

## D8.3: Report on Y1 dissemination activities & Phase2 planning

**Dissemination level:** Public

**Document type:** Report

**Version:** 1.0.1

**Date:** August 27, 2018 (original)

March 5, 2019 (this version)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement #769553. This result only reflects the author's view and the EU is not responsible for any use that may be made of the information it contains.

## Document Details

<b>Project Number</b>	769553
<b>Project title</b>	Council of Coaches
<b>Title of deliverable</b>	Report on Y1 dissemination activities & Phase2 planning
<b>Due date of deliverable</b>	August 31, 2018
<b>Work package</b>	WP8
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<b>Approved by</b>	Coordinator
<b>Dissemination level</b>	Public
<b>Document type</b>	Report
<b>Total number of pages</b>	30

## Partners

- University of Twente – Centre for Monitoring and Coaching (CMC)
- Roessingh Research and Development (RRD)
- Danish Board of Technology Foundation (DBT)
- Sorbonne University (SU)
- University of Dundee (UDun)
- Universitat Politècnica de València, Grupa SABIEN (UPV)
- Innovation Sprint (iSPRINT)

## Abstract

The first part of a series of three deliverables that summarizes the dissemination activities in year one. Furthermore, the planning of the second phase is provided.

## Corrections

v1.0.1      Correctly applied EU logo on header page.

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## Symbols, abbreviations and acronyms

AAL	Ambient Assisted Living
CMC	Centre for Monitoring and Coaching
COUCH	Council of Coaches
D	Deliverable
DBT	Danish Board of Technology Foundation
EC	European Commission
IoT	Internet of Things
ISPRINT	Innovation Sprint
M	Month
MS	Milestone
RRD	Roessingh Research and Development
SU	Sorbonne University
TG	Target Group
UDun	University of Dundee
UPV	Universitat Politècnica de València
UT	University of Twente
WP	Work Package

# 1 Introduction

As presented in deliverable D8.2 (Sofoklis Kyriazakos, 2017) the communication and dissemination strategy consists of spreading awareness of the project and its results, among specialists, general public and emerging stakeholders. Information will be shared, 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, to maximize the spreading impact; and using a variety of tools, conceived and chosen based on the specific target. The *Report on Dissemination Activities* is a deliverable that will be generated at the end of each project year. The first of the series, this deliverable D8.3, presents the results and outcome of the first year.

This document is organized as follows. Sections 1 and 2 are the introduction and objectives of the deliverable with a brief presentation of the 3-step communication approach, the tools and the target groups that are already presented. In Section 3 we present the activities during the **awareness raising phase** (Phase 1: M1-M9), including the online presence, the campaigns, the events and the scientific publications. Section 4, presents the planned activities for the 2<sup>nd</sup> Phase, namely the **dissemination phase** that is already running in the last quarter of the first project year. Section 5, presents the overall assessment of the first year and the report ends with the references and the Appendix of the dissemination activities matrix.

## 2 Objectives

### 2.1 3-step communication approach

In deliverable D8.2 (Sofoklis Kyriazakos, 2017), the 3-step communication approach of the Council of Coaches was presented. The approach focuses on the communication aspects, as a pre-planned and 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.

In the first year of the project, the project has executed the activities of the first phase of the approach (M1-M9) and subsequently started the second phase.

During the **awareness raising phase** from M1 to M9, the project prepared the Initial design and requirements (Milestone MS1) and the First functional prototype (Milestone MS2). The communication objectives of this phase have focused on raising awareness of the project, enhancing visibility, and building a network to be capitalised on at the next phase. Serving those objectives requires solid identification and analysis of the stakeholders and target groups, development of a set of appropriate communication messages and tools, and assurance of quality outputs and results to show for.

**Table 1: Dissemination overview of activities in Phase 1: Awareness raising.**

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

<ul style="list-style-type: none"> <li>Make “noise” about the COUCH paradigm: its comparative advantages &amp; added value as well as its tools &amp; functions</li> </ul>	<ul style="list-style-type: none"> <li>projects, initiatives, events, etc.)</li> <li>Monitor, adjust &amp; evaluate Communication Strategy</li> </ul>		
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In the **dissemination phase** (starting from M10), all major stakeholders and target groups will have been identified and their needs analysed, many communication tools will be developed and key activities will be prepared. 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, and 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.

## 2.2 Target groups

The audience targeted by the project’s dissemination strategy, based on D8.2, 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.

