

LABEL2 ENABLE

Project acronym: Label2Enable

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EU mHealth label for a single market that enables
patients, citizens, health professionals, systems and
authorities to benefit from a healthy supply of useful apps

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D6.2 Promotion and dissemination plan

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Abstract

This report outlines the promotion, dissemination and communication strategy of Label2Enable, by detailing the strategy's goals and objectives, the target audiences and their stratification, the different dissemination and communication channels that are applied throughout the project, tools and structures to support the work, as well as target indicators to track and monitor the implementation of the strategy.

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.

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EXECUTIVE SUMMARY

This deliverable outlines the promotion, dissemination and communication strategy of Label2Enable. It defines an action plan to be followed by the consortium partners for the duration of the project, aimed at:

- ▶ Awareness raising: Making sure that all important project activities are communicated (read and understood) by different stakeholder groups that are relevant to the project's success and wider goal of supporting the adoption of CEN-ISO/TS 82304-2 (the TS) and its quality label for health and wellness apps.
- ▶ Engagement of key stakeholders: Maintaining the involvement of those who are already involved and using incentives, providing information and support to those who are interested to get involved.

The strategy is informed by theories that are relevant in applying it as a “bottom-up” initiative, grounded in enabling a critical mass of innovators and early adopters to demonstrate the feasibility and benefits of using the TS and the label.

The report introduces the key identified stakeholder groups and proceeds to stratify them in order to better understand their different views, interests and expectations, and derive an appropriate strategy in terms of communication messages, media and channels, level of communication intensiveness, and prioritisation of communication efforts and resources.

Label2Enable uses several different channels to reach out to the targeted stakeholder groups, including:

- ▶ Direct exchanges
- ▶ Engagement via the website
- ▶ Use of social media messages, newsletters, podcasts or videoblogs, and dedicated campaigns
- ▶ Organisation of project events such as webinars and workshops
- ▶ Creation of publications

The strategy is enabled by two underlying organisational structures: a virtual Communication Office Team (vCOT) consisting of communication professionals of the consortium partners and a working group consisting of representatives of different stakeholder groups working with the project partners on defining success of the label (task 6.3).

Different tools are used to support the promotion and dissemination activities, including tools for reporting of activities, visual design, webinar tools, tools enabling interaction with stakeholders, and social media tracking tools.

Different indicators, aligned with the goals and scope of the project, have been defined, enabling the monitoring and reporting of promotion and dissemination activities.

1 Introduction

1.1 Scope and objectives of deliverable

This deliverable outlines the promotion, dissemination and communication strategy of Label2Enable. It defines an action plan to be followed by the consortium partners, led by work package (WP) 6 lead EMPIRICA.

The specific objectives of this deliverable are to:

- ▶ Define the promotion, dissemination, and communication goals.
- ▶ Identify the target groups to which the promotion and dissemination activities are directed.
- ▶ Design a promotion and dissemination action plan regarding the results and activities of Label2Enable.
- ▶ Present the related dissemination and communication channels, tools and organisational structure that enable their use.
- ▶ Select monitoring metrics to evaluate the action plan's progress, performance, and success.

1.2 Intended audience

This document is intended primarily for Label2Enable consortium partners and for those organisations involved in completing the project by contributing to key project activities, namely promoting the adoption of CEN-ISO/TS 82304-2 and its quality label for health and wellness apps.

1.3 Structure of the document

The promotion and dissemination strategy is detailed in section 2 and includes goals and objectives, an analysis and stratification of the target audiences, followed by details on the different channels (rationale for their use in the project, current status, focusing on the first six months of the project, and an outlook on how they are planned to be used in the remainder of the project). The section also details the organisational structures that are needed to support the promotion and dissemination activities in the project, as well as the tools that the consortium partners have at their disposal to execute WP6-related activities.

Section 3 gives an overview of the selected promotion and dissemination targets that will be monitored throughout the project in order to measure the progress, performance and success of the promotion and dissemination plan.

2 Promotion and Dissemination Strategy

2.1 Goals and Objectives

CEN-ISO/TS 82304-2 was an assignment by the European Commission to the European Committee for Standardization (CEN). The initiative went global in its cooperation with the International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC).

Label2Enable as a project is building on this Technical Specification (TS), which is central to the project's work. As a coordination and support action, Label2Enable is seeking to engage with stakeholders interested in using and adopting the TS. Progress is needed to be made in various areas for this to happen, all of which are considered in the project and explored in the different work packages (e.g., defining a certification scheme and aligning with EU legislation and values in WP2, exploring suitable business models for a sustainable app assessment scheme in WP3, ensuring the label is easily understood by patients and citizens of different backgrounds in WP4 or by health professionals in WP5, and supporting first pilots of the label with health authorities in WP7).

The role of the promotion and dissemination strategy is therefore twofold: promoting CEN-ISO/TS 82304-2 as an outcome achieved prior to the project and communicating about and disseminating outcomes from the different project activities that are carried out to ensure the TS is adopted widely. For the former, the TS being part of the CEN-ISO family, synergies with the promotional activities of CEN and ISO are naturally pursued.

The promotion and dissemination goals can be summarised as:

- ▶ Awareness raising: Making sure that all important project activities are communicated (read and understood) by the various stakeholders which are interested in the topic, using specialised means and channels, to raise awareness and eventually elicit feedback.
- ▶ Engagement of key stakeholders: Maintaining the involvement of those who are already involved and using incentives, providing information and support to those who are interested to get involved.

It should be noted that those goals and the resulting dissemination and communication targets described in section 3 are set in accordance with insights from similar initiatives like the EU Energy Label and the Nutri-Score initiatives. For example, while the Commission of the European Communities adopted the first EU energy-labelling Directive in 1992¹, first EU-wide labels were introduced for refrigerators only in 1994². The adoption of standards of that magnitude require years of work, even if a “top-down” approach through directives or regulations is pursued.

Currently, the adoption of CEN-ISO/TS 82304-2 is promoted by the project as a “bottom-up” initiative³, grounded in enabling a critical mass of innovators and early adopters to demonstrate the feasibility and benefits of using the TS and the label, which in turn motivates other groups according to Roger's diffusion of innovation theory⁴ - the early and in time the late majority and the laggards – to follow suit. As a two-year project, Label2Enable should therefore prioritise

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:31997L0017&from=en>

² European Court of Auditors, EU action on ecodesign and energy labelling: important contribution to greater energy efficiency reduced by significant delays and non-compliance. Special report No 01, 2020, Publications Office, 2021, <https://data.europa.eu/doi/10.2865/746225>

³ The project is aware of the ongoing work on a proposal for a regulation on the European Health Data Space, which is expected to address also standardisation of health and [not in scope at present – only voluntary labelling] wellbeing apps, however, this regulation is, at the moment of writing this, report, in draft form. The project consortium would welcome a more explicit positioning of CEN-ISO/TS 82304-2 in the regulation and is working with European stakeholders towards this.

⁴ Rogers (2003), Diffusion of innovations, fifth edition

target audiences and focus on the innovators and early adopters who are interested in piloting or implementing CEN-ISO/TS 82304-2 and educate and nurture the other groups to align and prepare for a future adoption beyond the project.

