



1.1.1.1.1 HOPE Project AAL-2008-1-099 Smart Home for Elderly People

Dissemination Plan 1

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1 Introduction

This report represents the first issue of the HOPE project dissemination plan, defined as Deliverable D6, and it outlines the dissemination activities which have been performed by the HOPE consortium from the beginning of the project till December 2009 (month 6). Results achieved during the project duration have been reported both to the scientific community by means of conferences and articles and to the general public by means of the project website and newspapers articles.

Within the dissemination task of the HOPE project the production of dissemination material is scheduled. In particular a logo, a leaflet, a poster and a website page were designed. In addition publications emanating from HOPE research work are going to be reported here.

IRCCS (The "Casa Sollievo della Sofferenza" Hospital) is the end-user, responsible for this dissemination deliverable. The course of creation of the dissemination material is as follows:

- for the logo a number of candidate logos was released to the consortium and the final decision is the one presented in this report;
- the website was created by RTEL although all partners contributed with material related to their work and expertise;
- similar process was carried out for the creation of the leaflets and posters with RTEL proposing to the consortium and after sequential interaction of opinions the final versions were released:
- the process of paper presentations in different scientific events is an open one
 throughout the whole duration of the project with partners encouraged to proceed in
 such actions. In this document the generic strategy of HOPE in the preparation of papers
 is briefly reported together with the work in this field accomplished up to this point.

After a short introductory overview of the motivation and objectives of the project in the first chapter, the structure of this report continues as in the following:

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- Chapter 2 concerns the dissemination issues of the decision of the HOPE logo and the generation of the website. These tasks were accomplished in M04; in the subparagraphs of Section 2.2 a brief description of the content of the HOPE website is reported accompanied with screenshots of its material.
- ♣ <u>Chapter 3</u> is about the leaflets, the posters design and all the multimedia productions aiming at the dissemination of the project work. Pictures of them are included in this report with short description of them when it is necessary.
- ♣ <u>Chapter 4</u> lists and describes conferences, exhibitions, workshops and scientific papers in which partners presented the research results and the further activities to be done.

The dissemination task is an open one lasting for the whole duration of the project so here only the initial plans and work are reported.

Finally, in Chapter 5, the conclusion paragraph summarize this report.

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2 Website and logo

2.1 Logo

The HOPE Project logo was designed as in the following figure:



Figure 1 - HOPE logo

The HOPE logo main image is the simple representation of a home which however contents a lateral side human face representing a smart monitoring of all processes. Inside the face there are the connections between the human brain and the home, as blood vessels, but also representing the different branches of a tree to remember the "green" attention of the HOPE project to the energy consumption at home. The word "HOPE" is also included within the logo for direct reference to the EU project and below is highlighted the acronym description.

2.2 Website

A website was also achieved for a better representation of the project to the scientific community and the interested public through the use of internet. The web address is:

http://www.hope-project.eu/

The extension .eu was preferred to .com since the website is about a public EC co-funded project and not a company.

The website is divided to the following sections:

- 1) Navigation bar including:
 - o Home

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- o Site map
- Accessibility
- Private Section
- o Contact
- o Search
- 2) Short description of the HOPE project
- 3) News and events section
- 4) Poll section
- 5) Survey section
- 6) Partners list
- 7) Demonstrative flash video

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2.2.1 Home

In the following figure, the home page of the HOPE website:



Figure 2 - HOPE homepage

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2.2.2 Poll section

In this section a poll is proposed to all website visitors, to define theirs preferences and to analyze theirs activity on the website surfing.

