Deliverable 8.5
First Dissemination and Exploitation Report

Work Package 8: Impact, Outreach and Collaboration

affecTive basEd iNtegrateD carE for betteR Quality of Life: TeNDER Project

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The TeNDER consortium consists of the following Partners:

Table 1 Consortium Partners List

No	Name	Short name	Country
1	UNIVERSIDAD POLITECNICA DE MADRID	UPM	Spain
2	MAGGIOLI SPA	MAG	Italy
3	DATAWIZARD SRL	DW	Italy
4	UBIWHERE LDA	UBI	Portugal
5	ELGOLINE DOO	ELGO	Slovenia
6	ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS	CERTH	Greece
7	VRIJE UNIVERSITEIT BRUSSEL	VUB	Belgium
8	FEDERATION EUROPEENNE DES HOPITAUX ET DES SOINS DE SANTE	HOPE	Belgium
9	SERVICIO MADRILENO DE SALUD	SERMAS	Spain
10	SCHON KLINIK BAD AIBLING SE & CO KG	SKBA	Germany
11	UNIVERSITA DEGLI STUDI DI ROMA TOR VERGATA	UNITOV	Italy
12	SLOVENSKO ZDRUZENJE ZA POMOC PRI DEMENCI - SPOMINCICA ALZHEIMER SLOVENIJA	SPO	Slovenia
13	ASOCIACION PARKINSON MADRID	APM	Spain

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[1] **R:** Document, report; **DEM:** Demonstrator, pilot, prototype; **DEC:** Websites, patent fillings, videos, etc.; **OTHER**; ETHICS: Ethics requirement; ORDP: Open Research Data Pilot.
[2] **PU:** Public; **CO:** Confidential, only for members of the consortium (including the Commission Services).

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Acronyms and Abbreviations

Acronym/Abbreviation	Description
AD	Alzheimer's disease
PD	Parkinson's disease
CVD	Cardiovascular diseases
EU	European Union
ICT	Information and communication technology
TeNDER	affecTive basEd iNtegrateD carE for betteR Quality of Life
mHealth	Mobile health
WHO	World Health Organization
QoL	Quality of life
DALYs	Disability-adjusted life years
GDP	Gross domestic product
IoMT	Internet of medical things
CAGR	Compound annual growth rate
SHI	Statutory health insurance
PHI	Private health insurance
GHG	Greenhouse gases
DiGA	Digital health applications
IT	Information technologies
NHS	National health system
AI	Artificial Intelligence
GP	General practitioner
LTC	Long term care
NCD	Non-communicable diseases
UK	United Kingdom
US	United States
BfArM	Federal Institute for Drugs and Medical Devices
PSOE	Spanish Socialist Workers Party
AR	Autonomous region
ND	Neurodegenerative diseases
EHR	Electronic health record
SDGs	Sustainable development goals
PM	Prime Minister
DeSUS	Pensioners' Party of Slovenia
HIIS	Health Insurance Institute of Slovenia
OOP	Out of pocket
RES	Renewable energy source
B2B	Business to business
B2C	Business to consumer

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Executive Summary

In this deliverable, we will build upon the previous deliverable, D8.1 (TeNDER Dissemination and Exploitation Plan) and present a thorough progress report of our dissemination and exploitation activities from M1 to M18. For convenience, the document structure remains the same, but we have provided key updates for each section.

The major dissemination and exploitation activities have been defined in the dissemination and exploitation plan (some important aspects are mentioned in this document as well), including well-known approaches, such as publications and events participation. In this document we highlight all the activities that took place leading up to the date of this document's submission.

1 Introduction

1.1 Purpose and scope

The present deliverable is prepared in the context of Work Package 8 "Impact, Outreach and Collaboration" and is associated with Task T8.1 "Dissemination and exploitation Strategy and Activities".

This deliverable lays out all dissemination and exploitation activities within the time frame M01-M18. The purpose of this document is to report the dissemination and exploitation activities until M18, and to update, if needed, the existing dissemination and exploitation plan. The reported activities refer to the active tasks undertaken by the partners during the review period.

