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DARE
DIGITAL LIFELONG PREVENTION
CODE NO. PNC0000002

Spoke 1 Deliverable
**S1.D1.3 Communication and
Dissemination Plan**

This research is co-funded by the Ministry of University and Research
within the Complementary National Plan
PNC-I.1 "Research initiatives for innovative technologies
and pathways in the health and welfare sector"
D.D. 931 of 06/06/2022, PNC0000002 DARE - Digital Lifelong Prevention



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Ministero dell'Università e della Ricerca

DARE

Digital
Lifelong
Prevention



S1.D1.3 Communication and Dissemination Plan

Deliverable information	
Spoke number and title	Spoke 1 - Enabling factors and technologies for digital prevention
WP number and title	WP 1
Related task(s)	Task 5
Lead beneficiary	UNIBO
Contributing beneficiaries	GIMBE; BI-REX; UNIBA
Dissemination level	Public
Due date	December 14, 2023
Actual date of delivery	December 1, 2023
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Document history

Version	Date	Author(s) / Reviewer(s) (Beneficiary)	Description
0.1	15.11.23	Lalumera, Ellia	First draft
0.2	20.11.23	Dentamaro	Revision
0.3	26.11.23	Innocenti	Revision
0.4	30.11.23	Ellia	Revision
0.5	01.12.23	Viceconti	Revision
0.6	01.12.23	Ellia	Final document

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Table of contents

- 1. What is this document5
- 2. Key concepts5
- 3. Objectives of the CDP.....6
- 4. How this document is organised6
- 5. Communication and Dissemination Objectives7
 - 5.1. From DARE project to communication objectives7
 - 5.1.1. DARE: vision and objectives7
 - 5.1.2. Strengths and Barriers.....7
 - 5.1.3. Characteristics9
 - 5.2. Communication objectives10
- 6. Audiences, messages, and channels11
 - 6.1. Target audiences.....11
 - 6.2. Key messages12
 - 6.2.1. Categories of message13
 - 6.3. Channels14
 - 6.3.1. Social media.....14
 - 6.3.2. Website.....15
- 7. Communication office and communication people.....16
- 8. Timing plan.....17
 - 8.1.1. Frequency of activities18
- 9. INTERNAL COMMUNICATION19
 - 9.1. Internal Communication Objectives19
 - 9.2. Strategies.....19
 - 9.3. Activities and roles20
- 10. Evaluation of activities22
 - 10.1. CD log.....22
 - 10.2. KPIs.....23
- Annex: website structure24



1. What is this document

This document is the Communication and Dissemination Plan (CDP) for Project Dare - Digital Lifelong Prevention. Communication and Dissemination is Task 5 of WP1, Spoke 1. CDP is a Deliverable of Task 5, due Month 12.

Please note that the following abbreviations are used in this document.

CD: communication and dissemination.

CDP: communication and dissemination plan.

KPI: Key performance indicator.

DP: digital prevention.

PI: principal investigator.

2. Key concepts

Like any research project with a significant social impact, DARE's CD activities are crucial to raising awareness of the project's scientific excellence, securing institutional accreditation, establishing relationships with all stakeholders, and, ultimately, reaching people and improving their lives.

The regulation of EU-funded projects uses these definitions, which we also adopt here (Source: Glossary/Reference Terms, EC Research & Innovation Participant Portal)

Communication

A strategically planned process that begins at the start of the action and continues throughout its entire lifetime. It has the goal of promoting the project and its results. It necessitates strategic and targeted measures for communicating to a wide range of audiences, including the media and the general public, and possibly engaging in a two-way exchange.

Dissemination

The public disclosure of the results by any appropriate means, including by scientific publications in any medium. Its goal is to describe and ensure that results are available for

Commentato [TI1]: General comment: Should this document include references that can render certain subjective statements more objective? For instance, in paragraph 5.1.2, when you mention that there appears to be little trust in anything related to data-driven approaches in Italy, it would be advisable to either provide links to relevant scientific literature (if available) supporting this claim or explicitly denote such statements as subjective.



others to use, focusing on results only. It is directed to audiences interested in the potential applicability of the results (e.g., the scientific community, industrial partners, citizens, and policymakers).

Exploitation

The utilisation of results in further research activities other than those covered by the action concerned, in developing, creating, and marketing a product or process, creating and providing a service, or in standardisation activities.

