



Horizon 2020 Project LETHE

“A personalised prediction and intervention model for early detection and reduction of risk factors causing dementia, based on AI and distributed Machine Learning.”

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Please refer to the Project Quality Handbook for guidance on the review process and the release numbering scheme to be used in the project.

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1 Executive Summary

This report includes the dissemination and communication plan with its goals and specific actions to be carried out. Specifically, the plan aims to disseminate to a wide array of stakeholders, the learning and material produced by the project, ensure proper visibility of the project's actions, activities and events, Disseminate the project's outputs adequately to policymakers at different levels, the research and scientific community, citizens and businesses, display a common public image of the project, facilitating its recognition, raising awareness about it and attracting the relevant target groups, and finally exploit similar international networks and research initiatives. To this aim, the plan contains some foundational elements such as the elaboration of individual communication and dissemination plans, the release of a functional website constituting the official platform to more effectively reach out the desired Stakeholders and better promote the cutting-edge results of the Project, the organisation of a recurring annual event and Webinars will be the chance to consolidate the project network, attract new Stakeholders and spark inter-collaboration, and the continuous monitoring of the project's communication and dissemination activities on the Scientific and patients' community by means of a set of measurable KPIs, which have been indicated in the present document. The active and continuous contribution of each member of the Consortium will be fundamental to accomplish the list of objectives described in this plan. Further, the project will leverage on a highly committed Scientific and Research community that should encompass members of universities, PhD students, research centres, companies, similar EU funded projects within the citizen science domain, policy makers and patients' associations active both at national and European level.

1.1 Purpose and scope

The present **Dissemination and Communication Plan (DPC)** introduces the LETHE project's dissemination and communication strategy and its implementation plan to be used by the consortium to achieve the greatest possible visibility, accessibility and promotion of the project and its results during the grant period. This DCP will be a reference framework for evaluating the impact of dissemination and communication activities. Furthermore, the DCP will be revised each year in order to adjust the dissemination and communication strategies according to the status of the activities performed, results to be reached, new needs and possible risks identified, as well as on the basis of the market assessment performed all along with the project duration. Any change will be outlined in each Progress Report. The document is articulated into 6 main chapters, structured to appropriately present the overall LETHE DPC objectives, strategy, target audiences, tools and means, channels and material for an efficient and effective implementation of communication, dissemination and exploitation activities within the project lifespan. Following an introduction providing general information on the project's context and objectives, Chapter 2 gets to the heart of LETHE's dissemination and communication strategy, describing the overall objectives, introducing the ecosystem around LETHE and specifying the target audiences and the main stakeholders to be reached and engaged, the key messages to be delivered, as well as the channels and tools to be used. The document continues with Chapter 4, which outlines the Communication Strategy, articulating planned activities on the base of key stakeholder groups. Finally, Chapter 5 shows the dissemination and communication activities' timeline, the work organisation and the expected impact, in addition to elaborating the mechanisms to be applied for the monitoring of communication and dissemination activities implemented, as well as for the accounting and mitigation of related risks. The dissemination and communication activities will also ensure that the information about progress and key findings of the project are effectively communicated to the dementia community and the general public across all EU countries, Alzheimer Europe (AE) will use its well-established network and diverse communication channels (e.g. monthly electronic newsletter which reaches approximately 8,000 people, Twitter, Facebook, Dementia in Europe Magazine etc.).



1.1.1 The context and main LETHE dissemination and communication objectives

LETHE's main objective is prevention in the whole spectrum of cognitive decline in the elderly population at risk reaching from asymptomatic to subjective or mild cognitive impairment to prodromal dementia. The aim of this objective is to develop a novel data-driven dementia risk prediction model enabled by a Big Data analysis of several datasets and an ICT-based monitoring and intervention system, targeting the main known modifiable risk factors for cognitive decline. Besides this main objective, LETHE has two other important aims related to communication, dissemination and community building:

- LETHE will empower people by increasing their knowledge about the disease by providing adequate information on the potential of optimising their individual risk by early intervention, and thereby sustainable behaviour change will be given special focus. Further, LETHE will increase the proficiency of healthcare professionals;
- LETHE will ensure the involvement of relevant stakeholders and will provide a coherent set of recommendations or guidelines for public health authorities. In that regard, the involvement of stakeholder groups like AE will help ensure the interests of this vulnerable user group. In LETHE, we will also prepare recommendations for public health authorities in Europe about the integration and implementation of knowledge of early prevention and intervention of cognitive decline in an elderly population at risk.

In that regard, communication and dissemination activities are expected to ensure that the project's advancements are widely diffused to the intended targeted audiences with appropriate mechanisms in a timely manner and that the key stakeholders for the project's exploitation and market uptake are early engaged and actively participating in the various implementation phases of the project. Dissemination is instrumental to effectively promote the exploitation activities, while it is closely related to the communication activities and compatible with the protection of IPR. The project's consortium aims to implement an intensive, yet clear strategy and conduct effective dissemination, communication and exploitation activities from the very early stages of the project's implementation.

This deliverable is a valid compass to fully support the achievement of the abovementioned scope and an exhaustive roadmap that encompasses a wide spectrum of communication, outreach and dissemination activities to be carried out in pursuit of such objectives. The next chapters describe meticulously and in a prescriptive way, how the process is going to take place and highlight the responsibility for each task.

1.2 Stakeholders

All partners are committed throughout the project to mobilise the appropriate stakeholders to multiply the effects of dissemination and exploitation activities. Considering the inter-relation between the diverse activities to maximise the project's impact, it is important to identify the potential targeted audiences of LETHE along with their specific interest in the project early on. LETHE aims to reflect on a broad and inclusive range of stakeholders and aims to actively engage them in the project activities. Consequently, the project's communication activities need to find ways to address each of these stakeholders explicitly, based on their respective needs, characteristics, and possible motivation, in order to involve and engage them in the project, specifically in the project demonstrators. To maximise the probability of sustained engagement in LETHE activities, each of the stakeholder groups and actors requires:

- specific, custom-made means of communication, and
- a carefully planned and implemented timing in the interaction with the project.



The stakeholders that will be involved in the project are the following:

a) European Institutions, Agencies, Joint Undertakings

Goal: guarantee that the LETHE results can be disseminated at EU level, and that the LETHE priorities/results can help to define the future research and innovation directions based on projects' acquired knowledge;

Approach: these stakeholders will be provided with information through webinars, social media dissemination, project website, participation at project conferences;

Timescale: the communication activities aiming to engage this target group have begun since the first month of the project and will be continued throughout the project's duration.

b) Ministries and government authorities

Goal: these authorities can serve as multipliers of the innovative social practices proposed at a local level by the LETHE project in other regions and territories of the same country where each specific member of the consortium is not yet specifically operating;

Approach: these stakeholders will be provided with information through webinars, social media dissemination, project website, participation at project conferences;

Timescale: the communication activities are aiming to engage this target group will mostly take place in the second half of the project when the results of the pilots will start to be available.

c) Healthcare and Welfare Sector

Goal: promote and apply the innovations introduced by LETHE. Benefit from a set of best practices, technologies and models developed in LETHE;

Approach: involvement in the four exploitation workshops, which will be designed to exploit the maximum innovation potential for the specific challenge that the specific team is facing from time to time;

Timescale: The communication activities aiming to engage this target group have begun since the first month of the project and will be continued throughout the project's duration.

d) eHealth Industry

Goal: become multipliers of the innovative practices proposed by LETHE, exploiting them through new business opportunities, while at the same time increasing the opportunities for the sustainability of LETHE;

Approach: involvement in the four exploitation workshops, which will be designed to exploit the maximum innovation potential for the specific challenge that the specific team is facing from time to time;

Timescale: most of the communication and dissemination towards this target group will take place in the second part of the project, where tangible results will be available.

e) European Network of citizens' associations

Goal: boosting the contribution of citizens to the project, also involving those who are living in countries where no members of the consortium are based. Provide innovative Alzheimer disease prevention strategies through the network of AEAE;

Approach: targeting the networks with newsletters, events, webinars and other dissemination material and by participating in networks' events;

Timescale: The communication activities aiming to engage this target group have begun since the first month of the project and will be continued throughout the project's duration.

f) EOSC Scientific Community

Goal: EOSC scientific communities are going to be involved in the pilot activities either for the use of the data they produce or to identify new data sets that can support research and decision-making;

Approach: direct involvement of the scientific community into the activity of the pilots;

Timescale: The communication activities aiming to engage this target group have begun since the first month of the project and will be continued throughout the project's duration.



g) EU citizens at risk of cognitive decline

Goal: increase the health literacy of the target group to help them prevent the cognitive decline

Approach: social media channels, participation in events, and creation of a specialised website on health literacy;

Timescale: The communication activities aiming to engage this target group have begun since the first month of the project and will be continued throughout the project's duration.

h) General scientific community

Goal: being informed of the scientific and technological outcomes and impacts of the project.

Approach: the attention of the scientific community towards outcomes and scientific outputs will be drawn by the setup of a LETHE ResearchGate project page, which they can follow to receive updates on published LETHE publications;

Timescale: most of the communication and dissemination towards this target group will take place in the second part of the project, where tangible results will be available.

i) General public

Goal: being informed of the general activities carried out by the project, as well as its outputs and impact;

Approach: the spread of website and social media content, in particular, dissemination through social media and articles in magazines;

Timescale: most of the communication and dissemination towards this target group will take place in the second part of the project, where tangible results will be available.

1.3 Internal communication tools

Communication inside the consortium.

Flawless communication among project partners is both a key-point and a necessity to guarantee the regular project workflow and to put in place the following best practices:

- ensure that all the partners have a holistic view of the project;
- keep everyone fully aligned and involved in the project's development;
- create a secure space for shared feedback and discussion;
- guarantee complete transparency across the different WPs;
- prevent potential obstacles beforehand.

LETHE set-up different internal communication tools, which are managed by WP1 (Management) in order to foster internal communication and share ideas and inputs across the LETHE consortium.

The project uses advanced ICT means, like audio and video conferencing tools (specifically Microsoft Teams), electronic mail, emailing lists, email archives, and document repositories (specifically Microsoft Teams), web servers, and a version control system for code and documentation.

A shared Microsoft Teams folder with one folder per each WP has been created by FHJ and shared with all the partners, in order to provide a digital workspace to support the electronic communication and cooperation between project team members, where they can share project files, exchange and co-edit files.

Daily communications among the WPs and partners are carried out mainly through:

- emails and a central mailing list including all project partners;
- web-conferencing for regular online meetings;



- face-to-face communication during physical project meetings;
- online storage of all documents (deliverables, contract, presentations, rolling minutes, etc.).

The project will hold (possibly) physical meetings approximately every six months in order to coordinate the research process, and guarantee the consistency and integrity of the project. GA meetings will be held in this context. One bi-weekly scrum meeting takes place via video conferencing. These meetings ensure internal communication among partners, allow the WP leaders/thematic leaders to coordinate the various tasks, and report the progress of work to the team members. All participants are invited to provide an update before the meetings start.

1.3.1 Mailing list

FHJ developed the main mailing list to be used to contact all the partners and to invite them to the main meetings (like the weekly call). Specifically, the general LETHE mailing list addresses the goal of WP1 to establish an efficient electronic service for communications and document exchange.

Further, FHJ created an excel file in which each partner will state their involvement in each WP so that only relevant partners will be contacted for matters related to each WP's activities.

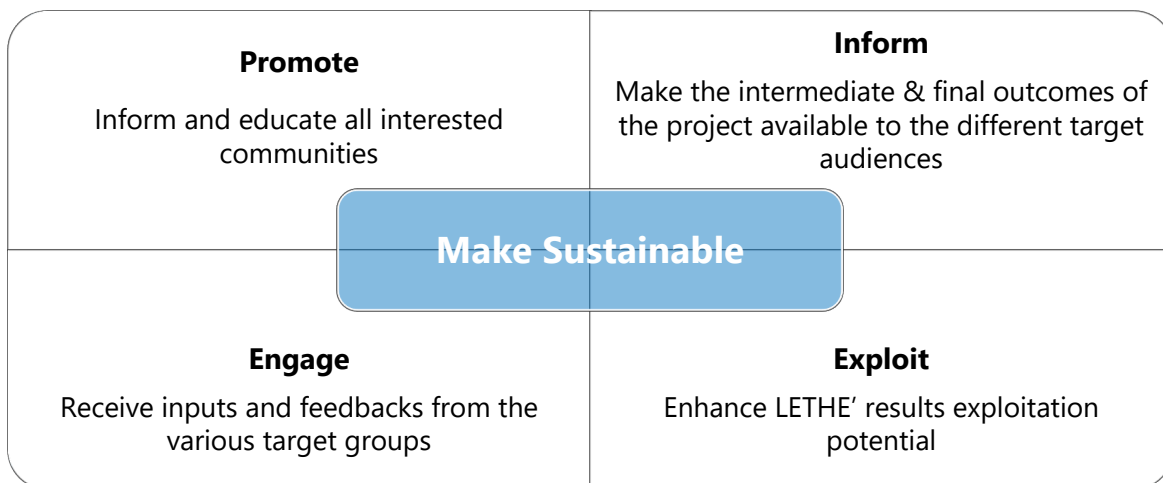
Mailing lists including all the members of one WP are under creation. These will allow the members to reach their respective WP and committee easily and, consequently, to ensure the progress of the project towards its planned objectives.

2 Communication, stakeholder and dissemination plan

The LETHE Consortium considers the dissemination and communication of project results of strategic importance, not just to inform stakeholders about project advancements and results, but also to present projects intermediate findings to future users, get feedback and evaluate whether they meet their expectations and needs, thus achieving the project’s objectives and maximising the adoption of its solution. To this end, LETHE is adopting a funnelled approach, ensuring a wide and targeted communication within the LETHE ecosystem of stakeholders, enable active engagement and achieve efficient dissemination of the project outcomes. This approach reduces the distance between dissemination and communication activities.

On the other hand, tailored **dissemination activities** will be used to target the main LETHE stakeholders, identified and analysed in detail in Chapter 3. Broad **communication activities** will be undertaken to promote project objectives, events and findings in a clear and intelligible way to a broad, multi-disciplinary and varied audience, in accordance with the multi-disciplinary nature of the project. Channels, tools and activities relating to this type of communication are defined in Chapter 4 for the Communication Strategy. The dissemination will start from the very beginning of the project, disseminating well-tailored information about its objectives and expected outcomes. The communication will enter its climax later in the project. The activities will be integrated and intensified at the end of the project, thanks to the implementation of a specific LETHE exploitation strategy.

The final objective of the dissemination and communication activities is to make the project results sustainable and useful from both a scientific and technical perspective, according to the following objectives’ matrix presented below. The more detailed objectives of dissemination and communication activities differ, therefore the objectives of both types of activities are presented separately below.



The LETHE dissemination activities aim at:

- ✓ Ensuring the solution is in line with users’ needs and expectations, involving users in the project and ensuring they are ready to benefit from the output as soon as the solutions are developed. Particular attention will be paid to healthcare professionals, to ensure wide applicability of the proposed solution.



- ✓ Ensuring the most effective dissemination output of the research activities to the interested industrial communities, including customers and business partners of the consortium members, relevant players in the field at the European scale, as well as to the scientific community through the publishing of papers.
- ✓ Establishing links with other EU initiatives/projects that will enrich the LETHE contents and development, also providing feedback for better knowledge sharing and management. This will guarantee an exchange of knowledge and good practices that can enrich bilateral objectives.
- ✓ Interacting with relevant EU actors and networks through events, conferences, trade fairs.
- ✓ Gaining the support and commitment of key stakeholders who can be ambassadors of the project, by informing and involving key public entities and industrial players in the field of artificial intelligence and big data for health. This will also account for potential adopters and users of the solution.
- ✓ Transferring the knowledge generated by project activities to the different stakeholders across the EU (and non-EU) countries, maximising project impacts during and beyond its closure. Target users will be able to benefit from its achievements and the scientific and industrial communities will be able to further develop its research findings in the future.

The LETHE communication activities aim at:

- ✓ Engaging the community of people affected by Alzheimer's disease.
- ✓ Raising public awareness and ensuring maximum visibility of the project key facts, objectives and activities among EU and national public at large.
- ✓ Ensuring that project in-progress and final results reach a wide, multi-disciplinary and varied audience.
- ✓ Creating an intangible community based around main communication events and reflected in a tangible contacts database.
- ✓ Announcing and promoting LETHE events, contributing to upgrade its attendance and engagement potential.
- ✓ Participating in and leveraging from existing EU and national networks.
- ✓ Supporting the dissemination objectives.

The dissemination and communication strategy will support coordinated actions towards the achievement of these objectives by:

- ✓ Ensuring active involvement of all consortium partners to guarantee effective communication towards external stakeholders.
- ✓ Providing partners with guidelines and activities to be performed, targets to be reached and promotional material to be delivered during the project lifetime.

2.1 Internal communication

Efficient communication and collaboration will be one of the main objectives of the LETHE consortium partners. For this reason, a web-based collaboration platform has been created in Microsoft Teams offering each partner independent access to important documents such as, deliverables, meeting minutes, agendas, supporting materials and other miscellaneous project information. The access to this collaboration tool will be restricted only to the consortium members, thus avoiding broadcasting of data and results. Furthermore, meetings will be organised regularly to ensure clear and efficient project management. The types of meetings that will be organised are the following: Project Committee meetings (semi-annually), project scrum meetings (on a bi-weekly basis by remote), Work Package meetings (on demand by remote according to the

work package progress and needs). Depending on the project needs, additional conference calls will be held. The schedules of the meetings will be fixed in advance to allow partners to be properly prepared. PC will take a comprehensive set of minutes at all meetings with clearly-stated action points, time-plan and names of those responsible for the actions. The Patient Advisory Board (PAB) will meet face-to-face four times over the life of the project. Contact will be held via email and online. A webinar will be kept with PAB members in between meetings.

