Deliverable 8.1

Awareness, Communication and Marketing Strategy Plan

31/03/2020

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Document Abstract

DOCUMENT

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ACKNOWLEDGEMENT

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Acronyms and abbreviations

ACRONYM	TITLE
ACMSP	Awareness, Communication and Marketing Strategy Plan
DCM	Dissemination and Communication Manager
EC	European Commission
EU	European Union
GA	Grant Agreement
ICT	Information and communications technology
IP	Intellectual Property
IPR	Intellectual Property Right
MVP	Minimum viable product
PC	Project Coordinator
PM	Project Manager
QoL	Quality of Life
R&D	Research and Development
WP	Work Package

Executive Summary

Objective

The PERSIST Awareness, Communication and Marketing Strategy Plan (ACMSP) describes the activities to be performed and the channels to be used to promote and disseminate the project and its outputs, and to exploit the project results.

Rationale

The ACMSP contains a set of instructions to ensure that all relevant knowledge coming out of PERSIST is carefully managed. The key elements can be outlined as follows:

→ Knowledge Management – to ensure the timely identification and collection of Knowledge Outputs generated by PERSIST to inform dissemination and exploitation activities.

→ Dissemination – to raise awareness of the project, its rationale, its objectives, the partnership, project progress, funding and explaining the importance of the project PERSIST. Community engagement and outreach is included here– to ensure that the public, patients and professionals are aware of the added value of the project.

→ Exploitation and Impact – to effectively and pro-actively transfer knowledge, resulting in uptake and exploitation by different end-users which will provide measurable impacts for PERSIST, while ensuring PERSIST foreground and Intellectual Property (IP) are properly managed.

PERSIST will develop and make use of the latest tools, resources and communication channels resulting in cost effectiveness and maximum impact.

The Awareness, Communication and Marketing Strategy Plan has been developed by NPO, who are responsible for its coordination. However, all project partners are involved in dissemination and exploitation, in order to foster awareness and transfer results for impact, especially in their own countries and in their own communities.

Introduction

1. PERSIST Project in a nutshell

PERSIST aims at developing an open and interoperable ecosystem to improve the care of cancer survivors. The key results to be achieved by partners are: increased self-efficacy and satisfaction with care as well as reduced psychological stress for a better management of the consequences of the cancer treatment and the disease, resulting in an improvement in health and wellbeing and a faster integration into the labour market, where applicable, compared to usual care; increased effectiveness in cancer treatment and follow-up by providing prediction models from Big Data that will support decision-making and contribute to optimal treatment decisions with positive consequences in the QoL and the health status of survivors; and improved information and evidence to advance the efficacy of management, intervention and prevention policies/strategies in order to timely treat side effects and, if possible, avoid secondary diseases and fatal events. The long-term result will be to reduce the socio-economic burden related to cancer survivors' care. The ecosystem proposed consists of a Big Data platform to be built on top of an open infrastructure from one of the partners and a mHealth application for patients. The main building blocks to be developed are a multimodal sensing network running on a smart phone that will collect relevant data regarding the wellbeing of the patient; predictive models from anonymised health data from thousands of breast and colorectal patients; and modules essential for the development of a decision support system, which will employ the predictive models mentioned. Furthermore, PERSIST will contribute to establish evidence on the use of liquid biopsy techniques to the follow-up of cancer patients treated with curative purposes. A pilot study involving 160 patients and 32 health care professionals will be decisive to establish a co-creation methodology ranging from the earlies phases of the project throughout its conclusion.

Scope and objectives of this deliverable

To ensure effective dissemination, technology transfer and knowledge transfer as well as capacity building, a dedicated Work Package – WP8 – is part of the PERSIST project. A Dissemination and Exploitation Plan ACMSP (D8.1) (contained herein) was drafted at proposal stage and after finalisation was implemented immediately upon project commencement. The ACMSP will be continuously reviewed and updated periodically throughout the project lifetime to ensure that it remains fit-for-purpose (D8.2, D8.3, D8.4, D8.5, D8.6, and D8.7).