## 2.3 Tools

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

**Table 2: Main dissemination instruments.**

<b>Instrument</b>	<b>Timing</b>	<b>Expected Outcomes (project deliverable)</b>	<b>Target groups (*)</b>
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

## 3 Activities during Awareness raising phase

### 3.1 Online presence

#### 3.1.1 Website

The website of the Council of Coaches is the main point of the online presence of the project, accessible through <http://www.council-of-coaches.eu>. The website has been designed, aiming to inform visitors about the project and achieve a strong impact. The trendy look 'n' feel of the website and the frequency of content updates has resulted in a good traffic and visits.

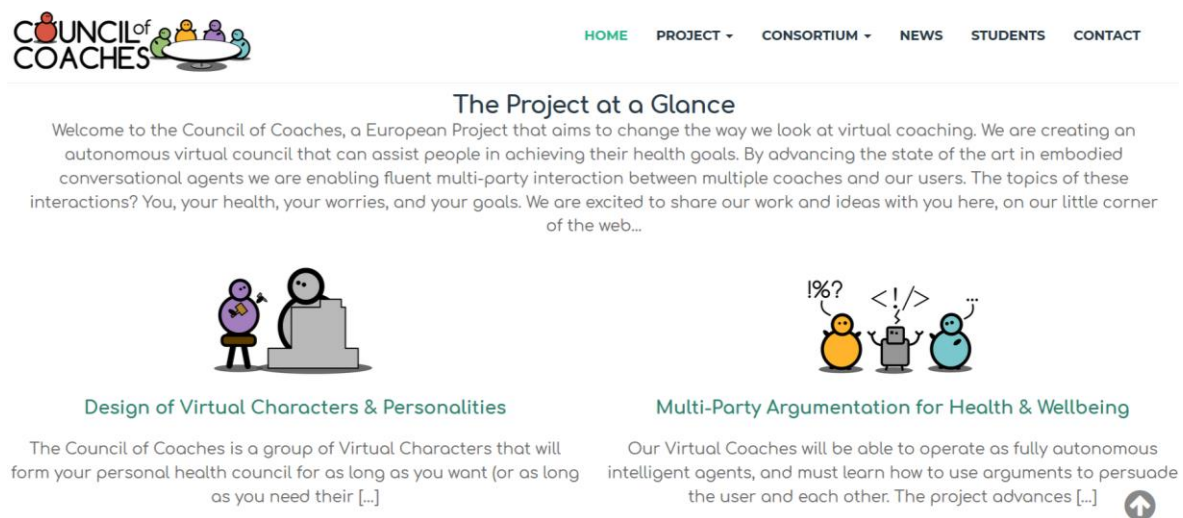


Figure 2: Council-of-Coaches | Website.

#### 3.1.2 People behind the Council of Coaches

An ongoing series of blog posts about the seven consortium partners. At the time of writing the following entries are completed:

- **Episode 4 – Roessingh Research and Development** (<http://council-of-coaches.eu/people-behind-the-council-of-coaches-episode-4/>)
- **Episode 3 – The Danish Board of Technology Foundation** (<http://council-of-coaches.eu/people-behind-the-council-of-coaches-episode-3/>)
- **Episode 2 – Polytechnic University of Valencia** (<http://council-of-coaches.eu/people-behind-the-council-of-coaches-episode-2/>)
- **Episode 1 – The University of Twente** (<http://council-of-coaches.eu/people-behind-the-council-of-coaches-episode-1/>)

## People Behind the Council of Coaches – Episode 1

[Home](#) / [Website Updates](#) / [People Behind the Council of Coaches – Episode 1](#)

In the summer of 2016, researchers from the University of Twente and Roessingh Research and Development teamed up in a brainstorming session to think about the then published call for proposals of the European Commission on "Personalised coaching for well-being and care of people as they age". After this brainstorming session the idea of a virtual group – a *council* – of coaches that accompany people on the road to healthy ageing, was born. The researchers found inspiration in the video game series "*Civilization*", in which a so-called "High Council" would advise players in a comical way on their next move in a turn-based strategy game. The work started on the Council of Coaches proposal, which led in January 2017 to the project proposal being submitted to the European Commission, and then started the long wait...

**Figure 3: People behind the Council-of-Coaches excerpt from the first entry about the University of Twente.**

### 3.1.3 Social media

The project has set up and is maintaining five social media channels, namely: Twitter, Facebook, LinkedIn, Google+, and YouTube. Each of the channels serves a different purpose and different target groups. The main social media channel is Twitter, which has 100+ followers and a frequent communication to its audience. In Facebook, LinkedIn and Google+, the project is disseminating information (e.g. events, blog posts, etc.), while in YouTube the project has uploaded webinars and video material. The overall assessment of the social media channels is positive, given the engagement of the audience addressed.



