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Abstract

This report describes the dissemination plans that will be followed throughout the project and the dissemination material of Council of Coaches that can be used to promote the project.

Corrections

- v1.0.1 Correctly applied EU logo on header page.
- Changed UPMC to Sorbonne University (SU).
- Updated abbreviations list.

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Symbols, abbreviations and acronyms

AIOTI	Alliance for the Internet of Things Innovation
CDB	Common Dissemination Booster
CMC	Centre for Monitoring and Coaching
COUCH	Council of Coaches
D	Deliverable
DBT	Danish Board of Technology Foundation
DoA	Description of Action
EC	European Commission
EIT	European Institute of Innovation & Technology
EU	European Union
FB	Facebook
ICT	Information Communication Technologies
IT	Information Technologies
ISPRINT	Innovation Sprint
M	Month
MS	Milestone
RRD	Roessingh Research and Development
SEM	Search Engine Marketing
SEO	Search engine Optimization
SME	Small Medium Enterprise
SU	Sorbonne University
TG	Target Groups
UDun	University of Dundee
UPV	Universitat Politècnica de València
URL	Unique Resource Link
UT	University of Twente
WHO	World Health Organization
WP	Work Package

1 Introduction

The Dissemination Plans and Material deliverable has a key role in laying down the principles for communication and dissemination, and designing the communication and dissemination strategy to be followed throughout the project. The communication and dissemination strategy consist of spreading awareness of the project and its results, among specialists, general public and emerging stakeholders. Information will be shared so to build around it a community of subjects that can commit and contribute to its further development and make good use of its services. To achieve these results, it will target diverse groups of people – depending on the specific goals, e.g. engage partners, inform possible customers – through different media, so to maximize the spreading impact; and using a variety of tools, conceived and chosen based on the specific target. As communication and dissemination activities are cross-cutting and run in parallel with the development of all work packages, they are fed by the process, the progress and the feedback received. Therefore, the activities can and should be altered and adapted at many times. As the Dissemination Plan is drafted at a very early stage of the project implementation (M2), it acts mostly as a roadmap, laying down a common understanding and an overview of the communication activities that might be needed while subject to regular monitoring and adjustment. Apart from the dissemination plans, the deliverable includes key dissemination materials and templates that will be available to consortium partners, in order to have a homogeneous strategy and approach to execute dissemination activities.

This document is organized as follows. Sections 1 and 2 are the introduction and objectives of the deliverable and the project dissemination. In section 3, the dissemination strategy is presented and in section 4 the planning of activities. Section 4 provides an overview of the dissemination tools and activities and introduces the 3-step approach strategy for implementation. The phases of this strategy are analysed with their objectives, activities and timing. Section 5 focuses on a group of dissemination channels, i.e. the social media networks that will be utilized for the dissemination needs of the project. In section 6, promotional material and templates of the project are presented, i.e. logo, website, leaflet, poster, rollup banner, press releases, newsletters and online promotion strategies (SEO and paid ads).

2 Objectives

The purpose of the document is to present the dissemination plans for the Council of Coaches and the key dissemination material that consortium partners should have available, in order to have a homogeneous strategy and approach to execute dissemination activities. The dissemination plans are mainly based on the initial planning presented in the DoA. However, considering an agile planning and execution of dissemination activities, the project will continuously review the planning, aiming to have a strong impact.

Based on the Description of Action of Council of Coaches, a number of specific communication activities will be developed on the basis of the present plan, in order to implement the dissemination strategy and to pave the way for future exploitation of the project outcome, such as: (a) setting up and administrating the technical infrastructure, (b) creating appropriate communication material, (c) engaging in outreach initiatives towards the industry, the scientific community and standards organizations, and (d) developing business plans, market research and market take-up material.

The dissemination strategy of the project serves a dual objective: (a) spread awareness of the project's results among the general public; and (b) reach the strategic audiences for the project's results, including dissemination to audiences that could boost the marketing, exploitation and sustainability of the project's results later in time. Therefore, the project has identified the audience that will be most affected by the project's results, including those who will deal with the take-up and wider use of Council of Coaches outcomes.

2.1 Target groups

The audience targeted by the project's dissemination strategy includes:

- **TG1 - Internal audience:** An effective internal dissemination makes the members of the Council of Coaches consortium always adequately informed about the progress of the project, criticisms, and actions. This can ensure a high profile for the project.
- **TG2 - The stakeholders identified as part of the COUCH value chain:** The results of the project will be of primary interest to all the stakeholders identified in the scope of the Council of Coaches business model and related value chain. Local ecosystems, researchers, industry, linked communities (IoT & Big Data for Healthcare communities, health professionals etc.), developers and makers communities will be interested in the take up and exploitation of the project's results. Hence, the COUCH dissemination strategy foresees raising awareness about the project within these groups.
- **TG3 - Potential End-Users of the COUCH system and approach:** Patients, caregivers, people interested in behavioural change, physicians, health organisations will be at the forefront of COUCH's dissemination strategy. This is mainly because the wider use of the project's results depends on the adoption of the Council of Coaches approach by end-user groups. The project's dissemination strategy foresees participation in events that will be attended by such user groups, along with relevant publications and liaisons (with such user groups).
- **TG4 - Researchers and Academics:** In addition to targeting organisations and individuals that will boost the exploitation of the project's results, Council of Coaches will attempt to disseminate its main research outcomes to the research and academic community. This is both necessary and important, given that the project will realise significant advances in a number of research areas (e.g., AAL, eHealth, eCare etc.), which are contributing to the integrated Council of Coaches system.
- **TG5 - Policy Makers:** It is unanimously acknowledged that the penetration of coaching solutions is highly dependent on the regional, national and EU policies. The project will actively

disseminate its results to policy makers, given that the adoption of Council of Coaches like coaching models could be boosted by their decisions.

3 Dissemination strategy

3.1 6Ws approach

Key to a concrete success of any project is an effective communication flow, both internally and externally. In cases like the Council of Coaches, this consideration is vital, as the project relies on the creation of a community around itself. Consequently, the dissemination activities come to be essential, to keep project participants and other stakeholders informed of the progress of the project and of any disruptive development. Furthermore, they are necessary to position the project visibly in the dynamic and rapidly evolving mHealth and personalized care ecosystem, to federate developers' communities around the project outputs, to take into account local ecosystems and stakeholders needs in the pilots, and to reach innovators joining the mHealth ecosystems in the future: i.e. entrepreneurs, start-ups and SMEs.

