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D8.1 - PLAN FOR THE DISSEMINATION AND EXPLOITATION OF RESULTS

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LIST OF ABBREVIATIONS

Abbreviation	Definition
AI	Artificial Intelligence
CCs	Chronic Conditions
CIAOTECH	Ciaotech srl
MTU (CIT)	Munster Technological University (Cork Institue of Technology)
CNR	Consiglio Nazionale delle Ricerche
EC	European Commission
IPR	Intellectual Property Rights
IR	Intangible result
Melanoma Assoc.	Melanomforeningen
NCDs	Non-communicable Diseases
NETSUN	Netsun Software srl
NSE	Norwegian Centre for E-health Research
PO	Project Officer
SMEs	Small and Medium Enterprireses
TR	Tangible result
UiO	Univerisity of Oslo
UiT	The Artic University of Norway
ULPGC	Universidad de Las Palmas de Gran Canaria
UMFCD	University of Medicine and Pharmacy Carol Davila
URJC	Universidad Rey Juan Carlos
WHO	World Health Organization
WP	Work package





1 INTRODUCTION

This deliverable deals with all the activities planned for the project in order to communicate, disseminate and exploit the WARIFA objectives and results.

The document includes a description of the communication and dissemination channels and tools currently adopted and that will be adopted during the project lifetime to convey the WARIFA project objectives and disclosure future results. Furthermore, the document includes a description of the strategy to reach the different stakeholders identified.

The key point is to make sure that the project's messages and outcomes are communicated and disseminated to the appropriate target stakeholders, at appropriate times, with an appropriate methodology. Thus, the document explains the communication materials that has been realized in order to create the project visual identity, promotion materials, online engagement with stakeholders, media activity, and technical dissemination.

This plan includes the initiatives related to project duration and is also to be considered as a guide to support the consortium to carry out the dissemination and communication activities using the right material and channels. For this reason, the deliverable (D8.1 Plan for the communication, dissemination and exploitation of results) will be regularly updated on the basis of the project's evolution and of newly acquired knowledge that will allow the adding of new dissemination opportunities.

Finally, this deliverable will contain information related to the plan for the exploitation activities that partners will adopt to spread and maximize the results reached through WARIFA project.

1.1 CONTEXT AND SCOPE OF THIS DELIVERABLE

The Plan for the communication, dissemination and exploitation of the results constitutes the common Consortium Strategy towards efficient and measurable communication and dissemination actions generated as result of project execution. The main aim of the Communication and Dissemination Plan is:

- (a) To inform and engage with relevant stakeholders and selected target groups about activities and results of the project. Whenever possible, a two-way communication approach will be used with stakeholders
- (b) To raise awareness about the project itself and project results
- (c) To share and align the knowledge developed in the initiative with different stakeholders, including scientific community, patients and practitioners associations, European Networks and Associated Partners and other (EU-) funded projects.

The plan will be regularly updated in order to be able to respond to new opportunities.

The purpose of the Communication and Dissemination Plan is to define in detail:

- (a) The communication and dissemination strategies adopted
- (b) The available communication and dissemination channels and tools
- (c) The major stakeholders and targets groups to focus on, under task 8.1 in collaboration with the consortium





- (d) A planning and timing of the dissemination activities
- (e) Guidelines and templates for partners to disseminate and communicate about the project results.

The dissemination plan will be tailored for each target group to optimize its effectiveness. It must be emphasized that dissemination is a continuous process and it will last for the entire project duration. The dissemination plan will additionally provide advice on future dissemination activities.

As far as the exploitation concerns, D8.1 reports on the preliminary activities done in M1-M3 within Task 8.1 “Stakeholder analysis”.

1.2 WARIFA PROJECT PRESENTATION

For the presentation of the project, four main aspects have been taken into account: a brief explanation of the project, its focus areas, main objectives, and the expected impacts.

The Project

The WARIFA project will develop a prototype of a combined early risk assessment tool that will provide individual citizens with personalised recommendations for the management of noncommunicable diseases - such as cardiovascular diseases, cancer, chronic respiratory diseases and diabetes – which represent the leading causes of death for the citizens of the European Union. The WARIFA tool will be available to individual citizens via a user-friendly app on their smartphone.

The WARIFA tool uses artificial intelligence (AI) and the analysis of user-generated and big data to provide a personalized set of recommendations on lifestyle factors according to the risk score of each individual. Citizens are motivated to change unhealthy habits while supporting good lifestyle choices. WARIFA will inform citizens about the improvements on the management of a known disease while, simultaneously, raising awareness on the risk of developing another noncommunicable disease. The individuals with a high-risk score will be advised to contact the health care system.

Focus Areas

WARIFA has its main focus on the prevention of melanoma skin cancer and complications of diabetes. This is achieved by providing citizens with personalized recommendations that help to improve lifestyle risk factors such as excessive sun exposure, unhealthy diet, harmful alcohol and tobacco use, and physical inactivity. In this way, WARIFA will contribute to health promotion and disease prevention actions which will help relieve the burden on health care systems and economies.

Main objectives

The main objectives of the WARIFA project are to:

- Develop a technical prototype of a comprehensive AI-based system to provide person-centred combined early risk assessment for multiple NCDs. The main components of the system will be in place on a central server which individual citizens and patients can access on their smartphone via the WARIFA tool. The integrated risk assessment enables the system to provide and improve access to preventive care within the healthcare system. The



prototype of the AI-based WARIFA tool will collect ubiquitous data (i.e., both user-generated data and available public data) that will be used to assess the combined risk of multiple NCDs. The combined risk assessment enables the creation of a personalized set of recommendations on lifestyle and health education information, as well as facilitating risk-based access to preventive care within the healthcare system.

- Gain knowledge on how the WARIFA prototype may be used for early risk assessment and monitoring, and prevention interventions in individual citizens, especially in vulnerable, high-risk, or “hard to reach” population subgroups. Various user groups may require specially adapted front-ends to take into account different levels of health literacy and user preferences.
- Provide a framework for future health intervention strategies based on AI and big data technologies. This framework would integrate the WARIFA prototype with current smartphone health apps to generate and monitor community risk profiles and inform the design of largescale public health interventions.

Impact

AI-based combined early risk assessment can empower citizens to adopt healthier habits and a better lifestyle by providing personalised recommendations on how to change their risk behaviour. The benefits of early risk assessment, prevention and intervention will be evident both at individual and at health care system level.

At individual level, citizens will be supported in improving by at least 20% each risk factor by increasing the level of physical activity; reducing sun exposure (sunburns and hours spent in direct sunlight; frequency of sunscreens application); or reducing the number of hypoglycaemic events and consequently of the related acute admissions in the health care system.

Table 1 WARIFA Qualitative outcomes for citizens and stakeholders.

Outcomes	Citizen	Healthcare System	Society (with focus on vulnerable groups)
Health literacy	X	X	X
Self-efficacy	X		
User satisfaction	X	X	
Empowerment	X	X	X
Intention to use AI system in the future	X	X	
General attitude to AI technology	X	X	X
Adverse events (anxiety, privacy concerns, etc.)	X	X	X

At the health care level, WARIFA will contribute to the early diagnosis of noncommunicable diseases by promoting early identification of risks, thereby increasing the probability of positive disease outcomes. Additionally, WARIFA will provide clinicians with an overview of high-risk behaviours enabling a more rapid assessment and monitoring of the patient, thus, making counselling more





personalized and efficient. Regarding the organisational structures, WARIFA will help clinicians improve efficiency and resource utilization by reducing the number of consultations for risk assessment.

WARIFA will be based both on user-generated data, manually inserted by the citizens, and ubiquitous data. All data management in WARIFA will comply with data protection, privacy and security rules and principles established by national and European legislation.

1.3 RELATIONSHIP WITH OTHER TASKS

The activities that will be carried out within Task 8.2 Dissemination activities and Task 8.3 Exploitation activities are related to Task 8.1 Stakeholder analysis and Task 8.4 Policy recommendations:

- (a) **Task 8.1 Stakeholders analysis** (CIAOTECH): The stakeholder analysis will identify the most important stakeholders of the WARIFA solution(s) and assess their position towards the project's results in order to set up engagement strategies. The partners will jointly brainstorm about relevant stakeholder groups for WARIFA. A thorough mapping of the relevant stakeholders for WARIFA will be made, starting from the networks of contacts of the partners and enlarging to other networks or specific groups at EU level. Also recently funded EU-projects will be assessed to find similarities with WARIFA.
- (b) All stakeholders will be invited to participate in an online survey, which will be designed to measure stakeholder characteristics, e.g. their interest, attitude, influence and knowledge relevant for the project. Based on the outcome of the survey, more targeted dissemination and exploitation actions can be implemented and relationships can be built with key stakeholders of the project
- (c) **Task 8.4 Policy recommendations** (NSE): A policy recommendation will be developed. The purpose with the policy document is to inform the decision maker and the authorities, of the policy options from the WARIFA-project that are evidence based and robust, and how they will achieve the desired result in various scenarios. The policy document will be brief, with professional but not to technical language. The target audience will be the governments in the European countries, their Ministries of Health, as well as the World Health Organization (WHO). WHO will be contacted through the Norwegian Centre for E-health Research (NSE), as NSE is a WHO Collaborating Centre for Telemedicine and e-health.

Moreover, Dissemination and exploitation activities are strictly connected with the activities developed in all WPs.



2 WARIFA Approach to Communication and Dissemination

In this section the approach taken for communication and dissemination purpose will be explained, including the stakeholders that will be targeted, the channels and tools that will be exploited. However, since the document is envisaged also as guide for the consortium partners, the section will begin with an overview of definitions and obligations, and partners' responsibilities, as well as open access and how to display the EU Acknowledgement to funding.

2.1 OBLIGATIONS AND DEFINITIONS

As detailed within the grant agreement (Art. 29), unless it goes against their legitimate interests, the WARIFA partners, must — as soon as possible — 'disseminate' their results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium) where:

- *Dissemination* is defined as: 'the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.
- *Results* are defined as: any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights.

In the grant agreement (Art. 38), it is also stated that the beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

- *Communication* is defined by the European Commission as - a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

With this in mind, communication about European research projects should aim to demonstrate the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value by:

- showing how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges
- showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways
- making better use of the results, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.



2.2 COMMUNICATION AND ACKNOWLEDGEMENT OF EU FUNDING

As stated in the grant agreement, any dissemination of results (in any form, including electronic) must be compliant to the usage of the EU logo and the rules concerning the acknowledgement of EU funding. Therefore, the WARIFA partners will elaborate dissemination material which

- display the correct EU emblem (Figure 1) and
- include the following text:

“This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under grant agreement No 101017385”.

Partners are aware that when displayed together with another logo, the EU emblem must have appropriate prominence. The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, or Verdana.



Figure 1 The EU Emblem to use in dissemination / communication activities.

2.3 DISCLAIMER EXCLUDING AGENCY RESPONSIBILITY

Any dissemination of results must indicate that these only reflect the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.

2.4 OPEN ACCESS TO SCIENTIFIC PUBLICATIONS

In line with the EC policies, the appropriate measures to grant open access to all scientific publications resulting from WARIFA will be adopted by the consortium.

Each beneficiary must ensure open access (online access for any user, free of charge) to all peer-reviewed scientific publications relating to their results. The consortium has already identified journals that comply with the open access policy. Also, publication fees have been included in our budget to ensure that all requirements of the European Union regarding open access publishing are met.

Whenever possible, publication of scientific results will primarily use gold open access channels, that is channels where the articles are immediately published in open access mode. This will enable a dissemination of important results in a timely manner. As e-health innovations generally are prone to be outdated after few years, a fast publication of results is essential in order to inform the research communities and businesses about the latest developments.





The WARIFA project website will serve as a platform to enable open access of the project outputs.

