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Grant Agreement number:	101016834 (H2020-DT-2020-1 – Innovation Action)
Project Full Title:	Hospital Smart development based on AI

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DELIVERABLE

D6.1 – Dissemination, Communication & Ecosystem Building Plan

Dissemination level:	PU -Public
Type of deliverable:	DEC -Websites, patent fillings, videos, etc.
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Executive Summary

This deliverable aims to describe the initial dissemination, communication and ecosystem building plan of the HosmartAI project. This document is the direct outcome of Task 6.1 documenting the plans for the dissemination and communication activities, while also delivering the initial versions of the communications channels (project portal and social media) and dissemination materials (leaflet, poster, project templates).

The strategy here defined will lead the communicative dissemination of the project's presence and its results. The plan defined to achieve the strategy goals will focus on how to raise awareness through the different target groups, the communication and dissemination goals, how to achieve them, the expected results, impact of the project and disseminating the results generated within the project. Furthermore, it will focus on building an ecosystem that will disseminate the project idea, goals, progress and outcomes within stakeholders clustering and decision makers communities to potentiate the commercial exploitation of results and their application.

It has to be noted that this plan is dynamic and will be updated through the HosmartAI project. The communication and dissemination activities will then be analysed and if needed adapted according to the developments of the project, securing the achievement of the before mentioned goals.

Deliverable leader:	Diana Marques (INTRAS)
Contributors:	EIT, INTRA, PHILIPS, VIMAR, GC, TMA, EXYS, F6S, PhE, TGLV, 91, UKCM, IRCCS, SERMAS, CHUL, AHEPA, VUB, AUTH, ETHZ, UM, ITCL, INTRAS, EFMI, HOPE
Reviewers:	Irene Diamantopoulou (INTRA), Carolin Schanz (EIT)
Approved by:	Athanasios Poulakidas, Irene Diamantopoulou (INTRA)

Document History			
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0.6	2021-04-28	INTRAS	Final version for quality checks
1.0	2021-04-29	INTRA	Final version for submission

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Definitions, Acronyms and Abbreviations

Acronym/ Abbreviation	Title
C&D	Communication and Dissemination
CO	Confidential, i.e. only for members of the consortium (including EC Services)
DM	Dissemination Manager
DoA	Description of Action
GA	When referring to a board: General Assembly. When referring to a document: Grant Agreement.
ICT	Information and communications technology
IEM	Innovation and Exploitation Manager
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
PC	Project Coordinator
PU	Public
QM	Quality Manager
ToC	Table of Contents
WP	Work Package

Term	Definition
Beneficiary	EC term used to designate the legal entity which has signed the Grant Agreement. This term is often substituted by the common language term 'partner'.
Consortium	Group of beneficiaries that have signed the Consortium Agreement and the Grant Agreement (either directly as Coordinator or by accession through the Form A).
Consortium Agreement	Contractual document signed by all the beneficiaries (and not the EC), explaining how the Consortium is managed and works together.
Deliverable Leader	Responsible for ensuring that the content of the deliverable meets the required expectations, both from a contractual point of view and in terms of usage within the project. Is also responsible for ensuring that the deliverable follows the deliverable process and is delivered on time.
Description of Action	Annex 1 to the Grant Agreement. It contains information on the work packages, deliverables, milestones, resources and costs of the beneficiaries, as well as a text with a detailed description of the action. The DoA is made of Part A (structured data collected in web forms and workplan tables) and Part B (text document describing the action elements).
Dissemination	EC term for communication of information to a wide audience.
Grant Agreement	Contractual document which defines the contractual scope of the HosmartAI project. It is signed between the EC and the beneficiaries.

1 Introduction

1.1 Project Information

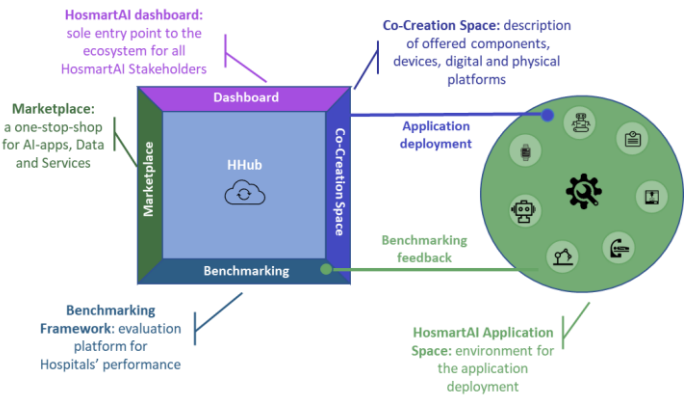
VISION

The HosmartAI vision is a strong, efficient, sustainable and resilient European **Healthcare system** benefiting from the capacities to generate impact of the technology European Stakeholders (SMEs, Research centres, Digital Hubs and Universities).

MISSION

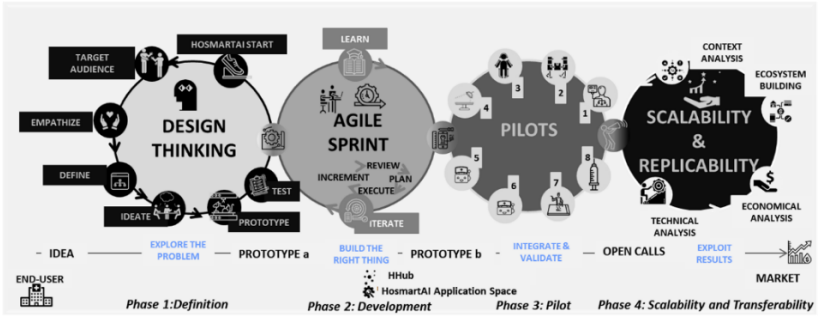
The HosmartAI mission is to guarantee the **integration** of Digital and Robot technologies in new Healthcare environments and the possibility to analyse their benefits by providing an **environment** where digital health care tool providers will be able to design and develop AI solutions as well as a space for the instantiation and deployment of a AI solutions.

HosmartAI will create a common open Integration **Platform** with the necessary tools to facilitate and measure the benefits of integrating digital technologies (robotics and AI) in the healthcare system.



A central **hub** will offer multifaceted lasting functionalities (Marketplace, Co-creation space, Benchmarking) to healthcare stakeholders, combined with a collection of methods, tools and solutions to integrate and deploy AI-enabled solutions. The **Benchmarking** tool will promote the adoption in new settings, while enabling a meeting place for technology providers and end-users.

Eight Large-Scale Pilots will implement and evaluate improvements in medical diagnosis, surgical interventions, prevention and treatment of diseases, and support for rehabilitation and long-term care in several Hospital and care settings. The project will target different **medical** aspects or manifestations such as Cancer (Pilot #1, #2 and #8); Gastrointestinal (GI) disorders (Pilot #1); Cardiovascular diseases (Pilot #1, #4, #5 and #7); Thoracic Disorders (Pilot #5); Neurological diseases (Pilot #3); Elderly Care and Neuropsychological Rehabilitation (Pilot #6); Fetal Growth Restriction (FGR) and Prematurity (Pilot #1).



To ensure a user-centred approach, harmonization in the process (e.g. regarding ethical aspects, standardization, and robustness both from a technical and social and healthcare perspective), the **living lab** methodology will be employed. HosmartAI will identify the appropriate instruments (**KPI**) that measure efficiency without undermining access or quality of care. Liaison and co-operation activities with relevant stakeholders and **open calls** will enable ecosystem building and industrial clustering.

HosmartAI brings together a **consortium** of leading organizations (3 large enterprises, 8 SMEs, 5 hospitals, 4 universities, 2 research centres and 2 associations – see Table 1) along with several more committed organizations (Letters of Support provided).

Table 1: The HosmartAI consortium.

Number[1]	Name	Short name
1 (CO)	INTRASOFT INTERNATIONAL SA	**INTRA**
1.1 (TP)	INTRASOFT INTERNATIONAL SA	**INTRA-LU**
2	PHILIPS MEDICAL SYSTEMS NEDERLAND BV	**PHILIPS**
3	VIMAR SPA	**VIMAR**
4	GREEN COMMUNICATIONS SAS	**GC**
5	TELEMATIC MEDICAL APPLICATIONS EMPORIA KAI ANAPTIXI PROIONTON TILIATRIKIS MONOPROSOPIKI ETAIRIA PERIORISMENIS EYTHINIS	**TMA**
6	ECLEXYS SAGL	**EXYS**
7	F6S NETWORK IRELAND LIMITED	**F6S**
7.1 (TP)	F6S NETWORK LIMITED	**F6S-UK**
8	PHARMECONS EASY ACCESS LTD	**PhE**
9	TERAGLOBUS LATVIA SIA	**TGLV**
10	NINETY ONE GMBH	**91**
11	EIT HEALTH GERMANY GMBH	**EIT**
12	UNIVERZITETNI KLINICNI CENTER MARIBOR	**UKCM**
13	SAN CAMILLO IRCCS SRL	**IRCCS**
14	SERVICIO MADRILENO DE SALUD	**SERMAS**
14.1 (TP)	FUNDACION PARA LA INVESTIGACION BIOMEDICA DEL HOSPITAL UNIVERSITARIO LA PAZ	**FIBHULP**
15	CENTRE HOSPITALIER UNIVERSITAIRE DE LIEGE	**CHUL**
16	PANEPISTIMIAKO GENIKO NOSOKOMEIO THESSALONIKIS AXEPA	**AHEPA**
17	VRIJE UNIVERSITEIT BRUSSEL	**VUB**
18	ARISTOTELIO PANEPISTIMIO THESSALONIKIS	**AUTH**
19	EIDGENOESSISCHE TECHNISCHE HOCHSCHULE ZUERICH	**ETHZ**
20	UNIVERZA V MARIBORU	**UM**

[1] CO: Coordinator. TP: linked third party.

Number[1]	Name	Short name
21	INSTITUTO TECNOLÓGICO DE CASTILLA Y LEON	**ITCL**
22	FUNDACION INTRAS	**INTRAS**
23	ASSOCIATION EUROPEAN FEDERATION FORMEDICAL INFORMATICS	**EFMI**
24	FEDERATION EUROPEENNE DES HOPITAUX ET DES SOINS DE SANTE	**HOPE**

1.2 Purpose, context and scope

The Dissemination, Communication & Ecosystem building Plan constitutes a public dissemination deliverable, led by INTRAS (T6.1 leader), co-lead by EIT (T6.2 leader), and marked as one of the means to verify the MS1: "Identification of HosmartAI, Requirements and User Stories, Initial preparation of the Data Handling Plan, Communication roadmap". It is a document of the utmost importance as it reflects the strategy of how to communicate the presence of the HosmartAI project and to deliver its messages to different audiences.

This document, delivered in the first four months of the HosmartAI lifetime, is the direct outcome of T6.1 - "Public awareness and dissemination planning, Implementation and Monitoring". In general terms, D6.1 documents the plans for the dissemination and communication activities, delivers the initial versions of the communications channels (project portal and social media) and dissemination materials (leaflet, poster, project templates), while also describes a plan to disseminate the project idea, goals, progress and outcomes within stakeholders clustering and decision makers communities to potentiate the commercial exploitation of results and their application.

The Dissemination, Communication & Ecosystem building Plan aims to:

- Define a solid communication strategy.
- Outline the main objectives of the dissemination actions.
- Identify the target audience for each dissemination objective.
- Define the tools and channels to be used and the activities required to reach targeted groups.
- Identify the dissemination and communication Key Performance Indicators (KPIs).
- Explain how the dissemination activities will support the exploitation activity.
- Illustrate how the HosmartAI project will collaborate with other EC projects.
- Explain the Ecosystem Building plan that raises awareness and the engagement from dedicated industrial and decision-making communities.
- Pave a way into communities that hold more potential in commercially exploiting the results and applying them in daily practice and in regional or even national extent, namely industrial actors and decision-makers – corporate, societal as well as political.
- Define how the dissemination activities will be carried out.

1.3 Structure and Content

The document is comprised of the following chapters:

Chapter 1 presents an introduction to the project and the document.

Chapter 2 defines HosmartAI concept, objectives, appropriate main messages to each target audience and the communication and dissemination teams within each project partner.

Chapter 3 describes the communication and dissemination strategy, namely, the main messages for each target group, the project's phases, the KPIs defined for the communication and dissemination mechanisms and the strategy defined.

Chapter 4 outlines the plan to build the project's ecosystem.

Chapter 5 describes HosmartAI Communication and Dissemination Plan created to reach the project's objectives.

Chapter 6 delineates the communication and dissemination log and the impact assessment.

Chapter 7 provides the communication policy with the associated confidentiality and the project partners' commitments.

Chapter 8 provides an overview of the project's main dissemination/communication tool, the project's website.

Chapter 9 provides a summary and conclusions of the Communication, Dissemination and Ecosystem Building Plan.

2 The HosmartAI project

2.1 Vision and Goals

The HosmartAI **vision** is to support the creation of a strong, efficient, sustainable and resilient European healthcare system benefiting from the AI capacities of European technology stakeholders (SMEs, Research centres, Digital Hubs and Universities) to generate impact.