All project partners, will implement efficient and effective Knowledge Management activities; dissemination, exploitation, knowledge transfer and outreach. This will ensure that any valuable knowledge generated in the project is identified and not only made accessible to potential end-users but is also transferred to them and to all relevant stakeholders.

Specific objectives of the ACMSP are to:

➜ Promote the project activities and results beyond the consortium to the scientific community, patients, relevant stakeholders, policy actors and society;

➜ Capture key messages and outcomes for active knowledge transfer through training and communication tools;

➜ Ensure appropriate intellectual property rights (IPR) are considered for optimal exploitation of project results;

➜ Identify and ensure efficient exchanges with targeted stakeholder groups;

➜ Address social acceptability issues by carrying out targeted communication actions to policy makers and society.

This deliverable outlines the PERSIST dissemination strategy, in terms of identification and description of the dissemination key elements:

➜ the objectives of the dissemination (mission, vision),

➜ the subjects of dissemination (what will be disseminated),

➜ the target audience (to who it will be disseminated), as well as

➜ the dissemination methods (how it will be disseminated),

➜ the distribution of responsibilities for dissemination (who will perform the dissemination) and rules for planning and performing of dissemination activities are described here.

Dissemination Plan

1. Dissemination Strategy

The objective of the dissemination strategy is to identify and organise the activities to be performed to maximise the influence of the project and to promote commercial and other exploitation of the project results.

In more detail, the objectives of the dissemination are:

➔ To raise public awareness about the project, its expected results and progress within defined target groups using effective communication means and tools;

➔ To exchange experience with projects and groups working in the field in order to join efforts, minimize duplication and maximize potential;

➔ To disseminate the fundamental knowledge, the methodologies and technologies developed during the project;

➔ To pave the way for a successful commercial and non-commercial exploitation of the project outcomes.

The dissemination strategy and activities, follow principles and best practices successfully tested by the partners in other projects and in line with the EC Guidelines for successful dissemination:

➔ All research results/reports are accordingly reviewed, and a copy has been sent to relevant partners involved in the project before these are published or disseminated. When appropriate, the reports refer to other research projects and build on the existing results and literature.

➔ Research is conducted following sound analysis and scientific practice principles, considering as much as possible policy requirements and needs.

➔ All partners, who have contributed to the project activities will be simultaneously informed about the final outcomes and the implications stemming from project results.

➔ All public results will be accessible from the project website and usable from all parties, who may benefit from them.

The definition of the dissemination strategy is based on the identification of the following milestones:

➔ the subject of dissemination (what is disseminated),

➔ the identification of target audience (who benefits the most from the project results and who would be interested in learning about the project findings),

→ the definition of methods and tools (what is the most effective way to reach the target audience),

→ the timing (when dissemination takes place),

→ the dissemination management and policy (who is responsible of and how dissemination is ruled).

2. Subject of dissemination

The following general subjects of dissemination have been identified:

1. PERSIST project itself (general scope, coverage, goals and milestones and plans to reach them)

2. interim results (reached objectives and achievements)

3. techniques and methodologies (in respect of IPR issues)

4. technologies (in respect of industrial IPR issues)

5. innovation aspects (in an "open innovation" perspective)

3. Target audience

The overall aim is to maximize the utilization of the dissemination potential of PERSIST consortium. Dissemination activities then must be tailored in such a way to reach the audiences most efficiently through appropriately selected dissemination channels and dissemination tools.

One of the key elements of the PERSIST dissemination strategy is the identification of dissemination target areas and audiences.

3.1. Dissemination within the PERSIST partners (Internal Dissemination)

Ensuring effective internal communication and dissemination among the Consortium partners represents an important key success element for the PERSIST Project.

Partners' organizations are important for dissemination for two reasons. First, they are potential users of PERSIST project results themselves and secondly, they can have significant impact on the associated industrial sectors.

