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D.8.2.1 Dissemination Plan

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Executive Summary

This deliverable describes the Dissemination Plan of the project. It aims to provide a concise overview of the planned activities which will be taken by project consortium members in order to widely raise awareness about the project as well as disseminate its results.

About CARRE

CARRE is an EU FP7-ICT funded project with the goal to provide innovative means for the management of comorbidities (multiple co-occurring medical conditions), especially in the case of chronic cardiac and renal disease patients or persons with increased risk of such conditions.

Sources of medical and other knowledge will be semantically linked with sensor outputs to provide clinical information personalised to the individual patient, so as to be able to track the progression and interactions of comorbid conditions. Visual analytics will be employed so that patients and clinicians will be able to visualise, understand and interact with this linked knowledge and also take advantage of personalised empowerment services supported by a dedicated decision support system.

The ultimate goal is to provide the means for patients with comorbidities to take an active role in care processes, including self-care and shared decision-making, and also to support medical professionals in understanding and treating comorbidities via an integrative approach.

Terms and Definitions

The following are definitions of terms, abbreviations and acronyms used in this document.

| Term | Definition |
|-------------|--|
| CA | Consortium Agreement |
| DoW | Description of Work |
| D.x.x. | Denotes project Deliverable with number x.x. |
| EC | European Commission |
| EU | European Union |
| FP7 | 7 th Framework Programme |
| ICT | Information and Communication Technologies |
| IPR | Intellectual Property Rights |
| R&D | Research and Development |
| T.x.x. | Denotes project Task with number x.x. |
| WP | Work package |

1. Introduction

This document is the Dissemination Plan for CARRE project. This plan will be regularly updated during the project and major updates will be included in planned Progress Reports. The Dissemination Plan aims at providing a concise overview of the planned activities which will be taken by project consortium members in order to widely raise awareness about the project as well as disseminate its results.

This document should serve as an amendment to relevant sections of DoW, for example “B.3.2. Disseminating Project Results and Raising Awareness” and of the Consortium Agreement. The objective of the dissemination plan is to describe the methodology and tools required in order to:

- to publicise the project widely;
- to disseminate intermediate results and final integrated outcome;
- to reach out to the scientific user communities and related industry, policy makers and other stakeholders;
- to exploit intermediate and final results in academic and commercial circles; and
- to promote use of project results via clustering with related EU funded projects and via associated partners to the project.

All partners have contributed to this deliverable, irrespective of the author list. Related issues such as project presentation, intellectual property rights, quality assurance, and use and exploitation plan are treated in other CARRE deliverables (Table 1).

| Related Issue | CARRE Deliverable | Due Date |
|----------------------------------|-------------------|-------------|
| project presentation | D.8.1 | 30 Nov 2013 |
| project web site | D.8.1 | 30 Nov 2013 |
| project web presence | D.8.1 | 30 Nov 2013 |
| intellectual property rights | D.1.3 | 31 Jan 2014 |
| quality assurance | D.1.2.1 | 31 Jan 2014 |
| use and exploitation plan | D.8.3 | 31 Oct 2016 |
| clustering & associated partners | D.8.4 | 31 Oct 2016 |

Table 1. CARRE deliverables addressing related issues.

Section 2 of this document gives an overview of the overall dissemination strategy, methods and channels used, and means of evaluation described. Section 3 aims to describe general methods for raising project’s awareness and visibility within different environments. Section 4 summarizes procedures for dissemination monitoring. Section 5 states clearly how the EC funding should be acknowledged in all dissemination material and activities.

2. Dissemination Strategy

Dissemination of project concepts, approach and outcomes is the main focus of the CARRE consortium during the entire lifetime of the project and beyond. The consortium recognizes that dissemination is a key aspect in relation to communication with stakeholders and the wider community. CARRE is concerned with promulgating proven shared principles, methods, tools and techniques for the benefit of the research community. Also the project envisages a significant contributing to the development of innovative ICT solutions for personalized patient empowerment and shared decision support services. Dissemination

activities, together with use and exploitation (T.8.3 & D.8.3), are seen as an integral part of the research conducted in CARRE and shall be pursued along with the R&D activities of the project.

