



Deliverable WP 1.3 Communications & Dissemination Plan
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SAEPP Mission Statement:

“The aim of the project is to design an ambulance which is as well-equipped as a walk-in centre and which can provide equivalent diagnosis and treatment up to the skill levels of the personnel who are in the ambulance and/or remotely available to provide advice.

This will provide enormous benefits, consisting of:

- *Better patient outcomes (e.g. faster and more effective treatment)*
- *Better outcomes for the health service (e.g. economies gained from fewer unnecessary hospital attendances).”*



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| Abstract (for dissemination) | <p>The present document (D1.3 Communications Plan and website) describes SAEPP's communications plan,</p> <p>Our main objectives are:</p> <ol style="list-style-type: none"> To raise awareness of the ongoing SAEPP consultation process by highlighting the potential production of a new prototype ambulance (and equipment) as a viable new procurement instrument, to gain interest and support among end-users, and to draw attention to our project at a policy level, public procurement authorities level and particularly among potential investment communities. To create synergies between the different stakeholders involved in the public procurement of innovative ambulance technologies (the demand, the offer, the policy makers, the investment community and the other European projects taking place in this area) and to enhance their expertise and knowledge. To disseminate the project results to all potentially interested participants across the EU ambulance delivery community, their supply chain (particularly ambulance builders) other healthcare delivery partners, commissioners and, where applicable, the wider public. |

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1 Introduction

1.1 SAEPP Project

The aim of the project is to design an ambulance which is as well equipped as a walk-in centre and which can provide equivalent diagnosis and treatment up to the skill levels of the personnel who are in the ambulance and/or remotely available to provide assistance. This will be achieved through the use of:

- Efficient ergonomic design (this will also facilitate better infection control)
- State of the art diagnostic equipment
- Replaceable modules of consumables
- Reliable communications with the relevant medical personnel
- Accessible patient care

The new approach will require hospitals and ambulance services to change the way they interface with the vehicles they use. Working prototypes of the ambulance will provide a catalyst for health services to come up with a functional specification of the vehicles they need and the ways in which they use and equip them.

If hospitals are to adopt the new ambulance and all it entails then they will need to be convinced of its benefits. These will consist of some combination of:

- Better patient outcomes (e.g. faster and more effective treatments)
- Better outcomes for the health service (e.g. economies gained from fewer unnecessary hospital attendances)

The key to the delivery of healthcare that is not hospital-centred is to move from a 'scoop and scoot' model to a 'treat and leave' model of healthcare, whether in emergency circumstances or otherwise, delivered directly to where the patient is. Current designs of Ambulances, still influenced by the legacy of the transport-to-hospital model, have inherent shortcomings that limit their ability to do much more than stabilise patients and keep them stabilised during transport to (typically) a hospital. This legacy objective has driven both the design of the vehicle and the equipment and facilities it carries. This project is intended to build upon the work conducted by the Helen Hamlyn Centre for Design (a department of the Royal College of Art) Helen Hamlyn Centre, supported by independent research and UK NHS innovation funding, which identified the current design failings, and to use state-of-the-art (& beyond) design techniques and in-vehicle technologies to provide an Ambulance capable of making real the new roles and new models of care now needed. Such a vehicle, the key enabler, is currently absent & preventing new models of care from being delivered. It will be a catalyst for services which can currently be envisioned given the telecommunications, computing and healthcare technologies which although available elsewhere are not currently an integral part of an Ambulance; services which are impossible to deliver without this key development.

