



Certified smart and integrated living
environments for ageing well

D5.3 – Dissemination and Communication Plan, activity and performance report

Deliverable D5.3		
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Executive Summary

The European project “Homes4Life” (<http://www.homes4life.eu>) started in December 2018 and will end in November 2020. Its main output will be the development of a new European Certification Scheme for age-friendly housing in Europe. The scheme will be based on a long-term vision of people’s needs and requirements based upon a holistic life-course approach and a new conceptual framework for age-friendly housing. It will help develop improved home environments that foster our independence, supporting us to remain active and healthy, and integrating construction and digital solutions where this is beneficial.

The purpose of this report is to present the Homes4Life Dissemination and Communication plan which identifies, organises and defines the management and promotion of the Homes4Life project objectives and results.

The key underpinning concept of the Homes4Life dissemination & communication (D&C) strategy is to target key external stakeholders based upon a three-stage process going from awareness to understanding and ultimately to a point where stakeholders are applying and exploiting the Homes4Life project key outcomes. In the first 12 months of the project the main focus of the dissemination actions is on stage 1 of the dissemination strategy (i.e. dissemination for awareness). During the next 8 months of the project it is anticipated that project partners continue with stage 1, but as concrete results emerge and milestones achieved, the dissemination strategy moves to stage 2 (i.e. dissemination for understanding). In the final two months of the project the focus will mainly be on those stakeholders who have the ability to implement the Homes4Life vision and certification, and the dissemination strategy moves thus to stage 3 (i.e. dissemination for action) which will make use of the practical material for exploitation/implementation (such as the Certification scheme promotional package)

The report also gives a summary of all D&C activities conducted over the first period of the project, i.e. from M1 to M12. All targets which were set at the beginning of the project when establishing the D&C plan have been met or exceeded, with the exception of the two KPIs related to Social Media (Twitter) and the Col, which are slightly under at the time of writing this report. Specific efforts will be dedicated to these two criteria over the second period of the project. Project partners participated to 19 events, have been active on social media, and several articles about the project have already been published or are in progress to promote the project, its ambition, and support the exploitation of its upcoming results.

Acronyms and abbreviations

CoI	Community of Interest
CS	Certification Scheme
D&C	Dissemination & Communication
EC	European Commission
EU	European Union
GA	Grant Agreement
KPI	Key Performance Indicator
LTC	Long-Term Care
PC	Project Coordinator
PO	Project Officer

1 Introduction

1.1 Aims and objectives

This report presents the Homes4Life Dissemination and Communication plan which identifies, organises and defines the management and promotion of the Homes4Life project objectives and results.

This version of the report also presents an activity and performance update on the implementation of the plan over the first period of the project, from month 1 (December 2018) to month 12 (November 2019).

1.2 Relations to other activities in the project

The communication and dissemination strategic planning and execution is conducted under Task 5.2 and is informed by the work conducted in all work packages and tasks of the project.

1.3 Report structure

Section 2 of the report presents the objective and key underpinning concept of the Homes4Life Dissemination and communication (D&C) plan. **Section 3** presents the dissemination timeline, which is mapped along release dates of key public deliverables. Section 4 presents the key stakeholders targets and their expectations. **Section 5** presents D&C channels which will be used to disseminate Homes4Life results, as well as KPIs and associated targets. **Section 6** presents D&C multipliers which will be used to maximize the impact of D&C activities. **Section 7** presents the validation process to be followed by all project partners before a D&C item goes external. **Section 8** explains how detailed planning and recording of D&C activities are conducted. **Section 9** details all D&C activities which have been conducted over the first period (M1 to M12) of the project. Finally, **Section 10** gives a performance update on key D&C KPIs.

1.4 Contribution of partners

R2M is the main author of this report and of the overall Dissemination and Communication plan. All Homes4Life project partners have reviewed the report and contributed to the implementation of dissemination and communication activities according to the plan.

2 Objective and key underpinning concept

The key underpinning concept of the Homes4Life dissemination & communication (D&C) strategy is presented in Table 1 below. The idea is to target key external stakeholders based upon a three-stage process going from awareness to understanding and ultimately to a point where stakeholders are applying and exploiting the Homes4Life project key outcomes.

TABLE 1 - HOMES4LIFE THREE-STAGE D&C PROCESS FROM AWARENESS TO ACTION

Stage 1. M1-M12 D&C for awareness	Stage 2. M13-M22 D&C for awareness and understanding	Stage 3. M23-M24 D&C for awareness, understanding, and action
In the first instance, the purpose of the Homes4Life D&C plan is to raise awareness and communicate broadly about Homes4life aims and objectives targeting the general public relevant external organizations, stakeholders and potential users of the Homes4Life outputs.	Within the wide target audience to which the dissemination for awareness activities is targeted, there is a narrower set that will be able to directly benefit from the project in significant ways. For this group, an important function of the D&C plan is to provide a deeper understanding of Homes4Life project's work.	For a further subset of the Homes4Life stakeholders, it is intended that they will be interested to adopt and implement the project's outputs such as the developed certification scheme. This group will be equipped with the skills, knowledge and understanding of the Homes4Life project in order to achieve a real change and uptake of age-friendly housing.

3 Dissemination timeline

In the first 12 months of the project the main focus of the dissemination actions is on stage 1 of the dissemination strategy (i.e. dissemination for awareness). During the next 8 months of the project it is anticipated that project partners continue with stage 1, but as concrete results emerge and milestones achieved, the dissemination strategy moves to stage 2 (i.e. dissemination for understanding). In the final two months of the project the focus will mainly be on those stakeholders who have the ability to implement the Homes4Life vision and certification, and the dissemination strategy moves thus to stage 3 (i.e. dissemination for action) which will make use of the practical material for exploitation/implementation (such as the Certification scheme promotional package).

The proposed dissemination timeline runs throughout the entire project. As such it is in line with the delivery dates of the project's 20 public deliverables (see Table 2). As it can be seen in the work plan, several submissions of public deliverables are grouped every year, in particular around M09 (3 public deliverables), M12 (7 public deliverables), and M24 (3 public deliverables). Key dissemination events presented in the next sections will be activated in conjunction with these milestones.

TABLE 2 - HOMES4LIFE PUBLIC DELIVERABLES TIMELINE (SORTED BY DUE DATES)

N°	Deliverable Name	Due date
D5.4	Project website, logo, roll up poster, etc.	M03
D2.1	Desktop research report	M08
D2.2	Stakeholder Workshop	M08
D3.2	Certification schemes framework report	M09
D2.3	Vision document	M11
D3.1	KPI framework for smart age-friendly living environments	M12
D2.4	Working taxonomy	M12
D2.5	Innovation systems analyses	M12
D3.3	Existing R&I initiatives report	M12
D3.4	Homes4Life functional brief	M12
D5.1	Homes4Life Stakeholders Col	M12
D5.3	D&C plan, activity & performance report	M12
D5.5	Promotional videos	M12
D4.1	Certification scheme – tech. ref. framework – v0	M12
D4.3	Certification scheme – tech. ref. framework – v1	M20
D4.4	Certification scheme – tech. ref. framework – Final	M22
D4.5	Certification scheme promotional package	M22
D4.6	MoU / commitment to invest in H4L certified age-friendly homes	M24
D5.2	Exploitation and supporting investment strategy	M24
D5.6	Homes4Life Final Event	M24

4 Stakeholders' targets

D&C activities will aim to encourage all identified stakeholder groups to exploit Homes4Life results in their daily work on age-friendly housing. Exploitation will aim to ensure uptake of project results among key target groups now and in the future. Table 3 below presents the main expectations of each stakeholder group targeted and impacted by Homes4Life.

TABLE 3 - HOMES4LIFE STAKEHOLDERS' GROUPS

Target groups	Strategic D&C objective & expectations
Building and real-estate industry Construction sector (builders, architects, product developers, manufacturers)	<ul style="list-style-type: none"> Integrate their vision and challenges in the context of WP2, WP3 and WP4 to make sure Homes4Life proposals will fit their business Get them involved in piloting the proposed certification scheme on experimental buildings / housing during the project (WP4) Provide them the evidence that investments in making homes age-friendly will be a sound business model (WP5)
ICT industry, ICT providers and developers	<ul style="list-style-type: none"> Integrate their vision and challenges in the context of WP2, WP3 and WP4 to make sure Homes4Life proposals will fit their business Show the potential combination of the Homes4Life model with the needs related to energy-efficiency, security, and entertainment, to stimulate further investment (WP3)
Certification, regulation & standardisation bodies	<ul style="list-style-type: none"> Gather details on their existing or emerging national certification schemes / initiatives to feed WP3 Get them to comment and assess the technical reference framework which will underpin the new certification scheme (WP4) Have them endorse and adopt Homes4Life outcomes (WP5): new certification offers, evaluation services, standards and labels that will implement Homes4Life findings
European Commission & policy makers	<ul style="list-style-type: none"> Have them endorse the Homes4Life Vision, as well as adopt and support the identified areas where further research is needed (WP3) Get support for widespread dissemination of Homes4Life results (WP5) Get Homes4Life aligned with the EC policy priority¹, including the EU framework for age-friendly housing, the Commission's commitment to Leadership in the Internet of Things as described in the Communication "Digitising European Industry - Reaping the full benefits of a Digital Single Market", the European Pillar of Social Rights.

