NESTORE

D1.5 - Communication and Dissemination Report

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RESPONSIBLE PARTNER:	POLIMI
CONTRIBUTORS:	Estelle Huchet (AGE) and Ilenia Gheno (AGE)
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| | | Paolo Bertelè (PoliMI) |
| | | Laura Marone (PoliMI) |

Approvals

DATE	NAME	ORGANIZATION	ROLE
2019.03.04	Cinzia Mambretti	POLIMI	Reviewer
2019.03.04	Giuseppe Andreoni	POLIMI	Scientific Coordinator

Abstract

The present document reports on the various activities carried out to implement the Communication and Dissemination plan (D1.3). It also revises and updates the Communication and Dissemination plan in alignment with the newly identified exploitation priorities (D8.1). In this regard, the clarification of the exploitation strategies and of the potential scenarios for exploiting NESTORE – as a whole solution and/or as single outputs – allowed to identify the most relevant stakeholders to engage a conversation with to maximise the chances of a successful exploitation as well as the key messages to deliver through which channels. Finally, Key Performance Indicators (KPIs) have been crystallized. As result, the Dissemination plan has more focus and offers clear directions to the Consortium and the partners to maximize the impact of the project.

Key Words

Communication, Dissemination, Exploitation, Visibility, Credibility, Engagement, Assessment, Reporting, KPIs

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Introduction

The Communication and Dissemination plan plays a critical role for the success of the NESTORE project. In fact, the Exploitation plan that has been elaborated for NESTORE – as a whole solution and/or as single exploitable outputs – (see D8.1 – Report on NESTORE Exploitation Strategy and Ecosystem for further description) needs a focused Dissemination plan that is able to engage a conversation – and consequent plan of actions – with the most relevant Stakeholders of the wide Ecosystem around NESTORE, as well as a continuous Communication effort that will inform the larger audience about the goals of NESTORE and the status of the project.

The Dissemination plan has been reviewed following the Stakeholder mapping undertaken in the WP8 DAISY Ecosystem (see D8.1 – Report on NESTORE Exploitation Strategy and Ecosystem for further description). The identification of the most relevant stakeholders with which to engage a conversation for better chances of a successful exploitation, as well as the key messages and their delivery channels helped to focus the Dissemination Plan, as well as the formalization of Key Performance Indicators (KPIs).

As result, the Dissemination plan has more focus and offers clear directions to the Consortium and the partners to maximize the impact of the project. In this view, this deliverable reviews and updates the D1.3 – Communication and Dissemination plan. Finally, this report illustrates how dissemination and communication activities have taken place over the first half of the project and have been aligned to the exploitation priorities for the second half.

I. Strategic planning: an overview

The NESTORE Communication and Dissemination plan was defined at the beginning of the project in D1.3. It is structured around an evolving process, which started from a generic awareness-raising communication to frame the overall identity of NESTORE to progress into a more targeted dissemination to relevant Experts and potential interested Stakeholders as the project delivers its first concrete results.

D1.3 highlighted four phases composing the dissemination process; the present section reports back on the implementation of the first phases and proposes a critical assessment of the deviations that took place – as well as justifications for these deviations. This self-assessment exercise covers mainly the first and second phases, namely the "Planning" of the Communication and Dissemination activities (from M0 to M4) and the "Raising Awareness" phase (from M5 to M12). It also proposes a preliminary self-assessment of the third phase called "Engaging" that will run until the end of the second project year (M24).

A detailed report per key performance indicators (listed in section V. Activity tracking: defining KPIs) is available later in the document (see section VI. Activity reporting: assessing progress). The last paragraph of this section summarises the main updates to the Communication and Dissemination plan and informs about the forthcoming activities.

First phase: M0 to M4 – Planning

This phase prepared the dissemination and communication activities with the development of the dissemination plan (D1.3) as well as the set-up of the project website (D1.2) and initial communication toolkit (D1.4). The first

project milestone (MS01) "Kick-off development phase" was reached, thanks to the launch of the website, the first press release (M05) – "Launch of the NESTORE Project on Novel Empowering Solutions and Technologies for Older people to Retain Everyday life activities", and the publication of articles about the project through relevant partners' channels. In parallel, social media activities were launched.

Second phase: M5 to M12 (year 1) – Raising Awareness

This phase aimed at setting NESTORE as a new comer into the scene of the healthy ageing sector. In order to do so, and as the project could not yet deliver research findings or tangible outputs, mainly general communication activities took place towards the general public and potential users about the overall ambition of the project and the possibility to join the co-design activities of the project.

Activities focused on updating the project website with general news and information of NESTORE partners' participation to public events, feeding the social media accounts with regular posts about the project work progress or developments in the research and innovation fields of NESTORE. Similar activities were implemented by partners through their own channels (website, social media, internal meetings, etc.). Over this first project year, NESTORE partners started to attend events to present the project and initiate first contacts with relevant categories of stakeholders, especially in the academic sphere.

Among the awareness raising action, the set-up and management of the Forum of Advisory Stakeholders (FAS) also helped to spread the messages of NESTORE. D8.3 details the set-up, organisation and management of the FAS, and reports back on the achievements of group at the benefit of NESTORE. This was also the period during which the collaboration with other EU projects funded under the PM-15 topic was formalised.

Preparatory work took place around the issue a first newsletter and second press releases linked to the major project outputs. Since the Consortium meeting in Barcelona (October 2018), however, this strand of action had been temporarily frozen while the Communication and Dissemination plan was going through substantial revision. During the Consortium meeting in Milan (February 2019) and thanks to the clarification of the exploitation strategy and of the exploitation scenarios (see section II. Aligning with NESTORE value proposition), decision was taken to further tailor the next issues of press releases depending on the core stakeholder group it will target. The forthcoming activities are described below.

