



FOSTERING SOCIAL INTERACTION OF HOME-BOUND AND LESS EDUCATED ELDERLY PEOPLE

## Dissemination Strategy

Deliverable No.		<b>D7.1</b>	
Work Package No.	<b>WP7</b>	Workpackage Title	<b>Dissemination and Exploitation</b>
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Status (F: final; D: draft; RD: revised draft):		<b>F</b>	
File Name:		<b>EASYREACH Deliverable D7.1; vers 1.doc</b>	
Project start date and duration		<b>01 November 2010, 28 Months</b>	



## DOCUMENT HYSTORY

Version	Date	Comments	Author
1.0	18/01/2011	Document created - Draft version v0.1	Thanasis Kavatzikidis
2.0	13/02/2011	Draft version v0.2 – contribution of the Partners added	Thanasis Kavatzikidis
1	13/04/2011	Vers.1 of the final document released	Thanasis Kavatzikidis



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## 1. EXECUTIVE SUMMARY

This document describes the Dissemination Strategy of the Consortium for the EasyReach project. Dissemination activities will be undertaken to widely spread the EasyReach project results to the relevant international scientific community and to increase public awareness of its potentials and benefits for the elderly based on Ambient Assisted Living framework.

The Consortium's intention is to disseminate widely the existence of EasyReach project and its goals, not only within Europe but also internationally, in order to present Europe as a major world force in the relevant scientific field and to open international markets to European companies. Thus, dissemination will address the international community on scientific and industrial/commercial level and will serve as a promotion of the project to experts (i.e. product or project managers, researchers of various interests, general public, etc.).

Towards this goal the following actions will be taken for disseminating the EasyReach project results:

- Presentation of the project and the main result through the World Wide Web
- Production of dissemination material for the EasyReach project
- Newsletter release
- Participation in Technical Exhibitions, Conferences and major fairs focusing on products relative to the results of the project
- Organization of Workshops on related issues
- Involvement of Academic and Industrial Key Actors in the dissemination strategy
- Publications in Technical Magazines.

Dissemination activities are important for the Consortium also on a partner level, that is, internal communication to assure knowledge sharing and a common understanding of the project.

Making the Consortium partner's competencies known can prove beneficial for promoting their activities as well. It is expected that, regardless the specific partner contribution in the Work Package, all partners will take part in dissemination activities even on a different level. This contribution can take several forms, ranging from artistic design in the dissemination material to scientific papers on EasyReach project at international, European and local workshops, exhibitions and conferences. Thus it is essential that all partners have a preliminary idea of their planned dissemination activities either for EasyReach purposes exclusively or for general purposes where EasyReach project will also be shown.

All EasyReach project Consortium has a strong commitment on disseminating EasyReach project and its role within the Strategic Objective "AAL for the Ageing Society" of the Framework Program of the European Commission.

## 2. INTRODUCTION

### 2.1 WorkPackage objectives

The development and the implementation of dissemination and exploitation plans for EasyReach are the key objectives of this work package. More specifically, the current work package aims at establishment of a clear business framework for commercial operation of the system, integrate this framework into the existing businesses of the EasyReach partners and dynamically introduce the EasyReach System into the marketplace. Furthermore this WP intends to disseminate as widely as possible the results of the project and to promote the service at European level.

For this purpose, a proper dissemination methodology is put in place in order to maximize the dissemination of EasyReach concept and objectives. Meaningful events and channels for presentation and diffusion of information about EasyReach are addressed and selected.

The deliverables that will be derived from this workpackage are:

**D7.1: Dissemination Strategy (current)**

**D7.2:** Project Website

**D7.3:** *EasyReach* International Workshop

**D7.4:** Project Leaflet

**D7.5:** Exploitation Strategy

**D7.6:** *EasyReach* International Conference

### 2.2 Approach of Dissemination for EasyReach

In EasyReach, high emphasis is given to activities fostering the public participation and awareness. The widespread dissemination of the project's objectives and results is important for its success. In the dissemination strategy a multi-dimensional approach will be followed in order to reach different target groups such as the scientific / technological communities, the relevant industry-sectors, the Public Institutions, the policy-makers and – obviously - the target user groups i.e. the elderly and their informal caregivers (family, friends) and the Elderly Associations.

