**Express to Connect**

# Summary of dissemination and communication activities

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|---|---|
| **Nature of deliverable/milestone:** | Report |
| **Dissemination level:** | Public |
| **Delivery date:** | 23st April 2013 |
| **Status:** | Final |
| **Author:** | Anne-Mari Sandell |

## Document revision history

| Version | Date | Author | Summary of main changes |
|---|---|---|---|
| 1.0 | 2/3/2011 | Anne-Mari Sandell | First revision |
| 1.1 | 24/3/2011 | Anne-Mari Sandell | Minor modifications |
| 1.2 | 31/3/2011 | Anne-Mari Sandell | Final |
| 2.0 | 28/4/2012 | Anne-Mari Sandell | Revision |
| 2.1 | 16/4/2012 | Thomas Hammer-Jakobsen | Minor modifications (2.8) |
| 2.2. | 23/4/2013 | Anne-Mari Sandell | Revision |

## Distribution list

| Name | Way to distribute | Comments |
|---|---|---|
| European Commission Project Coordinator | Electronic copy via email | |
| WP leaders | E2C Extranet | |
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**APPENDIX 1.** Express to Connect dissemination activities by country

**APPENDIX 2**. Invitation for the Launch event for the People Value Company

# 1 Internal communications

## 1.1 Focus groups

The main focus groups for internal communications include:
   a) Work package managers and other persons working closely in the project
   b) Members of the Express to Connect Board

## 1.2. Extranet

The main objective of the Express to Connect Extranet is to ensure an effective communication between partners and to function as a reliable and adequate source of project related information. Express to Connect Extranet has the following sections: *Home, Calendar, Documents, Users, Glossary, Gallery and Notifications.*

As mentioned in the previous communication reports, the most used section in E2C Extranet is the *Documents* folder, which is used for sharing documents and other project related information. In addition to the E2C Extranet, also Dropbox has been used as an additional tool for sharing exceptionally large files.

# 2 External communications

## 2.1 Focus groups

The main focus groups for the external communications include:
   a) The elderly and next of kin
   b) The public sector
   c) Potential business partners and investors
   d) Potential customers in private sector
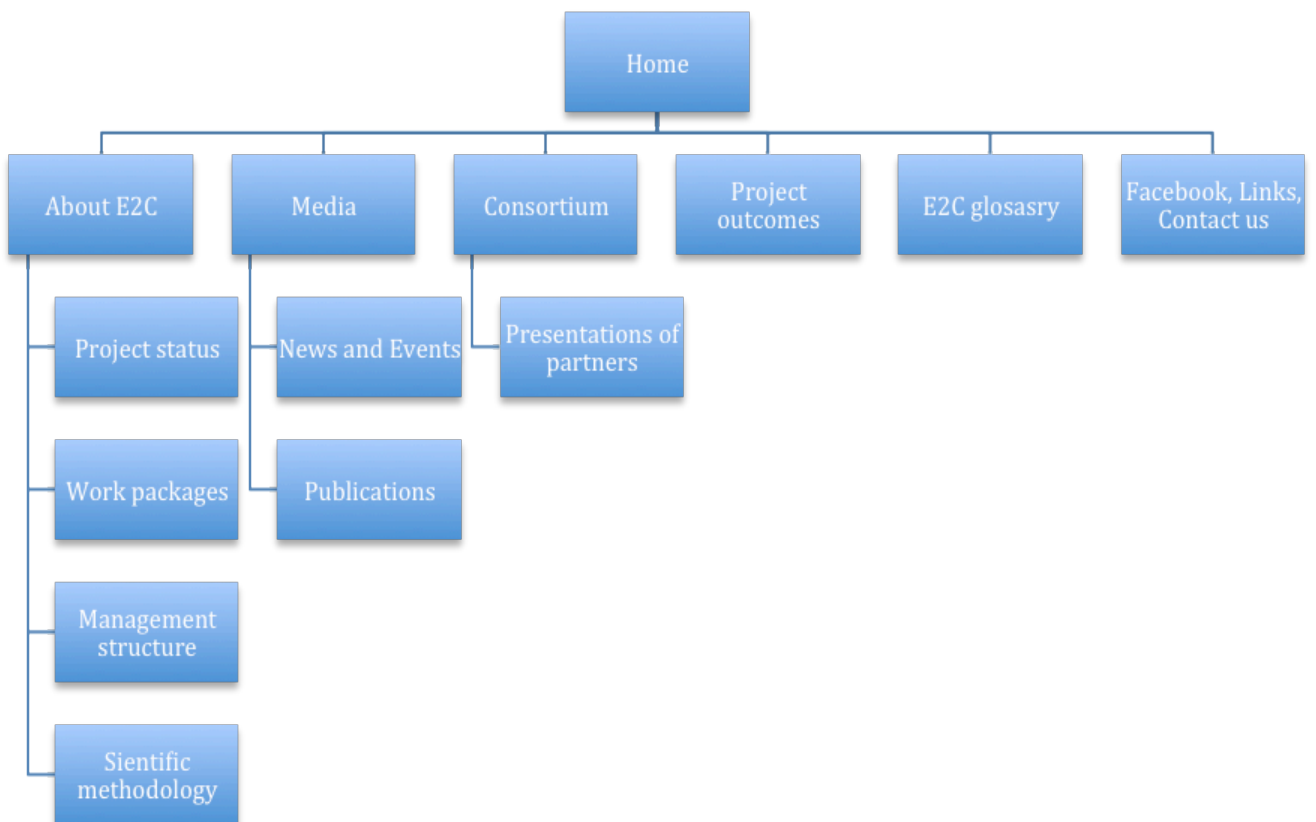
## 2.2 Express to Connect webpages

