



Smart Working Environments for All Ages

D10.1 Dissemination/Communication Plan



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WP10-D10.1

Dissemination/Communication Plan

M10 – Agreement on the Dissemination/Communication Plan

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1. EXECUTIVE SUMMARY

This deliverable aims at describing the initial communication, networking plan and dissemination strategy of WorkingAge project. The plan will serve to disseminate and reach the project results. The initial dissemination activities will be mostly focused on the description of the project's goals, the explanation of how we plan to attain them, the forecasted results and expected benefits.

The objective of this deliverable is to outline the strategy for the dissemination and the communication activities which will be carried out during the WA project. This deliverable will outline the main dissemination objectives, the target audiences, the communication channels and the dissemination tools. This document will include the definitions of the main key performance indicators (KPIs) that will be used to measure the effectiveness and efficiency of the activities carried out. It will define how the dissemination activities will support the exploitation activity and also it will describe the main administration rules to be followed to ensure the quality and the coherence of the messages shared.

This document M10 is delivered within the first five months of the WA project lifetime. It recalls aspects that will be the basis for deliverables D10.1 and D10.2 (due in M24, and M36 of the project timeframe) where the strategy and plans will be implemented, reported and improved.

It has to be underlined that this plan will be updated throughout the WA project, as new synergies and interactions arise. Therefore, the action framed in this plan is a dynamic one, which requires a continuous supervision carried out by the dissemination and exploitation Work package leader.

This plan will mark the Milestone 10: Agreement on the Dissemination/Communication Plan, having the Dissemination/Communication Plan signed.

2. INTRODUCTION

2.1 Purpose, context and scope

The Dissemination/Communication Plan is the core document outlining the WA project's dissemination and communication activities. This plan is fundamental for a good coordination of all initiatives and also for defining the messages which should be targeted to different audiences. Effective communication will encourage interested stakeholders to actively participate in the project and enhance the visibility of the project results.

This Dissemination/Communication Plan aims concretely to:

- Outline the main objectives of the dissemination actions;
- Identify the target audiences for each communications objective;
- Define the tools and channels to be used and the activities required to reach targeted audiences;
- Identify the dissemination KPIs, useful to measure the effectiveness and efficiency of the activities conducted;
- Explain how the dissemination activities will support the exploitation activity;
- Illustrate how the WA project will cooperate with other EC-funded projects;
- Define how the dissemination activities will be administrated;
- It will take a user-centred design approach to ensure that it fulfils stakeholders' needs and their engagement (including accessibility aspects);
- Preferably use U.K. English (Office setting), as it is what the EC uses (i.e. behaviour vs. behaviour, etc.).

2.2 Structure and content

This document is structured as follows:

- Section 3 describes in detail the WorkingAge project, its characteristics, dissemination strategy: objectives, team and target groups.
- Section 4 details the strategy. It defines the ways to spread WorkingAge's results, involved key focus areas and messages, communication and dissemination channels, materials and the Digital Strategy. It finishes with a description of the aims of cooperation with other EC-funded projects.
- Section 5 describes the WorkingAge communication plan and execution in detail.
- Section 6 describes how to measure and assess the communication and impact of the project.
- Section 7 provides some communication policies regarding the internal communication and the commitments regarding the communication strategy.
- Finally, section 8 provides some conclusions and the final agreement basis.

3 The WorkingAge project

3.1 Vision and goals

Ageing in good health allows elderly people to keep working and being an active member of their society, maintaining their sense of life purpose. It allows people to continue learning new things and live more independently. The multicomponent system we aim to develop, will enable to address the need for empowering the senior adults (being able to self-manage working and health conditions and receive assistance to counteract them), providing them with tools such as health monitoring and professional health adviser at work. The consequent societal impact is to enable the social and economic potential of older adults in terms of better opportunities of active ageing by engagement in different sectors of society, like active citizenship, leisure activities, sports and volunteering. This would foster the contribution of older people with chronic conditions to communities, guaranteeing their social inclusion, participation to activities of interest and access to product and services.

The purpose of WorkingAge (WA) project is to promote healthy habits of users in their working environment and daily living activities in order to improve their working and living conditions. With this aim, WorkingAge will use innovative HCI methods (augmented reality, virtual reality, gesture/voice recognition and eye tracking) to measure the user emotional/cognitive/health state and create communication paths. At the same time, will be able to detect environmental conditions with the use of IoT sensors. WA will be studying the profile of the >50 (Year old) workers and the working place requirements in three different working environments (Office, Driving and Manufacturing). By considering both profiles (user and environment) the intervention to improve user's wellbeing will be more effective, interventions that will lead to healthy aging inside and outside the working environment. Though an in-lab test testing and in-company testing the project will test and validate an integrated solution that will learn from user's behaviour, health data and preferences and, through continue data collection and analysis it will interact naturally with the user. This innovative system will provide workers assistance in their everyday routine in the form of reminders, risks avoidance and recommendations. In this way, the WorkingAge project will create a sustainable and scalable product that will empower their users, easing their life by attenuating the impact of aging in their autonomy, work conditions, health and well-being.

3.2 Impact

The first expected impact will be improving the independent living, and quality of life of older persons compared to current state of the art, enabling older persons to stay actively involved in work life for longer or return to work after severe disease. WA aims at combining the efforts of employers, employees and society to improve the health and well-being of people at work. It will seek

decrease stress absenteeism and rotation, improving work performance and sense of belonging due to higher motivation and involvement in decision-making and to boost their confidence in the possibility to change or find a job.

Secondly, the WA project expect to enhance health and safety working conditions and quality of life of older persons at work compared to the current situation, enabling older persons to be able to contribute to work at an appropriate level and for a longer period of time.

On parallel, the WA solution will contribute to the sustainability of health care systems across Europe. An expected high penetration in the market, facilitated by the WA Business Model, will provide a measurable health improvement leading to at least 2-year delay for the need of formal care, meaning more years of independent life. As the project states, given the increasing number of older workers, a system achieving even a delay of 1 year to 2 years in the need for formal care, will reduce European public expenditures in health by a very significant amount.

WA aims at retaining employment of elderly workers, providing them alternative and more adapted working schemes. WA Tool will consider their desire of working time and free time and the search for reconciling occupational and private obligations. This may lead to a decrease of the number of elders leaving their work.

To achieve these goals, WA will adopt a user-centred approach in all the stages of its development, based on the continuous involvement of the end-users from design until evaluation. This involvement of users from the beginning is expected to generate two main impacts in relation to similar supportive technologies: intuitiveness and user acceptance.

Finally, online platforms like WA drive innovation and growth in the digital economy. They play an important role in the development of the online world and create new market opportunities, notably for SMEs and new opportunities of online services.

To increase the impact among the specialised audience, all the consortium members will be asked to include a mention to the WA project and their participation at this project on their organization website.

After every relevant milestone of the WA project, every consortium member who took part of it will be asked to make a mention on their owned media channels and/or profiles making proper reference to the project.

Afterwards, WA's media channels and profiles (website, newsletter, social media...) will mention these publications to increase the impact of every communicative action.

Newsletter and social networking and communication tools will be used in order to maximize the impact and dissemination of WA project's results.

3.3 Communication and dissemination objectives

What is communication?

Communication, in brief, is promoting the action and its results. In WA communication, we will promote the WA project by showing how our project has achieved more than if there was no joint effort for the action.

The communication involves project results and the project in general, such as the societal challenges or European added-value of the project. Thus, communication activities target a much wider audience, including the media and the general public. It is important to use a less technical language so that a non-specialist audience can easily understand the goals and means of the project. For example, communication activities include: visual identity (logo, graphic charter...), public website, leaflets and flyers, social media, videos, press releases, etc.

What is dissemination?


Dissemination is about describing and making available results so that they can be used.

In fact, dissemination aims at maximising the impact of research results in the public domain. Therefore, the target audience of dissemination activities is any potential user of the project results: the scientific community, stakeholders, industry, policy makers, investors, civil society, etc. In the WA case, there are clearly defined potential beneficiaries or audiences that may make use of results: workers, researchers, companies, insurance companies, medical professionals, policy makers, healthcare organizations, etc.

Consequently, listing all types of potential primary and secondary results in the exploitation and dissemination plan is very important, as well as their target audience and the means to achieve them: scientific papers, public databases, workshops, etc. All results which are not restricted due to the protection of intellectual property, security rules or legitimate interests can be used for dissemination goals.

Relationship between communication and dissemination.

COMMUNICATION		DISSEMINATION
PROJECT AND RESULTS		RESULTS ONLY
MULTIPLE AUDIENCES		INTERESTED AUDIENCES
INFORM AND ENGAGE SOCIETY		ENABLE USE OF RESULTS

		
INFORMING ABOUT PROJECT	INFORMING ABOUT RESULTS	MAKING RESULTS AVAILABLE FOR USE

NEWSLETTER	PROJECT WEBSITE	SCIENTIFIC PUBLICATIONS
PRESS RELEASE	VIDEOS, INTERVIEWS	TRAINING/WORKSHOPS
FACTSHEET	ARTICLES IN MAGAZINES	SHARING RESULTS ON REPOSITORIES
BROCHURES	EXIBITIONS/OPEN DAYS	
SOCIAL MEDIA	CONFERENCES	

Tabla 1 Relationship between communication and dissemination

Essentially, communication covers promoting all aspects of the WorkingAge project, while dissemination and exploitation focus on the project results.

Objectives

Main objectives of this work package are:

- Develop and update a clear communication and dissemination strategy and a clear plan;
- Create awareness of WA activities and promote the outcomes to all the stakeholders;
- Create awareness of WA scientific and technical publications within European academia & research organisations;
- Promote exchange with stakeholders of other projects and countries.

The main communication objective within this project is to ensure the achievement of WA results among relevant stakeholders and general public, as well as ensuring the commercialization of the developed tool through the business plan.

Giving these goals, to ensure the best visibility of the project and to increase its impact and outreach, the WorkingAge communication plan should undertake the following activities:

1. Create a visible and distinguishable visual identity of the project to make it easily recognisable.
2. Ensure that all the milestones of the project have an accurate broadcasting and reach the targeted audience having the expected impact.
3. Share and distribute the communication activities among all the partners to ensure their participation.
4. Coordinate with external stakeholders, such as related projects, institutions and media to ensure their awareness and maximize the potential synergies.
5. Follow-up of the communication plan deployment, ensuring it's correct functioning and making the necessary corrections when it is needed.

3.4 Communication and dissemination team

This plan is a practical tool to be used by all partners to develop their individual and collective communication activities efficiently and contribute to the global objective of the project.

The strategy will require two profiles to improve WA project visibility:

1. Media manager in charge of communication with press and media (radio, newspapers, magazines, etc.) at different levels (regional, national and international) and in different online and printed publications (magazines, journals, news...). Technical articles will be published in relevant scientific journals.
2. Community manager, that will co-ordinate the creation of supporting marketing material e.g. project leaflet and brochure, presentation, direct mail, digital or print advertising. S/he will be in charge of the creation of online reputation on platforms, and blogs and the publication of the project objectives and results. S/he will also raise awareness of project issues through targeted social media channels (Twitter and LinkedIn) and will be in charge of the publication of newsletters and web campaigns; SEO, SEM and Google Analytics and the Development of AdWords creating the management reports specifying results. Actions regarding impact monitoring will be included under this task.

Project beneficiaries are responsible of ensuring impact of project results by making:

- Best effort for exploiting the results or having them exploited by others.
- Effective dissemination of results which are not protected.

Each partner will designate a team who will be in charge of communication and dissemination issues, and will be in contact with the Communication and Dissemination task leader.

ITCL	Marteyn van Gasteren; Carlos Catalina
EXUS	Elena Avatangelou; Gerald Mema; Konstantinos Kentrotis
UNIVERSITY OF CAMBRIDGE	Hatice Gunes
POLITECNICO MILANO	Licia Sbattella; Roberto Tedesco; Sara Comai
GREEN COMMUNICATIONS	Guy Pujolle; Khaldoun Al Agha; Pauline Loygue
BRAIN SIGNS	Fabio Babiloni; Gianluca Borghini; Vincenzo Ronca
RWTH AACHEN UNIVERSITY	Julia Czerniak; Vera Rick
TELESPAZIO	Axele Pomies; Laurent Arzel; Caroline Morisot-Pagnon; Valentin Barreau
AUDEERING	Hesam Sagha
EENA-112	Alexis Gizikis
INTRAS	Estefanía Arribas; Raquel Losada
TMA	Philip Sotirades

Table 2. Communication and dissemination team of each partner.

3.5 Stakeholder identification

The usefulness and effectiveness of the WA project cannot be understood without understanding the roles that these different stakeholders play and what they expect from the project, although actions may not be limited to these particular groups but may be applied elsewhere. WA will target groups as follows:

TARGET	DESCRIPTION	RESP	STRATEGY	MEDIA
G1 Academia, scientific/ research organisation	In fields such as Silver Economy, Healthy Ageing, Smart manufacturing, Assisted living, Social Science, Cybersecurity, Psychology, ICT and Data Science.	POLIMI	They expect in-depth and well-structured project information and in particular project method, tests, and research findings, such as scientific articles, reports, conferences and scientific events.	Conferences and journal publications. Outcomes will be used in teaching & learning settings.
G2 Commercial Players and investors	Commercial players are expected in fields of Media, voice and gesture recognition, Neurometrics, Eye recognition, Robotics, data management, Apps developers, Training Centers, Manufacturers of telephones, mobiles, tablets, smartwatches, virtual glasses, R&D Department of Medical Universities, Insurance companies, etc..	EXO	They expect in-depth and well-structured project information and in particular the project method, design approach, interactions designed and concept, information about participation in fairs, and other events of the sector, general information and business model.	Commercial possibilities will be considered in the Exploitation plan and stakeholders will be reached via conferences, international workshops and fairs
G3 Final Users	Workers and companies	GC	They expect brief and well-structured information about	Will be reached during the

			the project and in-depth information about interactions developed, tests, results, regulations, products or training material.	project with test, leaflets, newsletters and a workshop at the end of the project
G4 International, European, national and local associations Policy makers, Standards associations,	<ul style="list-style-type: none"> ➤ Action Group C2 of the EIP-Active Healthy Ageing, ➤ JPIa healthy diet for a Healthy live(HDHL), ➤ Ambient Assisted Living Joint Programme, EU Joint Programme – Neurodegenerative Disease Research (JPND,) JPI ➤ More years' better lives (MYBL), Directorate General for Employment, Social Affairs and Inclusion: Relevant social platforms and EIPs, such as AGE ➤ Platform Europe (a.i.s.b.l.), AALIANCE Network or Assisted Living Innovation Platform (ALIP) to assure that the project results receive an EU-wide visibility. ➤ Learning networks, for inter-regional collaboration such as EUREGHA, ERRIN, AER, ENSA and CORAL. ➤ Digital Innovation Hubs will be considered. 	ALL	Their interest lies mainly in the possibilities for Healthy Ageing and work related improvements, also with the products and services that the WA Tool can provide and the standardization or regulation processes related to the outcomes. They expect to find brief and well-structured basic information about the project and in-depth information about the method and research findings potentially relevant to inform recommendations about New methodologies, tests, new possible products, economic aspects, new standards and new regulations.	They will be reached in Conferences, with two dedicated Factsheets and in workshops. Also study visits for the international interested associations will be made, as well as inviting them to workshops.
G5 European Union institutions	<ul style="list-style-type: none"> ➤ European Commission, European Parliament as a response to the legal acts and recommendations referring to the actions to be taken in order to perform the WA Project. 	ITCL	They expect to be able to easily follow and monitor the project's activities and progress through the website content and to be informed of results with direct influence on regulation processes.	Reports, Brochures and the participation of project partners in Public consultation will be done.
G6 General audience	General public aware of the effort the EU is doing regarding research and development and interested in new opportunities for European Enterprises.	ALL	They expect to find brief and well-structured basic information about the project and activities, to understand its key aspects.	Press releases and Web content will be the main channels (including Social Media)

Table 3. Stakeholder identification.

All the messages will be adapted to each audience group.

4 Strategy

4.1 Key focus areas and messages

The main and more powerful messages of WorkingAge project will be defined during its own development; once work packages deliver their goals established in the Grant Agreement and the deliverables are completed.

The nature of the messages will be targeted to a different audience and will have a different thematic adapting to each of the objectives settle in this Communication Plan.