1.2 Document structure

The structure of the deliverable is organised in the following manner:

- After Section 2, where TeNDER's Dissemination strategy is outlined, Section 3 describes the dissemination activities that occurred during the first half of the project;
- Section 4 reports the activities that took place for the exploitation of TeNDER innovations;
- Section 5 includes the list of KPIs for the evaluation of the dissemination and exploitation activities including each of their progress.

2 Dissemination Strategy

In TeNDER, dissemination is designed to ensure knowledge diffusion and stakeholders' involvement and is planned as a continuous and progressive process.
The consortium views the identification of communication channels to be of high importance for the overall success of the dissemination activities. Towards this end, TeNDER uses a mix of traditional (e.g., workshops, conferences and scientific publications) and new media (e.g., social networks, websites and blogs) approaches to satisfy each stakeholder's needs according to the different project phases and the changing requirements.

2.1 Objectives

The main objective of the dissemination strategy is to create strong awareness of the TeNDER project at a European level by utilising the project's key achievements and messages. Moreover, the dissemination activities focus on targeted stakeholders.

The dissemination strategy of TeNDER aims to:

- Create a clear and common understanding of the project's dissemination activities supporting TeNDER's overall objectives;
- Identify stakeholders potentially interested in the project, approach them; and if possible, engage them in the TeNDER's activities;
- Encourage all partners to use TeNDER-appropriate dissemination tactics in order to promote the project's purpose, aims and benefits within their own internal and external networks of stakeholders;
- Promote the project's mission at international events and conferences;
- Pin-point scientific publications and events in which to disseminate TeNDER's results;
- Build liaisons and partnerships through intensive networking with related projects in order to share resources/data/results and exchange knowledge through clustering activities.

2.2 Dissemination Approach

As described in D8.1 (also included here for convenience), in order to be able to improve TeNDER dissemination activities with feedback received from various information providers (e.g., partners, stakeholders) and other opportunities which may arise, the consortium opted for a fluid dissemination approach. Therefore, the consortium regularly adjusts its strategy by frequently evaluating stakeholder needs.
This approach takes into consideration not only the overall project vision but also leverages the competencies of each partner in the consortium. The common approach therefore ensures that any dissemination activity produced by the project, both at a consortium and partner level, has been carefully reviewed and approved. Quality indicators are deployed in order to track the project's progress. In order to develop TeNDER's dissemination strategy, the following process is implemented:

- Identify target audiences and extract their specific characteristics,
- Consider the unique traits of target audiences,
- Ensure that each message is clearly defined and calibrated to address the needs of the target audience,
- Fine-tune the dissemination activities based on the outcome of previous steps.

2.3 Target Stakeholders

In an effort to reach a large number of stakeholders from different domains, TeNDER has identified a variety of target groups that may be interested in the project.

Moreover, as highlighted in the project proposal, TeNDER refers to the same category of "target stakeholders" as ICT4Life (www.ict4life.eu) since both projects involve the same actors in charge of providing healthcare services to patients suffering from elderly diseases (Alzheimer's, Parkinson's and chronic co-morbidities).

Below is the list of the external stakeholders we will target:

- Partners;
- Patients;
- Caregivers;
- Health professionals;
- Developers of health solutions;
- Health and social care providers;
- Industry player SMEs, social insurances;
- Public authorities;
- Policymakers at different levels of governance, from local to European;
- Press, media focusing on health issues.

End users (mobile app users, patients) will participate in TeNDER's lifecycle in order to provide feedback and ensure the effectiveness of the project's impact.

2.4 Targeted Activities

TeNDER aims to communicate its objectives, activities and achievements by embracing a variety of dissemination activities. For instance, we will actively engage target audiences and stakeholders in order to encourage their involvement in the project's developments, receive crucial feedback, and to get them more connected to the overall project.

