



## **API-ecosystem for cross-sectorial exchange of 3D personal data**

### **Deliverable 7.3 Dissemination plan. Revision**

**Dissemination Level: Public**



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# 1 Executive summary

This document provides an overview of the BODYPASS Consortium strategy and the planned activities to disseminate the project's new concepts, the knowledge generated and the results with a view at maximising their exploitation.

The Dissemination Plan is made up of two main parts.

The first part draws the guidelines and key elements to be addressed in carrying on all dissemination activities as identified during the first project year; it particularly focuses on the dissemination scope and purpose, contents, the target groups and the tools.

In the second part all planned and undertaken activities to implement the guidelines identified in the previous part are listed.

As planned in the Description of Action, this document is a second version of the plan launched at the beginning of the project.

In this plan we have included a fourth social network: ResearchGate, with focus on scientific research.

Also new dissemination activities have been included in section 5.2. The most relevant:

- INCLIVA: more medical congresses and cooperation with BIGMEDILYTICS events. IBV will participate in some of the events as project coordinator.
- AUXO: more medical congresses are included.
- PRT: dissemination in several sport events. BODYPASS
- ELSE will include BODYPASS in its internal dissemination strategy. ELSE has initiated a intensive campaign in order to promote the company. For this reason, BODYPASS will increase the presence in trade fairs an commercial events.

During this period BODYPASS has launched the first brochure and one video:

- <http://www.bodypass.eu/content/brochure>
- <https://www.youtube.com/watch?v=PihC1zY6szQ>

Minor adjustments may take place at the time of the next management report (Deliverable 8.6), February 2020.

The revisions will be done by IBV in cooperation with all the partners and it will take place with a view at:

- 1) taking stock of the dissemination progresses achieved with respect of the set goals;
- 2) adjusting the dissemination strategies and future activities on the bases of stakeholders' interests and their reactions to activities already done, as well as on the basis of progresses in the project results, updates in dissemination and exploitation interests of the concerned consortium partners.
- 3) launch a joint reflection with the all project partners and the concerned stakeholders on common issues with regards to dissemination of the BODYPASS results

Also, BODYPASS will cooperate with the BIG DATA VALUE PPP actions and joint events to promote results of the BIG DATA VALUE PPP actions.

## 2 Introduction

Dissemination activities in BODYPASS project are planned and carried out with the aim of informing interested organisations and general public outside the consortium about the project concepts and achievements. Dissemination and communication activities on project results are organised and supervised by IBV as responsible of WP7, with the support of all the partners

Such aim will be pursued under strict observance of Intellectual Property Right issues and particularly commercial partners' confidentiality requirements. Only non-confidential results will be disseminated or after adequately protecting IP. For this purpose, IBV will ensure that dissemination actions do not divulge any knowledge deemed to have protection mechanisms, aiming for preserving the potential competitive advantages derived from the progress of the project. In this sense, the particular actions to make public each partner result will be discussed during the project with the benefitted partner. Dissemination and communication activities on project results will be organised and supervised by IBV as responsible of WP7, with the support of all the partners.

The main goal of dissemination activities is presenting the BODYPASS results to the main stakeholders:

- Healthcare sector: Hospital and other providers of healthcare services.
- Consumer goods sector: apparel manufactures and designers,
- Potential technological partners addressed to accelerate the penetration on new markets:
  - Providers of CAD software interested in accessing 3D datasets.
  - Providers of scanning technologies.

In line with these objectives, dissemination activities will be initiated, organised and run throughout the project implementation, particularly under the supervision of the BODYPASS project coordinator (IBV) and partners concerned.

Furthermore, BODYPASS will cooperate with the BIG DATA VALUE PPP to promote results of the BIG DATA VALUE PPP actions; e.g., seeking coordination opportunities regarding dissemination and awareness raising activities with other BIG DATA VALUE PPP actions, to achieve greater impact and visibility.

Disseminations activities finally address the contractual obligations laid out in the grant agreement, article 29, and the consortium agreement, and will particularly consider:

- a) the need to safeguard intellectual property rights
- b) the benefits of swift dissemination, for example in order to avoid duplication of research efforts and to create synergies between projects confidentiality
- c) the partners legitimate interests

## 3 Implementation approach

The dissemination plan is divided in three phases during the project:

- 1) Year 2018. Initial phase: the main objective is to achieve initial visibility. This visibility will be achieved through the project's website, social media (Facebook, Twitter). The website and social media will be the tools to identify stakeholders and relevant contacts. First version of brochures and printed material are designed.
- 2) Year 2019. Expand and future: during this phase the dissemination of the first deliverables is started. The partners will disseminate the project results in social media; promote training events; publications in relevant journals; present results in conferences and congresses.
- 3) Year 2020 Product launch: this phase should prepare the project for the post-project time. Main focus is to disseminate the final results and achieve contacts for exploitation after the end of the project. The demonstrators of WP6 will be disseminated.