The key messages are slightly reviewed to better reflect what the audience should remember of the project. From the very beginning, and until the first deliverables will be accessible and ready to disseminate, the key messages will be focused on the major assets of the project:

END-USERS, POLICY MAKERS AND GENERAL PUBLIC PILLAR KEY MESSAGES

- ✓ WorkingAge will promote a better society with more active, healthy and integrated senior workforce.
- ✓ WorkingAge will help in the creation of an interactive tool to promote well-being at the workplace.
- ✓ Monitoring and recommendation systems raise a number of ethical, legal, economic, occupational and industrial questions that need to be addressed and WorkingAge will contribute to answer them.
- ✓ WorkingAge will contribute to identify the regulatory needs and gaps applicable to work and health monitoring in the EU.
- ✓ WorkingAge events (conferences, workshops, webinars, summer schools, etc.) are taking place in order improve awareness about the use of this technology at work environments.

TECHNICAL EXPERTISE PILLAR KEY MESSAGES

- ✓ WorkingAge coordinates workshops with stakeholders to identify needs in the regulatory and standardisation sphere, related to health at work monitoring.
- ✓ WorkingAge is working on the sensors standardization and is developing an approach to include horizontal aspects into standardization activities.
- ✓ WorkingAge will enable older persons to stay actively involved in work life for longer or return to work after severe disease using the innovative WA tool developed in the project.

BUSINESS EXPERTISE PILLAR KEY MESSAGES

- ✓ WorkingAge will work on removing or cutting down the non-technical barriers in the diffusion of HCI solutions at work.

- ✓ WorkingAge has developed a business model to facilitate the access to new market opportunities in specific working environments.
- ✓ WorkingAge ease the networking between SMEs, large companies and potential end-users who can be effective beneficiaries of the WA tool.
- ✓ WorkingAge will consider IPR management related to aspects regarding the different pre-existing (know how) components and the foreground developed in the WA project.
- ✓ WorkingAge offers a guideline for young entrepreneurs that resumes exemplary Best-Practices for establishing business models on a national/European/international level that takes into consideration the very diverse (hardware /software / systems-integration) market and applications.

ETHICAL, LEGAL AND SOCIOECONOMIC EXPERTISE PILLAR KEY MESSAGES

- ✓ WorkingAge Conferences and workshops on the compliance with existing regulatory frameworks and their assessment are taking place in order improve the existing regulations.
- ✓ WorkingAge will bring together experts to debate about these issues related to the application of monitoring devices at work.

For administrative purposes:

- a) Any dissemination of results (in any form, including electronic) must display the EU emblem, appropriately sized next to other logos and include the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 826232".

- b) For infrastructure, equipment and major results:

This [infrastructure] [equipment] [insert type of result] is part of a project that has received funding [...] No 826232.

- c) Disclaimer excluding EC responsibility: any communication activity related to the action must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.

4.2 Communication and dissemination channels and materials

4.2.1 Project identity

A brand WorkingAge identity has been designed to be used in communication, internal and external.

4.2.1.1 Project logo

A new logo has been designed, after consultation with partners. The logo reflects the WA initials, in a clean, soft and flexible way, reflecting a friendly tool to connect the working environment with the age of the workers. The colour distinguishes the project as the pink is less used compared with other H2020 projects. Different displays have been designed to cover different bases and materials.



Figure 1. WorkingAge logo.

4.2.1.2 Graphical layout guidelines

A WA template for official deliverables, meetings report, working documents and Power Point template have been delivered.

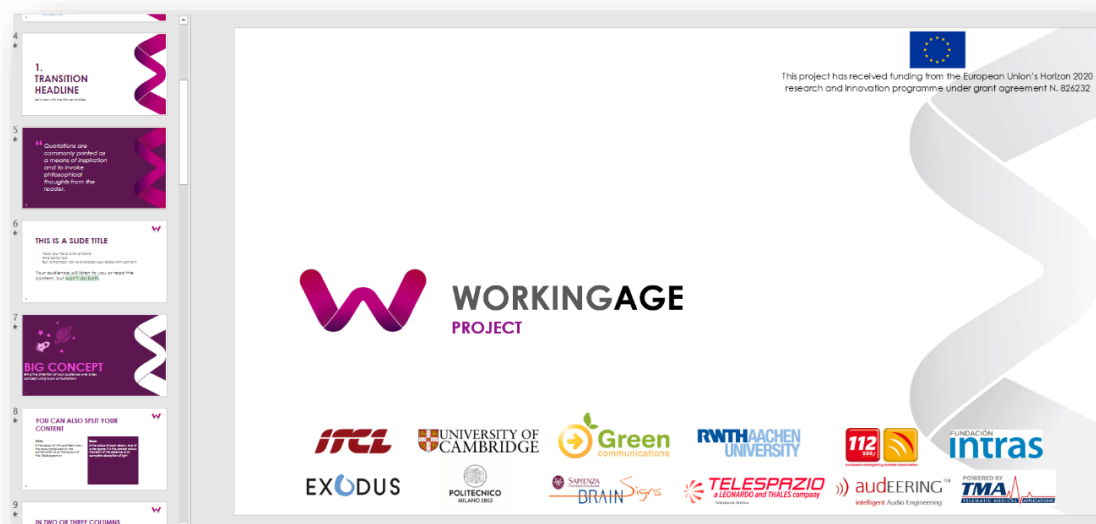


Figure 2. WorkingAge template.

4.2.2 Dissemination toolkit

4.2.2.1 Brochure

A brochure with detailed information about project objectives and achieved results will be edited once WP9 is almost finished (M33) in English and will be used during WP10 to reinforce project impact and dissemination.

4.2.2.2 Leaflet

According to the GA, 2 sets of leaflets (30 units per partner) (M5 to promote the project and one in M27 in order to help with the dissemination of project results during exploitation WP10) will be developed, reaching Target Groups G1-G4. This will aim not only to inform stakeholders about general project information, but also to encourage them in order to achieve greater impact of the project findings, which means the improving of existing products, new products, new apps and new standards. Leaflets will be written in English and translated by the project partners to SP, I, DE, F, GK.

It will contain brief and well-structured information about the project and in-depth information about interactions developed, tests, results, regulations, products or training material.



Figure 3. WorkingAge leaflet.

4.2.2.3 Poster

The GA define to develop two posters, one in M5 and another in M25.

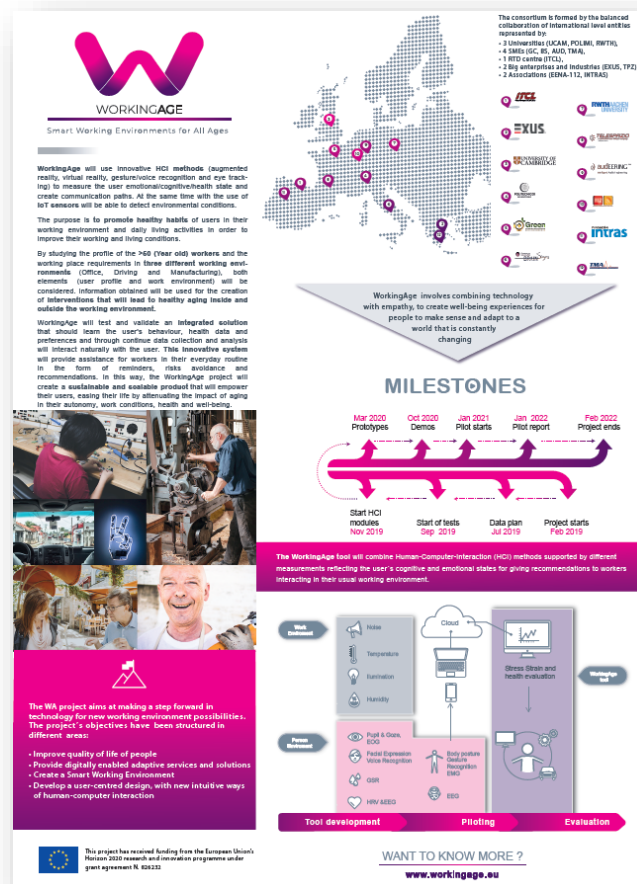


Figure 4. WorkingAge poster.

4.2.2.4 Fact sheet

Three Fact sheets will be created during the project (M12, M27, M35) at the end of the research cycles with information about the process and at the end of the analysis cycles with results of the project, will be disseminated via web.

4.2.2.5 eNewsletter

Three series of Digital Newsletters (M12, M19, M28) will be published in the website of the project and distributed to subscribers, designed to reach a specific target audience (G1, G2 and G3). The newsletter will contain section such as:

- Related news
- Actions of the partners
- Interviews
- Fairs and congresses
- Project milestones

And these e-newsletter will be announced in social media and web blog and they will be able to be downloaded from the web.

4.2.3 Events and Meetings

Main events to be targeted in 2019:

- ✓ Participation in industrial forums.
- ✓ Possible actions with other related projects could be performed such as assisting to conference or network sessions promoted by them.

Partners	List of possible events by Partners
ITCL	Attend 2 congress at least one with a poster among the International Conference on Multimedia Computing and Systems; International Symposium on Advanced Intelligent Systems; IEEE International Conference on Computer Supported Cooperative Work in Design
	Summit on innovation for active and healthy ageing
EXO	Attend 2 established conferences in ICT for health and big data field i.e. eHealth week, eHealth Forum, IEEE BigData, IEEE Engineering in Medicine and Biology Society (EMBS), etc.
UCAM	Publishing in 2 established conferences in relevant fields including IEEE FG, ACM ICMI, ACM Multimedia, Ubicomp, and ACIL.
POLIMI	Publish in 2 established conferences in relevant fields including AAAI/ACM

	Conference on AI, Ethics, and Society, ACM/IEEE
	Workshops and Conferences on: Technology for health, Big Data Analysis, Security and Privacy in IoT, AI for health, Conferences of the Association for Computational Linguistics, Conference on Natural Language Learning, AAAI: Association for the Advancement of Artificial Intelligence.
BS	Attend 3 specific IEEE-EMBS annual mondial conferences, resulting not less than with 3-5 proceeding papers published on PUBMED (https://www.ncbi.nlm.nih.gov/pubmed/). Participation to specific workshops of Biomedical Engineering.
RWTH	Attend 3 congresses with 3 proceeding paper among Congress of International Ergonomics Association, Human Computer Interaction International and Applied Human Factors and Ergonomics conference.
TPZ	Together with EENA, promote the use of WorkingAge solution in the frame of Overall E112 promotion actions.
AUD	Present findings of voice analysis at 2 relevant conferences such as IEEE ACII, InterSpeech, and IEEE ICASSP. Potentially securing patent and IPR rights, if applicable to certain technology portions.
EENA	Promote the WA solutions through the communication utilised by EENA and provide a communication link for the consortium to gain access to the stakeholder in the emergency services sector. EENA conference, Critical Communications World Congress
INTRAS	Attend Social and health care conferences, such as the WAPR, AAL Forum, IGA and Foro de salud conectada, medical congress related with ageing in health.
TMA	Attend Social and health care conferences, such as the eHealth Forum Exhibition & Conference, e-Health Week Malta

Table 1. Potential events and meetings.

Possible fairs:

Partner	Fair name
ITCL	IEEE International Conference on Games and Virtual Worlds for Serious Applications (VS-Games) and Intelligent Virtual Agents (IVA)

EXO	Attending fairs i.e. Big Data Analytics & Technology Fair, conhIT, Vitalis, UK e-Health Week, etc.
UCAM	Special Sessions, Workshops and Challenge events at IEEE FG, ACM ICMI, ACM Multimedia, and ACII on multimodal behaviour
POLIMI	Special Sessions, Workshops and Challenge events on Conversational Agents, Security and Privacy, Ethics in ICT, ERP/CRM systems,
GC	Participating to industrial tradeshow (Mobile World Congress, Vivatechnology...)
BS	Certamente (fair in marketing research on emotional models of users) 2019, 2020, 2021; ATC Forum (fair in Air Traffic Controls for cognitive model of users) 2020, 2021; Making fair 2019
TMA	Fairs such as Posidonia international exhibition, Mobile World Congress

Table 2. Potential fairs.

4.2.4 Publications

4.2.4.1 Open access

PARTNER	FOCUS ON	JOURNAL NAME	YEAR
ITCL	Ergonomic studies in real time	Computer Vision and Graphics	2020
		Journal of Theoretical and Applied Computer Science	
EXODUS		Transactions of established conferences in ICT for health and big data field i.e. IEEE BigData, IEEE, EMBS, etc.	
UCAM	Facial gesture analysis for ergonomic risk assessment	Image and Vision Computing Journal OR International Journal of Human-Computer Studies	
		IEEE Tran. on Affective Computing	
POLIMI	Conversational Agents	Journal of Computational Linguistics/Transactions of the Association for Computational Linguistics/ Dialogue and Discourse (D&D)	2020, 2021

	Security and Privacy Ethics in ICT, HR Management, Job Portals	IEEE Security & Privacy/ Ethics and Information Technology/ Electronic Journal of e-Government	2020, 2021
GC			
BS	Cognitive and emotional states detection during working conditions	Frontiers on Human Neuroscience, Scientific Reports, Computational Intelligence and Neuroscience, IEEE, Trans. Biomed. Engng.	2019-2022
RWTH		Human Factors	
	Correlation of activities at work and daily life and workers health status	Human Factors Journal of Medical Internet Research	2021
TPZ		Inside GNSS	
AUD	Non-linguistic vocalisations, voice markers, and emotional expression	tbd	2020
	Emotional perception and articulation	tbd	2020
EMERGENCY			
INTRAS	Gerontology, mental health, integrated Care	Journal of Integrated Care, Journal of Gerontology, Assistive technology	2020, 2021, 2022
TMA		IEEE Journal of Biomedical and Health Informatics	

Table 3. Potential publications.

Deliverables with the “public” status will also be available on the project website/Cordis and the list will be updated every month.

WA will also use EC's media channels such as:

MEDIA	DESCRIPTION	USE TO COMMUNICATE KEY MESSAGE CATEGORIES
Horizon Magazine http://horizon-magazine.eu/	HORIZON is the EU Research & Innovation e-magazine. It covers the latest developments in EU funded research and innovation, communicating the priorities and	These media will be used to inform about the benefits and progress that WA will generate in Europe, informing about the open debates created and the results.

	achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth.	
Project stories https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/	Articles about selected EU-funded research projects, which led to breakthroughs, and that contribute to economic growth and creating jobs, and tackling societal challenges.	
Research*eu results magazine https://cordis.europa.eu/research-eu/en	This print magazine features highlights from the EU-funded research and development projects. It is published 10 times per year in English and covers mainly the research areas of biology and medicine, Social sciences and humanities, energy and transport, environment and society, IT and telecommunications, industrial technologies and space.	This media will be used to inform about the existence of WA project, explain its main challenges and inform about its progress.
Newsletters https://ec.europa.eu/research/iscp/index.cfm?pg=newsletter	Newsletters are published by the European Commission for different research areas.	WA will contact this media to reach a wider audience, potentiating its outreach.
Events on the CORDIS website https://cordis.europa.eu/news/en	This website displays research-related conferences and events.	WA public conferences and events will be displayed on this media to have a wider outreach.
Conferences and events organised by the European Commission	The European Commission co-organises a variety of conferences. These may include exhibition areas or sessions.	WA will work to be part of EC Conferences talking about the success that this project means and the benefits for Europe that this kind of project means.

Table 4. EC media channels.

