



AMBIENT ASSISTED LIVING, AAL

JOINT PROGRAMME

ICT-BASED SOLUTIONS FOR ADVANCEMENT OF OLDER PERSONS'
INDEPENDENCE AND PARTICIPATION IN THE "SELF-SERVE SOCIETY"

<p>D5.4 Dissemination Intermediate Version</p>
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TERMINOLOGY & ABBREVIATIONS

- M..... Month
- INV..... Inventya
- TAG..... Target Audience Group

1. EXECUTIVE SUMMARY

1.1 Link with the objectives of the project

This document details the dissemination strategy, plan, tools and guidelines for ProMe's consortium members throughout the three-year project lifecycle and reports about dissemination activities led by Inventya Ltd (INV). Until M6 an overall plan for dissemination activities has been developed to raise awareness, to promote the project, understand current issues and technology development, and gain new stakeholder contacts. Dissemination strategies throughout the lifetime of the ProMe project will increasingly support validation and exploitation activities arising from system and platform design. The dissemination plan will therefore seek to create a vibrant stakeholder network, which will help to inform technical feasibility and validation activities, as well as exploitation and commercialisation activities.

1.2 State of the art

At M18, the ProMe project is progressing very well. All deliverables have been achieved within timescales laid out in the DoW. The IPR agreement has been approved by partners and INV will receive signed copies by early 2016.

Dissemination activities have progressed well, with partners promoting the project by attending 7 conference and engaging over 1,000 individuals.

Table 1 below summaries the dissemination objectives, KPIs and progress at M18 of the project.

Table 1: Summary of Y2 dissemination objectives, KPI's & progress

Dissemination objectives	KPI	Progress
Raise awareness	Reach 3 audience groups by M18	Five target groups reached: 1 (end users), 2 (national charities), 3 (health care providers), 4 (health care providers) & 6 (academia)
Raise awareness	Reach an audience of over 500 people by M18	Total audience reached (conferences, workshops, interviews, surveys and social media): 1,309
Raise awareness	Blog articles published None set in the M6 report	7 blog articles published
Raise awareness	Write and present/published 3 papers by M18	3 papers written/published
Engage with technology and clinical experts	Create a stakeholder network containing 50 people by M18	Creation of a Stakeholder group database of 500 contacts from clinical and technology target groups

2. INTRODUCTION

Dissemination activities within the ProMe project are considered important in order to facilitate the later commercial exploitation and deployment of the ProMe platform. This report covers the dissemination plan as well as dissemination activities that have been carried out so far. Moreover, the document includes a forward plan of dissemination activities. Between April 2014 and April 2017, the ProMe project aims to develop, validate and take to market an open source technology platform, which will enable mentoring & knowledge sharing between older and younger people.

This platform seeks to enable older adults to manage the transition from full-time employment to retirement, supporting their mental health and quality of life throughout the process. Equally important is the continuity provided for younger people who do not lose out on acquiring valuable experience and expertise gained by others throughout a working lifetime.

3. DISSEMINATION STRATEGY FOR THE PROJECT DURATION

3.1 Objectives

The following KPIs were set in the M6 D5.4 report:

- Raising awareness of the project within **at least three** target audience groups per year throughout the project duration, aiming to reach a **total per annum audience of at least 500 people**
- Creating a valuable stakeholder group for informing dissemination, validation and exploitation activities, aiming to **identify and engage with at least 50 expert stakeholders by end of year one**
- **Fostering a culture of collaboration and knowledge-sharing** within the consortia, backed by expert guidance from WP9 leader on all dissemination and exploitation activities

3.2 Target audience and dissemination channels

The following target audience and dissemination channels were identified in M6 D5.4 report:

- The general public – older people themselves, and charitable/voluntary/civil society associations which represent the interests & needs of older people
- Specific occupational and industry sector groups where lifelong experience and tacit knowledge are critical factors for growth and innovation
- Universities & other higher education actors for whom the integration of young graduates into the labour market
- Organisations with large staff numbers and a large human resources department which can use the platform to integrate new staff or provide access to experience staff
- Organisations which have an early retirement age i.e. fire service, police force, armed forces which can use the platform to match those coming up to retirement age or already retired with younger inexperienced members

The following table identifies ProMe target audience groups, their likely communications needs and the dissemination channels required to reach them.