3. Objectives of the CDP

The CDP will guide DARE's communication and dissemination activities conceptually and organizationally over four years. To fulfil this function, the CDP sets the following goals, aka the Communication Strategy:

- Define explicit communication and dissemination objectives tailored to relevant target audiences.
- Individuate the key messages for each audience.
- Choose appropriate communication channels.
- Specify the frequency and level of effort of communication activities.
- Outline a timing plan.
- Define objectives and modalities for internal communication.
- Specifies the organisation of the Communication office.
- Identify performance indicators and monitoring modalities.

4. How this document is organised

The following are the main sections of this draft CDP:

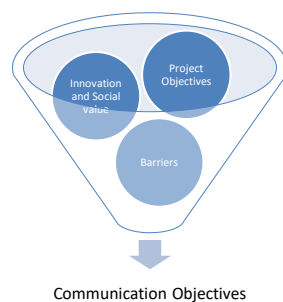
1. Communication and Dissemination Objectives
2. Audiences, Messages, and Channels
3. Timing plan
4. Communication Office and Communication People
5. Internal Communication
6. Evaluation of activities
7. Annex: Website Structure



5. Communication and Dissemination Objectives

5.1. From DARE project to communication objectives

Communication objectives follow the objectives of the DARE Project. They derive from the project's strengths, barriers, and structural characteristics.



5.1.1. DARE: vision and objectives

“The ambitious objective of DARE is to create and develop, through research, innovation, and participation of multiple stakeholders, a connected and distributed knowledge community that produces, collects, and systematises multidisciplinary knowledge and solutions (technical, ethical-legal, and organisational) necessary to affirm Italy as a leading country in the field of digital prevention” (from Proposal Submission to MUR, August 2022)

DARE aims to:

- establish a leading knowledge and skills community for DP in Italy;
- connect academia, industry, healthcare, and policymakers;
- effect a cultural shift towards trust and adoption of DP.

5.1.2. Strengths and Barriers

Innovation Value

DARE is at the forefront of healthcare innovation and is designed to help reforming the healthcare industry using digital technology. DARE's main mission is to improve healthcare delivery using data analytics and AI. This strategy improves patient care and ushers in



preventative medicine. DARE innovates digital health solutions by removing legal, ethical, and institutional barriers. This effort focuses on community-based health monitoring networks to analyse and address regional public health trends.

DP is both a real technological possibility and a real need. Technological solutions are available, and prevention is mandatory given the epidemiological scenario characterized by an increasing prevalence of age-related and chronic conditions. DARE's innovative approach to employing digital solutions in healthcare is ethical, responsible, and inclusive, transforming global health results.

Social Value

DARE has a strong ethical and social value. DP can enhance the national health system's sustainability and efficiency, simultaneously addressing health disparities through targeted interventions for specific populations.

→ Innovation and social value are strengths of the DARE Project. They are conveyed by the meaning of the English verb “to dare” and of the Italian verb “dare” (to give), respectively.

Disconnect

There are several barriers to the development and adoption of DP in Italy today. These include a lack of shared ethical-legal solutions, evidence on effectiveness, shared assessment techniques and other technical and scientific problems. Additionally, social barriers, such as a shortage of a trained workforce, exist. Furthermore, two barriers directly relevant to the communication strategy are present.

The first is the Disconnect between stakeholder groups. In simple terms, the industry has limited knowledge about the capabilities of research, research lack impact without industry partners, many clinicians are unfamiliar with the potential uses of DP and many decision-makers are uninformed about its efficacy and sustainability. Furthermore, people and patients often have inaccurate or erroneous knowledge about DP and are unsure of their preferences. The disconnect is one of the reasons why DARE exists, but it also represents a barrier that needs to be overcome.



The disconnect arises from the fact that research, industry, healthcare, and the general public communicate in different languages. These aspects must be taken into consideration when defining communication objectives.

Lack of Trust and Literacy

Trust is a relationship founded on the attribution of competence, benevolence (high ethical standards), and efficiency to the trusted object. At the moment, there appears to be little trust in anything related to data-driven technologies in Italy. People are frequently concerned about their privacy and confidentiality, as well as the possibility that their personal information will be used for profit or even to their detriment, potentially leading to stigmatization or harm. Trust positively correlates with education, and negatively with age. A connected factor is digital literacy, which both influences trust in new technologies, and is itself a barrier to adoption. There is evidence of modest digital literacy in the Italian population, and among healthcare practitioners.¹

Citizens', clinicians', and decision-makers' trust in DT is critical to DARE, and a lack of trust is a barrier. Without trust in the new DP solutions, the organisational and technological effort might be in vain. Communication of the DARE project's vision, results, and open possibilities, broadly understood, is the primary path to establishing trust, together with promoting literacy and training on DT for healthcare. In this case, the communication goals align with the project goals.