Each of them will be reached with the most suitable tools (web site, newsletters, User Forums and Application workshops, an international event organized at the late stage of the Project to present the concept, the objectives of EasyReach and its achievements and to make aware the industry (with specific reference to the SMEs) about prospects on the European market, publication of articles, reports and press releases in scientific, technical journals and popular magazines, participation in relevant national and international exhibitions and conferences).

A link with other European Projects and with other R&D Centres and Organizations involved in the key topics addressed by the EasyReach Project will be promoted with the goal of knowledge sharing.

## 2.3 EasyReach application concept – scenario

The system will be installed in the user's home by positioning the set-top box near the TV and connecting it to the AC supply and to the TV inputs (a number of standard interconnections will be provided). The original antenna will be connected to the set-top box.

The user will be given a new remote control and he will be guided for the basics of how to use it. Extensive training for a more advanced use will be provided by the system.

The system automatically and without user intervention will search for other users. Well known peer-to-peer technology is used to avoid using a central service. The system will provide the usual TV channels that will be accessed, at least initially, with the same style of interaction of a typical remote control (numbers for channels, up and down arrows to change channel, up and down volume, on-off). All the new services will be provided on what looks like a new TV channel.

The user will start noticing that the remote is aware of its position and of how it is handled. Simple pointing to the screen can trigger actions. The remote can be pointed to home objects including text in order to take pictures, there is feedback (the viewfinder) on the TV. Users will be able to collect and send pictures of whatever they have in their home. Pictures can be annotated with voice and shelved in the system. The user will start participating in groups suggested by the system and, slowly, will start having a more active role proposing new groups and activities.

## 2.4 Expected results and main activities of Workpackage

The work in this WP will start with the definition of the dissemination plan for the project, identifying the relevant outcomes of the project work that are foreseen to be a possible dissemination element for the different target audiences: scientific community, European citizens and societal stakeholders.

However, the plan will allow including new dissemination elements that were not originally foreseen in case the project evolution makes it advisable. The plan also includes the policy for publication and dissemination of the work for the project partners.

Once the plan is established, the WP will be responsible for the creation of the necessary material, in the adequate format for the dissemination media addressed and with the pertinent content for the targeted audience, to perform the dissemination action. The following activities are proposed:

- **Publishable Reports:** all the deliverables of potential economical and social impact will be accompanied with a PUBLISHABLE REPORT oriented to disseminate EasyReach results to the final end users: elderly, relatives, and social, political and economical stakeholders; and published in the language of each pilot site's country and using an understandable vocabulary for each target group.
- **Success Stories:** as a result of the validation process the most important and clear situations where the system is clearly useful for a concrete old person in a concrete situation will be published to disseminate the effectiveness of the overall system, of course in agreement with that person. Also they will be published following a language accessible for end users and in their language.

This material will be available both for central activities developed at a project level and for the possible opportunities for the dissemination by the individual partners. The dissemination material will be created in any language that the project considers to be necessary, taking into account considerations such as cost of translation, impact of the translation, benefits for the project objectives, etc.

## 2.5 Dissemination tools / target groups

Efficient dissemination requires making use of a variety of dissemination tools. The EasyReach Dissemination Plan defines specific dissemination tools for each of the target groups as indicated in the following Table:

Target Groups	Planned dissemination action
Industry	Link to other European Projects
	Participation to specialized exhibitions and Conferences
	EasyReach International Workshop
	EasyReach Forum
	EasyReach International Workshop
Scientific Community	Link with other R&D Centers and Scientific Organizations
	Participation to National and International Conferences
User Groups & their Associations (homes for elderly, carers, local authorities, etc.)	Articles, reports in scientific and technical journals
	Publications on thematically-related EU projects' websites and dissemination channels
	International and local User Forum Meetings, local events
General Public	EasyReach web site
	Publication of articles in popular magazines, relevant EU websites and Press releases
	Common graphic identity

Target Groups	Planned dissemination action
To all the target groups	EasyReach web site
	Leaflets, Posters, Powerpoint and word templates
	Press releases
	Other dissemination materials
	Specialized courses and technical workshops
EasyReach Consortium (internal dissemination and education)	Initiatives for students of the Universities participating to the EasyReach
	Training workshops
	EasyReach Document and material share server
	Internal email lists

Table 1: Target groups and dissemination means used to address them

### 3. DISSEMINATION MEANS

Therefore, the goals for the dissemination activities are the following:

