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D7.2 Dissemination plan

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Abbreviations and Acronyms

Abbreviation	Explanation
EU	European Union
ICT	Information & Communication Technologies
IEEE	Institute of Electrical and Electronics Engineers
MIT	Massachusetts Institute of Technology
MSX	Milestone X (X=1,2,3,...)
MX (X=1,2,3,...)	Month X (X=1,2,3,...)
UI	User Interface
WP	Work Package

Executive Summary

The widespread dissemination and visibility of the project's objectives and results is considered crucial for the success of SPLENDID, as it will facilitate the later commercial exploitation of the project's developments.

The SPLENDID partners have defined a realistic dissemination plan with the following objectives:

- To ensure that the project and its outcomes are communicated to all target audiences
- To engage expert communities in order to receive feedback & input during development
- To promote the SPLENDID platform to stakeholders in order to create the necessary conditions for exploitation
- To create an internal project understanding of SPLENDID's outcomes and progress and motivate all partners to disseminate the project to their own stakeholders and networks

The main target audiences of SPLENDID include businesses and the scientific community in the fields of: sensor technology, signal processing, electronic health (eHealth), eating disorders and obesity research and treatment. Policy makers belonging to healthcare, technology and research, as well as the general public also belong to the project's target audiences.

SPLENDID has planned a number of dissemination activities to be undertaken during the project's lifetime. These are:

- The organisation of a mid-term workshop following the completion of the first pilot phase and a major workshop by month 33
- Networking through meetings with stakeholders and workgroups with experts
- The setup of a friendly and constantly updated website
- Preparation of Press Releases
- Participation in scientific conferences and trade fairs
- Submission of scientific papers in peer-reviewed journals
- Creation of material such as newsletters, brochures, presentations and a video
- Presence in the Social media

A comprehensive time plan summarising the activities, delivery dates and the responsibilities of the partners has been included in the document.

1 Introduction

1.1 Purpose of the document

Deliverable D7.2 Dissemination Plan aims to outline the dissemination strategy of the SPLENDID project and present the activities that will be carried out to deliver it.

First the dissemination strategy is identified, incorporating the objectives, the target groups we want to reach and the means that will be used to accomplish it.

The next section outlines the specific activities that the project will use to reach each target group. A comprehensive schedule is included showing their dates, responsibilities of partners and expected outcomes.

Finally we present a summary with the activities that have been conducted so far.

This document is the outcome of Task T7.1 and focuses on dissemination. Issues related to IPR and exploitation, are not subject of this deliverable. They will be addressed by different tasks of this WP namely, Task T7.2 and T7.3, and will be reported in the respective deliverables D7.3, D7.4 and D7.5.

The audience for this document are the consortium members who will follow this plan in order to deliver coherent dissemination activities and the European Commission so that they are aware of the dissemination activities that will be conducted during the project.

1.2 SPLENDID at a glance

SPLENDID aims to develop a Personalised Guidance System to help and train children and young adults to improve their eating and activity behaviour.

Through biosensors and specialised algorithms, SPLENDID will monitor key parameters of eating and activity, such as food intake, meals structure, snacking, daily physical activity and offer guidance towards recommended behaviours.

A specially made plate attached to a weight scale, a chewing sensor and an activity device, all communicating with a smartphone, will enable remote monitoring and feedback by health experts.

The intended uses of SPLENDID are two:

SPLENDID @ School: This is a combined screening & prevention programme at schools that aims to screen adolescents during their school meals and identify those at risk of developing eating disorders or obesity. Then, these subjects will be monitored from 1 to 4 weeks during their daily activities and will receive personalised guidance on how to eat and be physically active.

SPLENDID for adults: This is a consumer lifestyle management service offered by a healthcare provider. Its target is young overweight adults (ages 18-30) of both genders, who are conscious about their weight and health. As in *SPLENDID @ School*, the subjects will be monitored during their daily activities and will receive personalised guidance on how to eat and be physically active in order to prevent the risk of progressing to obesity/morbid obesity.

1.3 The SPLendid message

Eating in order to maintain a healthy body weight is perhaps not only a public health concern but also a global economic problem. People appear unable to eat a proper amount of food, as evidenced by the increasing problem of obesity. A less prevalent, yet serious problem, is eating disorders, which mainly affect women. Obesity is now more prevalent on this planet than malnutrition and it will shorten many lives and cost trillions in medical expenses in the affluent world. Despite repeated, confident calls for the obese to eat less, eliminate their favourite foods, and increase their exercise, the chances of success using these standard approaches to weight loss are very poor; only about 5% of those who try experience a long-term significant weight loss. Despite all the technical progress that humans have made, human biology remains the same; we have evolved to search for food and this lifestyle demands a great deal of physical activity.

Today there is no need to be physically active to obtain food, nor does it cost much to eat. That is the reason why two billion people are overweight or obese today.

People need to learn how to eat to normalise and maintain a healthy body weight. We were inspired by Vannevar Bush, the MIT engineer who invented a machine that thinks, because he felt that there was so much information that we needed a machine to help us to think. This thinking machine was the first personal computer.

