

**CARE**

**Safe Private Homes for Elderly Persons**

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## **Project**

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## **Deliverable 6.2**

### **Dissemination Plan**

## **Document**

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## **Authors**

<b>Name</b>	<b>Organization/Unit</b>
Tommi Lunden	EVERON
Martina Böttcher	Sensocube

## **Approval**


	<b>Name</b>	<b>Organization/Unit</b>
Work package Leader	Martina Böttcher	Sensocube
Project Coordinator	A. Nabil Belbachir	AIT

## **Authorization**

	<b>Name</b>	<b>Organization/Unit</b>
Lead NCP	Gerda Geyer	FFG

## **File**

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	<b>Deliverable 6.2</b> <b>Dissemination Plan</b>	<b>Version 1.1</b> <b>Date 2010-10-29</b>
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Date	Version				
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## Document Reviews


The following table gives an overview of all document reviews.

Date	Version reviewed	Remarks, Corrections	Reviewer	New Status
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	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p>Version 1.1 Date 2010-10-29</p>
---	---	--

## Table of Content

1	INTRODUCTION	5
1.1	Purpose of the Document	5
1.2	Document Scope	5
1.3	Partners	5
1.3.1	AIT Austrian Institute of Technology	5
1.3.2	BME Budapest University of Technology and Economics	5
1.3.3	Oy Everon Ab	6
1.3.4	Sensocube GmbH	6
1.3.5	Senioren Wohnpark Weser GmbH	6
1.3.6	Yrjö & Hanna Oy	7
1.4	Definitions, Acronyms and Abbreviations	7
2	CARE DISSEMINATION STRATEGY AND PLANS	9
2.1	Target groups to be addressed	9
2.2	Dissemination Roadmap	10
2.2.1	Year 2009 (6 Months: July – December)	12
2.2.2	Year 2010	12
2.2.3	Year 2011	12
2.2.4	Year 2011 and beyond	13
2.3	Dissemination procedures	13
2.4	Planned Dissemination towards Scientific community	14
2.5	Planned Dissemination towards Industrial community	15
2.6	Planned Dissemination towards Stakeholders	15
3	CARE DISSEMINATION REPORT	17
3.1	Training, education, internal meetings, workshops, demonstrations	17
3.2	Publications	17
3.3	Folders, articles, press conferences, other media:	19
3.3.1	CARE Logo	19
3.3.2	CARE Website	19
3.3.3	CARE Flyer	20

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p>Version 1.1 Date 2010-10-29</p>
---	---	--

3.3.4	CARE Posters	20
3.3.5	Mailing list and newsletter	21
3.3.6	Public Media	21
3.3.7	Social Media	21
3.4	Conferences, Workshops, Exhibitions	21
3.5	Lectures and Courses, Lab Exercises and Students Exchange	23
3.5.1	Lectures and Courses	23
3.5.2	Students' Exchange, Lab Exercises ("Practica")	23
3.5.3	List of Bachelor, Master and Ph.D. Theses	23
4	CONCLUSIONS	24
5	ANNEX	25
5.1	Mailing List	25
5.2	Potential Publications Media	27
5.3	CARE Flyer	30
5.4	CARE Poster	31

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
---	---	---

# 1 INTRODUCTION

## 1.1 *Purpose of the Document*

CARE Consortium is committed to the dissemination of the project results among the collectives who can derive benefits from the experience acquired by the partners during the life of the project. This document presents the details of the strategies and means devised around the CARE project so as to achieve the proper dissemination of the project results.

## 1.2 *Document Scope*

This deliverable describes the CARE project dissemination plan, which will serve as a reference for the dissemination activities to be performed by the project. This plan handles both traditional and electronically supported dissemination activities. It proposes the media to be used, as well as the actions that should be taken throughout the duration of the project. This document will be updated accordingly as the project goes on and the details of the dissemination opportunities and actions materialize and can be better detailed and reported.

## 1.3 *Partners*

This section defines the contribution of each project partner to the document.


### 1.3.1 **AIT Austrian Institute of Technology**

The AIT Austrian Institute of Technology is Austria's largest contract-oriented, non-profit research organization. AIT is the coordinator of the project.

The public exploitation activities carried out by AIT are based on the fact that it is one of the technologically leading organisation and therefore, has a major visibility in this community. The main task within the dissemination plan for Austrian Institute of Technology is to promote the CARE project results at major industrial and scientific conferences worldwide.

### 1.3.2 **BME Budapest University of Technology and Economics**

The Budapest University of Technology and Economics is participating in the public exploitation activities by the means of participating in conferences, workshops and

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
---	---	---

providing project partners and various dissemination channels like the project website and presentation templates.

The BME is planning to take advantage of the generated knowledge by including it in their university teaching activities (especially in master and Ph.D. thesis programmes). A large number of publications are expected from highly motivated students and postgraduates.

Furthermore, since the Ph.D. students carry out the CARE research work, a great source of human capital is created. In addition to that, the results of the research will be presented in conferences and workshops.

The last aspect includes the stimulation of various follow-up projects with industry partners.

### **1.3.3 Oy Everon Ab**

Oy Everon Ab is an experienced finish company in the fields of electronics, telecommunication, radio communication and embedded systems.

EVERON in Finland will support the installation of the CARE system at pilot sites with CARE partners Yrjö & Hanna and Residenz Gruppe Bremen. Everon will also participate in the dissemination of results at trade shows and conferences. At the end of the project Everon will promote and market the CARE system internationally using the pilot sites as premium demonstration facilities.

### **1.3.4 Sensocube GmbH**


The German Sensocube GmbH is also involved in the business exploitation activities. Sensocube will continuously integrate the project achievements on the market.

The company will communicate the project results via press releases, conferences and workshops. Furthermore, regular customer specific events, such as exhibitions and roadshows will be organised, to start an active communication over the results of the project.

### **1.3.5 Senioren Wohnpark Weser GmbH**

The Senioren Wohnpark Weser GmbH is a company belonging to the Residenz Gruppe Bremen, a foundation responsible for elderly care institutions in the area of Bremen, Germany.

The Senioren Wohnpark Weser GmbH will contribute to the public exploitation activities by presenting the project results in publications and journal articles, as well as participating in conferences on the related topic.

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
---	---	---

By intensifying the dissemination activities, the company will pursue to distribute properly the knowledge after the preparation of the testbeds, as well as during the test and evaluation phase. In addition to that, a series of operative meetings will be planned in synchronisation with project work plan progress and achieved goals.

The Senioren Wohnpark Weser GmbH also plans to provide professional support to its customers and aiding them in the practical application of the CARE project results.


### **1.3.6 Yrjö & Hanna Oy**

The Yrjö & Hanna Foundation is a Finnish non-profit, nongovernmental organization, set up and operated with the help of other organizations within the field of social and health care.