Third phase: M13 to M24 (year 2) – Engaging

In order to engage with the key stakeholder groups identified in the project, the third phase listed sub-objectives to steer the activities to implement over the second project year. These are:

1. Improving the evidence-based information and level of details disseminated through the project channels: e.g. updating the website "Technology" section, making scientific contributions in relevant journals, conferences and/or books, issuing newsletters and press releases on the occasion of the delivery of major project output, etc.;
2. Developing sound connections with similar research and innovation projects through, for instance, the identification of and participation to key events – with a focus on scientific conferences, the organisation of webinars focusing on some of the ecosystem components, etc.;
3. Making the visibility of the project grow via media presence and increased number of website visits, registrations to the newsletter and number of followers on social media to a significant level;
4. Popularising the project intermediate results especially since the second period will focus on technical developments that may seem dry from an end user perspective; thus, specific efforts will need to be

made by all partners to ensure that updates on the project work progress are also accessible and provide at least partial answers to user concerns and wishes.

Milestones in the project over this period (M18) are MS04 – 2nd Intermediate Integration Workshop (which took place in Milan in February 2019) and MS05 – End of Year 2 and second Forum of Advisory Stakeholders meeting, whose due date was M24 according to the original plan but was anticipated to M18 (Milan, February 2019) to be organised back-to-back with a project plenary meeting to facilitate interactions between FAS members and Consortium partners.

The Consortium meeting in Milan (M18) was helpful to assess the state of the art and plan the second half of this third phase. The evidence of the added value of NESTORE, and the evolution of the technological strand is getting detailed and work has been undertaken towards finalisation; this will be the basis for updating the engagement strategy and for translating that content in the right language for the right audience (see chapter III. Stakeholders' engagement). This third phase on "engaging" has moreover been revised to better link with the exploitation ecosystem of the NESTORE solution.

Main updates to the plan and forthcoming activities

The following sections of the Deliverable clarify the overall narrative behind the NESTORE solution, which will help us secure the early supporters we have been in contact with, and narrow down the groups to target to enlarge the scope of our audience. It will help us keep a critical eye on the communication and dissemination plan that was drafted at the beginning of the project to adopt the most impactful, resource-efficient and relevant actions with regard to our final objectives and priorities.

Beyond exploitation strategies (the "Go-To-Market" branch in Figure 1), the Communication and Dissemination activities will be synchronised in order to best support partners in their efforts to success with the "Validation" phase (that must permit the scientific validation of the NESTORE approach) and "Recommendation" phase (that will mainly end up in the delivery of the NESTORE Policy recommendations where calls for further research based on NESTORE findings will be made). The understanding of the specific needs that NESTORE will have in terms of Dissemination and Communication along the various phases has helped to identify the most relevant Stakeholder groups – referring to NESTORE DAISY Ecosystem -, the tailored messages to be delivered through which channels.
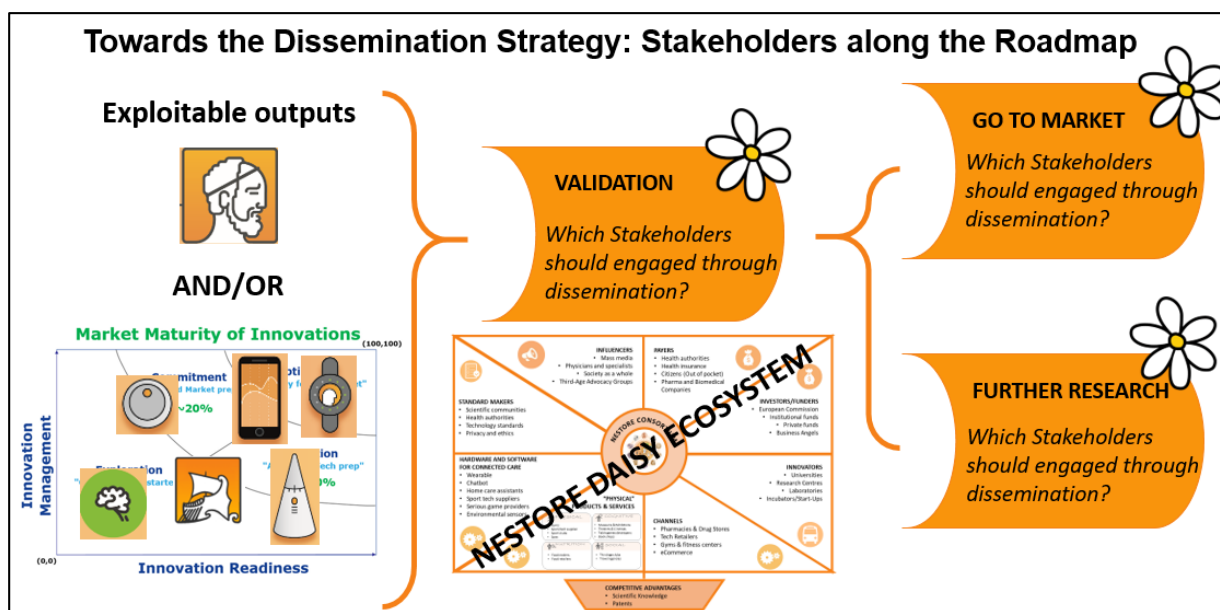
Figure 1 - Stakeholders identification per project phases

In the short run, the second half of the engagement phase has thus been reviewed as follows. The exploitable outputs being still under development, Dissemination towards targeted experts will try to further improve the innovative character and comparative advantage of the NESTORE solution and components. The release of the first prototypes will most likely lead to the issue of a new press release to the specialised press of the digital technology and digital health sector as soon as technical partners, at the end of the integration phase, will give the confirmation that sufficient progress has been made to inform the press and potentially call on the information technology (IT) community to feed NESTORE technical partners back with.

The market analysis will benefit from another dissemination push to increase the number of high-quality responses to the survey that has been designed to explore potential consumers' needs and preferences and that is available in the Netherlands, Spain and the UK. In this regard, 400+ high-quality responses have been already collected in Italy and the priority is now achieving similar figures in the other Countries. Further information about the surveys is available in D8.1. This push will take place in March 2019 through the project own channels (website, social media) and in partnership with FAS members and AGE member organisations located in the aforementioned Countries. The anticipation of the second FAS face-to-face meeting proved to be efficient in further distributing the current survey on potential consumers' needs and preferences. AGE moreover liaised with its members in the piloting countries to support the spreading of the survey as widely as possible, alongside with searching and using other contacts to reach out to older adults in Spain and the Netherlands (being the priorities as pilot Countries) and the UK.