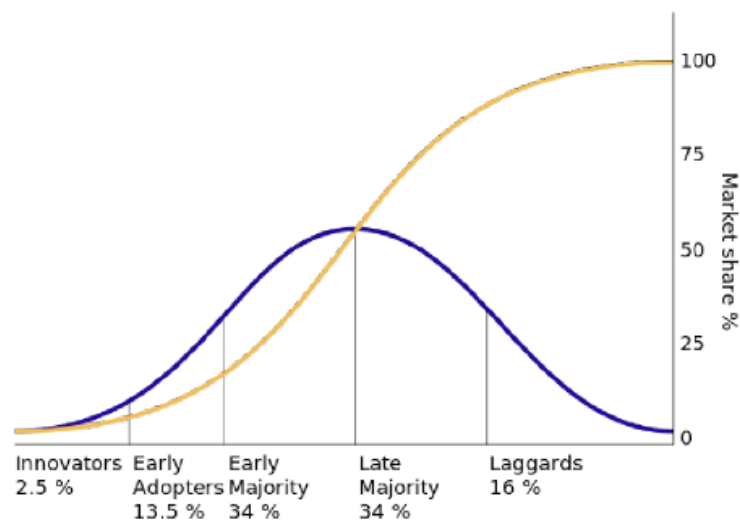


Figure 1. Adopter categorisation defined within the Diffusion of Innovation Theory

2.2 Target audiences and stakeholder mapping

2.2.1 Relevant Stakeholder Groups

The Label2Enable consortium has defined a list of stakeholder groups who are relevant to the project's promotion and dissemination strategy. The table below provides an overview of the different groups.

Table 1. Stakeholder groups and their relevance for Label2Enable

Stakeholder Group	Relevance
Patients, citizens, and carers	<ul style="list-style-type: none"> Potential users of health apps Need for such apps to be trustworthy and easy to use, keeping personal data secure and working effectively over time
Health care providers, health professionals and health professional organisations	<ul style="list-style-type: none"> Potential recommenders or prescribers of health apps Need to know if an app is safe, useful, usable, accessible, secure, etc. and to be able to compare apps to determine which is better to be prescribed for a given situation
Health app manufacturers (incl. industry associations)	<ul style="list-style-type: none"> Potential creators of quality health apps Need an efficient and affordable pan-European validation and certification to smoothen market access in the 27 EU Member States (and beyond)
App checkers or certification bodies	<ul style="list-style-type: none"> Potential users of a trusted, globally recognised health app assessment framework Need a business model for app assessment
Health care systems and authorities (incl. national and regional policy makers, HTA)	<ul style="list-style-type: none"> Potential reviewers, procurers or reimbursers of apps

bodies, health and care payers, public health agencies and eHealth competence centres)	<ul style="list-style-type: none"> • Tend to have a need to replace multiple local and fragmented initiatives and move to an efficient and affordable yet robust trusted certification at EU level to promote use of quality apps
EU policy makers	<ul style="list-style-type: none"> • Potential enablers to an environment in which EU citizens can use quality apps developed by manufacturers in a transparent way, confidently recommended by health professionals and where applicable reimbursed within European health systems • Need to offer legislative and non-legislative means to achieve this
App stores and app libraries	<ul style="list-style-type: none"> • Potential displayers of the label to help their customers make informed decisions on health apps • The marketplace and de facto regulators for health and wellbeing apps, deciding on admission and detail and format of the information presented to app users on the app store, seek added value, global acceptability and scalability in a label
Standards Development Organisations (SDOs)	<ul style="list-style-type: none"> • Potential adopters of the TS making the standard de facto a harmonised standard
Academia and research	<ul style="list-style-type: none"> • Potential contributors to and promoters of the TS, advancing trust, common understanding and application of knowledge regarding the (proportional) evidence for and use of health and wellbeing apps, including aspects like safety, ethics, usefulness, usability, accessibility, privacy, security, interoperability, etc.
Non-governmental and intra-governmental organisations, such as European Societies, umbrella organisations, WHO, BEUC, etc.	<ul style="list-style-type: none"> • Typically focused on promoting international collaboration, exchange of practices and solutions, promoting the use of common standards to reduce fragmentation, linking their members to ongoing initiatives and opportunities, etc.

2.2.2 Stakeholder Stratification

Stakeholders can be stratified based on different dimensions. The stratification viewpoints presented below aim to enable the Label2Enable consortium to better understand and employ different stakeholder groups' views, interests and expectations and individual stakeholders' strengths, and derive an appropriate strategy in terms of communication messages, media and channels, level of communication intensiveness, and prioritisation of communication efforts and resources.

Stratification according to Roger's diffusion of innovation theory

Label2Enable will seek to engage with early adopters. Early adopters can be representatives of different stakeholder groups, with dedicated work packages focusing on supporting them, as can be seen in the figure below.

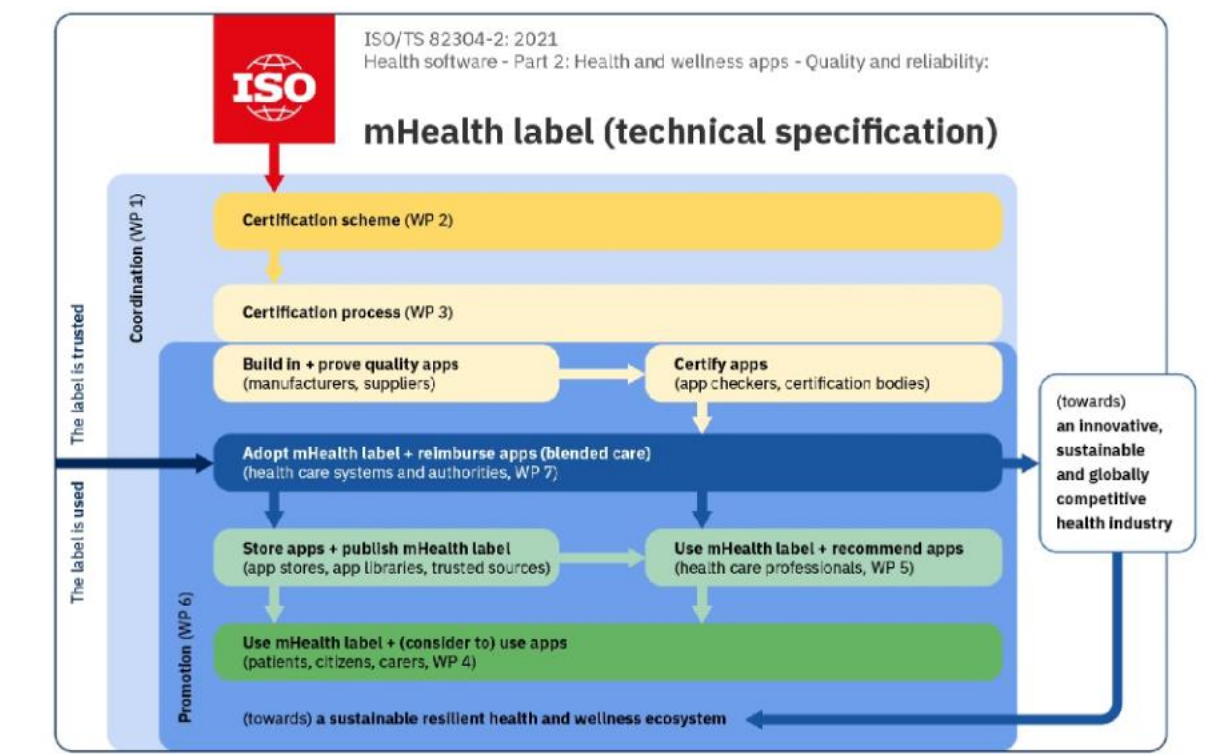


Figure 2. Objectives and work packages (WPs) of the project, with main stakeholders listed between brackets

Examples for engaged health care systems and authorities: Instituto Superiore di Sanita (Italy), the Dutch Ministry of Health, Fundacio TICSalut (Catalonia, Spain) and the Norwegian Directorate of Health.