The section “*Dissemination contents*” identify what is transmitted outside the consortium. The section “*Dissemination tools*” identify how such contents are made available outside the consortium.

### 3.1 Dissemination contents

Dissemination contents identified at this stage include:

- Conference and printed material.
- Presentations.
- Technical papers.
- Demonstration activities (WP6)

#### 3.1.1 Conferences and printed material

Consists of documents circulated in printing or electronic format, generally with limited use of technicalities or detailed information with a view to assure overall readability and absorption of information by readers.

Releases address a rather heterogeneous audience and for instance journalists, professionals of consumer goods and healthcare sectors, R&D specialists, standardization committees and students.

The first release (<http://www.bodypass.eu/content/brochure>) was laid out at the project before June 2018 as a project flyer providing one-page size information with contents on the project work program, project rationale, objectives general organization and outlook with only a limited use of technicalities. Its circulation is assured by both publication in the project website and printing as required.

Other releases may include project update issued on a medium-term time frames, Press Releases following project milestones achievements or events participation, proceeding and ad-hoc releases which are set up following national or international events in which the project is presented.

#### 3.1.2 Presentations - Others

Include Powerpoints or other multimedia presentations held by project coordinator or other project partners and which are held in occasion of national or European events<sup>1</sup>. The addressed audience is expected to hold a more professional background in one or several of the areas researched in the project and which varies depending on the nature of the event where contents are presented (e.g. medical data processing, Textile/footwear related technologies, business and entrepreneurial events).

Depending on the nature of the presentations, contents may be drawn up by individual partners or jointly at WP or project level. Contents of joint-presentations are normally cross-checked by concerned partners and project coordinator to guarantee harmonization of data provided and coherence within the whole BODYPASS initiative.

#### 3.1.3 Technical papers

Include mainly documents highlighting key technical achievements in the project researched area. Produced by partners authors of such achievements, papers address a more restricted range of audience with higher technical background.

#### 3.1.4 Demonstration activities

Demonstration activities are included in a stand-alone project work package (namely WP6). Contents developed as part of such Work Package may be rather technically oriented and therefore exceed the simple transfer of project-related information, however availability of

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<sup>1</sup> Example of presentation:

<https://es.slideshare.net/AlfredoBallesterFern/3-dbt2018-id36ballesterv04pdf>

demonstrators would provide great deal of convincing information sources, both visual (e.g. pictures, video) and based on text (e.g. simplified version of the demonstration explanatory material).

## 3.2 Dissemination tools

Dissemination tools are utilized both within the BODYPASS planned activities and considering existing external projects' or initiative activities, both in line with the overall dissemination strategy and which suits the consortium interest. In relation to his issue, the BIG DATA VALUE PPP actions and joint events will provide opportunities to achieve greater impact and visibility.

### 3.2.1 Visual identity and Acknowledgments

The logo includes the name of the project (BODYPASS), its main concept intends to capture the attention of the audience. The log aims to reproduce the relation that will be created between the consumer goods and the healthcare sectors.



Figure 1: Logo



Figure 2: Logo with background

All dissemination tools and activities must refer or include:

- The name of the project: BODYPASS
- The project's website URL: [www.bodypass.eu](http://www.bodypass.eu)
- The BODYPASS logo.
- Acknowledgement to BDV PPP: **This project is part of the Big Data Value Public-Private Partnership.**
- The logo of BDV PPP<sup>2</sup>:



Figure 3: Logo of BDV PPP

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<sup>2</sup> Other BDV PPP logos are available in <http://big-data-value.eu/marketing-tools/>

- Acknowledgements to EC public found: **This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 779780**
- The official EC logo.



Figure 4: Official EC logo

### 3.2.2 Website

The project web site is the first and most easy-to-use tool for disseminating all sort of project related information.

Carefully planned with contributions from all project partners the web site is developed, managed and constantly updated within the project consortium. The resources allocated to this purpose and particularly the website management by the project coordinator allow prompt problem solving and periodic improvement of contents. The website will allow disseminating project information and:

- Coherent way of presenting information
- Common reference point for project partners
- Easy-to-use to include additional features
- Easy-to-use for contents update

### 3.2.3 Mass media

Interviews and press note to local, regional, national, international media (press, TV & radio) and news agents, specifically when celebrating meetings or events; use of partners websites.