We will incorporate the following activities into our dissemination plan:

- Events: participation,
- Workshops: organisation,
- Technical and scientific publications,
- Industry-related publications,
- Demonstrating/training session: participation/organisation,
- Technical and scientific conferences,
- Liaison with other projects.

The target audience to whom TeNDER is referring to is composed as follows: End-users (patients, caregivers, families); Health and social care professionals; Social care providers (residential-care, home-care, nursing homes, day-care centres, home-care services, etc.); Health care providers (hospitals, out-patient departments, rehabilitation care, long-term care, primary care centres, etc.); Health and social care managers and ICT professionals; Public entities (ministries, regional/local institutions, public agencies, etc.); insurance companies (statutory and/or compulsory insurance, private insurance); Research entities (universities, research centres).

Below, table 1 summarises macro areas of target activity along with a short description of the goal and scope.

Table 1 Targeted activities

Targeted activities	Activities	Goal of dissemination	Scope
• Demonstrating/training sessions; • Topic-focused events; • Audience-oriented events.	Organised by the partners' end users' representatives in charge of deploying the 5 pilots.	Social care, professionals, health care provider, ICT professionals.	Spread results to targeted professionals' figures.
• Workshops targeting national network of stakeholders; • Networking-oriented events.	Organised by each partner of the consortium in their respective countries.	Network of stakeholders at country level.	Raise awareness about the project results at national level.
• Workshops targeting a European network of stakeholders; • Networking-oriented events.	Organised by HOPE (leader of the WP8) that will involve relevant European network of actors.	Network of stakeholders at European level.	Raise awareness about the project results at the European level and contribute to guaranteeing the sustainability of results.
• Workshops targeting a relevant industrial company in the field of health and social care provision; • Networking events; • Business-oriented events.	These activities will be organised by the four industry partners involved, namely UBI, DW, ELG and MAG.	Industry and funding agencies.	Disclose the results of the project to the industry and commercial community, resulting from the impact analysis, in terms of social and economic benefits.
• Demonstrations at events targeting users; • Topic-focused events.	Organised by the partners in charge of deploying the pilot and after the piloting	Potential end-users	Promote their engagement.

	sessions planned.		
• Technical and scientific conferences; • Networking events. • Topic-focused events.	By means a series of conferences organised by the academic partners.	Academic institutions, social care professionals as well as ICT professionals.	Spread project results in the academic community.

3 Dissemination Activities

In TeNDER, dissemination activities are mostly divided into two categories: interactive and non-interactive. The latter aims to disseminate information through the submission of papers in high-impact journals and magazines. The former includes human interaction and aims to bring all potential stakeholders closer to our project, establishing a trusted connection with them and eventually strengthening their involvement. Such –interactive- activities include submission of papers and posters in topic-specific conferences and workshops, accompanied by physical presence at those events.

3.1 Events

Unfortunately, due to the COVID-19 pandemic, physical presence at events and conferences has not been feasible since March 2020 until the date of submission of the present deliverable (and it is still unknown whether these types of events will be scheduled again). Therefore, from the start of 2020, for the time being, and for the close future, physical presence has been replaced by digital presence through web meeting applications.
Still, we regard participation at such events, as well as in remote mode, as an important mean for TeNDER to disseminate its aims, developments, and results. Based on this assumption, TeNDER has been involved in several online events during the first 18 months of the project.

3.1.1 Participation in events

TeNDER's participation in events is of high importance since they offer a fantastic opportunity to increase our project's visibility by promoting and disseminating its objectives and benefits. Public gatherings also help to expand the stakeholder base by identifying more parties that could be interested in the project.

In order to better monitor TeNDER's participation in events and for partners to be able to keep track of their participation, a timesheet has been created where all events that partners participate in are reported. The sheet has been uploaded to the projects document repository where all partners have access and update it when needed.

To date (30 April 2021), all the events in which TeNDER partners have participated are six (6) as reported are in Table 8 of Deliverable 8.6, *First report of communications and standardisation activities*.

