DELIVERABLE

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D6.1.2 Communication & Dissemination Plan

Revision: 1.1

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Revision History and Statement of Originality

Revision History:

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1. Executive Summary

The DISCOVER project will create a new service to deliver skills training for carers and has three primary objectives:

- Strengthening the use of information and communications technology solutions in the delivery of care and social support.

- Increasing digital competencies and engagement of carers and those they care for.

- Raising the profile of social inclusion work.

This deliverable describes the DISCOVER project dissemination plan and strategic approach, which will serve as a reference for the dissemination activities to be performed by the project. It describes the various methods to be employed in the dissemination of information regarding the DISCOVER project, its deliverables, progress and outcomes. This encompasses three distinct phases as part of the lifecycle of the project; an initial phase to promote project awareness and engagement; phase 2 to profile notable achievements and wider stakeholder engagement and a final phase focusing on market exploitation, business planning and commercialisation.

It considers the wide range of stakeholder groups and identifies mechanisms for keeping all stakeholder groups informed about the project. The various measures of success by which each method will be evaluated are also summarised within the document. These activities will encompass a complement of tools and channels (both offline and online) as well as seeking to achieve a dynamic and innovative approach for the engagement of stakeholders through the use of multimedia and web 2.0 technologies.

This is a living document and will evolve as the project and the stakeholder requirements develop.

2. Introduction

The DISCOVER dissemination plan and dissemination activities, as part of work package six (WP6) links all work packages of the DISCOVER project and addresses the various levels of stakeholder engagement.

This dissemination plan is intended to be a living document that will evolve to meet the changing needs of the project and our growing understanding of how to reach our target stakeholders in the most effective and engaging way. DISCOVER has a potentially large number of stakeholders and so it is essential that there is good dissemination of information both internally and externally.

The plan describes the intended dissemination activities within the DISCOVER project and sets out in detail how our exploitation, dissemination and networking activities will be tightly coordinated, for larger-scale sustainable uptake and replication beyond the pilot.

Dissemination and communication activities throughout and on the results of the project are also provided for in order to be a substantial and high-profile contribution toward European and national initiatives, including:

- Social Inclusion - Improving carers lives.

- Skills and Employability – Improving digital skills of carers and older people, potential to support carers with a migration background through multi-lingual content.

- Ageing population – Independent Living – Improving carers ability to provide care and improving independence of older people through mentoring.

Widespread dissemination of DISCOVER's activities and results are a crucial element for the success of this project and are seen as instrumental in exploiting the deployment of the project outcomes, enhancing the level of market acceptance and the impact on the end users as a whole. This plan addresses different dissemination and communication tools to specific targets to encourage an effective and continuous information flow, involving as wide a community as possible, as well as increasing the value of achieved results at local, national and European level.

In addition specific materials will be developed and disseminated, along with timelines tied to specific other milestones in the integration and piloting efforts.

The plan has be developed to take a dynamic, integrated and innovative approach to stakeholder engagement; it will create relevant, informative and appealing content that will attract, engage and draw stakeholders to the DISCOVER website through the use of multimedia and web 2.0 technologies – blogs, podcasts, video, e-newsletters, social media marketing, as well as through more traditional face-to-face communications at conferences and workshops.

This plan underpins the DISCOVER dissemination strategy of:

- Identifying and deploying the most effective dissemination methods and communication tools to reach target audiences (e.g. structured briefings, social media, scientific papers, case stories etc.).

- Achieving high visibility of DISCOVER across the whole value chain.

- Establishing and benefiting from an effective network of early adopters and stakeholders and growing a community of interest in the participating countries and elsewhere in Europe.

- Educating stakeholders on the value of the solution in social inclusion and economic terms.

- Embedding project results into the practices of participants to contribute to the project's sustainability.

- Attracting additional funding and potential investment opportunities.