4.2.5 Video

One promotional video (developed by ITCL) will be included in YouTube to disseminate project results. They will be promoted through mainstream

broadcasters in Europe. Other incursion on the Media will also be promoted during the project lifetime when creating the C&DP and will be included in the web. (i.e.: <https://www.youtube.com/watch?v=XcBEwfnoloA>)

4.2.6 Website

The web site has been already developed after a consultation with the partners and include all partners' cooperation to develop the different text in sections (see Annex 1). It includes promotional materials, recent activities and achievements of the WA team:

<https://www.workingage.eu/project/>

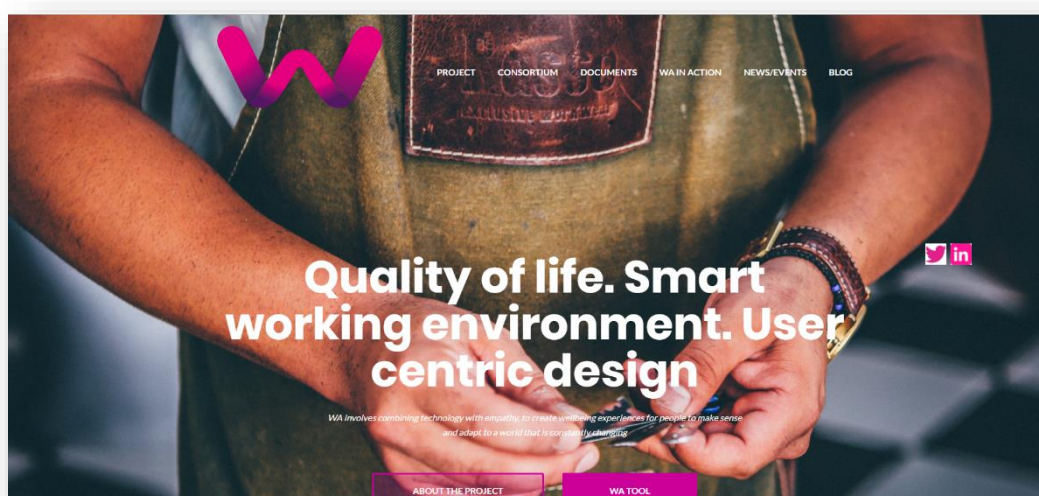


Figure 5. WorkingAge website: home.

Printing materials and Public deliverables are also accessible on the project website.

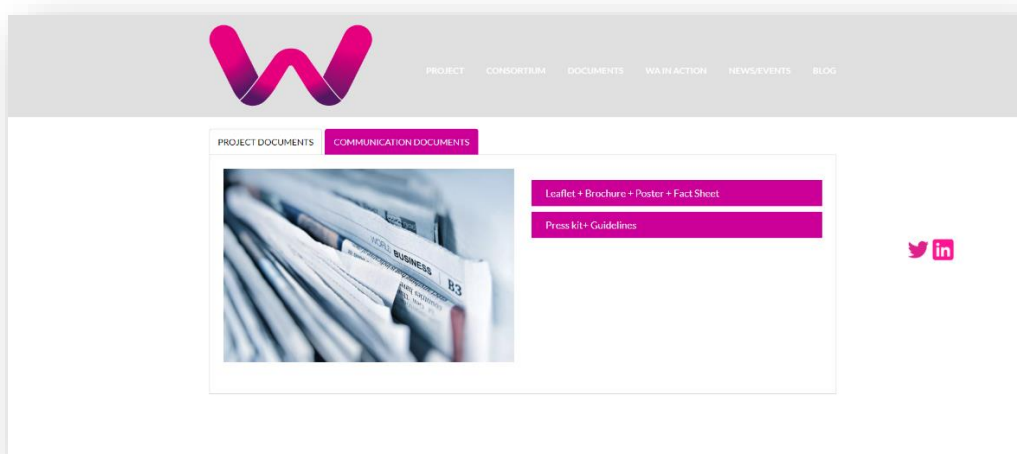


Figure 6. WorkingAge website: Documents – Communication Documents.

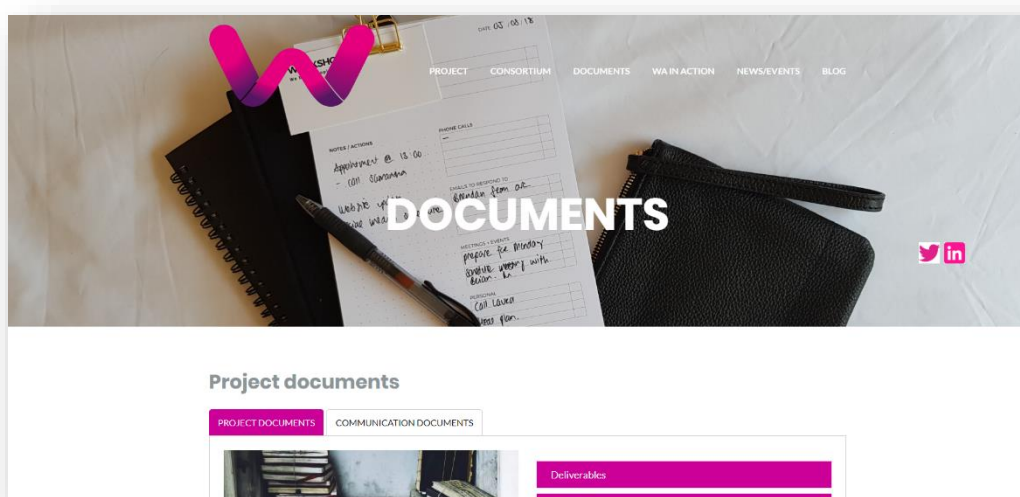


Figure 7. WorkingAge website: Documents – Project Documents.

All individual partners will be in charge of the content development following a scheduled table.

4.2.7 Social Media strategy

The social media are the most effective means to assure a viral dissemination of the WA project outcomes, to promote the WorkingAge brand and to broadcast the knowledge about WA in the network community.

The Twitter social media is chosen as the most professional and widespread social in scientific communities, public institutions, enterprises and general public.

The social media strategy includes the use of communication platforms such as Twitter, with at least one inclusion every two month:

https://twitter.com/Workingage_EU



Figure 8. WorkingAge twitter.

The LinkedIn group of WorkingAge was chosen as professional network because it allows to create a community of enterprises, researchers and institutions engaged with the focal topics of WA project.

A LinkedIn profile has been habilitated with the WA account. This will also create the opportunity to invite other experts related to the field and thus enable potential cooperation within the project:

<https://www.linkedin.com/in/workingage-eu/>

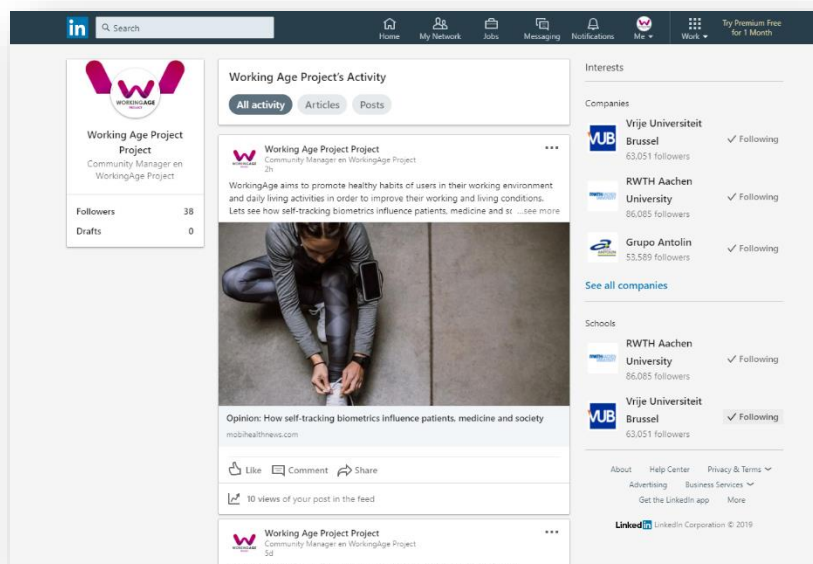


Figure 9. WorkingAge LinkedIn.

Partners are invited to share, (re)tweet and forward relevant information.

4.2.8 Workshops

Other important aspects within the Communication Plan are the dissemination events in the form of workshops, conferences and fairs involving researchers and stakeholders of the WA project.

Interdisciplinary nature among several professionals is also necessary and means adapting different ways of exchanging their knowledge and sharing their own experience. It is necessary to build up an eco-system in Europe that includes equipment providers, platform or network operators, content/app providers and end-user/final consumers and establish a good understanding of complex interactions between the actors of this eco-system. In WA project this will be achieved through **devoted workshops** to the different stakeholders within the project. Value chain actors include device makers, network operators, content and application providers, health, insurance companies and enterprises. Insufficient connection and communication amongst them hamper the creation of business value and market acceptance.

Networking sessions, conferences and workshops with potential users, Governmental entities, and Standard bodies will allow the exchange of scientific ideas and cooperation with other publicly funded (or EU- funded) and commercial initiatives. The consortium (and especially the exploitation coordinator) will monitor the appearance of any new projects on subjects related with WA. In addition, to encourage other project leaders to contact the consortium, even if their initiatives are not necessarily focused on the same objectives, but whose outcomes or research may contribute to further improvement of results.

A workshop to promote work flexibility and the relation with the WorkingAge Tool, in which all relevant stakeholders (SWE¹ 2, SWE 3, SWE 4) participate, will be developed.

Research and technology organisations in WA project will be the source for new state-of-the-art innovations which, in order to unleash their full potential in Europe, will share new knowledge with potential innovators through dedicated a **Workshop at the end of the project**. WA project foresees the involvement of all relevant actors in Europe that will be direct or indirect beneficiaries of the future WorkingAge Tool. During the research cycle, these organizations will be contacted in order to consider their viewpoint and actual state of art in standards and legal issues during the development of the solutions. They will also be invited to participate in this workshop at the end of the project once the possibilities of the system have been demonstrated to work on future steps.

At least, the following workshops should be developed:

¹ SWE: Smart Working Environment

- Workshops organized by ITCL, RWTH, BS, EENA to promote results among the Commercial stakeholders. The objective is to bring results closer to end users, feedback for further product development and improvement; to establish collaboration based on a research industrial-counselling to contribute to EU recommendations. (M30-M36).
- Workshops organized by EXO to promote new standards. WA will take advantage of standardization working groups on standard improvements and research targets. (M30-M36).
- Workshop organized by TMA, INTRAS, MUTUA. Participation in sessions / panel discussions organized by local policy makers on accessibility of the target group. Lobbying for Healthy Ageing community raising awareness of their needs for WA, increasing the social problems related safety; cooperation in further tests/projects.

The Advisory Board will be invited to attend to project workshops. In order to provide real value to the expertise of the advisory board their collaboration in certain reports or in the participation of Workshops will be demanded.

4.3 Cooperation with other EC-funded projects

As part of the dissemination plan, it is important to set up links with other European projects that have close affinity / synergy to the WA project and with other specific projects that consortium partners are engaged with that provide networking opportunities for dissemination and potential linkages for exploitation and knowledge sharing.

Projects carried out under European framework programs linked to the WA project have been studied considering all aspects of the project.

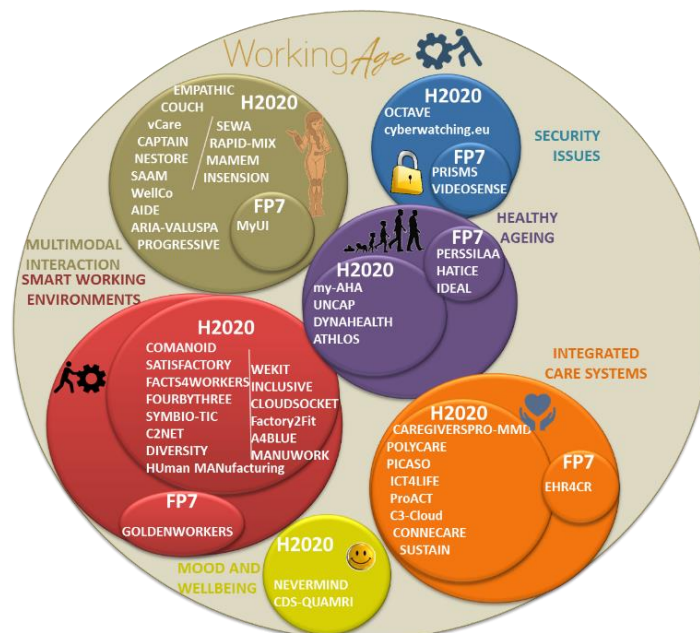


Figure 10. Linked research and innovation activities.

An in-depth study of the public deliverables of these projects along with communication with the project coordinators of the different projects should be done.

A report (D10.3) with critical analysis on the approaches, best practices and outcomes of these related projects will be undertaken in order to ensure that best practice can be replicated, that lessons are learnt from previous experiences, and that outputs can be presented in a consistent and complementary manner. Information will be collected on the approaches taken, innovative methods for successful and efficient collection of benchmark data, and most successful strategies used to generate material and quantifiable outcomes. Critical analysis on this information set will be undertaken to select the best practice learning which should be applied to the WA project. The report will be delivered in M6 and M36.

SCOPE	PROJECTS	SIMILARITIES	DIFFERENCE	COOPERATION
MULTI-MODAL INTERACTION	EMPATHIC, COUCH, vCare, CAPTAIN; NESTORE, SAAM, WellCo, AIDE, ARIAVALUSPA, SEWA; RAPID-MIX, MAMEM, INSENSION, PROGRESSIVE, (H2020); MyUI (FP7)	Innovative multimodal Interactions, physiological markers of emotional states, Augmented reality, rehabilitations user-centred approach.	WA will be focussed in the working ecosystem, being able to provide new tools to workers and employees on how to remain active longer in time.	Contact will be made for the starting point of WP3. POLIMI is part of (NESTORE) INTRAS is part of CAPTAIN
SMART WORKING ENVIRONMENT	WEKIT, INCLUSIVE, CLOUDSOCKET, Factory2Fit, A4BLUE, MANUWORK, COMANOID, SATISFACTORY, FACTS4WORKERS, FOURBYTHREE, SYMBIO-TIC, C2NET, DIVERSITY, HUMAN MANUFACTURING (H2020) GOLDENWORKER, EPAL (FP7)	Focus on the link between the workers and ICT developments in order to facilitate tasks.	WA will relate healthy activities in working/ living environment. Will focus on different working types, and consider psychosocial aspects.	Public deliverables will be studied to see possibilities of interacting and to facilitate the inclusion of existing system in the WA tool . RWTH is part of (INCLUSIVE, A4BLUE, WEKIT)
HEALTHY AGEING	my-AHA, UNCAP, DYNAHEALTH ATHLOS(H2020); PERSSILAA, HATICE; IDEAL (FP7)	Focus on Healthy Ageing in living environments.	WA will also consider the working environments.	Public deliverables will be studied to see possibilities of including existing smart home systems & tools in WorkingAge Tool
MOOD & WELLBEING	NEVERMIND, CDS-QUAMRI (H2020)	Consider the Psychological aspects of the actual Project.	Mood and wellbeing is only a small part of the WA proposal.	Study public deliverables and contact them to use existing knowledge.
SECURITY ISSUES	OCTAVE, cyberwatching.eu (H2020) PRISMS, VIDEOSENSE (FP7)	Consideration of privacy and security, trust and concern issues.	The WA project will consider them but will not be the focus of its research.	Considerations and Public deliverables will be use in the development of WP7
INTEGRATE ECARE SYSTEMS	CAREGIVERSPRO-MMD, POLYCARE, PICASO, ICT4LIFE, ProACT, C3-Cloud, CONNECARE, SUSTAIN (H2020) EHR4CR (FP7)	Consider the possibility of integrating care systems with the users.	WA link with this type of systems will provide the real Healthy ageing tool that the project is looking for.	Link with integrating care systems is one of the aims, possibilities of interaction and business models will be studied.

Table 5. Research and innovation activities linked with WA project.

The WorkingAge project is framed in the programmes “**H2020-EU.3.1.4.1. - Active ageing, independent and assisted living**” and “**H2020-EU.3.1.4.2. - Individual awareness and empowerment for self-management of health**”, within the topic “**SC1-DTH-03-2018 - Adaptive smart working and living environments supporting active and healthy ageing**”. A brief review of the approaches of other EC-funded_projects approved within this topic is presented below.

- **SEE FAR: Smart glasses for multifacEted visual loss mitigation and chronic disEase prevention indicator for healthier, saFer, and more productive worplAce foR ageing population**

See Far project aims to develop and validate a digitally enabled adaptive solution supporting ageing workforce with vision loss, an age-related condition, to remain actively involved in professional life, helping them to sustain and renew their work and personal life related skills and support independent active and healthy lifestyles. The See Far solution consists of two components: (i) See Far smart glasses where the display lenses are adapted to the needs of the users and optimize their view. In order this to be achieved a personalized visual assistant is developed capturing the condition of the eye, detecting the problem and provide the appropriate adjustment through the integration of augmented reality technologies. See Far smart glasses empower older adults to solve the most meaningful problems, transform how they design, build, maintain and collaborate in their organization, perceive the world conveniently and enjoy a safer exploration in an indoor/outdoor environment. (ii) See Far mobile application allowing monitoring of the central vision evolution and prediction of the risk for the presence of diseases (i.e. diabetes risk, cardiovascular risk). It will capture retinal images, through a digital direct ophthalmoscope attached in the smartphone, analyse the images (Image Analysis Component), and detect the type and the stage of vision impairment (Decision Support Component). The combination of the output of the See Far mobile application (indicator of the presence of a visual or not problem) with the output of the See Far smart glasses (type of daily visual issues the user has and his/her behaviour) will lead to the provision of suggestions, through augmented reality, to the user supporting independent active and healthy lifestyles. The suggestions will be adaptive to the profile of the user through the personalized visual recommendation service.

