

D8.4: Report on Y2 dissemination activities & Phase3 planning

Dissemination level: Public

Document type: Report

Version: 1.0.0

Date: October 16th, 2019



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

Project Number	769553
Project title	Council of Coaches
Title of deliverable	Report on Y2 dissemination activities & Ph3 planning
Due date of deliverable	August 31 st , 2019
Work package	WP8
Author(s)	Konstantina Kostopoulou (iSPRINT), Alvaro Fides Valero (UPV), Harm op den Akker (RRD)
Reviewer(s)	Harm op den Akker (RRD), Alvaro Fides Valero (UPV)
Approved by	Coordinator
Dissemination level	Public
Document type	Report
Total number of pages	35

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, Grupo SABIEN (UPV)
- Innovation Sprint (iSPRINT)

Abstract

The second part of a series of three deliverables that summarizes the dissemination activities of the previous year and details the planning of dissemination activities for the coming year. This document provides an overview of dissemination activities performed in the second year of the project, and provides an outlook into the third year.

Table of Contents

1	Introduction.....	6
2	Objectives	7
2.1	3-step communication approach	7
2.2	Target groups	9
2.3	Tools.....	9
3	Activities during Dissemination phase of Y2.....	11
3.1	Online presence	11
3.1.1	Website	11
3.1.2	Special Edition of content.....	12
3.1.3	Social media.....	13
3.1.4	Metrics.....	15
3.2	Newsletter Campaigns.....	18
3.3	Events.....	19
3.3.1	Conference Computer Animation and Social Agents CASA 2019.....	19
3.3.2	NordicCHI'18	19
3.3.3	Council of Coaches Project workshop	20
3.4	Publications	25
4	Planned activities for Dissemination Y3	28
4.1	Project Outcomes.....	29
4.2	Developer Community Building	29
4.2.1	Open Source.....	29
4.2.2	Documentation.....	29
4.2.3	Community Tools.....	29
4.2.4	Events and initiatives	29
4.3	Promotion of Projects outcomes & Event planning	30
4.3.1	Planned Press Release	31
5	Overall assessment.....	32
6	Bibliography	33
	Appendix – Dissemination activities matrix	34

List of figures

Figure 1: The 3-step communication approach.....	7
Figure 2: Council-of-Coaches website Homepage (part 1).	11
Figure 3: Council-of-Coaches website Homepage (part 2).	12
Figure 4: Council of Coaches website Technology Episodes.	12
Figure 5: Council of Coaches website People behind the Council-of-Coaches.	13
Figure 6: Council-of-Coaches Twitter Page.....	14
Figure 7: Council-of-Coaches Facebook Page.	14
Figure 8: Council-of-Coaches LinkedIn Page.	15
Figure 9: Council-of-Coaches YouTube Page.....	15
Figure 10: Council-of-Coaches Website visitors (comparison of Y1 & Y2).	16
Figure 11: Council-of-Coaches Website visitors' demographics (comparison of Y1 & Y2).	16
Figure 12: Council-of-Coaches Website – top 3 visitors' countries (comparison of Y1 & Y2).	17
Figure 13: Council-of-Coaches Facebook Page insights.	18
Figure 14: Reshmashree Bangalore presents the Council-of-Coaches's work.....	19

List of tables

Table 1: Dissemination overview of activities in Phase 2	8
Table 2: Main dissemination instruments.....	9
Table 3: Newsletter campaigns in Year 2.....	18
Table 4: Events participated by the consortium in Y2 (Y1 not included in the table).....	23
Table 5: Publications by the project (including Y1 and Y2 in EC format).....	25
Table 6: Dissemination overview of activities in Y3.	28

Symbols, abbreviations and acronyms

CMC	Centre for Monitoring and Coaching
COUCH	Council of Coaches
D	Deliverable
DBT	Danish Board of Technology Foundation
EC	European Commission
HCI	Human Computer Interaction
ISPRINT	Innovation Sprint
M	Month
MDR	Medical Device Regulation
MS	Milestone
RRD	Roessingh Research and Development
SU	Sorbonne University
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 entails 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. to engage partners, or inform possible customers. These activities will be performed 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 series D8.3 was submitted in M12 and this deliverable D8.4, presents the results and outcomes of the second year, while presenting the specific dissemination plans for the third 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 **dissemination phase** of M10-M24, including the online presence, the events and the scientific publications.

In Section 4, presents the planned activities for the 3rd Phase of the project (Y3).

Last in Section 5, presents the overall assessment of the second 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** (as outlined in Figure 1 below).



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). An extensive description of Phase 1 (Awareness Raising), has been presented in deliverable D8.3.

In the **Phase 2: Dissemination phase** (from M10 – M24), all major stakeholders and target groups have been identified and their needs analyzed, many communication tools will be developed and key activities have been prepared. We have been capitalizing on the achievements of the Council of Coaches project, securing the maintenance of stakeholders' interest and engagement, and encouraging participation. In this period, partners have presented the council of coaches in 25 events and produced more than 7 publications. We have organized several workshops and demo events.

Table 1: Dissemination overview of activities in Phase 2.

Phase 2: Dissemination for Y2			
Communication Objectives	Main Tasks & Activities	Expected Outcomes	Time period
<ul style="list-style-type: none"> Develop and manage communication tools Capitalize on achievements of the project Attract interest of experts and engagement Attract expertise, knowledge & input to COUCH Project 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 	<ul style="list-style-type: none"> Keep Identifying stakeholders Assess interest of stakeholders Create & update communication & dissemination material Identify messages & engaging ideas Organise & plan communication activities Present & promote the COUCH Associate Partners work Prepare task allocation Build on partners' communication potential Identify possible multipliers (network, projects, initiatives, events, etc.) Monitor, adjust & evaluate Communication Strategy Inform about future actions & activities Establish an open communication channel with target groups & beneficiaries by fostering discussion and feedback 	<ul style="list-style-type: none"> Website update Social media management Media coverage Leaflets, Posters Press releases Posts / News Emails to users in form of newsletter Participation in Events 	M10 to M36 (or M12 to M24 for Y2 reporting)

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. An identifiable project style also contributes to a sense of community within the project's consortium.
- **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, Human Computer Interaction, 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 Y1 and Y2 are presented in the following table:

Table 2: Main dissemination instruments.

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

(*) 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.

3 Activities during Dissemination phase of Y2

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 <https://www.council-of-coaches.eu>. The website has been designed, aiming to inform visitors about the project and achieve a strong impact. The frequency of content updates has resulted in good traffic and number of visits. We have also added an extra section for the results of the project. We keep updating deliverables, publications and post the achievements of the project.



Figure 2: Council-of-Coaches website | Homepage (part 1).