Table 1: target audience groups, their information needs and dissemination channels

Target audience group	Likely information needs	Dissemination channels
1. End users – older and younger adults	What benefits can ProMe bring to older and younger people; how easy is it to use; what safeguards are in place to protect data & user identity.	Website, social media, blog articles, press releases, videos, leaflets, user testing
2. National charities/voluntary groups supporting the lives of older people		
3. Health care providers		EU conferences (presentations, exhibiting, networking), seminars and workshops
4. Human Resources specialists	How can ProMe platform help	National and local conferences

<p>/Personnel units within large companies (public and private sector)</p>	<p>employees transition out of full time work; how can it be used to support training & professionalization of younger employees; what does it cost to purchase or can it be licensed. May be more interested in mentoring.</p>	<p>(presentations, exhibiting, networking), networking events, direct contact, social media, surveys and questionnaires</p>
<p>5. National occupational membership institutes e.g. UK's Chartered Institute of Marketing, UK's Society of Professional Engineers, Chartered Institute for Professional Development (CIPD)</p>	<p>What is ProMe's unique selling proposition for experienced people; how will it add value to members and the association; what does it cost to purchase or can it be licensed. May be more interested in mix of mentoring & coaching</p>	<p>National and local conferences (presentations, exhibiting, networking), social media, surveys and questionnaires</p>
<p>6. Academia</p>	<p>Scientific evidence behind intergenerational cooperation and how ProMe is assisting</p>	<p>Conferences and trade shows (paper presentations and exhibitor opportunities)</p>

4. DISSEMINATION ACTIVITIES AND ACHIEVEMENTS BETWEEN M6 AND M18

4.1 KPIs, activities and results

During M6 and M18 the consortium has focused on developing the basic ProMe platform, undertaking initial user testing and raising awareness of the project. Table 2 provides an overview of the KPIs set in the M6 D5.4 report, the dissemination activities undertaken by project partners and the results of the activities.

Table 2: Overview of KPIs, activities and results

KPI	Activity undertaken	Results
<p>1. Raising awareness within at least three target audience groups, aiming to reach a total per annum audience of at least 500 people</p>	<p>Dissemination activities undertaken by project partner have reached target audience groups 1 (end users), 2 (National charities/voluntary groups) 3 (Health care providers), 4 (public and private sector) and 6 (Academia). These are shown in table 3. Dissemination activities included participation at conferences and workshops, undertaking interviews and surveys, and presence on social media (Twitter).</p> <p>WP2 engaged with end users by undertaking the following activities:</p> <ul style="list-style-type: none"> • Three design workshops were held, engaging with 20 potential users, to provide feedback on the design of the platform • Six potential coaches were interviewed to identify how the mentor and mentee relationship can be supported and how an online platform can support 	<p>Total audience:</p> <ul style="list-style-type: none"> • Five target groups reached: 1, 2, 3, 4 & 6 (table 3) • Total audience reached (conferences, workshops, interviews, surveys and Twitter): 1,309 <p>User evaluations:</p> <ul style="list-style-type: none"> • 20 users participants in 3 design workshops • 6 coaches interviewed • 650 participants completed survey on user requirements <p>Conferences:</p> <ul style="list-style-type: none"> • Audience at conferences, exhibitions and events: 619 (table 3) • Attendance at 7 conferences, exhibitions and events (table 3) • 3 papers written/published (table 5) • 3 presentations at events (table 3)