To drive, support and connect the community involved in building strategy, the project's dissemination and communication strategic plan is based on a 6Ws approach:

- **Why disseminate:** Each action must be justified, and support at least one of the project's strategic objectives: positioning the project in the personalized healthcare and mHealth ecosystems, federating developers' communities, engaging stakeholders' and reaching out to future innovators.
- **Disseminate How:** Outcome-driven, pragmatic and simple approach, utility nature, lightweight on resources.
- **Disseminate What:** Disseminate project goals, scientific outcomes, reusable platform components, standardization propositions, pilot use cases, methodology and impacts, etc.
- **Disseminate Where:** Press releases and newsletters, web portal and social media, conferences and workshops, relationship with other projects, mobilization of local ecosystems, hackathon and developer's events, standardization committees.
- **To Whom:** from local ecosystems of the pilot to the global personalized healthcare and mHealth community of researchers and industrials, but also linked communities (IoT & Big Data for Healthcare communities, health professionals, end users and policy makers, etc.) and developers and makers communities.
- **Disseminate When:** Starting from day 1 and adapting to the timeline of the project.

This plan will also include the scheduling of the project actions with identified responsibilities and deadlines in line with the evolution of the project implementation, and establish the processes to follow for external dissemination respecting the project IPR rules. To support this strategy, general supporting materials on the project will be produced: project branding, templates and website, leaflets and conference materials, tracking and coordination of events and publications, and so forth. These will come in support of the project branding and wider strategy.

3.2 Dissemination objectives

The objectives of Council of Coaches' dissemination strategy have been set during the preparation phase and they will be refined during the project lifetime, according to emerging elements and needs. The overall objectives are:

To integrate the project into the global personalized healthcare and mHealth ecosystems, Council of Coaches will establish regular networking with the healthcare research and innovation community as well as with other related communities: from the FIWARE and universAAL communities which will be contributing components to the project's implementation, to the WHO (World Health Organization), the ECHAlliance, the Alliance for Internet of Things Innovation (AIOTI, where a large scale pilot in ageing well is on-going), as well as the Artemis Industry Association and the ECSEL joint undertaking projects that

include dedicated projects on healthcare. The project will also be open for connections with all healthcare related projects, including projects in technological areas such as CPS, Big Data and Smart Cities and Communities. These connections will be based on the existing connections or memberships of the consortium partners. The project will also reach out to international research organizations via already established connections and mark of interest in the US and Asia (Japan, Korea). To support these connections, the project will participate in community events, and the entire consortium will be mobilized to activate their existing connections.

To federate developers' communities. Reaching to these communities is essential not only to provide feedback on the project outputs, but also to ensure their sustainability in the exploitation beyond the project lifespan. The project will reach out to various communities, both local and global to attract developers. The project will also rely on existing events such as conferences like FIWARE conference, and on existing infrastructures such as AppHub and the open-platforms.eu portal to make available project outputs. The project will create the necessary supporting documentations, additional tutorials about the COUCH platform and apps, and organize the developers' events and hackathons.

The consortium firmly considers necessary the involvement of all the relevant stakeholders in a collaborative process for the emergence of purpose-driven and impactful use case. Therefore, it is necessary **to engage with relevant stakeholders' in the use cases of COUCH**. The project will mobilize local ecosystems of the pilot in the definition of the pilot use cases, their potential business models and their set-up and operation. It will establish mechanisms to extend the project pilots with new experiments and technologies. This also includes the appropriate involvement of citizens/subjects and end users in the pilots following ethical process for experimentation.

Reaching future innovators of the healthcare and mHealth ecosystem will lead to opportunities key to the project exploitation and to a prompt identification of trends or innovative companies. Several actions will be undertaken to engage the SME local ecosystems of the project through the "local cluster" partners of the consortium in each pilot site. The local ecosystems will be invited to participate the project local events (including local plenary meetings, but also dedicated local workshops) to foster mutual exchanges between the project and the ecosystem. They will also be kept regularly informed of the project activities, and invited to contribute to the project use cases workshops and to the open call. This first level of local ecosystems will be supported by a second level of related ecosystems in Europe such as the FIWARE, universAAL and AIOTI communities. The project will also build upon the EIT ICT Lab initiative as a support and link to European innovators.

To support the project's commercialization and market uptake strategy, the project will undertake targeting dissemination activities toward EU healthcare services providers following their classification according to the project's maturity model and the customization of related messages/results to be disseminated. Relevant dissemination activities including direct contacts with providers of coaching and healthcare services and relevant stakeholder's participation in all high-profile exhibitions about healthcare, presentations and live demonstrations to policy makers and more.

4 Planning of activities

In this section, we present the overview of dissemination tools and communication activities, as they have been defined from the proposal phase of the Council of Coaches project. Furthermore, the 3-step communication strategy is presented, with description about the phases running during the project period.

4.1 Overview of dissemination tools

The main dissemination instruments and their link with the project target groups are presented in the following table:

Instrument	Timing	Expected Outcomes (project deliverable)	Target groups (*)
Strategy definition	Project start	Guidelines for dissemination (D8.2)	TG1
Project graphic chart and document templates	Project start	Distinguishable visual identity (D8.2)	TG1
Web portal	Monthly updates	General public information (D8.1)	TG1; TG2; TG3; TG4; TG5
Marketing materials: flyers, posters, banners, multimedia production	1st quarter	Dissemination by the project partners at all related events	TG1; TG2; TG3; TG4; TG5
Social media presence	Throughout the project	Discussions and exchanges with online communities (D8.3-D8.5)	TG2; TG3; TG4; TG5
Online newsletters participations	To announce project events and outputs	Communication of the project calls, achievements and results (D8.3-D8.5)	TG2; TG3; TG4; TG5
Press and media articles	To announce project events and outputs	Specific targeted dissemination	TG2; TG3; TG4; TG5
Participation to conferences	Throughout the project	Promotion of the project scientific approach and results (D8.3-D8.5)	TG2; TG4; TG5
Documentation of project outcomes on portal (AppHub, open-platforms.eu, github...)	Throughout the project as soon as project output become available (M6+)	Availability and reusability of the project outputs by external developers (D8.3-D8.5)	TG1; TG2; TG4
Tutorials on project outputs	Throughout the project as soon as project output become available (M6+)	Reusability of the project outputs (D8.3-D8.5)	TG2; TG4

