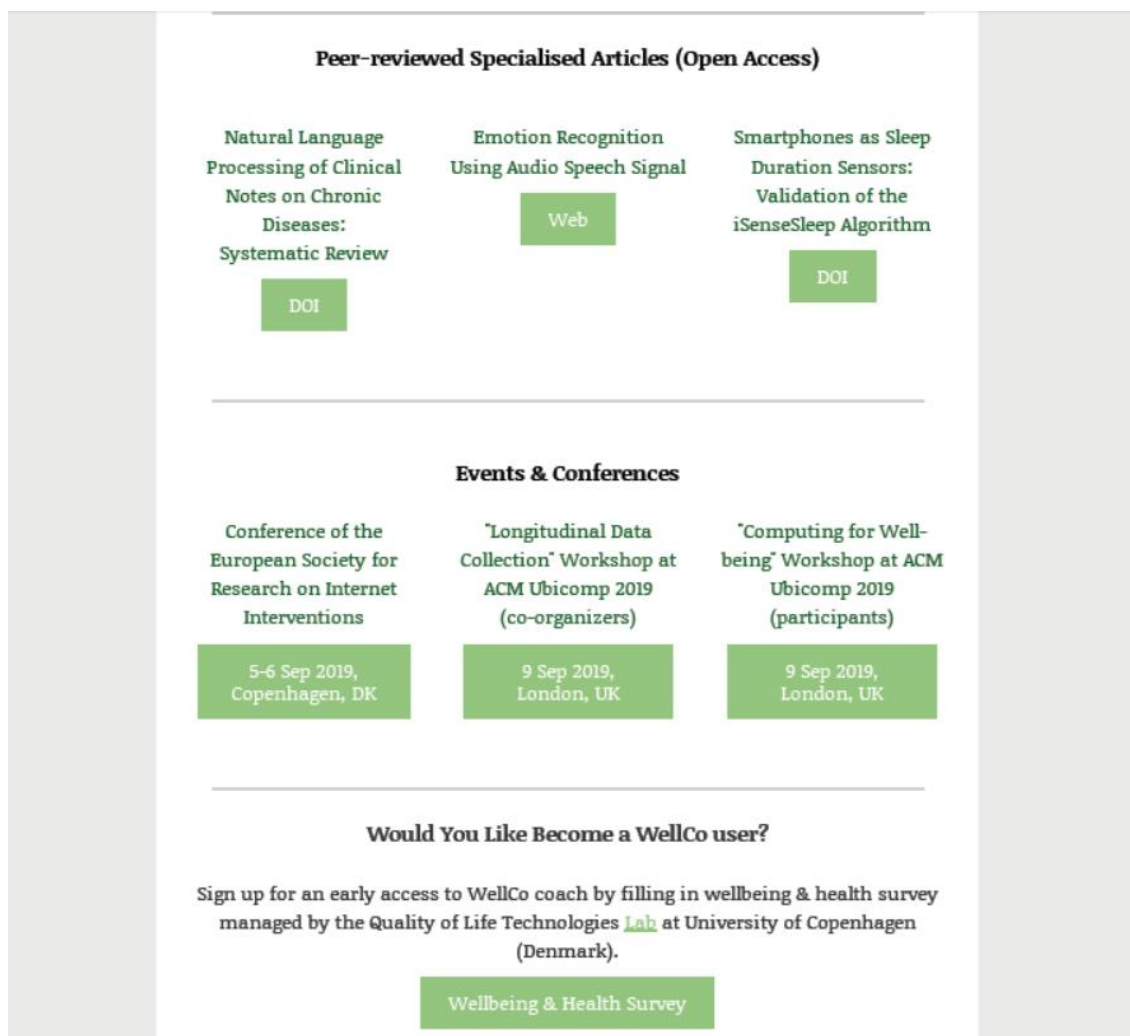


Figure 12.- Extract from the last Newsletter of the project

2.3.1.8 Press Kit

The Press kit provides a rapid way for media organizations and stakeholders to access WellCo project information. The Press kit will be available either in digital format on the website, and if needed, in paper format to be distributed before and during relevant events.

The press kit includes:

- Official **Press Releases** that contain a formal announcement to the national or specialised/technical press in order to present a short overview of the WellCo project to the public. Two press releases have been published so far (one at the beginning of the project and another one when the co-design phase started). Two press releases more are expected to be delivered at the end of the project, when major achievements have been made. All press releases will be available on WellCo project website.
- **Dissemination Templates** that are available in the project repository to be used by WellCo partners for dissemination purposes and that consist on a set of slides in PowerPoint that contain:
 - The project purpose and objectives;
 - The project methodology and technologies;

- The number of the partners and links to their websites;
- The project graphic identities, such as the WellCo logo;
- The project coordinator and her contact details.

If needed, further public materials will be added as new project results become available.

2.3.1.9 General Assembly Meeting

As mentioned in section 2.1.2.1, in order to maintain all partners in WellCo fully informed about the actions and results of the project, during the **monthly plenary calls**, WP leaders will update all partners about the issues, activities and technical progresses performed so far. This is an important communication activity in order to ensure that the project progresses and that the expected objectives are successfully achieved.

Regular face-to-face general assembly meetings held on six-month basis will be also framed as a communication activity where the entire project team can meet, share ideas and exchange experiences based on their work on the project.

Additional dedicated technical meetings in order to promote intra and inter-WP's cooperation on specific matters are held as appropriate communication activities.

Some of the meetings held during this initial 12 months of the project are:

- Kick-Off Meeting in Madrid (Spain) on 4th and 5th of December 2018



Figure 13.- Kick-Off Meeting in Madrid

- Second General Assembly Meeting in Trento (Italy) on 7th and 8th June 2018



Figure 14.- Second GA meeting in Trento

- Third General Assembly Meeting in Ljubljana (Slovenia) on 11th and 12th of December 2018



Figure 15.- Third GA meeting in Ljubljana

- Fourth General Assembly Meeting in Copenhagen (Denmark) on 19th and 20th of June 2019



Figure 16.- Fourth GA meeting in Copenhagen

2.3.2 Dissemination Plan

In this section, the dissemination plan of WellCo is outlined. The dissemination plan gathers the set of dissemination activities that, in combination with the communication activities previously mentioned, will help to share the impact, objectives and results of the project to an audience as wide as possible.

The dissemination activities gathered in WellCo are:

2.3.2.1 Scientific Publications and Articles

With the aim of letting scientific and research community know about the advances and results achieved in WellCo, the Consortium plans to perform, **8 papers** based on empirical results from the project to relevant conferences and international research journals, either as separate publications or, when possible, in the context of “special issues” of such journals.

WellCo partners comprised to submit at least 3 articles in targeted **research journals**, which include:

- Preventive Medicine Journal; Advances in Preventive Medicine;
- ACM Transactions on Computer Human Interaction;
- IEEE Journal of Biomedical and Health Informatics;
- Elsevier Computer and Graphics, Elsevier Computers and Education, Elsevier Cognition;
- Emerald Journal of Assistive Technologies, Emerald Information Technology & People



- Journal of Information Technology;
- Sensors published by MDPI;
- Journal of Ambient Intelligence and Smart Environments published by IOS press.

In addition, WellCo takes part in the **Pilot on Open Research Data (OpenAIRE)**, ensuring in this way, open access to all peer-reviewed scientific publications relating to WellCo results. Regarding research data, when required to support the results explained in these publications and taking always into consideration the terms and conditions set out in the GA, WellCo consortium will also provide access to them. For more details, please review D6.6 Open Data Management Plan.

