

# i·PROGNOSIS

## **PROJECT**

i-PROGNOSIS: Intelligent Parkinson early detection guiding novel supportive interventions

## **GRANT AGREEMENT No.**

690494

## D8.2 – Plan for building i-PROGNOSIS community and network of stakeholders

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**ABSTRACT**

This deliverable presents the plan to build the i-PROGNOSIS community and network of stakeholders. This is a key piece of work, not only because it is at the centre of the dissemination and communication effort, but also because it will inform data collection and evaluation work package (WP6 – notably T6.2 and 6.3).

**KEYWORDS**

Communication; Community; Dissemination; Social network; Stakeholders

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## **LIST OF MAIN ABBREVIATIONS**

AUTH	Aristotle University of Thessaloniki
DoA	Description of Action
EC	European Commission
EU	European Union
FMH	Faculdade de Motricidade Humana
GData	Generalised data
ICT	Information and Communication Technologies
iPC	i-PROGNOSIS Community
IPR	Intellectual Property Rights
KCL	King's College London
KI	Karolinska Institutet
NGO	Non Governmental Organisation
PD	Parkinson's disease
SME	Small and Medium-sized Enterprise
SData	Specialised data
TUD	Technische Universität Dresden

## 1 EXECUTIVE SUMMARY

This deliverable (D8.2) presents a plan on how to raise the necessary awareness towards building the i-PROGNOSIS community (iPC), which is vital for the success of the project, and how to cluster with a wide network of relevant stakeholders. The two above points correspond to the WP8 tasks T8.1 on building the i-PROGNOSIS community and T8.2 on building the network of stakeholders, and thus this deliverable is a joint undertaking of both tasks. The ultimate goal for the related activities and this deliverable is that valuable feedback from the community and relevant stakeholders will be received, which will serve as input towards the optimal design of the i-PROGNOSIS ecosystem, as well as, to the exploitation strategy of the project intellectual property and end products, and thus maximising the project impact.

The i-PROGNOSIS community encompasses not only older individuals who may be directly involved using the mobile application and other tools developed by i-PROGNOSIS, but also people around them (indirectly involved) or even people merely interested in the i-PROGNOSIS work. On the other hand, by stakeholder we refer to all the relevant groups (categories of parties) that may have an interest in the project or the project sees a benefit in interacting with them.

The initial list of stakeholders that are vital to foster penetration in the health care sector domain are health professionals, Parkinson's Disease (PD) organisations, and private companies in this sector. Yet, other sectors will be approached (such as technology, sensor, fitness) and further stakeholders including public entities, policy makers and funding bodies, and Non-Governmental/Civil Society Organisations.

As building the iPC and the network of stakeholders requires significant effort, a first table with the relevance for each partner has been presented, combined with an indicative map of target organisations for each category that could be of interest is given. Prioritisation will be given to the countries both being represented in the consortium and having main medical partners (1<sup>st</sup> group); the 2<sup>nd</sup> group will cover the rest of the countries represented in the consortium, the 3<sup>rd</sup> group will cover countries sharing a common language with the ones present in the consortium and finally the 4<sup>th</sup> group is all other EU countries.

In order to implement the outreach activities, the necessary general tools and activities need to be planned, including the Website, news, videos, social media, scientific dissemination, etc. In addition, a series of specific tools and events need to complement for both the iPC and the network of stakeholders. For the latter, industrial exhibitions and presentation to focus groups have been initially planned.

Finally, as the project is covering a long (4 years) and demanding period, continuous monitoring and evaluation of the outreach activities is needed. For this reason, a set of Key Performance Indices has already been planned in the DoA<sup>1</sup>, which is presented here.

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<sup>1</sup>Description of Action – 690494 – i-PROGNOSIS

In conclusion, a very demanding plan for building the iPC and the network of stakeholders has been setup, requiring both general tools and focused approach, along with continuous monitoring that is vital for a successful result.

## 2 INTRODUCTION

### 2.1 DOCUMENT STRUCTURE

The present report is structured as follows:

- Section 1 is the Executive Summary.
- Section 2 provides an introduction with overall scope of the document, its target audience and its structure.
- Section 3 presents an analysis of the stakeholders.
- Section 4 reports on the dissemination tools and activities, both general and specific ones.
- Section 5 provides a monitoring and an evaluation overview along with some lessons learnt.
- Section 6, summarises the main conclusions from the deliverable.

### 2.2 SCOPE OF THE DOCUMENT AND RELATION WITH OTHER TASKS

The main objective of i-PROGNOSIS is the development of an ICT-based behavioural analysis approach for capturing, as early as possible, the PD symptoms appearance, and the application of ICT-based interventions countering identified risks. To achieve its objectives, awareness initiatives will be employed, so as to construct i-PROGNOSIS community, targeting > 5000 older individuals within the duration of the project, in order to unobtrusively sense large scale behavioural data from its members, acquired from their natural use of mobile devices (smartphone/smartwatch). To this end, engagement with a network of relevant stakeholders is central, in particular in the areas of health, the PD-related associations and Non-Governmental Organisations.

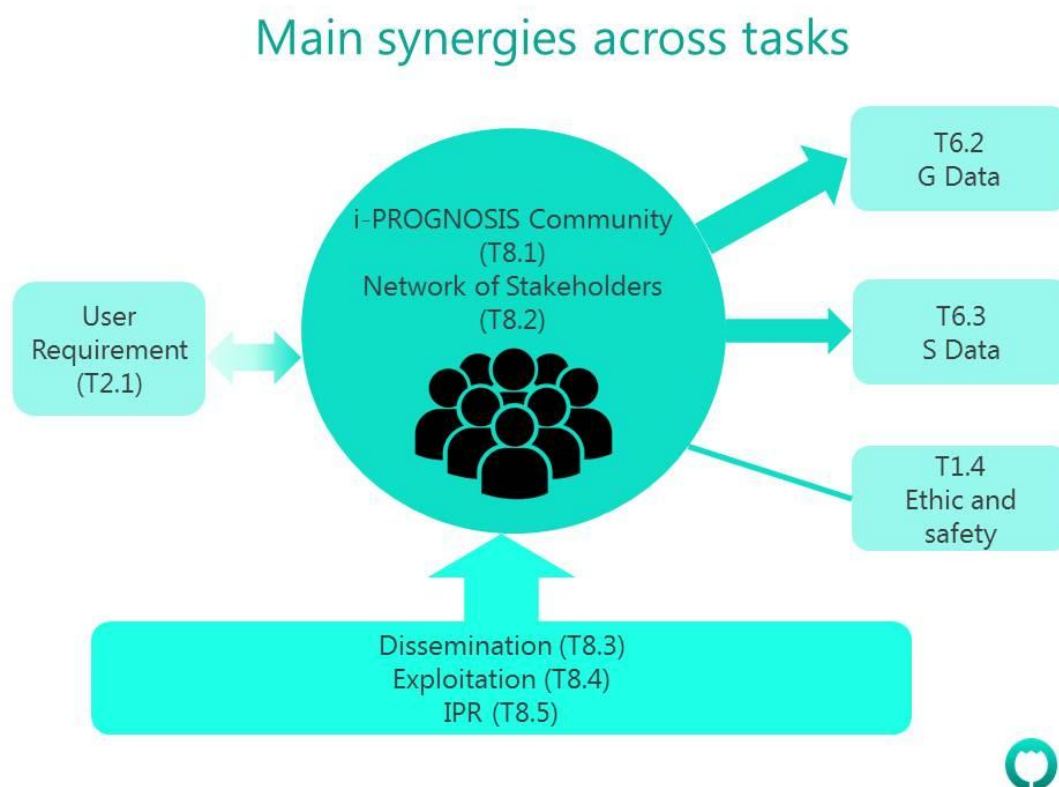
The scope of this deliverable is thus to present a plan on how to raise the necessary social awareness towards building the i-PROGNOSIS community (which is vital for the success of the project) and how to cluster with a wide network of relevant stakeholders. The two above points correspond to the WP8 tasks T8.1 on building the i-PROGNOSIS community and T8.2 on building the network of stakeholders, and thus this deliverable is a joint undertaking of both tasks.