If we need a machine to help us think, perhaps many of us also need a machine to help us eat. The SPLendid project aims at developing electronic devices that assist you in daily life by teaching you how to eat and be physical active.

2 Dissemination Strategy

2.1 Objectives

Dissemination is an important part of SPLENDID. It is fundamentally aimed to:

- Ensure that the project and its outcomes are communicated to all target audiences (below)
- Engage external communities in order to receive feedback & input during development
- Promote the SPLENDID platform to stakeholders in order to create the necessary conditions for exploitation
- Create an internal project understanding of SPLENDID's outcomes and progress; motivate all partners to disseminate the project to their own stakeholders and networks

2.2 Target audience

There are different types of target audiences for this project:

- **Scientific community**
The specific groups within the scientific community that are expected to show the highest interest are scientists within the field of sensory development, signal processing, eHealth, eating disorder and obesity treatment and research. The parts focused on in dissemination to this group will be technological development of sensors, indicator extraction and risk assessment algorithms, personalised guidance mobile applications and outcome of the pilot studies evaluating the school use and adult use. The purpose of addressing this group is to generate grants, collaboration opportunities, technological development and translation to health services
- **Businesses**
This audience constitutes of businesses that could be interested in the uptake and commercialisation of the SPLENDID outcomes. They may be sensor manufacturers, providers of lifestyle management services, health services, health insurance and retailers of eHealth. The parts focused on in dissemination to this group will be the SPLENDID system as a whole, but also its separate components such as the sensors. The purpose of addressing this group is to create awareness and to proceed into making agreements for the uptake of SPLENDID solution and generate sales
- **Policy makers**
Policy makers belonging to the healthcare, technology and research sectors are expected to show the highest interest. Public authorities representatives, politicians in the national and regional level, EU commission representatives belong to this group. The parts focused on in dissemination to this group will be outcomes from the evaluation of the screening & prevention programme at schools (school use). The purpose of addressing this group is to gain their support on the adoption of the School Use of SPLENDID in a national and European level

- **General public**
The highest interest is expected to come from potential end users, which are people at risk of developing or already suffering from obesity or eating disorder. Another part of the general public with an expected interest in the project are the families of people at risk, people affected by the SPLENDID @ school and SPLENDID for adults programmes, and people interested in technology. The aim is to bring awareness, generate sales and produce social contagion (creating a positive attitude towards a future SPLENDID product).
- **Consortium members**
Consortium members refer to all the partners in the SPLENDID project. Consortium members represent a wide variety of fields and are expected to have an interest in the entire SPLENDID project. The aim of dissemination to this group is to bring awareness and understanding regarding the different parts of the project but also to engage them into further disseminating SPLENDID to the external audiences

2.3 Dissemination Planning

During the first year when the first system version is being developed, dissemination activities focus on:

- spreading information about the project objectives
- engaging stakeholders
- preparing the dissemination tactics and tools (website, materials)

From the second year and onwards, when project outcomes will start to become available, the dissemination will aim to:

- spread information about the project intermediate and final results
- promote the state of advance of the project to the stakeholders in order to facilitate exploitation

The activities that will be conducted, their expected outcome, their time of delivery and the responsible partner(s) are depicted in Table 1, below. Details per activity are described in the following section.

The materials that are being developed to facilitate these activities have been summarised in Table 2.

Table 1 - Dissemination activities planning

Activities	Process	Target Group	Time/ Frequency	Responsible	Expected outcomes
Meetings with stakeholders	Oral presentations, demonstrations and round table discussions	Businesses Policy Makers	Ongoing	All consortium	Awareness, engagement of stakeholders
Mid-term workshop	Oral presentations, demonstrations and round table discussions	Consortium members EU Commission Scientific community	2 nd year after the completion of the first pilots	Mando	Scientific collaboration; project monitoring and feedback
Final workshop (Milestone: MS8)	Oral presentations, demonstrations and round table discussions	Scientific community Businesses Policy makers	M33	Mando/AUTH	Lobbying
Internal workgroups & expert meetings	Oral presentations, demonstrations and round table discussions	Consortium members	In line with the WP planning; Year 1: M4, M9	WP leaders	Scientific collaboration; project monitoring and feedback
Published scientific, technical and medical papers	Peer-reviewed	Scientific community	After 2 nd year, when results are available	All consortium	Grants & Awards Collaborations Translational Technological development
International conferences and trade fairs	Oral and poster presentations	Scientific community Businesses	After 2 nd year, when results are available	All consortium	Collaborations
Website (Deliverable D7.1)	External/Internal Technical development, Graphical design Authorship	External: All groups	Launch M2 Update: At least once a month	Mando	External Awareness Sales
		Internal: Consortium members	Launch M2 Update: At least once a month	AUTH	Access to project material
Press Release	Release to CORDIS	All groups	At least 2 releases; M2 and M33	Mando/AUTH	Awareness Lobbying Sales
Newsletter	Authoring and editing	Consortium members Businesses	Yearly: M12, M24, M36	Mando	Awareness
Social media (Deliverable D7.1)	Communication on Twitter and Facebook.	General Public Businesses	At least once a month	Mando	Awareness Social contagion
	Posts on LinkedIn	Scientific community Businesses	M6, M12, M18, M24, M36	Mando	Awareness
External User Group mail list	Invitation to follow the social media; sending Newsletter updates	All groups	First invitation in M6; then yearly emails with the Newsletter	AUTH	Awareness, engagement of stakeholders