Press release are a formal announcement to the national or specialised/technical press in order to present a short overview of the BODYPASS project to the public. One press release for each consortium meeting is expected: every 6 months.

Also, when major achievements or participation to specific event is going on, the dissemination manager will distribute an ad hoc press release and where it is considered feasible, to also organise press conferences involving key project stakeholders.

BODYPASS aims to produce more than 100 impacts in mass media during the project.

### 3.2.4 Social Networks

BODYPASS will use social networks to create a network of followers: general public and stakeholders.

Depending of the phase of the project updates maybe monthly, weekly or even daily.

The first version dissemination plan included presence of BODYPASS is present in Facebook, LinkedIn and Twitter. Since then, we have included ResearchGate too. ResearchGate is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators. In general partners will populate them with posts and news respecting the defined BODYPASS image criteria. Later on, in this document a list of planned activities is provided (see "0

Dissemination activities”).

<https://www.facebook.com/Bodypassproject/>

The image shows a screenshot of the Facebook interface for the 'Bodypassproject' page. The page header includes the profile picture (a silhouette of a person) and the name 'Bodypassproject' with the handle '@Bodypassproject'. Below this is a navigation menu with options like 'Inicio', 'Publicaciones', 'Opiniones', and 'Promocionar'. The main content area features a cover photo with the 'BODYPASS' logo and a silhouette of a person. Below the cover photo is a post from 'Bodypassproject' dated February 20, 2018, titled 'Project Kick-off meeting took place last month.' The post includes a group photo of project members and text about the Instituto de Biomecánica (IBV) and its partners (IBV, PHILIPS, ATOS, INCLIVA, AUXO, ELSE, and PRT) in the European project BodyPass. The interface also displays navigation options like 'Inicio', 'Publicaciones', and 'Opiniones', along with a '¿Tienes amigos a los que les puede gustar tu página?' section.