- **AgeingatWork: Smart, Personalized and Adaptive ICT Solutions for Active, Healthy and Productive Ageing with enhanced Workability**

Ageing@Work will develop a novel ICT-based, personalized system to support ageing workers (aged 50+) into designing fit-for-purpose work environments and managing flexibly their evolving needs. Advanced dynamically adapted virtual models of workers will incorporate

specificities in respect to skills, physical, cognitive and behavioural factors, being extended from the work context to personal life aspects interacting with workability, health and well-being. Virtual workplace models will encode characteristics of the workplace (factory, outdoor work site, home), at both physical and semantic, resource/process levels. On top of the models, computational intelligence will be responsible to (a) assess user specificities and needs i.r.t. work conditions, both in terms of ergonomics, health and safety issues and task assignments, and (b) perform personalized predictive simulations on workability, health and well-being. Recommendations will then be provided both to the worker and company (under strict privacy restrictions), on how the working conditions must adapt. The worker models will be populated by highly unobtrusive worker sensing, both at work, at home and on the move. To foster workability and productivity, highly personalized, intuitive, age-friendly productivity, co-design enhancement tools will be developed, including ones for AR/VR-based context-awareness and telepresence, lifelong learning and knowledge sharing. On top of these, a novel Ambient Virtual Coach (AVC) will encompass an empathic mirroring avatar for subtle notifications provision, an adaptive Visual Analytics – based personal dashboard, and a reward-based motivation system targeting positive and balanced worker behaviour at work and personal life, towards a novel paradigm of ambient support into workability and well-being. The integrated system will be developed by user-centered design and will be evaluated at two pilot sites, related to core Industry 4.0 processes of mining and machines production.

- **BIONIC: Personalised Body Sensor Networks with Built-In Intelligence for Real-Time Risk Assessment and Coaching of Ageing workers, in all types of working and living environments**

The overall project objective is to develop a holistic, unobtrusive, autonomous and privacy preserving platform for real-time risk alerting and continuous coaching, enabling the design of workplace interventions adapted to the needs and fitness levels of specific ageing workforce. Gamification strategies adapted to the needs and wishes of the elderly workers will ensure optimal engagement for prevention and self-management of musculoskeletal health in any working/living environment. The BIONIC concept will be a game changer in medical wearable technology integrating sensor modules in multi-purpose, configurable Body Sensor Networks (BSNs) introducing key enablers of user acceptance based on value, comfort, confidence and trust. BIONIC consists of a multidisciplinary team of researchers in the field of Wearable Electronics (IAW), Artificial Intelligence, Wearables for Health applications, and experts in Ergonomics and Anthropometry, Occupational Safety and Health, Data Analytics and System Security and Personal Data Protection. Results will be validated in real workplace environments by two prominent European Enterprises from the Construction and the Manufacturing sectors.

- **CO-ADAPT: Adaptive Environments and Conversational Agent Based approaches for Healthy Ageing and Work Ability**

Active ageing along with work ability frameworks contributed mostly to inform policies and development of research methods rather than concrete solutions such as technologies and applications. Ageing citizen face particular difficulties in remaining active if having reduced capabilities due to age-related conditions and challenges posed by knowledge digitalization, the accessibility of digital channels, digital interfaces and digital socialization. CO-ADAPT proposes a framework that provides principles for a two-way adaptation in support of ageing citizens. 1) Human Adaptation Support: CO-ADAPT empowers ageing citizen to adapt to changed conditions through a personalised Artificial Intelligence (AI) conversational agent providing comprehensive change support based on language and physiological analytics. 2) Work Systems Adaptations: CO-ADAPT defines three types of smart adaptations in work systems with different level of technology sophistication to age thresholds in smart shift scheduling tools, to individual capabilities considering cognitive workload in assembly stations, adaptations to work tasks in contextually recommending people, documents and applications for cognitive augmentation. The evaluation approach is focused on quantifying economical benefits in terms of improved work ability. It includes a comparative trial of the Human Adaptation Support, the personalised conversational agent application, in north and south Europe for investigating cultural applicability. The Work Systems Adaptations are trialled in real environments with an extensive pilot for the smart shift scheduling tools in Finland (N=20 000), and more focused trials with sophisticated prototypes for the assembly station adaptations in Italy and contextual entity recommender in Finland. The consortium includes comprehensively stakeholders and disciplines geared for a participatory design approach, compliance with ethical and data directives, and effective exploitation of results.

- **SmartWork: Smart Age-friendly Living and Working Environment**

The design and realization of age-friendly living and working environments is a huge challenge that we have just only started to address as the number of older citizens who are and want to continue being active members of society and live independently is constantly increasing. SmartWork builds a worker-centric AI system for work ability sustainability, integrating unobtrusive sensing and modelling of the worker state with a suite of novel services for context and worker-aware adaptive work support. The unobtrusive and pervasive monitoring of health, behaviour, cognitive and emotional status of the worker enables the functional and cognitive decline risk assessment. The holistic approach for work ability modelling captures the attitudes and abilities of the ageing worker and enables decision support for personalized interventions for maintenance/improvement of the work ability. The evolving work

requirements are translated into required abilities and capabilities, and the adaptive work environment supports the older office worker with optimized services for on-the-fly work flexibility coordination, seamless transfer of the work environment between different devices and different environments (home, office, on the move), and on-demand personalized training. The SmartWork services and modules also empower the employer with AI decision support tools for efficient task completion and work team optimization through flexible work practices. Optimization of team formation, driven by the semantic modelling of the work tasks, along with training needs prioritization at team level to identify unmet needs, allow employers to optimize tasks (e.g. needed resources), shifting focus on increased job satisfaction for increased productivity. Formal and informal careers are able to continuously monitor the overall health status and risks of the people they care for, thus providing full support to the older office worker for sustainable, active and healthy ageing.

- **sustAGE: Smart environments for person-centered sustainable work and well-being**

sustAGE aims to develop a person-centered solution for promoting the concept of "sustainable work" for EU industries.

The project provides a paradigm shift in human machine interaction, building upon seven strategic technology trends, IoT, Machine learning, micro-moments, temporal reasoning, recommender systems, data analytics and gamification to deliver a composite system integrated with the daily activities at work and outside, to support employers and ageing employees to jointly increase well-being, wellness at work and productivity. The manifold contribution focuses on the support of the employment and later retirement of older adults from work and the optimization of the workforce management. The sustAGE platform guides workers on work-related tasks, recommends personalized cognitive and physical training activities with emphasis on game and social aspects, delivers warnings regarding occupational risks and cares for their proper positioning in work tasks that will maximize team performance.

By combining a broad range of the innovation chain activities namely, technology R&D, demonstration, prototyping, pilots, and extensive validation, the project aims to explore how health and safety at work, continuous training and proper workforce management can prolongue older workers' competitiveness at work. The deployment of the proposed technologies in two critical industrial sectors and their extensive evaluation will lead to a ground-breaking contribution that will improve the performance and quality of life at work and beyond for many ageing adult workers.

Other EC-funded projects related to WA project which are also framed in the programmes "**H2020-EU.3.1.4.1. - Active ageing, independent and assisted living**" and "**H2020-EU.3.1.4.2. - Individual awareness and empowerment for self-management of health**", but in different topics are:

- **HOMES4LIFE: Certified smart and integrated living environments for ageing well.** Topic “SC1-HCC-01-2018 - Supporting investment in smart living environments for ageing well through certification”.
- **DigitalHealthEurope: Support to a Digital Health and Care Innovation initiative in the context of Digital Single Market strategy.** Topic “SC1-HCC-05-2018 - Support to a Digital Health and Care Innovation initiative in the context of Digital Single Market strategy”.
- **IDIH: International Digital Health Cooperation for Preventive, Integrated, Independent and Inclusive Living.** Topic “SC1-HCC-03-2018 - Support to further development of international cooperation in digital transformation of health and care”.
- **PIPPI: Platform for Innovation of Procurement and Procurement of Innovation.** Topic “SC1-HCC-04-2018 - Digital health and care services – support for strategy and (early) adoption”.

5 Plan and execution

WA dissemination is not limited to passive, a-posteriori awareness and acceptance. Instead, dissemination is inherently embedded in many WA activities, from requirements definition to final evaluation.

In particular, considering the relevance of end-users' awareness, acceptance and participation, specific lines of action – such as workshops, promotional and/or informative flyers, presence on local media and specific web sites – will target local stakeholders (governments, enterprises, users, etc.).

The active participation of the associations is an important step of our dissemination. The feedback coming from Final-users will be taken into account during the entire phase of the dissemination. These continuous interactions will promote, improve and optimize the project results. Dissemination is expected to actively support and promote the exploitation and future success of the WA project.

The starting point of the Dissemination/Communication Plan is planning all the specific lines of action in order to disseminate the project results. The first draft of this Plan should be launched in M5. This strategy should be updated until reaching a final document (D10.1).

According to the nature of each Partner, and the threats mentioned above, the dissemination approach is designed and tailored.

The strategies are implemented during the lifetime of WA and beyond with the commitment of all partners and should consist of three different Dissemination phases: for Awareness, for Understanding and for Action.

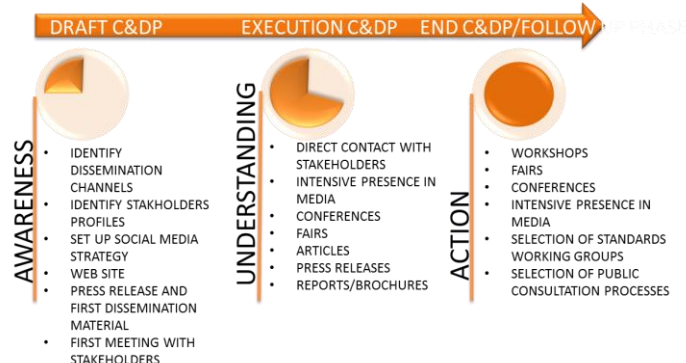


Figure 11. Dissemination phases.

5.1 First phase: Awareness

The objective of the first stage of the Dissemination and Communication Strategy is to raise awareness and to inform all target groups. This phase should be developed during M5 to M12.

At this step, corporate identity and materials are developed as promotional resources for stakeholders' communication of the project in a professional and engaging way. Usage of the corporate identity should be set out in the communications strategy, but is envisaged to be used in all external documents and presentations.

Additionally, a dissemination message for each group of interest within the Dissemination/Communication Plan is created. The identification and quantification with KPIs of the most useful dissemination activities to achieve an effective dissemination are defined and should be updated on a regular basis.

The corporate identity is composed of a project logo, a brochure, a leaflet, a poster, presentations, website and newsletters, as has been mentioned before. During this second phase, the main aspects are to identify the appropriate dissemination channels, to also identify the stakeholder profiles, to set up the dissemination strategy and the social media strategy and to organize the first meeting with the different target groups.

5.2 Second phase: Understanding

The objective of the second stage of the dissemination strategy is to engage all target groups. The execution of the Dissemination/Communication Plan should

be mainly developed during M12 to M24, without forgetting that the dissemination should take place throughout all lifetime of the WA project.

The dissemination should continue by sharing the project results and achievements with scientists, policy makers, manufacturers and final-users of the technologies and protocols developed. Insights from emerging educational trends and technologies should be leveraged to support the acquisition of new skills in an effective manner.

During this second phase, the main aspects are the direct contact with all the stakeholders identified and to have an intensive presence in media and social media, an active participation on conference, fairs, scientific publications, etc. So, learning material should be developed and provided to training targets during workshops, conferences, etc.

5.3 Third phase: Action

The objective of the last stage of the dissemination strategy is to promote all the WA project results. This third phase should be taken place during M24 to M36.

Project results are expected to influence different target groups, promoting future standardization and its inclusion in regulation standard groups and related policymaking initiatives.

In order to ensure maximum potential, several workshops should be held at the end of the WA project as well as participation in conferences. Fairs should also be considered to promote the products and the developed knowledge.

6 Measurement

6.1 Key performance indicators and project visibility

The dissemination and communication efforts to be conducted during the project are summarized in the next table.

TG	COMMUNICATION MEASURES	OBJECTIVES	M	KPI	EXPECTED
1,3,4	Scientific conferences /Articles devoted to	Scientific feedback; the project will profit from different	M1-M36	Participation in project events and seminars	20 participations in Conferences

	research on Healthy ageing, AI, Sensors, Simulation, VR, SG, Smart working environments, Safety & Health at work, etc.	types of audience; project demos / prototypes will be presented to a wide (scientific, commercial, non-profit, public institutions) audience to obtain feedback from the assistants.		Nbr of articles in Scientific Magazines	17 Articles
				Papers	8 Papers
1,3,4,5	Lectures, panel discussions with invited speakers (in the case of the workshops hosted by WA of the above mention	Scientific feedback, promoting the project and obtaining feedback to increase the interest of the project final results, seeking synergies with other solutions.	M1-M36	Integration of new Knowledge in master degrees	2 Collaborations with Master degrees.
1,2	Discussion forum (with web media) related to project final results (WA solution, KPI factors and possible malfunction detectors)	Exchange of ideas (inside and outside the project) in a less formal manner; Will profit from any feedback regarding work progress and, will initiate changes and implement them into the work process	M1-M36	Evidence of debates in the media	3 Debates.
2	Workshops organized by WA to Promote Results among the Commercial stakeholders	Bringing results closer to end users, feedback for further product development and improvement; establish collaboration based on a research industrial-counselling to contribute to EU recommendations	M30 - M36	Workshops organized in T10.5 by ITCL, RWTH, BS, EENA.	4 Workshops

2	Exploitation of results	Improved innovation capacity and knowledge integration. Innovative products. Strengthened competitiveness and growth of companies	M30 - M36	Nbr and turnover of research outcomes	Indicated in the business plan
				Participation in Fairs	8 Participations
4	Workshops organized by WA to Promote New standards	WA will profit from standardization working groups on standard improvements and research targets	M30 - M36	Workshops organized in T10.4 by EXO	1 Workshops
4	Participation in sessions / panel discussions organized by local political members on accessibility of the TG.	Lobbying for Healthy Ageing community signalling their needs for WA, increasing the social problems related safety; cooperation in further tests/projects.	Tba	Workshops organized in T10.5 by TMA, INTRAS; MUTUA	1 Workshops
5	Communication with project leaders of related projects	To develop synergies with other similar initiatives	M1-M36	Collaboration with other projects	Collaboration with 3 Projects
6	Communication with general public	In order to obtain information from the public and Improve public awareness of the project WA will use the WEB and the Press.	M3-M36	Website visits	2.000 visits
				Articles in Press	16 Press releases
				Feedback request in Media or Web.	300 persons
Partners	Discussion forum, an intranet chat tool (adobe, Skype, Project place) will enable immediate communication between the project members	Less formal exchange of ideas; WA will profit from any feedback regarding various aspects of the work progress and, if applicable, will initiate changes and implement them into the work process	M0-M36	Communication media established	Deliverable 10.1 submitted

Table 6. Key Performance Indicators (KPIs).

6.2 Monitoring procedure

The Dissemination and Communication Strategy will be regularly checked during the WA lifetime, because it includes activities that are in progress throughout the whole project development. Thus, a periodic evaluation of dissemination activities between WA partners will be carried out in order to monitor this crucial WP.

A monitoring table will be shared in order to collect all the dissemination and communication activities (a brief summary is showed).

PARTNER

I. DISSEMINATION PRESS RELEASE AND PUBLICATIONS

1. Press release				
Date	Your Organisation	Your Name or Authors name	Title	Short description of contents

2. Project newsletter (website, social media...)				
Date	Name of your organization	Your name	Title of the news letter	Language

3. Publications (Newspaper, Magazine, webmedia, etc.)				
Date	Your organization	Your name	Name and type* of the media channel	Title and author of the publications

4. Business publications

Date	Your organization	Your name	Name and type* of the media channel	Title and author of the publications

5. Scientific publications

Date	Your organization	Your name	Type* of scientific publication	Title and author of the publications

6. Other publications

Date	Your Organisation	Your Name	Type of publication	Title and author of the publications

II. DISSEMINATION ACTIVITIES

1. One-to-one Meeting

Date	Your Organisation	Name of the representor on the meeting	Contact data (phone no / email / other)	At which event / occasion?