Table 2 - Dissemination materials to be used by the partners

Item	Reference	Target Group	Frequency of updates	Responsible
Project Presentation (Deliverable D7.1)	http://splendid-program.eu/project-presentation/	Scientific community	Initial release M2; at least two updates per year	AUTH & KI
Leaflet	ANNEX A	Everyone	2 releases: M6 and M33	TSB & Mando
Video (Milestone MS7)	Planned for M30	General public	M30	Mando
Press Release announcing the start of the project (Deliverable D7.1)	http://splendid-program.eu/wp-content/uploads/2013/12/2013_11_28%20-%20SPLENDIDPressRelease.pdf	Journalists	At least 2 releases; M2 and M33	Mando & AUTH
Logo's and templates	http://splendid-program.eu/templates-logos/	Everyone	Once, start of project	Mando & AUTH

In all dissemination material the following reference should be included:

“The work leading to these results has received funding from the European Community's ICT Programme under Grant Agreement No. 610746, 01/10/2013 - 30/09/2016”

3 Activities

3.1 Networking

3.1.1 Workshops and meetings

Two major workshops will be organised during the project. The first workshop will take place in the second project year, following the completion of the first round of pilots. It will be organised by MANDO. The aim is to discuss the outcomes of the first system evaluation and update accordingly the plans for subsequent developments. All consortium members, the External Scientific Advisors and EU representatives will be invited.

The second and final workshop will take place towards the end of the project and will aim to disseminate the results and findings of SPLENDID to a wide audience. We plan to organise it in parallel with a scientific conference and it is foreseen to be a major European event on eating behaviour monitoring. MANDO in collaboration with AUTH will be responsible for the organisation.

Internal workgroups and expert meetings will also take place within the project. They are organised by the WP leaders to ensure that developments are in line with state-of-the-art approaches and satisfy the users' needs. They are planned as part of the work of different WPs, however, they also serve as means of dissemination to the invited external experts. Already, the "Goal Setting Internal Workgroup Meeting" took place on January 23rd at KI (<http://splendid-program.eu/behavioural-goal-setting/>). The event was organised as part of WP1 by the WP leader, Dr Ioakeimidis (Table 7). The participants were clinical nutritionists collaborating with the Mando clinic and, experts in neuroendocrinology from KI.

The outcome was a proposal on a realistic implementation of the Goal Setting procedure in SPLENDID. The proposed approach has been reflected in the Use Cases in the Deliverable "D1.2 Use Cases Specifications". WP4 is currently planning two more workgroups to take place in M9 at KI. The aim is to collect feedback from healthcare professionals and UI experts on the proposed UI screens.

The consortium members are encouraged to setup meetings with stakeholders in order to spread information about the project and prepare the grounds for a successful exploitation strategy. AUTH, Mando and KI have already arranged stakeholder meetings with healthcare professionals, schools and politicians (Table 7). The American Farm School in Greece expressed a strong interest to arrange a trial use of SPLENDID for their students.

3.1.2 EU Project Liaison

SPLENDID can be promoted by collaborating with other related EU projects. Participation in other projects workshops and meetings can help the exchange of information and good practices. Collaboration for the organisation of the final workshop can lead to a major European event and optimise its outcome. We outline below three relevant projects to SPLENDID and where AUTH and CSEM are common partners and can act as liaisons.

Table 3 - Projects related to SPLENDID

Project	URL	Common area of interest with SPLENDID	Expected outcome
PEGASO	http://www.pegasof4f.eu/	Biosensors and education platform for obesity prevention; Common Target Audiences	Organisation of common workshops to increase visibility
WELCOME	http://www.welcome-project.eu/home.aspx	Biosensors and eHealth applications Common Target Audiences	Organisation of common workshops to increase visibility
ITECH	http://www.itech-project.eu/	Commercialization of medical devices; ITECH will create a roadmap (M24) with recommendations to facilitate the process from the idea-to-market.	Results of ITECH can be useful in the exploitation plan of SPLENDID

3.2 Website

SPLENDID's website, <http://splendid-program.eu/>, was launched on November 26 and constituted part of Deliverable D7.1 "Website and Media Presence". So far the website has had 2459 visitors (restricted to one IP visit per day). December 2013 saw 486 visitors, while 1-27th of March 2014 saw 913 visitors. Most visitors are from the U.S., followed by Greece, Ukraine and China.

3.2.1 Design

An effective website needs to provide easy access to information, be visually appealing to the visitor and be easily found by search engines.

Due to a time constraint of two months for completion of the website, we selected WordPress, a blogging tool enabling a quick launch. The theme Adapt was chosen to identify and convert the interface depending on screen size of devices (smartphone, tablet and computer). More details on design aspect are included in Deliverable D7.1 "Website and Media Presence" that was submitted in M2.

The colours used are the same as in the logo, with the addition of grey. This way we create a look and feel that can be immediately identifiable with the project

All pages have short sentences and simple wording accompanied by images to quickly convey the information. The images follow the colour of the logo. The sub-pages' quotes are in *italic*, in a different colour and separated from the main text, to give a less dense impression.

