



Easierphone

App platform to enable and empower seniors with smartphones

D5.1 Dissemination and strategy plan

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Executive Summary

The scope of the D5.1 Dissemination strategy and plan is to present a promotional strategic guide through the dissemination strategy and plan which was established at the beginning of the project and reviewed until M4.

The current deliverable includes the following chapters:

- Introduction – the scope, structure and relations of this deliverable to other deliverables within D5.1 Dissemination strategy and plan.
- Branding and dissemination tools of the Easierphone project – a short description of branding materials (logotype, templates) as well as dissemination tools (website, social media channels) that have been delivered to all consortium Partners to provide key visuals of the project and specific ways to communicate project's progress and results until M4.
- Dissemination strategy and plan elaborated and verified from M1 until M4.
- Conclusions – dissemination and communication plan for the 1st year of project duration (M1-M12) – an outline of the dissemination activities that will be performed during the project duration according to all promotional channels mentioned above.

Introduction

The objective of this deliverable is to present the communication and dissemination strategy developed and reviewed during the first four months of the Easierphone project. The revision of the strategy was based on Consortium Partners' contribution to all dissemination activities taking into account their possibilities to reach target groups via their own communication channels and personal contacts, respecting the principles of GDPR. Different Partners will be asked to disseminate project's news to their own net of contact and via their own channels, reaching different target groups.

The deliverable reports on tools (branding, website, social media) provided to support the dissemination and communication project strategy as well as description of target groups, different ways to reach the widest audience, including events, publications, newsletters, cooperation with **external** Partners and associations connected with our field of interests to engage them into dissemination activities.

Finally, the purpose of the strategy is to determine all planned communication and dissemination actions during the project lifetime, to ensure access, for all interested stakeholders, to public reports and to announce potential events where the project will be represented. Furthermore, Key Performance Indicators (KPIs) are defined in order to measure the effectiveness of the dissemination tools.

The deliverable is based on the constructive and close collaboration between WP5 leader and project Partners.

Project overview

Easierphone improves smartphone adaptation for primary users and enables secondary users to monitor and improve the primary user's well-being.

Easierphone empowers primary users to effectively use a smartphone. This is achieved by simplifying the interface and core applications, and by enabling secondary users to remotely assist them. Comfort and well-being of both primary and secondary users are improved.

Conceived as an open and expandable platform, Easierphone is uniquely adaptable to the abilities of the primary user.

For easy support, the primary user's screen is mirrored on the secondary user's device.

A machine-learning algorithm detects changes in the well-being of the primary user by analyzing smartphone usage patterns and geolocation data, without needing an external monitoring device.

The Easierphone app is compatible with Android devices and will be available through the Google Play Store. It can be downloaded and tested for free. Dissemination and promotion activities will be performed towards the following target groups:

- (1) →Secondary users who assist primary users
- (2) →Primary users who use the app without assistance
- (3) →Tertiary users mentioned above. Interest of particular tertiary users is described in the Declarations of Intent letters submitted with this proposal.

Dissemination according to description of work

The main purpose of this deliverable is to present a dissemination strategy which will be performed in the project as well as activities that will be realized until M30. Dissemination activities will be performed at European level and in each project partner country which means that dissemination is a task of all partners. It aims at planning future dissemination activities performed by each partner – at European and national level. It includes, among other things, events, meetings, conferences, workshops, press releases, articles, research publications, website and social media final updates.

WP5 and particularly Task 5.1 “Dissemination” emphasizes the significance of the project website (www.easierphone.com) conceived of, among others, as a tool providing “a comprehensive framework for the diffusion of the project concept, ideas and results”. Research publications and events are also emphasized in the description of Task 5.1.

Dissemination of project results is also a subject of interest of Work Package 1 Management and coordination, therefore a close interaction between actions undertaken within WP5 and WP1 is imperative.

ASM is the leader of the whole WP5 and of Task 5.1 “Dissemination” as well as T5.2 Market analysis and business plan and T5.3 Exploitation and marketing strategy.