3.1.2 Events organisation

TeNDER also organises its own events, demonstrations and training workshops in an effort to promote synergies and collaborations.
For example, TeNDER organised nine (9) workshops in order to drive engagement and generate interest in our services, as well as gather feedback from the various stakeholders about the added value that TeNDER could bring to their notice. These events aimed at informing the key stakeholders and generating interest. The total number of attendees was 250.

In the following table, we will provide information on the events.

Table 2 Events organized by partners

Event Date:	Venue:	Audience size	Activity type	Scope:	Brief description of the activity
Events organised by Asociación Párkinson Madrid (APM)					
25 March 2020	Online (Madrid)	55	Workshop	APM professionals	This workshop presented the project's aims, defined protocols, and discussed contingency plans due to COVID-19.
7 September 2020	Hybrid format - Madrid and online	45	Workshop	APM professionals	This workshop discussed project development and the best ways to communicate the project to potential participants.
Events organised by Spominčica Alzheimer Slovenija (SPO)					
10 June 2020	Spominčica office (Ljubljana)	16	General Assembly, Meeting	SPO board members and professionals	Presented project aims, objectives and Pilot 5, defined protocols.
23 June 2020	Spominčica office (Ljubljana)	6	Roundtable	health care professionals	Presented project aims, objectives and Pilot 5.
12 November 2020	Online	33	Workshop	professionals, municipality employees, informal carers	Presented project aims, objectives and Pilot 5.
16 December 2020	Online	46	Workshop	social workers, other workers at elderly care homes	Presented project aims, objectives and Pilot 5.
Events organised by SKBA					
February 2020	Alzheimer's Therapy Centre of SKBA	11	Project presentation	Psychologists, therapists, administr	Presentation of project and piloting strategy

				ative employees	
4 March 2021	SKBA hospital	23	Project and sensor presentation	Physiotherapists	Presentation of project and of piloting strategy; demonstration of TeNDER sensors; Usability of TeNDER system from a physiotherapist's perspective
5 March 2021	SKBA hospital	19	Project and sensor presentation	Physiotherapists	Presentation of project and of piloting strategy; demonstration of TeNDER sensors; Usability of TeNDER system from a physiotherapist's perspective

3.1.3 Future events organisation

The TeNDER project considers events as key channels to disseminate its objectives, developments and results. In order to provide an overview of future events, we report in the table 2 below some events that the partners already planned.

Table 3 Future events organisation

Organised by	Title of the event	Topic	Place	Data
UPM CERTH	CM/IEEE CHASE 2021	AI & IoT for Digital Health	Washington D.C., USA	Dec. 2021
SPO	Conference: V ritmu človeških možganov 2021	Patient centred care	Ljubljana, Slovenia	Jun 2021
SPO	Conference on dementia	Care, Dignity, Diagnosis, Prevention	Ljubljana, Slovenija	Sept 2021
SPO	Conference on dementia	Care, Dignity, Diagnosis, Prevention	Ljubljana, Slovenija	Sept 2022
APM	Technology and Parkinson's	Patient and Digital Health	Madrid, Spain (online)	Jul 2021

3.2 Publications

3.2.1 Scientific/technical journals

Publishing in technical journals and conferences is a conventional yet highly effective way to disseminate information about our project across the scientific, business and public sectors.

The task of scientific dissemination is mainly under the responsibility of the research partners of the consortium. Given their already excellent track record of publishing in peer-reviewed journals, we are focusing on the most prominent international journals and magazines. Given that up until now, most of our work has focused on the development and implementation of various system components and modules, we expect the results to be published publicly in the future. Therefore, these activities will be placed in the final phase of the dissemination and exploitation Plan (Action, timeframe: M28-M36) sub sequentially to obtain the final version of the services offered by TeNDER, expected to take place at M31 as GANTT (D5.5, Final version of TeNDER Services - M31, D6.5, Final Report on large scale Pilots -M36).

So far there were two (2) publications in technical/scientific journals and two (2) publications in scientific conferences, but their number is expected to increase significantly during the third phase of the Plan. In fact, this last phase of dissemination plan will be more devoted to disseminating technologies and tools developed by means of scientific and industry-related publications.

