



D8.5: Final report on dissemination activities

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Abstract

This document is the third and final part of the series of deliverables summarizing the dissemination activities of the previous years and provides the final overview of the overall project impact of dissemination activities of outcomes.

Corrections

v1.0.1 Removed footer on front page of the document to comply with the deliverable template.

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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 has been generated at the end of each project year. The first series D8.3 (Konstantina, 2018) was submitted in M12, the second deliverable D8.4 (Kostopoulou, D8.4 Report on Y2 dissemination activities & Ph3 planning, 2019) was submitted in M24, and this is the third deliverable D8.5 presenting the results and outcomes of the third and final year, while presenting an overview of the results on the spreading of awareness of the project.

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 the 3rd Phase of the project (Y3), M24-M36, including the online presence, events and the scientific publications.

Last in Section 0, we present the overall assessment of the three years in terms of dissemination activities and results. Finally, 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 **Phase 1: Awareness raising phase** (from M1 – 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 analysed, many communication tools were developed and key activities were prepared. We capitalized on the achievements of the Council of Coaches project, securing the maintenance of stakeholders' interest and engagement, and encouraging participation. An extensive description of Phase 2 (Dissemination Activities) with partners organizing workshops, participating in 25 events and producing 7 publications, has been presented in deliverable D8.4.

In the **Phase 3: Exploitation phase** (from M24 – M36), in the first six months all partners were very active in conferences, in total 9 participations, with several publications until the Covid19 pandemic started affecting the usual activities of partners. We moved some events online and continued to use all online tools like Social Media, the website and newsletter to continue dissemination activities. We ended the phase with the Council of Coaches Workshop that attracted a lot of people from the virtual coaching research community.

Table 1: Dissemination overview of activities in Phase 3.

Phase 3: Dissemination of 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: <ol style="list-style-type: none"> (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 Make use of existing & identify new multipliers (network, projects, initiatives, events, etc.) Build on partners' communication potential Establish an open communication channel with target 	<ul style="list-style-type: none"> Website content updates with posts and new categories Social media management Media coverage Posters Press releases Emails to users in form of newsletter Participation in Events (limited due to Covid19) 	M24 to M36 (Y3 reporting)

	<p>groups & beneficiaries by fostering discussion and feedback</p> <ul style="list-style-type: none"> ▪ Monitor, adjust & evaluate Communication Strategy and activities ▪ Distribute new & updated information / material ▪ Identify aspects for improvement / alterations ▪ Promote new functionalities distinctions 		
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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's target groups used throughout the project are presented in the following table:

Table 2: Main dissemination instruments used in the project.

Instrument	Timing	Expected (project deliverable)	Outcomes	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 Dissemination Activities in Year 3

3.1 Online presence

3.1.1 Website Content

The website of the Council of Coaches is the main focal point in 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 to the website and a high number of visits.

The main areas that have been updated during the third period are the results area of the project, updating deliverables, publications and student thesis assignments. The other main area of the website generating visitor traffic is the Blog area with several posts every month (around 50 so far) on news and achievements within the project and the so-called special edition of content that is described below.

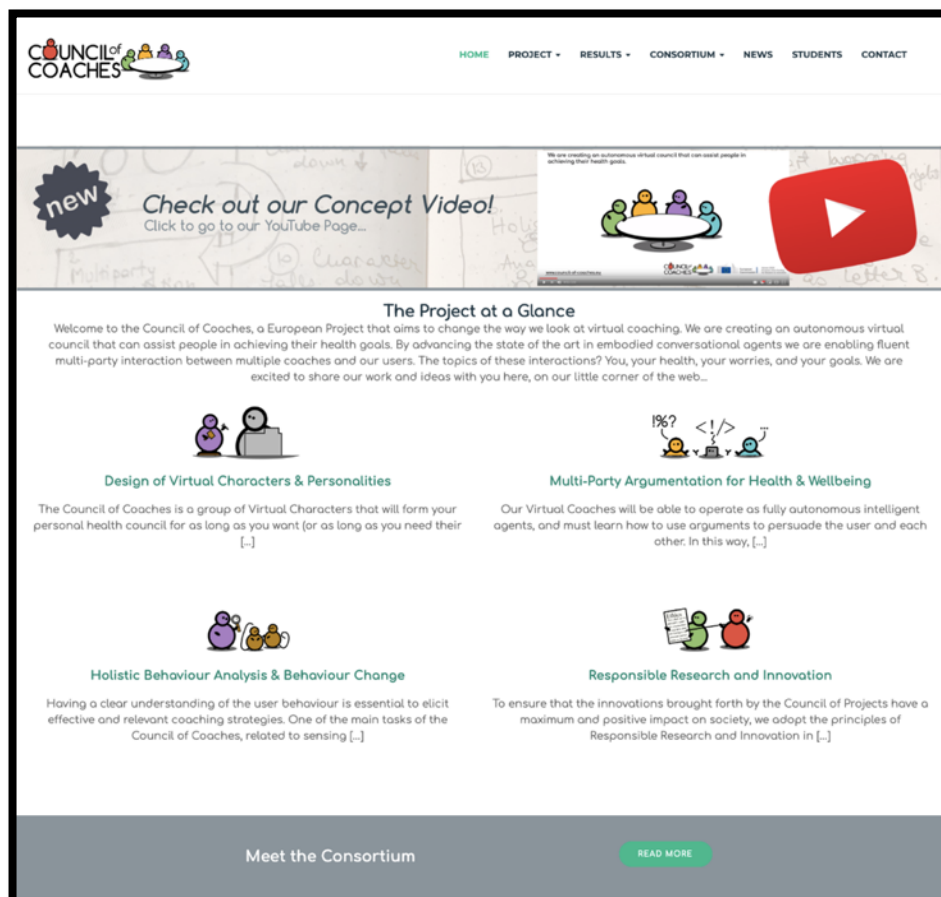


Figure 2: Council of Coaches website (www.council-of-coaches.eu) | Homepage (part 1).

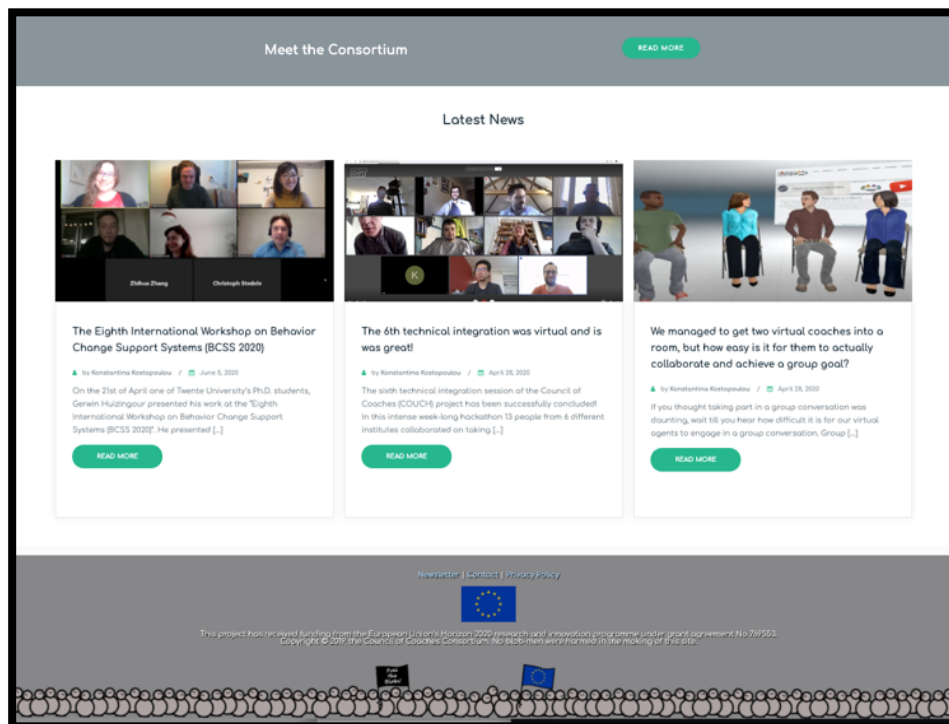


Figure 3: Council-of-Coaches website (www.council-of-coaches.eu) | Homepage (part 2).

3.1.2 Blog Post Series

In the process of promoting our partners and developing content we have started, in the first year of the project, a series of episodes of different Blog posts, interviewing consortium members on their vision and contribution to the project. In the third year, we produced episodes 5, 6 and 7. Additionally, in the third year we started a technical series of blog posts describing the elements of innovation and technology of the project. We summarize these activities below

3.1.2.1 Technology Behind the Council of Coaches

In the Technology series of blog posts, we have highlighted the different parts of innovation in the project.

- Tech Episode 1 – [Meet the Coaches from The University of Twente](#)
- Tech Episode 2 – [Argumentation in the Council of Coaches](#)
- Tech Episode 3 – [The Effect of Age, Gender and Role on Users' First Impressions of Coaches](#)
- Tech Episode 4 – [How is turn-taking handled in a virtual agent conversation?](#)
- Tech Episode 5 – [The Council of Coaches' RRI process comes to an end](#)
- Tech Episode 6 – [Innovation Management Activities](#)

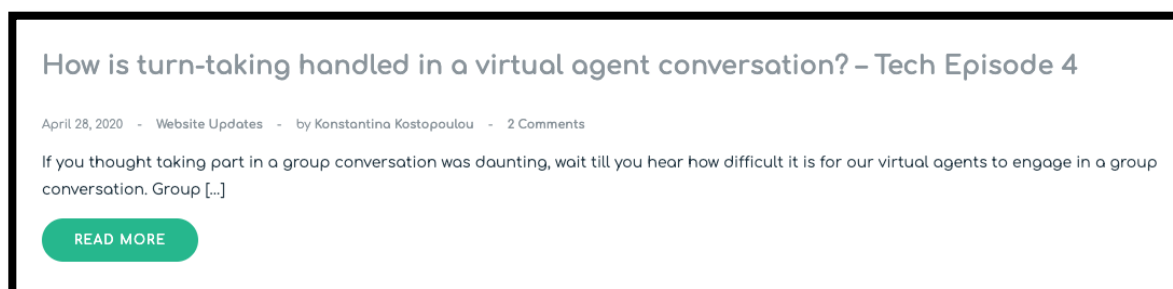


Figure 4: Council of Coaches website | Technology Episodes.

3.1.2.2 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 1 – The University of Twente** (<http://council-of-coaches.eu/people-behind-the-council-of-coaches-episode-1/>)
- **Episode 2 – Polytechnic University of Valencia** (<http://council-of-coaches.eu/people-behind-the-council-of-coaches-episode-2/>)
- **Episode 3 – The Danish Board of Technology Foundation** (<http://council-of-coaches.eu/people-behind-the-council-of-coaches-episode-3/>)
- **Episode 4 – Roessingh Research and Development** (<http://council-of-coaches.eu/people-behind-the-council-of-coaches-episode-4/>)
- **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 6 – University of Sorbonne** (<https://council-of-coaches.eu/people-behind-the-council-of-coaches-episode-6/>)
- **Episode 7 – Innovation Sprint** (<https://council-of-coaches.eu/people-behind-the-council-of-coaches-episode-7/>)



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

3.1.3 Public Project Outcomes

In the last year we have created several new categories of content in the website like the Public Documents directory, publications page and the student thesis assignments. In the Public Documents section, we have uploaded all public documents (deliverables with dissemination level “Public”) organized by Work Package. For each public document, some meta data is provided including a short abstract, and the PDF document is linked, or can be read from within the webpage (see Figure 6).