The relevant work programme is European Procurement Platform, that is, to conduct the pre-work required to mount a Pre-Commercial Procurement (PCP) designed to address the market absence of an Ambulance capable of operating in the ways required to reduce the current, unsustainable, numbers of hospital attendances by delivering on-the-spot healthcare or making other appropriate arrangements for the patient. The proposed project aligns completely with the necessary pre-PCP activities by validating the unmet need with consortium partners and conducting market soundings from Suppliers to confirm the concept viability and supply-side interest, thus de-risking the subsequent PCP project. Although the project has a UK lead, other partners have also conducted studies on the problem and a key objective is to compare service models which prevent unnecessary attendance at, and admission into, hospital. The objective is to enable consortium

partners to create a Business Case to conduct a collaborative PCP which will enable frontline staff, across multiple EU member states, to obtain hands-on experience of new models of care delivery, customise them according to the particular circumstances of the healthcare economy that they operate within, and to compare & evaluate them with their own current models. In addition to the evaluation of new models of care delivery envisaged during the project's formative phases, it is fully anticipated that the hands-on experience during the PCP evaluation phase will spark new ideas for service delivery. This is very much a phase 1 of the project that will aim to:

Agree an initial methodology for estimating and then confirming the benefits of the new ambulance; this will inform the initial design project and will be crucial to the take up of the new design once it is available.

1.2 Purpose and Scope of Communications & Dissemination Plan

Because the long-term goal of The SAEPP project is to build and evaluate a new emergency services ambulance vehicle across Europe, a key objective during the consultation stage will be to manage extensive Healthcare Service Provider Engagement to determine new models of care, as outlined in D4.2 of our EC Grant Agreement (GA).

To achieve this we will promote our project extensively to ambulance deliverers (all potential procurers of the intended prototype), ambulance builders, developers of all other associated ambulance clinical technology, commissioners of ambulance services and, where appropriate, the general public across the EU since they are also a key stake-holder group in our project.

The Communications & Dissemination Plan will determine the activities that will help achieve the objectives of Work Package WP 1.3, concerning the management of project communications and the website, and support WP 4.2 which will cover Healthcare Service Provider Engagement (new models of care).

Therefore the WP1.3 main objectives will be to produce:

- Project website
- Dissemination & Communication Plan
- Templates for project communication & documentation
- Representation at appropriate conferences and forums
- To create synergies between the different stakeholders involved in the public procurements of innovative ambulance vehicle technologies (the demand, the offer, the policy makers, the investment community and the other European projects taking place in this area) and to enhance their expertise and knowledge.

As this consultation project is only short in duration – due to last a total of only 8 months from kick-off to completion – the Steering Committee has taken the viewpoint that all communications and dissemination activities relating to it need to be straight-forward, achievable, cost-effective and geared towards informing and engaging with as many relevant stake-holder groups as possible, both across the EU zone and also to other ambulance delivery partners globally. Global communications reach will also help us to identify whether or not any ambulance providers in other world regions outside of Europe either share our goals or are in fact already engaged in similar ambulance vehicle redesign activities.

A key objective during the consultation period will therefore be:

To disseminate consultation findings to all interested participants both across the EU zone and globally, wherever possible.

The Communications & Dissemination Plan will additionally help the SAEPP consortium to achieve the following outcomes:

- Identify the target audiences of our communication activities
- Identify the most appropriate communication channels in order to reach the different audiences identified in the previous step (such as newsletters, online social media feeds, release of project specific print material, the placing of updates or discussion articles in professional peer journals, producing press releases, participation at specialised European and national eHealth congresses or workshops
- Schedule different dissemination activities, including the dissemination of project objectives to potential procurers as outlined in D2.1 and Market Consultation & Supplier Engagement.

Table 1: Key Dissemination Activities Plan

| Activity | Time schedule | Internal / external communication | Responsible partner |
|---|----------------------|-----------------------------------|--------------------------------|
| 1. Produce a detailed communication plan | 8/02/2015 | Internal | AT |
| 2. Design and launch Website | By 12/02/2105 | Internal | AT |
| 3. Press Releases and Newsletters (Project Milestones and specials events such as country-specific PR & awareness | From start - ongoing | External | All SAEPP partners |
| 4. Leaflet, News & Articles | From start - ongoing | External | All SAEPP partners |
| 5. Develop schedule of presentations | By 28/02/2015 | External | All SAEPP partners |
| 6. On-line resources (e.g.: papers, guides, templates, presentations, brochures) | From start - ongoing | External | All SAEPP partners |
| 7. Links | By 28/02/2015 | External | AT |
| 8. Frequent Asked Questions | By 28/02/2015 | External | All SAEPP partners |
| 9. Conferences, exhibition and events | From start - ongoing | External | All SAEPP partners |
| 10. Social Media activity | From start - ongoing | External | AT as lead, All SAEPP partners |
| 11. Final project dissemination report | By 31/08/215 | External | SAEPP Steering Committee |