- Introduce EasyReach project to the International scientific, research and industrial related community.
- Produce all needed dissemination material.
- Create final EasyReach project Logo.
- Develop the EasyReach project Website.
- Link EasyReach activities with major conferences and workshops through the organisation of sessions, exhibitions running, paper presentations or demonstrations organisation. Additionally, EasyReach project Consortium will consider the organization of specific EasyReach project Events close or in parallel to these relevant conferences.
- Establish and operate an active EasyReach project Forum for end-users. This Forum would be available at EasyReach project website in order to gather end-users opinions and comments in relation to EasyReach project scope. It will establish an active communication bridge between endusers and experts.
- Issue and establish the EasyReach project Newsletter to be sent to EasyReach project Consortium, Forum members and other interested parties. This electronic newsletter will be also available at EasyReach project website for free download.



- Creation of a Facebook page which is targeted at senior citizens and the people that care for them, as well as other groups which fit in the EasyReach target market and the people in their environment, is recommended. The page will call on the visitor to “like” it and thus be transferred to an area where they are informed about how EasyReach can change their life. Paid campaigns on the popular social network can target specific groups of people based on criteria like age, sex, marital status, and other qualifiers.
- Creation of a YouTube channel with relevant videos will provide documentation on the functions of the system as well as in depth testimonials of its use. Interlinking all social media profiles and the website will be key in Search Engine Optimization (SEO) and generating public interest.

One of the fastest growing demographics of web 2.0 applications is the age groups of 55-65 and males in particular. Most of this demographic was in their mid to late 30's or in their 40's during the 1990's when the technology boom was underway, and so it is understandable that a propensity towards technology exists despite the age. Additionally, the age group 65+ is also growing in terms of social network users as people with mobility problems or more free time are searching for new methods to communicate.

These activities will help to raise people awareness about the project and its expected results. Thus, as soon as these results will be available, the dissemination channels will already be established.

It should be noted that dissemination activities are essential not only to demonstrate the capabilities and work performed but also to attract interest on EasyReach project scope.

### **3.1 EasyReach logo**

Logo is the symbol that appears on products of the project, websites, press releases and advertisements. A logo can be a powerful tool in branding and in improving a projects's appearances in a given community, whether that be online, or by the means of other communication channels.

A logo is a picture that should either mark - or brand – the concept of the main product of the project and presents the compact idea or atmosphere about the project. The logo is to help to market Easyreach in specific target groups properly. It needs to fit relative market specifically so that public and other groups already know what the scope of EasyReach project is offer when they see the logo and recognize it. A logo costs very little in terms of time and energy but a poor logo can go further towards misrepresenting a project.

One of the largest benefits of a logo is its ability to give on a project a unique personality. Of course, the name of the project does this as well, but a logo can influence the communication part of the project as well. The atmosphere or feel of a logo can greatly change the public's ideas regarding the project, and with the right logo, the user or target groups can approach the products of the project with positive feelings already. The unique personality a logo has another benefit. A logo gives the project a face.

A logo greatly influences advertising and communicating the objectives and the concept of the project as well. Having a logo makes it easier to ‘advertise’ creatively as a logo is already a picture, not a word. Thus, people will remember the project much more easily. 40 percent of customers

remember what they see compared to what they read or hear. So when graphics are used and associated with a product and services future members of the specified target groups are much more likely to remember it.

According to all mentioned above, an important action in order to establish the project’s identity is to create a Logo, which will be associated and included in all the documents (paper or electronic).

To achieve a right outcome, a number of proposals were created and sent for comments and approval. The official project logo was decided through an electronically voting procedure among the Consortium.

The final choice was made with the following criteria:

- The logo should be self representative
- It should be printed and distinguished in high quality format
- It should be easily conceived
- It should be memory grasping

It is shown in the table below all the proposals for the logo of Easyreach.

No	Logo
1	
2	
3	
4	

No	Logo
5	
6	
7	

Table 2: Proposals for EasyReach logo

It is shown below the logo approved by Consortium members to be part of the global dissemination of the project:



Figure 1: EasyReach Logo

EasyReach project logo was designed to serve as the flag of the Project to be used at any public appearance. This logo is intended to be used in the Dissemination and exploitation activities derived from the project in order to improve the EasyReach project visibility.

Logo will be used in all the dissemination tools, ranking from the website to documentation sheets and leaflets or brochures.

### 3.2 EasyReach website

A public website of the project has been developed for disseminating project results, for providing information related to the project and the partners and for the communication among all interested

parties. It should be noted that the website will serve as a reference point for all those are interested on EasyReach project results. It will be very helpful to communicate with all external entities.

