



IDIH

INTERNATIONAL COLLABORATION
DIGITAL TRANSFORMATION
HEALTHY AGEING

D4.6

Access opportunities webinars / podcasts

G.A.C. GROUP
(VERSION 1.0, 28/04/2022)





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Author name(s):	Eva Fadil (G.A.C.), Krisztina Dax (G.A.C.), Svetlana Klessova (G.A.C.), Nina Olivier (G.A.C.), Marianne Baumberger (G.A.C.)
Reviewer(s):	Mathilde de Bonis (APRE), Kristin Dallinger (S2i)
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Abstract

This document aims at presenting the approach taken by IDIH on the development of access opportunity webinars/podcasts in order to foster knowledge sharing on collaboration opportunities between European actors and stakeholders from the five strategic partner countries (Canada, China, Japan, South Korea, USA). It provides an overview of the contents of each podcast and how to access all podcasts on the web.

Keywords

Access opportunities, podcasts, webinars, international collaboration

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Abbreviations

Abbreviation	Description
AHA	Active and Healthy Ageing
APRE	Agenzia per la Promozione della Ricerca Europea (project partner)
EU	European Union
GAC	G.A.C. Group (project partner)
R&I	Research & Innovation
RDI	Research, Development and Innovation
RTI	Research, Technology and Innovation
S2i	Steinbeis 2i (project coordinator)
USA	United States of America

1 Introduction

The aim of the IDIH project is to promote and increase international cooperation to advance digital health in the EU and key strategic partner countries in support of Active and Healthy Ageing (AHA). For this purpose, the IDIH team has identified shared priorities and set up a Digital Health Transformation Forum as a long-lasting and expert-driven catalyst to foster collaboration between the EU and five partner countries, i.e. Canada, China, Japan, South Korea and the USA.

In order to facilitate and further foster the collaboration between Research, Technology and Innovation (RTI) and policy stakeholders from the EU and the partner countries in digital health, it is important to support the sharing of information and knowledge. Also, to ensure involvement of researchers, technology experts, innovation facilitators, representatives from industry, relevant initiatives, user associations, advocacy groups and policy makers in international collaboration actions, collaboration schemes and opportunities have been identified and promoted. Based on the analytical data and in line with the expert forum approach, IDIH has implemented a series of dedicated activities aiming to specifically increase awareness of EU R&I initiatives to international, non-EU stakeholders, and vice versa: the diverse cooperation opportunities in the field of digital health and active and healthy ageing identified by IDIH have been promoted through different means, notably guidebooks with information on funding programmes and organisations, a helpdesk and various events. The webinars/podcasts take up this information and give the floor to external experts in order to share knowledge and experience.

Note: This document is only providing a short overview about the contents of and access to the podcasts since the associated deliverable is of the type “OTHER”.

1.1 Objectives

The objective of promoting access opportunities through webinars and podcasts is to foster the involvement of RTI stakeholders in collaborative activities and disseminate information about possible research and innovation initiatives which allow for international collaboration in the field of digital transformation of AHA.

Shedding light on access opportunities in the EU and international programmes provides a means to enhance RTI stakeholders' involvement in collaborative activities and to stimulate long-lasting collaboration of key stakeholder groups in order to tackle the global challenge arising from ageing populations.

1.2 Podcasts aligned with dissemination activities delivering access opportunities

In order to promote the involvement of RTI stakeholders in collaborative activities (EU stakeholders in strategic partner countries' activities and funding programmes and vice versa), a number of materials and activities have been developed. These are complementary in content and format and their use has been combined for the outreach and awareness raising among the target groups.

Initially, it was planned to use for the public dissemination mainly the format of webinars, but the approach had from the project start been modified, agreeing on the more innovative concept of podcasts.¹

The different access opportunity activities and materials developed are as follows:

- **A General Presentation of the project** that has been used as a basis for presentations in public events / webinars, on the website, as well as on social media channels (access presentation [here](#));
- **A Guidebook for RDI stakeholders** (D2.1, available [here](#)) has been developed with the aim to introduce – to RDI stakeholders in the EU and in the 5 Strategic Partner Countries (Canada, China, Japan, South Korea, and USA) – the funding schemes that are supporting international cooperation in Digital Health and AHA, for the time being and for the next future.
- **A Guidebook for care providers and users** (D4.5, available [here](#)) including the overview of EU and strategic partner countries' funding programmes relevant for digital health and AHA (including statistics and examples of EU participation and its benefits and vice versa) with information on specific opportunities in the field, i.e., open calls. The guidebook also includes an overview of R&I initiatives relevant to international collaboration in the field. The guidebook has been made public in electronic version, through the project website and strongly disseminated through emailing and social media and of course through all public project events/webinars.
- **A series of six Podcasts** (D4.6) has been delivered to present the collected information to RTI stakeholders interested in the topic and to give the floor to other initiatives to promote their activities, services and outcomes to the community. The podcasts always combined a thematic focus with a country focus and could thereby serve as a relevant source of information for researchers and research managers, industry players, innovation intermediaries and networks, user groups and policy makers. More information about each podcast is presented in chapter 2.
- The podcast approach replaced the initially planned **Webinars** that were meant to be organised with the same kind of content. Nevertheless, three webinars were organised in addition in order to offer an exchange of information and knowledge for RTI experts:
 - Webinar "[Artificial Intelligence applied to Health](#)" | 3 December, 2020 co-organised with the [SENET project](#) involving experts from the EU, China and Japan.
 - Webinar "[Inclusive Design](#)" | 5 November, 2021, targeting all countries
 - Webinar "[Data sharing and data regulation](#)" | 10 March, 2022, targeting all countries and co-organised with the initiative [PlatformUptake.eu](#)
- **Helpdesk activities** (via email and phone) have been implemented, providing ad-hoc advice to EU RTI Stakeholders and industry with regards to the strategic partner countries' programmes and calls and RTI stakeholders from strategic partner countries about EU programmes and calls.
- **The IDIH Week** was implemented as a yearly one-week online event, bringing together RTI and policy stakeholders from the EU and the strategic partner countries through presentations, pitch sessions and moderated co-creation sessions. The sharing of information on the RTI

¹ This change has been agreed with the European Commission through an Amendment of the IDIH Description of Action.



landscape, funding programmes and the promotion of access opportunities was part of the programme. Relevant initiatives were invited to promote their activities and outcomes. The event also left sufficient room for networking, matchmaking, and knowledge sharing.

- [IDIH Week 2021](#) | 01-04 June, 2021
- [IDIH Week 2022](#) | 21-24 March, 2022 (click [here](#) for more information).

2 Access opportunity podcasts

2.1 Concept and methodology

Initially, it was planned to disseminate information gathered through the different other access opportunity activities (as specified in chapter 1.2), as well as additional expert views, through dedicated webinars. It was however decided from the project start that podcasts would be a more innovative tool for information sharing that could reach higher attention, especially in the current context where virtual event formats are very present.

Therefore, a concept for the podcast activity had been developed as follows:

Why:

Podcasts allow to reach a broader audience and – being a relatively new form of communication – promised to be more effective and palatable.

Channels:

Spotify, APPLEpodcast, Speaker, Soundcloud, Captivate

Keywords:

Health, Ageing, Technology, Digital

Tool:

Anchor.fm

Structure:

Each episode is composed of five segments and has a thematic and a regional focus.

Thematic focus: each episode explores a specific Thematic. Besides the 4 topics of the IDIH Expert Groups we have selected the Wellbeing focus and the Gender perspective. The Thematic focus is tackled through interviews with IDIH Experts and other qualified experts.

Regional focus: each episode focuses also on a specific country/region, i.e. the EU, Canada, China, Japan, South Korea and the USA. We will interview a policy maker or policy expert from the Country or the EU with knowledge on the selected country and / or a User Association.

News/Events: we announce calls and other relevant news and events

Interview to other projects (optional): interviews that put selected projects under spotlight and support their dissemination to create and exploit synergies with projects with complementary focus, as well as highlight opportunities for the audience

Futura: in this segment we launch a visionary idea for the future / announce a news of importance for the audience



Besides these 5 segments each podcast always includes an opening and a closure that announces the topics of the upcoming episode.

Process:

Each podcast is based on a script that outlines its structure. It is then fine-tuned through questions for selected interviewees.

IDIH partners collaborate for the identification of experts, the organisation of interviews and the recording of questions and answers, under the lead of APRE and G.A.C.

APRE takes care of the technical composition.

The final podcasts are published and disseminated through all IDIH channels and partners' networks.

Duration:

Each episode lasts around 20–30 minutes.