An overview of the currently publications is given in the table 3 below:

Table 4 Publications in scientific/technical journals

Title of the publication	Authors	Title of the journal equivalent	Status
Zernike Pooling: Generalizing Average Pooling Using Zernike Moments	Thomas Theodoridis, Kostas Loumponias, Nicholas Vretos, Petros Daras	IEEE Access Journal	Submitted
Comprehensive Comparison of Deep Learning Models for Lung and COVID-19 Lesion Segmentation in CT scans	Paschalis Bizopoulos, Nicholas Vretos, Petros Daras	IEEE Access Journal	Submitted
Sustainable Housing Supporting Health and Well-Being	Decorme, Régis; Urra, Silvia; Nicolas, Olatz; Dantas, Carina; Hermann, Annelore; Peñaloza, Gustavo Hernández; García, Federico Álvarez; Ollevier, Aline; Vassiliou, M. Charalampos; Staalduinen, Willeke van	*Proceedings* of The 8th Annual International Sustainable Places Conference (SP2020) 65, no. 1: 12	Published

Moreover, an overview of the currently publications in scientific conferences is given in the table 4 below:

Table 5 Publications in scientific conferences

Title of the publication	Authors	Title of the conference	Data
Patient centered approach and improvement in the field of active ageing and self-management of people with dementia	D. Krivec, Š. Glišović Krivec, M. Bastarda, D. Fabjan	13th International scientific conference "Responsibilities of health policy-makers and managers for the retention and development of nurses and other healthcare professionals—2020: International year of the nurse and the midwife"	24 Sept. 2020
TeNDER - Co-creation of the intelligent support system with patients, carers and professionals	D. Krivec, G. Hernández-Peñaloza Gustavo, Š. Glišović Krivec, D. Fabjan, P. Gangas, CM Lozano Hernández, N. Vretos, P. Daras, B. Schäpers, S. Hinterholzer, M. Steinböck, F. Müller, K. Jahn, F. Álvarez García, J. Jimenez Ramos, L. Carrasco Marin, A. Cimini, M. Ricci	30th Alzheimer Europe conference; Dementia in a changing world	20 -22 Oct. 2020

In addition, partners have been analysing the results from pre-piloting surveys and interviews performed with the patients (AD, PD, CVD) cares and health professionals and will target relevant professional journals in the field of health and social services to highlight TeNDER's design, strengths and barriers, and the assessment of the technology's potential through the lens of all stakeholders from all countries involved in piloting.

3.2.2 Industry-related publications

In addition to the scientific publications described in the previous section, all partners will publish white papers and technical articles in magazines, as well as technology and industry-led journals in order to increase TeNDER's visibility. So far, no industry-related articles about TeNDER have been published. However, we expect to focus more on this in the second half of the project by publishing the results of the previous development phase of the project.

3.3 Liaison with other projects/Collaboration activities

Following the plan provided in the frame of D8.1, we are in the intermediate phase of the plan (interest/desire, time frame: M14-M28). This phase seeks relevant collaborations with other projects and organisations with the aim of building a community focused on integrated care. During the final phase of the project (action, timeframe M28-M36) these efforts will connect to the dissemination of technologies and tools developed.

From the dissemination perspective, TeNDER's clustering, engagement, and awareness-raising activities are very important. During the later stages of the project, we will conduct activities targeting industrial communities as they are the strongest candidates for exploiting TeNDER's results commercially and applying them in daily practice.

TeNDER has established collaborations with 10 EU projects (directly and through participation in a health-related Working Group), and with 1 organisation. Detailed information will be provided in deliverable 8.8 (to be submitted M18 together with this document), *First Report on Collaboration with other projects and communities* (D8.8).

In addition, the consortium will leverage our strong business portfolio and high-level network to engage stakeholders from various industrial ecosystems in order to generate buzz around TeNDER and its unique, innovative approach.