Yrjö & Hanna will test the CARE system in-house. The experience gained in the project can be shared with other nursing home operators. Thus Yrjö & Hanna will actively support the dissemination of the results obtained.


## **1.4 Definitions, Acronyms and Abbreviations**

Acronym	Description
AAL	Ambient Assisted Living
AIT	Austrian Institute of Technology
bpa	Federation of private providers of social services (in Germany)
BME	Budapest University of Technology and Economics
CfP	Call for Papers
CVPR	Conference on Computer Vision and Pattern Recognition
DoW	Description of Work
EU	European Union
ICDS	International Conference on Digital Society
IEEE	Institute of Electrical and Electronics Engineers
OEM	Original Equipment Manufacturer
PDF	Portable Document Format
Ph.D.	Doctor of Philosophy

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p>Version 1.1 Date 2010-10-29</p>
---	---	--

R&D	Research and Development
RCEAS	Regional Conference on Embedded and Ambient Systems
SME	Small and Medium Enterprise
T	Task
WP	Work Package



	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
---	---	---

## 2 CARE DISSEMINATION STRATEGY AND PLANS

### *2.1 Target groups to be addressed*

Dissemination work of the CARE project will be aimed at creating a network of interested partners for the further deployment and exploitation of the project results. The expected target audiences of the project are likely to be comprised of three main groups of end-users:

- **Primary:**

Primary end users are the elderly persons, who will use the system CARE in their residential environment.

- **Secondary:**


Secondary end users are persons or organizations being directly in contact with a primary end user.

In this group are the operators of homes for the elderly and other suppliers of services for assisted living. These are public and private suppliers of social and health care services to elderly people (e.g. the Red Cross, Johanniter, Esperi, Mikeva, etc.). This group also includes family members, friends and neighbours of the elderly persons.

- **Tertiary:**

Tertiary end users are institutions and private or public organizations that are not directly in contact with the CARE system, but who somehow contribute in organizing, paying or enabling them. Common to these is that their benefit from CARE comes from increased efficiency and effectiveness which result in saving expenses or by not having to increase expenses in the mid and long term.

There are a number of interesting partners, e.g. stakeholders (ministries, administrations, geriatric experts and students...); civil organizations (associations, charity, roof organization (e.g. bpa - Association of private providers of social services e. V. - in Germany)); non-profit foundations; Health Authorities and Social Service Departments: Social and health care professionals, as well as healthcare insurers, Insurance, Consulting companies, Constructors of homes for the elderly, etc..

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
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## 2.2 Dissemination Roadmap

The objective of the Dissemination Roadmap is to identify and plan the activities which comprise Education, Training, Dissemination and Outreach for the 30 months of the Project life. Project results develop according to plans over time. As long as results are more generic and concept / target oriented, the primary goal to be achieved is public awareness. Towards the end of the project and beyond, the focus is becoming more and more industrial exploitation oriented.

The stage of the project defines the goals, means and materials to be used for dissemination. The following list includes most of the planned dissemination activities which will be carried out in the framework of WP6 (Dissemination and Exploitation).

Table 2-1 Dissemination Roadmap


<b>TABLE DISSEMINATION EVENTS</b>					
<b>Date</b>	<b>Venue</b>	<b>Description</b>	<b>Nature* of CARE dissemination</b>	<b>Countries addressed**</b>	<b>Partner involved</b>
01/2009	Berlin, Germany	AAL-Kongress 2009	CARE Project presentation	European	AIT, Sensocube
01/2010	Berlin, Germany	AAL-Kongress 2010	Project presentation	European	CARE
05/2010	Lathi, Finland	TerveSOS	CARE Information	European	Everon
05/2010	Paris, France	Hopital Expo Intermedica 2010	CARE Information	European	Sensocube
06/2010	USA	CVPR2010	Publication	International	AIT
06/2010	Europe	AAL Europe, AAL Germany, Med-e-Tel		European	CARE
07/2010	Europe	E-mail Newsletter	CARE Information, Current project status	Mailing list	CARE
09/2010	Shanghai China	Expo 2010	CARE Information	International	Everon
09/2010	Tampere, Finland	Hyvä Ikä 2010	CARE Information	European	Everon
09/2010	Odense, Denmark	AAL Forum 2010	CARE Information, Flyers, Posters	European	AIT
10/2010	Düsseldorf, Germany	Rehacare Düsseldorf 2010	Exhibition, Flyers, Posters	European	CARE

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
---	---	---

10/2010	Europe	eVITA	CARE Information, Flyers, Posters	European	BME
11/2010	Europe	E-mail Newsletter	CARE Information, Current project status	Mailing list	CARE
01/2011	Bremen, Germany	Report on the radio	CARE information, Project presentation	Germany	Sensocube Weser
01/2011	Berlin, Germany	AAL-Kongress 2011	Project presentation, Publication, Exhibition	European	CARE
02/2011	Europe	E-mail Newsletter	CARE Information, Current project status	Mailing list	CARE
05/2011	Europe	E-mail Newsletter	CARE Information, Current project status	Mailing list	CARE
06/2011	USA	CVPR2011	Publication	International	AIT
06/2011	Bremen, Germany	Demonstration of the test installation	Video film	European	Sensocube Weser
06/2010	Europe	AAL Europe, AAL Germany, eVITA, RCEAS, World health care	Exhibition	European	CARE
09/2011		AAL Forum 2011	CARE Information, Flyers, Posters, Exhibition	European	AIT
09/2011	Europe	E-mail Newsletter	CARE Information, Current project status	Mailing list	CARE
09/2011	Europe	ICDS2011	Publication	European	CARE
10/2011	USA	Continua summit		International	AIT
12/2011	Europe	E-mail Newsletter	CARE Information, Current project status	Mailing list	CARE
11/2011	Europe	Med-e-Tel, Vision2011	Presentation	European	CARE

\* Leaflet, presentation, poster, publication

\*\* National, European, International

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
---	---	---

### **2.2.1 Year 2009 (6 Months: July – December)**

Concepts, state-of-the-art information and goals to be achieved are available at the beginning. Therefore, the first steps are directed towards the general and interested public.

- Kick-Off-Meeting and Establishing the CARE team – Vienna, July 2009
- 2<sup>nd</sup> Consortium-Meeting – Turku, October 2009
- Flyers, posters, project logo and informative material (presentations) to be designed and distributed to partners for further dissemination at appropriate events – October - December 2009
- Creation of public web site, start of a continuous maintenance process for public web site: [www.care-aal.eu](http://www.care-aal.eu) – July - December 2009
- Creation of joint project repository (wiki) for all partners (in CARE with access for project officer and reviewers as well) in a protected area – July 2009
- Dissemination Questionnaire prepared and distributed among the CARE contact persons – October - December 2009
- WP4 (Computer Vision) Meetings – Budapest, September and November 2009
- Dissemination Roadmap WP6 – October - December 2009

### **2.2.2 Year 2010**


Requirements, specifications and initial designs are completed; detailed design and development are under way. First results will be available, scientific and technical papers or articles will be submitted and presented in a more focused manner (more focused target audience). Dissemination material will be more specific with respect to sensors and applications (e.g. addressing OEMs, exploitation in mind).