The public website www.express2connect.org is the main media for providing information related to the Express to Connect project and the consortium. The content of the Express to Connect website is designed according to the *Best practices guidelines* compiled by the European Union. Forum Virium Helsinki is in charge of the content on the E2C website, but all the Partners contribute to its content.

## 2.2.1 Webpage updates

During this reporting period there were several updates for Express to Connect webpages. The most important update being the new sub-page section covering the outcomes of the Express to Connect project in detailed level.

## 2.2.3 Sitemap

The updated structure of the Express to Connect webpage is presented in the map bellow.

## 2.3 Social media: Facebook

Express to Connect joined Facebook in October 2010 in order to enhance the dissemination activities and to inform about the project status in more timely manner. The Express to Connect Facebook page can be found at: http://www.facebook.com/express2connect

Although the amount of followers on the E2C Facebook page has remained lower than expected (by the end February 2013 there were 87 followers) the Facebook has been a valuable addition to the dissemination tool kit. The project has been able to promote the events as well as to communicate the recent developments of the project through the Facebook and another Web 2.0 channels. During the year 2012 photos were added to most of the posts, which was proved to attract more "Likes" for the posts (See figure 1).



**Figure 1:** Examples of status updates on the Express to Connect Facebook page.

## 2.4 Express to Connect Fact sheet

The purpose of the Express to Connect Fact sheet (Figure 2) is to give an overall view of the project and the consortium. The Fact sheet was updated during the summer of 2012 to better reflect the changes in the project objectives and to update the contact information for the partners. This one-page Fact sheet is available for downloads at (language versions English, Finnish, Swedish, Dutch and Danish): http://www.express2connect.org/publications



**Figure 2.** The updated Express to Connect Fact sheet.

**2.5 E2C Newsletter**

The purpose of the E2C Newsletter is to communicate the project status to all interested parties such as elders, national funding agencies, media, potential customers etc. Secondly, the aim is to keep test users motivated to participate for the workshops and other end-user activities.

During this reporting period the third E2C Newsletter was published only in English. The main aim of the newsletter was to disseminate the outcomes of the project as well as to cover the next steps of the People Value Company. Furthermore, the Storyville games were promoted. The lasted E2C Newsletter can be found at:
http://mailer.gruppo.fi/t/r-7BB86E2A88CF84832540EF23F30FEDED

## Looking ahead – towards People Value Company

Based on what we learnt in the project, the E2C Consortium has decided to continue collaborating in the form of People Value Company (PVC). It is built on the belief that we can help solving tomorrow's problem by collaborating with today's problem owners – those that are elderly today.

