

EVOTION

727521 – EVOTION

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First Dissemination Report

Authors: Mariola Sliwinska-Kowalska, Ewa Kotylo and Kamil Zaborowski (NIOM), Nikos Dimakopoulos (ATC), Panagiotis Katrakazas (ICCS), Dario Brdarić (IPH), Niels Henrik Meedom and Niels Henrik Pontoppidan (OTC), Lyubov Trenkova (PRA), Giorgos Dritsakis (UCL) and Dimitris Kikidis (UOA)

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Authors/contributors:	<p>Mariola Sliwinska-Kowalska Ewa Kotylo and Kamil Zaborowski (NIOM), Nikos Dimakopoulos (ATC), Panagiotis Katrakazas (ICCS), Dario Brdarić (IPH), Niels Henrik Meedom and Niels Henrik Pontoppidan (OTC), Lyubov Trenkova (PRA), Giorgos Dritsakis (UCL) and Dimitris Kikidis (UOA).</p> <p>Reviewers: George Spanoudakis (CITY), Louisa Murdin (GST) and Josip Milas (IPH)</p>
Contact:	Mariola Sliwinska-Kowalska (msliwinska@imp.lodz.pl)
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List of Abbreviations

AMC – Athens Medical Centre

ATC – Athens Technology Center

CITY – The City University

EMP – Empelcor GmbH

GST – Guy's and St Thomas's NHS Foundation Trust

HA – Hearing aids

HL – hearing loss

ICCS – Institute of Communications and Computer Systems

IPH – Institute of Public Health for the Osijek-Baranya County

NIOM – Nofer Institute of Occupational Medicine

OTC – Oticon A/S

PRA – Pazardzhik Regional Administration

UCL – University College London

UNIMI – Università Degli Studi Di Milano

UOA – University of Athens

WHO – World Health Organization

1. Executive Summary

This deliverable presents the periodic plan and monitoring report of dissemination activities of the EVOTION project over the first year of the project (M1-M12). The utilized communication channels include European and international events and conferences, publications in scientific journals, online and traditional communication media, as well as presentation materials delivered to interested parties and promotional campaigns. The outcomes of EVOTION are categorized by the type of dissemination activity and by the target group, such as health professionals, computer/data scientists, public health bodies, audiologists, patients and other stakeholders.

In this reporting period of the project, eight scientific articles have been submitted. Among them two were accepted for publication in Open Access journals and six articles have been published as Conference proceedings. A total of Twenty-six oral and poster presentations have been delivered; in international conferences (12), international symposium (5), industrial exhibitions (2), international and national workshops and other events (7). In order to fulfill promotional campaign targets, information about the project was passed on to interested parties, as well as politicians and the general public. This was achieved through presentations during various domestic and international conferences, articles published in non-specialized magazines and websites, press releases and through radio interview. Patients were informed and recruited using a brochure and informational workshop.

Information about all developments and ongoing dissemination activities were published regularly on the EVOTION website (www.h2020evotion.eu), from the earliest stages of the project (see also Deliverable 1.1 Project website and communication infrastructure). The first Social Media channel on Twitter (“@h2020EVOTION”) was initiated.

Information about the EVOTION project was directly communicated at international scientific conferences and symposium to thousands of health professionals, physicians, University researchers, computer/data scientists, industry, public health representatives and politicians. The total number of visits to EVOTION website networks and websites articles exceeded 27,000 entries by 5 October 2017.

The scope and size of dissemination activities were in line with the plan originally adopted for the first period of the EVOTION project (M1-M12). All Partners contributed to this task with their respective sub-deliverables.

2. Communication Activities and Indicators of Success

WP8 (Task 8.1) focuses on planning, carrying out and monitoring of dissemination activities planned for EVOTION project. In order to disseminate the concept, vision and results of the project, various communication channels were identified and several types of activities were planned for execution. In principle, dissemination activities are to target not only scientific communities with an interest in EVOTION outcomes, but also European user groups such as audiologists, public health bodies and patients, as well as other stakeholders in the EVOTION eco-system.

The dissemination activities include: (i) the production of scientific papers to be submitted and published in journals, international conferences, and workshops; (ii) the development of seminars and presentations about EVOTION outcomes to be presented in other national and international events including research and technology focused events organized by the industry, professional bodies, patient associations and other related stakeholders; (iii) dissemination through the EVOTION website to ensure the quick outreach of project outcomes and information about ongoing activities and events organized and/or attended by the project; (iv) liaising with other external research activities (at national and European level), including related networks and projects; (v) organization of EVOTION workshops towards health policy making stakeholders (EVOTION users), HL patients and related clinical scientific communities; (vi) the systematic use of social media for a continuous and early announcement of the project outcomes and the formation of communities interested in these outcomes.

Table 1 lists target Indicators of Success grouped by different Communication Channel for the entire EVOTION project. Dissemination activities are to be planned and monitored through periodic plans and monitoring reports.

Table 1. Communication channels and Indicators of Success in the EVOTION project

Communication Channel	Indicators of Success
European and International Events and Conferences	<ul style="list-style-type: none"> - 20 papers in conferences - 2 workshops
International exhibitions and events of Horizon2020	<ul style="list-style-type: none"> - Participation in 3 exhibitions - Participation in 3 Horizon2020 events
Publications in Scientific Journals	<ul style="list-style-type: none"> - 10 Open Access journal publications
Online dissemination through Internet	<ul style="list-style-type: none"> - 1 website - 8 press releases - 4 promotional campaigns
Communities and Social Research Networks	<ul style="list-style-type: none"> - 5 accounts on social networks - Over 40 connections on other networks
EVOTION presentation Materials	<ul style="list-style-type: none"> - 5 brochures - 8 posters to be utilized in workshops and conferences
Traditional communication channels	<ul style="list-style-type: none"> - 10 articles to national non-specialized magazines - 10 articles to websites
Collaboration with other projects	<ul style="list-style-type: none"> - Synergies with at least more than 2 EU projects

3. Periodic Plan for the First Period of the Project (M1-M12)

Under the current periodic plan (M1-M12), in total 6 scientific publications were decided to be submitted and published in Open Access journals and international conferences proceedings. Moreover, seminars and presentations on EVOTION project outcomes were to be presented during international and domestic events. These will include both research- and technology-focused events organized by the industry, professional bodies, patient associations and other related stakeholders.

The decision was reached to intensify dissemination of information in the internet through EVOTION website (short reports of conferences attended under EVOTION project; list of publications). The goal is to ensure quick dissemination of project outcomes and information about ongoing project activities and events. The plan foresees initiating cooperation with external research activities (at both international and European levels), including related networks and projects.

The accepted periodic plan also accounted for the EVOTION workshop, which engaged stakeholders of health policymaking (EVOTION users), and the use of Social Media, like Twitter and other employed to achieve continuous and early announcement of project outcomes. These actions are intended to result in formation of communities interested in EVOTION platform.

Upcoming communication activities will also include press releases, brochures and promotional campaigns.

Table 2 summarizes the periodic plan of dissemination activities for months M1-M12.