2.3.2.1.1 Scientific Publications along 2018 and 2019

As shown in Figure 23, most of the effort in dissemination activities will be performed when most relevant outcomes of the project are present, i.e. as of M25. However, in the meantime, some scientific publications and research articles will be realized as initial results are obtained in the project. Below the scientific publications and research articles performed along 2018 and 2019 are listed:



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

Type of Scientific Publication	Title	DOI	Authors	Title of the journal or equivalent	Number, Date	Publisher	Public/Priv.	Peer-Review	Open Access
Publication in conference proceeding/workshop: abstract and poster	Physical activity, nutrition and mood monitoring for health coaching.	NO DOI, available online at http://ips.sc.mps.si/Proceedings/Proceedings_2018.pdf	Nina Reščič, Maj Smerkol and Mitja Luštrek	"Proceedings of 10th Jožef Stefan International Postgraduate	May 2018	Jozef Stefan Institute and Jozef Stefan International Postgraduate School, Slovenia	Public	Yes	Yes
Publication in conference proceeding/workshop: paper	Emotion Recognition Using Audio Speech Signal	NO DOI, available online at https://is.ijs.si/wp-content/uploads/2019/02/Zbornik%20-%20A.pdf	Maj Smerkol, Mitja Luštrek	Proceedings of Slovenian Conference on Artificial Intelligence	October 2018	Information Society	Public	Yes	Yes
Publication in conference proceeding/workshop	Automatic processing of Electronic Medical Records using Deep Learning	10.1145/3240925.3240961	Venet Osmani, Li Li, Matteo Danieletto, Benjamin Glicksberg, Joel Dudley, and Oscar Mayora	Proceedings of the 12th International Conference on Pervasive Computing Technologies for	May 2018	ACM	Public	Yes	Yes, in OpenAire - Link



				Healthcare (PervasiveHealth '18)					
Article in journal	Processing of Clinical Notes on Chronic Diseases: Systematic Review	10.2196/ 12239	Seyedmostafa Sheikhalishahi, Riccardo Miotto, Joel T. Dudley, Alberto Lavelli, Fabio Rinaldi, Venet Osmani	JMIR Med Inform	7(2):e12239	JMIR Publications	Public	Yes	Yes
Article in journal	Smartphones as Sleep Duration Sensors: Validation of the iSenseSleep Algorithm	10.2196/ 11930	Ciman M, Wac K	JMIR Mhealth Uhealth	7(5):e11930	JMIR Publications	Public	Yes	Yes
Publication in conference proceeding/worksh op	mQoL: Mobile Quality of Life Lab: From Behavior Change to QoL	10.1145/ 3267305. 3267549	Manea, V., Wac, K,	Proceedings of Mobile Human Contributions: Opportunities and Challenges (MHC) Workshop in conjunction with ACM UBICOMP	October 2018	ACM New York, NY, USA	Public	yes	Yes, in OpenAire - Link
Publication in conference	Peer-vasive Computing: Leveraging Peers to	10.1145/ 3267305. 3267542	Berrocal, A., Wac, K.	Proceedings of Mobile Human Contributions: Opportunities	October 2018	ACM New York, NY, USA	Public	yes	Yes, in OpenAire - Link



proceeding/worksh op	Enhance the Accuracy of Self-Reports in Mobile Human Studies			and Challenges (MHC) Workshop in conjunction with ACM UBICOMP					
Publication in conference proceeding/worksh op	Peer-ceived Well-Being: Exploring the Value of Peers for Human Stress Assessment in-Situ	10.1145/3267305.3267319	Berrocal, A., Wac, K.	Proceedings of the 2018 ACM International Joint Conference and 2018 International Symposium on Pervasive and Ubiquitous Computing and Wearable Computers ACM UBICOMP	October 2018	ACM New York, NY, USA	Public	yes	Yes, in OpenAire - Link
Publication in conference proceeding/worksh op: abstract and poster	Digital Health Tools for Chronic Illness and Dementia Risk Assessment in Older Adults	10.1093/abm/kay013	Laghovila, S., Manea, V., Estrada, V., Wac, K.	39th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine (SBM 2018)	Volume 52, Issue suppl_1, April 2018	SBM, Milwaukee, WI, USA	Public	yes	Yes, in OpenAire - Link

Table 2.- Scientific Papers in this period



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

From the above documents, the following have been posted in the repository of WellCo project in OpenAire - [Link](#)

- Peer-vasive Computing: Leveraging Peers to Enhance the Accuracy of Self-Reports in Mobile Human Studies - [Link](#)
- Peer-ceived Well-Being: Exploring the Value of Peers for Human Stress Assessment in-Situ - [Link](#)
- Automatic processing of Electronic Medical Records using Deep Learning - [Link](#)
- mQoL: Mobile Quality of Life Lab: From Behavior Change to QoL - [Link](#)
- SBM 39th Annual Meeting Abstract Supplement- [Link](#)

The aspect of the WellCo page in OpenAire is shown belo:

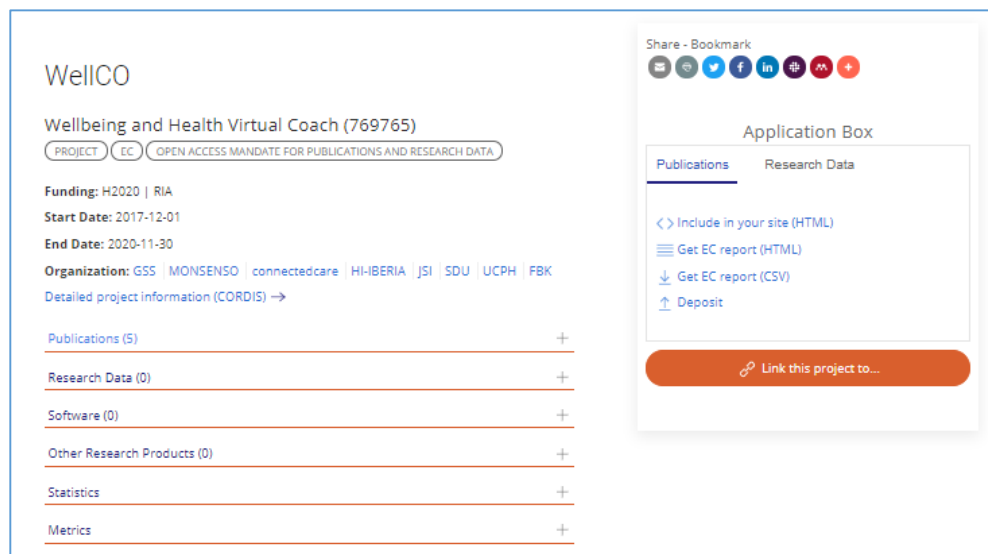


Figure 17.- WellCo in OpenAIRE

2.3.2.2 Academic Conferences

Some of the previously mentioned scientific publications and articles will be submitted for publication to international, peer-reviewed conferences. Scientific partners will try to publish in the following listed conferences:

- Preventive Medicine Conference <- later in project;
- Chronic Disease Prevention Conference <- later in project;
- Society of Behavioural Medicine (SBM);
- ACM Conf. on Human Factors in Computing Systems (CHI); <- later
- ACM International Conference on Design of Communication (SIGDOC);
- International Conference on Pervasive Computing Technologies for Healthcare (PervasiveHealth) – One of the targets of JSI;
- UbiComp 2019;
- Intelligent Environments (IE19);
- European Conference on Ambient Intelligence (Aml 2019);
- Meaningful Play Conference; <later
- Multi-Disciplinary Strange Loop Conference; <- later
- European Conference on Information Systems (ECIS).



2.3.2.3 Events at national/international level

WellCo project plans to be prominently visible at events like national, international and EU conferences, fairs and exhibitions around multi-disciplinary themes covering Artificial Intelligence, behavioural change and healthy ageing.

Individual partners will subscribe to these events and, once there, will distribute leaflets of the project and will make the objectives and results of WellCo known to the audience.