We intend to further enhance this by identifying additional stakeholders of equal importance. The goal is therefore always to raise as much awareness as possible for the project results in order to bring it one step closer to the market.

All these synergies feed into the establishment of a cost-efficient and safe "dissemination hub", i.e., a project that will offer dissemination promotions for TeNDER through their channels and stakeholders. These types of synergies can provide long-term promotional and visibility solutions that prove to be mutually beneficial to all parties involved. We summarise ways for achieving such synergies, for instance:

- Advertisement of special issues and on-line advertisement on events, e.g., workshops,
- Social media and website collaboration,
- Shared stands in events' exhibitions,
- Representation of our project at external projects' major events,
- Collaboration in organisation of workshops (participate, present, co-organise).

4 Exploitation activities report

4.1 Exploitation objectives

According to our business approach outlined in our Exploitation Plan presented in January 2020, the main purpose is targeting specific activities. In detail, the objectives of TeNDER's Exploitation Plan are:

- using results in further research activities (outside the action);
- creating and providing a service in order to enhance the quality of life of end-users;
- developing, creating or marketing a product.

Moreover, in order to optimise the exploitation of the project results, TeNDER will pay special attention to:
- (a) the knowledge management and protection strategy;
- (b) effective innovation management measures.

4.2 Exploitation activity status

The first phase of the Dissemination Plan has been fully covered by D8.4 first report on TeNDER Market Analysis (M15) and with D8.7 first report Business modelling (M18).
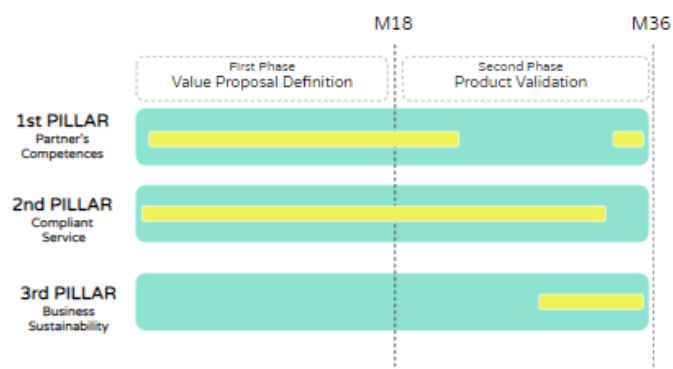

Figure 1 Exploitation phase

The market analysis in the frame of D8.4 was performed by looking at features and application domain areas. The report provides a detailed analysis of state of the art of the current market related to the healthcare sector, covering tendencies and expectations about demographic and health issues, but also about the market evolution in Europe. With this approach it was possible to gather insights about the tendencies of the ageing population and prevalence of chronic diseases, particularly focusing on forecast statistics for Alzheimer's, Parkinson's and CVDs, that may provide some guidance for market penetration.

Specifically, an extensive analysis of four strategic countries – Germany, Spain, Slovenia, and Italy – is presented, which was performed using the PESTEL methodology giving us information about each market readiness to implement healthcare technologies and some potential competitors are identified. The target groups and positioning that TeNDER should adopt are also described at the end of the document, allowing us to quantify our target market in each strategic country, which, together with our country profile analysis, will assist in the adaptation of the market approach in each country.

The results of the report have informed our business modelling, shaping the design of the app and its features. Furthermore, user experiences provided useful input in Work Packages 5 for the future development phase.

Deliverable 8.7 is related to D8.4 Market Analysis, Targeting and Positioning, since it is based on the research and outcomes of that report to define the best suitable market approach as well as the opportunities and challenges which will contribute to a sustainable business model. The methodology being used is the SWOT analysis. We will study the project's strengths and weaknesses and define strategies to make use of opportunities and minimise risks. This report also covers business strategies and revenue models currently under development but will provide insights and inputs to the final business model.

In the frame of D8.7, the Business Model Canvas[3] was used to capture the initial draft of the business models expected from different partners. The hypothesis captures aspects of the customer segments, key activities, resources, partners and costs, to develop customer relationships and deliver value. The resulting business model canvases are:

- Commercialising through a Software as a Service revenue model (B2B).
- Commercialising through an On-Premises Software revenue model (B2B).
- Commercialising through an annual subscription revenue model (B2C).