The resulting solution will get a name.

Dissemination becomes more active as the project will be presented at events, exhibitions, seminars and congresses according to the dissemination roadmap. Leaflets and project posters will be updated and distributed. Web links will be placed on the pages of partners, stakeholders and others with a direct interest in the project.

### **2.2.3 Year 2011**

The focus will be more towards implementation, exploitation and standardization (if feasible). The planning phase shall develop into actual system installations and live testing, which takes place first with the end users of the “Senioren Wohnpark Weser” and “Yrjö ja Hanna”. The aim of the dissemination shall be to inform of the true savings and efficiency improvements provided by the CARE system. The results of

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
---	---	---

the system must therefore be carefully analysed and documented to guarantee the correctness of obtained results.

With the successful test installations in place and with the results documented and functional, the dissemination of the results shall begin. This includes press releases and naturally stakeholders, project partners and connected entities in addition to media will be able to view the system live at the pilot sites.

Furthermore, a professional video about CARE will be shot during the live trials. The video offers each partner the ability to present the function of the system to customers, reference groups and end users internationally.

Towards the end of the project, a CARE workshop is planned presenting the results with the demonstrators in the public and for selected audiences. The project shall endeavour efforts to attract the attention of media (press, TV, radio) and social media (Facebook, blogs of health care professionals etc) to gain awareness also among the general public.

## **2.2.4 Year 2011 and beyond**

The exploitation plans will be executed as far as possible by industrial and research partners to create and maintain momentum and impact. Dissemination will continue exploiting results for academic as well as industrial purposes (and standardization as well if feasible) to support exploitation and keep the momentum and public awareness.

## **2.3 Dissemination procedures**


The leaflets will be distributed on several occasions and will be updated until the content is accepted to reflect the expected results. Content that has already been publicly released by the responsible task leader or the coordinator may be used as further dissemination material by all partners.

For any new contents and research and development results the partners involved and the coordinator have to agree to which extent it may be disseminated and at what point of time. This has to be done according to the procedures agreed and has to be monitored by the coordinator.

Any publication or presentation referring to or making use of CARE processes and results has to include an acknowledgement.

Any dissemination activity shall be reported in the plan for the use and dissemination of foreground, including sufficient details/references to enable the Commission to trace the activity (in our case the minimum information has to be provided as in Table 3-1 of this report (identical to the table in the periodic progress report).

With regard to scientific publications relating to foreground published before or after the final report, such details/references and an abstract of the publication must be

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
---	---	---

provided to the Commission at the latest two months following publication. Furthermore, an electronic copy of the published version or the final manuscript accepted for publication shall also be provided to the Commission at the same time.

Since comprehensive reporting and planning of dissemination by the task leader of T6.1 (CARE) can only be performed if the partners provide the relevant information as soon as possible (preferable via email, using the tables as well as explanatory text), partners should send their reports on activities and plans as well as proposals for joint activities to the task leader of Task 6.1, Tommi Lundén.

The CARE results will be exploited and disseminated inside and outside the consortium. The consortium is already composed of representatives from the academic world, research institutes, SMEs and companies and nursing home operators. By having partners with the relevant knowledge in the medical field and from different types of organizations and countries, there is an opportunity open to use to a maximal extent the channels for dissemination of the project results. The aim is to ensure maximum use of the project results by addressing companies, research institutes, research policy makers, business decision makers, etc. In order to achieve these goals the project must attract the necessary attention, interest of different potential users and serve as a reference point.


The following communities and stakeholder groups summarizes the main data about different types of organizations that the project Consortium has considered may be potential users of the CARE space due to their probable interest in the project results and the interest in their collaboration.

## ***2.4 Planned Dissemination towards Scientific community***

Publications in international scientific journals and prestigious conferences will be carried out by participating researchers. The scientific dissemination activity monitors academic research activities and collaborates with the research community on the topics covered by the CARE project. The research partners will (co-) organize and participate in national and international academic events.

This task will be carried out through:

- Professional networks established by the project partners,
- Presentation of papers at peer-reviewed international and national conferences,
- Publications in peer-reviewed academic journals and magazines, in both paper and electronic formats.

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
---	---	---

## ***2.5 Planned Dissemination towards Industrial community***

This task will identify sustainable models for business and use, and pave the way for widespread use in care institutions and commercial exploitation by industrial partners of CARE.

Critical success factors in the business domain will be analyzed:

- Complexity and sustainability of business models - single-actor vs. networked business,
- Identification of a suitable consortium of exploiting actors, being able to provide the necessary resource to achieve wide customer reach, and an acceptable quality of service delivery,
- Non-obtrusive customer retention.


The CARE system as a whole as well as its individual components may be licensed to an industrial company. Its modular and open architecture makes it easy to integrate it in building management systems and general assistive environments. Therefore it can be marketed either as a stand-alone product as well as an add-on or as option for already existing systems. The issues involving licensing, ownership and related processes has been defined in the CARE Consortium Agreement.

## ***2.6 Planned Dissemination towards Stakeholders***

CARE should be used in nursing facilities for fall detection. Stakeholders have different demands and pursue separate interests. To meet these various expressed interests in order to balance it, or to influence, the risk screening and risk management with the interests of stakeholders should be coordinated. The typical stakeholders within care are shown by the following illustration:

Table 2-2 Stakeholders in the care


Internal Stakeholders	External Stakeholders
<ul style="list-style-type: none"> <li>• Leadership / Management</li> <li>• Supervisory / Management Boards</li> <li>• Works council</li> <li>• Advisory Board of the nursing home</li> <li>• Leadership of nursing staff</li> <li>• Staff</li> <li>• Residents</li> </ul>	<ul style="list-style-type: none"> <li>• Courts</li> <li>• Supervision of nursing homes</li> <li>• Supervision of the health insurance</li> <li>• Health insurance, etc.</li> <li>• Relatives</li> <li>• Doctors</li> <li>• Media</li> </ul>

	<p>Deliverable <b>6.2</b></p> <p>Dissemination Plan</p>	<p>Version 1.1</p> <p>Date 2010-10-29</p>
---	---	---

The wishes and demands of internal stakeholders within care (management, staff, residents) are collected through interviews and questionnaires. At the same time during the test phase an ethics committee will evaluate the analysis options of the fall detection of CARE in relation to ethics. Thus it is ensured that the privacy of residents is not violated.