2. Conference (participation)

Date	Your Organisation	Name of representative on the conference	Contact data (phone no / email / other)	Title of Conference

3. Presentation / Lightning talk

Date	Your Organisation	Name of the representative	At which Event? Please include link to announcement	Type of audience / stakeholder group(s) present

4. Workshop / Training

Date	Your Organisation	Name of the participant/s	Title of Workshop / Training	Organiser / Event

5. Hackathon / Datathon

Date	Your Organisation	Name of the participant	Topic / Theme / Purpose	Organiser

6. Round-table discussion

Date	Your Organisation	Name of the participant/s	Title of Round-table discussion	Organiser

--	--	--	--	--

7. Online Discussion

Date	Your Organisation	Your Name	Name of the online media channel	Short description of contents

8. Webinar

Date	Your Organisation	Your Name	Title of webinar	Short description of contents

9. Press conferences (with media)

Date	Your Organisation	Your Name	Reason for the press conference	Number of media invited

10. OTHER (Manual / Tutorial / Screencast / Handbook/ ...)

Date	Your Organisation	Your Name	Type of activity	Title

III. NETWORKING WITH OTHER PROJECTS

Date	Your Organisation	Your Name	Name of the project	Website

IV: OTHER ACTIONS WITH THE TARGET GROUPS

Date	Objectives	# of attendees (approx.)

Table 7. Monitoring of Dissemination and Communication activities.

6.3 Impact assessment

To evaluate the impact of the dissemination and communication activities a set of key performance indicators, which have been listed before, would be used to monitor to what extent targeted end-users are reached through the different communication channels.

This evaluation should be made in two terms, a quantitative and a qualitative assessment. So that, the complete impact evaluation of the dissemination and communication activities should be realized.

The following indicators are updated periodically:

- Reviewed articles: Number of published; Number of submitted; Number of citations.
- Scientific conference papers: Numbers of presented.
- Reports and Working papers: Number of published.
- Internal and external training, e.g. local seminars and other activities organized by WA project: Number of end-user participation.
- Web page: Number of hits per month.
- Media appearances: Number of.
- Cooperation and networking with other relevant research projects: Number of joint activities and/or participation in other projects activities.
- WA publications
- Presence at workshops, open seminars, conferences, and other arenas for interaction: Number of.

Each partner should updated their indicators listed above to the community manager. In addition, evidence of translation of research findings into policy or practice, and evaluations of participation in and feedback from events, will be reported.

7 Communication policy

7.1 Confidentiality policy

Within the Dissemination and Communication Plan, it is necessary to define the dissemination level of all the deliverables of WA project. The character of the documents can be: Public or Confidential.

The Confidential Deliverables, and also, the internal/external communication should comply the confidentiality rules of the H2020 Programme (article 36).

ARTICLE 36 — CONFIDENTIALITY²

36.1 General obligation to maintain confidentiality

During implementation of the action and for four years after the end of the project, the parties must keep confidential any data, documents or other material (in any form) that is identified as confidential at the time it is disclosed ('confidential information').

If a beneficiary requested it, the Agency may agree to keep such information confidential for an additional period beyond the initial four years.

If information has been identified as confidential only orally, it will be considered to be confidential only if this is confirmed in writing within 15 days of the oral disclosure.

Unless otherwise agreed between the parties, they may use confidential information only to implement the Agreement.

The beneficiaries may disclose confidential information to their personnel or third parties involved in the action only if they:

- (a) need to know to implement the Agreement and
- (b) are bound by an obligation of confidentiality.

The Agency may disclose confidential information to its staff, other EU institutions and bodies. It may disclose confidential information to third parties, if:

- (a) this is necessary to implement the Agreement or safeguard the EU's financial interests and
- (b) the recipients of the information are bound by an obligation of confidentiality.

² H2020 Programme AGA – Annotated Model Grant Agreement Version 5.1 6
December 2018

Under the conditions set out in Article 4 of the Rules for Participation Regulation No 1290/2013, the Commission must moreover make available information on the results to other EU institutions, bodies, offices or agencies as well as Member States or associated countries.

The confidentiality obligations no longer apply if:

- (a) the disclosing party agrees to release the other party;
- (b) the information was already known by the recipient or is given to him without obligation of confidentiality by a third party that was not bound by any obligation of confidentiality;
- (c) the recipient proves that the information was developed without the use of confidential information;
- (d) the information becomes generally and publicly available, without breaching any confidentiality obligation, or
- (e) the disclosure of the information is required by EU or national law.

7.2 Commitments

Partner's commitments regarding internal communication and internal dissemination are deployed to guarantee an adequate internal communication and an effective dissemination of WA projects results.

- Well defined internal communication aims to increase the efficiency of the work of all partners and increase the understanding of the consortium members on the mutual goals of the project whilst decreasing the unintentional duplication of work causing inefficient use of resources. The Coordinator will hold the main responsibility for internal information delivery inside the project between partners and WPs.
- Well defined internal information delivery will ensure that all WPs and partners are well aware of the project proceeding and other central information that will ensure WA project achieves its set goals.
- Unless it goes against their legitimate interests, each partner must disseminate their results as soon as possible by disclosing them to the public by appropriate means, including in scientific publications or conferences. This does not change the obligation to protect results, confidentiality obligations, security obligations or the obligation to protect personal data.
- All partners must comply all the terms of the Grant Agreement and Consortium Agreement, especially all related with communication, dissemination and confidentiality aspects and the rules of the confidentiality policy of the H2020 Programme.

- To share the project progress with the scientific community, the WA consortium will draft articles, papers and other contributions for the technical literature, dedicated journals, congress... Such contributions should be communicated to the rest of the partners of the consortium, in order to be informed about the results that have been spread.

8 Conclusions

This Dissemination/Communication Plan provides the WA project with a solid framework around which to begin disseminating project activities, outcomes and results. The WA consortium will use this as an initial strategy, but this strategy will be reviewed, revised and updated according to the evaluation results on the success of the dissemination activities. This is to guarantee effective information sharing to the key stakeholders and key audience and their involvement to the WA project, also to ensure short and long term success of the project.

The Dissemination/Communication Plan describes in detail the dissemination strategy: objectives, communication team and target groups identified.

This document also defines the ways to spread WorkingAge's results, involve key focus areas and messages, communication and dissemination channels, materials and the Digital Strategy. A complete description of the aims of cooperation with other EC-funded projects and a brief summary of these projects are included.

Besides, the WorkingAge communication and execution plan, as well as, their phases are outlined in the deliverable. Other important aspect enclosed to the plan is how to measure and assess the communication, dissemination and impact of the WA project.

Finally, some communication and confidentiality policies regarding the internal communication and the commitments regarding the communication strategy are provided.

All project partners are involved with dissemination tasks. This guarantees that information on each project milestone result is well disseminated. The main dissemination objective is to widely spread the project's goals and results and to reach the variety of target groups according to the project's scope. Clearly planned division of external and internal dissemination responsibilities and assigned staff to conduct the work ensure the success in the dissemination activities and the whole project.

ANNEX 1: WEB PAGE



WORKING**AGE**

Smart Working Environments for All Ages

WEB page



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 826232

The content of this deliverable does not reflect the official opinion of the European Union. Responsibility for the information and views expressed therein lies entirely with the author(s)

WEB page

MS10 – Agreement on the Dissemination/Communication plan

Project number:	826232
Project acronym:	WorkingAge
Project title:	Smart Working Environments for All Ages
Author(s):	INTRAS Foundation
Partners contributed:	
Delivery date:	31/05/2019
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Remarks:	
Status:	<input type="checkbox"/> PU (Public) <input type="checkbox"/> PP Restricted to other programme participants (including the Commission Services) <input type="checkbox"/> Restricted to a group specified by the consortium (including the Commission Services) (please specify the group) <input type="checkbox"/> Confidential, only for members of the consortium (including the Commission Services)

DOCUMENT REVISION LOG

VERSION	REVISION	DATE	DESCRIPTION	AUTHOR
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4	1		Full text approved	All partners

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1. INTRODUCTION

1.1 How the project goal will be promoted by the web site?

The main goal of the WorkingAge (WA) project is to develop an **assistive system**, capable of interacting naturally with ageing users by making use of state-of-the-art approaches on Human-Computer Interaction, Behavioural Analysis and Machine Learning. It will bring a “Working” solution that will learn user behaviour, health data and preferences by employing biometric and visual sensors, interacting naturally by using a novel speech and AR (Augmented Reality)-based system. This innovative system will **provide older adults with assistance in their everyday working routine** in the form of reminders, risks avoidance and recommendations. In this way, WA **will create a sustainable and scalable product** that will empower users and ease their lives by attenuating the impact of ageing in their working environments considering all aspects of health and well-being.

The WA project **aims at** making a step forward in technology for new working environment possibilities. **The project's objectives** have been structured in different fields as follows, and their communication should be ensured through the website:

QUALITY OF LIFE

First of all, it will be necessary to make an effort on the creation of a database of demographic, health, sociology, psychological conditions and its relation with the working environment (QL1) and a database of risks and challenges at different working settings and environments considering ageing parameters (QL2). The focus will be mainly put on the definition of causes for long-term stress and workload of employees and its impact on sickness and rest periods (QL3). Finally, that will result in the creation of a set of rules that enable adaptation of the changing status of the workers Aged >50 to their working/living environment (QL4) supporting this adaptation with the creation of a set of tips and alerts that will increase support of independent living for elder people to improve and maintain their independence, work, functional capacity, health status as well as preserving their physical, cognitive, psychological and social well-being (QL5)

DIGITALLY ENABLED ADAPTIVE SERVICES AND SOLUTIONS

The solution goes through the creation of five innovative algorithms (Gesture, Face, Eyes, Voice, Neurometrics) for evaluation of stress and strain (DEASS1), infer other user's emotional state using (Neurometrics, gesture, voice, and other wearable) (DEASS2) and determine for a set of Four HCI technologies (gesture

recognition, speech recognition, eye tracking, Augmented/Virtual Reality), a set of Four relevant interactive mechanisms, considering user centred design (DEASS3) Finally, to develop an integrated system with other health, social and working parameters for distributed service (DEASS4) and an indoor/outdoor location service and its connection with emergency services (e.g., the 112) to provide health support, and tag information with geolocation data, using Galileo and WiFi (DEASS5)

SMART WORKING ENVIRONMENT

The creation of a Smart working environment will be possible by developing an extended and iterative interactive Software Design Methodology to incorporate the measurement of user psychological/emotional/health state towards applications for the Occupational health supervision and maintenances for workers in everyday life and professional tasks (SWE1). That will make possible the development of a New application for companies (both conventional entrepreneurs and collaborative work platforms) to demonstrate that work is carried out respecting basic health and safety conditions (demonstrating that there is no social dumping). Hopefully, this tool will promote the hiring of seniors considering aspects of recruitment and talent loyalty (SWE2). It will be crucial to create a system that considers relevant ethical and security issues (SEW3) This will make possible the creation of a Self-Management Occupational Safety and Health Supervision System (SMOSHS System) that will enable to identify risks for safety and health, collect a history of risk exposures and monitor various individuals' health status, detect early symptoms to adjust exposures to risks, self-management of health (healthy habits, maintenance of health, etc.) (SWE4) Finally, the effort will go on the direction of the integration of the SMOSHS System into a Tool for integrated health and safety (WorkingAge Tool) to be used for workers and organisations (SWE5).

USER CENTRIC DESIGN

To be able to design this solution with a user centric design paradigm, the integration of the system will be proven in working environments in three different countries (UCD1), validating the system created in by providing health supervision and alerts for the target populations in Spain, Greece and France (UCD2). This will be possible by assessing the improvement of the working environment, health status, independence, functional capacity, physical, cognitive, psychological and social well-being of 90 users aged >50 through long term tests (one-year duration) considering gender aspects (UCD3).

OTHERS

The first objective (O1) lies in the development and delivery of four new software licences for new interaction platforms (Gesture based; Voice based; Gaze based, Image based) as well as in the definition of business models and

commercialisation opportunities, providing cost-effective sustainable solutions with positive net present value (NPVs), thereby encouraging new investments in the field of age-related health problems and contributing to European ICT industry competitiveness (O2). Evidence of return on investment will be gathered both for the Public and Private sectors and in terms of societal benefits provided by these new working environments (O3). Finally, the solution will be shown through different dissemination events in the form of workshops, conferences and fairs involving researchers and stakeholders (O4).

1.2 The objectives of the project website

In order to communicate the project to the society, the dissemination and communication channels have been selected under the criteria of effectiveness in reaching the target groups, the possibility of adapting the information and efficiency in resources.

A website is included within the dissemination channels. However, to develop the website is not a task just for the WP leader; WA partners should be actively involved in the development of the website and take a strong commitment to helping to create, maintain and update the web activity, as well as support the dissemination of results. As the project states, **partners will collaborate in consulting, writing and editing articles for the project website as well as providing videos of live demos during their participation in events, especially writing dissemination entries for the webpage, related with the main activities in which each partner participates.** All actions and commitments will be integrated into the Communication and Dissemination Plan. This plan will be updated and complemented with any relevant actions or information that the exploitation coordinator considers essential.

Additionally, the website will be used to present any promotional materials, recent activities and achievements of the WA team.

The WA website will be created by the in-house web development team of INTRAS. The functionality will be elaborated together with the consortium. The main idea is that, besides a 'plain' information function, the website should have additional functionality to support outreach and learning purposes of the capacity building programme.

To ensure this participation a survey has been launched to raise awareness over the webpage construction and allow all the project's partners to contribute with their ideas (see results in Annex 2)

The WA web survey

The idea of that survey was to offer a view of different sections taken from the analysed web pages, to offer partners the idea of reflection on the level of importance to be on the web, as this will have an impact on the content showed and the image of the project on the Internet.

According to the project, "together with the consortium the [web] functionality will have elaborated. Besides a 'plain' information function the website will have additional functionality to support outreach and learning purposes of the capacity building programme". For this reason, partners were requested to fill this questionnaire in order to reflect on the main sections and contents of the web page, and share their ideas/suggestions. 52 items were shown for this reflection.

16 people have responded, although one of them stress out is was in the mane of three other components of the team. Additionally, we have responses from 9 partners of a total of 12.

When asked to mention one or two H2020 project's web pages which they consider as good practices of web sites, partners gave the following examples:

- 1) <http://www.stressproject.eu>
- 2) <http://www.flamingognss.com>
- 3) <http://www.fosterits.eu>
- 4) <https://www.simpatico-project.eu>
- 5) <http://smile-h2020.eu/smile>
- 6) <http://www.fp7-emergent.eu>

And two other examples have been given to illustrate some of the practices to be careful with:

- 1) <http://www.elastic-h2020.eu>: There are a lot of tabs which helps to structure the information but which is also less appealing than a blog-like website containing everything on a single page.
- 2) <http://www.spacehatch.eu>: This is a mix of a website, a blog and an online tool. The information is lost in the volume of data and the highly sophisticated structure.

The main contributions from partners were done in the section "**Other sections/Comments**". Through collection of the partner's ideas on the content of the website, we decided to have the following elements:

- **Main section.** A partner suggested to "*add the latest tweets*" here, and "*the logos of the consortium, that should be here (essential)*". One partner

also highlighted the idea that “General Data Protection Regulation shall also be mentioned on the main page (mandatory).” Another partner suggested to “place the “latest tweets” into the News/Blog section. The main section should be used to lure the site visitors and give them a general idea of what the project is about, without entering into technical details. A generic vision of the project could constitute the introductory paragraph. I agree with just the logos of the consortium linking to the website of each partner. I wouldn’t mind about highlighting the project’s GDPR compliance in the main section, although it is not very common.”