**Figure 4: Council-of-Coaches | Twitter Page.**

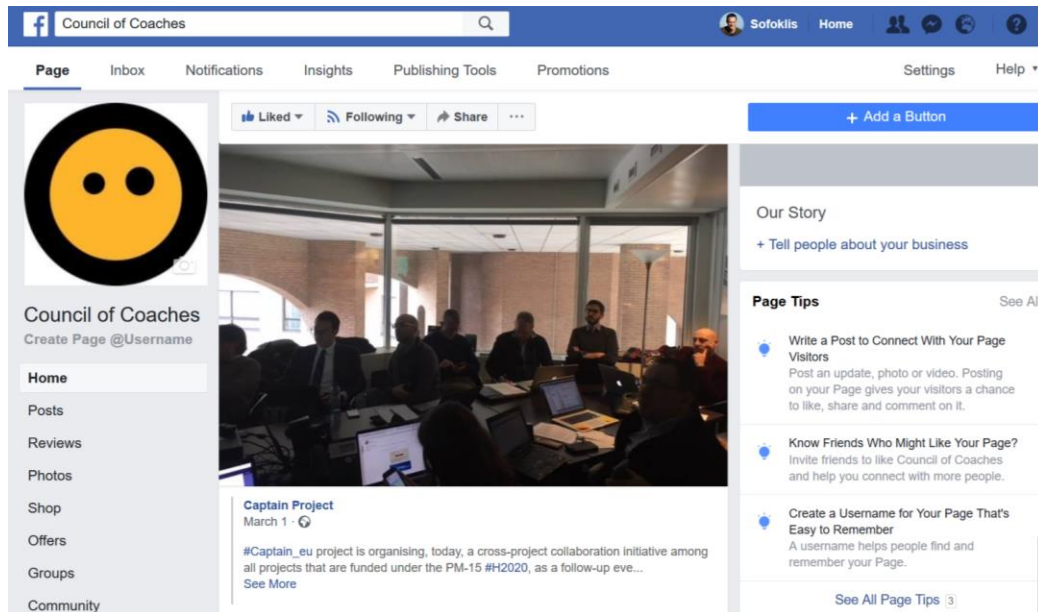


Figure 5: Council-of-Coaches | Facebook Page.

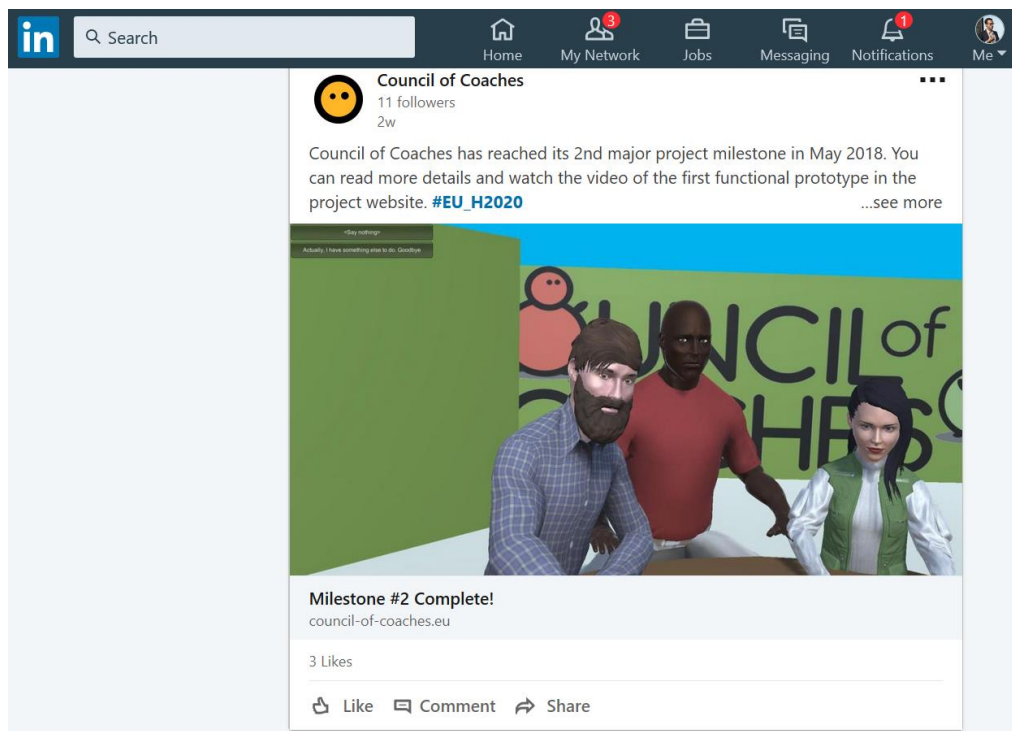


Figure 6: Council-of-Coaches | LinkedIn Page.