Dissemination will be based on three major dissemination channels:

- online dissemination;
- non-electronic dissemination, including all classical means of knowledge transfer such as articles in topic-specific journals, brochures, publications in broadcast media and business papers focusing on the dissemination of the project results, mainly to experts and professionals; and
- interactive dissemination via personal interaction in academic, commercial and socio-economic conferences, EU organised events, trade fairs and exhibitions.

Dissemination activities include internal and external project communication.

As the project's management structure has an explicit duty to ensure appropriate dissemination of information within the project itself, various internal communication tools facilitate information exchange among project consortium members and generally ensure the successful implementation of the project objectives. Internal communication also creates optimal common understanding of the project members about the ongoing activities within different working packages and fosters the involvement and identification of all project members as they all are important multipliers of the project and its results. The internal project communication infrastructure is described in "D.1.1: Project Communication and Coordination Infrastructure" and the procedures for internal communication and collaboration are presented in "D.1.2.1: Quality Assurance and Risk Management Plan".

External communication allows delivering the project messages to the selected project target groups via various dissemination channels. This is mainly outlined in this document and in the sections below.

2.1. Methodology

The dissemination of innovative results goes through a process¹: (1) knowledge, when the individual is exposed to the innovation's existence and gains an understanding of how it functions; (2) persuasion, when the individual forms a favourable or unfavourable attitude toward the innovation; (3) decision, when the individual engages in activities that lead to a choice to adopt or reject the innovation; (4) implementation, when the individual puts an innovation into use; and (5) confirmation, when the individual seeks reinforcement for an innovation-decision already made but may reverse the decision if exposed to conflicting messages about it.

In order to achieve dissemination of project's idea and results, a structured procedure will be followed. This is depicted in Figure 1 and consists of a number of phases with specific tasks.

A successful dissemination starts with an analysis of project's goals as well as the expected outcomes of the dissemination. This step has been elaborated at proposal stage (see DoW) and further summarized in the concise project presentation (see D.8.1. Project Presentation & Web Site).

Then a dissemination plan identifies in detail the target audience groups and communication channels. For each group, appropriate dissemination messages are defined. Finally, for each communication message the appropriate activities are designed.

The implementation of dissemination activities will take place during the course of the project and even beyond and will be reported in planned Progress Reports and in the D.8.2.2: Dissemination Activities (due October 2016).

Finally, an important part of dissemination is to record feedback from the audience and evaluate continuously the dissemination activities and, if required, the project's goals.

¹ Rogers EM, Diffusion of Innovations, Simon & Schuster International, 1962

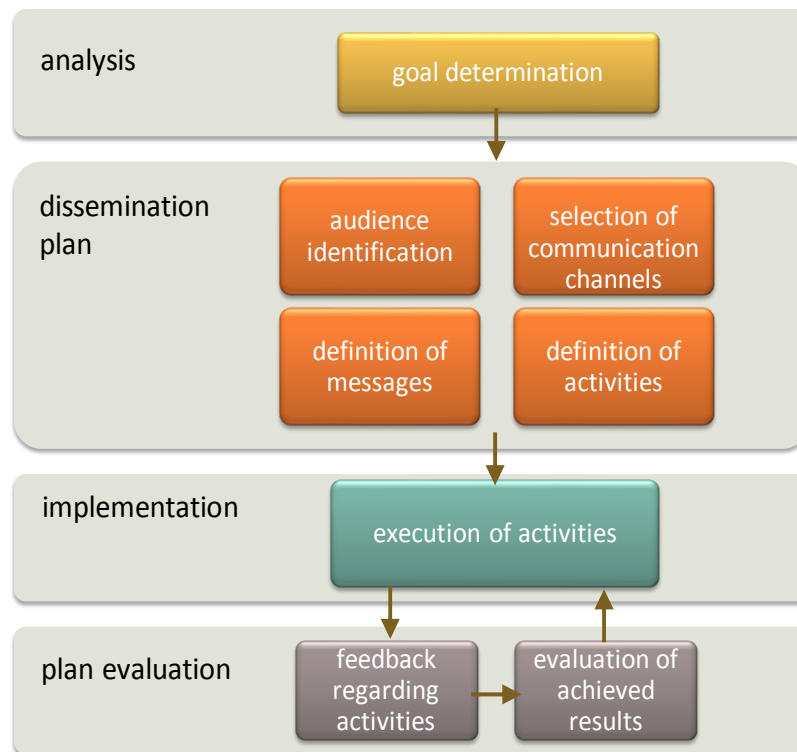


Figure 1. Dissemination stages and tasks.