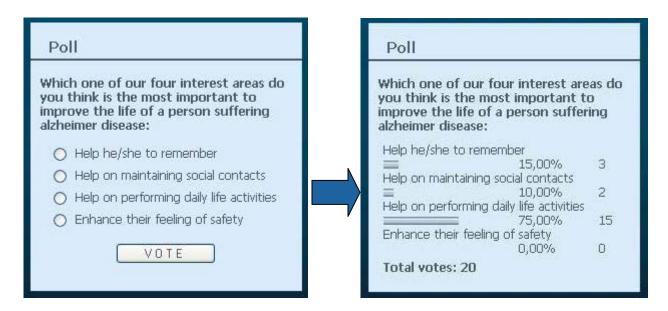


Figure 3 - HOPE Poll

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2.2.3 Short description of HOPE

A detailed description of the HOPE project is proposed if one click on the "What's HOPE" link.



Figure 4 - What's HOPE

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2.2.4 News and events section

In the news sections all relevant events will be announced. Events could be either workshops organized within the project, either paper publications or presentations to conferences workshops etc.

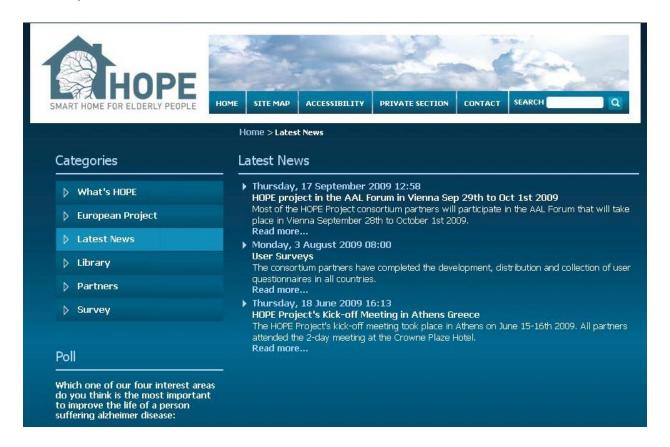


Figure 5 - News and events

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2.2.5 Partners list

The list of all the partners project is reported in this section. Each partner name or logo links to its official website.



Figure 6 - HOPE Partners logos

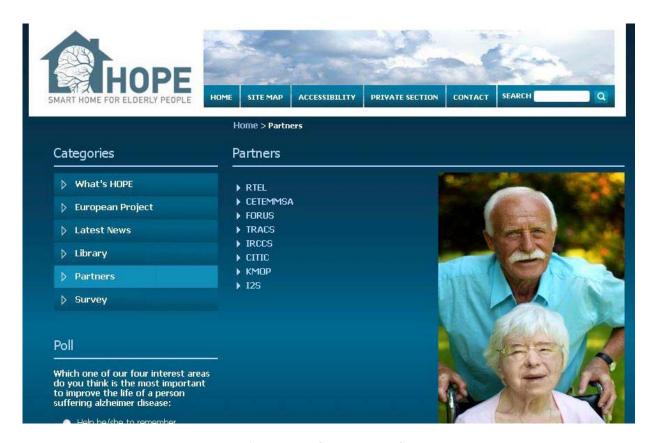


Figure 7 - HOPE Partners list

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2.2.6 Demonstrative flash video

Apart from printed dissemination means within HOPE also additional video material has been produced by the project partners for publication. A demonstrative flash video were carried out by partners software developers in order to show the final utilization of the HOPE system.

By using video material the main ideas, concepts and results of the project can be presented clearer and, more important, in a more attractive manner. Of course, this means is more intended to serve as an eye-catcher and to raise initial interest for a certain topic as to give real profound information. As of this, the professionally made videos used in HOPE were mostly intended for exhibitions (such as the SIGG exhibition, described in 4.1) and to serve as footage material that can be used by the respective public-relation departments for dissemination or for in-house documentation and promotion, for example.



In the video, a set of house daily activities were highlighted, starting from the international survey described in the Deliverable D4 (User Requirements and System Concept), performed by patient-like and caregivers-like cartoons. Developers show how the use of HOPE could be useful for both categories.

This video is also distributed to interested scientific researchers during the workshops and conferences.