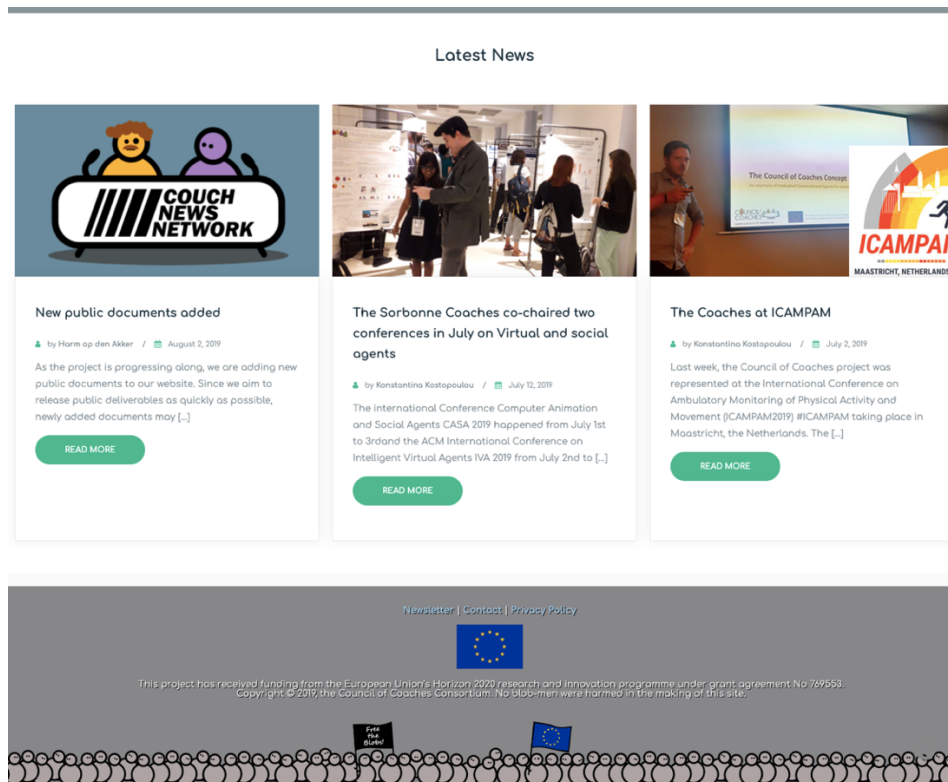


Figure 3: Council-of-Coaches website | Homepage (part 2).

3.1.2 Special Edition of content

In the process of promoting our partners and developing content we had from Y1 started a series of episodes of different Blog posts interviewing consortium members on their vision and contribution to the project. We produced Episodes 5, 6 and 7. This year we also started a Technical series describing the elements of innovation and technology of the project

Technology Behind the Council of Coaches

In the Technology series of blog posts, we plan to highlight the different parts of innovation in the project.

- **Tech Episode 1 – Meet the Coaches from The University of Twente** (<https://council-of-coaches.eu/the-tech-behind-couch-episode-1/>)
- **Tech Episode 2 – Argumentation in the Council of Coaches** (<https://council-of-coaches.eu/argumentation-in-couch-technical-episode2/>)



Figure 4: Council of Coaches website | Technology Episodes.

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 7 – Innovation Sprint** (<https://council-of-coaches.eu/people-behind-the-council-of-coaches-episode-7/>)
- **Episode 6 - University of Sorbonne** (<https://council-of-coaches.eu/people-behind-the-council-of-coaches-episode-6/>)
- **Episode 5 - University of Dundee and the Centre for Argument Technology** (<https://council-of-coaches.eu/people-behind-the-council-of-coaches-episode-5/>)
- **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 7

December 19, 2018 - Website Updates - by Konstantina Kostopoulou - No Comments

In today's last episode of "The People Behind Council of Coaches", we present the team from Innovation Sprint. INNOVATION SPRINT Innovation Sprint (ISPRINT) is an SME launched in 2016 and [...]

[READ MORE](#)

Figure 5: Council of Coaches website | People behind the Council-of-Coaches.

3.1.3 Social media

The project has set up and is maintaining four social media channels, namely: Twitter, Facebook, LinkedIn, 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 and LinkedIn the project is disseminating information (e.g. events, blog posts, etc), while in YouTube the project has uploaded webinars, demos and video material. The overall assessment of the social media channels is positive, given the engagement of the audience addressed.



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

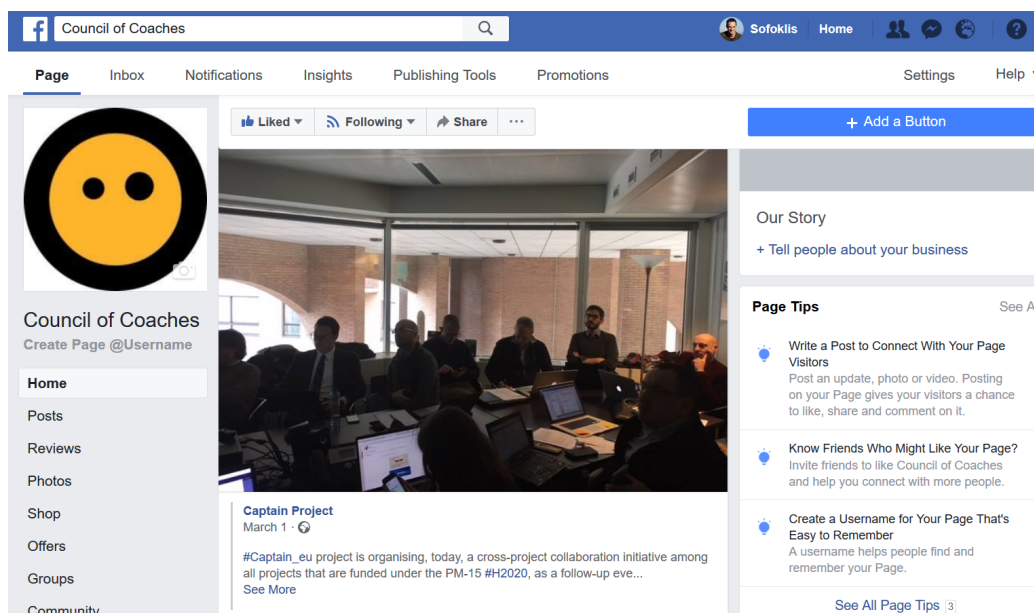


Figure 7: Council-of-Coaches | Facebook Page.

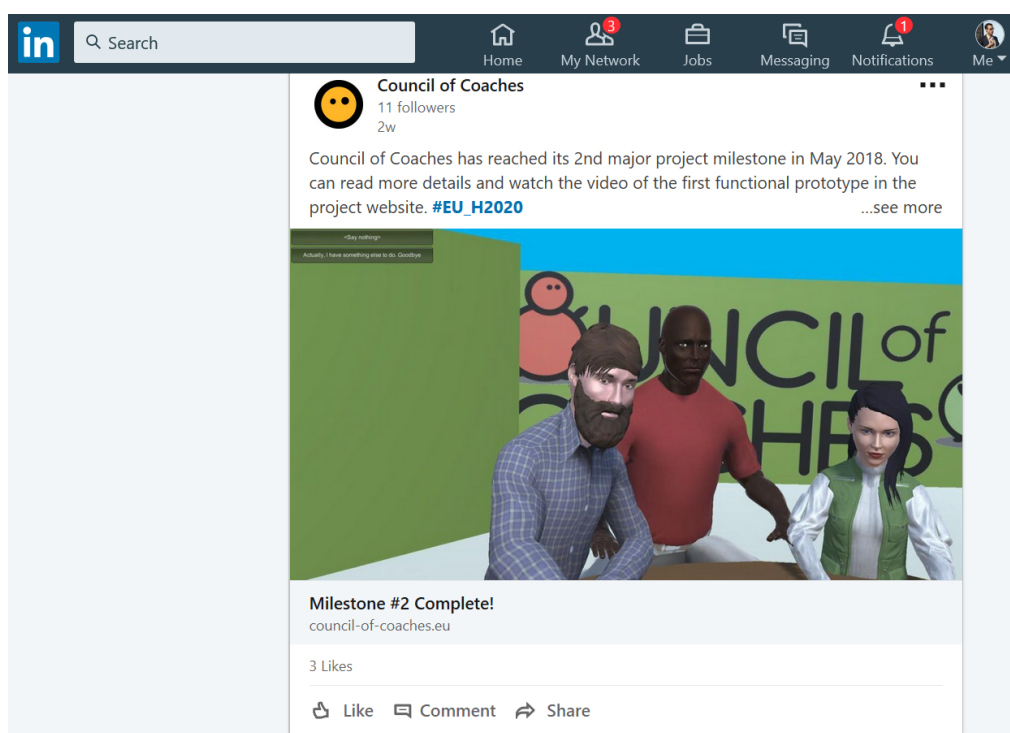


Figure 8: Council-of-Coaches | LinkedIn Page.