	<p>professional mentors</p> <ul style="list-style-type: none"> A survey was completed by 650 users to understand the requirements of potential users <p>Partners hosted and participated in events showcasing technical aspects of ProMe at 7 international conferences and events during Y2.</p> <p>A social media presence was created on Twitter in March 2015 with @ProMe_project.</p>	<p>Website:</p> <ul style="list-style-type: none"> 7 blogs published on the ProMe website (table 4) <p>Social Media:</p> <ul style="list-style-type: none"> Tweets made: 16 (table 8) Twitter followers: 14 (table 8)
<p>2. Create a valuable stakeholder group for informing dissemination, validation and exploitation activities, aiming to identify and engage with at least 50 expert stakeholders</p>	<p>INVENTYA has built a stakeholder database of 500 contacts during Y2. The database mainly represents target audience groups 3 (healthcare providers), 4 (public and private sector) and 6 (academic). It was developed by undertaking extensive contact searching and adding key contacts identified during partner dissemination activities. The contacts new to the project will be contacted and asked for their feedback about the project. INV will continue to build upon this each year by attending leading international conferences and by working with consortium partners to identify experts.</p> <p>The database will be used as a basis to conduct a commercialisation survey to understand if and how potential users would like to pay for using the platform.</p>	<p>Creation of a Stakeholder group database of 500 contacts from all target groups</p>
<p>3. Foster a culture of collaboration and knowledge-sharing within the</p>	<p>INVENTYA has developed a reporting framework to ensure that the information collected from each dissemination activity is</p>	<p>Templates created for partners to:</p> <ul style="list-style-type: none"> Report details of conferences and events attended

consortia	<p>consistent.</p> <p>Templates have been created to collect details of partners participation at conferences, the publication of papers and the creation of articles (blogs and social media alters)</p> <p>Partners are also required to create a 150 word article after each dissemination activity. These article have been used to create new content on the website and social media accounts</p>	<ul style="list-style-type: none"> • Write short blog articles for website and Twitter • Dissemination is a standing agenda item for partners to report activities
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Table 3: conference & event dissemination activities

Conference	Date	Activity	Audience reached	Partner(s)	Target Audience Group (TAG)
From network to work https://www.ouderenfonds.nl/deelnemen/van-netwerk-naar-werk/	17.07.14	Dissemination within the Network to Work network reaching more than 200 potential mentors and mentees. https://www.linkedin.com/grp/post/4703689-5895522427663839235?trk=groups-post-b-title	200	NFE	TAG 1: Direct contact with potential mentors
50+ Event http://www.50plusbeurs.nl/	07.10.14	Presentation on ProMe at the Professional Networking event	100	NFE	TAG 1: 100,000 visitors (worlds most visited event for active 50+ people)
Symposium on Rethinking Social Capital - Salzburg, Austria	26.-27.03.15	Lecture describing the project and the benefits to social capital	25	PLUS	TAG 6: Research and academia
Innovative Financing - Opportunities For Active and Healthy Ageing – Brussels, Belgium	03.06.15	Event participation and dissemination of an email information letter to delegates	100 (via the email info letter)	GLUK	TAG 3 & 4: Financial services sector, private investors, venture capitalists, philanthropy,

					healthcare providers, public health professionals; policy makers, national & regional authorities, non-governmental sector, and the third sector
Age Management Experiences” at ILPO55’s – Bucharest, Romania	08-09.07.15	Presentation providing general information on the project	TBC	SIVECO	TAG 1: users, TAG 2: national charities/voluntary groups supporting the lives of older people
AAL Forum – Brussels, Belgium	22-24.09.15	Exhibition stand to disseminate the project, launch the basic platform and showcase the promotional video	44	Inventya, PLUS, GLUK	TAG 2, 3 & 6: 550 delegates from Policy makers, ICT developers, manufacturers, health professionals, commissioners, businesses, venture companies, technologists, academics and designers
Gesundheitscercle Townhall Viennese	20.02.15 11.03.15 07.10.15	Presentation providing general information on the project	150	NFE	TAG 1: Potential mentors and mentees
Total Reach			619		

Table 4: Blogging (website articles)