Figure 7: Council-of-Coaches | Google+ Page.

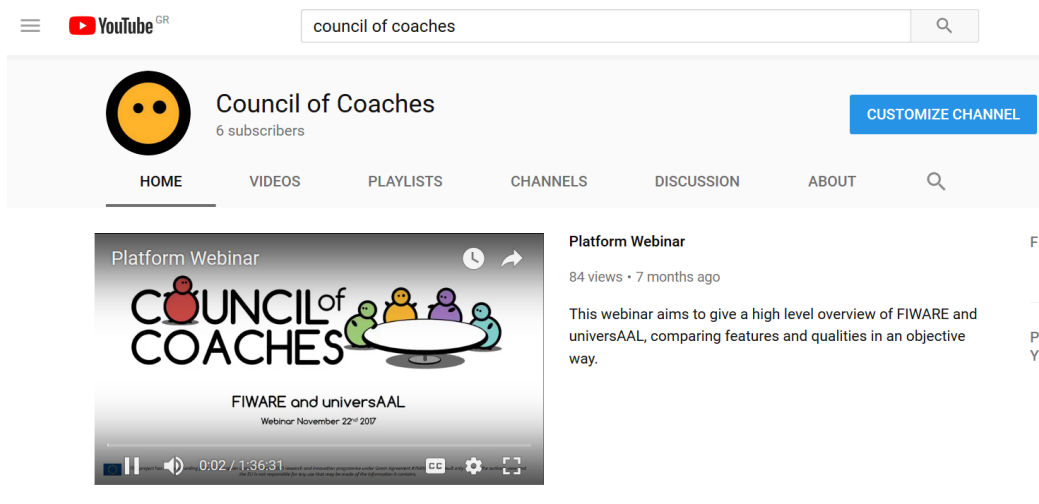


Figure 8: Council-of-Coaches | YouTube Page.

### 3.1.4 Metrics

Concerning the metrics from the online presence of Council of Coaches, including the Website, the newsletter campaigns and the Social Media channels, the project is following the performance from Google Analytics, MailChimp reporting tool and Twitter/Facebook insights tools.

## Council of Coaches

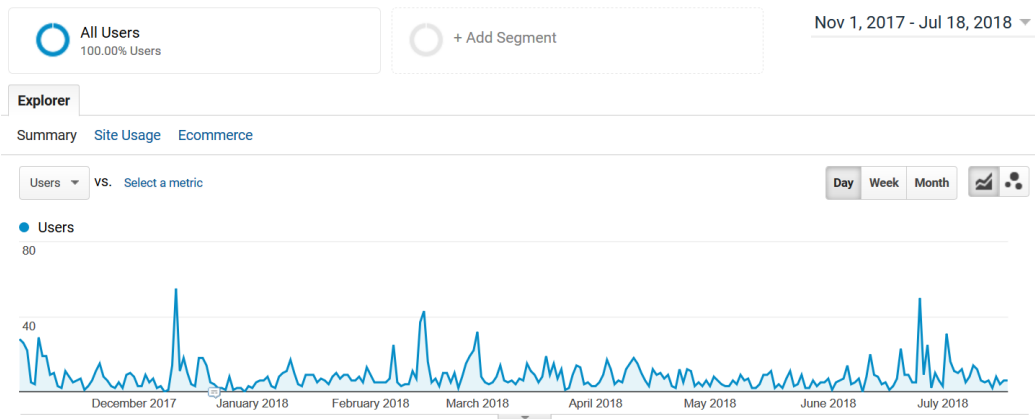


Figure 9: Council-of-Coaches Website visitors.