Some of the website screenshots are shown below:

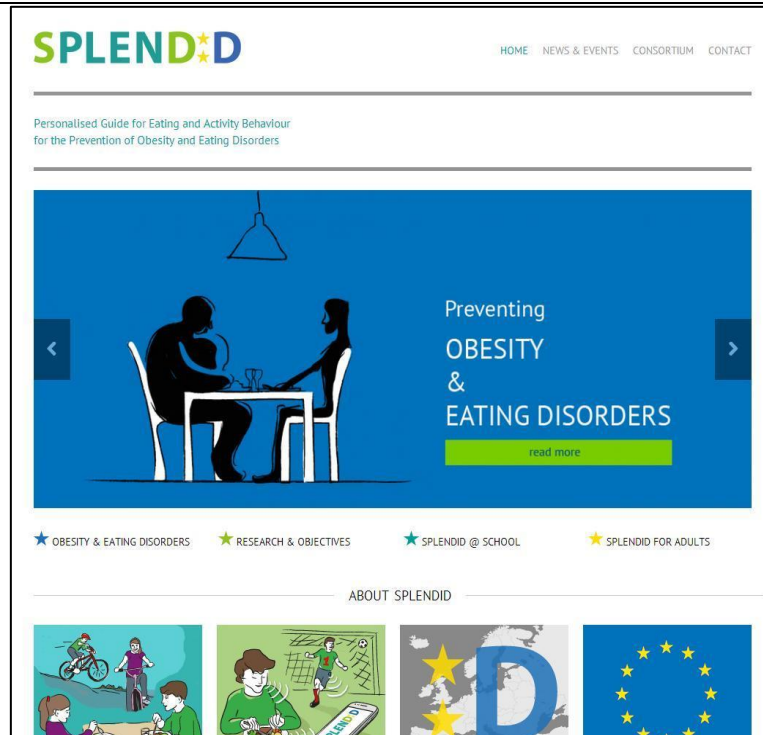


Figure 1- The Home Page of SPLENDID's Website

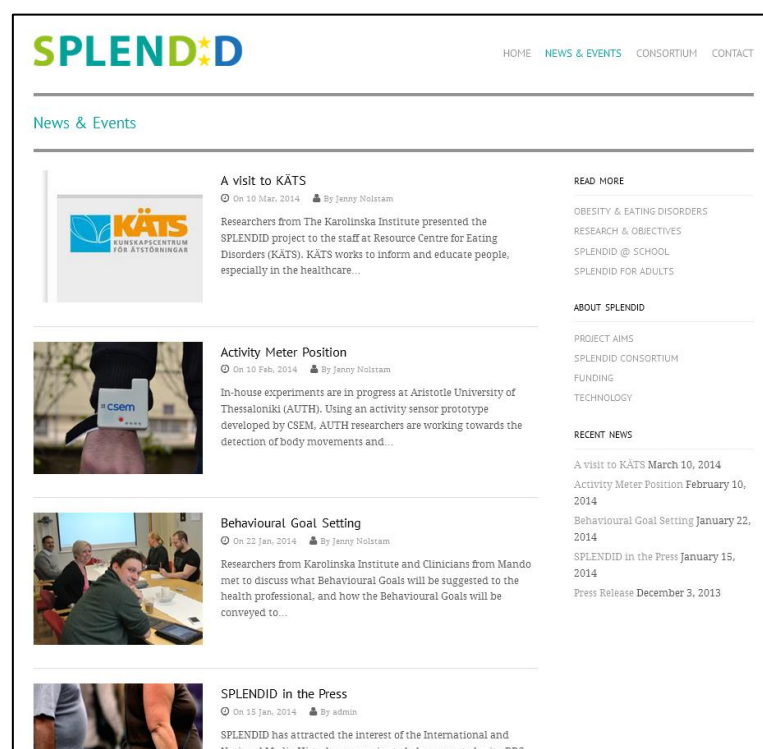


Figure 2 - The Web Page of SPLENDID's News & Events

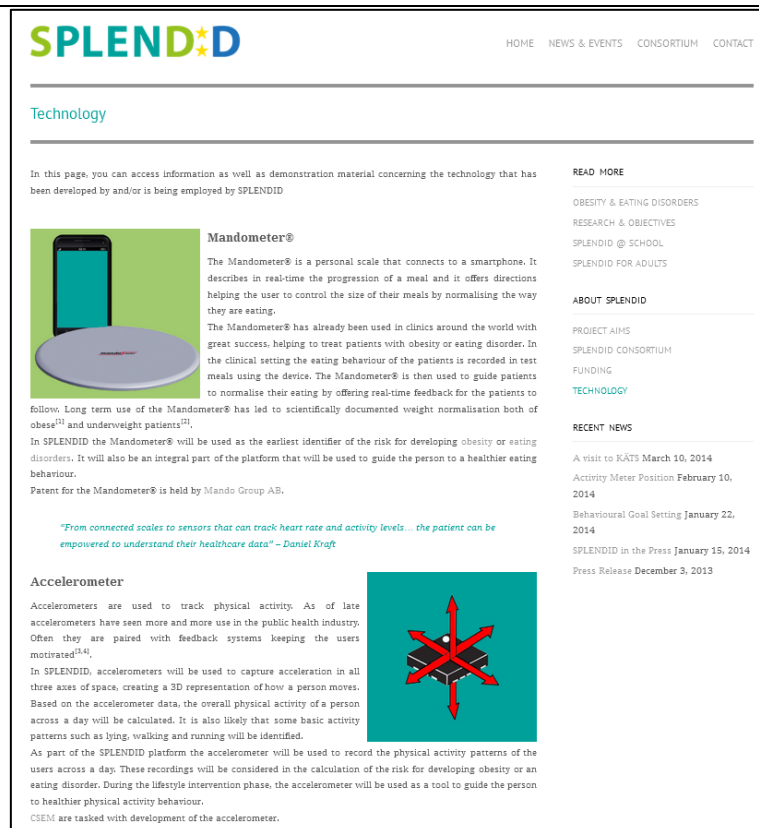


Figure 3 - The Web Page of the technology used in the SPlendid project

3.2.2 Structure

Internal section

The internal part of the website exist to allow communication within the SPlendid consortium, this part includes all the files (images, deliverables etc.) shared between consortium members.

External section

The external part of the website exists to allow communication outside the consortium. The content will be updated regularly (see 3.2.3) and contains information about the progress of the project. Dissemination is handled in four different ways on the external website:

- Through the *subpages* visitors will be able to get an introduction to the project. The *subpages* will be updated at least once per year.
- Through the *News & Events* section visitors will be able to get information of current events. The *News & Events* will be updated at least once per month.
- Through the *public submitted deliverables* page visitors will be able to get a more in-depth view of the project. All public EU deliverables will be made available on this page upon submission.
- Through links to Facebook, Twitter and LinkedIn, visitors will be able to follow the project and get notifications when these social media are updated

3.2.3 News & Events updates

The primary aim of this News & Events section is to disseminate the progress of the project. Short posts on project activities will be published at least once per month. In order not to misrepresent the workload of partners there should be a balance in the news generation. To reach both these goals a news flow strategy has been devised:

1. The *technical manager (AUTH)* suggests to the *dissemination leader (Mando)*, project activities that could be posted as News items. Suggestions refer to the following month.
2. The *dissemination leader* will contact the *activity leader* of the specific project activity in question, asking for input and indicating length of text, number of images, etc.
3. The *activity leader* generates the news item material. It is the responsibility of the *activity leader* to notify all the involved partners (per news item) to ensure that no confidentiality issues exist
4. The material is passed along to the *dissemination leader*, who finalises the content (using the development website) and collects the final approval from the *activity leader*
5. The content is uploaded to the *News & Events* part of the website. It will also be posted automatically to Facebook and Twitter (see below 3.5 Social Media)