Besides these two tasks, there is also a highly complementary Task, T8.3 on dissemination (with emphasis on scientific dissemination), which is responsible for the dissemination plan and corresponding "operations". D8.1 has already presented the main dissemination tools (such as the Website, newsletter, social media and visual identity), which are the basis for the support of the i-PROGNOSIS community and the network of stakeholders. In addition, D8.3 – Dissemination Plan, which is due at the same time with this deliverable, has been written in close collaboration with the corresponding teams.

The ultimate goal for this deliverable and the project overall, is that valuable feedback from the i-PROGNOSIS community and relevant stakeholders will be received, which will serve as input to the design of the i-PROGNOSIS ecosystem, as well as, to the exploitation strategy of the project's intellectual property and end products, and thus maximising the project impact. The above activities are worked out under tasks T8.4 (exploitation strategy and impact creation) and T8.5 (IPR – Intellectual Property Rights). In this way, the outcomes of the first three WP8 tasks and this deliverable, will feed into the work of these tasks and corresponding deliverables.

In summary, the main sub-objectives of WP8 and this deliverable are:

- To increase awareness in diverse stakeholder communities about the aims of the project and the various activities that will be undertaken as part of the project from the outset of the coordination action.
- To disseminate the key research findings related to all work packages to a wide range of audiences.
- To ensure engagement of stakeholders in research processes, in order to enhance the translation of research findings.
- To establish a social network around PD (i-PROGNOSIS Community).



**FIGURE 1** - Main interactions between T8.1 & T8.2 that form together D8.2, and all other related tasks.

The main interactions of the two tasks with all other project related tasks are shown in Figure 1. Task 2.1 on user requirements interacts with the community and the stakeholders for the requirements capture phases (using the horizontal T8.3 tools and



mechanisms). On the other hand, the two WP8 tasks will feed into the GData and SData tasks. It is reminded that within the i-PROGNOSIS project, three data collection periods are planned, i.e., the GData (generalised data) collection for the development of the first stage of PD detection [M15-M45], the SData (specialised data) collection for the development of the second stage of PD detection [M23-M45], and the interventions data collection for the development of the supportive interventions [M30-M45]. The first two phases will deal with the broader community and stakeholders, while the intervention phase is targeted to a specific group of persons with a high risk of PD. Lastly, T1.4 dealing with ethics and safety, including the protection of personal data, is also linked with the community and the stakeholders.

There will be a final report on the networking (D8.5), since these activities will be carried out all along the lifespan of the project. It is also noted that all partners are involved in T8.1 and T8.2, so as to maximise the chances of engaging with a wide community and coming up with a set of optimised project outputs.

## 2.3 TARGET AUDIENCES

The target audiences of this public deliverable are both internal and external to the project. Internal, as it is necessary to define a plan and coordinate with other tasks and deliverables, and also external, referring mainly to both the i-PROGNOSIS community and the relevant stakeholders. The community and stakeholders, although primarily targeting the countries of the consortium and in particular the ones with clinical trials, there is also a much broader and global relevance beyond the countries and beyond the EU, as PD is a disease affecting a big part of the civilised world.

## 3 STAKEHOLDERS' ANALYSIS

In order to build the i-PROGNOSIS Community and the Network of Stakeholders, we need first to be clear on what these two groups are and then to identify the target groups and main stakeholders to be involved.

### 3.1 THE i-PROGNOSIS COMMUNITY (iPC)

As stated in the Description of the Action, the project aspires to develop a community of individuals interested in and/or contributing to its program of work, called the i-PROGNOSIS Community. (iPC). The iPC latter, thus, encompasses not only older individuals who may be directly involved using the mobile application and other tools developed by i-PROGNOSIS, but also people around them (indirectly involved) or even people merely interested in the i-PROGNOSIS work. The project aims to reach a very high number of persons (at least 5.000) being committed to support the work carried out by the Consortium, notably by participating to the GDATA collection that is key for the development and fine-tuning of the PD-early detection application. Step by step, the iPC should also become a supportive network for patients and their carers using the intervention applications.

Looking at the specific aims of the IPC, we can identify the target users who need to be involved:

- Mobilisation to support the task 6.2 (GData Collection and Screening) and thus gather GData for the development of the PD early-detection application.
  - → The target group are people aged 50+, independent of their condition and link to PDPD, and as identified above a large number of users is required (>5000). These data will be used as a reference to develop and “train” the detection algorithms. Special focus will be put in this phase as the number of users is high.
- Mobilisation to support task 6.3 (SData Collection and Screening) and thus gather specific SData that will be necessary to develop and test the second stage of early PD detection.
  - → The target groups are persons identified as candidates to proceed to the second stage of detection, and a much smaller number is required (~80). In this phase, the main care would be to encourage the users to continue to the second phase and support them. But the role of their informal/family carers and of their related health professionals is also key to reach them and interact.
- Building a self-support community around PD, in order to strengthen solidarity and interactions, but also a more self-supportive attitude among patients
  - → The target groups are patients and their informal/family carers.
- Supporting intergenerational solidarity and exchange of knowledge between younger people well acquainted to smartphone and applications and older users in need of guidance
  - → The target group in this case is younger adults.
- Raising awareness on PD and ageing process, as well as on the role of older people in the society.
  - → The target groups are the general population but also PD Patients Associations and Foundations, to build on the work they are already doing.

### 3.2 NETWORK OF STAKEHOLDERS

By stakeholder we refer to all the relevant groups (categories of parties) that may have an interest in the project or the project sees a benefit in interacting with them. The initial list of stakeholders identified in the DoA that are vital to foster penetration in the health care sector domain are health professionals, PD organisations, and private companies in this sector. Yet, other sectors will be approached (such as technology, sensor, fitness) and further stakeholders including public entities, policy makers and funding bodies, Non-Governmental Organisations (NGOs). The main objective is to build a suitable network of all such stakeholders, which can effectively support and ease the way of the i-PROGNOSIS project. A comprehensive list of stakeholders along with their related role and the corresponding project task are given in **TABLE 1**.