2.5 PARTNERS' RESPONSIBILITIES

The strategy foresees to actively involve all the partners. The partner responsible for dissemination (CIAOTECH) and the project coordinator (NSE) are working to ensure proper information to support the full communication of the project results. Together they will make sure that the project results' disclosure and the external feedback implementation methodologies are adapted to each situation (type of audience, geographical scope, type of result, IP protection and innovation strategy).

All consortium partners play an important role in this WP and are committed to disseminate the knowledge created in the project to key audiences the sectors of interest. Partners are contacted to define and execute communication and dissemination efforts in order to provide a structured and dynamic approach to the communication of project results.

Examples of actions that each partner will undertake (but not limited to):

- Giving visibility to WARIFA project on their corporate websites or communication channels
- Share project news / press releases / newsletters with relevant contacts
- Share news relevant to the goals and issues of WARIFA
- Organise and participate to relevant events where showing the WARIFA project results
- Contribute with inputs on the technical progresses (i.e. for drafting newsletters, news for the website and/or social networks, press releases etc.)
- Report on the dissemination and communication activities performed.

2.6 METHODOLOGY AND OBJECTIVES

Communication and dissemination activities play a key role within the WARIFA project in order to foster impact, both within the duration of its EC funded lifecycle as well as after the end of the project. As explained below, the main goals of dissemination are to share knowledge, raise awareness of the project's results and to stimulate their uptake. Only by reaching the relevant stakeholders throughout Europe with the right message, the project will be successful.

To this end a defined communication and dissemination methodology is needed. The guiding principles to pursue include maintaining an ambitious and cohesive vision, while ensuring value to be delivered in an effective and efficient way building up on a strong and cohesive team-work. This will be achieved by ensuring on the one hand continuity with a number of selected activities that the partners will carry out, and, on the other, by providing a cohesive plan of action in which a variety of powerful instruments will stimulate impact and engagement.

First of all, consortium members clearly understand that for having a powerful dissemination or communication action it is necessary to deeply analyse the target audience of every initiative. Therefore, one of the initial activities of the project is to define in detail which are the characteristics, needs and expectations of each stakeholder typology potentially interested in project results.





Taking into account this first identification, the strategy will be the following:

- **Year 1:** Raise awareness about the project, the application of AI in the e-health sector, and creating expectations among Stakeholders, including clinicians, and citizens. Moreover, the consortium will meet the needs and concerns of the stakeholders
- **Year 2 and 3:** Address real needs and concerns with specific results and communication among stakeholders and share the specific outcomes of the project among scientific community and industry
- **Year 4:** Share the specific project results and their potential exploitation.

There are several main objectives linked to this Dissemination and Communication Plan:

Communication objectives:

- To communicate the WARIFA objectives in a popularized way towards the end users of AI (i.e. citizens, patients and clinicians), by ensuring maximum visibility to the project, facing the common scepticism towards AI in healthcare settings. The aim, thus, will be to increase the understanding of how AI works in general, but in particular to demonstrate the potential benefits of the new WARIFA tool.
- To communicate in a more specific way to the Health policy makers to increase the understanding of the potential benefits of AI for society, especially regarding new health care pathways, increased health literacy and the economic implications for European IT businesses engaging in the development of AI products.
- To raise awareness and interest for the proposed innovative AI solutions towards the industry – especially SMEs - by underlying that AI and how AI products need to be designed and evaluated before their implementation in order to increase their economic potential.

Dissemination objectives:

- To share, exchange and align the knowledge developed in the initiative with stakeholders
- The transfer of knowledge and results to those who could best make use of it
- To maximize the impact of research, by increasing awareness of the potential benefits of AI in healthcare
- To stimulate the uptake of the project results by the concerned stakeholders.

2.7 COMMUNICATION AND DISSEMINATION STRATEGIES

The communication and dissemination strategies adopted in the WARIFA project is based on the following:

- (a) Creating the visual identity of the project through the design of the project logo and the definition of the graphical instructions for all the communication instruments, including the web site, flyers, and other documents.



- (b) The Project Website (see paragraph 3.2) as the main mean of communication and dissemination and interaction with the public, with key information and project news and results available, but also scientific publications, results, public deliverables, as well as other public reports that the project may decide to produce.
- (c) Dissemination through European Networks and Associated Partners: the project consortium will use partners' communication channels with umbrella organisations, European Networks and Associated Partners to establish close relationships with other organisations & projects covering similar problems within EU-funded or national programs
- (d) Promotion of project outcomes at international conferences & events
- (e) Media & press: media & press are crucial channels to diffuse information about the project to a wide range of stakeholders and the general public, also at local level. These channels involve: newspapers, magazines (digital/print), press releases, radio stations and television channels.
- (f) Presence in social networks (LinkedIn, Twitter – see paragraph 3.3):

In order to protect the knowledge developed in the framework of the WARIFA project, the consortium agrees that all dissemination activities should follow a number of important principles:

- To respect the Intellectual Property Rights (IPR) of all partners
- To recognize and respect the work of all partners by ensuring the proper reference of all relevant parties whose work is directly or indirectly mentioned in the proposed publication
- To duly protect confidential results
- To set clear criteria to distinguish between results suitable for dissemination and exploitable results

2.8 ACTIONS INCLUDED

The Actions included in the strategies are:

- Design of the WARIFA brand and visual identity (e.g., logo, colours, pictures.)
- Realisation of the publicity materials: brochures, template for project documents, power point presentations, newsletters, etc.
- Stakeholders analysis to build awareness around project initiatives and valorise project results
- Scientific and technical paper publications
- Participation in important events such as scientific conferences, seminars, workshops, trade fairs and exhibitions
- Synergies with other projects and initiatives
- Publications of results (e.g., scientific publications, articles, conference proceedings, high-level international journals, magazines).





2.9 DISSEMINATION AND COMMUNICATION CHANNELS

Hereby the main dissemination channels are listed that are being used by the WARIFA consortium to communicate and disseminate project news and results towards the external world:

Table 2 Dissemination and Communication Channels.

Channels	Link	Number of users/followers
WARIFA website (to be implemented in M6)		
LinkedIn WARIFA account	www.linkedin.com/in/warifa-project-b3642b207	12
LinkedIn WARIFA company page	https://www.linkedin.com/company/warifa-project/	38
Twitter WARIFA account	@ProjectWarifa https://twitter.com/ProjectWarifa	46
LinkedIn Innovation Place group	https://www.linkedin.com/groups/4086674/	936
LinkedIn Innovation Place company page	https://www.linkedin.com/company/innovation-place	845
LinkedIn PNO EUROPE company page	https://www.linkedin.com/company/pno-consultants-europe/	3440
Twitter INNOVATION PLACE	@INNOVATION_PL https://twitter.com/innovation_pl	482
Twitter CIAOTECH	@PNO_IT https://twitter.com/PNO_IT	248
CIAOTECH corporate website	https://www.pnoconsultants.com/it/	/
Institute of Basic Medical Sciences, UiO	https://www.med.uio.no/imb/	/
Twitter Faculty of Medicine, UiO	@UniOslo_Med https://twitter.com/UniOslo_MED	3938
Twitter Oslo Centre for Biostatistics and Epidemiology, UiO	@OCBE_UniOslo https://twitter.com/OCBE_UniOslo	580
Norwegian Centre for E-health Research: FACEBOOK	https://www.facebook.com/ehelseforskning	2323
Norwegian Centre for E-health Research: LINKEDIN	https://www.linkedin.com/company/ehealthresearch	2118
Norwegian Centre for E-health Research: TWITTER	@ehealthNORWAY	1352
Norwegian Centre for E-health Research: INSTAGRAM	@ehealthnorway	647
UMFCD website	https://umfcd.ro/	/
UMFCD linkedin	https://www.linkedin.com/company/carol-davila-university-of-medicine-and-pharmacy	1419
Twitter account for UiT	@UiTromso	12100



LinkedIn account for UiT	UiT- The Arctic University of Norway https://www.linkedin.com/school/uit-the-arctic-university-of-norway/	31515
Facebook account for UiT	@UniTromso https://www.facebook.com/UniTromso	35809
Website for UiT	Native: www.uit.no In English: https://en.uit.no/startside	/
Instagram UiT	uitnorgesarktiske	9032
Facebook account for Institute for Informatics (IFI -UiT)	https://www.facebook.com/uitinformatikk	379
Instagram for Institute for Informatics (IFI -UiT)	uitinformatikk	164
Website for Institute for Informatics (IFI -UiT)	https://uit.no/enhet/ifi English: https://en.uit.no/enhet/ifi	/
ULPGC Website	https://www.ulpgc.es/	/
ULPGC Research Website	https://www.research.ulpgc.es/	/
IUMA Website	http://www.iuma.ulpgc.es/	/
iUIBS Website	https://www.iuibs.ulpgc.es/	/
LinkedIn ULPGC account	https://www.linkedin.com/school/universidad-de-las-palmas-de-gran-canaria/mycompany/	49059
Twitter IUMA account	@IUMAnews https://twitter.com/iumanews	275
Twitter ULPGC Research Account	@ulpgcresearch https://twitter.com/ulpgcresearch	1293
Twitter ULPGC account	@ULPGC https://twitter.com/ULPGC	51600
Facebook IUMA Account	@IUMA.ulpgc https://www.facebook.com/IUMA.ulpgc	136
Facebook UIBS Account	@UIBS https://www.facebook.com/UIBS	1124
Facebook ULPGC Research Account	@ulpgcresearch https://www.facebook.com/ulpgcresearch	592
Facebook ULPGC Account	@ULPGC https://www.facebook.com/ULPGC	19,165
LinkedIn LERO account	https://www.linkedin.com/company/lero-centre	1146
Twitter LERO account	https://twitter.com/LeroNews	2161
NETSUN SOFTWARE website	https://netsun.ro/	1000 per month
Facebook IAC account	@ist.applicazionidelcalcolo	410
Instagram IAC account	@cnr.iac	164
Twitter IAC account	@CNRIAC	168



IAC website	www.iac.cnr.it	/
Melanomforewningen website	http://www.melanom.no/	
Melanomforeningen facebookpage	https://www.facebook.com/foflekkreftforeningen/	3489
Twitter URJC account	@URJCHorizon2020 https://twitter.com/urjchorizon2020?lang=en	1071
URJC website	www.urjc.es	
URJC linkedIn	https://www.linkedin.com/school/universidad-rey-juan-carlos/mycompany/	135375
MTU Website	https://www.mtu.ie/news	
LinkedIn MTU Account	https://www.linkedin.com/school/munster-technological-university/mycompany/	64354
Twitter MTU account	@MTU_ie https://twitter.com/MTU_ie	2834
Twitter MTU account (Cork Campus)	MTU Cork Campus - @MTU_Cork https://twitter.com/MTU_Cork	16,6K
Facebook MTU account (Cork Campus)	https://www.facebook.com/myMTU	2108

The partner responsible for dissemination (**CIAOTECH**) has a longstanding experience in supporting dissemination and communication of research and innovation projects' results, performing activities either as a full partner or as a subcontractor of public funded projects. Here is a description of its own channels available for project dissemination purposes:

- **InnovationPlace** is an online service supporting organisations to achieve their strategic R&D objectives through the matching and managing of R&D projects, organisations and grants. InnovationPlace is based on the Open Innovation paradigm, with the active involvement of industry leaders, multinational organisations, high-level research centres, public bodies and innovative SMEs all around Europe. During the last years the number of users registered in the web platform has drastically increased (Figure 2).
- **Ricerca & Innovazione** is the Italian Open Innovation platform that supports collaborative research through the successful combination of research and development projects, excellent European organizations and the most important public funding opportunities at European, national and regional level (Figure 3).
- Its own accounts on the world's most famous social networks: **LinkedIn** (Figure 4) and **Twitter** (Figure 5 and 6).