2.2 External communication and dissemination

Dissemination is the public disclosure of the results of the project in any medium. Building up to it involves a process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policy makers) in a targeted way to enable them to use the results in their own work. This process must be planned and organised at the beginning of each project, usually in a dissemination plan.

Communication means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences and engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.

A distinction of targets and methods/tools per activity is provided in the table below.

Activity	Targets	Methods/tools
Dissemination of project results	<ul style="list-style-type: none">• Scientific community in general• Healthcare and Welfare Sector• eHealth Industry• EOSC Scientific Community• European Institutions, Agencies, Joint Undertakings• Ministries and government authorities	<ul style="list-style-type: none">• Workshops and demos• Third-party conferences• Publications• Interactive webinars• Synergies with related projects and initiatives• Training sessions• Policy briefs• Blog posts
Communication of overall project	<ul style="list-style-type: none">• General public• European Network of citizens' associations• EU citizens at risk of cognitive decline• Alzheimer community	<ul style="list-style-type: none">• Project visual identity• Social media posts• Newsletter• Videos• Project website• Press releases• Blog posts• Factsheets/brochures• Final conference

The dissemination activity will be led by the Lisbon Council (LC), while the communication will be led by i2Grow, with the collaboration of AEAE. organisations. All the contents for dissemination and communication will be shared and agreed upon beforehand within the WP, in order to ensure consistency, both activities will be constantly monitored.



Different stakeholders will be mobilised according to the stakeholder analysis carried out at the beginning of the project. In that regard, the list of stakeholders mapped is included in the Annex. With the stakeholder mapping completed, activities moved towards the identification of targets, messages, tools, and channels. Based on these findings, adequate and effective dissemination and communication plan have been produced to ensure the best impact of project results. All of these activities have received contributions from the project partners based on their knowledge of specific audiences. In the current phase, the team is designing a comprehensive set of dissemination and communication materials to facilitate easy recognition of the project and maximum external visibility. Dissemination and communication materials will be tailored to different audiences to get the full effect from using both internal and external channels. The next phases entail the operationalisation of dissemination and communication activities, as well as the maintenance, which is essential to ensure persistent and long-lasting visibility of the project activities and outcomes. This will be accomplished by, among other things, maintaining the project website, creating the project website for health literacy, applying the graphical profile and dissemination strategies consistently, as well as maintaining regular communication & dissemination on social media.

2.3 DISSEMINATION

Dissemination activities will be implemented with a view:

- i. to raise awareness and openly demonstrate clear economic, social, and operational benefits of the use of the LETHE solution in healthcare;
- ii. to disseminate the respective project outcomes to the widest possible community of potential beneficiaries.

Among the different objectives, the dissemination aims to transfer the knowledge generated by project activities to the different stakeholders across the EU (and non-EU) countries, maximising project impacts during and beyond its closure. Target users will be able to benefit from its achievements, and the scientific and industrial communities will be able to further develop its research findings in the future.

2.3.1 Plans for Online and Offline Dissemination

The dissemination activities will deal with the diffusion of research, scientific and technological knowledge generated within the context of the project, aiming to ensure both a mid- and long-term impact by informing the European target audiences. Dissemination activities are characterised by active, a priori awareness and validation by the targeted audiences. They will be collectively performed by all partners, according to each partner's profile and expertise. The for-profit partners will approach relevant industry-sectors, as well as their distributors and client networks, while the non-profit (patient organisation, academic and research partners) will focus on disseminating the project results towards research institutes, the dementia community and universities across Europe, which constitute key target audiences. An initial, draft dissemination plan is devised in **Error! Reference source not found.** to ensure that the suitable interactive and/ or non-interactive dissemination activity is chosen based on the target audience, and presents different intensity depending on the phase and the evolution of the project. This plan will be updated and evaluated at the end of each phase.

Dissemination strategy in phases			
	Phase 1 – Raise Awareness (M10-M16) Activities’ Intensity: Medium	Phase 2 – Inform and Interact (M17-M32) Activities’ Intensity: High	Phase 3 – Promote (M33-M48) Activities’ Intensity: High
Area	Activities & outcomes		
Organisation of project events	Organisation of workshops in scientific conferences	Organisation of workshops in scientific conferences, industry events and fairs	Organisation of workshops and demos in industry events
Participation in conferences and workshops	Presentation of project scope and interaction with participants	Presentation of project’s results	Presentation of project’s results in business events and representation in demos sessions
Scientific publications	Publication of position papers	Presentation of methodology papers in conferences	Publication of project’s results in journals and industry magazines
Engagement with stakeholders and community building	Establishment of contact points, liaison with industry promotion of project’s communication material	Validation of results with key stakeholders (both online and offline), interaction with industry communities and networks	Creation of a network of potential users, invitation for demos and project webinars
Collaboration with similar projects	Identification of synergies, establishment of contact points, brainstorming	Periodic bilateral exchange of news and results, joint presence in events	Joint engagement in events and demo days
Consortium partners’ network	Project presentation in partner’s websites, newsletters and social media	Inclusion of project’s results in partners events	Training and re-use of results, and demonstration of results in partner’s premises
Contributions to standardisation	Participation in relevant working groups and alignment with standards	Participation in working groups’ telcos and events, and presentation of project’s outcomes	Standardisation outcomes and demos in workshops and conferences

Figure 1 - Dissemination Strategy

2.3.2 Stakeholder Mapping

At the beginning of the project, the task responsible will provide a mapping of stakeholder organisations leveraging the input from project partners. An initial list of stakeholders is present in the annexe, considering only organisations due to GDPR compliance, and an excel file has been produced and uploaded in the Teams folder in order to ensure that the list is updated. The list has the following structure:



Partner	Stakeholder name	Stakeholder type	Based in
ER	Alzheimer Association	Healthcare and Welfare Sector	USA
ER	Alzheimer Italia	Citizen's association	Italy

2.3.3 Dissemination to policy makers

Dissemination will target relevant public administrations at the national level as well as R&I Units in different DGs, all of them related to IT topics, in order to raise knowledge on the solutions developed by LETHE which can be adopted by public healthcare institutions. Public officials' will be targeted with the project dissemination tools (social media) and engaged through events (workshops, including demos of the solution). The activity of the task leader LC will be crucial to identify and penetrate relevant networks and events at a national and local level. The preparation of dissemination material such as flyers, leaflets and posters will be used in this and subsequent events in order to incentivise the project awareness. EU institutions will be targeted through policy briefs in cooperation with linked projects. Organising common events and using the respective communication tools such as the newsletters to publish info on the project – will be used to widen (among other stakeholders) the audience of policy officers. Also, close communication and cooperation with the EC's project officers will be crucial to get into relevant networks and events. Finally, in an advanced stage LETHE will be presented at an Alzheimer Europe European Parliament Workshop/Lunch Debate. A non-exhaustive list of events in which LETHE Partners intend to participate for dissemination to the PA stakeholders can be consulted in Annex 2.

2.3.4 Scientific dissemination

LETHE will provide a range of challenging questions for scientists and will reinforce academic knowledge leading also to joint research initiatives, opening new areas of research in the field of Alzheimer's, dementia and artificial intelligence to be further elaborated in the future in order to be always updated with technological progress. Scientific dissemination will start in the first half of the project with the LETHE website implementation, which will be enriched with scientific content across the whole duration of the project. Once the LETHE project results become relevant for archival journals, we aim to publish high-level articles in some of the most relevant journals related to the LETHE topics. These publications will inform about project objectives, including the main service system specifications and the results achieved in order to reach potential users outside the consortium. Most of the scientific dissemination activities will be faced by the universities and research institutes involved in the consortium. Academic and research partners will participate in external European and international scientific conferences and events to show the project developments and achievements. International networks of academies in the Alzheimer's, dementia, and artificial intelligence domain will be used as an awareness and dissemination channel. A non-exhaustive selection of international journals that are best suited for publishing LETHE-funded scientific articles can be found in Annex 3. In line with the project approach, the journals listed are multi-disciplinary and cover different scientific areas. Furthermore, a selection of forthcoming international conferences, covering different scientific areas, confirmed or under consideration by LETHE partners can be found in Annex 2.

2.3.5 Dissemination to healthcare professionals

The LETHE model for early detection and reduction of risk factors can be very useful for healthcare professionals, which might adopt it in their daily practice. Specifically, workshops, trainings, science café,



laboratory open days, webinars, and other kinds of events and dissemination tools (e.g. social media) will be the primary channels to reach them. Further, specific demonstrations will be set-up will be organised to spread the innovative project results. The organisation of such events will be supported by healthcare partners. Some partners are members of relevant networks of healthcare professionals at EU level, which will be used to reach a wider audience. Furthermore, a non-exhaustive list of events identified for dissemination to healthcare stakeholders can be found in Annex 2.

2.3.6 Industrial dissemination

LETHE targets the health industry to raise interest in the employed technologies in the project, perform brokering between the organisations developing these technologies within the project and the health industry companies and facilitating technology transfer. This audience will be a critical part of the dissemination because of the importance of directly addressing SMEs, large industries, and Digital Innovation Hubs to ensure technical take up by competitive players. The participation to trade fairs and the other dissemination tools (e.g. social media) will be the primary channels to reach them. In addition, in order to generate awareness within the business community, specific workshops and events will be organised to spread the innovative project results. The organisation of such events is coordinated by i2G together with the hosting partners. Some partners are members of relevant networks at EU level, which will be used to reach a wider audience. Furthermore, a non-exhaustive list of events identified for dissemination to industrial stakeholders can be found in Annex 2.

2.3.7 LETHE Pilots Result Dissemination Campaign

The dissemination of LETHE’s outputs will also make the knowledge developed throughout the project available and tailored at local level in the regions where the pilots are implemented, in order to enhancing its exploitation potential in further research activities developed by different stakeholders. In order to reach peers in the research community, industry, commercial actors, professional organisations, policy makers, citizens organisation at local level, LETHE will carry out demonstrations, trainings, workshops and social media campaigns in the locations where the trial will take place, namely in and around the four clinical centers in Austria (MUW), Italy (UNIPG), Finland (THL) and Sweden (KI).

2.3.8 Synergies with other initiatives

LETHE project is the next needed step towards the creation of a new solution using AI and Big Data for the development of a personalised prediction and intervention model for detection and reduction of risk factors causing dementia. LETHE will take into account the lessons learnt by previous projects to integrate their key findings, but also will collaborate with ongoing linked projects. To this end, a preliminary mapping activity was implemented, gathering also inputs form all of the project Partners. A non-exhaustive list of related projects can be found below.

Project Name	Call	Timeline
WARIFA - Watching the risk factors: Artificial intelligence and the prevention of chronic conditions	H2020-SC1-DTH-2020-1 (same topic as LETHE)	1 January 2021 - 31 December 2024
SMILE - Providing digitalised prevention and prediction	H2020-SC1-DTH-2020-1	1 January 2021 - 31 December 2023



support for ageing people in smart living environments		
e-VITA - European-Japanese Virtual Coach for Smart Ageing	H2020-SC1-DTH-2020-1	1 January 2021 - 31 December 2023
iHELP - Personalised Health Monitoring and Decision Support Based on Artificial Intelligence and Holistic Health Records	H2020-SC1-DTH-2020-1 (same topic as LETHE)	1 January 2021 - 31 December 2023
BRAINTEASER - BRinging Artificial INTElligence home for a better cAre of amyotrophic lateral sclerosis and multiple SclERosis	H2020-SC1-DTH-2020-1 (same topic as LETHE)	1 January 2021 - 31 December 2024
IN-4-AHA - Innovation Networks for Scaling Active and Healthy Ageing	H2020-SC1-DTH-2020-1	1 January 2021 - 31 December 2022
TIMELY - A patient-centred early risk prediction, prevention, and intervention platform to support the continuum of care in coronary artery disease (CAD) using eHealth and artificial intelligence	H2020-SC1-DTH-2020-1 (same topic as LETHE)	1 January 2021 - 30 September 2024
ALAMEDA - Bridging the Early Diagnosis and Treatment Gap of Brain Diseases via Smart, Connected, Proactive and Evidence-based Technological Interventions	H2020-SC1-DTH-2020-1 (same topic as LETHE)	1 January 2021 - 31 December 2023
FEMaLe - Finding Endometriosis using Machine Learning	H2020-SC1-DTH-2020-1 (same topic as LETHE)	1 January 2021 - 31 December 2024
ROSIA - Remote Rehabilitation Service for Isolated Areas	H2020-SC1-DTH-2020-1	1 January 2021 - 30 June 2025
RADAR-AD - Remote Assessment of Disease and Relapse – Alzheimer’s Disease	H2020-JTI-IMI2-2017-12-two-stage	1 January 2019 - 30 June 2022
Trials@Home - Center of Excellence – Remote Decentralised Clinical Trials	H2020-JTI-IMI2-2018-14-two-stage	1 September 2019 - 31 August 2024
AI-Mind – Artificial Intelligence for dementia prevention	H2020-SC1-BHC-2018-2020-single-stage	1 March 2021 - 31 March 2025



2.3.9 Partners' Dissemination Categories of Interest

This section depicts the individual dissemination categories of interest of each partner.

Table 1 - Partners' dissemination categories of interest

Partner	Plan	Target Audience
FORTH	Participation in conferences related to AI and development of risk prediction models	Researchers and industrial professionals
	Dissemination of Lethe concept and approach	Patient population and healthcare professionals
ER	Events [Conference]: 1 paper to a conference choose between <ul style="list-style-type: none"> • GLOBAL HEALTH • InMed • IoTcare • ICAIH • HIMMS • LREC 	eHealth Industry; Health Scientific community
	Events [Expo]: 1 participation to choose between <ul style="list-style-type: none"> • EXPOSANITÀ • MEDICA • Forum della Salute 	eHealth Industry; Health Scientific community
AE	Special participation in conferences; Special symposium at the Alzheimer Europe	Dementia Community; Researchers and industrial professionals; Dementia Community; eHealth;
	News coverage of peer-reviewed publications via newsletter & website	Dementia Community; Researchers; Dementia Community eHealth Industry; Health Scientific community
	Coverage of topics from policy briefs via Dementia in Europe Magazine	Policy makers
	Presentation of policy recommendations at a European Parliament Lunch Debate/ Workshop	Policy makers
	Presentation of project findings at an Alzheimer's Association Academy/Workshop	Alzheimer Europe member organisations
FHJ	Participation in conferences	Researchers and industrial professionals
	Scientific publications	Researchers
KI, THL, MUW KI, THL, MUW KI, THL, MUW	Peer-reviewed scientific and medical journals focused on neurology, geriatrics, internal medicine, digital health. Priority will be given to journals with large audience and/or high impact factor (e.g. Lancet Neurology, Alzheimer's & Dementia, Lancet Digital Health, Neurology, JAMA Psychiatry, etc)	Scientists, researchers, and clinicians
	AE annual conference	Scientists, researchers, and clinicians



Partner	Plan	Target Audience
	AAIC Alzheimer Association International Conference	
	Dissemination of LETHE aims, activities and results in Alzheimer Europe: Dementia in Europe magazine	Scientist, clinicians, politicians, patients with dementia and caregivers, community
COMB	Events [Conference/Expo]: participation annually Alzheimer Association International Conference (AAIC)	eHealth Industry, Health Scientific community
EGI	Dissemination of LETHE architecture solutions, activities and results	EGI Federation participants, EOSC and AI developers, architects etc.

2.4 COMMUNICATION

Communication activities will be implemented with the view to reach out and build a sustainable user base for the project outputs, as well as to demonstrate the significance and business opportunities deriving from utilising the LETHE solutions and assets in new products and services within public administrations.

In order to ensure that the different communication objectives are addressed effectively, and the expectations of the target audience groups are met, specific attention will be paid to adapt the communication means, the measures and the content both to the needs and knowledge levels of these groups as well as to the status/ progress and needs of the project. The communication plan is depicted in

Communication strategy in phases			
	Phase 1 – Raise Awareness (M10-M16) Activities' Intensity: Low	Phase 2 – Diffuse Knowledge (M17-M32) Activities' Intensity: High	Phase 3 – Communication Climax (M33-M48) Activities' Intensity: High
Area	Activities & outcomes		
Project website	Design and development of the main project communication hub, complemented with analytics and search engine optimisation	Regular update of the platform and tracking of analytics to measure impact and to provide content	Regular update of the platform and production of demo material to be available in an interactive way
Social media presence	Establishment of presence in social media, where the project reproduces relevant content and monitors relevant hashtags, uploads material, follows influences and liaise with related projects and initiatives	Promote project's outcomes and events, interact with the relevant community, upload relevant material, reproduce relevant content and monitor relevant hashtags	Update the communication contents with the results of the validation study, produce infographics and launch of the LETHE exploitation relevant communication
Project's blog	Deploy project's blog and provide content related to project's positioning and technologies	Frequently publish content to initiate discussions on specific issues relevant to the project to receive feedback	Move the Blog contents focus from projects focus to communication contents supporting Health literacy strategy

Traditional media	Press release to announce the project's launch	Press release to announce the project's results	Press release to present the business case of the project's results
Communication material	Design logo and project identity, prepare templates, project newsletter and promo video, prepare project brochure, factsheets and banners	Update brochure, banner and release frequently e-newsletters, publish content in EU ateliers (e.g. JoinUp, Cordis)	Prepare final Communication material for the project outcomes the communication of the business model and the health literacy strategy launch

Figure 2. In order for the communication strategy to achieve its listed objectives, all partners commit to undertake the activities that will be further detailed at the beginning of the project and that will be revised along with the project as needed to maximise the expected impact. For this reason, well-defined procedures will be set up to ensure the quality of the communication, in terms of form and content. The communication strategy of the project will assign responsibilities to partners according to their domain of expertise and existing liaisons to achieve the optimum results in terms of communication.