**TABLE 1** Stakeholder and potential roles.

<b>Stakeholder</b>	<b>Potential Role</b>	<b>Task concerned</b>
End users of i-PROGNOSIS and general public	Users of the mobile application and other tools, community around them and interested community (the i-PROGNOSIS community, as identified in section 3.1) – major stakeholder in the development of the application and the design of the system	T8.1
Health professionals	Foster penetration in the health sector; get support/advice/feedback, build trust and make the results more credible; collaboration-dissemination	T8.2
PD organisations	Foster penetration in the health sector; get support/advice/feedback, build trust and make the results more credible; collaboration-dissemination	T8.2
Private companies (per sector): Health, Fitness, Technology, Sensors	Foster penetration in specific sector; get support/advice/feedback, build trust and make the results more credible in each sector	T8.2
Developers and IT community (Mobile, Game, IoT)	Get support/advice/feedback during development phase and possible dissemination in their networks afterwards	T8.2
Public entities: Governmental agencies Universities, research and innovation centres	Get support/advice/feedback, dissemination, trust; Support the exploitation strategy; Maximise impact	T8.1 T8.2
Non-Governmental / Civil Society Organisations (relevant to the project)	Get support/advice/feedback, dissemination, trust; Maximise impact	T8.1
Policy makers and funding bodies	Build trust and make the results more credible, dissemination, trust; Maximise impact	T8.1

In the above table priority will be given to the first four categories foreseen in the DoA, but some effort will be also directed to the rest of the categories in an effort to maximize the project impact and exploit its results. The main focus of the network of stakeholders is thus to build trust and make the solution more credible, foster penetration in specific sectors, get support and advice and use the stakeholders for disseminating the project and exploiting its results.

The following **TABLE 2** summarises the main actors composing the iPC and the Network of Stakeholders in a different way.

**TABLE 2** Summary of main actors in the two groups.

<b>iPC (T8.1)</b>	<b>Network of Stakeholders (T8.2)</b>
i-PROGNOSIS end users, and general public	Health professionals
Patients and their carers, including patients' organisation, 50+ and younger adults	PD Organisations
PD Organisations (such as Foundations or Charities)	IT community/Developers
Non Governments/Civil Society Organisations	Private companies (per sector)
Governmental agencies, Policy Makers and Funding bodies	Researchers and Innovators

### 3.3 PARTNER RESPONSIBILITIES AND EXPERTISE – POTENTIAL TARGET ORGANISATIONS

As building the iPC and the network of stakeholders requires significant effort, a first table (**TABLE 3**) with the relevance for each partner (marked with **X**) is given below. In addition, an indicative map of target organisations for each category that could be of interest is given. The examples are illustrative and thus it is not an exhaustive list.

### 3.4 PRIORITISATION BASED ON PARTNER REPRESENTATION/EXPERTISE

Considering this is an EU project with partners coming from different countries, we have to consider the whole EU region. Nonetheless, we have to adopt a realistic strategy: it is neither feasible to map all relevant stakeholders in the 28 countries at once, nor to reach all of them. Besides the capacity issues, we have to consider, as well, that the language is an important barrier, especially when it comes to end users. We suggest to adopt a step-by-step approach:

- **1st group:** this group will actually match with the main medical academic partners in i-PROGNOSIS, thus **Germany, Greece and the United Kingdom**.
- **2nd group:** this group will cover the other countries represented in the consortium, i.e., **Belgium, Portugal and Sweden**.
- Specific situation: **AGE** Platform Europe is legally established in Belgium, but is a European wide organisation, the main working languages are English and French.
- **3rd group:** this group will cover countries sharing a common language with the one present in the consortium, i.e., Austria, Cyprus, France and Ireland.
- **4th group:** all other EU countries.

**TABLE 3** Relevance/support per stakeholder from each partner and potential target actors.

	i-PROGNOSIS end users and general public	PD organisations/ Patients/informal carers	Health and Fitness professionals	Private companies per sector (Technology, Health, Sensors, Fitness)	Researchers/ Innovators (per sector) (Technology, Health, Sensors, Fitness)	IT community and developers (app, game, IoT)	Government/Policy Makers and Funding Agencies	Insurers (Private/ Public)
<b>AUTH</b>	<b>X</b>	<b>X</b> <b>Michael J. Fox Foundation</b> (dedicated to finding a cure for PD ensuring the development of improved therapies for those living with PD today) <b>PD Association of Northern Greece</b> (PD patients and relatives/carers)	<b>H</b> (in Greece)	<b>H</b> <b>Evexia</b> (Healthcare Centre with medical nursing units and carers for treating patients with motor, cognitive and behavioural disorders)	<b>H, T</b> Neurology Signal processing Big Data Analytics Pattern recognition/machine learning	<b>X</b> <b>SKGTech</b> (a non-profit organization based in Thessaloniki, Greece that creates apps and IT services to aid society)	<b>X</b> <b>European Commission EIP on AHA</b> (European Innovation Partnership on Active and Healthy Ageing/A3 Action Group)	<b>X</b> <b>TSMEDE</b> (Public social insurance platform for Engineers)
<b>CERTH</b>	<b>X</b>		<b>F</b> (School of Physical Education and Sports Science of AUTH, Lyceum of Greek Women)	<b>H, T</b> Dormed Hellas (medical equipment)	<b>T</b> Image/Signal processing Pattern recognition/machine learning Gaming Technologies	<b>X</b> Nordic Game Community (Gaming community)	<b>X</b> <b>European Commission</b>	
<b>COSMOTE</b>	<b>X</b> OTE Group subscribers network (fixed and mobile)			<b>T</b> GERMANOS (OTE Group retailer) <b>H</b> Large Accounts	<b>T</b> Selected partners (Industry, SMEs, Research Centres, Academia) in the	<b>T</b> Software Houses developing applications on	<b>X</b>	<b>H</b> OTE Asfalisi (OTE Group insurance subsidiary)

	i-PROGNOSIS end users and general public	PD organisations/ Patients/informal carers	Health and Fitness professionals	Private companies per sector (Technology, Health, Sensors, Fitness)	Researchers/ Innovators (per sector) (Technology, Health, Sensors, Fitness)	IT community and developers (app, game, IoT)	Government/Policy Makers and Funding Agencies	Insurers (Private/Public)
	Potentially DT Group subscribers network			(Hospitals, Medical Centres, etc.)	context of R&D funded Projects (>40 projects since 2009)  COSMOTE/OTE major equipment vendors (ERICSSON, NOKIA, HUAWEI, ZTE, ALCATEL)	behalf of OTE Group		ETHNIKI ASFALISTIKI (private insurance platform for OTE Group employees)
<b>FMH</b>	<b>X</b>	Associação Portuguesa de Doentes de Parkinson	<b>F (in PT)</b>	<b>H, F</b> Ordem dos Médicos, Associação Nacional dos Médicos de Saúde Pública, Fitness Club Clínica das Conchas	Health Education			
<b>Fraunhofer</b>	<b>X Fraunhofer PR networks</b>			<b>T</b> Voice processing and recognition <b>Business partners</b>	<b>T</b> Voice processing and recognition <b>Research partners</b>	<b>X</b>		
<b>KCL</b>	<b>X</b>	<b>X</b> Parkinson's UK, Cure Parkinson's Trust, NHS representatives, <b>EPDA</b> (European Parkinson Disease Association)	<b>H (in UK)</b>	<b>H</b>	<b>X</b> Neurology			