Partner	Event/Article	Date Published	Target Audience
NFE	An article on the Netherlands Organisations for Health Research and Development website about the project http://www.zonmw.nl/nl/projecten/project-detail/promo-professional-intergenerational-cooperation-mentoring/samenvatting/	01.08.14	Research organisations
NFE	A short description on the website of the National Foundation for the Elderly informs visitors on the project and project objectives. https://www.ouderenfonds.nl/wat-doen/projecten/europese-projecten/	15.01.15	Older people, professionals, intermediaries
NFE	Creation of a discussion group on LinkedIn to engage with mentors and mentees https://www.linkedin.com/groups/Van-Netwerk-Naar-Werk-4703689/about	27.02.2015	Potential mentors and mentees
Inventya	Article on the ProMe website announcing that the project will be participating at the AAL Forum. http://pro-me.eu/	14.07.15	Website visitors
Inventya	Article on the ProMe website describing SIVECOs participation at the “Age Management Experiences” at ILPO55’s project meeting that took place in Bucharest on 8-9th of July 2015. http://pro-me.eu/	29.7.15	Website visitors
Inventya	Article on the ProMe website about the projects participation at the AAL forum in Brussels on 22 to 24 th September 2015 http://pro-me.eu/	21.10.15	Website visitors
Inventya	Article on the ProMe website launching the promotional video showcasing the prototype platform http://pro-me.eu/	27.10.15	Website visitors

Table 5: List of scientific papers published/presented

Paper Title	Event	Date Published/Presented
ProMe: A Theoretical Framing for online Mentoring	AAL Forum 2014	September 2015 at AAL Forum Bucharest
Online Relationships as Source for Social Capital: How Knowledge Sharing can be supported among Generations	Rethinking Social Capital 2015	Isabell Gstach, Elisabeth Kapferer, Andreas Koch & Clemens Sedmak. 2016. Rethinking Social Capital. Cambridge Scholar Publishing. In press.
Intergenerational Online Cooperation: Supporting Beneficial Relationships	Submitted to CHI 2016 <i>It was originally submitted for publishing with CHI in 2015 but was rejected</i>	Resubmission planned for GROUP 2016

Table 6: Twitter

M6 – M18 Tweets	M6 – M18 followers
16	14

4.2 Dissemination performance for M6 to M18

During the period the project has performed well meeting each of the main KPIs outlined in the M6 report. Five of the six identified target audience groups (TAG) were reached, surpassing the target of three. TAG 5 was the only group not to have been reached during this period. Specific attention will be made to this group during the remainder of the project as it represents an area of organisations, outside of the AAL sector, which could utilise the platform. Therefore TAG 5, along with TAG 4 could provide significant commercialisation opportunities for the platform.

The total target audience reached by the project was 1,309, which surpassed the target of 500. The main omission which would have increased this figure was visitors to the website. Unfortunately there wasn't any analytics data collected for the website which means that statistics for individual visitors, page views, pages per session, average session duration and bounce rate were not available. This would have significantly increased the total audience reached. Analytics has now been set up on the website so a full analysis of visitors will be undertaken in the next report due in M36.

A Twitter account was created in March 2015 which has been sporadically used with 16 Tweets made and 14 followers. Social media is a powerful tool which could aid in dissemination to engage TAG groups 1 (users), 2 (national charities/voluntary groups), and 5 (national occupational membership institutes). To address this area additional KPIs will be set to measure social media activities during the remainder of the project. These can be found in table 7 in section 4.3.

The main exhibition attended by the consortium during the period was the AAL Forum in Ghent from 22nd to 24th September 2015. The forum was used to launch the Basic ProMe platform and showcase the promotional video. The Forum was attended by over 550 policy makers, ICT developers, manufacturers, health professionals, commissioners, businesses, venture companies, technologists, academics and designers. There were also 22 other AAL funded projects exhibiting at the Forum. Attending the Forum gave the project an

opportunity to launch and showcase the matchmaking and profiling elements of the platform. Prototypes were on show for delegates to test, use and provide feedback. A promotional video was also created to present an overview of the project and the platform. In total the stand was visited by 44 individuals with 15 requesting further information and follow up. Visitors that expressed an interest in the project were provided with more information about the platform and requested to test and provided feedback on the prototype matchmaking and profiling applications. Links were also made with two other AAL funded projects, PEARL and EXPACT. Both projects are focusing on harnessing skills, experience and knowledge of older people, and could make use of the ProMe matchmaking tool. Further discussions will be undertaken to see how the three projects can work together.