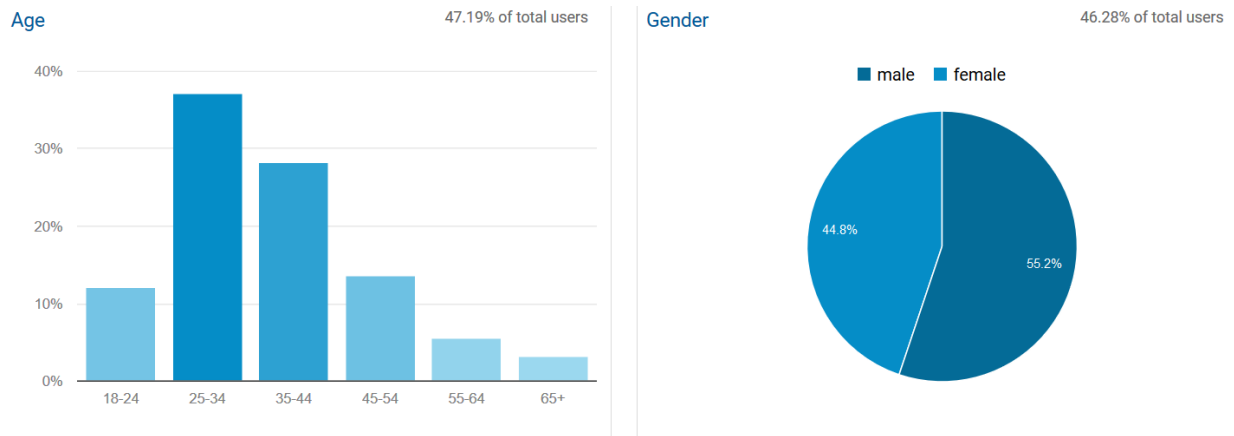
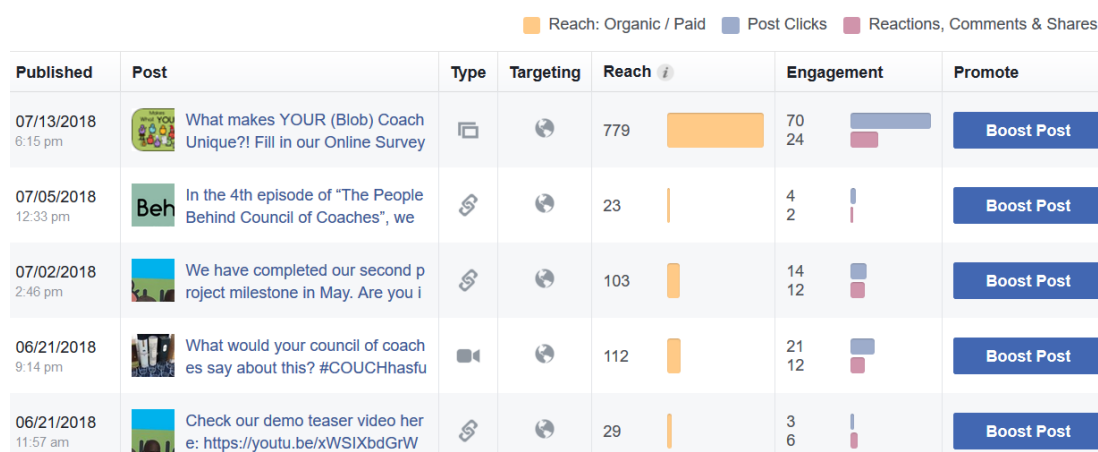


Figure 10: Council-of-Coaches Website visitors' demographics.

Country ?	Acquisition			Behavior			Conversions		Notifications
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	1,426 % of Total: 100.00% (1,426)	1,398 % of Total: 100.07% (1,397)	2,632 % of Total: 100.00% (2,632)	61.55% Avg for View: 61.55% (0.00%)	2.56 Avg for View: 2.56 (0.00%)	00:02:09 Avg for View: 00:02:09 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1.  Netherlands	282 (18.98%)	263 (18.81%)	859 (32.64%)	65.89%	2.14	00:01:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
2.  Spain	151 (10.16%)	142 (10.16%)	234 (8.89%)	58.12%	2.40	00:01:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
3.  France	150 (10.09%)	149 (10.66%)	189 (7.18%)	69.31%	2.36	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
4.  United States	137 (9.22%)	136 (9.73%)	140 (5.32%)	85.71%	1.44	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
5.  Azerbaijan	117 (7.87%)	117 (8.37%)	117 (4.45%)	75.21%	5.91	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
6.  United Kingdom	91 (6.12%)	80 (5.72%)	183 (6.95%)	55.74%	2.22	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
7.  Denmark	73 (4.91%)	60 (4.29%)	149 (5.66%)	42.95%	3.19	00:03:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.  Greece	62 (4.17%)	57 (4.08%)	168 (6.38%)	49.40%	3.27	00:04:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.  Germany	55 (3.70%)	49 (3.51%)	70 (2.66%)	50.00%	2.91	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.  Italy	47 (3.16%)	45 (3.22%)	65 (2.47%)	44.62%	3.43	00:02:23	0.00%	0 (0.00%)	\$0.00 (0.00%)

Figure 11: Council-of-Coaches Website – top 10 visitors' countries.