The HosmartAI **mission** is to facilitate the integration of Digital and Robot technologies in new Healthcare environments and the opportunity to analyse their benefits by providing an environment where digital health care tool providers will be able to design and develop AI solutions as well as a space for the instantiation and deployment of AI solutions.

2.2 Impact

Overall, the HosmartAI project aims to boost an effective, efficient, sustainable and resilient European healthcare system through the digital transformation. This necessity arises from the challenges that the European healthcare system encounters in the present, with the tendency to increase in the future, coupled with the new opportunities in digital tools that research has developed. In this context, HosmartAI is designed to impact medical diagnosis, surgical interventions, prevention and treatment of diseases, and support for rehabilitation and long-term care in several Hospital and care settings. This impact will be accomplished through the technological developments in the fields of AI and robotics, that can provide significant cost savings and could lead to quality improvements in many hospital processes.

Concretely, to achieve this purpose, HosmartAI will create a common open Integration Platform integrating existing digital and robotic technologies in new healthcare environments and the possibility to analyse their benefits by providing a setting in which providers of digital healthcare and care tools will be able to design and develop AI solutions. There will be also space for the establishment and deployment of these solutions. This space will contemplate the development of eight large-scale pilots that will involve 3000 patients, 300 healthcare professionals and 600 stakeholders including healthcare managers in 5 different European regions. Thereby, the project will contribute to developing platforms that are trustworthy and secure, so regulatory reviews can be made quickly, and facilitate the manufacturer's production resources at low cost on a massive scale. These AI and digital solutions could also contribute to more effective and automated work management processes, while offering continuous training for health and care workers.

In order to maximise the project impact, HosmartAI covers six discrete categories: 1) Dissemination activities; 2) Communication activities; 3) Research Data Management activities; 4) Exploitation planning activities; 5) Business planning activities; 6) IPR management activities. This deliverable covers only the plan to achieve results for categories 1) and 2).

For the first category, Dissemination activities, HosmartAI will focus on the dissemination of scientific knowledge generated within the context of the project, namely the dissemination

of the project's scientific and technological results, mainly through publications and presentations in conferences.

Finally, for the second category, Communication activities, HosmartAI will focus on raising awareness about the project through electronic and non-electronic means, through interactive and non-interactive activities, like maintaining the project portal and ensure presence in social media.

2.3 Communication and dissemination objectives

The communication and dissemination activities represent a critical element to maximise the project's impact.

2.3.1 Communication Objectives

The communication activities are driven through the following objectives, which are directly linked with the different phases of the project and the corresponding targeted audiences:

- To create awareness of the project among the full range of potential adopters/users in the general public.
- To provide a clear view of the project's concept, goals and results by formulating adapted key messages, and preparing communication material.
- To create an active community of potential users and collect feedback to be considered by the project's activities.
- To prepare the ground for the exploitation of the project's results.
- To support targeted dissemination of the project's results.

2.3.2 Dissemination Objectives:

Dissemination activities are oriented to inform about the scientific and technological knowledge generated in the context of the project, aiming to ensure both a mid– and long-term impact by informing the European target audiences (Section 2.5 describes the different target audiences).

The dissemination strategy is aligned with the following objectives:

- Maximize HosmartAI outreach in the target audiences via appropriate key messages.
- Diffuse the scientific and technological knowledge generated in the project within and beyond the project's consortium.
- Establish liaisons with other projects and initiatives for knowledge and innovation transfer.
- Engage the targeted audiences to get feedback, validate and ensure broad applicability of the project's results.
- Attract potential users/clients, foster the acceptance of the project's outcomes by new and current users and stimulate the appropriate market segments to support the project's exploitation strategy.
- Encourage the development of further outcomes in new initiatives.

2.4 Communication and dissemination team

The communication and dissemination objectives will be reached through the activities of all partners: individually, through each partner's entity activities; and collectively, through the partner's contribution to the global strategy.

The communication and dissemination strategy will be monitored and coordinated by the Dissemination Manager (DM), by INTRAS. The DM will work closely with the IEM and the PC to achieve a perfect balance between dissemination and exploitation taking into account the IPR. It will be also in charge of managing communications with various communities such as national manufacturing initiatives, innovation clusters in manufacturing, clusters focused on health and wellbeing innovations and its deployment, and more.

Each partner designates a member or a team who will be in charge of the communication and dissemination activities and relating aspects that may occur, and will be in contact with the DM.

Table 2: Communication and Dissemination Team Members of each partner.

Partner	Team Member(s)
INTRA	Irene Diamantopoulou, Thanasis Poulakidas
PHILIPS	Robert Hofsink
VIMAR	Nicola Bettin, Alberto Pomella
GC	Pauline Loygue
TMA	Angelos Kynigalakis, Emmanouel Georgoudakis, Philip Sotiriades
EXYS	Anna Tramontini, Angelo Consoli
F6S	Iwa Stefanik
PhE	Magda Chatzikou, Declan O' Byrne
TGLV	Oksana Vilne
91	Arber Baraliu, Bleron Baraliu
EIT	Carolin Schanz
UKCM	Maja Molan
SCI	Marco Marino, Adrea Turolla, Sara Federico, Marco Marino
SERMAS	Santi Rello Varona
CHUL	Marcela Chavez
AHEPA	Marianna Fotiadou, Fostira Kyriakideli
VUB	Hans De Canck
AUTH	Vasilis Charisis, Evangelos Logaras, Despoina Mantziari
ETHZ	Christophe Chautems
UM	Izidor Mlakar, Nejc Plohl, Mateja Hanžurej
ITCL	Marteyn van Gasteren
INTRAS	Diana Marques, Rosa Almeida
EFMI	Lacri Stoicu-Tivadar, Patrick Weber, John Mantas
HOPE	Pascal Garel, Laurie Andrieu

2.5 Stakeholders Identification/Target Audience

Communicate and disseminate different messages through previously selected groups, maximizes the outreach of the project existence and the knowledge generated in its lifetime. Therefore, this plan includes a division of the different target audiences and the appropriate strategy and channels to disseminate these messages in an efficient manner (see Table 3). These different groups enable HosmartAI to increase the impact of the different dimensions of the project, from the Platform to the large-scale pilots.

Table 3: Target audiences and main C&D channels.

Target	Description	Strategy	Main C&D Channels
Health Industry Stakeholders	Health advocacy groups, national professional associations, hospitals, Long Term Care facilities, Home care providers, physicians, insurance companies, pharmaceutical firms	i) Utilisation of project's results in everyday operations; ii) Strengthened innovation by blending with in-house artefacts; iii) Training on project's outcomes; iv) Participation in the project's events; v) Exploitation of project's open source results; vi) Inspiration for new ideas and applications	Clinical application specialist networks, clinical key opinion leaders. National and international conferences. Medical conferences. Hospital and insurance funds forums. Newsletters. Social Media. Project's Website. National and local media. Personal conversations. Partners Hospital and the clinics Websites. Mailing lists. Scientific journals. Research Groups websites. Research gate. Co-Creation Workshops or Challenge Days. Participation in project's events.
Researchers and Academia	Individuals and universities engaged in research initiatives and/or working in research/academic institutes conducting research on health, AI and robotics	i) Further advancements in AI, robotics research through extension / reuse of the project's outputs in the health sector and in other application domains; ii) Inspiration for future research	Social Network. Co-Creation Workshops or Challenge Days. National and international conferences participation. Participation in the project's events. Connection with Living Labs Communities and European Networks. Presentation of the AI and the HosmartAI technology in the frame of academic master courses and

Target	Description	Strategy	Main C&D Channels
		initiatives based on the project's concept and results; iii) Participation in the project's events	workshops, of European Universities and forums. Newsletters. Personal conversations. Social media. Mailing lists. National and international conferences. Research Groups websites. Scientific journals. National and international conferences. Publication in journals and presentations at conferences. Website.
Industry Associations & Technology Clusters	European initiatives & clusters. EU national unions related to AI and robotics	i) Inclusion of project's results to collaborative research activities (roadmap, white papers, position papers); ii) Dissemination of project's results to their members; iii) Bilateral participation in events for knowledge exchange	Associations and clusters of which the company is a member. Relevant associations and clusters. Newsletters. Personal conversations. Social media. Project's website. Partner's Hospitals and the clinics Websites. Mailing lists. National and local media. Research Groups websites. National and international conferences Innovation & Technology Fairs & Networking Events Co-Creation Workshops or Challenge Days.
Participants, project partners and relevant stakeholders active in the H2020 related to AI and robotics in health sector		i) Identification of common topics; ii) Synergies and collaborations for results promotion; iii) Enhancing innovation through results combination; iv) Co-organisation of events; v) Research Agenda	Social Media National and local media. Project's website. Connection with Living Labs Communities and European Networks. Connect to other relevant projects/programs to update on relevant achievements and identify synergies. Sharing information with H2020 projects. Joint participation (with HosmartAI

Target	Description	Strategy	Main C&D Channels
		formulation	project partners) to European conferences and clustering initiatives. Social media. Project's Website. Newsletters. Personal conversations. Partner's Websites. Mailing lists. Scientific journals. National and International conferences. Innovation & Technology Fairs & Networking Events.
Policy makers, Standardisation Organisations	at any level, e.g. EC Directorates and Units, Ministries and Governments, Regulatory Agencies	i) Evaluation of the project's Social - Technological - Economic - Environmental - Political (STEEP) aspects; ii) Definition of future research and innovation directions for the EC initiatives, considering the project's acquired knowledge and experience; iii) Inputs for standardization activities	Presentation to Health Economics & Health Policy Organisations. Social media. Project's websites. Conferences. Conversations/ meetings. Partner's Websites. Mailing lists. Newsletters. National and Local Media. Connection with Living Labs Communities and European Networks.
General Public	Individuals who benefit from the project outcomes	Acquire new experiences and utilize the project results in scenarios that are addressed to the general public for gathering feedback	Social Media. Project's Website. Industry journal. Newsletters. National and local media. Participation in public workshops, interviews (online interviews, press, radio). Local conferences and workshops, using press releases. Partner's Websites.

Target	Description	Strategy	Main C&D Channels
			Social Media channels of the researchers involved. Mailing lists. Research Gate.

3 Strategy

3.1 Key Focus Areas and Messages

The central message that the Project wants to convey is that HosmartAI aims to be one of the major agents in the digital transformation of the European health care sector.

HosmartAI will gather the most efficient, effective and economical solutions to address the challenges that the European Health sector is facing today with the tendency to increase in severity. The HosmartAI project has been structured to match the requirements for being a first seller within the reality of a European AI as an "Ecosystem of Trust" and "Ecosystem of Excellence", in line with what EU institutions are promoting.

HosmartAI presented solutions will support the objective of the Union to be a global leader in the development of secure, trustworthy and ethical artificial intelligence as stated by the European Council[2] and ensures the protection of ethical principles as specifically requested by the European Parliament[3]. And will be in adherence to the key ethical requirements: i) Human agency and oversight, ii) Technical robustness and safety, iii) Privacy and Data Governance, iv) Transparency, v) Diversity, non-discrimination and fairness, vi) Societal and environmental well-being and vii) Accountability.

These pillar messages will be reflected under key messages, according to the audience that the activity wants to reach:

- General Public, end-users, stakeholders and policy makers Key Messages:
  - HosmartAI will work in a multidisciplinary approach.
  - HosmartAI will work under the premise that co-construction with stakeholders and citizens is the only way to develop a viable healthcare system accepted by end-users.
  - HosmartAI will prioritise citizens' secure access to their health data.
  - HosmartAI will prioritise personalised medicine through shared European data infrastructure.
  - HosmartAI will prioritise citizen empowerment with digital tools for user feedback and person-centred care.
  - HosmartAI will promote a trustworthy AI system that is lawful, ethical and robust in order to avoid causing unintentional harm.
  - HosmartAI will implement and evaluate improvements in medical diagnosis, surgical interventions, prevention and treatment of diseases, and support for rehabilitation and long-term care in several Hospital and care settings.
- Research and Academia Key Messages:

[2] See the European Council, Special meeting of the European Council (1 and 2 October 2020) – Conclusions, EUCO 13/20, 2020, p. 6.
[3] See the European Parliament resolution of 20 October 2020 with recommendations to the Commission on a framework of ethical aspects of artificial intelligence, robotics and related technologies, 2020/2012(INL).

  - HosmartAI will work under the premise that co-construction with stakeholders and citizens is the only way to develop a viable healthcare system accepted by end-users.
  - HosmartAI will focus on the delivery and deployment in the real environment of the HosmartAI platform.
  - HosmartAI will prioritise privacy and ethics by design
  - HosmartAI will work under a rigorous and self-standing methodology.
  - HosmartAI will invest in synergies with other projects.
  - HosmartAI will work in a multidisciplinary approach.
- Business Key Messages:
  - HosmartAI will evaluate and exploit the most efficient and effective digital solutions to the European market.
  - HosmartAI will evaluate the scalability of the ecosystem.

To comply with the obligations of the Grant Agreement signed with European Commission, any communication activity of the HosmartAI project, will contemplate the European Union emblem and it will include the text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016834". – for communication activities.

"*This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016834".* – for infrastructure, equipment and major results. Consult Section 3.4.2.4 for the description of the HosmartAI sticker made for this necessity.

3.2 Project's Phases

3.2.1 First phase (M1-M12): Action for Dissemination Awareness

During the first year of the project lifetime, from M1 to M12, the communication and dissemination plan will focus on actions for dissemination for awareness.