¹ Age-friendly housing has a role to play in meeting at least three of the six headline ambitions for Europe - proposed by the President of the European Commission Ursula von der Leyen - over the next five years and well beyond: a European Green Deal, an economy that works for people, and a Europe fit for the digital age. See the Homes4Life Vision – D3.2 - in its Section: "Age-friendly housing contributes to Europe's headline ambitions".

Target groups	Strategic D&C objective & expectations
General public, citizens including older adults, informal carers and their representative organisations	<ul style="list-style-type: none"> Raise awareness about the project overall goal and its relation to major societal challenges (WP5) Get citizens involved in participatory design activities of the project and the definition of user requirements (WP2, WP3), through strategic partners like AGE Platform Europe and Eurocarers.
Community service and Care providers.	<ul style="list-style-type: none"> Get them to contribute to the Homes4Life Vision (WP2) and model definition (WP3) Involve them in the participatory design activities of the project and the definition of user requirements (WP2, WP3)
Researchers from the social sciences and the humanities	<ul style="list-style-type: none"> Get them involved in all phases of the project (WP1, 2, 3, 4, and 5) to make sure end-user needs are prioritised throughout the project
Investors & housing stock owners (public, private, profit, not-for profit)	<ul style="list-style-type: none"> Provide them with adequate basis for investment decisions in smart living environments for ageing well (both private and public) based on expected returns (WP5)
Relevant other R&I projects	<ul style="list-style-type: none"> Incorporate their results and lessons learnt in the context of WP2 Have them endorse and apply the Homes4Life model (WP3) and certification scheme into their demo sites (WP4)
Large-Scale Pilots on Internet of Things	<ul style="list-style-type: none"> Evaluate feasibility to validate the proposed Homes4Life certification scheme (WP4) through their demo sites
Stakeholder-driven Reference Framework for Age-Friendly Housing initiative	<ul style="list-style-type: none"> Align findings and join forces to synchronise / mutualise efforts (All WPs)

5 D&C channels and KPIs

Various Dissemination and Communication channels are activated depending on the content and target. Key channels are summarised in Table 4 below, in connection with Key Performance Indicators (KPIs). Targets associated to KPIs will be monitored to evaluate the performance of D&C activities, and their progress will be reported in subsequent versions of this D5.3 deliverable due in M12 and M24.

TABLE 4 – D&C CHANNELS AND KPIs

KPI	Stage 1. Target M1-M12	Stage 2. Target M13-M22	Stage 3. Target M23-M24	Cumulative target
Public website www.homes4life.eu (see Deliverable D5.4)				
N° of visits	1000	1000		2000

KPI	Stage 1. Target M1-M12	Stage 2. Target M13-M22	Stage 3. Target M23-M24	Cumulative target
N° of downloads		>500 for key deliverables		>500
Social media Homes4Life Twitter feed - https://twitter.com/Homes4LifeH2020				
N° of followers	200	800		1000
Dissemination network Community of Interest (see Deliverable 5.1)				
Col members	150	600		>750
Promo videos (see Deliverable 5.5)				
N°	1	1		2
N° of views		>800		>800
Publications in professional magazines				
N° publications	4	4		8
Publications in general media				
N° publications	2	2		4
Events (Active participation in conferences, exhibitions, posters)				
N° of events	9	9		18
N° of attendees	500	1500		2000
Final project promotion event (see Deliverable 5.6)				
Final event		1		1

6 D&C multipliers

When implementing D&C activities, Homes4Life partners will exploit as much as possible D&C multipliers presented in Table 5 (platforms, clusters, associations to which they are members) in order to achieve a widespread dissemination of project results.

TABLE 5 – D&C MULTIPLIERS

Network, group, stakeholder	Geographical target	Connection to the consortium	Involvement in Homes4Life
International Society for Gerontechnology (ISG)	International	This is the main scientific community that brings together ageing scholars (SSH) and technologists; UU (Alexander Peine) is a former executive board member of the ISG	Involvement of project workshops; using ISG conferences and Master Classes for dissemination
World Green Building Council, GBC Italia, Alliance HQE-GBC	International, Europe, Italy, France	R2M is member of GBC-Italia, CER is member of Alliance HQE-GBC. Both are linked to World GBC.	Although targeted primarily to energy and environmental efficiency, these associations also address wider

Network, group, stakeholder	Geographical target	Connection to the consortium	Involvement in Homes4Life
			sustainability dimension such as age- friendly homes in dedicated working groups. They will be used as communication and dissemination channels for the project results.
ECH Alliance	International, Europe	Not-for-profit organisation which facilitates international multi-stakeholder connections around ecosystems, driving sustainable change and disruption in the delivery of health and social care.	Involvement in communication and dissemination activities (WP5) Andy Bleaden from the Homes4Life expert board is one of the directors of ECHAlliance Ecosystems
European Roadshow of Age- Friendly Homes	Europe	University of Utrecht has organized a broad stakeholder consultation process (a roadshow) on age-friendly neighbourhoods, together with DG Connect (which has resulted in the final report with "Recommendations for the European Reference Framework for Age friendly housing")	The roadshow has delivered ample contacts across the whole stakeholder network of the age-friendly environment eco-system, at both national and European levels. These contacts will be utilized in the knowledge consolidation objective of this project.
JESSICA fund (Joint European Support for Sustainable Investment in City Areas)	Europe	TECNALIA's contact through previous projects (Sisak Smart Energy City), and one of the experts of the experts' board comes from the EIB, responsible for this program.	Involvement of them through the meetings with the expert's board. Consultation on knowledge on financing bodies in Europe and on barriers/opportunities.
EIT Health	Europe	EIT Health is a Knowledge and Innovation Community (KIC) established by the European Institute for Innovation & Technology (EIT). It promotes healthy living, active ageing and improvements in	One of its challenges is to support active ageing, by developing tools to help all of us work more flexibly and live longer in our own homes. They will be used as communication and dissemination channels for the project results.

Network, group, stakeholder	Geographical target	Connection to the consortium	Involvement in Homes4Life
		healthcare by bringing together leading healthcare companies across multiple industry sectors, public and private research centres, and top universities. TEC is partner in this community.	Involvement in final conference
European Innovation Partnership on Active and Healthy Ageing (EIP-AHA)	Europe	Many of the partners of this proposal are involved in the different action groups of the EIP-AHA. And also, some members of the Experts Board	Involvement in final conference and in national workshops
ECTP – Active Ageing & Design	Europe	ECTP is partners of the proposal, at the same time many of the partners of the proposal are ECTP members and active contributors to its AA&D committee	ECTP & AA&D committee communication channels and workshops will benefit to Homes4life activities
JPI “More Years, Better Lives”	Europe	University of Utrecht and AGE Platform Europe are represented in the JPI's advisory boards. JPI “More Years, Better Lives” takes care of the social science & humanities aspects of age-friendly environments, especially from a user driven perspective	Establishing and maintaining a dialogue with projects funded under the 3 rd MYBL call; these 8 projects look at age-friendly living environments from the user perspective.
Alliance of Internet of Things Innovation (AIOTI)	Europe	ECTP is a member of AIOTI, especially in its age-friendly living environments working group (WG5).	AIOTI members will be consulted during this coordination & support action.
AAL (Active and Assisted Living) Program	Europe	Several partners are involved in the AAL program and are usually joining AAL initiatives	The AAL projects and initiatives will represent important vehicles to disseminate the project outcomes.
REHVA , the Federation of	Europe	REHVA represents a network of more than	REHVA will be consulted to check consistency of the

Network, group, stakeholder	Geographical target	Connection to the consortium	Involvement in Homes4Life
European Heating, Ventilation and Air Conditioning Associations		100.000 engineers from 27 countries. UPM cooperates with REHVA for specific projects.	proposed certification schemes with HVAC standards
France Silver Eco	France	An association created in 2009 which aims at growing the silver economy sector and promote healthy ageing innovative solutions	France Silver Eco members will be consulted to comment on and contribute to the Homes4Life reference framework definition.
Smart Buildings Alliance for Smart Cities (SBA)	France	CER is a member of SBA and developed its Ready2Services label in cooperation with the association	Homes4Life will use the SBA platform and its 200+ members to promote Home4life results but also to gather incremental feedback on its achievements and progress
ANCI – National Association of Italian Cities	Italy	UPM is working in several activities with ANCI, in particular in the field of healthy and smart cities	ANCI will be consulted during the project to check applicability of the proposed schemes.
Federcostruzioni – Italian Association of the whole Construction Industry	Italy	It includes all Associations (including designers, material producers, electrical plants, constructors, etc.) of the construction value chain (30.000 companies, 350 Billion Euros turnover, 3 million workers). UPM cooperates with Federcostruzioni for innovation roadmaps.	Federcostruzioni will be consulted as relevant industrial stakeholder to assess exploitability and replicability of the proposed certification scheme.
Ministerio de Sanidad Servicios sociales e Igualdad. Instituto de mayores y servicios sociales. CEAPAT	Spain	TECNALIA'S direct interaction in multiple initiatives. Letter of support.	Involvement in interviews and dissemination of project results (WP5).