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News Tuesday, February 23, 2021

WARIFA PROJECT: ARTIFICIAL INTELLIGENCE AND PREVENTION OF CHRONIC CONDITIONS

WARIFA - Watching the risk factors: Artificial Intelligence (AI) and the prevention of chronic conditions - is a research project funded by EU's research and innovation programme **Horizon 2020** (GA 101017385). The primary goal is to define a general personalised **early risk assessment tool** that will be used to support individual preventive measures for noncommunicable diseases, such as cardiovascular diseases, cancer, chronic respiratory diseases and diabetes, the leading causes of death in the world. This system will be accessible for individual citizens and patients on their smartphone via the WARIFA app. The AI based technology developed in the project could also be embedded in other third-party apps in the near future.

Thanks to this risk assessment tool based on automatic processing of both user-generated and big data stored in a central system, citizens will be informed about the risk of developing a certain disease which they previously may not have been aware of or about a known disease getting worse. A special feature of the WARIFA tool will be the possibility to **advise citizens who are at risk** of getting several diseases at the same time. Recommendations addressing the different diseases will be merged and balanced in order to avoid conflicting advice.

The WARIFA app will be conceived with a user-friendly graphic interface helping to assess the need for preventive measures on an individual and person-centred basis. Furthermore, the app will provide a personalised set of recommendations on lifestyle according to the individual risk profile developed by the AI technology. Citizens are motivated to improve unhealthy habits while good lifestyle choices are supported. Those individuals at a very increased risk are advised to get in touch with the health care system.

The main focus areas of the project are the prevention of **melanoma skin cancer** by reducing excessive sun exposure, and the prevention of the complications of **diabetes** by improving lifestyle risk factors such as unhealthy diet and physical inactivity. As a consequence, WARIFA could also play an important role to limit the pressure on the health care system and to decrease the related economic costs.

Thomas Schoof, the coordinator, says: "The WARIFA project focuses on chronic lifestyle-related conditions that share one important feature: Individual citizens who are aware of risks to their own health have a good chance of preventing these diseases by changing risk behaviours. Thanks to our project, citizens, including vulnerable, high-risk, or "hard to reach" groups, will be provided with a self-monitor tool and individual recommendations for preventive measures to adopt healthier habits and a better lifestyle".

The WARIFA Project and consortium

The WARIFA project started on the 1st January 2021; its first-class international consortium includes a total of 12 partners from 6 countries and represents expertise within AI technology, e-health, preventive medicine, clinical medicine, epidemiology, sociology, psychology, biostatistics, communication and dissemination. The partners that will implement WARIFA in the next 4 years are: The Norwegian Centre for E-health Research (Norway) - coordinator, University of Medicine and Pharmacy "Carol Davila" Bucharest (Romania), UiT The Arctic University of Norway (Norway), University of Las Palmas de Gran Canaria (Spain), University of Oslo (Norway), Munster Technological University (Ireland), CioaTech Srl (Italy), Netsun Software Srl (Romania), National Research Council (Italy), Rey Juan Carlos University (Spain), Sensotrend Oy (Finland), Norwegian Melanoma Association (Norway).

CioaTech will lead the Exploitation and Dissemination workpackages with the aim to maximise the impacts of the project results by performing a stakeholder analysis, developing the exploitation plan and coordinating the communication and dissemination activities.

Contacts:
Thomas Schoof - Project coordinator - Thomas.Schoof@ehealthresearch.no
Marina Dora Tavano - Dissemination Manager - md.tavano@cioatech.com

Figure 2 WARIFA in Innovation Place by CIAOTECH.

RICERCA & INNOVAZIONE
Projects, network and funding

ISCRIZIONE I NOSTRI SERVIZI FONDI PER R&S CHI SIAMO SERVIZI PNO

News martedì 23 febbraio 2021

Lanciato il nuovo progetto WARIFA

Il primo gennaio 2021 è iniziato il progetto WARIFA - Watching the risk factors: Artificial Intelligence (AI) and the prevention of chronic conditions.

Il progetto è stato finanziato con il programma H2020 (GA 101017385) e svilupperà un sistema, basato sull'intelligenza artificiale, per la prevenzione dei rischi generali per supportare misure di prevenzione individuale per le malattie non trasmissibili, come malattie cardiovascolari, tumori, malattie respiratorie croniche e diabete, diventate la principale causa di morte nel mondo. I cittadini potranno accedere al servizio tramite un app.

Il tool si basa sull'elaborazione di dati forniti dall'utente e da big data presenti in alcuni sistemi centrali e fornisce informazioni ai cittadini sui livelli di rischio di sviluppare alcune patologie di cui potrebbero non essere consci. L'app dunque suggerirà azioni per ridurre i rischi e raccomandazioni per adottare uno stile di vita più sano e salutare.

Il focus principale sarà sulla prevenzione del melanoma (riducendo l'esposizione ai raggi solari) e del diabete (promuovendo uno stile di vita ed una dieta più salutare e l'attività fisica).

Il consorzio che svilupperà il progetto per i prossimi quattro anni è composto da importanti organizzazioni provenienti da 6 Paesi europei: The Norwegian Centre for E-health Research (Norvegia) - coordinatore, University of Medicine and Pharmacy "Carol Davila" Bucharest (Romania), UiT The Arctic University of Norway (Norvegia), University of Las Palmas de Gran Canaria (Spagna), University of Oslo (Norvegia), Munster Technological University (Irlanda), CioaTech Srl (Italia), Netsun Software Srl (Romania), Consiglio Nazionale delle Ricerche (Italia), Rey Juan Carlos University (Spagna), Sensotrend Oy (Finlandia), Norwegian Melanoma Association (Norvegia).

CioaTech coordinerà le attività di dissemination e exploitation con lo scopo di massimizzare l'impatto dei risultati che saranno ottenuti dal progetto di ricerca. CioaTech realizzerà una stakeholder analysis, redigerà l'exploitation plan e coordinerà tutte le attività di comunicazione e dissemination dei risultati.

Contatti
Luigi Ranza - Project Manager: lranza@cioatech.com
Marina Dora Tavano - Dissemination Manager: md.tavano@cioatech.com

[« Torna all'archivio delle News »](#)

Figure 3 WARIFA in Ricerca & Innovazione by CIAOTECH.

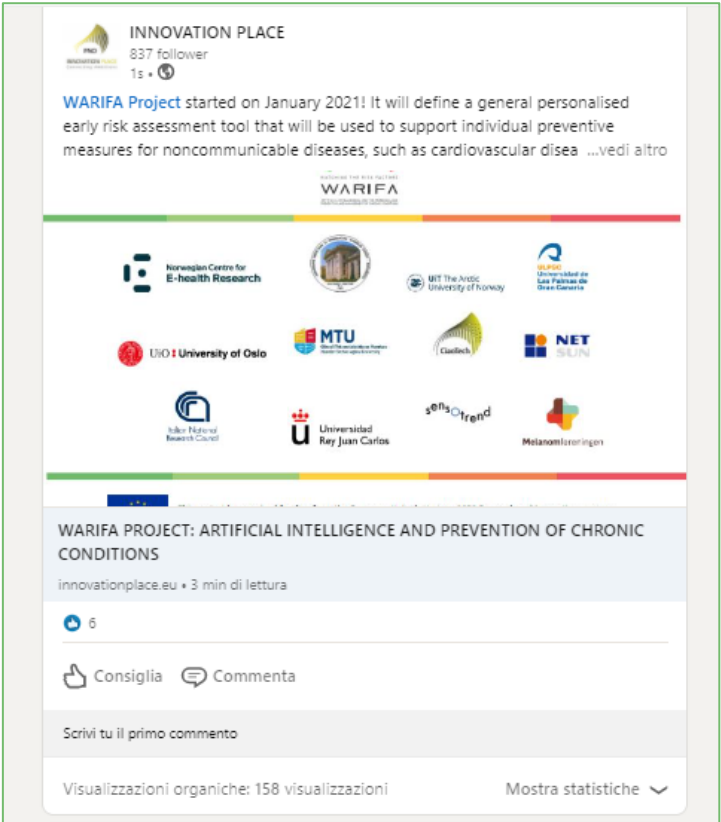


Figure 4 WARIFA on Innovation Place's LinkedIn.



Figure 5 WARIFA on Innovation Place's Twitter account.

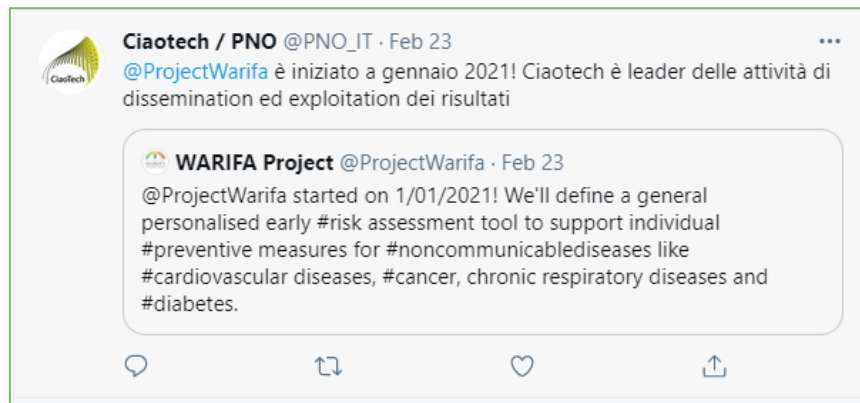


Figure 6 WARIFA on CIAOTECH Twitter account.

2.10 WARIFA STAKEHOLDERS

The main identified target groups that are being addressed during the WARIFA project were identified as those actors who are directly\indirectly involved with the targeted NCDs and CCs.

1. **Potential end-users:** this is a key target for the WARIFA project as this represents the potential early adopters and customers segment of the proposed solution and thus the most interested in the development and outcomes of the project. Discovering and understanding their real needs and concerns is one of the keys for the success of the WARIFA project. In this category, the following sub-categories can be identified:
 - a. **Healthy citizens (>18 years old):** Individuals who feel healthy and are unaware of any risk of a NCD or chronic disease.
 - b. **Patients:** Individuals who have been diagnosed with a NCD or chronic condition. They may be unaware of any risk of getting another issue.
 - c. **Carers/Families:** individuals who care for patients but have not medical expertise. They may play an important role in supporting patients who are reluctant to using AI technology.
 - d. **Healthcare professionals:** Clinicians, e.g., doctors and nurses, who care for patients. They need to be informed on the benefits of automatic data processing on their work.
2. **General public:** Society as a whole is one of the stakeholders that will be taken into account. Many aspects can spark the interest of the public, if they are spread using a suitable language and the appropriate media channels.
3. **E-health service providers (e.g., SMEs):** In order for industrial partners to transform scientific project results into technologically innovative products for the market, they need to be convinced about the feasibility of the project and market readiness. As an example, the consortium will take part to fairs and international events where SMEs are present. WARIFA will focus on IT companies interested in e-health services.
4. **Scientific community:** All available means, both online and offline, such as scientific publications in peer-reviewed journals and presentations in scientific conferences, will be used to keep the scientific community updated on the advance and results of the project.



5. **Policy makers and Public health authorities at local, national and EU level:** the consortium will introduce WARIFA to these actors in related events. They represent also citizens.
6. **Users advocates:** They are patients organizations and associations of the selected NCDs (at national and EU level).

As said, the success of the WARIFA dissemination is based on reaching the relevant stakeholders with the right message. The different stakeholder groups indeed have different interests, agenda and even 'speak different languages'. Therefore, it is important that dissemination and communication activities are tailored to each group, by using different dissemination channels and materials, and conveying the project messages in the most appropriate manner. The following Table 3 shows the most effective dissemination tools and channels to be used for each group.

Table 3 WARIFA stakeholders.