We like to think differently about demographic change: It is also an opportunity since it creates a vast variety of new business opportunities. People Value Company will act to disseminate knowledge and experience gained in a way that has social and economic impact on local, regional and international scale.

As we know, the public sectors' ability to support the ageing society will decrease during the upcoming years. The amount of money available for taking care of the elderly will decrease. In this, the People Value Company steps in to compensate the one thing that the public sector is unable to offer: social relationships.

## Storyville games available now in AppStore!

All three storytelling games developed during the last year of the E2C project are now available in AppStore. It has been a long journey from the paper prototypes to these final game versions. "One of the greatest challenges has been to balance the gaming and the storytelling; Game playing is a dynamic activity where as the storytelling takes time and requires personal space", Astrid van Roij-Lubsen, Concept Developer from Waag Society, points out.

To download Pic My Choice and two other games, PicturePong and PhotoBluff, follow this link to iTunes store. The game apps are available in Denmark, Finland, Sweden and the Netherlands in local languages as well as in English.

The AppStore is used to test not only the attractiveness of the games but also to get feedback on the commercialisation of these Storyville games. Therefore, for example, the prices of the games vary between no cost and 2.69 euros.

The iPad as a game board has itself been an interesting experiment. iPad had been just introduced when the E2C project started and, according to the research, also the elderly were keen on trying the new device. Compared to the traditional game boards, iPad was considered liverier due to its unique functions: it can be shaken, passed and turned around. It has also tremendous capacity to store material, such as personal photos.

The ultimate goal of the Storyville games is not only to enhance the time people spend together but also to create new memories by playing the games (to view the idea behind the concept, see video). Furthermore, the storytelling confirms the identity of the players and it also supports the dialog with others by triggering questions, for example.

To learn more about the Storyville game concept and to learn how to play the games, please visit Storyville Studios.

## CONNECT book coming out soon

The E2C consortium has written a book on connectedness. CONNECT book captures all the knowledge that E2C consortium has gained in the project, especially when working closely with the users. The book will be in the shops in the summer of 2013.

## Thank you for following E2C project

As most of you know, the Express to Connect project has come to its end. Therefore this is the very last newsletter. But as stated in the editorial, this is not the end but the beginning of a new chapter in the E2C story.

To stay tuned for the latest development of the Storyville games, please visit the Storyville Studios. E2C homepage will also be updated with the next steps of the consortium and People Value Company until the autumn of 2013.

**Figure 3.** Examples of articles on the E2C Newsletter 1/2013

### 2.6 Publications

Express to Connect consortium participated in the special issue of Projects Magazine published by the Insight Publishers in the autumn of 2011. The title of the article was *"Playing with your life to prevent loneliness"* and it gave a wide view over the Express to Connect project and in particular user-driven research methods (Figure 4). The article is still available at http://www.express2connect.org/media.html

During the summer of 2012 it was discussed with the Insight Publishers that the Consortium would publish a project site on the SEED research Library. A SEED is an interactive digital brochure that uses a variety of media and therefore, fox example, the Storyville games would have been possible to present through the service. Due to the high cost of the service and low amount of visitors on the SEED website the proposal was rejected.



**Figure 4.** Article *"Playing with your life to prevent loneliness"* in Projects Magazine

### 2.7. CONNECT Book

The Express to Connect consortium has written a book on connectedness. CONNECT book captures all the knowledge that the consortium has gained in the project, especially when working closely with the users. The book will be published during the summer of 2013.

### 2.8 Materials to support commercialization process

A careful dissemination plan was created to support the commercialization activities of the WP5. These included designing of marketing materials (brochure, flyer) and creating webpage for the People Value Company. In addition, it was planned that two different kinds of a PowerPoint presentations are created in order to boost the sales and to attract

potentials investors. Due to the challenges with the commercialization process, recourses allocated for these communication activities were shifted for the final seminar held on the 15th February 2013.

## 3 Events

### 3.1 International events

In order to disseminate the project outcomes the consortium has participated in many events and meetings on international, national and regional level. Detailed tables over these dissemination activities on national level can been seen from the Appendix 1.