5.1.3. Characteristics

DARE has important structural features that help to define Communication objectives. Firstly, and foremost, it is a project aimed at engaging various communities. Secondly, it is

¹IPSOS (2022) Global Opinions and Expectations about AI, <https://www.ipsos.com/sites/default/files/ct/news/documents/2022-01/Global-opinions-and-expectations-about-AI-2022.pdf>

Philips (2023) Future Health Index, www.philips.com/futurehealthindex-2023

Socha-Dietrich K. (2022) *Empowering the health workforce to make the most of the digital revolution*, OECD Health Working Papers No. 129, 14-16.

Negreiro M. (2021) The rise of digital health technologies during the pandemic, European Parliamentary Research Service Briefing 2-10;

OECD (2021) *Health at a Glance 2021: OECD Indicators*, OECD Publishing, Paris.



designed to span four years, with the overarching goal of evolving into a knowledge and skills community under the DARE Foundation. Thirdly, DARE includes additional projects, specifically the Spoke 2 and 3 pilot projects and the Spoke 1 twin projects. These projects involve and target specific communities, such as the elderly, people with mental illnesses, the general population interested in lifestyle prevention, among others. The inclusion of multiple target populations from the onset, a long duration over time, and the potential involvement of additional populations in new pilot projects, are all aspects to be considered for the CDP.

5.2. Communication objectives

We identify these communication objectives after considering DARE objectives, strengths, barriers, and characteristics.

- **Raise awareness** of DARE's central role as the Italian knowledge-and-skill community for DP.
- **Connect** with all stakeholders in DP.
- **Build** trust in DP and digital health literacy in the large population.

Raising awareness of DARE's excellence is critical to the project's goal of establishing an Italian knowledge and skills community for DP. It is also essential for attracting collaboration, institutional support, funding, and research collaboration.

The second goal of CD is to actively **connect** with stakeholders, i.e., to engage in dialogue, to be informed about DP's needs and the industry's potential. It also involves facilitating communication among stakeholders through DARE.

The third fundamental goal is to **build trust, DP literacy, and** digital health literacy. There is still much work to be done to overcome the general public's lack of trust in AI-based and data-driven technologies and to establish a health prevention culture. DARE requires a cultural shift to implement DP in Italy, much of which should be accomplished through CD activities.

These objectives will be implemented in CD goals for our target audiences.



6. Audiences, messages, and channels

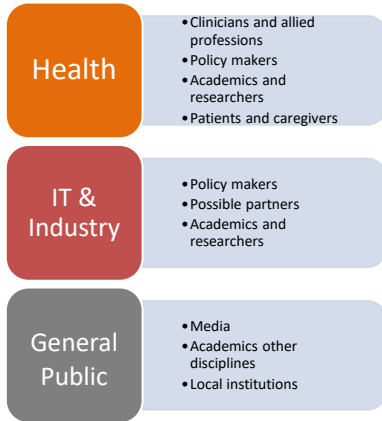
6.1. Target audiences

The DARE project has an internally complex structure, and its activities target different populations, all of which are crucial to the project's success. DARE encompasses a research project, a collaborative action plan, and a structural change initiative. For the purposes of CD, all these target audiences must be considered and can be further stratified. Target audience stratification is pivotal to the success of any communication activity.

There are various methods of subdividing target audiences – each classification is an action strategy. A particularly useful classification in the case of DARE is that by areas of expertise, i.e., Health, IT, and the general public.

Target audiences by area of expertise		
Health	IT & industry	General public

The main difference between these 3 targeted audiences is that they speak different languages, and they possess and use different concepts. What is familiar to those working in the healthcare field is not familiar to engineers and IT specialists, and vice versa. Within the 3 main targeted audiences' areas, further stratifications can be made, according to our knowledge of DARE's objectives and of these populations. A proposal of further stratification is as follows:



There are two additional target population stratifications that may be useful, namely:

- Young/not Young
- National/International.