Some of the candidate events are:

Event	Attendant	Target Audience	Results expected
eVIA platform General Assembly	HIB	End-user organizations, Healthcare experts.	General awareness
European Summit on Innovation for Health and Active Ageing	HIB	End-user organizations, Healthcare experts, companies	General awareness
The Dutch National eHealth week	CON	End-user organisations, municipalities, research partners	General awareness
Digital Health & Wellness Summit	CON	End-users, tech start-ups and investors	General Awareness
AAL Forum	CON	End-users, tech start-ups and investors	General Awareness
Mindtech UK	MONSENSO	E-mental health practitioners, researchers and partners	Awareness, customer and partnership
ECNP	MONSENSO	Mental health experts, practitioners researchers and partners	Awareness, customer and partnership
ConnectedHealth	MONSENSO	Collaborating SMEs/companies, mobile health and healthcare experts	Awareness, customer and partnership
PerUbiComp Conference	JSI	Researchers and companies	General awareness, scientific collaboration

European Conference on Ambient Intelligence	JSI	Researchers and companies	General awareness, scientific collaboration
PervasiveHealth Conference	FBK/UCPH	Researchers and companies	Visibility and partnership agreement
International Society for Quality of Life Research (ISOQOL) Conference	UCPH	Researchers and companies	End-users, Visibility and partnership agreement
European Social Services Conference (ESSC)	GSS	Public Authorities on Social Services	General awareness

2.3.2.3.1 Events at national/international level along 2018

AAL Forum 2018

CON had a stand in the AAL Forum 2018 (24th and 26th of September 2018, Bilbao, Spain) where they presented a poster of WellCo created by themselves. As consequence of this poster, several people coming from healthcare sector as well as researchers talked to CON about the scope and objectives of WellCo project.



Figure 18.- WellCo poster in AAL Forum 2018

10th Conference of the Framework Program for Research and Innovation of the EU in Spain⁴

WellCo project has participated in the poster exhibition of projects, which will be held on November 20 during the 10th Conference of the Framework Program for Research and

⁴ <https://www.conferenciah2020.es/es/h2020conf2018/Inicio/>

Innovation of the EU in Toledo (Spain)". HIB has been representing WellCo is this event aimed at analysing the participation of Spain in H2020 projects and that involved the assistance of the minister of Science, Innovation and Universities.



Figure 19.- HIB at 10th Conference of the Framework Program for Research and Innovation of the EU in Toledo (Spain)

ICT 2018⁵

JSI also plans to attend to ICT 2018 that will take place in Vienna on 4-6 December 2018. Although they will not perform strong dissemination of WellCo results, they plan to provide information regarding WellCo to those participants interested in knowing its current developments and background.

10th Edition UBISS Summer School in Ubiquitous Computing, University of Oulu (Finland)⁶

Mention and presence of WellCo name and website in UCPH one-slide pitch during the traditional "madness student presentations" event.

Participation panel discussion at Folkemøde by MONSENSO

Last 14th June members of Monsenso participated in Folkemøde Democratic Festival in Denmark. During their intervention, they discussed the potential and importance of health data and patient reported outcomes in relation to WellCO, other research projects and clinical implementations.

⁵ <https://ict2018.b2match.io/>

⁶ <http://ubicomp.oulu.fi/ubiss2019/>



Figure 20.- Thomas Lethenborg (Monsenso) discussing about WellCo in Folkemøde Democratic Festival in 2019

2.3.2.3.2 Expected events at national/international level for 2019

GSS plans to attend to the European Social Services Conference 2019, to be held next 5-7 June 2019 in Milan, under the motto "Striving for Quality. From Quality of Care to Quality of Life"

2.3.2.4 Public Workshops with nursery directors from different hospitals in Madrid

Last 10th of July, Hi-Iberia held a meeting with nursery directors from different hospitals in Madrid where the main solutions that Hi-Iberia owns for remote healthcare were presented.

As part of these solutions, Hi-Iberia introduced the innovations that currently are being performed in WellCo. The objectives of the project as well as the benefits that the behaviour change approach promoted in it could have in the prevention of disease and the supply of efficient healthcare services, were presented.

Around thirty people attended to the meeting and showed their interest in the benefits that WellCo proposes to reduce the impact that unhealthy behaviours have in population in the long term.

⁷ <https://www.essc-eu.org/>



Figure 21.- Public workshop with nursery directors

2.3.2.4.1 Workshops in Italy and Spain

After the delivery of the first prototype, several workshops were arranged with end-users in Italy and Spain with the purpose of explaining them the aim of the project, the purpose of their participation as well as the functionalities included in prototype 1.

During the session, explanatory sheets about the project were delivered in the form of leaflets and informed consent was signed by those users who decided to join validation of prototype 1.

2.3.2.4.2 Planned Workshops

During the last six months of the project, from M30 to M36, when the evaluation of the last prototype of the project is performed as well as when most of the outcomes are expected to be achieved, WellCo project plans to hold, at least, **3 public workshops** in each of the locations where trials are performed: **Spain, Denmark and Italy**. These workshops will consist on public demonstrations of this final prototype to consortium members and relevant stakeholders in order to get the specific needs, interests and lifestyle of the population in this country favouring the proper exploitation of WellCo, both at national and European level.



- Spain – The Public Workshops to be held Spain will be driven to local public administrations which currently carry out programs for improving the quality of the social services aimed at ageing people in Spain. This workshop will serve to disseminate the results of the trials in Castilla y León and to navigate about the current programs that these local administrations performs nowadays in the field of care for ageing and elderly people, -key element for the exploitation of WellCo in Spain. Some of the initial potential stakeholders to attend to the workshop held by GSS in Castilla y Leon are:
 - Public Administrations as well as privately run business and non-profit organizations in Spain like Senior Citizens Board of the Social Services Council of Castilla y León.
- Italy – Due to the close relation among FBK and public health providers and policy-makers in Trentino region, public workshops in Italy will serve to disseminate among this potential audience the evidence on benefit, cultural growth and welfare of WellCo among the Italian ageing population. Also, as research centre focused on the areas of Information Technology these workshops in Italy will be key for raising awareness about WellCo among the scientific community and thus, promoting further research over the results of WellCo.
 - The representatives of public health providers – APSS (Azienda Provinciale per I Servizi Sanitari);
 - Public healthcare policy-makers – Assessorato alla salute e politiche sociali;
 - The representatives of Association for the rights of older persons ADA (Associazione per I Diritti degli Anziani);
 - Stakeholders involved in EIP AHA.
- Denmark – The Research Unit of General Practice, Department on Public Health, at the University of Southern Denmark, hosts a multi-professional research environment, closely linked to policy makers, health and private organizations in Southern Denmark, that could participate in the public workshop and from which, useful knowledge on exploitation of WellCo results could be extracted, thanks to the extensive experience in managing large population-based interventions and programs they own. Also, their proximity and current collaboration with the University of Copenhagen (UCPH), will favour the exploitation of the results of WellCo for education training and the current research on behavioural health informatics they perform, i.e. how sensor data acquired throughout mobile devices and sensors might be used for personalized assessment of the individual's behavior and Quality of Life (QoL)
- The representatives of the Region of Southern Denmark,
- The Association of General Practitioners in the Region of Southern Denmark;
- Odense University Hospital (OUH) and Centre for Innovative Medical Technology (CIMT).
- Public administrations as well as privately run business and non-profit organizations from Denmark (like Danish Committee for Health Education) with whom consortium members have contact through individual relationships or through active participation in common projects.

It is important to highlight that, in order to engage with the European research community at large operating in this area, the rest of partners are also allowed to invite any person/organization they consider its presence is relevant for the exploitation of the results of the project.

2.3.2.5 Clustering

Initiatives such as EIPonAHA and AGE PLATFORM EUROPE are of major interest for WellCo project due to the immense labour they perform by gathering the interests of people aged 50+ in the European Union and raising awareness on the issues that concern them most, in order to ensure that older adults enjoy an active and healthy ageing.

HIB is currently member of EIPonAHA. Their participation and involvement in these communities will contribute to provide visibility to the results of WellCo and will ensure that the activities performed in the project are constantly aligned with the needs that older adults have in Europe.

