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D1.3 Dissemination and Communication Plan

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Abstract:

This document presents the Dissemination and Communication Plan of the WideHealth project. The policy, strategy and planning for dissemination and communication activities are outlined. Additionally, the document presents the objectives, messages to be passed on by the project, the main audiences and stakeholders, as well as the dissemination and communication tools that are used to achieve the goals.

Keyword list: Communication, dissemination, exploitation, communication and dissemination strategy, communication and dissemination tools and channels, communication and dissemination stakeholders and audience

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Abbreviations

DCP	Dissemination and Communication Plan
CA	Consortium Agreement
EC	European Commission
EU	European Union
FBK	Fondazione Bruno Kessler
FC.ID	Fciencias.Id - Associação Para A Investigacao e Desenvolvimento De Ciências
GA	General Assembly
HPI	Hasso-Plattner-Institut für Digital Engineering gGmbH
JSI	Jožef Stefan Institute
KPI	Key Performance Indicator
PC	Project Coordinator
PM	Project Manager
UKIM	Ss. Cyril and Methodius University in Skopje
WP	Work Package

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1 Introduction

This deliverable presents the Dissemination and Communication Plan (DCP) of the WideHealth project. The document is aimed at describing the policy and strategy for dissemination and communication activities. This document will identify the main dissemination and communication elements used for widening the impact of the WideHealth project. This plan is drafted at the beginning of the Project and is part of WP1. The execution of the DCP will be coordinated by the Project Coordinator - UKIM while comprising concrete activities and input from all partners. This document presents the objectives, messages to be passed on by the project, the main audiences and stakeholders, as well as the dissemination and communication tools that will be used to achieve the goals.

As elaborated in the presentation guidelines about dissemination, communication and exploitation by the EC [1], also in the [2], [3], [4] and the Grant Agreement (GA Art. 38 and 29) [5], dissemination, communication, and exploitation activities are separate, but tightly interlinked. They enable a complete framework for presenting, widening the impact and using the project and its results. Even though there is a visible division among communication and dissemination activities, together they lead to a common goal, and, consequently we are developing a common strategy to make the two coherent and support one another.

The deliverable presents several main goals:

- To define and provide a guideline for the implementation of the dissemination and communication strategy for all project partners
- To define and elaborate the dissemination and communication action points leading to a better visibility and impact of the WideHealth project.
- To clearly identify the auditorium and stakeholders of the actions and activities conducted in the project and to define the related key messages
- To identify and elaborate the dissemination and communication channels and tools that will be used during and after the course of the project
- To define and provide monitoring and reporting tools and indicators for the communication and dissemination activities.

This deliverable also refers to other relevant project's documents such as the Grant Agreement [5] and the Consortium Agreement [6]. The D1.3 deliverable combines all the essential information from the referred documents with respect to the dissemination and communication elements and practices in the WideHealth project used by the Consortium partners.

The communication and dissemination activities in the WideHealth project are envisioned to impact on both the local (at the level of each participant's country) and international scale. In particular, widening countries will focus on the local, regional, and national dimension, while the European and international ones will be targeted by all the consortium participants, especially those from the non-widening countries. Completing the dissemination and communication plan and using the EU communication and dissemination tools such as: CORDIS [7], EU Health Policy Platform [8], Horizon Results Platform [9], Horizon Results Booster [10], as well as International communication and dissemination tools (e.g. scientific digital libraries), will provide strong visibility and communication connections with the relevant research and innovation activities of Horizon 2020 and other EU, national and international programmes in line with the project topic.

Finally, a Communication and Dissemination Tracking document is developed to record all communication and dissemination activities of the partners (Template presented in Annex A).

The rest of the document includes four sections as follows:

The **second chapter** would elaborate the **dissemination and communication strategic planning** and the **main elements and objectives** of the deliverable, focusing on the: why - objectives; who - stakeholders and audience; what - the messages to be disseminated; how - identifying the communication and dissemination tools; and when - the dissemination and communication timeline. This chapter will also present the visual identity of the project; a detailed stakeholders and audience analysis; detailing the Identified communication and dissemination channels; and elaborating the communication and dissemination timeline.

The **third chapter** would **plan the monitoring and reporting implementation** as well as define the performance indicators that would be further used for communication and dissemination reporting and impact measuring.

The **final chapter** is the **conclusion**, summarizing the document.

2 Dissemination and Communication Strategic Planning

This chapter describes the **elements** comprising the **dissemination and communication strategic planning** within the WideHealth project and its Partners, thus strengthening the overall project impact. Additionally, the **exploitation strategy** of the project's results are considered and intertwined with the dissemination and communication activities.

Consequently this section presents:

- a communication strategy intended for the project partners, but also for parties outside the Consortium.
- a dissemination strategy among the project participants, as well as a broader audience presenting the Project's results
- an exploitation strategy to best make use of the project's direct results, as well as its indirect results

The **communication plan** presents the strategy and concrete actions related to the communication tools and activities defining the communication framework of the WideHealth project, as well as the project's (visual) identity.

The **dissemination plan** presents the strategy and concrete actions related to the protection and dissemination of the project results. The plan will be updated during the implementation of the project and we will periodically report the concrete dissemination activities to the European Commission.

Finally, as the third link in the overall visibility and spreading of the WideHealth project results, the **exploitation plan** is considered. WideHealth's exploitation plan will focus on capitalizing on both the project's direct results, as well as its indirect results (namely the key findings of researchers that are trained within WideHealth and whose activity is being disseminated through the project). The exploitation plan aims to leverage the WideHealth project in order to make the local environment more receptive to Pervasive and eHealth, by educating all stakeholders and connecting them into an ecosystem via the project activities.

Each Partner has responsibility to contribute to the overall quality of the project outputs, its communication, dissemination and exploitation. Consequently, each and every Partner will contribute to the joint, as well as individual communication and dissemination activities by identifying appropriate dissemination events, producing news for the website and the social media, and finally promoting WideHealth at scientific conferences and symposiums.

In order to facilitate the communication and dissemination planning for the WideHealth Project, as well as to define and match the communication and dissemination tolls to the different target stakeholder groups, a Communication and dissemination matrix has been devised, as presented in Table 1.