Developers workshops/webcasts	Quarterly after project 1st year	Education of developers, communities on project outputs (D8.9)	TG1; TG2; TG4
Hackathons	Yearly	Engagement of developers, communities on project outputs	TG1; TG2; TG4
Local Ecosystems workshops / pilot use cases workshops	At least 1 per national cluster	Involvement of local pilot stakeholders' and reach to local innovators	TG2; TG3; TG4
Participation to standardization committees	Throughout the project	Promotion of the project scientific approach and results (D8.6 – D8.8)	TG2; TG4; TG5
Participation to EU community instances (FIWARE, UniversAAL, AIOTI)	Throughout the project	Visibility and impact of the project in the mHealth/Healthcare/Coaching leading instances (D8.3-D8.5)	TG2; TG4; TG5
Presentations and Demonstrations to healthcare services providers and potential customers – Participation in Exhibitions	Throughout the project, but Intensified after successful technical validation (M27+)	Boosting the project's exploitation and commercialization targets; market uptake (D8.3-D8.5)	TG2; TG4; TG5
Linking with (local) integrators of healthcare solutions	Intensified after commencement of business validation (M27+)	Market Alliances, establishment of additional market/sales channels (D8.8)	TG2
Identifying market opportunities through the Advisory Board, which will act as Valorisation Board	Annually during dedicated AB meetings	Identification of target customers and possible segments; Specification of detailed business plans. (D8.6 – D8.8)	TG2
Online promotion (SEO, Adwords, Facebook campaigns)	At the last phase of the project and before major events	Awareness, Call-to-Actions, Conversions (e.g. registrations)	TG2; TG3; TG4; TG5

Table 1: The main dissemination tools and channels of COUCH.

(*) In this table, the target groups are identified as follows:

- TG1 - Internal audience.
- TG2 - Stakeholders identified as part of the COUCH value chain.
- TG3 - Potential End-Users.
- TG4 - Researchers and Academics.
- TG5 - Policy Makers.

4.1.1 Common Dissemination Booster

The EC has introduced under H2020 the Common Dissemination Booster (CDB) that provides projects with free, professional support for dissemination activities, on top of the dedicated dissemination budget foreseen. In this way, projects can join forces with other like-minded European and national projects, disseminate together and maximize the impact of results on the market. Synergies among EC projects is a common practice as it supports the multiplier effect in terms of marketing and dissemination. In the case of CDB it is even more promising, as the common focus will create synergies, will minimize overlaps and will help projects to coordinate their activities to address the right target groups.

At the time that the deliverable is processed, COUCH has initiated actions for setting up a proposal for a Common Dissemination Booster (CDB) that includes projects with similar focus. If the CDB proposal is approved, the CDB projects will be able to exploit a selection of the 5 services by the EC, namely:

Service 1	Portfolio identification	Define project's portfolio of results and attributes in common across the cluster.
Service 2	Stakeholder/end-user mapping	Identify and prioritise project stakeholders and build the networks you need to reach them.
Service 3	Portfolio dissemination plan development	Plan how to use dissemination tools to reach the right audience in the right way at the right time.
Service 4	Portfolio dissemination capacity building	Learn the skills the project needs to improve its dissemination.
Service 5	Dissemination campaign in practice	Hands-on support for delivering dissemination campaigns.

Table 2: Common Dissemination Booster services.

4.2 Overview of communication Activities

The communication activities related to the dissemination, set by the project from its proposal phase are grouped as follows:

Website and Collaborative Infrastructure set-up and Administration

- **Website design and LinkedIn and Twitter accounts:** the public communication resources, where we will **target >=5000 followers** overall, during the project duration.
- **Project mailing lists:** there will be lists to support the project's internal communications and public lists for outward communications.
- **Project wiki:** a back-end collaborative environment for the partners.
- **Development tools:** A cloud based technical infrastructure will be made accessible to the project development team.

Market Outreach and Promotion

- **Communication strategy:** we will draft a communication plan including an event and announcement plan correlated with the project's releases and main milestones;
- **Industry events:** the project will be represented through a booth and **presentations in (>=5) IT & healthcare trade shows** and (>=5) EU-driven events selected for their relevance with regard to healthcare.

- **Hands-on workshops:** we will organize hands-on internal and external demonstrative sessions (**>=10**) during **EU-supported** events, projects and support actions to foster use by other H2020 projects.
- **Press releases:** we will write and distribute press releases to be issued by individual partners at each release and important news and achievement of the project.
- **COUCH Video:** A professional video about the project will be created and actively disseminated in the Internet towards achieving viral effect.

Scientific dissemination and standardization

- **Scientific communication:** the research partners will have plenty of opportunities submission of the project results to leading academic **conferences (targeting >=12 publications)** and scientific **journals (targeting >=4 publications)**.
- **Standardization working groups:** identification of relevant working group and contribution to software quality standards and models.
- **International scientific workshop: (>=3) international scientific workshops** organized in conjunction with a major academic event in the area of virtual coaching.

4.3 3-step communication approach

Communication is a pre-planned but ongoing activity and continuously and gradually evolving process, far beyond the project consortium. The first step to communication and dissemination is **raising awareness** about the project, its objectives, the needs addressed, planned activities, expected outcomes and the partnership, e.g. members of the consortium. It is addressed to a wider public, in an effort to build networks of interested stakeholders, willing to contribute to the design and development of the project and its results.

The second step is **dissemination**. According to the European Commission, “Dissemination is the planned process of providing information on the quality, relevance and effectiveness of the project results to key actors”. Dissemination refers more to the “marketing” and the promotion of particular project results and outcomes, in view of extending the project’s impact and reaching as many of the actual direct and indirect target groups of the project as possible.

Exploitation constitutes the final step to the communication process and refers to the promotion of the project and its results beyond its timespan, ensuring its sustainability, including through encouraging decision-makers, organisations and other actors to incorporate project results into existing systems, practices, processes, and urging (individual) end-users to make use of the project results.

While these three phases may coincide at times, the logical sequence is (1) awareness raising, (2) dissemination, (3) exploitation:



Figure 1: The 3-step communication approach.

Taken together, the **three steps in communication**, addressing separately, jointly or in parallel different phases of the project (as will be discussed in subsequent chapter), enhance its impact, contributing significantly to its sustainability. The effective promotion of the project and its results is **crucial** in achieving the objectives of each project, bringing forward its added value but also incorporating the essence of EU-funded projects: to create products, tangible or intangible, that reach the targeted recipients and beneficiaries, contributing to a better quality of life for the citizens, enhancing social cohesion and increasing European, and in the case of the COUCH Project, also global competitiveness.

4.4 Communication phases

As described in section 4.3, the project will follow a 3-step communication approach with following phases: Phase 1: Awareness raising; Phase 2: Dissemination; Phase 3: Exploitation. In the following sections, the overall activities of each phase are described. **Furthermore, the WP8/T8.1 leader will organize a monthly meeting (telco or physical) to discuss the concrete activities, which will depend on the results, the project priorities, the events announced and the overall dissemination goals.** For this purpose, three shared worksheets will be maintained by the project; see Annex 1: Overview of activities; Events and Campaigns.