Stratification according to the Malcolm Gladwell’s theory on the “tipping point”

According to Gladwell, the “tipping point” is the magic moment when an idea, trend, or social behaviour crosses a threshold, tips and spreads like wildfire. He argues that small actions at the right time, in the right place can create this tipping point. According to the theory, three kinds of people are key:

- **Mavens:** individuals or organisations who spread influence by sharing their respected knowledge.
- **Connectors:** individuals or organisations who gain their influence not through expertise, but because of their connectedness to various networks
- **Salesmen:** individuals or organisations with a persuasive enthusiasm in selling a new idea, Stratification according to the Better Regulation Toolbox

In addition, already at proposal stage the project has identified multipliers and advocates – representatives of organisations and EU initiatives – that can be engaged with, including the European Consumer Organisation BEUC⁵, the European consumer voice in standardisation

⁵ <https://www.beuc.eu/>

ANEC⁶, the members of the DigitalHealthEurope⁷ initiative, EIT Health⁸, DIGITALEUROPE⁹, and others.

2.3 Dissemination and Communication Channels

Label2Enable uses several different channels to reach out to the targeted stakeholder groups. A mapping of the channels to the stakeholder groups is presented in the table below, followed by sub-sections providing details and plans for each of the channels.

Table 2. Mapping of channels to stakeholder groups

Stakeholder Group	Direct exchanges	Website	Social media	Project events	Dissemination materials	Publications
Patients, citizens, and carers	✓	✓	✓	✓	✓	
Health care providers, health professionals and health professional organisations	✓	✓	✓	✓	✓	✓
Health app manufacturers (incl. industry associations)	✓	✓	✓	✓	✓	
App checkers or certification bodies	✓	✓	✓	✓	✓	✓
Health care systems and authorities (incl. national and regional policy makers, HTA bodies, health and care payers, public health agencies and eHealth competence centres)	✓	✓	✓	✓	✓	✓
EU policy makers	✓	✓	✓	✓	✓	
App stores and app libraries	✓	✓		✓		✓
Standards Development Organisations (SDOs)	✓	✓		✓		✓
Academia and research	✓	✓	✓			✓
Non-governmental and intra-governmental organisations, such as European Societies, umbrella organisations, WHO, BEUC, etc.	✓	✓	✓	✓	✓	✓

2.3.1 Direct Exchanges

Rationale

Direct exchanges with different stakeholder groups are most promising when it comes to communication and dissemination. A one-to-one exchange allows for a better analysis of

⁶ <https://www.beuc.eu/>

⁷ <https://digitalhealtheuropa.eu/>

⁸ <https://eithealth.eu/>

⁹ <https://www.digitaleurope.org/>

collaboration opportunities and typically results in higher engagement compared to passive communication and sending of requests.

Status quo

In the first six months of the project, numerous meetings (offline and online) were conducted to inform stakeholders about CEN-ISO/TS 82304-2, raise interest in the topic, understand stakeholders' interest and possible engagement, and plan further activities. Some examples of such meetings are presented below (as this is a public report, names have been omitted).

- ▶ 20 and 30 May 2022: Meeting with representatives of the Apple App Store and the Google Play Store respectively, aimed at understanding the stakeholder group's interest in the topic and willingness to cooperate
- ▶ 7 June 2022: Meeting with Dubai and Saudi Arabia health authorities to explain the project
- ▶ 28 June 2022: Meeting with the Dutch Ministry of Health to explore opportunities to collaborate in the project
- ▶ 30 June 2022: Meeting with MedTech Europe to raise awareness of the project and discuss the connection to the EHDS
- ▶ 11 August 2022: Meeting with the Capitol Region of Denmark and Danish Standardization Organization
- ▶ 16 August 2022: Meeting with the Norwegian South-Eastern Regional Health Authority to explore possible collaboration
- ▶ 17 August 2022: Meeting with Finnish Coordinating Center for Health Technology Assessment which evolved in actively comparing their framework with CEN-ISO/TS 82304-2
- ▶ 18 August 2022: Meeting with the Austrian Public Health Institute to explore their current situation, explain the project and explore the potential to connect
- ▶ Meetings with app manufacturers, e.g., with Mindapps.dk on 2 November 2022, with Philips on 7 November 2022
- ▶ 30 November 2022: Presentation given at the Joint Initiative Council for Global Health Informatics Standardization Open Forum, on the topic "Quality Labelling of Digital Tools"

It can be seen from the examples above that the consortium is following the prioritisation presented in section 2.2.2 and is actively engaging stakeholder groups like health systems and authorities and SDOs. Other groups, such as app manufacturers and healthcare providers are engaged directly through dedicated work packages (e.g., WP3 and WP5 respectively).

Outlook

The consortium will continue with seeking direct communication with key stakeholders. A more balanced geographical approach will be sought, aiming to engage stakeholders from different parts of Europe. Specifically for health authorities, the aim is to have a direct communication with all 27 Member States and some regions, where applicable (e.g., Spain and Italy).

2.3.2 Label2Enable Website

Rationale

The project website is the communication gateway of the project, giving an overview of the project goals, current activities, upcoming events, and engagement opportunities. It is also the main channel through which interested stakeholders can ensure they are informed about project activities, by filling out a subscription form for the newsletter and following the project's social media.

Status quo

The project website was launched on 7 September 2022. It aims to raise awareness about Label2Enable's progress and results and act as an information platform for mHealth

stakeholders wishing to know more about the project. The website has an open and easy to use interface and a robust build, according to the Web Content Accessibility Guidelines (WCAG) AA standards. The website provides information about the project, about CEN-ISO/TS 82304-2, and relevant EU policies. It features a news and events section, as well as an engagement menu, encouraging interactions with external audiences. It also offers a subscription form used to grow the project community and enable the project to send targeted updates.