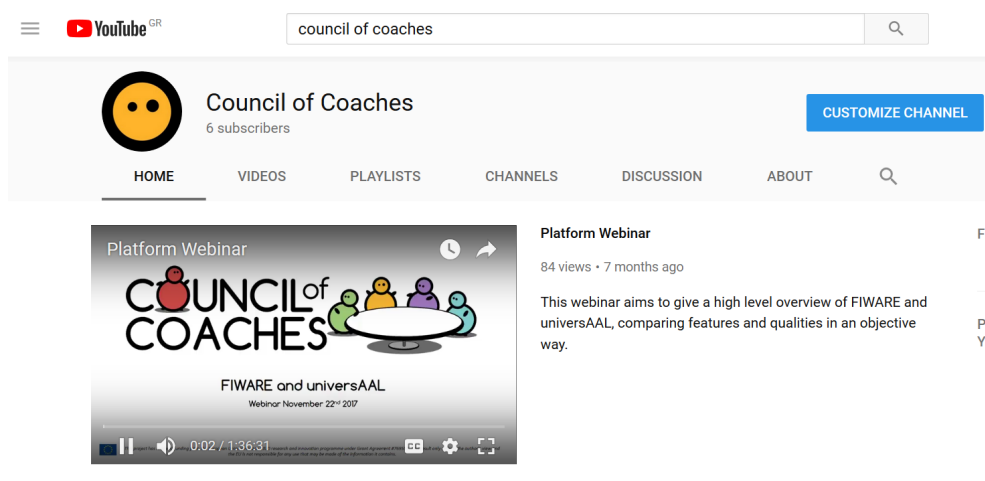


Figure 9: Council-of-Coaches | YouTube Page.

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.

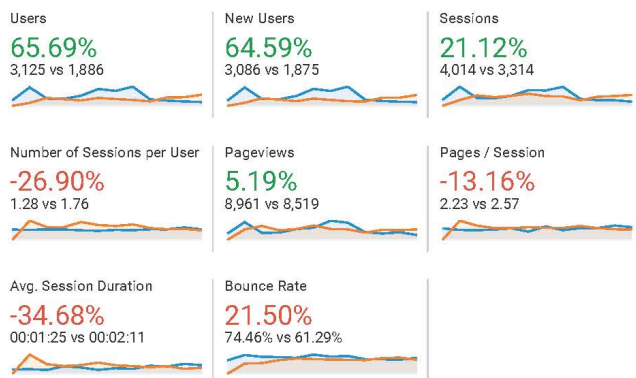
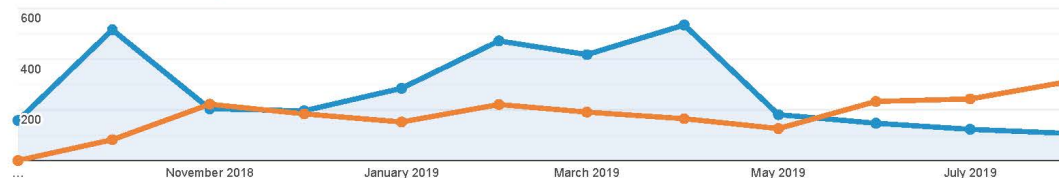
Audience Overview

All Users
+0.00% Users

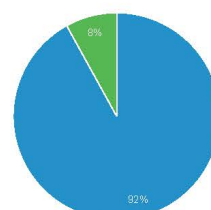
Sep 1, 2018 - Aug 23, 2019
Compare to: Sep 9, 2017 - Aug 31, 2018

Overview

Sep 1, 2018 - Aug 23, 2019: Users
Sep 9, 2017 - Aug 31, 2018: Users



New Visitor Returning Visitor
Sep 1, 2018 - Aug 23, 2019



Sep 9, 2017 - Aug 31, 2018

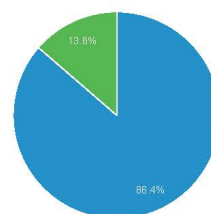


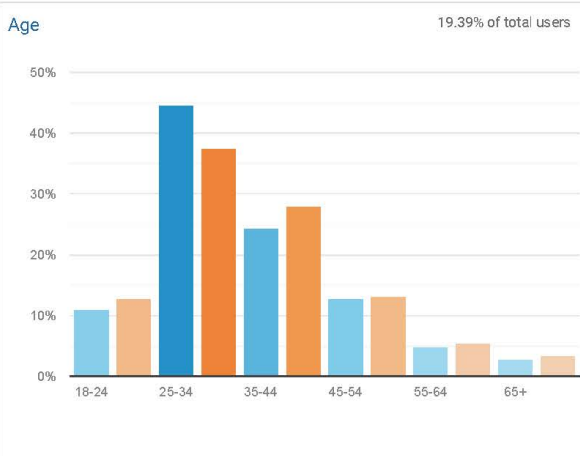
Figure 10: Council-of-Coaches Website visitors (comparison of Y1 & Y2).

Demographics: Overview

All Users
+0.00% Users

Sep 1, 2018 - Aug 23, 2019
Compare to: Sep 9, 2017 - Aug 31, 2018

Key Metric:



Gender

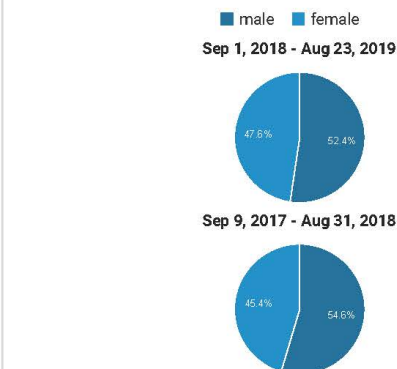


Figure 11: Council-of-Coaches Website visitors' demographics (comparison of Y1 & Y2).