Moreover, the dissemination strategy is associated with project deliverables, but it needs to be noticed that only the content of public deliverables will be fully and widely spread among target groups and the general audience. Easierphone public deliverables are enumerated in a table below (as stated in the Description of Work document):

Del. n°	Deliverable name	from WP n°	Nature/type of deliverable	Dissemination level (Public or restricted)	Delivery date (project month)
D2.1	End User testing Plan for 1st pilot program	WP1	Report	Public	M4
D4.3	Easierphone 3 release	WP4	App	Public	M24
D4.4	API & design guidelines for 3rd parties	WP4	Report	Public	M24
D4.5	Easierphone 4 release	WP4	App	Public	M29
D5.1	Dissemination strategy and plan	WP5	Report	Public	M4

Easierphone branding and identity

The Easierphone logo was designed by Pappy before the project started. It visualizes the smartphone icon in a simple shape. In the middle we can see four colors representing the app symbol. Simplicity and a user-friendly interface are the most important features of the solution that Easierphone will bring.



Figure 1 Easierphone logotype

A project color palette fully corresponds with colors of the project logo. It is based on logotype's key visuals as follows:

- green: hex: 289077; RGB(40, 144, 119)
- light blue: hex: 3DA9C6; RGB(61, 169, 198)
- dark blue: hex: 115677; RGB(17, 86, 119)
- orange: hex: F48637; RGB(244, 134, 55)
- red: hex: C23019; RGB(194, 48, 25)

All graphics officially used by the project consortium during the project duration must be comprehensive and compatible. It is important to build a consistent image and raise awareness about the brand's existence through unified promotional materials.

Easierphone's presentation template, document and deliverable templates are in line with key visuals presented above.

Dissemination channels, tools and techniques

Dissemination refers to the act of informing the audience beyond the project community about the action and its results. It is a process that starts at the outset of the action and continues throughout its entire lifetime. Strategic and targeted measures are vital in order to communicate the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange. The purpose of dissemination of the project is to show the impact and benefits of all undertaken activities and solutions worked out within the project duration. Dissemination should focus on promoting the project, its results and the use of these.

According to the DoW this task will elaborate guidelines and a strategy for overall communication and dissemination activities in each country participating in the project and at European level. This includes research and other more popular publications, events and the project website management designed to provide a comprehensive framework for the diffusion of the project concept, ideas and results. This task will also establish and implement a plan dedicated to sharing of best practices among ecosystems, connecting different stakeholders, networking and engagement with key stakeholders (regional/national/European authorities).

Detailed techniques and tools are listed in the table below and described in the following sections.

Dissemination tools and techniques ^o	Target Groups	Key objectives
Project website	Primary and secondary end-users, potential business partners , AAL community, researchers, general public, older persons	Raising awareness, promotion, engagement, presenting project idea, objectives and results,
Project Google slides presentation	Primary and secondary end-users, potential business partners , AAL community, researchers, general public, older persons	Raising awareness, promotion, engagement, presenting project idea, objectives and results,
Project Google slides presentation	Primary end-users, general public, seniors and their relatives, potential business stakeholders	Raising awareness, promotion
Pitch Deck	Business partners, investors	Promotion, raising awareness, engagement
Newsletters	Potential business stakeholders	Promotion, raising awareness, engagement
Social Media	Primary, secondary and tertiary end-users, potential business stakeholders, general audience	Raising awareness, promotion, engagement
Articles/Publications	Primary, secondary end-users, general audience	Promotion, raising awareness
Research Publications	Business stakeholders, NGOs, researchers	Promotion, discussion
Poster/roll-up	Potential business stakeholders	Promotion, raising awareness
Leaflet	Primary and secondary end-users, general public, potential business stakeholders	Promotion, raising awareness
Marketing sessions	Potential business stakeholders	Engagement, promotion
Conferences and meetings	Business, AAL community, researchers, older persons	Engagement, promotion
Promotional and demonstrative video	Primary, secondary and tertiary end-users, business, AAL community, researchers, general society, NGOs	Demonstrating Easierphone prototype and its functionalities
Free Easierphone App (Weblinks & Google Play Store)	Primary and secondary end-users	Free trial of Easierphone to promote Easierphone to those interested in using it.