Express to Connect project was presented in AAL Forum 2012 on the 26th of September 2012. Project coordinator Thomas Hammer-Jakobsen and Sabine Wildevuur as speakers, Express to Connect consortium presented their experiences according to the session theme "Designing for connectedness". The aim of the Express to Connect presentation was to disseminate the engagement methods used in the project to ensure sufficient end-user involvement. Furthermore, an overview of the experiences was given as well as some insights for the commercialisation process. This AAL Session titled "Designing with people" was extremely popular and there were over 100 AAL visitors participating for the session (See figure 5).



**Figure 5.** Express to Connect session at the AAL Forum 2012.

Express to Connect project was also presented during the ENoLL Summer School under the title "Opening up the Living Lab results to SMEs". During the 2-hour session participants played the *Photobluff* game and had an exercise based on innovation tracks

developed during the E2C project. The Summer School was sponsored by the European Network of Living Labs (ENoLL) and was organised by Laurea Living Labs Network with a close collaboration with ENoLL, Aalto University, CKIR and Forum Virium Helsinki.

### 3.1.1. Launch event for People Value Company

E2C consortium hosted a seminar on designing an empathic society, which was organized on the occasion of launching the People Value Company (See figure 6). The event took place on the 15th February 2013 at the Laurea University of Applied Sciences' premises in Vantaa, Finland (See Invitation, Appendix 2).

In order to maximize the participation for the event, the seminar was delivered live over the Internet. This live streaming proved to be an efficient way to attract more participants as well as to record the event for those that were not able to participate for the actual event.

Based on the research results of the E2Cproject and the expertise of the People Value Company, the participants gained insights on how to prepare for the challenges of the aging society by designing for the purpose of social connectedness. During the seminar also the knowledge gathered during the project were captured. Furthermore, consortium arranged Storyville gaming session and People Value Canvas workshop in the end of the seminar day to give more pragmatic presentation over the outcomes of the E2C project.

Presentations and materials via can be viewed through the Webinar link:
http://www.seminaarit.net/fi/seminaarit/express2connect/



**Figure 6.** Participants for the E2C seminar at Laurea University of Applied Sciences.

## 3.2 National events

In national level there has been several dissemination activities to disseminate the knowledge gathered during the Express to Connect project. The most important events have been the national seminars for the elderly and for other interested stakeholders. During these events the milestones of the Express to Connect project have been covered as well as the outcomes in general level. In all these workshops it was also possible to try out the Storyville games (See figure 7). Furthermore, one of the main aims of these workshops was to provide a sufficient exit strategy for those involved in the user trials.

Dates and titles for the national seminars:
- Denmark, 24th January 2013: Velfærdens Innovationsdag
- Finland, 30th January 2013: Express to Connect – National final seminar
- The Netherlands, 12th January 2013: The new old – Games for the Healthcare
- Sweden, 13th February 2013: National Express to Connect seminar



**Figure 7.** Gaming session during the National final seminar in Finland.

**APPENDIX 1.** Express to Connect dissemination activities by country (pages 15-19)

**APPENDIX 2.** Invitation for the Launch event for the People Value Company (pages 20-21)

**APPENDIX 1.**

**FORUM VIRIUM HELSINKI and UNIVERSITY OF APPLIED SIENCES / FINLAND**

| Type or name of the event | Date and venue | E2C presence | Participants | Number of people attending (approx.) | Representative(s) of E2C consortium |
|---|---|---|---|---|---|
| **Laurea International week** | 6 May 2012, Laurea University of Applied Sciences, Vantaa (main auditorium) | 30 minute presentation; "Seniors as co-creators of new services" | Students, lecturers | 70 | Anne-Mari Sandell Kirsi Ronkainen |
| **ENoLL Summer School 20-23 April, 2012** | 22 August 2012, Aalto University, School of Economics, Helsinki | Presentation and gaming workshop | Mixed (ENoLL members, students etc.) | 30 | Anne Äyväri, Marianne Dannbom, Anne-Mari Sandell, Sabine Wildevuur |
| **Forum Virium Helsinki Roadshows (Meetings with member organizations)** | • 11 June, 2012/Nokia<br>• 3 October 2012/ City of Helsinki<br>• 7 November, 2012/Siemens<br>• 17 December 2012/City of Helsinki, International activities Department | Short project presentation | Representatives of the member organizations (Siemens, City of Helsinki and Nokia) | 5-15 | Marianne Dannbom |