Another critical Dissemination dimension will be linked to the validation phase. The validation of NESTORE will be made possible if the findings are robust enough scientifically speaking and endorsed ideally by both the scientific community and the users the NESTORE solution is intended to. Thus, the validation phase will mainly target scientific audiences and older adults. In this regard, the engagement with regulators and/or payers such as Health Agencies and Health Insurance Companies will be postponed after the validation phase will be positive. Past experience advices that these groups of Stakeholders – that are critical for both the "Go-To-Market" and "Further Research" branches – should be engaged when solutions proved – also in small-size pilots – to work. Finally, similar strategies to those used for the survey dissemination will be implemented to recruit participants to the pilot activities hand in hand with WP7 partners that will lead the pilot activities, namely: La Meridiana in Italy, Preventie Collectief in the Netherlands and la Fundaciò Salut i Envelliment in Spain.

During the second face-to-face meeting of the FAS in Milan (February 2019), the idea of hosting the next face-to-face meeting of the FAS at pilot site level was raised. AGE will be monitoring the evolution of the pilot sites work in that respect, in order to plan the next steps carefully. The organisation of a public event with the Forum of Advisory Stakeholders, local community organisations involved in the pilot activities as well as interested third parties is still also considered; its actual implementation will depend on the availability of robust results from the validation phase and the budget available.

A third press release is likely to be issued to inform the scientific communities interested in healthy ageing, physiology and participatory research with older adults about NESTORE's validation methodology and pilot activities once those will be formalised. In parallel, NESTORE partners will intensify their efforts to publish about their findings and promote them on the occasion of targeted events. For the sake of clarity, the channels per core stakeholders are summarised in section IV. Preferred channels and tools.

II. Aligning with NESTORE value proposition

The present section aims at giving a summary of the NESTORE proof of concept that has been developed as part of WP8 exploitation activities. This proof of concept is the result of a sound market analysis and stakeholder mapping. It will be refined again as exploitable outputs are finalised and according to the exploitation scenario that will eventually be chosen. This summary is key to inform the revision of the stakeholder categories to prioritise during the second half of the project and tailor messages and channels to approach them. The full value proposition and the different exploitation scenarios are described in D8.1 – Report on NESTORE Exploitation Strategy and Ecosystem.

NESTORE narrative

Brainstorming discussions with the Forum of Advisory Stakeholders as well as with key project partners helped to move forward with the overall message from "NESTORE, your pathway to wellbeing" to "NESTORE, be well with science". If the headline is not final, it was stressed by several parties that the added-value of NESTORE laid in the medical and scientific knowledge the Consortium could eventually provide towards the end of the project. This background knowledge built in the NESTORE solution is a substantial comparative advantage given the highly competitive market where big players, such as Amazon or Google, manoeuvre.

Behind this main tagline, the message is to promote NESTORE as a friendly and proactive – yet non-intrusive – coach capable of sustaining the users' intention to maintain or improve their condition. The coach must help the users to take new decisions in accordance with their personal needs and preferences with the view to empower the users in a self-care approach. In all cases, the coach must avoid the risk of making the users feel guilty for not taking up a recommendation.

NESTORE positioning on the market

Because it is intended to healthy users, the NESTORE coach will most likely be attractive for people going through turning points in their lives and in need of temporary support or guidance; because of a turbulent period they are going through, they may feel that their quality of life or wellbeing is at threat (e.g. just after retiring, after the loss of a parent or a close friend, etc.). The NESTORE coach could provide the necessary advices that

would help users to find a new balance. It would be used over short periods of time (between a few weeks to a few months) before the coach's personalised advices either become part of the new users' routines or become unnecessary. Besides, NESTORE still keeps the ambition of being the right support at the right time also outside 'turning points', able to boost well-being and health widely.

NESTORE exploitation scenarios

As results of both an external and internal analysis, the most relevant directions in terms of exploitation strategy have been identified and crystallized. The D8.1 (Report on NESTORE Exploitation Strategy and Ecosystem) offers a comprehensive explanation of the pathway followed (NESTORE Exploitation Canvas) and of the choices made. As result, three exploitation scenarios have been identified as the most promising and are reported synthetically in Table 1 with their main characteristics.

Groups of Stakeholders from the NESTORE DAISY Ecosystem	GOLD EXPLOITATION SCENARIO	SILVER EXPLOITATION SCENARIO	BRONZE EXPLOITATION SCENARIO
Payers	Third-parties *(mainly Health Agencies, Health Insurances)* paying for the delivery of NESTORE services	Third-parties paying for the data (anonymized and aggregated) collected by NESTORE from users	Third-parties *(mainly Health Agencies, Health Insurances)* paying for the delivery of NESTORE services
Suppliers of Hardware / Software technologies	Open platform to other suppliers	Open platform to other suppliers	Closed
Suppliers of physical Products / Services in NESTORE domains	Closed	Closed	Closed

Table 1 - Three preferred exploitation scenarios

Full explanation of these exploitation scenarios can be found in D8.1 – Report on NESTORE Exploitation Strategy and Ecosystem.

III.   Stakeholders' engagement

This section reviews and updates the Stakeholder categories that had been primarily listed in the Communication and Dissemination plan to prioritise who should be approached in the frame of NESTORE, at what time/stage of the project work progress, with what message, and through which channels. The NESTORE DAISY Ecosystem (see Figure 2) aims at identifying the different Stakeholders NESTORE partners could be in contact with in the frame of the project. As explained in section I. Strategic planning: an overview, three dimensions of the project

are to be considered. In each of these phases, different categories of Stakeholders will be approached. For an efficient and effective use of NESTORE resources, only a selection of the Stakeholders groups mapped in the NESTORE DAISY Ecosystem (Figure 2) will eventually be targeted and involved in conversation with the NESTORE project.