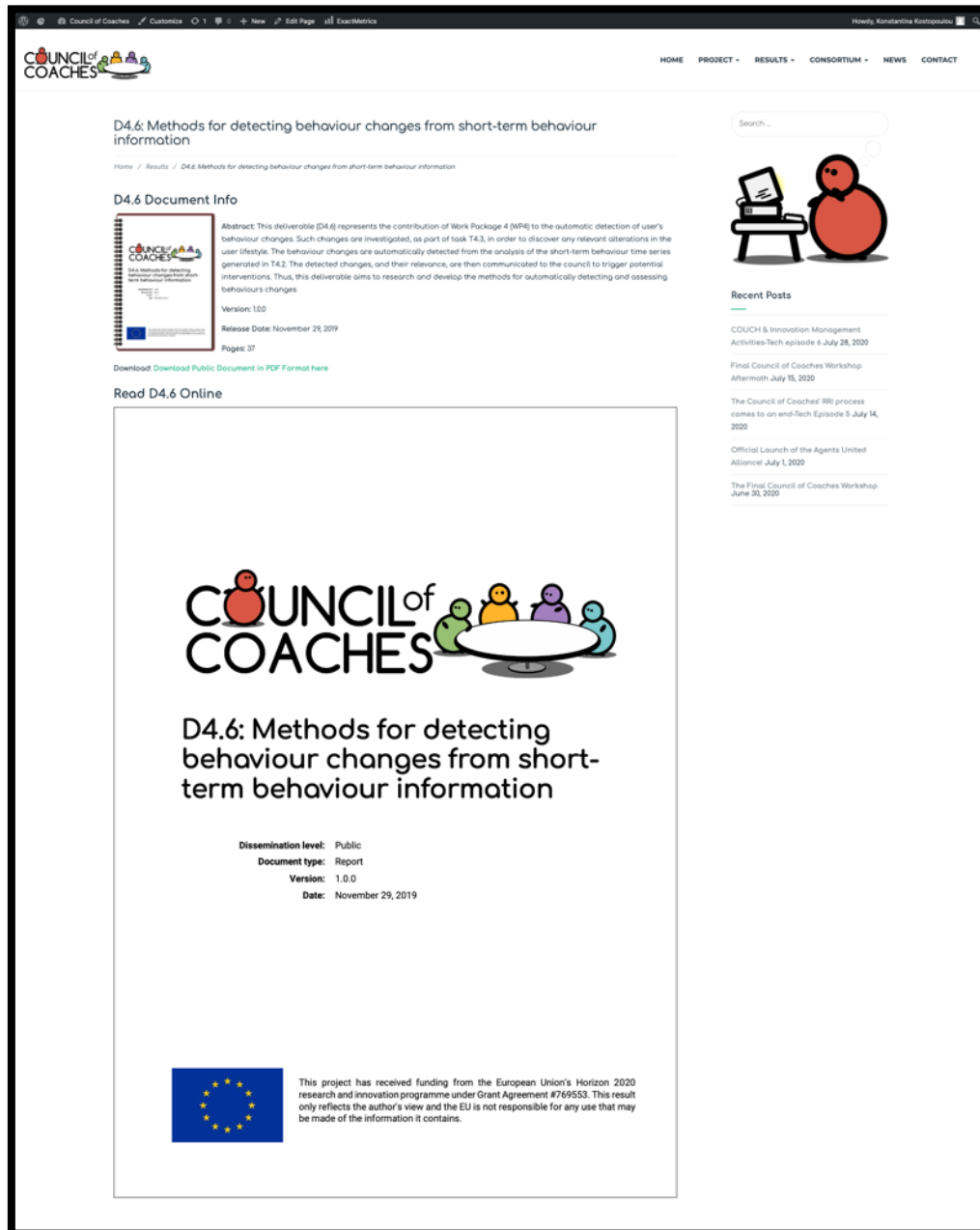


Figure 6: Example of a public deliverable document published on the Council of Coaches website.

As a Research and Innovation Action (RIA), scientific publications are a major component of the project's outcomes. All scientific publications generated by the Council of Coaches project are published as Open Access, and in order to disseminate these results, we have created on our website an overview of all these publications that can be found under “**Results -> Publications**” (see Figure 7).

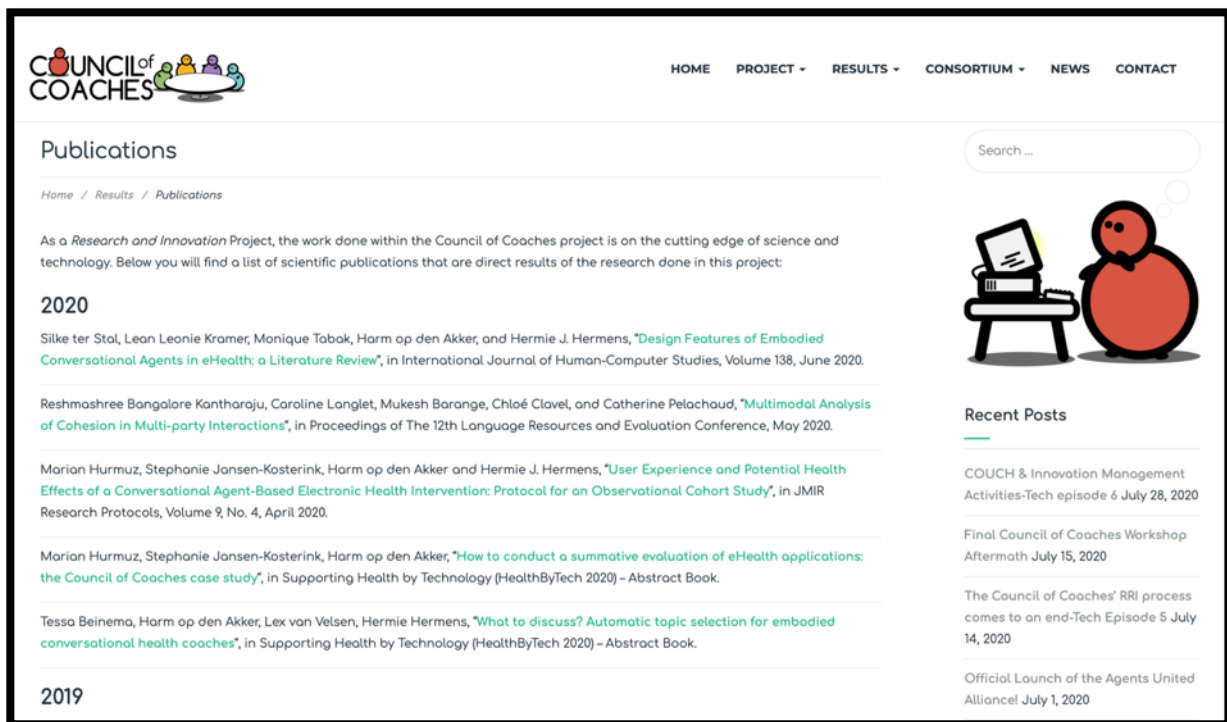


Figure 7: The Publications page on the Council of Coaches website.

A third component we added to the website's "Results" section is an overview of all the different student assignments that were performed in the context of the project. An overview is given under **"Results -> Student Assignments"**, and for each assignment a summary and PDF is provided (see Figure 8).

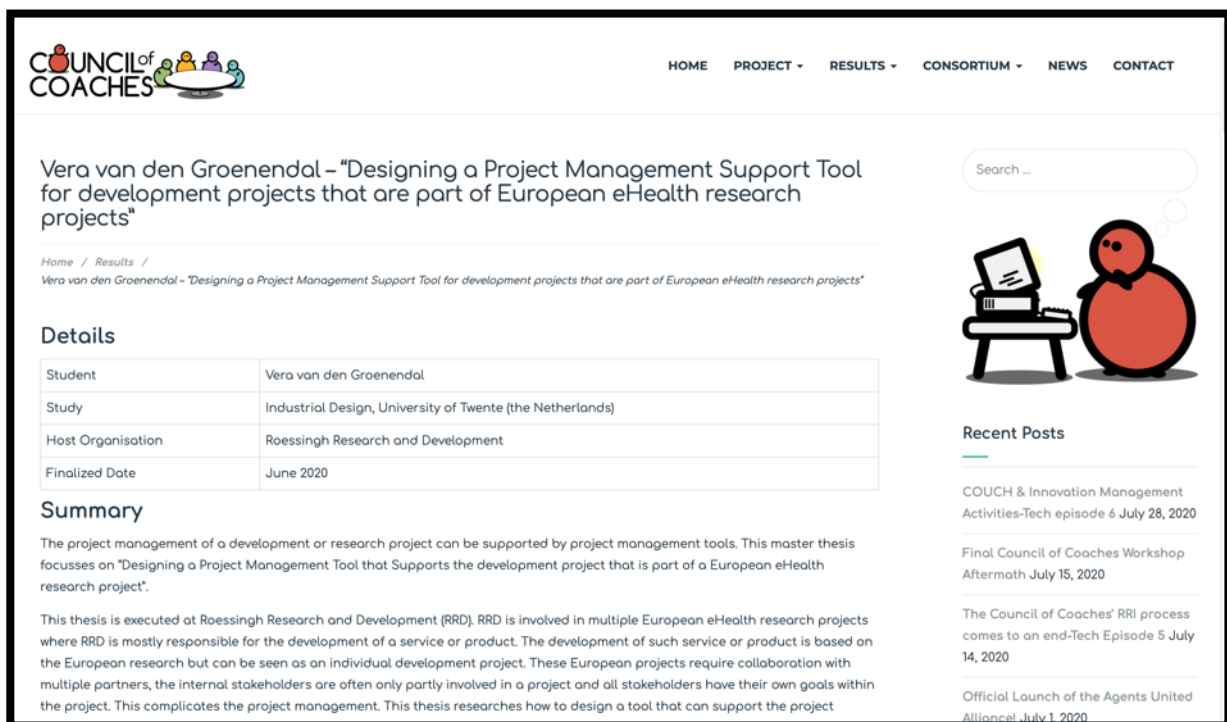


Figure 8: Example of a student assignment summary on the Council of Coaches website.

3.1.4 Website Analytics

In order to track engagement with the Council of Coaches website, we use Google Analytics. Below we present some statistics, specifically focusing on the 3rd year of the project, compared to the 2nd year.