Table 2. Periodic plan of dissemination activities for M1-M12

Communication Channel	Indicators of Success	Periodic plan for M1-M12
European and International Events and Conferences	- 20 papers in conferences - 2 workshops	4 papers in conferences 1 workshop
International exhibitions and events of Horizon2020	- Participation in 3 exhibitions - Participation in 3 Horizon2020 events	Participation in 1 exhibition
Publications in Scientific Journals	- 10 open access journal publications	2 Open Access journal publications
Online dissemination through Internet	- 1 website - 8 press releases - 4 promotional campaigns	1 website 2 press releases 1 promotional campaign
Communities and Social Research Networks	- 5 accounts on social networks - Over 40 connections on other networks	1 Twitter account
EVOTION presentation Materials	- 5 brochures - 8 posters to be utilized in workshops and conferences	1 brochure (leaflet) 3 posters utilized in workshops and conferences
Traditional communication channels	- 10 articles to national non-specialized magazines - 10 articles to websites	2 articles to non-specialized magazines 2 articles to websites
Collaboration with other projects	- Synergies with at least more than 2 EU projects	Connection with 1 EU project

4. Monitoring Report by the Type of Dissemination Activity

4.1. Scientific papers

Over the first twelve months, eight scientific papers were written and submitted for publication. Among them, two were reviewing and accepted for publication in the Open Access journals, and the remaining six were published as proceedings from International Conferences. One Open Access publication is under preparation and will be submitted by mid-December.

The full list of publications is presented in table 3.

Table 3. List of EVOTION scientific papers (M1-M12)

Date	Title	Author (reference)	Journal	Issue	Type of publication
2017-10	Public health policy for management of hearing impairments based on big data analytics: EVOTION at Genesis	(Spanoudakis et al. 2017)	Proceeding of the 17 th International Conference on Bioinformatics and Bioengineering (BIBE 2017),	n/a	Conference Proceedings http://openaccess.city.ac.uk/18205/1/BIBE_2017_paper_85.pdf
Accepted for publication on 13 Oct 2017	Privacy-aware Big Data Analytics as a Service for Public Health Policies in Smart Cities	(Anisetti et al., n.d.)	Journal of Sustainable Cities and Society	To appear	Open Access
2017-09	Decision modelling in Public Health Policy-making: EVOTION and Hearing Loss	(Trenkova et al. 2017)	Proceedings of the “Data for Policy 2017: Government by Algorithm?” London, UK, September 6-7 2017	n/a	Conference Proceedings
2017-08 Under review Submitted Sept 15	Data-driven hearing care with time stamped logging	(Pontoppidan et al., 2017)	Proceedings of the International Symposium On Auditory And Audiological Research (ISAAR) Nyborg, Denmark, August 23-25, 2017	Vol 6: Adaptive Processes in Hearing	Open Access Conference Proceedings. Links: Abstract Proceedings (when ready in 2018)
2017-08	Big Data Platform for Public Health Policies	(Anisetti et al., 2017)	Proceedings of the 2017 IEEE Smart World Congress, San Francisco, Bay Area, August 4-8 2017	n/a	Conference Proceedings

Date	Title	Author (reference)	Journal	Issue	Type of publication
2017-07	Associations between hearing performance and physiological measures - an overview and outlook	(Tietz et al., 2017)	Proceedings of the 15th International Conference on Informatics, Management and Technology in Healthcare (ICIMTH), Athens, 7-9 July, 2017	n/a	Conference Proceedings <i>DOI</i> <i>10.3233/978-1-61499-781-8-100</i>
2017-07	The EVOTION Decision Support System: Utilizing it for Public Health Policy-making in Hearing Loss	(Katrakazas et al., 2017)	Proceedings of the 15th International Conference on Informatics, Management and Technology in Healthcare (ICIMTH), Athens, 7-9 July, 2017	n/a	Conference Proceedings <i>DOI</i> <i>10.3233/978-1-61499-781-8-88</i>
2017-07	Towards a Model-Driven Platform for Evidence based Public Health Policy Making	(Prasinos et al., 2017)	Proceedings of the 29th International Conference on Software Engineering and Knowledge Engineering (SEKE), Wyndham Pittsburgh University Center, Pittsburgh, USA, July 5-7, 2017	n/a	Conference Proceedings <i>http://openaccess.city.ac.uk/17393</i>

4.2. Presentations about EVOTION outcomes

In total 26 oral and poster presentations on the concept, vision, methods and results of the EVOTION project were given at International Conferences (12 presentations), one International Symposium (5 presentations), Industrial Exhibitions (2 presentations), international and domestic workshops and other events (7 presentations). The Conferences included research and/or technology focused events. The goal of the presentations at the workshops and other events was to connect interested parties, such as health professionals, computer scientist, public health policy representatives, politicians, audiologists and patients, as well as other stakeholders under the umbrella of EVOTION project.

All EVOTION presentations along with the type of event and audience are listed in table 4.

Table 4. List of EVOTION presentations (Months 1-12)

Date (Year-Month)	Title	Presenter, Partner (reference)	Event	Venue and date	Type of event/ Audience
2017-10	Public health policy for management of hearing impairments based on big data analytics: EVOTION at Genesis	Thanos Bibas, UoA (Spanoudakis et al. 2017)	17 th International Conference on Bioinformatics and Bioengineering (BIBE 2017)	Washington DC, USA October 23-25, 2017	International Conference
2017-10	EVOTION project: Big data collection through hearing aids towards public health policy improvement	Dimitris Kikidis, UoA (Kikidis et al., 2017)	4th Congress of European ORL	Barcelona, Spain October 7-11, 2017	International Conference, More than 1,000 attendees
2017-10	Hearing aids and listening in complex environments: intents, attention, behaviour, and processing	Niels Pontoppidan, OTC	MRC & UCL Ear Institute: Real-world assessment of hearing aids and listening behaviour	Pedestrian Accessibility and Movement Environment Laboratory (PAMELA), London, UK October 7, 2017	International Conference
2017-10	Training on fitting EVOTION HAs	Samantha Delroy, Anida Memic (OTC)	Hearing Aid Professionals Workshop	Guy's Hospital, London, UK October, 2017	Workshop – patient recruitment, Health professionals, audiologists from GST and UCL
2017-10	eHealth Forum Exhibition	Nikos Dimakopoulos, ATC	International exhibition at Digital Health Exhibition <i>www.dhealth.gr</i>	Technopolis City of Athens, Greece October, 2017	Industrial Exhibition
2017-09	Decision modelling in Public Health Policy-making: EVOTION and Hearing Loss	George Spanoudakis, CITY (Trenkova et al., 2017)	3 rd Annual International Conference on Data for Policy 2017: Government by Algorithm?	London, UK September 6-7, 2017	International Conference, public health
2017-09	EVOTION - H2020 project on Hearing Care, Big Data, and Public Health Policies	Uwe Andreas Hermann, OTC (Hermann,	High Tech Summit 2017	Danish Technical University, Struer, Denmark September	Industrial Exhibition with 3500 participants (Academia, students and Industry)