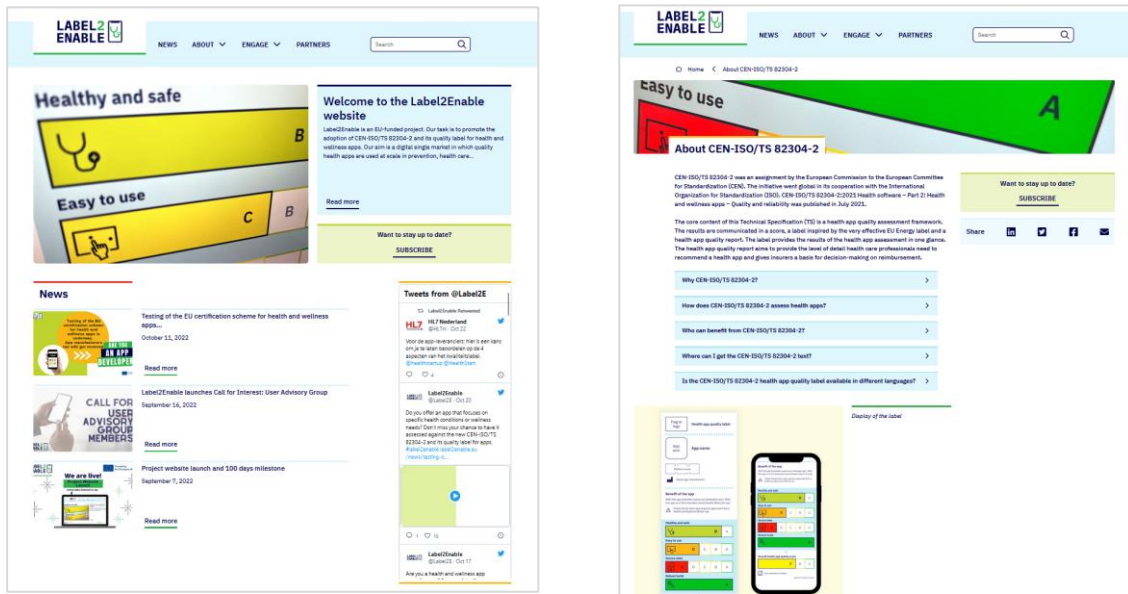


Figure 3. Snapshot of the Label2Enable website

The website is extensively reported on in D6.1.

Outlook

The website will be continuously updated to reflect the project's progress. The sections with most expected updates will be the “News” and “Events” section, which will both reflect ongoing project activities, as well as new sections such as “Results” which will present key outcomes of relevant project activities, accepted public deliverables, and other relevant achievements of project partners within the context of Label2Enable.

Another important element planned is to add a map detailing use stories as well as stakeholders’ status– capturing stakeholders’ plans for and use of CEN-ISO/TS 82304-2 and at the same time serving as good practices to motivate other stakeholders to get involved. A mock-up is presented below and is currently being developed by the WP6 team, expected to be operational in early 2023.

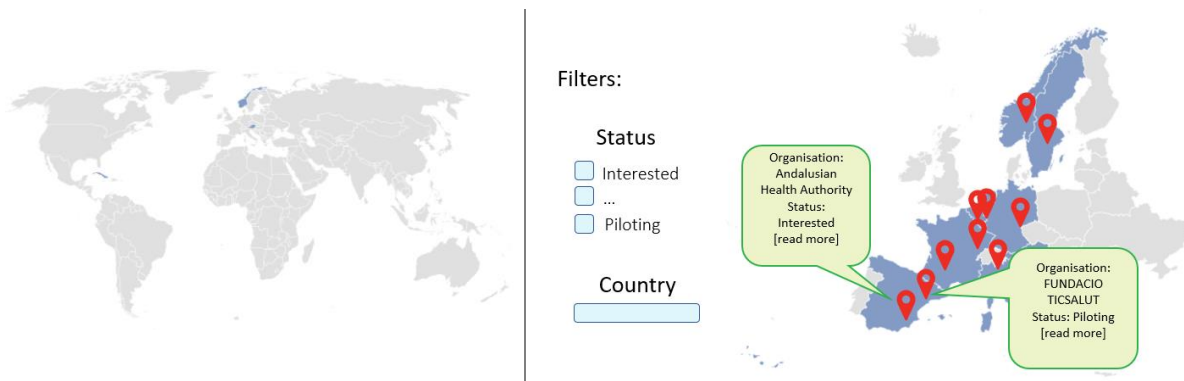


Figure 4. Mock-up of a world map with different sorting and filtering functions to view information about stakeholders engaged in any capacity by Label2Enable

2.3.3 Social Media

Rationale

Social media are a good way to reach many stakeholders at once, especially when the consortium uses its own social media channels to amplify project messages in a concerted way, e.g., through dedicated coordinated social media campaigns. Typically, the aim is for social media users to be pointed back to the website where they can get engaged in a more direct way, e.g., by signing up for upcoming events or by registering for the newsletter via the subscription form on the website. The main purposes for account use are:

- ▶ Label2Enable social media campaigns to express calls for action and promote project milestones (see below);
- ▶ Updates on the project's progress – such as the app testing process and the call for Members of the citizen patient carer advisory group;
- ▶ Direct traffic to the Label2Enable website;
- ▶ Retweeting relevant tweets from Label2Enable partners and other health app stakeholders.

Status quo

Label2Enable uses social media in collaboration with all project partners in order to raise awareness about the project activities and key outcomes. Project accounts for LinkedIn, Twitter and Facebook were set up at the project start.

Platform	Account Name	URL	Followers (as of 13 December 2022)
LinkedIn	Label2Enable	https://www.linkedin.com/company/label2enable	314
Twitter	@Label2E	https://twitter.com/Label2E	231
Facebook	@Label2Enable	https://www.facebook.com/Label2Enable/	20

This combination of three social media accounts aims at attracting different target audiences: While LinkedIn is considered as a platform for more content-rich messages, shared in professional networks and predominantly by individuals, Twitter is used more by organisations within the digital health community. The Facebook channel, which is seldom used within EU projects, was chosen here because of the project topic and the aim to reach out to ordinary citizens, due to its more informal and less professionally oriented nature. This partly explains the low number of followers: only a small part of digital health organisations and domain experts are active on Facebook. Yet, the platform is crucial to us to be accessible to citizens and promote activities directed at citizens who might not be aware of EU projects.

The WP6 vCOT has ensured that each project partner is following these accounts on the platforms that are relevant to digital health apps and digital health in general, in order to create a valuable community. The communication strategy foresees not only regular publishing of relevant content, but also engagement with other parties' publications, to create an interactive community.

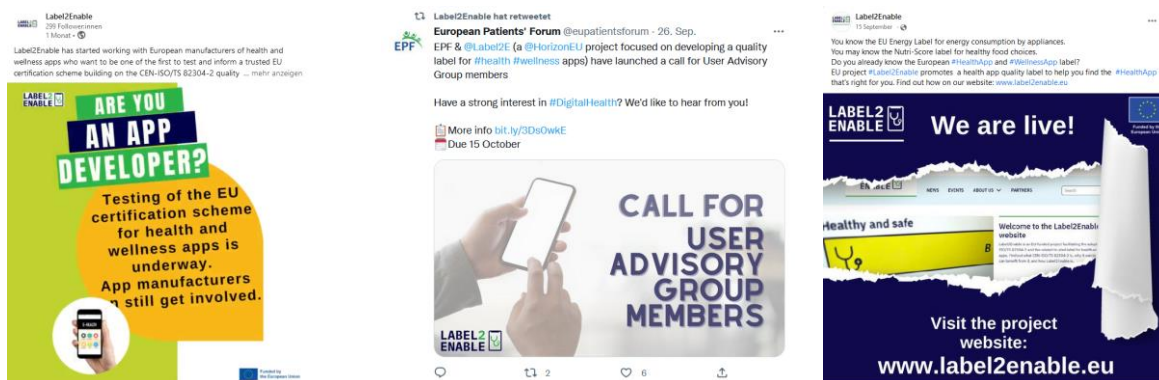


Figure 5. Examples of social media posts – LinkedIn (left), Twitter (middle), Facebook (right)

Outlook

Social media will be used throughout the project duration. Regular social media campaigns will be planned around key project milestones (requests for input from the community, presentation of key project results and outcomes). Label2Enable has been using social media campaigns to gather attention for project milestones and promote call to actions. A social media campaign differs from regular posting on the project’s progress since intense material is provided to the partners, who are encouraged to use it as a basis for own posts – instead of only sharing posts from the official project accounts.