Key Performance Indicators

SMART methodology is a conceptual approach in order to design a consistent and robust communication plan before starting to communicate and disseminate project results. In this approach the main key is consistency.

More into detail, **SMART** methodology considers the following aspects:

- **Specific:** Identify all the specific communication goals by answering key targeted questions (Who? What? Where? How? When? Why?). Set up specific communication targets in order to establish tactics and vehicles, goals and messages, benefits / stakeholders and the time frame of the project.
- **Measurable:** Establish criteria to measure the communication progress of the project. Metrics are very important for the development of plans (e.g. online analytics, surveys and polls, feedback analysis).
- **Achievable/Attainable:** Establish communication goals that are realistic and measure the balance between quality and quantity.
- **Realistic & Results Oriented:** Establish criteria to measure that the project's objectives and tactics are meeting the projected goals. Analyze the quality of the communication based on response. Identify possible corrective measures for improvement in case the results as intended are not achieved.
- **Time Conscious:** The absolute respect to the timeline and the deadlines, is a prerequisite for a successful communication plan. For the Easierphone project, the SMART approach is chosen as a common framework for performing the Easierphone Dissemination strategy and plan.

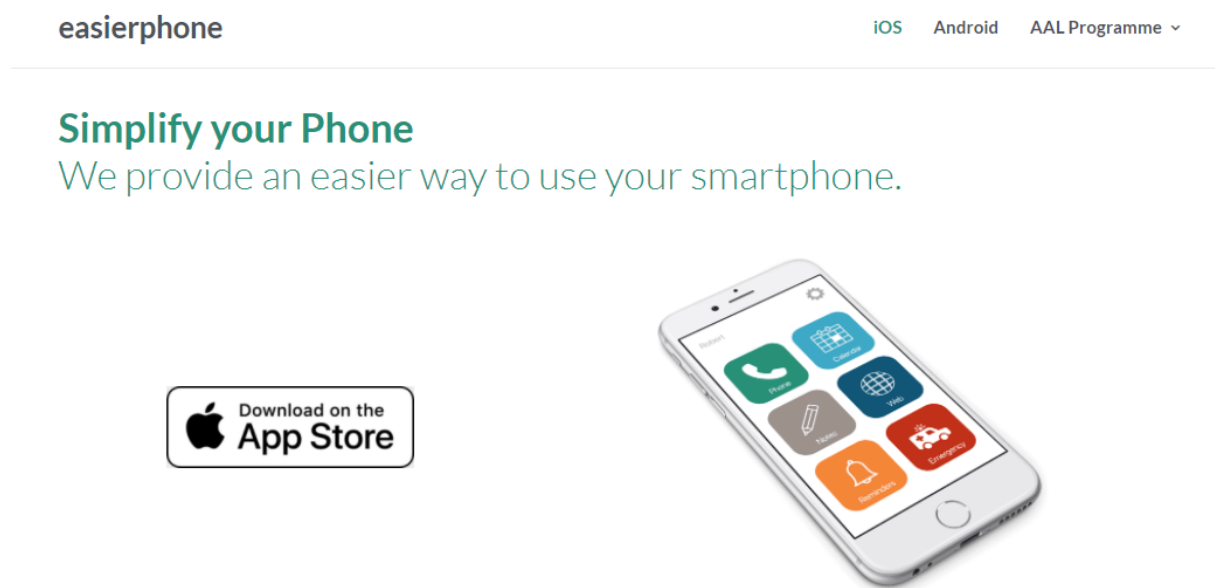
Key Performance Indicators were established to measure the the widest audience reach and enter the market as a well-known brand:

Dissemination activity	KPI	Target number in total
Project website	Number of page visits	3000
	Number of deliverables available in the website repository	5
	Number of downloaded documents	50
	Number of news published	>60
	Number of references to the project on search engines	300
Social Media	Linkedin	
	• Number of observers	50
	• Number of post published	70
	Twitter	
	• Number of subscribers	300
	• Number of tweets published (tweets/retweets)	300
	Facebook	
• Number of followers	50	
	• Number of posts published	90
Events	Number of organized events (e.g. workshops/webinars)	4
	Number of attended events where EASIERPHONE is represented	9
Publications	Number of open-access scientific papers	3
	Number of articles	3
	Number of press releases	9
	Number of recipients	700
Promotional materials	Number of leaflets/brochures	2
	Number of posters/roll-ups	2
	Number of videos produced	1
	Number of events where promotional materials were presented/distributed	9
Newsletter	Number of sent Newsletters	12

