

**Final report on dissemination activities
(including impact measures) and project tools developed**

Publishable Summary

This final report on dissemination activities (including impact measures) and project tools developed provides a compilation of dissemination activities undertaken in the project, and tools produced to support these activities. Evaluation of impact is also included.

The first section of this deliverable focuses on the assessment of the communication strategy described in Deliverable D6.1 (Initial communication Plan, including project branding and policies) and Deliverable D6.5 (Initial Report on dissemination activities and communication strategy update). Communication objectives were analysed as well as the defined target audiences. The second section focuses on important activities conducted during the lifespan of the project including presentations at conferences and scientific publications. Moreover, this section provides a brief summary of how the dementia community was engaged and the collaboration with other initiatives. The third section of this deliverable reports on the communication and dissemination tools. This includes an overview of the website including the most important metrics on website usage. It also gives an overview of other relevant tools and channels such as newsletter, flyer and videos.

Finally, this report assesses the AMYPAD Description of the Action (DoA) featuring an overview of communication requirements, deliverables and responsibilities and describes the sustainability of the communication activities that should result from the AMYPAD project. Overall, we were successful in achieving our objectives and reaching out to the defined target audiences. We managed to implement a wide range of communication and dissemination activities. To illustrate the favorable outcome of our communication plan, success indicators were set to evaluate communication tools and activities conducted during the lifespan of the project.

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