Network, group, stakeholder	Geographical target	Connection to the consortium	Involvement in Homes4Life
Covenant on Demographic Change	Europe	AGE Secretary General is also the secretary General of the Covenant on Demographic Change. This non-for-profit European Association promotes and support the work of local and regional authorities in implementing age-friendly environments	Support dissemination of project results

7 Validation process for D&C activities

7.1 Scientific publications

The following validation process shall be followed by all project partners before a Homes4Life scientific publication (conference or journal paper) item goes external:

Prior notice of any planned publication shall be given to the other Parties **at least 45 calendar days before the publication**, together with enough information on the results it will disseminate.

To illustrate with a concrete example:

- Partner xx intends to prepare a publication for which the submission deadline is July 1st, 2019
- Partner xx should then send to all partners (i.e. in an email to all@homes4life.eu) sufficient information on the results that the publication will disseminate, at the latest on May 17th, 2019 (i.e. 45 calendar days before July 1st)

Further details are provided in the Consortium Agreement (in particular Article 8.4 - Dissemination) and Grant Agreement (in particular Article 29 – Dissemination of results, open access, visibility of EU funding) with further detailed explanations.

7.2 Other D&C items

The following validation process presented in Table 6 shall be followed for all other types of D&C.

TABLE 6 – D&C VALIDATION PROCESS (OTHER THAN SCIENTIFIC PUBLICATIONS)

Document type	Validation process
PowerPoint presentation	<p>Send for validation to:</p> <ul style="list-style-type: none"> • the coordinator • the dissemination manager <p>at least 3 working days before the publication. If no reply, the presentation is considered validated.</p>

Document type	Validation process
Article (web, magazine, etc.)	Send for validation to: <ul style="list-style-type: none"> the coordinator the dissemination manager at least 5 working days before the publication. If no reply, the article / presentation is considered validated.
Any other material (e.g. press release, video, etc.)	Send for validation to: <ul style="list-style-type: none"> all partners at least 15 working days before the publication. If no reply, the article / presentation is considered validated.
Homes4Life Twitter post	Publication is immediate. R2M is the manager and moderator of the Homes4Life Twitter feed and is able to remove articles if inappropriate. Partners can retweet from their organisation or personal twitter accounts, or they can send the content of a Tweet to R2M by email for publication.

8 Detailed planning and recording of D&C activities

An online Google sheet (see Figure 1) is used for a detailed monitoring of both:

- **Past D&C activities:** the idea is to record “who did what” and capture the key feedback & impact of every action for our project. A blog post and tweet are published on the project website for each key achieved activity.
- **Upcoming activities:** a separate list of upcoming events is regularly updated so that future D&C actions can be anticipated

The Google sheet is accessible through the following URL:

<https://docs.google.com/spreadsheets/d/1bjOiXnSHoqPd8KwplXxM84gYRosx3gATMQhHE8xlbC8/edit#gid=0>

Various tabs (at the bottom of the Google Sheet) are used to structure the content and to monitor activities and the progress on dissemination of specific contents (e.g. press release, workshop organised by the project, key public report released, etc.). Access to the Google Sheet is reserved to the Homes4Life project partners and its edition can be made in a collaborative way.

Date	Place	Event name / Article / Journal	Description / Comment(s)	Homes4Life contribution	Action led by	Status	Estimated audience	Impact for the project	Blog post & pictures
21/01/19	n.a.	Article focused on Conceptualizing "Home" in the BUILT ENVIRONMENT INITIATIVES	Group D4 of the EIP-AHA - initiative started by Carina Dantas carinadantas@centascombra.pt and Chankia Tziraki tziraki@gmail.com	Silvia volunteered to contribute to the article	TECNALIA	Skype call scheduled 2nd week of Feb. 2019			
24/01/19	n.a.	Submission of a commitment to the EIP AHA D4 action group	https://ec.europa.eu/transport/et-involved_en	Silvia sent the online form	TECNALIA, TNO, AGE				
29/01/2019 (M2)	Brussels	Joint Intergroup Meeting - European Parliament - Co-creating digital public services	The future of Europe is co-created. Digital public services for age-friendly cities and communities	AGE Platform attending - Ilenia Olivero (see email from Estelle 19/12/2018)	AGE				
31/01/2019 (M2)	Brussels	2nd STAIR-AHA meeting	Second CENICENELEC STAIR-AHA Platform meeting - A new approach to AHA standards engaging end-users	Homes4Life Project presentation	ECTP, UPM	Done - submitted by ECTP / Presented by Sara	70	experts on active and healthy ageing from 16 European countries (plus Australia) reflected on how to best approach ageing-related challenges in standardisation.	http://www.homes4life.eu/2019/06/21/a-new-approach-to-aha-standards-engaging-end-users/
12-15 March	Cannes, France	MPIM	R2M Solution booth	Exhibition - postcards distribution	R2M	Done - Regis	100	newcomers to H2020 - raising awareness about the project for professional audience implementing green building certifications	http://www.homes4life.eu/2019/06/20/homes4life
23/03/19	Leiria, Spain	Conferencia ITE+3R	http://www.congresosistemas3r.co	Homes4Life project	TECNALIA	Done - Silvia			http://www.homes4life.eu/2019/06/20/homes4life

FIGURE 1 - HOMES4LIFE D&C ACTIVITIES MONITORING TABLE - ONLINE GOOGLE SHEET

9 Activities conducted over the 1st period

This section presents an overview of the activities conducted over the first period of the project from M1 (December 2018) to M12 (November 2019).

Performed D&C activities include participation and contribution to **Events**; preparation and publication of **Articles** in online magazines, websites, newsletters; update of the Homes4Life **Website**; **Social Media** management; preparation of a first project **Promotional Video**; and management of the **Community of Interest**.

For their D&C activities, Homes4Life partners have used the D&C material developed by R2M which is further presented in **Deliverable 5.4** (Homes4Life project website, project roll-up poster, project postcard, etc.). Additional material was also designed after submission of D5.4, such as Homes4Life notepads and Homes4Life pens which were submitted at the Homes4Life Stakeholder's workshop (see further details in **Deliverable 2.2**) – see Figure 2.



FIGURE 2 - HOMES4LIFE DISSEMINATION MATERIAL (ROLL-UP, NOTEPAD, POSTCARD, PEN, POSTER)

9.1 Events

For the sake of brevity of this deliverable, a **full report** for each of the events listed below is accessible on its **corresponding blog post** – **click on the link** indicated in each event table, which will redirect to the Homes4Life website.

9.1.1 2nd STAIR-AHA Meeting

Date	Location	Event	Action led by
31/01/2019 (M2)	Brussels, Belgium	2nd STAIR-AHA meeting	ECTP, UNIVPM
Description	<p>PROGRESSIVE Final Conference & 2nd CEN/CENELEC STAIR-AHA Platform meeting - A new approach to AHA standards engaging end-users. Meeting which took place at the Federation of Enterprises in Belgium (FEB), Brussels (Belgium) supported by the PROGRESSIVE project.</p> <p>Sixty-four experts on active and healthy ageing from 16 European countries (plus Australia), represented the diversity of stakeholders in the standardisation field. Eleven high-level experts on Active and Healthy Ageing and on standardisation facilitated the discussion with the audience members on age-friendly communities as enablers of Active and Healthy Ageing; on inclusiveness in standardisation, taking accessibility and usability as a use case; and on age-friendly smart homes as a tool for independent living.</p>		
Contribution	<p>Homes4Life Project presentation in a panel of expert on age-friendly smart homes. Mr. Frederic Lievens (Telehealth Quality Group, PROGRESSIVE) moderated the panel of experts on age-friendly smart homes, comprised by:</p> <ul style="list-style-type: none"> • Ms Sara Casaccia, Post Doc – Università Politecnica delle Marche, Homes4Life project • Ms Julia Wadoux, Policy Coordinator for Health, ICT and Accessibility, AGE Platform Europe (Homes4Life partner) • Ms Lydia Vogt, Project Manager, DIN, PROGRESSIVE. 		
Stakeholders	Experts on age-friendly homes and standardisation		
Impact for the project and next steps	Experts on active and healthy ageing from 16 European countries (plus Australia) reflected on how to best approach ageing-related challenges in standardisation		
Estimated audience	70	Blog post	http://www.homes4life.eu/2019/06/21/a-new-approach-to-aha-standards-engaging-end-users/
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9.1.2 MIPIM 2019