4.4.1 Awareness raising

The awareness raising phase will cover the period from M1 to M9, in which the project will prepare the Initial design and requirements (Milestone MS1) and the First functional prototype (Milestone MS2). The communication objectives of this phase, are mainly to raise awareness of the project, enhance visibility, and build a network to be capitalised at the next phase. Serving those objectives requires solid identification and analysis of the stakeholders and target groups (as will be analysed below), development of a set of appropriate communication messages and tools, and assurance of quality outputs and results to show for.

Phase 1: Awareness raising			
Communication Objectives	Main Tasks & Activities	Expected Outcomes	Time period
<ul style="list-style-type: none"> Raise awareness about COUCH Project, its benefits, comparative advantages & added value Create an understanding about the vision, purpose & objectives of COUCH Project Attract a wide pool of experts & large number of related projects as COUCH Partners Attract expertise, knowledge & input to COUCH Project Attract users Build networks, synergies & expand exposure of the COUCH Project Generate a wider public interest for participation to the COUCH Project Make "noise" about the COUCH paradigm: its comparative advantages & added value as well as its tools & functions 	<ul style="list-style-type: none"> Identify stakeholders Create & maintain users' contacts database Assess interest of stakeholders Determine level of existing awareness / knowledge Develop & update communication & dissemination material Identify messages & engaging ideas Select appropriate tools & channels Organise & plan communication activities Present & promote the COUCH Associate Partners Prepare task allocation Build on partners' communication potential Identify possible multipliers (network, projects, initiatives, events, etc.) Monitor, adjust & evaluate Communication Strategy 	<ul style="list-style-type: none"> Website Social media profiles Leaflets Posters Templates Press releases Campaigns Posts / News Emails to users in form of newsletter Participation in Events 	M1 to M9

4.4.2 Dissemination

Having reached milestones MS1 and MS2, the project will have results to demonstrate. The results will be delivered continuously, among them the prototype of Council of Coaches in its 3 versions (M9, M15, M21), the technical prototype (M27) and the demonstration results.

By the time we reach this phase, all stakeholders and target groups will have been identified and their needs analysed, many communication tools will have been developed and key activities prepared while the network will be underway and synergies will be in place. The challenge of this phase is to capitalise on the achievements of the Council of Coaches project, securing the maintenance of stakeholders' interest and engagement, encouraging participation. At the same time, this phase benefits from the

lessons learned during the previous phase. A careful evaluation of the progress during the previous phase and the challenges addressed will need to feed into the Communication Strategy to be crafted and adjusted at this stage.

Phase 2: Dissemination			
Communication Objectives	Main Tasks & Activities	Expected Outcomes	Time period
<ul style="list-style-type: none"> • Create an understanding of the comparative advantages & added value • Build networks, synergies & expand exposure • Build an engaged community • Attract & engage users of all categories • Generate a wider public interest • Interact with target groups • Expand exposure & visibility • Increase number of users & expand community • Expand communication channels • Stir interest 	<ul style="list-style-type: none"> • Maintain users' contact database • Select appropriate tools & channels • Contact users on a regular basis with specialised messages per user group • Inform about future actions & activities • Develop & update communication & dissemination material • Organise & plan communication activities • Implement media campaigns • Make use of existing & identify new multipliers (network, projects, initiatives, events, etc.) • Build on partners' communication potential • Establish an open communication channel with target groups & beneficiaries by fostering discussion and feedback • Monitor, adjust & evaluate Communication Strategy • Inform about future actions & activities • Distribute new& updated information / material 	<ul style="list-style-type: none"> • Updated Website • Updated Social media profiles • Updated Leaflet • Updated Posters • Updated Templates • Emails to users in the form of newsletter • Press releases • Events • Press coverage & its promotion 	M10 to M36

	<ul style="list-style-type: none">• Monitor & evaluate communication activities• Identify aspects for improvement / alterations• Promote new functionalities distinctions• Present results		
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4.4.3 Exploitation

This phase includes communication activities that will be linked with the exploitation strategy of the project and will be introduced in D8.6 (Initial plan for standardisation and exploitation).

5 Social Media

5.1 Social media strategy

The communication of the project through social media will be performed in a way to maximize the awareness and impact. Each social media channel has different audiences; therefore, the project will generate and share content through all available channels. Nowadays, a dissemination strategy cannot leave aside social media considering the heterogeneous public the latter reach at a considerable speed. At the present day, social media users are about to reach 3 billion, and in particular, mobile users are increasing in the latest years by about 1 million per year.

With more than 1000 average monthly minutes per user spent on its platform, Facebook is the most engaging social media. It has been calculated that in the past two years, about one in two persons has been influenced in his/her choices by Facebook's content, which has come to be the favourite means for adult customers, to keep up with brands' news. To give a sense of the relevance of this data, this media is about to reach two billion monthly active users (resulting in the fastest growing social media).

Twitter, Google+ and LinkedIn follow Facebook among the most engaging and penetrating platforms. Which means that besides very spread, they are also the platforms where people spend the most relevant amount of time. To be more specific, on Twitter about 90% of the interactions happens through click-link. This example shows that links to the project activities in the mentioned arenas, constitute a great opportunity in order to have the public discovering the Council of Coaches and or keep up to date on its activities, as well as to provide feedback with its interactions.

Concerning the type of public reachable through social media, statistics report that the mentioned four platforms are the most spread among people between 35 and 64, and that professionals, companies and agencies are increasingly active on such platforms, in order to reach the public and get feedback from the latter. Circumstances that allow the project to target two different publics: general and specialised. Therefore, to maximize the spread of awareness of the project and its impact, the plan includes the opening of accounts on Facebook, Twitter, Google+ and LinkedIn.

5.2 Twitter account

Considering that about 90% of users interact through click-link, the strategy of Council of Coaches in Twitter is to post both project-related announcements, and related articles. In addition, this account will offer a bi-directional communication channel with people interested (mentions and direct messages).



Figure 2: Council of Coaches twitter account.

5.3 Facebook Page

On Facebook, the phrasing will be adapted to its lifestyle essence. This platform will allow the collection of insights from the audience, precious to provide people with clarifications and information, as well as for future developments of the product. In addition, the event tools of Facebook will be used to announce project workshops and events.



Figure 3: Council of Coaches Facebook Page.

5.4 Google+ account

Google+ is among the favourites platforms for people between 55 and 64, thus, even if the interaction is expected to be lower than in other platforms, it remains quite relevant to allow news and information in this arena. Furthermore, it enhances the strength of a Google Adwords campaign.



Figure 4: Council of Coaches Google+ account.

5.5 LinkedIn Page

On LinkedIn the content will aim to engage stakeholders and therefore will be more business oriented, in line with the main platform purpose.