2 Communications & Dissemination Strategy

2.1 Main Activities and Expected Results

Since communications & dissemination activities are seen as essential by the EC in achieving overall project objectives, dissemination and communications activities are therefore embedded in all our work-packages. Involvement in the project from the different players (ambulance services, eHealth public procurers, potential commissioners, industry players, venture capitalists and PCP/PPI experts) is required and necessary to stimulate the growth of a PCP/PPI ecosystem.

Our Communications & Dissemination plan is therefore intended to give careful and detailed consideration to the following:

- **Project Goals:** Identifying if specific project goals will increase awareness, understanding, support, involvement, or commitment to specific actions.
- **Audience:** Identifying key audiences, including potential PCP/PPI practitioners, Industry; decision makers and private capital investor
- **Medium:** Considering which mediums should be deployed to achieve the most effective ways of reaching individual target audiences.

2.2 Communications & Dissemination Approach

Key characteristics of the Communications & Dissemination Plan will include:

- Oriented toward the **needs of the user**, e.g. relying on appropriate language (jargon, not country) and transmitting all information at the most accessible level
- Include **various dissemination methods** such as written, graphical, electronic, and/or verbal medium
- Draw upon **existing resources, relationships, and networks** as much as possible. Central to this will be Ambulance Today Ltd, one of the SAEPP consortium members and the author of this plan, who are also a global leader in ambulance media and who publish news and information online to cover 270,000 ambulance recipients across 6 continents. *Ambulance Today* already has a high penetration of all EU ambulance zones since they reach over 95,000 recipients from ambulance services, healthcare partners and clinical/ technology suppliers spread across the EU zone

The web page and the materials developed during the consultation project will be protected by a Protective Common License. Potentially licenses such as "Attribution Share Alike" or "Attribution Non-Commercial Share Alike" could be used. Taking into account that the stakeholders do not just include procuring authorities, but include investors, PCP experts and so forth who will be interested in using the material for future dissemination, the "Creative Commons" seems the most suitable.

All the documents and tools will be made available at the end of the project's lifetime and all consortium partners will be consulted to agree the necessary measures for the sustainability of SAEPP materials. Of particular importance here is that while the 8 month consultation process is ongoing another major bid (ICT-36f) is likely to be simultaneously written and submitted and, if successful, the funding obtained will allow the wider project to move seamlessly into the build, evaluation and full dissemination stage- probably from September 2015.

2.3 Dissemination Channels

2.3.1 Internet:

The SAEPP website will be the main promotional tool both during and after the project. The domain name www.smartambulanceproject.eu will be reserved for at least 4 years.

eNewsletters can be used as an efficient way of keeping all stakeholders informed about the progress of the SAEPP consultation project, thus ensuring their ongoing interest. Registration to the eNewsletters will be done both through the SAEPP website and through the *Ambulance Today* website (www.ambulancetoday.co.uk) as well through various events and via 2-3 newsletters which will be issued during the project's lifetime.

Research will also be undertaken early on in order to identify other prominent and well-used ambulance and wider healthcare-related websites across the EU zone and globally who may be willing to provide links and news on SAEPP to brief their own core audience over our project on an ongoing basis.

2.3.2 The Procurement Forum and PPI Platform

Information regarding SAEPP activities will be updated on the Procurement Forum (www.procurement-forum.eu). This will involve the launch of discussion threads, the creation of events and, if possible, a group dedicated to SAEPP will also be created in order to strengthen links with the public buyer's community.

2.3.3 Press Releases:

Press releases will be produced and sent out to generate press coverage in general and specialist media across the EU zone. The Communications & Dissemination Lead will initiate this process but each consortium member will be asked to take responsibility for producing and disseminating local versions in their own country or region – on the basis that they will have a specific knowledge of their own local/national media and also be in a stronger position to foster positive links with them.