Date (Year-Month)	Title	Presenter, Partner (reference)	Event	Venue and date	Type of event/ Audience
		Pontoppidan & Laplante-Lévesque, 2017)		20-21, 2017	
2017-09	The application of an EVOTION-like platform for different health related policy making	Marco Anisetti, UNIMI (Anisetti 2017)	Reindustria Innovazione Workshop: “La Ricerca a supporto delle Vocazioni Territoriali”	Cremona, Italy September 29, 2017	National workshop, 50 participants Politicians, public health
2017-09	Presentation at workshop	Louisa Murdin, GST	South London Audiology Research Group	London, UK September, 2017	Regional workshop, health professionals
2017-09	EVOTION: big data hearing-aid study	Doris-Eva Bamiou, UCL	Presentation to regional Calman SpR in Audiovestibular Medicine Training Day	UCL Ear Institute, London, UK September, 2017	Other event
2017-08	Data-driven hearing care with time stamped logging	Lars Bramsløw, OTC (Pontoppidan et al. 2017)	International Symposium on Auditory and Audiological Research (ISAAR)	Nyborg, Denmark August 23-25, 2017	International Conference (150 hearing researchers and 50 industry participants)
2017-08	Big Data Platform for Public Health Policies	Marco Anisetti, UNIMI (Anisetti et al., 2017)	2017 IEEE Smart World Congress (SmartWorld 2017)	San Francisco, CA, Bay Area, USA August 4-8, 2017	International Conference Computer Scientists
2017-07	Associations between hearing performance and physiological measures - an overview and outlook	Panagiotis Katakazas, ICCS (Tietz et al., 2017)	15th International Conference on Informatics, Management and Technology in Healthcare (ICIMTH)	Athens, Greece July 7-9, 2017	International Conference, 40 participants, Universities, researchers, over 300 attendees
2017-07	The EVOTION Decision Support System: Utilizing it for Public Health Policy-making in Hearing Loss	Panagiotis Katakazas, ICCS (Katakazas et al., 2017)	15th International Conference on Informatics, Management and Technology in Healthcare (ICIMTH)	Athens, Greece July 7-9, 2017	International Conference, 35 participants, Universities, researchers, over 300 attendees

Date (Year-Month)	Title	Presenter, Partner (reference)	Event	Venue and date	Type of event/ Audience
2017-07	Towards a Model-Driven Platform for Evidence based Public Health Policy Making	Marios Prasinios, CITY (Prasinios et al., 2017)	29th International Conference on Software Engineering and Knowledge Engineering (SEKE)	Wyndham Pittsburgh University Center, Pittsburgh, USA July 5 - 7, 2017	International Conference Computer Scientists
2017-07	EVOTION: A European Research Project Generating Big Data Evidence & Decision Support for Public Health Hearing Policies	Ariane Laplante-Lévesque (Laplante-Lévesque, Tietz & Pontoppidan 2017)	Third International Meeting on Internet & Audiology	Louisville, US, July 27-28 2017	International Conference Audiologists Computer scientists
2017-06	Big Data in ENT and Audiology	Marc Laureyns - member of EVOTION Advisory Board; he included EVOTION material in the presentation	International Federation of Otorhinolaryngological Societies (IFOS) Congress	Paris, France, June 26 2017	International Conference, 50 participants, Audiologists, over 7,000 attendees
2017-06	Training on fitting EVOTION HAS	Alison Stone, Atefeh Hafez (OTC)	Hearing Aid Professionals Workshop	Royal National Throat Nose & Ear Hospital, London, UK June, 2017	Workshop – patient recruitment, Health professionals, audiologists from UCL, GST, UOA and AMC
2017-06	Research and the Audiology Service: How to get involved (part of it dedicated to EVOTION)	Giorgos Dritsakis and Doris-Eva Bamiou, UCL	Presentation to evident UCL team and Hearing Aid Centre Professionals	RNTNE Hospital, London, UK June, 2017	Other event
2017-03	Presentation at workshop	Louisa Murdin, GST	National Institute of Health Research ENT Speciality Group	York, UK March, 2017	National workshop, health professionals
2017-03	Overview of the EVOTION project	Louisa Murdin, GST	British Association of Audiovestibular Physicians Annual Conference	March 17, 2017	International Conference, physicians
2017-03	Prognosis and prevention of	Mariola Sliwinska-	Symposium “Hearing	Łódź, Poland,	International workshop, over

Date (Year-Month)	Title	Presenter, Partner (reference)	Event	Venue and date	Type of event/ Audience
	noise-induced hearing loss based on permanent and temporary hearing threshold shift	Kowalska, NIOM	impairment as a significant public health problem” organised at the IX Conference of the Polish Society of Audiology and Phoniatics	March 2, 2017	100 participants, Physicians, Audiologists, Public health
2017-03	Exposures to environmental noise in the modern world	Małgorzata Pawlaczyk-Luszczynska, NIOM	Symposium “Hearing impairment as a significant public health problem” organised at the IX Conference of the Polish Society of Audiology and Phoniatics	Łódź, Poland, March 2, 2017	International workshop, over 100 participants, Physicians, Audiologists, Public health
2017-03	Objectives and challenges of 'EVOTION'	Niels Pontoppidan 2017, OTC	Symposium “Hearing impairment as a significant public health problem” organised at the IX Conference of the Polish Society of Audiology and Phoniatics	Łódź, Poland, March 2, 2017	International workshop, over 100 participants, Physicians, Audiologists, Public health
2017-03	Compensation of hearing impairment. New hearing aid technology	Niels Pontoppidan, OTC	Symposium “Hearing impairment as a significant public health problem” organised at the IX Conference of the Polish Society of Audiology and Phoniatics	Łódź, Poland, March 2, 2017	International workshop, over 100 participants, Physicians, Audiologists, Public health
2017-03	The role of the Public Health Authority actors (PHAA) in EVOTION	Josip Milas and Dario Brđaric, IPH	Symposium “Hearing impairment as a significant public health problem” organised at the IX Conference of the Polish Society of Audiology and Phoniatics	Łódź, Poland, March 2, 2017	International workshop, over 100 participants, Physicians, Audiologists, Public health

4.3. Dissemination through the EVOTION website

The EVOTION website was launched in M1 as described in the DOA and in Deliverable 1.1, (Meedom et al., 2016) . The website contains brief information about the project, the team members and it also contains an updated list of events organised by EVOTION, as well as events in which EVOTION key members participate. Furthermore the site provides access to newsletter and media releases in all the partner countries.

In M9 the project installed a password protected download page for the purposes of making confidential demonstrators accessible and available to the consortium members, the Commission and the Commission's Reviewers. Demonstrators take form as software, access to websites (platform), documents (manuals and guidelines) and video demonstrations of components' functionality.

The website is presently in its initial version. In the coming months, the site will be expanded with additional detailed information about the major work tracks in EVOTION, with project results and with targeted information to patients, health care professionals and stakeholders involved in hearing health policy making. Currently the project is mainly focussed on making information available for the patients that are in the process of being recruited in the validation test (www.h2020evotion.eu).