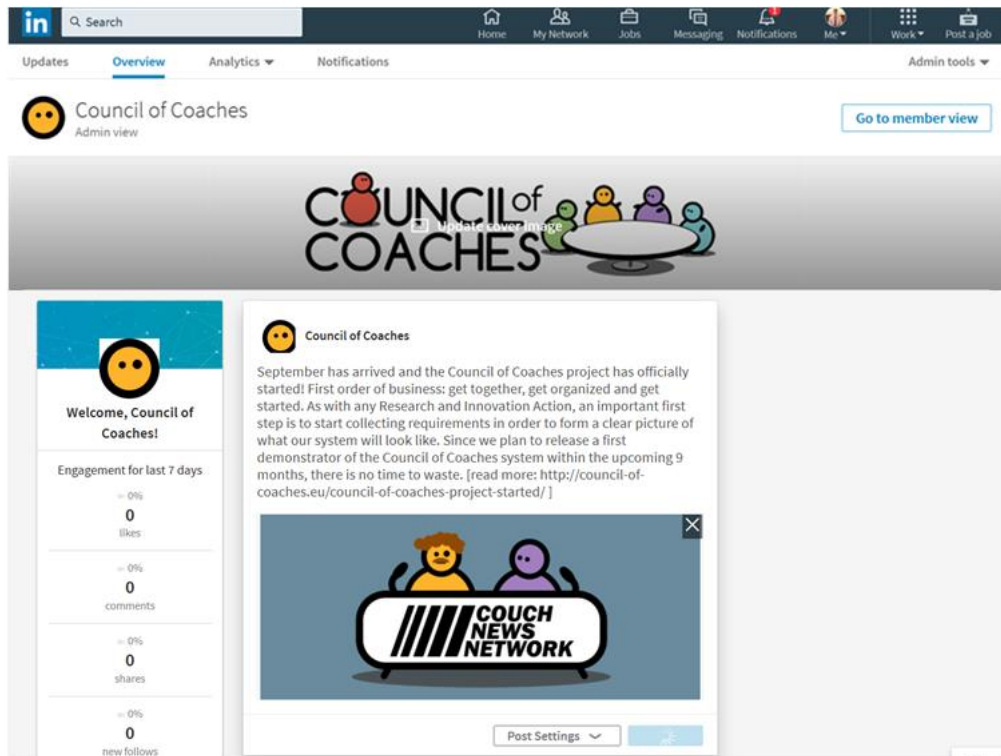


Figure 5: Council of Coaches LinkedIn Page.

6 Promotional material

The following sections describe the various types of promotional materials used and designed. A lot of work has gone into the visual elements that identify the project, currently being applied to the Website, printed materials and other templates. Some elements (visual identity and style) are finalized, while other materials (website and digital media) receive constant updates and polishing, and other (printed) material are still in draft.

6.1 Logo and applications

The Council of Coaches' Project Logo is selected to have an impact both in printed and online media. The approach is therefore self-descriptive, highlighting the major concept of the project through its immediate visual elements. The logo is presented in Figure 6 for white background application and **Error! Reference source not found.** for dark background.



Figure 6: Council of Coaches logo (white background application).



Figure 7: Council of Coaches logo (dark background application).

The colour codes of the logo are presented below:

Scheme	Red Blob	Green Blob	Yellow Blob	Purple Blob	Blue Blob
CMYK print	0;60;69;15	21;0;40;25	0;29;83;0	15;34;0;25	41;3;0;19
RGB	217;86;68	152;192;115	255;180;44	163;127;192	122;200;206
HEX	#d95644	#98c073	#ffb42c	#a37fc0	#7ac8ce

Table 3: Logo colours in CMYK, RGB and HEX.

6.1.1 Logo guidelines





DOs	DON'Ts	Improper Logo Usage
Maintain the integrity of the color, spacing, and proportions	Alter, stretch, condense the logo or realign any of its component	
Maintain the design integrity	Add other design elements such as outlines, ribbons, strokes, etc.	
Use the correct configuration	Reconfigure	
Reproduce the logo in high resolution to ensure its visual quality	Use any official logo other than high resolution artwork or original digital files from the downloadable materials in the Agency website	

Table 4: Logo guidelines.

6.1.2 Fonts

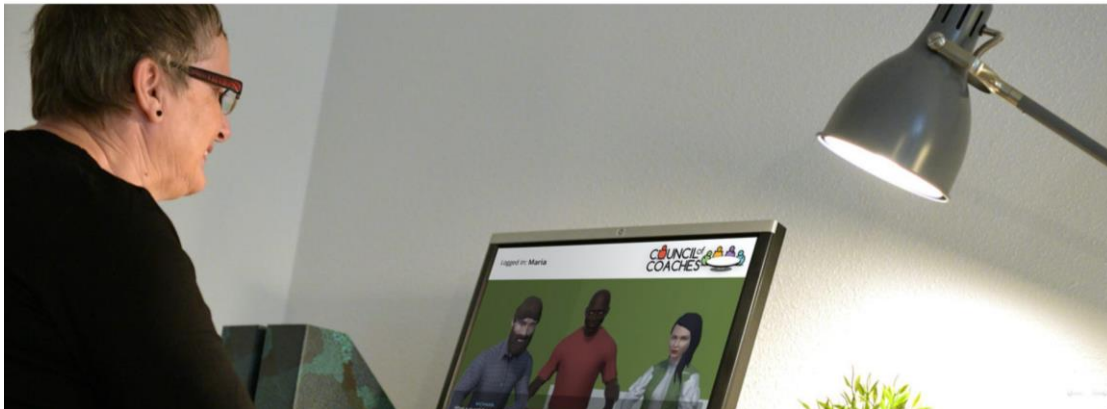
The font style used for the logo is **Comfortaa**, a rounded geometric sans-serif type design intended for large sizes. It is available in Google fonts and is free, both for personal and commercial use.



Figure 8: COUCH font "Comfortaa" styles.

6.2 Project website

As described in D8.1, the COUCH website is targeting the general public, aiming to create awareness of its activities. Below is the landing page of the website.



The Project at a Glance

The Council of Coaches project introduces a radically new concept of virtual coaching, called the "Council of Coaches" (CoC) that will be demonstrated in the area of people undergoing Life Changing Events (LCEs) that can potentially negatively impact their physical, cognitive, mental and/or social well-being.



Virtual Coaching System

The main objective of the project is to develop a virtual coaching system that can assist older adult users in the areas of physical, cognitive, mental and social well-being. Diabetes and Chronic [...]



Sensing and Profiling

Our system must learn to understand the user, his behavior and his context in order to provide personalized coaching. Through sensing and profiling the system builds up a knowledge base [...]



Dialogue Management

Dynamic, automated conversations between a virtual coach and a human user. As if that isn't complicated enough, Council of Coaches takes dialogue management to the next level by introducing a multi-party automatic [...]