2.3.4 Papers, guides and presentations:

Lessons learned from PCP/PPI experts and practitioners will be collected through interviews, articles, guides, presentations and other multimedia materials to be disseminated on the SAEPP website, the *Ambulance Today* websites and all project partner websites.

2.3.5 Printed Material:

A simple 2-sided full colour A4 project leaflet could be produced which could then be distributed during all dissemination events including conferences, meetings, workshops, seminars etc. It could also be available online via the SAEPP website and in print at specific points which are strategically planned to reach stakeholders and out target audience (conferences, H202 info days etc.)

2.3.6 Social Media:

The twitter account Smart Ambulance @AmbulanceRevamp will be used to keep stakeholders informed about the progress of our project as well as any relevant news which is related to PCP and PPI in general.

If possible then groups will also be identified or created in order to allow stakeholders to raise questions and develop discussions related to our project. This action may be primarily facilitated through the creation of a closed forum on the SAEPP website but may also be created on platforms such as LinkedIn.

2.3.7 Frequently Asked Questions (FAQ) Page for SAEPP Website:

Answers to all relevant questions related to the SAEPP project as well as generic questions concerning PCP and PPI will be posted on the frequently asked questions (FAQ) page.

2.3.8 Presence at Relevant Conferences (Inc. Presentations, Exhibitions and Events):

Provisions will be made to have representatives of the SAEPP consortium, whenever possible, attend or submit information to any EU or global ambulance and wider healthcare-focused conferences and exhibitions.

2.3.9 Cooperation With Other Projects and Initiatives:

The SAEPP consortium will proactively promote communication and dissemination activities towards individual professionals or selected organisations who are experienced in PCP/PPI instruments and/or carrying out first cross-border European funded pilots in similar health-focused domains, for example: DECIPHER, INSPIRE, HAPPI, THALIA, UNWIRED Health, NYMPHA-MD, SILVER, and EcoQUIP.

It is a strategically important for the SAEPP dissemination plan to coordinate with current or future PCP/PPI-related projects in order to:

- Be informed of other projects' results and share our key findings with them
- Avoid duplication and overlapping of public dissemination activities
- Identify and promote potential synergies at all levels
- Incentivise the organisation of joint dissemination activities and reciprocal participation in public level projects

2.4 Approval Procedures

SAEPP consortium partners should inform the Project Coordinator and the Communications & Dissemination WP1.3 leader prior to any of the following dissemination releases:

- Posters, web content by their own organisation presenting the SAEPP requirements or results; external communications
- Presentations of the SAEPP vision or results at external events
- Newsletters, brochures and flyers
- Papers or articles in scientific, technical or general publications; written press or audio-visual media releases; displays at exhibitions or demonstrations by their own organisation that would include SAEPP results
- Published answers to any public questions regarding general information on the SAEPP project

2.5 Target Audiences

2.5.1 Key Audience Groups

The term “audience” includes individuals or groups with an interest in the SAEPP project. Audience segmentation will enable SAEPP to tailor dissemination tactics for maximum impact.

2.5.2 Key Audience Areas of Interest

Defining the area of interest for key SAEPP stakeholders will simplify the determination of what strategy to use for each of them, how to cluster dissemination activities and what are the overall dissemination priorities for SAEPP.

The table below maps the areas of interest in the project against the stakeholders.