Preparing a campaign starts early on with planning of the topic and key messages. If a campaign is around a key outcome of a work package, the WP6 team discusses the campaign details first with the leader of that work package. The campaign components that need to be agreed include suggestions for social media posts (tweets for Twitter, main message for LinkedIn and Facebook), and visual elements supporting the campaign, and occasionally an overall press release. All partners are provided a package with guidelines and instructions related to the timeline of the campaign, its purpose and use of the material.

After the campaign is over, the WP6 team uses social media tracking tools to capture the impact of the campaign.

The table below presents considerations for possible campaigns which need to be agreed with the individual WP leaders. We chose the topics and timing according to project deliverables and milestones worth communicating to different stakeholders, considering time buffers between milestone/ deliverable completion, as well as holiday periods.

Campaign No	Theme	Content lead	Month	Status
1	Project start	LUMC	1 (June 2022)	completed
2	Website launch	EMPIRICA	3 (September 2022)	completed
3	Patient/citizen/carer survey	LUMC	6 (December 2022)	completed
4	Healthcare professionals survey	LUMC	7 (January 2023)	planned
5	Presentation of updated personas	I~HD	8 (February 2023)	planned
6	Results test labels	EuroHealthNet	10 (April 2023)	planned
7	Evaluations of label legislations	COCIR	13 (July 2023)	planned
8	Report on use of TS in reimbursement	OptimIT	15 (September 2023)	planned

Campaign No	Theme	Content lead	Month	Status
9	Article consistency/ business model assessment	ORCHA	17 (November 2023)	planned
10	Communication patients/citizens/carers	UvA	18 (December 2023)	planned
11	Presentation of results of app displays in app stores and use stories for app suppliers	LUMC/EIT Health	21 (March 2024)	planned
12	End of Project: papers on display label in app stores/libraries/trusted health sources and health app quality report	EMPIRICA	24 (June 2024)	planned

2.3.4 Project Events

Rationale

Label2Enable plans to host own events for stakeholder engagement, as well as participate in external events in and outside of the digital health community. These events are important for networking and for introducing the label to an audience who might not be engaged on social media. Also, the different themes of the events will help us present and discuss the topic of health app labelling from diverse angles – such as standardisation, digital health authorities, patient perspective, med tech industry, pharma, healthcare professionals, health data, app providers, healthcare authorities, payers and others.

Status quo

So far, the consortium has communicated on Label2Enable through presentations and networking in a series of face-to-face events and webinars on digital health:

- ▶ 23 June 2022: Presentation at the EIT Health Belgium Netherlands Partner Assembly
- ▶ 25 July 2022: Presentation for MedTech Europe
- ▶ 25 August 2022: Presentation at 3rd EU-China Health IT Summit
- ▶ 12-14 September 2022: Attendance and mention of Label2Enable in statement at 72nd Session of the WHO Regional Committee for Europe
- ▶ 14 October 2022: Presentation at Nordic seminar on the assessment of health apps
- ▶ 22 October 2022: Attendance and mention of Label2Enable at EULAR PARE Conference 2022
- ▶ 3 November 2022: Presentation at the European Diabetes Forum (EUDF)
- ▶ 15 November: Attendance and mention of Label2Enable at EU Health Summit
- ▶ 30 November 2022: Presentation at Joint Initiative Council for Global Health Informatics Standardization Open Forum

Outlook

For the upcoming months, we envisage a series of events, with each session targeting a different stakeholder group. Under the working title “LabelRoundtable”, the series might follow the following rough outline:

Formal concept:

- ▶ Approximately tri-monthly schedule; with 1.5 hours duration
- ▶ Webinar and occasionally in person meetings, if applicable

- ▶ Hosted by EMPIRICA, together with consortium partner representing respective stakeholder group
- ▶ Stakeholder group representatives:
 - One or two guest speakers
 - Up to 30 invited attendees from the stakeholder group

Content:

- ▶ Explore the label and CEN-ISO/TS 82304-2 from the point of view of different stakeholder groups:
 - Presentation and discussion of the respective stakeholder persona
 - Benefits and challenges of health apps for their interests
 - Potential improvements the label could bring
 - Perceived challenges regarding to the label
- ▶ Apply interactive tools and discussion methods to engage invited attendees
- ▶ Dialogue with guest speakers as discussion openers

Wherever suitable, Label2Enable will liaise and collaborate with other relevant EU initiatives, such as the European mHealth Hub and its HubTalks series¹⁰.

The table below displays a possible schedule for “LabelRoundtable” sessions. Depending on the target audience and after consultation with the co-host, the sessions will be promoted on social media, inviting attendees to register, if applicable.

No.	Theme	Co-host	Month
1	Focus on patients, citizens and carers (considering the survey results – Milestone 7)	LUMC/ EPF	8 (February 2023)
2	Focus on healthcare professionals (considering the survey results – Milestone 8)	LUMC/ LSMU	11 (May 2023)
3	Focus on app manufacturers (considering the initial feedback results – Milestone 9)	EIT HEALTH/COCIR	15 (September 2023)
4	Focus on healthcare systems and authorities (considering reimbursement round table sessions – Milestone 13)	LUMC/ ISS/ FTSS/OptimIT	18 (December 2023)
5	Focus on app libraries and certification bodies (considering third draft of certification scheme, the test results and business model for app assessment – Milestone 16)	I~HD/ HIMSS/ORCHA	21 (March 2024)
6	Multi-stakeholder discussion – project wrap-up	ALL	24 (June 2024)

2.3.5 Dissemination Materials

Rationale

To support dissemination and communication activities in the project, materials can be used to leave a lasting impression about the project, going beyond abstract communication and online media. Materials such as brochures, posters and factsheets help to reinforce project messages and provide audiences with information they can “hold” in their hands and revisit.

¹⁰ <https://mhealth-hub.org/>

Status quo


Early in the project a brochure was developed, designed to be used both in print and as an online version. It is in A5 format and comprises 8 individual pages (online view) or 4 A4 pages (print view). It is addressed to an interested, but not exclusively expert audience, using lay language as much as possible.



Figure 6. Snapshot of the Label2Enable brochure

The brochure is reported in D6.1. Label2Enable partners are encouraged to disseminate the brochure online as well as hand out paper copies during relevant events.

CEN-ISO/TS 82304-2 recommends basing the design of an app on an explicit understanding of users, tasks and environment. So-called personas are mentioned as a tool in this effort. Similarly, Label2Enable has used draft personas of the different stakeholders in creating the Label2Enable project. Five personas are available on the website, encouraging stakeholders to provide feedback to refine them.



Patients, citizens, carers

Challenges:

The sheer number of apps in the app stores makes choosing them confusing. I can't determine which apps are relevant to me, benefit my health, keep my data safe and provide value for money. I trust my GP most, and Google searches and app stores least to give recommendations on health apps. However in practice, I have to make do with app store information, Google searches, family and friends to help me decide. I have a somewhat older device and internet access can be troublesome. I am not that tech savvy and health literate and have limited funds. I largely have to rely on my young educated digital health literate kids to download an app.

Needs:

I need apps that are trustworthy and easy to use, keep my data secure and work effectively and consistently over time. I need them to be examined consistently by trustworthy experts. I expect a governmental organization to provide these assessments. I need my GP to recommend and support the use of apps. I want to be able to share my data with her, to enable her to integrate that information in my care. I need trustworthy understandable information in the app stores on the quality of health apps that addresses my concerns. Like most Europeans I have health insurance. I expect apps to be free and without advertisements. Even if I would have the budget, means and skills I don't want to spend money on apps that I'm not sure meet expectations.