Table 1. Communication and dissemination matrix

Tool(s) <u>Frequency of usage</u>	Goal(s)	Target Groups					
		Project Members	Hospitals & Health Institutes	Educational & Research Institutions	Policy Makers & Insurers	eHealth Companies	Other eHealth Projects
Website <u>Regular update/posts.</u>	Project presentation, dissemination of project’s progress, information management and communication within the project.						
Social media (Twitter, LinkedIn) <u>Regular update/posts.</u>	Presenting the project’s key outputs, events to a wider audience, drawing attention to the project website.						
Newsletters <u>At least 3 (annual) newsletters.</u>	Dissemination of project’s progress, milestones and key results; promoting the public events organised within the project.						
Press Releases, Articles in National Newspapers <u>At least 10 articles,</u>	Promoting the project, its key events; attracting the interest of the local communities towards the project.						
General Media Appearances <u>At least one per Partner. News coverage of at least one of the project’s events.</u>	Extend the project’s reach and target audience in order to identify new stakeholders and new methods of exploiting the project’s outputs.						
EU Press Agencies and EU Policy Channels	Presenting the advances of the R&I profile of the widening partners.						
Research Training <u>Denser schedule at the beginning (weekly, bi-monthly), lighter schedule later in the project (monthly, every 2-3 months).</u>	Increasing the scientific and technological capacity of the widening partners. Improving the training capacity of the non-widening partners.						
Administration and Mgmt. Training <u>Denser schedule at the beginning (weekly, bi-monthly), lighter schedule later in the project (monthly, every 2-3 months).</u>	Improve the research-management, administration, financial, legal and exploitation skills of the widening partners.						

<p>Conferences/Workshops <u>At least 3 (annual) events.</u></p>	<p>Enhance the reputation, attractiveness, networking channels and collaboration opportunities of the partners. Expanding the communication activities by inviting relevant stakeholders to attend WideHealth workshops.</p>						
<p>Summer/Winter Schools <u>At least 3 (annual) events.</u></p>	<p>Enhance the reputation, attractiveness, networking channels and collaboration opportunities of the partners. Expanding the communication activities by inviting relevant stakeholders to attend WideHealth workshops.</p>						
<p>Exchanges/Visits <u>Around 15 short-term visits.</u></p>	<p>Support project activities (training, supervision, event organisation) with short-term research visits. Visits will also support the general exchanges of expertise, experiences and good practices.</p>						
<p>Publications <u>At least 6 papers in top ranked peer-reviewed journals. At least 10 joint papers in peer-reviewed conference proceedings. At least 1 joint special issue or edited book.</u></p>	<p>Validation of project’s results by the scientific community. Increase reputation of the partners through high-impact publications.</p>						
<p>Joint Project Proposals <u>At least 3 joint proposals.</u></p>	<p>Integrating the project’s results into new project proposals and research initiatives. Enhanced scientific capacity and research profile of the (widening) partners by actual proposal preparation within the project. Secure funding and establish new collaborations beyond the end of the project.</p>						
<p>Training Materials and External Training <u>At least one per WideHealth topic.</u></p>	<p>Main intellectual property to be generated primarily by the project. Offer training on eHealth technologies to external eHealth entities.</p>						

Additionally, a Communication and Dissemination Tracking document, as presented in Annex A, is developed to record all dissemination activities of the partners.

In the following subsections we present the strategic planning by using the 5W1H model: why - objectives; whom - stakeholders and audience; who - contributors; what - the messages to be disseminated; when - the dissemination and communication timeline; and how - identifying the communication and disseminations tools.

2.1 What — messages to be disseminated

The WideHealth's key message is the following:

WideHealth aims to enable a new generation of eHealth researchers, and to establish a sustainable network of research and dissemination across Europe.

Following this main goal, the project's other objectives aim towards the consortium partners - especially the ones in the widening countries - which allows several other messages to be conveyed during the project's implementation:

- Improve visibility and need for pervasive and e-health use-cases in the modern world (through public events disseminating the importance of pervasive and e-health and proposing practical use-cases)
- Use collaboration to broaden the knowledge and impact in the domain (through collaboration on joint research topics, and by conducting exchange research visits)
- Promote projects direct research results (through newsletters, public dissemination events, general media appearance)
- Enhance the involvement of stakeholders in practical scenarios using the project results (by including various stakeholders in public events, as well as direct communication to define joint further commercialization of the project results)

2.2 Why — Objectives

The **communication strategy** recognizes internal and external communication regarding the project. The main objectives for the internal communication among Consortium members will enable:

- to keep all the partners fully informed about the project status, the planning and all other important issues,
- to give maximum transparency to everybody involved,
- to increase the synergy of the cooperation,
- to guarantee a fast and complete flow of information.

The internal communication strategy has been defined and elaborated in the D1.1 Project Management Handbook deliverable.

On the other hand communication with parties outside the Consortium is also needed in order:

- to get feedback from external stakeholders from a wider e-Health area of work and expertise
- to promote the project activities to achieve stakeholders' engagement and involvement
- to connect with other R&I e-Health projects
- to broaden the stakeholder's community and widen the possibilities for exploitation of the project's results

The **dissemination strategy** will mainly focus on dissemination of the project's results, thus it's main objectives would comprise:

- Promoting the eHealth and pervasive health research topic to early-stage researchers within the WideHealth project, and in the widening countries community in general.
- Increasing the scientific and technological capacity of the (widening) partners on the topics of eHealth and pervasive health, though providing classical and remote training, hands-on training (workshops), cross-institutional co-supervision of early stage researchers, and finally allowing short-term research visits.

- Improving the research-management skills of the widening partners, particularly the Coordinator
- Presenting the Project's results and reaching a broader audience.
- Producing benefit, not only for the consortium, but also the wider community of stakeholders.

The **exploitation plan** for taking advantage of the project's results long after the end of the project, will have the following main objectives:

- improving the research management and research administration for the widening countries; to exploit this gained knowledge in all international, EU funded projects in the future.
- to integrate the project's results into new project proposals and research initiatives.
- to generate socio-economic impact by the knowledge generated through the project in local and national scope for the widening countries (by communicating with local policy makers and industry players and supporting the development of the Pervasive and e-health sector).
- to evaluate the possibilities of commercialising new products and services based on the technologies developed within the scope of the project.
- to analyse the exploitation potential of the project's results, from the perspective of internal or external investors and marketing people.
- to further develop and possibly commercialise technologies and solutions that show a promising market potential.
- to leverage the WideHealth project in order to make the local environment more receptive to Pervasive and eHealth
- to analyse the gaps between existing policies and required policies for promoting the use of eHealth technologies

2.3 Whom — Stakeholder and Audience Analysis

Each communication and dissemination plan has to identify and analyse the stakeholders and intended audience for conveying the key messages and results. As a TWINNING action, the WideHealth project's main goal includes enabling a new generation of e-health researchers and improving the administration project management capacities of the widening countries institutions. As such, the internal (in the project execution) audience consists of: early stage researchers, experienced researchers, project management and administration staff of the partners coming from Widening countries, etc.