	i-PROGNOSIS end users and general public	PD organisations/ Patients/informal carers	Health and Fitness professionals	Private companies per sector (Technology, Health, Sensors, Fitness)	Researchers/ Innovators (per sector) (Technology, Health, Sensors, Fitness)	IT community and developers (app, game, IoT)	Government/Policy Makers and Funding Agencies	Insurers (Private/Public)
<b>KI</b>	<b>X</b>		<b>H</b> (in SE)	<b>H</b> (in SE)	PD experts at KI – e.g., Åke Seiger and Aging Research Center ( <a href="http://ki-su-arc.se/">http://ki-su-arc.se/</a> ). Personnel at KI via newsletter advertisements of the project.			
<b>TUD</b>	<b>X</b> Intranet of the Technical University Dresden, compare table at section 4.1	<b>X</b> (in DE) Patient organisation (“Selbsthilfegruppe” for PD patients and relatives in the Dept. of Neurology (Dept. for Movement disorders, Dept. for Sleep disorders) and Dept. of otorhinolaryngology	<b>H</b> (in DE) Intranet of the Medical Faculty of the Technical University Dresden, Information letter to neurologists in outpatient clinics		<b>H</b> Neurology Intranet of the Medical Faculty of the Technical University Dresden, Information letter to neurologists in outpatient clinics, to research institutions e.g. DZNE (Deutsches Zentrum für Neurodegenerative Erkrankungen), CRTD (Center for Regenerative Therapies Dresden), MPI (Max Plank Institution).	<b>X</b> Intranet of the Technical University Dresden, compare table at section 4.1	<b>X</b> (in DE) Patient organisation (“Selbsthilfegruppe” for PD patients and relatives in the Dept. of Neurology (Dept. for Movement disorders, Dept. for Sleep disorders) and Dept. of otorhinolaryngology.	<b>H</b> (in DE) Intranet of the Medical Faculty of the Technical University Dresden, Information letter to neurologists in outpatient clinics

	i-PROGNOSIS end users and general public	PD organisations/ Patients/informal carers	Health and Fitness professionals	Private companies per sector (Technology, Health, Sensors, Fitness)	Researchers/ Innovators (per sector) (Technology, Health, Sensors, Fitness)	IT community and developers (app, game, IoT)	Government/Policy Makers and Funding Agencies	Insurers (Private/Public)
					Information service science: <a href="https://idw-online.de/de/institution1564">https://idw-online.de/de/institution1564</a>			
<b>PLUX</b>	<b>X</b>	<b>X</b> (in PT)	<b>H</b>	<b>T, S</b> Companies on wearable sensors	<b>T, H, S, BME</b> (Biomedical Engineering Researchers and Students)	<b>X</b>		
<b>AGE</b>	<b>X</b> <b>Youth Forum AGE members</b> (130 organisations across the EU)	<b>X</b> <b>Eurocarers</b> (EU organisation representing informal carers) <b>EPF</b> (European Patients Forum)	<b>H</b> <b>CPME</b> – Standing Committee of European Doctors, <b>PGEU</b> – Community Pharmacists <b>EUGMS</b> (EU Geriatric Medicine Society) <b>UEMS</b> (European Union of Medical Specialists)		<b>H</b> <b>EBC</b> (European Brain Council)	<b>X</b> <b>Digital Europe COCIR</b> (European Trade Association of medical imaging, radiotherapy, health ICT and electro-medical industries) <b>EFMI</b> (European Federation for Medical Informatics) <b>EHTEL</b> (European	<b>X</b> EU institutions e-Health Stakeholder Group (coordinated by the EC) EIP AHA	<b>X</b> <b>ESIP</b> – European Social Insurance Platform <b>AIM</b> – International Association of Mutuals



	i-PROGNOSIS end users and general public	PD organisations/ Patients/informal carers	<b>Health and Fitness</b> professionals	Private companies per sector (Technology, <b>Health, Sensors, Fitness</b> )	Researchers/ Innovators (per sector) (Technology, <b>Health, Sensors, Fitness</b> )	IT community and developers (app, game, IoT)	Government/Policy Makers and Funding Agencies	Insurers (Private/Public)
						Health and Telematic Association) <b>ISfTeH</b> (International Society for Telemedicines and e-Health)		
<b>MICROSOFT</b>	<b>X</b> <b>Microsoft PR networks</b>  <b>Yammer Enterprise Social Network</b>			<b>T, H, S</b>  <b>Business Partners, startups</b>	<b>T, H, S</b> <b>MIC Network</b> (Microsoft Innovation Centres Network)  <b>MIC-GR startups and MIC Network startups</b>	<b>MSP Network</b> (Microsoft Student Partner network)	<b>X</b> <b>MS EBCs</b> (Microsoft Executive Briefing Centres contacts)	

## 4 DISSEMINATION TOOLS AND ACTIVITIES

### 4.1 GENERAL DISSEMINATION TOOLS AND ACTIVITIES

The following tools and activities are essential to support the development of the i-PROGNOSIS Community and of the Network of Stakeholders:

- The i-PROGNOSIS Website helps to disseminate general information in relation to the project and is the central element. It has been described in details in D8.1<sup>2</sup>.
- The news section of the Website will be the main basis to develop the newsletter that will not only communicate news on the project, but also foster synergies with connected events, projects and initiatives.
- Videos will be considered to spread the message in an alternative way.
- The social media (Facebook, Twitter and LinkedIn) will help to reach out to a wider population, obviously the ones who are connected. They are also perfect tools to connect with each other. Again they have been described in D8.1.
- The communication material (logo, leaflet and press kit) gives the visual identity of i-PROGNOSIS. This branding is helpful to strengthen the networking effect.
- The scientific dissemination and publications, including the events, are thoroughly described in D8.3<sup>3</sup>. It covers also events that are not scientific per se, while being essential to disseminate and network at wider level.

In addition to the dissemination and communication tools that are directly embedded in the i-PROGNOSIS project, the own communication channels of the partners are important to further disseminate and create a snowball effect as reflected in the table below (**TABLE 4**).