A stakeholder database of 500 contacts was created, which surpassed the target 50. This database will be increasingly important during the next period of the project as it will be used to assess the commercialisation of the platform. A survey will be circulated to this group to assess how likely they are to use ProMe on a commercial basis and identify on what terms i.e. payment.

To facilitate a culture of collaboration and knowledge sharing INVENTYA developed a reporting framework. Templates were created to collect details of partners participation at conferences, the publication of papers and the creation of articles (blogs and social media alters). Partners are also required to create a 150 word article after each dissemination activity. These article have been used to create new content on the website and social media accounts. This has worked well during this period with 7 blog articles being published on the ProMe and stakeholder websites.

4.3 Dissemination plan for M19-M36

ProMe's dissemination activities during the 18 months of the project have focused upon raising awareness of the project within most of the TAG, developing the prototype platform (basic ProMe) and undertaking initial user testing. M19-M36 is a crucial period for the project with the final development of the platform taking place, in-depth user evaluations and identifying/realising opportunities in order to commercialise the platform. To reflect this the KPIs for the final 18 months of the project have been increased as partners will be increasing dissemination activities.

The table below outlines a plan for M19-M36 dissemination activities according to the goals that dissemination should achieve, the target groups to be engaged with, the high-level messages that ProMe and its consortium members seek to convey, and the channels by which members will carry out dissemination activities.

Table 7: summary of M19 – M36 planned dissemination activities and KPIs

Focus	Actions	KPIs
Goals	<ul style="list-style-type: none"> To continue to raise awareness of ProMe within each member organisation To continue to raise awareness of ProMe within all TAG groups with regular uploading of new online content, communications with other relevant projects, and conference/event dissemination To continue to expand the expert stakeholders for end-user requirements gathering & for identifying key factors facing health technology development and adoption, including utilising the Advisory Panel's knowledge & contacts 	<ul style="list-style-type: none"> To target all audience groups Reach a minimum of 1,500 individuals Continue to Increase stakeholder database with additional experts Meet all reporting deadlines set by the funder

	<ul style="list-style-type: none"> • To ensure the funding sponsor receives all project reporting requirements on time • To engage with organisations from TAG 4 and 5 	
Target audiences	<ul style="list-style-type: none"> • Target TAG 4 and 5 as these groups could provide significant commercialisation opportunities for the platform • Target stakeholders within members' own organisation and professional networks • Target European Commission and other AAL project consortia 	<ul style="list-style-type: none"> • Target national and international conferences • Identify and approach potential beneficiary organisations to participate in testing • Engage with 2 other AAL projects
Messages	<ul style="list-style-type: none"> • How the platform works showcasing its ease of use for both mentors and mentees • Explain why all TAG groups should use the platform highlighting the benefits to each group 	<ul style="list-style-type: none"> • Review and update the ProMe website with the latest developments of the project
Channels	<ul style="list-style-type: none"> • Internal communications – workshops, newsletters, presentations, posters • Conference papers & presentations • Attending exhibitions to showcase the platform • Widespread distribution of project flyer • Monthly content for ProMe website & social media – articles, press releases, White Papers 	<ul style="list-style-type: none"> • Achieve 1000 individual website visitors between M19 and M36 • Reach 250 Twitter followers by M36 • Write minimum of 6 papers by M36 • Participate in a minimum of 10 conference/workshops/exhibitions between M19 and M36

Table 11: Future planned dissemination activities between M19 and M36

Conference	Date	Activity	Partner(s)	Target Audience Groups (TAG)
UK Chartered Institute of Professional Development, annual conference, 5-6 November 2015, Manchester UK http://www.cipd.co.uk/events/annual	05-06.11.15	Attending as delegates to understand HR opportunities for the platform	INV	2 4 5
Course – winter term 2015	17.11.15	Lecture about AAL projects in general and about the ProMe project	PLUS	1
eHealth Symposium – London, UK http://www.sehta.co.uk/wp-content/uploads/2012/05/EKTG-Symposium-Programme.pdf	18.01.16	Exhibiting at a conference discussing the building of a European digital health environment. It is expected to attract over 100 delegates interested in eHealth opportunities	INV	2 3 6

5. CONCLUSIONS

Dissemination of the ProMe project has progressed well. During the first 18 months the consortium has focused on developing the technical aspects of the project delivering a basic ProMe platform, undertaking initial user testing whilst also raising awareness of the project and its expected benefits.