- Validation phase: **scientific audiences** in the fields of information technologies, healthy ageing, co-design (including healthcare professionals) as well as ideally **potential end users** that could endorse the NESTORE approach from a user perspective;

- Go-To-Market phase: **influencers** in capacity to incentivise potential users to adopt the NESTORE solution, potential **payers** for the solution (which depends on the chosen exploitation scenario), and **innovators** to integrate their innovations or build-up on the NESTORE solution;

- Further Research: **payers** for the solution (which depends on the chosen exploitation scenario) as well as **investors/funders** that can help the Consortium to gather additional funding to further advance the components and the whole solution of NESTORE and set the stage for large-scale validation plan;

- Recommendation phase: **policy makers**.

These six major stakeholders to engage with had already been identified in D1.3. The section below clarifies who exactly will be targeted in these groups and for what purposes.
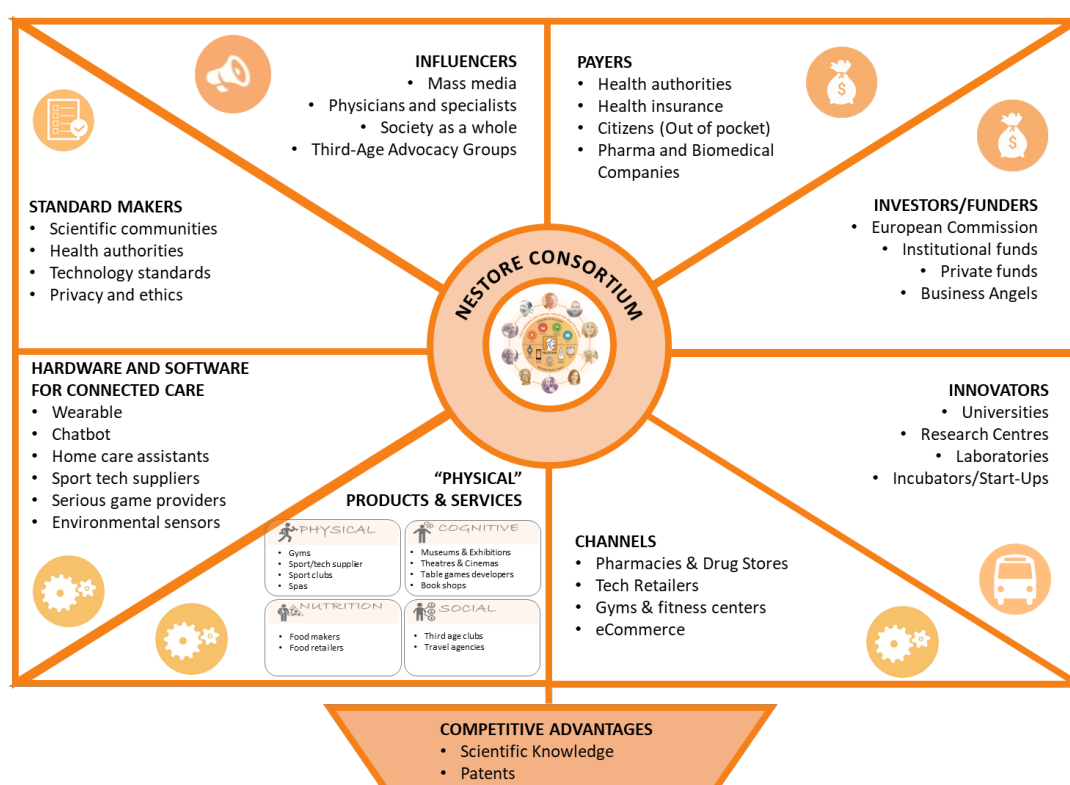

Figure 2 - Daisy Ecosystem from NESTORE D8.1

An ultimate target: potential end users?

Being the primary goal of NESTORE to develop an innovative, multi-domain, cross-disciplinary and personalized coaching system to support healthy older adults to sustain their wellbeing and capacity to live independently, **older adults** obviously compose the ultimate target audience of NESTORE. Given the difficulty to reach out to the wide public and potential consumers with a product or service that is not yet in the market, the message and list channels to keep older persons informed about the solution development have been revised. Rather than a large reach, priority will be given to achieving high-level of engagement with a small group of older adults, especially in pilot Countries. Dissemination activities will thus be implemented primarily to give to older adults the opportunity to get on board of our co-creation and piloting activities. It is however of great importance to keep in mind the critical need to carefully craft a communication campaign that potential NESTORE users will eventually be able to relate to when the solution reaches the market.

The work with the experts by experience led by the Lab4Living from Sheffield Hallam University (see D7.1 and D7.2) and with the Forum of Advisory Stakeholders under the coordination of AGE Platform Europe (see D8.3) helped the consortium to refine the message towards a positive and motivational narrative. This justifies that attention and efforts have been dedicated to defining an overall story for the NESTORE solution that is appealing and takes account of the three major areas of concern identified with the group of experts by experience from Sheffield, namely: Trust – Cost – "Fits my life"[1].

An evidenced-based solution: the key support of scientific audiences

NESTORE's unique selling proposition relies on the scientific validation of the coaching delivered by the NESTORE solution. Thus, NESTORE findings must be presented to and endorsed by the scientific community. This applies to all scientific domains covered by NESTORE. The engineering and technical scientific community is also being envisaged as one of the sub-stakeholder group to get in contact with to improve further the exploitable character of the technology developed in NESTORE.

These academic stakeholders are defined in D1.3 under section 3.3.2. Scientific communities. A specific section 5.2 relating to project scientific publications still applies. The project progress is detailed in this document under VI. Activity reporting: assessing progress. The Steering Board of NESTORE will keep monitoring the publication opportunities and academic events where NESTORE partners will have the possibility to discuss the project with fellow researchers.

Bringing NESTORE to the market: who to talk to?

Research works around technology acceptance invites us to consider the impact of influencers, ambassadors, opinion leaders, relatives surrounding potential end users and thus to also address our messages to these audiences in coherence with the identified exploitation scenarios.