In Figure 9 below, the demographics of our website visitors is shown, comparing the third year (in blue) to the previous second year (in orange). As you can see, visitors are rather young (likely visiting for a professional interest, and not e.g. a “patient” interest), and are equally divided between men and women.

Looking In more detail, the visitor’s age groups in comparing year 3 with year 2, there was a significant increase in visitors in the age group 18-24 and a decrease in the groups 25-34 and 35-44. The age group 45-54 retained the same percentage while a small increase was seen in the groups 55-64 and 65+, which could be related to the project’s trial users and patient’s interest as well as academics and researchers in the field.



Figure 9: Council-of-Coaches Website visitors' demographics (comparison of Y2 & Y3).

Next, in Figure 10, we see the overall number of visitors, again comparing year 3 with year 2. As is visible, visitor numbers are high and slowly rising (3521 in year 3, compared to 3175 in year 2).

In addition, as we can see, the percentages for new and returning visitors are almost the same between year 2 and year 3. The total picture of Google Analytics between these 2 years is positive and increasing, as shown by the data in figure 10.

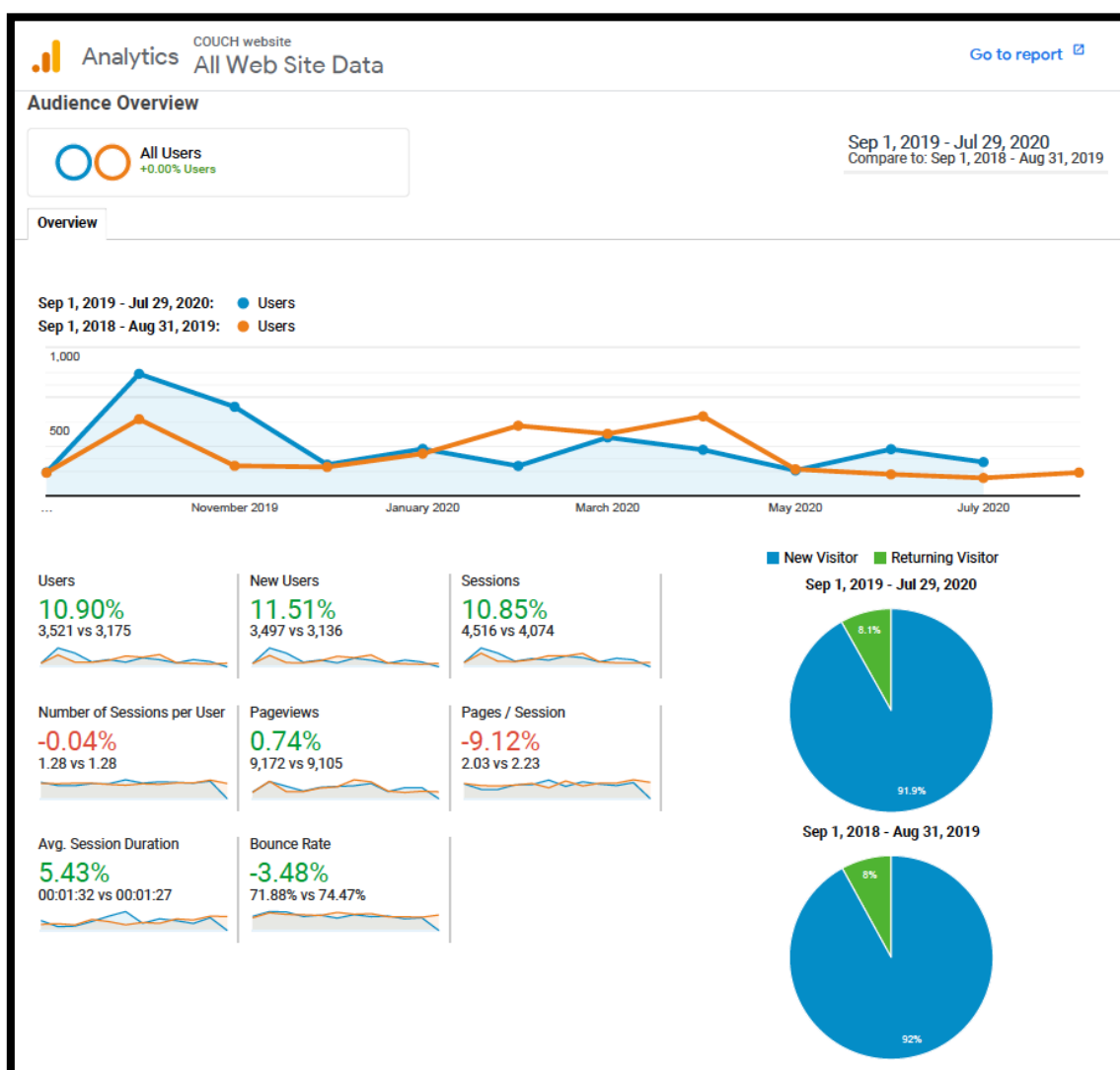


Figure 10: Council-of-Coaches Website visitors (comparison of Y2 & Y3).

In the table below is the analysis of countries based on website visits. Remarkable is the fluctuations that take place in the top 3 countries. France the increase was 34.63%, and in the Netherlands was an observed decline in visitors 21.51%. In the same way, the United Kingdom moved with a decline of 5.07%.

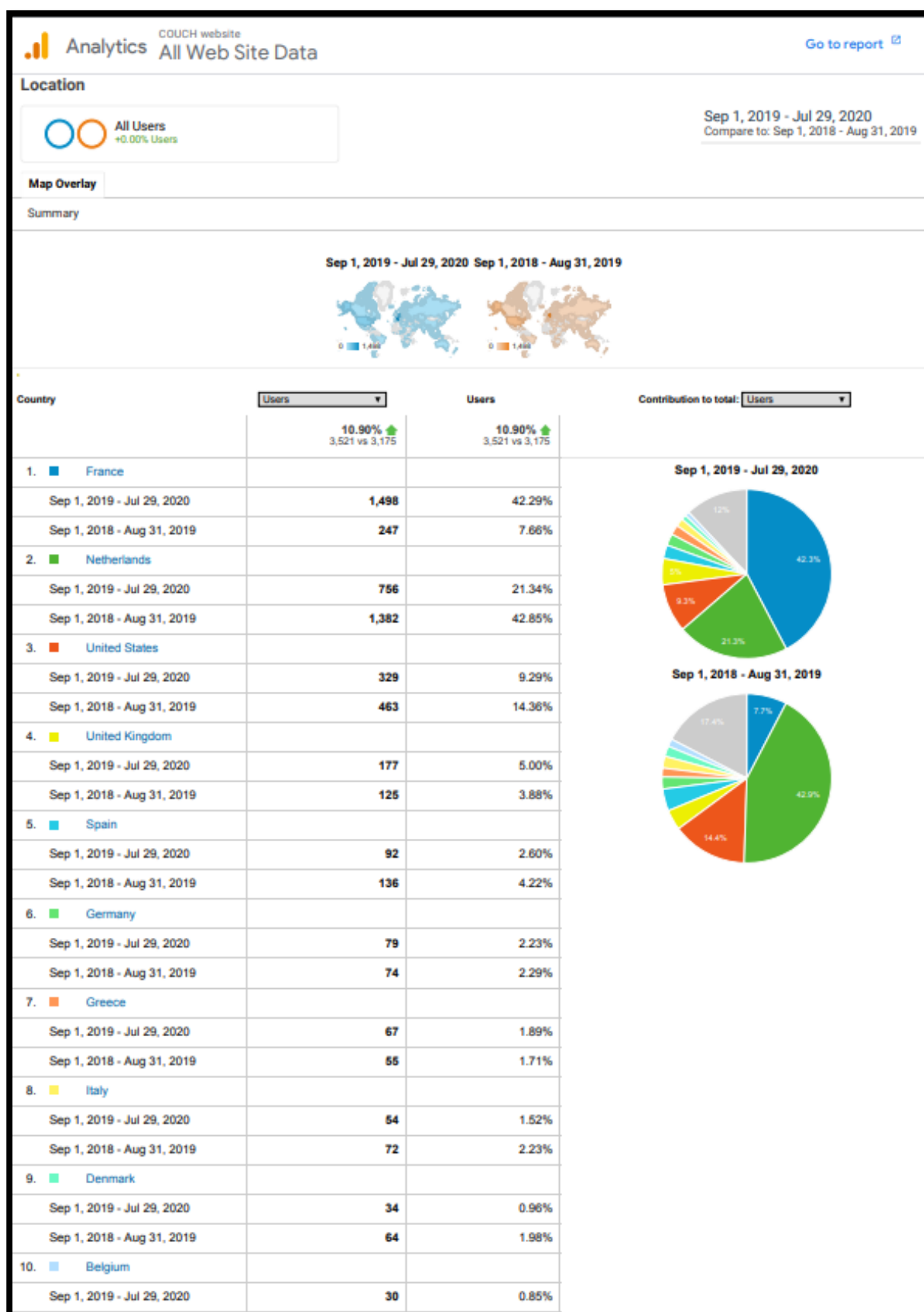


Figure 11: Council of Coaches Website – Top 3 visitors' countries (comparison of Year 2 versus Year 3).

3.1.5 Social media Metrics

The project has set up and has been maintaining four social media channels, namely: Twitter, Facebook, LinkedIn, and YouTube. Each of the channels serves a different purpose and different target groups. In Twitter, Facebook and LinkedIn the project is disseminating project content (e.g. events, blog posts, etc) and also building awareness on the research expertise. We use YouTube to upload webinars, demos and video material. The Social Media channels have all their individual analytic insights tools and we use them for the assessment.

The overall assessment of the social media channels is positive, given the engagement of the audience addressed seen in total in this table but also analysed in the several following graphs.

Table 3: Total Social Media posts and Impressions over the full duration of the Council of Coaches project.

Channel	Posts	Impressions	Reach	Engagement Rate	Clicks (Link, Post)	Retweets	Shares	Likes/Reactions	Comments/Replies
Twitter (Sep '17 - Aug '20)	93	162300	–	1,0%	610	226	–	868	19
Facebook (Oct '17 - Aug '20)	82	4880	3692	11%	451	–	37	394	4
LinkedIn (Jul '19 - Aug '20)	33	3699	–	7,47%	220	–	5	84	0

3.1.5.1 Twitter

The main social media channel is Twitter, on which we have almost 200 followers (a good score compared to other similar projects in the same domain). The communication is frequent with an average of 5-6 posts per month to a mixed audience.

All the analytics about the Twitter platform are gathered from Twitter Analytics, a medium in which it is reliable to see and export statistics and results as well as analyse our action within this platform.