WHO: Target group	WHY: objective	WHAT: key messages	HOW: DCE material and tools	HOW: DCE channels	WHEN
Potential end-users – citizens and patients and Users Advocates	<ul style="list-style-type: none"> -Raising awareness about the project in general terms - Informing about the WARIFA functionalities - informing about the advantages of AI for their health 	<ul style="list-style-type: none"> - the importance of monitor/assess risks factors - emphasize the personal approach - Easy to use - security in terms of privacy and data protection 	<ul style="list-style-type: none"> -WARIFA website - News/newsletters -WARIFA paper and electronic brochure -Participations to events (trade fairs etc) 	<ul style="list-style-type: none"> -No-peer reviewed Publications, media presence -International events -WARIFA website -Social network: LinkedIn, twitter -Partners communication channels 	All project duration more intensive and specific activities around in correspondence of specific milestones reached or activity (i.e. events)
Potential end-users – Healthcare professionals	<ul style="list-style-type: none"> -Raising awareness about the project in general terms - Informing about the WARIFA functionalities - informing about the advantages of AI for their work 	<ul style="list-style-type: none"> - AI is a useful tool for their work - patients' health data available, also in real time - more tailored assistance to their patients - possibility to identify risks, diseases, issues, early - reducing economic costs on the healthcare system - Easy to use - security in terms of privacy and data protection 	<ul style="list-style-type: none"> -WARIFA website - News/newsletters -WARIFA paper and electronic brochure -Participations to events (trade fairs etc) 	<ul style="list-style-type: none"> -No-peer reviewed Publications, media presence -International events -WARIFA website -Social network: LinkedIn, twitter -Partners communication channels 	All project duration more intensive and specific activities around in correspondence of specific milestones reached or activity (i.e. events)
General Public	<ul style="list-style-type: none"> -Raising awareness about the project in general terms - Informing about the WARIFA functionalities - informing about the advantages of AI for their health 	<ul style="list-style-type: none"> - the importance of monitor/assess risks factors - emphasize the personal approach - Easy to use - security in terms of privacy and data protection 	<ul style="list-style-type: none"> -WARIFA website - News/newsletters -WARIFA paper and electronic brochure 	<ul style="list-style-type: none"> -No-peer reviewed Publications, media presence -International events -WARIFA website -Social network: LinkedIn, twitter 	All project duration more intensive and specific activities around in correspondence of specific milestones reached or



			-Participations to events (trade fairs etc)	-Partners communication channels	activity (i.e. events)
E-health service providers (e.g., SMEs):	<ul style="list-style-type: none"> - Raising awareness about the project in general terms - enabling the market uptake 	<ul style="list-style-type: none"> - feasibility of the project - market readiness - profitability and economic impact 	<ul style="list-style-type: none"> -WARIFA website - News/newsletters -WARIFA paper and electronic brochure -Participations to events (trade fairs etc) -Partner's contacts/database 	<ul style="list-style-type: none"> -No-peer reviewed Publications, media presence -International events -WARIFA website Social network: LinkedIn, twitter -Partners communication channels -Direct contacts/emails 	All project duration more intensive and specific activities around in correspondence of specific milestones reached or activity (i.e. events)
Scientific community	<ul style="list-style-type: none"> -Raising awareness about the project in general terms - Share the knowledge and results 	<ul style="list-style-type: none"> - inform about AI for clinical and personcentred decision support 	<ul style="list-style-type: none"> -WARIFA website - News/newsletters -WARIFA paper and electronic brochure -Communication in scientific conferences (oral presentations, posters) -Scientific Publications 	<ul style="list-style-type: none"> -Scientific Publications -International events -Invitation to WARIFA events -WARIFA website -Social network: LinkedIn, twitter -Partners communication channels -Direct contacts/emails 	All project duration more intensive and specific activities around in correspondence of specific milestones reached or activity (i.e. events)
Policy makers and E Public health authorities	<ul style="list-style-type: none"> -Raising awareness about the project in general terms - Informing about the WARIFA functionalities - informing about the advantages of AI in the healthcare system - benefits for European health care system 	<ul style="list-style-type: none"> - AI is a useful tool in hospitals and general practitioners' work - more tailored assistance to their patients - possibility to identify risks, diseases, issues, early - less pressure on the healthcare system - reducing economic costs on the healthcare system - security in terms of privacy and data protection - great amount of health data available 	<ul style="list-style-type: none"> -WARIFA website News/newsletters -WARIFA paper and electronic brochure -Participations to events (trade fairs etc, international conferences) -Organisation of WARIFA events -Partner's contacts/database 	<ul style="list-style-type: none"> -International events, - Invitation to - WARIFA events - WARIFA website -Social network: LinkedIn, twitter - Partners communication channels - Direct contacts/emails 	All project duration more intensive when results are available



3 COMMUNICATION AND DISSEMINATION TOOLS

Several dissemination materials and tools are being and will be produced throughout the entire course of the project. The dissemination materials are realised according to different communication needs, to various event typologies, and to follow the project evolution and results.

In the following paragraphs a schematic overview of the communication and dissemination tools currently realised and to be realised in the future is reported. Moreover, the sections provide partners with guidelines to properly and efficiently use each tool identified. The ultimate aim is to help partners make the most of their communication efforts.

3.1 VISUAL IDENTITY: LOGO AND PROJECT TEMPLATES

The dissemination of the project starts with the project visibility. The project identity is linked with a consistent representation of the WARIFA logo on project materials and tools. An attractive graphical representation helps to provide interested parties with the message that the project is disseminating. The logo has the capability to make the project recognizable as it defines its identity for its whole duration. It's used in every document produced within the project context and in every kind of contact to the external environment.

It's necessary that every event, presentation, newsletter, deliverable, brochure, poster, etc. makes use of this image and is consistent with its style.

For this reason, a first graphical logo (Figure 7) has been realised during the application phase with the main intention to remember the name of the project in one hand and the main project goal on the other hand.



Figure 7 First WARIFA logo.

However, at the beginning of the project activities the consortium decided to create a most effective graphic layout which will be used in all the dissemination kit material. Starting from the original logo and on the basis of collected partners' inputs about colours and concept ideas, CIAOTECH realised several ideas which have been evaluated by partners. In particular, 13 logo templates were presented by CIAOTECH to all partners during the Kick-off Meeting (1-2 February 2021) and a poll via Google Docs was opened in order to collect partners' preferences about the proposed logos and the original one during the meeting.

The final logo was decided at the end the kick-off meeting and is the one presented hereunder (Figure 8).



Figure 8 WARIFA logo.

Together with the logo, the relative Style Guide has simply been drafted and shared with the partners.

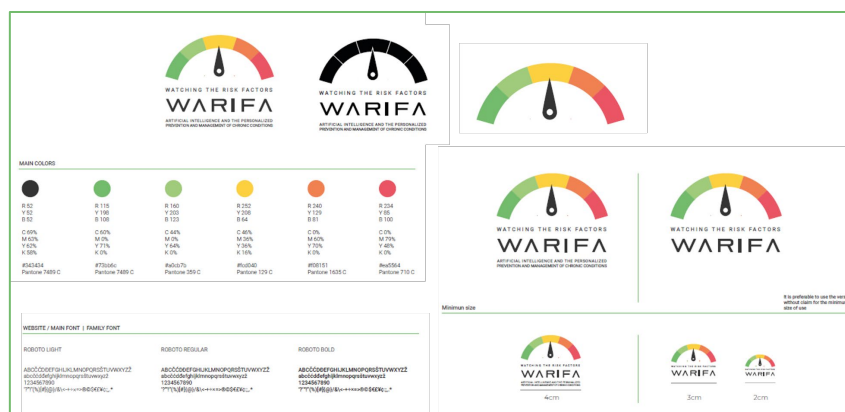


Figure 9 WARIFA Style Guide.

To ensure a consistent style and image of the WARIFA project a word template for deliverable and project documents have been produced, as well as a standardized PowerPoint template has been designed (Figure 10) to be used present the project in external events or project meetings:

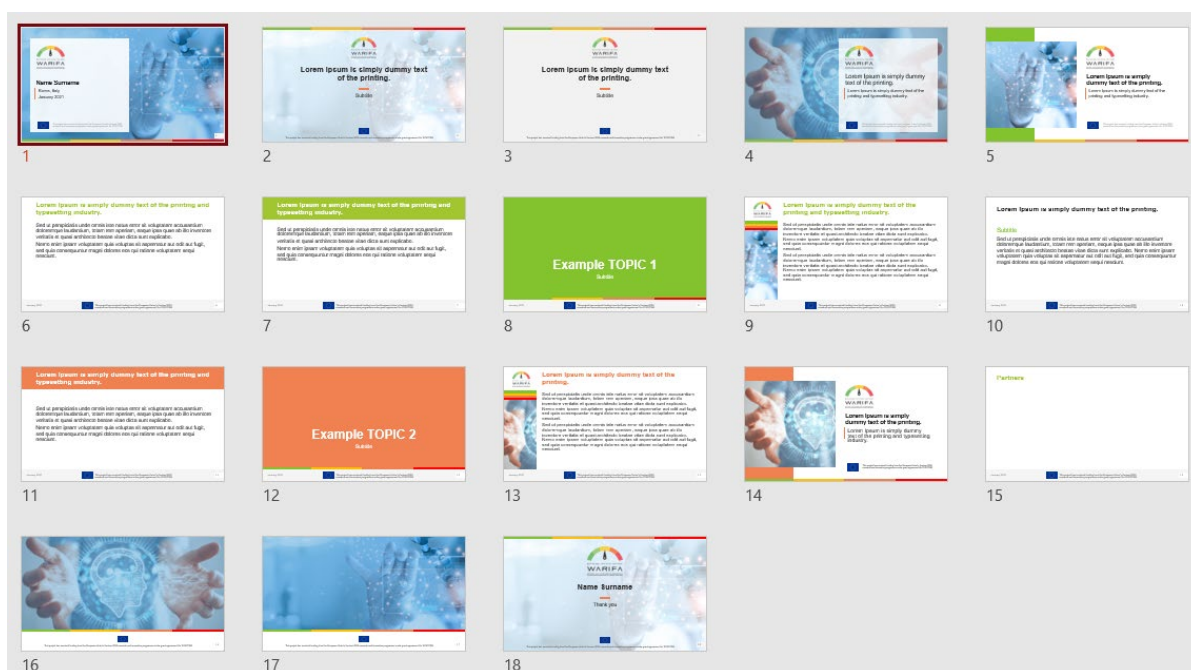


Figure 10 WARIFA template for presentations



3.2 WARIFA PROJECT WEBSITE

The WARIFA website will be launched in June 2021 (M6), as planned in the DoA.

It will be conceived as the main tool for dissemination and communication strategy implementation and it will include the following:

1. General description about the project and consortium
2. Public information on the main output, such as project's brochure and public deliverables
3. News and Events from the consortium partners
4. Subscription to the project newsletter
5. List of the scientific publication or other public material that will be produced

3.3 SOCIAL MEDIA

In order to increase the project visibility and implement an effective dissemination strategy, WARIFA accounts have been created on the following social networks:

- LinkedIn: company page <https://www.linkedin.com/company/warifa-project/> (Figure 11) and project profile www.linkedin.com/in/warifa-project-b3642b207 (Figure 12)
- Twitter (Figure 13): <https://twitter.com/ProjectWarifa>

LinkedIn is the most famous social network for business and employment, and it is mainly used for professional networking, also at policy makers level. For this reasons, WARIFA consortium decided to consider this social network an efficient instrument to disseminate its results. In particular, it will be used to create a network with stakeholders, EU Platforms, industry, medical associations and other EU funded projects in the same domain. Therefore, WARIFA project will be connected with the relevant EU institutions and stakeholders accounts, as well as it will join discussion groups of potential interest. The 2 posted published up to M3 reached 558 and 898 views respectively, with 12 and 23 reactions registered.

Twitter is an online news and social networking service where users post and interact with messages, "tweets," restricted to 280 characters. Thanks to some intrinsic characteristics of this medium, it is easy to increase the visibility using the hashtags and the topic trends. For example, for WARIFA project, #e-health #AI, #artificialintelligence #healthinnovation #health, #innovation, #cancer, #diabetes, #NCDs, #mobileapp, #H2020 can be fruitful hashtags to exploit. A particular attention is paid in using the hashtag #ResearchImpactEU and #InvestEU created by the EU Commission for the H2020 Programme, as well as in tagging the EU account, such as @EU_H2020, which is the official account for the EU's H2020 research and innovation programme. Mentioning the participation to an event organised by third parties, if available, the official event's accounts and hashtag are used to increase the visibility of the project. The first tweet by Warifa projects reached 3003 impressions and a total engagement of 87 reactions, while the second one reached 2922 impressions and 92 engagement reactions.