Date	Location	Event	Action led by
12-15/03/2019 (M4)	Cannes, France	MIPIM	R2M
Description	MIPIM in Cannes, is the world's leading property market. MIPIM brings together players from all international property sectors – including residential – offering access to a large number of development projects and sources of capital worldwide. The event aims to facilitate business between investors, corporate end-users, local authorities, hospitality professionals, industrial and logistics players and other real estate professionals. The 2019 edition gathered 26 800 players from all sectors of the international property industry with more than 5,400 investors, 560 political leaders coming from more than 100 countries. R2M Solution had a booth at MIPIM 2019, showcasing its portfolio of EU projects.		
Contribution	Homes4Life was presented as part of the R2M Solution booth. Exhibition, postcards distribution, bilateral discussions.		
Stakeholders	Real-estate companies and investors		
Impact for the project and next steps	Newcomers to H2020 - raising awareness about the project for professional audience implementing green building certifications. Interesting contacts of real-estate companies have been obtained, that can be used as targets for growing the Homes4Life Col (D5.1). Later in the project it will be useful to get back to these stakeholders to send them the certification promotional package (D4.5) and potentially look for Commitments to invest in age-friendly homes (D4.6).		
Estimated audience	100	Blog post	http://www.homes4life.eu/2019/03/19/230/



9.1.3 Congreso ITE+3R

Date	Location	Event	Action led by
23/03/2019 (M4)	Leon, Spain	Congreso ITE+3R	TECNALIA
Description	ITE+3R Congress: from the technical inspections of Buildings to Urban rehabilitation, Regeneration and Renovation. This event was focused on buildings and urban refurbishment and sustainability.		
Contribution	Homes4Life coordinator TECNALIA – Silvia Urrea Uriarte – presented the project at the congress within the Round Table 1 “The human profile in the retrofitting and urban regeneration interventions”. A video (in Spanish) of the roundtable was recorded and is now available on the conference website.		
Stakeholders	Spanish construction and sustainability professionals		
Impact for the project and next steps	This presentation contributed to raise awareness about the project and to recruit additional Spanish stakeholders for the Col.		

Estimated audience	50	Blog post	http://www.homes4life.eu/2019/06/20/homes4life-at-the-ite3r-congress-in-leon-spain/
 			

9.1.4 EIP AHA D4 face to face meeting

Date	Location	Event	Action led by
23/03/2019 (M4)	Krakow, Poland	EIP AHA - D4 Action Group	TECNALIA, UU
Description	<p>Meeting of the D4 Action Group on Innovation for age-friendly buildings of the EIP AHA (European Innovation Partnership on Active and Healthy Ageing) - organised by LifeScienceLab of Krakow, invited by Willeke van Staaldunin, Co-founder of AFEdemy.</p> <p>The meeting was focused on the recent developments in the field of active and healthy ageing and more specifically on age-friendly environments. The event offered an opportunity to discuss age-friendly environments policies and experiences in Poland, European age-friendly housing certification, smart healthy age-friendly environments, and the future of EIP AHA beyond 2020.</p>		
Contribution	TECNALIA – Silvia– and Utrecht University – Frans Sengers – presented the Homes4life project at the meeting during the 2nd day session focused on Smart Living and Housing.		
Stakeholders	Age-friendly buildings experts from the EIP AHA		
Impact for the project and next steps	Several questions emerged from the presentation and were discussed with the audience, in particular on ideas about how to eventually employ the Homes4Life certification scheme and in relation with our future pilot projects.		
Estimated audience	50	Blog post	http://www.homes4life.eu/2019/06/20/homes4life-presented-at-eip-aha-d4-age-friendly-environments-meeting




9.1.5 IVVD Zorgvastgoeddag 2019

Date	Location	Event	Action led by
15/05/2019 (M6)	Breukelen, Netherlands	IVVD Zorgvastgoeddag 2019	TNO
Description	Annual event focused on trends and topics in design and property management of the built environment for health and care, with a particular focus on challenges and opportunities arising from disruptive developments in long-term care demand, including attention to benefits from investment in alternatives to care such as ageing in place		
Contribution	Homes4Life project Presentation in a parallel working session.		
Stakeholders	Dutch property managers, consultants, care institution representatives and representatives from public authorities/social care.		
Impact for the project and next steps	Constructive dialogue and tips and suggestions from audience on further development of Homes4Life components, particularly focused on the certification scheme.		
Estimated audience	About 25		



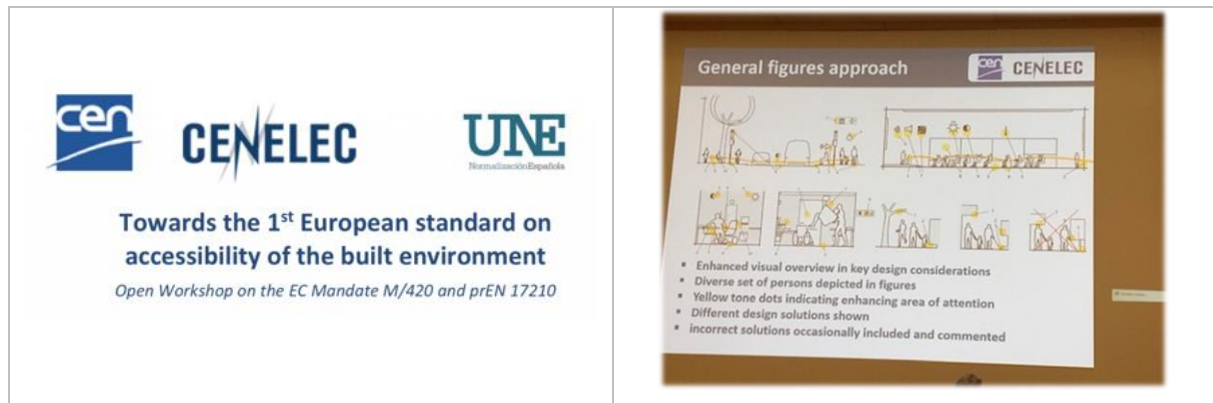
9.1.6 Your Future Festival

Date	Location	Event	Action led by
17/05/2019 (M6)	Pesaro, Italy	Your Future Festival	UNIVPM
Description	UNIVPM University event focused on European Science & Research		
Contribution	Homes4Life presentation within overall UNIVPM presentation		
Stakeholders	UNIVPM students		
Impact for the project and next steps	The workshop was organized for students to talk about the importance of the united Europe and the opportunities for students to move in European countries. During the presentation, some European projects, included		

	H4L, was presented to demonstrate how with the European projects is possible to create a network of knowledge.		
Estimated audience	40	Blog post	http://www.homes4life.eu/2019/06/20/homes4life-at-the-italian-your-future-festival/
			

9.1.7 Open Workshop: Mandate M/420 and prEN 17210

Date	Location	Event	Action led by
05/06/2019 (M7)	Brussels, Belgium	Open Workshop: Mandate M/420 and prEN 17210	EUROCARERS, ECTP
Description	<p>Open workshop on the first European Standard on the accessibility of the built environment.</p> <p>Views from selected stakeholders were presented such as the European Disability Forum, the European Consumer Voice in Standardisation, International Union of Architects and the European Network for Accessible Tourism etc. PrEN 17210 is a voluntary European standard that provides functional requirements and recommendations for an accessible and usable built environment – following a design for all approach, including persons with disabilities.</p>		
Contribution	Homes4Life partners EUROCARERS (Nadia KAMEL) and ECTP (Alexis DAVID) presented Homes4Life during lunch & networking sessions.		
Stakeholders	EU Experts on accessibility and standards.		
Impact for the project and next steps	Participation contributed to raise awareness about the project.		
Estimated audience	70	Blog post	http://www.homes4life.eu/2019/06/20/open-workshop-on-the-first-european-standard-on-the-accessibility-of-the-built-environment/





9.1.8 Sustainable Places 2019

Date	Location	Event	Action led by
05-07/06/2019 (M7)	Cagliari, Italy	Sustainable Places 2019	R2M
Description	Yearly event co-organised by R2M - http://www.sustainableplaces.eu Sustainable Places prides itself on being an ideal platform for the dissemination of research, the conduct of workshops, EU project clustering and networking between stakeholders of all types.		
Contribution	Homes4Life presentation within the "Innovative Construction" track of the conference.		
Stakeholders	Stakeholders involved in other related European research projects, with expertise on Construction, ICT, circular economy, and social sciences.		
Impact for the project and next steps	Questions were raised after the presentation on whether the certification will go beyond "homes" and consider surrounding environments. The event has permitted to add contacts to the Col.		
Estimated audience	30	Blog post	http://www.homes4life.eu/2019/06/10/homes4life-presented-by-r2m-solution-at-sustainable-places-2019/





9.1.9 2nd International Social Housing Festival

Date	Location	Event	Action led by
04-08/06/2019 (M7)	Lyon, France	2 nd International Social Housing Festival	AGE
Description	Making the link between the homes we inhabit, the cities we live in and the overall quality of life, the ISHF 2019 aims through a series of diverse events to highlight the importance of access to decent housing for all, to celebrate the long tradition of public, cooperative and social housing and its key role in addressing current and future housing challenges.		
Contribution	Exhibition & pitch of the project in a dedicated innovation session		
Stakeholders	Social Housing organisations, local and public authorities.		
Impact for the project and next steps	Interesting follow-up discussion with social housing stakeholders - will be invited to join the Col.		
Estimated audience	50	Blog post	http://www.homes4life.eu/2019/06/10/homes4life-presented-by-age-platform-at-ishf2019/
 			