4.4. Liaising with other external research activities

During the first year of the project, liaising with several external research activities has been conducted, including active participation in the initiatives of the World Health Organization (WHO), synergies with other H2020 projects, and contact with OverHear research network.

4.4.1. Liaising with research Initiatives of the WHO

Mariola Sliwinska-Kowalska (NIOM) was invited to take part in the WHO-ITU consultation on the Making Listening Safe Initiative. She presented the lecture on the effects of using Personal Music Players (PMPs) on hearing. She also summarized the WHO Environmental Noise Guidelines for the European Region in which she participated regarding the relationship between exposures to environmental noise and hearing loss & tinnitus. Extensive discussion concerned the possibility of monitoring exposure to loud music listened through PMPs with the use of personal dosimetry and anticipation of risk of development of permanent hearing threshold shift (PTS). These activities are in line with the EVOTION project aims consisting in development of a model for predicting temporary threshold shift (TTS) in people using hearing aids. These problems were discussed during the meeting. Lidia Best (vice-president of the European Federation of Hard to Hearing People) and Mark Laureyns (president of the European Association of Hearing Aid Professionals), both members of the EVOTION advisory board took part in the consultation. The meeting took place at the WHO headquarters in Geneva on 6-7 March 2017, and was facilitated by Shelly Chadha, WHO Technical Officer.

Andrew Smith (CITY) and Ariane Laplante-Lévesque (OTC) took part in the 2nd stakeholder meeting for the WHO programme on prevention of deafness and hearing loss. The meeting took place at the WHO headquarters in Geneva on 3-4 July 2017. Alarcos Cieza, WHO coordinator of Blindness, Deafness, and Disability and Shelly Chadha, WHO technical officer for hearing loss and deafness, facilitated the meeting. Around 85 participants were present.

Niels Pontoppidan (OTC) will represent EVOTION in the "Spend to Save" strategy meeting in Brussels November 6th 2017, organized by the Ear Foundation (<http://www.earfoundation.org.uk/>). This initiative stands on both UK experiences, the WHO initiative A Sound Investment and the resolution on hearing loss of WHO in May 2017 (World Health Organization, 2017) and seek to coordinate the European initiatives within hearing health care.

4.4.2. Synergies with other H2020 projects

EVOTION is in communicating with the other projects funded from PM 18 Big Data supporting Public Health policies¹. These projects: Big data against childhood Obesity (BigO, <https://bigoprogram.eu/>), The Meaningful Integration of Data, Analytics and Services (MIDAS, <http://www.midasproject.eu>), and Participatory Urban Living for Sustainable Environments (PULSE, <https://www.pulseproject.info/>) share the focus on implementing big data to support public health policies and the associated focus on privacy and GDPR. EVOTION has proposed to host a virtual summit early 2018, a video based conference for all partners of the PM-18 projects. This virtual summit will only be open for partners in the PM-18 project. The proposal to the other PM-18 projects is also a joint workshop in 2019 on the topic of big data supporting public health policies. The workshop in 2019 will be open for participants outside the PM-18 projects but likely feature keynotes from the participating PM-18 projects.

4.4.3. Liaising with other research activities

EVOTION has been in contact with the OverHear research network funded by UK Medical Research Council coordinated by Dr. Owen Brimijoin (University of Nottingham) hosted by EVOTION partner UCL. The OverHear research network (2015-2017) focused on Real-world assessment of hearing aids and listening behaviour and investigated how the UCL Pedestrian Accessibility Movement Environment Laboratory (UCL Pamela, <https://www.cege.ucl.ac.uk/arg/pamela/Pages/PAMELA-home.aspx>) could be used to understand behaviour in realistic sound scenes build on the platform in PAMELA (c.f. Figure 1). Unfortunately, it turned out that the sound system (the number of speakers) at PAMELA was not sufficient to create sound scenes where hearing aids operate as in the real world – this is despite providing sound scenes which humans find convincing due to visual stimuli overruling the auditory stimuli. Therefore, it did not lead to tests of individual behaviour in the scenes in PAMELA with EVOTION hearing aids. Scientific Coordinator Doris-Eva Bamiou (UCL) and Project Coordinator Niels H. Pontoppidan (OTC) contributed to the OverHear network.

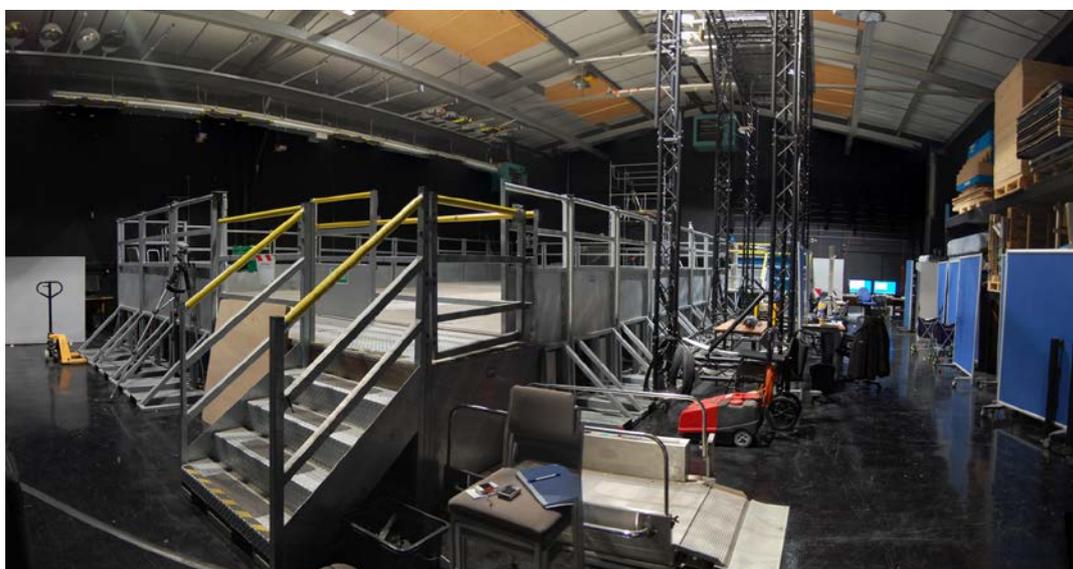


Figure 1: Main platform at UCL Pamela (photo courtesy of UCL Pamela)

¹ <http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/sc1-pm-18-2016.html>

In addition, it is worth highlighting that EVOTION partner Dr Josip Milas (IPH) has successfully negotiated with the Croatian government to use the EVOTION platform to analyse existing Croatian hearing health data.

A general feedback to EVOTION presentations in hearing research communities is an expressed interest and also requests for using the EVOTION platform to conduct or complement other hearing research projects. So far, EVOTION has not yet been able to accommodate this, however it is appreciated as an indication of significant interest for further external collaboration.