GSS is member of the European Social Network, ESN. ESN is the network for local public social services in Europe. ESN is a network of over 125 member organisations in 33 countries which comprise national associations of directors, departments of social welfare of government, regions, counties and municipalities, funding and regulatory agencies, universities and other research and development organisations. ESN brings together people who plan, finance, research, manage, regulate and deliver local public social services, including health, social welfare, employment, education and housing.

Finally, WellCo is part of **PM-15**, a clustering of projects approved within the call SC1-PM-15-2017 and that arose as an initiative to: on the one hand, favour the creation of a common architecture that ensure the interoperability of the different solutions expected in each of these projects and that, on the other hand, could be used as tool to maximize and give more visibility to the results obtained in them. The following projects meet every 6 months as part of this cluster: CAPTAIN, COUCH, EMPATHIC, Holobalance, NESTORE, SAAM, vCare and, of course, WellCo project.

2.3.2.5.1 Clustering activities along 2018

The Project Coordinator together with the Scientific and Technical Coordinator as well as the WP3 leader from HIB, attended to the initial meeting that was held last 1st of March in Brussels by the coordinators of the projects integrating this PM-15 group. They have also participated in several remote calls with members of this cluster.



Figure 22.- PM 15 Initial Meeting in Brussels



Also, GSS and HIB have regularly participated in webinars organized as part of the activities currently performed by B3 (Integrated Care) and C2 (Independent Living Solutions) action groups.

2.3.2.5.2 Clustering activities for 2019

During this year, it is expected to continue participating in webinars organized by the EIPonAHA.

Also, it is expected that PM-15 projects have a coordination call with all PM-15 projects in September where discussing:

- common actions for the next calls and towards the EU
- shared tools and platforms
- common base of knowledge
- creation of a long-term network
- next f2f meetup upon the invitation of NESTORE

They are also checking the possibility of having a face-to-face meeting in Brussels, most probably in October-November this year where covering the next three points:

- Technological interoperability
- Business models across the different EU welfare systems and societies
- GDPR and privacy issues

Finally, WellCo is checking the possibility of using the NESTORE specific ontology, an ontology for wellbeing aimed at providing a formal description of the integrated knowledge in order to guarantee interoperability and integration of NESTORE data model to the UniversAAL platform. This ontology will be the basis for context knowledge of the wellbeing recommender in WellCo.

2.3.2.6 Concertation activities with other EU-Funded projects

Partners involved in WellCo are participating in other ICT projects currently under development; this feature not only provides an important source of knowledge but it also gives a change for disseminating the results and objectives of WellCo into a broad and relevant ICT audience that could be used as contact point to come into new exploitation opportunities.

Regular concertation activities in these projects favour the exchange of knowledge and good practice among involved people and foster the discussion about topics of common interest to all relevant projects. In addition, the mail list of these projects could be used to share the latest achievements of WellCo in the eNewsletter.

Some of the events from other ICT projects where partners plan to disseminate WellCo are:

- General Assembly meeting of AAL CoME project where 3 ICT-based SMEs, 1 Research and Technology organization and two end-users' organization participates in the development of a web platform for health monitoring of ageing people in order to prevent or detect possible MCI symptoms.
- General Assembly meeting of TOF project where healthcare experts, as well as municipalities' representatives will be present; the TOF project focuses on early



detection and prevention of diseases and aims to systematize and integrate preventive primary healthcare system in Denmark.

- General Assembly meeting of AAL MedGuide project where 3 ICT-based SME's, 2 research organisations and 2 end-user organisations collaborate. The MedGuide project provides support and coaching to dementia patients and their informal caregivers to improve medication adherence.
- General Assembly meeting of the EU project PROCURA, led by GSS, oriented to unlocking the potential of demand policies and increasing the use of the CPI instrument by the Public Administrations to improve their services in the field of active aging and the promotion of personal autonomy⁸.

2.3.2.6.1 Concertation activities with other EU-funded projects in 2018

- General Assembly meeting of H2020 EcoWeb project focusing on mental health of youth – researching services leveraging the datasets collected on smartphones and behaviour informatics methods for mental health assessment of the smartphone users.

⁸ <https://www.procura-project.com/home>



“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the grant agreement No 769765.”

2.3.3 Communication and Dissemination Activities Timing

In order to illustrate an initial schedule for the communication and dissemination activities defined in the section above, the following diagram has been created.

The vertical axis lists the set of activities gathered in the communication and dissemination plan, while the horizontal axis represents the time interval where they are expected to happen.



GANTT DIAGRAM

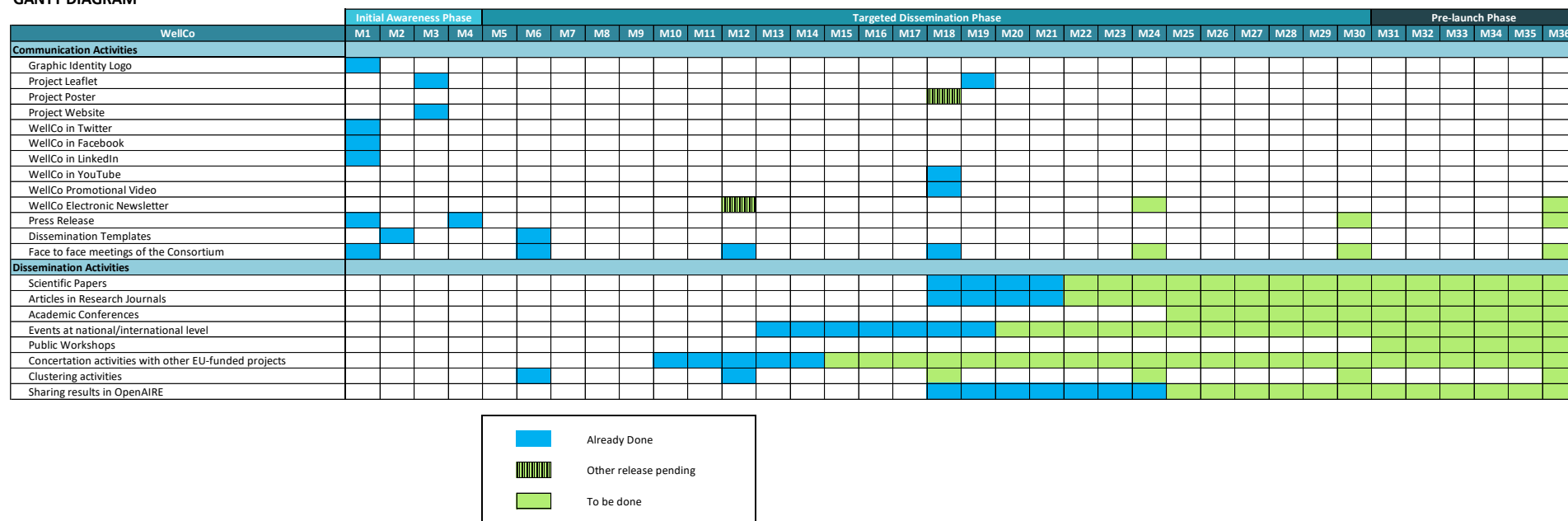


Figure 23.- Communication and Dissemination Activities Timing



As shown in the figure above, communications activities played an important role at the beginning of the project, when the initial steps are taken and when there is some interest in promoting the initial actions of the project in order to raise awareness around it. Dissemination activities are more important from the middle of the development phase, when initial results of the project are gathered and when more effort to disclose these results to specific audiences that may use them is planned.

2.3.4 Communication and dissemination evaluation

As mentioned in section 2.1.4.4, with the aim of evaluating the impact of the communication and dissemination activities planned in this year, a set of KPIs have been defined.

These metrics are key to allow the Dissemination Manager to determine the impact of the communication and dissemination activities performed during this reporting period. Please, note that, as indicated in Figure 23, some activities such as publications, attendance and organizations of events are not too much expected till the latest phase of the project, when most results are available for dissemination.