To introduce the CARE system on the market successfully, not only internal stakeholders have to be convinced. It also requires special support from external stakeholders. Through personal interviews, presentations and live demonstrations of the CARE system they should be convinced of the benefits.



	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
---	---	---

### **3 CARE DISSEMINATION REPORT**

The CARE Dissemination Reports are structuring in the following manner (subchapters):

- Training, education, internal meetings/workshops/demonstrations
- Publications
- Conferences, workshops, presentations
- Exhibitions, fairs
- Folders, articles, press conference, other media
- Lectures, Lab exercises using/addressing CARE objectives/results
- Annexes: Workshop programs, announcements, CfP, copy of flyers, text of press releases etc.

#### ***3.1 Training, education, internal meetings, workshops, demonstrations***

The following general internal Management meetings and workshops were organized:


- **2009-07-21/22**, Kick-off Meeting, Vienna (Austria)
- **2009-10-20/21**, 2<sup>nd</sup> Consortium Meeting, Turku (Finland)
- **2010-01-28**, 3<sup>rd</sup> Consortium Meeting, Berlin (Germany)
- **2010-05-17**, 4<sup>th</sup> Consortium Meeting, Budapest (Hungary)

Dedicated technical meetings:

- **2009-09-04**, WP4 Kick-Off Meeting, Budapest (Hungary)
- **2009-11-10**, WP4 Meeting, Budapest, (Hungary)

#### ***3.2 Publications***

Advance research results will be published by the consortium teams in leading international journals such as the IEEE transactions and conference proceedings. Special issues will be organized in high quality international / European journals such


	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
---	---	---

as IEEE on the results of the project achievements and activities. In the same aspect, special sessions in international conferences will be organized concerning the research issues of CARE.

Publications are planned in the annexed journals, magazines and Internet portals.

Papers and publications related to the CARE project:

- **2009-08-17**, Senioren Wohnpark Weser GmbH: “Senioren Wohnpark Weser beteiligt sich an EU-Projekt – Sensoren sollen Stürze erkennen” (<http://www.residenz-gruppe.de/wohnpark/aktuelles.php?id=59>)
- **2009-10-01**, Die Presse: “AAL-Forum: Technik soll Älteren das Leben erleichtern” (<http://diepresse.com/home/techscience/hightech/512307/index.do?from=suche.intern.portal>)
- **2009-12-01**, momentum – Das Magazin der Residenz-Gruppe Bremen: “Senioren Wohnpark Weser beteiligt sich an neuem EU-Projekt” (<http://www.residenz-gruppe.de/download.php?file=45>)
- **2009-12-11**, Die Presse: “Universal Design: Intelligente Produkte sollen älteren Menschen den Alltag erleichtern” (<http://diepresse.com/home/wirtschaft/economist/527784/index.do>)
- **2009/4**, Horváth Ádám, Laufer László (Munkavédelem és Biztonságtechnika 2009/4, pp. 37-43.): “Informatikai támogató technológiák biztonsági vonatkozásai” (<http://care-aal.eu/hu/node/75>)
- **2010-02-12**, openPR: “Ein sicheres Zuhause für Senioren: CARE – Safe Private Homes for Elderly Persons” (<http://www.openpr.de/news/397341.html>)
- **2010-08**, Der Markt in Mitteldeutschland, Zeitschrift der IHK Magdeburg: “CARE – Ein sicheres Zuhause für Senioren” ([http://www.magdeburg.ihk24.de/share/08\\_2010/index.html](http://www.magdeburg.ihk24.de/share/08_2010/index.html), page: 21)
- **2010-08**, e&i Journal: “Ambient Assisted Living for ageing well – an overview” <http://www.springerlink.com/content/p165r5724r16/>
- **2010-08**, e&i Journal: “Biologically-inspired stereo vision for elderly safety at home” <http://www.springerlink.com/content/p165r5724r16/>
- **2010-08**, e&i Journal: “Possible techniques and issues in fall detection using asynchronous temporal-contrast sensors” <http://www.springerlink.com/content/p165r5724r16/>

	<p>Deliverable <b>6.2</b> Dissemination Plan</p>	<p>Version 1.1 Date 2010-10-29</p>
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### ***3.3 Folders, articles, press conferences, other media:***

#### **3.3.1 CARE Logo**

The CARE logo was decided upon at the kick-off meeting. The logo shows an eye, a reference to the technology of the sensor used, since it is based on the principle of the human eye. The text describes briefly and precisely the environment that is used in this technology. The CARE logo shall be used in all external material and all relevant internal material. The changes to logo, its use and other related matters shall be agreed mutually by partners.

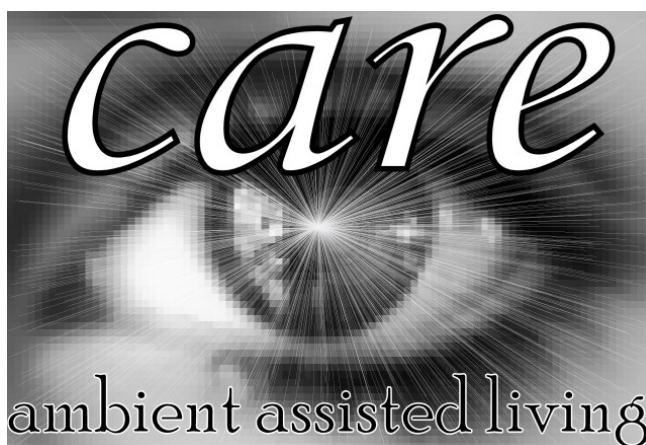



Fig. 3-1: CARE LOGO

#### **3.3.2 CARE Website**

The Internet offers a wide range of possibilities for the dissemination of CARE project. For this reason, a project website will be developed and maintained for the duration of the project. This section introduces the future structure and capabilities of the CARE website, and summarizes its design requirements in terms of objectives, structure, usage, access criteria and maintenance. The website is available at the URL <http://www.care-aal.eu>

The project website is expected to be the prime source of information for external parties interested in the work carried out by the CARE Consortium. As such, the website will be able to contain a number of types of information that could be of potential interest for external observers.

**Present the project to the public:** The project website is expected to be the main source of information for external parties that are interested in the work done in CARE Consortium. The website will be a continuous promotional window on both the project itself, and its results, for the growing population of Internet surfers. As an information channel for the promotion of the project, the website will assist partners in

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
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their dissemination activities, by providing upgraded information on project status, as well as reference documents and complementary material. The website will also aim to attract the interest of authorities, healthcare professionals, private healthcare providers, insurance companies and citizens. It will include topics on project development as well as official documents (deliverables, questionnaires, etc.).

**Serve as team-room tool for project management:** The website <http://www.care-aal.eu> will also serve to coordinate the participants' activities, giving them direct access to a "working room" to make use of and/or exchange private documents (released and/or in progress). Moreover, the website will provide a set of tools to facilitate the project partners' activities. Such information will be available in a website private area.