If we are planning a communication activity to inform about a summer school or training course, we must consider whether our audience is young. And, when disseminating vision and results, we should consider whether our target audience is international and thus speaks English, or rather national, or local. Academics and researchers, both in Health and IT&Industry, are considered international.

As specified above, pilot projects developed within DARE address further specific populations. During the project's lifetime, whenever a project is ready to be presented or to deliver results, our audiences will be further stratified to achieve more precise targeting. For example, if a pilot project aimed at people with Down syndrome is ready to deliver results, or communicate its goals, we will add Down syndrome patient associations and caregivers to the list.

6.2. Key messages

In the DARE project, we classify any transmission or exchange of information as a *communication activity*. This encompasses not only social media posts but also major events like the big kick-off. Each communication activity is a small project with defined goals, a target audience, a time frame, designated individuals in charge, and participants. Primarily,



its objective is to bring about a change in our relationship with the target audience, with the anticipated transformation clearly outlined.

The message, conveyed through the appropriate channel, empowers us to effect the expected change in the target audience.

In line with DARE's objectives, strengths and barriers, and characteristics, the proposed Key messages and Expected changes for the main target audiences are as follows:

Target audience	Key Messages	Expected change
Health professionals	DP is clinically useful. DP increases efficiency. DP is ethically safe. DP is easy to use. DP is good for the NHS.	Engagement Presentation of needs, adoption of proposed solutions, lobbying with policymakers
Policymakers Health	DARE is the leading partner for DP. DP is good for the NHS.	Engagement: Investments, collaborations, policy change
Patients and caregivers	DARE is the leading community for DP. DP is "good for health". DP is ethically safe. DP can reach marginalized and very specific communities.	Involvement of patient associations, testimonials, lobbying with policymakers
General Public	DARE is the leading community for DP. DP is good for health. DP is ethically safe. DP is good for the NHS	Cultural shift
Academia Health	DARE is doing innovative research in DP. DARE unifies Italian excellences in the field(s).	Collaborations in projects and publications, networking
IT & Industry	DARE is the leading community for DP. DARE integrates skills. DARE is trustful	Engagement Presentation of needs, adoption of proposed solutions, lobbying with policymakers
IT Academia	DARE is doing innovative research. DARE unifies Italian excellences in the field(s).	Collaborations in projects and publications, networking
Students and young HR (Any area)	DARE opens job opportunities in research and industry.	Involvement

6.2.1. Categories of message

The key messages for our target audiences will align with the DARE project's life cycle. Initially, the messages will be VISION messages, intended to convey the project's values and objectives. Following this, as DARE builds the framework and develops specific pilot projects, the messages will shift to RESULTS. This marks the actual Dissemination phase. Finally, when DARE or specific projects conclude, and the results can be used beyond the



community of project partners, the messages will take the form of EXPLOIT. In general, VISION, RESULTS, and EXPLOIT will follow a chronological sequence, with more emphasis on VISION in the first year and a half, and a greater focus on RESULTS in the second. However, since DARE aims to maintain its status as a community of excellence under the DARE Foundation, VISION messages will persist throughout the project. The timeline is available in the TIMELINE section of this document.

6.3. Channels

The CD channels are chosen based on the type of key message and the target audience. They contribute to the success of communication activity. Implemented channels will be presented in separate documents, but here is a list of channels that we intend to use:

- Events
- Meetings
- Conferences
- Workshops
- Publications (conferences presentations, talks, posters)
- Press releases (Scientific publications on international peer-reviewed journals)
- Professional News (Professional News: printed, radio, or TV)
- Grey (Grey literature, everything printed that is not publications or professional news)
- Website (posts on various websites, including the project's website and others)
- Posts (posts on social networks)

Events are large gatherings (100+ participants), aimed at raising awareness of DARE's excellence at the start of the project and at the end of the 4-year cycle.

Meetings are Networking events, involving communication in the sense of a bi-directional exchange of information. For example, DARE members may interact with potential industrial partners in a meeting. Meetings can be either in person or online and typically involve up to 50 invited people.

Conferences and Workshops are large (100) and small (less than 20) academic gatherings respectively. They can take place either in person or online and are considered research events. Summer schools also fall into one of these categories, depending on size.