Additionally, the communication and dissemination plan is aimed towards the following external key target groups of stakeholders:

- **Hospitals and health institutes:** this includes both the institutions, as well as the experts from these institutions (e.g. doctors, managers) whose goal is to take care of human health.
- **Educational institutions:** this group encompasses schools, high-schools and universities whose curricula include topics in the field of Pervasive and eHealth.
- **Policy makers:** this target group encompasses authorities responsible for elaborating the legislation, official policies, charters and recommendations related to eHealth. By collaborating with such institutions WideHealth can contribute to a better understanding of the role of ICT in health systems. The role of ICT in general has not been emphasised

appropriately by existing legislation (especially in North Macedonia). WideHealth will make policy makers aware of these gaps that can prevent the large-scale adoption of ICT technologies in this field.

- **Companies that work in the Pervasive and eHealth area:** their role is to take up the innovations arising from the research performed by the partners and employ some of the researchers trained by them
- **Other projects that operate in the field.** Pervasive health is a multidisciplinary topic whose research challenges are best faced via collaboration between projects related to the field of eHealth and the business actors (industry, SMEs and start-ups) involved in them.

The key communication and dissemination measures aimed towards the different types of stakeholders, as well as the expected outcomes are presented in Table 2.

Table 2. WideHealth communication and dissemination activities towards stakeholders

Type of stakeholder	How to reach them	Expected Outcomes
Hospitals, Health Institutes, General Practitioners	Organise dedicated dissemination sessions with representatives from hospitals, health institutes, GPs and invite them to get involved in the winter/summer schools (e.g. panels).	Encourage the health-related institutions by showcasing different e-Health solutions to adopt these technologies and integrate them into their processes. The focus is not on the Consortium's solutions but on finding solutions that improve the stakeholders' processes.
Educational and Research institutions	<ul style="list-style-type: none"> - Propose co-organising summer schools for undergraduate students at universities. - Reach out to high schools and organise elective activities (JSI has previous experience within the chemistry field) 	Establish the cooperation between local e-Health-related research and educational institutions in the widening countries for preparing the next generation of e-Health researchers and improving the skills of the workforce.
Policy makers, insurers	Organise a dissemination event within the final project meeting presenting the project's main results and invite them to get involved in the winter/summer schools (e.g. panels).	Identify the main WideHealth outcomes and e-Health solutions in general with a high potential impact on supporting policy makers and overall national healthcare systems.

<p>e-Health companies</p>	<ul style="list-style-type: none"> - Identify potential partners in commercialising own Pervasive and e-Health solutions and organise one-on-one meetings. - Offer training on e-Health technologies (taking advantage of the materials developed in WideHealth, possibly for a fee). - Insert technology offers in Enterprise Europe Network to reach companies. - JSI will reach the companies via its Center for Technology Transfer and Innovation, and the International Technology Transfer Conference it organises - UKIM will reach local companies through INNOFEIT - Center for Technology Transfer and Innovations [20] recognized as a local and regional Centre-of-Excellence, as well as through Business Accelerator UKIM (BAU) [21]. Both are adjunct to UKIM and provide an excellent eco-system for academia to business cooperation for research and innovation. - The WideHealth Consortium will engage, through FBK, the EIT Digital Trento Node for accessing a wide network of start-ups and SMEs: this will be done by participating in the numerous events organised by the Node. - Widening institutions will interface with their local DIHs or European DIHs for exploiting WideHealth via commercialisation of new products or services. 	<p>Identify which potential technologies, developed by the WideHealth partners, may be commercialised.</p> <p>Identify e-Health skills that companies in the widening countries need to improve competitiveness and offer the appropriate training.</p>
<p>Other projects in the field of e-Health</p>	<ul style="list-style-type: none"> - Participate in EC concertation meetings and other related events. - Identify and contact related projects to explore joint collaboration. 	<p>Identify best practices for improving the implementation of digital health in widening countries.</p>

2.4 Who — Contributors

Each of the **five Consortium partners** will contribute to the dissemination and communication activities of the project. All the WPs planned in the course of the WideHealth Project encompass various communication and dissemination activities, continuously monitored and coordinated by the WP1 leader and Project Coordinator - UKIM. Consequently, each WP's leader will be responsible for producing communication and dissemination material mainly in his area of responsibility, but also for the promotion of the Project as a whole:

- WP2's leader JSI will contribute with the planning of the research training activities and events, as well as the networking through matchmaking and short-term staff exchanges. FBK will provide help by developing the training materials. WP2's activities and events are mainly aimed at internal research staff, but at later stages of the project external educational institutions can be targeted as well. Additionally, hospitals and health workers will be contacted directly by members of the Consortium for incorporating in on-going research activities. The developed training materials can be used to target external educational institutions and companies from the Industry.
- WP3's leader FBK will contribute with the planning and execution of the Project and Financial Management and Administration training and materials. WP3's activities are targeting Project Financial Management and Administration staff at widening countries' institutions.
- WP4's leader FC.ID will contribute with the planning and organization of the dissemination events during the course of the project and communicating the accomplishments and outcomes. WP4's activities are mainly targeting external stakeholders as explained in Table 2: private and public seminars on WideHealth topics for internal audience, but also for e-health companies, external educational institutions, and even policy makers; publishing papers, organizing conferences and conference workshops will be aimed for the general research and commercial public, as well as other projects in the field of e-Health; winter/summer schools for early-stage researchers involving external educational institutions, hospitals and health workers, e-health companies.
- WP5's leader HPI will contribute with planning and monitoring all outputs from the project and keeping track of fulfilling the projected KPI's; but also by identifying financing calls in order to fulfil one of the envisioned KPI's - preparing joint project proposals. WP5's activities are mainly intended for the Consortium participants, but can combine experience and networking with participants from other projects in the e-health field, especially in the area of preparing joint project proposals.

In general, all Partners will contribute by:

- developing and producing high quality training materials and presentations for the topics of e-Health and pervasive health;
- disseminating these materials through various own channels, project's social media channels, project's web site and will be made accessible through a dedicated repository;
- identifying appropriate dissemination events, such as conferences, workshops, symposiums etc.
- producing news and newsletters, which will be published in the project's website and the social media channels.