### 3.3.3 CARE Flyer


The CARE flyer is a folder. It contains a title page, a page with all partners' logos and a page with the name and address of the coordinator and EC project officer (see Annex 5.3).

A preliminary leaflet will be designed, aimed at a wide dissemination of the project. The original flyer text will be initially produced and agreed among partners in English. The text will later be translated to the Consortium national languages. This initial brochure will be used as a handout at fairs and other events. It is also suggested to develop a series of brochures for the flow of every service to be implemented, so as to promote them to final users. The brochures are to be distributed by each partner in order to provide a common view of the project at any workshop, conference or meeting where they can present CARE project.

Flyer will be updated regularly as the project develops and there will be more and better material to share (pictures, functionality etc). The new content will be reviewed by Partners before release. An English printed version and a PDF-version will be distributed to Partners for their external and internal use.

### 3.3.4 CARE Posters

For exhibitions such as the AAL-congresses or for presentation as a poster at conferences, two posters are designed, containing in principle the flyer information in compact form. Printed flyer versions in A4 format is used as an advertisement-sheet. The posters will be updated and adapted as needed for different public events. An English printed version and a PDF-version will be distributed to Partners for their external and internal use.

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
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### **3.3.5 Mailing list and newsletter**

The newsletter's mission is to inform about news and events, as well as the progress of the CARE project. The CARE Newsletter will be available and distributed by the following mechanisms:

- by e-mail to a CARE project distribution list that would include the target audiences,
- by uploading to the CARE project website public area a newsletter (PDF version) that is available and freely downloadable.

As indicated above, a mailing list will also be defined including all of the CARE project partners, so as to seamlessly distribute the dissemination information.

The Mailing list can be found in the appendix.

Sent newsletters (<http://care-aal.eu/en/downloads>):

- Issue **2010-09**

### **3.3.6 Public Media**


Project partners will seek exposure in the General Media to promote CARE and their related activities. This includes PR-activities like press releases, interviews in Printed media, Web-publications, local and national TV and Radio.

### **3.3.7 Social Media**

The project shall design a web utility group and start the dissemination of the project at the stage when prototypes are first installed at the pilot sites. The implementation of the national languages needs to be studied by the coordinator and the uploading of information delegated between the coordinator and WP leader. The planned launch will have to be at the end of 2010 or early 2011.

## **3.4 Conferences, Workshops, Exhibitions**


All of the project partners will gather relevant information from their specific activities and participate in the dissemination of project results through their contribution to workshops, conferences, technical journals and other publications. These events constitute the most traditional way to present results of R&D projects, and can be used to discuss results and possible future developments.

	<p align="center"><b>Deliverable 6.2</b> <b>Dissemination Plan</b></p>	<p align="center">Version 1.1 Date 2010-10-29</p>
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The CARE Consortium may aim to disseminate free acquired knowledge about the project in a number of technical and scientific conferences, workshops and/or exhibitions. To achieve this, each partner may carry out different presentations of CARE project for internal and/or external audiences.

Table 3-1 Past Dissemination Activities

<b>TABLE PAST EVENTS WITH CARE PARTNERS' PARTICIPATION</b>					
<b>Date</b>	<b>Venue</b>	<b>Description</b>	<b>Nature* of CARE dissemination</b>	<b>Countries addressed**</b>	<b>Partner involved</b>
01/2009	Berlin, Germany	AAL-Kongress 2009	CARE Project presentation	European	AIT, Sensocube
01/2010	Berlin, Germany	AAL-Kongress 2010	CARE Project presentation	European	AIT, Sensocube
05/2010	Paris, France	Inter Medica 2010	CARE Information	European	Sensocube
05/2010	Lathi, Finland	TerveSOS 2010	CARE Information, Exhibition	European	Everon
09/2010	Budapest, Hungary	eVita Forum	Presentation, Poster	Hungary	BME
09/2010	Budapest, Hungary	31 <sup>st</sup> Joint Seminar of HKTCC (Hungarian Korean Technical Cooperation Center Foundation)	Presentation	Hungary, Korea	BME
09/2010	Budapest, Hungary	Researchers Night	Presentation, Demonstration	Hungary	BME
09/2010	Odense, Denmark	AAL Forum 2010 Odense	Information, Exhibition	European	Sensocube
09/2010	Vienna, Austria	Viennese research festivity 2010	Exhibition	Austria	AIT
09/2010	Brussels, Belgium	EU ICT 2010	Exhibition	European	AIT

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p>Version 1.1 Date 2010-10-29</p>
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### ***3.5 Lectures and Courses, Lab Exercises and Students Exchange***

#### **3.5.1 Lectures and Courses**

CARE content is supposed to be used in lectures and courses. This requires first results of the development phase, i.e. not viable before end of year 2010.


#### **3.5.2 Students' Exchange, Lab Exercises ("Practica")**

Students' exchange and lab exercises are another means to disseminate and exploit CARE results and are considered by participating academic.

#### **3.5.3 List of Bachelor, Master and Ph.D. Theses**

Academic partners (and may be hosting industrial partners) will offer CARE related topics for Bachelor, Master or Ph.D. theses and report during the project.

At the BME three students as part of the CARE project will write their master thesis. At AIT one student will realize his master thesis.


	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p>Version 1.1 Date 2010-10-29</p>
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## 4 CONCLUSIONS

This document describes the planned efforts within CARE dissemination activities. Coordination of these activities will be done by the SensoCube and AIT but the support of the remaining Partners is needed to help in fulfilling this plan.

A detailed refinement of the next steps of the plan will be performed in Q3 of year 2010.



	<b>Deliverable 6.2</b> <b>Dissemination Plan</b>	<b>Version 1.1</b> <b>Date 2010-10-29</b>
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## 5 ANNEX