4.5. Organization of EVOTION workshop

An international symposium “Hearing impairment as a significant health problem” was organized by NIOM in Lodz, Poland on March 2, 2017 at the IX Conference of the Polish Society of Audiology and Phoniatrics (http://www.laryngologia-lodz2017.pl/orl_program.html). The main goal of this Symposium was to present EVOTION platform to clinical scientists, audiologists and public health policy bodies. Lectures were given by Niels Pontoppidan (OTC) - project coordinator and partners from NIOM and IPH. The Symposium was summarised in a round table discussion about the Adaptation of EVOTION platform as a public health policymaking tool. Over 100 participants attended the Symposium. The Symposium has gained a lot of attention, which can be traced to the EVOTION website.

4.6. Use of social media

4.6.1. Twitter account

The project has recently launched a Twitter account (“@h2020EVOTION”), through which important events and activities are highlighted instantly. This platform will support a continuous and early announcement of the project outcomes and the formation of communities interested in these outcomes.

4.6.2. Articles to websites

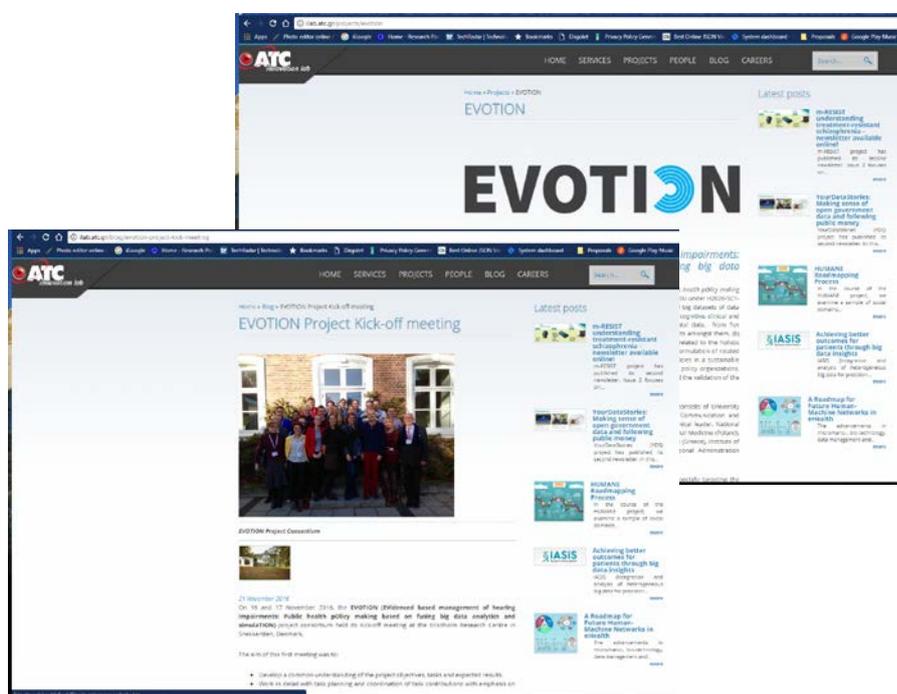
Five EVOTION partners (PRA, IPH, ATC, UCL and GST) have been active in writing articles about EVOTION projects to websites.

Following a press-conference of the Regional Governor of Pazardzhik in December 2016, Bulgaria, seven publications of online articles by 6 regional media and a national one were made about the EVOTION project and PRA’s involvement in it. The links to the online sources are given underneath:

- <http://pz-info.com/%D0%BE%D0%B1%D0%BB%D0%B0%D1%81%D1%82%D0%BD%D0%B0-%D0%B0%D0%B4%D0%BC%D0%B8%D0%BD%D0%B8%D1%81%D1%82%D1%80%D0%B0%D1%86%D0%B8%D1%8F-%D0%B5-%D0%BF%D0%B0%D1%80%D1%82%D0%BD%D1%8C%D0%BE%D1%80-%D0%BF%D0%BE/>
- <http://www.pz.government.bg/news.php?extend.1125>
- <http://www.bta.bg/bg/c/BO/id/1483872>
- <http://www.pa-media.net/news.php?extend.12902.12>
- <http://pazardjik.marica.bg/article/read/32530>
- <http://focus-radio.net/%D0%BE%D0%B1%D0%BB%D0%B0%D1%81%D1%82-%D0%BF%D0%B0%D0%B7%D0%B0%D1%80%D0%B4%D0%B6%D0%B8%D0%BA-%D1%83%D1%87%D0%B0%D1%81%D1%82%D0%B2%D0%B0-%D0%B2-%D0%BC%D0%B5%D0%B6%D0%B4%D1%83%D0%BD%D0%B0%D1%80%D0%BE/>
- <http://www.focus-news.net/opinion/2016/12/29/41244/qinche-karaminova-oblasten-upravitel-na-pazardzhik-na-pat-sme-da-osashtestvim-ideyata-za-otkrivane-na-meditinski-kolezh-v-pazardzhik.html>

Representative of EVOTION's partner institution Dr. Dario Brdaric (IPH) actively participated at the H2020 European Health Brokerage Event – Zagreb 2017 on 19 January 2017 in Zagreb, Croatia. EVOTION project also interested journalist of Croatian web health portal (<http://www.suprazdravlje.hr>). He made short statement for the portal about project's idea and outcomes.

Article and Blogpost at <http://ilab.atc.gr>. As one of the main central elements of the communication and dissemination strategy of ATC is to function as a door opener to the diverse world of the ICT industry and others that are interested in research fields like Big Data in eHealth. During the first year of the project a post about the project and a blog post about the kick-off of the project have been published. These articles are available to ATC's iLab website (<http://ilab.atc.gr>) visitors either by reading the projects section or by scrolling down to the blog section of the website. These posts are focusing on the specific project and allows visitors to quickly jump to project's website for further information.



UCL and GST expressed their intention to write an article in the “Action on Hearing Loss” website (<https://www.actiononhearingloss.org.uk/>) and online monthly newsletter (UCL has already approached “Action on Hearing Loss” to be confirmed).

4.7. Other communication activities in M1-M12

4.7.1. Press release

PRA held a press-conference for the Regional Governor of Pazardzhik region (Bulgaria) in December 2016. A very brief oral presentation of the EVOTION project was made by the Governor and also, a short press release was given to local and regional media. Underneath we present the English translation of the original text of the press-release:

“The EVOTION project funded under EC’s programme Horizon 2020 is highly innovative and aiming at applying big data analyses to provide alternative decisions for health policy-making and focused on hearing impairments. This will be achieved by means of a platform to be developed throughout the project.”

The partners are 15 institutions from 8 countries, 12 of them being universities and research organizations. PRA is the only Bulgarian partner.

PRA's activities will be concentrated on defining the policy-makers' requirements for the platform and for the policy decision-making models. To achieve this we will work closely with the regional structures of the Ministry of Health in Pazardzhik region. We already had our first Focus Group meeting with the directors of the Regional Health Inspectorate, Regional Health Insurance Fund and the Regional "Social Support" directorate. Later in the project when the platform is ready to use PRA will be involved in its validation as a public policy-making tool" (Trenkova, 2016)

4.7.2. Brochure

A recruitment brochure for patients was designed by UCL in August 2017. This leaflet will be put on the board at the Hearing Aid Centre of the RNTNE Hospital (London, UK) to inform patients about the study when recruitment starts. This leaflet will be a prototype that could be adapted and used by other clinical partners for the same purpose.