Figure 7. Snapshot of the persona “patients, citizens, carers”

Outlook

Currently no further dissemination materials are planned to be produced. However, WP leaders may identify the need for presenting key outcomes in formats such as posters,

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infographics or factsheets, in which case they will be supported via WP6 to produce them using the project visual identity.

2.3.6 Publications

Rationale

Publications are an excellent way for communicating about project outcomes to specific audiences – often the scientific community, but also to other communities such as policy makers and industry. Publications enable the sharing of new knowledge in an effective way, enjoying high trust and transparency due to pre-defined processes such as peer reviews and publishing guidelines.

Status quo

In the first six months of the project no publications were planned.

Outlook

Publications can be expected from the work of several WPs, e.g., related to the creation of the certification scheme and the alignment with EU legislation (WP2), the business modelling in WP3, the insights from the survey addressed to citizens and patients in WP4, to health professionals in WP5, or the work around piloting the scheme with health authorities in WP7.

In fact, several project deliverables are defined as papers:

- ▶ D2.3 Paper alignment EU law and values
- ▶ D3.1 Paper business model assessments
- ▶ D3.2 Article consistency assessments
- ▶ D4.1 Article patient citizen carer survey
- ▶ D4.2 Article test label
- ▶ D5.1 Article healthcare professional survey
- ▶ D5.2 Paper health app quality report
- ▶ D5.3 Paper display apps

Publications, if possible, will be submitted online in preprint (such as BioRxiv) and in journals with open access to ensure publications are publicly discoverable, accessible, and re-usable. The costs for "gold" open access publications are eligible and have been included within the project budget. Green access is free and will be encouraged.

2.3.7 Newsletter

Label2Enable will publish a regular newsletter, to reach target groups that are not present on the social media channels and give a more in-depth input for those who are. It will also serve to direct stakeholders to the project website.

The newsletter will be issued bi- to tri-monthly, depending on the current intensity of project activity. The first issue of the newsletter will intentionally be released in month 6 of the project (November 2022), to have substantial project activities to report on. It will be addressed to those who have explicitly opted in via the subscription form on the website. The newsletter launch of each issue will also be published on social media, to gain new subscribers through other channels.

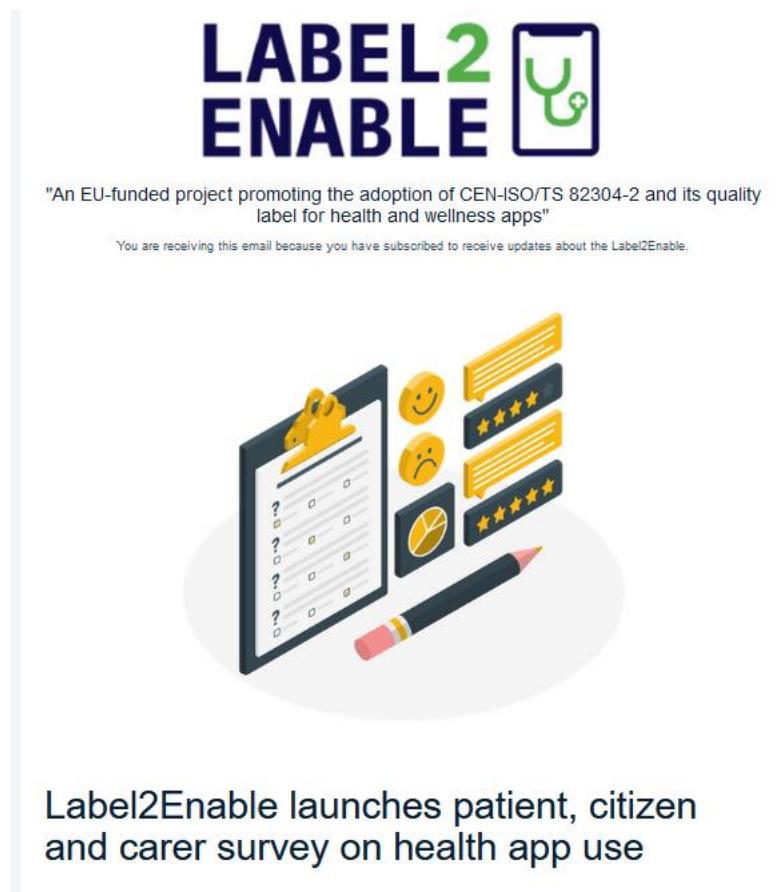


Figure 8. Preliminary screenshot of the Label2Enable Newsletter, edition #1

Content-wise the newsletter will take up the same topics featured on the website and on social media, in a more detailed manner. The main section of the newsletter will be dedicated either to a concrete call to action or to promote a major project milestone: such as a call for survey participation or the promotion of a published paper. For instance, the first newsletter issue will be themed on the patient citizen carer survey.

2.4 Relevant structures and tools

2.4.1 Structures

The virtual Communication Office Team

Label2Enable uses a virtual Communication Office Team (vCOT) to manage and coordinate the project's promotion, communication and dissemination activities. The team comprises at least one representative per consortium partner. The vCOT takes care of selecting communication topics, streamlining content production by the project and its horizontal activities, as well as organising dissemination activities at conferences, webinars or workshops. It is also the central organisation meeting for social media campaigns.

Monthly vCOT conference calls serve to coordinate promotion, dissemination and communication activities, report on the partners' communication efforts and exploit communication synergies. A dedicated communication, dissemination and reporting file keeps track of events, reported activities, stakeholder engagement ideas and publications.

The consortium partners' networks are well rooted in five of the six stakeholder groups most relevant for Label2Enable's goal: app manufacturers; patients, citizens, carers; healthcare systems and authorities; health provider and professionals and app checker or certification

body. Consortium members COCIR, EIT Health, EuroHealthNet, EPF, i~HD and HIMSS are part of the eHealth Stakeholder Group of the European Commission and can thus help the project take advantage of synergies with ongoing debates and work in the group.

On social media, the 14 consortium partners have a combined followership of 523,500 on LinkedIn, 228,500 on Twitter and 22,500 on Facebook (status: November 2022).

Working group on defining success of the label

As part of WP6, the project will work towards defining, tracking and guiding success of the label. The activity foresees engagement with stakeholder groups through backcasting, a structured dialogue, in order to co-define what the success of the label should look like in 5 to 10 years. All relevant stakeholder groups, representing opinion leaders (mavens, connectors and salesmen according to Malcolm Gladwell's theory presented in section 3), are to be involved in this process.

The planning of engaging with the stakeholders and forming a dedicated working group are underway. The group is envisaged to be consulted twice a year, starting with a workshop planned in the first months of 2023 (see table below).

The objective of the first workshop is to kick off this continuous consultation process and to further seek contributions from participants, in order to collectively draw up a shared vision of success of the label, what needs be achieved and the pace of achievements towards this vision in the next 2, 5 and 10 years. An additional objective is to explore the potential for coordinated action with stakeholders to accelerate adoption and success of the label.

This workshop will be followed up by deeper dives per stakeholder segment. The results of this consultation will be used to optimise strategic focus and planning of work within the project towards success for stakeholders.