Particularly PERSIST consortium partners comprise of various stakeholders and this constitutes a natural channel for the dissemination of the project and its result to other potential partners and users. In this respect, the dissemination activities rely on the effort

and the possibility of each partner in exploiting opportunities to present the project and its results. Therefore, it is important to communicate information about PERSIST project and its results to partners' management, consultants and people responsible for their marketing and sales. Additionally, it is necessary to encourage them to share this information further to their business partners.

Methods of internal dissemination can vary from providing links from partners' web pages to the PERSIST website, to events, seminars or workshops showcasing, to articles in partners' internal newsletters and publications etc.

The internal communication strategy also pursues the objective to maintain all partners fully informed about planning, work in progress and existing or potential problems. Besides the requested EC and Internal reporting, all partners are invited to actively communicate with WP Leaders about technical progresses and issues, as well as WP Leaders are invited to keep PC and PM updated about the activities. All partners are invited to inform PC and PM of any Administrative and Legal issues arising. PC and PM are at the partners' disposal respectively for any technical and administrative information and/or issues.

Documents and files for internal communication can be uploaded on the Project Collaborative space set-up on the Basecamp Platform or via email.

3.2. Dissemination beyond the PERSIST partners (External Dissemination)

The stakeholders or the target audience of the PERSIST dissemination and exploitation plan, includes specific categories, which will potentially take immediate advantage of its benefits. In order to structure the external dissemination activities in the dissemination plan and to be able to analyse the impact of dissemination on a comparable basis, a more accurate division of the target audience was developed in the following table.

Table 1 Segmentation of PERSIST external audience

TYPE OF AUDIENCE	KEY MOTIVATION
Patients and family (patient associations)	The core target is mainly composed by Patients Associations being able to collaborate in the promotion of transnational cooperation or to increase the awareness of the usage of the PERSIST platform to increase health and wellbeing of patients. During the project NPO, as Patient Association, will focus their dissemination efforts to widespread the message to multiple European cancer and patients' associations through its participation in the European Patients' Forum (EPF) and other international organizations and initiatives.
Healthcare providers	The core target is represented by public and private hospitals as potential payers. The main message will be to explain the overall PERSIST ecosystem cost-efficiency to deliver their health related services to cancer survivors patients. The specific strategy will begin approaching regional/national healthcare providers within the countries represented by the consortium partners. Additional effort will be made Spain, Latvia, Slovenia and Belgium where SERG, UL, UKCM and CHU are located.
Policy makers	The main core target are public and private decision makers concerned with the project priorities. In order to reach this decision makers, during the project we will participate with the following partnerships: The European Innovation Partnership on Active and Healthy Ageing; DG SANCO; EU Health Forum; EMMIA - European Mobile and Mobility Industries Alliance; EUCOMED - The

	European Medical Technology Industry Association EuroHealthNet; European Partnership for improving health, equity and wellbeing; EFMI - European Federation of Medical Informatics; European Federation of Nurses. The main objective is to create interest in the project results as inputs for their strategies and policies in R&D, health, wellbeing and transnational cooperation.
Clinical Scientist and Researchers	The main interest is to facilitate knowledge transfer and scientific exchange.
Health Tech industry	The main aim is to present demos of the platform to increase the interest for commercial/distribution agreements, collaboration for joint public tenders and just to share best practices.

External dissemination addresses the defined target groups at national, European and international level. As PERSIST is a project under the Horizon2020 Programme of the European Community for research, technological development and demonstration activities, the EU is naturally interested in the project results being disseminated at EU and worldwide level. Therefore, the results should be disseminated and consolidated within:

➔ Regional and national level. The consortium will strive to disseminate and consolidate the project results within the regional contexts, regional growth strategies, policy and regulation issues of each member state.

➔ European and international level. The consortium will participate in EU/international events/conferences in order to disseminate the results obtained during the project. Also, relevant European organisations/networks as mentioned in the Dissemination and Exploitation part will be important communication channels at EU level.

4. Market oriented strategies

PERSIST has a market-oriented research and development strategy, including several key drivers of its dissemination and exploitation activities. Its strategy is feasible because of the high dissemination experience of the partners, their ambitious exploitation plan, and the significant interest raised by various existing clients.