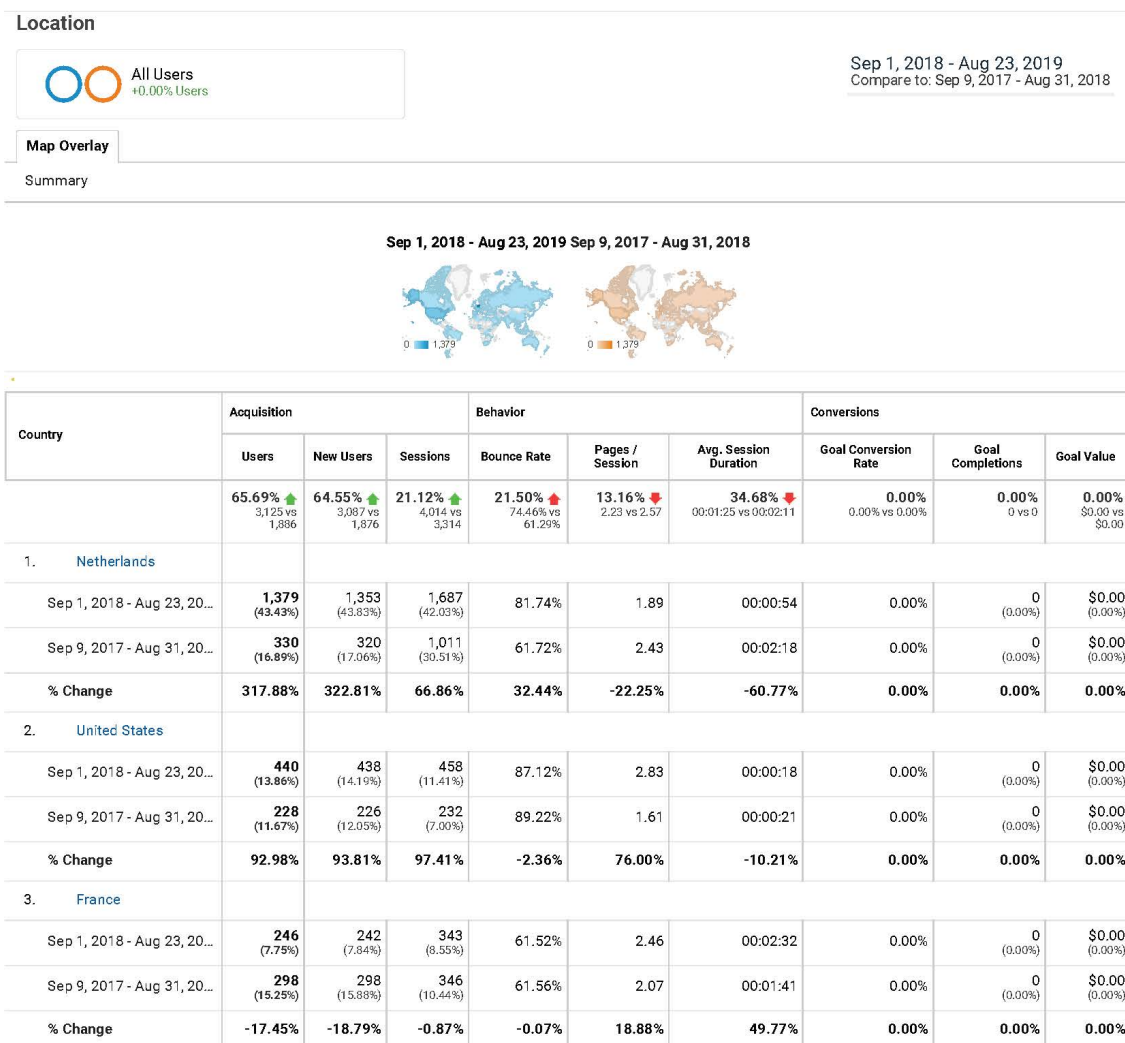


Figure 12: Council-of-Coaches Website – top 3 visitors' countries (comparison of Y1 & Y2).

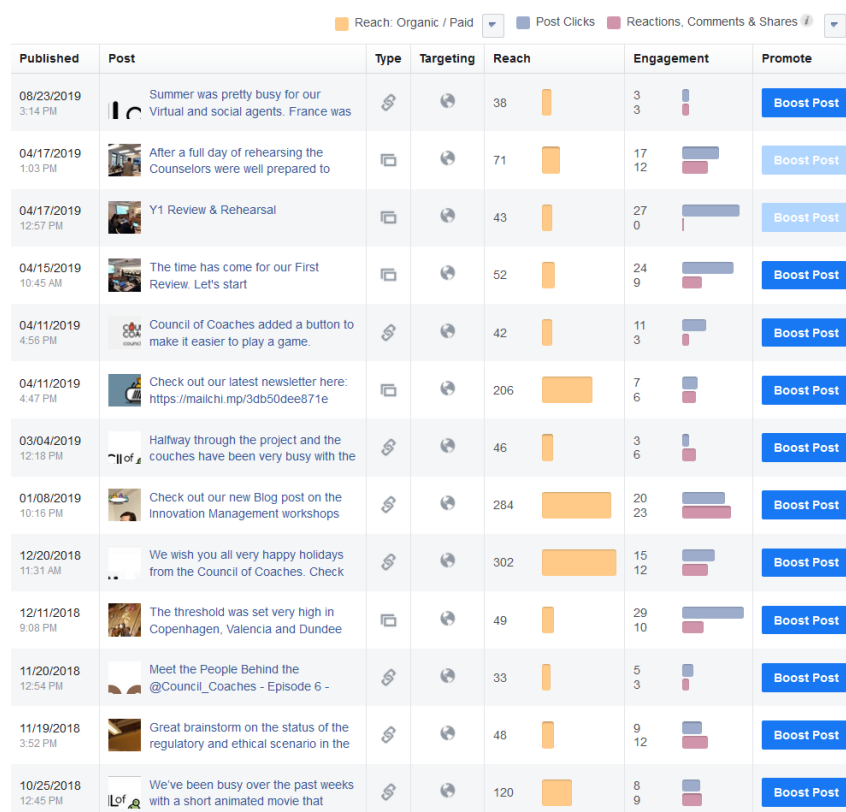


Figure 13: Council-of-Coaches Facebook Page insights.

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 third year the results are expected to be more meaningful, given the growth rate of the audience.

3.2 Newsletter Campaigns

Newsletters is 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 Y2 was around every 4 months, in order to create the critical mass. The end of Y2 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 2.

#	Partner	Description	Target	Media
1	iSPRINT	Christmas 2018	105 recipients	newsletter
2	iSPRINT	Spring 2019	112 recipients	newsletter

3.3 Events

Council of Coaches was present in many events in Y2, including workshops, conferences, cross-collaboration meetings. We will give a brief report on some key events and the full list is presented in the following Table 4 (at the end of this section).

3.3.1 Conference Computer Animation and Social Agents CASA 2019

The international Conference Computer Animation and Social Agents **CASA 2019** happened from July 1st to 3rd and the **ACM International Conference on Intelligent Virtual Agents IVA 2019** from July 2nd to 5th 2019. The conferences were co-chaired with respectively, Michael Neff (University of California, Davis) and Jean-Claude Martin (LIMSI, University Paris Saclay). Both conferences were held at the CNRS headquarters in Paris. They shared a social event and two invited speakers, Marie-Paule Cani, Professor at Ecole Polytechnique, and Beatrice de Gelder, Professor at Maastricht University. Thabo Beeler, Principal Research Scientist at Disney Research in Zurich, was the second invited speaker of CASA. IVA had three other invited speakers, namely Pierre-Yves Oudeyer, INRIA Bordeaux Sud-Ouest, Rachael Jack, Glasgow University and Verena Rieser, Heriot-Watt University, Edinburgh. Marc West, UNESCO, came also to present work on Feminisation of Voice Assistants. More than 200 participants came to the conferences.



Figure 14: Reshmashree Bangalore presents the Council-of-Coaches's work.