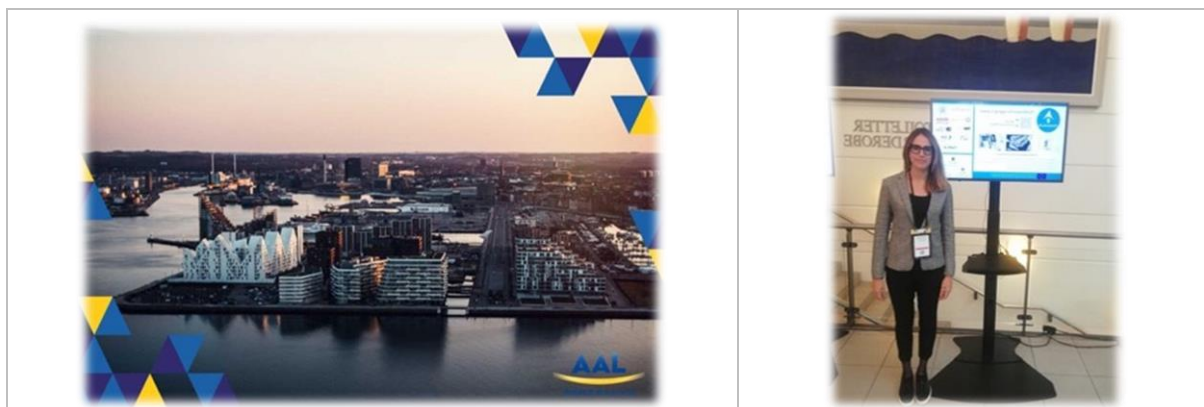
9.1.10 Cities to Be – Journée des réseaux

Date	Location	Event	Action led by
11 Sept. 2019 (M10)	Paris, France	Cities to Be – Journée des réseaux (Day of networks)	CERTIVEA
Description	CITIES TO BE – The industry event for professionals in sustainable construction; Cities to Be is a conference promoting action aimed at: <ul style="list-style-type: none"> • <i>BEING UPDATED ON</i> feedback from the field in France and abroad • <i>SHARING</i> good practices and solutions • <i>MOBILIZING</i> stakeholder dynamics • <i>RAISING AWARENESS</i> and <i>PUTTING INTO PRACTICE</i> over the time frame 2030-2050 		
Contribution	During the specific “Networks day”, CERTIVEA CEO Patrick NOSSENT gave an update on CERTIVEA prospective activities focused on ICT, including Homes4Life, and other connected initiatives such as 4Grids		

	(Ready2Services extended for Smart Grids) and BIM4Value. He presented the main objectives of Homes4Life project.		
Stakeholders	Professional building assessors		
Impact for the project and next steps	The event contributed to raise awareness about the project, and to outline the future Homes4Life CS, to an audience already familiar with the current portfolio of CERTIVEA certifications rather focused on sustainability. These people can be assessors for the future Homes4Life certification scheme, or consultants to provide advices to the future users of this certification scheme.		
Estimated audience	100	Blog post	http://www.homes4life.eu/2019/11/13/homes4life-at-cities-to-be-international-congress-on-sustainable-buildings/
 Cities to Be 8 ^e Congrès interNational du Bâtiment Durable International Congress			

9.1.11 AAL Forum 2019

Date	Location	Event	Action led by
23/09/2019 (M10)	Aarhus, Denmark	AAL Forum 2019	UNIVPM
Description	<p>AAL Forum offers an opportunity to be involved in an ecosystem that promotes a new social and economic approach to grow a more inclusive silver economy that benefits individuals, society and industry.</p> <p>As one of the largest events of its kind in Europe, the 2019 AAL Forum hosted an exhibition of technology designed to improve the quality of life for older people. This year edition had a specific focus on “<i>Smarter practical implementation of digital solutions to enhance active and healthy living</i>”.</p>		
Contribution	Submitted for a 90' Workshop; accepted as a Poster & Presentation		
Stakeholders	All actors interested by Ambient Assisted Living : researchers, technology developers, policy makers, public authorities, etc.		
Impact for the project	Interesting follow up discussion - around 10 Q&A about the project and its objectives		
Estimated audience	30	Blog post	http://www.homes4life.eu/2019/09/26/homes4life-in-denmark-at-the-aal-forum/



9.1.12 European Week of Regions and Cities

Date	Location	Event	Action led by
07-10/10/2019 (M11)	Brussels, Belgium	European Week of Regions and Cities	AGE, TECNALIA
Description	Healthy ageing in cities and regions: inspiring examples to frame the future , dedicated workshop on Ageing and built environment. This workshop was the opportunity to uncover why some ageing policies have been more successful than others and help cities and regions tap into the potential that older people present while also overcoming some of the constraints and challenges that urban environments often pose on older residents.		
Contribution	Homes4Life contributed to the workshop "Healthy ageing in cities and regions" which focused on concrete examples from different places across Europe.		
Stakeholders	Public and local authorities, administration bodies.		
Impact for the project and next steps	Raising awareness about the project and the importance of age friendly housing in the administration bodies that attended the session. This workshop brought an additional proof that investing in international and European cooperation is key to learn from the others, share experiences and get further inspiration		
Estimated audience	90-100	Blog post	http://www.homes4life.eu/2019/10/19/healthy-ageing-in-cities-and-regions-inspiring-examples-to-frame-the-future-2/








9.1.13 ICSH Biennial National Social Housing Conference 2019

Date	Location	Event	Action led by
10-11 Oct. 2019 (M11)	Wexford Ireland	ICSH Biennial National Social Housing Conference 2019	UU
Description	Social Housing 2019 Innovation, Delivery & Sustainability Particular track on life-time housing Almost 350 participants attended, and the event explored the themes of innovation, delivery and sustainability for successful initiatives as well as an award for best successful Irish project in different categories, including housing for older adults.		
Contribution	Frans Sengers (UU) was invited to speak there (Travel reimbursed)		
Stakeholders	The conference brought together a variety of key players in the housing sector, such as social housing providers, local authorities, statutory bodies, government departments, private sector players, health services and the wider NGO sector.		
Impact for the project and next steps	The presentation was well received, and people were interested in the Homes4Life project generally. During Q&A there were questions about the character of the H4L certification scheme – will it amount to a single quantitative label score? A few people came up to Frans Sengers after the session asking for more details on the project. The session included other presenters on wheelchair accessibility and dementia friendly homes, but interestingly the organizers named the entire session 'homes for life' and presented it according to this way for the entire conference. This presentation led to Ireland being interested in being pilot sites for the Homes4Life CS and to share the info to their contacts.		
Estimated audience	60	Blog post	http://www.homes4life.eu/2019/10/21/389/



9.1.14 3rd Healthy City Design 2019 International Congress


Date	Location	Event	Action led by
14-15 Oct. 2019 (M11)	London, UK	3rd Healthy City Design 2019 International Congress	TNO
Description	Designing for utopia or dystopia? People and planetary health at a crossroads. Healthy City Design 2019 (HCD 2019) International Congress & Exhibition is a global forum for the exchange of knowledge on the research, policy and practice of designing healthy and sustainable cities and communities.		
Contribution	Presentation in parallel track working session & invited to contribute to other relevant sessions within the programme		
Stakeholders	UK audience of architects and designers, property developers, urban planners, and public authority representatives		
Impact for the project and next steps	Dissemination of the project's existence to the above audience, contribution to grow the Homes4Life Col.		
Estimated audience	About 25	Blog post	http://www.homes4life.eu/2019/11/18/designing-for-utopia-or-dystopia-people-and-planetary-health-at-a-crossroads-2/
  			

9.1.15 Innovative City

Date	Location	Event	Action led by
15 Oct. 2019 (M11)	Nice, France	Innovative City	R2M
Description	<p>Annual smart city exhibition and conference organised in Nice. This year edition was entitled "Innovation for Better Life & Smart Business".</p> <p>This new edition of Innovative City had a specific track focused on healthcare & territories, e-Health as well as telemedicine which provided useful insights on additional dimensions that might be incorporated into the future Homes4Life certification scheme.</p>		
Contribution	<p>Invited by ENOLEO (company part of the same group of R2M French branch); Exhibition at ENOLEO booth, Postcards distribution, bilateral discussion with conference participants.</p>		
Stakeholders	<p>French stakeholders interested by smart cities: technology providers (large industry, SMEs), local authorities, associations, etc.</p>		
Impact for the project and next steps	<p>Participation allowed to discuss the project progress with relevant contacts of the Nice eco-system, including from the Metropolis Nice Côte d'Azur, ExactCure (which had signed a Letter of Support during the proposal phase), Nice Chamber of Commerce, etc. The metropolis of Nice should provide a pilot site as part of the certification scheme testing in WP4.</p>		
Estimated audience	20	Blog post	http://www.homes4life.eu/2019/10/21/homes4life-at-innovative-city-in-nice/