Communication strategy in phases			
	Phase 1 – Raise Awareness (M10-M16) Activities' Intensity: Low	Phase 2 – Diffuse Knowledge (M17-M32) Activities' Intensity: High	Phase 3 – Communication Climax (M33-M48) Activities' Intensity: High
Area	Activities & outcomes		
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Project's blog	Deploy project's blog and provide content related to project's positioning and technologies	Frequently publish content to initiate discussions on specific issues relevant to the project to receive feedback	Move the Blog contents focus from projects focus to communication contents supporting Health literacy strategy
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Figure 2 Communication Strategy

2.4.1 LETHE Community

Almost every project needs to build a community to deal with and LETHE is not an exception: building up the LETHE Community is a main goal of the strategic communication plan. The Community, as a whole, will be definitively able to benefit from an open-access philosophy of all the contents to be spread by means of a specific “mediamix”, structured in order to reach all the relevant target groups and made up as already described: LETHE website, LETHE social network profiles, press and media initiatives, leaflets and posters, newsletters, organisation of and participation in conferences. All communication actions will be aimed at creating a “community of interest” around the LETHE project; individual members involved in the community will use each communication action as a starting point to deepen the knowledge and apply in practice every single innovation introduced by the project. The general public will be targeted to maximise awareness of the project findings and their impact. For a wide dissemination, LETHE will have its own website with information about the results, next activities, evaluation processes, use case applications and public deliverables; it will organise community events based on workshops and hackathons where participants will collaborate intensively on applying specifying solutions to a target context.

2.4.1.1 *Communication to the Alzheimer Community*

Alzheimer Europe will provide regular updates on LETHE’s progress as well as key findings and recommendations through its communication tools and channels to ensure maximum visibility of the project in the dementia community as well as general public within the European region (secondary target audience), while incorporating appropriate key messages that will be defined and updated throughout the project as needed to suit the current stage of the project’s progression.

This will also focus on supporting the impact of the health literacy communication strategy addressing citizens at risk of cognitive decline (see section 2.4.3), by regularly highlighting the LETHE website for health literacy that targets prevention of cognitive decline, throughout Alzheimer Europe’s established social media channels.

Alzheimer Europe’s channels include a monthly newsletter, the Dementia in Europe Magazine, a public website (with over 650.000 users per year) as well as its Alzheimer’s Academy Workshops, European Parliament Lunch Debates/ Workshops and the Annual Conference.

Alzheimer Europe’s activities will aim to support LETHE’s main communication objectives:

1. Raised awareness of project and results;
2. Health literacy improvement in target audience(s).

Further information on the communication tools, channels and meetings, is provided below.



2.4.1.1.1 Monthly Alzheimer Europe Newsletter & website

Alzheimer Europe’s newsletter is circulated on a monthly basis (with the exception of the summer edition that merges for July and August) to a large audience of around 8,000 contacts. These also encompass Alzheimer Europe member organisations who also share news on a local level with their communities.

A dedicated section on EU projects provides updates on projects in which Alzheimer Europe is involved in. Articles circulated as part of the newsletter are also featured on the Alzheimer Europe [website](#). Website managers of the projects are invited to re-use them. LETHE meetings (such as the [LETHE kick-off meeting](#)), developed materials and activities (including published articles, webinars, video interviews) will be communicated throughout the project span. Peer-reviewed publications that will be published after the end of the funding period will also be featured, ensuring sustainability of LETHE dissemination activities. Top stories such as the online survey LETHE is going to launch will also be featured on the Alzheimer Europe landing page for maximum exposure. Each article will be accompanied by a

Tweet to raise visibility of the news.

Alzheimer Europe also features LETHE in a dedicated [project section](#) on its website for the duration of the funding period, the profile is accompanied by a link to the LETHE website for additional exposure.

2.4.1.1.2 Annual Conference

Alzheimer Europe organises an Annual Conference which attracts over 700 participants from over 30 European countries, including people with dementia, carers, representatives of Alzheimer associations, health and care professionals, researchers, policy makers and industry representatives. Due to the beginning of the COVID-19 pandemic in 2020, Alzheimer Europe organised its conference as a virtual event, enabling the connection of almost 800 participants, from 43 countries. Recordings of the presentations are uploaded to Alzheimer Europe’s public YouTube channel and shared via the organisation’s established communication channels. A special symposium will be organised at one of the annual Alzheimer Europe conferences towards the end of the LETHE project.

2.4.1.1.3 Dementia in Europe Magazine



Alzheimer Europe publishes the [Dementia in Europe magazine](#) three times per year (currently online due to COVID-19 restrictions and people working from home) with a distribution that varies between 3,000 and 3,500 recipients. It is sent to all the Members of the European Parliament (MEPs) and many high-level decision-makers in the European Commission. It also reaches lawmakers and politicians in the countries of Alzheimer Europe's [member associations](#), who receive and further distribute each issue. In addition, the magazine is read by research professionals from public and private bodies, such as the JPND and the 2nd EU Joint Action on Dementia. Finally, the magazine is shared with academic and scientific partners who work together with Alzheimer Europe in various [projects](#).

Alzheimer Europe will feature an introductory interview with LETHE coordinator, policy briefs, LETHE milestones, as well as showcase an end of project article raising awareness of LETHE results and recommendations for public health authorities in Europe about the integration and implementation of knowledge of early prevention and intervention of cognitive decline in an elderly population at risk.

2.4.1.1.4 Alzheimer Association Academy Workshops



Alzheimer Europe organises its Alzheimer Association workshops with representatives from its member organisations and company representatives three times a year, with the aim to update them on specific topics and research developments. This provides a forum for bilateral exchange between research projects and Alzheimer organisations where the latter can provide insights on their country-specific perception of a given topic or area of research. Traditionally, these workshops are held in-person, but due to COVID-related travel restrictions still going on throughout Europe, are held as online events. WP9 will oversee the project's progression and seek for opportunities for the LETHE project to be presented at such a meeting depending on current project needs.

2.4.1.1.5 European Parliament Workshops / European Parliament Lunch Debates



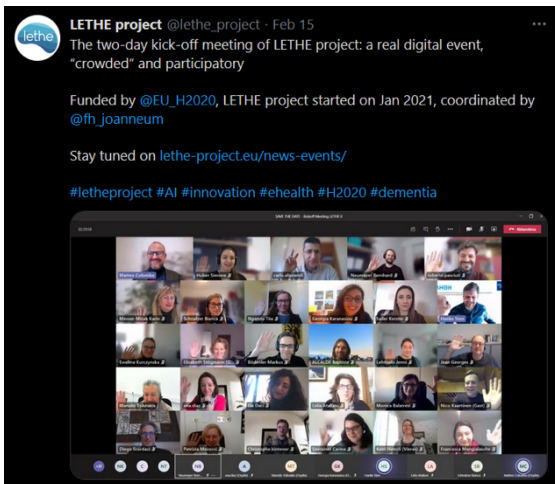
Alzheimer Europe organises two Lunch Debates at the European Parliament per year. The event is attended by representatives from national member organisations, government experts on dementia, academics, industry representatives and policy makers. It provides a platform for exchange on dementia policy on a European level. The events are chaired by Members of the European Parliament (MEPs) who are part of Alzheimer Europe's European Alzheimer's Alliance (EAA). The EAA is a non-exclusive, multinational and cross-party group that brings together

Members of the European Parliament to support Alzheimer Europe and its members in making dementia a

public health priority in Europe. Alzheimer Europe also organises its Lunch Debates in collaboration with projects in order to support them in raising policy issues arising from their work towards decision-makers.

Due to COVID-19 restrictions, Lunch Debates are currently organised as European Parliament Workshops in a virtual environment to ensure the continuation of this important platform for exchange.

2.4.1.1.6 Social Media



The outreach of appropriate messaging that will be shared through LETHE's Twitter account will also be supported via the Alzheimer Europe Twitter handle that currently has a following of over 10.000, as well as through Alzheimer Europe staff handles who are actively involved in the LETHE project.

Furthermore, project articles posted from the Alzheimer Europe website will be promoted through Alzheimer Europe's account, including the @lethe_project handle for greater outreach and visibility. In addition, individual Tweets on LETHE activities will be covered by staff members (e.g., meetings attended, support of the trans-national

surveys – as planned in Tasks 8.4 & 8.5 & to maximise the visibility of LETHE's Health Literacy Strategy with a focus on linking to direct examples from the website that is to be launched).

2.4.2 Health literacy strategy

An important pillar of the communication strategy is the work expected on the creation of a **Health literacy communication strategy (HLCS)** addressing citizens at risk of cognitive decline. The strategy must meet the different objectives and satisfy the expectations of the target audience groups, specific attention should be paid to adapt the measures and the content to the needs and knowledge levels of target EU citizens. This will be facilitated mainly through the employment of a vast number of communication means, including a specialized web site for Health literacy targeting the prevention of cognitive decline as well as health prevention in general in the ageing population.

The creation of communication channels targeting Health literacy will ensure the transfer of project research outcomes and knowledge beyond the project duration, ensuring in such a way the continuation of users'



engagement (such as citizens at risk, healthcare professionals and healthcare systems) for the increased uptake and widespread dissemination of LETHE project results.

The main objective and expected outcome at the end of the project (M48) is the web site (Portal) for Health literacy focussed on the prevention of cognitive decline, as well as prevention in general, targeting EU citizens of all Health literacy levels.

Health literacy is defined as the “ability to obtain, process, understand, and communicate about health-related information needed to make informed health decisions”.¹ Research has shown that online health information is often complex and written at a reading level that is difficult to understand.²³ If people with higher health literacy are able to process and understand online information and people with lower literacy are not, the knowledge gap between these groups increases.

Designing and implementing effective strategies that suit people of all health literacy levels, it’s important to know through which pathways Health literacy facilitates information processing and, subsequently, message effects.

Research showed that the usefulness of web sites as a health information source largely depends on the receiver’s Health literacy and that the influence of Health literacy on information recall and web site attitudes was mediated by cognitive load and imagination ease but only marginally by web site involvement. Thus, to improve recall and attitudes among people with lower Health literacy, online health communication should consist of information that is not cognitively demanding and that is easy to imagine.

As a matter of fact, understanding the target audience is a crucial step in the HLCS associated tactics and solutions able to meet the audience expectations and needs. For this reason, the devised HLCS starts with the assessment of Health literacy skills in the target population through an open web survey and keeps on along the 48 months implementation according to the defined steps and based on the interaction of WP9 and other WPs, as here shortly summarized below:

- 2021: Assessment, Validation and Research (WP9-WP8 interaction)

¹ Corine S. Meppelink, Edith G. Smit, Nicola Diviani & Julia C. M. Van Weert (2016) Health Literacy and Online Health Information Processing: Unraveling the Underlying Mechanisms, *Journal of Health Communication*, 21:sup2, 109-120

² Lachance, C. R., Erby, L. A., Ford, B. M., Allen, V. C., & Kaphingst, K. A. (2010). Informational content, literacy demands, and usability of websites offering health-related genetic tests directly to consumers. *Genetics in Medicine*, 12(5), 304–312.

³ McInnes, N., & Haglund, B. J. A. (2011). Readability of online health information: Implications for health literacy. *Informatics for Health and Social Care*, 36(4), 173–189.

- 2022: Development of Communication strategy, Creative brainstorming, Tactical plan (WP9 internal Task's interaction e.g., Innovation management and Communication)
- 2023: Content preparation and multimedia development (WP9-WP8-WP7 interaction)
- 2024: implementation of the strategy on selected channels (WP9)

A depiction of the HLCS is provided below.

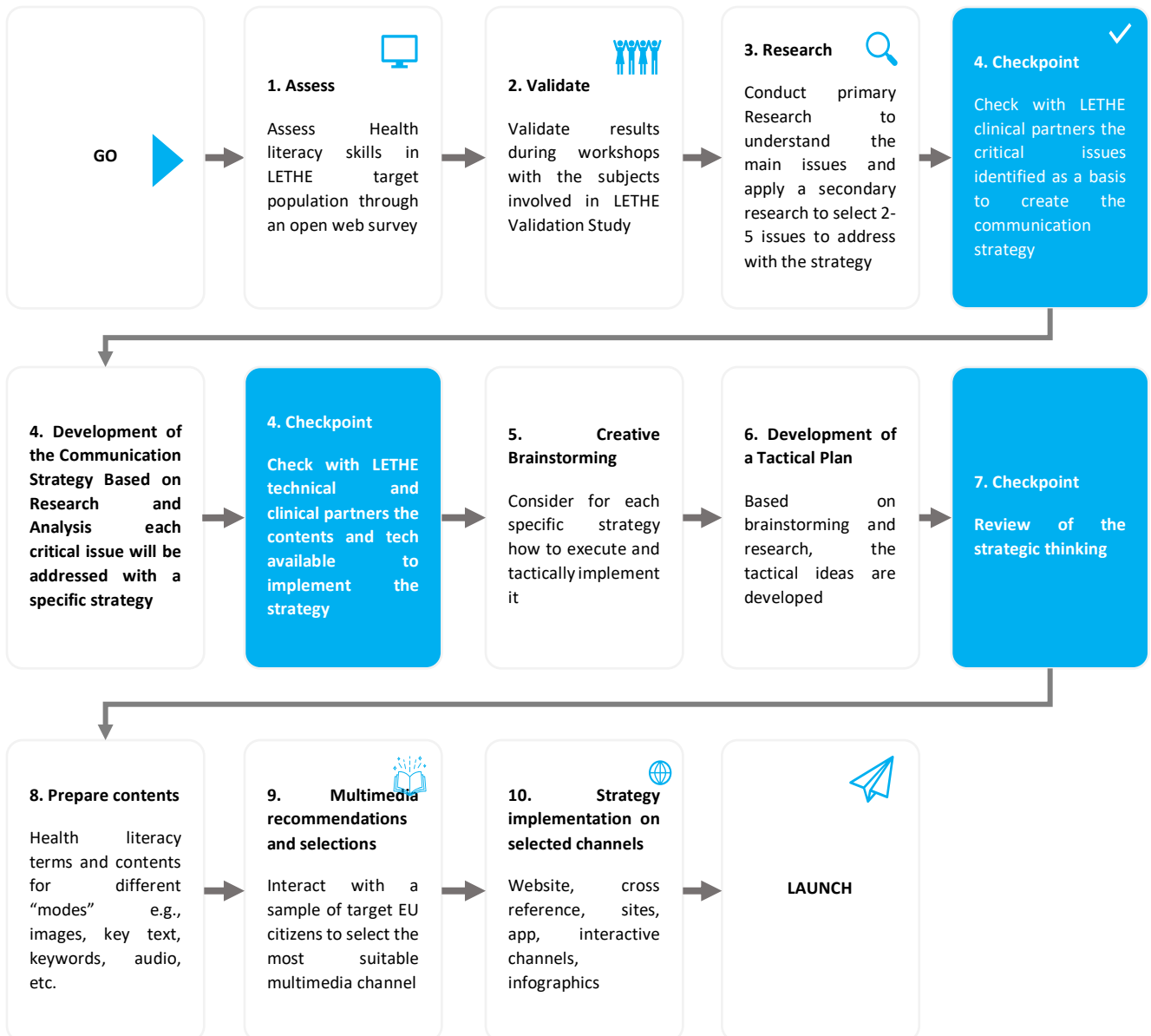


Figure 3 Health Literacy Communication Strategy targeting EU citizens at Risk of Cognitive Decline

Some of the HLCS steps have been already addressed in this preliminary phase aiming at driving the first-year activity plan:

A. Assessment



As far as the STEP 1 (Assessment) is concerned, at the date of preparation of D9.2, an interaction is already ongoing among WP9 leader (i2G) and WP8 leader (KI) in order to define the scope, the target and the investigation areas needed to draft the online survey. An important contribution from the partner KI is based on previous experiences within the HATICE study group^[1] and an initial review of literature.

B. Research

An initial set of main areas of investigation, that center around the prevention of age-related cognitive decline, dementia and AD have been identified in WP8:

- Is it possible to achieve prevention in older age? What are possible main actions (ie drugs, lifestyle) and what is needed to make them possible?
- How should the presence of biological risk factors be disclosed (eg neuroimaging, genetic test, CSF) and at what risk-status in the context of prevention interventions? What is known about dementia risk scores, how are they perceived?
- How to empower patients: Identify strategies for shared decision-making about early AD diagnostic testing and dementia prevention, and improved citizens and patients subjective / emotional perceptions of empowerment
- Which approaches can help optimize longer-term adherence to and efficacy of multimodal personalized prevention interventions?
- What is older adult's attitudes towards ICT solutions for risk monitoring, personalized advice and intervention delivery? What are the barriers and facilitators to the use of ICT, both at individual and societal level? Does digital Health literacy in caregivers influence Health literacy of patients and people at risk of dementia?

Questionnaires, end points, and assessment scales will be developed in WP8 and implemented in WP9. A systematic review of the literature is being performed in order to select the most appropriate research and communication tools. Further, the expected Health literacy research outcomes, questionnaires results will be used as input to the design the HLCS and the design of the Portal.