Within this first period, a solid communication and dissemination strategy will be carried out focusing on raising public awareness, establishing the main message and the visual presence to transmit during the project's lifetime.

The target groups and the appropriate main channel to reach these groups were identified and will be used to plan the communication and dissemination activities accordingly.

These communication activities (and associated materials) will be the main means to promote HosmartAI to all target groups, to provide a clear view of the project concept and goals, to create an active community of potential users, and collect feedback to be considered in the project's activities and to support target dissemination of HosmartAI results. The dissemination activities will maximize HosmartAI outreach in the target groups, will also establish liaisons with other projects and initiatives for knowledge and innovation transfer. Further explanation of the planned activities can be found in Sections 3.4 and 3.5.

The target audiences will be reached mainly through online media, and also through physical communication materials, such as the project's poster, placed in areas of interest that each partner will decide.

3.2.2 Second phase (M13-M24): Understanding and promoting clustering activities

During the second year, from M13 to M24, the plan will focus on the development of dissemination actions to groups of interest for understanding, promoting clustering activities amongst the industrial communities and all stakeholders involved in the Health and Care domains (with emphasis on the AI and robotics).

Within the second phase, the communication and dissemination activities will continue with high intensity, aiming at all target audiences through the appropriate main channels. The strategy will focus on disseminating the knowledge being produced through the project, and also on informing and interacting with stakeholders and users.

The communication activities (and associated materials) will keep focusing on promoting HosmartAI to all target groups, providing a clear view of the project concept and goals, creating an active community of potential users and collecting feedback to be considered in the project's activities and supporting target dissemination of HosmartAI results. Whilst the dissemination activities will aim at HosmartAI outreach in the target audiences via the appropriate key messages previously defined, will also aim to diffuse the scientific and technological knowledge generated in the project within and beyond the HosmartAI consortium, establish and encourage liaisons with other projects and initiatives for knowledge and innovation transfer, and to engage the target audiences to get feedback, validate and ensure broad applicability of the project's results. Further explanation of the planned activities in Sections 3.4 and 3.5.

3.2.3 Third phase (M25-M41): Dissemination of project results to the stakeholders

During the third project year, from M25-M41, will illustrate communication techniques in order to disseminate all the project' results achieved to stakeholders.

Within the third phase, the communication and dissemination activities will continue to proceed in high intensity, aiming to reach all target audiences through the appropriate main channels. The strategy will concentrate on promoting HosmartAI results and on the intensification of communication activities.

The communication activities (and associated materials) will keep focusing on promoting HosmartAI to all target groups, providing a clear view of the project concept and goals, creating an active community of potential users and collect feedback to be considered in the project's activities and supporting target dissemination of HosmartAI results. These activities also prepare the ground for the exploitation of the project's results. Whilst the dissemination activities will keep diffusing the scientific and technological knowledge generated in the project within and beyond the HosmartAI consortium, establish and encourage liaisons with other projects and initiatives for knowledge and innovation transfer, and engage the target

audiences to get feedback, validate and ensure broad applicability of the project's results. As well as to attract potential users/clients foster the acceptance of the project's outcomes by new and current users and stimulate the appropriate market segments to support the project's exploitation strategy. Further explanation of the planned activities in Sections 3.4 and 3.5.

3.2.4 Forth phase: Post-project Communication

It needs to be noted that an additional phase, "Phase IV: Post-project Communication", is also envisaged. This final phase would be developed during the project and will cater for the further promotion and exploitation of the project's results beyond the contractual implementation. In fact, the creation of a community of interested stakeholders and potential users is anticipated to ensure sustainability and transfer of data and knowledge beyond the project duration, ensuring in such a way the continuation of research and the increased take-up of results.

3.3 Key performance indicators and project visibility

The Dissemination, Communication & Ecosystem building Plan, included in WP6 "Dissemination, Communication and Ecosystem Building", integrates one of HosmartAI business objectives (B.O-2). This objective aims to: ensure wide communication and scientific dissemination of the innovative HosmartAI results to the research and academic communities; promote clustering activities amongst the industrial communities and all stakeholders involved in the Health and Care domains (with emphasis on the AI and robotics); contribute to relevant standardization bodies; and to collaborate and align with the EU Digital Innovation Hub networks and platforms.

The measurable outcomes of this business objective are the following:

- R4. Communication Roadmap that describes the communication activities, awareness generation plan with identified opportunities, target groups & specific actions. It is delivered within this deliverable (D6.1.) and it is one of the measures for milestone MS1.
- R5. (Periodic) dissemination activities reports, documenting the dissemination and standardization activities. These reports are delivered by M19 and M41, included in the D6.4 and D6.5 (respectively), and represent one of the marks of the milestone MS5 and MS9.
- R6. (Periodic) communication activities reports, documenting the communication and stakeholders' engagement activities. These reports are delivered by M19 and M41, included in D6.4 and D6.5 (respectively), and represent one of the marks of the milestones MS5 and MS9.
- R7. (Periodic) clustering activities and ecosystem building reports, documenting the stakeholders clustering and decision makers engagement (delivered by M18/M40 - D6.2, D6.2 and milestone MS5/MS9).

The key performance indicators (KPIs) to measure the efficiency of the communication and dissemination mechanisms are described in the next two subsections.

3.3.1 Communication Mechanisms KPIs

Within the HosmartAI project's life, the key performance indicators for the communication mechanisms are the following:

- **Project's Website:** expected more than 5000 unique visitors, with approximately 2 min average duration of visits, and more than 5000 page views.
- **HosmartAI Social Media Presence:** expected more than 750 accumulative followers, more than 1000 accumulative posts, and more than 250 interactions and 40 Klout score.
- **HosmartAI Blog:** expected more than 50 posts, with more than 100 interactions.
- **Media**: expected more than 8 press releases.
- **Communication Material:** expected 6 e-Newsletters and more than 8 projects' factsheets/brochures and banners, 5 videos and 6 blog posts in EC mechanisms.

3.3.2 Dissemination Mechanisms KPIs

Within the HosmartAI project's life, the key performance indicators for the dissemination mechanisms are the following:

- **Organisation of Project Event:** expected 8 workshops and 2 Demo Events organized by HosmartAI.
- **Participation in Conferences & Workshops:** expected the participation in more than 20 events, presentation of results in more than 15 events, and demonstration of results in booths in more than 4 events.
- **Scientific Publications:** expected more than 20 Conference Publications, 4 Journal Publications and 8 articles in industry magazines.
- **Community Building/Engagement with Stakeholders:** expected more than 500 industry contact points and more than 50 active industry stakeholders; additionally, it is expected more than 10 industry communities informed about the project and more than 2 webinars.
- **Collaboration and synergies with projects:** expected synergies with more than 5 projects and more than 5 joint activities.
- **Internal Dissemination in partner's network:** expected more than 8 internal partners events, 10 links to the project's website and 4 pilot training sessions.
- **Standardization Contributions:** expected more than 2 liaison working groups and presentation of project results in 2 standardization meetings.

3.4 Communication strategy and activities

All actions that contribute to the dissemination of the project's results beyond the consortium and the direct stakeholders are considered as Communication activities.

In essence, the main objective of the communication activities is to maximize the project's innovation potential and to attract a wide range of stakeholders who are invited to embrace the project's results and benefit from the project's advancements. In this direction, the project will:

- Define concrete and measurable objectives for the communication activities and will link these objectives with the appropriate target groups.
- Implement a solid, modern and inclusive communication strategy, accompanied by a realistic plan to reach these objectives.
- Set up the different channels, tools and mechanisms that will be used to implement the communication plan and reach the targeted audiences.
- Define the guidelines for the implementation of communication and dissemination actions (e.g., project identity, messages to convey, internal reporting rules, etc.).
- Put into action an iterative communication and learning process, which shall measure the level of response per communication mechanism and interpret the corresponding insights.
- Closely monitor the impact of the communication activities in order to be able to apply corrective actions whenever necessary and identify opportunities that can maximize visibility.

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

The strategy of communication mechanisms that will be established through the three phases of the project's lifetime are described and depicted in Figure 1.

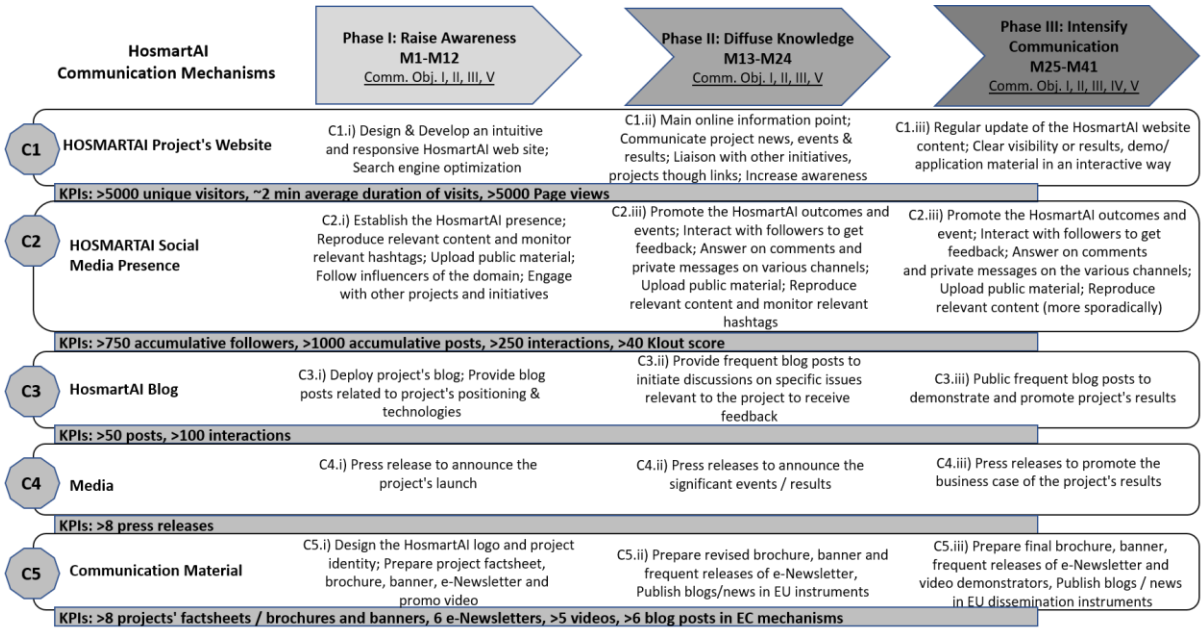


Figure 1: Communication Mechanisms.

In the first phase of the project, during the first year (M1 to M12), on a communication level, the strategy will aim to raise awareness. Concretely, it will focus on:

- Designing and developing an intuitive and responsive HosmartAI website; Search engine optimisation.

- Establish the project presence, reproducing relevant content and monitor relevant hashtags, upload public material, follow influencers of the domain and engage with other project initiatives.
- Deploying the project's blog, providing blogposts related to the project's positioning and technology.
- Producing a press release to announce the project's launch.
- Designing the logo and corporate identity, preparing communication materials, i.e., factsheet, brochure, banner, e-Newsletter and promo video.

In the second phase of the project, during the second year (M13 to M24), on a communication level, the strategy will aim to diffuse knowledge. Concretely, it will focus on:

- Main online information point, communicating project news, events and results, liaisons with other initiatives, projects through links and increase awareness.
- Promoting the project's outcomes and events, interacting with followers to get feedback, answering on comments and private messages on various channels, uploading public material and reproducing relevant content whilst monitoring relevant hashtags.
- Providing frequent blog posts to initiate discussions on specific issues relevant to the project to receive feedback.
- Conducting press releases to announce the significant events/results.
- Preparing revised brochure, banner and frequent releases of e-Newsletter and publishing blogs/news in EU dissemination instruments.

In the third phase of the project, during the third year (M25 to M41), on a communication level, the strategy will aim to intensify the communication activities. Concretely, it will focus on:

- Regularly updating the website content, provide results in an interactive way.
- Promoting the project's outcomes and events, interacting with followers to get feedback, answering comments and private messages on the various channels, uploading public material and reproducing relevant content.
- Publishing frequent blog posts to demonstrate and promote project's results.
- Preparing final communication materials, such as brochure, banner, e-Newsletter and video demonstrators, and publishing the blogs/news in EU dissemination instruments.

3.4.1 Project identity

As part of the strategy, a brand HosmartAI identity has been designed for the project dissemination and communication activities.

3.4.1.1 Project logo

The HosmartAI logo is presented below (Figure 2). Its associated concept is health and technology represented by the cross and the robotic arm. Three colours are used to differentiate the three words that make up the logo.

Figure 2: HosmartAI logo.

3.4.1.2 Project Logo Variations

Figure 3: HosmartAI logo variations.

3.4.1.3 Graphical layout guidelines

As part of the communication materials, the template for official deliverables, minutes from internal meetings, working documents and PowerPoint templates were designed and delivered to partners. Examples are presented below (Figure 4 and Figure 5).