2.2. Goals

The main objectives of CARRE Dissemination Plan are the following:

- build awareness of the project, its goals, intended outcomes and outputs;
- establish the means for an effective communication of the project's concept, approach and outcomes to interested stakeholders;
- to inform and educate various patient- and healthcare-related communities to be targeted (cardiorenal patients with or at risk of comorbidities, carers, medical professionals, health policy makers, insurance companies);
- communicate research findings to scientific community;
- engage above mentioned communities in order to obtain input for requirements and feedback about results;
- prepare, establish and reinforce a network of potential users; and
- prepare the groundwork for use and exploitation of results.

2.3. Targeted Audience Groups

Primary target audience groups for the project's dissemination are listed below (Table 2). For each target group the following issues should be considered:

- existing knowledge of the group, attitudes, behaviour;
- characteristics of the group, including ethical, social and legal aspects;

- language considerations; and
- information credibility issues.

| Dissemination target groups | | Existing Knowledge | Characteristics | Language | Credibility |
|-----------------------------|---|---|--|---|--|
| Patients | Cardio renal patients and carers | Not expected to have prior knowledge of the medical domain, or the research procedure or the nature of an EC funded project Use of layman's terms is mandatory | Variety of diverse background, expectations, goals. Variety of ages, cultural and social status, health status, etc. | Multilingual | a medical or national authority should be clearly indicated as the provider of information |
| | Comorbidities patients and carers | | | | |
| | Healthy citizens (at risk of cardiorenal disease) | | | | |
| | Patients forums | | | | |
| Healthcare | Health insurance companies Health care establishments Private/public rehabilitation centres Dialysis centres. Patient empowerment organizations. | Expected to have a good understanding of the disease, mainly disease management. May have some experience with empowerment interventions. Not expected to have prior knowledge of technology. | Focused on health and economic outcomes, workflow efficiency and disease management. Sufficiently homogeneous target group. | Multilingual although English might be sufficient | Reference to health care system compliance and authorization may be needed. |
| Scientific community | Scientific and technology community in the area of patient empowerment and shared decision support services | Expected to have advance knowledge of all scientific fields addressed in the project. | Focused on research outcomes and technological and/or clinical breakthroughs. | English is sufficient. | Requires proof of scientific process and peer review . |
| | Scientific and technology community in the specific areas of individual CARRE technological domains, e.g. healthcare integration, semantic technologies and Linked Data, visual analytics, decision support systems, sensors and sensor networks. | Expected to have advance knowledge of the technological areas of the project. Not expected to have advance knowledge of the specific medical domain. | Also, on concrete research results that can be used and further exploited. | | |
| | Scientific medical community in cardiorenal disease and comorbidities | Expected to have advance knowledge of the specific medical domain. Not expected to have advance knowledge of technological areas of the project. | | | |
| | Other EC projects which scope of activities is related to overall goal of CARRE project | Expected to have advance knowledge of all scientific fields addressed in the project. | | | |
| Industry | Industries, SMEs | Expected to have advance knowledge of most of scientific fields addressed in the project. | Focused on innovation and technology readiness to be used and exploited. | English may be sufficient, although multilingual might be required. | Requires exploitation plan and opportunities, market analysis evidence |
| | Standardization bodies – specific to medical domain and generic addressing semantic web standards | | | | |

Table 2. CARRE dissemination target groups.

2.4. Messages

The messages to be communicated are closely related to the project goals and outcomes, and they convey key information on the CARRE project. All messages should be defined based on the following principles: clarity, consistency, credibility, conveying main points, and addressing audience needs.