6.3.1. Social media

Social media posts can be used to convey any message, of any category. Project DARE will have:

- A LinkedIn account



- An X account
- An Instagram account

LinkedIn is the favourite social media for the IT&Industry sectors in Italy and internationally. Depending on the specific target audience, LinkedIn posts will be in either English or Italian.

X (formerly Twitter) is the preferred social media for journalists, politicians, and the healthcare community in Italy, as well as for the international medical research community. X posts will be in either Italian or English, depending on the specific target audience.

Universities, Departments, Hospitals, and Research Centres are increasingly utilising Instagram as an institutional account. Instagram's main advantage is its ability to reach Gen-Z, including students and potential employees (people under 30 rarely use LinkedIn or X). The general public can also be reached through Instagram. We will post in Italian on Instagram.

6.3.2. [Website](#)

Aim and structure

DARE's website serves as a pivotal platform for information dissemination, outreach, and engagement. It is a user-friendly website that highlights the project's goals, objectives, progress, and results. It includes sections dedicated to each target audience for tailored information. More specifically, it provides:

- Essential information on DARE and its partners
- Updated highlights on results (research and applications)
- News about events, vacancies, open research positions
- Newsletter Form

Related activities and roles

0. **Content Strategy:** Plan the types of content to be included, such as articles, news updates, project information, publications, and multimedia elements. Customize content to target audiences.
1. **Information Architecture.** Create a logical and user-friendly structure for the website, ensuring easy navigation and access to information.
2. **Design.** Design prototypes to visualize the layout and structure of the website. Develop a visually appealing and cohesive design that aligns with DARE's branding.



3. **Front-End Development.** Convert the design into a functional website. Ensure responsiveness across different devices.
4. **Back-End Development.** Implement server-side functionalities, database integration, and content management systems.
5. **Content Creation and Integration.** Develop and gather content including text, images, videos, infographics, and other multimedia assets.
6. **SEO Integration.** Optimize content for search engines by using relevant keywords, meta tags, and descriptions to improve the website's visibility.
7. **Testing and Quality Assurance.** Check all website functionalities, links, forms, and interactive elements to ensure they work as intended. Test the website on multiple browsers and devices to ensure it displays and functions correctly.
8. **Launch and Maintenance.** Plan the website launch by promoting it through social media, email newsletters, and other communication channels to attract visitors.
9. **Regular Updates.** Ensure ongoing content updates, security patches, and maintenance to keep the website current and secure.
10. **Performance Monitoring.** Implement analytics tools to track website performance, user engagement, and visitor behaviour. Use this data to make informed decisions for continuous improvement.

Each of these activities is vital for creating a functional, user-friendly, and informative website for Project DARE. Collaboration between web developers, content creators, and project stakeholders is crucial throughout the entire process to ensure the website aligns with the project's communication and dissemination goals.

The Communication Office is in charge of activities 1, 2, 3, 6, 9,10, 11.

A dedicated person will be hired in year 2. They will be in charge of tasks 3, 4, 5, 7, and will be involved in 2, 10, 11.

A later version of this Communication and Dissemination Plan (M 24) will detail the website development timeline.

7. Communication office and communication people

The messages to be communicated and disseminated throughout the DARE project's life cycle come from a variety of sources:

- experts in the field and literature



- communication office
- project members
- pilot project researchers
- project partners

The complex structure of the project, involving three Spokes, various institutional and industrial partners, and numerous pilot projects within it, requires attention to the flow of external communication. To this end, we identify the following entities and roles.

The Communication Office (2 people) collects information from sources, adapts it to the channels and targets based on the strategy outlined so far, and initiates communication activities.

Each DARE partner and member can serve as a source and contact the Communication Office with information regarding a project, outcome, possibility, publication, event, or other matters. PIs and Spoke leaders will likely act as primary sources. However, it is possible that occasionally everyone will become engrossed in their activities, causing the flow to become erratic. To prevent this, the Communication People should serve as a stronger conduit between the Communication Office and members and partners.

Each Spoke leader identifies Communication People. These individuals are the members of Project DARE responsible for promptly informing the Communication Office of news and results. Leaders of pilot projects, WP leaders or young researchers collaborating with the PIs and Spoke leaders can serve as Communication People. The willingness to communicate regularly with the Communication Office is the only requirement. We will establish a regular monthly or bi-monthly meeting schedule during which the Communication Office can have a quick update with Communication People at each Spoke.