Figure 8 - HOPE Demonstrative video

This video were uploaded on the Youtube website, the most visited website for video sharing, for its best online dissemination, reachable at the following address:

http://www.youtube.com/watch?v=yp44_Z7yJag&feature=player_embedded

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2.2.7 Survey section

As already detailed in the Deliverable D4 (User Requirements and System Concept) an international survey were carried out in three European countries (Italy, Spain, Greece) in order to determine the needs and preferences of elderly patients as reported by their relatives and/or care-givers, which will guide the technological development of the HOPE system. Relatives and care-givers are selected as the User Group of the research prototype.

The results will be soon available on the website, and shown at this following page:

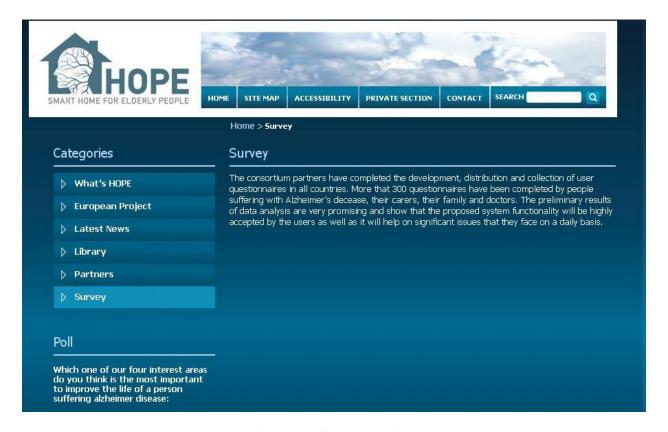


Figure 9 - Survey section

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2.2.8 Private section

To facilitate collaborative work among partners, a reserved area within the project website has been realized. All partners received a username and password to access this area, whose aim is to provide a safety environment to share and store documents, templates for dissemination tools, agenda of the past and future teleconferences (together with past minutes and agendas).

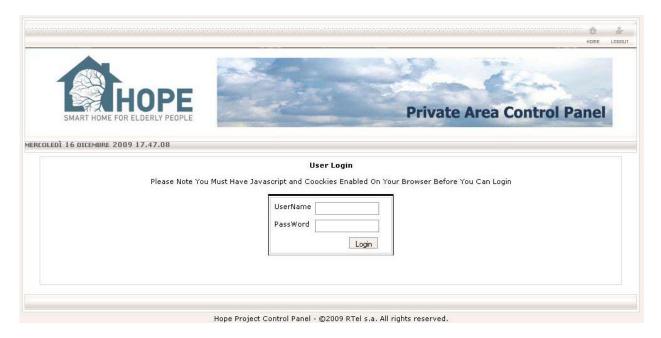


Figure 10 - Private section login

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2.2.9 Contacts

It is also possible for the user to contact through E-mail the project leader in case of questions or comments on the presented material. This enhances the communication with the general public and may create new partnerships and cooperation.



Figure 11 - Contact form

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3 Leaflets and posters

Leaflets and posters were also created for the project emphasizing its social contribution and also including European Commission's logos. All these dissemination tools have been identified to be an attractive tool to be distributed during scientific meetings and conferences at national, European and international level to raise awareness of the scientific opportunity constituted by HOPE.

The leaflet were a single paper folded two times, so that each side were a different section. The leaflet includes the following sections:

- 1. The Front section, consisting of the HOPE logo, project acronym, a representative image and the website address:
- 2. The Back section, presenting a Consortium brief description, partners logos, the reference to the AAL Joint Programme, AAL logo, EU logo, and contact data;
- 3. The inside section, at left, consisting in the project detailed technology explanation;
- 4. The inside section, at right, consisting in the presentation of the use of HOPE to perform daily tasks and a diagram of the functional architecture with its brief description.

The Poster, on the other hand, gives basic information for HOPE and is indented to be used in exhibitions, conferences and other related events.

The following figures present the developed material.