Table 3. Planning of the first working group session

Participants	Consortium members and participants that will be recommended by WP leaders (about 50% of total participants); additional external experts representing important Label2Enable stakeholders and able to contribute important insights.
Venue	Brussels at the CEN offices, to facilitate participation of non-consortium members
Format	A highly interactive consultation workshop with interchanged plenary discussions and break-outs, comprising: <ul style="list-style-type: none"> • a plenary to present L2E context, aims and objectives of the workshop but also what we already know in terms of existing barriers (finding from at least 2 studies done by consortium members) • three break-out sessions (health professionals and patients; app industry and app accessors/certification organisations; health authorities and payers / insurers / HTA-bodies) • Plenary discussion towards a common vision for a desirable future
Timing	24 February 2023

2.4.2 Tools

Communication and dissemination reporting and planning tool

A dedicated communication and dissemination reporting tool in the form of a spreadsheet enables smooth stocktaking and coordination of related opportunities among project partners. Accessible to all project members on the shared online project working space, it features different sections. "Events" records upcoming events where Label2Enable could reach

relevant stakeholders. “Reported Activities” records past communication and dissemination efforts, including details on type of dissemination, objectives, target group, KPIs on impact, and others. “Publications” records publications mentioning and resulting from the project, while another tab collects “Stakeholder Engagement Ideas” on a higher level.

During every vCOT meeting, the group uses the tool to plan and report on communication and dissemination.

Date	Title	Dissemination format	Objective	Language	Country	Audience	Impact	Document(s) available
2022-03-02	Project featured on partner EuroHealthNet's website	Website Post	Raise awareness of the project start	EN	Brussels	General digital health audience		
2022-05-20	Meeting with App Store	Meeting	Explain the project	EN	US, online	Jason Lundgaard, Senior Manager Corporate Government Affairs		
2022-05-30	Meeting with Google Play Store	Meeting	Explain the project	EN	AE, online	Ankur Agrawal, Tech and policy leader		
2022-05-30	Press release is shared on EuroHealthNet website	Press Release	Promoting the beginning of the project	EN	BE, online	EuroHealthNet website audience		
2022-06-01	Project featured on partner FTSS website	Website Post	Raise awareness of the project start	EN/CA	Spain/Catalonia	General digital health audience	Medium (based on Tic Salut Social's general v	
2022-06-01	Project featured on NaLL Website	Newsitem Website	Raise awareness of the project start	NL	Online	General digital health audience		
2022-06-01	Project featured on NaLL Website	Project page on website	Explain the project	NL	NL, online	General digital health audience		
2022-06-01	Project featured on NaLL Facebook page	Facebook post	Raise awareness of the project start	NL	NL, online	General digital health audience		
2022-06-03	First project post on dedicated project LinkedIn page	LinkedIn post	Promote the start of the project	EN	Brussels, Belgium	General digital health audience	Low (497 impressions, 60 clicks, 20 reactions	
2022-06-03	Project launch promoted on twitter +press release	Twitter post	Promote the start of the project	EN	BE, online	EuroHealthNet Twitter audience		
2022-06-07	Project featured on smarthealth NL website	Website Post	Raise awareness of the project, connection to EHDS	NL	NL	Dutch digital health audience	Medium (based on smarthealth's general webs	
2022-06-07	Meeting with Dubai and Saudi Arabia health authorities	Meeting	Explain the project	EN	AE, SA, online	Osama Elhassan, Specialist, Health Informatics & Smart Health		
2022-06-17	Project kick-off promoted on LinkedIn page	LinkedIn post	Promote the kick-off of the project	EN	Brussels	General digital health audience	Medium (1,641 impressions, 185 clicks, 57 re	
2022-06-23	Presentation at the EIT Health BeNe Partner Assembly	Presentation	Engage stakeholders; Raise awareness of the label and EIT Health's rol	EN	NL, Rotterdam	EIT Health BeNe partners	Low (10 orgar presentation	
2022-06-28	Meeting with NL Ministry of Health	Meeting	Engage with the ministry and offer opportunities to collaborate with the	NL	NL, online	Diana Derckx, Senior policy developer pu	Engaging with the project: use story, tbd enga	
2022-06-30	Meeting with MedTech Europe	Meeting	Awareness Label2Enable, connection to EHDS	EN	BE, online	Verena Thaler, Digital health manager, I	Presentation Jul 25, call to action: mention 822	
2022-06-30	Project featured on partner CEN website	Website Post	Raise awareness of the project start	EN	Brussels	Standards Community	High (based on CEN's general website visits)	
2022-07-06	Official announcement: HIMSS Joins Partnership to Promote I Article	Article	Raise awareness of the project start	EN	Worldwide	General digital health audience	High (HIMSS global website)	
2022-07-13	Newsletter: Community Spotlight section, Official announcement Newsletter (63 000 subscri	Newsletter	Raise awareness of the project start	EN	Worldwide	General digital health audience	High	
2022-07-20	Contact with the iHERE (Digital Health Literacy Education FI) Dedicated email	Dedicated email	Seek synergies and collaboration, e.g. by including the label as part of t	EN	online	Digital health educators	Low (first contact does not result in collaborati	
2022-07-25	Presentation for MedTech Europe	Presentation		EN				
2022-07-27	Retweet Label2Enable page	Twitter post	About L2E label across the EU	EN	BE, online	EuroHealthNet Twitter audience		
2022-08-16	Meeting with Norwegian South-Eastern Regional Health Autho Meeting	Meeting	Explain the project and explore their work with 82304-2 (health region th	EN	NO, online	Egil Utheim, project manager for conce	Norway has already done a pilot with 82304-2 v	
2022-08-11	Meeting with Capitol Region of Denmark and Danish Standard Meeting	Meeting	Explain the TS and the project	EN/CA	DK, online	Frederik Endsleff, teamleader and Jean	Denmark is going to gather stakeholders, I gaw	
2022-08-15	Meeting with American Medical Association	Meeting	Touch base	EN	US, online	Meg Barron, VP Digital Health Strategy	compare with AMA privacy framework, follow u	
2022-08-17	Meeting with Finnish Coordinating Center for Health Technology Meeting	Meeting	Share progress Label2Enable project and mutual comparison of 82304-2	EN	FI, online	Jarmo Suominen, Senior Planning Officer		
2022-08-18	Meeting with Austrian Public Health Institute, where I previous Meeting	Meeting	Explore their current situation, explain the project and explore the poter	EN	Austria, there alre	Alexander Degelssegger-Marquez, head of digital health and innovation		
2022-08-25	Presentation at 3rd EU-China Health IT Summit	Presentation	Share progress made in 82304-2 since last presentation (in 2020), raise i	EN	online			
2022-08-24	Approaching website launch Tweet	Twitter post	Pre website launch	EN	BE, online	EuroHealthNet Twitter audience		
2022-08-24	Approaching website launch LinkedIn post	LinkedIn post	Pre website launch	EN	BE, online	EuroHealthNet LinkedIn audience		
2022-08-24	Approaching website launch Facebook post	Facebook post	Pre website launch	EN	BE, online	EuroHealthNet Facebook audience		
2022-08-24	LinkedIn post	LinkedIn post	Raise awareness of the project	LT	LT, online	Kauno klinikos LinkedIn audience		
2022-08-24	Facebook post	Facebook post	Raise awareness of the project	LT	LT, online	Kauno klinikos Facebook audience		
2022-08-24	Is reliable mobile apps in the health system already a reality? Press Release	Press Release	Raise awareness of the project	LT	LT, online	General digital health audience		
2022-08-31	Meeting with Oncostore NL	Meeting	Explore potential to connect with Label2Enable	NL	NL, online	Chantal Lammens, sr advisor oncological care		
2022-10-26/27		Attend conference	Harmonization on a European level, connect in person with FR, DE, etc. EN	EN	LX			

Figure 9. Snapshot of the communication and dissemination reporting and planning tool

Canva

Canva is a free-to-use online graphic design tool which is very suitable for Label2Enable’s social media-related materials, as it provides hundreds of elements, icons, and graphics to choose from. The interface is very user-friendly, and the comment-option makes it easy for different WP6 team members to collaborate as a team. Transitioning between different frame sizes for the different platform – Twitter, LinkedIn and Facebook – is easy and makes it possible to create similar posts for different social media channels.