Easierphone dissemination channels

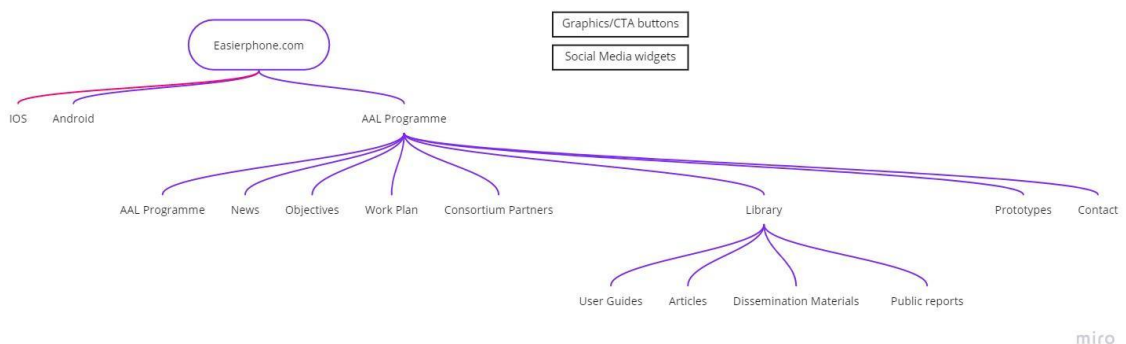
Project Website

The Easierphone website – www.easierphone.com (Delivered in M02) is the starting point for anyone who is seeking to learn more about the project. The website will be a crucial resource on the presentation and promotion of the Easierphone objectives, tools and consortium partners. Throughout the project, a variety of stakeholders will be invited to stay informed about the development of Easierphone and to contribute to important aspects of the project.



It has been designed as a vibrant online tool, visually attractive and informative about the project. The website is the primary tool that will be used to successfully implement the Dissemination strategy of the Easierphone project.

In order to sustain a holistic online presence for Easierphone, the project's website is regularly updated, including project's results and specific news / events related to the Easierphone project. Due to the evolving nature of the Easierphone project, the structure of the website is clear, and the information is constantly updated following the developments of the project. In the following figure, a detailed analysis of the structure of the website is presented:



The developed site map is informative and concise, in order to facilitate the navigation of any type of website visitor. The webpage integrates all the different aspects of the Easierphone project. It allows

users to follow project's news via floating social media icons and a Newsletter subscription form. It also allows users to quickly subscribe for app testing by volunteers.

Social Media Channels

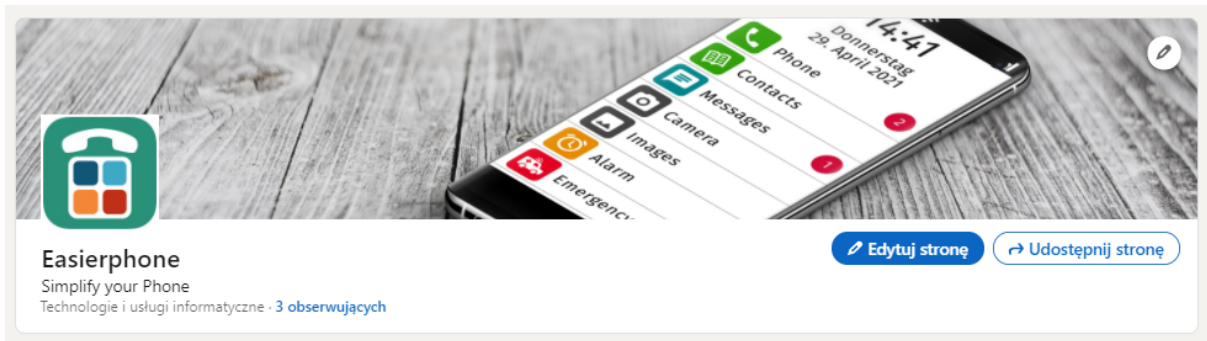
Twitter



The Twitter account of @easierphone will be used as preeminent communication media, given its efficiency in terms of visibility and engagement of users. It enables instantaneously reaching out to a large audience by creating primary posts or retweeting relevant content. One of the greatest advantages of Twitter is its ability to interconnect other users through tags and mentions (e.g #smartphone). This approach will guarantee the ample reachability of the project.