**TABLE 4** This table maps the different communication tools and main “internal” events of the i-PROGNOSIS consortium

Partners	Communication tools/Key “internal” events
<b>AUTH</b>	<p><b>Website:</b> <a href="http://www.auth.gr">www.auth.gr</a></p> <p><b>Social Media:</b>                      Twitter (@Aristoteleio - 6346 followers),                      Facebook (<a href="https://www.facebook.com/Aristoteleio">https://www.facebook.com/Aristoteleio</a>)</p> <p><b>Newsletter/Magazine:</b> Electronic weekly newsletter (<a href="http://www.auth.gr/news/newsletters">http://www.auth.gr/news/newsletters</a>),                      Event Calendar (<a href="http://www.auth.gr/calendar">http://www.auth.gr/calendar</a>),                      RSS service (<a href="http://www.auth.gr/rss.xml">http://www.auth.gr/rss.xml</a>),</p>

<sup>2</sup> D8.1 - i-PROGNOSIS website and media presence (Delivered in March 2016)

<sup>3</sup> D8.3 – Dissemination Plan (Delivered in July 2016)

	<p>Audio-visual Magazine (<a href="http://www.auth.gr/news/audiovisual">http://www.auth.gr/news/audiovisual</a>)</p> <p><b>Main Event/Upcoming events:</b></p> <p>Student-week (<a href="http://www.auth.gr/student-week">http://www.auth.gr/student-week</a>)-more than 5000 participants</p>
<b>CERTH</b>	<p><b>Website:</b> <a href="http://www.iti.gr">www.iti.gr</a>, <a href="http://www.certh.gr">www.certh.gr</a></p> <p><b>Social Media:</b> Twitter (@CERTHellas – 681 followers), Facebook (<a href="https://www.facebook.com/pages/CERTH/279873852048422">https://www.facebook.com/pages/CERTH/279873852048422</a>)</p> <p><b>Newsletter/Magazine :</b> CERTH newsletters (<a href="http://www.certh.gr/FC60F832.el.aspx">http://www.certh.gr/FC60F832.el.aspx</a>)</p> <p><b>Main Event/Upcoming events :</b> Researchers' night (<a href="http://ren.certh.gr/">http://ren.certh.gr/</a>) more than 2.000 participants</p>
<b>FMH</b>	<p><b>Website:</b> <a href="http://www.fmh.ulisboa.pt/">www.fmh.ulisboa.pt/</a></p> <p><b>Social Media:</b> Facebook (<a href="https://www.facebook.com/fmotricidadehumana">https://www.facebook.com/fmotricidadehumana</a>) (~10000 followers)</p> <p><b>Newsletter/Magazine:</b> FMH newsletter (<a href="http://www.fmh.ulisboa.pt/pt/noticias">http://www.fmh.ulisboa.pt/pt/noticias</a>) (with 1600 subscribers; ~4600 visualizations/per day); Portuguese (online) Newspapers: Diário de Notícias (<a href="http://www.dn.pt/sociedade/interior/detecao-precoce-de-parkinson-envolve-seis-paises-em-projeto-pioneiro-5192200.html">http://www.dn.pt/sociedade/interior/detecao-precoce-de-parkinson-envolve-seis-paises-em-projeto-pioneiro-5192200.html</a>); Observador (<a href="http://observador.pt/2016/05/25/estudo-sobre-a-detecao-precoce-de-parkinson-envolve-seis-paises-em-projeto-pioneiro/">http://observador.pt/2016/05/25/estudo-sobre-a-detecao-precoce-de-parkinson-envolve-seis-paises-em-projeto-pioneiro/</a>); Notícias ao Minuto (<a href="https://www.noticiasao minuto.com/pais/594686/detecao-precoce-de-parkinson-envolve-seis-paises-em-projeto-pioneiro">https://www.noticiasao minuto.com/pais/594686/detecao-precoce-de-parkinson-envolve-seis-paises-em-projeto-pioneiro</a>); Diário Digital (<a href="http://diariodigital.sapo.pt/news.asp?id_news=826825">http://diariodigital.sapo.pt/news.asp?id_news=826825</a>); Sapo Notícias (<a href="http://24.sapo.pt/article/newspaper-latest/lusa-sapo-pt-2016-05-25-272307416-detecao-precoce-de-parkinson-envolve-seis-paises-em-projeto-pioneiro">http://24.sapo.pt/article/newspaper-latest/lusa-sapo-pt-2016-05-25-272307416-detecao-precoce-de-parkinson-envolve-seis-paises-em-projeto-pioneiro</a>); Radio channels: Rádio Renascença (<a href="http://rr.sapo.pt/noticia/54997/?utm_source=rss">http://rr.sapo.pt/noticia/54997/?utm_source=rss</a>); and TV channels: tvi24 (<a href="http://www.tvi24.iol.pt/sociedade/25-05-2016/projeto-pioneiro-de-detecao-precoce-de-parkinson-tem-parceria-portuguesa">http://www.tvi24.iol.pt/sociedade/25-05-2016/projeto-pioneiro-de-detecao-precoce-de-parkinson-tem-parceria-portuguesa</a>)</p> <p><b>Main Event/Upcoming events:</b></p> <p>Annual Week of Exercise and Health;</p> <p>Annual week of Rehabilitation;</p> <p>Annual Week of Sport Sciences;</p> <p>Internship Fair (<a href="http://www.fmh.ulisboa.pt">www.fmh.ulisboa.pt</a>) (~2500 participants);</p> <p>Commemoration of the end of the students studies programme (~3500 participants).</p>
<b>KI</b>	<p><b>Website:</b> <a href="http://ki.se">ki.se</a></p>