2.2 Podcast episodes



- [Podcast #1: The one on Health, Wellness, Wellbeing & Happiness](#)
(April 2021 – 27 min 31)

Thematic focus: Introduction to the podcast series and Health, Wellness, Wellbeing and Happiness

Regional focus: Europe

Short description: This podcast focuses on Health, Wellness, Wellbeing & Happiness having a look at how Happiness has become a metrics for measuring wellbeing and on the opportunities for global researchers and innovators to get funded in Europe. We also present some interesting events on Active and Healthy ageing where you are invited to participate.

- [Podcast #2: The one on Preventive Care and Canada](#)
(July 2021 – 20 min 39)

Thematic focus: Preventive Care

Regional focus: Canada

Short description: Starting from the findings of the IDIH Expert Group, this episode first focuses on the area of Preventive Care through digital solutions for AHA. Then, we bring your attention on



Canada, as a strategic country in the framework of Digital Health for AHA, exploring Canadian policies, programmes and initiatives in the field. Experts, researchers, policy makers and advocacy organizations have contributed as special guests in this episode.

- [Podcast #3: The one on Integrated Care and USA](#)

(October 2021 – 22 min 33)

Thematic focus: Integrated Care

Regional focus: USA

Short description: This episode explores the policies, programmes and initiatives supporting Ageing through Digital Health in the United States. Moreover, a specific focus lies on Integrated Care through digital solutions for the older people, starting from the findings of the IDIH Expert Group on Integrated Care. As a special guest: Giovanna Ferrari, Project Lead representing Pfizer for the project Gravitare Health, a Public-Private Partnership, funded under the Innovative Medicines Initiative, that equips and empowers citizens with digital information tools making them confident, active, and responsive in their patient journey, specifically encouraging safe use of medicines for better health outcomes and quality of life.

- [Podcast #4: The one on China and the Gender Dimension in Research and Innovation and Ageing](#)

(February 2022 – 27 min 16)

Thematic focus: Gender Dimension in R&I and Ageing

Regional focus: China

Short description: This episode explores the R&I landscape in China around Digital Health and Ageing, especially thanks to the testimonies of Dr. Huiyao Huang, from the Clinical Trial Center, National Cancer Centre of China, and Dr. Timo Strohäker, coordinator of the SENET project, enhancing EU-China collaboration on Health. Moreover, this episode dedicates a special session to the analysis of the gender dimension in Research and the ageing population, thanks to our special guest, Dr. Peggy Maguire, Political Scientist and the Director General of the European Institute of Women's Health (EIWH). A final outlook on R&I on digital health and ageing is provided by Dr. Francesco Giuliani, involved in the EU project GATEKEEPER.

- [Podcast #5: The one on Japan and the uptake of open platforms for AHA](#)

(April 2022 – 25 min 22)

Thematic focus: Uptake of open platforms

Regional focus: Japan

Short description: This episode explores the R&I landscape in Japan around Digital Health and Ageing, especially thanks to the testimonies of Mr. Sakon Yamamoto, CEO of Sawarabi Group, a group of medical - welfare integrated and comprehensive care service providers for the older persons in Japan, and Dr. Lorenz Granrath, interviewed on the perspectives of EU-Japan collaboration in R&I, with a focus on the eVita project, "EU-Japan Virtual coach for smart ageing". Interesting insights on the uptake of the open platforms for the development of innovative

solutions in the AHA and Ambient Assisted Living (AAL) domains are also presented, thanks to the participation of Alexander Nikolov, from the project PlatformUptake.eu.

- [Podcast #6: The one on South Korea and the future of IDIH](#)
(April 2022 – 30 min 53)

Thematic focus: Sustainability path of the IDIH expert community

Regional focus: South Korea

Short description: This podcast episode is the last of the series of the IDIH project. We start telling you the story of IDIH with the project coordinator – Dr. Kristin Dallinger – who provide you also with an overview of the IDIH outcomes and products. To know more about the future of IDIH and how the Consortium has designed its path towards the sustainability of the key-exploitable assets of the project, stay tuned with Dr. Svetlana Klessova, President of the ENRICH GLOBAL association, the international network under which we are going to keep engaged the IDIH Community of Stakeholders. Finally, don't miss the interview with Dr. Emily Lee, expert in the “Integrated Care” Expert Group of the IDIH Digital Health Transformation Forum, who will help us trace the R&I landscape around Digital Health & Ageing in South Korea.