### 5.1 Mailing List


Last name	First name	Mx	Dr	Position	Workplace	Acronym	E-mail
Alföldi	István	Mr		Executive Director	John von Neumann Computer Society	NJSZT	istvan.alfoldi@njszt.hu
Banai	Jolán	Ms		President	Hungarian Homecare and Hospice Association	MOHE	banaiestarsa.kft@chello.hu
Bognár	Attila	Mr		Project Manager	GE Hungary Healthcare Division	GE Healthcare	attila.bognar@med.ge.com
Butsi	Zoltán	Mr		Lead Manager	Health Information R&D Centre, University of Pannonia	PE EIKFK	zoltan.butsi@fibermail.hu
Deutsch	Tibor	Mr	Dr	Vice Dean	Semmelweis University, Faculty for Health Sciences	SE ETK	deutib@se-etk.hu
Dévai	Endre	Mr		President	Association of the Hungarian Medical Device Manufacturers	MMGYSZE	devai.endre@innomed.hu
Dózsa	Csaba	Mr		Director	MedEcon Ltd.	MedEcon	csaba.dozsa@invitel.hu
Falus	Ferenc	Mr	Dr	President	National Public Health and Medical Officer Service	ÁNTSZ	ffalus@t-online.hu
Fidrich	Márta	Ms	Dr	Technological Development Manager	GE Hungary Healthcare Division	GE Healthcare	marta.fidrich@med.ge.com
Fogarassy	Károly	Mr	Dr	WG Member	IVSZ e-Health Working Group	IVSZ e-Health	fogarassy.karoly@whs-egeszsegtar.hu
Gacsal	József	Mr		Director	Intel Hungary	Intel	jozsef.gacsal@intel.com
Gyimóthy	Tibor	Mr	Dr	Head of Department	Dept. of Software Engineering, University of Szeged	SZTE SZFT	gyimi@inf.u-szeged.hu
Hajtó	János	Mr	Dr	General Director	Bay Zoltán Foundation for Applied Research	BZAKA IKTI	jhajto@bzaka.hu
Jancsó	László	Mr		Project Manager	Health Consulting Ltd.	ESZM	jancso@esz.m.hu
Kincses	Gyula	Mr	Dr	General Director	National Institute for Strategic Health Research	ESKI	kincses.gyula@eski.hu
Kozmann	György	Mr	Dr	Director	Health Information R&D Centre, University of Pannonia	PE EIKFK	kozmann2@freemail.hu
Kubu	Pavel	Mr		Digital Health Specialist	Intel Corporation	Intel	pavel.kubu@intel.com
Kutor	László	Mr	Dr	Assoc. Professor	Budapest Polytechnic, John von Neumann School of Informatics	BMF NIK	kutor.laszlo@nik.bmf.hu
Lacza	Zsombor	Mr	Dr	Director	Semmelweis Innovation Centre, Semmelweis University	SE SIK	lacza.zsombor@semmelweisinnovation.s.com
Lukács	Lajos			President	IVSZ e-Health Working Group	IVSZ e-Health	lajos.lukacs@dss.hu
Magyar	Gábor	Mr	Dr	Director	Budapesti Műszaki Egyetem	BME	magyar@tmit.bme.hu
Megyesi	Csaba	Mr		Senior Researcher	Bay Zoltán Foundation for Applied Research	BZAKA IKTI	megyesi@ikti.hu
Meleg	László			Director	Meditech Ltd..	Meditech	meleg@meditech.hu
Minárovits	János			President	Albacomp Co.	Albacomp	jminarovits@albacomp.hu



## Deliverable 6.2 Dissemination Plan

Version 1.1  
Date 2010-10-29

Németh	Mónika	Ms		Head of Department	Hungarian Telekom		nemeth.monika1@telekom.hu
Péceli	Gábor	Mr	Dr	Rector	Budapest University of Technology and Economics	BME	peceli@mit.bme.hu
Pörzse	Gábor	Mr	Dr	Director	Semmelweis University	SE	porzse@rehiv.sote.hu
Surján	György	Mr	Dr	Director	National Institute for Strategic Health Research	ESKI	surjan.gyorgy@eski.hu
Takács	Barnabás	Mr	Dr	Vice President	BME EIT Virtual Reality Laboratory	BME EIT VVL	btakacs@digitalcustom.com
Takács	Tamás	Mr		Director	Body Guard Ltd.		info@bgh.hu
Várkonyi	Attila	Mr		President	National Research and Technology Council	NKTH KUTIT	attila.varkonyi@t-online.hu
Vass	Ilona	Ms	Dr	Vice President	National Office for Research and Technology	NKTH	ilona.vass@nkth.gov.hu
Waschiczek	Peter	Mr	Dr		Federal Ministry of health	BMGFJ	<a href="mailto:peter.waschiczek@bmgfj.gv.at">peter.waschiczek@bmgfj.gv.at</a>
Geyer	Gerda	Ms	Dr		The Austrian Research Promotion Agency	FFG	<a href="mailto:gerda.geyer@ffg.at">gerda.geyer@ffg.at</a>
Geven	Arjan	Mr	MSc		Center for Usability & Research Engineering	CURE	<a href="mailto:geven@cure.at">geven@cure.at</a>
Jakisch	Gerhard	Mr	Mag. Dr		Vienna City Administration	MA-Wien	<a href="mailto:gerhard.jakisch@wien.gv.at">gerhard.jakisch@wien.gv.at</a>
Jirik	Christian Thomas	Mr	Dr		Interior Ministry	BM.I	<a href="mailto:christian.jirik@voewa.at">christian.jirik@voewa.at</a>
Mühlvenzl	Eugen	Mr			Austrian Computer Society	OCG	<a href="mailto:mv@ocg.at">mv@ocg.at</a>
Kuhn	Alexandra	Ms	Dipl.-Ing.		Federal Ministry of Transport, Innovation and Technology	BMVIT	<a href="mailto:alexandra.kuhn@bmvit.gv.at">alexandra.kuhn@bmvit.gv.at</a>
Goldenits	Walter	Mr			Telekom Austria	TA	<a href="mailto:walter.goldenits@telekom.at">walter.goldenits@telekom.at</a>
Pfeffer	Nina	Ms	Mag		Hauptverband der österreichischen Sozialversicherungsträger	SOZVERS	<a href="mailto:nina.pfeffer@hvb.sozvers.at">nina.pfeffer@hvb.sozvers.at</a>
Wiesmüller	Michael	Mr	Mag		Federal Ministry of Transport, Innovation and Technology	BMVIT	<a href="mailto:michael.wiesmueller@bmvit.gv.at">michael.wiesmueller@bmvit.gv.at</a>
Graumann	Gabriele	Ms	Mag.a		Kuratorium Wiener Pensionisten-Wohnhäuser	KWP	<a href="mailto:gabriele.graumann@kwp.at">gabriele.graumann@kwp.at</a>
Strasser	Reinhold	Mr	Dipl.-Ing.		Kongregation der Barmherzigen Schwestern	BHS	<a href="mailto:Reinhold.Strasser@BHS.AT">Reinhold.Strasser@BHS.AT</a>
Frey	Christoph	Mr		Official Advisor care	BARMER GEK Hauptverwaltung		<a href="mailto:Christoph.Frey@barmer-gek.de">Christoph.Frey@barmer-gek.de</a>
Worel	Heike	Ms			InnoMed e.V. Netzwerk für Neuromedizintechnik		<a href="mailto:worel@innomed-magdeburg.de">worel@innomed-magdeburg.de</a>
Spellerberg	Annette	Ms	Prof. Dr.		TU Kaiserslautern, Lehrgebiet Stadtsoziologie		<a href="mailto:spellerb@hrk.uni-kl.de">spellerb@hrk.uni-kl.de</a>
Otto	Ulrich	Mr	Prof. Dr. habil.		FHS St. Gallen, Kompetenzzentrum Generationen (CCG)		<a href="mailto:ulrich.otto@fhsg.ch">ulrich.otto@fhsg.ch</a>
Schwager	Christiane	Ms			Skdemographic Köln		<a href="mailto:schwager@skdemographic.com">schwager@skdemographic.com</a>
Gutzeit	Axel	Mr			Goodtime Development GmbH		<a href="mailto:gutzeit@goodtimearchitecture.de">gutzeit@goodtimearchitecture.de</a>
Renaud	Dagmar	Ms	Dr.		HS für Technik und Wirtschaft des Saarlandes, Institut für Gesundheitsforschung und -		<a href="mailto:drenaud@htw-saarland.de">drenaud@htw-saarland.de</a>