- **Project section.** A partner highlighted the idea that the “Project Overview section should contain a brief description of the project and high-level graphical diagrams”, and the “Ambition like category shall refer to the missions, excellence and societal and health challenges”. Finally, “the structure shall be appealing and as light as possible.”
- **Consortium section.** One partner included the idea that “the consortium logos shall be present in the main page” In addition, “another section containing a point of contact and information on each member of the consortium is needed”. Thus the consortium should be visible in the main page and in a consortium section, with extended information.
- **Documents section.** We received several comments. Of course, “public deliverables can only be included after the EC has approved them, or if we include in the front page that it is a draft not yet approved by the EC”. There were some doubts about what Guidelines were for. Actually, Guidelines pretend to be for Partners about how to use the printed materials, logos, etc. but a partner suggests that it will be ideal to have some Guidelines for the press. Another partner point at there are “too many much elements in this section, and that only one element must be kept between leaflet, brochure, press kit and fact sheet”. As there is recorded in the GA, what can be done is to get them all in a secondary place, not in the main section, but hide just for those interested, such as partners. This partner also added that “Scientific papers are useful only if they do promote the project.” Finally, other partner suggested to have in this section: “Availability of public deliverables for download, abstract of restricted deliverables, presentations at events, planned participation at events.” As suggested by EXUS, “Each partner can be responsible for uploading something on a certain week of the year (preferably on a pre-decided format(s))”
- **WA Tool section.** A partner highlighted the idea of the section “How does it work? is Essential, the video a nice-to-have.”, while another partner believed that ““Demos” are not understood here”. And they wonder if ““Tool” is the appropriate term to refer to the WA Module.” Additionally, from this partner’s point of view, “small paragraphs shall be created to present the different modules at stake, potential gathered by category of outputs.” And finished suggesting that “an independent paragraph shall be dedicated to present the final module gathering and treating all the information.” EXUS proposed to use “WA in action” as a section title and suggest to include all technical details there.

- News/Blog's section.** One partner proposed "not to use Facebook"³, as "Twitter and LinkedIn are sufficient". Some partners have expressed their concerns about Facebook as "Facebook has security issues, a damaged name and is more and more for private use, not professional.", Also, "Twitter can function as "News" items". And added that "care should be taken with sections that depend on active contributions from partners (news, blog, calendar, photos, press releases...) as it will be difficult enough to have them use Twitter alone." Since Facebook use is in the proposal, this point needs to be discussed. On the other hand, another partner expressed his/her concerns about the feed of the new section: "This section is only relevant if there are actual news regularly pushed." He/she highlighted the fact that "event and calendar are similar", and finally, expressed a warning about Photo Gallery as "must be carefully managed due to GDPR constraints." EXUS suggested to divide it between "'news" where some tweets or SM brief comments can appear and "deliverables/dissemination" where paragraphs with pictures of news related to deliverables, demos or conferences (in the form of short paragraphs with pictures) can be uploaded by corresponding partners."

Partners did not miss any other section on the web page, apart for the ones shown in the consultation.

One partner suggested "the proposed structure is way too heavy". Maybe it was not clear that the sections proposed were a wide possibility of sections that could be on the web, not the final web architecture. Also, this partner observed that there were "Proposed content within the sections contain overlapping terms that need to be merged." Finally, "to simplify the structure of the website, we propose a limited number of pages or a unique one such as in Flamingo and Foster ITS websites (WordPress like websites)", as "this approach will ease the use of the website and support more effectively the project promotion."

Additionally, Telespazio sent some considerations through email that we want to reflect here.

For clarity reasons, they "think that each section of the website should contain a limited amount of information, in order not to lose the reader". They also made the suggestion of including "a paragraph on GDPR" in Ethical considerations section. They suggested also to add the role of each partner in the project in the description of the partnership.

³ Pew (2013) reports 87 percent of Americans are online, which means 13 percent are not. Of those 87 percent online, 26 percent don't use social media. Depending on who audience you want to reach, there is no warranty to reach them. Additionally, if we want to include social media in WA communications plan, should be as part of an integrated marketing plan. That means to connect social media with all types of promotional campaigns online and offline. Marketing services are not for free, and there is no proof to be the most adequate tool for dissemination purposes, to get a maximum of a hypothetical investment on it. Finally, the project's reputation could be damaged if not correctly monitored.

They propose to change the name “WA tool’s section” for “Product”, and to talk about WA modules or equipment instead of tools.” Also, “A subsection should present the product regrouping the different modules”. To leave “the “Document section” (or resources) with a limited number of types of documents, such as Leaflet, brochure, press kit, fact sheet and scientific paper related to the project.”. The News section has to be carefully watched to “maintain the section by adding fresh content periodically.”

Finally, the analysis of the good examples of H2020 websites given and the partners’ answers to the questionnaire, had provided us a complete perspective of what an optimal website could be for the WA project, according to the evidence and partners perspective.

Elements of the web

The content development will be coordinated by the dissemination manager and will be delivered by all individual partners based on the strategy developed in the Communication and Dissemination Plan.

Printing materials and Public deliverables will also be made accessible on the project website. The website should be launched in M4 of the project. The web maintenance beyond the project execution will be carried out by INTRAS, and the website will remain online for 3 years.

The web will be created in English although some publications may be in the original language of the participating partner. It will take a user-centred design approach to ensure that it fulfils stakeholders’ needs and is engaging.

In order to obtain information from the public and improve public awareness of the project WA will use the WEB and the Press.

A web project document repository will be made available.

Main goals of the website

- i) Monitor project activities and their progress.
- ii) Store basic, concise and well-structured information about the project and its activities, to understand the key aspects of the project.
- iii) Present the promotional materials, recent activities and results of the WA team.
- iv) Promote the project mission and offer several communication channels on platforms such as Facebook, Twitter and LinkedIn.
- v) Host the newsletter that will be made periodically.

Careful considerations will be given to accessibility and gender-sensitive aspects of the whole website, including the images that will be selected for usage on the website, diversifying the gender and ethical backgrounds of profiles depicted on the website. It will have a user-centred design approach to ensure that it meets the needs of stakeholders and is attractive.

Targets groups

WorkingAge website will target the readership of:

- **G1: Academia, scientific/ research organisation.** In fields such as Silver Economy, Healthy Ageing, Smart manufacturing, Assisted living, Social Science, Cybersecurity, Psychology, ICT and Data Science.
- **G2: Commercial players and investors.** Commercial players are expected in fields of Media, voice and gesture recognition, Neurometrics, Eye recognition, Robotics, data management, Apps developers, Training Centres, Manufacturers of telephones, mobiles, tablets, smartwatches, virtual glasses, R&D Dept. of Medical Universities, Insurance companies etc...
- **G3: Final Users.** Workers and companies.
- **G4: International, European, national and local associations Policy makers, Standards associations.** Related with related with Action Group C2 of the EIP- Active Healthy Ageing, JPIa healthy diet for a Healthy live(HDHL), Ambient Assisted Living Joint Programme, EU Joint Programme – Neurodegenerative Disease Research (JPND,) JPI More years' better lives (MYBL), Directorate General for Employment, Social Affairs and Inclusion: Relevant social platforms and ETPs, such as AGE Platform Europe (a.i.s.b.l.), AALIANCE Network or Assisted Living Innovation Platform (ALIP) to assure that the project results receive an EU-wide visibility. Learning networks, for inter-regional collaboration such as EUREGHA, ERRIN, AER, ENSA and CORAL. Digital Innovation Hubs will be considered.
- **G5: European Union institutions.** European Commission, European Parliament, as a response to the legal acts and recommendations referring to the actions to be taken in order to perform the WA Project.
- **G6: General audience.** General public awareness of the effort the EU is doing regarding research and development and interested in new opportunities for European Enterprises.

1.3 Key elements of the website

Communication is a process in which information is exchanged between different parts via a common system of symbols, signs, or behaviours⁴.

⁴ Fiske, J. (1990). Introduction to Communication Studies, London and New York.

A precise definition of “communication” and “dissemination” based on the terminology of the European Commission⁵ will help us to avoid any misinterpretations likely to create barriers to a productive C & D activity from now on.

- i) Communication is *“a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange”*. It is noted from the same source that it is necessary to reach society as a whole and demonstrate how EU funding contributes to addressing social challenges;
- ii) While dissemination *“means to make the results of a project public by any appropriate means other than protecting or exploiting them, e.g. scientific publications”*. In this sense, the transfer of knowledge and results is addressed to people who can make the best use of it, while maximising the impact of research, allowing more extensive spreading of results than initially planned.

The website aims to target a wide audience, both the wider public and a more technical/expert field of health professionals and IT companies and researchers. The content will evolve according to the content and project progresses. For example, the news section may evolve according to the type of news that is provided, or the results are presented in a clearer way as they are introduced on the website.

The web will be designed to be engaging, exciting and not ‘the usual’ research project website which tends to be ignored by the general public. Attractive pictures, clear messages and figures, interesting articles related to news, events, etc. will be displayed. Public deliverables, scientific papers, a regular summary of activities, will be also included.

The URL link to WorkingAge website will be <http://www.workignage.eu/>

Key elements of WorkingAge’s website will be:

- Information about the projects and their objectives;
- Information about project partners and advisory partners;

⁵ European Commission. (n.d.). Research & Innovation - Participant Portal. Retrieved April,17 2018 from http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html.

- Presentation of the project results, news, and events participated in;
- Presentation of Pilots experiences in 3 European regions;
- Upload publications, promotional and informative material (newsletter, brochure, poster) and other material.
- Disseminate the ethical approach;

The website will also include:

- All project deliverables and other relevant documents produced by project;
- Information on dissemination activities to provide visitors with insight project activities and progress;
- Direct access to social networks to encourage and enable visitors to easily interact with the project;
- Links to other related websites to enable visitors to learn more about the project and its environment.

The WorkingAge website will be the most important channel of the dissemination and communication process contributing to the enhancement of the interest of external stakeholders in the thematic of the project.

Its development began in M3 and we will use WordPress (version xxx) which is an open-source Content Management System (CMS) based on PHP and MySQL. During its development, special attention will be paid to making the SMILE website as smartphone/tablet-friendly as possible to create a pleasing mobile web experience to the user while staying aligned with the project identity.

2. Technical requirements

2.1 Accessibility and security

2.1.1 Accessibility

Web accessibility aims at enabling all users to have equal access to information and functionalities on the web.

According to the UN Convention on the Rights of Persons with Disabilities, persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others. In this sense, Web accessibility means that people with all abilities and disabilities can perceive, understand, navigate, and interact with the Web.

Internet users can experience problems when using the web because of different kinds of disabilities, functional limitations, environmental factors or technical matters. They can be persons with disabilities (visual, auditory, physical or cognitive), but also older persons with low literacy, others technology-related limitations or incompatibility such as browsers, platforms, devices, mobile web as well as environmental factors: place, illumination, noise or slow internet connection.

Persons with disability in Europe are a significant group; 10% to 15% of the total population of 50 to 75 million people in EU27. Additionally, there is a strong correlation between disability and ageing, and numbers increase with the demographic change that can be measured worldwide. ⁶

As a public service, EUROPA is addressed to all citizens of the European Union. It is important to ensure that it is accessible to all audiences and complies with the standards for accessible web design.

To ensure de accessibility the web page will be accomplished with the Web Content Accessibility Guidelines (WCAG) 2.0 (W3C Recommendation 11 December 2008) (www.w3.org). Within this guidelines, we will aim at accessibility level "AA". In this sense, including "breadcrumbs" should be very useful. Actually, it is an AAA-level criterion, but it is widely recognized as very useful. Accordingly, we will try to use this trail, if the technical requirements are acceptable by the web developers.

2.1.2 Security

Anytime a viewer raises the webpage, a banner with Confidential Policy will be displayed:

WorkingAge website uses carefully selected cookies for web analytics purposes. For more information, read our Privacy and Cookies Policy Privacy Preferences

Agree

3. Website sections

3.1 Website architecture

To better understand the website architecture of an H2020 project and gather information from all the project's partners, we analyse deeply the architecture

⁶ Source: Labour Force Survey (European Commission-Eurostat, 2002)

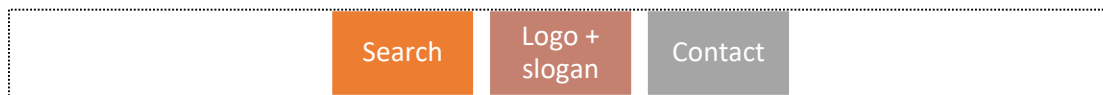
of the pages (captain-eu.org, frailsafe-project.eu and ghost-iot.eu) in order to get good practices and understand how the different sections are distributed (See Annex 1)

Finally, the website architecture proposal will take into account the four main areas in a web page:

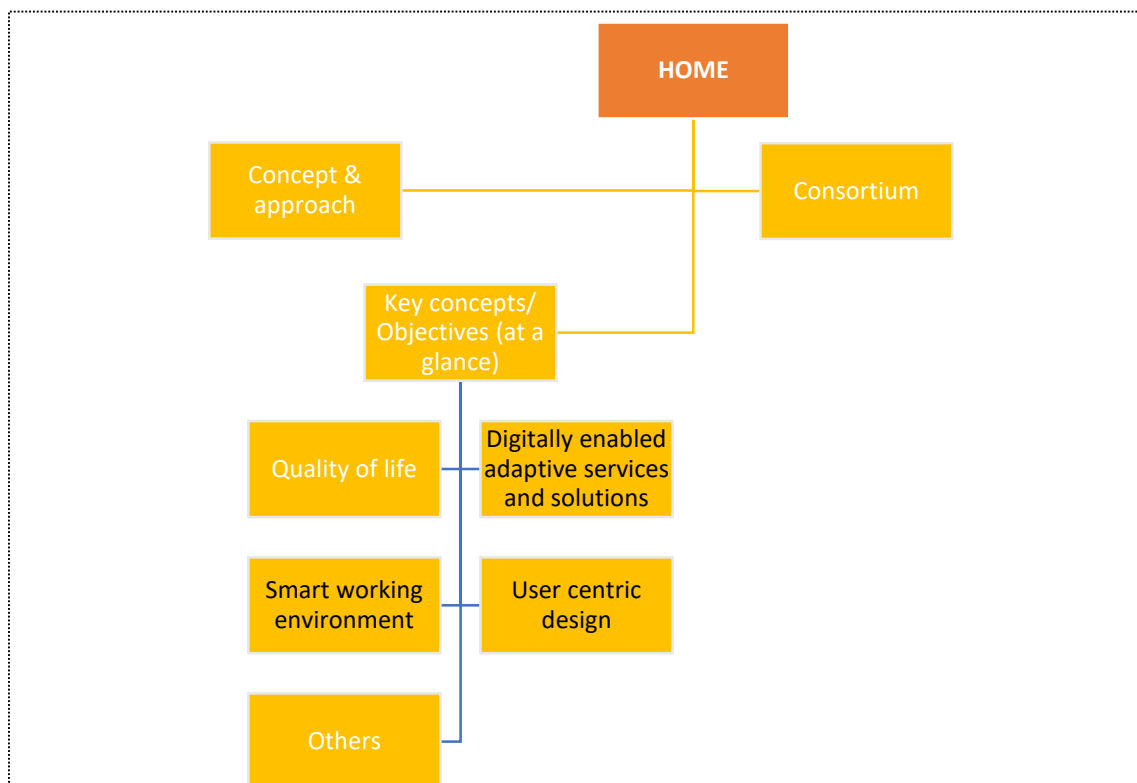
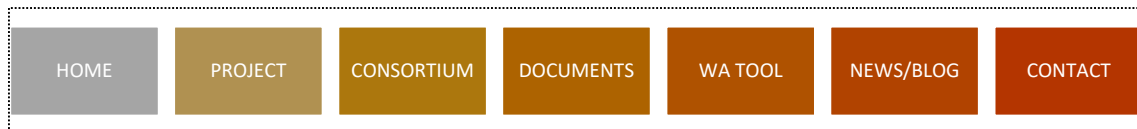
- Header
- Navigation
- Footer
- Site map