4.7.3. Promotional campaigns

Promotional campaigns popularized the EVOTION concept among health professionals, user groups (audiologists, public health), musicians and the general public. These activities took place at international scientific conferences and other events, as well as during radio interviews, and are listed below:

Short presentations (1-3 slides) were given during the following events:

- 3rd International Symposium "Days of Laboratory Diagnostics and Sanitary Techniques B&H", Bijeljina, Bosnia and Herzegovina, May 2017 <http://aliszp.ba/iii-simpozij-aliszp-u-bih-bijeljina-2017-program-2/> – presentation by D. Brdarić (IPH) "Development of health systems by EU programmes" International Conference public health ;
- IFOS Congress, Paris, France, June 24 2017 <http://www.ifosparis2017.org/sites/default/files/17ifos-programmescientifique-v9-web.pdf> - presentation by M. Sliwinska-Kowalska (NIOM) on "Presbycusis and the performance of hearing-critical jobs" International Conference, ENT physicians, audiologists, 50 participants in the Session, over 7,000 Congress attendees;
- Music World Expo-Conference, Athens, 19 May 2017 – <https://www.musicworldexpo.gr/index.php> – presentation by Katerina Vardonikolaki on "Hearing disorders in musicians"
- "Danish Sound Day 2017", Struer, DK www.danishsound.org/da/article/danish-sound-day-2017 - presentation by Niels Pontoppidan (OTC) in Panel debate about "Industry 4.0. What, why, who, when?"

Information about or related to the EVOTION project was also disseminated during:

- BBC radio 4 Disability matter programme. Hearing Day on 03.03.2017. Interviewing Doris-Eva Bamio (UCL)
- Project presentation by ATC to the Executive Director of bay Angels (<http://bayangels.com>) Venture Capital on June 30th, 2017, and discussion on how the integrated CDSS visualisations can be exploited in a future integrated digital workspace environment for situation awareness based on data driven dashboarding techniques, and multi-stakeholders.

4.7.4. Articles to non-specialized magazines and newspapers

During the first year of the project one article to non-specialized newspaper was delivered. On January 6 2017 information about EVOTION project was published in Croatian regional newspaper "Glas Slavonije". Dr. Dario Brdaric presented the goals of the project and role of the Institute of Public Health for the Osijek-Baranya County in developing of public health policies (Brdarić, 2016).

4.7.5. General posters in workshops and conferences

During the first year of the project, three general posters about EVOTION project were produced by OTC, UCL and GST. The posters are to promote EVOTION in workshops, conferences seminars and industrial events, as well as to provide the information about the project to audiologists, patients and other stakeholders.

The general posters were presented during the International Symposium “Hearing impairment as a significant public health problem” in Lodz, Poland (March, 2017) and during “Danish Sound Day” in Struer, Denmark.

An information poster for patients was designed by GST in September 2017. This poster has been put on the board at the Audiology Department of Guy’s Hospital (London, UK) to inform patients about the study as recruitment starts. The poster is available on EVOTION website.

4.8. Summary of completed activities in M1-M12

Figure 1 presents the number of activities by Communication Channels completed during the first year of the project versus target Indicators of Success for the entire EVOTION project. All Communication Channels have been initiated except participation in other H2020 project events and industrial exhibition. Some activities like publications in Conference Proceedings and liaising with other research activities and EU projects were more fruitful in numbers than originally planned. Publications in non-specialized magazines are to be strengthened.

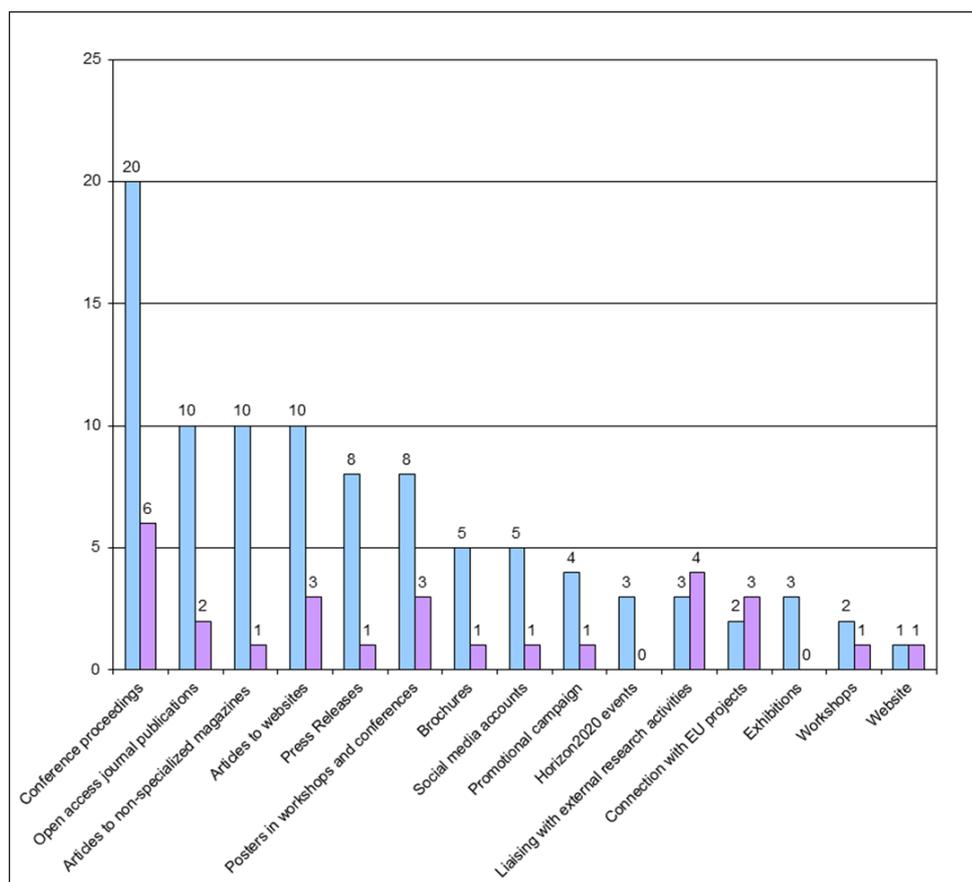
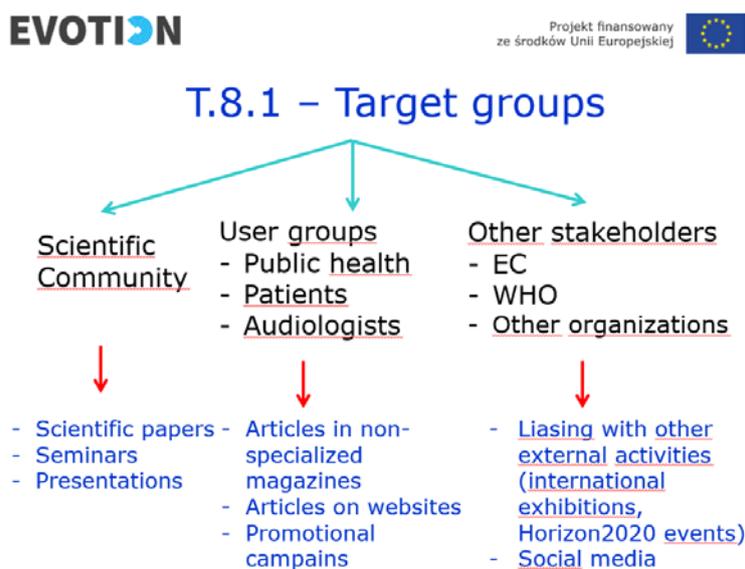