The website's address has been booked and is: <http://www.easyreach-project.eu/>

The website is currently being enriched with dissemination material by all Consortium members. The site will host links to the internal tools that will be developed throughout the EasyReach project activities. In addition, through this site, visitors would be able to apply for a subscription for receiving the EasyReach project Newsletter in the near future and have access to all 'locked' areas for the public. Subscription to the EasyReach project Forum would be an invitation and there would be a register with all the subscriptions.

EasyReach webpage is accessible according to Web Accessibility Initiative (WAI) guidelines of the World Wide Web Consortium (W3C). This means that people with disabilities can perceive, understand, navigate, interact with the Web, and they can contribute to the Website. Web accessibility also benefits others, including older people with changing abilities due to aging.

As it has been already commented, EasyReach project website aims at presenting general information on EASYREACH project and its achievements. To fulfill this scope, all EasyReach project Consortium will be encourage to provide current and publishable information to assure people interest on EasyReach project evolution. iKnowHow will gather all this information.

### **3.3 Articles and press releases**

Articles and press releases will be issued to inform about the EasyReach project activities and its main goals in order to let the general public know about the project developments and achievements. Press releases will be delivered to international media, as well as to national media in the countries where the partners are based. There will be several documents which will report on the EasyReach project progress and achievements along the project duration. These documents will be translated into the different languages of the countries that participate in the Consortium. Special attention will be taken in those countries where pilots will be conducted. A press release is presented in Annex I.

### **3.4 EasyReach newsletter**

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

- Sending by e-mail to a distribution list that would include: the project partners who are committed to deliver the newsletter to their usual interlocutors, audiences and addresses, according to the country in force regulations, EasyReach project Forum members.
- Uploading to the EasyReach Project website, so that a newsletter PDF version is free downloadable, and is available to anyone.

### 3.5 Production of posters, brochures, leaflets and fact sheet

It is planned to develop a series of brochures and leaflets for the flow of every services to be implemented. We expect to use an effective and simple communication mood to explain the developed services in terms of benefits and use conditions, besides the way to access them. As the brochure goal is to promote the available services to final users, the approach (format, language, style) will be user-centered. The use of gadgets will be evaluated to support these dissemination steps.

These brochure series will 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 EasyReach project.

Moreover, according to European Commission guidelines on dissemination, an EasyReach project Fact Sheet has been issued to be distributed by partners in their dissemination activities. It will be the first ID card of the EasyReach project. This fact sheet will be also available at EasyReach project website.



Figure 2: EasyReach Poster

### **3.6 Conferences, Workshops, Exhibitions & Journals**

All 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. The Consortium aims at disseminating non-confidential acquired knowledge about EasyReach project in many technical and scientific conference, workshop and exhibition. Each partner will carry out different presentations of EasyReach project for internal and external audiences.

The information related to these relevant events that will be hold in the near future will be shown at EasyReach project website. Once the event has happened, the partner involved will issue a register that will be uploaded to EasyReach website together with multimedia material if any.

### **3.7 Journals & Magazines**

Technical journals and magazines provide high impact publication opportunities. The partners in the EasyReach project are committed to maximize the project's impact on the research and industrial communities by attempting to publish the most salient results of the EasyReach project in widely distributed and read journals. The EasyReach Consortium will consider potential journal publications as soon as possible in the project. To fulfill with this process:

- Partners will be asked to fulfill a register with each publication according to a specific template
- A first draft with the publication together with an abstract according to a template will be sent to EasyReach partners at least 30 days before the due date for submission
- All partners are welcome to provide contributions and comments and confirm if they agreed to publish it
- If there is no objection, the article can be submitted and the final version will be available at EasyReach consortium's communication area 24 hours before the submission
- If there were any objections and no agreement for a final version, a Review Committee would decide to assure EasyReach project interests. The members of this Committee will be the Activity Line Leaders, the Technical Manager and the Project Coordinator.

### **3.8 EasyReach project specific events**

EASYREACH project Consortium is intent on organizing specific events on relevant topics, outcomes and milestones related to the scope of the project.

These specific events would meet experts from EasyReach project Consortium with other experts and stakeholders. To achieve a more relevant impact and involvement, these events will be arranged linked with International, European or Local Conferences or workshops connected with EasyReach project scope.