To share its video, WARIFA consortium chose to use the most popular video platform, **YouTube**. An account will be created when a project video will be produced.



Generally speaking, accordingly to their specific language and users, social networks are used to deliver posts on updates, events and project meetings, as well as dissemination of press release and newsletters.

Partners are conscious of the potentiality of this communication tools and are making available their own social media accounts to increase the WARIFA visibility among their followers and customers. They pay attention to mention @ProjectWarifa when posting relevant news on their own social network's accounts, baring all the consideration above in mind (e.g. best hashtag to use; etc.).

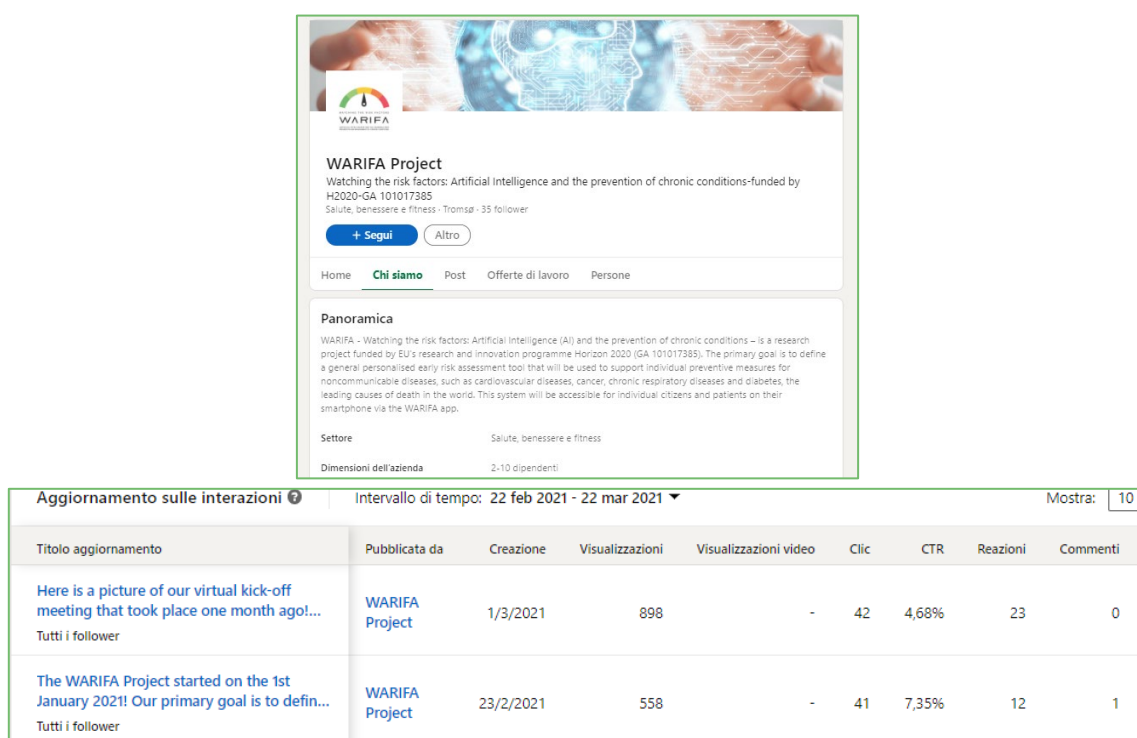


Figure 11 WARIFA LinkedIn Company page.

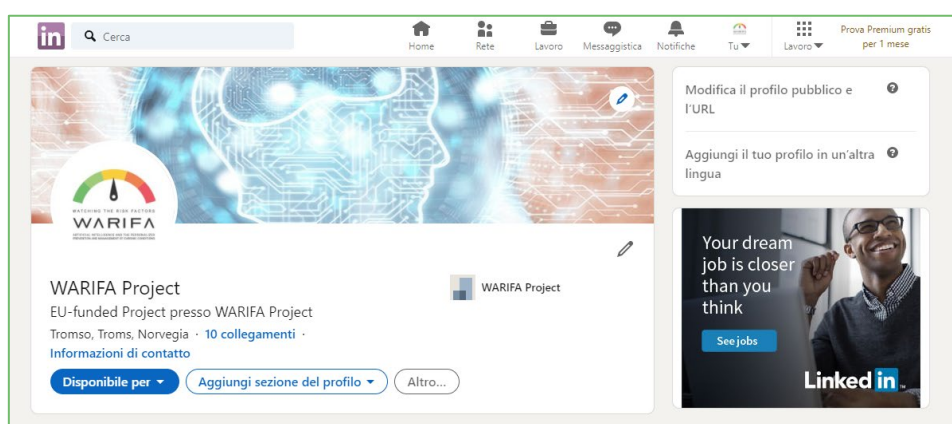


Figure 12 WARIFA LinkedIn Account.

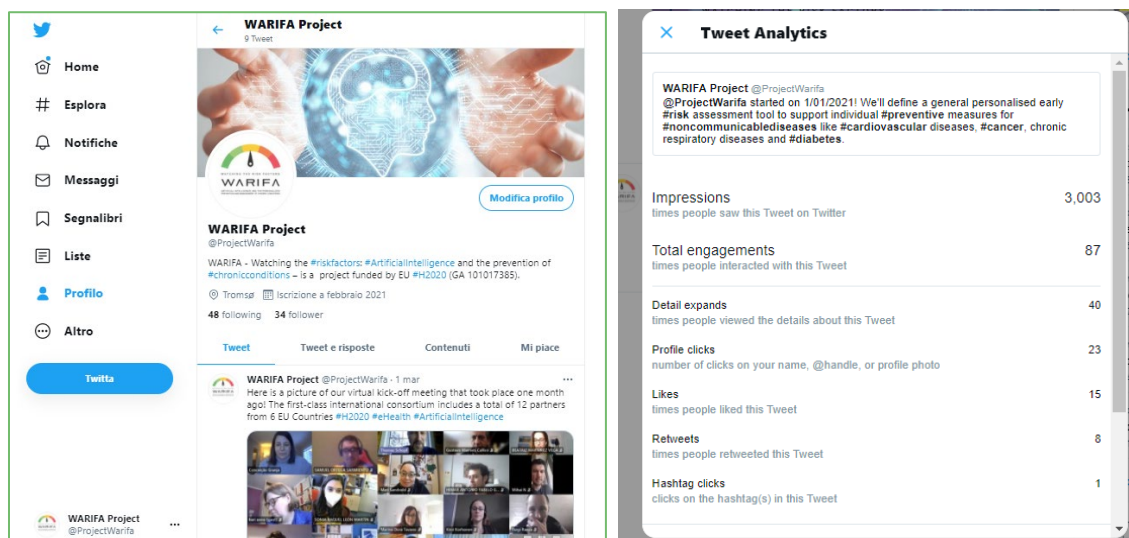


Figure 13 WARIFA Twitter Account.

3.4 BROCHURE, POSTER AND ROLL-UP

The consortium is currently working on developing the dissemination material to be used during the project lifetime. A brochure, a poster and a roll-up are expected to be ready in M4/5.

The brochure will be a tri-fold A4 brochure. The first page will present the project logo, an image and a sentence representative of the project objective. The second, third and fourth pages will offer information about the project - in particular, the main objective, and the focus areas and the impact that will be developed during the project. The fifth page will offer the information needed to get in touch with project coordinator (e.g. name and email are reported), and to follow and to be updated on the project activities, namely the project website URL, LinkedIn and Twitter account, and the sixth page shows the partners' list. The content and the graphic layout are now under development.

Coherently a poster (70x100 cm) will be designed, as well as a roll-up (80x220cm).

The dissemination material will be updated at the end of each project year with the main results reached in the considered period.

3.5 PRESS RELEASES AND MEDIA

Media & press are crucial channels to diffuse information about the project to a wide range of stakeholders and the general public. Partners commit to address the regional coverage issues with press (digital/print) and other media (TV/radio).

Short press releases announcing the project progresses, updates, news, relevant participation to the main events will be periodically prepared by partners and widespread through the channels reported in Table 2 and by using the partners' websites. Press releases will be sent to journalists to stimulate article editing on newspapers. When necessary, partners will translate it to send the communications to the local media, highlighting when possible the benefits to the region/country and the importance of the local partner being part of an EU Consortium.



The contents of the releases and the level of dissemination will depend on the type of audience and the geographical scope. In any case, the publication contents will be approved by the coordinator and the dissemination manager, before being translated to the pertinent local language.

The **1st press release** to announce the launch of the WARIFA project was released on 23 February 2021. The issue presents the project, its focus areas, and its first-class consortium. The press release was also shared on the project social channels and, once online, will be uploaded on the project website



Figure 14 WARIFA first press release

During the project life, in the GA, WARIFA partners foresee to give at least 2 public talk/TV interviews and write at least 4 articles in the local newspapers about the results of the project and how these results could be relevant to the general public.

Following the launch of the 1st press release, a series of articles appears on the local press:

- An article appeared on the IT magazine Computerworld, one of the most important magazine for the Norwegian IT sector and it has been published since 1983. The magazine is accessible under subscription, but a preview of the article is accessible at the following link: <https://www.cw.no/artikkel/helse/far-seks-millioner-euro-av-eu-utvikle-ki-basert-helseapp?fbclid=IwAR0LmfFhwjXR06gizOk01Ofqbxpd1RSMC5b4ayFbwHMedhsBdnnxO1aJz1Y>
- An article was published by the ANSA, the most important Italian news agency and it is accessible at the following link: https://www.ansa.it/osservatorio_intelligenza_artificiale/notizie/salute/2021/03/18/al-via-



progetto-ue-per-app-che-calcola-rischio-di-ammalarsi_d3e74329-1a1a-491a-b8d9-758218bafa97.html and republished by other news engines in Italy and Romania:

- MSN news: <https://www.msn.com/it-it/notizie/tecnologiaescienza/al-via-progetto-ue-per-app-che-calcola-rischio-di-ammalarsi/ar-BB1eIOff>
- La notizia Online: <https://lanotizia.online/2021/03/18/al-via-progetto-ue-per-app-che-calcola-rischio-di-ammalarsi/>
- G4Media.ro: <https://www.g4media.ro/proiectul-warifa-o-aplicatie-care-calculeaza-riscul-de-a-dezvolta-boli-cronice-dezvoltata-de-experti-in-inteligenta-artificiala-si-biostatistica-din-12-tari-europene.html>
- website Bursa.ro: <https://www.bursa.ro/aplicatia-warifa-evalueaza-riscul-utilizatorului-de-a-dezvolta-boli-cronice-64706243>
- An article appeared in the Italian newspaper Corriere Nazionale and it is available at the following link: <https://www.corrierenazionale.it/2021/03/11/warifa-una-app-aiutera-a-prevenire-le-malattie/>
- An article was published on the Italian webportal Webnotizie.it: <https://www.webnews.it/2021/03/22/ue-al-via-progetto-app-che-calcola-il-rischio-di-ammalarsi/>