C. Creative Brainstorming

The initial design hypotheses we are considering are the following:

1. Use the questionnaires outcomes to define Personas. The Personas should reflect different categories of risk-type users and will be used in the Portal to profile the users anonymously. Personas will be made of age-ranges, gender, lifestyle type etc.
2. Personas should also be able to segment the addressed population based on the dementia prevention literacy level (e.g., low, medium, high)
3. Based on the Personas type, the user will find the relevant health information in the Portal (e.g., tips, simplified strategies etc.).
4. The way the information will be provided to the users will have to be selected collaboratively by the partners, tested and validated. Possible options are:
 1. The same health information provided with different communication media able to engage the audience based on the Health literacy level (e.g., Podcasts or visual info for individuals with lower health literacy or textual information for individuals with higher health literacy)



2. Differentiated type of health information, from simpler to more articulated ones, provided through unique selected and effective communication media (e.g., Podcasts or Interactive chatbots or infographics).

D. Tactical plan

The development of Personas is planned to start after the collection and assessment of questionnaires collected through the web survey. Personas are fictional characters created to present different user types and represent archetypical users whose goals and characteristics represent the needs of a larger group of users.

Each Persona will be defined by a real name, a profile photo and is described in a one or two-page document that includes demographic information like age, location, job role, and income. Then comes the psychographic part where readers can find behavior patterns, goals, skills, interests, attitudes, background information (like the environment in which a persona operates).

For each Health literacy category (e.g., lower, middle, higher) 3 to 5 personas can be defined, but the final number will also depend on the questionnaire's outcomes and segmentation of target people in main groups and subgroups traits and characteristics. The LETHE Patient Advisory Board will contribute to the development of the personas. This work will be led by AE and will involve a number of online consultations with members of the PAB. The first consultation will be in relation to the planned personas and, once developed, feedback to the materials developed for the personas.

[\[1\]](#) Akenine U, Barbera M, Beishuizen CRL, et al. Attitudes of at-risk older adults about prevention of cardiovascular disease and dementia using eHealth: a qualitative study in a European context. *BMJ Open* 2020;10:e037050. doi:10.1136/bmjopen-2020-037050



2.4.3 Partners' Communication Categories of Interest

This section depicts the communication categories of interest of each partner.

Table 2 - Partners' communication categories of interest

Partner	Plan	Target Audience
FORTH	Social media posts (Facebook, Twitter)	AI researchers and healthcare professional
Info	Press releases	Healthcare organisations and Ministries of Health and Alzheimer organisations in Cyprus, East Africa, Middle East, Egypt
ER	Social Media: 9 posts accordingly to the stage reached in the project on various tasks; Press releases	eHealth Industry; AI and Machine Learning Communities; Data Scientists; Dementia Community
	Company Blog: 3 blog posts regarding technical results achieved; News articles on the website newsletter	eHealth Industry; AI and Machine Learning Communities; Data Scientists; Dementia Community
	Company yearly Kick-off: short report about the stage reached in the project; Dementia in Europe Magazine	Company Holding employees and management; Dementia Community & Policy Makers
FHJ	Press releases	General public
AE	Social media posts	Dementia Community
	Press releases	Dementia Community
	News articles on the website newsletter	Dementia Community
	Dementia in Europe Magazine	Dementia Community & Policy Makers
KI, THL, MUW	Press releases and news on the academic institutes' websites	Researchers, clinicians, healthcare workers
COMB	Webinar: one webinar on brain training	Clinicians
I2G	Project web site, Health literacy web site/Portal, Flyers, 2 Videos, Press releases to be localized,	Healthcare and IT Researchers, clinicians, healthcare workers, Dementia Community, EU Citizens, Industry.
EGI	Social media audiences (Twitter, LinkedIn), EGI's web site and news	EGI Federation participants, EOOSC and AI developers, architects etc.



3 LETHE Branding

The project's visual identity comprises of a logo, templates for documents (e.g. press releases, newsletters, posters, reports, published deliverables etc.) and style guidelines for on-line and off-line use.

A consistent visual identity will be used for all communication and dissemination activities. Templates for external communication and documents have been provided. There will be a final branding alignment across all formats and channels used to reach stakeholders, spanning the training, products and services, and integrated news, social media, brochures, banners, posters, and other collaterals.

As a result of this homogeneous and solid Branding strategy, the project aims at achieving the following outcomes:

- More effective memorisation and visual identification;
- Improved recognition and acknowledgement across a broad range of recipients;
- Strengthened loyalty and trust from the audience;
- Sustain the overall message that LETHE wants to convey.

Information of EU funding will always be present by a prominently displayed EU emblem and the text suggested in the Grant Agreement: "The LETHE project has received funding from the European Union's Horizon 2020 project call H2020-SC1-DTH-02-2020 funded project Grant Agreement no. 101017405". Further, it will be disclaimed that the content does not represent the opinion of the European Commission and the European Commission is not responsible for any use that might be made of such content.

3.1 LETHE Logo design

The LETHE logo design process started at the very beginning of project activities in January 2021 and involved all the partners in the selection phase.

The steps carried out by i2grow (Partner 10) before the creation of the logo were:

- The process of "*Naming*" e.g., "LETHE: the river of oblivion". This choice of the Project acronym is not a coincidence and it is highly rooted in the project mission and vision. In Greek mythology, the *Lethe* river takes on a symbolic value, namely the importance of memory for the human being. The memory from two points of view: the wisdom of the past and also as "forgetfulness". Hence the connection between the narrative of the river of oblivion and the LETHE project, which aims to contrast the onset of symptoms of cognitive decline. Prevention, therefore, plays a fundamental role in the project.
- The creative process of the Graphic designer, who managed to interpret the name of the project by elaborating six different proposals here below reported:



After an internal process of selection, some of the proposals have been submitted to the project partners, and the final logo and the complete logo with payoff have been approved at the kick-off meeting (25-26/01/21):



References for the logo design.

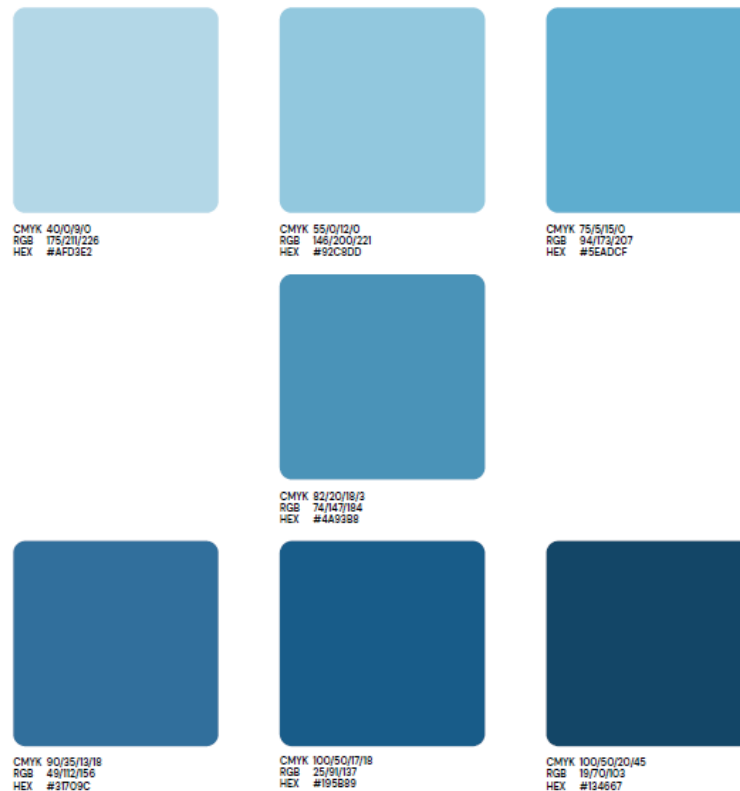
brain river/waves

Wordmark construction.



The final logo represents an artistic and synthetic narrative of the project. Thanks to the colours and shapes, the LETHE logo embodies the meaning of the project.

The blue colour is separated into seven different shades, representing the river; the dynamic motion of the waves is given by the soft and natural lines within the main form of the brain.



The logo, mainly selected and voted for its immediacy and recognizability, will be used in every *Dissemination and Communication relevant Activity*. Simple shapes with a strong reference to the river, its waves and a strong reference to the human brain, the main focus of the project. Even the letters of LETHE, within the logo, were created specifically to be in line with the graphic design.

The LETHE project will be widespread through the use of different communication channels. The logo will appear on screens, favicons apps and websites, business cards, brochures, presentations, templates, newspaper articles, press releases, banners, website headers. For this reason, a coherent graphic design was needed, simple but extremely effective and immediate, created to be recognisable at a glance.

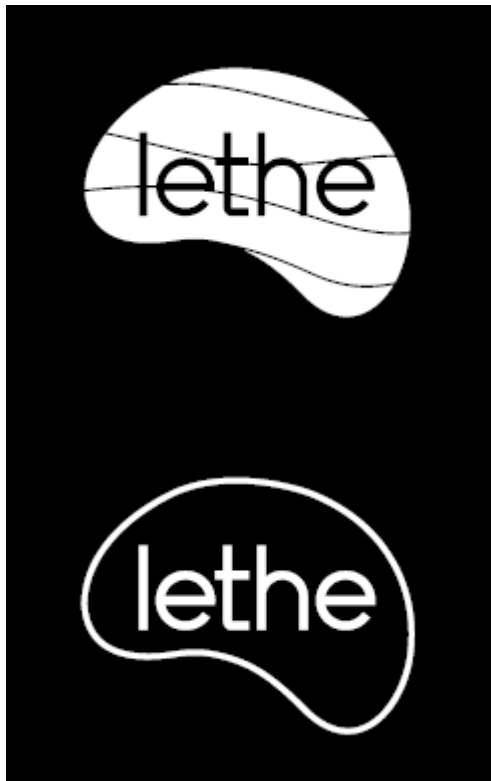


Here below, different variations of the logo are reported:

- Simple without payoff (convenient to use for favicons and social profile images. Simple and recognisable):



- Monochrome white on a black background:



- Monochrome black on a white background:





In these last two cases, it was decided to simplify the graphic sign to the highest levels, also by lightening the logo from the internal waves. These cases are useful for massive prints that require an extreme simplification of readability.

3.2 LETHE Website

The final version of the project Website, V.1, has been previously evaluated and checked by all the partners involved in the project through an evaluation poll of the aesthetic/attractive satisfaction of each page layout, communication tools and contents. The lethe-project.eu website and its sections have been designed and developed to let users access the most relevant information of the project organisation, objectives and healthcare domain targeted.

Given the potential for disseminating content via WWW, a system to facilitate the website's legibility has been applied in compliance with the rules of the W3C protocol. This protocol will help people with visual disabilities to access the web content.

The website is fully responsive from any device, pc or mobile. The organisation of the contents is divided into subsections, each accessible from the main menu. After developing the first version of the website, a **poll was sent to all partners** by i2Grow to evaluate the satisfaction of the web site for each page. Every partner was able to edit the text content as well as make suggestions on the layout.

The LETHE website is an important tool because:

- Facilitates information about cognitive decline, a health issue that potentially affects every individual
- Provides simple and broadcast information about the project and all the partners involved
- Each single project progress step will be inserted in a timeline on the "*Milestones*" page
- The "*Deliverables & Publications*" and "*News & Events*" sections will be constantly updated with the contents written by the partners with the project's progress
- It offers the possibility to contact the LETHE project team directly.

Website design and graphic line are consistent with the narrative imagery that is to be expressed with the LETHE project, focusing on simplicity and usability.

The shades of blue, a colour that has always been used to express calm and trust, is also a reference to the technological world, are predominant throughout the site, from the choice of images to the information boxes ad hoc created, up to the titles, to the items of menus and CTA buttons. The site embodies a synthetic, expressive and effective communication channel of the project.

In the website, under the logo, the study team will add a link to the website: <http://ec.europa.eu/digital-single-market/ehealth>.

3.2.1 Homepage and Footer

The homepage website starts with an emotionally impacting and dynamic header with reference to the original meaning of LETHE: the river, water, and its waves. Below the disclaimer to clarify who and what the LETHE project is.



A personalized prediction and intervention model for early detection and reduction of risk factors causing dementia, based on AI and distributed Machine Learning



THE RIVER

LETHE, is the river of Oblivion. From Greek mythology this river takes on a symbolic value, namely the importance of memory for the human being. Memory is understood as the wealth and wisdom of the past. But also, memory connected to the concept of forgetfulness



CONNECTION

15 partners from 9 European countries set sail together to navigate the waters of the Lethe River



VISION

And this is the link between **LETHE Project** and the **innovative strategies** to contrast the onset of symptoms of cognitive decline. Prevention, therefore, plays a fundamental role for the project

On the homepage, users will find general information describing the project and from those who are involved, the vision, a button with a Call to Action (CTA) that invites you to join the LETHE community by subscribing to the newsletter and an ad hoc design conceptual framework that explains the LETHE key.

JOIN OUR COMMUNITY

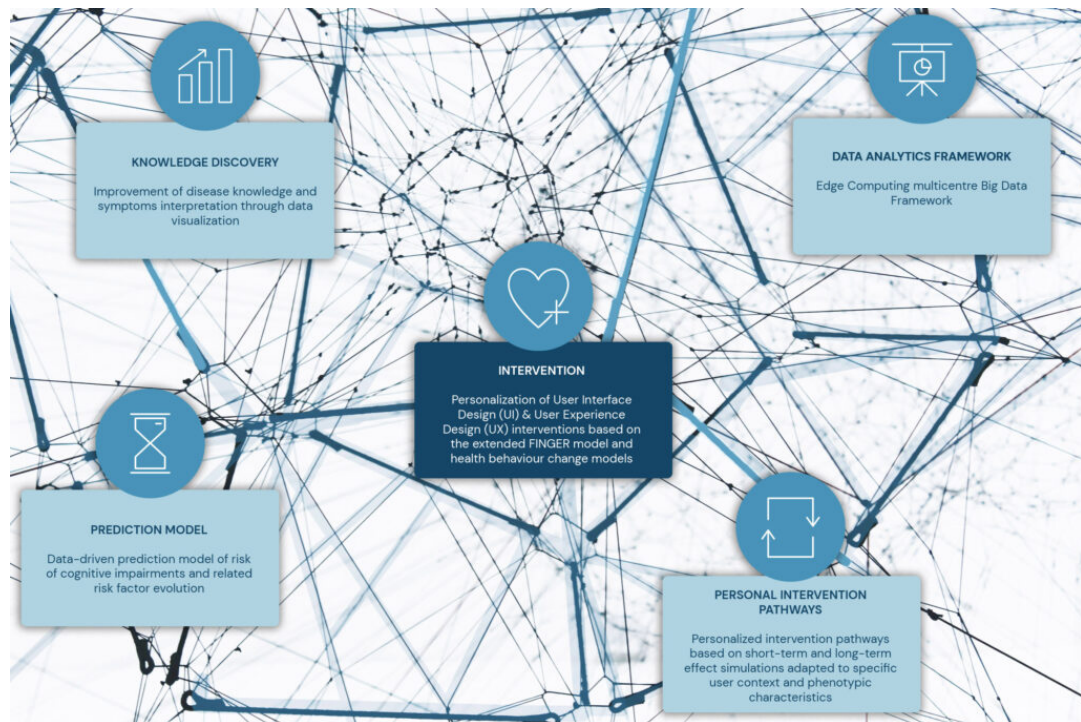


Figure 4 LETHE Project Homepage

The footer is on every page of the website and visually presents all the partners' logos involved in the project. By clicking on each partner's logo, the website user will be redirected to the "Partner" page, which contains the list and a brief description of the institution/company. Each one has a link to its own institutional web page. The flag of the European Union is always present with the caption about the HORIZON2020 call. Finally, the project coordinator's contacts and the references to the social media channels on: Facebook, Twitter and LinkedIn.



This LETHE-Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 101017405

FH | JOANNEUM
University of Applied Sciences

MEDICAL UNIVERSITY
OF VIENNA



Finnish institute for
health and welfare

FORTH

Alzheimer
Europe

Maastricht
University

KAASA SOLUTION
See what's next

2G
Innovation
for

egi

extrared



Combinostics

theLaborcouncil
Start-ups for Big 21 Pharma

Coordination

Contact

Follow Us

FH | JOANNEUM
University of Applied Sciences

Sten Hanke
Project Coordinator
info@lethe-project.eu
+43 664 825 1358



[PRIVACY POLICY](#)

[LEGAL NOTICE](#)

Figure 5 The Footer

3.2.2 The Project

THE PROJECT page has been divided into six subpages:

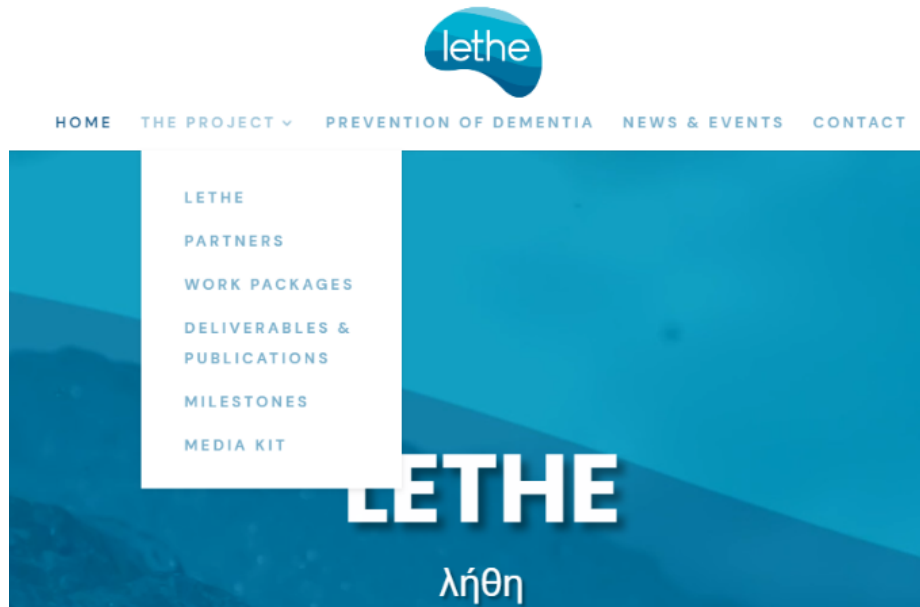


Figure 6 The Sub-pages

Each sub-page contains the complete project package, starting from explaining the project, the aims, the partners involved, the work packages and the sections in which documents produced by different project teams will be collected. In detail:

- a) *LETHE*: This is an overview of the overall project. Collaborators/entities that support project development are specified and briefly described.