| | | | | | |
|---|---|---|---|---|---|
| **Forum Virium Helsinki Steering Committee meetings** | Regular meetings every 3 months | Short project status updates | Members of FVH Steering Committee | 15-20 | Marianne Dannbom |
| **National final seminar for E2C** | 30 January 2013. Laurea University of Applied Sciences, Vantaa | Presentations and gaming workshops | Elderly, representatives of cities of Vantaa and Espoo | 10 | Anne-Mari Sandell, Anne Äyväri, Kirsi Ronkainen, Pia Mässeli, Suvi Kukkonen |
| **Launch event for the PVC** | 15 February, 2013. Laurea University of Applied Sciences, Vantaa | Presentations and two workshops (Gaming and People Value Company) | Mixed | Approx. 70 at Laurea, 20 online | Anne-Mari Sandell, Kirsi Ronkainen, Anne Äyväri |
| **International week at Laurea University of Applied Sciences** | February, 2013. Laurea University of Applied Sciences, Vantaa | Presentation of E2C project and the outcomes | Students and lecturers | 100-150 visitors at the stand | Anne Äyväri Kirsi Ronkainen |

**APPENDIX 1.**

**WAAG SOCIETY and MMT / THE NETHERLANDS**

| Type or name of the event | Date and venue | E2C presence | Participants | Number of people attending (approx.) | Representative(s) of E2C consortium |
|---|---|---|---|---|---|
| **The new old: Games for Healthcare** http://waag.org/en/event/new-old-games-healthcare | Amsterdam, 12 February 2013 | Final meeting E2C, The Netherlands | Mixed | 50 | Waag Society (the whole Dutch E2C team) |
| **ICT & Healthcare** | Utrecht, 13 March 2013 | Paulien Melis | Mixed | 60 | Paulien Melis |
| **Behind the scenes: Healthcare innovations in Amsterdam** | Amsterdam, 24 September 2012 | Side event of AAL | Mixed | 40 | Paulien Melis, Sabine Wildevuur |
| **AAL Forum, Eindhoven Session E11: "Designing with people"** | Eindhoven, 26 September 0212 | Presentation titled: "Design for Connectedness" | AAL Forum audience | 100 | Sabine Wildevuur, Thomas Hammer-Jakobsen |
| **AAL-conference, Eindhoven** | Eindhoven, 26 September 2012 | Presentation of outcomes of user trials including a voting activity | AAL participants and the elderly | 70 | Sjoerd de Jager |
| **City of Oulu (Finland) visiting Amsterdam** | Amsterdam, 31 October 2013 | Innovation in Healthcare. Case E2C. | Innovators from City of Oulu | 20 | Sabine Wildevuur |

**APPENDIX 1.**

**COPENHAGEN LIVING LAB / DENMARK**

| Type or name of the event | Date and venue | E2C presence | Participants | Number of people attending (approx.) | Representative(s) of E2C consortium |
|---|---|---|---|---|---|
| **AAL Forum** | Eindhoven 23-25 September 2012 | Presentation | AAL Forum audience | 60 | Thomas, Sabine |
| **Impact assessment workshop** | Aalborg, 6 December 2012 | Workshop | Public sector Health experts | 6 | Thomas, Mie, Trine |
| **Introduction** | Wiedergården activity center Dragør, 13 December 2012 | Meeting | Manager | 3 | Mie, Catja |
| **Presentation (Final National event)** | Velfærdens Innovationsdag, Øksnehallen, Cph. January 24th | Løsningsgalleri (solution gallery/exhibition) | Public sector managers | 100 | Mie, Catja, Hans Henrik, Thomas |