Human-Computer Interaction

Experience a radically new concept of human-computer interaction. Step into the virtual council meeting room, and join a special session with a team of expert coaches. On today's agenda: you. The [...]

Meet the Consortium

[READ MORE](#)



Latest News



Council of Coaches Project Started!

by Harm op den Akker / September 13, 2017

September has arrived and the Council of Coaches project has officially started! First order of business: get together, get organized and get started. As with any Research and Innovation Action, [...]

[READ MORE](#)



Innovating and Sprinting and our first Workshop

by Harm op den Akker / September 12, 2017

Today our partners at Innovation Sprint organized a workshop entitled "Sprint #1: Shaking up the eHealth Industry in the New Digital Era", bringing together experts and enthusiasts (and mostly both) [...]

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2 Positions at the University Pierre and Marie CURIE (France)

by Harm op den Akker / July 28, 2017

Our project partner, the University Pierre and Marie CURIE is hiring for the Council of Coaches project: The European Horizon-2020 project Council of Coaches aims to develop a tool in [...]

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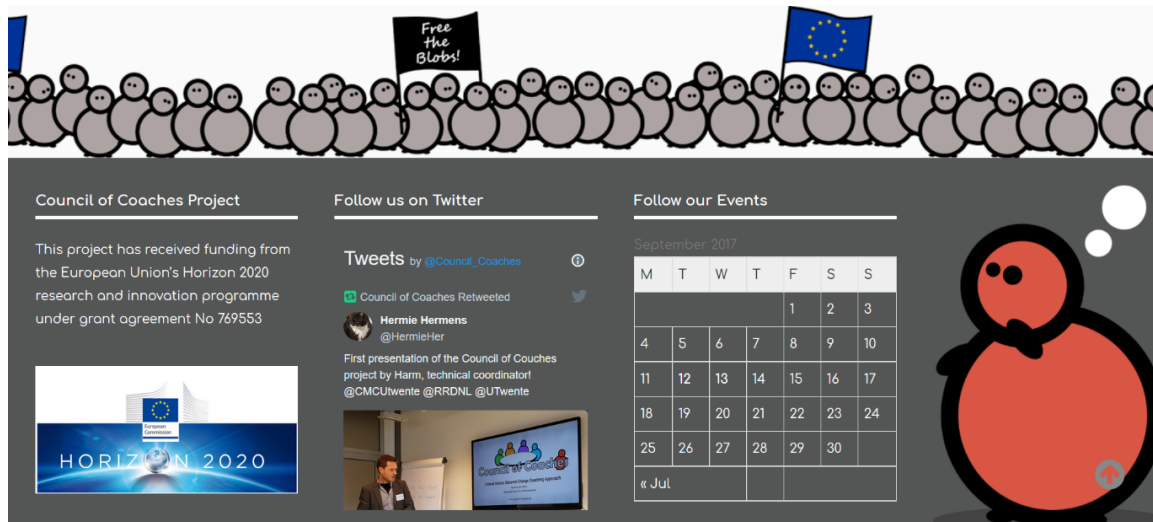


Figure 9: Council of Coaches website.

6.3 Project leaflet

The project leaflet is on landscape A4 paper with 2 folds, as shown below.

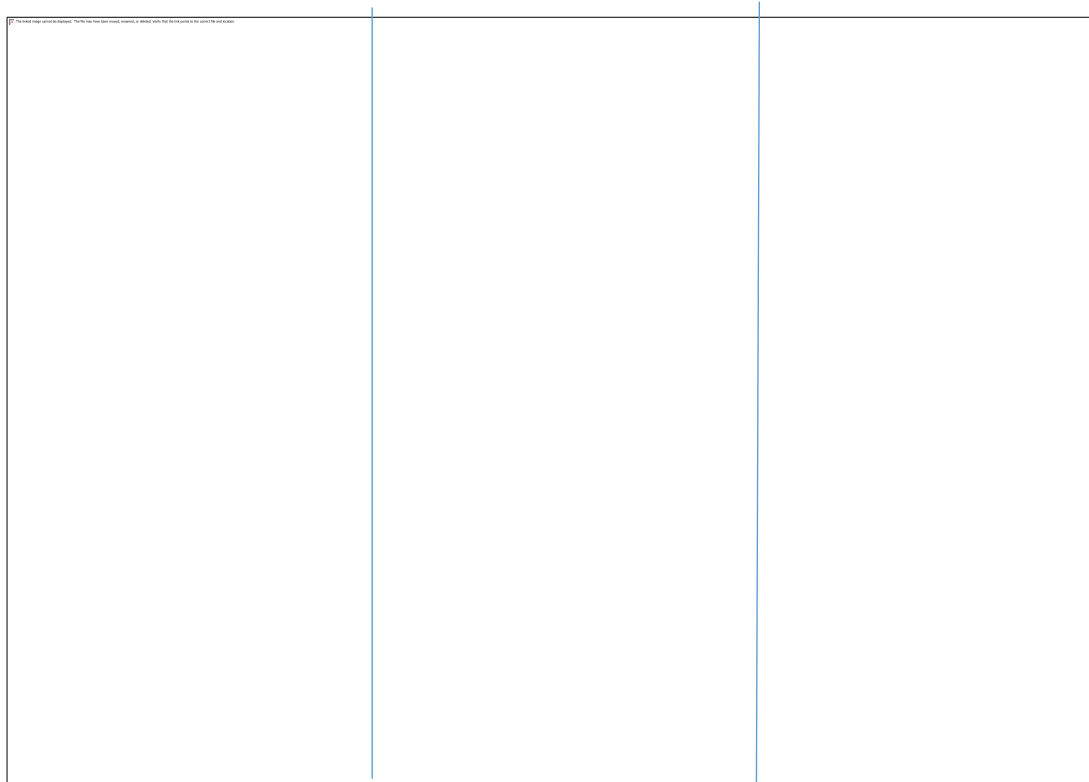


Figure 10: Council of Coaches leaflet – outside.