	<p><b>Social Media:</b> Facebook <a href="https://www.facebook.com/karolinskainstitutet/">https://www.facebook.com/karolinskainstitutet/</a> Twitter <a href="https://twitter.com/karolinskainst">https://twitter.com/karolinskainst</a></p> <p><b>Newsletter/Magazine:</b> KI Research News <a href="https://internwebben.ki.se/en/research-news-news-letter">https://internwebben.ki.se/en/research-news-news-letter</a></p> <p><b>Main Event/Upcoming events:</b> <a href="https://internwebben.ki.se/en/events/1">https://internwebben.ki.se/en/events/1</a></p>
<b>COSMOTE</b>	<p><b>Website:</b> <a href="http://www.cosmote.gr">www.cosmote.gr</a></p> <p>OTE Group Sustainability Report 2015 (<a href="https://www.okosmosmaskalyteros.gr/portal/tomorrow-is-now">https://www.okosmosmaskalyteros.gr/portal/tomorrow-is-now</a> <a href="https://dev.intranet.ote.gr/knowledge-point/library/τεχνολογια">https://dev.intranet.ote.gr/knowledge-point/library/τεχνολογια</a>)</p> <p>DT Group Sustainability Report 2015 (<a href="http://www.cr-report.telekom.com/site16/national-companies#greece-ote-cosmote,atn-7413-7417,atn-7413-7418">http://www.cr-report.telekom.com/site16/national-companies#greece-ote-cosmote,atn-7413-7417,atn-7413-7418</a>)</p> <p><b>Newsletter/Magazine</b></p> <p>Internal bi-weekly Newsletter addressing &gt;10000 employees of the OTE Group (<a href="http://u-link.ote.gr/Pages/results.aspx?mode=quick&amp;k=i-PROGNOSIS">http://u-link.ote.gr/Pages/results.aspx?mode=quick&amp;k=i-PROGNOSIS</a>)</p> <p><b>Main Event/Upcoming events</b></p> <p>Mobile Excellence Awards 2016 (Candidacy for the most Innovative Mobile R&amp;D Project)</p>
<b>KCL</b>	<p><b>Website:</b> <a href="http://parkinsons-london.co.uk/">http://parkinsons-london.co.uk/</a></p> <p><b>Social Media:</b> Twitter @KingsParkinsons</p> <p><b>Main Event/Upcoming events:</b> Evening PD clinic at KCH including patients with PD and carers/friends, mostly aged 50+.</p>
<b>TU Dresden</b>	<p><b>Website:</b> <a href="http://tu-dresden.de">tu-dresden.de</a>, <a href="http://www.uniklinikum-dresden.de">www.uniklinikum-dresden.de</a></p> <p><b>Social Media:</b> <a href="https://www.facebook.com/ukdresden">https://www.facebook.com/ukdresden</a> - 5634 Likes, <a href="https://twitter.com/Medizin - TUD">https://twitter.com/Medizin - TUD</a> 186 Follower, <a href="https://www.facebook.com/HochschulmedizinTUD">@Hochschulmedizin TUD</a>, <a href="https://www.youtube.com/channel/UCMedizinTUD">YouTube of TUD in German language: https://www.youtube.com/channel/UCMedizinTUD</a> and in English language: <a href="https://youtu.be/jj8WEmpZN4I">https://youtu.be/jj8WEmpZN4I</a> and <a href="https://youtu.be/9vHXv2bTMsc">https://youtu.be/9vHXv2bTMsc</a>: <a href="https://www.youtube.com/user/TUDresdenTV">https://www.youtube.com/user/TUDresdenTV</a>. YouTube of Medical Faculty: <a href="https://www.youtube.com/user/UniklinikDresdenTV">https://www.youtube.com/user/UniklinikDresdenTV</a></p> <p><b>Newsletter/Magazine:</b> Periodika (= Dresden university journal, every two weeks, 12.000 prints), Carus Intern (= internal journal for employees at the medical faculty, 3 to 4 times per year, 2.500 prints). Alumni-Newsletter.</p> <p><b>Main Event/Upcoming events</b> Dresdner Lange Nacht der Wissenschaften" (Dresden long night of science, once per year, &gt; 8.000 visitors at the medical faculty, <a href="https://tu-dresden.de/med/der-bereich/news/staunend-durch-die-nacht-tausende-wissenshungrige-erkunden-die-hochschulmedizin-dresden">https://tu-dresden.de/med/der-bereich/news/staunend-durch-die-nacht-tausende-wissenshungrige-erkunden-die-hochschulmedizin-dresden</a>).</p> <p>Forschungsnachmittag (=Science afternoon, once per year).</p> <p>Alumni-Days (next 15.10.2016)</p> <p>Bürgerfest (= Citizens party, 1.-3. October 2016, presentation of the medical</p>

	faculty)
<b>PLUX</b>	<p><b>Website:</b> <a href="http://www.plux.info">www.plux.info</a>; <a href="http://www.biosignalsplux.com">www.biosignalsplux.com</a>; <a href="http://www.bitalino.com">www.bitalino.com</a>; <a href="http://www.physioplux.com">www.physioplux.com</a></p> <p><b>Social Media:</b> <a href="https://www.facebook.com/BITalinoWorld">https://www.facebook.com/BITalinoWorld</a> (4468 followers); <a href="https://twitter.com/BITalinoWorld">https://twitter.com/BITalinoWorld</a> (2003 followers); <a href="https://www.facebook.com/PLUX-wireless-biosignals-193332564829/?fref=ts">https://www.facebook.com/PLUX-wireless-biosignals-193332564829/?fref=ts</a> (924 followers); <a href="https://twitter.com/PluxBiosignals">https://twitter.com/PluxBiosignals</a> (52 followers)</p>
<b>FRAUNHOFER</b>	<p><b>Website:</b> <a href="http://www.fraunhofer.de">www.fraunhofer.de</a> <a href="http://www.iais.fraunhofer.de">www.iais.fraunhofer.de</a></p> <p><b>Social Media:</b> Twitter (@FraunhoferIAIS – 940 followers), Facebook (@FraunhoferIAIS)</p> <p><b>Newsletter/Magazine:</b> “Forschung Kompakt” Press newsletter, “Fraunhofer Magazine” Magazine</p> <p><b>Main Event/Upcoming events:</b> Participation on various local and national events.</p>
<b>AGE</b>	<p><b>Website:</b> <a href="http://www.age-platform.eu">www.age-platform.eu</a></p> <p><b>Social Media:</b> Twitter (@AGE_PlatformEU – 2800 followers), Facebook (<a href="https://www.facebook.com/ageplatformeurope/">https://www.facebook.com/ageplatformeurope/</a>)</p> <p><b>Newsletter :</b> CoverAge (Electronic monthly newsletter), Newsflash (Ad hoc newsletter), almost 2000 subscribers</p> <p><b>Main Event/Upcoming events:</b> General Assembly and Annual Conference once a year in Brussels (around 110 participants)</p>
<b>MICROSOFT</b>	<p><b>Website:</b> <a href="http://www.microsoft.com/el-gr/mic">www.microsoft.com/el-gr/mic</a>, <a href="https://www.microsoftinnovationcenters.com/">https://www.microsoftinnovationcenters.com/</a></p> <p><b>Social Media:</b> Twitter: @micgreece, 226 followers, Facebook: <a href="https://www.facebook.com/micgreece?fref=ts">https://www.facebook.com/micgreece?fref=ts</a> 5839 likes</p> <p><b>Main Event/Upcoming events:</b> Innovation days, Startup events, Hackathon-Datathons, ImagineCup, Targeted events</p>

We can also highlight that

- **11 April: World Parkinson’s Disease Days,**
- **1 October: International Day of Older People**

constitute two specific occasions to communicate during the year.

## 4.2 SPECIFIC DISSEMINATION ACTIVITIES

### 4.2.1 Building the i-Prognosis Community (iPC)

The iPC is a virtual community acting as a social network of individuals' interaction through social media and having the same interest and willingness to support the development of the i-PROGNOSIS project and its sustainability but also to create a positive movement around PD and ageing. As referred above, the iPC aims at gathering 5000 users.

To facilitate the setup of this community and to serve the purpose of the project in the best possible way, we will process through different steps:

#### Step 1 - From M4: the first steps to start building the basis of the iPC

**Objective** - Raising interest around the project at the start in synergies with T2.1. Indeed, to define proper user requirement, we conducted focus groups, interviews and a survey (D2.1<sup>4</sup>) that have helped to start building the community.

**Target group** - For this first step, we rely on the partners of the project and thus concentrated on the six countries represented without any age or health condition limit.

**Tools** – we rely on the communication tools developed for the project (Website, Facebook and Twitter), using the network of the different partners to disseminate information, but also to translate it in different languages.

For each key steps of the project, an additional communication push will be done to create expectations and have a critical mass of followers/users ready to get involved at the right time.

**Challenges** – We face a pretty tight timeframe to develop communication tools in plain language and to translate them, to encourage people to get on board while at the start the project has obviously no output, but also to involve a critical number of participants in the survey from the start to make sure the applications will meet users' needs and expectations. It is important to find the right balance in order to avoid disappointment and drop out.