Posts on external news that are interesting for the work in SPLENDID may also be posted in this section. The technical manager in collaboration with the dissemination leader are responsible to create these posts.

3.2.4 Online search engine optimisation

To increase the search engine ranking of SPLENDID's website images have been given descriptions and consortium members have been urged to visit and link to SPLENDID's website. Also, key parts of each page will be translated into other languages (Chinese, Russian, Arabic etc.). The translations will only be used for search engines and will not appear on the page itself.

3.3 External User Group

The External User Group is constituted of individuals and/or businesses. Based on their research field each consortium member selects appropriate individuals and/or businesses. Their emails will be included in a mailing list through which they will be invited to follow the project on twitter, Facebook and LinkedIn and also to receive a yearly newsletter. They are approached in this manner because they are not likely to personally seek information on the project and/or deemed an important collaboration partner for a certain consortium member.

3.4 Newsletter

One newsletter per year will be generated to summarise the project results for the respective period. The first newsletter has been planned for M12. It will be available at the website and will also be sent to the external user group.

3.5 Social Media

Facebook, Twitter and LinkedIn accounts have been established (Table 1) and reported in Deliverable D7.1.

- News items for Facebook and Twitter are generated as described in 3.2.3. Posts are done at least once per month. The target audience is the general public, requiring the message to be shorter and simpler as in popular science papers. Resources are limited, therefore the focus during dissemination will mainly be to keep a constant update to these social media. Facebook and Twitter will be used more in the exploitation phase, for example during the SPLENDID @ school programme. News items for Facebook and Twitter are posted through an automatic process from the website.

Facebook:

<https://www.facebook.com/pages/SPLENDIDProject/557492304343678>

Twitter:

<https://twitter.com/projectSPLENDID>

- News items for LinkedIn are generated from the most scientifically relevant updates to the webpage. The LinkedIn page will be updated at least once per 6 months. The target audience is the scientific community, requiring the message to be more elaborate and advanced as in science papers. Since there already exists several dissemination activities targeting the scientific community (Table 1) LinkedIn will serve mainly as a way to keep this group updated.

LinkedIn:

<http://www.linkedin.com/groups/SPLENDID-Project-6550869/about>

Invitations to follow the social media will be sent to the External User Group, via email (in M6 and then yearly).