2.5 When — Communication and dissemination timeline planning

The Consortium has already set up some tentative and vague timeline for the main communication and dissemination activities in the project. In terms of the **communication** activities:

- Website [22] and social media (Twitter [23], LinkedIn [24]) will undergo regular posts and updates;
- Newsletters will be published annually (in 2021, 2022 and 2023);
- The Partners will publish at least 10 articles in ICT media channels (at least 2 by the end of 2021, at least 6 in the period between January 2022 and the end of the project);
- The Partners will feature in at least one General Media Appearance per partner (two by the end of 2021 and three between January 2022 and the end of the project);

Regarding the **dissemination** activities the following tentative and rough timeline has been agreed:

- At least three Summer/Winter Schools: the first organized by UKIM in 2021, the second organized by FBK in 2022 and the third by HPI in 2023;
- At least three conferences or workshops at conferences: the first in 2021, the remaining two in 2022 and 2023;
- Training and seminars: research, administration and management training start at the end of April 2021 with a denser schedule of weekly/bi-monthly private lectures and seminars for the first few months and then a lighter schedule of (possibly public) lectures and seminars till the end of the project;
- At least 15 short term visits/exchanges between the Partners, spread throughout the full project duration, considering travel restrictions due to Covid-19.
- Publications:
 - At least 6 papers in top ranked peer-reviewed technical journals (at least one by the end of 2021 and at least 4 in the period between January 2022 and the end of the project);
 - At least 10 joint papers in peer-reviewed conferences (at least two by the end of 2021 and at least 6 in the period between January 2022 and the end of the project);
 - At least 1 joint special issue or edited book by the end of the project.
- At least 3 project proposals by the end of the project (one in 2021 and the remaining two by the end of the project);

In order to track the communication and dissemination activities, the Communication and Dissemination Tracking document, presented in Annex A, is planned to be populated as Consortium members produce communication and dissemination activities. This document will log the dissemination (in the Dissemination Tracking sheet) and communication (in the Communications Tracking sheet) activities of the Consortium members during the course of the project, and it will keep track of the respective timings as well.

Additionally, the planning for Seminars, Training activities, Summer and Winter Schools, Workshops, Conferences and Conference Workshops organization and similar activities will be logged by separate planning documents devised and populated during the work in WP2-5.

Similarly, since being separate outcomes measured by the WideHealth KPI's, the joint published papers and joint project proposals, as well as their timeline, will be recorded in the Papers & Project Proposals Tracking sheet (Annex A).

The information in all these documents will be monitored during the project's activities and will be adjusted when considered necessary.

2.6 How — Communication and dissemination Tools

While Section 2.2 presented the main objectives of the Communication and dissemination activities in the WideHealth project, this section will focus on the tools and the activities themselves. The main planned activities include:

- organizing joint international scientific events, such as conferences, workshops, etc.
- publishing high quality research papers in recognized journals and conferences
- organizing seminars and public events to disseminate and reach a wider public locally, nationally and internationally, on the topics of pervasive e-Health
- providing classical and remote training, hands-on training (workshops)
- cross-institutional co-supervision of early stage researchers
- enabling short-term research visits

The communication and dissemination tools include the different dissemination and communication channels that have been identified in order to achieve consistency of the flow of information among the consortium members, as well as to the external stakeholders and target groups. This also includes communicating the project's (visual) identity: project logo, powerpoint and deliverable templates.

During the first several consortium meetings the members jointly discussed and decided on the branding of the WideHealth project including the: project logo, project document templates (as presented in the Deliverable 1.2 Internal Quality Evaluation and Risk Management Plan), the project's Webpage, the internal shared repository, social media channels.

The branding and providing a visual identity for the WideHealth Project is an essential part of the dissemination, communication and exploitation strategy, since this will provide recognition and coherence of the Project results and conveyed messages, during the progress of the project, but also beyond, long after the end of the project.

One of the most important visual identities is the project logo (shown in Figure 1). The Project Logo has been chosen among several suggestions by a consensus from the Project partners in the Consortium. The idea of the logo was to include the Acronym of the Project, but also to present the main topic of the project: e-Health. By including the Project Acronym, the Project Logo undoubtedly points towards the Project. The word "wide" has been styled as the heart EKG signal, thus showing the connection to the e-health topic.



Figure 1. WideHealth Project Logo

Following the design of the Project Logo, project document templates have been prepared including a newly designed powerpoint template, as well as deliverable templates. These templates are presented in the Deliverable 1.2 Internal Quality Evaluation and Risk Management Plan.

2.6.1 Internal communication channels

The internal communication strategy among Consortium members is equally important. The internal communication tools will include:

- Interactive management meetings and technical meetings, i.e., monthly online project meetings, bi-annual online or face to face meetings (depending on the restrictions due to the Covid 19 pandemic).
- Minutes of meetings, visit reports, task reports and relevant publications will be communicated to the Project Coordinator (project's shared repository).
- All partners have the means to communicate using electronic mail, and through the project's mailing list.
- The communication among the partners is also supported by the project's shared repository.
- Additionally, the project's web page has been created and will be accordingly updated as the activities are being performed. It will serve both, as an internal as well as an external communication tool.

2.6.2 Website

The main communication tool of the WideHealth project is the project website. The website can be accessed via the following url: <https://widehealth.eu>. It is recommended that all partners link the WideHealth project to the individual webpages and inform the coordinator (UKIM) of any relevant news and events that can be disseminated on to the website.

The WideHealth is structured as follows:

- **HOME** (Overview of the project, training, partners, social media, news and events)
- **PROJECT** (Consisted of multiple sub elements)
 - **OBJECTIVES** (Overview of WideHealth's project objectives)
 - **PARTNERS** (Logos of the WideHealth's consortium with links to the partners' websites)
 - **DOCUMENTS** (Project public documents, such as deliverables, workshop materials, summer/winter school materials, etc.)
 - **ABOUT** (Generic information about the project)
- **PUBLICATIONS** (Project related publications)
- **NEWS** (Project related news)
- **EVENTS** (Project related events)
- **CONTACT US** (A registration form to contact the project)