Table 2: Stakeholder Areas of Interest

| Stakeholders | Areas of Interest | | | | | | | |
|---|-------------------|---|---|---|---|---|---|---|
| <u>Industry</u> <u>SMEs</u> | ♦ | ♦ | ♦ | ♦ | ♦ | ♦ | ♦ | ♦ |
| <u>Public Authorities (National / Regional)</u> | ♦ | ♦ | ♦ | ♦ | ♦ | ♦ | ♦ | ♦ |
| <u>PCP/PPI Expert Community</u> | ♦ | ♦ | | ♦ | ♦ | ♦ | | ♦ |
| <u>Policy makers</u> | ♦ | ♦ | | | ♦ | ♦ | | ♦ |
| <u>Healthcare professionals</u> | ♦ | ♦ | | ♦ | ♦ | | ♦ | ♦ |
| <u>Investors community</u> | ♦ | | ♦ | | ♦ | | | ♦ |

3.0 Activities

3.1 Dissemination Materials

3.1.1 SAEPP Website

Our project's website will cover:

- Basic information about the SAEPP project
- News, articles and links related to PCP/PPI activities across Europe
- Workshops schedule and agendas
- E-services for the different target users (public procurers, innovative technological companies, investment community, the project consortium) such as:
 - Access to PCP/PPI experts that could provide advice

There will be a range of online resources on the SAEPP project website. The resources will build upon those provided by the PCP handbook and include the following template documents: consortium agreements, memoranda of understanding, non-disclosure agreements, example call for tender templates, PCP and PPI contracts, models, guidelines, checklists, and instructions to develop business cases and evaluate benefit balances.

The main function of the SAEPP website will be to broadcast on-line resources, news, articles etc. to support the consortium members in all their key actions and to prepare PCP/ PPI actions for our project.

Our website will be continuously updated throughout the project's life and will act as the main dissemination tool of the project, to which end we will request all consortium members, Steering Committee members and other partners to share all ongoing data and reports that they generate (once they have been approved by the Project's Steering Committee), including any research achievements, deliverables and dissemination materials, so that they can be posted on the SAEPP website as quickly as possible.

The website will include a 'subscribe to our free newsletter' function so that any visitors, (ambulance, procurement partners or general public), can leave their email address and then receive the SAEPP newsletter automatically once it has been produced. The SAEPP newsletter will also be proactively disseminated via several partner networks and communication channels but primarily via *Ambulance Today* who has agreed to share its own comprehensive on-line circulation database with the SAEPP project (over 270,000 globally) so that its first newsletter, which will report on the outcome of the SAEPP kick-off meeting, will be shared with the widest possible ambulance audience and ambulance supply chain members globally. This will be reviewed but, if it proves successful, *Ambulance Today* will continue to share all its readership data with the SAEPP project to maximise coverage of the project's work.

Ambulance Today will also provide a prominent customized SAEPP links box on the home page of its own website, with a brief introductory statement about SAEPP, so that visitors to its own site will also be encouraged to visit the SAEPP website on a continuous basis.

There will also be a "Get in Touch With Us" box on the SAEPP website so that visitors, including ambulance, procurement partners and the general public, can either submit feedback on the content of the website and the actions of the project, or simply submit ideas and suggestions on the project as it goes forward.

The website will be wholly public access and will be set-up and technically maintained by an external provider, working in conjunction with Ambulance Today, who has already been contracted by the WP1.3 leader (after a competitive process).

It is also intended that the project website will be the gateway to the deliverables produced during the project's lifetime. In keeping with the philosophy of complete transparency adopted by the project's consortium, these deliverables will be made freely available to visitors to the website.

The main dissemination goals of the SAEPP website will be to:

- Convert web surfers into registered users belonging to our target audience
- Attract our target audience when searching information related to PCP/ PPI, ambulance build and redesign and clinical innovation in prehospital care, even though our domain does not reflect all of those terms
- Utilise search engine optimisation (setting the appropriate meta-tags, associating meaningful alternative textual descriptions, matching keywords and expressions)

3.1.2 SAEPP Graphical Standards Manual

The Communications & Dissemination lead will release the project logo(s) and the templates for the MS word and power point presentations. The EC communication and dissemination guidelines will be followed in reference to dissemination materials.

3.2 Media Communication

3.2.1 SAEPP Newsletter

SAEPP will release a minimum of two newsletters during the project's lifetime. The Communications & Dissemination lead will be responsible for the preparation of newsletter and, in conjunction with the Steering Committee, will ensure that the content is coherent and fully in line with SAEPP project targets.