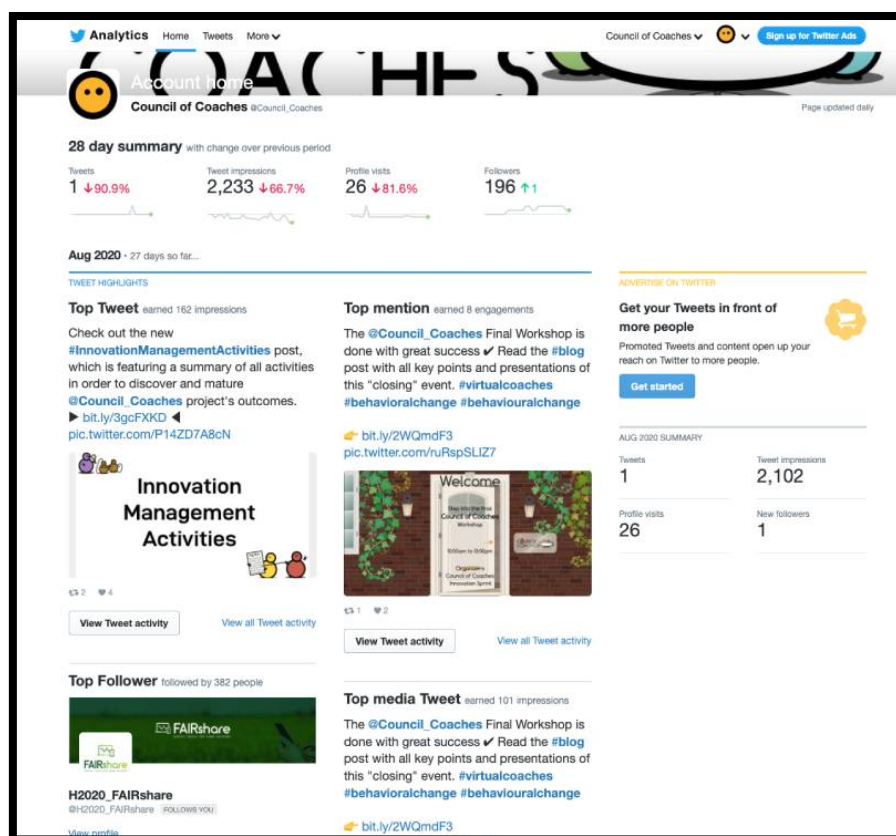


Figure 12: Screenshots of the Council of Coaches Twitter page and Twitter Analytics.

3.1.5.2 Facebook

Our Facebook channel has 74 followers with a steady growth of followers throughout the years with a big jump at the start of Y2. We post or repost about 3 posts a month and keep a steady flow of information. This engagement is again considered a lot above the average of other Horizon2020 projects.

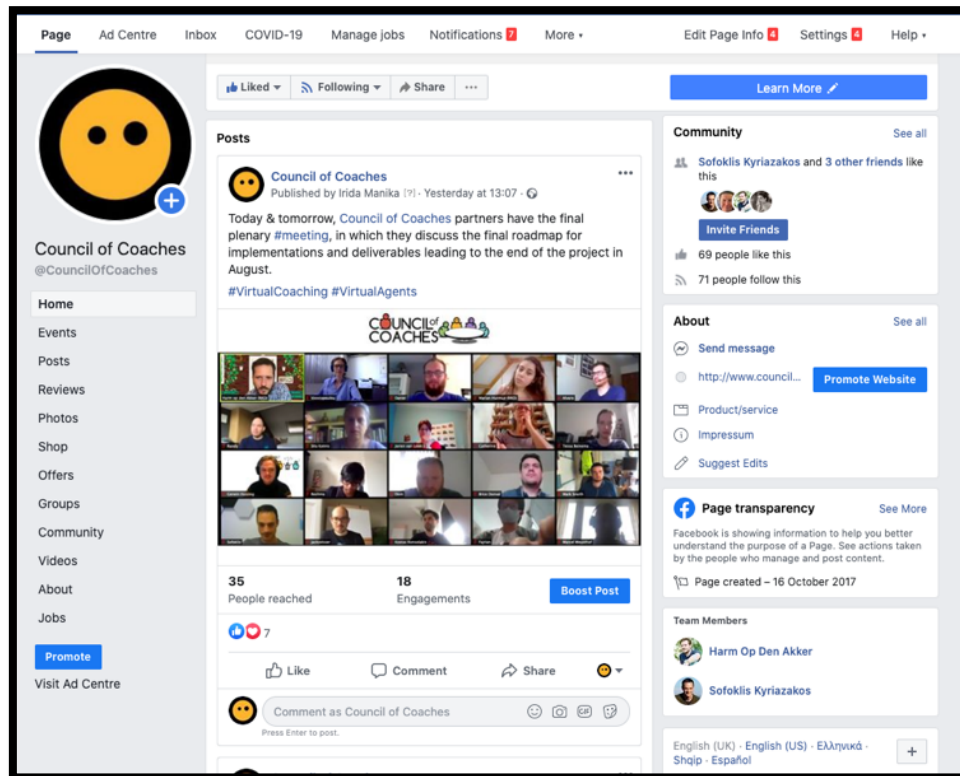


Figure 13: Screenshot of the Council of Coaches Facebook page.

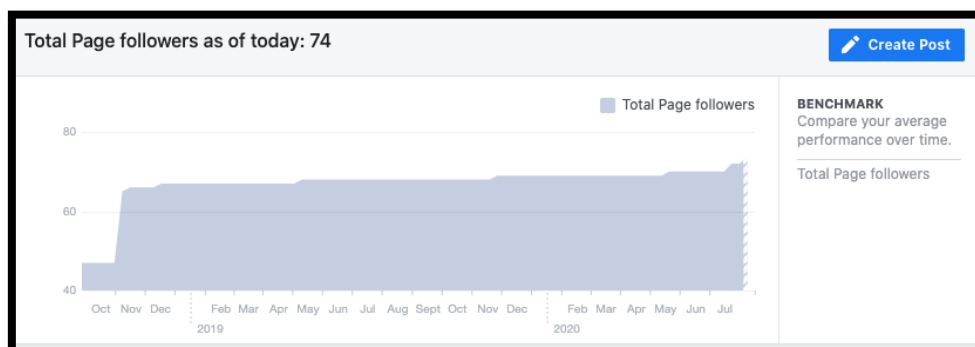


Figure 14: Facebook Page and Followers growth since the launch of the Council of Coaches Facebook page.

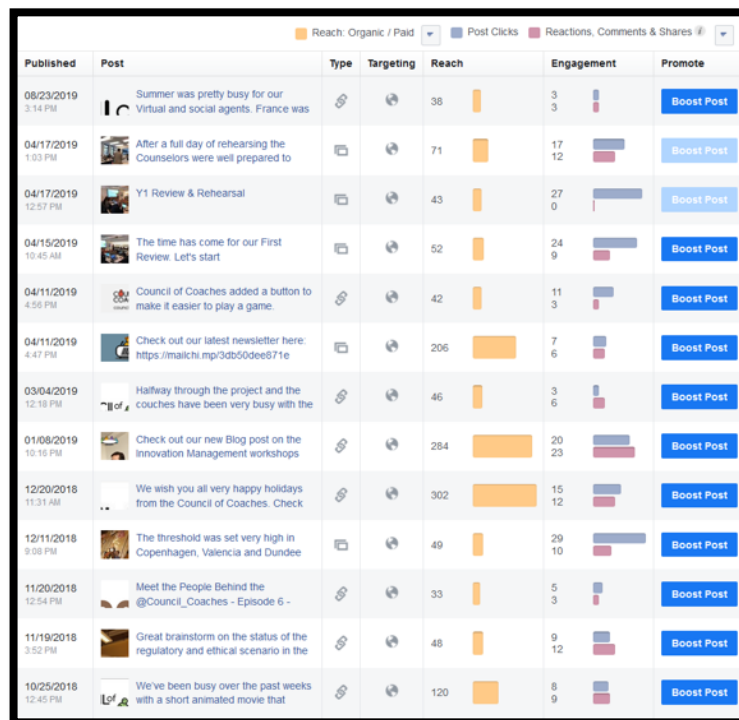


Figure 15 : Council of Coaches Facebook Page insights.

In more detail looking at Facebook statistics we see that the ones that are the most successful posts on our page are those related to events and workshops.

3.1.5.3 LinkedIn

The LinkedIn page has gained a lot of visitors and engagement in the last year, and you can also see the visitor's demographics in the following table. The majority of our LinkedIn page visitors come from the industry of Research and Information Technology and Services. This is a great outcome as LinkedIn is used as a professional tool in these industries.

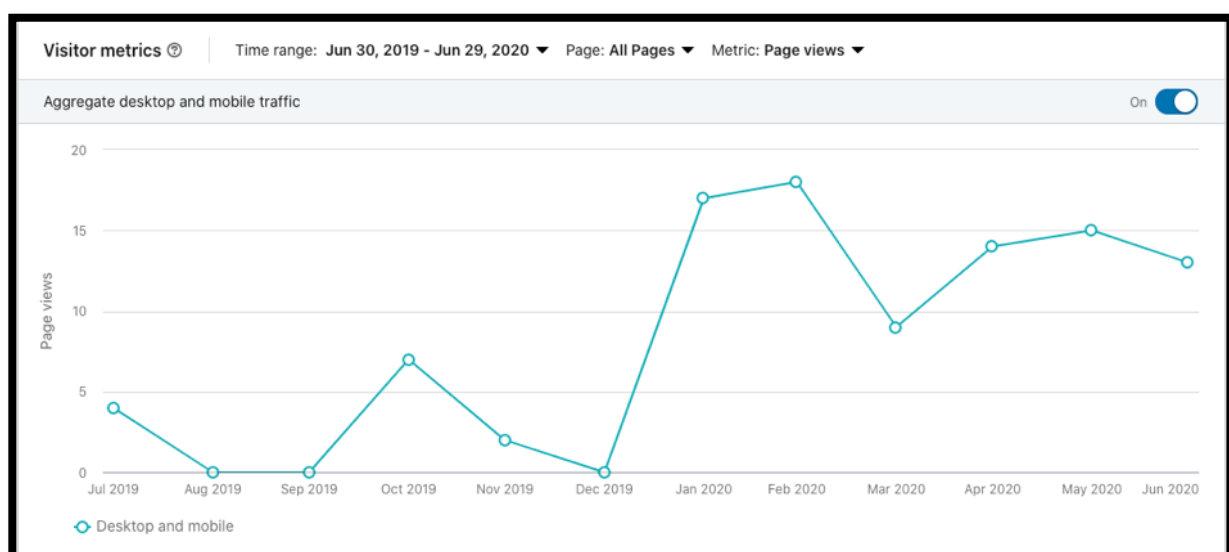


Figure 16: LinkedIn visitor growth in Year 3 of Council of Coaches.