Transversally to each revenue model adopted, three different business strategies are being defined:

- To commercialise TeNDER as a whole solution – one consortium partner will commercialise the platform in the European market, following IPS licensing.
- To commercialise packs of service clusters – one consortium partner will commercialise each pack of services in the European market, following IPS licensing. There are already three different packs defined, in order to tackle only the specific needs from possible costumers, therefore being able to supply those who are not interested in the whole solution.
- Each partner is able to commercialise the components/subsystems/know how for which it is responsible.

The hypotheses presented in this report will be tested during the Evaluation periods of the TeNDER app, and the Business Model Canvases will be updated. The final updates will be collated in D8.12 at the end of the project (M36).

Furthermore, no business strategy can succeed without an empowered workforce that innovates and competes to grow an organisation and deliver a good product.

In this scenario, Human Resources planning can be very helpful in deciphering an organisation's manpower needs. For example, Human Resource Planning consists of putting the right number of people, the right kind of people at the right place, right time, and doing the right things for which they are suited tor in order to achieve an organisation's goals. We recommend the following procedure:

1. Analyse the current manpower inventory of each partner;
2. Make future manpower forecasts;
3. Develop an employment programme;

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[3] A. Osterwalder and Y. Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers,, John Wiley & Sons, 2010.

4. Design a training programme;

TeNDER will implement this process in order to create at least 60 jobs during the project's lifetime, ensuring that the right people with the right skillset are building a robust digital health workforce.

Based on this assumption each partner will describe its expectations for job creation related and derived from TeNDER in the last exploitation plans.

5 Monitoring and Evaluation of Dissemination and Exploitation Activities

5.1 Key Performance Indicators (KPIs)

In order to measure the impact of our dissemination and exploitation activities and to be able to modify our strategy accordingly in order to achieve the best results, we have defined a set of metrics that also provide a general view of the effectiveness of the dissemination and exploitation activities conducted during the TeNDER project.

Table 5 below presents the expected outcomes of TeNDER dissemination and exploitation activities and their current status:

Table 6 Key Performance Indicators

Channel/ activity	Description	KPIs	Success indicator	Current Status
Technical and scientific publications	Publications in scientific journals/conferences at an International/National level	Number of publications	>=6 journals	2
		Number of conferences	>=10 conferences	2
Industry-related publications	White papers and technical articles in relevant journals, as well as industry-led and specialised journals in the field of technology and health, in order to increase visibility and disseminate the results of the project.	Number of publications	>=1	0
Demonstrating/training session for each pilot site	Organised by the partners in charge of deploying the pilot. These sessions will target health and social care professionals as well as ICT professionals	Total Number of attendees	>=40 attendees from professionals	250
Organisation of a workshop targeting European stakeholders, organised by HOPE.	This event will be aimed at raising awareness about the project results in the European arena, and contributing to the creation of a European network of	Total Number of attendees	=>90 attendees from relevant players	0

	stakeholders that will guarantee the sustainability of the project results			
Industry related event	This event will be aimed at presenting the first results of the impact analysis, in terms of societal and economic gains, in the economical areas tackled	Total Number of attendees	=>40 attendees from the industry and funding agencies	0
Organisation of events targeting users to promote their engagement.	Organisation of events targeting users to promote their engagement.	Total Number of users	=>160 users involved in the engagement	0
Market analysis	Performing of market analysis in order to define and explore the market opportunities to TeNDER ecosystem as a whole.	Versions of analysis Market analysis	>=2	2
Business model development	Development of business Model strategies for TeNDER ecosystem exploitation	versions of Business Model	>=2	1
Exploitation and dissemination planning	Draft an exploitation plan according to previous market analysis.	Submission and revision of an exploitation plan document	>=1	1
Dissemination Reports	Dissemination and exploitation reports	Number of versions of reports	>=2	1
Creation of Sustainable business model with products	Create a sustainable business model with products in the market (at least in 5 countries)	Number of countries involved	>=5	5
Creation of a stakeholders committee	Harmonisation, certification, approval labelling or reliable identification of adequate solutions for integrated care.	Number of stakeholders included in the stakeholders committee	>=10?	4*

* Currently the Advisory board consists of four members, two men and two women respecting a proper gender balance. The board can eventually count one more member in the future.