9.1.16 atHOME EU Project conference

Date	Location	Event	Action led by
22 Oct. 2019 (M11)	Brussels, Belgium	atHOME EU Project conference	AGE
Description	<p>Improve the skills of home helpers for older people - Conference in Brussels on the development of professional skills for home helpers, and on improving the quality of care for the older person at home. This event was part of the atHOME European project which aims to improve the maintenance of older and dependent people at home.</p> <p>Among the topics covered: the issue of training, interaction and cooperation between the various actors of the home help and care, all for the benefit of the well-being of the elderly</p>		
Contribution	Estelle Huchet (AGE Platform) moderated a panel within the conference		
Stakeholders	Formal carers and personal household service suppliers.		
Impact for the project and next steps	The exchanges with the panellists and audience allowed to have a first contact with formal carers and personal household service suppliers that are not formally represented in the consortium of Homes4Life. The presentation of the project also allowed to explore informally funding opportunities like investEU for project follow-ups.		
Estimated audience	100	Blog post	http://www.homes4life.eu/2019/10/24/improve-the-skills-of-home-helpers-for-older-people/
			

9.1.17 Zorgvisie Zorg Vastgoed congress 2019

Date	Location	Event	Action led by
24 October 2019 (M11)	Nieuwegein, Netherlands	Zorgvisie Zorg Vastgoed Congres 2019 – Nieuwe Zorg, Oud Vastgoed	TNO
Description	Conference aimed at property developers, consultants, long term care institutions, housing corporations, public authorities and other stakeholders with an interest in the built environment for Long-Term Care (LTC). Theme of the conference was the need for innovative built environment and property management responses to		

	disruptive developments in LTC-demand, including a look at alternatives to traditional care arrangements, including ageing in place.
Stakeholders	Dutch property developers, consultants, long term care institutions, housing corporations, public authorities.
Contribution	Menno Hinkema (TNO) gave a plenary presentation on the Homes4Life concept and approach.
Impact for the project and next steps	The existence and objectives of Homes4Life were communicated to a fairly large and relevant Dutch audience. Exchanges with the audience evinced a critical but keen interest in the project and led to the identification of a Dutch cluster of initiatives centred on self-organisation and community living
Estimated audience	100



9.1.18 Smart Cities : Città, cittadini e tecnologie

Date	Location	Event	Action led by
25 Oct. 2019 (M11)	Grottammare, Italy	Smart Cities : Città, cittadini e tecnologie	UNIVPM
Description	The event was entitled Smart Cities: Città, cittadini e tecnologie – City, citizens & technology.		
Contribution	Prof Gian Marco Revel from Università Politecnica delle Marche introduced Homes4Life at the event. The speech was focused on innovation projects dealing with active ageing with a focus on the area of Marche Italian Region that was affected by recent earthquakes.		
Stakeholders	Italian Public and local authorities		

Impact for the project and next steps	Presenting to the local stakeholders the possibility of using the H4L Certification Scheme to guide the reconstruction in the rural earthquake areas (potential pilot case).		
Estimated audience	50	Blog post	http://www.homes4life.eu/2019/11/03/homes4life-contributing-to-smarter-cities/
  			


9.1.19 III Conference "Good European Age-Friendliness Practices"

Date	Location	Event	Action led by
13 Nov. 2019 (M12)	Donostia-San Sebastian, Spain	III CONFERENCE, European good practices in friendliness	TECNALIA
Description	<p>"Euskadi Lagunkoia" is a project of the Department of Employment and Social Policies of the Basque Government in collaboration with Matia Instituto, which is aimed at promoting participation of citizens as well as the public, private and social sector to develop a movement to foster age-friendly living environments. This initiative is based on the "Age-friendly Environments Programme" promoted by the World Health Organisation.</p> <p>At the present time more than 60 cities and towns throughout the Basque Country are members of this Network and more than 800 are in the world Network of the WHO.</p> <p>The III Conference "Good European Age-Friendliness Practices" is part of this project.</p>		
Contribution	Silvia Urra (TECNALIA) presented the project Homes4Life in TABLE 1: Best practice in Europe		
Stakeholders	Professionals and experts in the field of ageing, town-planning and social innovation, public policy-planners and -makers, and citizens in general		
Impact for the project and next steps	<p>To make the project visible among the above audience. People from different sector showed their interest: 2 people from different public administrations (city council) one asking for the possibility to use one of their dwellings for the pilots of the CS and the other one asking for advice. Other participants commented on a project in design phase in the south of Spain that could be interesting to have in mind for the pilot. A person representing an active older people association to invite us to participate in a session with them. In general, the audience showed real interest.</p>		


Estimated audience	230	Blog post	http://www.homes4life.eu/2019/11/23/european-good-practices-in-friendliness/
 			

9.2 Articles & publications

9.2.1 Conceptualizing « Home » in the built environment initiatives

Name of the article	Action led by	
Conceptualizing « Home » in the built environment initiatives	TECNALIA, TNO	
Description	 <p>Group D4 of the EIP-AHA – This initiative was started by Carina Dantas (Innovation Director in Cáritas Coimbra Vice-President European Covenant Demographic Change Coordinator SHAPE) and Chariklia Tziraki (Successful Aging working group, member of the subgroup: community based interventions at Ministry of Health).</p>	
Status	Homes4Life provided an abstract and since then work on the article is ongoing. A publication is expected in 2020.	
Blog post	Not available yet.	

9.2.2 AIOTI Recommendations for IoT for Smart Living Environments

Name of the article	Action led by	
AIOTI Recommendations for IoT for Smart Living Environments	UU	
Description	 <p>AIOTI WG05 (Smart Living Environments for Ageing Well) published its Recommendations for healthy ageing solutions in a paper entitled "IoT for Smart Living Environments". Alex Peine (UU) is a co-author of the White Paper;</p> <p>This recommendation paper entitled "IoT for Smart Living Environments" is built around these 2 strategic objectives, addressing</p>	

	<p>the 3 following challenges, each of them discussed in the 3 main chapters of this report:</p> <ul style="list-style-type: none"> • Building a sustainable ecosystem for SLE for Ageing Well, around the technological and stakeholders' requirements • Driving Acceptance through market structuration, in increasing the acceptance of innovative IoT-based solutions for smart living environments for ageing well while impelling user needs and expanding the innovation coverage in the ageing well domain • Demonstrating the IoT impact in ageing well, through architectures responding to stakeholders expectations, including proper security and privacy, implemented through different use cases.
Impact for the project	Homes4Life is explicitly featured in the White Paper. This publication helps raising awareness about the project in the IoT community and among the AIOTI membership.
Status	Published
Blog post	http://www.homes4life.eu/2019/06/20/aioti-publication-on-iot-for-smart-living-environments/

9.2.3 The "Age-friendly Lens"

Name of the article	Action led by
Book entitled "The Age-Friendly Lens"	TECNALIA
Description	<p>The Age-Friendly Lens is an edited volume intended to bring together academics, policy designers and industry experts to advance understandings of how age-friendly ecosystems are constituted at the macro and micro levels. Authors introduce unique perspectives, document systems level initiatives and advance local case studies on the development and implementation of different age-friendly domains. By identifying and responding to the various manifestations of ageism, authors contemplate the context and content of a brighter age-integrated future.</p> <p>Homes4Life was invited to contribute a chapter of the book. Chapter 20 – "Establishing a Standards and Certification Regime for Ageing in Place in the EU".</p> <p>Abstract sent by Silvia Urra (TECNALIA). Contact: Christie Gardiner LLB(Hons) GDLP LLM - Lecturer, Australian National University, Canberra Lawyer, Supreme Court of the Australian Capital</p>
Status	Draft completion of manuscripts on 15 December 2019 and final manuscripts until 15 March 2020. To be published mid-2020.
Blog post	Not available yet.