8. Timing plan

DARE, as previously stated, is a long and complex project. CD activities must follow the development of DARE step by step, ideally in accordance with the project's GANTT. Ideally, the first few months will be devoted to communicating more VISION messages, including



a large kick-off event and two or more network meetings, planned according to the DARE consortium networking needs.

The first pilot projects will be validated by the middle of the first year and thus be ready for presentation, not in terms of results but in terms of objectives, with reference to the specific population they target. Once a project reaches this stage, we will prepare VISION-type content tailored to the various target audiences (Health, IT&Industry, General Public).

As the pilots mature, the second year should witness an increase in RESULT messages, early research events (conferences and workshops), and network meetings with patient populations. In addition, the final stage of the DARE life cycle should be devoted to EXPLOIT-type communication, with more network meetings aimed at promoting the results and their applications outside of the project networks. Research events will continue (two more will be planned), and a major closing event will be evenly balanced with the initial one.

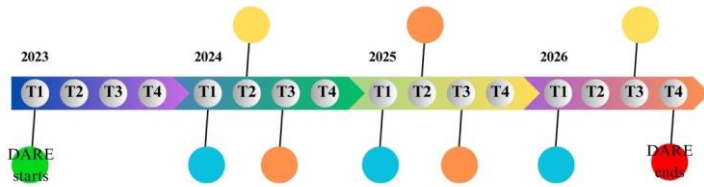
Social media posts, website updates, and press office activity will be evenly distributed throughout DARE's life cycle. A later version of this CDP will provide a more precise estimate of the expected number of monthly posts on various social media platforms. Refer to the figure below for the proposed Timeline of Events.

8.1.1. [Frequency of activities](#)

The progress of the pilot projects within DARE determines how frequently communication activities occur. However, in theory, it can be planned that there will be a minimum of

- one newsletter per month
- one update to the website's content every 15 days
- one cycle of the Vision-Result-Exploit content cycle for each pilot project
- two major events (the initial and final)
- four network meetings
- four research events.

See picture below for a provisional timetable of events.



Organization of events along the Project. Yellow: institutional and public, Blue: networking, Orange: research.

9. INTERNAL COMMUNICATION

Internal communication is crucial to ensure coherence, alignment, and collaboration within the DARE project. Given the project's complexities and multiple stakeholders, employing a robust internal communication strategy is essential to achieve common understanding and shared goals.

9.1. Internal Communication Objectives

Alignment of Vision and Objectives: Ensure all internal stakeholders understand and align with the project's vision and objectives, fostering a unified approach.

Information Dissemination: Disseminate project updates, progress, and relevant information regularly among all involved stakeholders.

Promote Collaboration and Cross-Functional Interaction: Encourage dialogue, knowledge sharing, and collaboration between diverse stakeholder groups.

9.2. Strategies

Regular Newsletters and Updates: Implement a periodic newsletter or update system, shared via email or an internal portal. This will contain project progress, achievements, upcoming events, and highlights.

Centralized Information Repository: Utilize a platform (initially Microsoft SharePoint) to create a centralized repository for project documents, reports, resources, and guidelines. SharePoint allows for easy access control, version history, and collaboration.



Regular Team Meetings and Updates: Conduct regular team meetings to share progress, discuss challenges, and align efforts. Use video conferencing tools for remote team members.

Leadership Engagement Sessions: Schedule sessions where project leaders provide updates, encourage feedback, and communicate the project's direction, ensuring alignment across all levels.

Training and Workshops: Co-organize training sessions or workshops, especially when new tools or methodologies are introduced (e.g., guidelines provided by Spoke 1), in collaboration with WP6.

9.3. Activities and roles

1. Developing Communication Channels and Platforms:

Activity: Setting up the communication infrastructure, such as SharePoint, internal newsletters, and communication tools.

Role: Communication Office and Web Specialist: Responsible for setting up and maintaining communication platforms, ensuring they are user-friendly and accessible to all project members.

2. Creating and Distributing Internal Content:

Activity: Generating regular newsletters, updates, and content highlighting project progress, milestones, and important announcements.

Role: Communication Office: Responsible for crafting engaging content, collating updates, and ensuring it is shared via chosen communication channels.

3. Facilitating Collaboration and Discussions:

Activity: Organizing forums, discussion boards, and meetings to encourage cross-team discussions, idea sharing, and problem-solving.