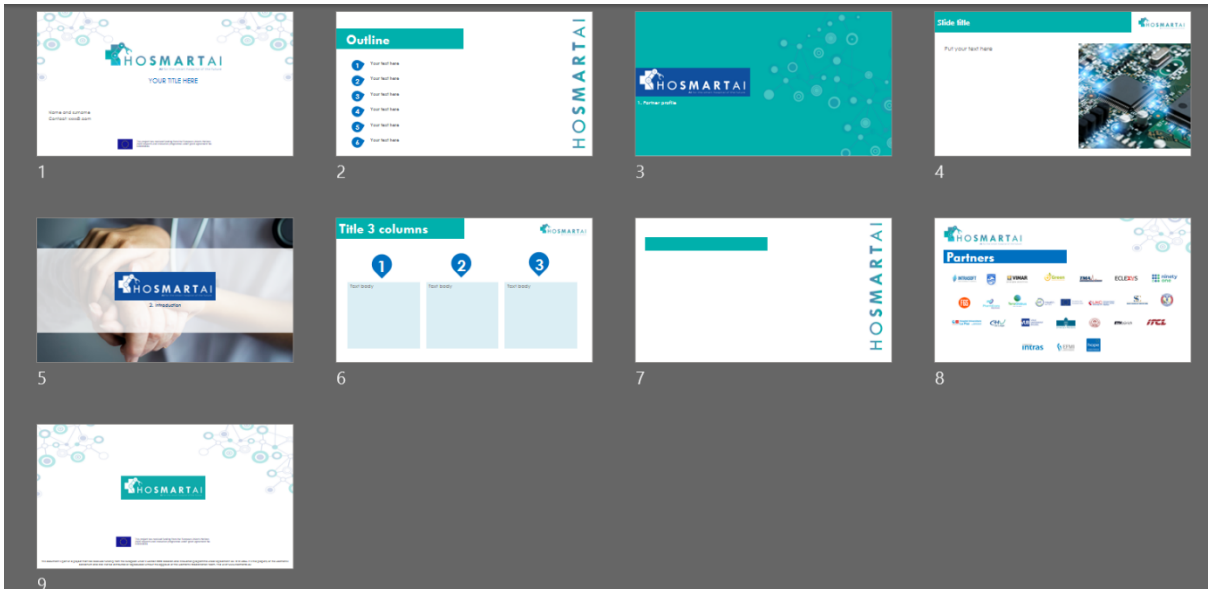


Figure 4: PowerPoint template.

Project Acronym: HosmartAI
Grant Agreement number: 101016834 (H2020-DT-2020-1 – Innovation Action)
Project Full Title: Hospital Smart development based on AI

HOSMARTAI
AI for the smart hospital of the future

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016834

MINUTES OF MEETING

Kick-Off Meeting

Date(s)	
Place:	
Status - version, date:	Draft – v0.1, 2021-03-11
Dissemination level:	CO -Confidential, only for members of the consortium (including the Commission Services)

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Figure 5: MoM Template.

3.4.2 Communication Materials

3.4.2.1 Poster

The first poster was created (the only one for the time being) to launch at the end of M4. This poster was created after a participatory definition with the communication and dissemination team members. The final result can be seen below (Figure 6).

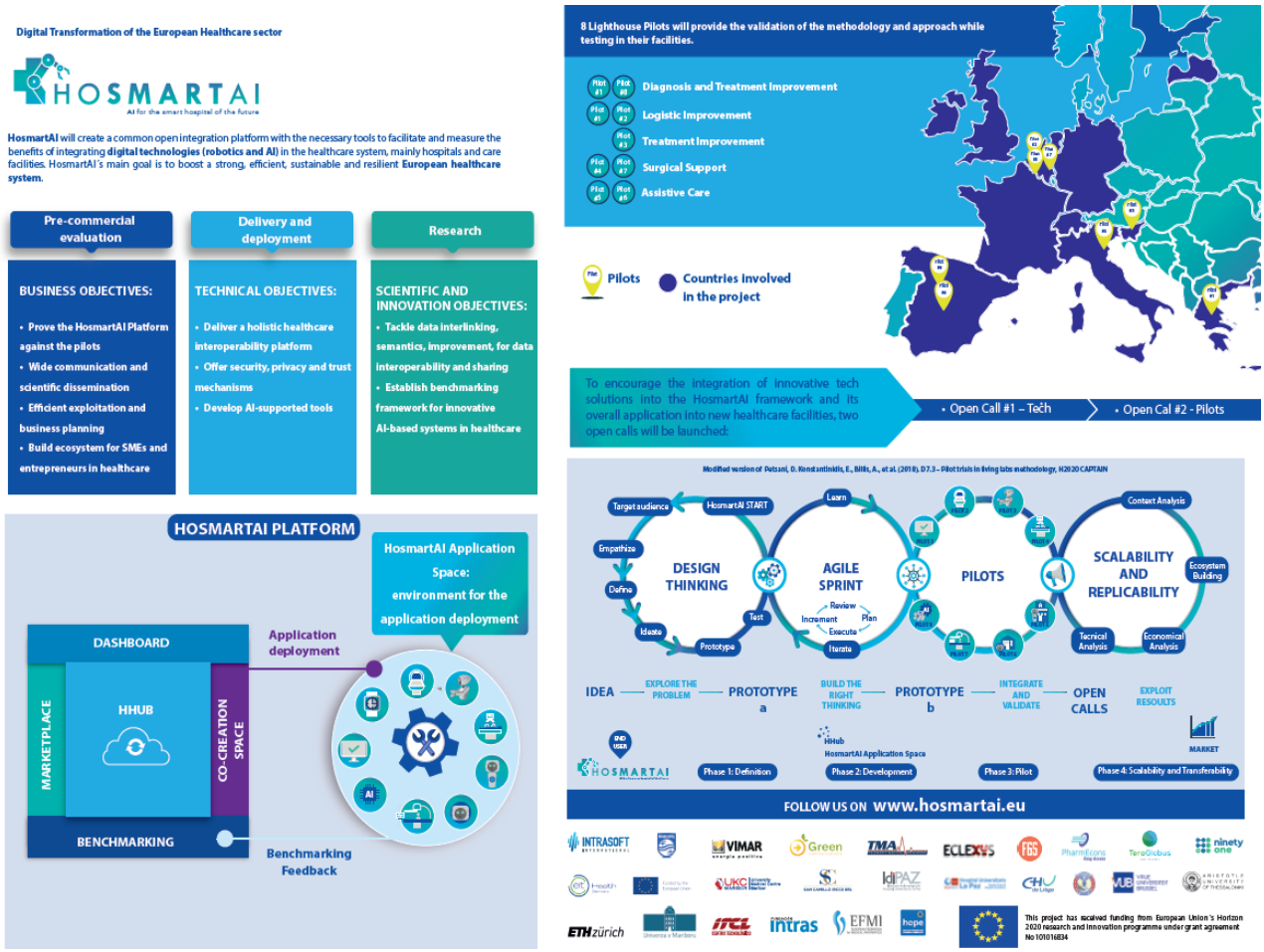

Figure 6: HosmartAI poster.

3.4.2.2 Factsheets/Brochures

According to the DoA, it will be expected the creation of, at least, 8 factsheets/brochures. The first factsheet, to launch to the general audience on M4 is presented below (Figure 7). Each factsheet will contain the most relevant information related to the project. Furthermore, to enhance the range of these materials, it will be announced in social media and will be given the possibility to be downloaded from the web.

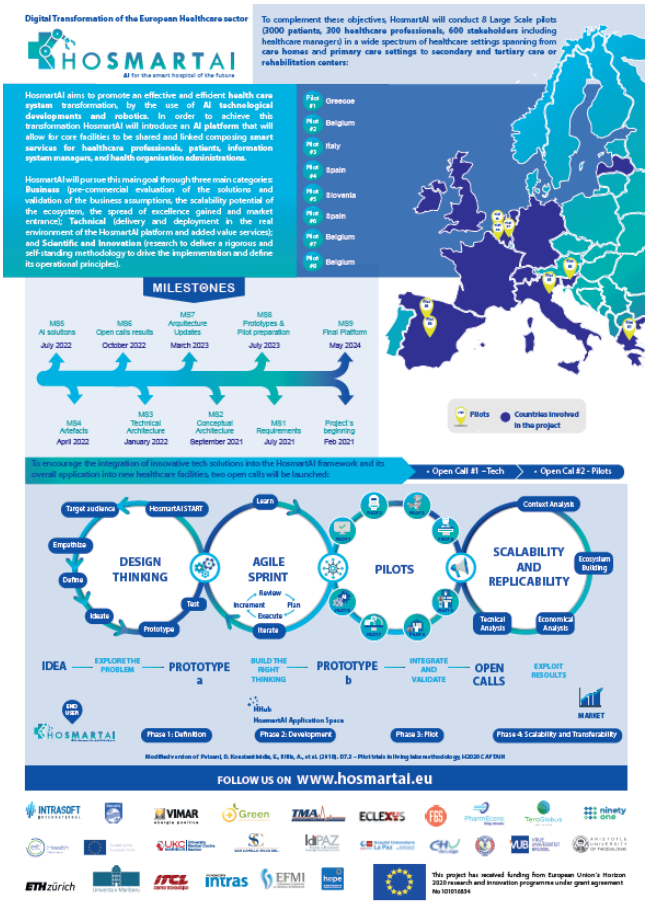

Figure 7: HosmartAI Factsheet #1.

3.4.2.3 E-Newsletter

As stated in the DoA, it will be expected the creation of 6 e-Newsletters, to be published around M7, M18, M24, M30, M36 and M41. These e-Newsletters will be published in the project's website and distributed to subscribers. Each newsletter will contain issues related to the project, such as news and progresses, events to be attended or already attended and milestones. Furthermore, to enhance the range of these materials, it will be announced in social media, the website blog section and will be able to be downloaded from the web.

3.4.2.4 Sticker

As previously explained, for purposes of marking purchased equipment to identify the funding agency and the project related to this equipment, a sticker was designed (see Figure 8). This sticker design was provided to all partners in order to give access to print this material, according to each partner's need. This communication material was design for a 50x71mm size, includes the project's logo, the EU emblem, funding text – *"This equipment is part of HosmartAI project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016834"* – and the project's website URL (www.hosmartai.eu), and it is predicted to be used on IT equipment and robots within the HosmartAI project.

Figure 8: HosmartAI sticker.

3.4.3 Website

The project website, www.hosmartai.eu, is the main gateway to all target audiences of the HosmartAI project.

Similarly, to other EC funded projects, the HosmartAI website was constructed with inputs from the PC and the WP6 Coordinator and a web survey from partners involved in this project (see Appendix A).

The procedure followed to reach agreement over the website is further explained in Chapter 8.

Figure 9: HosmartAI website overview.

3.4.4 Blog posts

According to the DoA, it is expected the creation of, at least, 50 blog posts. The blog posts will be created periodically, approximately bi-monthly, and published at the Blog section, reserved for this purpose. For the creation of these blog posts, a coordinated strategy will be applied that defines a schedule for each partner to contribute, at least, three to four blog posts during the project's lifetime. To enhance the range of these blog posts, each blog post release will be announced on the project's social media channels.

3.4.5 Social Media Presence

In order to maximize the impact and dissemination of the HosmartAI project, two social network accounts were created, one in LinkedIn, linkedin.com/in/hosmartai, and another on Twitter, @HosmartAI (see Figure 10 and Figure 11). The profiles were created on M3 of the project.

Partners are invited to share, (re)tweet/share and forward relevant information. Furthermore, a list with hashtags was shared that can be used in HosmartAI related publications. The option of adding more hashtags and a document was shared for partners to suggest entities or professionals they consider HosmartAI social network should follow, in order to increase our synergies and disseminate the project through possible stakeholders.

The social network LinkedIn was chosen for its relevancy as a professional network, used by research and academia communities and enterprises.

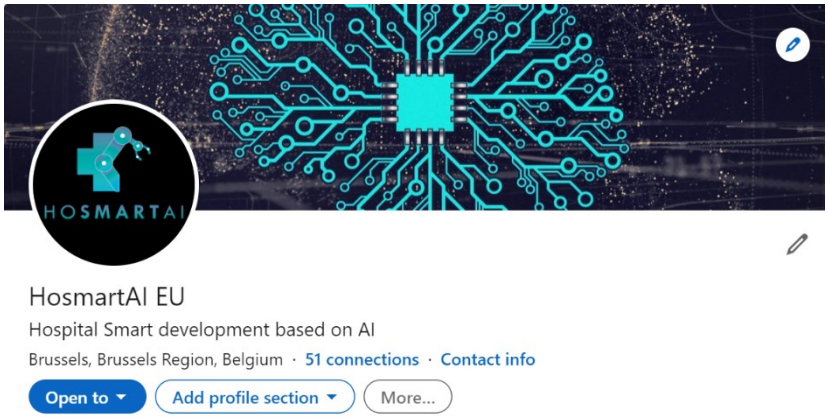

Figure 10: HosmartAI LinkedIn account view.

The social network Twitter was chosen for its professional and widespread social domain in research and academia, public institutions, enterprises, policy makers and the general public.

Figure 11: HosmartAI Twitter account view.

Furthermore, at the beginning of April 2021, a YouTube channel was created in order to participate in the European Robots Forum 2021 by presenting the HosmartAI project in this event (see Figure 12 with the example).