2.3 Dissemination of the podcast episodes

To ensure broadest possible access, all podcasts have been published on [Anchor.fm](#) and, consequently, have been made accessible on the following four channels:

- [Google Podcasts](#)
- [Pocket Casts](#)
- [Radio Public](#)
- [Spotify](#)

In addition, they have been published on the [IDIH website](#) as part of the “Outcomes” section.

All podcast episodes have been widely disseminated through the IDIH channels, i.e. the publication of a website news (<https://idih-global.eu/2022/02/21/idih-podcast-4-the-one-on-china-and-the-gender-dimension-in-ri-and-ageing-now-available/>, Figure 1), social media channels (Figure 2; Figure 3), in the frame of different events/webinars, among the Expert Groups and also through the [“long-term matchmaking platform”](#) (Figure 4) established in the follow-up of IDIH Week 2021 and maintained beyond the project end, currently reaching +350 stakeholders. In this context regular emailing news are sent to registered users (representatives from R&I, policy, user groups, etc.) and among the promoted content the podcasts have been emphasized.

Some examples of dissemination are displayed below:



IDIH Podcast #4: The one on China and the gender dimension in R&I and Ageing now available !



IDIH Podcast #6: The one on South Korea and the future of IDIH – now available !



IDIH Podcast #6: The one on South Korea and the future of IDIH – now available !

IDIH's series of podcasts entitled The future of Happy and Healthy Ageing explores with researchers, innovators and policymakers the frontiers of Digital Transformation for Active and Healthy Ageing, and promotes international cooperation opportunities between the EU and 5 key countries and regions.

Podcast #6 is now out! The one on South Korea and the future of IDIH by The future of Happy and Healthy Ageing is now available on various platforms. This podcast episode is the last of the series of the IDIH project. We'll start telling you the story of IDIH with the project coordinator – Dr Kristin Dallinger – who will provide you also with an overview of the IDIH outcomes and products. To know more about the future of IDIH and how the Consortium has designed its path towards the sustainability of the key-exploitable asset of the project, stay tuned with Dr Svetlana Klessova, President of ENRICH GLOBAL association, the international network under which we are going to keep engaged the IDIH Community of Stakeholders.

Finally, don't miss the interview with Dr Emily Lee, an expert in the "Integrated Care" Expert Group of the IDIH Digital Health Transformation Forum, who will help us trace the R&I landscape around Digital Health & Ageing in South Korea.

Listen to The one on South Korea and the future of IDIH by The future of Happy and Healthy Ageing for free [here](#).

We hope you enjoyed this series! Keep being engaged for a "Future where Ageing Actively and Happily" and **find our previous episodes [here](#).**

Figure 1: Website news promoting the publication of podcast #4 and #6

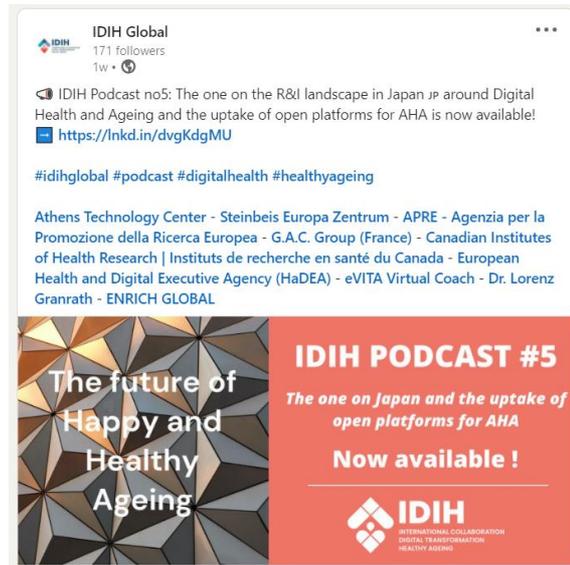
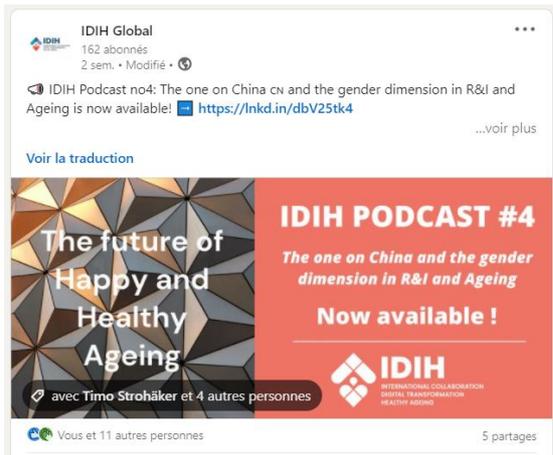


Figure 2: Promotion of a podcast through IDIH social media channels (example)

SENET - Sino-European Health Networking Hub • 1er
Strengthening international research and innovation cooperation between E...
2 sem. •

Do you want to learn more about the Chinese R&I landscape around Digital Health and Ageing?