**APPENDIX 1.**

**HALMSTAD UNIVERSITY / SWEDEN**

| Type or name of the event | Date and venue | E2C presence | Participants | Number of people attending (approx.) | Representative(s) of E2C consortium |
|---|---|---|---|---|---|
| **Presentation of project for end-users** | 100909 – Halmstad senior center venue (Alla Hjärtans Hus) | Presentation of the project | Seniors | 20 | Jesper Svensson (HAU) Niklas Granfeldt (HAM) |
| **Recruitment activity – end users** | 101019 – Halmstad senior center venue (Alla Hjärtans Hus) | Presentation of the project and the recruitment and evaluation process | Seniors | 20 | Jesper Svensson (HAU) Niklas Granfeldt (HAM) |
| **Feedback session with end-users** | 110317 – Halmstad senior center venue (Alla Hjärtans Hus) | Feedback of project status and the results from the user tests in December 2010. | Seniors | 10 | Jesper Svensson (HAU) Mikael Hammeltz (HAU) Niklas Granfeldt (HAM) |
| **Feedback session with end--users** | 111020 – Halmstad Senior center Venue (Alla Hjärtans Hus) | Feedback of Project status And the results From the user Tests in May 2011. | Seniors | 10 | Jesper Svensson (HAU) Niklas Granfeldt (HAM) |
| **E2C Presentation and** | 111202 – Halmstad | Presentation of the | Students (20-25 | 40 | Jesper Svensson |

| recruitment activity – end users | University | Project and the Recruitment and Evaluation process | year olds) | | (HAU) Esbjörn Ebbesson (HAU) |
|---|---|---|---|---|---|
| **E2C Presentation and recruitment activity – end users** | 121017 - Halmstad Senior center Venue (Alla Hjärtans Hus) | Presentation of the Project and the Recruitment and Evaluation process for the Beta test | Seniors | 15 | Jesper Svensson (HAU) Esbjörn Ebbesson (HAU) |
| **National E2C seminar** | 130221 – Halmstad Senior center Venue (Alla Hjärtans Hus) | Feedback from the Project and the results From the user Tests in November 2012. Presentation of possible new opportunities for end-user involvement. | Seniors | 8 | Jesper Svensson (HAU) Esbjörn Ebbesson (HAU) |

**E2C Consortium Presents**

**THE LAUNCH OF THE PEOPLE VALUE COMPANY**

Express to Connect consortium is pleased to invite you to a seminar about design for an empathic society, which is organized on the occasion of the launch of the People Value Company. The event takes place on Friday the 15th of February 2013, at the Laurea University of Applied Sciences premises in Vantaa, Finland.

The event will be streamed live on the Internet so if you are unable to join us in Vantaa, **you may attend by using a Webinar link**.

The seminar focuses on the aspects of designing an emphatic society. Based on the research results of the Express to Connect project and the expertise of the People Value Company you gain insights how to prepare for the challenges of the aging society by design for social connectedness.

**PROGRAM**

**9.30** Registration and coffee

**10.00** Welcoming words

*Thomas Hammer-Jacobsen, Head of Lab, Copenhagen Living Lab*

**10.05** New old,

*Tuula Koli, Senior Advisor*

**10.10** Design for social connectedness

*Sabine Wildevuur, Head of Programme Healthcare, Waag Society*

**10.30** People value insights

*Mie Bjerre, Partner, Copenhagen Living Lab*

**10.50** Portraits for reframing

*Jesper Svensson, Lecturer in informatics, Halmstad University*

**11.10** Intagible value creation and experienced value – New drivers of innovation,

*Pekka Kahri, Director – Services and well-being industries, Tekes*

**11.40** Break

**12.30** For and by – the importance of users when innovating

*Jarmo Eskelinen, ENoLL President*

**12.50** Turning an iPad into a social board game

*Astrid van Roij-Lubsen, Concept Developer, Waag Society*

**13.10** People value assessment

*Anne Äyväri, Principal Lecturer, Laurea University of Applied Sciences*

**13.30** Looking ahead – toward people value companies

*Thomas Hammer-Jacobsen, Head of Lab, Copenhagen Living Lab*

**14.00** Coffee break / End of the Webinar


**14.30 – 15.30** Parallel sessions: Gaming and People Value Cavas

 Session 1: Gaming, *Astrid van Roij-Lubsen, Concept Developer, Waag Society*

Session 2: People Value Canvas, *Thomas Hammer-Jacobsen, Head of Lab, Copenhagen Living Lab*


The seminar is free of charge, but the number of seats is limited. Please register here by 11th February 2013 to reserve a place in the seminar.

If you wish to join the Webinar, please register here by 13th February 2013.

For more information about Express to Connect project, please visit
www.express2connect.org