Fajrian Yunus discusses with a participant about his gesture generation model developed within the Council-of-Coaches project. Merijn Bruijnes reported about the workshop on methodology and evaluation that he co-organized at IVA SU presented several works at ACM IVA. Reshmashree Bangalore presented a poster on three main challenges that are addressed within Council of Coaches. It was a common work with many participants of Council of Coaches. The title of the extended abstract is Integrating Argumentation with Social Conversation between Multiple Virtual Coaches, written by Reshmashree Bangalore Kantharaju, Alison Pease, Dennis Reidsma, Catherine Pelachaud, Mark Snaith, Merijn Bruijnes, Randy Klaassen, Tessa Beinema, Gerwin Huizing, Donatella Simonetti, Dirk Heylen and Harm op den Akker. Fajrian Yunus presented his work on predicting gestures placement from speech analysis. The title of the extended abstract is "Gesture Class Prediction By Attention Model" written by Fajrian Yunus, Chloé Clavel, and Catherine Pelachaud.

3.3.2 NordicCHI'18

In the beginning of October, Marijke Broekhuis a PhD student working at Roessingh Research and Development attended the NordiCHI'18 Conference on Human-Computer Interaction at Oslo, Norway.

This year, the main theme of the conference was 'Revisiting the lifecycle'. By reflecting on our current understanding of design processes and our use and interaction with digital and smart systems, and addressing new issues that stem from the rapid developments of technology, the goal is to shine a light on how the field of HCI is developing and changing and how we can improve design for the future.

As a PhD candidate, she also got the opportunity to discuss her work during the pre-conference days in a doctoral consortium, where she got feedback from experts on the field of HCI to improve her thesis

and attended also a workshop on how to improve the integration of UX in the development of new systems.

On the first day, there were several talks on how social care robots can assist older adults in independent living and how robots are be designed together with patients with cognitive disabilities to help them structure their lives in care facilities. Also, in the Design for Health-track, it was interesting to see how many different studies and research projects investigate implementing gaming elements or complete serious games, as a tool to enhance motivation.

3.3.3 Council of Coaches Project workshop

In November 2018, COUCH has co-organized the workshop “*Innovation uptake in eHealth with patient-centeredness and gamification - Regulatory challenges and opportunities*”. The aim of the workshop was to brainstorm the status of the regulatory and ethical scenario in the context of eHealth and expose the state of the art of COUCH, discussing the process-to-market implications especially at the light of the Regulatory framework in the clinical research and uptake in the healthcare scenario.

Among the invited speakers, were people from the industry and those involved with user (patient) centeredness, namely **Ingrid Klingmann** (President at the European Forum for Good Clinical Practice), **Eric Klasen** (Vice President Regulatory Affairs, Medtronic International Trading) and **Emilio Vandeli** (Managing Director, Arithmos).



The workshop was opened by **Sofoklis Kyriazakos**, CEO of *Innovation Sprint*, who welcomed the audience and set the goals of the day. The audience was consisting of speakers and attendees from many countries from diverse sectors, including medical industry, regulation, policy making, research, academia and SMEs. Following the welcome message, a [keynote speech](#) was given by **Gianlugi Arialdi**, CEO of the *Brussels Life Sciences Incubator*, who presented BLSI structure and activities that embrace eHealth startups in Brussels.



The first lecture was given by **Ingrid Klingmann**, President at the *European Forum for Good Clinical Practice in Brussels*, with the title “[eHealth, Innovation and Patients’ Centredness](#)”. Ingrid stressed the importance of patient centredness in clinical trials, however ensuring Good Clinical Practice. The following lecture was given by **Eric Klasen**, Vice President Regulatory Affairs in *Medtronic International Trading in Tolochenaz*, who talked about “[Innovation and \(EU\) Regulation: the Medical Device case](#)”. Eric has given a focus on the 2020 regulation about medical devices; the challenges and the status of play.



After the first 2 lectures, **Emilio Vandelli** – Managing Director of *Arithmos Srl* in Verona, talked about “[eHealth Innovation and Clinical Research](#)”. In his presentation he presented the trends in clinical research and how Arithmos and is addressing them.



Following this presentation, **Christina Kyriakopoulou** – Directorate General for Research and Technological Development in the *European Commission* (Brussels), presented in her talk “[Horizon Europe](#)” the current and future Health related priorities and calls.

Having completed the above lectures and presentations, the workshop attempted to “crash test” the 3 EC projects (workshop co-organizers) about their status and the possible barriers they will have to break with regards to regulations in their exploitation

activities. This was moderated by **Alfredo Cesario**, the *Chief Scientific Officer in Innovation Sprint*.

In this context, **Harm op den Akker**, *Senior Researcher in RRD* in Enschede and coordinator of the [COUCH project](#) described the novelties and the next steps that involve advanced technologies on argumentation framework to realize multi-avatar approach for virtual coaching. Furthermore, **Aristodemos Pnevmatikatis**, *Associate Professor in Athens Information Technology* and technical coordinator of the [GOAL project](#), presented the status and the final activities of the project, which is at the final stage and is executing commercialization activities in the area of gamification for behavioral change of elderlies.

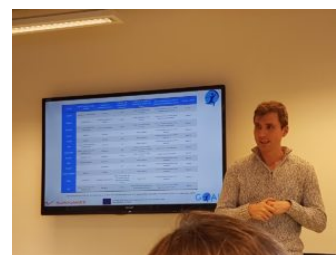


Alfredo briefly presented vCare activities, which are focused on clinical pathways for virtual coaching in rehabilitation. Having concluded the 3 project presentations the morning speakers, Ingrid Klingmann, Eric Klasen and Emilio Vandelli, were raising questions to the presenters, in a constructive way for all to understand how critical is to address the regulatory challenges before the start of the exploitation, as this can even be a show stopper in R&D activities.



The last session included 3 speakers – one per project- that presented achievements, as well as best practices and lessons learned in EC projects. **Lucia Pannese** – CEO of IMAGINARY in Milan talked about [“Savings and better QoL: Gamifying Rehab”](#) with her experience in R&D and commercialization activities in serious games.

Andrew Pomazanskyi, *Senior Project Manager in NUROGAMES* in Köln, described similar lessons learned with Lucia in his presentation *“Problems of exploiting eHealth solutions from R&D projects”*.



Finally, **Marc Lange**, *Secretary General of EHTEL*, presented the expected transition of vCare from R&D into the practice in [“Virtual Rehabilitation Coach: a journey from the proof of concept to routine care”](#), Marc Lange.

The workshop was concluded by Sofoklis Kyriazakos that summarized the workshop highlighting the challenges for research projects that aim to perform an innovation uptake and at the same time the obstacles and how projects usually fail to achieve an actual exploitation. One of the main obstacles (and opportunity at the same time) is the Medical Device Regulation (MDR) that is expected to have a severe impact to all research initiatives and startups that aim to provide services by interacting with patients.

As far as COUCH is concerned, it has attracted a lot of attention from the industry side and highlighted the need to consider seriously the MDR, which has already been taken into force and currently there is a grace period until 2020. Solutions interacting with patients can easily fall under the MDR regulation and startups that are not compliant will be “out of the game”. On the contrary, startups that will consider

a different positioning, or those that will enter into the long process of Medical Device, will have a significant advantage over the others.

COUCH has considered, the suggestions from the experts that participated in the workshop, which will influence the exploitation strategy of the project. In particular, strategic decisions will be taken to balance the risk of falling under the strict clauses of the MDR (e.g. by offering COUCH as a consumer-based lifestyle product), while at the same time to consider the opportunity from the MDR to start the processes of becoming a medical device (e.g. Class IIa) in the near future, thus having a significant advantage over the competition.