3.6 Press Release

The first Press Release, announcing the start of the project was uploaded on CORDIS, on December 3rd 2013.

<https://cordis.europa.eu/wire/index.cfm?fuseaction=article.Detail&RCN=41407&rev=0>

The specific article attracted the interest of the international media. Journalists from BBC, Mobile Health News as well as the IEEE SPECTRUM⁴ magazine interviewed the project

⁴ IEEE Spectrum is the flagship magazine and website of the IEEE (Institute of Electrical and Electronics Engineers), the world's largest professional organization devoted to engineering and the applied sciences.

coordinator and posted relevant articles (Table 4). These articles have subsequently been reproduced in several websites⁵.

Table 4 –Articles on SPLENDID in the International Media

	<p>BBC – NEWS TECHNOLOGY – 10 December 2013</p> <p>Hi-tech sensors aim to help prevent obesity</p> <p>http://www.bbc.com/news/technology-25316229</p>
	<p>Mobile Health News– 11 December 2013</p> <p>EU-funded obesity prevention study uses sensors to slow down speedy eaters</p> <p>http://mobihealthnews.com/28106/eu-funded-obesity-prevention-study-uses-sensors-to-slow-down-speedy-eaters/</p>
	<p>IEEE SPECTRUM – 15 January 2014</p> <p>Tech Could Treat Behavior That Leads to Obesity, Eating Disorders</p> <p>http://spectrum.ieee.org/tech-talk/biomedical/devices/tech-could-treat-behavior-that-leads-to-obesity-eating-disorders?utm_source=PourOver&utm_medium=App.net&utm_campaign=Feed%3A+IeeeSpectrum+%28IEEE+Spectrum%29</p>

3.7 Scientific Dissemination

The target scientific audience for SPLENDID can be addressed at national, international, and EU congresses, fairs, and exhibitions around the themes of eating behaviour, wearable sensors, signal processing and eHealth. Presentations of SPLENDID in such events are expected to start in the beginning of the second project year, when the first results become available and the first system version is released.

Publications in peer-reviewed scientific journals constitute a priority for the SPLENDID academic partners. The preparation of scientific papers will start once the first project results become available.

We list below conferences scheduled for 2015, where SPLENDID results can be presented:

⁵ Some of the websites that reproduced the articles on SPLENDID include:

<http://cacm.acm.org/news/170634-hi-tech-sensors-aim-to-help-prevent-obesity/fulltext>

<http://www.youtube.com/watch?v=7xsKpe6HNpA>

<http://keepfitthehealthy.wordpress.com/2013/12/11/hi-tech-sensors-aim-to-help-prevent-obesity/>

Table 5 - List of Scientific Conferences where SPLENDID partners plan to participate

Conference Name	Website/Date
The 22 nd European Congress on Obesity	http://eco2015.easo.org/ Prague, Czech Republic 6-9 May, 2015; Annual
Society for the study of ingestive behaviour	http://www.ssib.org/web/ July 7-July 11, 2015, Denver, CO, USA July 12-16, 2016, Centro de Congressos; Porto, Portugal Annual
37th Annual International Conference of the IEEE Engineering in Medicine and Biology Society (EMBC)	http://www.ieee.org/conferences_events/conferences/conferencedetails/index.html?Conf_ID=18176 25 Aug - 29 Aug 2015, Milan, Italy; Annual
14 th World Congress on Public Health	http://www.14wcp.org/ 11-15 February 2015, Kolkata India; Usually on February: Abstract submission deadline; Annual
International Conference on Pervasive Computing Technologies for Healthcare	http://pervasivehealth.org/2014/show/cf-papers Date for 2015 TBD
Annual Meeting of the British Feeding and Drinking Group	http://www.port.ac.uk/departments-of-psychology/events/ Date for 2015 TBD
Nationale Voedingscongres Netherlands	https://inschrijven.interactiegroep.nl/opl_en/7e-nationale-voedingscongres.html?__from_store=opl_nl Date for 2015 TBD
Measuring Behavior: The International Conference on Methods and Techniques in Behavioral Research	http://www.measuringbehavior.org/mb2014/home 27-29 August 2014 Wageningen, The Netherlands; Biannual

Table 6 – List of Trade Fairs & Exhibitions SPLendid partners plan to participate

Trade Fair/ Exhibition Name	Website	Date
Medica exhibition (Compamed)	http://www.medica-tradefair.com/ http://www.compamed.de/	12-14 November 2014 (18-20 November 2015 - to be confirmed)
CeBIT	http://www.cebit.de/home	IT Business, 16-20 March 2015, Hannover Germany; Annual

3.8 Overview of dissemination activities during the first 6 months

The table below summarises the dissemination activities that have been conducted until now. Following activities will be reported in the periodic reports.

