



WP5 – Dissemination & Exploitation

WP Leader:

Central European Initiative – Executive Secretariat
CEI-ES

The project: "Improving Digital Empowerment for Active Healthy Living" (IDEAHL) has received funding by the Horizon Europe Framework Programme under GA 101057477



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DISSEMINATION & EXPLOITATION

- Overall scope:
 - Dissemination and exploitation activities go hand in hand with all the technical activities of the IDEAHL project: dissemination regarding the project is a **cross-cutting activity**.
 - All dissemination activities aim at informing, raising awareness and influencing the policy level through different communication channels (articles, digital tools, ad hoc events, promotional materials and strong web and online presence).
- Duration: M1 – M24
- Lead Beneficiary: CEI – Central European Initiative – Executive Secretariat, all partners are asked to contribute for their part.

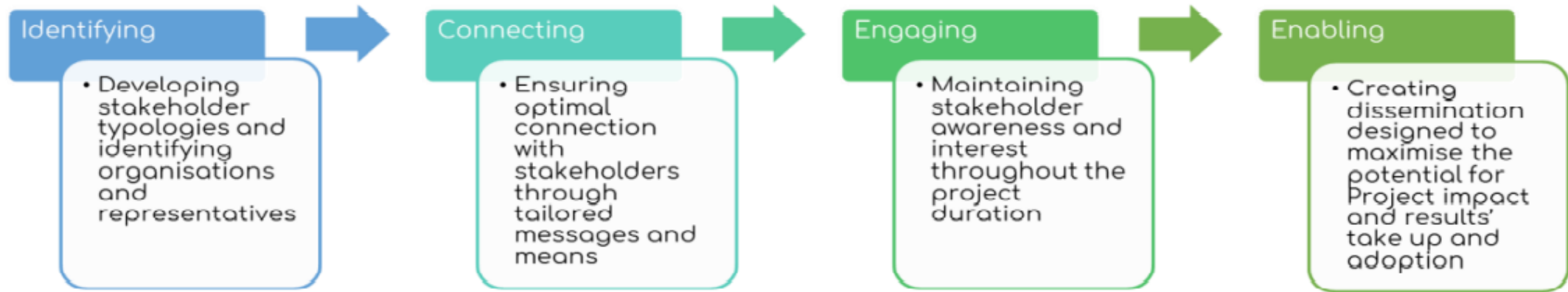
TASKS AND ACTIVITIES – EXPECTED GOALS

Create the
Dissemination
Strategy and its
related indicators
to measure the
expected impact

Create the project
visual identity

Disseminate the
project's results
and activities for
the targeted
audience through a
planned process of
promotion,
engagement and
awareness-raising

Increase the
visibility and
impact of the
project both at
local, national and
European level to
guarantee
transferability and
upscaling the
potential adoption
of its results and
outputs by external
entities in the EU
and beyond



I-CEE Methodology to maximise project impact

- The I-CEE – **Identifying, Connecting, Engaging, and Enabling** Stakeholder Engagement Approach will be exploited and adapted to the IDEAHL project.
- This methodology has **four stages**, which have the aim of identifying and engaging with potential *multipliers* i.e., stakeholders who can directly and indirectly increase levels of engagement and take up with the project.