There are three distinct phases as part of the project lifecycle; phase 1 activity will be highly focused on creating awareness and promoting DISCOVER to grow the stakeholder community; phase 2 will involve soliciting wider involvement and participation as part of the pilot activity and phase 3 will be focusing on activities linked to sharing the project findings and further commitment around market exploitation and commercialisation with a focus on organising a campaign towards potential commercial customers, based on the activities developed during the project life (as illustrated in Figure 1).
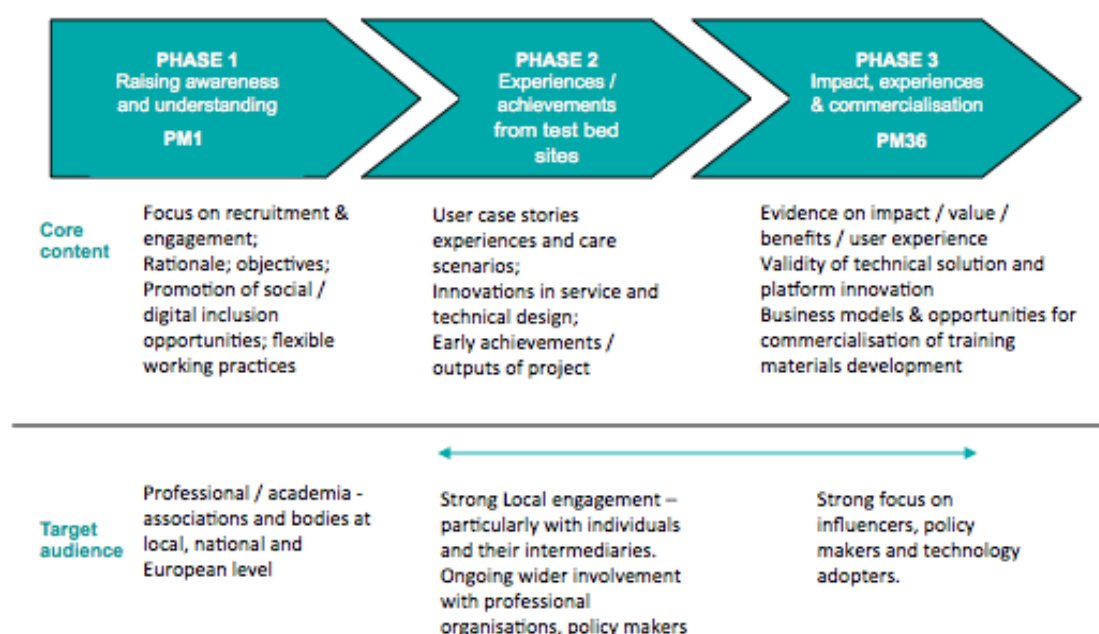

	PHASE 1 Raising awareness and understanding PM1	PHASE 2 Experiences / achievements from test bed sites	PHASE 3 Impact, experiences & commercialisation PM36
Core content	Focus on recruitment & engagement; Rationale; objectives; Promotion of social / digital inclusion opportunities; flexible working practices	User case stories experiences and care scenarios; Innovations in service and technical design; Early achievements / outputs of project	Evidence on impact / value / benefits / user experience Validity of technical solution and platform innovation Business models & opportunities for commercialisation of training materials development
Target audience	Professional / academia - associations and bodies at local, national and European level	Strong Local engagement – particularly with individuals and their intermediaries. Ongoing wider involvement with professional organisations, policy makers	Strong focus on influencers, policy makers and technology adopters.

Figure 1: The evolving type & nature of content over the project's life cycle

Many different types of dissemination tools will be examined and tested, and from these, ones will be selected that best match with the goals and budgets for DISCOVER.

Dissemination strategies range from "passive" to "active". Passive strategies do not require the stakeholder to actively engage, they can remain a passive recipient of DISCOVER information. Whereas active strategies require them to commit their own time to actively engage with DISCOVER information products or the DISCOVER partners or other stakeholders. Likewise, stakeholder involvement in dissemination and impact creation ranges from "low" to "high". A low level of involvement may simply take the form of receiving and reading our final report. High-level involvement may take the form of regular community activity or attendance at a stakeholder workshop. Our initial strategy envisages engaging stakeholders in passive activities with low involvement (e.g., access to our website), while establishing pathways for them to become more involved and take ownership of the various DISCOVER outputs, commenting on deliverables up to participation in focussed workshops, meetings and conferences.

By structuring our dissemination around a range of stakeholder involvement methods, we aim to make it scalable. Here scalable means hundreds of users can remain passive recipients of information but can easily move to higher forms of involvement via the website and hence become engaged in more active dissemination strategies such as meetings.