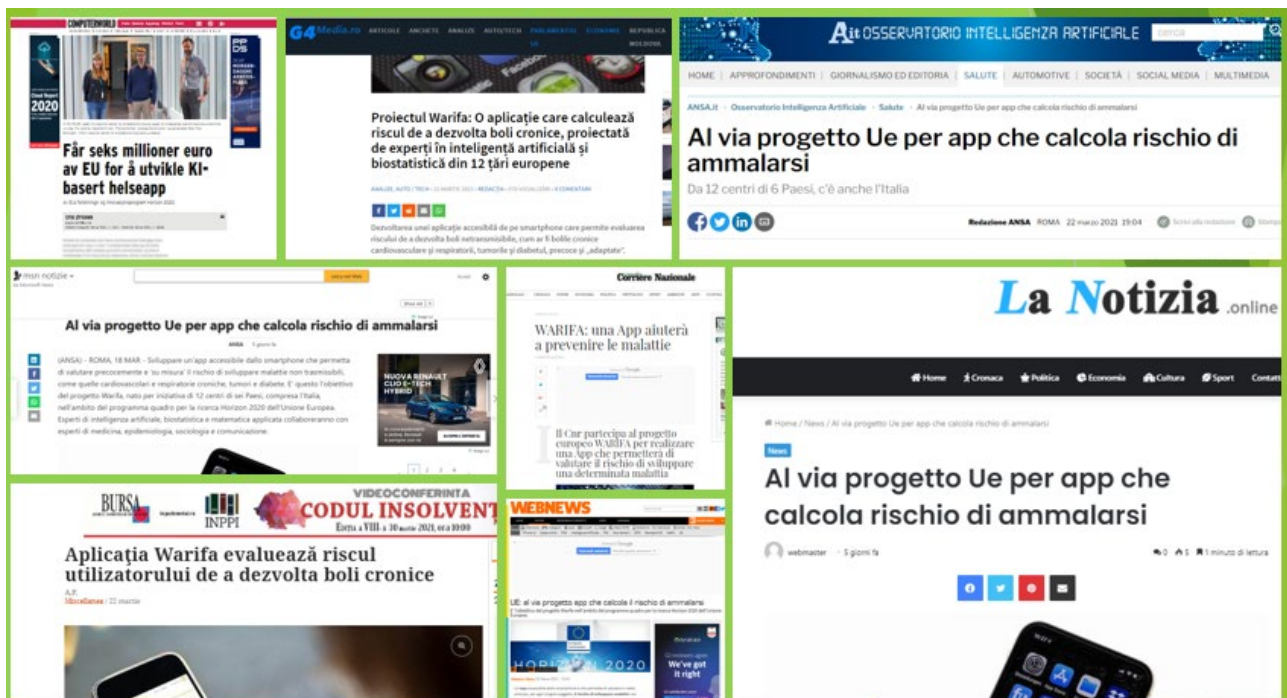


Figure 15 WARIFA on the press

Furthermore, partner ULPGC gave 2 interviews to RTVC (<http://www.rtv.es/inicio/home.aspx>), a local TV (Canary Islands) that will be released in M4. The first interview has been given by Dr. Gustavo M. Callico during which he presented WARIFA project. The second one was performed to Dr. Himar



Fabelo in the "Noche de Reporteros" program where he talked about Robotics, Artificial Intelligence and Medicine, by presenting also WARIFA project.

3.6 NEWSLETTERS

Project updates and relevant news will be widespread to the wide audience through a newsletter produced twice a year. The newsletters will be distributed by email to the users that will subscribe on the project website. They will be also available as a compact PDF-document that can be downloaded from the project website. Moreover, the newsletter will be shared on the social networks and partners' communication channels.

Below (Table 4) the relevant issues that will be treated are reported:

Table 4 WARIFA newsletters

Newsletter number	Issues of the newsletter
1	Roles of the partners involved in the WARIFA project.
2	Updates of the first-year project results
3	Updates of the activities at M18
4	Updates of the second-year project results
5	To be defined through the third-year project
6	Updates of the third-year project results
7	To be defined through the fourth-year project
8	Updates on the final project results

SCIENTIFIC AND TECHNICAL PAPER PUBLICATIONS

The scientific dissemination was assured through different channels: contributions to technical conferences, publications in specialized magazines and scientific journals.

As part of the work to be done within the consortium, key developments for publication will be identified by the pertinent partners and brought to the attention of the project consortium by following the procedure for publishing scientific papers described in D1.1 and reported here.

- **Step 1:** Inform the consortium about your scientific publication 45 days before planned publication using the email WARIFA-ALL@EHEALTHRESEARCH.NO with subject "WARIFA Publication". Email shall include a complete draft of the publication.
- **Step 2:** Any objections to the planned publication must be received by the Project Coordinator and the Party or Parties proposing the publication within 30 days of receiving notification of planned publication. If no objection is made within the time limit stated above, the publication shall be deemed permitted.
- **Step 3:** Ensure that the paper includes the acknowledgement of the EU. All publications and any dissemination shall acknowledge support from the EC and shall include the following statement: "This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 101017385".



- **Step 4:** Forward relevant information (publication and research data needed to validate the results) to Dissemination Manager and Project Coordinator. The paper details shall be included into the publications list. As soon as the paper is accepted / published, provide a post-print to the Dissemination Manager and Project Coordinator. The project management will create a folder on Teams documents repository under “Dissemination”, and update the website accordingly.

The open access model will be applied, and making use of the EC open access databases such as OpenAIRE. Moreover, references to publications will be listed in the project website.

The consortium partners will select scientific journals within all relevant disciplines based on scientific excellence criteria and taking into account the multidisciplinary approach of the project. The aim is to ensure a maximum expected impact for the specific target groups (e.g., within medicine, sociology and technology). Major scientific journals to be considered include the *Journal of Medical Internet Research*, *The International Journal of Medical Informatics* and *BMC Health Services Research*, *DIGITAL HEALTH*, *International Journal of E-Health and Medical Communications (IJEHMC)*, and *Telemedicine and e-Health*.

20 articles/publications are expected to be produced.

3.7 PARTICIPATION TO INTERNATIONAL EVENTS AND SCIENTIFIC CONFERENCES

Many events will be attended by all partners in order to ensure a wider dissemination of the WARIFA outcomes (scientific conferences, seminars, workshops, trades and fairs) during the project lifetime. The selected project results will be presented at various conferences, seminars and workshops targeting the industry, the scientific communities, as well as policy makers and regional authorities.

Participation in at least 8 conferences/international events is expected. Potential events to be attended have been already identified (see Table 5) and new opportunities will be shared among the partners when will arise.

Table 5 Potential events of interest.

Type of activities	Title	Date/frequency	Place	Type of audience	Size of audience	Countries addressed	Link to the website
Conference	31st Medical Informatics Europe Conference (MIE).	29-31 May 2021 / annual	Online/europe	Scientific community, start-ups, companies, NGOs		Europe	https://mie2021.org/en/
Conference	13th International Conference on e-Health	20 – 22 July 2021/ annual	online	Scientific community		Europe	https://www.ehealth-conf.org/
Conference	MedFIT	14-15 September 2021	Grénoble, France	big players, public research institutions,	1000	Europe	https://www.medfit-event.com/



				start-ups and SMEs			
Conference & brokerage event	Meet In Italy 4 Life Sciences 2021 (MIT4LS2021)	29 September – 1 October 2021	Online& Genova Italy/ different city every year	companies, start-ups, universities, investors, research institutes	400	Europe	https://meetinitalylifesciences.eu/
Conference	One World, One Health: Global Partnership for Digital Innovation (MEDINFO'21)	2-4 October 2021	Online	Scientific community, universities, research institutes, scientific publishers, ICT companies, industry, NGO's	3000 +	World	MedInfo 2021 - IMIA (imiamedinfo.org)
Conference	Digital Health Summit	6-9 October 2021 / annual	online	Life-science & Pharma industry, ICT companies	200	Italy	https://digitalhealthsummit.it/2020/

The participation to events will be communicated on the social networks and on the project website in order to raise interest in the project community.

3.8 PROJECT'S EVENTS

The WARIFA consortium will organise four events during the project life to target all the most relevant stakeholders.

When possible, the project will take the advantage of organising such events in the framework of existing conferences or events to maximise the impact and the visibility of the project event. As an example, WARIFA will consider organising its final conference in the framework of the international event named Meet in Italy for Life Sciences, the leading national matchmaking and update event on Life Science which takes place annually in Italy, in October. More information on the international event are available at this link: <https://meetinitalylifesciences.eu/en/>.

3.9 VIDEOS

Videos are powerful tools for communicating and disseminating to communicate the brand and the results of an EU-funded project. They central to outreach and campaign efforts, especially considering the social networks, in order to reach potential stakeholders worldwide.

The preferred distribution channel would be YouTube, but they will be shared through all WARIFA communication and dissemination channels – i.e. LinkedIn, Twitter, website and newsletter - as well as the partners' ones.





The consortium plan to produce at least two videos (e.g., one video of three minutes and one longer video of ten minutes) during the project life, when some results will be available.

3.10 NETWORKING WITH OTHER EU-FUNDED PROJECTS

WARIFA project will create relationships with other EU-funded projects that address similar challenges, to share experiences, exchange best practice and join efforts on dissemination and communication.

WARIFA has already had preliminary contacts with two EU-funded projects to start a collaboration and relationship. The two projects are FEMALe (Grant Agreement n. 101017562) and LETHE (Grant Agreement n. 101017405).

Moreover, other EU-funded projects have been preliminary identified in the framework of the task 8.1 Stakeholder analysis:

- mHealth Hub
- PyXy.AI - Telehealth-ready AI-powered multi-parametric system for surveillance of COVID-19 and cardio-pulmonary chronic patients
- SMART BEAR - Smart Big Data Platform to Offer Evidence-based Personalised Support for Healthy and Independent Living at Home
- PROTEIN - PeRsOnalized nutriTion for hEalthy livINg
- WELMO - Wearable Electronics for Effective Lung Monitoring
- SMILE - Providing digitalised prevention and prediction support for ageing people in smart living environments
- iGame - Multi-dimensional Intervention Support Architecture for Gamified eHealth and mHealth Products
- WeHealth - Widening Research on Pervasive and eHealth - WeHealth
- COVID-X - COVID eXponential Programme
- STARS - Empowering Patients by Professional Stress Avoidance and Recovery Services
- Smart4Health - Citizen-centred EU-EHR exchange for personalised health
- BETTEReHEALTH



4 MEASURING THE IMPACT OF THE DISSEMINATION AND COMMUNICATION ACTIVITIES

The spread and the impact of the following dissemination activities are monitored during the whole duration of the project. As an example, for the social media the numbers of followers/fans will be taken into account, as well as impressions and interactions will be monitored. The same approach will be used for the project website where visits and page views will be constantly monitored.

As far as the newsletter is concerning, the numbers of subscribers and views on the website will be taken into account, while for the events the number of attendees will be the indicator of success.

Moreover, all the actions performed by the consortium are constantly monitored and reported in the following paragraph in this document and in the future technical reports. In particular the type of actions and the audience reached.

4.1 PARTNER DISSEMINATION AND COMMUNICATION

Partners are requested to maintain an active participation within the dissemination strategy.

Proactive and balanced levels of participation will have profound effects throughout the whole project and will guarantee that the dissemination techniques are applied to the fullest possible extent.

An online tool to collect the information on the dissemination and communication activities performed by each partner will be embedded as private section of the WARIFA Project website to be launched in M6.

CIAOTECH will provide access to this private area to selected people from each partner who are entitled to fill in the information needed. The partners will be asked to fill in a simple questionnaire per each communication and dissemination action performed. The collection and the storage of data will be done in line with the GDPR Regulation (UE 2016/679). Each semester, CIAOTECH will perform a check of the actions implemented by the consortium in order to constantly monitor the impact of the communication and dissemination strategy implementation.

With the aim to report on the activities performed by the consortium from M1 to M3 in this deliverable, the partners were asked to communicate their actions by filling in an excel file.

4.2 DISSEMINATION TABLES

In the following two tables, the main figures of results achieved by the whole WARIFA consortium are summarised. In particular, the Table 6 describe the type and number of activities performed from M1 to M3 by the WARIFA consortium. The successive Table 7 provides the estimated numbers of people outreached by the WARIFA project in the framework of the dissemination actions and initiatives implemented. Below is reported the number of actions implemented, since the analytical report of activities implemented per partner can be found in the tables filled out by each partner and displayed in Annex 1 of this report.



Table 6 WARIFA total D&C actions performed.