1. Minimum viable product (MVP) strategy. The main strategy during the project execution includes continuous integration and technology releases over the PERSIST ecosystem. The plan for the dissemination and exploitation of the project's results will include a continuous MVP presentation to stakeholders to demonstrate PERSIST's main capabilities and performance at main industrial events. The final outcome is to engage stakeholders within the technological evolution and generate demand.

2. Case study validation. The two cases studies (colorectal and breast cancer) will drive all research and innovation activities in the project, and will represent a main source of dissemination activities via webpages, press releases and social

media feeds. This will help improving the quality and impact of the project outputs, develop project awareness, and align it with post-project exploitation plans for maximum impact.

3. Beta testing campaign with potential customers. The beta testing campaign is a key element of a PERSIST's marketoriented dissemination and exploitation strategy, which not only helps to test the interoperability of the product, but is also a powerful engagement mechanism for collecting feedback and developing a base of early adopters.

4. Project message approach. Instead of claiming advantages and benefits that may still be years away, PERSIST positions itself as a research and innovation project that successfully delivers an operational MVP. Moreover, the dissemination and exploitation plan will aim to maximise the attractiveness of the project through a clear open roadmap, carefully drafted documentation, early and frequent releases, tutorials, etc.

5. Scientific dissemination and collaboration with main policy makers. Besides industrial and market communication, the research and academic partners will raise awareness in PERSIST in the scientific and clinical communities by presenting results at relevant scientific and academic events, conferences and journals. On the other hand, the consortium will make efforts to disseminate and cordite with patients' associations as key instrument to pave the way for policy initiatives.

5. Dissemination activities timing

Dissemination activities are planned in accordance with stage of the development in the project as planned. PERSIST dissemination is not limited to passive, a posteriori awareness and acceptance. Instead, dissemination is inherently embedded on many PERSIST activities, from requirements definition to final evaluation. Considering the relevance of both healthcare providers and patients during the whole project, specific activities aligned with the clinical study to be developed will be executed – such as workshops, promotional and/or informative flyers, presence on local media and specific web sites. Dissemination is expected to actively support and promote the exploitation and future success of the PERSIST project.

The dissemination approach is built on 3 phases that are closely linked with the other WPs of the project. As dissemination is a process running during the entire project period those phases are not to be completed and the next one is starting. There is always an overlapping period from one phase to the next one.

Therefore, the dissemination activities are to be performed according to the following logical schedule:

1. **Initial awareness phase** (month 1-12): To raise awareness on the project itself and its objectives. To ensure connection with related initiatives. It includes

establishment of PERSIST communication KIT including graphical identity of the project (i.e. project logo, project presentation, project poster, project brochure, press release and templates for project documents and for project presentations) and analysis of relevant information resources in terms of identification of dissemination opportunities.

2. **Understanding phase** (month 12-28): Disseminate the technological outcomes and potential Trials objectives to engage stakeholders. To maintain stakeholders informed on the current status of implementation of the Project and intermediate results. Includes steps like: consortium has enriched the website, updated the project communication KIT, attended selected events and organized workshops. Preliminary project results have been presented to the target audiences.

3. **Action phase** (month 29-38): To present final PERSIST outcomes technical and pilots, to set concrete steps for exploitation, to convince stakeholders, to reach out to a broader field in ICT and Health at the European level. PERSIST consortium partners will start preparation of own utilization and business plans for the standardization of PERSIST project outputs. This phase will be focused on informing the target audience of the PERSIST exploitable outputs.

6. Distribution of responsibilities

According to the Article 29.1 of the EC-GA "*Each beneficiary must – as soon as possible – 'disseminate' its 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).*" Therefore, every possible opportunity has been embraced and will be embraced by individual partners or on collective basis through joint appearance by more than one partner to make PERSIST known among technicians and general public as well.

All partners of the consortium have been contributing to the dissemination according to their role and effort and using all available tools. Therefore, for instance by participating and having presentations at conferences, publishing papers, holding press conferences, networking and similar activities and maximizing the existing dissemination channels for the purpose of project result adoption and successful future commercialization of PERSIST outputs.