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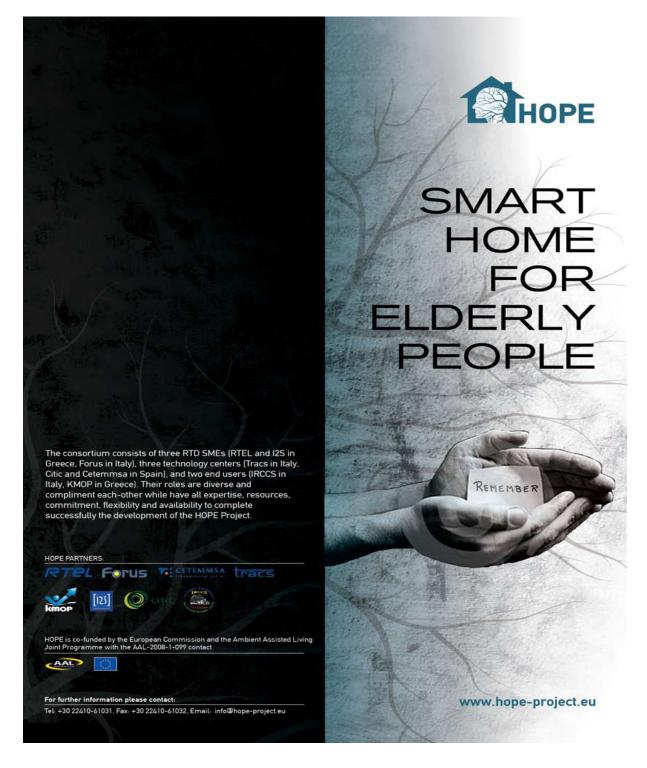


Figure 12 - Leaflet Front and Back

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Figure 13 - Leaflet Inside

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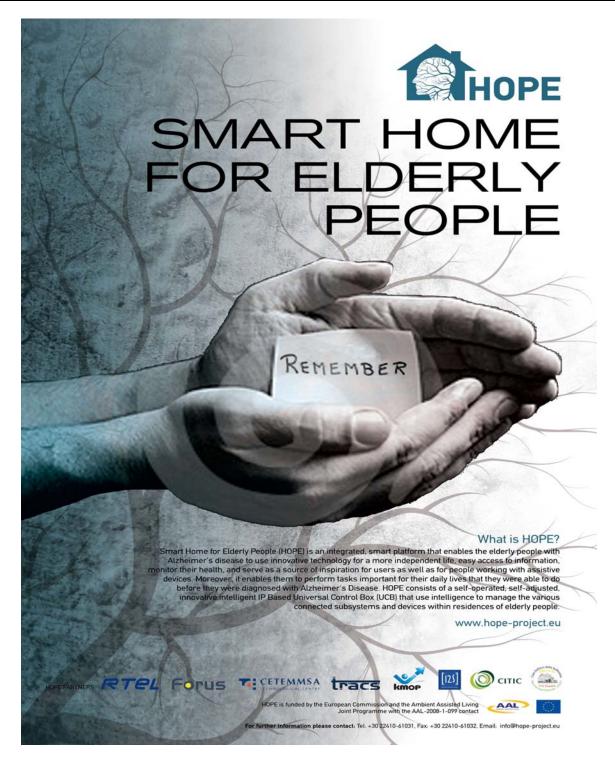


Figure 14 - The HOPE poster

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4 Exhibitions, workshops, conferences, publications

The dissemination of the HOPE hardware/software architecture in scientific and practical levels are also crucial issues for the support of the quality of work achieved within the project. Presentations of the general architecture of HOPE together with specific modules of it in scientific conferences and journals by every partner in the consortium are planned. There are numerous of annual conferences and journals that can host a HOPE paper; their scientific fields include geriatrics, Alzheimer disease, public health, dementia, cognitive deficits, technologies for impaired people, etc. Papers submission is an on-going issue for the whole duration of the project, not limited up to the time of the creation of this report.