9.2.4 Adherencia, Cronicidad & Pacientes

Name of the article		Action led by
Homes4Life: environments adapted to increase the quality of life		TECNALIA
Description	Article (in Spanish) on the “Adherencia, Cronicidad & Pacientes” online magazine, written by Laura Chivato Isabel, following an interview of Silvia Urra (TECNALIA) - <i>Homes4Life: entornos adaptados para aumentar la calidad de vida</i>	
Status	Published on 22 March 2019	
Blog post	Article available at https://www.adherencia-cronicidad-pacientes.com/cronicidad/homes4life-entornos-adaptados-para-aumentar-la-calidad-de-vida/	

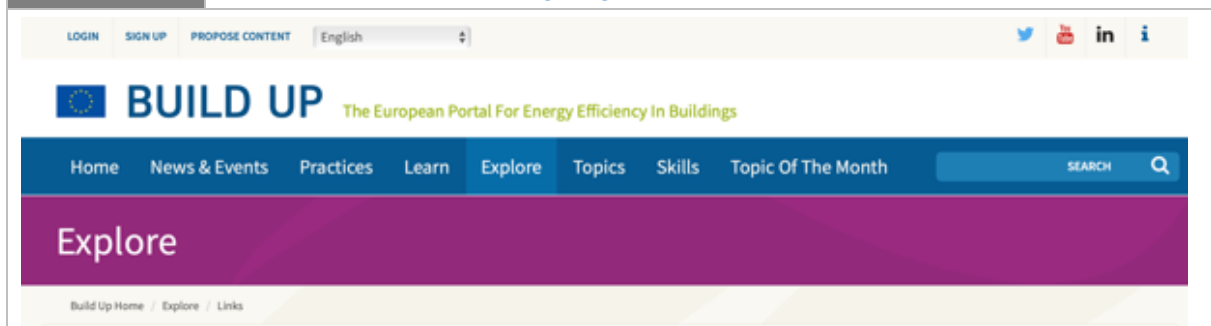
9.2.5 Skipt – Europees label levensloopbestendig wonen in de maak

Name of the article		Action led by
Europees label levensloopbestendig wonen in de maak		TNO
Description	Article (in Dutch) following the interview of Menno Hinkema (TNO) by a Dutch online magazine, Skipt, one of two leading online magazines on management in the health care sector	
Status	Published on 14 June 2019	
Blog post	Article available at https://www.skipt.nl/actueel/id38788-europees-label-levensloopbestendig-wonen-in-de-maak.html	



9.2.6 BUILDUP article

Name of the article	Action led by
BUILDUP - the European Portal for Energy Efficiency in Buildings - homes4life: European certification for ageing in place	R2M
Description	Article on BUILD UP – the European Portal for Energy Efficiency in Buildings – to raise awareness about the project.
Status	Published on 7 th January 2019
Blog post	Article available at https://www.buildup.eu/en/explore/links/homes4life-european-certification-ageing-place



Certification for ageing in place: the new European project "Homes4Life" kicks off.

Our living environments have a tremendous impact on our health and wellbeing. Ensuring their suitability and adaptability to people's needs and preferences – including when these needs and preferences evolve over time – is one of the most effective approaches to respond to challenges brought to us by Europe's ageing demographics.

However, a huge share of the building stock is not adapted to permit to older persons to age in place. Even today's new constructions are often not prepared to support health and wellbeing over the life course. As a matter of fact, one in eight of Europeans over 65 declare that their house is not comfortably warm during winter. Demand for age-friendly homes exceeds supply by far: a European study estimates to 10 million the demand for age-friendly homes in the upcoming years across the continent.

9.2.7 CONSTRUCTION 21 article

Name of the article	Action led by
CONSTRUCTION 21 – Certification for Ageing in Place	R2M
Description	Article on Construction 21 to raise awareness about the project.
Status	Published on 7 th January 2019
Blog post	Article available at https://www.buildup.eu/en/explore/links/homes4life-european-certification-ageing-place



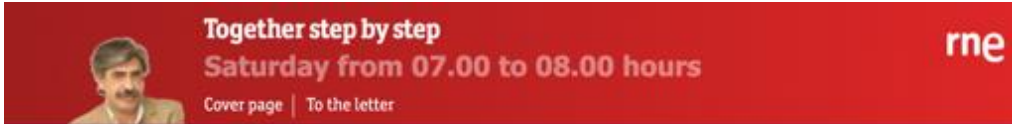
The screenshot shows the Construction 21 International website. The main navigation bar includes links for NEWS, DOSSIERS, CASE STUDIES, AWARDS, COMMUNITIES, TRAINING, and MEMBERS. The article 'Certification for ageing in place' is featured, published by Régis Decorme. The article text discusses the impact of living environments on health and wellbeing, and the demand for age-friendly homes. The article is published on 30 DEC 2018 at 11:11 GMT, viewed 362 times, and includes social media sharing options.

9.2.8 The Silver economy

Name of the article	Action led by
The Silver Economy – European Commission	n/a
Description	Overview of the European Commission's Activities in the field of Silver Economy
Status	Published on 9-10 July 2019
Blog post	https://silvereconomyforum.eu/wp-content/uploads/2019/07/Silver-Economy-Brochure.pdf





9.2.9 Intervention on Spanish National Radio

Name of the show	Action led by
Juntos Paso a Paso	TECNALIA
Description	<p>Homes4Life was presented in the Spanish National Radio programme "Juntos Paso a Paso", a radio show focused on active ageing.</p>  <p>Submitted by: Juan Fernández Vegue Directed by: Juan Fernández Vegue</p> <p>In Spain, almost 25% of the population is over 65 years old. In addition, slightly less than 10% of people living in our country have some type of disability. When talking about these population groups, they are often described as minorities, but statistical data show that they are not so much. These people search the radio for information, entertainment, company. They look for a little of what we all look for when we turn on the transistor or start the car radio. However, they provide us with a different vision, that of someone who has lived through many historical moments, that of those who have suffered or suffer from their own economic crises, that of those who find in the radio stories the description of a reality they cannot see with his eyes.</p>
Status	Replay webstream (in Spanish) of the show (Homes4Life intervention at 38'): http://mvod.lvt.rtve.es/resources/TE_OJUPAPA/mp3/4/3/1549696871434.mp3
Link	Website of the radio show: http://www.rtve.es/alacarta/audios/juntos-paso-a-paso/ ;


9.2.10 Additional articles

Additional articles were published by project partners, in particular in conjunction with the project Kick-off and around the stakeholders' workshop organised in June 2019, but also around Homes4Life participation in events.


Examples of articles published in relation with the Homes4Life KO press release		
	EIP AHA	https://ec.europa.eu/eip/ageing/news/certification-ageing-place-new-european-project-%E2%80%99Chomes4life%E2%80%99D-kicks_en

	Digital Single Market	https://ec.europa.eu/digital-single-market/en/news/certification-ageing-place-new-european-project-homes4life-kicks
	Progressive	https://progressivestandards.org/certification-for-ageing-in-place-new-european-project-homes4life-kicks-off/
	CyberMED News	https://www.cybermednews.eu/index.php/it/news-by-the-eu/214-news-from-the-eu/68726-new-european-project-homes4life-kicked-off-to-develop-certification-for-age-friendly-homes
	EU Health Policy platform	https://webgate.ec.europa.eu/hpf/item/item/14094 (needs to be logged into the EC portal)
	Covenant on Demographic change	https://www.agefriendlyeurope.org/news/certification-ageing-place-new-european-project-%E2%80%9Chomes4life%E2%80%9D-kicks
	Age Platform Europe	https://www.age-platform.eu/policy-work/news/certification-ageing-place-new-european-project-%E2%80%9Chomes4life%E2%80%9D-kicks
	Eurocarers	https://eurocarers.org/homes4life-stakeholder-workshop/

Example of articles published in relation with the June Stakeholders workshop (see D2.2)

	Assembly of European Regions	https://aer.eu/interested-to-learn-more-about-active-and-healthy-ageing-register-to-the-homes4life-project-workshop/
	Europa Nu	https://www.europa-nu.nl/id/vkybbjub7t11/agenda/discover-and-contribute-to-the?ctx=vg9pj7ufwbwe&s0e=vifdl6zl7txx
	EU Monitor	https://www.eumonitor.eu/9353000/1/j9vvik7m1c3gyxp/vkybbjub7t11?ctx=vg9pj7ufwbwe&tab=2&start_tab0=20&n=4
	AGE Platform	https://www.age-platform.eu/policy-work/news/homes-must-fit-our-lives-help-us-design-adequate-certification

Example of articles related to participation in events, advisory board participation, etc.

	ESPN	https://www.espon.eu/ewrc2019-healthy-ageing
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	Caritas Coimbra	https://en.caritascoimbra.pt/2019/noticias/caritas-coimbra-integrates-the-advisory-board-of-the-european-project-homes4life-certification-for-ageing-in-place/
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9.2.11 Newsletters

Homes4Life key events (KO press release, June stakeholders' workshop, etc.) have been advertised in a large number of newsletters. A few examples are shown in the table below.

Health-EU newsletter	eHealth, Wellbeing & Ageing newsletter	Réseau Francophone des Villes Amies des Aînés	ECTP newsletter
			

9.2.12 Referencing by project partners

Homes4Life partners have referenced the Homes4Life project on a relevant page of their organisation website when available.

	UNIVPM	https://www.univpm.it/Entra/Horizon_2020_-_Progetti
	R2M	http://www.r2msolution.com/research-projects/
	AGE	https://www.age-platform.eu/project/homes4life
	ECTP	http://www.ectp.org/projects/projects-involving-ectp/
	EUROCARERS	https://eurocarers.org/portfolio-item/homes4life/

9.3 Homes4Life Website

The Homes4Life website is available at www.homes4life.eu and is further described in Deliverable D5.4. Figure 3 and Figure 4 present site stats over the first 11 months of the project.