These activities will be a meaningful part of formulating a baseline and trends along with a roadmap of development and the creation of impact from DISCOVER. Our stakeholder involvement techniques should not be viewed only as convenient tools for public relations or winning acceptance for decisions taken by the core members of DISCOVER. Instead, they form a method for disseminating the results of our work and providing pathways for feedback, engagement and eventual commercialisation. This community building will realise an improved impact for the efforts across all work packages.

The communications will be led and managed by CASALA under WP6 of the DISCOVER project with direct support from Birmingham City Council (BIRM) to ensure a coordinated, consistent and strategic approach across all strands of activities. A communications group has been established with representation from each of the partners across the consortium to facilitate and lead local dissemination, which will be essential to ensuring uptake and active engagement during and beyond the life of the project. An editorial programme will be established with the partners to support scheduled delivery of all communications activities, to build on local opportunities.

3. Stakeholder Engagement

Dissemination work of the DISCOVER project will be aimed at growing a wide network of stakeholders; representing interested individuals, professionals, companies, groups, associations, and bodies, at local, national and European level.

Identification of the major stakeholder groups, and analysis and identification of mechanisms for stakeholder engagement and coordination will be an ongoing activity particularly throughout the initial phase of the project. The establishment of a strong stakeholder advisory board will further strengthen this activity, who will take on the role of critical friends to help guide and shape product development and market impact.

3.1 Stakeholder Groups

DISCOVER aims to engage with the full value chain of stakeholders, which can be can be broadly categorised into four categories (see Table 1): -

Categories	Types of Stakeholders
Primary Stakeholders	Client Families, Informal Carers, Service Mediators
Secondary Stakeholders	Formal Carers, Carer Associations, Primary Care Teams, Public health Nursing, Occupational Therapy, Cognitive therapy, Advanced Nurse Practitioners, Clinical Nurse Specialists, Disease Specialists, Social Care, GPs, Consultants, Home Care providers and organisations, Specialist care organisations (e.g. Alzheimer's Society)
Tertiary Stakeholders	IT / Software Providers, Integrated Solution Providers, Carer Service Providers; Training Providers, Accreditation providers, potential sponsors (e.g. telecare providers)
Quaternary Stakeholders	Policymakers; EU, Member State Bodies, National, Regional and Local Authorities, Health Service Executives, Advocacy groups, Academia, Care / Social Health research community, Local Government, Skills Agencies, Local Strategic Partnerships, Local Municipal Partnerships, Media contacts

Table 1: Stakeholder categories identified through ongoing stakeholder analysis

Each of these stakeholder groups will consist of members that will have different priorities for involvement in the project and as such require different levels of engagement.

Direct access to individuals or individual groups can be problematic for dissemination of the progress and results of a project such as the DISCOVER Project. This is particularly the case for individuals in the primary stakeholder group, many of which may not be accessible online. Most commonly access to these individuals will be mediated through organisational groups, such as those in the secondary stakeholder classification.

The secondary stakeholder groups have access to a wide range of information and resources to assist them in understanding the broad outcomes of this project. This group is the primary avenue through which the needs and interests of individual end users, primary stakeholders, are represented to the information technology and solution providers. They

have direct contact with both the primary and tertiary stakeholder groups and so is an important target area for the dissemination strategy.

The tertiary stakeholders need to be aware of the requirements of the other stakeholder groups as well as the outcomes of the DISCOVER Project. The secondary stakeholder group on behalf of the primary stakeholders frequently lobbies this group. They are also influenced strongly by the quaternary stakeholder group.

The quaternary stakeholders are the groups that will facilitate the outcomes of the DISCOVER Project being translated into policy and becoming implementable. These stakeholders can influence all other stakeholders through their actions and support. Therefore ongoing engagement with these stakeholders and involvement in dissemination activities is critical to the final outcomes of the project.

Key stakeholders across all groups will be identified as the project progresses, at this time it is envisaged that key stakeholders from a commercial perspective will be drawn from the tertiary and quaternary stakeholder groups.