Partners are asked to publish HOPE results in national and international **scientific journals** such as (non exhaustive list):

- 1. IEEE Transactions on Rehabilitation Engineering
- 2. IEEE Transactions on Biomedical Engineering
- 3. IEEE Transactions on Signal Processing
- 4. IEEE Proceedings Engineering in Medicine and Biology Society
- 5. IEEE International Symposium on Computer-Based Medical Systems
- IEEE International Conference on Acoustics, Speech, and Signal Processing
- 7. IEEE Biomedical Circuits and Systems Conference
- 8. Annual International Conference of the IEEE Engineering in Medicine and Biology Society
- 9. The Journal of the American Medical Association
- 10. Health Technology & Informatics
- 11. Methods of Information in Medicine

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4.1 Past activities done during the 2009

Past conferences, during the year 2009, in which partners participate actively to present the HOPE project were:

- 1. Forum Italiano AAL, Lecce (ITALY), 10-11 September 2009, http://www.foritaal.it
- 2. AAL FORUM, Vienna (AUSTRIA), September 29 October 1 2009, http://www.ocq.at/AAL-F09/
- "L'Assistenza Personalizzata al Malato Fragile: approcci clinici innovativi tra etica ed economia", IRCCS "Casa Sollievo della Sofferenza" San Giovanni Rotondo, Foggia (ITALY), Sala Convegni, 5 November 2009, http://www.scienzaevita.org/gallerie/allegato-evento-810.pdf
- 4. 54° Congresso Nazionale Società Italiana di Gerontologia e Geriatria (SIGG); Salute e Benessere dell'anziano: la nostra missione; Firenze (ITALY), 2-5 December 2009, http://www.sigg.it/congresso.asp

A set of early publications already issued in 2009 from all the Consortium partners are reported in the following:

- CITIC has released (18/11/2009) a handout in Spanish about its participation in HOPE project into the "InterCenters Bulletin". "Intercenters Bulletin" is a news, events and reports communication service about the different Technological Centers in Andalusia. "Forgetting the forgetfulness". Intercenters Bulletin, Andalusia (SPAIN). SURGENIA (Centro Tecnológico Andaluz de Diseño), 2009, nº 51, 18th of November, 2009. Internet availability: http://www.ctap.es/copy/boletin/intercentros/boletin51.html
- 2. IRCSS, Forus and Tracs released a paper on the HOPE project in November 2009 and in next publication on the Italian review "I Quaderni di Scienza & Vita", Associazione Scienza&Vita editors, a quarterly publication on bioethical issues. The Italian article is

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named "La tecnologia al servizio della persona fragile: il progetto HOPE – Smart Home for Elderly People" ("The technology for the fragile people: the HOPE project - Smart Home for Elderly People").

Some news media in which HOPE activities for public interest were described:

- 1. Capgros.com (Spanish web press), 22/01/2009, "CETEMMSA participa en un projecte par ajudar als malalts d'Alzheimer" ("CETEMMSA is carrying out research for Alzheimer patients"). www.capgros.com
- 2. Tot matarò (Spanish web press), 22/01/2009, "CETEMMSA elabora un projecte europeu d'investigaciò sobre l'Alzheimer". http://www.totmataro.cat
- 3. Mesde55 (Spanish web press), 26/01/2009, "CETEMMSA participa en un projecte par ajudar als malalts d'Alzheimer" ("CETEMMSA is carrying out research for Alzheimer patients"). http://www.masde55.com
- 4. Capgros.com (Spanish web press), 29/01/2009, "CETEMMSA participarà en el projecte HOPE", www.capgros.com
- 5. El Punt (Spanish newspaper), 03/02/2009, "CETEMMSA de Matarò crearà un sistema intelligent d'ajuda als malalts d'Alzheimer", page 3.
- 6. La Vanguardia (Spanish newspaper), 12/02/2009, "CETEMMSA. Programa de investigación para enfermos de Alzheimer".
- 7. Ore12 (Italian daily free press), 29/11/2009, "Salute: anche in Italia arriverà la 'casa intelligente' per gli anziani", page 7.
- 8. Il Tempo (Italian daily press), 29/11/2009, "Dal 2010 sensori e perfino pill box. Abitazioni high tech per aiutare i disabili", page 17, http://iltempo.ilsole24ore.com/interni_esteri/2009/11/29/1098866-abitazioni_high_tech_aiutare_disabili.shtml