Role: Spoke leaders, WP leaders Education, Communication Office: Leads discussions, encourages participation, and ensures a healthy exchange of ideas.



4. Managing Documents and Resources:

Activity: Maintaining a centralized repository for project documents, reports, and guidelines.

Role: Document Manager/Curator: Responsible for organizing, updating, and managing access to project-related documents and resources.

5. Organizing Team Meetings and Updates:

Activity: Scheduling and conducting regular team meetings to discuss progress, challenges, and align efforts.

Role: Project Managers/WP and Spoke Leads: Responsible for leading meetings, sharing progress, addressing concerns, and ensuring alignment within their teams.

Training and Development:

Activity: Conducting training sessions or workshops for using tools or methodologies for internal communication SharePoint.

Role: Trainers/Facilitators: Responsible for providing training and support for utilizing communication tools effectively.

Roles:

Web specialist: Responsible for overseeing the setup and maintenance of communication platforms and tools.

Content Curator/Writers: Responsible for generating and disseminating internal content such as newsletters, updates, and announcements.

Document Manager/Curator: Responsible for managing and organizing project documents and resources in a central repository.

Project Managers/Team Leads: Responsible for leading team meetings, ensuring team alignment, and reporting progress.

Project Leaders and Stakeholders: Responsible for providing project direction, engaging with teams, and ensuring alignment with the project's vision.



10. Evaluation of activities

DARE, as a MUR-funded project, is required to account for its activities, including communication and dissemination. To that end, we set up a system to monitor and evaluate communication activities, including a communication log and a set of key performance indicators (KPIs), as described in this section.

10.1. CD log

A Communication and Dissemination log is a document that keeps track of all the communication activities.

Its purpose is to track activities in order to control the communication strategy and to evaluate them at the end of the project. The Communication Office is in charge of filling out this file, but each member of DARE, especially the Communication People, is responsible for informing the Communication Office of all communication activities they undertake. Internal communication modalities are specified in the sections of this document titled Communication People and Internal Communication. For KPIs, see the section Evaluation of Activities.

Below is a fictitious example of CD log entries.

Date	Project Year	Title and Description	Source	Source Person	Source Institution	Channel	Content	Location	Target	Impact	Outreach	URL
17/01/2023	1	2.0 - lezione AI Big Data digital twin della città metropoli	Consortium	Lorenzo Chiari		Oral	Motivation	Bologna	Medical Researcher	10-100	Regional	

- Date
- Project Year
- Title and Description
- Source
- Source Person
- Source Institution
- Channel
- Content
- Location
- Target
- Impact
- Outreach
- URL



10.2. KPIs

The performance of communication activities in respect to the communication objectives and the link between the results and the efforts made to achieve the goals will be monitored based on a set of indicators. The project will benefit from a greater understanding of the drivers and impediments to effective communication thanks to this analysis, which will also help to tailor the communication activities.

To track the successful deployment with relation to the effectiveness and efficiency of dissemination operations, a set of KPIs has been created.

OUTPUTS	UNITS	% OF TOTAL	REACH
Organized conferences			
Organized workshops			
Attended conferences			
Attended workshops			
Attended other events (others than conference and workshop)			
Press releases			
Non-scientific and non-peer-reviewed publications			
Training events			
Social Media			
Website			
Communication campaigns			
Video/Film			
Activities organised jointly with other EU project(s)			

These indicators are numerous and vary depending on the channel used. On the one hand, we maintain track of the volume of various outputs (the list of outputs in the above table is open). We will add to these metrics the analysis of data from the Communication and Dissemination Log and insights from social media and the Website via Google Analytics. A Dissemination Report will be issued in M48.



Annex: website structure

This is the provisional content structure of DARE's website, to be developed before month 18 (June 2024).

www.fondazionedare.it

Home:

- The DARE Project

 - About

 - The PNC

 - The project goals

 - The Consortium

 - The hub-spoke structure

 - Research

 - Spoke 1

 - Spoke 2

 - Spoke 3

 - Stakeholders Community

 - Work with us

 - Cascade Funding

 - Open Positions

- The DARE Foundation

 - About

 - Mission and Vision

 - Foundation Board

 - Foundation Management

 - Digital Prevention Services

 - DARE Solution Frameworks

- Digital Health Lifelong Prevention

 - News and events

 - News

 - Past Events

 - Upcoming Events

 - Campaigns

 - DARE's friends

 - Community of Practice on Slack