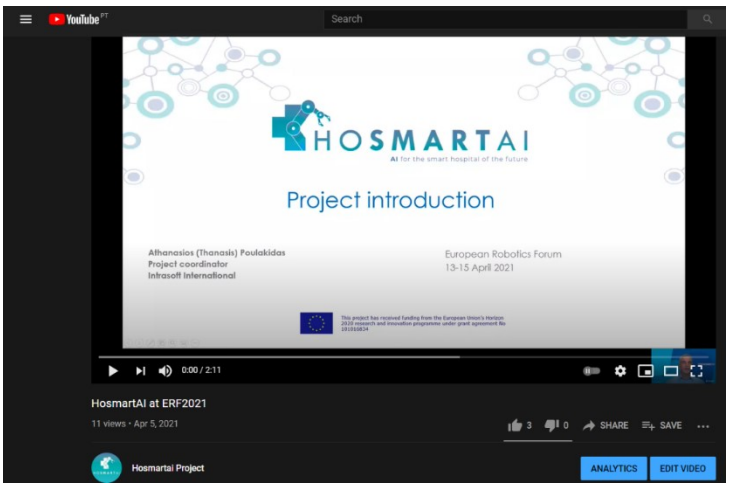

Figure 12: HosmartAI YouTube Channel "ERF2021" video.

3.5 Dissemination strategy and activities

Impact maximization relies heavily on knowledge diffusion, results' demonstration and excellence spreading.

The dissemination activities of the project are carefully planned to ensure that the project's advancements are widely disseminated to the intended targeted audiences with appropriate mechanisms in a timely manner and that the key stakeholders for the project's exploitation and market uptake are early engaged and actively participating to the various project's implementation phases. Dissemination is instrumental to effectively promote the exploitation activities, while it is closely related to the communication activities and compatible with the protection of IPRs. HosmartAI will implement an intensive dissemination strategy that will lead all dissemination, communication and exploitation activities from the very early stages of the project. Considering the inter-relation between the diverse activities to maximize the project's impact, the potential targeted audiences of HosmartAI were earlier identified along with their specific interest in the project (see Section 2.4).

The project's dissemination activities will be characterized by active, a priori awareness and validation by the targeted audiences and will be collectively performed by all partners, according to each partner's profile and expertise. The industrial partners will approach their relevant industry sectors, as well as their distributors and client networks, while the academic and research partners will focus on disseminating the project results towards research institutes and universities across Europe.

The strategy of dissemination mechanisms is established through the three phases of the project's lifetime are described and depicted in Figure 13.

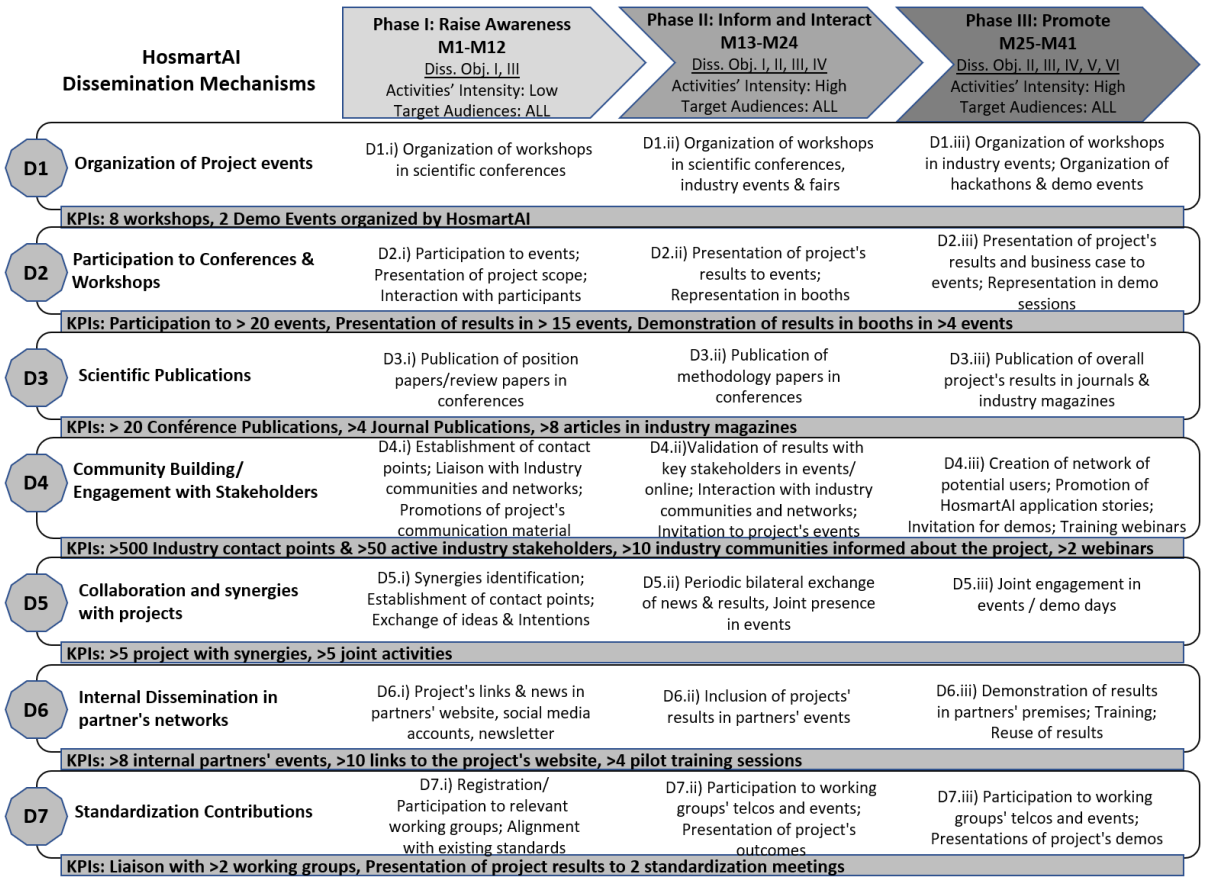

Figure 13: Dissemination Mechanisms.

In the first phase of the project, during the first year (M1 to M12), on a dissemination level, the strategy will aim to raise awareness. Concretely, it will focus on:

- Organising workshops in scientific conferences.
- Participating in events, presenting the project scope and interacting with participants.
- Publication of position papers/review papers in conferences.
- Establishing contact points, liaison with industry communities and networks, and promoting the project's communication material.
- Identifying synergies, establish contact points and exchange ideas and intentions with the same.
- Disseminating the project's links and news in partner's website, social media accounts and newsletter within partner's networks.
- Register/ Participate in relevant working groups.
- Aligning with existing standards.

In the second phase of the project, during the second year (M13 to M24), on a dissemination level, the strategy will aim to inform and interact. Concretely, it will focus on:

- Organising workshops in scientific conferences, industry events and fairs.
- Presenting the project's results to events and being represented on booths.
- Publishing in methodology papers in conferences.

- Validating results with key stakeholders in events/online, interacting with industry communities and networks and inviting communities to project's events.
- Periodical bilateral exchanging news and results, and joint presence in events.
- Including the project's results in partner's events.
- Participating in working groups' telcos and events, presenting project's outcomes.

In the third phase of the project, during the third year (M25 to M41), on a dissemination level, the strategy will aim to promote the project. Concretely, it will focus on:

- Organising workshops in industry events, organising hackathons and demo events.
- Presenting the project's results and business case to events and being represented in demo sessions.
- Publishing overall project's results in journals and industry magazines.
- Creating networks of potential users, promoting HosmartAI application stories, inviting communities to demos and creating training webinars.
- Joint engaging in events/demo days.
- Demonstrating results in partners premises, trainings and reusing results.
- Participating in working groups telcos and events and presenting project's demos.

The strategy for the main forms of the Dissemination activities are explained in the following sections.

3.5.1 Events (consortium participation)

In the format of conferences, workshops, fairs, symposiums, exhibitions and other types of events, HosmartAI aims to disseminate the project objectives, progress, technologies and results, ensuring large awareness of the academic, ICT, AI related and Big Data, and the Healthcare research community. The dissemination plan for events can be consulted in Chapter 5.

3.5.2 Project Events (organized by the consortium)

The dissemination activities organized by the consortium aim to develop and nurture the European ecosystem, as well as enhance the interdisciplinary work among several professionals in order to adapt to different ways of exchanging knowledge and sharing experience.

These activities ensure proper know-how exchange and collaboration among the consortium and other related EU initiatives, Digital Innovation Hubs, through a set of scientific and industrial clustering activities.

Moreover, in connection with T6.2., the organisation of specific project related workshops and webinars is intended to further showcase the operation of the platform and to demonstrate the value witnessed in the demonstrators, while building the ecosystem and bringing together stakeholders with the aim to support the exploitation and sustainability activities by reaching potential users and making them understand how the project's results support their needs. These activities will provide valuable feedback to relative standardization

bodies and consortiums with regard to the integration of the respective technologies, their applicability, their completeness, their optimization and their future development.

Finally, these activities will represent an opportunity to train and educate Healthcare Professionals by creating relevant material and to certify Healthcare professionals for HosmartAI-related solutions.

The dissemination plan for events organised by the consortium can be consulted in Chapter 5.

3.5.3 Publications

HosmartAI consortium will publish and present the project progress, technologies and results outside, through scientific and research publications (in renowned international conferences and journals), ensuring large awareness of the academic, ICT, AI related and Big Data, and the Healthcare research community. The dissemination plan for publications can be consulted in Chapter 5.

3.6 Cooperation with other projects

The building of a robust ecosystem includes synergies with other projects (i.e., Horizon 2020, SUDOE and WHO projects). These synergies will allow HosmartAI to expand its ecosystem, to discuss and disseminate results, methodologies, needs and solutions.

Table 4: Expected synergies with other projects.

Scope	Project	Cooperation
Digital Innovation Hubs (DIH) & Health data	X-Europe (Horizon 2020, Grant agreement ID: 871795)	A fusion of relevant contacts from DIH and applicants from the mentioned projects can bring an added value for the HosmartAI project community building.
	COVID-X (Horizon 2020, Grant agreement ID: 101016065)	
	TRINITY (Horizon 2020, Grant agreement ID: ID: ID: 825196)	
	FAIR4Health (H2020, Grant agreement ID: 824666)	Perform an exchange and cross-learning opportunity in data quality.
	PlatformUptake (H2020, Grant agreement ID: 875452)	Perform an exchange and cross-learning opportunity in open platforms experience.

Scope	Project	Cooperation
	X-eHealth (H2020, Grant agreement ID: 951938)	Perform an exchange and cross-learning opportunity in Digital Single Market Strategy – integration process of the eHealth services.
Health, demographic change and well-being	MOAI LABS (SUDOE Programme)	The MOAI LABS project addresses creating a European transnational laboratory specialised in promoting innovative solutions to combat loneliness and isolation of older adults. HosmartAI will perform an exchange and cross-learning opportunity (as a space for sharing connected developments, results and promote discussion about addressing the challenges, and plan further synergies), and which main experts might be invited to an External Panel of Experts. These exchanges will focus on the living labs methodology, in assistive care and the technologies used to address the needs of older adults.
	WHO Healthy Cities	Introducing the project achievements as clinical and social care best practices. The expected impact is to attract interest from third parties either during (open calls) or after the completion of the project.
	Greek Intermunicipal Network	
Healthcare in Hospitals	ANGIE (Horizon 2020, Grant agreement ID: 952152)	ANGIE project could benefit of the framework developed in HosmartAI.
	PERSIST (Horizon 2020, Grant agreement ID: 875406)	Quality of Care in Hospitals and Outside, AI and Robotics for higher quality of care.
	H2020 AI Accelerator	
	DT-ICT-12 projects under EC guidance.	Through OPENDEI, the PC will sync with other projects and investigate common approaches to common problems (e.g., in pilots) or joint activities to ecosystem.
Methodology and Research	Vitalise	Opportunities for exchange and establish synergies (to be further explored) for supporting consultation and advice on business plans. The VITALISE starting community boosts the potential of Living Labs as industry and research testbeds; while HosmartAI boost to develop and test a Benchmarking Tool to promote the adoption of digital technologies (robotics and AI) in new settings while creating a meeting place for technology providers and end-users and

Scope	Project	Cooperation
		implement living lab concepts and methodologies in the process.

4 Ecosystem Building Plan

Apart from the regular communication and dissemination activities, HosmartAI puts value on the dissemination of the project idea, goals, progress and outcomes within communities that hold more potential in commercially exploiting the results and applying them in daily practice and in regional or even national extent, namely industrial actors and decision-makers – corporate, societal as well as political.

Within the project, the ecosystem will crystalize within two (2) workshops gathering industrial and other decisive stakeholders. The first one, organized in month M24 intends to present the first version of the integrated HosmartAI platform, informing the key stakeholders identified, giving emphasis on the description of the pilots that will demonstrate the applicability of the solution, and generating early interest. The second industrial workshop, organised on M36, will give emphasis on demonstrating the final version of the integrated platform, on presenting the results of the demonstrators, and on highlighting the project's industrial and business impact, the lessons learnt, and the adoption methodologies.