**Figure 12: Council-of-Coaches Facebook Page insights.**

In the above figures, one can see examples of the reports that are processed. At this stage, the reports cannot lead to safe observations, given the volume of users/visitors, however the level of engagement, derived from metrics like "bounce rate", "open rates", "click through" provide evidence about the impact of the information provided by the project. In the second year the results are expected to be more meaningful, given the growth rate of the audience.

## 3.2 Campaigns

### 3.2.1 Newsletters

Newsletters are a key online tool that can bring significant results, if used properly. The project has therefore decided to opt in for quality, rather than preparing massive (and blind) newsletter campaigns. The project gave emphasis on the privacy of the users and even before the GDPR application, the newsletter lists were consisting of people that have given their consent. The frequency of the communication in Y1 was around every 4 months, in order to create the critical mass. The end of Y1 finds us with 100 motivated subscribers that are good target for further communication. Below is the list of executed campaigns.

**Table 3: Newsletter campaigns in Year 1.**

#	Partner	Description	Target	Media	Actual conversions
1	iSPRINT	Newsletter - XMAS card	60 recipients	newsletter	34 opened
2	iSPRINT	COUCH mug	30 new users	social media	Executed by each partner separately
3	iSPRINT	Online Survey + First Demonstrator	100 recipients	newsletter	35+ opened

### 3.2.2 Contests

The mug contest was a successful campaign, executed through all online communication channels, to attract more users to subscribe to the project's website. People that subscribed to COUCH newsletter within the announced period, participated into the draw for three Council of Coaches coffee mugs. The activation of the participants was also re-posted to spread the experience created through this contest.

## Council of Coaches

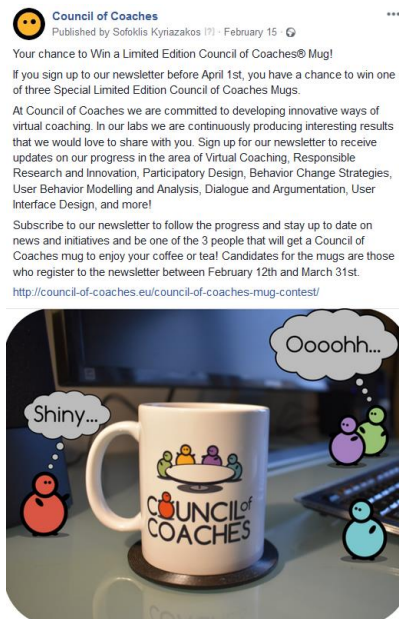


Figure 13: The holistic social media approach in the mug contest.

### 3.3 Events

Council of Coaches was present in many events, such as workshops, conferences, and including the cross-collaboration meetings. The overview is presented in

Table 4 and depicted with the sample Figure 14 and Figure 15.



**Figure 14: Workshop on Designing Virtual Agents for Persuasive Health Coaching at the Supporting Health by Technology Conference in Enschede, the Netherlands (June 2018).**



**Figure 15: Group Photo at the PM-15 Cross Project Collaboration Meeting in Brussels, March 2018.**

Table 4: Events participated by the consortium.

#	Partner	Event	Title of presentation	Author / Presenter	Type	Location	Date	Audience
1	RRD	iSPRINT workshop #1	Council of Coaches - A Novel Holistic Behavior Change Coaching Approach	Harm op den Akker	presentation	Brussels (BE)	19 Sept 2017	~35 people (healthcare industry, EC officers, researchers)
2	iSPRINT	ICT Proposers Day	n/a	Sofoklis Kyriazakos	establish liaison with other project initiatives	Budapest (HU)	9-10 Nov 2017	> 500 people (all stakeholders of H2020 projects)
3	RRD, CMC	University of Twente - Personalized eHealth Technology Workshop	Council of Coaches - A Novel Holistic Behavior Change Coaching Approach	Harm op den Akker	Presentation	Enschede (NL)	30 Oct 2017	~35 people (researchers)
4	CMC	11th International Conference on Ubiquitous Computing and Ambient Intelligence (UCAmI 2017)	Automatic mapping of motivational text messages into ontological entities for smart coaching applications	Oresti Banos	oral presentation	Villanova, Pennsylvania (USA)	9 Nov 2017	> 100 people (researchers)
5	RRD, CMC	PM-15 Cross Project Collaboration Meeting	Council of Coaches - A Novel Holistic Behavior Change Coaching Approach	Harm op den Akker, Hermie Hermens	Presentation, Meeting	Brussels (BE)	1 March 2018	~20 (researchers)
6	RRD	ICT4AgeingWell 2018	Council of Coaches - A Novel Holistic Behavior Change Coaching Approach	Harm op den Akker	Oral Presentation	Funchal, Madeira (PT)	22 March 2018	~50 (researchers)