3.1.1 Stakeholder Database

A database of contacts will be established across the project consortium containing stakeholders and interested partners segmented according to potential information needs and interests. The database will be continuously added to with new contacts during the lifetime of the project by the individual dissemination leads for each partner so as to provide a platform for regular involvement of stakeholders in their areas of interest. Web 2.0 technologies will be important in building online communities and linking to other stakeholder communities. Contacts for the database will be collected by:

- Invitations to subscribe to the DISCOVER mailing list that all consortium partners can circulate to their relevant contacts.

- An invitation to subscribe to the mailing list included on all DISCOVER communications.

- Sign up facility to the e-newsletter through the project website.

- Access to new contacts and audiences through presentations and attendance at events.

3.2 Dissemination Stages

Early dissemination strategies are being targeted at raising awareness in the various stakeholder groups about the DISCOVER project generally and its intended outcomes and aligning messages and tools to reach key stakeholder groups in the most appropriate way. To this end the project website is being developed and an extensive supporting social media, email/newsletter list developed and collated through the stakeholder database. In

addition, local stakeholder engagement and workshops in each pilot location will be undertaken to enable user recruitment. A series of local campaigns will be developed in association with the consortium communication leads to proactively extend the stakeholder network and monitor, evaluate and refine the use of the various tools and channels to reach key audiences.

The second phase of the dissemination strategy will see continued raising of awareness and provide access to the early outputs of the project through provision of deliverables in downloadable format on the website, online forums for feedback and provision of briefing documents, and concise articles and summaries in the online blog and newsletter which are pushed to recipients. A pan-European conference will be hosted to enable direct dissemination to key stakeholders. Similarly the project will be actively presented at numerous related conferences and workshops. This engagement will be actively pursued throughout the duration of the project. Additionally, the DISCOVER Project is actively exploring opportunities for collaboration with other groups and networks engaged in the field of carers and caring for carers in the European Union and internationally.

The third stage of the dissemination strategy actively engages stakeholder groups in commenting upon the outputs from the pilot through active participation in the national stakeholder workshops, and online forums. The aim is to ensure the widest dissemination of the project outcomes to all levels of stakeholders. It is also aimed at ensuring the sustainability of DISCOVER service, post the project's funding period and guide the consortium towards successful joint exploitation of results. In this stage active alliances and funding presentations with other projects, EU member states and international stakeholders will be a priority to generate broader pan-European awareness of the project across a multi-tiered value chain. Timelines for these stages are described in Table 2.

Phase	Description	Start Month	End Month
1	Project Promotion and Awareness	1	12
2	Highlight Project Pilot Achievements	13	29
3	Results & Commercialisation	30	Ongoing

Table 2: Dissemination stages timeline

3.3 Targeting Stakeholder Groups

All four stakeholder groups are able to access the DISCOVER project public information and sign-up as individuals to receive the DISCOVER communications and newsfeeds. However, it is important that each group receives information relevant to their requirements as well as to their preferred level and method of engagement. Thus, individual users in the primary stakeholder group may choose only to receive information that is delivered to them either directly or via a contact within one of the other stakeholder groups, e.g. their local representative organisation or their medical practitioner.

To reach all stakeholder groups a wide range of materials are being developed. These include:

- Online access, to read and understand brief articles about the DISCOVER project and updates on progress.

- Case stories to provide tangible examples of how carers are using technology in their caring role as well as case material provided through users involved in the project.

- Short regular contributions to other organisation/project newsfeeds/ newsletters and invitation for them to contribute to DISCOVER. (for example Birmingham Carers Centre report and newsletter incorporated a feature on the DISCOVER launch in Birmingham).

- Encouragement of active engagement with our online media (website, Twitter, Facebook, etc.) and provision of information to these media and project by relevant stakeholder groups and individuals.

- Ability to comment and feedback on some of the DISCOVER deliverables.

- Workshops at local and national levels in four different locations around Europe to further explore the essence of the project.

- Online access to full documents, policy statements, and media releases available on the website as well as pushed to members of the DISCOVER online media lists.

- Development of organisational collaborations with other projects, groups and bodies undertaking work and research in this area.

- Conducting DISCOVER conferences and gathering of international actors in the area of Caring for Carers to disseminate the findings of the project and assist in ensuring sustainability.

By utilising a dynamic and innovative approach for the engagement of stakeholders expected targeted results and outcomes are outlined in Table 3.