The Communications & Dissemination lead will ensure that the quality of the newsletters reflect the project's desire to impart information in an accessible, easy-to-understand manner and will seek to tailor its style at all times to that of the core ambulance audience it is primarily seeking to communicate with. Recognising that many consortium members and many visitors to the website have English only as a second language, the aim will be to keep all content, presentation and language as clear as possible.

In addition, the Communications & Dissemination Lead will ensure that the newsletters will adhere to the SAEPP graphical guidelines. They will also ensure that management of the circulation database is done in an efficient and complete way.

The subscription of SAEPP newsletter will be possible via the project website. However the newsletters will be also proactively disseminated via several partner networks and communication channels.

3.2.2 SAEPP Events & Exhibition/ Conference Attendance

The main consultation events that will be organised by the SAEPP consortium will be the workshops, where stakeholders, especially the target audience, Procurement Authorities, companies/supply side players and the Investment Community, will be invited to participate in all information and data gathering required as part of the consultation process. As indicated in the SAEPP GA these have been broken-down into 6 work packages which will be managed and delivered by the SAEPP Steering Committee and the Lead for each work package.

The Steering Group will also work with all Consortium members to identify any conferences, exhibitions or other events ongoing across Europe or globally which SAEPP can either participate in or use as a promotional platform to either share its consultation findings with ambulance deliverers or to promote procurer engagement.

3.2.3 Collaboration and Liaison with Other EC Projects for Dissemination Purposes

SAEPP's cooperation with EC-funded projects will concentrate on an exchange and transfer of knowledge and practices through the medium of networking. This activity will aim to enhance cooperation between SAEPP and other related EC health innovation and procurement projects and initiatives.

4.0 Results Gathering and Evaluation

4.1 Data Sources

In order to measure the effectiveness of the execution of the SAEPP Communications & Dissemination plan, we can use the following techniques:

- **Questionnaires and Surveys:** After each event, participants will be asked to evaluate the quality of the information provided and how they were informed about the event. This will be coordinated by Surrey and Borders Partnership NHS FT, the Project's EC-Lead, who will take responsibility for writing, distributing and analysing all feedback information throughout the life of the project.
- **Web search engine results:** Querying for relevant keywords (such as the project's name, or the main words describing it) can provide a good idea about how many results are related with the project (either its website or references from third parties) and which information is found by those who search for the project in the Web. Configuring automatic searches (for instance, using Google Alerts) could help to compare the evolution of the search results in different moments.
- **Web audience statistics:** The statistics collated by the website host or by third party services (like Google Analytics) can provide a rich description of the people visiting the project's website, including basic demographics and other reports enabling the consortium to understand how the people arrived to the website and how they navigated its contents.

4.2 Indicators

The indicators are measurable values that allow checking the degree of accomplishment of the objectives of the Communications & Dissemination plan, and evaluate the effectiveness of the dissemination actions. Even though the effectiveness may be hard to evaluate only based on quantitative approach, it's useful to define some specific goals for each indicator.

According to the SAEPP handbook, the outcomes and objectives of the project will be measured with the following indicators:

1. Number of key organization involved in SAEPP actions:
 - Building up communities
 - Public contracting authorities
 - Venture capitalists & other investors
 - Industry players
 - Academia/ Research
2. Number of SAEPP-related PCP/PPI projects and initiatives launched throughout the consultation period (in planning or preparation phase) with a clear business case focus

4.3 Evaluation

During the life of the project NHS Commercial Solutions and the project's EC-Lead will liaise with the full SAEPP Steering Committee and the Communications & Dissemination Lead to collect all relevant data from the different sources involved in the consortium in order to monitor the main indicators relating to Communication & Dissemination of the project's work.

Taking into account the general objectives and the specific situation in the project, the Communications & Dissemination Lead will seek to identify specific project information and awareness needs that may influence the execution of the plan and, together with the rest of the Steering Committee, decide upon any corrective actions that may be needed.

At the end of the project a global evaluation will be made summarising the Communications & Dissemination activities performed and the results achieved.