Organisation of a Conference	
Organisation of a Workshop	
Press release	4
Non-scientific and non-peer-reviewed publication (popularised publication)	
Exhibition	
Flyer	
Training	
Social Media	24
Website	0
Communication Campaign (e.g. Radio, TV)	
Participation to a Conference	
Participation to a Workshop	
Participation to an Event other than a Conference or a Workshop	
Video/Film	
Brokerage Event	
Pitch Event	
Trade Fair	
Participation in activities organized jointly with other H2020 projects	
Other	15
TOTAL	42

Table 7 Estimated audience reached.

Scientific Community (Higher Education, Research)	4399
Industry	9736
Civil Society	699
General Public	104549
Policy Makers	
Media	8
Investors	
Customers	
Other	
TOTAL	119391



5 EXPLOITATION ACTIVITIES

Deliverable D8.1 is the first deliverable of a series that represents the planning and execution of the WARIFA outcomes' exploitation strategies, and their continuous refinement along the project implementation.

WARIFA will put in place specific activities to design an exploitation strategy to guarantee the future sustainability of the proposed innovations beyond the project scope. This business case approach involves business models and exploitation plan definition as well as stakeholder analysis (Task 8.1) recommendations (Task 8.4).

WARIFA consortium already established an initial overall business model and individual partner's exploitation plans as it is described hereafter that will be further developed and adapted during the project implementation to answer to the changes in the market, technical progress and further analysis of exploitation mechanisms.

5.1 KNOWLEDGE MANAGEMENT AND PROTECTION STRATEGY

To enable a trustful and reliable cooperation (i.e. avoiding disputes on the property of specific information) the partners of the consortium defined their project Background at the beginning of the project (background knowledge). The Consortium agreed that all Background needed for project execution, will be requested in writing and that Background related Intellectual Property (IP) must be put at the project partners disposal on a royalty free basis. A continuous review of the Background will be carried out: a first one at the time of signing the Consortium Agreement, but also during project execution.

Table 8 WARIFA background knowledge as agreed in the Consortium Agreement.

Owner	Background knowledge	Specific limitations and/or conditions for Exploitation (Article 25.3 Grant Agreement)
UNN/NSE	Nevus doctor – a computeraided diagnosis system for nevi and melanoma is a computer system designed to detect melanoma and common forms of nonmelanoma skin cancer. The system can recognise early signs of skin cancer based on automatic analysis of digital dermatoscopic skin images.	Access Rights to NSE/UNNs background needed for exploitation is granted on fair and reasonable conditions. These conditions will be negotiated in good faith by the concerned Parties during the duration of the project
	The Diabetes Diary is a mobile self-help tools and a research platform	
	CallMeSmart is a system for context controlled mobile communication in hospitals. CallMeSmart has been commercialized by the company Callmesmart AS, organization number 916 273 282. NSE/UNN have the right to use the solution for future research.	Access Rights to NSE/UNNs background needed for exploitation has to be granted in agreement with the company CallMeSmart AS.
UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA	(IUMA) Artificial Intelligence (Machine/Deep Learning) Algorithms for medical data	Could be exploited subject to agreement between partners
	(IUMA) Future selection and extraction algorithms for medical data processing	
	(IUMA) Data adquisition systems development for medical applications.	



WARIFA consortium signed a Consortium Agreement in November 2020, where among other issues, the H2020 rules under the Section 9, specifically “**9.4 Access Rights for Exploitation**” and “**9.5 Access Rights for Affiliated Entities**”, were agreed upon.

5.2 WARIFA EXPLOITABLE RESULTS

WARIFA is generating a number of outcomes that can be promoted and test-marketed during the project and will be exploited by the Consortium at the end of the project. These outcomes consist of both **tangible results** (software packages, platform, AI algorithms) **and intangible results**, such as demonstrated training and learning methodologies and approaches. Some of the results will have potential for joint exploitation, while for others the partners of the Consortium will maintain the option for pursuing individual exploitation, according to their IPR.

At this stage, the consortium foresees the development of results that could be exploited as a whole or individually. In addition, other results related to technologies, new products etc. may arise during the project’s execution. Furthermore, the partners aim in Task 8.3 is to identify (for some of them) other sectors of application in which they may be transferred, thus expanding the market; the approach could be to find connections between these results and market demand or what is receiving interests in other R&I initiatives at the European level.

The expected **intangible results** or **know how** will allow the Consortium partners developing a business of services or strengthening their position in the eHealth research field or providing new trainings:

- **Networking with Stakeholders:** commercial partners will continue to nurture the stakeholders’ network by providing their services, i.e. spanning from eHealth solutions providing to market analysis & intelligence, business plan drafting, innovation consultancy (. Academic partners will exploit the collaborations to generate new research ideas, joint projects and academic initiatives.
- **Scientific knowledge transfer and know-how:** academic partners will strengthen their position within the key research areas of e-health, , p-health, m-health, AI and applied mathematics to risk assessment for the different NCDs targeted by the project. . New knowledge is disseminated to the research community by scientific publications and presentations at conferences. In addition WARIFA is advising national authorities and policy makers.
- **Training:** academic partners might use the knowledge as part of their education purposes.

The expected **tangible results** are:

- **The WARIFA tool:** it’s the main exploitable result by the Consortium that will be achieved at the conclusion of the project.
- **Mobile apps based on AI and big data:** WARIFA team will contribute to the project with competences on Data processing and feature extraction; Context awareness and simulation of big data; Usability, personalization and validation of UI; System Testing on various aspect from User Interface to Data simulations - Software development.



- **Concepts and algorithms:** commercial partners will develop software applications for healthcare organizations. WARIFA will develop software for data acquisition and processing, assuming that different data will be collected from different sources and that some architecture will be defined for the storage and efficient processing on general mobile phones platforms
- **AI algorithms for risk assessment:** academic partners will develop machine learning algorithms to identify relevant risk factors to enhance existing risk prediction tools. Additionally, WARIFA will adapt and develop AI algorithm to monitor risk factors and to provide personalised recommendation for behavioural change.

5.3 EXPLOITATION STRATEGY

The exploitation strategy was preliminary prepared in the WARIFA proposal with the goal of raising the consortium's awareness for the exploitability of the tangible and intangible results, to provide a basis for internal discussions and to increase the chances of the exploitation of the project Key Exploitable Results after the project's end. The consortium gives significant importance to the exploitation activities, both individually and by the consortium as a whole in a joint action. The exploitation planning activities have already started with Task 8.1 and will continue throughout the project lifecycle with Task 8.3 in order to analyze, define and fine-tune a long-term successful exploitation.

Regarding the individual exploitation plan, in the current stage, tangible and intangible assets were listed with a brief asset description in section 5.2, then within Task 8.3 information about partners involved, market sectors, end users and envisaged form of exploitation will be gathered. Nevertheless, the long-term objective is that every partner should enrich the description already reported in this deliverable with more details about functionalities, value proposition, commercial feasibility of each assets, planned actions and time frame, expected benefits and opportunities each partner is expected from the use and integration of the WARIFA Results.

The joint exploitation strategy will have to consider the several heterogeneous entities which compose the consortium: experts from within AI technology (particularly in deep learning and machine learning), e-health, clinical medicine sociology, psychology, IT, communication and dissemination and an innovation management consultancy company. In fact, according the heterogeneity of the project partner's, exploitation strategy could include, for instance, activities like:

- Evaluation of the WARIFA Key Exploitable Results, further development of the tool (customization to customer needs);
- Publication of articles, case studies in the scientific/industrial journals and magazines;
- Commercial exploitation of the tool (totally or partially)
- Exploitation of the experience gained with the support about market demands, dissemination activities, technology trends.

From M13 onwards, within Task 8.3 the exploitation strategy will rely on the following milestones:





- *update the background knowledge* the partners will put at disposal within the WARIFA project.
- *initially map and describe the project tangible and not tangible results* for each partners and their way of exploitation.
- *selection and carachteriation* of the Key Exploitable results and related *Map of Risks*, performed with respect to sales opportunities, customer availability, attraction, technology, legal aspect, IPR and partnership.
- *realisation of a Business Plan* aimed at exploring the marketability of the proposed solutions and drafting the main strategies for future deployment and commercialisation. The business plan will include a market survey as well as an evaluation of the market size and competing technologies on the identified market(s). To this end, a Exploitation Roadmap will be developed, analysing potentially attractive applications for the WARIFA solutions. Value Proposition Canvas and the Lean Canvas will be prepared for the overall solution and for partners own Key Exploitable Result. The business plan will also incorporate the evaluation of the Costs and Finanacials, definition of the WARIFA business models and value proposition, production plan, SWOT analysis.
- *Intellectual Property Rights* will address: ownership of the project results (foreground knowledge); licensing of pre-existing know-how; transfer of the knowledge gained within the project; confidentiality of project results and dissemination strategy.



6 CONCLUSIONS

The D8.1 Plan for the dissemination and exploitation of the results include all the activities planned by the consortium in order to disseminate and exploit the WARIFA project results. This plan includes the initiatives related to project duration and is also to be considered as a guide to support the consortium to carry out the dissemination activities using the right material and channels.

WARIFA partners have adopted communication channels and tools to disseminate the WARIFA project objectives and future results as well as a dissemination strategy to reach the different stakeholders (general public, industry, patients, practitioners, scientific community).

The dissemination materials include the logo, project website, poster, brochure, roll-up and presentation templates in order to create a coherent and efficient visual identity.

Each partner will contribute to the dissemination activities by means of their own communication channels (e.g. corporate website, newsletters, etc), by participating to relevant events, fairs and conferences and elaborating scientific publications. The dissemination leader (CIAOTECH) has a longstanding experience and its own channels will be available for project dissemination purposes. Moreover, WARIFA project's accounts have been created on the most relevant social networks in order to efficiently widespread the project results.

As said, this document defines the dissemination strategies and actions as well as the activities behind the dissemination campaign. For this reason, this deliverable (D8.1 Plan for the dissemination and exploitation of the results) will be updated in M18 (D8.4 Plan for the dissemination and exploitation of the results - update 1), and in M33 (D8.7 Plan for the dissemination and exploitation of the results - update), on the basis of the project's evolution and of the acquired new knowledge that will allow adding new dissemination opportunities. Moreover, two reports on the dissemination actions performed will be released in M24 (D8.5 Dissemination activities report) and in M48 (D8.8 Dissemination activities report – update).

In this document the first *Exploitation Plan* for the project has been presented. It will be updated once the Stakeholder analysis will be released (Task 8.1) with the aim of understanding the general context in which WARIFA is being developed and how market needs are addressed with the project. We will overview the markets where WARIFA tool will operate to better understand what the specific context is. Then we will update the WARIFA assets and results, matching them to the key needs and showing there is a strong potential for exploitation in the related-NCDs medical fields.