FIGURE 3 - HOMES4LIFE WEBSITE STATISTICS, AS OF 23 OCTOBER 2019

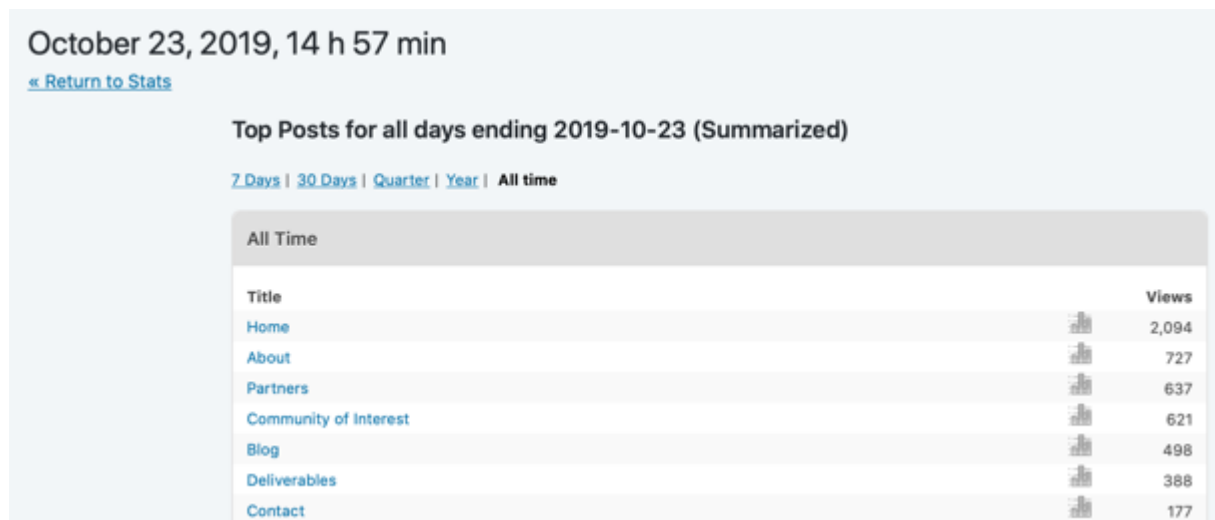


FIGURE 4 - HOMES4LIFE PAGE STATISTICS

A total of 43 blog posts were published over the first 11 months of the project. They can be found at : <http://www.homes4life.eu/blog/>

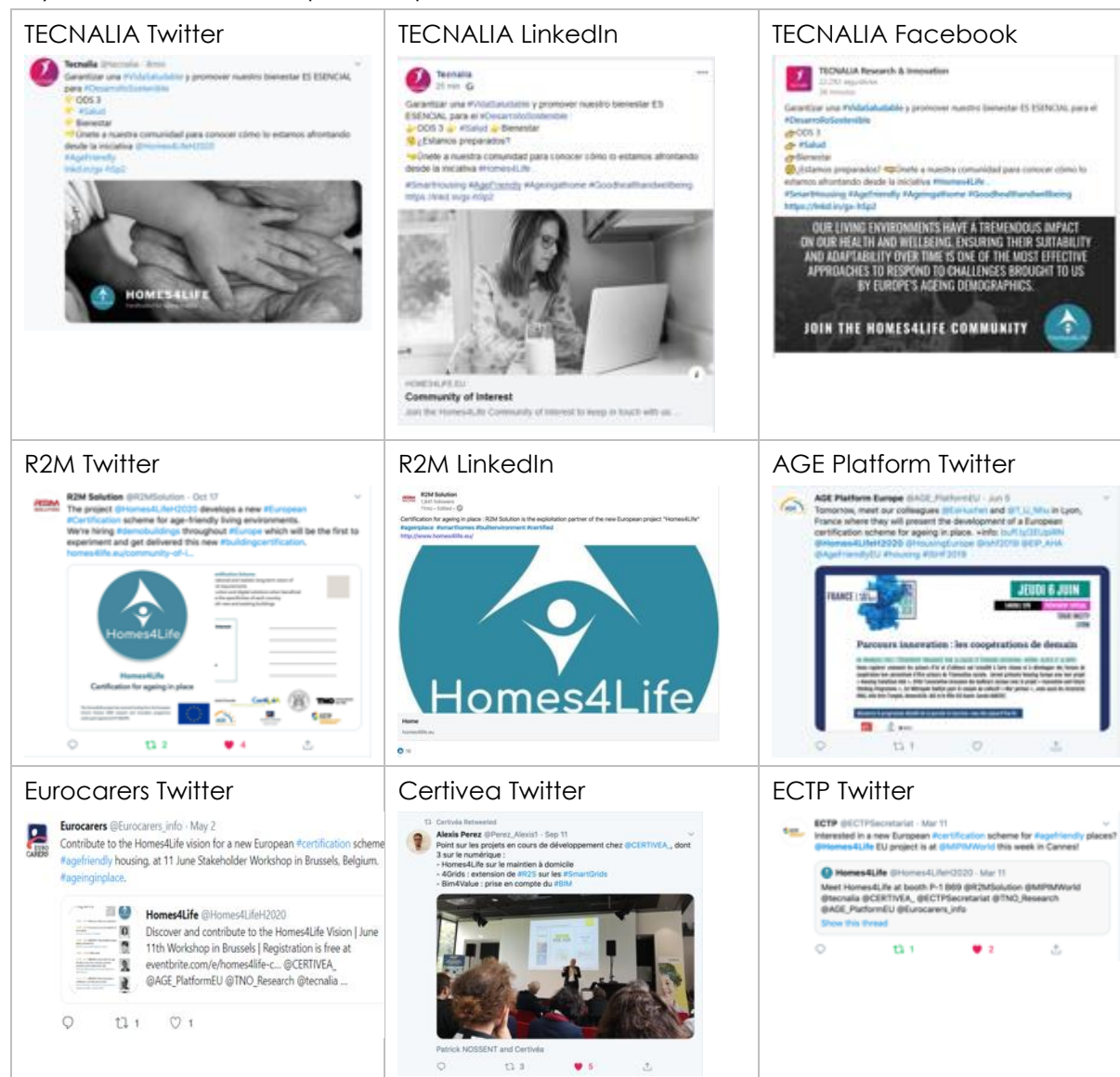
9.4 Social media

The Homes4Life Twitter account [@Homes4LifeH2020](#) has been regularly updated with more than a hundred tweets over the first 11 months of the project.



FIGURE 5 - HOMES4LIFE TWITTER STATISTICS, AS OF 23 OCTOBER 2019

In addition to that, Homes4Life project partners have been very active through their own organisations' accounts (LinkedIn, Twitter and Facebook) to promote the project and its key events. A few Examples are provided below.



9.5 Community of Interest

The Homes4Life Community of Interest (CoI) allows interested stakeholders to receive updates about our project progress (recently released public reports, etc.); be invited to workshops or events organised by Homes4Life partners; and receive opportunities to contribute to the Homes4Life certification scheme development (call for comments, pilot testing phase, etc.).

Registration to the Col is available on the Homes4Life website at : <http://www.homes4life.eu/community-of-interest/>

As of Mid-November 2019, the community gathers more than 120 members. The community of Interest is further described in **Deliverable D5.1**.

9.6 Promotional video

The first Homes4Life promotional video provides a short overview of the project, presents key messages from the Homes4Life Vision, and introduces the future Homes4Life certification scheme.

The video is further described in **Deliverable D5.5**.

9.7 Miscellaneous

9.7.1 Commitment to the EIP AHA D4 action group

Date	What	Action led by
24/01/2019 (M2)	Submission of a commitment to the EIP AHA D4 action group	TECNALIA, TNO, AGE
Description	Commitment published at: https://ec.europa.eu/eip/ageing/commitments-tracker/d4/homes4life-certified-smart-and-integrated-living-environments-ageing-well-0_en	

10 Performance over the 1st period (KPIs)

The table below provides indicators to assess D&C performance over the first period of the project (December 2018 to November 2019). All targets which were set at the beginning of the project when establishing the D&C plan have been met or exceeded, with the exception of the two KPIs related to Social Media (Twitter) and the Col, which are slightly under at the time of writing this report. Specific efforts will be dedicated to these two criteria over the second period of the project.

KPI	Stage 1. Target M1-M12	Achieved M1-M12
Public website www.homes4life.eu (see Deliverable D5.4)		
N° of visits	1000	Over 5800
Social media Homes4Life Twitter feed - https://twitter.com/Homes4LifeH2020		
N° of followers	200	Over 150
Dissemination network Community of Interest (see Deliverable 5.1)		
Col members	150	Over 120
Promo videos (see Deliverable 5.5)		

N°	1	1 (see D5.5)
Publications in professional magazines		
N° publications	4	Over 4 (see Section 9.2)
Publications in general media		
N° publications	2	Over 2 (see Section 9.2)
Events (Active participation in conferences, exhibitions, posters)		
N° of events	9	19
N° of attendees	500	Estimated over 1000

11 Conclusions

This report presented the overall Dissemination & Communication strategy of the Homes4Life project. This strategy will be implemented during the whole project lifetime. This version of the report also detailed achieved D&C activities conducted over the first period. This report will be further updated at the end of the project (M24) to report on the progress toward achieving the KPIs final targets presented in Section 5 of the report.