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<h2>D7.1 Website and Media Presence</h2>
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Peer Review History³

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##	xx Month Year	

¹ Please use a new number for each new version of the deliverable. Use "0.#" for Draft and Peer-Reviewed. "x.#" for Submitted and Approved", where x>=1. Add the date when this version was issued and list the items that have been added or changed.

² A deliverable can be in one of these stages: Draft, Peer-Reviewed, Submitted and Approved.

³ Only for deliverables that have to be peer-reviewed

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Executive Summary

This short report presents a series of initial activities aiming at supporting the dissemination of the SPLENDID project.

These are as follows:

- Launch of the project's website on November 26, 2013 at splendid-program.eu
- Establishment of social media accounts at Facebook, Twitter and LinkedIn
- Preparation of a press release to announce the start of the project in both the general and specialized media
- Preparation of a preliminary project presentation that can be used for a better dissemination of the project in seminars and scientific meetings

A detailed dissemination plan will be provided in month 6, as part of deliverable D7.2.

1 Introduction

The present document serves as supplementary material to the outcomes of the project that have been delivered within the context of Deliverable 7.1 – Website and Media Presence. Its aim is to provide an outline of (as well as web links to) the project website and its sites of presence in the social media. It also includes the first press release that has been prepared to announce the start of the project as well as a brief project presentation that can be used for a better dissemination of the project in seminars and scientific meetings.

SPLendid Website outlines the website of SPLendid; Social Media Presence provides information on the project's presence in the social media; Section 4 presents the press release and Section 5 the project presentation.

2 SPLENDID Website

The SPLENDID website (<http://splendid-program.eu>) has been setup. The website comprises a publicly accessible part and an internal (i.e., restricted-access) part. The former is addressed to visitors interested in the project (e.g., nutritionists, researchers, people at risk for obesity & eating disorders, ehealth service providers) and incorporates information on the project aims, methodology and achievements as well as contact details and relevant news. The internal part is accessed by project participants only by means of partner-specific website accounts and it is mainly intended for exchange of project-related documents that are stored centrally in a file repository.

The website is physically hosted at the Multimedia Understanding Group – Information Processing Laboratory, Dept. of Electrical & Computer Engineering, Aristotle Univ. of Thessaloniki and it can be accessed at <http://splendid-program.eu>. It has been developed in WordPress⁴ (a popular open-source Content Management System) and incorporates content that has been provided by all the participating partners as well as content included in the project's Description of Work (DoW) document.

The website will be regularly updated throughout the course of the project, by WP7 and the webadmin.

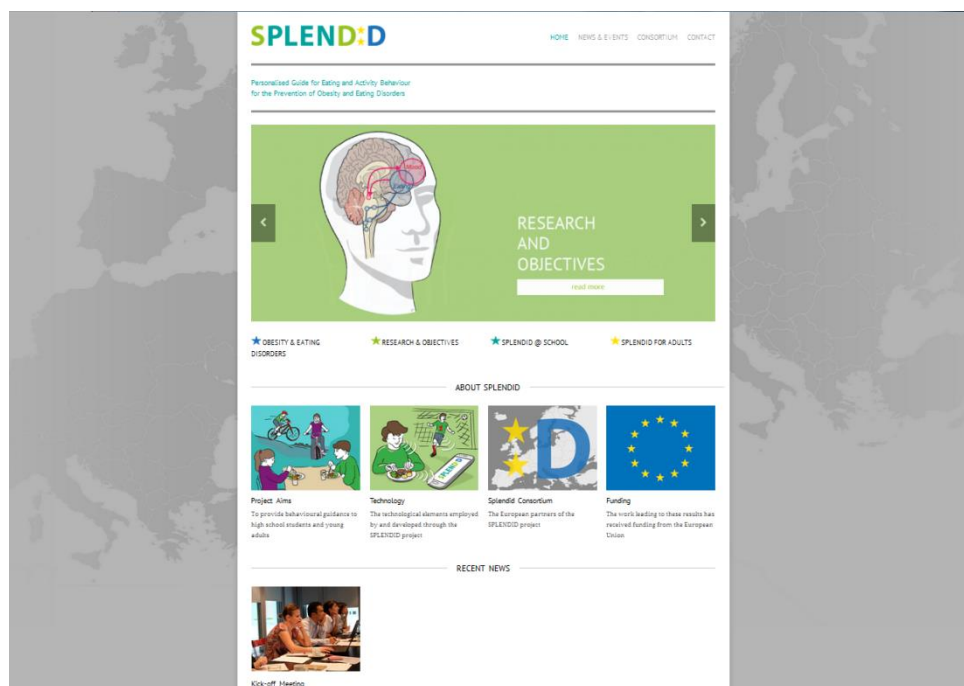


Figure 1: SPLENDID website, <http://splendid-program.eu>

⁴ <http://wordpress.org/>

3 Social Media Presence

The presence of SPLENDID in Social Media has been established by subscribing through project-owned accounts to popular Social Networking services, namely Facebook⁵, Twitter⁶ and LinkedIn⁷. More specifically:

- A publicly available Facebook page about SPLENDID has been created.
- A Twitter account linked to the project has been acquired.
- A publicly available LinkedIn group devoted to SPLENDID has also been created.