Message style and content should be tailored for each audience group, based on what that audience wants to know, rather than on what the consortium thinks it should hear. An overview of the content and goal of messages for different audience groups is given in Table 3.

| Dissemination target groups | | Main directions for message content |
|-----------------------------|---|--|
| Patients | Cardio renal patients and carers | How the outcomes of the project will help them understand their health condition, conquer the knowledge and be able to decide together with their healthcare providers on best actions |
| | Comorbidities patients and carers | |
| | Healthy citizens (at risk of cardiorenal disease) | |
| | Patients forums | |
| Healthcare | Health insurance companies | How the outcomes of the project will help them prevent, detect and manage chronic cardiorenal disease and comorbidities. |
| | Health care establishments | |
| | Private/public rehabilitation centres | |
| | Dialysis centres. | |
| | Patient empowerment organizations. | |
| Scientific community | Scientific and technology community in the area of patient empowerment and shared decision support services | What are the research, technological and medical breakthroughs of the project. |
| | Scientific and technology community in the specific areas of individual CARRE technological domains, e.g. healthcare integration, semantic technologies and Linked Data, visual analytics, decision support systems, sensors and sensor networks. | How these can be used and further exploited. |
| | Scientific medical community in cardiorenal disease and comorbidities | Open research questions and steps ahead. |
| | Other EC projects which scope of activities is related to overall goal of CARRE project | |
| Industry | Industries, SMEs | What is the innovation of the project. |
| | Standardization bodies – specific to medical domain and generic addressing semantic web standards | How this can be used and further exploited. Open access of project results. |

Table 3. CARRE message content for different audience groups.

Dissemination messages should be differently phrased and presented during the course of the project to reflect the different phases of the project, namely (1) analysis, design during the 1st year; (2) technology research and component development during the 2nd year; and (3) pilot demonstration, evaluation, and exploitation during the 3rd year.

2.5. Dissemination Tools and Activities

CARRE dissemination tools fall under three major categories below:

- conventional, mainly paper based dissemination materials (e.g. leaflets, flyers, posters, newsletters, publications, etc.);
- technology based, mainly online dissemination (e.g. web-based communication, social media, etc.);
- interactive dissemination tools (e.g. person to person approach during conferences, workshops, information days, etc.).

The combination of several different dissemination tools may be used to reach the respective target groups (Table 4)

| Tool | Purpose | Function | Content | Frequency / use | Target group |
|---|--|---|---|--|-----------------------------------|
| Logo | Awareness Visibility | Creates corporate identity and increases public and internal recognition of the project | Project acronym and corporate graphics | Integrated in all project publications and dissemination materials | All |
| Project website and social media | Awareness Engage Inform Promote Visibility | Provides easily accessible and well-structured information about the project, structure, objectives, planned outcomes | Public area: information about project, partners, activities and results. Includes elements of corporate graphics | Regular update during the project duration. | All |
| Project presentation or description "in a nut-shell", leaflets, flyers, posters | Awareness Engage Inform Promote Visibility | Facilitates preparing presentations and represent project and its activities during various events and workshops | Project background, structure, objectives. Includes elements of corporate graphics | Used during various events for representation | mainly public All |
| New sletter (digital edition) | Awareness Inform Promote Visibility | Informs target audience about project-related activities and results | Information about the project, activities, progress, interim results, etc. | An on-line edition with articles published as they are accepted (target of 6-10 articles per semester) | All |
| Press release | Awareness Inform Promote Visibility | Prepared for particular event. Informs local/ regional press about the event in the region | Event-related information about project, partners, activities and results. | Regularly on project milestones. | mainly public and industry All |
| Publications / research papers | Awareness Engage Inform Promote Visibility | Informs specific target audience about project, activities and results. | Information about project, partners, activities and results as well as on up-to-date achievements | On relevance | Scientific community |
| Project public or academic events, scientific conferences, EC clustering events & industrial exhibitions. | Awareness Engage Inform Promote Visibility | Informs specific target audience about project, activities and results | Information about project, partners, activities and results as well as on up-to-date achievements | Awareness raising goal in the beginning of the project. Achievement demonstration goal towards the end of the project. | All |

Table 4. CARRE dissemination tools.

It is important to note that while using the above mentioned dissemination tools some general rules should always be applied:

- consistent and unified approach: ensured by the usage of project document templates and internal peer-review and editing process for content and terminology uniformity (see D.1.2.1);

- no conflict is generated within the project and with third parties: ensured by rigorous review and quality assurance processes (see D.1.2.1);
- project logo and EC/FP7 logo are included;
- declaration of funding included; and
- disclaimer included.

2.6. Feedback and Evaluation of Dissemination Activities

Reactive mechanisms of evaluation will be implemented, e.g. metrics on web presence impact (web site, twitter, slideshare, LinkedIn, Facebook), citations, etc. as well as proactive mechanisms, e.g. feedback form on project website, feedback from External Advisory Boards, etc., will complement the evaluation.

