

#### Executive Summary

The present document aims to give an update of the communication tools and activities developed for the EPAD project during its first year of activity. The items herein described were designed in accordance with the EPAD Communication Plan (D6.1) towards the construction of a consistent framework to ensure information is shared with appropriate audiences by the most effective means.

As stated in the Communication plan, the principal objective for the initial stages of the communication strategy was to generate awareness of the project by presenting it in general terms to the predefined target audiences. A first set of tools was developed accordingly, ensuring its adaptability to both the national and international contexts of the different partners in the Consortium. Importantly, a new website was released which is devoted to inform different audiences including the scientific community, companies, people with dementia, families and carers, Alzheimer associations and the general public, about the project's existence, its progress and its achievements.

As the project evolves, we will update the initial communication strategy to better accommodate the needs of the project and its different audiences, as well as the interest generated.

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