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- 9. Leggo (Italian free press), 30/11/2009, "Made in Italy, ecco la casa intelligente per gli anziani".
- 10. Ore12 (Italian daily free press), 01/12/2009, "Ecco la casa 'intelligente' per gli anziani", page 3.
- 11. Salute Europa (Italian web press), 01/12/2009, "Arriva la 'casa intelligente' per gli anziani",
 - http://www.saluteeuropa.it/index.php/salute_europa/News/Arriva_la_casa_intelligente_p_er_gli_anziani_un_nuovo_progetto_presentato_durante_il_54_Congresso_della_Societa_ltaliana_di_Gerontologia_e_Geriatria_a_Firenze_dal_2_al_5_dicembre_
- 12. Piacerebenessere (Italian web press), 02/12/2009, "Domotica per anziani", http://www.piacerebenessere.it/pb102n.html
- 13. Corriere Medico (Italian weekly press), 10/12/2009, "Case intelligenti in aiuto degli anziani disabili", page 10.

4.2 Forecast activities during 2010

The HOPE Consortium has identified some **relevant events** (conferences, seminars and workshops) to which it plans to participate in the next nine months:

- BIO-Europe Spring, Barcelona (SPAIN), 8-10 March 2010, http://www.ebdgroup.com/bes/index.htm
- 2. 25th Annual International Conference of Alzheimer's Disease International Dementia: Making A Difference, Thessaloniki (GREECE), 10-13 March 2010, www.adi2010.org
- AALIANCE European Conference on AAL, 11-12 March 2010, Malaga (SPAIN), http://www.aaliance.eu/public/aaliance-conference-1

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- 4. 11th International Geneva/Springfield Symposium on Advances in Alzheimer Therapy Geneva (SWITZERLAND), 24-27 March 2010, www.ad-springfield.com
- 24th Annual State Conference on Alzheimer's Disease and Related Disorders, Kalahari Resort & Conference Center Wisconsin Dells, Wisconsin (USA), 2-4 May 2010, http://www.alzwi.org/
- Alzheimers New Zealand conference, Wellington (NEW ZEALAND), 6-8 May 2010, http://www.confer.co.nz/alzheimers2010/index.html
- 7. EuroMedtech, Leipzig (GERMANY), 1-2 June 2010, http://www.ebdgroup.com/emt/
- 8. Twentieth Meeting of the European Neurological Society, Berlin (GERMANY), 19-23 June 2010, http://www.congrex.ch/ens2010/
- 9. ChinaBio, Suzhou (CHINA), 23-24 June 2010, http://www.ebdgroup.com/cbpf/
- ESOF2010 Euroscience Open Forum, Turin (ITALY), 2-7 July 2010, http://www.esof2010.org/
- 11. 7th FENS Forum of European Neuroscience, Amsterdam (NEDERLANDS), 3-7 July 2010, http://fens2010.neurosciences.asso.fr/index.html
- 12. Alzheimer's Association International Conference on Alzheimer's Disease 2010 Honolulu (HAWAII), 10-15 July 2010, www.alz.org/icad
- 13. XII International Congress on Neuromuscular Diseases, Naples (ITALY), 17-22 July 2010, http://www.icnmd2010naples.org/
- 14. MedInfo 2010, Cape Town (SOUTH AFRICA), 13-16 September 2010, http://www.medinfo2010.org/
- 15. AAL FORUM, Odense (DENMARK), September 15–17, 2010, http://www.aal-europe.eu/news-and-events/aal-forum-2010

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Most of the above events will be followed and when public results will be available, related event will be chosen in order to present them. This list of events will be periodically updated during the project lifetime.