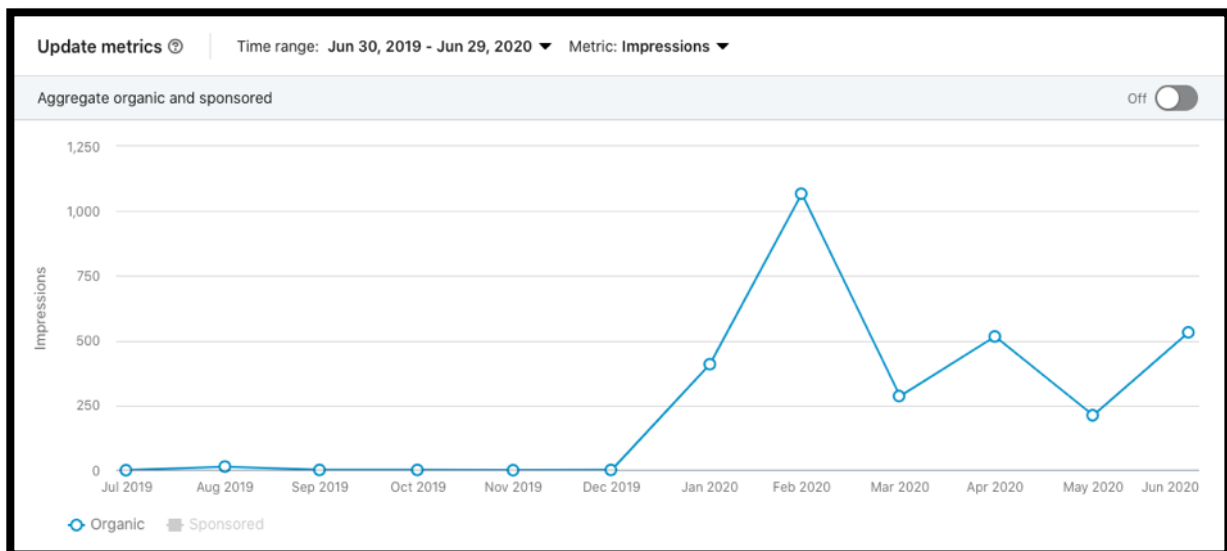


Figure 17: LinkedIn visitor engagement in Year 3 of Council of Coaches.

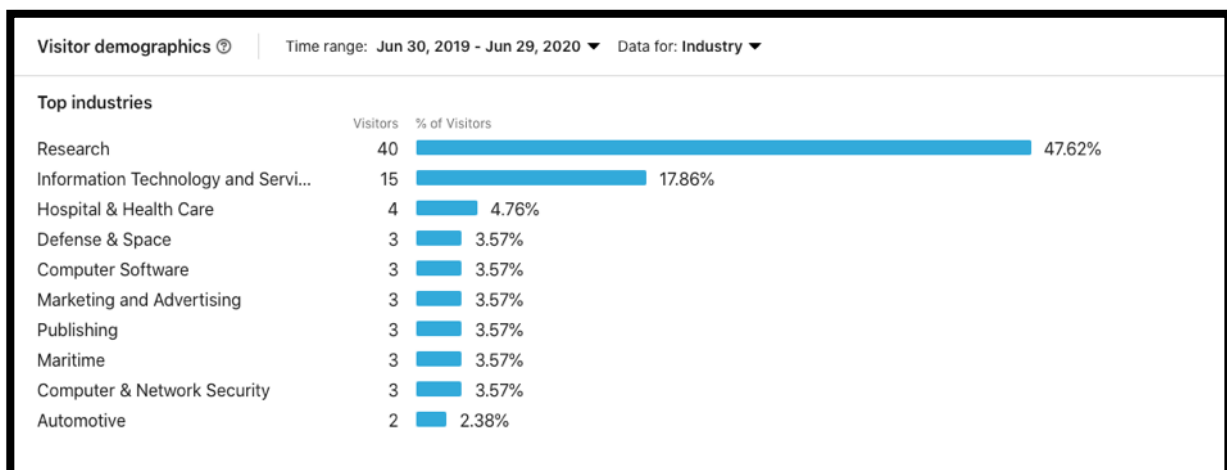


Figure 18: LinkedIn visitor demographics in Year 3 of Council of Coaches.

3.1.5.4 YouTube

As mentioned above we use YouTube mainly as a video repository. You can find all demos and presentations publicly available here. This channel has a total of 16 subscribers and has video engagement rates rating from low (<50 views for newer videos) to high (more than 600 views for the concept animation video).

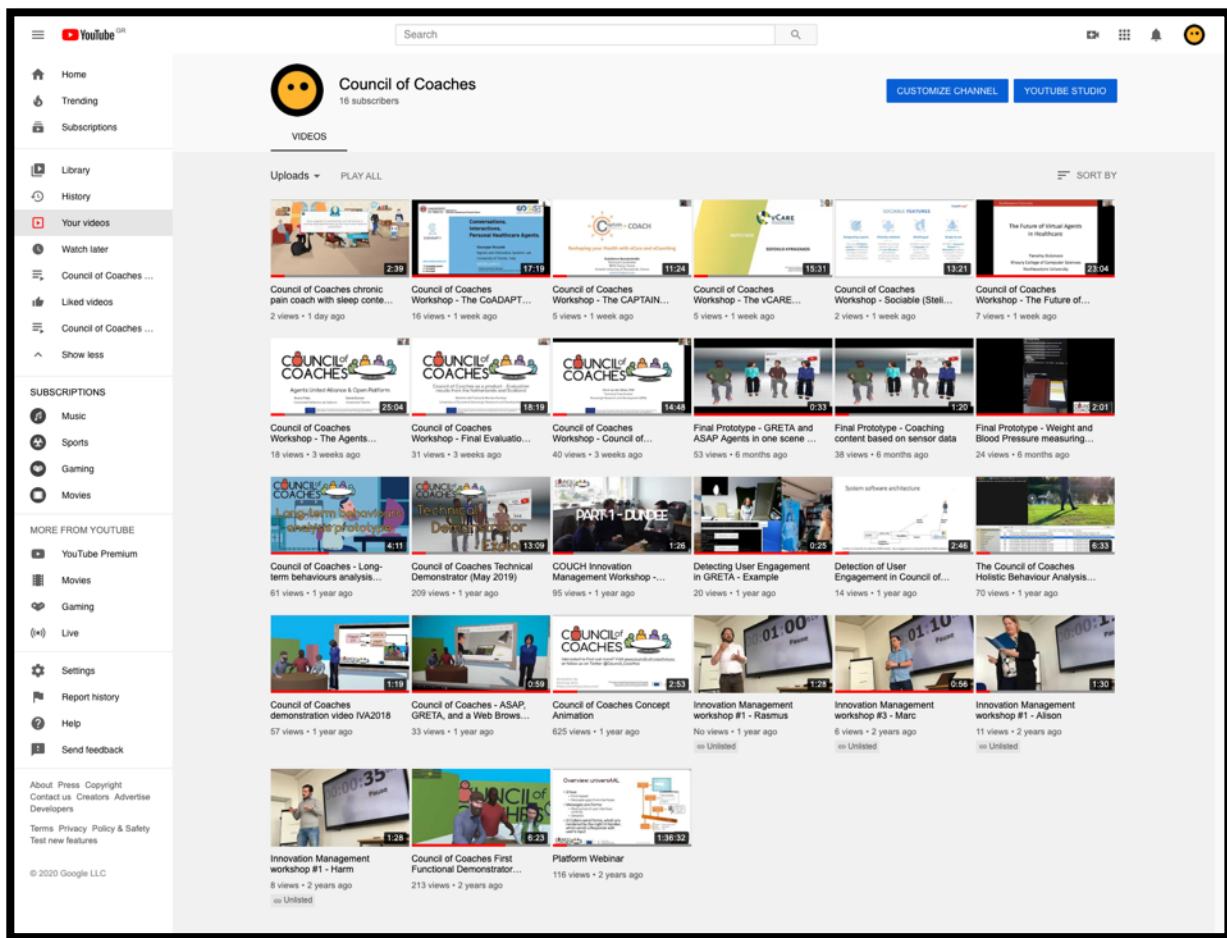


Figure 19: The Council of Coaches YouTube Page in Year 3 of the project.

3.2 Newsletter Campaigns

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 on average is around every 4 months, in order to create the critical mass. The end of the project finds us with 107 motivated subscribers. With the new website for Agent's United Alliance, the communication with the scientific community of embodied virtual agents will be continued through the subscription to the new website. For the assessment of the newsletter campaigns we use the Mailchimp reporting tool. Below is the list of executed campaigns.

Table 4: Total Newsletter campaigns of Year 1, 2 and 3.

#	Partner	Description	Target	Media
1	iSPRINT	Christmas 2018	61 Recip - 56.7% Open rate	Newsletter Link
2	iSPRINT	Summer 2018	101 Recip - 42.6% Open rate	Newsletter Link
3	iSPRINT	Fall 2018	103 Recip - 35.4% Open rate	Newsletter Link
4	iSPRINT	Fall 2018 2nd	104 Recip - 41.2.5% Open rate	Newsletter Link
5	iSPRINT	Christmas 2018	105 Recip - 37.5% Open rate	Newsletter Link

6	iSPRINT	Spring 2019	112 Recip - 41.2% Open rate	Newsletter Link
7	iSPRINT	Spring 2020	113 Recip - 34% Open rate	Newsletter Link
8	iSPRINT	Summer 2020	107 Recip - 35.6% Open rate	Newsletter Link

3.3 Events

The Event participation this last year were very much disrupted by the effects of the Covid19 pandemic. The partners took part in a few events during fall and the first months of winter but then we got restricted to only online event participations. The last year had the two main project Workshops the Council of Coaches End of Project Workshop and the Responsible Research Initiative RRI Workshop that will be described below. In addition, there is a brief report of some key event highlights throughout the three years. The full report of all the project's event participation is listed in Section 3.3.5 below.

3.3.1 Council of Coaches Workshop, July 2020

On the 8th of July we hosted the “closing workshop” of the Council of Coaches project. In D8.10 (Kostopoulou, D8.10 Council of Coaches Workshop, 2020) a full write up can be found on the agenda, participants and results of the workshop. The workshop was organized and hosted by our partner Innovation Sprint and although in a holiday period for some, managed to attract over 65 attendees, from Europe, US and even Australia (see Figure 20). In the three sessions of the workshop, there was a series of excellent presentations and some good interactions between the talks and at the end in the closing remarks.



Figure 20: Screenshot of the Council of Coaches final project workshop, attended by over 60 participants.

Below we describe shortly the sessions that were presented (the links in the text take you to the YouTube recordings of the individual presentations).

Session 1 – Project overview & results

Due to the incredible dedication of the project team, we had a whole lot of awesome results to present and a special **THANK YOU** to our representatives’ for doing such a great job at presenting them in Session 1. Harm the Project’s Technical Coordinator, has presented the [Project Overview](#), Marian and Dominic, have presented the final evaluations of the [Council of Coaches Application](#) and Alvaro and Daniel who did a great job with the [Agent United Alliance and platform](#)!

Session 2 – Related H2020 Cluster Projects

The aim of the workshop was also to bring together researchers and discuss the progress in the field of virtual assistance and coaching in related H2020 Cluster Projects and therefore we invited three projects to give us an update on the progress of their research work.