It is mandatory that all dissemination tools and activities must refer to one or more of the following elements:

➡ the name of the project: PERSIST,

➡ to the project's website URL (www.projectpersist.com)

➡ to the PERSIST project logo (described in Dissemination Tools Section, 1)

➔ acknowledgements to EC public funds. The official EC logo, with the Horizon 2020 indication below, will be used for any (internal or external) deliverable, report and dissemination tool.

HORIZON2020

7. Information Kit

The Public Information Kit can be considered as a public instrument that can be used for communication/dissemination purposes without asking prior advice on contents but project partners have been always required and will be required to inform the Dissemination and Communication Manager about the specific channel where the Information Kit has been used and will be used (event, articles, conferences, meetings, social media) and the contact details to be currently used. The Information Kit documents are available on Basecamp and will also be available for free download from the Project Website. The Information Kit will be updated throughout the duration of the project.

The Information Kit comprises: Text, Illustrations, Fact Sheets, Newsletters, Instructive Videos, Templates, Logos, Leaflet, Poster, Roll-up, Press Release and others.

8. Dissemination monitoring and reporting

All consortium partners are encouraged to report the results of each dissemination activity immediately after they are presented. The reports shall include feedback gathered by the respective partner from the target audience (if applicable), eventually gained contacts to be listed in the contact repository used for further dissemination purposes.

This is done through the PERSIST Project collaborative space, which contains a specific dissemination section (*see the Basecamp Platform WP8 – "02-Event information"*).

All partners are invited to send the dissemination material to the WP leader, in order to be published on PERSIST's website (this can be a paper, a conference presentation or the audio file of an interview for example). Dissemination documents and files (text, audio, video, etc.) shall be uploaded on the Project Collaborative space.

For monitoring purposes, the dissemination activities will be reassessed regularly and when needed by the consortium partners throughout the project

The information gathered during the entire lasting period will be analysed and this analysis will be incorporated to the last Dissemination and communication report (M38). This document includes dissemination report of the first 12 and 24 months of PERSIST project in the form of overview of activities performed in this period.

9. Evaluation

For the purposes of evaluation of PERSIST dissemination activities, quantitative indicators and associated metrics were set up where applicable. A numerical target has been estimated as a cumulative estimate based on individual partners' inputs. These targets are periodically reviewed by the DCM in collaboration with the whole Consortium and will be assessed at the end of the project to analyse the spread of communication and dissemination activities.

Table 2 Indicators and associated metrics for evaluation of the dissemination activities

COMMUNICATION TOOL/CHANNEL	HOW TO MEASURE	OBJECTIVE	CONTINGENCY PLAN
PERSIST Web site	Number of monthly visits.	100	Promoting the web site in Social Networks, e.g. Linked- in groups / Newsletter to target groups
	Duration of visits	2 min average	Organize the website to make it easy to find relevant items. Upload attractive content
	Number of downloads per month	10 for posters, flyers and newsletters 20 for public reports	Foster downloads from partners
	Number of external link references	10 (excluding partner institutes)	Contact stakeholders and initiatives to agree on the promotion of the site
	Number of article appearances on Internet media	10 (excluding partner institutes)	Contact stakeholders and initiatives to agree on the promotion of the site
Social Media (Facebook , Twitter LinkedIn, You Tube)	Number of members	50/100	Share the group dedicated to the project in already active forums about European projects.
	Number of follower	200/300 Followers	Increase the number of the "following" in order to increase the number of the "followers"
	Number of fans	100/150 Fans	Share the Fan Page on already active and existing Fan Pages belonging to projects partners and send subscription requests individually.
	Number of views	50	Providing continuous and timely videos about the project.
Publications	Number of submitted scientific papers	6	Encourage partners to publish papers peer-reviewed and indexed journals, Find appropriate events.
	Number of articles in journals/ magazines	18	Search for additional channels