Some **news media** in which partners forecast to disseminate HOPE activities for public interest:

Italy

Il Tempo (Newspaper), La Repubblica (Newspaper), Il Corriere della Sera (Newspaper), Il Mattino (Newspaper), La Stampa ((Newspaper), Il Messaggero (Newspaper), L'Osservatore Romano (Newspaper), Avvenire (Newspaper), Il Giornale di Sicilia (Newspaper), ItaliaOggi (Newspaper), Il Denaro (Newspaper), Europa (Newspaper), Il Corriere del Mezzogiorno (Newspaper), Il Giornale (Newspaper), La Nazione (Newspaper), Il Resto del Carlino (Newspaper), La Sicilia (Newspaper), Panorama (weekly review), L'Espresso (weekly review), Ore12 (Free press), Leggo (Free press), City (Free press), Metro (Free press), Salute Europa (web press), Piacerebenessere (web press).

Greece

Adesmeftos Typos (Newspaper), Ano Kato (Newspaper), Apogevmatini (Newspaper), I Avgi (Newspaper), Avriani (Newspaper), Eleftheri Ora (Newspaper), Eleftheros (Newspaper), Eleftheros Typos (Newspaper), Eleftherotypia (Newspaper), Estia (Newspaper), Ethnos (Newspaper), I Hora (Newspaper), Kathimerini (Newspaper), O Logos (Newspaper), Ta Nea (Newspaper), I Niki (Newspaper), Rizospastis (Newspaper), To Vima (Newspaper), Vradyni (Newspaper), Proto Thema (Weekly newspaper), Athens News (Weekly newspaper), Eleftheros Kosmos (Weekly newspaper).

Spain

Andalusian Innovation, Science and enterprise Agency, El Pais (Newspaper), El Mundo (newspaper), Diario Sur (main newspaper in Malaga), La Opinión de Málaga (main newspaper in Málaga), Málaga Hoy (free journal in Malaga), 20 minutos (free journal in Malaga), QUÉ! (free journal in Málaga), Cibersur (Andalusian online technical journal), Foro Innovatec, Andalucía Investiga (AINNOVA magazine), Capgros (web press), Tot matarò (web press), Masde55 (web press), La Vanguardia (newspaper), El Punt (newspaper), E&TIC Magazine, Diario La Flecha, TECHWEEK, Siliconnews, Vnunet, InterCenters Bulletin, SINC Platform, EFE Agency, Europa Press Agency.

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5 Conclusions

This deliverable describes an overview of the dissemination activities of the HOPE project. Various means have been used to make the early results of this research project available to scientists, researchers, the medical community and to the larger public.

In order to give a permanent overview of the project progress and to reach a wide public a webpage has been implemented that documents objectives and results. The first scientific results of HOPE have been published at conferences or in various papers and journals during the first semester of project activities. A professional video has been produced explaining the project functionalities, applications and employed technologies. By presenting the project in different conferences, an undeniably high public visibility has been gained, even more by means of subsequent articles and news-web-pages where the HOPE ideas have been presented to a wide public.

To summarize, the results obtained during the first six months of the project duration have been made public in different fields. Scientific approach have been published for exploitation in new projects and to enable further work in this domain. Even more important, in order to raise public awareness of smart homes for Alzheimer's disease affected people and to demonstrate future benefits, the project coverage in press and other media has proven to be a very valuable platform.

For what concerns the activities to be carried out during the next months, a set of conferences has been identified in order to disseminate results of system prototipation. Besides, the papers press listed in the table will be frequently asked for publication of new activities carried out or planned for the future months.

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