Communication/ Dissemination Activity	How to measure	Objective	Status at M18	Contingency Plan
WellCo Website	Number of biannually visits	267 – 20% returning visitors and 80% new visitors	180 visitors	Promoting the web site in Local Networks, e.g. LinkedIn groups/ Newsletter to target groups/ Link to the website in the web of each of the partners and the social media
	Average Session Duration	2 min avg.	325	Reorganize the website to make it easier to find relevant events. Upload more attractive content
	Countries accessing to the website	34 different countries	Spain, Belgium, Denmark, Italy, Netherlands, USA, UK, Norway, Sweden, Russia, Finland, Ukraine, Poland	Contact more stakeholders and European initiatives/ Press Releases
Social Media: i.e. Facebook, Twitter, LinkedIn, YouTube	Number of followers	120/130 followers	54 followers LinkedIn 53 followers in FB 82 followers Twitter	Increase links to social media in every communication/dissemination tool/ Use lot of hashtags for every publication #H2020 #WellCo
	Number of likes per publication	10 likes	6 likes	Encourage project partners and people around them to like every publication
	Number of retweets/shari	3 retweets/sharing	4 retweets	Encourage project partners and people around them to share/retweet every publication in



	ng per publication			their organization or personal account
Press Releases	Number of people reached with press releases	300	1,500 readers	Publish these press releases in as many magazines and webpages as possible
Publications	Number of submitted scientific papers	8	7	Encourage partners to publish papers peer-reviewed and indexed journals as well as find appropriate events
	Number of articles in research journals	2	2	Search for additional channels
Attendance of events	Number of attended conferences with presentation of papers/posters	1	9	Find alternative events, contact organizers
	Avg. number of leaflets to be distributed per event	100	5	Ask for permission to distribute leaflets during additional events
	Number of attended fairs	1	0	Identify further fairs of interests to the project
Organization of events	Number of workshops organized	1	1	Responsibilities and budget have been assigned. Supervise end-users organizations
	Number of registered people in the workshop	10	30	Responsibilities and budget have been assigned. Invite partner teams to assist.
	Number of people contacting the organizers after the workshop	5	5	Ask attendances for feedback after the workshop
	Number of leaflets	1	5	Reedit flyer to explain the achievements of the project



distributed per
workshop

Table 3.- Indicators and associated metrics for evaluation of the communication/dissemination activities

The project dissemination effectiveness will be evaluated by the Dissemination Manager in General Assembly face-to-face meetings that will be held biannually. It will allow WellCo consortium partners to: (1) check the quality of the project's communication and dissemination plan, (2) define new contingency plans in case the objective metrics are not achieved and (3) define, with the support of the DM, further actions to improve the communication/dissemination plan, in the coming months.



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

2.3.5 Current Status

2.3.5.1 Communication and Dissemination Plan (Status: M1-M12)

Partner	Activity	Date(s), Location	Reference / web	Type of Coverage/Audience	Quantitative Coverage	Follow Up (Exploitation, if any)	IF: peer-reviewed journal article - Open Access?	Any other comments
HIB (ES)	project website	2018	http://www.wellco-project.eu/	Global Internet presence	180 visitors so far, N countries, avg 3 visitors/day			
HIB (ES)	LinkedIn Page	December 2017	https://www.linkedin.com/company/wellco-project/	Global Internet presence	54 followers - 496 impressions to date			



HIB (ES)	Initial Press Release of the project	December 2017 - January 2018	<p>Portal Innova Spain: https://www.innovaspain.com/wellco-inteligencia-artificial-abuelos/</p> <p>Revista Diario Médico: http://www.diariomedico.com/2018/01/02/area-profesional/entorno/una-aplicacion-ayudara-a-los-mayores-a-adoptar-conductas-saludable</p> <p>Revista IM Médico: http://www.immedicohospitalario.es/noticia/13071/una-solucion-que-mejora-la-calidad-de-vida-en-las-personas-mayores-co</p> <p>Empresas ON: http://empresason.com/not/2180/proyecto-europeo-liderado-por-investigadores-espanoles-desarrollan-una-solucion-que-mejorara-la-calidad-de-vida-en-las-personas-mayores-fomentando-comportamientos-saludables/</p> <p>Correo farmacéutico: http://www.correofarmaceutico.com/2018/01/05/al-dia-salud-publica/una-aplicacion-ayudara-a-los-mayores-a-adoptar-conductas-positivas-para-la-salud</p> <p>Hi-Iberia Web Page: http://www.hi-iberia.es/en/quienesSomosNovedades.php</p> <p>Campus Sanofi: https://campussanofi.es/2018/01/25/una-app-para-promover-conductas-saludables-entre-personas-mayores/</p>	Global Internet, potential primary/secondary/ tertiary end-users, research collaborators, affiliates, students, etc.	Around 1,500 visitors			
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HIB (ES)	WellCo in Planetic Newsletter	December 2017	Planetic is a Spanish technological platform for the adoption and dissemination of ICT technologies	People subscribe to the newsletter of Planetic	250 organizations subscribed			
HIB (ES)	News in the WellCo Web Page	January 2018 June 2018	<ul style="list-style-type: none"> - Kick-off Meeting of WellCo Project - http://wellco-project.eu/index.php/2018/01/22/1 - Kick-off Meeting Press Release: WellCo H2020 European Project - http://wellco-project.eu/index.php/2018/03/06/2/ - First Steps for the Dissemination of WellCo project - http://wellco-project.eu/index.php/2018/03/06/first-steps-for-the-dissemination-of-wellco-project/ - WellCo in the newsletter of the European Commission - http://wellco-project.eu/index.php/category/news/ - WellCo appears in the weekly newsletter of Planetic during several consecutive times - http://wellco-project.eu/index.php/2018/03/06/wellco-appears-in-the-weekly-newsletter-of-planetic-for-seven-consecutive-weeks/ - Meeting of members of projects approved within the call SC1-PM-15-2017 - http://wellco-project.eu/index.php/2018/03/06/me 	Global Internet presence	242 visitors mainly for USA, Spain and UK			



			<p>eting-of-members-of-projects-approved-within-the-call-sc1-pm-15-2017/</p> <p>- Leaflet for the WellCo Project - http://wellco-project.eu/index.php/2018/03/06/leaflet-for-the-wellco-project/</p> <p>http://wellco-project.eu/index.php/2019/04/09/wellco-first-prototype/</p> <p>http://wellco-project.eu/index.php/2019/05/08/first-test-trials-ready-to-start/</p> <p>http://wellco-project.eu/index.php/2019/05/23/first-version-of-prototype-1-finished/</p> <p>http://wellco-project.eu/index.php/2019/05/30/training-sessions-with-end-users-in-spain/</p> <p>http://wellco-project.eu/index.php/2019/07/03/ec-rises-its-concern-about-subjective-wellbeing-a-great-opportunity-for-wellco/</p> <p>http://wellco-project.eu/index.php/2019/07/03/digital-strategy-in-denmark/</p> <p>http://wellco-project.eu/index.php/2019/07/04/well</p>					
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			co-at-the-danish-folk-meeting-democratic-festival/ http://wellco-project.eu/index.php/2019/07/16/presentation-of-wellco-with-nursery-directors-from-different-hospitals-in-madrid/					
HIB (ES)	Meeting with members of projects approved within the call SC1-PM-15-2017	March 2018	Meeting in Brussels	Members of CAPTAIN, COUCH, EMPATHIC, Holobalance, NESTORE, SAAM, vCare and WellCo (H2020-PM15 projects)	People following the dissemination channels created by H2020-PM15 projects ~ 320 followers			
HIB (ES)	HIB attended to the 10th H2020 Conference in Toledo (Spain)	November 2019	HIB presented a poster of WellCo in the 10th H2020 Conference that was held in Toledo (Spain) - http://wellco-project.eu/index.php/2018/12/19/hiberia-at-10th-h2020-conference-in-spain/	People involved in R&D in Europe	Among 300 attendees from different European countries			