Since the three scenarios prioritized until now are freemium – a very limited contribution from the users could be envisaged as a co-payment – to meet NESTORE's ambitious to be universal and beyond any income-divide, potential payers for the NESTORE solution are obviously an important interlocutor to consider. These payers vary from a scenario to another depending if the NESTORE coaching solution is open or closed to the provision of other hardware or software solutions. This category gathers public health authorities/agencies, health

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[1] Details in the updated version of D7.2 – Report on transferability of participants perspectives to technologists.

insurance companies and companies acting as product manufacturers and service providers (not yet necessarily in the Silver Economy).

Innovators have finally been identified to reinforce the NESTORE solution with new technologies that may come up in the future after the release of NESTORE on the market or to give possibility to future releases of NESTOREs with innovators (universities, start-ups, etc.) deciding to further improve the system.

	GOLD EXPLOITATION SCENARIO	SILVER EXPLOITATION SCENARIO	BRONZE EXPLOITATION SCENARIO
Core Stakeholder #1	**Influencers**, in particular: general practitioners and specialised press	**Influencers**, in particular: general practitioners and specialised press	**Influencers**, in particular: general practitioners and specialised press
Core Stakeholder #2	**Payers**: public health agencies, and insurance companies	**Payers**: public health agencies, insurance companies, and product/service providers	**Payers**: public health agencies, and insurance companies
Core Stakeholder #3	Innovators	Innovators	Innovators
Core Stakeholder #4			**Investors:** venture capitalists

Table 2 - Core stakeholders identification per exploitation scenario

Given the great similarities in terms of core target stakeholders between the three preferred exploitation scenarios, the following Tables present the tailored messages and preferred channels per stakeholder categories (regardless of the exploitation scenario that will eventually be chosen). It also identifies for each stakeholder categories performance indicators to keep track of the situation. These indicators are gathered again in the section IV. Activity tracking: defining KPIs.

Influencers	TAILORED MESSAGE	CHANNELS
General practitioners	Healthy ageing is a priority for the sustainability of the healthcare systems over time and improve our quality of life as we age. Healthy ageing should take into account multi-domain strategies. The implementation of integrated strategies must leverage on digital technology that offers scalability and on artificial intelligence fed with lifestyle data analysed according to the most update scientific guidelines. NESTORE solution is a validated system that will complement your practice by helping out your patients to care for themselves.	Meetings with European and national associations of family doctors (e.g., WONCA at International level, UEMO at European level, SIMMG and FIMMG in Italy, etc.) Content creation in partnership with the specialised press Organization of public events for GPs

Table 3 - Dissemination strategy to reach influencers

Payers	TAILORED MESSAGE	CHANNELS
Public health agencies	NESTORE is a safe, value-for-money solution for ageing healthy, well and independently. The preventive approach and scalable potential of NESTORE could eventually contribute to reduce health inequalities that become more salient as people age. Usability is high and changes in lifestyle behaviours are permanent with relevant results in terms of surrogate outcomes along five key domains of wellbeing.	Meetings with public health agencies Channels of public authorities' networks
Health insurance companies	NESTORE is a safe, value-for-money solution for ageing healthy, well and independently. The preventive approach and scalable potential of NESTORE could eventually contribute to reduce health inequalities that become more salient as people age. Usability is high and changes in lifestyle behaviours are permanent with relevant results in terms of surrogate outcomes along five key domains of wellbeing.	Meetings with health insurance companies Content creation in partnership with the specialised press Channels of insurance business associations
Product and service companies	NESTORE aims at becoming the leading platform for healthy ageing because of its capability to provide older people with tailored pathways for ageing well, healthy and independent. This is made possible through the digest of lifestyle data gathered from different devices. (Depending on the exploitation scenario chosen) the user will be able to bring his/her own devices within the NESTORE technological ecosystem thus offering an opportunity for start-ups to integrate their devices or digital products and services (e.g., serious games) to the NESTORE platform.	Content creation in partnership with the specialised press Channels of silver economy multi-stakeholder networks (such as the EIP-AHA)

Table 4 - Dissemination strategy to reach payers

Innovators	TAILORED MESSAGE	CHANNELS
Start-ups	NESTORE aims at becoming the leading platform for healthy ageing because of its capability to provide older people with tailored pathways for ageing well, healthy and independent. This is made possible through the digest of lifestyle data gathered from different devices. In the case of GOLD or SILVER scenarios, the user will be able to bring his/her own devices within the NESTORE technological ecosystem thus offering an opportunity for start-ups to integrate their devices or digital products and services (e.g., serious games) to the NESTORE platform.	Content creation in partnership with the specialised press Channels of silver economy multi-stakeholder networks (such as the EIP-AHA)
Universities	NESTORE aims at becoming the leading platform for healthy ageing because of its capability to provide older people with tailored pathways for ageing well, healthy and independent. This is made possible through the digest of lifestyle data gathered from different devices. In the case of GOLD or SILVER scenarios, the user will be able to bring his/her own devices within the NESTORE technological ecosystem thus offering an opportunity to universities and research groups to integrate their innovations in terms of devices or digital products and services (e.g., serious games) to the NESTORE platform.	Participation in academic events Publication of academic papers Meetings with research groups on healthy ageing and digital technology

Table 5 - Dissemination strategy to reach innovators

Investors	TAILORED MESSAGE	CHANNELS
Venture capitalists	Healthy ageing is a booming market segment within the silvery economy. Prevention is becoming a priority for older citizens who aim at living a healthy, independent and high-quality life for as long as possible. This objective is shared with public authorities that must keep their healthcare systems sustainable in a context of rapidly ageing demographics. Digital technology offers the opportunity for a personalized prevention service supported by AI-based breakthrough technologies and fed with lifestyle data. Data are analysed in light of the most recent scientific guidelines for healthy ageing thus ensuring the academic robustness of the NESTORE solution.	Meetings with venture capitalists

Table 6 - Dissemination strategy to reach investors

Passing on the lessons learnt to policy makers

The second half of the project will be the occasion to co-develop policy recommendations (D1.6 – foreseen for M36) based on an analysis of the project results and on the feedback from the Forum of Advisory Stakeholders. As per the description of action, the document should have wide distribution in key related fora and discussion groups. The above is all the more critical to NESTORE that the project is committed to a preventive approach to ageing. The solution developed in the project is timely and relevant in a context where public authorities are initiating a move from an institutional care model to policies and systems organised around the provision of community and home care services. Such an approach implies to ensure the sustainability of our public health and care systems, and thus make policy makers a key player to engage with beyond exploitation purposes.