	<b>Deliverable 6.2</b> <b>Dissemination Plan</b>	<b>Version 1.1</b> <b>Date 2010-10-29</b>
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					technologie		
Rantzsch	Torsten	Mr		Director of Nursing	Uniklinikum Giessen und Marburg GmbH		<a href="mailto:Torsten.Rantzsch@uniklinikum-giessen.de">Torsten.Rantzsch@uniklinikum-giessen.de</a>
Ruth	Frank-Michael	Mr		Managing Director	DRK Regionalverband Magdeburg - Jerichower Land e.V.		<a href="mailto:ruth@drk-mdjl.de">ruth@drk-mdjl.de</a>
Bechert		Ms			Wohnungsbaugesellschaft Burg mbH		<a href="mailto:wobau-burg@t-online.de">wobau-burg@t-online.de</a>
Stephany	Peter	Mr		Director of housing association	Wohnungsbaugenossenschaft Magdeburg-Stadtfeld eG		<a href="mailto:peter.stephany@wbg-stadtfeld.de">peter.stephany@wbg-stadtfeld.de</a>
Puppe	Jaqueline	Ms			Wohnungsbaugenossenschaft "Otto von Guericke" eG		<a href="mailto:j.puppe@guericke.de">j.puppe@guericke.de</a>
Aust	Gudrun	Ms			WVM Wohnungsvermietung Magdeburg		<a href="mailto:g.aust@email.de">g.aust@email.de</a>
Dost	Christel	Ms		Center Director	Vitanas Senioren Centrum "Elbblick"		<a href="mailto:c.dost@vitanas.de">c.dost@vitanas.de</a>
Ergün-Müller	Cem	Mr		Managing Director	Connected Living e.V.		<a href="mailto:cem.erguen-mueller@connected-living.org">cem.erguen-mueller@connected-living.org</a>
Lapp	Diana	Ms		Owner	PflegePraxis Bremen		<a href="mailto:diana.lapp@pflegepraxis-bremen.de">diana.lapp@pflegepraxis-bremen.de</a>
Bursee	Birgit	Ms		Director	Freiwilligenagentur Magdeburg e.V.		<a href="mailto:birgit.bursee@freiwilligenagentur-magdeburg.de">birgit.bursee@freiwilligenagentur-magdeburg.de</a>
Herden	Dagmar	Ms			DiagrammHalbach GmbH&Co.KG		<a href="mailto:herden@halbach.com">herden@halbach.com</a>
Sommer	Sven	Mr		Owner	Gesellschaft für Hausnotruf mbH Sachsen-Anhalt		<a href="mailto:info@hausnotruf-zentrale.de">info@hausnotruf-zentrale.de</a>
Heyde	Heidelind	Ms			Haus der Volkssolidarität Magdeburg-Reform		<a href="mailto:heidelind.heyde@volkssolidaritaet.de">heidelind.heyde@volkssolidaritaet.de</a>
Schmitt	Peter Michael	Mr		Director	Seniorenresidenz Lichtenau		<a href="mailto:info@seniorenresidenz-lichtenau.de">info@seniorenresidenz-lichtenau.de</a>
Meyer	Sibylle	Ms	Dr		SIBIS GmbH Institut für Sozialforschung und Projektberatung		<a href="mailto:sm@sibis-berlin.de">sm@sibis-berlin.de</a>
Kahri	Pekka	Mr		AAL-Vice-President	TEKES		<a href="mailto:pekka.kahri@tekes.fi">pekka.kahri@tekes.fi</a>
Palko	Teija	Ms.		VISION ERA-NET coordinator	Ministry of Employment and the Economy	TEM	<a href="mailto:teija.palko@tem.fi">teija.palko@tem.fi</a>
Topo	Päivi	Mr.	Dr.	Research director	Academy of Finland	STAKES	<a href="mailto:Paivi.topo@thl.fi">Paivi.topo@thl.fi</a>
Salminen	Anna-Liisa	Ms.	Dr.	President	Association for the Advancement of Assistive Technology in Europe	AAATE	<a href="mailto:anna-liisa.salminen@kela.fi">anna-liisa.salminen@kela.fi</a>


## 5.2 Potential Publications Media

### Germany

- CareKonkret
- CareInvest

Vincentz-Verlag

Vincentz-Verlag

	<p align="center"><b>Deliverable 6.2</b> Dissemination Plan</p>	<p align="center">Version 1.1 Date 2010-10-29</p>
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- Altenheim Vincentz-Verlag
- Altenpflege Vincentz-Verlag
- Häusliche Pflege Vincentz-Verlag
- LebensZeit – Das Magazin für Pflege Universum Verlag GmbH

## Hungary

- Orvosi Hetilap Akadémiai Kiadó
- Orvosok Lapja Promenade kft
- IME Larix kft
- Informatika és Menedzsment az Egészségügyben
- Otthonápolás (MOHE magazin) MOHE
- Rehabilitáció Literatura Medica
- MOTESZ Magazin MOTESZ
- Magyar Orvostársaságok és Egyesületek Szövetsége
- A Kör FAKOOSZ
- Ápolásügy Hungarian Homecare Association
- Egészségügyi Gazdasági Szemle Ministry of Health
- <http://www.korhaztechnika.hu>
- <http://www.informed.hu/>
- <http://www.hazipatika.com/>
- <http://www.otvenentul.hu/>
- <http://www.50plusz.hu/>
- <http://www.oreganeniked.hu/>

## Austria

- Leben & Freude <http://www.leben-freude.at>
- Pflegenetz <http://www.pflegenetz.at/>
- Lebensweltheim <http://www.lebensweltheim.at/>
- Daheim <http://www.noehome.at/zeitung.html>
- Lebensqualität <http://www.zeitschriftlq.com/abonnement.cfm>

	<p>Deliverable <b>6.2</b> Dissemination Plan</p>	<p>Version 1.1 Date 2010-10-29</p>
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- Others