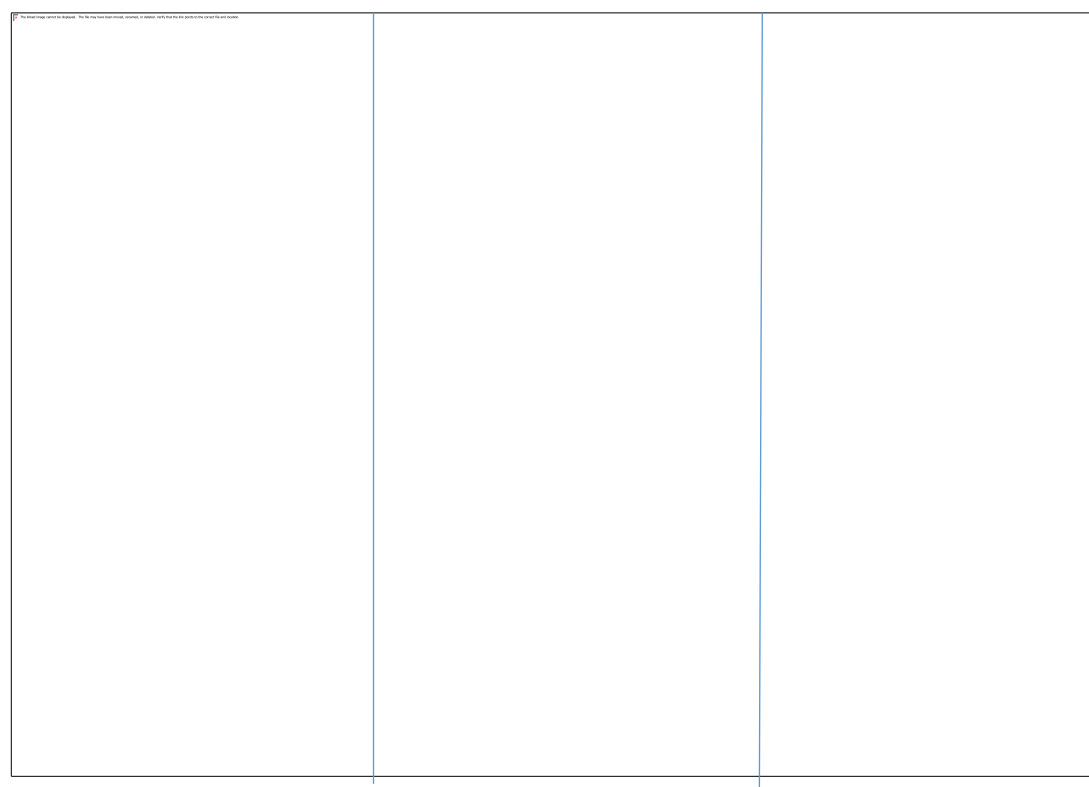


Figure 11: COUCH leaflet – inside.

6.4 Project poster

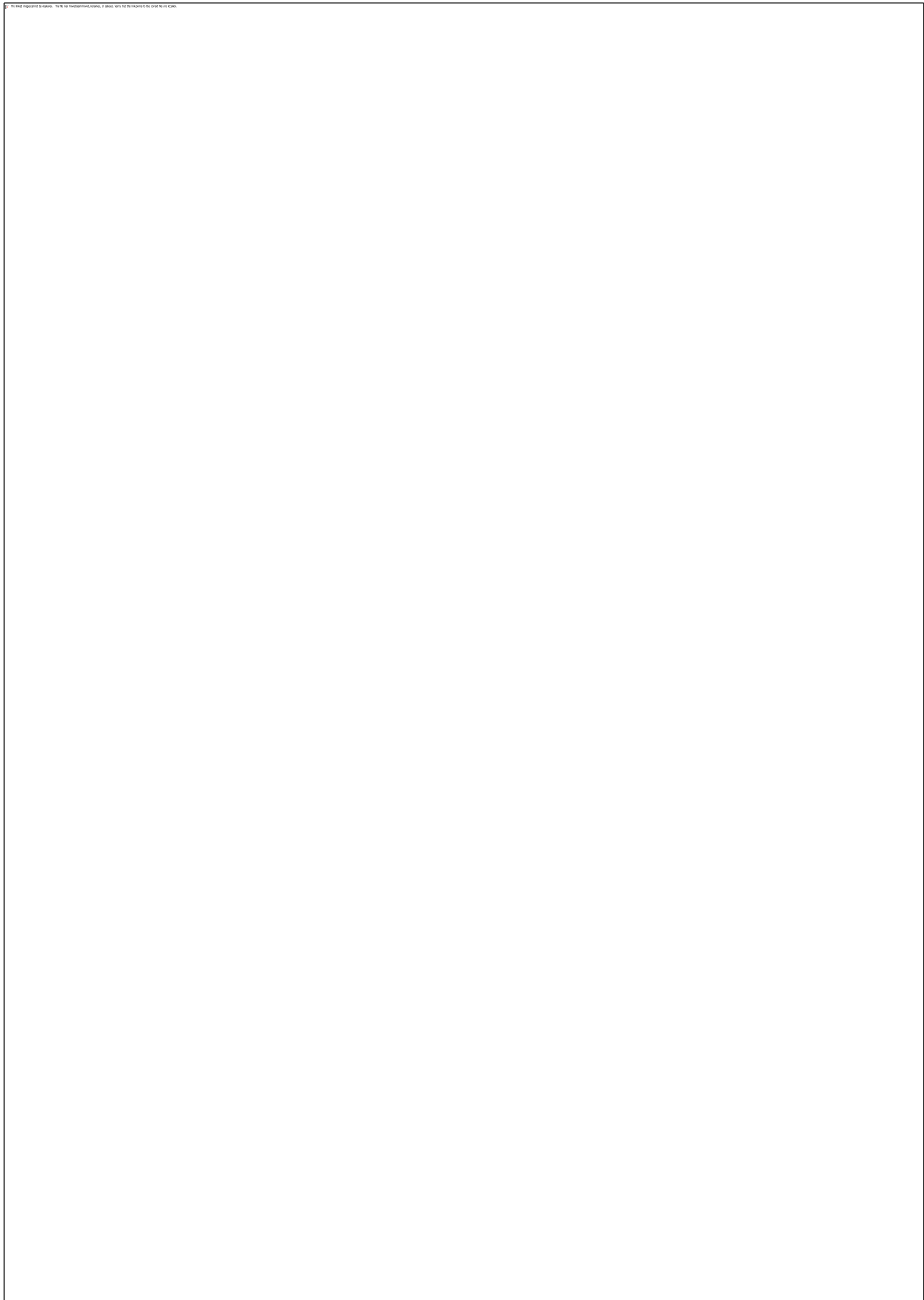


Figure 12: Council of Coaches poster.