IV.   Preferred channels and tools

The following table presents the preferred channels per stakeholder group. It focuses on the core stakeholders described in the above section. The channels are organised in three categories as usually classified in communication plans, i.e.: paid, owned and earned.

The **owned channels** are core to a communication plan since they are under the full control of the owner (in our case: the NESTORE consortium and partners). They encompass the project website and social media accounts, partners' respective premises, websites, intranets, social media accounts, etc. It should be noted that the owned channels are useful to retain our respective audiences; they are critical for new audiences attracted through paid and earned channels that would be interested in knowing more about us.

The **paid channels** gather advertising spaces that can be bought in offline and online media. They permit to enlarge the scope of the audience one is usually in contact with through the owned channels. They require a prior cost-benefit assessment according to the extra-audience we will be able to reach thanks to the use of purchased channels (adverts on traditional media, web banners integration on chosen websites, sponsored posts on social media, etc.).

The **earned channels** refer to the places and media where one can increase visibility not through advertising but through influence. These free channels however require non-monetary investments in terms of time, human resources, content creation, etc. The content circulated by those earned channels cannot be controlled as directly as it is the case with owned and paid channels but they help enlarge the visibility and increase the credibility of the organisation that is 'promoted' by the earned channel.

	PAID	OWNED	EARNED
General practitioners		Project public events	Content development (for articles, interviews, etc.) in partnership with specialised media titles Bilateral meetings
Public health agencies		Project public events	Content development (for articles, interviews, etc.) in partnership with specialised media titles Bilateral meetings
Insurance companies		Project public events	Specialised press Bilateral meetings
Innovators	Fairs and exhibitions		Fairs and exhibitions Bilateral meetings
Investors	Fairs and exhibitions		Fairs and exhibitions Bilateral meetings

Scientific audiences	Open access journals Academic conferences	Channels of partner universities such as POLIMI, CNR, UAB, etc. Project channels (website, social media)	Open access journals Academic conferences Channels of the Horizon 2020 programme, CORDIS, and European Commission DG RTD
Policy makers		Channels of partner advocacy organisations such as AGE	Channels of the European Commission (DG CNCT & SANTE) Channels of the European Parliament Intergroup on Ageing Channels of existing networks involving public authorities (see below for details)*[2]
End users	Social media paid ads (e.g. Facebook sponsored posts)	Channels of older persons' organisations (AGE) and partners leading or being actively involved pilot activities; Project channels (website, social media, pilot activities, public events and fliers)	Channels of the Forum of Advisory Stakeholders members, some being volunteers in seniors' organisations

Figure 3 - Preferred channels per stakeholder group

V. Activity tracking: defining KPIs

The following indicators have been identified in the objective to evaluate the impact of our dissemination and communication activities. It will help Consortium partners ensure they make best use of the NESTORE resources to maximise the exploitable potential of the project outputs. These communication key performance indicators (KPIs) will be monitored in parallel to the exploitation indicators.

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[2] These networks have been listed in D1.3

	TYPE OF INDICATOR	FINAL TARGET BY M36
1. Expected impact: increased visibility and legitimacy of the NESTORE solution		
1.1. Numbers of visits on the project website	Quantitative (Google Analytics)	Basic 3000 visits Desired 5000 visits Excellence 10000 visits
1.2. Number of followers on social media	Quantitative (social media analytics)	Basic 300 Desired 500 Excellence 1000 (sum of Twitter followers and Facebook likes)
1.3. Number and list of content created about NESTORE and promoted through project partners' owned channels	Quantitative (list)	Basic 16 contents Desired 24 contents Excellence 32 contents
1.4. Number of articles in the specialised press (+ fields of the press titles) and other influencers	Quantitative (list)	Basic 8 articles Desired 10 articles Excellence 15 articles
1.5. FAS members participation to meetings, piloting, workshops, events organised by the project	Quantitative	Basic 50% Desired 70% Excellence 85%
1.6. Number and list of events attended	Quantitative (list)	Basic 20 events Desired 30 events Excellence 40 events

2. Expected impact: project proposals shared with NESTORE for testing/evaluation		
2.1. Number and list of organisations we will have engaged with per category: **(1) general practitioner representatives** **(2) public health agencies** **(3) health insurance companies** **(4) product and service companies** **(5) venture capitalists**	Quantitative (list)	Basic 1 stakeholder per category resulting in: 1 General Practitioner's representatives 1 public health authorities, 1 insurance companies, 1 businesses, 1 venture capitalists Desired 2 stakeholder per category resulting in: 2 General Practitioner's representatives, 2 public health authorities, 2 insurance companies, 2 businesses, 2 venture capitalists Excellence 1 stakeholder per category and per country, resulting in: 3 General Practitioner's representatives, 3 public health authorities, 3 insurance companies, 3 businesses, 3 venture capitalists
2.2. Feedback received from the above organisations on the project offer to test/evaluate the NESTORE solution	Quantitative	Basic 2 second contact Desired 4 second contact Excellence 6 second contact
3. Expected impact: collaboration and integration explored with innovators		
3.1. Number of scientific papers accepted or minor revision	Quantitative (list)	Basic 5 scientific papers Desired 8 scientific papers Excellence 10 scientific papers

3.2. **Number of scientific conferences attended and role played there**	Quantitative (list)	Basic 8 scientific conferences Desired 10 scientific conferences Excellence 15 scientific conferences
3.3. **Number of research groups and start-ups made aware of NESTORE and opportunities to collaborate through different channels (other than through papers and conferences)**	Quantitative (list)	Basic 8 research groups/start-ups Desired 10 research groups/start-ups Excellence 15 research groups/start-ups
3.4. **Feedback received from research groups and start-ups on the project offer to collaborate**	Quantitative (second-contact after first meeting)	Basic 2 second contact Desired 4 second contact Excellence 7 second contact

Figure 4 - Key Performance Indicators for Communication

VI. Activity reporting: assessing progress

Despite the substantial refinement of the Communication and Dissemination plan with the clarification of the exploitation scenarios, several communication and dissemination activities have been carried out over the first half of the project. The section below presents the main activities that took place and place them in the bigger picture of the performance indicators to show how these activities contribute to the achievement of NESTORE's expected outputs identified above.