Figure 5: Facebook interface

<https://www.linkedin.com/groups/12099700>

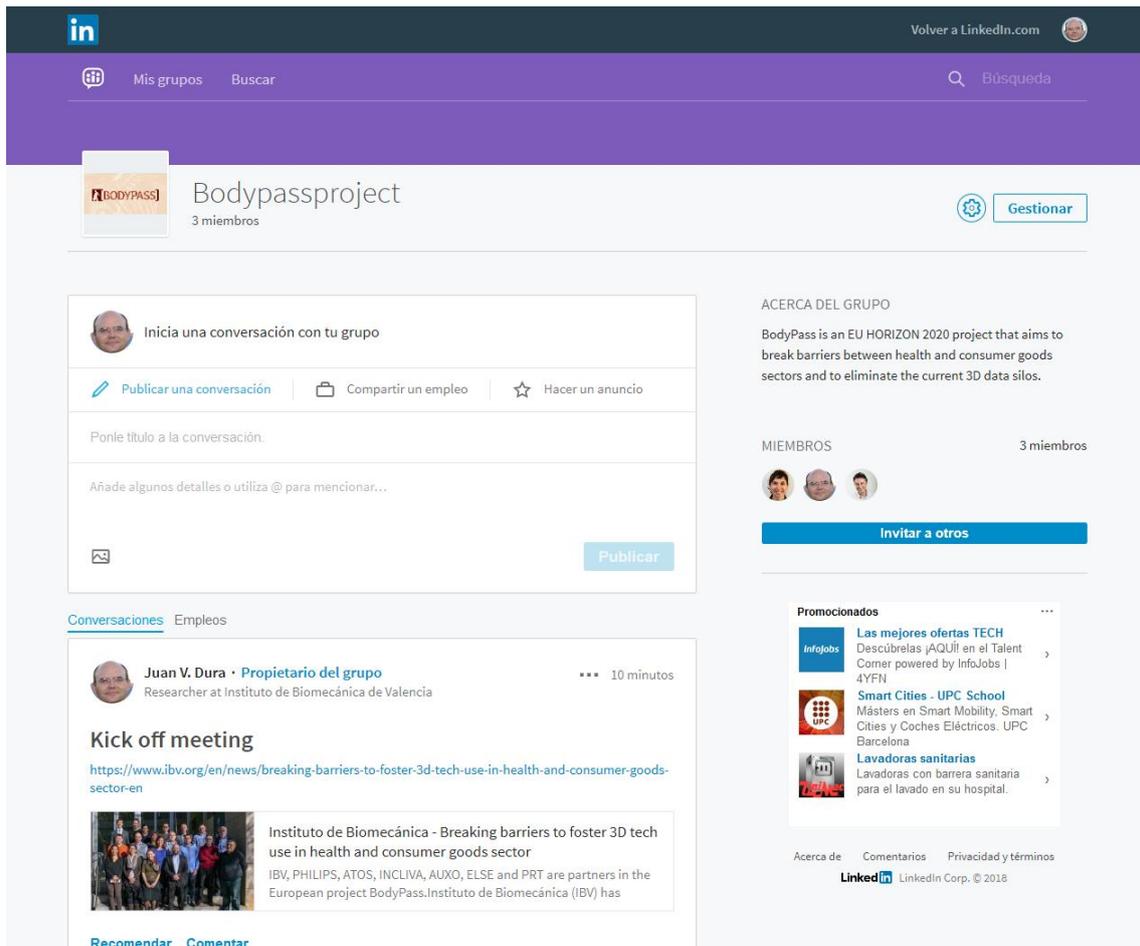


Figure 6: LinkedIn interface

<https://twitter.com/Bodypassproject>



Figure 7: Twitter interface

<https://www.researchgate.net/project/API-ecosystem-for-cross-sectorial-exchange-of-3D-personal-data-BODYPASS>

The screenshot shows the ResearchGate project page for 'API-ecosystem for cross-sectorial exchange of 3D personal data (BODYPASS)'. The page includes a search bar, navigation links (Home, Questions, Jobs), and a project overview section. The project is led by Juan Vicente Durá Gil, Pietro Cipresso, and Alfredo Ballester. The goal is to break barriers between the health sector and the consumer goods sector. The main objective is to foster exchange, linking and re-use, and integrate 3D data assets. The project dates from 1 January 2018 to 31 December 2020. On the right, there are statistics: 2 updates, 0 recommendations, 7 followers, and 72 reads (with 2 new reads).

Figure 7: ResearchGate interface

### 3.2.5 Participation in events

BODYPASS will participate actively in action and joint event organized by the BIG DATA VALUE PPP. Networking between project partners on one side and external organizations on the other is expected to be facilitated according to the appropriate level of conferences set up and, additionally, following the project participation in project external events.

A list of events is included in section 5.2.

### 3.3 Identify, approach and communicate with the targeted stakeholders

The main goal of dissemination activities is presenting the BODYPASS results to the main stakeholders:

- Healthcare sector: Hospital and other providers of healthcare services.
- Consumer goods sector: apparel manufactures and designers,
- Potential technological partners addressed to accelerate the penetration on new markets:
  - Providers of CAD software interested in accessing 3D datasets.
  - Providers of scanning technologies.

This section will be elaborated with more detail as of the plan second release (June 2019) based on partners' legitimates interests, on more concrete information available on the project progresses and therefore on a clearer perspective of short/mid-term available messages for the target stakeholders.

## 4 Assessment of dissemination

Dissemination assessment and related corrective actions aim at guaranteeing the effective implementation of planned activities and correspondence between dissemination state of play and consortium intention. Assessment will be therefore carefully addressed in cooperation between the Project Coordinator and the Management Board as required

Such assessment aims at verifying:

- a) Completion of dissemination activities with the overall dissemination plan guidelines as laid down during the project first year and following the annual updates.
- b) Modification of the dissemination strategy, approach and implementation in line with updated requirements expressed by the Consortium.
- c) Impact of the carried out dissemination activities.

Assessment tool includes:

In the case of a) and b)

- Relevant extract of the periodic Activity Reports (every 9 months) and particularly with regards of the following criteria: Planned against realized dissemination activities; follow up actions arising from implemented actions.

In the case of c)

- Feedback to concerned consortium members on contact established and with reference with their activities carried out in the project.
- Time schedule for management and follow up actions.
- Quantitative Assessment criteria and later assessment of success of the dissemination strategy (Month 18 onwards).

## 5 Disseminating of knowledge

At the moment this dissemination Plan is released the following reference documents have been considered:

- The Description of Action, WP7.
- Minutes of the KO meeting – Valencia January 2018
- Consortium agreement.
- Deliverable D7-1 Dissemination plan (first version).

### 5.1 Publishable results

At the moment this dissemination plan is released no publishable results are yet available. This section will be elaborated with more detail as of the plan second release (June 2019) based on partners' legitimates interests, on more concrete information available on the project progresses.

## 5.2 Dissemination activities

This section provides an overview of the dissemination activities foreseen by the project partners and which significantly contributed in transmitting information about the project results.