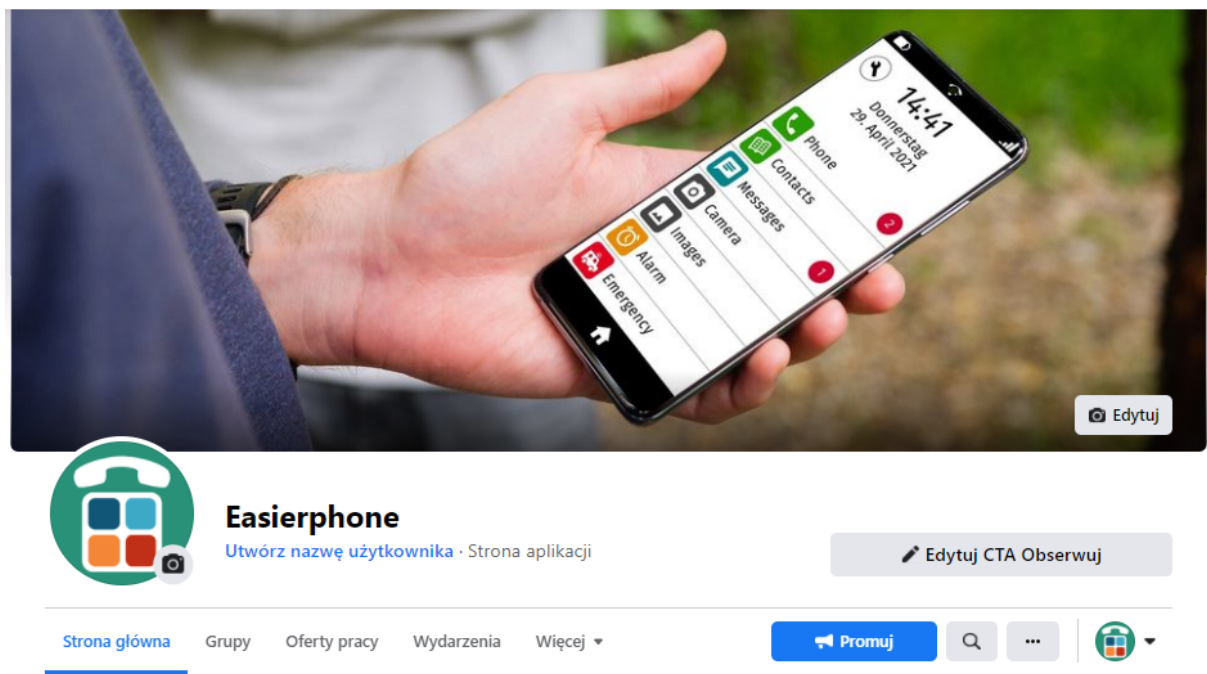
The account will be mainly dedicated to non-visual content, to swiftly spread the message and the news of the Easierphone project. The Twitter account is used as a channel for constant updates on every project development and result but also as a reminder for all the project-related activities and events. The purpose of the Twitter account is to make the Easierphone project hashtag go viral and be “mentioned” and “re-tweeted” by a substantial number of targeted followers.

LinkedIn



The second social media channel that is chosen for Easierphone project is LinkedIn with the name **@Easierphone**. It might be less popular than other social media platforms, however, it is considered the best platform for professional use and networking. As a networking site for professionals, it can be used for reaching other groups or professionals that might be interested in posting information about the project's vision, culture, objectives and achievements. For the purpose of Easierphone, our goal is to establish networks on specific topics, share content that will engage professionals and companies and connect with already established groups. LinkedIn can be a very effective tool for the project's exploitation strategy, that can promote Easierphone as a disruptive idea on the market, triggering potentially interested companies and end-users. To reach these goals we will on one hand invite professionals and companies to observe Easierphone's LinkedIn profiles and on the other hand warm-up leads by interacting with a content provided by those target groups. Posts published on LinkedIn profile should show benefits for potential stakeholders and engage them into the whole process of Easierphone app development. It will create attachment to the product and a sense of influence on the final shape of the app.