The kick-off of exploitation activities as part of WP8 has led to a substantial revision of the project communication and dissemination plan. This revision had been initiated already back in September 2018 after the European Commission and reviewers had recommended to seek greater alignment between Communication, Dissemination and Exploitation. Since then and as the Communication and Dissemination strategy was being revised, efforts had been concentrated on exchanges with already established groups where ties were already established (e.g. through the FAS, AGE Platform Europe members, the European Innovation Partnership on Active and Healthy Ageing, the participation to major events in the field of active ageing such as the Ageing Fit conference or the AAL Forum, etc.) in order to collect first direct feedback.

1.1. Numbers of visits on the project website

Number of new visitors	3097 (81,8%)
Number of returning visitors	687 (18,2%)

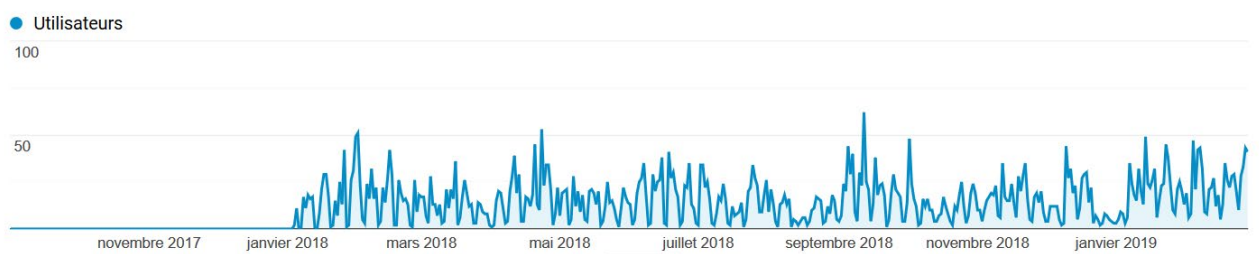*Table 7 - Statistics for nestore-coach.eu for Sept. 2017 – Feb. 2019 (Source: Google Analytics)*

Figure 5 - Visitors of the nestore-coach.eu webpage

1.2. Number of followers on social media

Twitter	100 followers	391 tweets
Facebook	29 likes	
YouTube	1 introductory video	162 views

Table 8 - NESTORE social media indicators

1.3. Number and list of content about NESTORE and promoted through project partners' channels

- POLIMI
  http://www.fondazionepolitecnico.it/en/what-we-do/european-projects/item/nestore-h2020-eu-project#.XHfYl7go82w

- AGE Platform Europe
  https://www.age-platform.eu/project/nestore

- CNR
  https://www.cnr.it/en/news/7847/nestore-a-friendly-virtual-coach-for-high-quality-life-during-aging

1.4. Number of articles in the specialised press and other influencers

In order to generate a snowball effect where more community leaders and press titles will talk about the project, it was decided to first rely on community organisations we are in contact with as part of the co-design and advisory activities of the project. Dissemination kits were thus developed for FAS members and AGE member organisations located in pilot countries to disseminate the exploitation survey POLIMI-DIG had prepared to grasp the preferences of older adults when it comes to technologies for ageing well.

- European Commission Digital Single Market
  https://ec.europa.eu/digital-single-market/en/news/nestore-companion-better-and-healthier-ageing

- European Commission CORDIS
  https://cordis.europa.eu/project/rcn/211703/factsheet/en

- Instituto de Robotica (FAS member)
  https://institutorobotica.org/en/the-ird-member-of-the-advisory-forum-of-the-h2020-project-nestore/

- Grey Panthers (FAS member)
  https://www.grey-panthers.it/speciale/speciali/leuropa-al-lavoro-per-senior-piu-tecnologici-attivi-e-attenti-alla-salute-collabora-anche-tu-con-noi/un-questionario-capire-esigenze-bisogni-5-gruppi-domande-10-15-minuti-rispondere/

- Grey Panthers (FAS member)
  https://www.grey-panthers.it/speciale/speciali/leuropa-al-lavoro-per-senior-piu-tecnologici-attivi-e-attenti-alla-salute-collabora-anche-tu-con-noi/

- Grey Panthers (FAS member)
  https://www.grey-panthers.it/speciale/speciali/leuropa-al-lavoro-per-senior-piu-tecnologici-attivi-e-attenti-alla-salute-collabora-anche-tu-con-noi/partecipare-tutti-contribuire-a-decidere-il-futuro-della-nostra-qualita-di-vita/

- Abitare Sociale
  https://abitaresociale.net/2018/10/15/invecchiamento-come-opportunita-il-lavoro-di-age-platform-intervista-a-ilenia-gheno/

1.5. Feedback received on the project

Substantial comments have been collected as part of WP7 and WP8 activities. There are compiled in:

- D7.1 and D7.2 where feedback received during co-design workshops are collected;

- D8.1 as part of the exploitation survey results analysis; and

- D8.3 in relation to the work carried out with FAS members.