Task & D.5.1 – Dissemination Strategy & visual identity

Responsible partner: CEI-ES

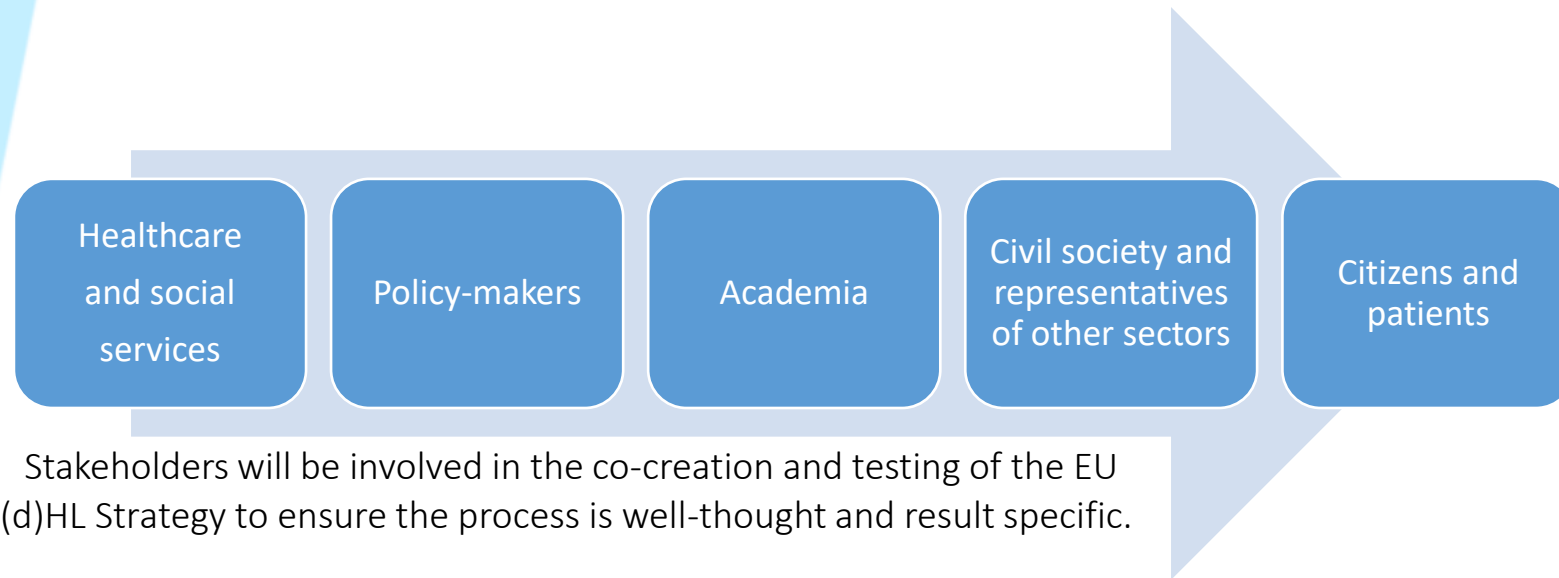
Timing: M3

- ❑ It is a **living document** that provides a set of guidelines to ensure the visibility of the project activities and results and will be updated periodically (M12; M24).
- ❑ **Key messages, tools** and **key stakeholders** will be identified and will guide all activities related to project communication.
- ❑ Crucial tool to be complemented with **Country Communication Plans**. It will include a list of indicators to be measured to assess project dissemination performance.
- ❑ Project **visibility**: visibility to the EU funding will be given in all communication materials. Since the beginning, a project logo and graphic image will be designed, to be then applied to all documents/deliverables/publications.

Task & D.5.1 – Dissemination Strategy & visual identity/2

The dissemination activities will aim at sharing and promoting the progress and achievements of the project, as well as at facilitating the participation of relevant stakeholders.

- Identification of main **target groups**: to whom, why and how?



- **Next steps**: the Dissemination Strategy will be drafted by CEI-ES (**M3**) and shared with partners for their comments. The first draft will be circulated among project partners by beginning of July. The implementation needs the active participation and involvement of all partners.

Task 5.2 – Project website and media dissemination

Specific media actions will ensure wide online dissemination of project results.

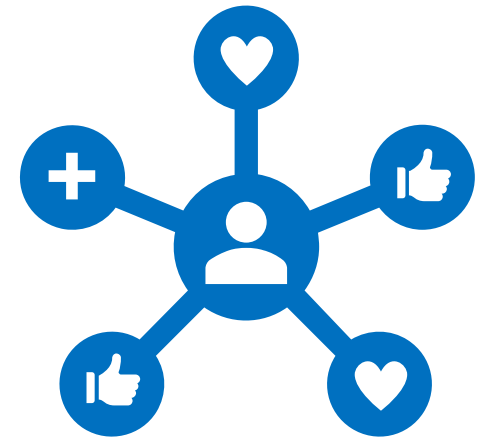
Responsible partner: CEI-ES

Timing: M1-M24

- ❑ **Website (M6):** it will provide all information about the project, partnership, funding and results. The consortium commits to keep the website at least 2 years more after the project end
- ❑ **Social media accounts:** **Twitter, Instagram, YouTube** and **LinkedIn** will be created and regularly updated. Social media campaigns will be conducted by CEI to cover specific project results and events. **Small competitions** (e.g., photo contest) will be periodically launched via social media to raise interest of citizens around the topics of (d)HL

(what about Social Media campaign Task 2.4? Leader CE)

- ❑ **Webinars:** they will be organised with policy makers, healthcare providers, and researchers. The project will seek to promote webinars with WHO Europe, EuroHealthNet, DigitalHealthEurope and ECHAlliance.



Task 5.2 – Project website and media dissemination/2

Specific media actions will ensure wide online dissemination of project results.