	Targeted Results/Outcomes	Dissemination Actions	Impact
Primary Stakeholders	Increased digital competency / engagement. Improved use of ICT for social care and support. Raise profile of social inclusion Recruitment of end-users for DISCOVER pilot	Website and social media Stakeholder Websites DigitalTV Community of Interest Workshops Newsletters / News Articles / Case studies Press releases	Greater awareness of, access to, and take-up of the DISCOVER platform leading to improved digital skills, greater confidence and increased employment opportunity for 'at risk' informal carers. Greater economic freedom, service access and participation through extending dynamic social networking. Continuous quality improvement through peer network feedback.
Secondary Stakeholders	Increased digital competency / engagement. Improved health and care service efficiency. Improved use of ICT for social care and support. Raise profile of social inclusion	Website and social media Stakeholder Websites DigitalTV Workshops Conferences Newsletters / Press releases Case studies / Articles Publications/Professional journals	Awareness building to increase cross-sectorial, and cross-value-chain participation in dynamic and inclusive social networking - leading to improved communication and service alignment conditions for increased health and care service efficiency. Greater awareness of, access to, and take-up of the DISCOVER platform leading to improved digital skills, greater confidence and increased employment resilience of 'at risk' formal carers.
Tertiary Stakeholders	Pilot to demonstrate technical, organisational and legal feasibility. Assess impact of the proposed solution in view of wider deployment/use.	Website and social media Stakeholder Websites Workshops Conferences Newsletters / Press releases Case studies / Articles Publications/Professional journals	Promoting project outcomes and results to tertiary stakeholders will grow market acceptance, further competitiveness, and strengthen technical and organisational interoperability. Platform promotion will provide living-lab infrastructure to foster further innovation and wider adoption and adaptation to local conditions in wider European regions

Quaternary Stakeholders	Raise profile of social inclusion. Assess impact of the proposed solution in view of wider deployment/use.	Project Website Stakeholder Websites Community of Interest Workshops Conferences Newsletters / Press releases Case studies / Articles Publications / Professional journals	Increased awareness and provision of innovative, practice-led, and evidence-informed, social inclusion policy development opportunities that are validated and implementable. Key areas will include: • promoting greater tolerance for flexible work practices to support carer needs and demands. • promoting platform infrastructure support to improve local conditions including reducing the impact of distance barriers in rural/remote areas. • improving the cultural and organisational conditions to strengthen the participation of related secondary stakeholders within the platform eco-system.

Table 3: Targeted results and outcomes

4. Dissemination Tools

To ensure that the information about, and outputs from, the DISCOVER project are disseminated as widely as possible to the range of stakeholders in the most appropriate format for their requirements, there are a number of tools being employed.

These tools will be continuously examined and evaluated to ensure maximum impact. The tools combine a mixture of pull approaches, maximising the use of web 2.0 technologies and more traditional routes such as conferences and workshops. Each of these and their outcome measures is detailed in the sections below. The outcome measures will be evaluated and reported to the project consortium and EU funders at regular periods.

4.1 Project Logo and Strapline

Following the commencement of the project the project consortium selected a project logo complete with the strapline 'Skills for Carers' that will serve as the project's identity throughout the duration of the project, as well as beyond. Creating DISCOVER as a 'strong' brand is a key element of the project's dissemination and exploitation activities. The logo and its usage are described in Appendix A: Design & Branding Guidelines, which will serve as a first and essential step for the DISCOVER project in achieving a strong identity.

4.2 Website and resources

The DISCOVER Project website is the central and front facing public area for profiling the project and raising the awareness of ICT solutions for delivering social support and importance of digital skills for carers and as such is one of the first access points for our stakeholder engagement and dissemination. The aim is to establish a visually attractive and informative web site early on in the project life cycle to ensure global visibility, and accessibility to information to meet the various needs of the visitor. The website is available at the URL: **http://www.discover4carers.eu**. The website will be designed to present general information on the project such as case stories, news and events with links to external websites and partner organisations and at the same time enable presentation of further information items and digital documents for downloads such as key project deliverables or for consultation. It will use search engine optimisation to make the site easy to find and social media optimisation to make it easy to share content directly from the website. A 'subscribe' facility will enable visitors to sign up to receive e-newsletters and updates and be an important mechanism to capture email contacts to grow the DISCOVER stakeholder community and solicit further engagement and retention.