1.6. Number and list of events attended

Events	Role played	Audience reached

Maker Fair (December 2017; Rome, Italy)	POLIMI had a booth presenting the project	Researchers, innovators, manufacturers and service providers
EIP AHA Conference of Partners (February 2018, Brussels, Belgium)	ROPARDO + AGE attending for networking purposes	Researchers and innovators
TRAME, Séminaire européen stimuler l'innovation, comment répondre aux enjeux de la ruralité (May 2018, Tourinnes-La-Grosse, Belgium)	European seminar on innovation for rural challenges. AGE brought leaflets and briefly presented NESTORE in a session dedicated to technology for health and well-being (over 50 participants)	Local authorities and innovators
Annual Conference and General Assembly of AGE Platform Europe (June 2018, Brussels, Belgium)	AGE brought leaflets to disseminate NESTORE among its 110 members	Associations of and for seniors in Europe
Innovation uptake in eHealth with patient-centeredness and gamification - Regulatory challenges and opportunities (July 2018, Brussels, Belgium)	AGE brought leaflets to disseminate NESTORE among the 15 participants	Researchers and innovators
R+D+I ICT Health and Social Days (September 2018, El Sucre, Spain)	FSiE presented a poster about NESTORE	Researchers
Trustworthy Artificial Intelligence: building a framework with standardization (September 2018, Brussels, Belgium)	AGE brought leaflets to disseminate NESTORE among the 100 participants of this CEN-CENELEC workshop	Standardisers
AAL Forum (September 2018, Bilbao, Spain)	AGE + UAB who contributed with a presentation about NESTORE's ethical approach in a workshop by the Empathetic PM-15 project	Technologists and innovators

AGE Platform Europe's Task force meeting on Healthy Ageing (October 2018, Brussels, Belgium)	AGE presented the project to the 10 experts gathered at Task Force level, discussing some aspects of NESTORE	Associations of and for seniors in Europe
AGE Platform Europe's Council of Administration (October 2018, Brussels, Belgium)	AGE brought leaflet to this meeting gathering 35 representatives of AGE members at national level	Associations of and for seniors in Europe
AI*AAL.IT 2018 (November 2018, Trento, Italy)	CNR organised a workshop	Researchers
Citizens Involvement in EU Research and Innovation Agenda Setting (November 2018, Brussels, Belgium)	AGE brought leaflet to this meeting gathering 35 representatives of civil society at European level	Civil Society representatives
A human-centric Digital Manifesto for Europe (November 2018, Brussels, Belgium)	AGE brought leaflet to this meeting gathering 40 representatives of civil society at European level	Civil Society representatives
AgeingFit (January 2019, Lille, France)	HES-SO + AGE (Liz Metheneos, AGE former president, gave a presentation incl. NESTORE in a workshop about telemedicine)	Researchers, innovators and local authorities

Table 9 - List of events attending over the first project half

1.7. Number and list of organisations we will have engaged with per category

N/A yet (exploitation had not started)

1.8. Feedback received from the above organisations

N/A yet (exploitation had not started)

2.1. Number and list of scientific papers published

Six scientific papers have been published so far[3]:

- Angelini L., Caon M., Mugellini E., Craig C., Chamberlain P., "The NESTORE Project: Co-Designing a Virtual Coach with Older Adults"

- El Kamali M., Angelini L., Caon M., Andreoni G., Khaled O. A., Mugellini E., "Towards the NESTORE e-Coach: a Tangible and Embodied Conversational Agent for Older Adults" In Proceedings of the 2018 ACM International Joint Conference and 2018 International Symposium on Pervasive and Ubiquitous Computing and Wearable Computers (pp. 1656-1663). ACM. https://doi.org/10.1145/3267305.3274188

- Baronti P., Barsocchi P., Chessa S., Mavilia F., Palumbo F. Indoor, "Bluetooth Low Energy Dataset for Localization, Tracking, Occupancy, and Social Interaction. Sensors 2018, 18, 4462"

- Mastropietro A. et al. (2019), "Multi-domain Model of Healthy Ageing: The Experience of the H2020 NESTORE Project" In: Leone A., Caroppo A., Rescio G., Diraco G., Siciliano P. (eds) Ambient Assisted Living. ForItAAL 2018. Lecture Notes in Electrical

- Guarneri M.R. et al. (2019), "A Personalised Virtual Coach to Counteract Ageing Decline: The H2020 NESTORE Project" In: Leone A., Caroppo A., Rescio G., Diraco G., Siciliano P. (eds) Ambient Assisted Living. ForItAAL 2018. Lecture Notes in Electrical Engineering, vol 544. Springer, Cham

- Guarneri M.R., Mastropietro A., Rizzo G. (2018), "NESTORE: A Multidomain Virtual Coach for Active and Healthy Ageing" In: Perego P., Rahmani A., TaheriNejad N. (eds) Wireless Mobile Communication and Healthcare. MobiHealth 2017. Lecture Notes of the Institute for Computer Sciences, Social Informatics and Telecommunications Engineering, vol 247. Springer, Cham Number of scientific conferences attended and role played in those conferences

2.2. Number of research groups and start-ups made aware of NESTORE and opportunities to collaborate through different channels (other than through papers and conferences)

Communication activities in relation to collaboration and integration with other innovators external to NESTORE are still limited at that stage of the project given that development and integration are still going on internally to the consortium. However, discussions and synergies are ongoing with other projects funded under the topic "SC1-PM-15-2017 Personalised coaching for well-being and care of people as they age". These joint activities are listed below:

- Mutual support in relation to dissemination activities;

- Joint organisation of a workshop with the Empathic project at the AAL Forum in September 2018;

- Participation of NESTORE to the Council of coaches' workshop in February 2019;

- Joint organisation of a PM-15 workshop at the PETRA conference in Rhodes, Greece in June 2019

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[3] All publications relating to the project are available online: https://nestore-coach.eu/publications

2.3. Feedback received from research groups and start-ups on the project offer to collaborate

N/A yet (exploitation had not started)

Conclusion

The present document aimed at a twofold achievement: reporting on the Communication and Dissemination activities carried out during the first half of the project (as per the document title) and updating the communication and dissemination strategy presented in D1.3 in order to exploit to its utmost the project outputs. The revised communication and dissemination strategy will lead to a reorientation of the priorities in terms of communication and dissemination activities during the second project half.

Overall the communication to the wide public through social media, project newsletters or mass media has been scaled down to focus on partners' own channels and third parties' channels (e.g. FAS members). In the second half of the project, and now that first prototypes and research findings are available, it has been possible to elaborate tailored messages per core stakeholders; these messages will be reinforced as more evidence and findings are published.

NESTORE's engaging phase is now going full speed. The coming months will be critical to secure the robustness of the project, its legitimacy and increase its visibility.