Another specific challenge has emerged from the work carried out for D1.2 in relation to ethics. Indeed, it will not be possible to have the i-PROGNOSIS applications, especially the PD early-diagnosis application, available everywhere in the EU. Indeed, some ethical requirements at national level will limit that possibility. Thus, we will have to adopt a careful wording and most probably adapt the communication effort.

#### Step 2 – From M12: feeding GData and SData

**Objective** - this second step will be very much linked to:

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<sup>4</sup> D2.1 - First version of user requirements analysis (Delivered in June 2016)

- Task 6.2 (GData): the objective here is to have up to 5000 users, preferably aged 50+, using the PD early detection application to be developed and helping to improve it thanks to the data they will accept to share with the research team of the project.
- Task 6.3 (SData): these data will be collected among a pilot group of 80 users that will test and help to refine the intervention applications. These users will be already persons detected at risk of PD among the GData users and they will interact with the medical teams in the project.

**Target group** – For the GData we focus on 50+ whatever the health condition is, while for SData, we will focus on persons at high PD risk. Considering the key role to be played by the three medical teams in Germany (Dresden), in Greece (Thessaloniki) and in the United Kingdom (London), there is a clear advantage in targeting the recruitment in these three countries, especially in the area around the three mentioned cities. This will help to focus on some key communication channels and events, but also to clearly define the translation effort needed.

**Tools** – In addition to the tools mentioned under step 1 and that will still be used, improved and widened, we will need to pay attention on regularly reporting on the progress of the project to avoid creating unmet expectations. In order to convince potential users of their involvement, we will use the testimony of PD patients already involved in research but also interview the consortium partners to better explain what they will do. Most of their tasks are very technical and specific, but there are clear hook to raise the curiosity of everyday people. Here the newsletter, the Website, the Facebook page and the Twitter accounts will be key elements, at least they will provide material that could be then re-used at national and local level. The informal partnership with external organisations and stakeholders will help to create a spill over effect and again the consortium partners will have a role to play in establishing and maintaining these relationships.

Specific campaigns and activities will be considered:

- Support to task 6.2: in order to increase interest and trigger attention, we plan to have a campaign 'Donate your voice' based on the initial campaign started by AUTH in Greece a year ago via a relevant student project that attracted visibility in the Greek community and ignited the interest in the use of smartphones and smartwatches for capturing PD-related behavioural changes. The idea would be to make people active participants to the project through a very simple and easy action, i.e., recording few minutes of their voice. These recordings will feed the data needed to improve the PD early detection application.
- Support to task 6.3: the objective is to raise awareness among younger adult about ageing process and PDPD, as well as to strengthen intergenerational solidarity. The idea is to encourage young adults with IT skills to support users of i-PROGNOSIS applications and accompany them. Through this process the younger will also better understand their older fellows and vice-versa, creating a virtuous circle. The specific frame of this activity will be defined at a

later stage, in order to perfectly with the timeframe of the project, but also the findings we will get by then, it could be called in different ways, paying attention to the stigma attached to young and old persons: "Young adopt an elderly", "Young Geek mentoring their older fellows", "Share your IT skills with your Grand-Parents", etc. This activity will rely very much on the academic partners who can access students in University and use the social media, such as Twitter and Facebook. Workshops or focus groups will be considered to launch this activity and make the best use of it. They will initially be organised by AUTH, as there is a strong community of IT skilled students at the Department of Electrical & Computer Engineering of AUTH that could be linked with PD patients from the PD Association in Thessaloniki, which is strongly tied with the Medical School of AUTH.

**Challenges** – The quality and reliability of the applications relies actually very much on the involvement of users ready to support research effort for PDPD. While people tend to be quite happy to help out when it comes to medical research, they could be cautious because of the issue around data protection and privacy. We also need to pay attention to the quality of the application from the start to make sure they will use it and not be discouraged by technical problems. The quality and reactivity of the communication will be essential there.

### Step 3 – From M36: a self-supportive community

**Objective:** while the iPC will have a strong role to play in supporting the development of the project, its sustainability and role over the lifespan of the project is important. Indeed, it is clearly explained in the Description of the Action that there is a willingness to participate in a paradigm change by strengthening a self-supportive community around PD through social media and mobile applications.

**Target group** – It is actually very much linked to steps 1 and 2, since the objective is to maintain the community and use it to help disseminate the output of the projects.

**Tools** – Again the tools developed during steps 1 and 2 will still be the ones to be used. The delivery of the applications and the experience of the project should actually help a lot to deliver a clear message.

**Challenges** – The strength of the community will be at stake to ensure it can continue to work above the lifespan of the project. We will also reach another level, since the issue will be to communicate around an end product that should be made available across the EU. The language will continue to be a barrier to consider there.

### Relevant channels and activities targeting 50+

The objective here is to start listing specific channels and activities targeting people age 50+ (exemplified in **TABLE 5**), since they can be used as strong tools to recruit for the i-PROGNOSIS Community.



**TABLE 5** Specific channels and activities targeting people age 50+.

	<b>Magazine, newspaper, etc. (also electronic format)</b>	<b>Fairs</b>
<b>Belgium</b>	FR Plus Magazine ( <a href="http://plusmagazine.knack.be/">http://plusmagazine.knack.be/</a> ) NL Okra Magazine ( <a href="http://www.okra.be/page?page=magazine2010">http://www.okra.be/page?page=magazine2010</a> )	
<b>France</b>	Notre Temps ( <a href="http://www.notretemps.com/">http://www.notretemps.com/</a> ) Serengo ( <a href="http://www.serengo.net/">http://www.serengo.net/</a> ) Pleine Vie ( <a href="http://www.pleinevie.fr/">http://www.pleinevie.fr/</a> ) Senior Actu (weekly electronic newsletter, <a href="http://www.senioractu.com/">http://www.senioractu.com/</a> )	
<b>Germany</b>	BAGSO Nachrichten ( <a href="http://www.bagso.de/publikationen/bagsonachrichten.html">http://www.bagso.de/publikationen/bagsonachrichten.html</a> ) Newsletter BAGSO Aktuell (weekly electronic newsletter): <a href="http://www.bagso.de/publikationen/newsletter-bagso-aktuell.html">http://www.bagso.de/publikationen/newsletter-bagso-aktuell.html</a> Newspaper and web: <a href="http://www.apotheken-umschau.de/">http://www.apotheken-umschau.de/</a> <a href="https://www.parkinson-vereinigung.de">https://www.parkinson-vereinigung.de</a> Web only: <a href="http://www.parkinson-web.de">http://www.parkinson-web.de</a> <a href="http://www.parkinson-selbsthilfe.de">http://www.parkinson-selbsthilfe.de</a>	<a href="http://www.deutscher-seniorentag.de/">http://www.deutscher-seniorentag.de/</a> (2015 edition) „Dresdner Lange Nacht der Wissenschaften“ (Dresden long night of science)  Forschungsnachmittag (=Science afternoon, once per year).  Alumni-Days (next 15.10.2016)  Bürgerfest (= Citizens party, 1.-3. October 2016, presentation of the medical faculty)
<b>Greece</b>	50+ Hellas organization ( <a href="http://www.50plus.gr">www.50plus.gr</a> )	
<b>Ireland</b>	Senior Times ( <a href="http://seniortimes.ie/">http://seniortimes.ie/</a> )	
<b>Portugal</b>	Expresso ( <a href="http://expresso.sapo.pt/">http://expresso.sapo.pt/</a> ) Visão ( <a href="http://visao.sapo.pt/">http://visao.sapo.pt/</a> ) Exame Informática ( <a href="http://exameinformatica.sapo.pt/">http://exameinformatica.sapo.pt/</a> )	Fórum Inovação na Saúde ( <a href="http://spms.min-saude.pt/2015/03/spms-realiza-forum-inovacao-na-saude-em-abril/">http://spms.min-saude.pt/2015/03/spms-realiza-forum-inovacao-na-saude-em-abril/</a> )
<b>Sweden</b>		