7	CMC	PerCom 2018	Enabling remote assessment of cognitive behaviour through mobile experience sampling	Oresti Banos	Oral Presentation	Athens (GR)	19 March 2018	>300 people (researchers)
8	CMC	ICT.OPEN 2018	(General presentation of multiple projects by UT/HMI; it contained information on COUCH as well, including an acknowledgment to EUH2020/COUCH)	Dennis Reidsma, Randy Klaassen, Dirk Heylen, others	Poster presentation	Amsterdam (NL)	19 & 20 March 2018	>100 people (researchers)
9	RRD	RRD Visitors Day	Demonstration of Council of Coaches concept	Silke ter Stal, Harm op den Akker, Tessa Beinema	Demo Booth	Enschede (NL)	2nd of June, 2018	~300 People (General Audience). Around ~50 people visited the COUCH Booth.
10	RRD	Organized workshop at the Supporting Health By Technology Symposium	Designing Virtual Agents for Persuasive Health Coaching	Harm op den Akker, Silke ter Stal, Tessa Beinema, Marijke Broekhuis (RRD)	Workshop	Enschede (NL)	1st of June, 2018	~20 (researchers, healthcare professionals)
11	RRD	Working visit from Princess Margriet of the Netherlands	Council of Coaches demonstration	Harm op den Akker (RRD)	Demonstration	Enschede (NL)	18th of June, 2018	1 (Dutch Royal Family)
12	RRD	Personalized eHealth Technology Matchmaking Event	Council of Coaches demonstration	Harm op den Akker, Tessa Beinema (RRD)	Demonstration	Enschede (NL)	19th of June	~90 (researchers, healthcare professionals, industry)
13	RRD	Workshop on Intelligent	Poster presentation for paper (T.	Tessa Beinema (RRD)	Poster presentation	Stockholm (SE)	15th of July	~15-20 (researchers)

		t Conversa tion Agents for Home and Geriatric Care Applicati ons (ICA- HoGeCa2 018)	Beinema, H. op den Akker, and H. Hermens: Creating an Artificial Coaching Engine for Multi- domain Conversational Coaches in eHealth Applications)					
<b>13</b>	CMC	Worksho p on Intelligen t Conversa tion Agents for Home and Geriatric Care Applicati ons (ICA- HoGeCa2 018)	Poster presentation for paper (G. Huizing, R. Klaassen, and D. Heylen: Designing and Developing Lifelike, Engaging Lifestyle Coaching Agents and Scenarios for Multiparty Coaching Interaction)	Gerwin Huizing (CMC)	Poster presentat ion	Stockhol m (SE)	15th of July	~15-20 (researche rs)
<b>13</b>	UPMC	Worksho p on Intelligen t Conversa tion Agents for Home and Geriatric Care Applicati ons (ICA- HoGeCa2 018)	Poster presentation for paper (R. Bangalore Kantharaju and C. Pelachaud: Towards Developing a Model to Handle Multiparty Conversations for Healthcare Agents)	Reshmashr ee Bangalore Kantharaju (UPMC)	Poster presentat ion	Stockhol m (SE)	15th of July	~15-20 (researche rs)
<b>14</b>	UPV	XPATIENT BARCELONA CONGRESS 2018	Virtual Agents and personalized coaching for better self-care	Vicente Traver (UPV)	Oral presentat ion	Barcelona (ES)	20th of Septem ber	~TBC (patients, researcher s, healthcare profession als, industry)

### 3.4 Publications

Following table lists the accepted scientific publications of the consortium in Year 1, while there are more papers in production.