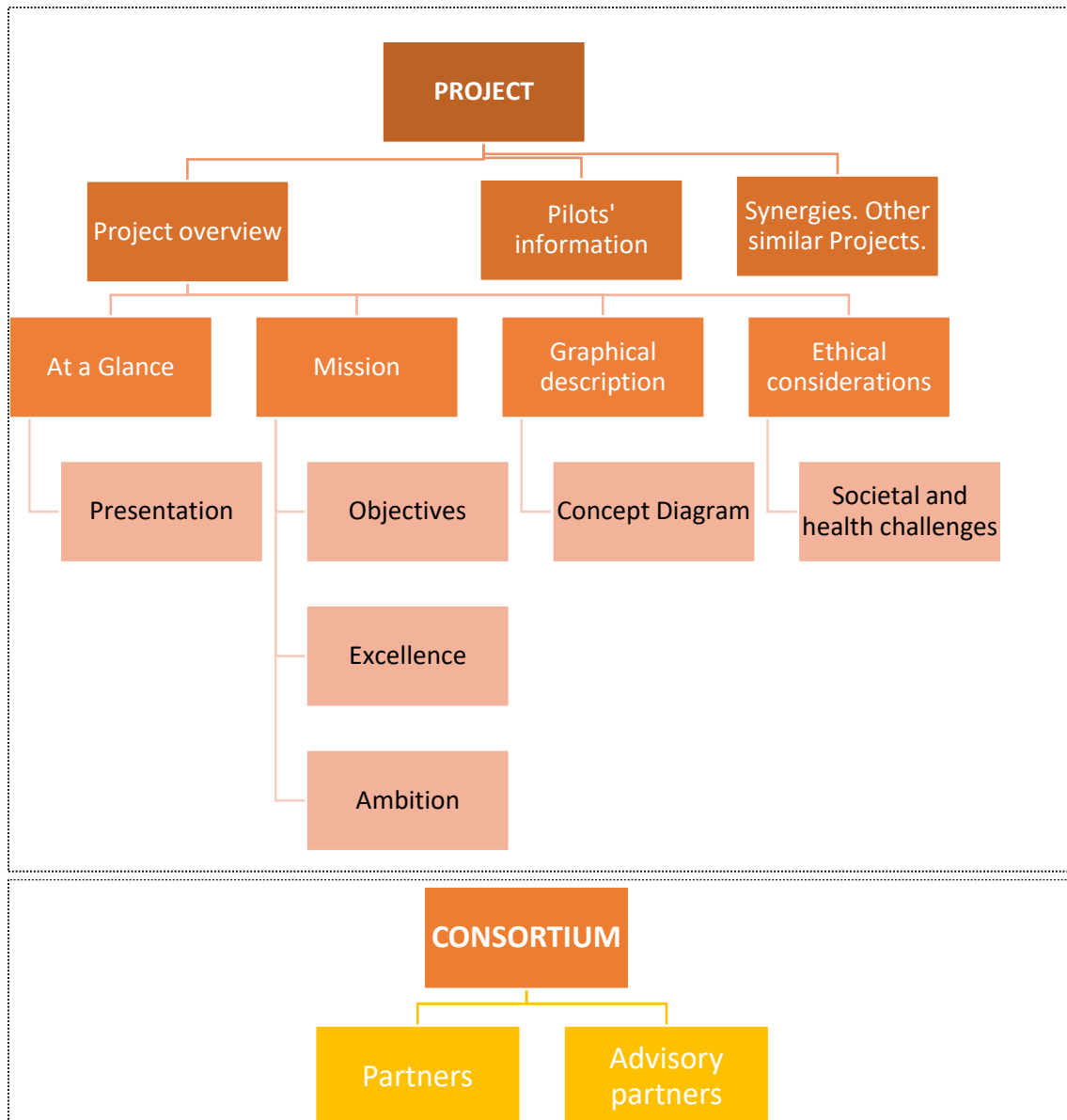
To continue, we will show the main sections:

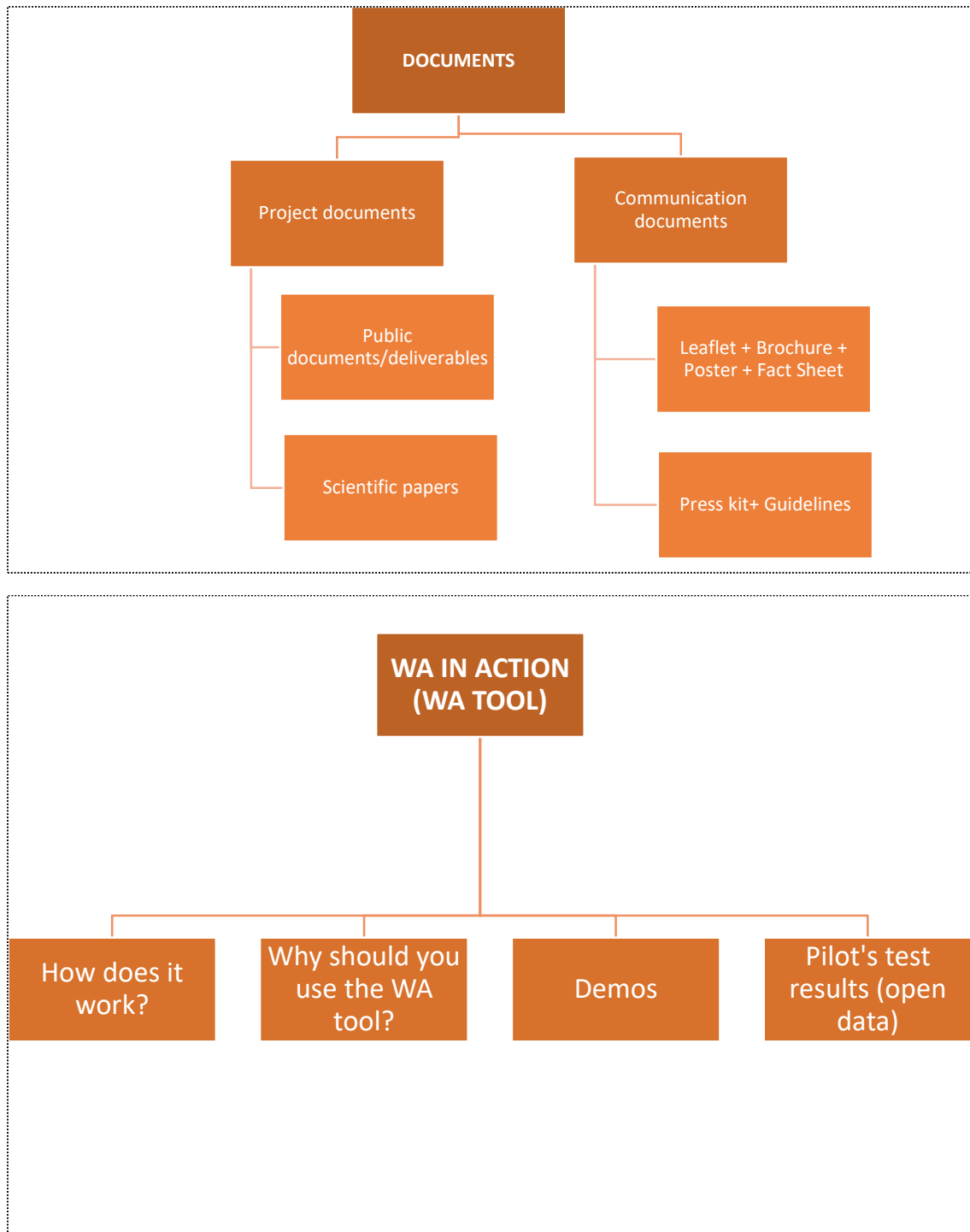
<HEADER>

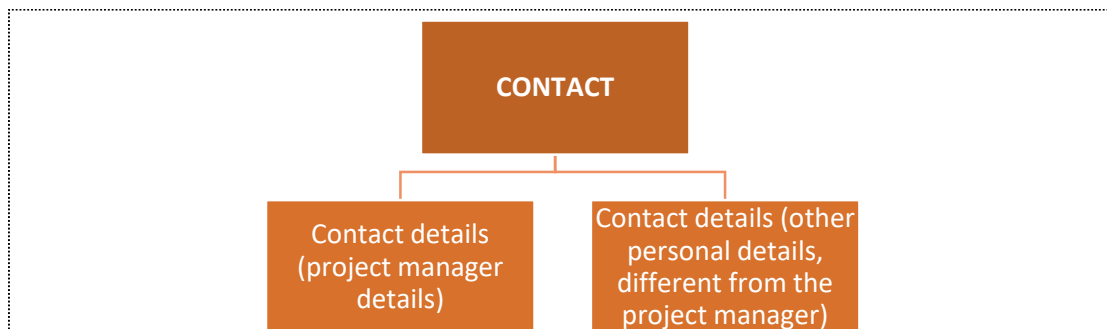
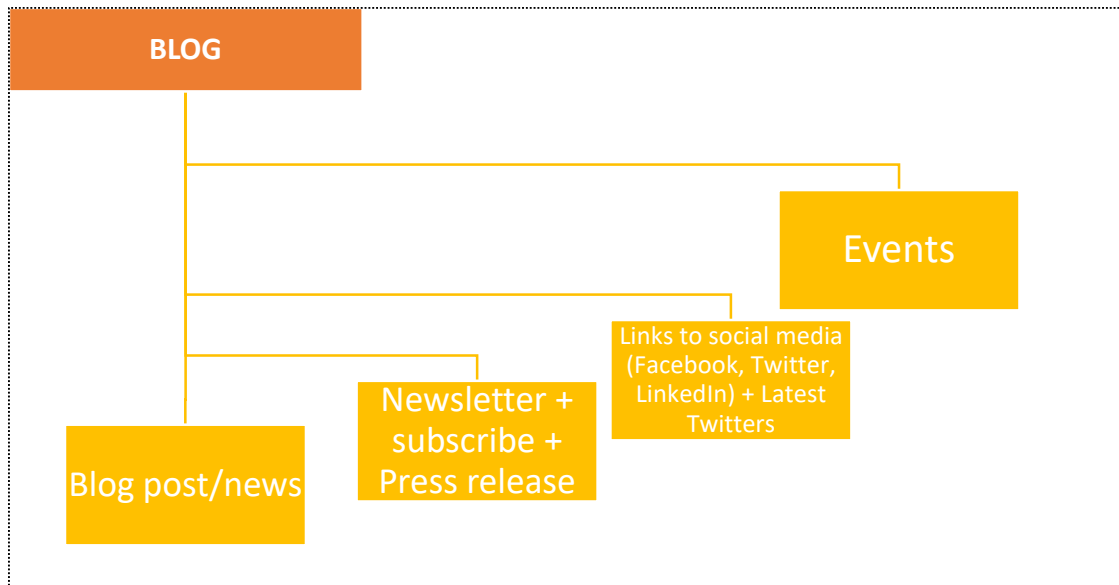


<NAV>









<FOOTER>



<SITE MAP>

• HOME

Concept & approach
 Consortium
 Key concepts/ Objectives (at a glance)
 Quality of life
 Digitally enabled adaptive services and solutions
 Smart working environment
 User centric design
 Others

- **PROJECT**

Project overview

At a Glance

Mission

- Presentation

- Objectives
- Excellence
- Ambition

Graphical description

- Concept Diagram

Ethical considerations

- Societal and health challenges

Pilots' information

Synergies. Other similar Projects.

- **CONSORTIUM**

Partners

Advisory partners

- **DOCUMENTS**

Project documents

Public documents/deliverables

Scientific papers

Communication documents

Leaflet + Brochure + Poster + Fact Sheet

Press kit+ Guidelines

- **WA IN ACTION (WorkingAge TOOL)**

How does it work?

Why should you use the WA Tool?

Demos

Pilot's test results (open data)

- **BLOG**

- Blog post/news
- Newsletter + subscribe + Press release
- Events
- Links to social media (Facebook, Twitter, LinkedIn) + latest Twitters

- **CONTACT**

- Contact details (project manager details)
- Contact details (other personal details, different from the project manager)

- **Footer**

- Links to social media (Facebook, Twitter, LinkedIn)
- Logo EU H2020 & Granted details
- Newsletter: subscribe

- Copyrights. Licenses.
- Web site politics: cookies, privacy, legal terms

3.2 Header

3.2.1 Search

By providing a search function users have a way to find content. Without needing to understand or navigate through the structure of the Web site, users can locate content by searching for specific words or phrases. This can be a quicker or easier way to find content, particularly on large sites.

The search functionality will be added by including a simple text field for the search term and a button to trigger the search. The search form itself will be accessible, site in the header, and available all the time the user visits the WA webpage.

3.2.2 Logo + slogan

A logo is the design which indicates a company or symbol of the company. The logo of the project will be clearly visible in all the web, but especially in the head of the website.

The slogan is a small statement that might explain the companies' mission or goal. Our slogan is **Smart Working environments for all Ages.**

3.2.3 Contact

Contact bottom in the head of the webpage will redirect the user to the contact info.

3.3 Home

The layout chosen focuses on telling the WorkingAge project on one page, using significant images and words, with lively content to engage the visitor, reflecting the novelty of the proposal and the challenges ahead. The language will be technical but accessible to all audiences, easy to understand. The aim is to make attractive content to the average visitor. Using the layout, this visitor can on one page get an initial impression of the project by clicking 'concept and approach' or 'consortium' which will lead to the respective description on the same page with the possibility to 'read more'. It will also be possible to get more information about the project by using submenus.

3.3.1 Concept & approach

Brief description of the project and approach with one button with the legend “learn more”, linked to the project section.

WorkingAge will use innovative **HCI methods** (augmented reality, virtual reality, gesture/voice recognition and eye tracking) to measure the user emotional/cognitive/health state and create communication paths. At the same time with the use of **IoT sensors** will be able to detect environmental conditions.

The purpose is to promote healthy habits of users in their working environment and daily living activities in order to improve their working and living conditions.

By studying the profile of the >50 (Year old) **workers and the working place** requirements in **three different working environments** (Office, Driving and Manufacturing), both profiles (user and environment) will be considered. Information obtained will be used for the creation **of interventions that will lead to healthy aging inside and outside the working environment.**

WorkingAge will test and validate an integrated solution that will learn the user's behaviour, health data and preferences and through continue data collection and analysis will interact naturally with the user. This innovative system will provide workers **assistance in their everyday routine in the form of reminders, risks avoidance and recommendations.** In this way, the WorkingAge project will create a sustainable and scalable product that will empower their user's easing their life by **attenuating the impact of aging in their autonomy, work conditions, health and well-being.**

3.3.2 Consortium

Briefly, will show the consortium in a map with the partners' logos. The logo will link the user with the Consortium section to widen the information of each partner.

3.3.3 Key concepts/ Objectives (at a glance)

This section will contain some key ideas about the project based on the WA goals: quality of life, digitally enabled adaptive services and solutions, smart working environment, user centric design and others.

3.4 Project

3.4.1 Project overview

The following is a description of this website menus and content and their purpose. Existing web sections are subject to change, and more features are likely to be added as the project matures.

At a Glance. Project presentation (download link)

At a glance will give some ideas about the origin of the project, briefly describing the current state-of-art, models, assumptions, and the main challenges and opportunities depicted by WA.

It could also contain a downloaded presentation (in case it will be found useful)

Mission. Objectives. Excellence. Ambition

The mission should be agreeing for the partners. Moreover, the mission defines the target customer, define the uniqueness of the solution and what the solution will do for the users or customers.

Could be something like (but not limited at):

WA aims at **combining the efforts of employers, employees and society** to improve the health and well-being of people at work.

It will prevent illnesses at the workplace (including work-related illnesses, working accidents, and stress), **by providing an improved, smart environment** enriched in comfort and in surveillance thanks to networked sensors.

Moreover, societal elements, such as cohesion among individuals obtained through personalized technology and friendly/intelligent human interfaces, **will strengthen the potential for health and well-being at the workplace and a healthy balance between working and private life.**

Graphical description. Concept Diagram

Contains a graphical description which will help to understand the complexity of the project at a glance, providing a holistic vision over the different steps and how are they connected. The Concept Diagram will help to understand the WA tool and the different elements involved in the solution.

Ethical considerations. Societal and health challenges (briefly)

Ethical considerations are a key point as there are many aspects included in the project as well as legal and social implications.

It will also describe ethical aspects of the project such as security and privacy issues, ethics and privacy monitoring and data preservation in safe locations with proper backup and deletion options.

The societal and health challenges will provide the web page using a context where this solution responds to the challenges ahead, also in terms of societal benefits in terms of both direct healthcare costs and indirect productivity loss costs.

3.4.2 Pilots' information

This section will inform about the project's pilots that will be implemented within participating partners in three different sectors. The information will be agreed and could be adapted to the project development. It could include information about the Pilot's environment, such as companies Work stations scenarios and daily living activities that will be monitored; pilot time schedule and pilot users' groups.

3.4.3 Synergies. Other similar Projects.

The aim of searching for synergies is to maximize the impact, so it will be necessary collaborating with other initiatives and projects related to Silver economy, Healthy Ageing, ICT research, smart working environments, etc. in order to exploit synergies and concentrate technical developments.