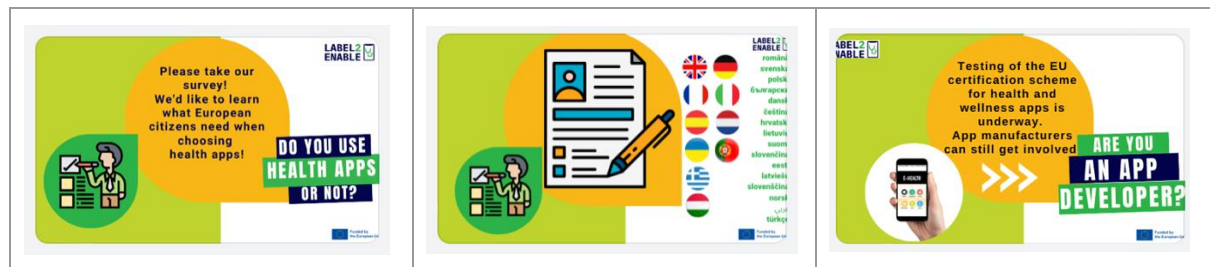


Figure 10. Snapshots of promotional materials created in Canva

Webinar tools

Webinars are a good way to engage with audiences on a more personal level, compared to social media, while still enabling flexibility in terms of attendance and media consumption (physical, online, seeing a recording).

Several project partners have licenses that enable the consortium to set up webinars. MS Teams Webinars¹¹ is a Microsoft tool that enables scheduling webinars, registering attendees, running interactive presentations, and analysing attendee data for effective follow-up.

¹¹ <https://support.microsoft.com/en-us/office/get-started-with-teams-webinars-42f3f874-22dc-4289-b53f-bbc1a69013e3>

GoToWebinar¹², which EMPIRICA can provide to all partners, provides similar functionalities, including additional functions such as webcasting and rich analytics.

Tools enabling interaction with stakeholders

To enable more interactive webinars, the consortium can make use of different tools which are accessible via partners' own accounts/subscriptions, which can be shared whenever needed.

One such tool is Mentimeter¹³ (account by EMPIRICA), which enables stakeholders to participate and provide input during events by using their own devices. Engagement can be in the form of live polls, word clouds, quizzes, multiple-choice questions, and others. It enables Label2Enable to collect feedback quickly and react on it in real time during the event, which increases overall engagement and willingness of stakeholders to contribute to the project activities.

Another tool that is freely available is MiroBoard¹⁴, a visual collaboration platform that enables stakeholders to work effectively together, e.g., by brainstorming with digital sticky notes or co-creating use stories.

Social media tracking tools

As part of the promotion campaign, it is important to keep track of the impact the social media platforms have in supporting the project's communication about ongoing activities and stakeholder requests. One of the tools that has proven highly useful for this is *Hootsuite*¹⁵, which is used to draft and schedule social media posts. It can also be used to plan upcoming campaigns, stay on top of incoming messages and, most importantly, analyse the results of campaigns.

Another tool intended for use is *trackmyhashtag*¹⁶ which is complementary to the other tracking tools in helping WP6 track and monitor the engagement metrics for any hashtag that the project may use in order to promote the project.

CleverReach

The newsletter tool CleverReach¹⁷ will be used to draft, send and manage the Label2Enable newsletter. Based in Germany, the tool allows for GDPR compliant email marketing. It also permits management of different recipient groups and analysis of the impact of an emailing campaign.

2.5 Special Focus on Promotion of the Label Among Health Authorities

As described in the stakeholder stratification, health care systems and authorities are one of the key stakeholder groups, which the project is targeting. Securing their buy-in and engagement towards implementing CEN-ISO/TS 82304-2 and its quality label for health and wellness apps is a top priority, which is why a dedicated co-creation of a set of promotional and dissemination activities is planned specifically with and for this stakeholder group.

¹² <https://www.goto.com/webinar>

¹³ <https://www.mentimeter.com/>

¹⁴ <https://miro.com/>

¹⁵ <https://www.hootsuite.com/en-gb>

¹⁶ <https://www.trackmyhashtag.com/>

¹⁷ <https://www.cleverreach.com>

Authorities are directly represented in the project in WP7, in which partners FTSS and ISS are exploring a piloting of the label in Catalonia and Italy respectively, complemented by the Dutch Ministry of Health as a non-partner that is committed to piloting the label.

While health authorities can benefit from all channels and approaches detailed previously in this section, the WP6 team will hold a dedicated meeting with FTSS and ISS to co-create a strand of dissemination and promotion which specifically addresses the needs of this important stakeholder group.

3 Monitoring and Reporting Targets

The project has defined different indicators that enable the monitoring and reporting of promotion and dissemination activities. The targets presented in the table below are aligned with the goals and scope of the project as detailed in section 2.1.

Table 4. Impact indicators for communication activities and project targets

ID	Indicator	Method of measurement	Target
Website			
1	No. of unique visits to label2enable.eu	Web statistics	10,000
2	No. of new events published on label2enable.eu	Web statistics	8
3	No. of news published on label2enable.eu	Web statistics	30
Social media			
4	No. of social media campaigns	Project reporting, D6.3	12
5	No. of tweets using the hashtag #Label2Enable	Twitter statistics	800
6	No. of Twitter accounts using the hashtag #Label2Enable	Hashtag tracking statistics	15
7	No. of followers of the project's LinkedIn page	LinkedIn statistics	800
8	No. of followers of the project's Twitter account	Twitter statistics	600
9	No. of followers of the project's Facebook page	Facebook statistics	50
10	No. of LinkedIn accounts using the hashtag #label2enable	Hashtag tracking statistics	100
11	No. of LinkedIn posts by project account	LinkedIn statistics	250
12	No. of tweets by project account	Twitter statistics	400
13	Post/tweet impression rate by the projects accounts	Project reporting, D6.3	10%
14	Post engagement rate for posts/tweets by the project's account	Twitter statistics	6%
15	No. of tweet engagements for tweets by the project's account	Twitter statistics	4.000
Webinars and workshops			
16	No. of events (workshops, webinars, etc) organised	Project reporting, D6.3	6
17	No. of participants on average per event	Project reporting, D6.3	40
Direct exchanges			
18	Direct exchanges with different stakeholder groups	Project reporting, D6.3	100
Dissemination materials			
19	No. of dissemination leaflets, infographics	Project reporting, D6.3	2
20	No. of languages in which the quality label is available	Project reporting, D4.3	26

The indicators will be monitoring continuously throughout the project by the WP6 team and results reported in *D6.3 Final promotion dissemination report*.