Table 4: Events participated by the consortium in Y2 (Y1 not included in the table)

#	Partner	Event	Title of presentation	author/presenter	type	location	date	audience
14	UPV	XPATIENT BARCELONA CONGRESS 2018	Virtual Agents and personalized coaching for better self-care	Vicente Traver (UPV)	Oral presentation	Barcelona (ES)	20th of September	~400 (patients, researchers, healthcare professionals, industry)
15	RRD	NordiCHI'18	Context in Design and Evaluation of Usability in eHealth technology	Marijke Broekhuis (RRD)	Oral presentation	Oslo (NO)	29th of September	HCI researchers
16	RRD	NRCLive Zorgtech - Datarevolutie voor een menselijke zorg [NRCLive Caretech - Data revolution for a humane care]	De mogelijkheden van Telemedicine. [The possibilities of Telemedicine]	Stephanie Kosterink (RRD)	Oral Presentation	Amsterdam, the Netherlands	13th of September, 2018	~200 General Public / Professionals
17	RRD	RRD Symposium 2018	Council of Coaches – A Novel Holistic Behavior Change Coaching Approach	Harm op den Akker (RRD)	Oral Presentation	Enschede, the Netherlands	4h of October, 2018	~50 (researchers, healthcare professionals)
18	RRD	Workshop on Ethics and Regulatory challenges in eHealth	COUCH project	Harm op den Akker (RRD)	workshop	Brussels (BE)	7th November	~30 (researchers, industry)
19	CMC	Masterclass Gezond eten makkelijker maken	Masterclass Gezond eten makkelijker maken	Janet van den Boer (CMC)	Oral Presentation	Koningslust (NL)	13th November 2018	~80 people (general public)
20	CMC	12th International Conference on Ubiquitous Computing and Ambient Intelligence (UCAmI 2018)	Human Behaviour Analysis Through Smartphones	Kostas Konsolakis (CMC)	Oral Presentation	Dominican Republic	7th December 2018	>100 people (researchers)
21	UDun	Seminar at Robert Gordon University, Aberdeen	Argument Technology and The Council of Coaches Project	Mark Snaith (UDun)	Presentation	UK	27th February 2019	~10-15 (researchers, students)
22	RRD	Participatie Raad Ouderen Overijssel (PROO) Symposium "Ouder worden en eigen regie".	De mogelijkheden van eHealth [The possibilities of eHealth]	Stephanie Kosterink (RRD)	Presentation / Workshop	Wierden (the Netherlands)	14th March, 2019	25 (older adults, end-users)
23	CMC	ICT Open 2019	Technical demonstration of the council of coaches	Merijn Bruijnes (CMC)	Demo	Hilversum (the Netherlands)	19 + 20 March, 2019	>400 ICT researchers
24	SU	ICT Open 2019	Presenting Council of Coaches	Catherine Pelachaud (SU)	Invited Presentation	Hilversum (the Netherlands)	19 + 20 March, 2019	~30 ICT researchers

Council of Coaches

25	DBT, RRD, CMC	COUCH RRI Workshop	Council of Coaches (Full Day Workshop)	Rasmus Ojvind Nielsen (DBT), Sita Ramchandra Kotnis (DBT), Bjorn Bedsted (DBT), Elias Mo Brondum Gad (DBT), Harm op den Akker (RRD), Jorien van Loon (CMC)	Workshop	Brussels (BE)	26th February, 2019	25 (industry stakeholders)
26	SU	SHONAN Workshop	Interacting with Socio-emotional Agent; presentation of Council of Coaches	Catherine Pelachaud (SU)	Invited workshop	Shonan (Japan)	28th Oct - 2nd Nov 2018	~30 researchers
27	UPMC	IVA - Intelligent Virtual Agents	Is Two Better than One? Effects of Multiple Agents on User Persuasion	Reshmashree Bangalore Kantharaju (UPMC)	Conference	Sydney (Australie)	5th Nov - 8th Nov 2018	~100 researchers
28	CMC	GGNETdagen	Council of coaches	Randy Klaassen, Dirk Heylen, Gerwin Huizing (CMC)	Oral presentation/demo	Apeldoorn, the Netherlands	14 March	50
29	CMC	Open days Interaction Technology	Council of Coaches	Randy Klaassen, Dirk Heylen, Gerwin Huizing (CMC)	demo	Enschede	14 March 2019	80
30	CMC	Supporting Health by Technology	Council of Coaches - A Novel Holistic Behavior Change Coaching Approach	Janet van den Boer (CMC), Harm op den Akker (RRD), Hermie Hermens (CMC)	Poster presentation	Groningen, the Netherlands	16-17 May, 2019	200 Researchers
31	RRD	International Conference on Ambulatory Monitoring of Physical Activity and Movement (ICAMPAM2019)	Coach-as-a-Sensor: embodied conversational agents as a tool to collect physical behavior information	Harm op den Akker (RRD)	Oral Presentation	Maastricht, the Netherlands	28th of June, 2019	40 Researchers
32	CMC	International Conference on Ambulatory Monitoring of Physical Activity and Movement (ICAMPAM2019)	Smartphone-as-a-Sensor: What can the data collected by the smartphone tell us about our physical behaviour?	Kostas Konsolakis (CMC)	Oral Presentation	Maastricht, the Netherlands	28th of June, 2019	40 Researchers
33	UDun	European Conference on Argumentation	Detecting and handling disagreement in multi-party health coaching	Mark Snaith, Alison Pease, Dominic De Franco (UDun)	Paper presentation	Groningen, the Netherlands	26th of June 2019	15-20 Researchers

34	UDun	European Conference on Argumentation	Formal specifications for dialogue games in multi-party healthcare coaching	Mathilde Janier, Alison Pease, Mark Snaith, Dominic De Franco (UDun)	Paper presentation	Groningen, the Netherlands	26th of June 2019	15-20 Researchers
35	RRD/CMC	Holobalance Midterm Project Review	Presentation on Synergies between Holobalance and other PM-15 projects	Harm op den Akker (RRD)	Oral Presentation	Athens, Greece	July 30th, 2019	EC Experts, Researchers (30)
36	CMC	eHealth public debate on healthy behaviour (Concordia, 120 people)	[public debate]	Hermie Hermens (CMC), Femke Nijboer (CMC), Stephanie Kosterink (RRD)	Debate	Concordia, Enschede (NL)	January 24, 2019	120 people

3.4 Publications

The following table lists the accepted scientific publications of the consortium in Year 2, while there are more papers in production.

Table 5: Publications by the project (including Y1 and Y2 in EC format).