In order to approach this task in an efficient manner, HosmartAI will build on already existing ecosystems and capitalize on the infrastructure that partners have been building for years but refine these to stakeholders with a special interest in the project of HosmartAI. The Ecosystem building task lead is planning to approach the ecosystem building process as follows:

1. Create Ecosystem Map
    a. *Social starting points*

Capitalizing on already existing networks means to identify in which networks and ecosystems partners of the consortium are already engaged and have easy access to. These constitute “social starting points” for HosmartAI, from which a conversation can be started.

    b. *Needs, roles and potentials of the players*

An assessment of needs, roles and potentials of the many in a) identified potential stakeholders creates a better-defined selection of ecosystem stakeholders and ensures that HosmartAI communicates with actors of high potential interest in the project and significant leverage.

2. Identify relevant Ecosystem Channels, hubs and intersections

Existing ecosystems and networks are a great starting point but these channels cannot necessarily always be exploited. In order to establish fruitful links, additional opportunities for connection need to be identified and exploited. These can be conferences, platforms, channels, events, etc. that discuss or center on HosmartAI’s core work – AI, hospital transformation, future of medical provision, etc. This task will closely link to T6.1 where similar work is done.

3. Define ecosystem contribution

With the main communication of the HosmartAI project progress and outcomes taking place in the planned workshops (see above), for ecosystem building purposes, the consortium needs to identify key messages that focus on the contribution of HosmartAI and that spark interest while being short and easy to understand. These messages can evolve with time and differ among target groups. The definition of these key messages is closely linked to and follows the communication roadmap defined in T6.1.

4. Roadmap of opportunities

Leading up to the workshops, the approach to the potential stakeholders and invitees becomes more stringent and personal. The engagement in the conversation about the HosmartAI project and goals becomes more focused and upcoming opportunities to engage more stakeholders will be exploited more thoroughly.

5 Plan and Execution

HosmartAI Communication and Dissemination Plan will elaborate and put to action the communication and dissemination strategy previously described, in order to reach the project's objectives.

The plan was constructed to work continuously with citizens and relevant stakeholders since the beginning of the project and it is final, in order to provide digital solutions that are acceptable by end-users.

5.1 Communication activities

In the present section, a list of the forecast communication activities is enumerated.

Table 5: Communication Activities

Communication activities	**Expected inputs (minimum of commitment)**	**Estimated date (or year, in case date is not set)**
Project e-Newsletter (website)	6	~bi-annual (2021, 2022, 2023)
Media Posts	1000	2021 - low intensity 2022 - high intensity 2023 - high intensity
Blog posts	50	2021, 2022, 2023
Press Releases	8	~3 annual (2021, 2022, 2023)
Communications in EC mechanisms	6	Project's life (e.g., open calls-launch and results)

5.2 Dissemination activities

The present section enumerates a list of possible candidates for the participation and organisation of events and scientific journals to publish.

5.2.1 Events

In line with the above, the following list indicates the events identified as most relevant, and which are part of the plan to be monitored. However, partners may ultimately decide to participate in the events mentioned or in similar events.

Table 6: Dissemination Plan – Participation in Events

Event (forecast)	Estimated date (or year)	Observations
To be decided (eg. AI Robotics in Medicine, ICHRRAS 2021: 15. International Conference on Healthcare Robotics and Robot-Assisted Surgery, etc).	2021, 2022, 2023	
International Association of Pharmacoeconomics & Outcomes Research (ISPOR) European Conference	2022, 2023, 2024	
Innovation Drift Vilnius, EFECS, HiPEAC conferences	2021, 2022, 2023	
MEDICA Meeting (Dusseldorf)	2023	
HIMSS	2022	
(Medical) bioinformatics or AI conference	2022	Objective: Discuss HosmartAI Pilot #8
AAL Forum	18-20/10/2021 (yearly)	Topic: Healthy ageing.
ENoLL Open Living Lab Days	(yearly)	
EHealth Summer University (Castres, France)	21-22/06/2021 (yearly)	Topic: Digital revolution for the benefit of healthcare.
Reunión Foro Salud Conectada	(yearly)	Topic: Health.
ENoLL Open Living Lab Days	(yearly)	
EHealth Summer University (Castres, France)	21-22/06/2021 (yearly)	Topic: Digital revolution for the benefit of healthcare.
Reunión Foro Salud Conectada	(yearly)	Topic: Health
Robotics conference (IROS, ICRA, Hamlyn symposiums)	2022-2024	
MIE 2022-24,	2022	

Event (forecast)	Estimated date (or year)	Observations
STC 2021-24,		
EFMI national members local annual conferences		
EFMI WGs webinars		
Participation to high level events such as EIP on AHA, ICIC Conference	2022 – 2023	

5.2.2 Events organised by HosmartAI consortium

The following list indicates the forecast of the events that will be organised by the HosmartAI consortium. It has to be noted that this plan is dynamic and will be updated throughout the HosmartAI project.

Table 7: Dissemination Plan – Events organised by the HosmartAI consortium.

Opportunities (name project or action with which you expect to liaise)	Liaison and expected impact	Estimated date/year
Reach out, engage and integrate AI start-ups and SMEs with the potential to generate new value to HosmartAI platform. Target groups: start-up ecosystems, SME clusters and networks (such as incubators accelerators and start-up Europe initiative); tech and AI start-ups and SMEs; tech transfer offices.	High (reach up to 1000 F6S registered members in the health care industry) and other target domains. Individual scouting will be applied according to the required criteria of desired profiles.	
Workshop in the realm of Panhellenic Conference of Biomedical Technology	100 participants	2022
MOAI LABS Community – session	Exchange and cross-learning opportunity - discuss specific needs, the created solutions; discuss the piloting of the technologies.	
Integr@tención – presentation of the project in a session	Exchange and cross-learning opportunity (as a space for sharing connected developments, results and promote discussion on how to address the challenges, lessons learnt, and plan further synergies).	
Vitalise Community	Exchange with Vitalise Consortium and connected Community (VITALISE Harmonization Body) that will be constituted in this recently approved EU	

Opportunities (name project or action with which you expect to liaise)	Liaison and expected impact	Estimated date/year
	project coordinated by EnoLL and dedicated to the valorisation of Living Lab methodologies in the research community. Possibility of cross-project collaboration in planned events.	
EnoLL - Thematic workshops with EnoLL community	AUTH and INTRAS are ENOLL members and participate regularly in events for members and the DLLD (Digital Living Labs Days). Opportunities to present the project to the EnoLL Community and stakeholders and communicate main activities and results through the European Network webinars and newsletters.	
Co-Creation Workshops/ Challenge Days in connection with T6.2	These workshops will include representatives from various communities, including hopefully members of the European Commission, representatives from the industry, representatives from ministries of Health, governmental decision makers and policy formulators, investors etc.	2022 and 2023 (M24 & M36)
Organisation of HosmartAI demonstration Workshop in Brussels	>15 participants	2023

5.2.3 Publications

In line with the above, the following list indicates the partner's expected publications of the knowledge generated by HosmartAI project. It has to be noted that this plan is dynamic, and partners may ultimately decide on different but similar journals or conferences.

Table 8: Dissemination Plan – Publications.

Focus on	Journal/Magazine/Conference name	Estimated year
Design, living-lab testing, and piloting solution of pilot 6 (Assistive Care)	*JMIR Rehabilitation and Assistive Technologies (https://rehab.jmir.org/) 4,945, PubMed-indexed journal that focuses on the development and evaluation of rehabilitation and assistive technologies, including assistive living.* Or *Journal of Rehabilitation and Assistive Technologies Engineering*	

Focus on	Journal/Magazine/Conference name	Estimated year
Participatory Action Research – HosmartAI co-creation methodology	*Research Involvement and Engagement Journal (https://researchinvolvement.biomedcentral.com/), BiomedCentral-indexed journal, is an interdisciplinary, health and social care journal focussing on patient and wider involvement and engagement in research, at all stages.* *Or* *European Journal of Ageing (https://www.springer.com/journal/10433), Impact Factor 2.182, interdisciplinary European Journal of Ageing: Social, Behavioural and Health Perspectives (EJA)*	
Economic Evaluation of AI technologies	Value in Health, ISPOR conference, Medical & Clinical Research Open Access	2023
Socially aware Robotics clinical routine	Fields: medical, psychology related and technology	Submission ~end of 2021
New Data Sources in clinical routine	Fields: medical, psychology related and technology	
Cardiology (arrythmia)	Circulation, Europace, The Lancet	2024
AI-based prediction of obstructive coronary disease on coronary computed tomography angiography. Ai-based GI Acute Bleeding Diagnosis	European Heart Journal	2022, 2023
	Atherosclerosis	2022, 2023
	Journal of coronary computed tomography	2022, 2023
	Clinical Gastroenterology and Hepatology	2022, 2023
	Endoscopy	2022, 2023
Prediction of glioma related variants	Conference poster (e.g., ECCB/ICSMB)	2021
	Article (e.g., Human mutation)	2022
Patient-centric view of glioma in relation to image and molecular data	Conference poster(s): SNO (Society for Neuro-Oncology); EANO (European association for Neuro-Oncology); EANS (European Association for Neurosurgical Societies); BSN (Belgian Society for Neurosurgery).	2022
	Article(s) (e.g., Neuro-oncology; Journal of Neuro-Oncology).	2024
AI-based computer-aided diagnosis	• Journal of Biomedical and Health Informatics • Health Informatics Journal • Frontiers in Digital Health • Scientific Reports International Conference of the IEEE Engineering in Medicine and Biology Society	2022, 2023

Focus on	Journal/Magazine/Conference name	Estimated year
Autonomous catheter navigation for cardiac arrythmias ablation.	Robotic automation letter or • Transaction on robotics	2023
SLAM and autonomy of robots User interfaces, Conversational Intelligence, Kinematic Models, Quality of data collection, AI for digital sensing.	Fields: medical, psychology related and technology.	Submission ~end of 2021
Digital health – AI in hospitals, trust & acceptance of AI.	International Journal of Medical Informatics Methods of Information in Medicine	2023
Smart home solutions that improve health services.	Construction and architecture journal	2023
White paper on blockchain.	Website and Social network	July 2021
HosmartAI results.	Journals of HOPE members	When results are available
	Open Research Europe (ORE) - The European Commission's open access publishing platform	2023 or 2024

6 Monitoring and Impact Assessment

The Communication and Dissemination Plan will be monitored during the project's lifetime, in order to ensure the KPIs and the business objectives are accomplished. This monitoring will also be an important tool to increase the size of the community beyond the project's lifetime, in particular, for the possible implementation of phase IV, "Post-project Dissemination", aiming for the continuation of research and the increased take-up of results.

Accordingly, all partners from HosmartAI consortium contributed to the communication and dissemination activities. To monitor these activities and their impact, an excel document was created for partners to register each activity carried out within HosmartAI project (see Figure 14, Figure 15 and Figure 16). The fulfilment of this document by all partners can be made online, in a dissemination log included in the project SharePoint. Additionally, the fulfilment of this document will be requested from all partners, on a semestral basis, 4 to 5 weeks before the consortium meetings, for general updating, in order to carry out an internal management of these activities and for the deliverable communications and dissemination reports (D6.4 and D6.5).

This excel was divided into three sheets as shown in the following figures.

Events

N Activity	HosmartAI type of participation	Type of Event	Start Date	Finish Date	Title of Event	Venue: City, Country	Event Organiser	Partner(s) involved	Dissemination Level	Stakeholder group(s) present
1										
2										

N Activity	Number of attendees (Impact)	Stakeholder group(s) present	Number of attendees (Impact)	Stakeholder group(s) present	Number of attendees (Impact)	Short description of the discussed topic (option of leaving links to the notes)	Results of the meeting (achievements)	Project's Name(s) (in case of synergies)	Links	Observations
1										
2										

Figure 14: Communication and Dissemination Monitoring – Events.

Publications

N Activity	DOI	Your organization	Type of Scientific Publication	Title of the journal or equivalent	Authors	ISSN or eSSN	Number, date	Publisher
1								
2								

N Activity	Place of Publication	Year of Publication	Relevant Pages	Public & private publication*	Peer- review	Open access to the publication	Other informations	Observations
1								
2								

Figure 15: Communication and Dissemination Monitoring – Publications.

Other Communication Activities

N Activity	Activity	Author	Title	Language	Date	Short Description of Content	Media Channel	Impact (# of views, other available metrics) - Date (when the impact was checked)	Link	Observations
1										
2										

Figure 16: Communication and Dissemination Monitoring – Other Communication Activities.

To evaluate the dissemination and communication activities' impact, the monitoring will be conducted according to the KPIs listed in Section 3.3. The partners are requested to update this document accordingly, and this will be periodically checked by the DM and, on a semestral basis, the document will be collected to be analysed (to understand if there are adjustments to be made) and included on the Communication and Dissemination reports.

In addition, evidence of translation of research findings into policy or practice, and evaluations of participation in and feedback from events, will be reported.

7 Communication Policy

7.1 Confidentiality Policy

Within the Dissemination and Communication Plan, the dissemination level of all the deliverables within HosmartAI project are defined. The character of the documents can be: PU – Public or CO – Confidential, only for members of the consortium (including the Commission Services.