In line with the H2020 reporting templates the dissemination activities are identified according to the following categories:

- Organisation of a Conference
- Organisation of a Workshop
- Press release
- Non-peer-reviewed publication
- Exhibition
- Flyer
- Training
- Social Media
- Website
- Communication Campaign (e.g. Radio, TV)
- Participation to a Conference
- Participation to a Workshop
- Participation to an Event (others)
- Video/Film
- Brokerage Event
- Trade Fair
- Participation with other H2020 projects
- Other

The table below is the list of dissemination activities planned by the partners. The changes with respect to the first version are indicated in **bold font**.

PARTNER	Description	Timing	Type	Reference
IBV	IBV web focused to disseminate projects in which IBV is involved	January 2018	Website	<a href="http://indumentaria.ibv.org/proyectos-i-d/api-ecosystem-for-cross-sectorial-exchange-of-3d-personal-data-bodypass">http://indumentaria.ibv.org/proyectos-i-d/api-ecosystem-for-cross-sectorial-exchange-of-3d-personal-data-bodypass</a>
IBV	Conference 3D body scanning & Processing Technologies (3DBODY.TECH)	16 October 2018 22 October 2019 every year	Participation to a Conference	<a href="http://www.3dbodyscanning.org">http://www.3dbodyscanning.org</a>
IBV	Periodical publications in the facebook page of IBV.	Every 6 months, coinciding with the meetings	Social Media	<a href="https://www.facebook.com/ibv.org">https://www.facebook.com/ibv.org</a>
IBV	Article in IBV magazine	2019	Non-peer-reviewed publication	<a href="http://www.ibv.org/en/publications/magazine-of-biomechanics">http://www.ibv.org/en/publications/magazine-of-biomechanics</a>
IBV	European BIGDATA Value Forum	November, 2018	Participation to a Conference	<a href="http://www.european-big-data-value-forum.eu/">http://www.european-big-data-value-forum.eu/</a>
IBV	This channel, destined to publicize the on-line news of IBV, received 13,760 visits in 2017. It has 2,246 subscribers.	March, 2018	Website	<a href="http://www.biomecnicamente.org">www.biomecnicamente.org</a>
IBV	The IBV corporate website to describe the projects in which IBV is involved. Received 81,250 visits in 2017.	Every year	Website	<a href="http://www.ibv.org">www.ibv.org</a>
IBV	IBV publishes annually this magazine. Subscribers registered at that time (more than 6,000 recipients).	December 2020	Non-peer-reviewed publication	Magazine "Innovación biomecánica en Europa"
IBV	Dissemination through social media (Facebook, LinkedIn)	January 18 to December 20	Social Media	
IBV	Congress SIGGRAPH 2018. Meetings with companies in the animation and videogame sector	12-16 August 2018	Participation to a Conference	
IBV	Congress of the International Ergonomics Association	26-30 Agosto 2018	Participation to a Conference	<a href="http://iea2018.org/">http://iea2018.org/</a>
IBV	European Platform for Sports Innovation	2018 pending date	Participation to a Conference	<a href="http://epsi.eu/">http://epsi.eu/</a>

<b>PARTNER</b>	<b>Description</b>	<b>Timing</b>	<b>Type</b>	<b>Reference</b>
INCLIVA	Social networks of INCLIVA: twitter, LinkedIn, facebook. Regular inputs aligned to the milestones and deliverables of the project	regular input	Social Media	<a href="https://twitter.com/incliva_iis?lang=en">https://twitter.com/incliva_iis?lang=en</a> <a href="https://www.facebook.com/INCLIVA/">https://www.facebook.com/INCLIVA/</a> <a href="https://www.linkedin.com/company/5122004/">https://www.linkedin.com/company/5122004/</a>
INCLIVA	website of INCLIVA	regular input	website	<a href="http://WWW.incliva.es">WWW.incliva.es</a>
INCLIVA	Project information in the INCLIVA Annual Scientific Report	End of every year	Non-peer-reviewed publication	
INCLIVA	International Society of Hypertension	2018	Participation to a Conference	
INCLIVA	European association of Study of Diabetes	2018	Participation to a Conference	
INCLIVA	European Society of Cardiology	2018	Participation to a Conference	
INCLIVA	BDVA annual forum.	2018	Participation to a Conference	
INCLIVA	Press release among INCLIVA contacts and beyond	2018	Press release	
INCLIVA	Paper submission to Journal of Obesity	depending on the project outcomes	Peer-reviewed-publication	
INCLIVA	Paper submission to Journal of Diabetes obesity and metabolic syndrome	depending on the project outcomes	Peer-reviewed-publication	
INCLIVA	Paper submission to Hypertension	depending on the project outcomes	Peer-reviewed-publication	
INCLIVA	Paper submission to Journal of Hypertension	depending on the project outcomes	Peer-reviewed-publication	
AUXO	<b>4th Annual International Conference on Computational Social Science</b>	<b>12 July 2018</b>	<b>Organisation of a Workshop</b>	<a href="https://www.kellogg.northwestern.edu/news-events/conference/ic2s2/2018/workshops-and-datathon.aspx">https://www.kellogg.northwestern.edu/news-events/conference/ic2s2/2018/workshops-and-datathon.aspx</a>
AUXO	<b>4th Annual International Conference on Computational Social Science</b>	<b>13-15 July 2018</b>	<b>Participation to a Conference</b>	<a href="https://www.kellogg.northwestern.edu/news-events/conference/ic2s2/2018.aspx">https://www.kellogg.northwestern.edu/news-events/conference/ic2s2/2018.aspx</a>
AUXO	<b>23rd Annual CyberPsychology, CyberTherapy &amp; Social Networking Conference</b>	<b>26-28 June 2018</b>	<b>Participation to a Conference</b>	<a href="http://interactivemediainstitute.com/cypsy23/">http://interactivemediainstitute.com/cypsy23/</a>