#	Type (*1)	Title	Author	Title of the Journal / Proc / Book	Number, Date or freq / Proc / Book	Is Peer reviewed ?	Is Open Access?	DOI
1	Publication in Conference Proceedings / Workshop	Gesture Class Prediction by Recurrent Neural Network and Attention Mechanism	Yunus, F., Clavel, C., & Pelachaud, C.	ACM Intelligent Virtual Agents, IVA 2019	5-6/7/2019	YES	Green	https://dl.acm.org/citation.cfm?doid=3308532.3329458
2	Publication in Conference Proceedings / Workshop	Integrating Argumentation with Social Conversation between Multiple Virtual Coaches	R B. Kantharaju, A Pease, D Reidsma, C Pelachaud, M Snaith, M Bruijnes, R Klaassen, T Beinema, G Huizing, D Simonetti, D Heylen, H op den Akker	ACM Intelligent Virtual Agents, IVA 2019	5-6/7/2019	YES	Green	https://dl.acm.org/citation.cfm?doid=3308532.3329450
3	Article in Journal	Human Behaviour Analysis Through Smartphones	Konsolakis, K., Hermens, H., Villalonga, C., Vollenbroek-Hutten, M., Banos, O.	International Conference on Ubiquitous Computing and Ambient Intelligence (UCAml 2018)	02/10/2018	YES	Gold	https://doi.org/10.3390/proceedings2191243

4	Publication in Conference Proceedings / Workshop	Is Two Beter than One? Effects of Multiple Agents on User Persuasion	Bangalore Kantharaju, R., De Franco, D., Pease, A., Pelachaud, C.	International Conference on Intelligent Virtual Agents (IVA '18)	05/11/2018	YES	Green	https://doi.org/10.1145/3267851.3267890
5	Publication in Conference Proceedings / Workshop	Context in Design and Evaluation of Usability in eHealth	Broekhuis, M.	NordiCHI'18	29/09/2018	YES	Green	
6	Article in Journal	A Dialogue Game for Multi-party Goal-setting in Health Coaching	Snaith, M., De Franco, D., Beinema, T., Op den Akker, H., Pease, A.	7th International Conference on Computational Models of Argument	09/01/2018	YES	Green	https://doi.org/10.3233/978-1-61499-906-5-337
7	Article in Journal	Automating the Production of Communicative Gestures in Embodied Characters	Brian Ravenet, Catherine Pelachaud, Chloé Clavel, Stacy Marsella	Frontiers in Psychology	09/07/2018	YES	Gold	10.3389/fpsyg.2018.01144
8	Publication in Conference Proceedings / Workshop	Creating an Artificial Coaching Engine for Multi-domain Conversational Coaches in eHealth Applications	Beinema, T., Op den Akker, H., Hermens, H.	Workshop on Intelligent Conversation Agents for Home and Geriatric Care Applications (ICA-HoGeCa2018)	15/07/2018	YES	Green	
9	Publication in Conference Proceedings / Workshop	Designing and Developing Lifelike, Engaging Lifestyle Coaching Agents and Scenarios for Multiparty Coaching Interaction	Huizing, G., Klaassen, R., Heylen, D.	Workshop on Intelligent Conversation Agents for Home and Geriatric Care Applications (ICA-HoGeCa2018)	15/07/2018	YES	Green	Proceedings can be found at http://ceur-ws.org/Vol-2338/ (no DOI)
10	Publication in Conference Proceedings / Workshop	Towards Developing a Model to Handle Multiparty Conversations for Healthcare Agents	Bangalore Kantharaju, R., Pelachaud, C.	Workshop on Intelligent Conversation Agents for Home and Geriatric Care Applications (ICA-HoGeCa2018)	15/07/2018	YES	Green	Proceedings can be found at http://ceur-ws.org/Vol-2338/ (no DOI)
11	Article in Journal	MobileCogniTracker - A mobile experience sampling tool for tracking cognitive behaviour	Wohlfahrt-Laymann, J., Hermens, H., Villalonga, C., Vollenbroek-Hutten, M., Banos, O.	Journal of Ambient Intelligence and Humanized Computing	23/05/2018	YES	Gold	https://doi.org/10.1007/s12652-018-0827-y
12	Article in Journal	Smart Sensing Technologies for	Banos, O., Hermens, H., Nugent, C., Pomares, H.	Sensors	29/05/2018	YES	Gold	https://doi.org/10.3390/s18061751

Council of Coaches

		Personalised e-Coaching						
13	Publication in Conference Proceedings / Workshop	Measuring Persuasiveness in Behaviour Change Support Systems	De Franco, D., Pease, A., Snaith, M	Sixth International Workshop on Behavior Change Support Systems (BCSS 2018)	16-13/04/2018	YES	Green	
14	Publication in Conference Proceedings / Workshop	Enabling remote assessment of cognitive behaviour through mobile experience sampling	Wohlfahrt-Laymann, J., Hermens, H., Villalonga, C., Vollenbroek-Hutten, M., Banos, O.	IEEE International Conference on Pervasive Computing and Communications (Workshops)	19-23/03/2018	YES	Green	10.1109/PERCOMW.2018.8480310
15	Publication in Conference Proceedings / Workshop	Council of Coaches - A Novel Holistic Behavior Change Coaching Approach	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.	The 4th International Conference on Information and Communication Technologies for Ageing Well and e-Health (ICT4AgeingWell 2018)	22-23/03/2018	YES	Green	https://dx.doi.org/10.5220/0006787702190226

4 Planned activities for Dissemination Y3

The dissemination phase has started since the end of M9 and has been running throughout Y2 and will continue in Y3. In this next period, we have to start disseminating project outcomes and start focusing on the group of end users of the product. The planned activities and the expected outcomes are listed in the following table.

Table 6: Dissemination overview of activities in Y3.

Phase 2: Dissemination Y3			
Communication Objectives	Main Tasks & Activities	Expected Outcomes	Time period
<ul style="list-style-type: none"> ▪ Build networks, synergies & expand exposure ▪ Attract & engage users of the following categories: (1) developers for the Open Agent Platform, (2) Older Adult End-Users, Chronic Pain patients and Diabetes Type 2 Patients, as end-users of the product, and (3) potential business partners or investors ▪ Expand exposure & visibility ▪ Increase number of users & expand community ▪ Expand communication channels 	<ul style="list-style-type: none"> ▪ Present results ▪ Apply an Open Source structure ▪ Create and maintain onboarding documentation ▪ Set up community tools ▪ Set up community events and initiatives ▪ Maintain users' contact database ▪ 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 ▪ Distribute new & updated information / material ▪ Monitor & evaluate communication activities ▪ Identify aspects for improvement / alterations ▪ Promote new functionalities distinctions 	<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 ▪ Open Source repository ▪ Developer Documentation ▪ Issue Tracker ▪ Mailing List 	M10 to M36

4.1 Project Outcomes

The Council of Coaches solution has introduced a radically new virtual coaching concept with the multiple autonomous, embodied virtual coaches that form together a personal council that listen, inform and help the user/patient to set personal goals and inspires him/her to take control of their health. COUCH is empowered by a novel Open Agent Platform, providing core functionalities for the development and deployment of Coaches, including technologies for non-obtrusive interactions between the user and the Coaches. We have identified primary and secondary exploitable project outcomes and we are trying to address the dissemination and the public availability for most of the project results like the Open Agent Platform, new gaze model and the WOOL Dialogue Language and Tools. We will use similar approaches for all like we are setting up for the Open Agent Platform which is the primary project outcome to make available to the research community and are updated in a Github repository.

4.2 Developer Community Building

During this period we will set up the Open Agent Platform based on the technology developed in Council of Coaches. This will be an Open Source project, and as such, its success will depend on, among other, the community of developers that forms around it. We will begin planning a series of dissemination efforts in order to kick start our community and fuel its initial growth. This will enable the later exploitation phase of the Open Agent Platform part of the project outcomes.

The initiatives mentioned here are part of the Roadmap for Open Agent Platform reported in D8.7 Intermediate Standardization & exploitation plan, and are executed in the context of Task 8.3: Ecosystem Building of the Open Agent Platform, started in September 2019.

4.2.1 Open Source

The first step and the most obvious is publishing the platform as Open Source. Currently, the code that builds up Council of Coaches, and that will be the base of the Open Agent Platform, is private. It is only available to members of the project. Once the different source code modules have been prepared and packaged as a platform by the technical partners of Council of Coaches, these will have to be made public in a shareable code repository (currently we use GitLab).