Project Overview

Dementia is the most severe expression of cognitive impairment, the main cause of disability in elderly people, currently affecting nearly 50 million individuals worldwide

In LETHE a broad approach to prevention of Dementia is built at the intersection of clinical and technological disciplines

LETHE is an Horizon 2020 project designed to prevent cognitive decline in an ageing population at an early time point by a multi-domain interventional lifestyle approach built on a person centred digital solution

LETHE is developing a data-driven risk factor prediction model for older individuals at risk of cognitive decline, novel digital biomarkers and a digital enabled intervention based on the evolution of the FINGER study



FINGER
FINGER is 2-year multi-center randomized controlled intervention trial carried out in Finland (Coordinated by the Finnish Institute for Health and Welfare, Helsinki)

RADAR-BASE
Smartphones, wearables and home-based sensors –used to measure disability progression associated with AD

My-AHA
Interaction technology to improve physical activity and cognitive function, psychological state, social resources, nutrition, sleep and overall well-being

TRIALS @ HOME
Explore the potential of digital technologies for use in 'remote decentralised clinical trials' (RDCTs)

EMIF
A pan-European platform for large-scale research on biomarkers and risk factors for neurodegenerative disorders

EPAD
A pan-European platform to deliver an adaptive trial for the secondary prevention of Alzheimer's Dementia

EUROPEAN OPEN SCIENCE CLOUD
The project data and hosting services infrastructure will rely on the European Open Science Cloud (EOSC) a virtual space for the European scientific community

LETHE team cares about data. The EOSC infrastructure and its services enables the management of high-quality data, the validation and verification, the scalability and data growth, the generation of information and insights on the temporal evolution of cognitive decline and, last but not least, securing of health data and anonymization

[JOIN OUR COMMUNITY](#)

Figure 7 The LETHE page

- b) *PARTNERS*: Contains a list and a brief description of the institution/company and each one has a link to its own institutional webpage.



Members of the consortium



FH Joanneum (FHJ)

The University of Applied Sciences is one of the largest applied university in Austria and located in Graz. Its main activities are education (approximately 5,000 students) and project-driven applied research and development. The FH Joanneum has a strong applied research background, is internationally connected and provides several in house services supporting EU project management activities. The work on LETHE will be based in the Institute of eHealth which specialises in IT for the health and social sectors.

► [Read more](#)

Figure 8 Partners page

- c) **WORK PACKAGES:** this page indicates the work packages' subdivision, their description, and the work package coordinator.

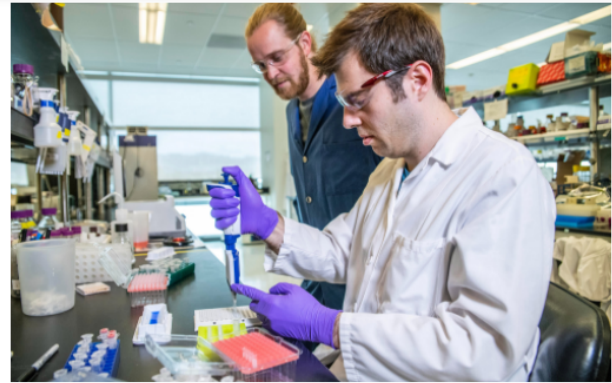
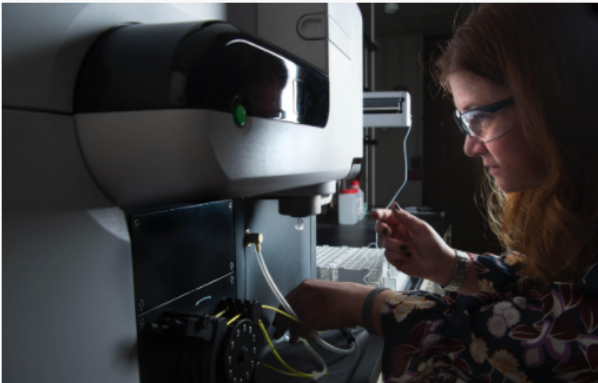
WP1 Project Management and quality assurance Overview

WP1 provides a framework for efficient and effective communication between consortium partners, efficient financial administration of project resources, the on-time release of deliverables respecting project constraints and ensuring quality results, monitoring of partners activities and timely conflict resolution. The WP is organized in 3 main Tasks, one specific for the project coordination and management, including administrative and financial management, the second for promoting and maintaining scientific integration and keeping track of technical implementations and the third to ensure quality and risk management are in place and is tracking technical as well as management risk during the whole project (risk management plan). Project Management will apply the IPMA management methodology and best practices.

Coordinator



- d) **DELIVERABLES & PUBLICATIONS:** this page has two progress bars whose percentage shows the status of what has been produced at the level of *Dissemination and communications plans* and *Publications*. Once the public deliverables have been submitted, they will be uploaded to this page and made available to all interested parties.



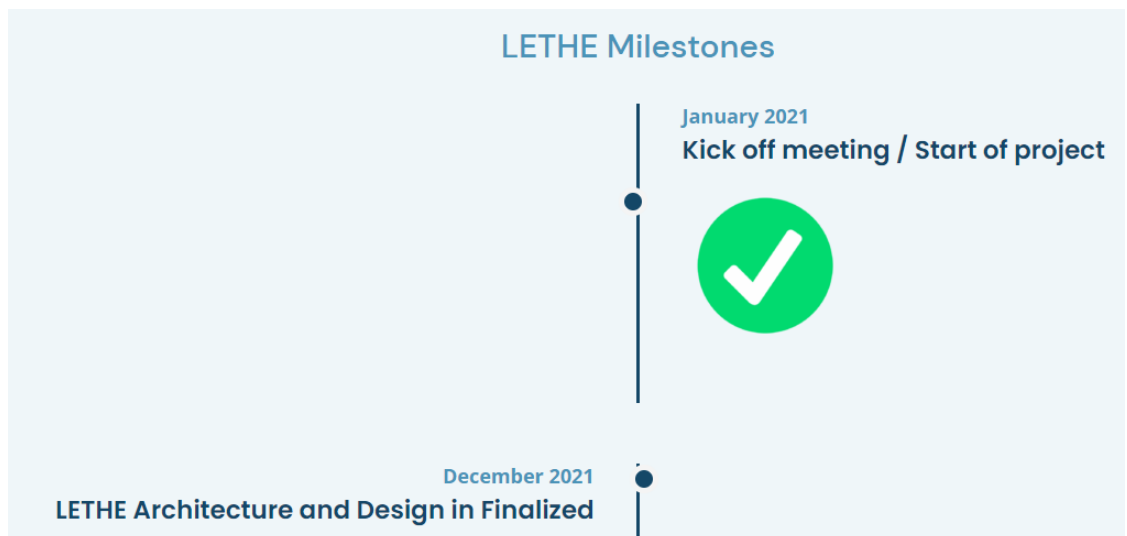
D9.2 – Dissemination and Communication Plan

40%

We're working on first publications

3%

- e) **MILESTONES:** this page show, in a visual way, the progress of the project. A timeline describes the various objectives of the project indicating exact dates. Once it reaches the milestone, it will be flagged in green and linked to the relative update news uploaded in the “News & events” section. A dynamic way to show the parts of the project that are completed.



- f) **MEDIA KIT:** In this section, the communication material produced along the project is available for download, e.g. banners, roll-up etc.

Downloadable Graphic Materials

LETHE-Project Logo

download

3.2.3 Prevention of Dementia

This page offers informative tips about the prevention of cognitive decline. After the development and implementation of the Web Site for Health literacy on cognitive decline prevention (D9.7), this page will redirect the target users to it. Prevention is a cornerstone of the LETHE project and communicating clear and simple information to the user is one of the first objectives to be achieved with the lethe-project.eu website.

In each section, a representative image is chosen relating to the type of information to be conveyed: *Exercise & physical activity, Cardiovascular risk factors, Social interaction, Nutrition, Smoking and alcohol, Cognitive training, Sleep quality, meditation and relaxation.*

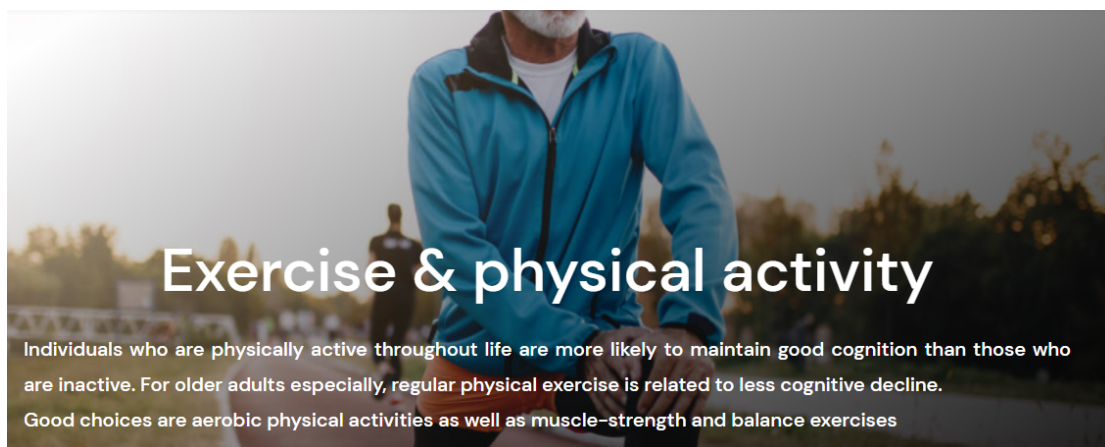


Figure 9 Prevention of Dementia page


3.2.4 News & Events

All the news and events will be uploaded as a preview in a timeline. By clicking on the preview, users will be redirected to the full content of the article. A social wall is embedded in the website to show the LETHE project social networks' posts, e.g. Facebook, LinkedIn, Twitter. All post interactions will be shown, like a virtual square where comments, likes and retweets will be visible to everyone.




lethe

HOME THE PROJECT PREVENTION OF DEMENTIA NEWS & EVENTS CONTACT



RECENT NEWS & EVENTS

February 13, 2021



The kick-off meeting of LETHE project: Research and Innovation for prevention of cognitive decline
by LETHE Project | Feb 13, 2021 | NEWS

The two-day kick-off meeting of LETHE project ended on the afternoon of January 26th. A real digital event, "crowded" and participatory, characterized by the presentation of each partner team and their project areas. Funded by the Horizon 2020 R&I Framework...

SOCIAL WALL

lethe

HOME THE PROJECT PREVENTION OF DEMENTIA NEWS & EVENTS CONTACT

lethe LETHE project


The two-day kick-off meeting of LETHE project: a real digital event, "crowded" and participatory.

Funded by the Horizon 2020 R&I Framework Program, LETHE project started on January 2021, has a duration of 4 years and is coordinated by the Austrian University of Applied Sciences, FH JOANNEUM.

LETHE is leading to a more personalized risk factor prevention for persons with beginning cognitive decline, thereby empowering people to an active and healthy lifestyle.

Here we are!
Stay tuned on: www.lethe-project.eu/news-events/

Terveyden ja hyvinvoinnin laitos THL
Alzheimer Europe
Georgia Karanasiou
Kaasa solution GmbH
The Lisbon Council



View on Facebook

lethe LETHE project updated their status.

View on Facebook

Powered by Feed Them Social

2 people like this. Sign up to see what your friends like.

FOLLOWERS: 21

LETHE project Reviewed - **sthanke** @sthanke
Very important. #Data sharing in clinical research. @lethe_project <https://t.co/g242zjyjq>

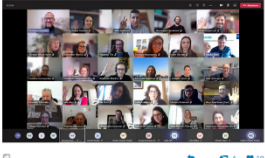
LETHE project Reviewed - **sthanke** @sthanke
LETHE Kick Off Meeting took place. Now #H2020 on prevention and intervention on #dementia and #riskfactors #AI #ML #BigData <https://t.co/g242zjyjq>

LETHE project (@lethe_project)
The two-day kick-off meeting of LETHE project: a real digital event, "crowded" and participatory.

Funded by @EU_H2020, LETHE project started on Jan 2021, coordinated by gfh_joanneum

Stay tuned on <https://t.co/h7bdc0kbf>

#letheproject #AI #Innovation #eHealth #H2020 #dementia <https://t.co/g242zjyjq>



Powered by Feed Them Social

Figure 10 News and Events Page

3.2.5 Contact

In these pages, users can find the easiest way to get in touch with the project team: the contact form. The general email info@lethe-project.eu is repeated on each page of the website because it is the correct way for long-lasting communication with everyone interested in the LETHE project.

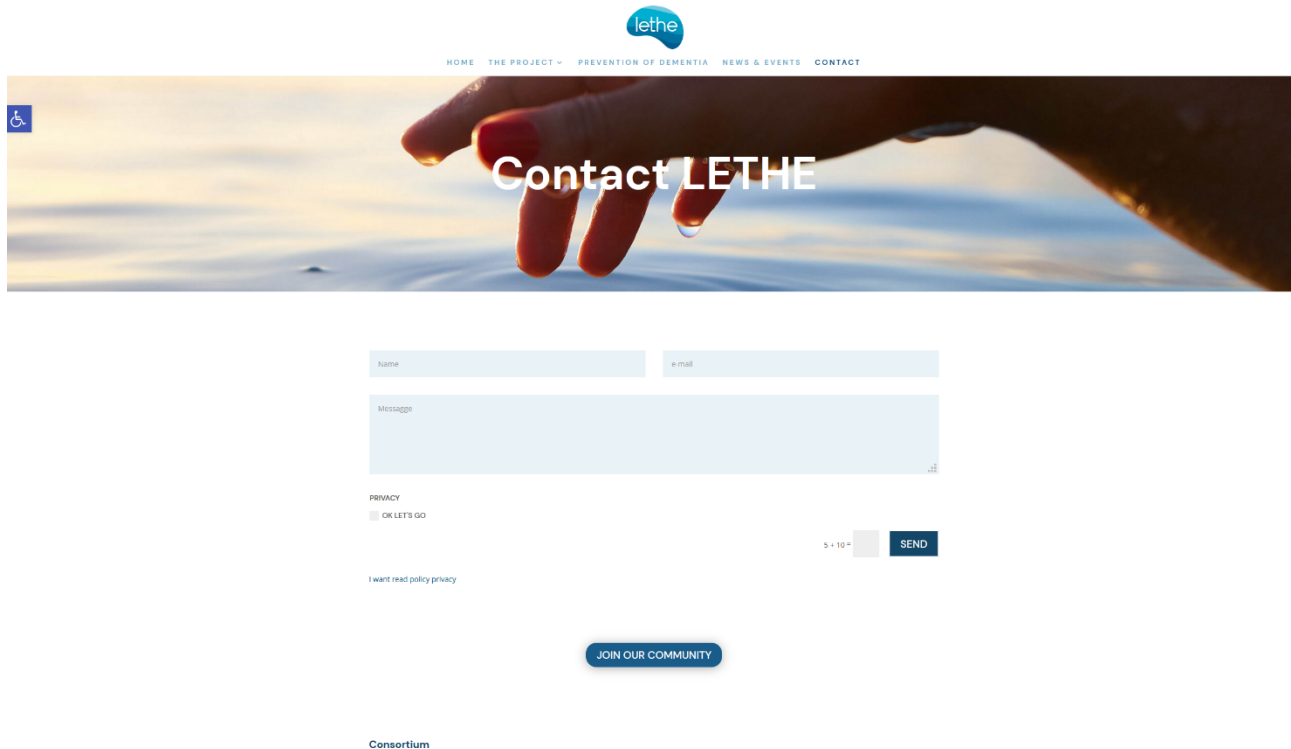


Figure 11 Contact Page

Joining the LETHE community is always a possibility offered on several pages through a CTA button and will allow the users to stay up to date by receiving the newsletter. Finally, users can find the footer on each page, as well as the references of the project coordinator, the general email (the correct way for long-lasting communication with everyone interested in this project) and the social media buttons—this express reachability towards the curators of the project website.

Coordination

FH | JOANNEUM
University of Applied Sciences

Contact

Sten Hanke
Project Coordinator
info@lethe-project.eu
+43 664 825 1358

Follow Us



3.3 LETHE Social Media Strategy

The massive dissemination of the LETHE project will also take place through programmed management of a social media editorial calendar led by I2G. LETHE's social media channels are Facebook, LinkedIn and Twitter. Each of them was chosen to differentiate the message based on the target audience, thus implementing a more targeted communication strategy. All project partners who have social media accounts will follow each



other profiles, reposting or retweeting coherent contents, tagging and mentioning the LETHE profile. All the social media icons have been included in the footer of lethe-project.eu website. The profile pictures contain the official logo without payoff. The cover has a water/river image, clear reference to the homepage of lethe-project.eu website. All social profiles have been customised following the same consistency criterion to make themselves immediately recognisable.