Additionally, the project will actively seek synergies and possibilities for further funding from other relevant EU, national or regional research and innovation programmes, as well as private funds and financial instruments.

Some chosen project could be shown in this section, as well as the contact link.

3.5 Consortium

3.5.1 Partners

Brief description of each partner with their role in the project, the official partner's web link and a person/s of contact.

3.5.2 Advisory partners

Brief description of each advisory partner and their official web link.

3.6 Documents

3.6.1 Project documents

Public documents/deliverables

The web site will promote and disseminate results to different target audiences for a variety of purposes. In terms of main outcomes, we distinguish five main categories, with different publicity levels:

- News on project activities (including general activities and progress, events etc.) – fully public.
- Public deliverables – fully public (reduced version, if full version contains confidential information).
- Restricted/confidential deliverables – publication of general information, progress and highlights.
- Scientific results (data from research and related publications) – open access, to the extent and based on the guidelines defined in the D2.3 – Data Management Plan.
- Interactions developed within the project – publication of general information, progress and highlights, as per IPR management defined in Consortium Agreement.

The table 3.1C of the project agreement show the list of deliverables and their different levels of confidentiality.

Scientific papers

8 papers and 17 articles are expected to be produced towards the project lifetime, as well as 16 articles in the press. Those papers and articles will be stored in the web page or linked to them.

3.6.2 Communication documents

Leaflet + Brochure + Poster + Fact Sheet

Download links to the project documents will be found in this section.

Final users, workers and companies will be reached during the project with leaflets and newsletters. Through the brochure, the European Union and institutions easily will follow and monitor the project's activities and progress. Posters will help partners to show the project while participating in meetings, conferences, etc. Fact sheets will be created during the project at the end of the research cycles with information about the process and at the end of the analysis cycles with results of the project.

Press kit+ Guidelines

Some Press kit and Guidelines will be stored here to ensure the publications are aligned with the project policies. The Press release provides details of the project goals and status and will be made specially to mark the delivery of key results or key events organized in the framework of WorkingAge. The Press releases will have a catchy title, a 4-5-line introductory paragraph summarizing the key message and will be accompanied with a 'note to the editors', in order to include contact details of the relevant persons and key references (web links, publications, etc.) at the end of the press release. It will offer the possibility to meet members of the consortium for an interview, make a visit to the partner's laboratories, etc.

3.7 WorkingAge in action (WorkingAge Tool)

3.7.1 Why should you use the WorkingAge Tool?

A brief text relating benefits to Workers/companies/medical professionals/researchers and policymakers'/healthcare organizations/insurance companies and an invitation to contact (Let us know your opinion!)

3.7.2 How does it work?

This section will contain a description and a video to have an insight over the technical system.

3.7.3 Demos

This section may include demos of the WA Tool, but also demos of the different sensors provided by each partner as a way to show the audience some of the technical aspects of the project in the real life.

3.7.4 Pilot's test results (open data)

Different formats will be designed to support web-based access to results, like presentations for the general public, or demos for prospective customers' decision-makers.

3.8 Blog

3.8.1 Newsletter

Download link and subscribe form.

3.8.2 Events

Main future events and past events where partners have participated.

3.8.3 Links to social media

Facebook (should be discussed), Twitter and LinkedIn links and latest Twitters roll. News and related issues should be shared via Twitter.

3.8.4 Blog post/news

The blog post has a double function: to disseminate and to attract visitors to the web. The efforts will be centred in the creation of contents and the dissemination of related news. The aim is to spark stakeholder's interest and once attention is captured, take it to the next level. A more informational and narrative approach allows improving trust and credibility. For this purpose, partners will cooperate as will be scheduled in the Communication and Dissemination Plan.

3.9 Contact

3.9.1 Contact details

Contact will be done through email, by providing contact details. This contact details could be:

- The project manager details, plus
- Other person details, different from project manager.

10.10 Footer

3.9.2 Links to social media (Facebook, Twitter, LinkedIn)

Social media play an important role in dissemination and interaction with the general public. There will be efforts to promote its mission and offer on various communication platforms such as Facebook, Twitter, Google plus. Nevertheless, some partners have expressed their concerns about using the Facebook platform. Additionally, Google Plus is not currently working. It is expected at least one inclusion in one of this media every two months. Another channel of

relevance is the LinkedIn platform with the WA account. This will also create the opportunity to invite other experts related to the field and thus enable potential cooperation within the project.

The links to the social media will be distributed not only in the footer but in other sections to ensure its accessibility.

3.9.3 Logo EU H2020 & Grant details

As the Participant Portal H2020 Online Manual states: *“Beneficiaries of the EU's Horizon 2020 research and innovation programme have the obligation to explicitly acknowledge that their action has received EU funding. This must be done, if possible and unless the Commission/Agency requests otherwise, in all communication, dissemination and IPR activities as well as on all equipment, infrastructure and major results funded by the grant.*

The EU/ERC emblem and reference to EU funding must be displayed in a way that is easily visible for the public and with sufficient prominence (taking also into account the nature of the activity or object)”



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 826232.

3.9.4 Newsletter: subscription

There will be a link to the newsletter subscription here, as well as will be in other sections of the webpage.

3.9.5 Copyrights. Licenses

This will briefly refer to the general copyrights and licenses used in the web site.

3.9.6 Web site politics: cookies, privacy, legal terms

This will link to a pop-up or an auxiliary section to check the policies regarding cookies, privacy and legal terms apply to the web and web content.

Annex 1. Analysis of web pages from recent H2020 projects

STRUCTURE 1 (Based on <https://www.captain-eu.org/>)

<HEADER>

- CONTACT
- SEARCH

<NAV>

- HOME
 - LOGO+SLOGAN
 - MISSION
 - PARTNERS (NO LINKED)
 - BLOG POST (LATEST)
 - OUR PEOPLE (FOTO+TEXT FROM INTERVIEW)
- ABOUT CAPTAIN
 - DESCRIPTION
 - VIDEO
- PROJECT OVERVIEW
 - GRAPHICAL DESCRIPTION OF THE PROJECT
- PARTNERS
 - NAME+LOGO+VISIT WEB SITE (LINKED TO THE WEB SITE)
- PUBLIC DOCUMENTS
 - PRESENTATION (DOWNLOAD LINK)
 - LEAFLET (DOWNLOAD LINK)
- NEWS AND EVENTS
 - PHOTO+BRIEF DESCRIPTION+READ MORE (OPEN TO A LOGN TEXT)
- CONTACT US
 - CONTACT FORM
 - CONTACT DETAILS OF PROJECT AND TECHNICAL COORDINATOR)
 - FAQ
- LINKS TO SOCIAL MEDIA (FB, TW, LIN)

<FOOTER>

- FAQs.
- COPYRIGHT.
- FUNDING EU LOGO.
- NEWSLETTER. SUBSCRIBE.
- QUICK LINKS
- CONTACT US
- FOLLOW US

STRUCTURE 2 (Based in <http://frailsafe-project.eu/>)

<HEADER> <NAV>

- LOGO
- HOME
- OVERVIEW
 - AT A GLANCE

- AN OVERVIEW
 - WA PARTNERS (LOGO, BRIEF DESCRIPTION, READ MORE... GO TO PAGE WITH TEXT COMPLETE AND CORPORATIVE LINK)
 - VIEW OBJECTIVES: BRIEF TEXT AND LIK TO PROJECT OBJECTIVES.
- EXCELLENCE
 - SECTION: TEXT
 - SIDE: SUBSCRIBE TO OUR NEWSLETTER. LATEST ARTICLES. TAGS POPULAR.
- OBJECTIVES
 - SECTION: TEXT
 - SIDE: SUBSCRIBE TO OUR NEWSLETTER. LATEST ARTICLES. TAGS POPULAR.
- TECHNOLOGICAL AND OTHERS
 - SECTION: TEXT
 - SIDE: SUBSCRIBE TO OUR NEWSLETTER. LATEST ARTICLES. TAGS POPULAR.
- Q&A
 - SECTION: TEXT
 - SIDE: SUBSCRIBE TO OUR NEWSLETTER. LATEST ARTICLES. TAGS POPULAR.
- PARTNERS
 - PARTNERS: FULL TEXT&LINKS
- ADVISORY BOARD
 - ADVISORY PARTNERS: FULL TEXT&LINKS
- ETICS SUPERVISION
- TOOL SOLUTION
 - TOOL SOLUTION
 - SOCIETAL AND HEALTH CHALLENGES
 - THE WA TOOL FOR AGE, WORK AND WELL-BEING.
 - HOW DOES IT WORK? VIDEO TO HAVE AN INSIGHT OVER THE TECHNICAL SYSTEM
 - WHY SHOULD YOU USE THE WA TOOL? WORKERS/COMPANIES/MEDICAL PROFESSIONALS/RESEARCHERS AND POLICY MAKERS/HEALTHCARE ORGANIZATIONS/INSURANCE COMPANIES
 - ADDITIONAL INFORMATION
 - RESULTS
 - SCIENTIFIC PAPERS
 - DEMOS
 - PUBLIC DELIVERABLES
- MEDIA
 - DISSEMINATION MATERIAL
 - NEWSLETTER
 - WEBINARS
 - GALLERY

- PRESENTATION
- PRESS RELEASES
- LEAFLET
- NEWS/BLOG
 - LATEST NEWS
 - MORE ARTICLES...
- CONTACT
 - CONTACT FORM
 - ADDRESS COORDINATOR
 - LINKS TO SOCIAL MEDIA (FB, TW, LK)
- FORUM (partners area)
- SEARCH

<FOOTER>

- WANT TO WORK WITH US?: GET IN TOUCH (LINK TO CONTACT)
- FUNDED BY: LOGO EU H2020
- WA OVERVIEW: LINK TO:
 - AT A GLANCE
 - EXCELLENCE
 - OBJECTIVES
 - TECHNOLOGICAL OBJECTIVES
 - MEDIA
 - RESULTS
 - WA SOLUTION
 - NEWS/BLOG
 - CONTACT US
- CONNECT WITH US (SOCIAL MEDIA)
 - FACEBOOK
 - TWITTER
 - LINKEDIN
- NEWSLETTER: SUBSCRIBE
- COPYRIGHTS. LICENSES.

STRUCTURE 3 (Based on <https://www.ghost-iot.eu/>)

<HEADER> <NAV>

- HOME
 - LOGO AND NAME
 - CONCEPT & APPROACH (brief description+ learn more... linked to project section)
 - NEWS (LINK TO NEWS AND EVENTS)
 - PRESS KIT (LINK TO NEWS AND EVENTS)
 - PUBLICATIONS (LINK TO DOCUMENTS)
 - CONTACT (LINK TO CONTACT)
 - LATEST TWITTERS
 - CONSORTIUM (with logos linked with a pop up description+contact details+website)
- PROJECT

- ABOUT GOST (Brief description)
- VISION (Brief description)
- CONCEPT AND APPROACH (Long description)
 - CONCEPT DIAGRAM (pop up)
 - STRUCTURES DIAGRAM (pop up)
- OBJECTIVES (description)
- AMBITION (description)
- CONSORTIUM
 - BRIEF DESCRIPTION OF THE CONSORTIUM
 - LOGO PARTNER WITH LINK TO WEB PAGE (logo opens a pop up with brief description)
- NEWS AND EVENTS
 - NEWS AND EVENTS (THE LATEST TWO: BRIEF DESCRIPTION+READ MORE...)
 - NEWSLETTER (LINK DISCHARGING A WORD DOCUMENT)
 - PRESS KIT
 - LEAFLET (DOWNLOAD LINK)
 - POSTER (DOWNLOAD LINK)
 - TECHNICAL PAGE (DOWNLOAD LINK)
 - CALENDAR (UPCOMING EVENTS/CONGRESS)
- DOCUMENTS
 - PUBLICATIONS
 - DELIVERABLES
- SYNERGIES
 - LOGO (LINK TO WEB PAGE)+BRIEF DESCRIPTION+READ MORE (LINK TO WEB PAGE)
- ADVISORY BOARD
 - DESCRIPTION+MEMBERS
- CONTACT
 - MAP OF COORDINATOR SITUATION
 - CONTACT FORM
- BLOG
 - BRIEF DESCRIPTION (OPENS TO A LONG TEXT)

<FOOTER>

- STAY UP AP DATE (Subscription format)
- LINKS TO SOCIAL MEDIA (TW, LIN, FB)
- CONTACT DATA OF PROJECT MANAGER

Annex 2. WA web survey

To help to analyse the results, we are going to follow the next criteria:

- If *Essential* and *Ideal or desirable* gets more than 50% of answer: green light to get the section
- If *Irrelevant* or *Unpleasant* gets more than 50% of the answers: red light to get the section.
- *Indifferent* will help decide whether it is significant or not, adding the value to the main percentage: orange light, needs to be evaluated.

Results

A. Main section

	Essential	Ideal or Desirable	Indifferent	Irrelevant	Unpleasant	
Search	6	5	2	3		
Logo + slogan	16					
Concept & approach (brief description+ learn more... linked to project section)	13	3				
Links to social media (Facebook, Twitter, LinkedIn)	7	7	2			
Logo EU H2020 & Granted details	13	2	1			
Newsletter: subscription	6	2	8			
Copyrights. Licenses.	2	4	10			
Help online			7	9		

B. Project section

	Essential	Ideal or Desirable	Indifferent	Irrelevant	Unpleasant	
At a glance	10	3			3	
Mission	9	3	1		3	
Project overview	15	1				
Excellence	1	9	3		3	
Ambition	9	6	1			
Graphical description of the project	8	5			3	
Presentation (download link)		13	3			
View objectives: brief text and link to project objectives	7	3	2	1	3	
Q&A		2	8	6		
FAQ		2	8	6		
Ethical considerations	7	6	2	1		
Societal and health challenges	6	3	2	2	3	
Concept diagram.	7	3	3	3		
Structures diagram.		7	6	3		
Synergies. Other similar Projects.	5	3	3	5		
Pilots' information	7	7	1	1		

C. Consortium's section

	Essential	Ideal or Desirable	Indifferent	Irrelevant	Unpleasant	
Partners: Brief description	15	1				

+ web link+ person/s of contact.						
Advisory partners: full text & web link	8	4	4			

D. Documents' section

	Essential	Ideal or Desirable	Indifferent	Irrelevant	Unpleasant	
Public documents	11	2	3			
Leaflet (download link)	7	6		3		
Brochure (download link)	6	10				
Poster (download link)	6	4	3	3		
Fact Sheet (download link)	10	5	1			
Scientific papers	14	2				
Press kit		10	6			
Guidelines over publications		6	9	1		

E. WA Tool's section

	Essential	Ideal or Desirable	Indifferent	Irrelevant	Unpleasant	
How does it work? Video to have an insight over the technical system	12	4				

Why should you use the WA tool? A brief text relating benefits to Workers/companies/medical professionals/researchers and policy makers'/healthcare organizations/insurance companies. Let us know your opinion!	11	4	1			
Demos	2	4	10			
Pilot's test results (open data)	4	9	3			

F. News/Blog's section

	Essential	Ideal or Desirable	Indifferent	Irrelevant	Unpleasant	
Newsletter (download link)	7	2	6	1		
Newsletter: subscribe	7	2	7			
News	10	5		1		
Blog	7	1	6	1	1	
Events	13	2	1			
Calendar (upcoming events/congress)	4	3	8	1		
Links to social media (Facebook, Twitter, LinkedIn)	11	2	3			
Photo gallery	1	12	2	1		
Press releases	1	13	2			
Latest Twitters	6	3	7			
Press kit		11	2	3		

G. Contact's section

	Essential	Ideal or Desirable	Indifferent	Irrelevant	Unpleasant	
Contact form	14	1	1			
Contact details	12	3	1			

(project manager details)						
Contact details (other person details, different from project manager)		4	12			

ANNEX 2: PARTNERS COMMITMENT TOWARDS THIS PLAN (SIGNATURES)

(To be signed at the consortium meeting in Athens 9 & 10 July)

ORGANIZATION	REPRESENTATIVE	SIGNATURE
ITCL		
EXUS		
UNIVERSITY OF CAMBRIDGE		
POLITECNICO MILANO		
GREEN COMMUNICATIONS		
BRAIN SIGNS		
RWTH AACHEN UNIVERSITY		
TELESPAZIO		
AUDEERING		
EENA-112		
INTRAS		
TMA		