4.2.1 Blog

The project blog will form the home page of the DISCOVER website and provides the opportunity to disseminate brief articles, promote recent achievements and advertise planned events, as well as invite guest and expert blog posts. These posts

will be linked with the social media feeds so that alerts to updates can be advertised in a timely manner.

4.2.2 Project deliverables published online

Each of the public deliverables for the project will be published and available for download from the website. If public comment is requested prior to finalisation, draft versions of these can be made available online for public comment also. Notification of availability or publication of these documents will be automated through the use of social media and the DISCOVER newsletter.

4.2.3 Direct feeds

Direct feeds are a simple method for staying informed about news and information updates on a website. Three specific direct feeds are currently available for sign-up from the DISCOVER website. These are: Twitter, Facebook and email sign up, primarily for news and events updates and these are generated automatically when the project blog is updated.

4.2.4 Links with relevant websites

Access to links to other relevant websites provides the opportunity to form collaborative or reciprocal links. This page will also have information regarding past/current relevant projects by partner organisations. Any organisation or project can request that a link to their website be added.

4.3 Newsletter

The DISCOVER Project e-newsletter will be published online and also distributed to subscribers via email and provides a mechanism to keep the different target groups engaged with the project and aware of developments. Initially the newsletter will be produced quarterly (starting October 2012) and its regularity will be reassessed as the project develops. In addition further consultation will be undertaken with partner communication leads to establish if a 'local' translated newsletter version is required with regional focused stories. Typical content might include project developments and achievements; explanation of goals and objectives; events; spotlight on a carer – case story; feature on test bed partner; focus on technical solution; interview with one of the project advisory board leads etc.

4.4 Contributions to other Newsletters

DISCOVER Project Partners will contribute to the newsletters of other associations, organisations and projects in the fields of informal and formal carers and caring for carers; a list of potential publications is currently being formulated and will continued to be updated as the project progresses.

4.5 Social Media

Social media provides a powerful tool for engaging and motivating audiences and will form a significant part of our dissemination activity, integrated alongside the more traditional communication channels. A social media policy will be produced, following discussion and agreement with consortium partners.

- Twitter: A DISCOVER project twitter profile has been established (@DISCOVER4Carers) and tweets are automatically generated through the website blog updates. Interested stakeholders can sign up to follow the feed providing headlines, links, event updates, news and developments. It will also be used to facilitate and facilitate conversations with a range of organisations, innovators and academia, by identifying key stakeholders to follow. Tools such as Hoot Suite will be used to pre-schedule and automate tweets, which will enable us to plan and manage consistency of message across our partners through this medium. In parallel to this, consortium partners, project advisory board partners and other key stakeholders will be encouraged to tweet about DISCOVER through their own organisation's Twitter account (where this exists).

- Facebook: A DISCOVER project Facebook page has been established (DISCOVER4Carers) and interested stakeholders (Facebook friends) can sign up to follow the project. The new timeline facility will provide the opportunity to chart the progress of the project in a visually attractive way, incorporating video, images and podcasts and involving our community as part of this. Posts to Facebook will be automatically generated through the website blog updates and also interesting events, pictures or information can be disseminated via this media.

- LinkedIn: A DISCOVER LinkedIn group will be created to engage professional people, associations, government and technical institutions as well as looking to involve the project advisory board and academia by seeding opinions and discussions around the DISCOVER project and its themes.

- Multimedia: The intention is to capture video, case stories, podcasts, user led dissemination, and photos to share online. These might be partners talking about particular aspects of the projects, sound bites from delegates at workshops through to users sharing their feedback on the course material. In addition (as part of WP2) we are also evaluating tools for market research and community engagement that use video capture to offer a more dynamic and innovative way of collecting quantitative and qualitative feedback and share more widely with stakeholders. These elements will be embedded in the DISCOVER website as well as made available on the following mainstream media such as YouTube, SlideShare, FlickR and SoundCloud.

- Share an idea through Crowdsourcing: This exercise aims to collect the maximum number of good ideas for DISCOVER Skills for Carers that can potentially help contribute and/or define new content and ideas into the future. A prominent link will be available from the home page of the DISCOVER website.