The primary goal of LETHE's social media execution will be to build an email list of all interested stakeholders. This action will be setup as a main event on Google Analytics to make it easier to track the results of the social media interaction. Each persona (from section **Error! Reference source not found.**) is utilized to construct this social media plan. Social media pages will be mostly used to drive traffic to the website, where more tailored content will be provided in blogposts. The KPIs from section 5.2 are also considered for this social media plan.

A method has been designed for the internal planning of social media development over 4 years of LETHE project. Four social channels have been opened, all extremely varied by audience target: Facebook, Twitter, LinkedIn, YouTube. Each social network listed above has a different target so contents will be different in terms of tone, mood, message. Each official LETHE social channel will be followed up by all the project partners and each post will be reposted using mentions and hashtags coherent with project aims.

In the first year, there will be an improvement work to reach the right target, thanks also to the support of repost and likes of each project partner. The contents will be more intense and targeted as soon as each social network has reached a considerable number of followers.

- Thematic areas developed: eHealth, Health, Technology, Prevention, AI, IoT, project advancement, digital events, specialized magazines articles (which also enrich the official press release), Website updates. These thematic areas will be differently declined on each social media content. This inner work let be able to reach targeted audience.
- Official hashtag: #letheproject
- Thematic areas Hashtag: #Ehealth #health #technology # H2020 #dementia #prevention #AI
- For mentions on Facebook and Twitter, following names must be used:
 - Facebook: @theLETHEproject
 - Twitter: @lethe_project
- Each post written by LETHE profile will contain thematic hashtags as well as links to the website. This will help social media users to discover the website by improving its ranking in search engines
- Repost: each LETHE project partner will be able to repost the contents published on official social networks, mentioning and using the official hashtag. This inner work method will generate views and allow social profile to increase well targeted follower.

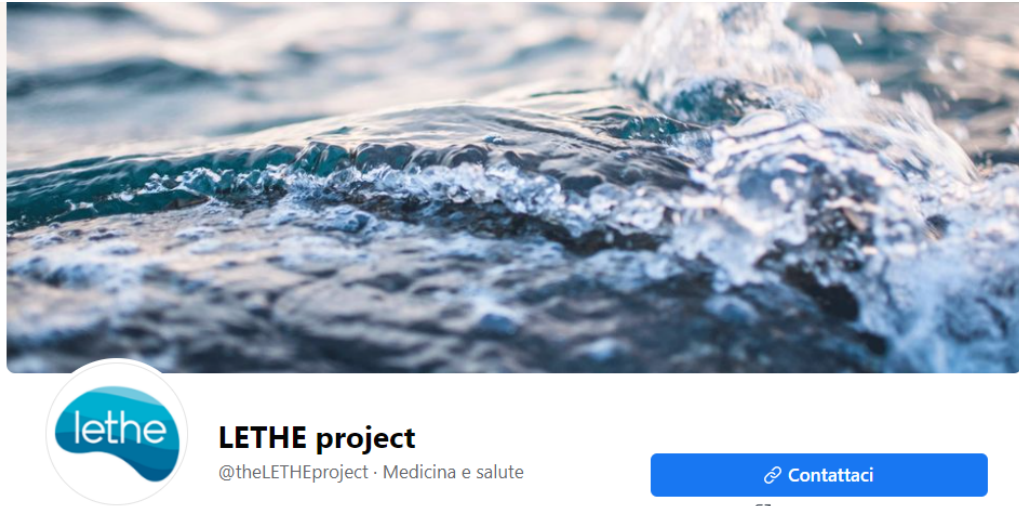
Finally, I2G will also consider opening a ResearchGate.net project account. More information on the webpages can be seen in the following chapters.

3.3.1 Facebook

Communication and Facebook page of the LETHE project will be found via @theLETHEproject. This will allow users to find the page faster and facilitate the tags and mentions in third-party posts generating engagement



with the project. Facebook Business Manager will allow the selection of the target audience based on their interests, country and gender. This will convey the messages of the posts in a targeted and non-dispersive way. Our content will be shaped to have the right appeal for this type of audience.



Within the LETHE project Facebook page, users will find:

- Profile image with the official logo and cover image referring to the homepage of the lethe-project.eu website
- Brief description of the project with mention to *HORIZON2020* call
- “Contact us” CTA button that allows user to get in touch more quickly with the project coordinators
- Reference to lethe-project.eu website
- The name of the @theLETHEproject account is indicated to facilitate traceability and mentions.

Some communication strategies have been outlined to be applied to the editorial calendar:

- Target: for each social channel, different content will be produced based on the target audience. The social media manager will create content in line with the target audience, both for daily posts or when specific campaigns will be implemented. We thought of a simple narrative tone and the inclusion of emojis in the text to make posts more charming and light-toned.
- Each post must contain thematic hashtags related to the project
- Each project partner will be able to post the contents of the LETHE Facebook page, mentioning the page, inserting the official hashtag #letheproject and point at the official website lethe-project.eu
- Events: when events are scheduled or created, LETHE will create English-written posts. Other project partners will be able to share the posts with a short caption in their native language, mentioning the page, inserting the official hashtag #letheproject and indicating official website lethe-project.eu
- Each news or event will be uploaded to the website page and shared on social networks. The link to the page will be indicated to increase visits to the site by improving its position and indexing in search engines.

3.3.2 LinkedIn



This social media is one of the most powerful in terms of disseminating professional information. LinkedIn will be mostly used to garner the attention of personas 2 and 3 (Cynthia and Annisa), the health industry and researchers respectively.

LETHE page has been implemented according to the following criteria:

- Profile image with the official logo and cover with image referring to the homepage of the lethe-project.eu website.
- Description of the project and references to *HORIZON2020* call
- CTA button has been added and invites users to visit the official website lethe-project.eu
- The official hashtag of the page is #letheproject
- The hashtags followed by the page are # H2020 #dementia #letheproject. These allow us to immediately outline the areas of the LETHE project.

Some communication strategies have been devised to be applied to the editorial calendar:

- Target: for each social channel, different content will be produced based on the target audience. LinkedIn is a social media based on the dissemination of highly professional contents, and, for this reason, the contents written will be in line with the social tone. Concise, professional and detailed style.
- Each post will include specific hashtags relating to issues such as technology, health, research institutions. This will allow the audience to receive targeted updates on specific areas of interest.
- The official hashtag of the page is #letheproject and other topics such as # H2020 #prevention #dementia #ehealth #AI are also followed
- Each project partner follows the LinkedIn LETHE page and vice versa. These inner connections allow it to create targeted dissemination, conferring authority and recognition to the project.
- Each project partner will be able to repost the contents of the LinkedIn LETHE page, mentioning the page, inserting the official hashtag #letheproject and indicating the official website lethe-project.eu
- LinkedIn LETHE profile will mention other institutional pages of the partners involved in the project.



LETHE Project

A personalized prediction and intervention model for early detection and reduction of risk factors causing dementia

Informatica e servizi · 88 follower

[Visita sito web](#) [Altro](#)

[Home](#) [Chi siamo](#) [Post](#) [Offerte di lavoro](#) [Persone](#)

Informazioni

LETHE will establish novel digital biomarkers, for early detection of risk factors, based on unobtrusive ICT-based passive and active monitoring. The aim is to establish a digital-enabled intervention for cognitive decline prevention based on the evolution of a successful protocol (FINGER study) evolving into an ICT based preventive lifestyle intervention through individualized profiling, personalized recommendations, feedback and support (FINGER 2.0), well targeted on a population stratified by cost-effective biological biomarkers.

Funded by Horizon 2020 R&I Framework Program, LETHE is leading to a more personalized risk factor prevention for persons with beginning cognitive decline, thereby empowering people to an active and healthy lifestyle. [vedi meno](#)

3.3.3 Twitter

Twitter is a highly content-based social media but extremely concise. Also, in this case, the LETHE project target is defined on interests, pages followed, hashtags followed, and people followed. For this reason, the contents will be written in a way that is still different from those listed above.



LETHE project

@lethe_project

Personalized prediction model for reduction of risk factors causing [#dementia](#), based on [#AI](#) & distributed Machine Learning - Part of [@EU_H2020](#) - [#letheproject](#)

[Traduci bio](#)

[lethe-project.eu](#) [Iscrizione a febbraio 2021](#)

18 Following 19 Follower



LETHE project Twitter account was implemented according to the following criteria:

- Profile image with the official logo and cover with image referring to the homepage of lethe-project.eu website
- Brief description of the project, tagging the *HORIZON2020* profile and insertion of #dementia and #AI hashtags, a clear reference to the thematic areas of interest of the profile
- Official # of the page: #letheproject
- Link to the official lethe-project.eu website
- Each project partner follows the LETHE account and vice versa. By tagging and retweeting each other, it will be possible to disseminate the contents written in a widespread and institutional manner.

Here below some of the communication strategies applied to the Twitter social channel:

- Twitter posts require very concise textual content (280 characters). For this reason, short messages will be drawn up containing essential information: official and thematic hashtags within the text itself, @mentions and links to the corporate website lethe-project.eu
- Each project partner follows the LETHE account and vice versa. By tagging and retweeting each other, it will be possible to disseminate the contents in a widespread and institutional manner.

On top of that, the study team will include the @EU_eHealth account in the tweets.

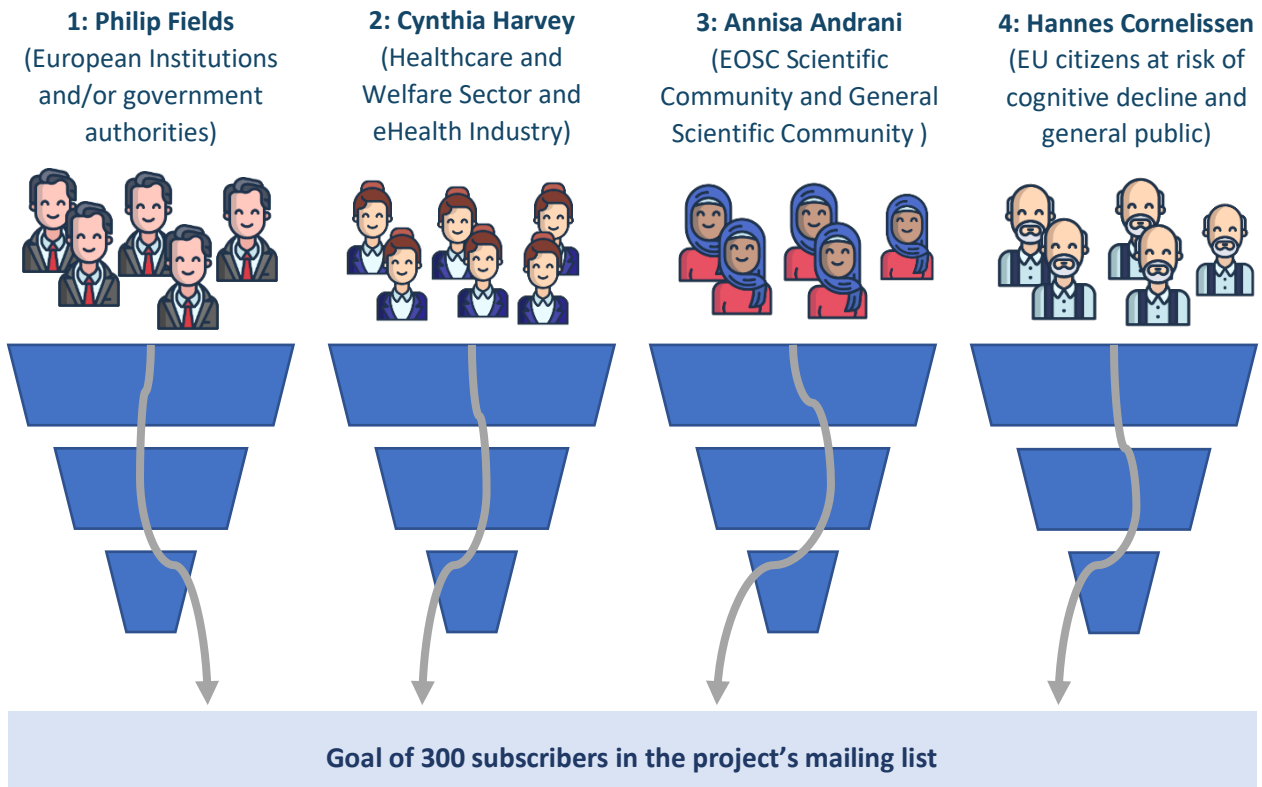
3.3.4 YouTube

A YouTube channel has been opened. Institutional and non-institutional videos will be uploaded. Videos will cover some general information or show the LETHE project's progress phases.

Each video will also be mentioned on the "*News & events*" page of the website and disseminated through the social media Facebook, Twitter and LinkedIn. The posts on social media will have a brief introductory description with reference to both the YouTube channel and the "*News & events*" website page. Each partner will be able to repost them on their own channels (choosing the native language of their country for the brief introductory description) by tagging the various LETHE social accounts and indicating the link of the website page. This repost inner working will be a way to support the project, generate the right "noise" regarding the themes of the post.

3.3.5 Communication Funnel

The social media has an overall goal of attracting different sets of personas to subscribe to the project's newsletter. Each persona has a different way of approaching and utilizing different social channels. The Consortium will work together to bring 300 individuals to the mailing list.



4 Communication and Dissemination Tools and Channels

LETHE set-up different communication tools and channels to reach stakeholders leveraging consolidated networks and new engagement mechanisms. An exhaustive overview of the dissemination materials will be provided in D9.5 Communication Media pack for the LETHE project and D9.6 Communication Media pack supporting long-term Health literacy communication.

The core elements of the document are highlighted below.

4.1 Templates

To support the official communication of LETHE project during events and meetings, a uniform slide master have been created on Power Point so all partners will be able to use for presentations. Each slide can be customized with the partner's data and content but other elements have been made fixed and non-modifiable, such as, for example, the caption "*This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No. 101017405*" and the official flag of the UE.

Example of a slide master relating to the presentation cover:



4.2 Newsletters

A flexible template for the newsletter was created. Through *Mailchimp* platform, a basic structure has been set up and modified according to the content conveyed with a uniform graphic design. Each title and separator have been coloured with logo's Guide line palette. Header and footer will always keep the same graphic layout. Through Call to Action (CTA) button "Join our community" in homepage and on "Contacts" page of LETHE website, users will be able to indicate their email and user automatically will receive newsletter. Thematic and updated contents about project status will be generated.

To follow the newsletter structure:

1. First part of newsletter's layout starts with the complete logo with payoff and a brief description that allows the user to immediately contextualize the focus of the project. The logo image contains a direct link to the homepage of lethe-project.eu



A personalized prediction and intervention model for early detection and reduction of risk factors causing dementia, based on AI and distributed Machine Learning

2. Following the "Latest news" that are shown as small preview image and a brief introductory caption.

LATEST NEWS



Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



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By clicking on the preview image, thanks to an anchoring system, the user will be redirected to the complete news.

3. Next, the “Events” section, which contain all the events or meetings that will be planned between partners of the project.

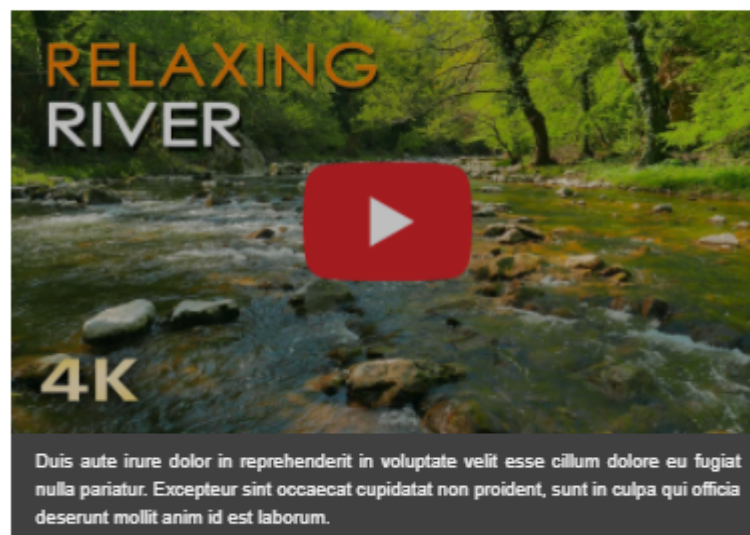
EVENTS



The two-day kickoff meeting of LETHE project ended on the afternoon of January 26th. A real digital event, "crowded" and participatory, characterized by the presentation of each partner team and their project areas.

4. Following the video section. Each video will be uploaded to the official YouTube channel of LETHE project. By inserting this section in the newsletter, users get to know about YouTube channel increasing visits, video views and generating targeted traffic on the channel.

VIDEO



5. In the newsletter footer we find all social media buttons of LETHE project. By clicking on icons, user will be directed to the official social network profile, giving the opportunity to follow official page or



channel. Following, the standard caption *“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 101017405. This newsletter reflects only the author’s view and the Commission is not responsible for any use that may be made of the information it contains.”*



All users who will receive the newsletter will find the possibility of a mandatory unsubscribe.

4.3 Video

Videos are part of the continuous communication of project activities through online content, and will be produced/published every six months. The video interviews will be created by the LETHE professionals, highlighting relevant WPs members from the LETHE consortium. The first video interviews will answer the following set of questions:

- How will your expertise contribute to the success of the project?
- Why do you think it is necessary to bridge the gap between the project and society?
- Which impact do you expect LETHE will have on patients?
- Could you share a take-away message for the patients and healthcare professionals that will be engaged in the project?