Overall dissemination performance indicators that will be closely monitored throughout the project are listed in Table 5.

| | Indicator | Content for evaluation |
|-----|---|---|
| 1. | Number of patients, carers and healthcare professionals engaged with the pilot prototypes | Reported satisfaction, variability of the user group, international dimension |
| 2. | Number of collaborative publications | Publications in journals as above authors from more than one beneficiary |
| 3. | Number of associated partners | Relevance to the domain of the project, size and impact to local, national and European era, specialization degree and market niche addressed, overall scientific profile. |
| 4. | Number of clustering events attended/organized | Including actual physical presence and/or remote |
| 5. | Number of projects with which communication and interaction has been established | Interactions completed successfully and productively, i.e. including dissemination of results, transfer of knowledge, uptake of results, and/or collaboration for further research activities |
| 6. | Acceptance of the project findings from user communities | Report based on initial survey (on the scope of the project) and on evaluation pilots, and other input |
| 7. | Impact of website | Number of hits, unique visitors, length of stay, most popular pages, peaks, etc. through web statistic module |
| 8. | Number of invitation as keynote speakers at renown international conferences | On topics related to the project activities |
| 9. | Invited talks, seminars, workshops not published | Based on the quality, international dimension and audience size and type of the event. |
| 10. | Newspapers, press releases, dissemination to the public | Based on the audience size and type and international dimension. |

Table 5. CARRE dissemination performance indicators.

3. Project Awareness & Visibility

3.1. Conventional Dissemination Materials

As earlier described paper based dissemination tools will be developed and widely used during the project duration amongst all relevant target audience groups.

3.1.1. Project Logo, Fact Sheet, Description, Presentation & Press release

Above mentioned dissemination tools are thoroughly described in Section 2 of CARRE deliverable D.8.1 "Project Presentation and Web Site". The project slide presentations (a general purpose presentation and a one-slide presentation) are given in Annex 1 and Annex 2 (and in the respective MS PowerPoint files accompanying D.8.1 report).

3.1.2. Project Newsletter and Dissemination via other R&D Newsletters

The purpose of an electronic project research Newsletter, published and distributed by project partners, is to inform interested target audiences about the scientific status quo and the achieved results of CARRE project. The Newsletter will serve not only as the source of information, but will also aim to increase the awareness among targeted groups and engage those by proactive and regularly updated content.

The project Newsletter will also increase project visibility and raise corporate identity, as uniform fonts, wording, pictures and logo will be used. The newsletter could also include information about relevant partnerships, initiatives, events and/or have particular thematic (scientific) focus, which reflects project's activities in a timely manner.

It is planned to publish as an on-line edition available through the project's website, with a target of 6-10 articles per semester.

3.1.3. On-going dissemination material

As the Dissemination plan is developed in early stage of project implementation and may be updated if needed, all possible future dissemination materials are not listed. Those include but are not limited to project flyers (in English and/or partner languages), posters, conference roll-ups, USB sticks carrying project related attributes, etc.

All possible dissemination materials should facilitate corporate project identity by providing the uniform graphics, fonts, logos and the attributes, listed in Section 5 of this document.

3.2. Web presence

Project web presence involves of a detailed project website as well as project presence in a number of popular social media. Section 3 of CARRE deliverable D.8.1 "Project Presentation and Web Site" describes web presence in greater detail.

3.2.1. Project Website

A project public website is set up by the coordinator and will be used to raise awareness, inform, engage and promote project related activities. It comprises of two sections – public and internal platform. The internal and public websites are presented in detail in "D.1.1. Project communication & coordination infrastructure" and "D.8. Project Presentation and Web Site" respectively, and can be accessed at <http://www.carre-project.eu/>.

3.2.2. Social Media Profiles

Several profiles in a number of general purpose social media are created in order to complement project visibility on internet:

- Twitter account - <https://twitter.com/CARREproject>, twitter handle: @CARREproject - is intended for a quick and easy dissemination of all project news as well as for re-tweeting news published by related projects and organizations, e.g. EU_Health etc. A feed of the twitter account is also shown on the front page of the CARRE website.
- Facebook profile page - <https://www.facebook.com/carreproject> - taking into consideration the wide penetration of Facebook in the international community, the CARRE page on Facebook is intended for disseminating news and outcomes of the project mainly for public.
- CARRE group on LinkedIn - http://www.linkedin.com/groups/CARRE-project-7414888?trk=my_groups-b-grp-v was set up to address professional communities, both ICT research and healthcare professionals.
- SlideShare account - <http://www.slideshare.net/carre-project> - this is intended for wider and seamless dissemination of project related presentations.