Facebook



The third social media channel that is chosen for Easierphone is a Facebook account named **Easierphone**. Facebook is the most common and popular social network. Therefore, it can reach a

wide audience of different types, maximizing the dissemination of Easierphone project-related news, events and results. Thus, a Facebook page for Easierphone is already created, to increase the project's outreach. The Facebook Analytics tool, namely Facebook Insights, will produce valuable statistics, e.g., the number of reached people, providing a useful instrument to measure "dissemination performance".

It is good to mention that each social media channel will be focused on different target group providing relevant content according to those target groups needs.

Newsletter

The newsletters will summarize relevant information on the project's development and will promote relevant content on a periodic basis focusing on key achievements of the project and upcoming events. Content of the Newsletter will be targeted at End-Users, Consortium Partners' net of contacts and potential business Partners interested in the final product.

Overall Project Presentation

A project Google slides presentations based on the template provided will be prepared for communicating with the following target groups separately:

- pitch deck (target: business partners)
- information about the app for users (target: primary and secondary users)
- AAL progress presentation (target: AAL / scientific community)

This tool will be available for project partners in the project repository to be used during different events and meetings with the elderly, caregivers, business stakeholders and scientific community. As the project progresses, the presentations will be updated with new results and information on the proposed business plans/models.

Product video

Making videos is a more and more popular means of disseminating the European projects' results. It is a very good way to reach a wide audience using catchy visual content. The idea of the project's final video is to demonstrate its functionality as well as educate the audience what kind of benefits they will gain and how their life will change. It will be easier with the Easierphone app.

Leaflet/Brochure

While the project will deliver first outcomes, printed leaflets, brochures, banners and other materials will also be produced. In this context, an online version of the project leaflet will be designed at two different stages of the project:

- The first version of the project leaflet aims at informing relevant stakeholders about the project concept and its main objectives. It will be the main dissemination material used for distribution during conferences, workshops, fairs, etc. The leaflet is under development and will be available in English.
- The second version of the project leaflet will be released in month 24 (April 2023) and will contain an outline of the project achievements to date. The digital version of the project brochures will be available for download on the project website ([Dissemination materials - Easierphone](#)).

Hard copies of the project leaflets will be translated and printed by project partners when necessary to be handed out at events.

Poster/Roll-up

Project flyers are an easy and appealing way to share small pieces of information, which are easy to grasp, about the project. The intention is not to go into (technical) details, but to concentrate on some basic aspects of the project, like the project core, objectives, partners, pilots, etc.

Short executive summaries of the project goals and activities will be created, including the following items: brief background, overview of the project objectives and how the project aims to achieve them, why the specific stakeholder type should get actively involved in the project activities and what is expected, targeted information that the stakeholder needs/wants to know about the project.

Conferences and meetings

To better disseminate the project on the international level, partners will submit abstracts and papers to international conferences to present Easierphone and its results, to raise awareness and promote the project idea. During conferences the project's printed materials (posters, leaflets) will be disseminated among the audience.

During the events Partners will gather contact details from potential customers and stakeholders, in order to meet each target group needs.

The most important event that the partners will take part in is the AAL Forum.

An event of great importance is also the project final conference which will focus on the results from project activities. Different project findings will be presented, and the project results will be widely disseminated in attractive forms (electronic presentations, videos). Many guests will be invited, including journalists, business leaders, cultural stakeholders and senior organization members and leaders.

The consortium will conclude 30 months of common collaboration and share their views.

Publications/Press release

It is planned to create at least 3 press releases per year with the final result of 9 in total. The content of these documents will present the most important topics like tools development, progress of the project, outcomes, events (self-organized and participated, when the Easierphone App will be presented) and engaging activities for stakeholders (e.g. surveys).