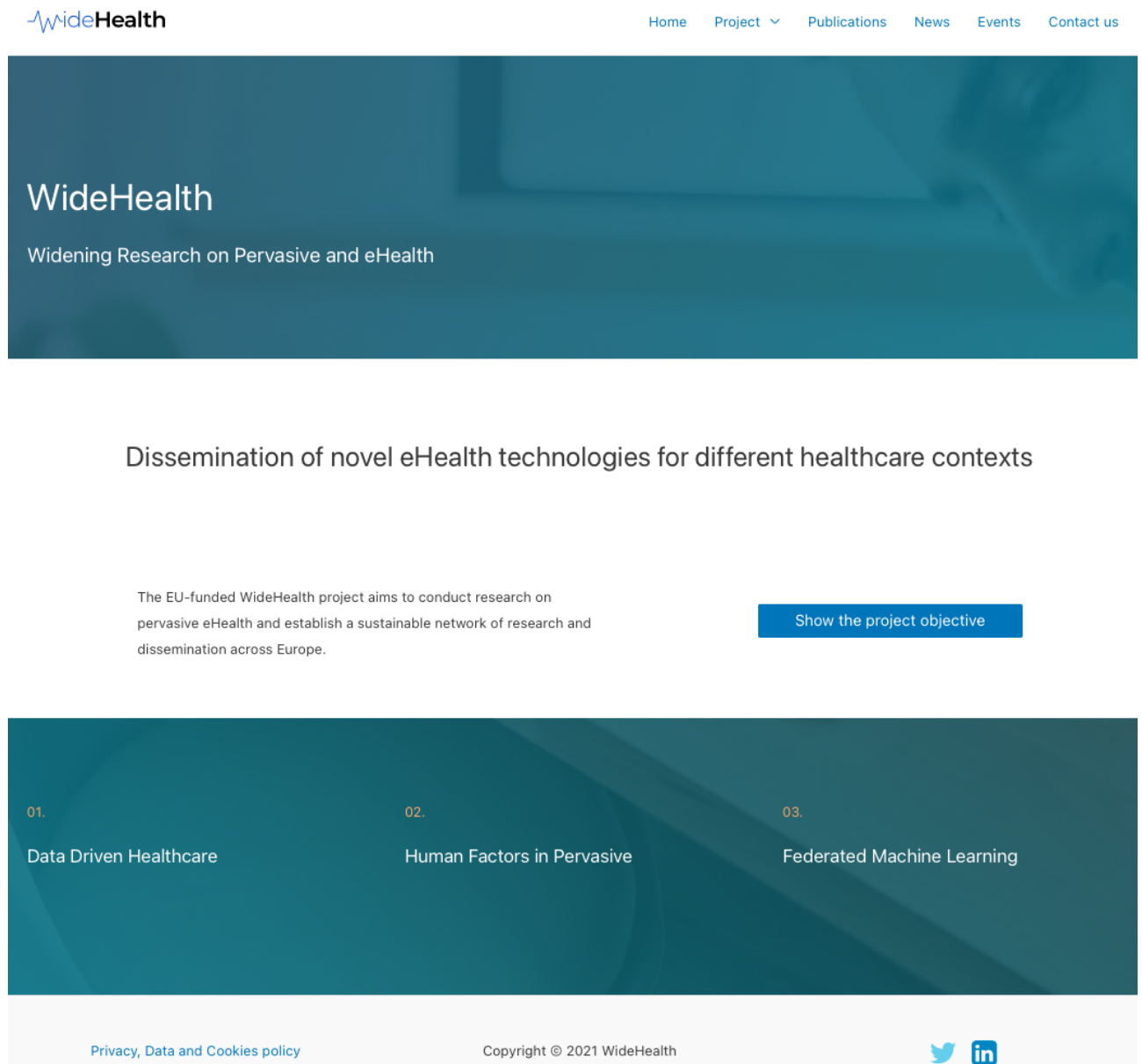


Figure 2. WideHealth website Homepage

WideHealth respects the General Data Protection Regulation (GDPR) (EU) 2016/679 and therefore utilizes a Cookies Policy to its website according to the proceedings. The contact registration form has also been programmed respecting the GDPR, stating that the registrant grants consent for personal data to be used for the WideHealth project.

2.6.3 Social Media

WideHealth activities exploit social media for the dissemination of the project results. Social media are considered important channels to reach different audiences. WideHealth will have two main social media channels: LinkedIn (<https://www.linkedin.com/in/widehealth-project-eu-105610207/>) and Twitter (<https://twitter.com/EuWidehealth>). Both will be used to publish results, events, seminars and similar.



Figure 3. WideHealth Twitter Homepage

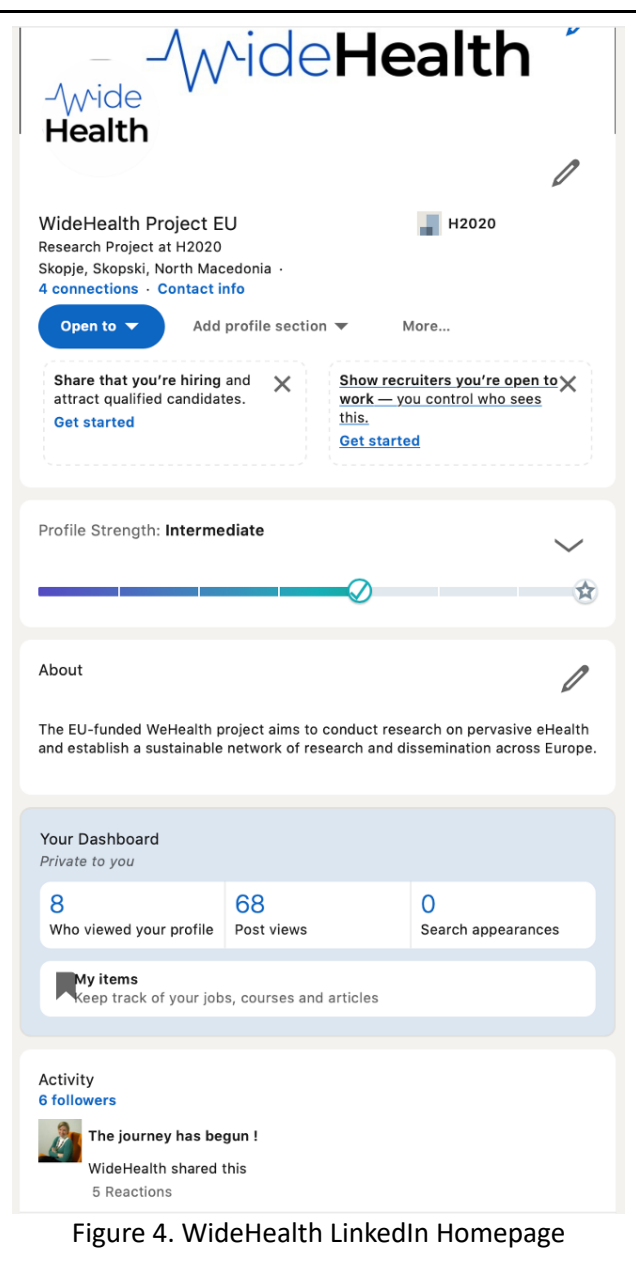


Figure 4. WideHealth LinkedIn Homepage

Each partner has responsibility to actively share the project’s news on its own channels in order to reach the largest audience possible. In order to disseminate WideHealth messages as broad as possible #Hashtags will be used, such as #H2020 #pervasivehealth #datadrivenhealthcare #machinelearning #WideHealth, among others, according to the context of the message.

The WideHealth communication activities will be fostered by UKIM, in its capacity as WP1 leader and project coordinator, which will orchestrate the engagement of all partners in the dissemination activities throughout the project.