The video interviews will be promoted through LETHE’s social media channels. Other video interviews with the main actors of the project and the related end-users will be created in the following months.

4.4 Newsletters



LETHE e-Newsletters will be composed and published on the project website, social media channels and distributed to the Consortium members and their networks along with all direct contacts within the LETHE ecosystem of stakeholders. The newsletters will serve as a tool to communicate key updates and developments to the LETHE ecosystem of stakeholders and aiming to keep them informed and engaged.

The content will incorporate the latest developments of the project and recent or upcoming dissemination activities; pilot activities deployment and success stories; presentations, workshops and demonstrations; reports, publications and media interest, etc.

Newsletters will be sent to subscribers approximately **every three months**. In particular, the first newsletter will be sent in M4 (April 2021) and will include the announcement of the presentation of the project at the European Week of Active and Healthy Ageing, as well as of the first joint workshop with the FEMale project (more on that below).

4.5 Articles, scientific publications, and policy briefs

We will draft articles for many publication outlets, depending on the phase of project development and the stakeholders to which the communication is addressed. A detailed list of the main communication outlets on which we intend to publish articles is reported in Annex 3. It is important to underline that this list results from the collection of inputs from all Partners through in M2, complemented with the search by the LCLC.

On the other hand, as far as scientific publications are concerned, it will be published, at least, in 4 scientific articles, 15 abstracts that will be published in conference proceeding and 2 articles in industry magazines.

In addition, as one of LETHE's main objectives is to impact the policymaker's community, 3 policy briefs will be issued in months 24, 36 and 48, respectively. At the end of the second year of the project, the first policy brief will contain the results from the Research and Design phase. The policy brief to be published at the end of the third year will focus on the lessons learned from the use cases implementation, while the third, to be submitted at the end of the project, will resume the most interesting highlights of the project.

A list of publications produced will be kept updated in Teams, following the Sygma template.

DOI	
Type of publication	
Repository link	
Link to the publication	
Title	
Authors	
Title of the Journal/Proceedings/Books series/Book (for book chapters)	
Number, date or frequency of the Journal/Proceedings/Book	
Relevant Pages	
ISBN	



Publisher		
Place of publication		
Year of publication		
Is this publication available in Open-Access, or will it be made available?	Yes – available in Green Open Access	
	Yes – available in Gold Open Access	
	No	
Is this a peer-reviewed publication?	Yes	No
Is this a joint public/private publication?	Yes	No

4.6 Press releases

Press releases about the LETHE project activities and developments will be produced and distributed for publication among national/regional/EU press to further promote the project, focusing on broad audiences and more specific stakeholders. In particular, press releases will be published in correspondence with deliverables and milestones and following the development of use cases. Apart from specific project activities, the topics covered may include opinions/interviews of experts within and out of the Consortium, attracting media attention on relevant topics. Continuous cooperation with the press and media will be promoted by all LETHE Partners. All press releases will also be available on the LETHE project website as well as social media channels. I2G has already provided an initial press release to be adapted and disseminated by all partners (see below). Further, the press releases will also be published on Cordis and other platforms such as science.com. The backlinks to lethe-project.eu will also help with search engine ranking.



4.7 Third-party events

LETHE Consortium members have extensive knowledge of scientific, industry and policy events at European and national level covering dementia, Alzheimer disease, artificial intelligence, and big data. The Consortium will participate in these external events, including conferences, digital exhibitions, trade fairs, international forums and meetups, to showcase the project results and distribute dissemination material. Liaison with linked projects and lever on the Partners' existing networks will be foreseen to identify and reach these events.

In particular, WP9 planned to participate in an event organised in the context of the European Week of Active and Healthy Ageing to be held in Trieste (Italy) on the 10-12 May 2021. Additional information about participation in these events can be found in section 5.5 "Immediate Next Steps". Furthermore, a non-exhaustive list of the events in which the Partners intend to participate, built through the collection of inputs from all the Partners on a shared form, can be found in Annex 2.

4.8 Webinars and workshops



WP9 will organise, with the contribution of i2G and all the Consortium, at least 4 workshops and 5 demo events involving target stakeholders (EC representatives, healthcare professionals, academia, IT industry experts). These workshops are to be held in different locations to maximise project outreach. Further, the project will organise at least 6 webinars. However, as long as the emergency caused by the Covid-19 pandemic does not allow workshops to be held in presence, and in any case, when online events are preferable, webinars will be organised. All workshops and webinars will be advertised through social media channels, website, newsletters and possibly newspapers and magazines starting from two months beforehand. Workshops and webinars will be organised approximately every six months and possibly in conjunction with internal meetings such as the General Meeting. In particular, the first workshop will be organised jointly with the project FEMale funded on the same call. The topic of the workshop will be Ethical AI and Clinical data sharing.

Regarding contents, workshops and demos will be organised to assure that the solution proposed by LETHE is in line with users' needs and expectations, involving mainly public bodies and ensuring they are ready to benefit from the output as soon as the solutions are developed. Specific workshops and training will also be organised to make the developed solution in line with competence levels of healthcare professionals and citizens, as to maximise future uptake of the solutions. At least two workshops, structured as presentation and feedback session, will be organised in each pilot area for raising awareness around the solution developed by LETHE.

Moreover, in order to generate awareness within the health industry, specific workshops will be organised to spread the innovative project results. Furthermore, the LETHE community, including external user groups with representatives from the different sectors involved (e.g. Alzheimer community), will be invited to specific workshops to get feedback on the project's developments. Finally, community workshops and hackathons, where participants will collaborate intensively on applying specifying solutions to a target context, will also be organised to involve the general public.

In addition, it is planned that the project will deliver **customised demos** to influential EU organisations and PAs, so as to demonstrate the functioning and usefulness of the tools developed through LETHE, as well as pitches and presentations at brokerage events.

4.9 Project Brochure

The LETHE project will produce a **brochure** to enhance the promotion of the objectives, activities, results and expected impacts. This printed promotional material will be distributed at different project related and other events that LETHE Partners will be present, as well as in meetings and other project promotional activities. The brochure will be based on the one produced by the European Commission 'eHealth projects - Research and Innovation in the field of ICT for Health, Wellbeing and Ageing: an overview'.

4.10 Conferences

Besides participating in conferences, expeditions and other events, LETHE will organise three annual events, culminating the fourth year in a final conference serving as a moment for disseminating the main achievements of the initiative and engaging with new members of the community. High-level policy makers will be invited to take part and to present in such events. In addition, a special symposium will be organised at an AE annual conference towards the end of the project. The LETHE brochure will be carried out in the AE conference delegate bags to improve exposure. These events also aim to consolidate the project network



and facilitate cross-pollination between representatives from the citizen associations, users within the scientific communities, and public and private sector stakeholders. Every LETHE related event, workshop, or webinar will be communicated and posted on the dedicated section of LETHE' website and social media channels, covering pre-, during-, and post-event activities. WP9 has created a LETHE Event tracker considering the related events in the fields of dementia care, artificial intelligence and big data.

The final conference will take place at the end of the project (M48) in order to present the project results and methodology developed. High-level representatives of relevant public administrations in Europe, the scientific community and industry representatives with a strong understanding of dementia treatment and related themes will be invited. The event will be organised by the work package leader, i2G, with the support of all the Consortium. The final conference will be a one-day event. In particular, during the first half-day of the event, there will be a presentation of project achievements, methodologies applied, results, and recommendations produced by the project. During the second part, it will be organised an interactive session. The final event is planned to involve approximately 100 people. All these events will also be video recorded for further dissemination.

5 Dissemination and Communication Monitoring

This chapter deals with activities timing, management and monitoring. More specifically, activities timing is planned by displaying a dissemination and communication timeline referring to each year of the project. Since the update of the DCP is scheduled for every 12 months, the timeline reported in the next section refers to the first year of the project. Regarding dissemination and communication activities management, Chapter 4 deals with the allocation of effort and collaboration forms, which are analysed in section 4.2 named Work Organisation. Finally, as far as the monitoring of dissemination and communication activities is concerned, this Chapter 5 deepens monitoring procedures and points out related indicators. A closely related activity to monitoring, covered by this chapter, is the identification of risks and the foresight of related mitigation actions, which is provided for in section 4.4.

5.1 Dissemination and Communication Timeline for the first year

The purpose of creating the timeline of activities as outlined in Table 3 (M1-M12) is to map the results and match the outreach activities as indicated within the Timeline itself.

Table 3 - Initial Timeline

Main activities	Sub-activities	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
LETHE KOM	Drafting and publication of first press release												
	Publication through partner's channels												
WP9 KOM	Organisation												
	Follow up												
DPC plan drafting	Partners' input												
	Drafting												
	Feedback collection and finalisation			D9.2									
Definition of visual identity	Logo preferences collection and definition												
	Documents templates			D9.2									
Brochure													D9.5
Website set-up	Mock-up definition												
	Finalisation		D9.4										
Social media account set up			D9.4										
Shared dissemination log													
Mapping of stakeholders	Partners' input												
	Mapping and engaging												D9.3
Mapping of events	Partners' input			D9.2									



	Partners' subscription																		D9.3
Mapping of publication outlets	Partners' input																		
	Mapping			D9.2															
Drafting and submission of scientific articles																			D9.3
Launch of website	Launch			D9.4															
	Content update																		D9.3
Publication through social media																			D9.3
Blog post on the Digital in Europe website																			D9.3
YouTube video																			D9.3
Pictures of users using the project technology																			D9.3
Infographic describing the project																			D9.3
Newsletter																			D9.5
Workshops, webinars and demos	Design and organisation																		
	Announcement																		D9.3
Publication of the first scientific article																			D9.3
Publication of a scientific poster																			D9.3
Participation in EU and national events																			D9.3
Running of workshops/webinars and delivery of demos																			D9.3
Pilots' press releases and informative articles	Drafting																		
	Publication																		D9.3
Flyers/banners roll up distribution																			D9.5
Press release																			D9.3
Policy briefs	Drafting																		
	Publication																		D9.3

5.2 Monitoring Procedures and Indicators

The communication and dissemination objectives mentioned above will be measured through Key Performance Indicators (KPIs) clearly listed in the Grant Agreement, which defines a set of macro activities which include more detailed, specific activities that the Consortium will undertake to ensure an effective communication and outreach strategy spanning across a 48-months period. KPIs will be closely monitored throughout the whole duration of the project, with a view to ensure the successful achievement of all the results. To this end, the project partners will share a dissemination and communication log. Under specific circumstances, KPIs could be slightly adjusted with a common agreement of the Consortium: every deviation



from the initial KPIs framework will be surely proved and explained accordingly. KPIs tracker information tool is displayed in the table below.

The consortium will be using a Power BI (such as Microsoft Power BI or SEMrush) to monitor most KPIs and build a dashboard visible for internal communication. These platforms will help track real-time data and generate very precise reports to the consortium and external stakeholders. Since one of the project's goals is to create a community of stakeholders that will promote LETHE's objectives, the final conversion KPI will be the number of people subscribed to LETHE's newsletter. The subscription option should be used as the main Call to Action (CTA) on the website and social media links. The newsletter goal should be set as a main event on Google Analytics, allowing WP leaders to evaluate what types of posts and channels should be improved.

Table 4 - Dissemination and communication KPIs.

Activity	5.2.1.1.1 Expected impact	5.2.1.1.2 Related KPIs	5.2.1.1.3 Target
D1	Increased collaboration with other relevant initiatives, establishment synergies for joint research, exchange of information and dissemination	# of workshops organised	4
		# of demo events	5
D2	Gathering of ideas and exchange of knowledge with relevant communities and initiatives.	# of attended events	30
		# of events with project's presentation	20
		# of project's demo booths	3
D3	Validation of the project's concept and results, promotion of the project results to the scientific communities, gatherings of ideas and knowledge exchange with relevant communities and initiatives	# of conference papers	16
		# of papers in peer-reviewed journals	6
		# of articles in industry magazines	6
D4	Communication of project's events and results, validation of the project's concept and findings, knowledge exchange and ideas' gathering, raise awareness and attraction of potential clients and adopters	# of industry contact points	50
		# of industrial communities briefed about the project	5
		# number of webinars	6
D5	Knowledge exchange and validation of results, joint dissemination activities and attraction of potential partners	# of related projects with which establish synergies	5
		# of joint activities	5
D6	Validation of project's concept and results	# of partners' events	12
		# of links to the project platform	30
		# of training sessions	6
C1	Online information point, communication of project's news and results, liaisons with other initiatives	# of unique visitors	5K
		# of duration of visits	5 min



Activity	5.2.1.1.1 Expected impact	5.2.1.1.2 Related KPIs	5.2.1.1.3 Target
		# of page views	15K
C2	Increase visibility before stakeholders active in social media, viral marketing, direct communication with followers	# of followers	1K
		# of posts	1K
		# of interactions	500
		# of posts	50
C3	Communication of the main project's concept and advancements	# of interactions (e.g. comments)	100
		# of press releases	5
C4	Communication of project news, events and results, and increase awareness	# of press releases	5
C5	Unique branding and visual identity of the project, provision of information, improved communication of results and information during the project events	# of project's factsheets/brochures and banners	5
		# of eNewsletter	7
		# of videos	2
		# of blog posts in EC ateliers	7
C6	Build a list with interested stakeholders that will engage and promote the project's objectives.	# Newsletter subscription	300

5.3 Risks and Mitigation Actions

An updated (with respect to the proposal) list of risks and mitigation actions is provided in the table below.

Risk	Rating	Mitigation
Inappropriate development of dissemination materials	Low	Development of a strong Dissemination Plan. Review of the material before the participation to dissemination events. Gathering of feedback on the material during the project implementation.
Inappropriate identification of the target groups for the dissemination activities (<i>Low</i>)	Low	Active engagement by each project partner of interested stakeholders of the sector and relevant target groups; Continuous monitoring of the indicators for dissemination; Adaptation of the dissemination plan
Low effective number of participants in the events (<i>Medium</i>)	Medium	Each partner identifies the best channels and sponsors for a good dissemination process; Take advantage of the results of the previous events for feedback about the process: in each country and for each stakeholder; A well-structured Dissemination Plan starting from the beginning of the project will help in the involvement of key stakeholders, as will constant monitoring of the effectiveness of different channels and tools
Differences among local strategies affecting the project's coherence	Medium-high	A degree of flexibility must be allowed concerning local dissemination and communication activities. Interaction among WP9 task leaders and contributors will ensure constant crosschecking of differences that might affect coherence.
Information fatigue	Low	The content strategy must highlight why activities will have an



impact on the life of the targets. The frequency has to be sustainable, in particular regarding email communication

5.4 Immediate next steps

The consortium will implement the immediate steps highlighted in the table below.

What	Responsible partner	Timing
Launch of the website and social media	I2G	M3
Organisation of the first joint workshop with FEMale project	Coordinator, i2G and LC	M4
Presentation of the project at the European Week of Active and Healthy Ageing	Coordinator	M5



6 Conclusions

This document sets the beginning of the Dissemination and Communication Plan of the LETHE Project, with its goals and specific actions to be carried out. As such, this document constitutes the reference plan to which all partners commit to contribute (with the different degree of effort foreseen by the LETHE work plan, as stated in the Grant Agreement).

Some of the foundational elements pointed out by the present document are the following:

- LETHE will build on a highly committed Scientific and Research community that should encompass members of universities, PhD students, research centres, companies, similar EU funded projects within the citizen science domain, policy makers and patients' associations active both at national and European level.
- The active and continuous contribution of each member of the Consortium will be fundamental to accomplish the list of objectives described in this plan. The personal network of affiliates, partners and contacts of every member will be extensively used and will play a substantial role to ensure a proper promotion and dissemination strategy for the project, along its whole lifetime.
- The impacts of LETHE communication activities on the Scientific and patients' community will be monitored continuously, by means of a set of measurable KPIs, which have been indicated in the present document.
- Website release. A new functional website will constitute the official platform to more effectively reach out the desired Stakeholders and better promote the cutting-edge results of the Project.
- The organisation of a recurring annual event and Webinars will be the chance to consolidate the project network, attract new Stakeholders and spark inter-collaboration.

Leveraging this framework, large communication campaigns will be designed by the project consortium and accompanied by the production and release of multiple dissemination material, in pursuit of the following goals:

- Guarantee a harmonised, solid and common public image of the project, facilitating its recognition, raising awareness about it and attracting the relevant target groups.
- Ensure proper visibility of the project's actions, activities and events.
- Disseminate the project's outputs adequately to policymakers at different levels, the research and scientific community, citizens and businesses.
- Disseminate to a wide array of stakeholders, the learning and material produced by the project.
- Exploit similar international networks of citizen science initiatives through the involved partners for more effective outreach.