The [Coadapt Project – Conversations, Interactions & Personal Healthcare Assistants](#) was presented by Prof. Giuseppe Ricardi, Director of the Signals and Interactive Systems Lab at the Department of Computer Science and Engineering at University of Trento, Italy.

The [Captain Project eCare and eCoaching](#) by Evdokimos Konstantinides, Leader of the Assistive Technologies and Silver Science Research Group, Lab Medical Physics, Aristotle University of Thessaloniki in Greece

The [vCARE Project virtual Coaching for rehabilitation](#) by Ass.Prof. Sofoklis Kyriazakos at the Business Development and Technology Department of Aarhus University in Denmark

Session 3 – Virtual coaching and the industry

In the last session, we wanted to give a feeling of the industry and invited a successful spinoff from a European project that offers cognitive assistance and coaching and an influential researcher in the field of embodied virtual agents that is working in Studies inviting people to achieve behavioral change through the mobile interface.

The [Sociable](#) by Stelios Pantelopoulos, Head of European Projects Department by Singularlogic.

The [Virtual Agents](#) by Prof. Timothy W. Bickmore, Ph.D, Professor & Associate Dean at the Khoury College of Computer Sciences from the Northeastern University.

Prof. Hermie Hermens has provided the closing statements and has opened an interesting conversation between the attendees.

3.3.2 RRI Workshop, May 2020

The RRI workshop, “Responsible Prototyping – A Practical Approach”, due to the circumstances was also held online in a series of talks around the responsibility in digital innovation. Organized and hosted by our partner DBT (The Danish Board of Technology), the workshop invited professionals, policymakers, organizations, care providers, and developers in HEALTH and CLIMATE tech innovation and reached a total of 20 attendees.

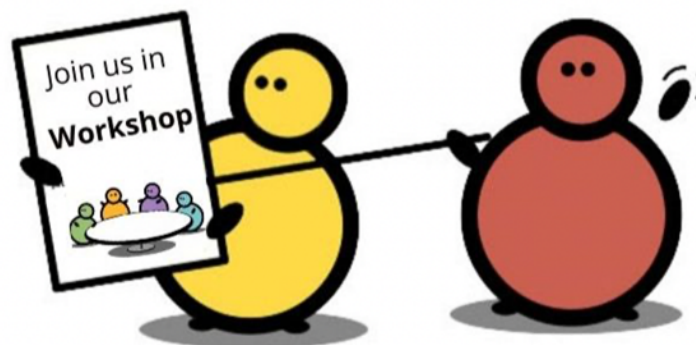


Figure 21: Advertisement image for the RRI Workshop of May, 2020.

With Council of Coaches as an example, the workshop examined how developer responsibilities of social, ethical and legal issues may influence and improve the innovation process and future tech products. As in the last few years the project has dealt with responsible health innovation and virtual coaching. The talks opened discussions around Virtual coaching and how it holds great promise for delivering increased health support without increasing costs. But as virtual coaches become ever more advanced and better able to intervene in intimate health and life issues, the questions that arise are “How do we ensure that the products are developed responsibly in accordance with user needs, privacy rights and contemporary legislation, and stay in compliance also after entering the market?”

The scope of this workshop was to invite stakeholders and interest groups to evaluate and further develop the guidelines coming from the COUCH project, and co-write a set of recommendations for responsible prototyping through participation in the three different workshop sessions:

- Session 1: Multi knowledge coaching
- Session 2: Trust and good skepticism
- Session 3: Co-drafting of recommendations

3.3.3 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 22: Reshmashree Bangalore presents the Council of Coaches's work.

From the consortium Fajrian Yunus has discussed 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.

3.3.4 NordicCHI'18

In the beginning of October, Marijke Broekhuis one of the PhDs 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.

3.3.5 Full list of Events from Y1, 2 & 3 in EC format

In Table 5 below, we have listed all the event participation entries that happened during the Council of Coaches project – a total of 62 events.

Table 5: Full list of Events from Y1, 2 &3 in EC format

Type	Date	Partner	Audience	# of People Reached	Description
Participation to an Event other than a Conference or a Workshop	2017/09/19	RRD	Industry	35	iSPRINT workshop #1, "Council of Coaches - A Novel Holistic Behavior Change Coaching Approach"
Organisation of a Conference	2017/10/30	RRD	Scientific Community (Higher Education, Research)	35	University of Twente - Personalized eHealth Technology Workshop "Council of Coaches - A Novel Holistic Behavior Change Coaching Approach"
Participation to a Conference	2017/11/09	UT	Scientific Community (Higher Education, Research)	100	11th International Conference on Ubiquitous Computing and Ambient Intelligence (UCAmI 2017) "Automatic mapping of motivational text messages into ontological entities for smart coaching applications"
Organisation of a Conference	2017/11/09	iSPRINT	Industry	500	ICT Proposers Day
Participation to a Conference	2018/03/19	UT	Scientific Community (Higher Education, Research)	300	PerCom 2018 "Enabling remote assessment of cognitive behaviour through mobile experience sampling"
Participation to a Conference	2018/03/20	UT	Scientific Community (Higher Education, Research)	100	ICT.OPEN 2018 "General presentation of multiple projects by UT/HMI; it contained information on COUCH as well, including an acknowledgement to EUH2020/COUCH)"
Participation to a Conference	2018/03/22	RRD	Scientific Community (Higher Education, Research)	50	ICT4AgeingWell 2018 "Council of Coaches - A Novel Holistic Behavior Change Coaching Approach"

Organisation of a Workshop	2018/06/01	RRD	Scientific Community (Higher Education, Research)	20	Supporting Health By Technology Symposium Workshop "Designing Virtual Agents for Persuasive Health Coaching"
Participation to an Event other than a Conference or a Workshop	2018/06/02	RRD	General Public	300	RRD Visitors Day "Demonstration of Council of Coaches concept"
Participation to an Event other than a Conference or a Workshop	2018/06/18	RRD	Other	1	Working visit from Princess Margriet of the Netherlands "Council of Coaches demonstration"
Participation to an Event other than a Conference or a Workshop	2018/06/19	RRD	Scientific Community (Higher Education, Research)	90	Personalized eHealth Technology Matchmaking Event "Council of Coaches demonstration"
Participation to a Workshop	2018/07/15	RRD	Scientific Community (Higher Education, Research)	20	Workshop on Intelligent Conversation Agents for Home and Geriatric Care Applications (ICA-HoGeCa2018) "Poster presentation for paper (T. Beinema, H. op den Akker, and H. Hermens: Creating an Artificial Coaching Engine for Multi-domain Conversational Coaches in eHealth Applications)"
Participation to a Workshop	2018/07/15	UT	Scientific Community (Higher Education, Research)	20	Workshop on Intelligent Conversation Agents for Home and Geriatric Care Applications (ICA-HoGeCa2018) "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)"

Participation to a Workshop	2018/07/15	SU	Scientific Community (Higher Education, Research)	20	Workshop on Intelligent Conversation Agents for Home and Geriatric Care Applications (ICA-HoGeCa2018) "Poster presentation for paper (R. Bangalore Kantharaju and C. Pelachaud: Towards Developing a Model to Handle Multiparty Conversations for Healthcare Agents)"
Participation to a Conference	2018/09/13	RRD	General Public	200	NRCLive Zorgtech - Datarevolutie voor een menselijke zorg [NRCLive Caretech - Data revolution for a humane care] "De mogelijkheden van Telemedicine. [The possibilities of Telemedicine]"
Participation to a Conference	2018/09/20	UPV	Scientific Community (Higher Education, Research)	400	XPATIENT BARCELONA CONGRESS 2018 "Virtual Agents and personalized coaching for better self-care"
Participation to an Event other than a Conference or a Workshop	2018/09/29	RRD	Scientific Community (Higher Education, Research)		NordiCHI'18 "Context in Design and Evaluation of Usability in eHealth technology"
Organisation of a Conference	2018/10/04	RRD	Scientific Community (Higher Education, Research)	50	RRD Symposium 2018 "Council of Coaches – A Novel Holistic Behavior Change Coaching Approach"
Training	2018/10/15	UT	Other	42	Topic in the Foundations of Interaction Technology course. Introduction to behavior change support systems, guest talks by COUCH members, hands-on experience with the demonstrator for students [Duration: 15 - 19 Oct 2018]

Participation to a Workshop	2018/10/28	SU	Scientific Community (Higher Education, Research)	30	SHONAN Workshop "Interacting with Socio-emotional Agent; presentation of Council of Coaches"
Participation to a Conference	2018/11/05	SU	Scientific Community (Higher Education, Research)	100	IVA - Intelligent Virtual Agents "Is Two Better than One? Effects of Multiple Agents on User Persuasion"
Organisation of a Workshop	2018/11/07	RRD	Scientific Community (Higher Education, Research)	30	Workshop on Ethics and Regulatory challenges in eHealth "COUCH project"
Participation to an Event other than a Conference or a Workshop	2018/11/13	UT	General Public	80	Masterclass Gezond eten makkelijker maken "Masterclass Gezond eten makkelijker maken"
Participation to a Conference	2018/12/07	UT	General Public	100	12th International Conference on Ubiquitous Computing and Ambient Intelligence (UCAmI 2018) "Human Behaviour Analysis Through Smartphones"
Training	2018/12/13	UT	Other	20	Discussed Council of Coaches project during the lecture "Changing Eating Behavior" of the course 'Telemedicine"
Training	2019/01/11	UT			Discussed Council of Coaches project during the lecture "Technology to promote happy eating" of the course "Remote Care Nearby"
Training	2019/02/04	UT	Other	6	Conversational agents, COUCH as topic of the course and hands on experience [Duration: Feb 4 - Apr 18 2019]

Training	2019/02/11	UDun	Other	50	Discussed Council of Coaches project during a lecture 'Arguments in the Real World' in the 1st year undergraduate "Argumentation & Computers" module
Organisation of a Workshop	2019/02/26	RRD	Industry	25	COUCH RRI Workshop "Council of Coaches (Full Day Workshop)"
Organisation of a Workshop	2019/02/26	DBT	Industry	25	COUCH RRI Workshop "Council of Coaches (Full Day Workshop)"
Organisation of a Workshop	2019/02/26	SU	Industry	25	COUCH RRI Workshop "Council of Coaches (Full Day Workshop)"
Participation to an Event other than a Conference or a Workshop	2019/02/27	UDun	Scientific Community (Higher Education, Research)	15	Seminar at Robert Gordon University, Aberdeen "Argument Technology and The Council of Coaches Project"
Training	2019/03/11	UT	Other	19	Topic in the Foundations of Interaction Technology course. Introduction to behavior change support systems, guest talks by COUCH members, hands-on experience with the demonstrator for students [Duration: 11 - 15 Mar 2019]
Participation to a Conference	2019/03/14	RRD	Other	25	Participatie Raad Ouderen Overijssel (PROO) Symposium "Ouder worden en eigen regie". "De mogelijkheden van eHealth [The possibilities of eHealth]"
Participation to an Event other than a Conference or a Workshop	2019/03/14	UT	Other	50	GGNETdagen "Council of coaches"