ANNEX 1 – DETAILED DISSEMINATION TABLES

1. NSE

WARIFA partner	Communication Channel	Communication Action	Title of event/magazine/social network/project/WS	Action Description	Date gg/mm/aa (Planned/Actual)	Location	Type of Audience	Size of Audience (# people)	Country addressed	web site of the event	Comments
NSE	NSE homepage	Other	WARIFA press release	post sharing the 1st press release in Norwegian	24/02/2021	web	General Public	106	Norway	https://ehealthresearch.no/nyheter/2021/warifa-kunstig-intelligens-og-forebygging-av-kroniske-tilstander	142 pageviews, 106 unique pageviews
NSE	NSE homepage	Other	WARIFA press release	post sharing the 1st press release in English	24/02/2021	web	General Public	83	Global?	https://ehealthresearch.no/en/news/2021/warifa-ai-and-prevention-of-chronic-conditions	105 pageviews, 83 unique pageviews
NSE	Computerworld	Press release	WARIFA press release	Article follow-up to 1st press release	25/02/2021	web	General Public	124	Norway	https://www.cw.no/artikkel/helse/far-seks-millioner-euro-av-eu-utvikle-ki-basert-helseapp?fbclid=IwAR0LmfFhwjXR06gizOk01Ofqbxd1RSMC5b4ayFbwHMedhsBdnnxO1aJz1Y	The link had been shared 124 times per 15th March. As it was behind a «payment wall», it has an estimated market value of 1491 NOK / approx. 150 eur.
NSE	NSE FACEBOOK	social media	WARIFA press release	post sharing the Computer World sharing (above) of the 1st press release	26/02/2021	web	General Public	2323	Global?	https://www.facebook.com/eheleforskning	669 views



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NSE	NSE twitter	social media	WARIFA press release	Re-tweet of @projectWARIFA	26/02/2021	web	General Public	1335	Global	https://twitter.com/ehealthNORWAY	10 likes, 7 retweets, 5 profile clicks, total engagement 34
NSE	NSE LinkedIn	social media	WARIFA press release	Sharing WARIFA Project LinkedIn on press release	24/02/2021	web	General Public	2118	Global	https://www.linkedin.com/company/ehealthresearch	421 organic exposures. 8 reactions
NSE	NSE LinkedIn	social media	WARIFA press release	Sharing NSE homepage news	27/02/2021	web	General Public	2118	Global	https://www.linkedin.com/company/ehealthresearch	1234 organic exposures. 33 reactions (likes etc). 1 comment.
NSE	NSE Instagram	social media	WARIFA press release	post sharing info on 1st press release, linked to our homepage	16/03/2021	web	General Public	647	Global	@ehealthnorway	Post shared 16.03.2021. 24 likes today.

2. UMFC D

WARIFA partner	Communication Channel	Communication Action	Title of event/magazine/social network/project/WS	Action Description	Date gg/mm/aa (Planned/Actual)	Location	Type of Audience	Size of Audience (# people)	Country addressed	web site of the event	Comments
UMFC D	UMFCD website	OTHER	project webpage within the UMFCD institution website		planned 31/03/2021	web	Scientific community		Romania	https://umfcd.ro/cercetare-si-dezvoltare/proiecte/proiecte-internationale	this website is being updated to include info on WARIFA project. Will be ready by March 31st





3. UiT

Nothing to report for period M1-M3.

4. ULP GC

WARIFA partner	Communication Channel	Communication Action	Title of event/magazine/social network/project/WS	Action Description	Date gg/mm/aa (Planned/Actual)	Location	Type of Audience	Size of Audience (# people)	Country addressed	web site of the event	Comments
ULPGC	IUMA Twitter Account	Social Media	WARIFA Kick Off Meeting	post sharing the KoM start	04/03/2021	web	General Public	276	Global	https://twitter.com/IUMAnews/status/1367447258187374607?s=20	
ULPGC	https://www.ulpgc.es/	Social Media	WARIFA press release	post sharing the 1st press release	24/03/2021	web	General Public		Global	https://www.ulpgc.es/noticia/iuma-ulpgc-socios-del-proyecto-warifa-prevencion-enfermedades-cronicas-mediante-inteligencia	
ULPGC	http://www.iuma.ulpgc.es/	Social Media	WARIFA press release	post sharing the 1st press release	24/03/2021	web	General Public		Global	http://www.iuma.ulpgc.es/content/view/616/26/	
ULPGC	https://www.iuibs.ulpgc.es/	Social Media	WARIFA press release	post sharing the 1st press release	22/03/2021	web	General Public		Global	https://www.iuibs.ulpgc.es/endocrinologia/noticias/	
ULPGC	Pending	Social Media	WARIFA press release	post sharing the 1st press release	planned	web	General Public		Global	Pending	The press release has been submitted to the communication responsible at the Complejo Hospitalario Universitario Insular Materno Infantil (CHUIMI) related to the ULP GC and is pending to be published.





5. UiO

WARI FA partne r	Communication Channel	Comm unicati on Action	Title of event/maga zine/social network/pro ject/WS	Action Descri ption	Date gg/mm/aa (Planned/ Actual)	Locati on	Type of Audience	Size of Audience (# people)	Countr y addres sed	web site of the event	Comments
UiO	OsloCentre of Biostatistics and epidemiology on Twitter @OCBE_UniOsl o	social media	Retweet	sharing descript ion of the project	23/02/20 21	web	General public	596	Global	https://twitter.com/OCBE_UniOslo	

6. MTU (CIT)

WARI FA partne r	Communicatio n Channel	Communi cation Action	Title of event/maga zine/social network/pro ject/WS	Action Description	Date gg/mm/aa (Planned/ Actual)	Locati on	Type of Audience	Size of Audience (# people)	Country addressed	web site of the event	Comments
CIT	LinkedIn MTU Account	social media	WARIFA Project Launch	Post adopted from the WARIFA press release	30/03/2021	Web	General Public	64354	Global		
CIT	Twitter MTU account (Cork Campus)	social media	WARIFA Project Launch	Post adopted from the WARIFA press release	30/03/2021	Web	General Public	16600	Global	-	
CIT	Twitter MTU account	social media	WARIFA Project Launch	Post adopted from the WARIFA press release	30/03/2021	Web	General Public	2834	Global	-	





CIT	Facebook MTU account (Cork Campus)	social media	WARIFA Project Launch	Post adopted from the WARIFA press release	30/03/2021	Web	General Public	2108	Global	-	
CIT	MTU Website	OTHER	WARIFA Project Launch	Post adopted from the WARIFA press release	30/03/2021	Web	Scientific Community		Global	-	

7. CIAOTECH

WARIFA partner	Communication Channel	Communication Action	Title of event/magazine/social network/project/WS	Action Description	Date gg/mm/aa (Planned/Actual)	Location	Type of Audience	Size of Audience (# people)	Country addressed	web site of the event	Comments
CIAOTECH	WARIFA LinkedIn page	social media	Follow the company page	post to share the WARIFA linkedin company page	23/02/2021	web	General Public	12	Global	https://www.linkedin.com/feed/update/urn:li:activity:6769985119223652352/	
CIAOTECH	1st Press Release	Press release	WARIFA press release	1st Press release on the launch of WARIFA project	23/02/2021		Media		Europe		
CIAOTECH	WARIFA LinkedIn page	social media	WARIFA press release	post sharing the 1st press release	23/02/2021	web	General Public	38	Global	https://www.linkedin.com/feed/update/urn:li:activity:6769986081174679552	558 views, 41 clicks, and 12 reactions
CIAOTECH	WARIFA Twitter account	social media	WARIFA press release	tweet sharing the 1st press release	23/02/2021	web	General Public	46	Global	https://twitter.com/ProjectWarifa/status/1364222790207868934	impressions 3003, total engagement 87
CIAOTECH	Innovation Place website	other	WARIFA press release	news item sharing the 1st press release	23/02/2021	web	General Public		Europe	https://www.innovationplace.eu/news/warifa-project-artificial-intelligence-and-prevention-of-chronic-conditions	





CAIO TECH	Ricerca & Innovazione website	other	WARIFA press release	news item sharing the 1st press release	23/02/2021	web	General Public		Italy	https://www.ricercaeinnovazione.it/news/lanciato-il-nuovo-progetto-warifa	
CAIO TECH	Innovation Place LinkedIn page	social media	WARIFA press release	post sharing the 1st press release	23/02/2021	web	General Public	845	Global	https://www.linkedin.com/feed/update/urn:li:activity:6770005186388770816	
CAIO TECH	Innovation Place Twitter	social media	WARIFA press release	tweet sharing the 1st press release	23/02/2021	web	General Public	482	Global	https://twitter.com/INNOVATION_PL/status/1364239908118945793	
CAIO TECH	PNO IT twitter	social media	WARIFA press release	tweet sharing the 1st press release	23/02/2021	web	General Public	248	Global	https://twitter.com/PNO_IT/status/1364241687996948485	
CAIO TECH	Ciaotech company website	other	WARIFA press release	news item sharing the 1st press release	23/02/2021	web	General Public		Italy	https://www.pnoconsultants.com/it/news/lanciato-il-nuovo-progetto-warifa/	
CAIO TECH	WARIFA LinkedIn page	social media	kick-off meeting	post sharing 1 photo from the kick-off meeting	01/03/2021	web	General Public	38	Global	https://www.linkedin.com/feed/update/urn:li:activity:6772176941895307264	898 views, 42 clics, 23 reactions
CAIO TECH	WARIFA Twitter account	social media	kick-off meeting	tweet sharing 1 photo from the kick-off meeting	01/03/2021	web	General Public	46	Global	https://twitter.com/ProjectWarifa/status/1366412306289205249	impressions 2922, total engagement 94
CAIO TECH	innovation Place newsletter	other	WARIFA press release	news item sharing the 1st press release			industry, research organisation, civil society, general public	11238	Europe		
CAIO TECH	Ricerca & Innovazione newsletter	other	WARIFA press release	post sharing the 1st press release			industry, research organisation, civil society,	6173	Italy		



							general public				
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8. NETSUN

Nothing to report in the period M1-M3.

9. CNR

WARI FA partne r	Commu nication Channel	Commu nication Action	Title of event/maga zine/social network/pro ject/WS	Action Description	Date gg/mm/a a (Planned /Actual)	Loca tion	Type of Audien ce	Size of Audien ce (# people)	Country address ed	web site of the event	Comments
CNR IAC	IAC Facebook account	social media	WARIFA press release	post sharing the 1st press release	2/25/202 1	web	General Public	227	Global	https://www.facebook.com/ist.applicazionidelcalcolo/photos/a.102337181636933/219934213210562/	
CNR IAC	IAC website	other	WARIFA press release	post sharing the 1st press release	2/26/202 1	web	General Public	31	Global	https://www.iac.rm.cnr.it/iacsite/index.php?page=list_events_new&cod=762	
CNR IAC	IAC Twitter account	social media	WARIFA press release	post sharing the 1st press release	2/25/202 1	web	General Public	865	Global	https://twitter.com/CNRIAC/status/1364908003841908736/photo/1	
CNR IAC	IAC Instagram account	social media	WARIFA press release	post sharing the 1st press release	2/25/202 1	web	General Public		Global	https://www.instagram.com/p/CLtvHtiK5KJ/	
CNR IAC	CNR press office	Website	WARIFA press release	synthetic text diffusion	02/25/21	web	General Public, media		Global	https://www.cnr.it/it/news/10046/il-cnr-partecipa-al-progetto-europeo-warifa	





CNR IAC	ANSA press agency	Press release	WARIFA press release	synthetic text diffusion	03/17/21	n.a.	Media	7	Global	n.a.	Several articles in other news agency thanks to this sharing by ANSA
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10. URJC

Nothing to report in the period M1-M3

11. SENSORTREND

WARIFA partner	Communication Channel	Communication Action	Title of event/magazine/social network/project/WS	Action Description	Date gg/mm/aa (Planned/Actual)	Location	Type of Audience	Size of Audience (# people)	Country addressed	web site of the event	Comments
SENSORTREND	SENSOR TREND LinkedIn page	social media	Launch of the project	retweet of the tweet on the launch of the project	23/03/2021	web	General Public	462	Global	https://twitter.com/sensotrend/status/1364454587072184322	

12. MELANOMA ASSOC.

WARIFA partner	Communication Channel	Communication Action	Title of event/magazine/social network/project/WS	Action Description	Date gg/mm/aa (Planned/Actual)	Location	Type of Audience	Size of Audience (# people)	Country addressed	web site of the event	Comments
MELANOMA ASSOC	facebook	social media	WARIFA press release	post sharing the 1st press release	10/03/2021	web	patients and careers mostly open to public		3472	https://www.facebook.com/foflekkreftforeningen/posts/3926841544068619	446 reached



D8.1 – Plan for the dissemination and exploitation of results



MELANOMA ASSOCIATION	web	other	WARIFA press release	post sharing the 1st press release	10/03/2021	web	General Public			http://www.melanom.no/aktuelt/forskningsprosjekt-om-en-personlig-risikovarslingsmodell-i-en-mobilapp	
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