7 ANNEX 1- INITIAL STAKEHOLDER LIST (ORGANISATIONS)

Stakeholder name	Stakeholder type	Based in
Altoida AG	Scientific community	Switzerland
Greek Association of Alzheimer's Disease and Related Disorders (Alzheimer Hellas)	Citizens' association	Greece
Psychargos Initiative	Other	Greece
Alzheimer Athens	European Network of citizens' associations	Greece
Allilegii	Citizens' association	Greece
Alzheimer Europe	European Network of citizens' associations	EU
Medicines Evaluation Board	Healthcare and Welfare Sector	Netherlands
Janssen Pharmaceutica	Healthcare and Welfare Sector	EU
King's College London	Scientific community	United Kingdom
The Hyve	Scientific community	Netherlands
Takeda	Healthcare and Welfare Sector	Non-European Countries
University of Oxford	Scientific community	United Kingdom
Amsterdam UMC	Scientific community	Netherlands
Innovative Medicines Initiative (IMI)	Scientific community	EU
Karolinska Institutet (KI)	Scientific community	Sweden
Lygature	General scientific community	Netherlands
Novartis	Healthcare and Welfare Sector	Switzerland
Software AG	eHealth Industry	Netherlands
Lilly	Healthcare and Welfare Sector	US



University of Münster - MEDIZINISCHE FAKULTÄT MÜNSTER	Scientific community	Germany
FPS Policy and Support (BOSA)	Ministries and government authorities	Belgium
Tallin University of Technology - Department of Health Technologies	eHealth Industry	Estonia
Società Italiana per l'Etica dell'Intelligenza Artificiale	Scientific community	Italy
Association for the Advancement of Artificial Intelligence	Scientific community	Non-European countries
Association for Computing Machinery	Scientific community	Non-European countries
ACM Special Interest group on AI	Scientific community	Non-European countries
Institute for ethics in AI	Scientific community	Germany
CLAIRE Network	Scientific community	Netherlands
DG Research	EU institutions	Belgium
DG CNECT	EU institutions	Belgium
JRC	EU institutions	Belgium
ALLAI	Policy community	Netherlands
European Centre of Excellence on the Regulation of Robotics & AI (EURA)	Policy community	Italy
ISTI-CNR Pisa	Scientific community	Italy
IMEC-CiTiP KU Leuven	Scientific community	Belgium
BDVA	Industry	Belgium
The Future society	Policy community	Non-European countries
Deepmind	Industry	United Kingdom
Alan Turing Institute	Scientific community	United Kingdom
Dataethics.eu	Policy community	Denmark
European Centre for International Political Economy	Policy community	Belgium
Digital Europe	Industry	Belgium



AccessNow	Policy community	Belgium
Vrije Universiteit Brussel (VUB) AI Lab	Scientific community	Belgium
Vrije Universiteit Brussel (VUB) Data analytics Lab	Scientific community	Belgium
Delft University of Technology	Scientific community	Netherlands
TNO	Scientific community	Netherlands
AI for good	Policy community	Switzerland
Munich School of Robotics and Machine Intelligence	Scientific community	Germany
Leiden University	Scientific community	Netherlands
Maastricht University	Scientific community	Netherlands
Centre for Computational Statistics and Machine Learning (CSML), UCL	Scientific community	United Kingdom
Finnish Center for Artificial Intelligence, Aalto University	Scientific community	Finland
Sapienza Università di Roma	Scientific community	Italy
TU Wien	Scientific community	Austria
Responsible AI Innovation Consultancy	Other	Austria
ITIC	Industry	Belgium
CINI - Consorzio Interuniversitario Nazionale per l'Informatica	Scientific community	Italy
Italian Association for Artificial Intelligence (AIxIA)	Scientific community	Italy
the IAENG Society of Artificial Intelligence	Scientific community	Non-European countries
Benelux Association for Artificial Intelligence	Scientific community	Other European country
the European Association for Artificial Intelligence (EurAI)	Policy community	Netherlands
Zurich University of Applied Sciences	Scientific community	Switzerland
Digital Innovation Hubs Network	Industry	Other European country
Smart Industry Fieldlabs	Industry	Netherlands



Centre for the Governance of Ai, Future of Humanity Institute at the University of Oxford	Scientific community	United Kingdom
Ada Lovelace Institute	Scientific community	United Kingdom
AlgorithmWatch	Policy community	Germany
AI now	Scientific community	Non-European countries
AI4ALL	Policy community	Non-European countries
AI sustainability center	Scientific community	Sweden
Atomium European Institute for science, media and democracy	Policy community	Belgium
Cambridge Centre for Data-Driven Discovery (C2D3)	Scientific community	United Kingdom
Center for Data Innovation	Policy community	Belgium
Open Data Institute	Policy community	United Kingdom
De Montfort University - Centre for Computing and Social Responsibility	Scientific community	United Kingdom
EthicsNet	Other	United Kingdom
Future of Privacy Forum	Policy community	Non-European countries
Institute of Electrical and Electronics Engineers	Other	Non-European countries
Observatory on Society and Artificial Intelligence	Policy community	Other European country
NESTA	Policy community	United Kingdom
Digital Ethics Lab	Scientific community	United Kingdom
Centre for Data Ethics and Innovation	Public Administrations	United Kingdom
Digital Catapult	Other	United Kingdom
Digital Catapult - Machine Intelligence Garage	Other	United Kingdom
Institute for Ethics in AI	Scientific community	United Kingdom
The Institute for Ethical AI & Machine Learning	Scientific community	United Kingdom
Big Innovation Centre	Policy community	United Kingdom



ROBOTIC & A.I. GOVERNANCE – SUSTAINABLE ROBOTICS & A.I. FOR HUMANITY	Policy community	Germany
Responsible Data Science	Scientific community	Other European country
CEPS Task Force on ARTIFICIAL INTELLIGENCE AND CYBERSECURITY	Policy community	Belgium
Italian Observatory on Artificial Intelligence	Scientific community	Italy
OECD AI Observatory	Policy community	Non-European countries
Ethics of Algorithms	Scientific community	Germany
Norwegian Public Sector Chatbot forum	Other	Norway
DIHWORLD	Industry	Other European country
European AI Platform	Scientific community	Other European country
the nation forum i.e. ww.aiforum.eu	Industry	Italy
the Data and Disruptive Technology Forum	Policy community	United Kingdom
AI DIH Network	Industry	Other European country
RIMA	Scientific community	Germany
AgroBoFood	Other	Other European country
I4MS	Other	Other European country
DIH Hero	Other	Other European country
Institute for Ethics in Artificial Intelligence	Scientific community	Germany
Centre for Ethics and Technology	Scientific community	Netherlands
Women in AI Ethics	Policy community	Other European country
European Centre for Law, Science and New Technologies	Scientific community	Other European country
STOA Centre for Artificial Intelligence	Policy community	Other European country
Agenzia per l'Italia digitale	Public Administrations	Italy



World Economic Forum	Policy community	Non-European countries
Global Partnership on Artificial Intelligence (GPAI)	Scientific community	Non-European countries
Montreal ethics	Scientific community	Non-European countries
The innovation group	Industry	Italy
Intelligent Health AI Ltd	Industry	United Kingdom
Women in Analytics	Scientific Community	Non-European countries
TechUK	Other	United Kingdom
German association of the ICT industry	Other	Germany
AI4	Other	Other European Country
Digital Government Society	Policy Community	Non-European Country
IEEE	Other	Non-European Country
World Academy of science, engineering and technology	Scientific Community	Non-European Country
University of Amsterdam	Scientific Community	Netherlands
Université Catholique de Lille	Scientific Community	France
Université de Technologie de Compiègne	Scientific Community	France
Society for Philosophy and Technology	Scientific Community	Non-European Country
Association for the Advancement of Assistive Technology in Europe (AAATE)	Policy Community	Other European Country
Consumer Technology Association	Other	Non-European Country
University of Alcalà	Scientific Community	Spain
AI4People	Scientific community	Belgium
Johannes Kepler Universität Linz	Scientific community	Austria
AI Austria	Scientific community	Austria



Austrian Institute of Technology GmbH	Scientific community	Austria
Austrian Research Institute for Artificial Intelligence	Scientific community	Austria
Austrian Council on Robotics and AI	Other	Austria
Federation of Austrian Scientific Societis	Scientific community	Austria
ARTI - Autonomous Robot Technology GmbH	Scientific community	Austria
Institute for Science and Technology Austria	Scientific community	Austria
42.CX Center of Excellence for Artificial Intelligence GmbH	Scientific community	Austria
Know-Center GmbH	Scientific community	Austria
Institute of advanced research in artificial intelligence	Scientific community	Austria
AI Zurich	Scientific community	Switzerland
Web for Interdisciplinary Research & Expertise	Industry	Switzerland
SwissCognitive - The Global AI Hub	Scientific community	Switzerland
AI First	Scientific community	Switzerland
ETH AI Center Zürich	Scientific community	Switzerland
German Research Center for Artificial Intelligence	Scientific community	Germany
Bosch Center for Artificial Intelligence	Industry	Germany
AI Germany	Scientific community	Germany
iRights.Lab	Scientific community	Germany
ki_Berlin	Scientific community	Germany
Distinct (https://www.dementiadistinct.com/)	Scientific community	EU
Cyprus Institute of Neurology and Genetics	Scientific community	Cyprus
University of Oulu		Finland
University of Helsinki		Finland
University of Eastern Finland (UEF)		Finland



University of Tampere	Finland
The Alzheimer Association (https://www.alz.org/) Society of Finland	Citizen's association USA Finland

Table 5 - Initial Stakeholder List (Organisations)



8 ANNEX 2- THIRD PARTY EVENTS

Event Name	Organised by	Target Audience	Start date	End Date
AD/PD™ 2021 - The 15th International Conference on Alzheimer's & Parkinson's Diseases	Kenes Group	Scientific community	09/03/2021	14/03/2021
EGI conferences	EGI	Policy community	19/10/2021	21/10/2021
HIMMS annual conference	HIMSS	Industry	09/08/2021	13/08/2021
LREC biannual conference	ELRA	Industry / Policy community	16/06/2021	24/06/2021
NIPS Conference on Neural Information Processing Systems	NIPS	Scientific community	27/11/2021	05/12/2021
ICML International Conference on Machine Learning	ICML	Scientific community	18/07/2021	24/07/2021
EMBC 43rd Annual International Conference of the IEEE Engineering in Medicine and Biology Society	IEEE	Scientific community	31/10/2021	04/11/2021
BHI 2021: IEEE EMBS International Conference on Biomedical & Health Informatics	IEEE	Scientific community	21/09/2021	21/09/2021
IEEE 34th International Symposium on Computer Based Medical Systems (CBMS)	IEEE	Scientific community	07/07/2021	09/07/2021
31st Alzheimer Europe Conference (Virtual)	Alzheimer Europe	Scientific community	29/11/2021	01/12/2021
AD/PD™ 2021 - The 15th International Conference on Alzheimer's & Parkinson's Diseases,	Kenes Group	Scientific community	09/03/2021	14/03/2021
7th Congress of the European Academy of Neurology	EAN	Scientific community	19/06/2021	22/06/2021
Brain & Brain PET 2021	BRAIN	Scientific community	26/06/2021	29/06/2021
Alzheimer's Association International Conference (AAIC)	AAIC	Scientific community	26/07/2021	30/07/2021



15th World Congress on Controversies in Neurology (CONy)	CONy	Scientific community	23/09/2021	26/09/2021
Digital transformation of healthcare: the added value of patient partnerships (EPF)	EPF	Scientific community	23/10/2021	26/10/2021
32nd Alzheimer Europe Conference	Alzheimer Europe	Scientific community	17/10/2022	19/10/2022
Dementias 2021	Dementias Conference	Scientific community	09/03/2021	10/03/2021
Masters of Digital 2021	Digital Europe	Scientific community	03/02/2021	04/02/2021
Alzheimer and Dementia (Online)	Alzheimers	Scientific community	17/05/2021	18/05/2021
Virtual ISPOR 2021	International Society for Pharmacoeconomics and Outcomes Research, Inc	Scientific Community, Industry, Payers, HTA & regulatory bodies, Patient Organisations	17/05/2021	20/05/2021
Virtual ISPOR Europe 2021	International Society for Pharmacoeconomics and Outcomes Research, Inc	Scientific Community, Industry, Payers, HTA & regulatory bodies, Patient Organisations	1 /122021	3/12/2021
HTAi 2021 Virtual	Health Technology Assessment international (HTAi)	Scientific Community, Industry, Payers, HTA & regulatory bodies, Patient Organisations	13/06/2021	23/06/2021
DIA Europe 2022	Drug Information Association	Scientific Community, Industry, Payers, HTA & regulatory bodies	TBC	TBC



Diversity and Bioethics	European Society for Philosophy of Medicine and Healthcare (ESPMH)	philosophers, physicians, ethicists	24/082022	27/08/2022
2021 INS Annual Meeting	International Neuroethics Society (INS)		TBC October or November 2021	
EXPOSANITÀ: 22a mostra internazionale al servizio della sanità e dell'assistenza	BOS	Scientific Community, Industry, Payers, HTA & regulatory bodies, Patient Organisations	22/062021	25/06/2021
MEDICA: Leading International Trade Fair	Messe Düsseldorf	Scientific Community, Industry, Payers, HTA & regulatory bodies, Patient Organisations	15/112021	18/11/2021
AAAIICAIH 2021: 15. International Conference on Artificial Intelligence for Healthcare	AAAIWASET	Scientific community	<u>TBC</u> 30 December 2021	31 December 2021
EAI IoTcare 2021 - 2nd EAI International Conference on IoT and Big Data Technologies for HealthCare	EAI		18 October 2021	---
Intelligent HealthInMed 2021 : 9th International Conference on Innovation in Medicine and Healthcare	Intelligent HealthKES		<u>0809.14</u> June 2021	08.09.16 June 2021

Table 6 - Third Party Events



9 ANNEX 3 - PUBLICATION OUTLETS

Publication outlet name	Type	Target Audience	Frequency of publication
Alzheimer Europe: Dementia in Europe magazine	Policy magazine	Scientific community & Policy community	Every 4 months
Lancet Neurology	Academic journal	Scientific community	Biannually
Alzheimer's & Dementia	Academic journal	Scientific community	Biannually
Lancet Digital Health	Academic journal	Scientific community	Biannually
Neurology	Information portal	Scientific community	Quarterly
JAMA Psychiatry	Academic journal	Scientific community	Quarterly
Artificial intelligence in medicine	Academic journal	Scientific community	Quarterly
Computational and structural biotechnology journal	Academic journal	Scientific community	Quarterly
The Journal of the European College of Neuropsychopharmacology	Academic journal	Scientific Community	Quarterly
Finnish Institute for Health and Welfare (https://thl.fi/)	Health Institution	Scientific Community / Health Professionals	Once
Ethics and Information Technology	Academic journal	Scientific community	Quarterly
Nature machine intelligence	Academic journal	General public	Monthly
Minds and Machines, Journal for AI, Philosophy and Cognitive Science	Academic journal	Scientific community	Quarterly
Science Technology and Human values	Academic journal	Scientific community	Fortnightly



Science and Engineering Ethics	Academic journal	Scientific community	Biannually
Big Data & Society	Academic journal	Policy community	Weekly
Big Data & Society blog	Online press (e.g. news websites, blogs)	Policy community	Monthly
The journal of Artificial Intelligence	Academic journal	Policy community	Monthly
Open Access Government	Online press (e.g. news websites, blogs)	General public	Daily
The Alan Turing Institute	Online press (e.g. news websites, blogs)	Public Administrations	Monthly
AI trends	Online press (e.g. news websites, blogs)	Industry	Weekly
Digital Government: Research and Practice	Academic journal	Policy community	Monthly
PMF Research	Information portal	Policy community	Fortnightly
AI and Ethics	Academic journal	Policy community	Daily
The AI Ethics Journal	Academic journal	Policy community	Biannually
AI Magazine	Industry/trade publication	Industry	Quarterly
Intelligenza Artificiale	Industry/trade publication	Industry	Biannually
BioLaw Journal - Rivista di BioDiritto	Academic journal	Policy community	Quarterly
Govtech.com (online portal to Government Technology, magazine covering information technology's role in state and local governments)	Information portal	General public	Monthly
Analytics Insight	Industry/trade publication	Industry	Monthly
Datanami	Industry/trade publication	Industry	Daily
insideBIGDATA	Industry/trade publication	Industry	Daily



Neural Computing and Applications	Academic journal	Scientific community	Unknown
IEEE Journals	Academic journal	Scientific community	Unknown
Triple A Research Journal of Multidisciplinary	Academic journal	Scientific community	Unknown
2021.AI Blog	Online press (e.g. news websites, blogs)	Industry	Unknown
Data & Policy	Academic journal	Scientific community	Unknown
Lisbon Council Policy Brief Series	Other	Policy community	Unknown
Transforming Government: People, Process and Policy	Academic journal	Scientific community	Unknown
Government Information Quarterly	Academic journal	Scientific community	Unknown
Electronic Journal of e-Government	Academic journal	Scientific community	Unknown
International Journal of E-Government Research	Academic journal	Scientific community	Unknown
Journal of E-Government	Academic journal	Scientific community	Unknown
eJournal of E-Democracy and Open Government	Academic journal	Scientific community	Unknown
EpsiPlatform	Information portal	Policy community	Unknown
Innovatori P.A.	Information portal	Policy community	Unknown
W3C eGovernment Group	Information portal	Scientific community	Unknown
Join-Up Platform	Information portal	EU institutions	Unknown
LinkedIn Public Sector Transformation Group	Information portal	Policy community	Unknown
Futurium	Information portal	EU institutions	Unknown
International Journal of Human Computer Studies	Academic journal	Scientific community	Unknown
Society & AI	Academic journal	Scientific community	Unknown
Interactions	Industry/trade publication	Other	Other
WAIE magazine e blog	Other	Other	Unknown



Harvard Business Review	Online press (e.g. news websites, blogs)	Other	Other
PwC Italy website	Information portal	Industry	Other
Journal of Information Technology & Politics	Academic journal	Scientific community	Quarterly
Forum for offentlig service	Online press (e.g. news websites, blogs)	Public Administrations	Other
Knowledge-Based Systems	Academic Journal	Scientific community	24/year
Nature Aging	Academic Journal	Scientific community	Unknown
npj Digital Medicine	Academic Journal	Scientific community	Unknown
Scientific Reports	Academic Journal	Scientific community	Unknown
Engineering Applications of Artificial Intelligence	Academic Journal	Scientific community	Unknown

Table 7 - Publication Outlets