<b>United Kingdom</b>	Saga Magazine ( <a href="http://www.saga.co.uk/">http://www.saga.co.uk/</a> ) Choice Mag ( <a href="http://www.choicemag.co.uk/">http://www.choicemag.co.uk/</a> ) Age UK ( <a href="http://www.ageuk.org.uk">http://www.ageuk.org.uk</a> ) Parkinson's UK ( <a href="http://www.parkinsons.org.uk">http://www.parkinsons.org.uk</a> )	
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#### 4.2.2 Network of stakeholders

As identified above, the main focus of the network of stakeholders is thus to build trust and make the i-PROGNOSIS solution more credible, foster penetration in specific sectors, get support and advice and use the stakeholders for disseminating the project and exploiting its results. In order to achieve the end results, a series of targeted outreach activities are needed. Such activities will include participation in industrial exhibitions and communication of the i-PROGNOSIS concept in face-to-face presentations to focus groups of experts of the relevant stakeholders.

Regarding the industrial exhibitions, the following major domains will be considered:

- Health, fitness and wellness related exhibitions.
- IT and sensor related exhibitions.
- Some of the above combined (Health-IT exhibitions)).).

Note that the plan for scientific conferences and exhibitions is given in D8.3 [3]. Events presented in **TABLE 6** have been initially considered.

**TABLE 6** Initial list of events.

Event name	Date-Place	Domain area(s)	Comment
World of Health IT (WoHIT)	21-22 November 2016, Barcelona	Health-IT	And follow-up events
CeBIT	20-24 March 2017, Hanover	IT	Annual event
Health IT Conference (HIMSS)	10-12 May 2017, Malta	Health IT	Annual event
eHealth week 2017	(tbc)	Health IT	Annual event
European Health and Fitness Forum	6-9 April 2017, Cologne	Health and Fitness	Annual event
IEEE EMBC 2016	August 16-20, 2016, Orlando, USA	Health; Biomedical Engineering	Annual event
ACM CHI 2017	May 6-11, 2017, USA	IT; Human-Computer Interaction	Annual Event
AAPB Annual Scientific Meeting 2017	Mar 15-18, 2017, USA	Health	Annual Event

Most of the events are annual, and a more detailed planning will be done, based on the locations and the availabilities of partners.

Regarding the in face-to-face presentations to focus groups of experts of the relevant stakeholders, a list of main events of the different partners has already been identified in Section 4.1, which will act as a starting point for the 4-year project duration.

## 5 MONITORING AND EVALUATION

As the project is covering a 4-year demanding period, continuous monitoring and evaluation of the outreach activities are needed. Regarding events, an on-line sheet has been prepared to track the planned and past activities.

In addition, a list of Key Performance Indicators (KPI) acting as evaluation means and impact indicators is essential. A first such list is already included in the project DoA (Table 2.3) spanning all WP8 activities. This table is included below (**TABLE 7**) for completeness purpose.

**TABLE 7** Monitoring and Evaluation of outreach activities.

Dissemination Activity	Overall Dissemination Objective	Indicator(s)	i-PROGNOSIS Target	Source/Methodology
Newsletters	Disseminate to our target groups the i-PROGNOSIS progress, achievements and activities	Number of Newsletter publications	16	Project reporting
		Number of subscriptions	5000	Mail list record
Demonstrations	Demonstrate the enhancements of i-PROGNOSIS in healthy ageing and PD-related end-users	Number of demos	4	Project reporting
		Older adults (healthy or PD patients) taking part	650	i-PROGNOSIS data analytics tools
		Trainers taking part	30	Project reporting
		External advisors taking part	15	Project reporting
		Family (carers) members taking part	1000	i-PROGNOSIS data analytics tools
Conferences & Events	Disseminate to our target groups in related events and identify commercial	Number of events with i-PRONGOSIS presence	20	Project reporting
		Attendance (target groups)	10000	Participants' list

	interest in our results	Potential interested stakeholder identification	40	Participants' list
Workshops	Disseminate to our target groups and get feedback on scientific and commercial value of our results	Number of organised workshops	3	Project reporting
		Attendance (target groups)	200	Participants' list
		Potential interested stakeholder identification	5	Participants' list
Scientific Dissemination	Diffuse scientific excellence and detect scientific interest in our results	Number of publications	40	Project reporting
		Possible collaborations with the industry and/or SMEs	5	Project reporting
Press & Media	General dissemination for reaching a wider audience (i-PROGNOSIS community build) and communicating the i-PROGNOSIS vision and objectives	Number of media publications	24	Project reporting
		Audience reached	500.000	Estimate projections based on the media popularity and number of mobile phone clients
Social Networks	Reach out target groups to encourage and stimulate communication in the fields related to i-PROGNOSIS	Twitter (representative followers)	2000	Social account analytics
		Twitter dialogue (Tweets)	4000	Social account analytics
		Facebook (Likes)	10000	Social account analytics
		Facebook (People reached)	15000	Social account analytics
		LinkedIn (Group members)	200	Social account analytics
		LinkedIn (Discussions)	90	Social account analytics

Web	Dissemination channel to inform about the progress of i-PROGNOSIS, activities going on and related achievements	Visits (unique IPs per month)	600	Google analytics
		Published News	40	Blog entries
		Downloads (e.g., publications, deliverables, open source modules)	5000	Google analytics

## 6 CONCLUSIONS

A plan on how to raise awareness in building the iPC (which is vital for the success of the project) and how to cluster with a wide network of relevant stakeholders have been presented in this deliverable. The ultimate goal is that valuable feedback from the iPC and relevant stakeholders will be received, which will serve as input to the design of the i-PROGNOSIS ecosystem, as well as, to the exploitation strategy of the project's intellectual property and end products, and thus maximising the project impact.

The stakeholders have been analysed per area and type and it is clear that a careful and focused approach is needed to be able to extract value from the iPC and the network of stakeholders. That is why each partner has been assigned specific areas, while an indicative map of target organisations for each category has been compiled. Prioritisation will be also given to the countries being represented in the consortium and having main medical partners, with the rest to follow.

The different tools and activities that have been identified and planned are key instruments to reach out the different audiences and will help to inform the development of the applications while spreading the word on the main steps and outcomes of the i-PROGNOSIS project.

All this effort will be monitored and evaluation along the lifespan of the project against the KPIs proposed in the DoA.