**Table 5: Publications by the project in Year 1.**

#	Author	Title	Conference / Journal	Date
1	Wohlfahrt-Laymann, J., Hermens, H., Villalonga, C., Vollenbroek-Hutten, M., Banos, O.	Enabling remote assessment of cognitive behaviour through mobile experience sampling	IEEE International Conference on Pervasive Computing and Communications	2018
2	Wohlfahrt-Laymann, J., Hermens, H., Villalonga, C., Vollenbroek-Hutten, M., Banos, O.	MobileCogniTracker - A mobile experience sampling tool for tracking cognitive behaviour	Journal of Ambient Intelligence and Humanized Computing	2018
3	Banos, O., Hermens, H., Nugent, C., Pomares, H.	Smart Sensing Technologies for Personalised e-Coaching	Sensors	2018
4	Op den Akker, H., Op den Akker, R., Beinema, T., Banos, O., Heylen, D., Pease, A., Pelachaud, C., Salcedo, V.T., Kyriazakos, S., Hermens, H.	Council of Coaches - A Novel Holistic Behavior Change Coaching Approach	The 4th International Conference on Information and Communication Technologies for Ageing Well and e-Health (ICT4AgeingWell 2018)	2018
5	Beinema, T., Op den Akker, H., Hermens, H.	Creating an Artificial Coaching Engine for Multi-domain Conversational Coaches in eHealth Applications	Workshop on Intelligent Conversation Agents for Home and Geriatric Care Applications (ICA-HoGeCa2018)	2018
6	Huizing, G., Klaassen, R., Heylen, D.	Designing and Developing Lifelike, Engaging Lifestyle Coaching Agents and Scenarios for Multiparty Coaching Interaction	Workshop on Intelligent Conversation Agents for Home and Geriatric Care Applications (ICA-HoGeCa2018)	2018
7	R. Bangalore Kantharaju, C. Pelachaud	Towards Developing a Model to Handle Multiparty Conversations or Healthcare Agents	Workshop on Intelligent Conversation Agents for Home and Geriatric Care Applications (ICA-HoGeCa2018)	2018
8	De Franco, D., Pease, A., Snaith, M	Measuring Persuasiveness in Behaviour Change Support Systems	Sixth International Workshop on Behavior Change Support Systems (BCSS 2018)	2018

## 4 Planned activities for Dissemination phase

The dissemination phase has started since the end of M9. The planned activities and the expected outcomes are listed in the following table.

**Table 6: Planned activities for the second (dissemination) phase of the project.**

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

	<ul style="list-style-type: none"><li>• Monitor &amp; evaluate communication activities</li><li>• Identify aspects for improvement / alterations</li><li>• Promote new functionalities distinctions</li><li>• Present results</li></ul>		
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## 5 Overall assessment

The overall assessment for the first year of the project is positive, for two reasons: a) the dissemination activities are delivered according to the initial planning, and b) the impact of the dissemination activities is positive, with tangible results related to the awareness of the project, the engagement of stakeholders. Communication messages, whether short tweets, or blog posts and video webinars, have created a strong awareness of the Council of Coaches in the target groups identified from the early stages of the project, which is expected to play a significant role for the project exploitation.

In the second and third year of the project, the activities will be intensified and having reached the critical mass of the audience, a stronger impact is anticipated.

## 6 Bibliography

Sofoklis Kyriazakos, K. K. (2017). *D8.2: Dissemination Plans and Material*. Council of Coaches Consortium.

## Appendix – Dissemination activities matrix

Table 7: Dissemination Activities Matrix (Appendix).

	M1 Sep17	M2 Oct17	M3 Nov17	M4 Dec17	M5 Jan18	M6 Feb18	M7 Mar18	M8 Apr18	M9 May18	M10 Jun18	M11 Jul18	M12 Aug18
<b>Conferences</b>							ICT For Ageing Well, Funchal, Madeira (events #5) PerCom18, Athens, Greece (events #6)				ICA-HoGeCa2018 Workshop @ AAMAS Conference, Stockholm, Sweden (events #13)	
<b>Workshops</b>										Workshop on designing virtual agents for persuasive health coaching @ The Supporting Health By Technology Symposium 2018 (HealthByTech2018)		
<b>Publications</b>							CMC (#1)		CMC (#2), CMC (#3)			
<b>Press release</b>		NL (#1)	BE(#2) NL(#3), ES(#4)									
<b>Blog post @ website</b>	2		2		dialogue example	a) RRI workshop, b) People behind COUCH episode 1	People Behind COUCH Episode 2		People Behind COUCH Episode 3			

Media coverage												
social media posts (Twitter)			~20		9	4	5	7	3	3		
FB		3	4		3	3	4	1	3		1	
LinkedIn					3	3	3	1	2			
Google+					3	3	3	1	2			
YouTube			webinar						demo teaser			
Social media campaigns						mug contest						
Newsletters				XMAS card								
Bilateral meetings												
Tutorials												
Hackathons												
Open day										Francois PPT demo shown at Open day RRD		