In order to do this, a proper Open Source license has to be adopted and applied to the code. We will choose a license based on our intended exploitation of the Platform, but also taking into account that certain licenses are more developer-friendly and have a better impact on community building.

4.2.2 Documentation

One of the critical factors that facilitate the adoption of any given library, project or product by a developer community is proper documentation. This is often overlooked but it is important: API references, code documentation, examples, a guided and adequate learning curve, etc. These make it easier to newcomers to adopt the platform, especially in the early stages when the community is not yet formed and the only contributors to the know-how are the platform developers themselves (that's us).

4.2.3 Community Tools

Once the community is set up, even in first steps, it is helpful to count on a series of tools to manage such community. In Open Source projects these include publicly available Issue Trackers, the ability to perform "Pull Requests" in Version Control Systems, and a properly managed developer Mailing List where news and doubts can be shared. Trust in the platform can be earned by showing that these tools are in place and that the developers (we) are behind them and actively monitoring them. They are also useful to keep track of the community growth and vitality.

4.2.4 Events and initiatives

We can plan different events to promote the adoption of the Open Agent Platform, announce its availability or showcase its features. These may include:

- Conventions where the community meets to share experiences and receive the latest news and upcoming features from the original developers.
- Competitions or Hackathons where the community is tasked with solving particular problems or coming up with new products based on the platform, usually competing for a prize.

- Workshops and seminars imparted by the platform developers where to learn how to use the platform. This may also be a source of income.
- Meetings inviting members of standardization bodies or the industry, where the platform can be announced and promoted. These may be set up by us or we can attend those set up by others.

The creation of an association or alliance is something that is left for later exploitation tasks.

4.3 Promotion of Projects outcomes & Event planning

The consortium partners are warming up to present the Council of Coaches work in even more events that will boost the dissemination of the project's outcomes. All of these events are preceded and followed with a specific post of the twitter account and or Facebook or Linked in. We list a first draft planning per partner below.

University of Twente (CMC):

- December 2-5, 2019 – Paper and presentation at an International Conference on Ubiquitous Computing and Ambient Intelligence (UCAI 2019) in Toledo, Spain on “*A Novel Framework for the Holistic Monitoring and Analysis of Human Behaviour*”.
- Council of Coaches demonstration at Open Days University of Twente, Enschede, November 15th, 2019.
- Council of Coaches presentation and demo, “*WijZijnGGNET Dagen*” (mental health organization open day), Apeldoorn, the Netherlands, March 14th, 2019.
- Council of Coaches presentation, MS patient organization – TECHMED center, Enschede, the Netherlands, September 23rd, 2019.
- COUCH presentation, “*Technologien in de GGZ*” (technology in mental health), Utrecht, the Netherlands, September 27th, 2019.
- Presentation Council of Coaches Technical Demonstrator at “Artificial Social Intelligence” – social AI for children, Enschede, the Netherlands, October 9th, 2019.

Roessingh Research and Development (RRD):

- October 5, 2019 – “Weekend of Science” – Council of Coaches booth at a science fair for the general public.
- November 2019 – Public release of the “WOOL” Dialogue Framework. Launch of WOOL project website and dissemination campaign.
- December 2019 – Press release in the Netherlands about the results of the Council of Coaches project – drawing attention to upcoming final evaluation and assisting in recruitment.
- November 2019 – “RRD-panelday” – Presentation of results of the evaluations within the COUCH project to participants of the RRD research panel.
- Beginning 2020 – Paper – ter Stal, S., Tabak, M., op den Akker, H., Beinema, T., Hermens, H. Who Do You Prefer? The Effect of Age, Gender and Role on Users’ First Impressions of Embodied Conversational Agents in eHealth (submitted to *International Journal of Human-Computer Interaction*)
- March 2020 - Paper on “*Tailoring coaching strategies to user’s motivation in a multi-agent health coaching application.*”
- Q2 2020 - Publication of final evaluation Research Study Protocol (JMIR Research Protocols Journal)
- After Project: Publication of Final Evaluation Results (Journal).

University of Dundee (UDun):

- September 30, 2019: Submission of two papers (“Detecting and handling disagreement in multi-party health coaching” and “Formal specifications for dialogue games in multi-party healthcare coaching”) to the proceedings of the European Conference on Argumentation (ECA) 2019

- October 2019: Submission of revised paper “A multimodal corpus of simulated consultations between a patient and multiple healthcare professionals” to the journal Language Resources and Evaluation
- November 2019: Submission of paper to the European Conference on Artificial Intelligence (ECAI) 2020 on the selection of content for dialogue moves
- December 2019: Release of the Dialogue Game Execution Platform and Dialogue Game Description Language to coincide with the Technical Demonstrator at the end of November
- Mid-2020: Paper on *argumentative annotation of the Patient Consultation Corpus*

Sorbonne University (SU):

- October 1, 2019: Presentation of Council of Coaches to Shonan workshop "Spoken Multimodal Dialogue Systems Technology for Pervasive Computing", Japan
- October 12 2019: Presentation of Council of Coaches to 'fête de la science', Sorbonne University
- October 15-18 2019: Presentation of engagement model at ICMI'19, China

Innovation Sprint (iSPRINT):

- September 2019, Barcelona, SCOPE 2019, engage stakeholders for the use of COUCH model in clinical research studies
- November 2019, Odense, WHINN 2019, presentation of COUCH project in the session “Personalised Coaching and ICT Environments for Wellbeing and Care”
- December 2019, Brussels, presentation of the COUCH paradigm in Lifetech.brussels and discussion with Medical Device experts about the risks from MDR
- March 2020, Brussels, DIA 2020, Engagement of stakeholders
- May 2020: Rome, Gemelli hospital, Presentation of COUCH paradigm to stakeholders
- July 2020, Grenoble, Presentation of COUCH paradigm to stakeholders

4.3.1 Planned Press Release

In the beginning of the final year of the project (Jan 2020) we will prepare and release a general press release in all partner participating countries. For University of Dundee and RRD this press release can assist also in recruiting for the final evaluation of the functional demonstrator whereas for other sites and countries, it would just be a dissemination action of the project's results. We will prepare a general press release that will be modified/translated by the partners to their relevant contexts.

5 Overall assessment

The overall assessment for the second 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 dissemination of the project, the engagement of stakeholders. Event participations, tweets and blog posts have created a strong buzz around 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

	M10 (Jun18)	M11 (Jul18)	M12 (Aug18)	M13 (Sep18)	M14 (Oct18)	M15 (Nov18)	M16 (Dec18)	M17 (Jan19)	M18 (Feb19)	M19 (Mar19)	M20 (Apr19)	M21 (May19)	M22 (Jun19)	M23 (Jul19)	M24 (Aug19)	M25 (Sep19)
Blog post @ website		4			5	2	1	1	1	4	1	2		2	1	
Media coverage																
Twitter posts	3	6		4	6	8	6	4	3	8	6	4	2	3	2	
Facebook posts	2	3	1		3	2	2	1		1	4				1	
LinkedIn posts	2	3			1	1					4				1	
Google+																
YouTube					2	4	1					1	1			
social media campaigns																
newsletters			August, 2018		October, 2018	November, 2018	December, 2018									
bilateral meetings																
tutorials				session on couch to "Users and Interfaces" module at UDun												
hackathons																
Open day	Francois PPT demo shown at Open day RRD															