Responsible partner: CEI-ES

Timing: M1-M24

- ❑ **News, TV and radio releases:** at least 40 press releases on local and/or national newspapers, TV and radio. Podcasts and/or short video pills will be developed with partner staff's and participants' testimonials.
- ❑ **Newsletters:** a biannual newsletter will be released to summarise the key results of project progress.
- ❑ **Publications:** Partners will publish in specialised literature magazines/journals and open-access platforms like Zenodo and E.N.T.E.R. network. Dedicated budget has been assigned for gold open access publications.



Task 5.3 – Conferences and ad hoc events

At least 2 events in each project country will be organised, open to local stakeholders. These will range from standard workshops/conferences to more “informal” events such as fairs to present innovative (d)HL tools, hackathons to find solutions to specific local challenges related to (d)HL as well as outdoor dissemination events.

Responsible partner: **All Digital**

Timing: **M1-M24**

Final Conference: All Digital, supported by CEI, E-SENIORS, and CSPA, will organise the final international conference with the last SC meeting, in Brussels. The event will be hosted at the EU Asturias Regional Delegation.

- ❑ Date: **M24**
- ❑ Targeted audience: **EU policy makers, regions’ representatives, patient associations, and other stakeholders.** The conference will be web-streamed to reach a wide audience. The project will attend **online and offline events** such as EU Info Days and events including the EU Health Policy Conference and the EU Public Health Conference.



Task 5.4 – Exploitation and sustainability of results

D.5.2 – Exploitation & sustainability Plan

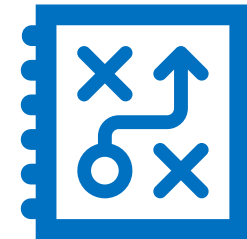
An exploitation & sustainability plan will be prepared (M24), and partners will commit to sustain the (d)HL Strategy's actions beyond the project funding period and scale up results at organisational level.

Responsible partner: MDH

Timing: M14-M24

The Strategy will include:

- ❑ **Actions needed** to manage and maintain the EU (d)HL Strategy actions after their piloting in WP3 (contents/formats update, staff involved, organisations taking care of these aspects)
- ❑ **Planning and Roadmap to up-scale the Strategy**, by implementing a wider pool of initiatives as well as involving users through the network of “champions” and “survivors”
- ❑ **Evaluation and Impact** assessment at EU level after project end against expected results of the strategy. Partners will sign a Memorandum of Understanding (MoU) to commit to long-term mutual cooperation.



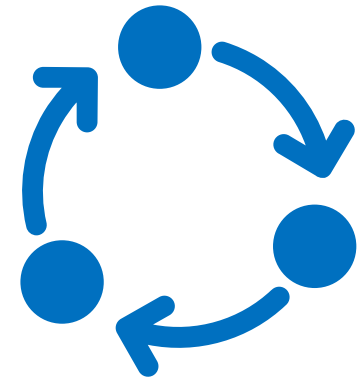
Task 5.5 – Replication actions

IDEAHL will target additional healthcare regional/national systems in the EU that can upscale uptake of project results and promote replication of project best practices.

Responsible partner: CEI-ES

Timing: M16-M24

- ❑ Call for 3 replicators (**M16**), and selected organisations will be provided with Help Desk by CEI, CSPA and MLHSA to receive direct support to implement specific actions such as online support, training and capacity building sessions for the adoption of the IDEAHL (d)HL Strategy and its monitoring and evaluation at regional/national level.
- ❑ Supported by WHO Europe experts, CEI and the consortium will prepare step-by-step **replication guidelines** to facilitate the up-scaling of the Strategy in diversified national contexts and present it at high-level international conferences such as IHA Annual Health Literacy Conference and Global Health Literacy Summit.



TIMEPLAN

WP5 – DELIVERABLES & TASKS

IDEAHL

KoM, Oviedo, 24-25/05/2022

DELIVERABLE RELATED N.	TASK	LEAD BENEFICIARY	DUE DATE
D5.1 Dissemination strategy	T5.1 Dissemination strategy & visual identity	CEI, all other partners	M3
	T5.2 Project website and media dissemination	CEI, all other partners	M1-M24
	T5.3 Organisation of conferences and participation in events	All Digital, all other partners	M1-M24
D5.2 Exploitation & sustainability plan	T5.4 Exploitation and sustainability of results	MDH, all other partners	M14-M24
	T5.5 Replication actions	CEI, all other partners	M16-M24



IDEAHL

KoM, Oviedo, 24-25 May 2022



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