Figure 2. Number of activities by Communication Channels completed in M1-M12 versus target Indicators of Success over entire EVOTION project

5. Dissemination Activities by Target Groups

Given the multidisciplinary nature of EVOTION, the information and the outcome of the project should reach multiple several target groups. Those are presented in the graph underneath along with respective Communication Channels which would be the most effective to raise awareness among the potential users and stakeholders.



5.1. Scientific Community

Scientific community at the European and international forum have been reached mainly through the presentations at the international conferences and seminars and publishing articles in scientific journals. Since EVOTION is a multidisciplinary collaboration, several field specialists have been addressed, including otorhinolaryngologists (ENT doctors), audiologists, public health representatives, computer/data scientists, as well as hearing and industrial researchers. According to EVOTION statistics direct presentations of EVOTION goals, methods, ideas and first results have reached in total over 2,500 Scientific Community researchers and over 3,500 industry representatives, among others.

5.2. User groups

5.2.1. Public health organizations

EVOTION project reached to public health professionals and organizations from several directions: articles from non-specialized magazines, articles on websites and promotional campaigns.

The project was also presented at two international symposia addressed towards public health policy representatives. During International Symposium “Hearing impairment as a significant health problem” held in Poland in March 2017, a round table discussion tackled the issue of the adaptation of EVOTION platform as a public health policymaking tool. The representatives of Polish health institutions and governmental bodies were actively engaged in this meeting. Then, the project was presented at the international symposium in Bijeljina in Bosnia and Herzegovina, where most of the audience were representatives from the public health institutions and hospital sector from different South-East Europe countries (Bosnia and Herzegovina, Croatia, Former Yugoslav Republic of Macedonia and Serbia). It was

very important to present EVOTION strategy to public health professionals from non-EU member countries. Both symposia were well accepted by the audience.

Representatives of 5 public health policy institutions in Pazardzhik, Bulgaria were invited by PRA to participate in two Focus group meetings for the validation of draft scenarios for Public Health policy makers. This activity was organized within the work plan for WP2 in order to gather end users' requirements for the EVOTION platform. It was also an opportunity to present the EVOTION project and disseminate its goals.

The institutions included: 1. the Regional Health Inspectorate - the regional structure of the national Ministry of Public Health, in their role as supervising the Regional ENT-specialists' Advisory Committee (issuing use of HAs) and the Committee of Occupational Expert Physicians (issuing early retirement decisions); 2. the Regional Health Insurance Fund - the regional structure of the National Health Insurance Fund, in their role as managing public funding for clinical pathways; 3. the Regional "Social Support" Directorate - the regional structure of the national Agency for Social Support (a structure within the national Ministry of Labour and Social Policies), in their role as authorising financial support for purchasing HAs and performing administrative follow-up on HA use; 4. the Regional Labour Inspectorate in Pazardzhik - the regional structure of the national "Labour Inspectorate" Executive Agency, in their role as supervising occupational environments; 5. Pazardzhik Regional Administration – a regional-level public authority responsible for drafting regional development strategies for the Pazardzhik region and partner in the project.

Invitation letters to participate in the meetings was sent by PRA to all institutional stakeholders above. During the first meeting an introductory presentation of the project and the suggested usage scenarios was made. The Focus Group meetings continued in an open discussion with all participants as actual potential EVOTION users. Thus, we collected their opinions, comments and ideas. In the course of the second meeting it was suggested that we should consider involving additionally representatives of the local nationally-representative regional structure of HL patients'/HA users' organisation (The Union of Deaf People in Bulgaria) in their specific advisory role in drafting national public health policies focused on HL. As a first step PRA partner sent them the URL to the Public Policy users' questionnaire developed within WP2 and we plan to approach them individually in the next Focus Group rounds. Additionally, at the actual validation stage of the project activities we plan to organize a workshop to present the functionalities and outcomes of the EVOTION platform and project. For this event we plan to invite a much wider audience of institutions and experts involved in public health policy making and implementation.

Good visibility to public health professionals was also enabled by web health portals as Supra Zdravlje (<http://www.suprazdravlje.hr>). Future steps in the dissemination will include workshops, seminars and presentations of EVOTION outcomes to international NGOs and professional organizations of public health professionals.

5.2.2. Audiologists

Clinical partners have put a lot of emphasis in communicating the project to the clinicians who will be part of the study, e.g. audiologists fitting hearing aids and service managers (see Table 4 for the list of presentations towards clinical audiences). A workshop for hearing aid professionals was organized by UCL in collaboration with Oticon, GST and UoA at the Royal National Throat Nose & Ear (RNTNE) Hospital (London, GB) on 28th June 2017. Another training workshop on fitting EVOTION HAs for this group of users was organized by OTC team at the Guys Hospital (London, GB) in October 2017. The workshops was

successful at informing, training and engaging with NHS and other audiologists who will fit hearing aids to EVOTION patients. The outcome of these activities was always positive; clinicians were interested in the project, asked questions, offered advice and suggestions and have been extremely helpful in setting up the study in the respective institutions.

5.2.3. Patients

In the UK, participants will be recruited via the standard pathway and therefore will be patients already referred for a hearing aid. However, at GST a general information poster has been put on the board at the Audiology Department of Guy's Hospital (London, UK) to inform patients about the study as recruitment starts. UCL has also prepared a recruitment leaflet which will be put on the board of the Hearing Aid Centre of the Royal National Throat Nose and Ear Hospital before the recruitment starts.

In Greece patients approach about the project was a multiple-step process. Initially all patients visiting special clinics including the otology clinic and musicians clinic were informed by health care providers involved in the project. General information about project's aims was provided. On top of this, hearing aid candidates were informed about the possibility of their participation in the clinical study. Patients who expressed interest for further information were recorded in a list which will be the main source of actual recruitment procedure. Secondary, internal referrals had been made by general ENT outpatients clinic and patients seeking extra information and details about the project are referred to a clinician involved in the EVOTION-project, who explains the procedure. To this end, detailed information was provided in all 23 members of the 1st Athens University Otolaryngology Clinic.