The Confidential Deliverables, and also, the internal/external communication should comply with the confidentiality rules of the H2020 Programme:

ARTICLE 36 — CONFIDENTIALITY[1]

36.1 General obligation to maintain confidentiality

During implementation of the action and for four years after the period set out in Article 3, the parties must keep confidential any data, documents or other material (in any form) that is identified as confidential at the time it is disclosed ('confidential information').

If a beneficiary requests, the Commission may agree to keep such information confidential for an additional period beyond the initial four years.

If information has been identified as confidential only orally, it will be considered to be confidential only if this is confirmed in writing within 15 days of the oral disclosure.

Unless otherwise agreed between the parties, they may use confidential information only to implement the Agreement.

The beneficiaries may disclose confidential information to their personnel or third parties involved in the action only if they:

(a) need to know to implement the Agreement and
(b) are bound by an obligation of confidentiality.

This does not change the security obligations in Article 37, which still apply.

The Commission may disclose confidential information to its staff, other EU institutions and bodies.

It may disclose confidential information to third parties, if:

(a) this is necessary to implement the Agreement or safeguard the EU's financial interests and
(b) the recipients of the information are bound by an obligation of confidentiality.

[1] GRANT AGREEMENT NUMBER: 101016834 — HOSMARTAI — H2020-DT-2018-2020 / H2020-DT-2020-1. ARTICLE 36, DECEMBER 2020.

Under the conditions set out in Article 4 of the Rules for Participation Regulation No 1290/201325, the Commission must moreover make available information on the results to other EU institutions, bodies, offices or agencies as well as Member States or associated countries.

The confidentiality obligations no longer apply if:

(a) the disclosing party agrees to release the other party;
(b) the information was already known by the recipient or is given to him without obligation of confidentiality by a third party that was not bound by any obligation of confidentiality;
(c) the recipient proves that the information was developed without the use of confidential information;
(d) the information becomes generally and publicly available, without breaching any confidentiality obligation, or
(e) the disclosure of the information is required by EU or national law.

7.2 Commitments

All partners from the HosmartAI consortium are committed to the responsibility assigned to the project's success. Partner's commitments regarding communication and dissemination are deployed to guarantee an adequate communication and an effective dissemination of HosmartAI project. All consortium partners must comply with the terms of the Grant Agreement and Consortium Agreement, especially all related with communication, dissemination and confidentiality aspects and the rules of the confidentiality policy of the Horizon 2020 Programme.

With respect to external communication, the consortium will use the project's website as a main channel to communicate with the ecosystem outside the consortium and will contribute to disseminate the shared information through social media. Within internal communication, the project will use advanced ICT means, such as audio and video conferencing (Skype), instant messaging, electronic mail, e-mailing lists, e-mail archives, document repositories, web servers, and a version control system for code and documentation. Moreover, the project will hold various physical meetings hosted in turn by Partners. At least two to four general meetings are planned yearly to hold technical and planning sessions and guarantee consistency and integrity of the project. GA meetings will be held in this context. Additional workshops or meetings will be held as required by the work plan. This internal communication will increase the efficiency of the overall work and the and understanding of the information, work proceeding, and the status of the milestone of the project.

Concerning the dissemination of the project, the partners shall disseminate their results as soon as possible by disclosing them to the public through the appropriate means, with the

exception of legitimate interests. The results must be protected and confidentiality obligations, security obligations or the obligations to protect personal data must be complied. Partners shall publish at refereed conferences, in journals and provide high-quality Internet presentations. These efforts will be pursued throughout the project to raise awareness, ensure high visibility of the project results, and establish the grounds for technology transfer and use of the results.

8 Website – Tools and Guidelines

Continuing Section 3.4.3, the present section briefly explains HosmartAI website. The URL link to HosmartAI website is https://www.hosmartai.eu.

The website creation and monitoring of content are included within the dissemination mechanisms. Overall, the project's website aims to disseminate the project's vision, mission, objectives and results, increasing the project's outreach within all target audiences.

This channel will allow HosmartAI to:

- Augment the public's knowledge about the project.
- Enable all users to have equal access to information and functionalities on the web (i.e., accessibility).
- Raise more interest in the overall project.
- Contribute to disseminate the scientific results generated within the project.
- Store concise and relevant information.
- Monitor project activities and its progress.

The design of the website responds to the corporate image of the project (see Figure 17). The design complies with the 'responsive' standards for a correct visualisation on all types of correct display on all types of mobile devices (e.g., tablets and smartphones).

Figure 17: HosmartAI website – corporate image details.

The structure of the contents is indicated by INTRAS, the entity responsible for the dissemination and communication activities, who will also provide all the images or provide all the images or graphic elements that must appear on the website. Nevertheless, the website will be developed in the project's lifetime by the WP6 leader, the PC and the rest of the consortium that will be actively involved through this process. Additionally, all partners will contribute to supporting the dissemination activities and consulting, writing and editing content for the HosmartAI website, which includes videos and demos for the same purpose.

8.1 Web Requirements

Following a definition of the website structure, carried out by the partners responsible for the dissemination management, coordination of the WP6 (Dissemination, Communication and Ecosystem Building) and the project's coordination (PC and QM), the following requirements for the HosmartAI website were decided:

- plain texts, image galleries, videos, forms, registration newsletter, deliverables, questionnaires (for the ecosystem).
- and combined (e.g., plain text with images or videos).
- display of social network profile as important. It was dissed the possibility of having a map for the pilots.
- possibility of creating a blog with an infinite number of articles inside (the blog can be structured in a number of themes allowing filtering by topic).
- allow easy creation and editing of blog articles.
- upload and attach to the articles all the files you want (e.g., video). With the only limitation of the space allocated to the user account.
- allow newsletter registration.
- allow to upload documents (deliverables, media/press kit, publications)
- web image functionalities (e.g., edit or switch between several templates with a single click, edit menus and submenus, central image of the website).
- contact forms

8.2 Website Sections

The final agreement from the partners responsible for the dissemination management, coordination of the WP6 (Dissemination, Communication and Ecosystem Building), the project's coordination (PC and QM) and the website survey (consult Appendix A for further detail) resulted in the main sections (Header and Footer) that we can see on Figure 18 and Figure 19. And the menu sections are (see Figure 20):

- About
- HosmartAI Platform
- Pilots
- Open Calls
- Events
- Knowledge Base
- Blog
- Contacts

Figure 18: HosmartAI Website – Header.

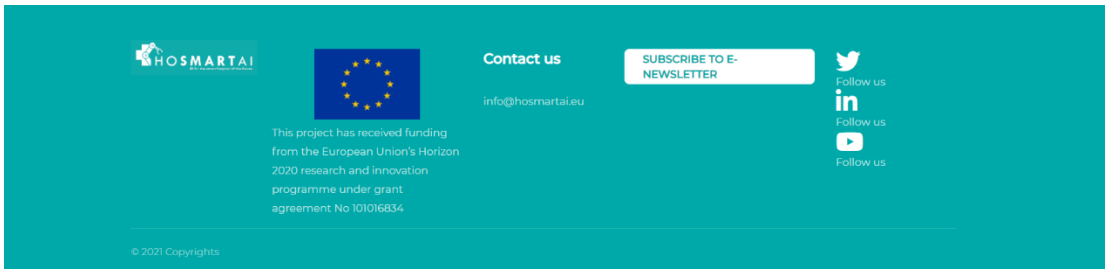

Figure 19: HosmartAI Website – Footer.

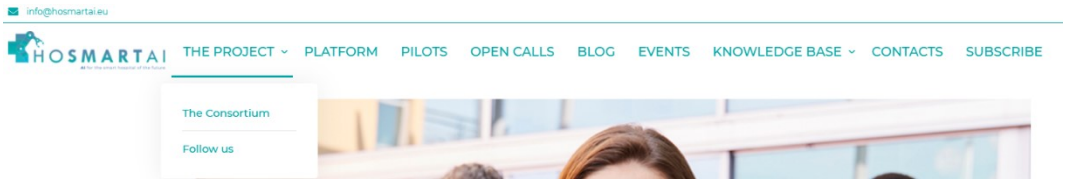

Figure 20: HosmartAI Website – Sections.

In respect to the website language, partners decided to be only English. However, in the Pilots section, the content in text format shown will be translated to the main language of the partners' countries involved in each pilot.

8.2.1 Website Home

Using the URL for the website, https://hosmartai.eu, the user is directed to the website entrance called 'Home' (see Figure 21). In here, can be found the project's overall information in order to serve the user that intends to understand HosmartAI's main goal, partners involved, its duration and fund, vision and mission, and general information regarding objectives, the platform, the pilots and open calls. Furthermore, by visiting 'Home', the user is able to be updated about news, events and latest blog posts related to the project, and to register to the HosmartAI newsletter.

Figure 21: HosmartAI Website – Home.

8.2.2 The Project

When the user selects the 'The Project' section (see Figure 22), three entrances appear: The project; The consortium; Follow us. Overall, this section allows the user to have a significant understanding of the HosmartAI project, in order to offer a detailed tool with information that may be required by the general public.

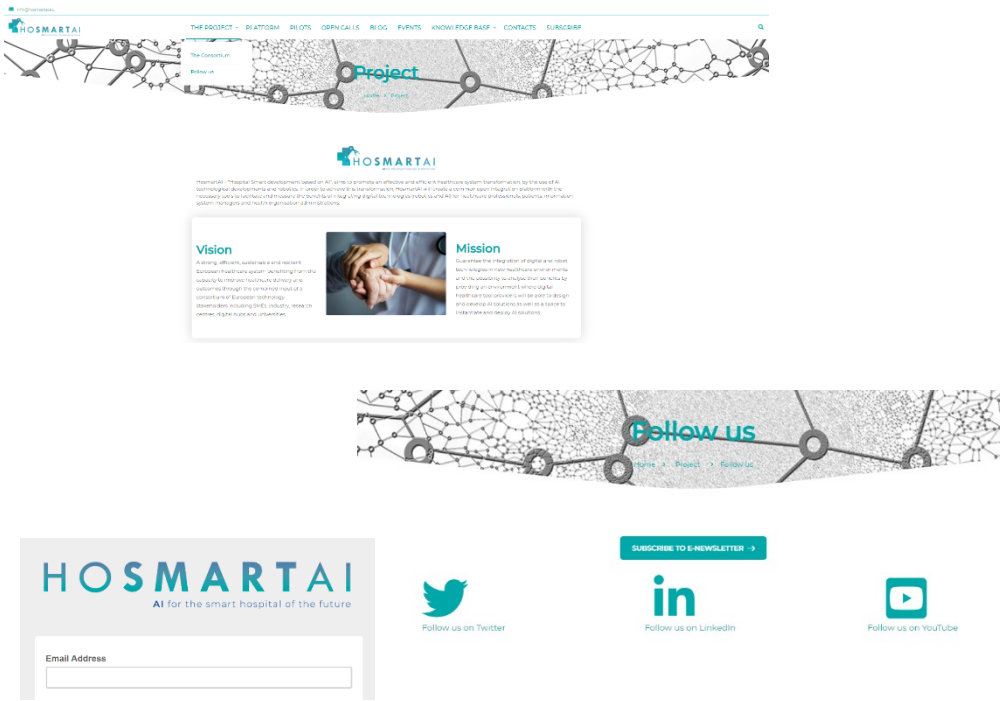

Figure 22: Section 'The Project' overview.

8.2.3 HosmartAI Platform

When visiting the 'Platform' section (see Figure 23), the user is able to understand high-level information about the second pillar of the project, particularly, its general functioning and functionalities, and ethical issues. This section will be further developed once the HosmartAI platform is launched.

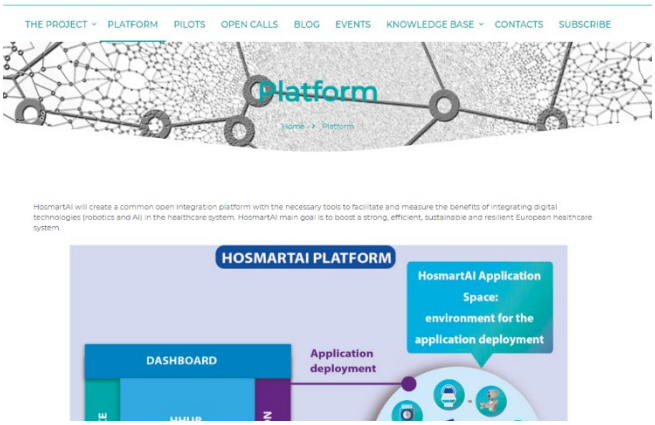

Figure 23: Section 'Platform' overview.

8.2.4 Pilots

Selecting the 'Pilots' section (see Figure 24), allows users to understand overall information about the pilots and to consult the individual pilot to know more about each one. The entrances for pilots will be further continuously developed in the course of the pilots proceeding, which will include visual features such as images and videos.