ProMe project participants have taken an active lead in disseminating the project, and engaging with the majority of TAG groups identified in the M6 report. The introduction of reporting templates and a uniformed approach to recording dissemination activities has been a positive & valuable step for the project as a whole and specifically for helping to guide, shape assess and report dissemination activities.

However there are a number of areas to improve upon during the second half of the project including the collation and monitoring of website statistics and developing a more coherent and active social media presence. Also as the project progresses to producing the final ProMe platform there should be an increase in blogging with monthly articles being uploaded to the website to convey progress and showcase the main features of the product.

The creation of the basic ProMe will enable Inventya to showcase the platform to potential investors and customer groups and start to fully explore the commercialisation possibilities. Attendance at the CIPD National Conference in Manchester in October should help to identify some potential customers as this event will be attended by representatives of TAG 4 and 5 i.e. mentoring associations, private companies with large HR functions, colleges, universities and government departments and public sector organisations, all of whom could make use of the platform.

Another key element to the commercialisation of the platform is the use of the stakeholder database created by Inventya. This database includes potential customers and groups that can provide crucial feedback which will aid the development of the final product. This group will be surveyed during the second half of the project to find out where revenue can be generated, and from what sources. This is something that will be explored further in the next D5.1 report to be delivered in M24.

Greater efforts have been made by partners to undertake dissemination activities during this period. This will continue through the second half of the project with more papers planned to be published and more participation in conferences and exhibitions.

ANNEX A: DISSEMINATION POLICY AND TOOLS

5.1 Responsibilities of WP5 leader, Project Coordinator & consortia partners

Ideally, any consortia partner who is planning to disseminate ProMe's activities in peer-reviewed or any other form of dissemination should provide **30 days advance notice of publication** to the consortia. Decisions will be made by WP5 leader Inventya and the Project Coordinator as to whether dissemination disclosure will infringe background or foreground intellectual property.

Once approval has been given to a consortia member, the WP5 leader will archive copies of all dissemination outputs produced by consortia partners to the ProMe website and the Confluence system.

Inventya will work closely with consortium partners and the Coordinator to ensure that dissemination activities throughout each year of the project **include** formal communications with the funding sponsor, and that annual dissemination activities are consistent with the objectives of the project.

5.2 Tools and materials

ProMe has a range of dissemination tools available to partners who are encouraged to adopt these documents whenever they carry out dissemination activities on behalf of ProMe.

- The project website www.pro-me.eu provides public access to news, updates, documents and events, with a restricted area for member communications
- Consortia access to a collaborative Confluence site also facilitates the sharing of information, calendars, documents and other updates https://confluence.icts.sbg.ac.at/login.action?os_destination=%2Findex.action
- Branded document templates for **presentations, reports, and meeting minutes**, along with copies of the ProMe logo and photos/images, are available via the Confluence system
- The **project flyer/leaflet** (the early version produced by M6) is also available via the Confluence system for partners to use for promotional purposes when attending events and within their own networks. The flyer will be updated & revised by M18.

5.3 Visual identity

The following guidelines for helping members to uphold ProMe's visual identity are designed to be helpful and positive. The ProMe brand is a distinctive one and, during the lifetime of the project, should be used consistently in all project dissemination and communication activities.

Moreover, ProMe and its members have a responsibility to respect the brand reputation and visual identity of our funding sponsors, the European Commission's AAL programme and the contributing national authorities.

All branded document templates feature two visual identities – the ProMe identity and the AAL identity. In all branded document templates, a document header features the project's numerical identifier, a declaration that the project is co-funded by the European Commission's AAL programme and national authorities, the EU emblem, and the ProMe logo. Document footers on the first page of every branded template contain a horizontal banner with the name of the ProMe project and a sentence describing the project's focus.

Consortium members are politely requested to use these branded templates **at all times** when carrying out dissemination activities, so that the brand identity of the ProMe project is consistently promoted, and so that our dissemination activities fully acknowledge the support of our funding sponsors.