PARTNER	Description	Timing	Type	Reference
AUXO	<b>23rd Annual CyberPsychology, CyberTherapy &amp; Social Networking Conference</b>	<b>26 June 2018</b>	<b>Organisation of a Workshop</b>	<a href="http://interactivemediainstitute.com/cypsy23/workshops/">http://interactivemediainstitute.com/cypsy23/workshops/</a>
AUXO	<b>24th Annual CyberPsychology, CyberTherapy &amp; Social Networking Conference</b>	<b>24-26 June 2019</b>	<b>Organisation of a Workshop</b>	<a href="https://www.interactivemediainstitute.com/cypsy24/">https://www.interactivemediainstitute.com/cypsy24/</a>
AUXO	<b>NCME annual meeting</b>	<b>4-8 April 2019</b>	<b>Speech to a Symposium</b>	<a href="https://www.ncme.org/events">https://www.ncme.org/events</a>
AUXO	EAI International Symposium on Pervasive Computing Paradigms for Mental Health	yearly	Organisation of a Conference	<a href="http://mindcareconference.org/">http://mindcareconference.org/</a>
INCLIVA	<b>Participation in BDV PPP events</b>	<b>yearly</b>	Participation to a Conference	<a href="http://www.bdva.eu/node/1217">http://www.bdva.eu/node/1217</a>
INCLIVA	<b>Participation in MEDICA</b>	<b>Yearly</b>	Trade fair	<a href="https://www.medica-tradefair.com/">https://www.medica-tradefair.com/</a>
INCLIVA	<b>Participation in BIGMEDILYTICS event</b>	<b>2019 and 2020</b>	Participation to a Conference	<a href="https://www.bigmedilytics.eu/">https://www.bigmedilytics.eu/</a>
INCLIVA	<b>EUROPEAN SOCIETY OF HIPERTENSION</b>	<b>yearly</b>	Participation to a Conference	<a href="https://www.eshonline.org/">https://www.eshonline.org/</a>
INCLIVA	<b>EUROPAN BIGDATA VALUE FORUM</b>	<b>Yearly</b>	Participation to a Conference	<a href="https://www.european-big-data-value-forum.eu/">https://www.european-big-data-value-forum.eu/</a>
ELSE	Our Crowd Global Investor Summit	2018 February	Other	
ELSE	AR/VR Tech Meeting	2018 February	Participation to a Conference	
ELSE	MICAM Footwear Fair	Every year in February and September	Trade Fair	
ELSE	"IDEA" Innovation Dream Engineering Award	2018 February	Participation to an Event (others)	
ELSE	SIMAC Tanning Tech	Every year in February	Trade Fair	
ELSE	EURO CIS Trade Fair for Retail Technology	February/March every year	Trade Fair	
ELSE	APLF Global Footwear Retail Conference	March every year	Participation to a Conference	<a href="http://www.aplf.com/en-US/leather-fashion-news-and-blog/news/37890/global-footwear-retail-conference-gfrc-2018-shaping-the-future-of-footwear-retail">http://www.aplf.com/en-US/leather-fashion-news-and-blog/news/37890/global-footwear-retail-conference-gfrc-2018-shaping-the-future-of-footwear-retail</a>