Table 7 - Summary dissemination actions conducted in the first 6 months

Medium	Description	When/ Where/ Responsible	Target audience	Outcomes
Stakeholder meeting	Presentation and round table discussion in meeting with representatives of the Resource Centre for Eating Disorders (KÄTS)	March 2014 KÄTS(Stockholm) Dr Yannis Ioakeimidis (KI)	Health care professionals for Eating Disorders	Awareness of the SPLendid approach in health care professionals dealing with Eating Disorders in Sweden
Stakeholders meeting	SPLendid Presentation and discussion in meeting with representatives of the American Farm School in Thessaloniki	March 2014 American Farm School(Thessaloniki) Prof Maglaveras & Prof Delopoulos (AUTH)	School representatives The specific school is one of the few Greek schools with eating facilities	Awareness of the SPLendid project in Greek schools Planning of a school seminar for the parents with a demo of SPLendid Potential trial use of SPLendid at the school.
Stakeholders meeting	SPLendid Presentation and round table discussion to Stefan Löfven the Leader of Soc. Democratic Party and his crew	March 2014 Mando Dr C. Bergh (Mando)	Policy makers Stefan Löfven (Leader of the Social Democratic Party) and crew visiting Mando	Awareness of the SPLendid project to Policy makers in Sweden
Internal workgroup	Oral presentations and round table discussion to define “ Goal setting procedure”	January 2014 KI Dr Yannis Ioakeimidis (KI)	Clinical Nutritionists from MANDO Neuroendocrinology researchers from KI	Awareness of SPLendid approach PPT presentation with: Definition of goal setting procedure for the healthcare professional; Proposal for the UI Results reflected in the Deliverable D1.2 “Use Cases Specifications”

Medium	Description	When/ Where/ Responsible	Target audience	Outcomes
Press release	Press release announcing the start of SPLENDID	Dec 2013 CORDIS Dr C. Bergh (Mando) & E. Lekka (AUTH)	EU commission European Journalists	Reaction from the international and national media Interviews with BBC, Mobile Health News, IEEE SPECTRUM Follow-up press release by CORDIS
Interviews with media representatives	BBC; IEEE SPECTRUM GREEK press	Dec 2013 Telephone interview Prof Delopoulos (AUTH)	Everybody through the International and Greek press	Articles at BBC, IEEE SPECTRUM and the Greek press Contacts with mobile app companies and museum representatives
Interview with museum representatives	British Science Museum	Dec 2013 Telephone interview Dr C. Bergh (Mando) & Dr Ioakeimidis(KI)	General public through the museum exhibition	Potential participation in a special exhibition on Obesity in June 2014
Launch of website	SPLENDID's website	Nov 2103 http://splendid-program.eu/ Dr Maramis (AUTH) & B. Langlet (Mando)	Everybody	2200 visitors until March 2014 Facilitation of internal dissemination and availability of dissemination material for the consortium members
Launch of social media	Facebook, Twitter & LinkedIn accounts	Nov 2103 https://www.facebook.com/splendid.project https://twitter.com/projectSPLENDID http://www.linkedin.com/groups/SPLENDID-Project-6550869/about	Everybody	Too early to assess

4 Dissemination Material

4.1 Logo

A logo using the acronym SPLENDID was designed, in colour and shape, expected to appeal to children and young adults. The logo contains an emoticon where the EU stars represent eyes and the “D” a happy smile (:D) (Annex A). The logo is used in all dissemination activities, both internal and external.



Figure 4 - Part of SPLENDID logo representing a happy smile (:D)



Figure 5 - SPLENDID logo

A *Droid serif* font is used in all paragraphs where readability is a priority, while a *PT sans* is used where readability is not a priority. The colours used are *yellow* and *reflex blue* which appear in the EU flag. *Cyan* and *olive green* are used as matching colours. They can be downloaded from <http://splendid-program.eu/templates-logos/>

Graphical Art Pictures

A set of graphic art pictures have been developed to visualise the SPLENDID concept. They have been used in the project's website, in the leaflet and the presentation. Some of the graphic art pictures are shown below:

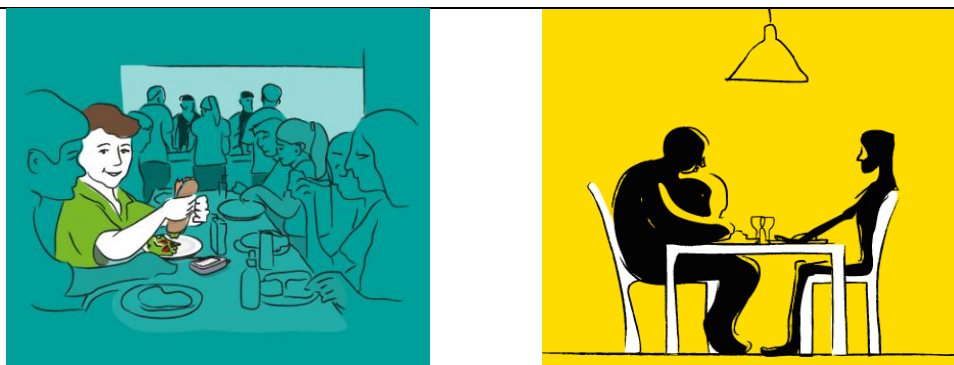


Figure 6 - During the primary screening phase at School; Preventing Obesity & Eating Disorders

The responsible partner for the visual elements is MANDO.

4.2 Presentation Template

Presentation and document templates are necessary in order to provide a common image to all external audiences. The templates have been defined and presented in D8.1 Project Management and can be downloaded from <http://splendid-program.eu/templates-logos/> at the File Repository of the Internal Website which is accessible for the consortium members. The presentation template has also been included in ANNEX B. The responsible partner for the templates is AUTH.