Participation to an Event other than a Conference or a Workshop	2019/03/14	UT	Other	80	Open days Interaction Technology "Council of Coaches"
Participation to a Conference	2019/03/19	UT	Scientific Community (Higher Education, Research)	400	ICT Open 2019 "Technical demonstration of the council of coaches"
Participation to a Conference	2019/03/19	SU	Scientific Community (Higher Education, Research)	30	ICT Open 2019 "Presenting Council of Coaches"
Participation to a Workshop	2019/05/16	UT	Scientific Community (Higher Education, Research)	200	Supporting Health by Technology "Council of Coaches - A Novel Holistic Behavior Change Coaching Approach"
Participation to a Conference	2019/06/26	UDun	Scientific Community (Higher Education, Research)	20	European Conference on Argumentation "Detecting and handling disagreement in multi-party health coaching"
Participation to a Conference	2019/06/26	UDun	Scientific Community (Higher Education, Research)	20	European Conference on Argumentation "Formal specifications for dialogue games in multi-party healthcare coaching"
Participation to a Conference	2019/06/28	RRD	Scientific Community (Higher Education, Research)	40	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"
Participation to a Conference	2019/06/28	UT	Scientific Community (Higher Education, Research)	40	European Conference on Argumentation "Detecting and handling disagreement in multi-party health coaching"

Participation to a Conference	2019/07/06	UT			ACM International Conference on Intelligent Virtual Agents Integrating Argumentation with Social Conversation between Multiple Virtual Coaches
Participation to a Conference	2019/07/06	UT			ACM International Conference on Intelligent Virtual Agents "Gesture Class Prediction by Recurrent Neural Network and Attention Mechanism"
Participation to an Event other than a Conference or a Workshop	2019/07/30	RRD	Scientific Community (Higher Education, Research)	30	Holobalance Midterm Project Review "Presentation on Synergies between Holobalance and other PM-15 projects"
Participation to an Event other than a Conference or a Workshop	2019/07/30	UT	Scientific Community (Higher Education, Research)	30	Holobalance Midterm Project Review "Presentation on Synergies between Holobalance and other PM-15 projects"
Participation to an Event other than a Conference or a Workshop	2019/10/04	UT	Scientific Community (Higher Education, Research)	50	Nutritional Science Days "Sensing technologies for monitoring food intake: a systematic review of the literature"
Participation to an Event other than a Conference or a Workshop	2019/10/08	UT	Scientific Community (Higher Education, Research)	150	Personalized Nutrition and Health symposium "Council of Coaches - A Novel Holistic Behavior Change Coaching Approach"
Participation in activities organized jointly with other EU project(s)	2019/11/14	UT	Scientific Community (Higher Education, Research)	25	WeVo-meeting "Personalized eHealth Technology-projects"
Participation to an Event other than a Conference or a Workshop	2019/11/18	RRD	Scientific Community (Higher Education, Research)	60	Conversational Agents in Gezondheidscommunicatie Symposium "Designing Embodied Conversational Agents for eHealth"

Participation to an Event other than a Conference or a Workshop	2019/11/20	UT	Scientific Community (Higher Education, Research)	20	Meeting with the Dutch Diabetes Fund "Nutrition & Technology"
Organisation of a Workshop	2019/12/03	RRD	Other	20	RRD User Panel Info Day "Council of Coaches Functional Demonstrator"
Participation to a Conference	2019/12/05	UT	Scientific Community (Higher Education, Research)	100	13th International Conference on Ubiquitous Computing and Ambient Intelligence (UCAmb 2019) "A Novel Framework for the Holistic Monitoring and Analysis of Human Behaviour"
Participation to an Event other than a Conference or a Workshop	2019/12/10	RRD	Other	21	KBO-PCOB Meeting "Iedereen een virtuele coach!! [A virtual coach for everyone!]"
Training	2019/12/12	UT	Other	30	Discussed Council of Coaches project during the lecture "Changing Eating Behavior" of the course 'Telemedicine'
Participation to a Conference	2020/01/29	UT	Scientific Community (Higher Education, Research)	50	Personalized eHealth Technology Symposium Council of Coaches (5' Pitch)
Participation to a Conference	2020/01/29	UT	Scientific Community (Higher Education, Research)	50	Personalized eHealth Technology Symposium " COUCH technical system Demo"
Participation to a Workshop	2020/04/21	UT	Scientific Community (Higher Education, Research)	15	The Eighth International Workshop on Behavior Change Support Systems (BCSS 2020) "Multi-perspective persuasion by a council of virtual coaches"

Participation to a Conference	2020/05/02	RRD	Scientific Community (Higher Education, Research)	50	International Conference on Information and Communication Technologies for Ageing Well and e-Health (ICT4AWE 2019) "Generation of Multi-Party Dialogues among Embodied Conversational Agents to Promote Active Living and Healthy Diet for Subjects Suffering From Type 2 Diabetes."
Participation to an Event other than a Conference or a Workshop	2020/05/11	DBT	Scientific Community (Higher Education, Research)	20	Responsible Prototyping – A Practical Approach
Participation to a Workshop		RRD	Scientific Community (Higher Education, Research)		16th World Congress on Public Health 2020 "16th World Congress on Public Health 2020"

3.4 Publications

As a *Research and Innovation* Project, the work done within the Council of Coaches project is on the cutting edge of science and technology. We maintain a list of scientific publications that are direct results of the research done in this project:

3.4.1 2020

Silke ter Stal, Lean Leonie Kramer, Monique Tabak, Harm op den Akker, and Hermie J. Hermens, "[Design Features of Embodied Conversational Agents in eHealth: a Literature Review](#)", in International Journal of Human-Computer Studies, Volume 138, June 2020.

Reshmashree Bangalore Kantharaju, Caroline Langlet, Mukesh Barange, Chloé Clavel, and Catherine Pelachaud, "[Multimodal Analysis of Cohesion in Multi-party Interactions](#)", in Proceedings of The 12th Language Resources and Evaluation Conference, May 2020.

Marian Hurmuz, Stephanie Jansen-Kosterink, Harm op den Akker and Hermie J. Hermens, "[User Experience and Potential Health Effects of a Conversational Agent-Based Electronic Health Intervention: Protocol for an Observational Cohort Study](#)", in JMIR Research Protocols, Volume 9, No. 4, April 2020.

Marian Hurmuz, Stephanie Jansen-Kosterink, Harm op den Akker, "[How to conduct a summative evaluation of eHealth applications: the Council of Coaches case study](#)", in Supporting Health by Technology (HealthByTech 2020) – Abstract Book.

Tessa Beinema, Harm op den Akker, Lex van Velsen, Hermie Hermens, "[What to discuss? Automatic topic selection for embodied conversational health coaches](#)", in Supporting Health by Technology (HealthByTech 2020) – Abstract Book.

3.4.2 2019

Silke ter Stal, Monique Tabak, Harm op den Akker, Tessa Beinema and Hermie J. Hermens, "[Who Do You Prefer? The Effect of Age, Gender and Role on Users' First Impressions of Embodied Conversational Agents in eHealth](#)", in International Journal of Human-Computer Interaction, December 2019.

Konsolakis, K., Hermens, H., Banos, O., "[A Novel Framework for the Holistic Monitoring and Analysis of Human Behaviour](#)", in 3th International Conference on Ubiquitous Computing and Ambient Intelligence (UCAmI 2019), November 2019.

Reshmashree B. 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, "[Integrating Argumentation with Social Conversation between Multiple Virtual Coaches](#)", in proceedings of the 19th ACM International Conference on Intelligent Virtual Agents, Paris (pp 203-205), July 2019.

Fajrian Yunus, Chloé Clavel, and Catherine Pelachaud, "[Gesture Class Prediction by Recurrent Neural Network and Attention Mechanism](#)", in Proceedings of the 19th ACM International Conference on Intelligent Virtual Agents, Paris (pp. 233-235), July 2019.

Kuthethur Sneha Jagannath Das, Tessa Beinema, Harm op den Akker and Hermie Hermens, "[Generation of Multi-Party Dialogues among Embodied Conversational Agents to Promote Active Living and Healthy Diet for Subjects Suffering from Type 2 Diabetes](#)", in Proceedings of the 5th International Conference on Information and Communication Technologies for Ageing Well and e-Health – Volume 1: ICT4AWE, 297-304, 2019, Heraklion, Crete, Greece.

3.4.3 2018

Kostas Konsolakis, Hermie Hermens, Claudia Villalonga, Miriam Vollenbroek-Hutten and Oresti Banos, "[Human Behaviour Analysis through Smartphones](#)", in Proceedings of the 12th International Conference on Ubiquitous Computing and Ambient Intelligence (UCAmI 2018), Punta Cana, Dominican Republic, December 2018.

Reshmashree B Kantharaju, Dominic de Franco, Alison Pease, and Catherine Pelachaud, "[Is Two Better than One? Effects of Multiple Agents on User Persuasion](#)", in Proceedings of the 18th International Conference on Intelligent Virtual Agents (IVA2018), pp 255-262, November 2018.

Marijke Broekhuis, "[Context in designing and evaluation usability in eHealth technology for older adults](#)", in Proceedings of the NordiCHI2018 Doctoral Consortium, Oslo, Norway, October 2018.

Reshmashree B. Kantharaju, Fabien Ringeval, Laurent Besacier, "[Automatic Recognition of Affective Laughter in Spontaneous Dyadic Interactions from Audiovisual Signals](#)", in Proceedings of the 2018 on International Conference on Multimodal Interaction – ICMI '18, October 2018.

Mark Snaith, Dominic de Franco, Tessa Beinema, Harm op den Akker and Alison Pease, "[A Dialogue Game for Multi-Party Goal-Setting in Health Coaching](#)", in Frontiers in Artificial Intelligence and Applications, Volume 305: Computational Models of Argument, pp 337-344, September 2018.

Brian Ravenet, Catherine Pelachaud, Chloe Clavel and Stacy Marsella, "[Automating the Production of Communicative Gestures in Embodied Characters](#)" in Frontiers in Psychology, Volume 9, July 2018.

Tessa Beinema, Harm op den Akker, and Hermie Hermens, "[Creating an Artificial Coaching Engine for Multi-domain Conversational Coaches in eHealth Applications](#)", in Proceedings of the Workshop on Intelligent Conversation Agents for Home and Geriatric Care Applications (ICA-HoGeCa2018), July 2018.

Gerwin Huizing, Randy Klaassen, and Dirk Heylen, "[Designing and Developing Lifelike, Engaging Lifestyle Coaching Agents and Scenarios for Multiparty Coaching Interaction](#)", in Proceedings of the Workshop on Intelligent Conversation Agents for Home and Geriatric Care Applications (ICA-HoGeCa2018), July 2018.

Reshmashree Bangalore Kantharaju, and Catherine Pelachaud, "[Towards Developing a Model to Handle Multiparty Conversations for Healthcare Agents](#)", in Proceedings of the Workshop on Intelligent Conversation Agents for Home and Geriatric Care Applications (ICA-HoGeCa2018), July 2018.