<b>PARTNER</b>	<b>Description</b>	<b>Timing</b>	<b>Type</b>	<b>Reference</b>
ELSE	Cosmoprof	2018 March	Trade Fair	<a href="http://www.cosmoprof.it/">http://www.cosmoprof.it/</a>
ELSE	20th UITIC International Technical Footwear Congress	2018 May	Participation to a Conference	<a href="https://www.porto2018.uitic.org/">https://www.porto2018.uitic.org/</a>
ELSE	TECHNOLOGY HUB Fair	2018 May	Trade Fair	<a href="http://www.technologyhub.it/it/">http://www.technologyhub.it/it/</a>
ELSE	<b>SPS IPC Drives Italia</b>	<b>2018 May</b>	Trade Fair	<a href="https://www.spsitalia.it/94/id_2288/else-corp.html">https://www.spsitalia.it/94/id_2288/else-corp.html</a>
ELSE	<b>Effect Promo conference in Minsk</b>	<b>2018 June</b>	Participation to a Conference	<a href="http://www.bfbusiness.by/">http://www.bfbusiness.by/</a>
ELSE	<b>Stratuppato</b>	<b>2018 June</b>	Trade Fair	<a href="http://www.treatabit.com/article/startuppato-2018-create-test-innovate">http://www.treatabit.com/article/startuppato-2018-create-test-innovate</a>
ELSE	<b>Expo Riva Schuh</b>	<b>2018 June</b>	Trade Fair	<a href="https://exporivaschuh.it/it">https://exporivaschuh.it/it</a>
ELSE	<b>GIOIN Fashiontech</b>	<b>2018 September</b>	Participation to an Event (others)	<a href="http://www.gioin.it/en/eventi/fashion-tech-the-digital-sector-as-key-lever-for-made-italy/">http://www.gioin.it/en/eventi/fashion-tech-the-digital-sector-as-key-lever-for-made-italy/</a>
ELSE	<b>Open Inn Retail Award</b>	<b>2018 October</b>	Participation to an Event (others)	<a href="https://openinnretailaward.it/il-premio/">https://openinnretailaward.it/il-premio/</a>
ELSE	<b>B Heroes @ Comonext Innovation Hub</b>	<b>2018 October</b>	Participation to an Event (others)	<a href="http://www.bheroes.it/nuova-edizione-2018-2019/">http://www.bheroes.it/nuova-edizione-2018-2019/</a>
ELSE	<b>Business Internet Conference 2018</b>	<b>2018 November</b>	Participation to a Conference	<a href="https://www.else-corp.com/business-internet-conference-minsk">https://www.else-corp.com/business-internet-conference-minsk</a>
ELSE	<b>INTAIL: International B2B Conference on AI Technologies for Retail</b>	<b>2018 November</b>	Participation to a Conference	<a href="https://www.else-corp.com/intail-2018">https://www.else-corp.com/intail-2018</a>
ELSE	<b>DIG.IT4FASHION</b>	<b>2018 November</b>	Participation to a Conference	<a href="http://www.it4fashion.org/exhibition/">http://www.it4fashion.org/exhibition/</a>
ELSE	<b>European Mobility &amp; Industry Venture Forum 2018</b>	<b>2018 November</b>	Participation to a Conference	<a href="https://techtour.com/events/2018/11/event-european-mobility--industry-venture-forum-2018%5B4%5D.html?pagelId=2645236">https://techtour.com/events/2018/11/event-european-mobility--industry-venture-forum-2018%5B4%5D.html?pagelId=2645236</a>
ELSE	<b>Fashion, Tech &amp; Law</b>	<b>2018 November</b>	Participation to a Conference	<a href="https://www.cbalex.com/it/fashion-tech-and-law">https://www.cbalex.com/it/fashion-tech-and-law</a>
ELSE	<b>Forum Retail 2018</b>	<b>2018 November</b>	Trade Fair	<a href="https://www.else-corp.com/forum-retail-2018">https://www.else-corp.com/forum-retail-2018</a>
ELSE	<b>Settimana Italia-Cina dell'Innovazione</b>	<b>2018 December</b>	Participation to an Event (others)	<a href="http://www.cittadellascienza.it/cina/week2018/">http://www.cittadellascienza.it/cina/week2018/</a>
ELSE	<b>High Tech Retailing Conference at CES 2019</b>	<b>2019 January</b>	Participation to a Conference	<a href="https://www.else-corp.com/hightech-retailing-at-ces-2019">https://www.else-corp.com/hightech-retailing-at-ces-2019</a>