3.3. Peer Reviewed Scientific Publications and Participation in Conferences

Consortium partners will publish the results of CARRE project in major conferences and in high-quality journals in the various scientific disciplines pertaining to the project, namely cardiorenal clinical research, health informatics, semantic technologies, data analytics, sensors, decision support systems.

3.3.1. Journal Publications

Indicative scientific journals include:

- Cardiorenal medicine,
- Advances in chronic kidney disease,
- Kidney & blood pressure research,
- Journal of renal care European heart journal,
- Hypertension Circulation,
- Diabetes and kidney disease,
- International Journal of Integrated Care,
- Journal of Medical Internet Research,
- Patient Education & Counselling,
- Journal of Telemedicine and Telecare,
- Journal of the American Medical Association,
- Bioinformatics, BMC Bioinformatics,
- PloS One,
- Computational Linguistics,
- Services and Semantic Web research,
- Journal of Web Semantics,
- International Journal on Semantic Web and Information Systems,
- International Journal on Web Services Research,
- IEEE Intelligent Systems,
- IEEE Internet Computing,
- International Journal of Decision Support System Technology,
- Biosensors and Bioelectronics

3.3.2. Participation in Scientific Conferences and Clustering Events

Indicative scientific conferences include:

- ISWC: International Semantic Web Conference (Semantic Web Science Association),
- ESWC: European Semantic Web Conference
- WWW: International World Wide Web Conference,
- RuleML: International Web Rule Symposium,
- I-SEMANTICS: International Conference on Semantic Systems,
- International workshop on Smart Sensor Networks,
- ICST: International Conference on Sensing Technology (IEEE),
- Sensors and their applications (IFMBE),
- MIE: Medical Informatics Europe,
- MEDICON: Mediterranean Conference on Medical and Biological Engineering and Computing,
- ERA-EDTA CONGRESS,
- IEEE HealthCom: International Conference on e-Health Networking, Application & Services.

4. Dissemination Activities Monitoring & Reporting

Dissemination activities will be regularly reported during 3 month internal project reports and officially summarized yearly, with the respective dissemination plan updates (if necessary). Also, upon agreement with the Project Officer, dissemination activities will also be communicated to EC in due time and between yearly reports so as to enable a proper relay of these activities within Europa², the eHealthNews.eu³ portal, Heath Wire⁴, etc. A final overall report on the dissemination activities of the project will comprise deliverable “D.8.2.2: Project Dissemination” due on M36 (i.e. October 2016).

5. Acknowledgement of EC Funding

All CARRE partners can and shall produce dissemination material. What is important is the use of the standard templates, and if there are not any, ensure the following are included:

- CARRE Logo: The CARRE logo can be used for all kinds of publications, templates and for the website.
- EU Logo and FP7 framework logo
- Disclaimer: *This document contains description of the CARRE project findings, work and products. The authors of this document have taken any available measure in order for its content to be accurate, consistent and lawful. However, neither the project consortium as a whole nor the individual partners that implicitly or explicitly participated in the creation and publication of this document hold any sort of responsibility that might occur as a result of using its content. In case you believe that this document harms in any way IPR held by you as a person or as a representative of an entity, please do notify us immediately. The content of this publication is the sole responsibility of CARRE consortium and can in no way be taken to reflect the views of the European Union. CARRE is a Specific Targeted Research Project partially funded by the European Union, under FP7-ICT-2013-10, Theme 5.1. “Personalized health, active ageing & independent living”.*

Any publication or dissemination material should include the following phrase (or otherwise convey explicitly the same concept)

“The research leading to these results has received funding from the European Community's Seventh Framework Programme (FP7/2007-2013) under grant agreement FP7-ICT-611140.”

² Europa, The Official Web Site of the European Union, <http://www.europa.eu>

³ eHealthNews.eu, The 1st European eHealth News Portal, <http://www.ehealthnews.eu/>

⁴ Heath Wire, <http://www.healthtechwire.com/>