1 Listen to **IDIH Global** latest podcast in which Dr **Timo Strohäker**, coordinator of the SENET project, participated!

[Voir la traduction](#)

IDIH Global
162 abonnés
2 sem. • •

IDIH Podcast no4: The one on China and the gender dimension in R&I and Ageing is now available! <https://lnkd.in/dbv25tk4>

#idihglobal #podcast #digitalhealth #healthyageing

Athens Technology Center - Steinbeis Europa Zentrum - APRE - Agenzia per la Promozione della Ricerca Europea - G.A.C. Group (France) - Canadian Institutes of Health Research | Instituts de recherche en santé du Canada - IC2PerMed - GATEKEEPER PROJECT - Peggy Maguire - Francesco Giuliani - Timo Strohäker #SENET

[Voir la traduction](#)



avec **Timo Strohäker** et 4 autres personnes

Eva Fadil et 6 autres personnes 1 commentaire

G.A.C. Group
@GAC_Group

Dans le cadre de l'un de nos projets IDIH Global (coopération internationale dans le domaine de santé digitale), nous sommes heureux de vous partager nos podcasts. Cliquez-ci dessous pour en savoir plus :



anchor.fm
The one on Preventive Care and Canada by The future of Happy and Healthy A...
Starting from the findings of the IDIH Expert Group, this episode will first focus on the area of Preventive Care through digital solutions for Active and Healthy ...

2:54 PM · 2 août 2021 · Twitter Web App

Voir l'activité sur Twitter

3 Retweets **4** J'aime

G.A.C. Group (France)
23 658 abonnés
1 sem. •

Les projets Européens **IDIH Global**, **IC2PerMed** et **SENET - Sino-European Health Networking Hub**, au sein desquels G.A.C. Group est partenaire, ont collaborés lors du dernier **#podcast** IDIH. Ce nouvel épisode intitulé "The one on China & ...voir plus



IDIH PODCAST #4
The one on China and the gender dimension in R&I and Ageing
Maintenant disponible !



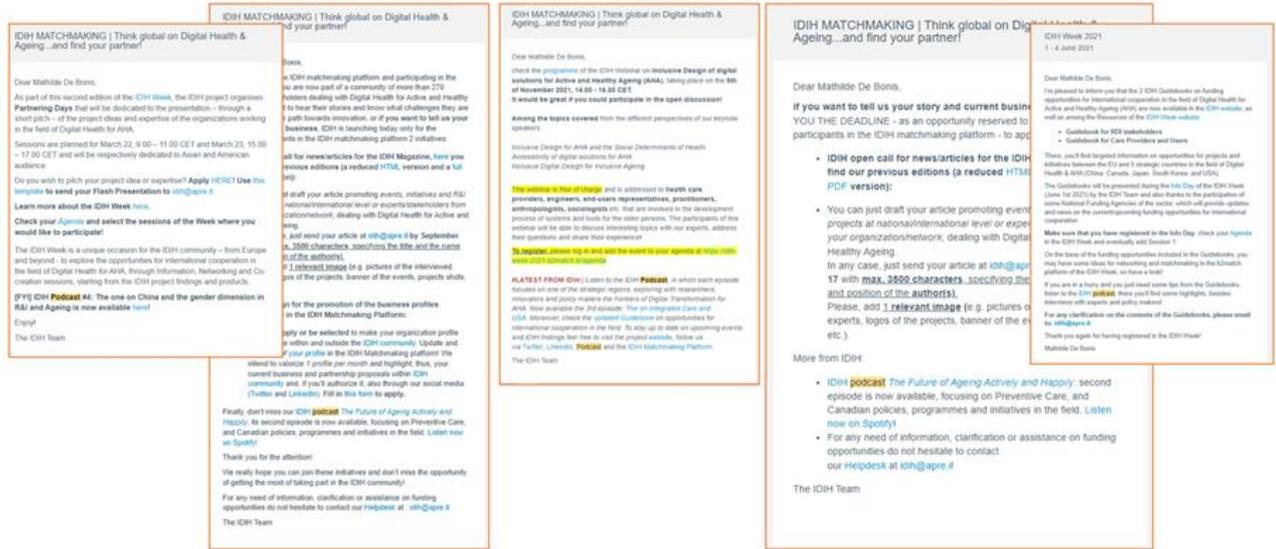

PODCAST #4: The one on China and the gender dimension in R&I and Ageing par The future of Happy and Healthy Ageing (projet IDIH Global)
anchor.fm • Lecture de 1 min