	News in the HIB Web page	July 2019	"(1) WellCo starts! (2) First Steps in the Dissemination of WellCo project (3) Meeting of members of project approved with the call SC1-PM15-2017 (4) General Assembly Meetings (5) WellCo:First Prototype (6) HIB at 10th H2020 Conference in Spain (7) First test trials ready to start (8) Training sessions with end-users in Spain	Global Internet presence	180 users mainly from Northern Europe and from North America			
HIB (ES)	WellCo in the newsletter of the European Commission	March 2018	http://ec.europa.eu/newsroom/dae/newsletter-specific-archive-issue.cfm?newsletter_service_id=102&lang=default	People subscribe to the newsletter of the European Commission	~900,000 followers in @EU_Commission			
HIB (ES)	Second Press Release of WellCo in the project webpage	April 2018	http://wellco-project.eu/wp-content/uploads/2018/04/2nd-Press-Release.pdf	Global Internet Presence	242 visitors in the web page + 53 persons in FB + 38 LinkedIn + 45 Twitter = 378 visitors			
HIB (ES)	Co-Design Leaflet of WellCo in the project web page	April 2018	http://wellco-project.eu/index.php/publications/	Global Internet Presence	242 visitors mainly for USA, Spain and UK			
HIB (ES)	Event to disseminate WellCo among Nursery Directors	10th July 2019	Around 30 nursery directors from different hospitals in Comunidad of Madrid attended to a meeting sponsored by HIB where the	Nursery directors from different hospitals in Comunidad de Madrid	30 attendees from hospitals in Madrid			



	from different hospitals in Comunidad de Madrid		objectives and initial prototype results of WellCo were shown					
FBK (IT)	Paper	May 2018, New York, USA	Venet Osmani, Li Li, Matteo Danieleto, Benjamin Glicksberg, Joel Dudley, and Oscar Mayora. 2018. Automatic processing of Electronic Medical Records using Deep Learning. In Proceedings of the 12th International Conference on Pervasive Computing Technologies for Healthcare (PervasiveHealth '18). ACM, New York, NY, USA, 251-257. DOI: https://doi.org/10.1145/3240925.3240961	Research collaborators	~120			
FBK (IT)	Paper	May.19	Syedmostafa Sheikhalishahi, Riccardo Miotto, Joel T. Dudley, Alberto Lavelli, Fabio Rinaldi, Venet Osmani "Natural Language Processing of Clinical Notes on Chronic Diseases: Systematic Review" JMIR Med Inform 2019;7(2):e12239, PMID:31066697, DOI:10.2196/12239, 2019	Research collaborators	1000		Open Access Data	
FBK (IT)	Presentation to participants in co-design at FBK	March 2018, Trento, Italy		end-users	20 attendees			



FBK (IT)	Introductory Workshop to Prototype #1	June 2019, Trento, Italy	Information sent to WP6 in order to disseminate through WellCo social networks	participants in the event	5 end-users + 3 professionals (from Kaledoscopio instituion)			
	PPT presentation of Prototype #1							
	Specific flyer with information for users of of Prototype #1							
UCPH (DK)	Twitter	Since 1.2018	https://twitter.com/H2020_WellCo	Global Internet presence	32 followers			
UCPH (DK)	publication	October 2018, Singapore	"Manea, V., Wac, K., (2018). mQoL: Mobile Quality of Life Lab: From Behavior Change to QoL, Mobile Human Contributions: Opportunities and Challenges (MHC) Workshop in conjunction with ACM UBICOMP, Singapore, October 2018. DOI: https://doi.org/10.1145/3267305.3267549	Computer Science research community, Mobile Human Contributions: Opportunities and Challenges (MHC) Workshop in conjunction with UBICOMP	30 scientist		https://www.nielsvanberkel.com/files/publications/mhc2018/mhc-09.pdf	
UCPH (DK)	publication	October 2018, Singapore	"Berrocal, A., Wac, K., (2018). Peer-vasive Computing: Leveraging Peers to Enhance the Accuracy of Self-Reports in Mobile Human Studies, Mobile Human Contributions: Opportunities and Challenges (MHC)		30 scientist			



UCPH (DK)			Workshop in conjunction with ACM UBICOMP, Singapore, October 2018. DOI: https://doi.org/10.1145/3267305.3267542					
	publication	October 2018, Singapore	"Berrocal, A., Wac, K., (2018). Perceived Well-Being: Exploring the Value of Peers for Human Stress Assessment in-Situ, ACM UBICOMP/ISWC Doctoral Colloquium, Singapore, October 2018. https://doi.org/10.1145/3267305.3267319		30 scientist			
	abstract and poster	March 2018, New Orleans, USA	Laghouila, S., Manea, V., Estrada, V., Wac, K. (2018). Digital Health Tools for Chronic Illness and Dementia Risk Assessment in Older Adults, 39th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine (SBM 2018), New Orleans, LA, April 2018 DOI: https://doi.org/10.1093/abm/kay013		40 scientists over a day	Panel 2019		
	panel	March 2018, New Orleans, USA	Goldstein CM, Alshurafa N, Harwell Myers V, Spruijt-Metz D, Thomas JG, Goldstein SP, Jake-Schoffman DE, Wac K. The Digital Health Council and ETCD Present Perspectives On Effective Digital Health Training In Behavioral Medicine. Panel to be presented at the 39th annual meeting and		100 scientists in the room			



UCPH (DK)			scientific session of the Society of Behavioral Medicine, April 11-18, 2018, New Orleans, LA.					
	publication	May 209, online	"Ciman, M., Wac, K., (2019). "" iSenseSleep: Smartphone as a Sleep Duration Sensor""", JMIR mHealth and uHealth (JMU), DOI: http://dx.doi.org/10.2196/11930					
	event	01/07/2018, washington DC, USA	ISOQOL training on PROs		50 participants			
	workshop org	Oct 2018, Dublin, Ireland	24-27 October 2018, 25th International Society for Quality of Life Research Conference (ISOQOL 2018). The Workshop is titled "Clinical Outcome Assessments Embedded in Mobile and Wearable Information Technologies"		30 participants			
UCPH (DK)	panel	March 2019, Washington DC, USA	Madalina Sucala, Katarzyna Wac, Donna Spruijt-Metz, The Digital Health Council Present "Interdisciplinary, collaborative models of designing, implementing, and evaluating digital behavior change interventions". Panel to be presented at the 40th Annual Meeting and Scientific Sessions of Society of Behavioural Medicine (SBM), Washington, DC, USA.		100 scientists			



UCPH (DK)	summer school	June 2019, Oulu, Finland	UBISS Summer School in Ubiquitous Computing, 10th edition, University of Oulu, Finland, Ubiquitous computing workshop (profs. Ferreira, Thomaz, Dey). Mention and presence of WellCo name and website in Vlad's one-slide pitch during the traditional "madness student presentations" event.	Participants in the event	50 participants (10+ were faculty) from US, Germany, Italy, Finland, ...			
JSI (SI)	Paper	October 2018, Ljubljana, Slovenia	Maj Smerkol, Mitja Luštrek: Emotion Recognition Using Audio Speech Signal. Information Society multiconference, Slovenian Conference on Artificial Intelligence (https://is.ijs.si/?page_id=11194). DOI?	Researchers	~30		yes (not journal article, but the answer applies)	
JSI (SI)	poster + abstract	May, 2018, Piran, Slovenia	Nina Reščič, Maj Smerkol and Mitja Luštrek. Physical activity, nutrition and mood monitoring for health coaching. Jožef Stefan International Postgraduate School Students' Conference (http://ipssc.mps.si/2018/). http://ipssc.mps.si/Proceedings/Proceedings_2018.pdf	Students	~60		yes (not journal article, but the answer applies)	
GSS (ES)	2nd press release	04/04/2018	http://wellco-project.eu/wp-content/uploads/2018/04/2nd-Press-Release.pdf	Global Internet presence	40 followers in LinkedIn			