A descriptive list of the Advisory Board members is provided below:

1) **RES: Erik Kamenjasevic (male)** is a doctoral researcher at the Centre for IT & IP Law (CiTiP) at KU Leuven. In his doctoral thesis, Erik analyses the ethical and legal challenges of new human enhancement technologies. He aims to provide recommendations concerning feasible regulatory options for such a technology to the EU policymakers and lawmakers. In his past and ongoing research, Erik covers e-Health topics dealing with AI, medical devices, open-source hardware, intellectual property rights, privacy, data protection, and cybersecurity. Erik is often presenting at national and international conferences organized by highly ranked institutes (such as the University of Oxford, Harvard Law School, UNESCO). Erik is a founding member of the KU Leuven-funded research group 'Beyond Cosmethics', which deals with misuse/misapplication of ICT ethics.

2) **RES: Dr.-Ing. Jörg Güttler (male)**
Research Associate: Advanced Construction and Building Technology – Automation, Robotics, Services Chair for Building Realisation and Robotics Technische Universität München.
Research Interests: Ambient Assisted Living, health monitoring, disease prevention, embedded sensors, signal analysis, medical devices, wearable robotics, human machine communication.

3) **IND: Nina Remškar (female),** Strategic Healthcare Partner at Roche Slovenia, relations with decision makers and patient groups regarding innovative healthcare. Main expertise: Pharmaceutical Industry, Corporate Communications, Product Launch, Public Relations, Market Research.

4) **IND: Kaja Ciglič (female),** Senior Director, Digital Diplomacy at Microsoft based in Slovenia. Kaja leads Microsoft's work on digital peace, focusing on encouraging international peace and stability online. Previously, she worked on the company's international cybersecurity policy work. Before joining Microsoft, Kaja led the APCO Worldwide's technology practice in Seattle, and worked as a director in APCO Worldwide's Brussels office. She holds a BSC in international relations and history, and a MSC in European politics, both from the London School of Economics.

5.2 Monitoring online tools

In order for the consortium to effectively monitor and assess the project's dissemination activities, and also to accommodate the collection of information relating to these activities, we created an online system consisting of the following documents:

- A template listing partners' participation in events;
- A template listing scientific publications and conferences (the project participants' submissions and publications) in which all partners are asked to fill in the information each time they submit their relevant publications to scientific journals/magazines;
- A template listing TeNDER's innovation factsheets, depicting them and showing how they are linked with the respective work packages where the work was implemented;
- A template for reporting dissemination and exploitation KPIs in order to measure the achieved impact of the project strategy.

6 Conclusion

This document presents TeNDER's Dissemination and Exploitation First Report, which contains all activities performed so far to properly disseminate, as well as exploit all project's achievements, technical and knowledge results.

Dissemination and exploitation activities are integrated throughout the project's work packages as they are recognised as an integral part for the project's success by all partners. Therefore, this document clearly answers "how much" TeNDER's core messages and results have been disseminated and exploited so far.

During the first half of the project, the consortium accomplished a good level of fulfilment as reported above. We have been updating the indicators that have been identified and we evaluate our progress having them in closely in mind.

Although, we have also identified aspects that need to be improved in the following period to improve our efficiency and results. Publishing scientific research outcomes in journals and conferences, as well as collaboration with other projects and initiatives are some indicative activities to be further considered. Also, following the work done for the definition of the business models the consortium will intensify its efforts towards result's exploitation.

REFERENCES

ICT4life. (n.d.). Retrieved from ICT4life website: http://www.ict4life.eu