Vous et 14 autres personnes 1 commentaire · 4 partages

J'aime Commenter Partager Envoyer

Figure 3: Examples of further dissemination through partner social media channels

IDIH Podcast | Promotion in the matchmaking platform



<https://health-innovation-community-platform.b2match.io/>

Figure 4: IDIH podcasts' promotion through the long-term matchmaking platform

The podcasts' dissemination has been measured through the monitoring of associated metrics on the podcast channels. As an example, the metrics displayed below include

- an overview of the total plays (Fig. 5),
- an overview showing the number of plays on a timeline (Fig. 6, the peaks representing generally the publication of a new episode),
- a comparison of the total plays of each episode (Fig. 7),
- an overview of the country location of the listeners and statistics on the different podcast channels (Fig. 8),
- the metrics related to gender and age for all podcasts combined (Fig. 9).

The different metrics from the podcast channels are as follows (status 22 April 2022 which excludes the last podcast episode for which the publication was promoted only after this date):

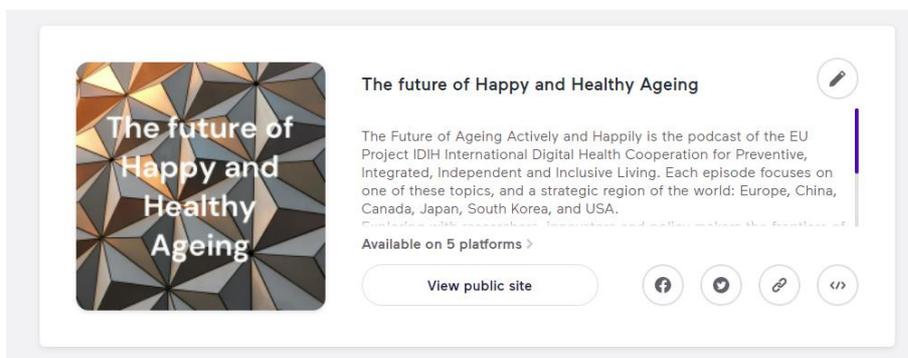


Figure 5: Anchor metrics of total podcast plays (podcast uses)