2.6.4 Newsletters, press releases

We also plan to produce Newsletters in order to disseminate the project’s progress, milestones and key results. Newsletters will also be used for promoting the public events organised within the project. The main channel for spreading the newsletters will be the Project webpage. It will facilitate

a subscribe link, pointing to the WideHealth's GDrive (i.e. project cloud repo) *Newsletter subscription form*. Additionally, we will encourage interested parties to subscribe to the Newsletters during the public dissemination events organized within the scope of the project: public seminars, workshops, presentations, via the *Event registration forms*. These event registration forms will have a check box for the Newsletter subscription and are also hosted on the project's GDrive. As both registration forms (the Newsletter and the Events registration forms) are hosted on the project's cloud repo, they will be compliant with respect to the users' data privacy and GDPR rules, as discussed in the Data Management Plan (D1.4). Due to the early stages of the project, the subscription forms are still under development. We plan to produce at least 3 newsletters (1 by Milestone 1, and 2 by Milestone 2), but it is possible to produce more as the results of the project start emerging.

Press Releases is one of the activities that we plan in order to disseminate the project's progress and results. This will help us to further promote the project, its key events, and to attract the interest of the local communities towards the project. The Press Releases generated by the WideHealth Consortium as a whole, will be available in the project website in the News section. Additionally, each partner will be responsible to produce several press releases in their local and national area using their usual communication channels: institution websites, dedicated portals, networks where they participate. Since the start of the project, several press releases have already been published. A sample of the Communication and Dissemination Tracking document presenting the initial published Press Releases is presented in Table 3.

Table 3. Initial published press releases

Communication Tracking										
Partner	Communication Tool	Details	Status	Date of Action	Title	Description	Target Group(s)	Reach/ Attendance	Language	Link (if applicable)
FC.ID	Press Release	LASIGE Web page	Published	08.05.2020	LASIGE GETS H2020 FUNDING IN HUMAN-AI INTERACTION FOR PERVASIVE HEALTHCARE	Announcing the project on the LASIGE Web page	General Audience	/	EN	https://www.lasige.pt/lasige-gets-h2020-funding-in-human-ai-interaction-for-pervasive-healthcare/
UKIM	Press Release	FEEIT Faculty Web page	Published	16.06.2020	ФЕИТ/УКИМ е координатор на европски проект за е-здравство	Announcing the project on the Faculty Web page	General Audience	/	MK	https://feit.ukim.edu.mk/novosti/feit-ukim-e-koordinator-na-evropski-proekt-za-e-zdravstvo/
FC.ID	Press Release	LASIGE Web page	Published	20.01.2021	WIDEHEALTH KICK-OFF MEETING, AN H2020 PROJECT	Project start publication	General Audience	/	EN	https://www.lasige.pt/wehealth-kick-off-meeting-an-h2020-project/
FBK	Press Release	FBK Magazine Portal	Published	22.01.2021	"WideHealth" kicks off: FBK to train researchers from EU countries in the process of expansion	Announcing the project on the FBK Magazine portal/ Project start publication	General Audience	/	EN/IT	https://magazine.fbk.eu/en/news/widehealth-kicks-off-fbk-to-train-researchers-from-eu-countries-in-the-process-of-expansion/
UKIM	Press Release	Fakulteti.mk public Web portal	Published	02.03.2021	Европскиот проект "WideHealth" ќе го поттикне научниот развој на дигиталните	Project start publication	General Audience	/	MK	https://www.fakulteti.mk/news/02032021/evropskiot-proekt-wehealth-kje-gopottikne-nauchniot-razvoj-na-digitalnite-tehnologii-za-e-zdravstvo?fbclid=IwAR051fSB

					технологии за е- здравство					KJCTFWb0RbGhNEEvPczYYWx PXtMli1- ymp4YR_OAGBcCuyivHel
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2.6.5 Deliverables, Publications, Joint Proposals

Deliverables

Project's public deliverables will be available on the project's website and WideHealth Project's dedicated webpage at the EU CORDIS tool [7], thus enabling wide impact and dissemination of the project results.

Publications / Joint Publications

The new potentially developed approaches and findings during the work in the course of the WideHealth project will be disseminated through publication of scientific papers in relevant journals. Additionally, other assets, such as software applications, or eventual data sets produced by the partners will be communicated in a first instance through the project website and later-on through dedicated channels (e.g. professional social networks such as Linked-in [24] and specific networks such as EIT-Digital [12] and regional development agencies).

According to the EU Open Access research policy [14], the knowledge items which are to be released to the public as open source/open content will be available through the project website. Access to data and tools developed during the project will be provided for educational, research and non-profit purposes. The open-source code developed within the scope of the project will be published through a dedicated website, such as Git.

In order to meet the programme's goal of maximizing the visibility of research outputs through open-access publication of articles, the following measures will be taken:

- Identify high impact journals that are published under a "gold" open-access license; only the publishers that provide "gold" open-access services will be considered for disseminating the project's results
- Identify conferences that publish their proceedings as open-access content

All articles published within the scope of the project will be available through a specific section of the project's website; to increase their visibility, the articles will also be available on the partners' websites and available open repositories such as ResearchGate, and Zenodo. We will also consider using the EU Open Access Tools such as Open Research Europe [13].

Joint proposals

The Consortium members will identify means of integrating the project's results into new project proposals and research initiatives. These initiatives will be boosted by the enhanced scientific capacity and research profile of the (widening) partners, which will be the primary outcome of the project, by the research-management training, and by actual proposal preparation within the project. The joint proposals will target different funding instruments including such as Horizon Europe and Ambient Assisted Living among others.

The publications/joint publications and joint proposals attributed to the WideHealth project, despite in the appropriate WPs specifically devoted to those elements of the project, will also be tracked in the Communication and Dissemination Tracking document in the dedicated section (Papers & Project Proposals sheet) as presented in Annex A.

2.6.6 Dissemination events

The Consortium members will leverage the WideHealth project to make their local environment more receptive to Pervasive and eHealth, by educating all stakeholders and connecting them into an ecosystem via the project activities. In this way, not only will the consortium benefit, but also the wider community of stakeholders. Thus, the project's dissemination activities will be supported by organizing different events intended for different audiences.

Training and seminars

The planned **training activities from WP2 and WP4** include lectures and seminars regarding research topics and training. The initial planning of these events predicts a denser schedule in the first several months including bi-monthly closed lectures and seminars among the project participants' early-stage researchers and senior researchers, starting from May 2021 (Table 4). Later in the project the seminar events would become less frequent (monthly, every 2-3 months) and some would be public, gradually presenting and disseminating the project results. **Target groups:** Early-stage and senior researchers, and later a broad public of stakeholders.

Table 4 shows an example table used for tracking and planning seminar events. We have already started planning several events until July 2021, as presented in the table.