6.5 Project rollup banner

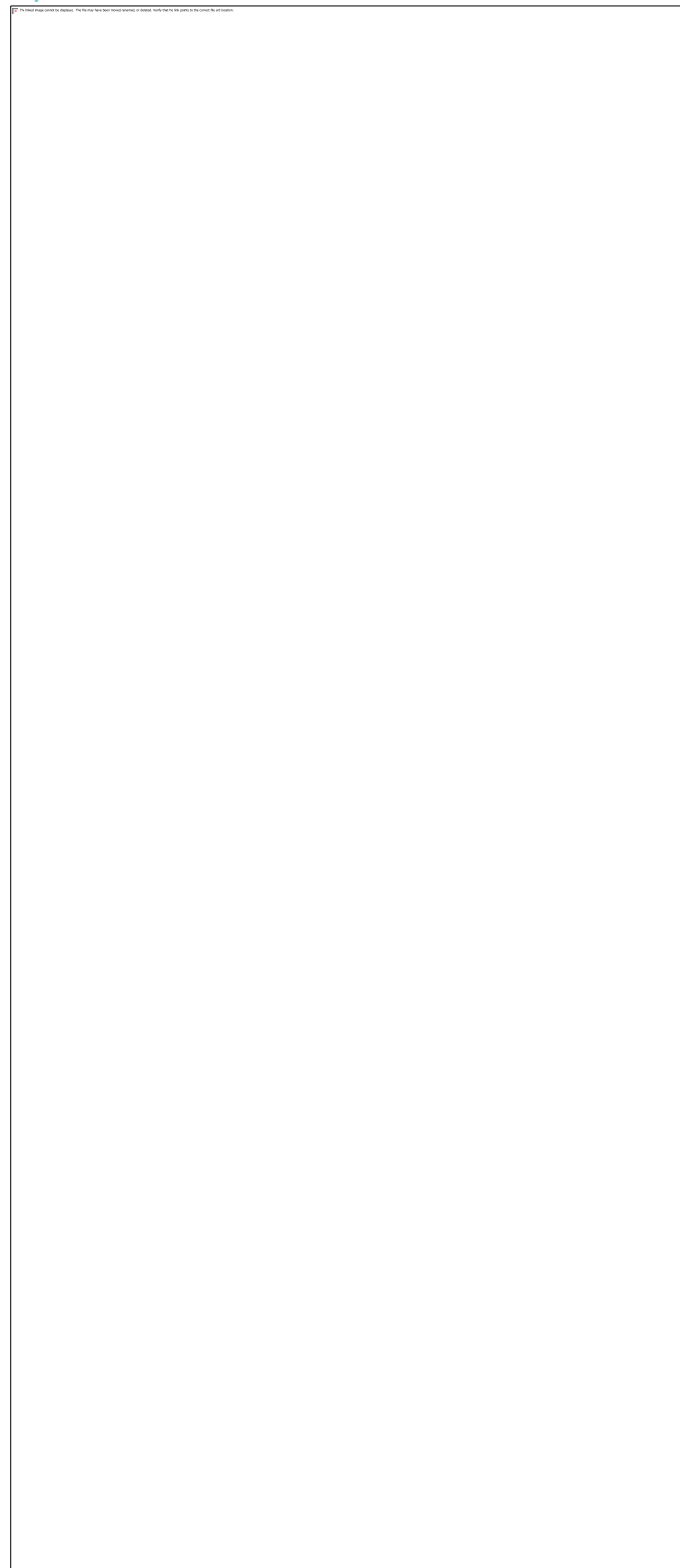


Figure 13: Council of Coaches rollup banner (totem).

6.6 Press release template



Place, Date

To the editor:

Title

Few lines summary describing the press-release

Press release text

Further information:

- XXX
- Contact information of local partner

6.7 Newsletters

The project will utilize MailChimp for professional newsletter campaigns. Below are the two templates for news digest and announcements (note: sample text and photos).

6.7.1 News digest template



The Project at a Glance

Welcome to the Council of Coaches, a European Project that aims to change the way we look at virtual coaching. We are creating an autonomous virtual council that can assist people in achieving their health goals.



Add a photo here.

Show off what you do

Replace the image with a photo of a new product or your latest project. Or, try dragging in other blocks like image cards and boxed text.

Read More

Make articles more visual

Add visual interest by pairing a compelling image with your text to entice readers to click.

[Keep Reading](#)



Add a photo here.

Read More



Figure 14: News digest template.

6.7.2 Announcement template



The Project at a Glance

Welcome to the Council of Coaches, a European Project that aims to change the way we look at virtual coaching. We are creating an autonomous virtual council that can assist people in achieving their health goals. By advancing the state of the art in embodied conversational agents we are enabling fluent multi-party interaction between multiple coaches and our users. The topics of these interactions? You, your health, your worries, and your goals. We are excited to share our work and ideas with you here, on our little corner of the web...



The main story

Make your email easy to scan by leading with one big feature or idea, like your latest blog post or a new product feature.

Start by replacing the full-width header and feature images with your own, or use a [solid color background](#).

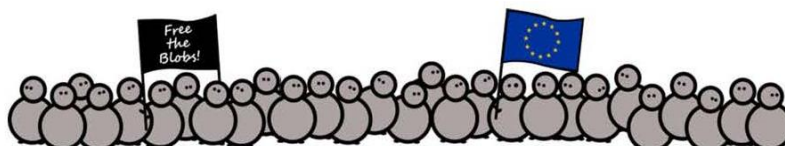


Figure 15: Announcement template.

6.8 Online promotion

6.8.1 Search Engine Optimization

Search Engine Optimization (SEO) is a continuous process that helps a website appear higher in the organic search results of Google. A SEO strategy is implemented in 2 phases: a) setup- and b) running-phase. For the setup phase, the best practices have already been applied, ensuring that the website is developed according to the latest Google recommendations. Concerning the running phase, there are several activities that will further increase the position of Council of Coaches, e.g. Backlinks from/to high ranking and credible websites; relevant and original content with proper wording; descriptive URLs in every new page generated. These activities will also be based on Google Insights for specific keywords that the project will decide to promote in the future, e.g. "virtual coach". The SEO performance will be checked with Webtools and manual trials as well.

6.8.2 Online advertisement

Once adequate content is available on the website and the social media, Council of Coaches will try to increase the awareness with some targeted paid campaigns. For this purpose, the project will use Search Engine Marketing (SEM) and Facebooks Ads. For SEM, Google Adwords campaigns will be set up pointing to the website. While, Facebook Ads will be setup to promote the FB page and events for specific countries and targeted audience.

7 Annex 1 - Dissemination Activities Matrix

7.1 Overall planning

Channels	M1	M2	M3	M4	...	M36
Conferences						
Workshops						
Press release						
Social media posts						
Social media campaigns						
Newsletters						
Bilateral meetings						
Tutorials						
Hackathons						

Table 5: Overall planning.

7.2 Events

#	Partner	Event	Title	Authors / Presenter	Type	Location	Date	Audience

Table 6: Events planned/attended.

7.3 Campaigns

Overall assessment	Actual conversions	Actual CPC	Expected impact	Budget	Media	Target	Planning	Description	Partner	#

Table 7: Dissemination campaigns.