Attendance of events	Number of attended conferences with presentations and/or posters	40	Find alternative events, contact organizers. Online events can be organized and conducted.*
	Number of flyers to be distributed	400	Ask for permission to distribute leaflets during additional events
	Number of attended fairs	4	Identify further fairs of interest to the project. Online medium will also be taken into account.*
Organization of events	Number of workshops organized	8	Responsibilities and budget have been assigned. Invite partners where appropriate.
	Number of registered people in the workshop	>20	Responsibilities and budget have been assigned. Invite partners where appropriate.
	Number of flyers to be distributed	200	Reedit flyer to explain the achievements of the project

Due to the Covid-19 pandemic situation in Europe and in order not be behind schedule, events can be carried out and conducted through virtual means. Online workshops, conferences and events can be attended and/or organized by each of the consortium partners.

Dissemination tools

1. Graphic Identity LOGO

A specific project logo has been developed for project identity. The logo will be included in all project promotional materials, including the factsheet, templates, social networks, website, etc. A project Brand Guide has also been developed to provide partners with support and guidance on the use of the project logo and branding.

In order to ensure that all reproductions of the logo are always as standard as possible, compatible versions are created that can be used depending on the characteristics of the production used. Whenever possible, the mark will be applied in its main version. If it is not possible for technical reasons, the black and white version will be used. Please consult Figure one.

Figure 1: PERSIST official LOGO
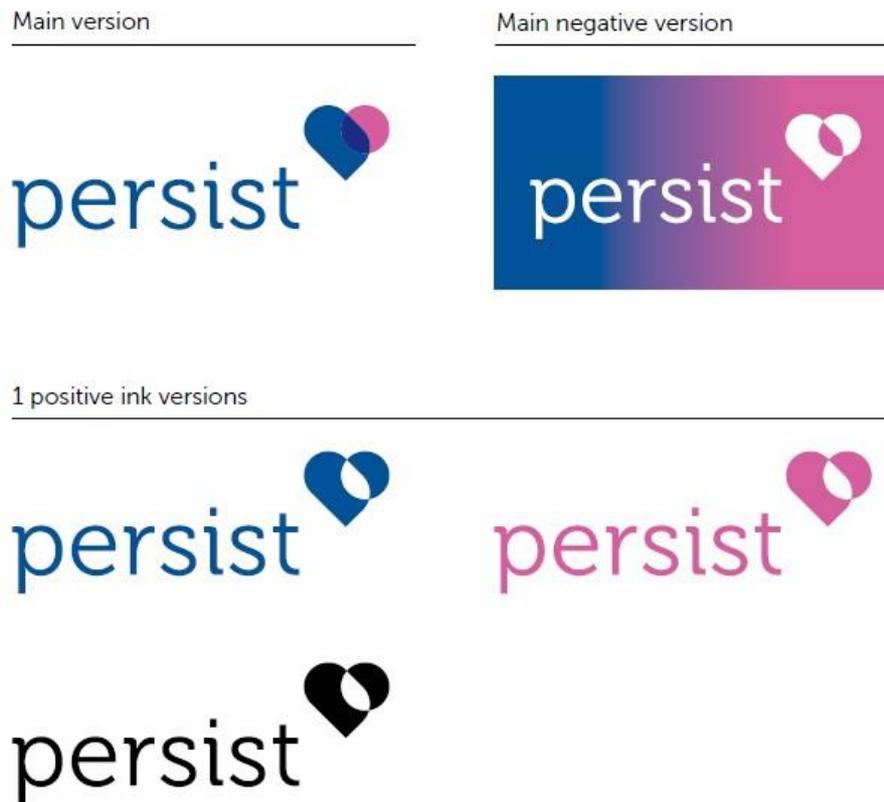
2. Factsheet

A PERSIST factsheet will be developed in the first half year of the project and will be continuously distributed over the course of the project. The factsheet describes the project, its main objectives, methodology, partnership, funding and expected impact, and is used to raise general awareness of the project.