PARTNER	Description	Timing	Type	Reference
ELSE	SIMAC Tanning Tech 2019	2019 February	Trade Fair	<a href="https://www.else-corp.com/simac-tanning-tech-2019">https://www.else-corp.com/simac-tanning-tech-2019</a>
ELSE	IT Leaders Conference in RANEPА, Moscow	2019 March	Participation to a Conference	<a href="http://itm.ranepa.ru/it-conference-2019">http://itm.ranepa.ru/it-conference-2019</a>
ELSE	Global Footwear Executive Summit	2019 March	Participation to a Conference	<a href="https://www.else-corp.com/hong-kong-executive-summit-2019">https://www.else-corp.com/hong-kong-executive-summit-2019</a>
ELSE	COSMOPROF 2019	2019 March	Trade Fair	<a href="https://www.else-corp.com/cosmoprof-awards-2019">https://www.else-corp.com/cosmoprof-awards-2019</a>
ELSE	The 4th Vietnam Footwear Summit	2019 March	Participation to a Conference	<a href="https://www.else-corp.com/4th-vietnam-footwear-summit-2019">https://www.else-corp.com/4th-vietnam-footwear-summit-2019</a>
ELSE	COSMOFARMA Exhibition	2019 April	Participation to a Conference	<a href="https://www.else-corp.com/cosmofarma-exhibition-2019">https://www.else-corp.com/cosmofarma-exhibition-2019</a>
ELSE	Skolkovo Startup Village 2019	2019 May	Trade Fair	<a href="https://www.else-corp.com/startup-village-skolkovo-2019">https://www.else-corp.com/startup-village-skolkovo-2019</a>
ELSE	Artificial Intelligence for Fashion (Virtual Couture) - Andrey Golub	2019 June	Non-peer-reviewed publication	<a href="http://blog.else-corp.com/2019/05/a-book-by-else-corp-ceo-artificial-intelligence-for-fashion-andrey-golub-ai4fashion/">http://blog.else-corp.com/2019/05/a-book-by-else-corp-ceo-artificial-intelligence-for-fashion-andrey-golub-ai4fashion/</a>
ELSE	Made in Italy 2.0.2.0	2019 June	Participation to an Event (others)	<a href="https://www.istarter.it/madeinitaly/2019/mii2020-shanghai-2019/">https://www.istarter.it/madeinitaly/2019/mii2020-shanghai-2019/</a>
ELSE	Supply Chain. Innovation. Technology.	2019 June	Participation to a Conference	<a href="https://www.tnyscm.com/scit19-overview">https://www.tnyscm.com/scit19-overview</a>
ELSE	NTTData - Tech for a New Humanism	2019 June	Participation to a Conference	<a href="https://it.nttdata.com">https://it.nttdata.com</a>
ATOS	Participation in meet-uses and hackathons in Big Data and blockchain	2018-2020	Participation to an Event (others)	
ATOS	Presence in the European Big Data Value Forum engaging with other projects	2018	Participation to a Conference	<a href="http://www.european-big-data-value-forum.eu/">http://www.european-big-data-value-forum.eu/</a>
PRT	ISPO fair	Yearly	Trade Fair	<a href="https://www.ispo.com/en/munich">https://www.ispo.com/en/munich</a>
PRT	<i>Volta ao Algarve (Tour of the Algarve)</i>	<i>February 2020</i>	Participation to an Event (others)	<a href="http://voltaoalgarve.com/en/home-2/">http://voltaoalgarve.com/en/home-2/</a> P&R is official sponsor with our brand FLYNX. You can check the road book page 10.
PRT	<i>Taça da Europa de Triatlo (Triathlon European Cup)</i>	<i>April 2020</i>	Participation to an Event (others)	<a href="https://www.federacao-triatlo.pt/ftp2015/projeto-olimpico-2020/">https://www.federacao-triatlo.pt/ftp2015/projeto-olimpico-2020/</a>

<b>PARTNER</b>	<b>Description</b>	<b>Timing</b>	<b>Type</b>	<b>Reference</b>
				P&R is official sponsor of the Portuguese Federation of Triatlo with our brand ONDA.
<b>PRT</b>	<b>Dissemination on P&amp;R Website</b>	<b>2019/2020</b>	<b>Website</b>	We are finishing our website which will be available online very soon. It will exist a reference to Bodypass Project with a short resume, and a link to the Bodypass official website
<b>PRT</b>	<b>Dissemination on Facebook</b>	<b>2019/2020</b>	<b>Facebook/Linkedin</b>	We will be more active in the dissemination of the project in our social networks

## 6 Conclusion

This plan highlights strategy, contents and tools for dissemination activities as envisaged at very project beginning, these will be updated in line with project progresses and partners' interests.

All dissemination activities are as good as the individual partners' efforts to implement them, the project is also heavily dependent on the initiatives carried out by every single consortium member.

As identified in this plan, even though some key undertakings have already been carried out, there are still a number of important avenues to be exploited in the dissemination chapter and we shall make sure to reach out to the greatest number of people creating opportunities for the different consumer goods sectors and healthcare sector so as to pave the way to an increased European research productivity and business competitiveness.