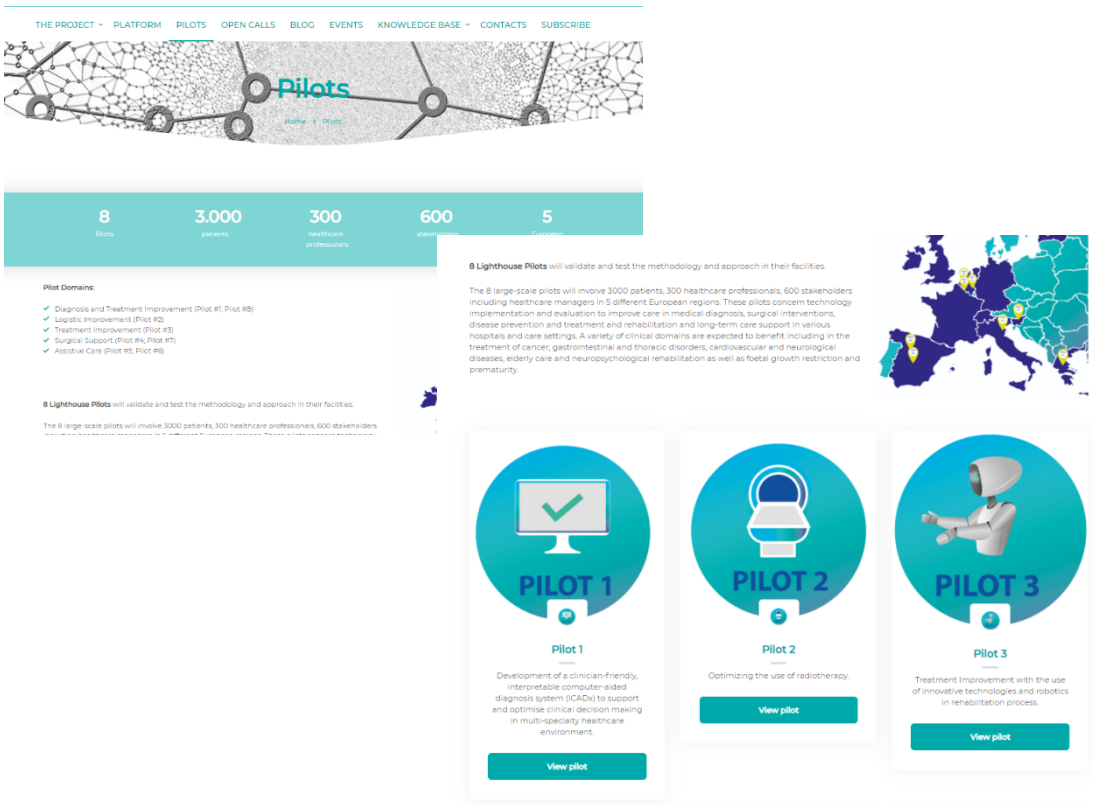

Figure 24: Section 'Pilots' overview.

8.2.5 Open Calls

The 'Open Calls' section gives the user general information about the two open calls that will be launched within the project. This information will be generic (i.e., general information, topics and criteria for the calls, results) since the applications will be referred to the partner responsible for the calls site.

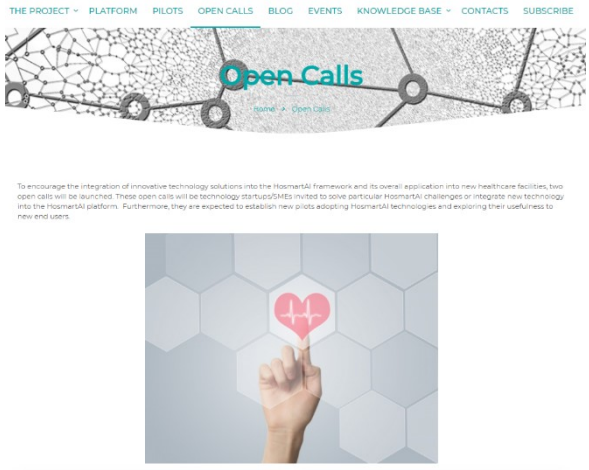

Figure 25: Section 'Open Calls' overview.

8.2.6 Blog

When consulting the "Blog" section (see Figure 26), the user will be able to consult and read all blog posts generated within HosmartAI. This is an important section for providing the main project news, such as important meetings and results.

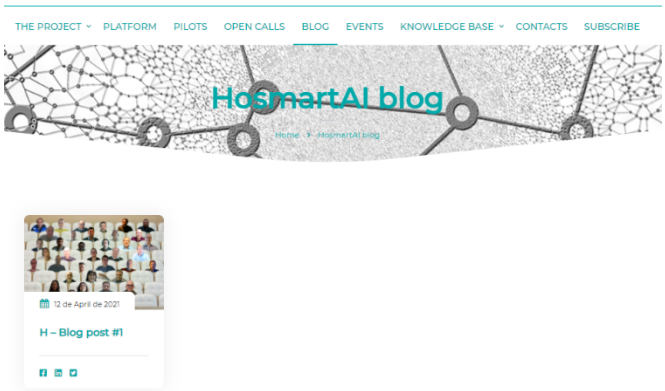

Figure 26: Section 'Blog' overview.

8.2.7 Events

When accessing the 'Events' section, the user is visually informed about the events related to the HosmartAI project. Overall information about these events (e.g., dates and local) are provided.

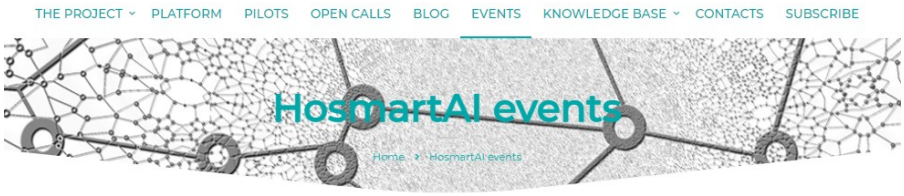

Figure 27: Section 'Events' overview.

8.2.8 Knowledge Base

The 'Knowledge Base' section is the gateway for the concrete communication and dissemination activities. In this section, the user is able to consult publications made within the project and to view and download the communication materials, completed deliverables (PU), e-newsletter and press releases.

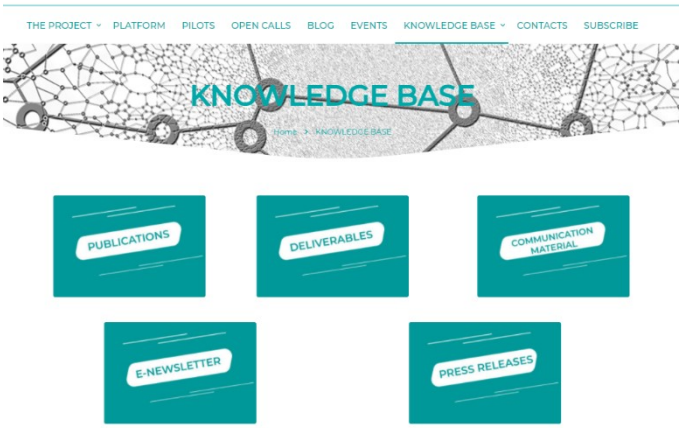

Figure 28: Section 'Knowledge Base' overview.

8.2.9 Contacts

The crucial element for providing a direct communication between all target groups and the HosmartAI consortium is provided on section 'Contacts'. This section provides three contacts that the user can use. The first contact is the general one (info@hosmartai.eu), which is directed to four consortium members: PC, QM, DM and WP6 coordinator. The second contact (Athanasios.Poulakidas@intrasoft-intl.com) that directs to the project's coordinator (PC) and the third contact (diana.marques@intras.es) that directs to the dissemination manager (DM).

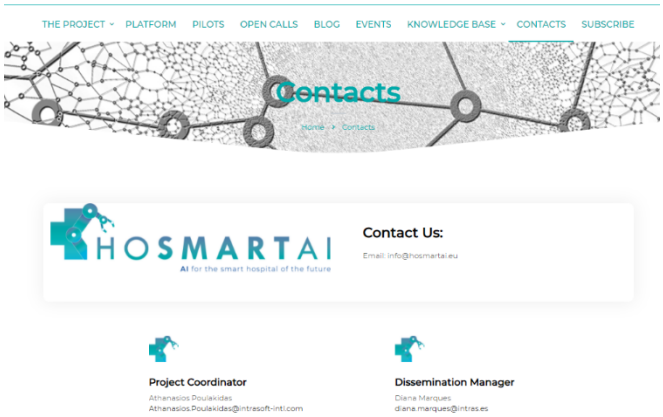

Figure 29: Section 'Contacts' overview.

9 Conclusions

The Dissemination, Communication and Ecosystem Building Plan delivers a structure for the HosmartAI project communication and dissemination activities. With this plan, the consortium has the guidelines for the implementation of the communication and dissemination activities within the project's lifetime. With this plan, that will be periodically reviewed and updated, the strategy defined to accomplish HosmartAI objectives will be achieved. This effective dissemination of the project's information will enhance the ecosystem building around HosmartAI project and contribute to its robustness and effectiveness.

All partners from HosmartAI consortium are involved in the overall strategy, in order to guarantee that the project objectives, mission, vision and its results are widely spread, and to build a strong and wide ecosystem.

The Dissemination, Communication and Ecosystem Building Plan describes HosmartAI strategy in terms of the project communication and dissemination through the three phases defined within the project, and an additional forth predicted. This strategy includes the project's objectives, the initial plan to accomplish these, the target groups and ecosystem building.

The dissemination strategy focuses in disseminating HosmartAI results, which will involve cooperating with other projects. Whilst the communication strategy will focus on the most appropriate channels to inform about the HosmartAI project within and beyond the consortium.

10 References

[REF-01]	European Commission (Brussels, 21.4.2021). Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL LAYING DOWN HARMONISED RULES ON ARTIFICIAL INTELLIGENCE (ARTIFICIAL INTELLIGENCE ACT) AND AMENDING CERTAIN UNION LEGISLATIVE ACTS – https://digital-strategy.ec.europa.eu/en/library/proposal-regulation-european-approach-artificial-intelligence

Appendix A Website Survey

Following a definition of the website structure, carried out by the partners responsible for the dissemination management, coordination of the WP6 (Dissemination, Communication and Ecosystem Building) and the project's coordination (PC and QM). All partners were requested to fulfil the website survey, in order to understand the partners considerations regarding the initial proposal.

The options proposed were accepted when verifying that the majority (50%) agreed with options, which was considered as the options "Essential" or "Desirable". While the options proposed that were classified as "Irrelevant" or "Unpleasant" were excluded from the structure.

The final voting resulted in 18 votes. The information presented and voting results are the following.

A.1 Website Requirements

The website requirements to the Public show are the following:

- project information
- project consortium
- information on pilots, calls for proposals and events
- blog, the contents of which will be updated by the client after delivery of the website
- possibility of uploading documents and photographs
- possibility of embedding videos from other platforms (vimeo, youtube)
- connection to social networks if the client has them
- newsletter subscription

A.2 Website Sections

A.2.1 Main Section (Header and Footer)

	Essential	Desirable	Indiferent	Irrelevant	Unpleasant
Search	9	6	3		
Links to Social Media	11	7			
Logo EU & Granted details	17	1			
Newsletter: subscription	4	10	3		
Copyrights. Licenses	9	5	3		

A.2.2 About Section

	Essential	Desirable	Indiferent	Irrelevant	Unpleasant
Project overview (general information)	17	1			
Project objectives	14	4			
Diagram with phases of the project	1	15	2		
Consortium. OPTION A (just partners logos, entity name and link)	7	4	3	1	
Consortium. OPTION B (also includes brief description)	6	8	2	1	
Challenges in the Health sector	3	11	3	1	
Synergies (similar/related projects)		10	6	2	
Follow us	10	6	1	1	
Q&A		9	8	1	
FAQ	1	11	5	1	1
Latest relevant posts on social network	5	7	4	2	

A.2.3 HosmartAI Platform Section

	Essential	Desirable	Indiferent	Irrelevant	Unpleasant
Information about the Platform	16	2			
Platforms Diagrams (to show how it works)	9	7	2		
Access to Platform (later on)	4	9	4	1	
Video (later on)	4	10	4		
Privacy and ethics by design (later on)	6	8	4		

A.2.4 Pilots Section

	Essential	Desirable	Indiferent	Irrelevant	Unpleasant
General information	17	1			
Map (map for the 8 pilots)	9	8		1	
Information about each Pilot (in english and in the languages of the project)	7	9	2		
Demo video (later on)	1	12	4		
Test Results (open data)	5	9	4		

A.2.5 Open Calls Section

	Essential	Desirable	Indiferent	Irrelevant	Unpleasant
General information	13	2	3		
Topics and criteria for the calls (later on)	10	5	3		
Results (later on)	9	5	3	1	

A.2.6 Events Section

	Essential	Desirable	Indiferent	Irrelevant	Unpleasant
Each event, in a chronological order. Option a	4	9	2		
Event gallery. Option b	3	3	7	1	

A.2.7 Knowledge Base Section

	Essential	Desirable	Indiferent	Irrelevant	Unpleasant
Publications (e.g., scientific papers, conference posters, magazine articles)	14	4			
Deliverables	10	5	2		
Communication Material (e.g.,	7	10			

	Essential	Desirable	Indiferent	Irrelevant	Unpleasant
factsheets, poster) with download option					
Newsletters	6	8	2		1
Press Releases	8	9			

A.2.8 Blog Section

	Essential	Desirable	Indiferent	Irrelevant	Unpleasant
Blogposts	4	8	7		

A.2.9 Contact Section

	Essential	Desirable	Indiferent	Irrelevant	Unpleasant
Contact email	9	7	1		
Contact form	8	4	5	1	