Webinars

It is planned to conduct 4 webinars during which brief educational presentation will be given on the Easierphone's development progress, features and benefits for target groups. The aim of webinars is to engage the audience, raise awareness about the product and build relations with potential stakeholders and users.

Action Plan

Experience has shown that producing a coherent strategy does not necessarily result in effective implementation unless the strategy is articulated as a clear set of actions.

Therefore, all partners will disseminate the project's results in their own countries and at European level. In order to gather all communication activities a template has been prepared, circulated to Partners and published in the project repository.

Partners are able to update the action plan ad hoc and the project coordinator as well as dissemination leader will be able to monitor the progress with regard to project dissemination and communication impact.

The implementation of the dissemination strategy will be successful, only as far as the different Easierphone Partners fully engage with the shared collective responsibility for dissemination activities. Therefore, WP5 is responsible for communication and dissemination, however, these tasks will only be successfully fulfilled with the support from all Partners to regularly communicate WP5 activities that are taking place and act as multipliers of information to the different target audiences.

ASM as a Dissemination Manager is responsible for the project's communication planning when its execution requires cooperation of all Partners organizations. This is of particular importance within Easierphone, where the Partners are either often part of, or closely connected, to some of the target audiences as well as to language and context awareness issues.

The full input, contributions, and regular dissemination by Easierphone Partners is essential to ensure that dissemination activities realize their full potential. Easierphone Partners are expected to provide content for the website (short updates and news posts) and share their Work Package research results. Contribution schedule will be supervised by ASM and provided to Partners each 6 months of the project duration. There will be one representative from each organization who will be responsible for delivering news about tasks conducted by the Partner. ASM will describe what kind of content and when should be delivered to maintain the interest of all target groups. Partners are also expected to notify the coordinator and Dissemination Manager of completed deliverables, publications, and any promotional events. Partners will also actively disseminate Easierphone outputs using their existing and relevant media, networks and contacts to spread the Easierphone messages. Finally, Easierphone Partners will act as mediators (and multipliers) between the consortium and stakeholders. In order to provide constantly updated content to be published on the website and social media channels the dissemination contribution schedule will be provided. Evaluation of dissemination activities is an important element of a dissemination strategy since it enables us to measure the impact of a project and assess if the dissemination strategy needs to be improved. The action plan includes information on the number of people involved in every listed activity. It states expected audience for planned activities and reached audience in case of finalized activity. The same refers to webpage visitors and newsletter recipients. What is more, an action plan also indicates commercial contacts – established ones in case of finalized activities and expected ones in case of planned activities. Those are very useful and valuable indicators that allow monitoring the dissemination process.

Furthermore, in order to assess the quality of particular activities and to check if they meet target groups' needs, some feedback is required. Therefore, the consortium will design online questionnaires that will help to assess if dissemination/communication is satisfactory. The questionnaires will be sent to subscribers, social media observers/followers and a net of Consortium Partners' contacts. In case of poor results, particular channels, tools or techniques will be improved or changed to overcome those difficulties.

Conclusion

The principal objective of this deliverable is to present the dissemination strategy and plan based on already elaborated branding materials and promotional channels established until M4.

The dissemination and communication activities in the Easierphone project are actively conducted in all chosen channels. They are both supported, initiated and disseminated by all Consortium Partners to create a wide net of interested stakeholders. This effort is coordinated by ASM

The report provides a description of the target groups, dissemination tools (publications, newsletter, events, workshops, webinars), key performance indicators and the dissemination activities schedule. It ensures a solid framework against successful realization of the Easierphone project in the area of dissemination.

Plan for M4-M12:

- Regular updates of the website content.
- Regular actions on social media.
- 1 scientific paper to be published.
- 1 Newsletter
- 1 leaflet
- 2 workshops/webinars
- 2 articles written by Consortium Partners
- 2 participated events (conferences/workshops/meetings where Easierphone can be presented)

Monitoring Indicators (to be measured quarterly):

- Number of page visits to the website,
- Number of references to the project on search engines,
- Number of links/followers/interactions with external entities on Social Media,
- Number of Newsletter's receivers,
- Number of events attended,
- Number of views of promotional video,
- Number of workshops/webinars organized by Consortium Partners