4.6 Exploiting links with other EU initiatives and EU networks

As part of developing our stakeholder database, existing key contacts, networks and involvement in other European projects are being identified and explored through our consortium partners as well as with our Project Advisory Board, when this is established for other potential routes of dissemination. The intention is to utilise the many existing network groups that members are part of across Europe for example Eurocities KSF and Social Affairs; European Network of Living Labs (ENoLL) to ensure knowledge exchange and experiences and grow a larger community of potential adopters. We will also set up links to other European projects that have close affinity / synergy to the work of DISCOVER such as EU CIP-ICT PSP Carers+, and specific projects that consortium partners are engaged with that provide networking opportunities for dissemination and potential linkages for exploitation and knowledge sharing for example the FP7-Cooperation BRAID, the CIP-ICT PSP Home Sweet Home and FP7-Health IMPACT project where the DISCOVER platform could be a useful tool for the families and carers of elderly people with chronic diseases.

4.7 Conferences

Conferences are an important method of disseminating project research, activities and outcomes to stakeholders. The types of conferences that may be the primary target for the DISCOVER Project include academic, business and interest group conferences such as the Quality of Life, Quality of Information MIE 2012 (http://www.mie2012.it/) and ECEL 2013 European Conference on e-Learning. The project team will aim to publish results of the project at relevant conferences. Details of upcoming and past events, along with copies of conference presentations will be available on the website for future reference.

The DISCOVER project team will be also organising two conferences, a pan-European and an international conference during the latter stages of the project. Key representatives from stakeholder groups from across Europe and internationally will be invited to participate as well as explore involvement of other relevant European funded projects in the CIP ICT PSP programme to exchange experiences, maximise impact particularly in raising the profile of social inclusion. It is intended that the project team will provide web capture so the entire stakeholder community can attend virtually or attend "webinars" of the event afterwards. DISCOVER results will be presented and accompanied by presentations from keynote speakers and related research projects and possibilities for follow-up actions will be discussed.

4.8 Workshops

The DISCOVER Project will convene workshops in at least four different locations across Europe. Representatives from the different stakeholder groups identified in the stakeholder analysis will be invited to attend these workshops.

The workshops will be based around the following key elements of the project; project awareness and recruiting end-users for the pilots and post pilot evaluation and dissemination and market exploitation opportunities.

4.9 Supporting Local and European Events & Targeted Campaigns

DISCOVER will look to support activities and events across Europe that resonates well with our own objectives. This includes for example running targeted campaigns at local and regional level to drive awareness as well as supporting initiatives such as European Get Online week (March 2013).

4.10 Press Releases

Critical pinch points for production of press releases has been identified as part of the project lifecycle and key milestones and are scheduled where possible to coincide with local activity to ensure relevance and interest. The project team will prepare press releases and feature articles to be sent to relevant media contacts maintained within the project stakeholder database. These press releases and articles will also be posted on the DISCOVER Project website.

4.11 Journal publications

Papers providing information on the DISCOVER Project and its outputs will be submitted to appropriate journals. These journals will include academic and industry journals to maximize the readership. A registry of target journals and published papers will be maintained and includes for example:

- *International Journal of Technological Learning, Innovation & Development* (Outline topic: Technologies for inclusion – care-giving to older people)

- *Journal of Educational Technology & Society* (Outline topic: Innovative pedagogical practices that support lifelong learning)

- *European Journal of Open Distance and E-Learning* (Outline topic: Local Government & managing change in care services for older people)

- *Gerontologist* (Outline topic: ICT-based solutions for informal care)

4.12 Presentations and promotional material to support dissemination

In addition to the conference and workshop presentations noted above, the DISCOVER Project team will undertake presentations to stakeholder and other interested groups or organisations on an ad hoc basis. The DISCOVER Project team will also take advantage of other opportunities that may arise to disseminate information about the project goals, progress and outcomes. Through the creation and use of a standardised project presentation template (which will be localised as required through the use of local stats and facts), it will be possible to create and maintain the DISCOVER brand. Additional support material such as exhibition pop-ups and project leaflets has been produced for partners to use as part of their dissemination activities and focus group work.