The factsheet will available for download from the collaborative platform Basecamp, the project website and by contacting WP8 leader NPO. Partners are encouraged to distribute the factsheet through their networks and at relevant events.

3. Project Leaflet

The main objective of the project leaflet is to provide our audiences with an attractive and written project overview and a summary of the main project objectives and characteristics. The leaflet will present the goals of the project and the main (expected) findings. It will introduce the main idea, the approach and the goals of the PERSIST project. Furthermore, it will include the website address and provide basic information on PERSIST Consortium. All partners' logos will also be displayed.

The final version of the leaflet will be implemented at the end of the Project. The leaflet can be circulated in printed form, e.g. it can be handed out at conferences or other events; on the other hand also an electronic version (PDF file) can be circulated. The leaflet will be also available to download from the projects' website. Some leaflets may be translated into other languages than English by the Partners, based on a master template, which will be provided to the partners. The content of the leaflets has to be clear and easily understandable by the patients, professionals and other targeted end users.

Figure 2: PERSIST Leaflet
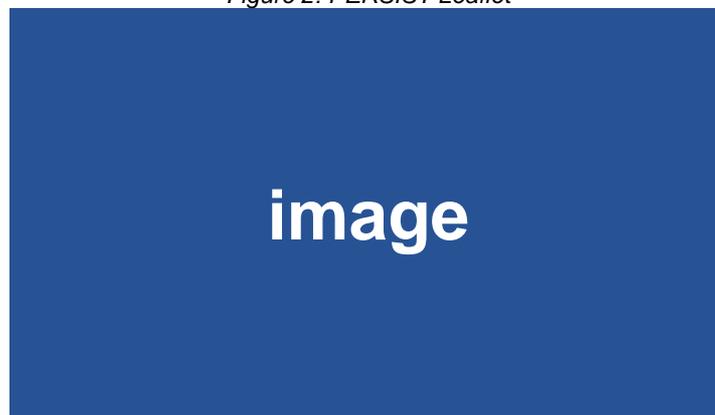
4. Project Website

Project websites are one of the main communication tools of projects under the EU H2020 Programme. To ensure maximum visibility to the PERSIST objectives and results, it has been set up a project website registered in the "com" domain and with an intuitive URL to increase hit rates: www.projectpersist.com

The design of the website builds upon the following criteria and considering suggestions given in the EU Project Websites – Best Practice Guidelines:

1. **Visual communication**: use of colours and/or photos, web pages are easy to browse, information is kept short and links are included to websites, publications, and so on.

2. **Verbal communication**: the website uses simple phrasing, no jargon is used in order to attract the widest possible audience, e-devices are user friendly.

3. **Visibility**: maximum use of free or affordable methods to increase page ranking on search engines, Webmaster Tools provided by search engines to check indexing status, good cross-linking between the different pages of your site and other sites, add keywords to the web page metadata; use frequently used keyword search phrases both in the metadata and in the contents pages.

4. **Regular update of contents**: the website is maintained by WG and the update will be done regularly done by the Webmaster upon inputs from the consortium partners.

5. **Monitoring tools**: the website includes a counter of visitors or other statistical tools that is used to measure the number of visits.

5. Website

The public section of the PERSIST website:

➔ Provide a brief project summary highlighting the objectives, the contents and the structure of the PERSIST Project including the composition of the PERSIST Consortium.

➔ Provide a short profile of each of the PERSIST Partners and a link to its web sites;

➔ Provide access to the project Public Deliverables and abstracts of selected non-Public Deliverables;

➔ Provide copies of publications and presentations done at external conferences in various formats;

➔ Feature a news section with the latest information related to the project, and an events section where PERSIST events (such as PERSIST meetings, workshops, Conferences, etc.) and external events are presented.

→ **HOME**: the home page of the website shortly introduces the PERSIST project and gives the important relevant information. The EU co-funding is duly acknowledged, also by the inclusion of the relevant logos (i.e. EU, H2020), and claiming that "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 875406".