Table 4. Seminar planning calendar table

WideHealth Seminar Calendar										
Sem #	Actual Date	Hour	Speaker	Title	Researcher profile	Short abstract	Institution	Private/Public	Workshop?	Responsible partner
1	May 5 2021		Speaker from JSI	XPRIZE Pandemic Response Challenge			JSI	Public	No	JSI
2	May 18 2021		Speaker from FC.ID	Everyday Text Entry as a Digital Endpoint			ULisboa	Public	No	FC.ID
3	June 1 2021		Speaker from HPI	Synthetic Data Generation for Human Activity Recognition			HPI	Private	No	HPI
4	June 15 2021	(date/week is tentative)	Speaker from FBK	Predicting deterioration of critically ill patients through analysis of blood lactate levels			FBK	Public	No	FBK

5	June 29 2021	Speaker from UKIM	Recognizing human activities with IMU using standard ML and DL			UKIM		No	UKIM
6	July 13 2021	Speaker from FC.ID	Workshop on Designing Technologies for Clinical Practice			ULisboa	Private	Yes	FC.ID
7	July 27 2021	Speaker from JSI	Activity recognition with smartphones: Experiences from SHL competitions			JSI	Public	No	JSI

An example Template for announcing the Seminars and Training events is presented in Figure 5.

WideHealth SEMINARS

XPRIZE Pandemic Response Challenge

04 MAY
16:00 CET

Nina Reščič, Jožef Stefan Institute

XPrize Foundation organizes high-profile competitions to develop technologies that solve the world's grand challenges. The competitors of the XPrize Pandemic Response Challenge were tasked with predicting how COVID-19 infections respond to various interventions (such as lockdowns and mask usage), and to propose effective plans of such interventions for different epidemiological situations. In this talk we will describe the solution developed by the team from the Department of Intelligent Systems at Jožef Stefan Institute, which placed second in the competition. The solution combined a classical epidemiological model with machine learning to predict future infections. Then it used algorithms inspired by biological evolution to find interventions plans with optimal trade-offs between the impact on the infections and the socio-economic cost.

Nina Reščič graduated in Applied Mathematics from the University of Ljubljana, Faculty of Mathematics and Physics in 2012. After working in the industry (Aviation and Aerospace Engineering) she began working at the Jožef Stefan Institute in 2017. She is working as a researcher and is a PhD student at the Jožef Stefan International Postgraduate School. Her research interests involve activity recognition, nutrition monitoring and mathematical modelling. She was a member of SHL Activity Recognition competition winning team in 2018, 2019 and 2020, member of the Cooking recognition challenge competition winning team and a member of the XPRIZE Response Challenge 2nd place winning team JSIvsCovid, where she was responsible for epidemiological modelling. She is a musician, receiving her BA in jazz flute at the Gustav Mahler Private Universität Klagenfurt in 2020.

bitly.is/32KKFtPLOreMIPsUm

Logos: FCIências, F3K, HPI Hasso Plattner Institut, Jožef Stefan Institute, European Union.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952279.

Figure 5. Seminar announcement template

The planned activities from WP3 include lectures and seminars regarding administration and research management training. These events are intended for the project participants and mainly aimed at the widening countries' administrative and project management staff. The first event occurred on 28.04.2021. At the beginning, these events will be more frequent (bi-weekly, monthly), and later as the project progresses, the schedule will become less frequent (every 2-3 months).

Target groups: Researchers, administration and research management staff at the widening partners.

Conferences, Conference workshops

The plan to fulfil the dissemination goals includes organizing at least 3 events involving broader research and professional public, i.e., organizing at least three workshops or conferences supported by the Consortium members.

The planning of these events was discussed in the project's meetings. The timeline of the events, as well as the venues, will be additionally determined, especially due to the restrictions imposed by the Covid-19 pandemic that is still affecting the planned on-site activities. Accordingly, some adjustments of the planned activities will be made, in which case the dissemination plan will be also adjusted accordingly.

The current plan for 2021 is the following:

- **Autumn 2021: Ubicomp & ISWC Workshops** [15] proposal on "*Designing Ubiquitous Technologies for In-The-Wild Disease Monitoring: Research and Practice*" has been prepared and submitted under the lead of FC.ID. The proposal has been accepted and this is the first Conference workshop [16] that will be organized in coordination with the WideHealth Consortium.
- **Autumn 2021:** UKIM is involved in the organisations of **ETAI 2021** conference [17] in September 2021. UKIM has started planning to organise a panel discussion or dedicated session related to Pervasive and e-health.

The other events that we are still planning are:

- UKIM will lead an organisation of a machine-learning competition on some of the WideHealth's research topics.
- JSI has been hosting the **Information Society** [18] multi-conference for 23 years. They will organise a workshop/conference on WideHealth topics.
- FBK is involved in the organisation of the **Pervasive Health conference** [19] and plans to involve WideHealth partners in some of the organizational activities: conference; workshop and/or special sessions on WideHealth selected topics; Doctoral Colloquium.
- Other important yearly conferences will be considered in order to submit dedicated Workshop proposals: Ubicomp, ISWC, CHI, IJCAI, IEEE Percom, etc.

Target audience: WideHealth Consortium members and broader research and professional public

Summer/Winter Schools

We will organize at least three summer/winter schools using training materials devised during the project. Schools will comprise talks, hands-on work, homework assignments, a more intense week of research training on the three WideHealth topics:

- UKIM will organise a general school on pervasive technology by the end of 2021 or early 2022, addressing the topics of the project as well as pervasive sensing, where they have strong expertise. We plan to attract a wide range of participants, from early stage

researchers to more experienced researchers and advanced practitioners from local enterprises. We will pay particular attention to attracting female participants, whose under-representation in the technology sector is an issue in many countries including North Macedonia. A round table discussion or a similar event will be organised on the topic of involving females in technical studies and research. Due to the restrictions (especially travel restrictions) imposed by the Covid19 pandemic, the consortium is considering organizing the first School online or hybrid.

- FC.ID will organise a school focused on human factors in Pervasive Health in summer/autumn 2022. The school will be accompanied by a hackathon based on a real-world challenge that will explore the design of interactive systems with innovative Pervasive Health technologies.
- HPI will organise a school focused on machine learning in spring 2023, particularly techniques for federated learning – for privacy reasons or energy efficiency (edge computing). The appropriate hardware for (federated) machine learning and how to set it up, which is becoming increasingly important in the era of big data and deep learning, will be another topic to be addressed by the schools.

Target audience: WideHealth and broader research and professional public

Networking

The WideHealth project will be supporting project activities including training, supervision, event organisation by means of short-term research visits. Within these exchanges general exchanges of expertise, experiences and good practices will take place. Around 15 short-term research visits are planned, typically longer for early stage researchers and shorter for experienced researchers. The planning of the short-term research visits has already started as part of the activities in WP2. More details and planned timetables are presented in the D2.1 Training plan deliverable from WP2.