Access details for the aforementioned sites of SPLENDID's Social Media presence are provided in Table 1: Project's Social Media Sites. Brief information about the project has been incorporated in all three sites. As SPLENDID proceeds, the Social Media sites are going to be continuously updated with news and achievements of the project.

Table 1: Project's Social Media Sites

Social Media	URL
Facebook page	https://www.facebook.com/splendid.project
Twitter account	https://twitter.com/projectSPLENDID
LinkedIn group	http://www.linkedin.com/groups/SPLENDID-Project-6550869/about

⁵ <https://www.facebook.com/>

⁶ <https://twitter.com/>

⁷ <http://www.linkedin.com>

4 Press release

A press release has been prepared to announce the start of the project. It will be sent to:

- Cision (<http://se.cision.com/>), an international public relations and communications company which will then make contact with journalists who deal with Biotech/Healthcare and general press in Europe.
- Cordis wire (<https://cordis.europa.eu/wire/index.cfm>) an open information platform for news and announcements relating to innovation and research.

PRESS RELEASE

Stockholm 2013-11-28

EU funds SPLENDID: High Tech Sensors Teach Children How to Eat and Be Active

A cure for obesity and eating disorders may be closer than you think. EU has tasked the SPLENDID group to develop a system providing personal behavioural guidance to children and young adults, aiming at helping them adopt healthier lifestyles. SPLENDID's goal, says Professor Anastasios Delopoulos, coordinator of SPLENDID, "is to identify individuals at risk of developing obesity or eating disorders and guide them towards healthy eating and physical activity, thus preventing the onset of food-related problems". The SPLENDID system will record and change behaviour, through immediate feedback. Professor Delopoulos continues: "Using high-tech sensors to record eating and physical activity across the day, the system will provide information to users and health-professionals, in order to change behaviour." Smartphone and web-based interphases will deliver real-time, report-based feedback, targeting risk behaviours, allowing users to engage in their daily activities without losing control.

The emergence of obesity is a major health concern, causing 2.8 million deaths among adults worldwide each year. According to Reinhard Hönighaus, European Commission, Head of Media Relations representing Germany "children should be the target of future interventions and efforts should focus on teaching healthier lifestyles that lead to lasting behavioral change". The occurrence of eating disorders is another important, unsolved health issue in European societies, affecting mostly young women. The behavioural patterns in obesity and eating disorders emerge early in life, and they need to be managed immediately, before they root too deep.

The two major risk factors for obesity and eating disorders are abnormal patterns of eating and physical activity. Says Dr Cecilia Bergh, clinical expert in the treatment of obesity and eating disorders, "While obese people eat too much and move too little, the reverse is true for those with eating disorders, such as anorexia; both groups are similar in that they do not experience hunger and fullness normally". Innovative clinical interventions allow obese and eating disorder patients to normalize their eating and physical activity and maintain a healthy body weight using new technologies. The knowledge gained through scientific research and clinical experience will be applied to the general population, aiming at identifying and preventing unhealthy behaviours among the younger generations.

The SPLENDID consortium brings together outstanding expertise in neuroendocrinology, clinical practice, microelectronics, signal processing and personalised health management. In addition, the consortium includes the International Engelska skolan of Sweden with a long lasting interest in improving the health of their students. The European partners are from Greece, the Netherlands, Spain, Sweden and Switzerland.

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Figure 2 Press Release

5 Project Presentation

A first version of the project presentation has been prepared to help to better disseminate the project in seminars and scientific meetings. It summarises the project's objectives, technical approach, and case studies. It can be downloaded in pdf format from the project website under Useful links/ downloadable material: http://splendid-program.eu/?page_id=82

The presentation will be updated once project results will be produced.

6 Conclusions

The setting up of the project's website, social network accounts, press release and brief project presentation have been the initial dissemination activities that took place in the first two months of SPLendid. The next deliverable for WP7, due in month 6, will provide a detailed dissemination plan, covering activities including newsletters, workshops and scientific papers.