Jan Wohlfahrt-Laymann, Hermie Hermens, Claudia Villalonga, Miriam Vollenbroek-Hutten, and Oresti Banos, "[MobileCogniTracker – A mobile experience sampling tool for tracking cognitive behaviour](#)", in Journal of Ambient Intelligence and Humanized Computing, pp 1-18, May 2018.

Oresti Banos, Hermie Hermens, Christopher Nugent and Hector Pomares, "[Smart Sensing Technologies for Personalised e-Coaching](#)", in Sensors, Volume 18, Number 6, Pages May 2018.

Dominic de Franco, Alison Pease, and Mark Snaith, "[Measuring Persuasiveness in Behaviour Change Support Systems](#)", in Proceedings of the Sixth International Workshop on Behavior Change Support Systems (BCSS 2018), April 2018.

Jan Wohlfahrt-Laymann, Hermie Hermens, Claudia Villalonga, Miriam Vollenbroek-Hutten, and Oresti Banos, "[Enabling remote assessment of cognitive behaviour through mobile experience sampling](#)", in Proceedings of the IEEE International Conference on Pervasive Computing and Communications Workshops (PerCom Workshops), Athens, Greece, March 2018.

Harm op den Akker, Rieks op den Akker, Tessa Beinema, Oresti Banos, Dirk Heylen, Bjorn Bedsted, Alison Pease, Catherine Pelachaud, Vicente Traver-Salcedo, Sofoklis Kyriazakos and Hermie Hermens, "[Council of Coaches – A Novel Holistic Behavior Change Coaching Approach](#)", in Proceedings of the 4th International Conference on Information and Communication Technologies for Ageing Well and e-Health – Volume 1: ICT4AWE (pages 219-226), Funchal Madeira, Portugal, March 2018.

4 Project Outcomes and future plans

Due to the incredible dedication of the project team, after the three-year journey we have identified and started exploitation on two outcomes the **Couch as a Product** and the **Agents United Alliance**.

4.1 Couch as a Product Outcome

Couch as a Product is based on the functional Demonstrator created to evaluate the concept of multiple 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.

The main aim for the Couch as a Product is to create a long-term synergy among a subset of partners that will lead into a venture for exploiting COUCH for **Digital Therapeutics (DTx)**.

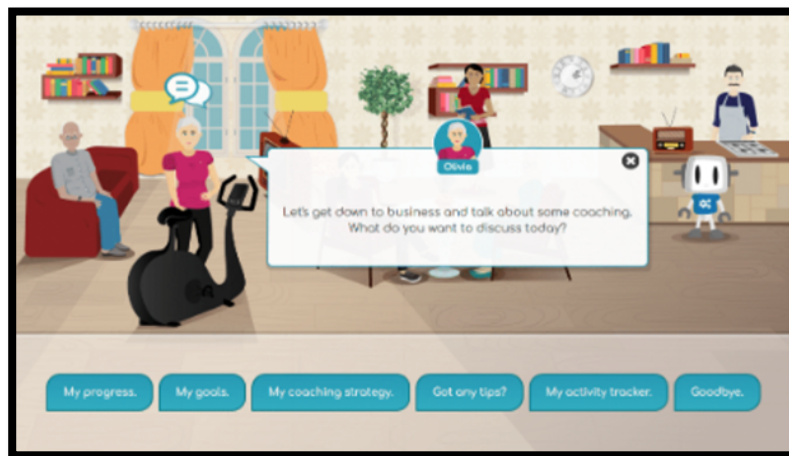


Figure 23: Web app interface of the living room showing all coaches interacting with the user's answers.

4.2 Agents United Alliance and Platform Outcome

Agents United Alliance is an initiative created by the consortium to further develop, maintain, and promote an open platform for developing state-of-the-art multi-agent conversational systems featuring multiple embodied conversational agents

Read our [Blog post](#) on the official launch of the Alliance or visit the [Agents United website](#) or visit the [GitHub link](#).

The novel Open Agent Platform, provides core functionalities for the development and deployment of Coaches, including technologies for non-obtrusive interactions between the user and the Coaches.

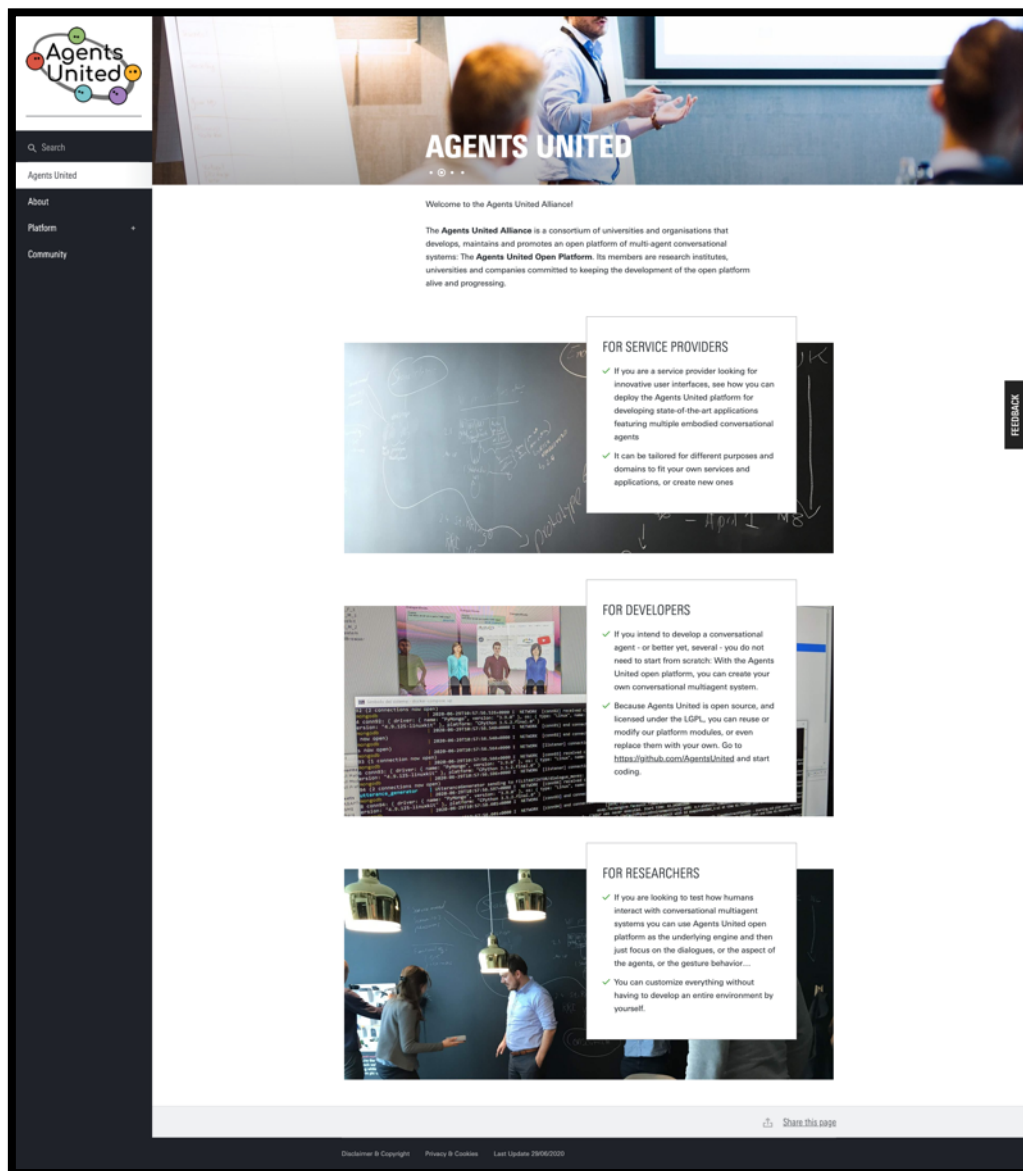


Figure 24: Agents United Website.

4.2.1 Developer Community Building

During Y3 we built the Open Agent Platform based on the technology developed in Council of Coaches.

The success of this Open Source project depends on, among other, the community of developers that forms around it. We have started a series of dissemination efforts in order to kick start the community and fuel its initial growth. A dedicated website has been setup, as well as a mailing list and newsletter.

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 and beyond.

4.2.2 Open Source

The first step and the most obvious is publishing the platform as Open Source. The different source code modules have been prepared and packaged as a platform by the technical partners of Council of Coaches, and have been made public in a shareable code repository (on GitLab).

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

4.2.3 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).

4.2.4 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.

4.3 Promotion of Projects outcomes

The dissemination phase of the project as described in the GA is coming to the end but the Projects results will be requiring further dissemination and management until the final review mainly due to the nature of the Agent's United Alliance being an open source GitHub repository. The product Council of Coaches will also need a new website structured in a way to highlight the product's vision and benefits as opposed to highlighting the project's efforts and objective. Some planned activities and expected outcomes are listed in the following table.

Table 6: Dissemination overview of activities for the Project's Results.

Dissemination of Results - End of Project			
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▪ Maintain users' contact database▪ Inform about future actions & activities▪ Develop & update communication & dissemination material▪ 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▪ Distribute new & updated information / material▪ Identify aspects for improvement / alterations	<ul style="list-style-type: none">▪ New Council of Coaches Product website vs Project Website▪ Updated Website of Agents United▪ Updated Social media profiles▪ Press releases▪ Press coverage & its promotion▪ Open Source repository updates	M36 onwards

4.3.1 Event Planning and initiatives

Due to Covid19 restrictions limited to online only event participation, it is more difficult to make a larger impact on the dissemination of the project's outcomes. For example, for the promotion and adoption of the Agents United Platform and Alliance, community hackathons and workshops that were originally suggested are not anymore part of the near future plans. For the time being we will be restricted to the online material available through the dedicated Agent's United website to showcase its features and perhaps a new website for the Couch as a Product as mentioned above.

Two events are planned so far with a highlight on the ACM International Conference on Intelligent Virtual Agents. All events will be preceded and followed with a specific post on twitter, Facebook and Linked in.

Sorbonne University (SU) & University of Twente (CMC)

- 19th – 23rd of October 2020: 20th ACM International Conference on Intelligent Virtual Agents (IVA)

Roessingh Research and Development (RRD):

- October 5, 2019 – “Weekend of Science” – Council of Coaches booth at a science fair for the general public.

4.3.2 Planned Press Release

A press release is being prepared by the University of Twente for the announcement of the Project's results. It can be modified/translated by the partners to their relevant contexts.

5 Overall assessment

The overall assessment for the third year of the project is positive, considering of course that our impact growth was derailed due to the pandemic that affected the whole globe. We are pleased to have retained our initial planning with small modifications as: a) the dissemination activities have been 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. Strong event participation until February 2020, and social media posts as well as website blog posts have created a strong buzz around the Council of Coaches attracting the target groups identified from the early stages of the project, which is expected to play a significant role for the project exploitation.

6 Bibliography

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