4.13 Physical Documents

A number of physical documents will be created for distribution by team members at face-to-face events. A project brochure has been created and will be made available to each of the partner organisations and on the website for printing and distribution.

4.14 Digital TV (Birmingham specific)

An information page will also be created on Birmingham's Looking Local TV channel, which will give brief information about the benefits of DISCOVER and a call for action for visitors to the page to get involved with the project or sign up to receive more information.

5. Metrics

Ongoing measurement and evaluation of the various dissemination tools and stakeholder engagement and campaign activity is a key component of the communications activity to enable us to refine methodology and approach.

The metrics and role of each dissemination tool is summarised in Table 4 below and is based on benchmarking and baselining involvement and developing month by month increase on metrics. In addition a dissemination report provides a repository to capture details of the communication activities undertaken by the partners.

Tool / Channel	Content	Metric
Website	News, events, information downloads; feedback; consultation	No. of unique visitors; no. of downloads;
Blog	Case stories; events; guest / expert stories;	Top stories (page visits); no of blog posts (target 1/ week)
e-newsletter	News; case stories; results; technical features	Subscriptions; circulation list
Twitter (@DISCOVER4Carers)	News, events, information	No. of followers; no of uses of @DISCOVER ; quality of content shared
Facebook (DISCOVER4Carers)	News, events, information	No. of friends; no of likes; quality of content shared
DISCOVER LinkedIn Group	Discuss hot topics – technical solutions; policy; share impact results	No. of members; discussions created & topics discussed
YouTube	Video stories and promotional video;	Number of views; likes, follows
SlideShare	Presentations	No. of views
Press Release	As required e.g. Launch of project; launch of DISCOVER platform; Course material	Media coverage and exposure
Journals	Research papers; technical articles; health, social care, social inclusion themes	No. of journal papers submitted, published
Events (Conferences & workshops)	Sharing impact, results and innovations	2 EU conferences organised 1 launch event; 4 local / national workshops delivered Target 270 attendees across events
Presentations	Awareness of DISCOVER – technical / health / social care / social inclusion	No. of presentations given at external conferences

Table 4: Overview of metrics for the dissemination tools

6. Reporting

The data collected in relation to all elements described in section: Dissemination Tools above will be collated and briefly reported to the project team meetings.

CASALA, as work package leader for dissemination, should be informed of all activities to feed them into the activity recording and updated communications plans.

Full reporting of the outcome measures above will occur annually and be provided to the funders as part of the annual project reviews.

Appendix 1 – Dissemination Strategy Plan

DISCOVER - Dissemination Strategy

Phase	Months
<-- Phase 1: Project Promotion and Awareness -->	1–12
<-- Phase 2: Highlight Project Pilot Achievements -->	13–29
<-- Phase 3: Results & Commercialisation -->	30–36

Year:	2012	2013	2014	2015
Month:	Apr May Jun Jul Aug Sep Oct Nov Dec	Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec	Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec	Jan Feb Mar
Project M:	1 2 3 4 5 6 7 8 9	10 11 12 13 14 15 16 17 18 19 20 21	22 23 24 25 26 27 28 29 30 31 32 33	34 35 36

Trigger Milestones (M) / Deliverables (D)
- Project Advisory Board Established (M3)
- Market Assessment Report (M8)
- DISCOVER Platform (M10)
- User Baseline Survey (M5)
- DISCOVER Pilot Launch
- User Impact Evaluation (D2.5)
- Business Plan Published (D5.2)
- Deployment Plan (D5.3)

Communication and Dissemination Activity
- Communications & Dissemination Plan
- Develop DISCOVER project website
- Branding and identity
- Stakeholders engagement and dissemination
- User engagement and dissemination
- Website, media development and ongoing updates
- Press releases

Project Event Diary
- Launch events
- Workshops (Local / national event in each testbed)
- Conferences (International)
- Focus groups

Deliverables
- Initial stakeholder matrix (D2.3)
- Publish project presentation (D6.1.1)
- Communications and dissemination plan (D6.1.2)
- Stakeholder database / Register of activities (D6.2)
- Dissemination report and review (D6.4)
- Dissemination report and review (D6.5)
- Final report and conference evaluation (D6.6)

DISCOVER
SKILLS FOR CARERS