Some patients have been collected retrospectively from outpatients clinic. A contact via phone was performed and benefits of the projects have been discussed. Patients' social network and word of mouth has also been important for dissemination and referrals and suggestions for additional information has been made via the EVOTION Project Website (www.h2020evotion.eu). Furthermore, special groups including musicians and sound engineers have been informed via email, with use of an extended mail list. Finally, ENTs working in neighbour hospitals have been informed and disseminate information about EVOTION project in their patients. They have also collected names of patients interested in the project.

5.3. Other stakeholders

During the first year of the project, the dissemination activities were forwarded to other stakeholders than described above. Liaising activities which were developed with the WHO initiatives, EC projects and OverHear research network are described in details in Chapter 4.4. Emphasis was also put on liaising with other organizations, including associations of people with hearing impairment and associations of audiologists.

At the 2nd stakeholder meeting for the WHO programme on prevention of deafness and hearing loss at the WHO headquarters in Geneva on 3-4 July 2017 EVOTION representatives liaised with many external stakeholders, such as the Ear Foundation (Sue Archbold and Mel Gregory), Action on Hearing Loss (Paul Breckell), the Coalition for Global Hearing Health (Jackie Clark), World Wide Hearing (Andrew de Carpentier), Global Foundation for Children with Hearing Loss (Paige Stringer), Hear the World (Sonova) Foundation, Starkey Foundation, etc. Civil groups such as the International Federation of Hard of Hearing People (Ruth Warick), the International Society of Audiology (De Wet Swanepoel), and the International Federation of Otolaryngology Societies (Bernard Fraysse) were also represented.

6. Monitoring Feedback of Dissemination Activities

6.1. General meeting and Consortium Board meetings

Communication, dissemination and exploitation have been discussed on each of the four General Meetings held in the first 12 months of the project.

6.2. Project Intranet

Like the rest of the activities and work packages in EVOTION the dissemination activities, are shared and coordinated along with the exploitation activities, via a designated project intranet area. In this part of the EVOTION intranet all partners share upcoming dissemination opportunities, launch ideas about collective papers and presentations and slides are uploaded for other participants to re-use and amend according to needs. A screen capture of the WP8 internal working area is shown below.

The screenshot displays the WP8 Impact Assessment, exploitation and dissemination (UOA) intranet interface. The main heading is "WP8 Impact Assessment, exploitation and dissemination (UOA)". Below this, it states: "This WP is divided into three major tasks: T.8.1 Dissemination (NIOM, M1-M36), T.8.2 Market analysis and exploitation (OTC, M1-M36), T.8.3 IPR Plan (OTC, M30-M36)".

The interface features a top navigation bar with a row of colored circular icons representing different partners: AE, AH, BY, DB, DK, DK, ED, FZ, FF, GG, GK, GK, and an "Add/remove people..." button.

The main content area is divided into several sections:

- Campfire:** A chat log showing messages from Nikos Dimakopoulos, NielsHenrik Meedom, Ariane Laplante-Lévesque, and NielsHenrik Meedom.
- Message Board:** A list of announcements, including "Forthcoming EU event Big Data Value Forum - 21-23", "Spend to Save: progress and looking forward A", "Hearing for Healthy Ageing Conference / 5", and "Poster at 19th Greek ENT Congress".
- To-dos:** A list of tasks, including "T.8.0/T.1.1 - Overall communication plan" (with sub-tasks like "updating of website (version 1.0) background info and team presentation" and "Website presentation of project design and structure") and "T.8.1 Dissemination (NIOM)" (with sub-tasks like "ATC").
- Events:** A calendar view showing "wp8 monthly coordination meeting" on Sep 1 and "Monthly Wp8 coordination" on Sep 28. A message at the bottom says "Nothing's coming up!".
- Docs & Files:** A section for document uploads, showing "Deliverable...", "T.8.2 Mark...", "Clinical rec...", and "EVOTION publication list - based on EVOTION dissemination activities gross list version".

This internal forum has been very active from the onset of the project. Partners have established a substantial communication flow by announcing upcoming activities, inviting for collective writing. Every partner shares and adds to others' works, including presentations and papers. Also, participants share the outcome of meetings, seminars and conferences through this intranet facility.

7. Communication Coordination Group

In the first months of the project it was found relevant to support project coordination and management by establishing a project group with focus on supervising and monitoring of dissemination and external communication activities. The purpose of the group is to support, advise and ensure that communication, dissemination and exploitation strategies and activities are coordinated.

This Communication and Dissemination Coordination Group meets every last Friday in the month and discuss dissemination strategies, preparation of brochures, website development and other matters related to communication, dissemination and also exploitation. Group members are WP1 and WP8 Leaders and task leaders for WP8 deliverables. Also the meeting participants discuss and prepare proposed action to the General Consortium meeting. This group acts as an editorial board to the website and to the monthly internal newsletter, which is being produced by the Project Manager, WP1.

8. Concluding Remarks

EVOTION partners have all been very active in promoting EVOTION and creating awareness about its existence, enabling networks and collaboration. In particular the Partners of the Consortium demonstrated a high level of scientific activity. It manifested through presentations at international conferences, symposia and workshops (26 presentations in total) as well as publications in high-impacted international scientific journals (6 publications in total). The project has also focussed on the information needs of patients and on the necessity to market the features of the platform and the likely benefits that it may provide in evidence based policy making processes. Two initiatives have not been implemented to date and must be addressed, that is participation in Horizon 2020 events and demonstration of the product at the industrial exhibitions.

The most challenging activities to be developed in the future are collecting academic dissemination and collecting feedback from attendees of the project dissemination activities. Collaboration with external policy making partners is a long-term process and it is therefore important that the project also market itself in appropriate fora.

Throughout the meetings held, partners have discussed and shared considerations for the communication and dissemination strategies. The main messages that will be broadcast by EVOTION are hereby mentioned:

1. First and foremost EVOTION is seen as a multidisciplinary collaboration constituted by very different partner types. EVOTION asks big questions which require multifaceted input and a range of competences. This has been made possible in EVOTION.
2. There are many discussions about how Big Data and Health Care could create benefits. However, there are few actions on such a large scale like EVOTION. EVOTION will perform concrete actions in this sphere and it will do so by inviting real HA users into the centre of the project and do research together with the HA users.
3. EVOTION brings new and comprehensive understanding of the hearing loss conditions based on real data collected through ecological measures.
4. EVOTION is about supporting evidence based health policy making, as also flagged in the tag-line to the Logo on the Website:

“Big Data Supporting Public Hearing Health Policies”

Thus far, the dissemination of project’s results focused on scientific community researchers who were informed about its assumptions and its potential. However, the dissemination of project outcomes will expand significantly after the clinical validation concludes. Publication of EVOTION outcomes will have a multiplicative effect with key stakeholders – public health policymakers, audiologists and patients with hearing loss. Means of dissemination here include promoting EVOTION results and project website through all Communication Channels mentioned in the report.

The main message behind the EVOTION project - "Big Data Supporting Public Hearing Health Policies" was the guideline for all the dissemination activities and discussions conducted up to date and will remain such in the undertakings that will be pursued onwards.

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