GSS (ES)	Presentation to participants in co-design	5 March 2018, Navas del Marqués (ES)		primary users, research collaborators				Photos in Alfresco. Documents> WP6 – Dissemination and Exploitation> Pictures for Dissemination> First Phase - Co-Design
GSS (ES)	Official WellCo presentation (within the frame of the GSS project "A gusto en mi casa")	22 May 2018, Navas del Marqués (ES)	https://comunicacion.jcyl.es/web/jcyl/Comunicacion/es/Plantilla100Detalle/1281372051501/_/128480455007/Comunicacion	Global Internet presence	100 participants in the event			Photos available in social media
GSS (ES)	YouTube video		https://www.youtube.com/watch?v=_ggONVUxtrY	Global Internet presence	116 views on youtube			Photos available in social media
GSS (ES)	Twitter		official twitter of Communication JCYL @jcyl on 22th May 2018	Global Internet presence	9 retweets, 23 likes			Photos available in social media
GSS (ES)	Communication		https://comunicacion.jcyl.es/web/jcyl/Comunicacion/es/Plantilla100Detalle/1281372051501/_/1284803435066/Comunicacion	Global Internet presence	100 participants in the event			Photos available in social media



GSS (ES)	Twitter		https://twitter.com/jcyl/status/1001728681839071232	Global Internet presence	10 retweets, 9 likes			Photos available in social media
GSS (ES)	Dissemination material of WellCo project (within the frame of the GSS project "A gusto en mi casa"): folder	22 May 2018, Las Navas del Marqués, Ávila. (ES)		participants in the event	folder provided to the 100 participants in the event			Photos in Alfresco. Documents> WP6 – Dissemination and Exploitation> Pictures for Dissemination> First Phase - Co-Design
GSS (ES)	Introductory Workshop to Prototype #1	27/05/2019. Las Navas del Marqués, Ávila. (ES)	Information sent to WP6 in order to disseminate through WellCo social networks	participants in the event	5 end-users + 4 professionals (from GSS, University of Valladolid and Valladolid Provincial Council)			
	PPT presentation of Prototype #1							

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	of Press Release				1,418 / Twitter: 608			
Monsenso	Promotion of WellCo 2nd Press Release	abril 19, 2018	https://twitter.com/Monsenso/status/986879363290460160 / Facebook / LinkedIn	Followers / Global Internet Presence	Followers as of June 3rd: FB: 91 / LinkedIn: 1,418 / Twitter: 608			
Wellco	2nd General Assembly meeting of Wellco	7th-8th June, 2018	http://wellco-project.eu/index.php/2018/07/09/second-general-assembly-meeting-of-wellco/					
Monsenso	Promotion of 2nd General Assembly meeting /Facebook/LinkedIn	11jul,2018	https://www.linkedin.com/feed/update/urn:li:activity:6423138441764175872	Followers / Global Internet Presence	Followers: LinkedIn 764/Facebook 102			
Monsenso	Promotion of our cooperation	12jul,2018	https://twitter.com/Monsenso/status/1017377723835088896	Followers / Global Internet Presence	Followers 622			
Monsenso	Third General Assembly of WellCo Project	December 12, 2019	https://twitter.com/Monsenso - LinkedIn: https://www.linkedin.com/feed/update/urn:li:activity:6478625202589696000	Followers / Global Internet Presence	Followers Twitter: 636 / LinkedIn 1486			
Monsenso	Participation panel	June 14th 2019	https://twitter.com/Monsenso - https://www.linkedin.com/feed/update	Followers / Global Internet Presence	Followers Twitter: 636 / LinkedIn 1486			



Monsenso	discussion at Folkemøde		te/urn:li:activity:6545303731624255488					
	4th General assembly, Copenhagen	June 24th 2019	https://twitter.com/Monsenso - Linkedin https://www.linkedin.com/feed/update/urn:li:activity:6548855682056105984	Followers / Global Internet Presence	Followers Twitter: 636 / Linkedin 1486			
	SDU (DK)	Presentation to participants in co-design at SDU	March 2018, Odense, Denmark					
	SDU	Danish website	January 2018, SDU, Denmark	https://www.sdu.dk/da/om_sdu/institutter_centre/ist_sundhedstjenesteforsk/forskning/almenpraksis/samarbejde/wellco_eu-projekt				
	SDU	Presentation to participants in co-design at SDU	March 2018, Odense, Denmark		end-users	20 attendees		

Table 4.- Dissemination Activities from M1 to M18



3 Exploitation Plan

This section aims to cover the **initial exploitation routes and strategies** identified in WellCo for the transition and further usage of the results of the project in activities other than those covered by WellCo (e.g. commercial exploitation, other research activities, etc.) and that are **key for the fully achievement of the expected impact in the project**.

At this stage of the project, the lack of initial results subject to be exploited as well as the absence of a common exploitation agreement (planned for the last phase of the project), has driven to **initially** focusing exploitation activities on the definition of the **exploitation plans for WellCo at individual level**. Later on, when most results are obtained and when appropriate measures for the management of IPR are taken, **common strategies and plans for exploitation of WellCo at consortium level** will be agreed. These exploitation measures will be slightly gathered in this deliverable, being needed to consult D6.4 Exploitation and Business Model Design for better knowledge and understanding of these activities.

Due to the fact that in H2020 project, **results belongs to the participant generating them**, the above mentioned idea of focusing **initial efforts** in WellCo on the **exploitation** of results **at individual level**, will allow **extracting the maximum performance of individual project results since the very beginning**. This is derived from the fact that, as owners of the results produced by themselves, partners will endeavour to exploit their results as soon as they are available – all this, without prejudice of IPR and without need of a common agreement for the exploitation of WellCo results at consortium level.

However, despite the above mentioned and because of the collaborative nature of WellCo, it is possible that **some results** in WellCo are **jointly developed by several partners** without possibility to establish the respective contribution of each of them – **joint ownership** situation. The procedure for the exploitation of these results will be specifically **addressed in the exploitation agreement** to be agreed on the final stage of the project and included as part of the **common exploitation plan** for WellCo.

Finally, it is important to highlight that this section **briefly gathers the individual exploitation strategies designed by each specific partners at M18**. These strategies are subject to changes in the coming months, due to:

- New projects arising for some partners and where the individually owned results of WellCo could be used as background;
- New products or services of some partners where the integration with individually owned results in WellCo could be used to increase the value and impact of these product/services on the market;
- Further contact with potential stakeholders interested in the individually owned results of some partner in WellCo;
- New lines of research or education training for universities where the individually owned results in WellCo could be exploited;
- New regulations or policies at local or national level that could foster the exploitation of individually owned results in WellCo;
- High investment efforts required for exploitation because the TRL of the results produced are lower than expected.



The updates of these strategies and plan for exploitation of WellCo, will be updated in coming releases of this deliverable, i.e. M24 and M36. However, it is in D6.4 where these exploitation measures are widely explained and upgraded together with plans for the management of IPR and KPIs definition.

3.1 Exploitation Management

The **Exploitation Manager (EM)** will be in charge of **managing the commercial exploitation of WellCo** and assuring that **each partner**, up to four years after the project completion, takes measures aimed to ensure the **exploitation of its results** (Article 28.1 of the GA). The EM will continuously follow the progress/results of the project as well as the trends of the target markets where the exploitation of WellCo will be initiated, i.e. Spain, Italy and Denmark, assessing the needs of each specific population and the effort that would be required for market deployment in each of them. He will be also in charge of the **creation of the exploitation agreement** to be held in WellCo on the later stage of the project as well as to ensure the compliance of IPR issues. He will work in **close touch with the Innovation Manager**, with the aim of managing and ensuring innovation-related activities; as well as with the PC, supervising the exploitation activities of the individual partners and coordinating the elaboration of the exploitation plan.