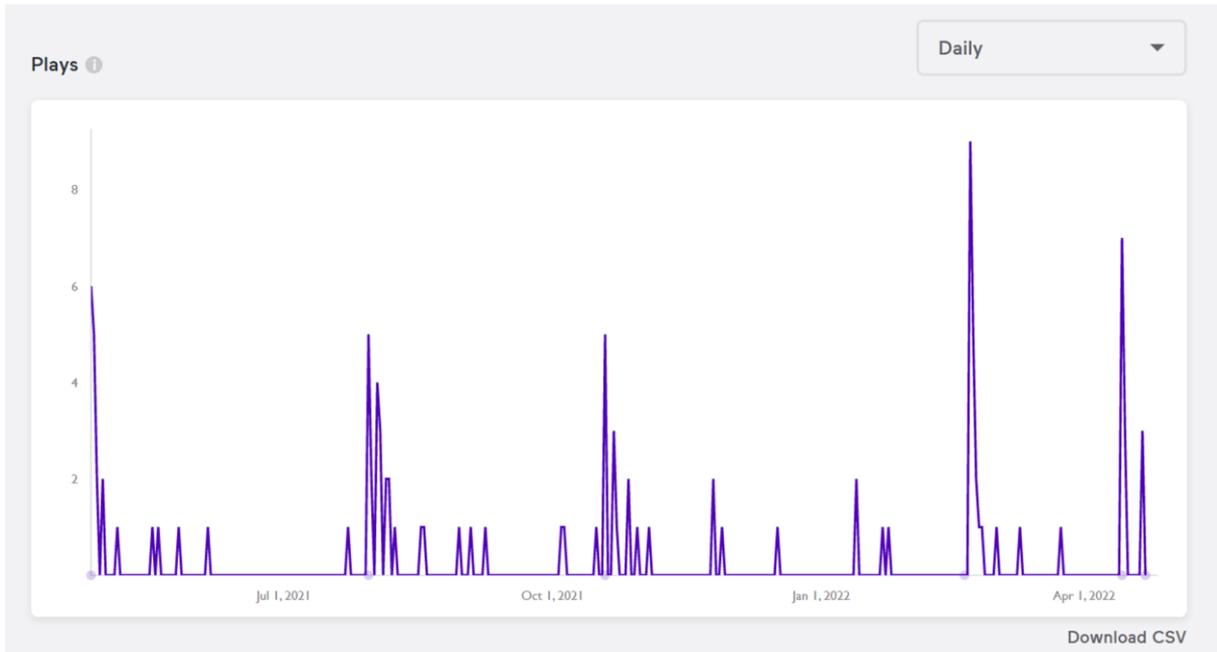


Figure 6: Overview of the podcast plays (uses) over time

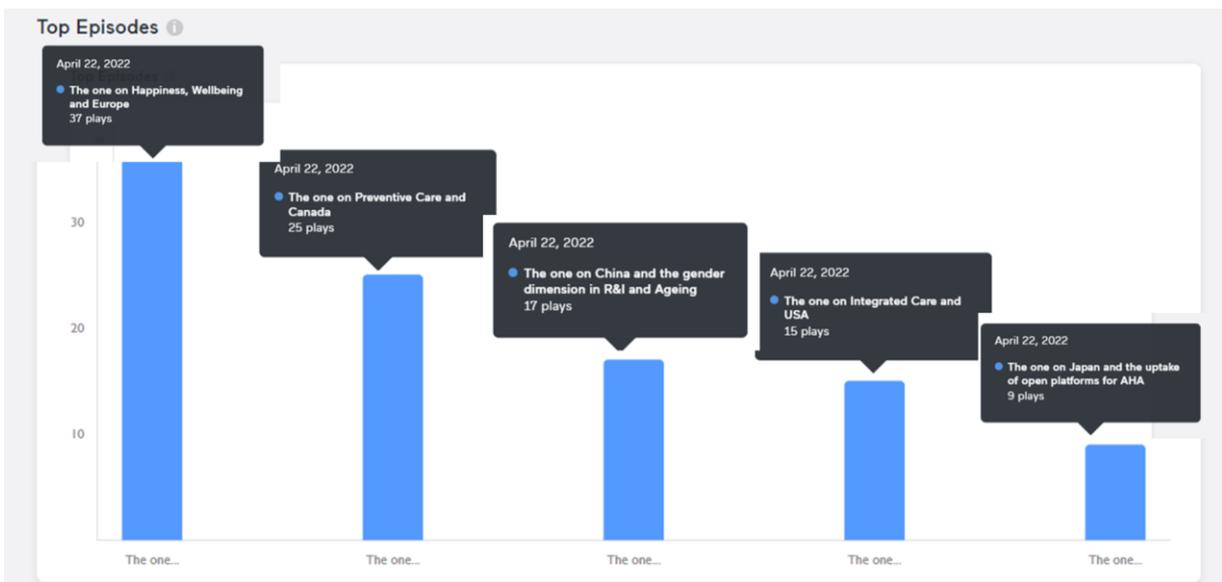


Figure 7: Comparison of metrics of the different podcast episodes

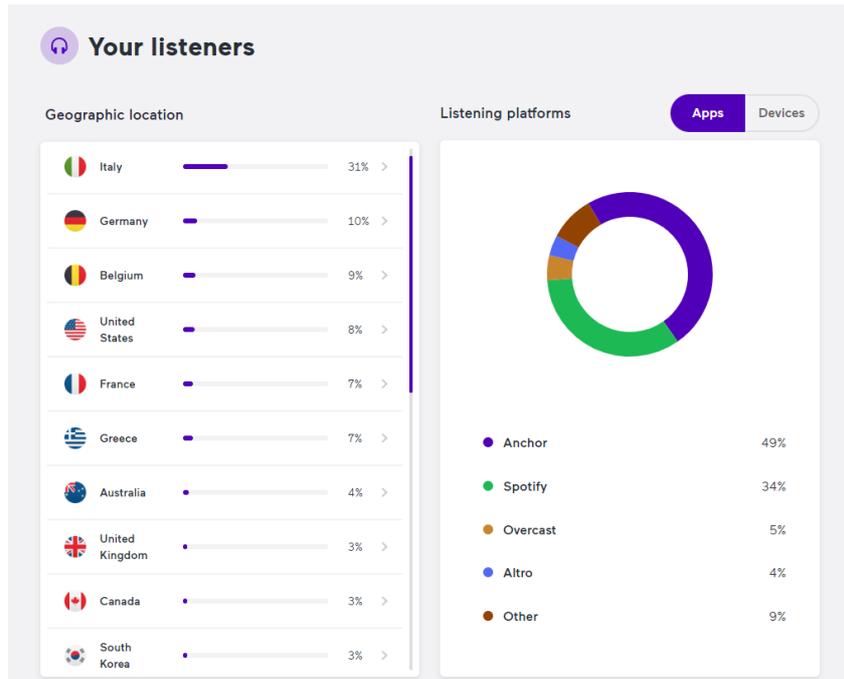


Figure 8: Overview of the country location of the listeners and statistics on the different podcast channels

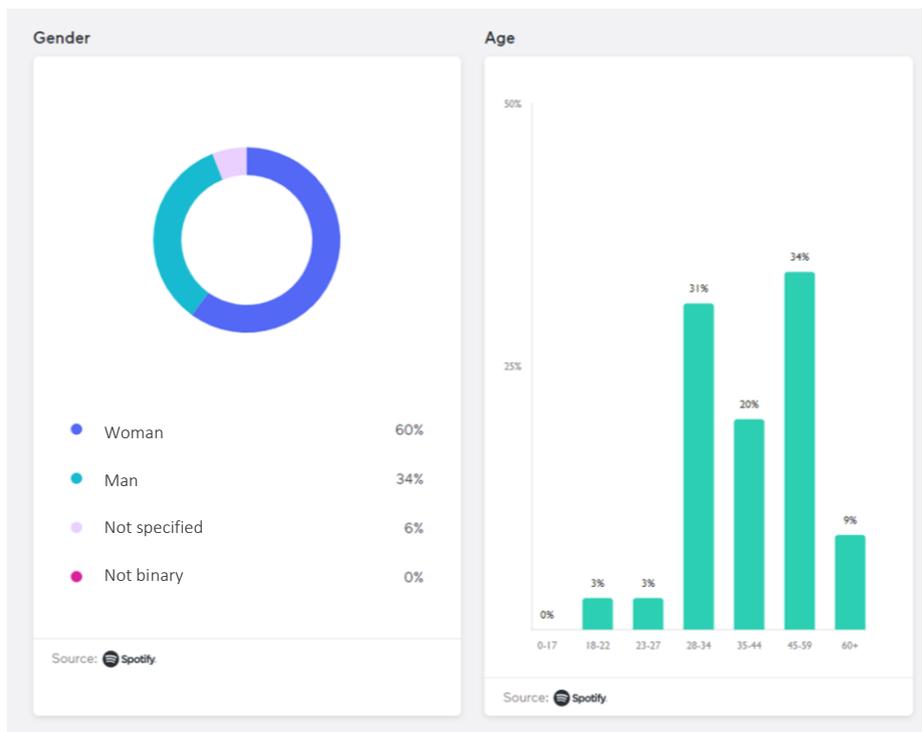


Figure 9: Gender and age metrics (all podcasts) on Spotify

As for any statistics, it should be noted that the metrics should be analysed with care. Not the least due to GDPR obligations they are not overly comprehensive and a certain margin of error is possible, as a podcast might for example be listened by several persons at a time or by another person than the one whose device is used, etc. Numerous application users also do not necessarily register and use a login which specifies them when they use a podcast channel, e.g. Spotify allows free listening without registered account. All these examples show that the metrics displayed should only be seen as a trend which however allows to say that the users (listeners) mostly come from the countries and regions in focus of IDIH with the EU countries representing the largest part, that in terms of age a large majority of users is above 28 and that women seem to be dominant.

The dissemination of the IDIH podcasts, together with other project results, among which certain products related to the “access opportunities”, will be continued after the project end. They will remain available on the project website and will be further promoted in the health RTI community through the sustained expert exchange forum, thanks to the ENRICH GLOBAL association which will implement further activities through its Health Innovation Thematic Group. For further information, do not hesitate to listen to [podcast #6](#).



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