The Homepage contains links to all the following subpages (at least):

→ **Home**: on these pages are described the challenge being addressed, the project objectives, an outline of the methodology, and the expected results and impacts by placing the project in a broader scientific and societal context to help the outside world perceive its relevance.

→ **About us**: this section presents a brief description of the project partners, their logos and the links to the respective websites.

→ **News**: this section contains links to news connected with the project; provides information on future and past events. It provides dates and a contact point, especially if an event is of public nature, lists conferences and special sessions during which the project has been and will be presented, and considers web streaming of events or the upload of eventual conference videos.

→ **For Patients**: this section provides news and useful information for patients. It also shows how the project PERSIST links with them and what are the benefits of it for patients.

→ **For Professionals**: this section provides news and useful information for professionals and academia. It also shows how the project PERSIST links with them and what is the added value for them as professionals.

→ **Timeline**: includes information regarding the progress of the project PERSIST and advancements by months, provided by all consortium partners.

→ **Contacts**: this section enables people to easily get in touch with relevant contact people of the project Consortium.

→ **Social Networks buttons**: direct access to the social media (Twitter, LinkedIn, Facebook, Youtube – see next section for details).

6. Web 2.0 – Social Media

Web 2.0 tools are the emerging platform for innovative creation, sharing and tracking of citizens' needs and wishes on public awareness. Web 2.0 applications, including social networks, are changing and improving the way of how user interacts within the Web.

In order to reach a broad target audience while establishing two-ways communication channels, the presence of the PERSIST project in social media is one of the key actions for dissemination activities.

PERSIST is registered in standard platforms like:

RSS feeds

Automatic updates from the project website

Facebook and Twitter

A Facebook page has been created as one dissemination instrument for reaching the general public (https://www.facebook.com). Relevant Facebook groups will be identified and approached for taking part in PERSIST activities. The other platform, on which will be conducted dissemination activity is Twitter (https://twitter.com). In this way PERSIST will reach a wider and more diverse audience and supporters.

LinkedIn

A LinkedIn group (http://www.linkedin.com) has been created as one dissemination instrument for reaching stakeholders and professionals.

YouTube

To accompany the website and ease the publication of videos produced within the course of the project, e.g. videos of related conferences or workshops, the consortium will create a dedicated channel on the YouTube video platform. The channel will be publicly available at http://www.youtube.com/ and will contain videos that will also be embedded into the project main website. Further videos will be put online by the partners as new results and outcomes are being presented.

The website has direct access to these social networks by clicking over the icons situated on the upper right-hand part of the website. In this way, it is easy for every user to participate in this when the website is visited.

7. Electronic newsletter

PERSIST news will be issued periodically (every 3 months) on the project website and will provide:

➔ Project-related news (e.g. launch and meetings)
➔ Announcements of the project's progress
➔ Dates, details, comments regarding project related conferences, meetings, events or publications
➔ Two interviews with consortium partners

→ Etc.

The News will address target groups and end-users (internal partners, industrial, scientific, standardization organizations, project beneficiaries) in a style and language appropriate to them. Subscription to these news will be open to everyone, using the webpage RSS feeds.

8. Press release

The official Press Release is a formal announcement to the national or specialised/technical press in order to present a short overview of the PERSIST project to the public. The first version of press release was created after the Kick-off of the Project Consortium meeting and up-date versions will be published at strategic times when major achievements have been made. They will include e.g. information on PERSIST events or PERSIST milestones, as well as interviews with experts. All press releases will be archived on the PERSIST project website.

Appendix 1: Consortium Partners

Participant organization name	Short name	Country
FUNDACION CENTRO TECNOLOXICO DE TELECOMUNICACIONS DE GALICIA	GRAD	Spain
SERVIZO GALEGO DE SAUDE	SERGAS	Spain
IT CORPORATE SOLUTIONS SPAIN SL	DXC	Spain
EMODA BILGISAYAR YAZILIM CEVRE DONANIMLARI REKLAMCILIK BEYAZ ESYA IKLIMLENDIRME TEKSTIL SANAYI VE TICARET LIMITED SIRKETI	EMO	Turkey
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