4.3 Leaflet

A leaflet has been developed (ANNEX A) and will be used to effectively communicate the aims of the project to the target audiences during events, workshops, conferences and other opportunities. It can be downloaded by the project's website. A second version of the brochure is planned to be released at the end of the project, with the aim to disseminate SPLENDID's outcomes. The responsible partner for the first version was TSB.

4.4 Project Presentation

A project presentation can be downloaded from the website:

<http://splendid-program.eu/project-presentation/>

It can be used by the partners when disseminating the project in seminars and scientific meetings. The first version was available already in M2, as part of Deliverable D7.1 "Website and Media Presence". The presentation is being updated as the project progresses. At least two updates are foreseen for each year. The responsible partner for the presentation is AUTH but updates may be done by other partners as well.

4.5 Video

To make the project understandable for the general public, a project video will be produced in month 30 (MS7). The responsible partner is MANDO.

5 Conclusions

The dissemination plan as outlined in this document shows how Task T7.1 "Dissemination Activities" will organise its activities. Updates on this plan as well as reporting of future activities will be included in the periodic reports.

A dissemination strategy has been defined incorporating the dissemination aims, target groups and a comprehensive time plan summarising the activities, delivery dates and the responsibilities of the partners.

The first 6 months have focused in raising awareness on the project's objectives and on preparing necessary dissemination materials and tools. Articles on SPLENDID have been posted in the international media, such as BBC, Mobile Health News, and SPECTRUM IEEE and a number of stakeholder meetings took place in Greece and Sweden with school and health professionals as well as with policy makers.

A. Annex A – Leaflet

Consortium



Aristotle University of Thessaloniki
Multimedia Understanding Group
Information Processing Lab
Dept. of Electrical & Computer Engineering
<http://mug.ee.auth.gr>
Lab of Medical Informatics Dept. of Medicine
<http://www.med.auth.gr/depts/omi/>



Karolinska Institute
Section for Applied Neuroendocrinology
Dept. of Neurobiology, Care Sciences & Society
<http://ki.se/ki/jsp/polopoly.jsp?d=25833&l=en>



Mando Group AB
Treatment for eating disorders & obesity
Mandometer Clinics & Mandolean Clinics
<http://mandometer.com>
<http://mandolean.com>



CSEM SA Swiss Center for Electronics &
Microtechnology
Electronics & Firmware – Systems Division
<http://www.csem.ch/site>



TSB - Soluciones Tecnológicas para la Salud
y el Bienestar SA
<http://www.tsbtecnologias.es/>



Wageningen University Division of Human
Nutrition, Sensory Science & Eating Behaviour
<http://www.humannutrition.nl>



Internationella Engelska Gymnasiet
Södermalm
<http://www.enskagymnasiet.se/>

Contact

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splendid-program.eu



Project details

Project Identifier: FP7 - 610746

Start Date: 01/10/2013
Duration: 36 months
Budget: 3.597.959 €

End Date: 30/09/2016
Contract Type: Collaborative Project
Funding: 2.747.000 €



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under Grant Agreement No. 61074

Overall Aim

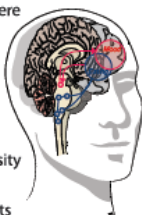
The aim of the SPLENDID project is to provide personalised health services, guiding adolescents and young adults to healthy eating and activity behaviours. The main goal is to prevent the onset of obesity and eating disorders.

Technological Objectives

- Design and integration of sensors to capture eating behaviour and activity patterns in real life.
- Design of a personalised monitoring and guidance platform, an interface where the users can follow their progress.

Scientific Objectives

- How eating and activity patterns relate to the risk of developing obesity and eating disorders.
- Check the progress of the subjects towards their personalised lifestyle goals.



Specific Aims

- ★ Develop a technological system to help measure, evaluate and offer feedback about eating and activity behaviour in real life.
- ★ Develop algorithms evaluating eating and activity behaviour patterns, user answers and personal profile data, which will be used to assess the risk for obesity and eating disorders.
- ★ Develop a professional portal for evaluation of measurements and personalised behavioural goal setting.
- ★ Develop a user-friendly system for delivering behavioural feedback (real-time and report-based) to the user, based on the behavioural goal set by the health professional.

Validation

The system developed within the SPLENDID project (sensors and personalised guidance platform) will be validated in real life using two target groups:

SPLENDID @ schools

Screening and prevention program at schools. Validated in Sweden at Internationella Engelska Gymnasiet, Stockholm.





SPLENDID for adults

Consumer lifestyle management service offered to young adults. Validated in the Netherlands at Wageningen University.



B. ANNEX B - Presentation Template



**Personalised Guide for Eating and Activity Behaviour
for the Prevention of Obesity and Eating Disorders**


WPx (x: 1, 2, 3, 4, 5, 6, 7, 8)

PresentationTitle

AuthorName, ShortNamePartner

SPLENDID, NameofMeeting

Location, Date



Title

- First Point
- Second Point
-

SPLENDID, NameofMeeting

Location, Date

2