[http://www.pflegenetz.at/index.php?option=com\\_content&task=category&sectionid=1&id=153&Itemid=285](http://www.pflegenetz.at/index.php?option=com_content&task=category&sectionid=1&id=153&Itemid=285)

## Finland

- Sosiaalitiето (*For professionals in social sector*)  
<http://www.sosiaalitiето.fi/lehti/esittely/>  
Publisher: The Huoltaja Foundation
- Sosiaali- ja terveysviesti (*social and health care politics*)  
[http://www.stkl.fi/2002\\_viesti.html](http://www.stkl.fi/2002_viesti.html)  
Publisher: The Finnish Federation for Social Welfare and Health
- Kuntalehti (*Professional magazine for municipal actors*)  
<http://www.kuntalehti.fi/default.asp?sc=3198>  
Publisher: Federation of municipalities
- Vanhustyö (*For professionals working with the elderly*)  
<http://www.vanhustyonkeskusliitto.fi/fin/vanhustyo-lehti/>  
Publisher: Central Union for the Welfare of the Aged
- Uudet tuulet (*For professionals working with the elderly*)  
<http://www.valli.fi/lehti.htm>  
Publisher: The Association for Old Age and Neighbour Service
- Duodecim (*Professional health care magazine (and newsletter)*)  
<http://www.duodecimlehti.fi/web/guest/etusivu>  
Publisher: The Finnish association of doctors
- Tehy (*Professional magazine for nurses and care staff*)  
[http://www.tehy.fi/viestinta/tehy-lehti/mediatiedot\\_ja\\_toimitus/](http://www.tehy.fi/viestinta/tehy-lehti/mediatiedot_ja_toimitus/)  
Publisher: Union of Health and Social Care Professionals



### 5.3 CARE Flyer

*For more information please visit our website:*

**[www.care-aal.eu](http://www.care-aal.eu)**

*Partners and funding:*














*Coordination and Project data:*

AIT Austrian Institute of Technology (AT)  
**Partners from:**  
 Budapest University of Technology and Economics (HU)  
 Oy Everon Ab (FI)  
 SensoCube GmbH (DE)  
 Yrjö ja Hanna Kodit (FI)  
 Senioren Wohnpark Weser GmbH (DE)  
**Starting date:** July 2009  
**Duration:** 30 months  
**Budget:** 2.36 Million Euro  
**EC-Funding:** 1.75 Million Euro

*Contact information:*

Dr. Ahmed Nabil Belbachir  
 AIT Austrian Institute of Technology  
 Department Safety & Security  
 Business Unit Neuroinformatics

Donau-City-Straße 1 / 1220 Wien / Austria  
 E-Mail: [nabil.belbachir@ait.ac.at](mailto:nabil.belbachir@ait.ac.at)  
 Phone: +43 50 55 04 215  
 Fax: +43 50 55 04 125



**Safe Private Homes for Elderly Persons**



**CARE:**

Elderly people often live alone and withdrawn. If, while at home, they fall or other critical situations arise, in the worst case the loss of consciousness, the affected individuals often cannot receive help in time.

Portable devices currently used for monitoring elderly people are often inadequate in such situations, and of little use for detecting potentially dangerous situations. Through an ICT-based monitoring system, which maintains the balance between surveillance and privacy, by providing home safety, while complying with ethical standards, it is ensured that such incidents will no longer pass unnoticed.



**CARE: Your security in old age**

The CARE project aims to develop an intelligent optical monitoring and alarm system that helps facilitate the independent living of elderly people.

Specifically, this project focuses on the automated recognition and detection of critical situations (such as falling) or unusual behaviour. It uses optical sensors and real-time processing, while preserving privacy and ensuring system reliability.



Actual image (left) and its corresponding data representation from a pair of neuromorphic dynamic vision sensors

A biologically-inspired neuromorphic dynamic optical sensor developed by AIT will be integrated into the EVERON (alarm, security and monitoring) system for seamless analysis and tracking of the elderly persons' behaviour at home.

This real-time information can be used for incident detection (e.g. fall and immobility detection) as well as instantaneous notification of all concerned parties.

As part of the "Ambient Assisted Living Joint Programme", CARE presents an innovative technological concept for the monitoring services of elderly people in assisted living, outpatient care and in their own homes.



**Project objectives:**

- Automated recognition of critical situations (falls) and unusual behaviour (immobility)
- Implementation of an intelligent optical monitoring and alarm system
- The system can be used in peoples' own homes, assisted living or outpatient care
- Integration into an existing wireless home care system



## 5.4 CARE Poster



### CARE - Safe Private Homes for Elderly Persons

Funded by the Ambient Assisted Living Joint Programme the project develops an intelligent optical monitoring and alarm system to detect critical situations and unusual behaviour.

**Starting Point:**

- The majority of elderly seniors live alone in their own apartments.
- In cases of serious falls or similar critical situations in the home environment a person living alone has little chance to alert someone.
- Also portable emergency devices are sometimes - just in an emergency - for the user "out of reach".
- The fear, of not being able to help themselves in an emergency, increases with older age more and more.



**Technology:**

- An intelligent optical stereo vision sensor autonomously analyses critical events such as falls or immobility of persons.
- The sensor processes and analyses the transaction data in real time by itself, no separate computer is needed.
- The data itself is not sent, only the information that a critical situation exists.
- Even within the sensor unit the image information is reduced to a minimum so that the privacy of the residents is protected.
- Based on an intelligent motion monitoring (sleep and walk function) a low energy consumption is achieved.



Actual image (left) and its corresponding data representation from a pair of neuromorphic dynamic vision sensors



**Benefit:**

- The detection of an emergency situation and the possibility of intercom permit the rapid alert of the nursing service or of the relatives.
- People living alone can live independently and fearlessly longer in their known home environment.
- In cases of emergency care, the costs of illness due to complications can be avoided by a rapid medical help.
- The high level of robustness and security of the alarm and monitoring system enable it to be used 365 days a year.
- The system is easy to install.

[www.care-aal.eu](http://www.care-aal.eu)

#### CARE Consortium and Projectdata:

Partners: AIT Austrian Institute of Technology (AT), Budapest University of Technology and Economics (HU), Or Everon AB (FI), Senioren Wohnpark Wieser GmbH (DE), SensoCube GmbH (DE), Yrjö ja Hanna Kredit

Starting Date: July 2009, Duration: 30 months

#### Contact:

Dr. Ahmed Nabil Belbachir, AIT Austrian Institute of Technology  
Department Safety & Security, Business Unit Neuroinformatics  
Donau-City-Strasse 1 / 1220 Wien / Austria  
E-Mail: nabil.belbachir@ait.ac.at  
Phone: +43 50 55 04 215  
Fax: +43 50 55 04 125