The contact details to be currently mentioned are:

Mr. Thomas Lethenborg, Exploitation Manager

Email: lethenborg@monsensio.com

In order to properly handling innovation in all stages of WellCo project, the **Innovation Manager (IM)** will be always in close contact with the Scientific and Technical Coordinator (STC) and the Exploitation Manager in order to ensure that innovation is properly managed in all stages of the project. His role is key during the exploitation phase, since he will be in charge of the management of all activities related to understanding and identifying new needs and ideas that could be use to stimulate further innovations and develop results that deliver benefits in the areas identified in the call and other not specifically mentioned.

The contact details to be currently mentioned are:

Dr. Martijn Vastenburg (CON)

Email: m.h.vastenburg@connectedcare.nl

3.1.1 IPR Management

Appropriate IPR management is a key action in projects, vital to avoid future conflicts among the consortium. The IPR management in WellCo is strictly ruled by the Consortium Agreement (CA) which includes all provisions related to the management of IPR including: **ownership, protection and publication of knowledge, access rights to knowledge and pre-existing know-how** as well as questions of **confidentiality, liability and dispute settlement**.

The CA regulates the ownership of results (Section 8 of the CA)

Results are owned by the partner that generates them, and in this sense the owner is entitled to use and license such right without any financial compensation to other contributors. If the features of a result are such that it is not possible to separate the parts belonging to each specific partner, the contributors could agree that they may jointly apply to obtain and/or



maintain the relevant rights and shall make effort to reach appropriate agreements in order to do so.

The agreements regarding ownership of results and shared distribution terms will be included as part of the Exploitation Agreement that is planned to be accorded by project partners on the final stage of the project.

The CA also regulates the transfer of results ownership (Section 8.3 of the CA)

Each partner may transfer ownership of its own results following the procedures of the Grant Agreement Article 30.

Each party may identify specific third parties it intends to transfer the ownership of its results to in Attachment to the CA. The other party hereby waive their right to prior notice and their right to object a transfer to listed third parties according to the Grant Agreement Article 30.1

The transferring Party shall, however, at the time of the transfer, inform the other Parties of such transfer and shall ensure that the rights of the other Parties will not be affected by such transfer. Any addition after the signature of the CA requires a decision of the Coordination Board and the Steering Committee.

3.1.1.1 IPR Background

According to **article 24.1 of the GA**, any data that is held by the beneficiaries before they acceded to the Agreement and is needed to implement the action or exploit the results of the project is named as “**background**”.

At the time of signature of the CA, partners identified the background knowledge included and excluded for implementation of the project or exploitation of other party's results. This information is further explained in D6.4 Exploitation and Business Models design.

3.2 Exploitation Plan on individual level

According to Article 28.1 of the GA, each partner of the consortium has to establish best efforts commitment to exploit its own results. Taken this into account, and with the idea of increasing the performance of individual results since the very beginning, the initial plan for the exploitation of results at individual level in the initial stages of the project are briefly gathered in this section. Further information about the initial exploitation plan and strategy at individual level will be provided in the first release of D6.4 Exploitation and Business Models design.

3.2.1 Exploitation activities in HIB

The project results derived from WellCo will be exploited as potential added value services to the HI-Iberia's health products, more specifically to REVITA- a product currently reaching the market and focused on care at home and self-management that could be completed with an avatar developed using the developments on NLI created by HIB in WellCo. The rest of results artificial intelligence developments will be also used for internal research in different areas of the company, as these developments could increase the performance of other solutions and projects currently on execution.

Finally, HIB is interested in disseminating its WellCo results at national and European level with the aim of attracting possible stakeholders or investors that could be interested either in the



usage of these results as starting point to new products or as technical background for further research in future projects in which HIB could participate.

3.2.2 Exploitation plan in MONSENSO

Results of the WellCO work will be embedded in MONSENSO's mHealth solution to the extent relevant to mental health focused clinics. When launching MONSENSO-services for consumers, the WellCO work will also be embedded as deemed relevant.

Moreover, MONSENSO will analyse feasibility of launching a mental health assessment service for private and other healthcare practitioners, municipalities and private users.

3.2.3 Exploitation plan in CONNECTEDCARE

The core business of CON relates to developing innovative communication & coordination solutions for informal caregivers. The results of WellCo project are expected to be integrated into their existing digital collaboration platform. In parallel, CON will consider bringing the WellCo product to the Dutch, German and Belgian market as a stand-alone product through a separate commercial entity which would be established in the course of the project.

3.2.4 Exploitation plan in JSI

JSI's strategic goal is to become a leading European research organization on ubiquitous computing and m-health. The work on nutrition monitoring will augment their activity-monitoring technologies, which are already being exploited as an API/library. The work on emotion recognition from voice complements their existing research on affective computing using physiological sensors. Both will strengthen JSI's position at the forefront of the research in ubiquitous computing, and help secure public and industrial funding for future research.

Also, since JSI is closely associated with the Jožef Stefan International Postgraduate School, the knowledge gained in the WellCo project will be transferred to students, in particular through the course Ambient intelligence. A PhD thesis on nutrition monitoring and a MSc thesis in emotion recognition are expected to emerge from the project.

3.2.5 Exploitation plan in FBK

Results of the WellCo work, specifically the lessons learned during co-design, development of algorithms for analysis of activities and the development of Virtual Coach will be used to create new services for citizens in order to support active and healthy ageing

3.2.6 Exploitation plan in GSS

Their results from the project will be used for collaborative research in other projects and programmes currently on execution, being both EU-funded and own resources funded. They also plan to transfer the objectives and impact achieved in the project to regional policymaking through different bodies.

3.2.7 Exploitation plan in UCPH

It expects to have at least 1 PhD student and few MSc students involved in the project. The philosophy consists on mentoring students and potentially enabling their successful academic careers, by emphasizing learning by doing with extensive feedback from supervising faculty. They will work with students to develop expectations of the skills to be achieved during their contribution to the project, and will have their supervisor help track the goals. The students will have a special training in topics related to machine learning, acquisition and processing of behavioural data, and a basic medical education in the different areas related to the project.



Additionally, the ongoing activities and results from the WellCo project will be integrated in the teaching portfolio of UCPH; students will work out the user cases of WellCo project, as well as add to its evaluation efforts.

3.2.8 Exploitation plan in SDU

WellCo project offers an improved and effective means to promote healthy habits and detect and prevent lifestyle-related disease in Denmark, through the new concept of health defined in the project. The intervention thus has substantial potential to mitigate a mounting public health issue, with expected considerable economic and health-related benefits for the patient, GP, and society at large.

3.3 Exploitation Strategy and Plan on Consortium Level

The common exploitation strategy and plan to be followed in WellCo will not be determined until later on the project, when appropriate exploitation measures have been agreed among partners for the appropriate protection of intellectual property and thus, for the adequate commercial exploitation of results. The strategy and exploitation plan at consortium level will be included in D6.4 Exploitation and Business Model design.

4 Conclusions

This document has gathered an initial overview of the initial dissemination, communication and exploitation activities during the first reporting period of the project.

Although separately included, this document has tried to reflect the existing correlation among the dissemination and exploitation of results. Thus, during this first annuity of the project, **most efforts will be focused on communication activities**, aimed at raising awareness about the project and promoting its initial actions. It is not till more mature phases of WellCo when communication activities will be combined with dissemination and exploitation activities: dissemination activities will make results available to those target audiences that will take the exploitation activities defined in the project for their utilisation in further research activities than those covered by the action concerned in the project.

Finally, it is important that, due to the **lack of common agreement for the exploitation of jointly owned results**, it is not till future release of these document where a common exploitation strategy and plan at consortium level will be included. The current version only includes a **brief overview of the individual exploitation plans for owned results** in this annuity. These exploitation measures are further explained in D6.4, where more information could be included as consequence of the confidential nature of the deliverable.