Other dissemination activities

Additionally, as part of the project activities, the partners will take advantage of other ongoing joint collaborations and initiatives in which they take part in order to communicate and disseminate information and results from the WideHealth project. This way, the impact of WideHealth outcomes will be maximised. Such activities include ongoing joint research projects, events and in general national and international research and innovation actions that will enable opportunities and links of collaboration for augmenting visibility of WideHealth partners and outreach of the project results.

Table 5 presents the ongoing activities and joint collaborations where Consortium partners will link and disseminate WideHealth results, so that the project, the topic, and the research receives higher recognition from the community.

Table 5. Partner's ongoing activities and joint collaborations

Partner Name	Activity	Activities in relation to WideHealth
FBK	Steering Committee of PervasiveHealth Conference	FBK will promote the creation of workshops within Pervasive Health Conference co-organised by WideHealth partners and their participation in different organisation roles of the conference.
UKIM	Organisation/Progr	UKIM will promote the creation of dedicated eHealth workshops during

	am Committee of the conferences: ETAI and ICT Innovations	the ETAI Conference (http://etai.org.mk) and/or ICT Innovations (http://ictinnovations.org). The events/sessions will be co-organised by the WideHealth partners.
JSI	Organisation Committee of Information Society conference	Information Society (https://is.ijs.si/) is a multi-disciplinary conference encompassing several sub-conferences and workshops. JSI together with other partners will organise a conference/workshop on WideHealth topics.
HPI	Digital Health Forum	International exchange between key protagonists that drive digital transformation in healthcare.
FBK	EIT- Digital	FBK has been cooperating for several years with the EIT-Digital programme, especially thanks to the EIT Trento Node: this has allowed the development of collaborations within the research and the industry. In the WideHealth project, we aim at involving early stage researchers in mobility actions in Trento in training provided by FBK personnel connected to EIT-Digital ecosystem about the development of entrepreneurial skills and innovation management and will foster the eventual involvement of other EIT-Digital partners in the network of partners of the joint events organisations committees of WideHealth. This last action should expose widening countries partners to enlarge their own networking capabilities.
JSI, FBK	WellCo H2020 project	JSI and FBK are both partners of this project, which is developing a virtual coach to advise seniors on healthy lifestyle. One of the problems selected for hands-on training could arise from this project (therefore on the topic of human factors or data-driven healthcare).
JSI	CoachMyLife AAL project	The project is developing intelligent context-sensitive messages for people with memory impairment. It can also be used for hands-on training (on human factors or federated learning, since edge computing may be required in CoachMyLife).
FC.ID	IDEA-FAST IMI project	The project is about Identifying Digital Endpoints to Assess FATigue, Sleep and acTivities daily living in Neurodegenerative disorders and Immune-mediated inflammatory diseases. FC.ID will be assessing the user experience, usability and performance of candidate sensing devices, applications and visualizations. The process and materials created will be an ideal training example of how to take human-factors into account on Pervasive Health solutions, and their overall impact.

2.6.7 Training materials

The planned high-quality training activities, intended for the project partners from the widening countries, require high-quality training materials. Existing materials from partners will be improved and updated in order to be used also outside the WideHealth project, for own teaching, tutorials at conferences, and similar. During the project classical research training materials will be developed. These materials would include slides, exercises and similar on the three WideHealth topics, intended for in-person delivery. Each non-widening partner and FC.ID will prepare such materials on their topic of expertise, structuring a comprehensive training programme. In addition to preparing the materials, the training skills of the partners will be improved.

Materials for remote research training will be also developed. These would comprise electronic materials on the three WideHealth topics for an e-learning platform, which intend to complement the classical materials.

Finally, specific training materials on research management will be developed. These would predominantly be materials intended for in-person delivery on the topic of research management. This training will enable establishing a comprehensive training programme on the topic and building up FBK's training skills.

Materials will be firstly made available to all the project partners, with the possibility to be later available to the wide public through the Project website.

3 Monitoring implementation

The dissemination and communication activities will be continuously monitored in the WideHealth project by the WP1 leader - UKIM. The activities will be regularly evaluated and the overall impact of the activities carried out over the project life course will be summarised in order to fulfil the planned WideHealth KPIs as presented in Table 6. As the WideHealth project is a TWINNING action, most of the defined KPIs are directly linked to the communication and dissemination activities during the course of the project.

Table 6. WideHealth key performance indicators (KPIs)

Performance Metric	WideHealth Target
Papers in top ranked peer-reviewed technical journals	At least 6 papers (1 by Milestone 1 4 by Milestone 2)
Papers in peer-reviewed conference proceedings	At least 10 joint papers (minimum 2 partners) (2 by Milestone 1 6 by Milestone 2)
Newsletters	At least 3 newsletters (1 by Milestone 1 2 by Milestone 2)
Articles in online ICT media channels	At least 10 articles (2 by Milestone 1 6 by Milestone 2)
Workshops	At least 3 events (1 by Milestone 1 2 by Milestone 2)
Summer/winter schools	At least 3 events (1 by Milestone 1 2 by Milestone 2)
Appearance in General Media	At least one per partner (2 by Milestone 1 3 by Milestone 2)
Submitted project proposals	At least 3 joint proposals (1 by Milestone 1 2 by Milestone 2)
Documented items of exploitable IP	2 per widening partner (by Milestone 2)
Edition of Special Issue in Journal (or book)	At least 1 joint special issue or edited book by the end of the project
Documented exploitation discussions with business	At least 4 per widening partner (2 by Milestone 1, 2 by Milestone 2)

In order to keep track and evaluate the communication and dissemination activities, UKIM in the capacity of the WP1 leader, will monitor the Communication and Dissemination Tracking document (Annex A) where all communication, dissemination activities, as well as the joint publications and project proposals will be tracked, and will continuously summarize the results regarding:

- Website and social media news and releases,
- Media releases,
- Events organization and impact
- Scientific/technical dissemination activities

This way, the continuous process of monitoring would measure if the planned KPIs are being reached, but will also ensure the steering of the project dissemination and communication activities towards reaching the KPA goals in time.

4 Conclusion

This deliverable is part of the WP1 of the WideHealth project, whose main goal is to provide the Consortium with practical guidelines for performing the dissemination and communication activities, internally and externally.

The dissemination and communication plan presents the strategy on how to perform the dissemination and communication activities, as well as the key objectives and messages to be communicated from within the project and the participants, but it also outlines the tools and channels that will be used to reach the stakeholders and audiences that have been identified. The plan also outlines the documents and the logging of the activities to be performed by the Project partners, as well as the assessment plan for the progress of the activities carried out by the project coordinator - UKIM.

The dissemination and communication plan will be continuously monitored and adapted in order to improve the dissemination and communication methods of the project and to ensure a great scale out-reach of the project activities and results.

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