### **3.9 Liaison with other projects**

A good way to improve the project development is gathering information of other projects related to telecare and ambient intelligence. Also, it is important to have a liaison with other companies, to



EASYREACH is a Project of the AAL  
Program (Call 2009-2)



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amplify the knowledge in these fields. So, an EasyReach project objective is to get in touch with persons who had worked in this kind of projects. These initiatives will be carried out according to European Commission guidelines and EasyReach Consortium will be ready to participate in those events organized Framework or any other proposed by the European Commission. A list of projects for possible synergies is presented in Annex II.



## ANNEX I

### PRESS INFORMATION

November 5, 2010

EasyReach, an European research project of the AAL (Ambient Assisted Living) Joint Programme<sup>1</sup>, proposes an innovative and sustainable ICT solution to allow elderly and less educated people to participate in the benefits of IT-based social interactions.

**The Project's Kick-off Meeting was held in Milano, Italy on Thursday January 27<sup>th</sup>, 2011.**

**The Project, started on November 2010, will have a length of 28 months.**

The use of computer and Internet by the older people is growing and there is evidence that the use of computers may improve the performance of activities of daily living, increase cognitive functioning and decrease levels of depression.

Nevertheless there is still a considerable gap between the potential benefits that the information and communication infrastructure can provide and the exploitability of these benefits throughout a large part of the older population: the accessibility and usability of ICT devices and solutions.

Even if Internet offers many applications geared towards older people, the problem with all of them and with any future internet application is that they rely on a basic core of knowledge and skills that is not widespread in the community of un-educated elder people.

The *EasyReach* project intends to address these issues.

*EasyReach* is specifically targeted towards those individuals that, because of poor education, low income and possibly linguistic barriers still find it difficult to use computers to improve their socialization.

The objectives of the project – fully aligned with the vision of the AAL Joint Programme – are:

- a.** Keeping people socially active, increasing the number and quality of contacts,
- b.** Recovering experience that would be lost and instead can continue contributing to society,
- c.** Aiding in organizing activities,
- d.** Maintaining networks of a lifetime.

Moreover, the system will tangibly improve the quality of life of home-bound users by:

- preserving existing relationships;
- boosting self-esteem of users;
- helping users in performing common activities.

In the *EasyReach* system the hardware is very simple: a remote control resembling a small TV remote but capable of capturing user's gestures and of taking pictures, a set top box and a TV set.

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<sup>1</sup> AAL is a joint programme to foster the emergence of new technologies, products, systems solution and markets for assistive technologies according to well defined societal demands resulting from demographic change and focussing on the wellbeing person.



The software runs in the set-top box that has a GSM/UMTS modem and a TV output. The system is installed in the user's home by positioning the set-top box near the TV and connecting it to the TV inputs; the original antenna is connected to the set-top box.

The user has a new remote control and the system provides the usual TV channels that are accessed, at least initially, with the same style of interaction of a typical remote control (numbers for channels, up and down arrows to change channel, up and down volume, on-off). All the new services are provided on what looks like a new TV channel.

The remote is aware of its position and of how it is handled. Simple pointing to the screen can trigger actions. The remote can be pointed to home objects including text in order to take pictures, there is feedback (the viewfinder) on the TV. Users will be able to collect and send pictures of whatever they have in their home.

Pictures can be annotated with voice and shelved in the system. The user starts participating in groups suggested by the system and, slowly, will start having a more active role proposing new groups and activities.

The system automatically and without user intervention is searching for other users.

Social exchanges will be managed and aided by a "social interaction agent" that resides in the set-top box and that "looks" at all the interactions and commands from the user. Social interaction agents can go on the net and query other agents on behalf of user's wishes or simply to fulfil the goal of improving the quality and breadth of user's interactions. *EasyReach* supports, for example:

- organizing groups of people that already know each other, e.g. relatives and friends;
- creating groups of people that care for a certain topic (discussion);
- organizing groups for the purpose of "interfacing" the user with existing organizations, e.g. a church
- organizing help sessions where a skilled user that can help or train other users.

Moreover, *EasyReach* will continuously examine user actions and interactions by providing additional benefits such as:

- reminder of appointments and things-to-do,
- automatic organization of user's information,
- monitoring of user's quality of interaction in order to provide feedback,
- fostering of new interactions.

"*EasyReach* progresses beyond the state-of-the-art because it brings the power of network-based socialization to the level of very simple, familiar devices such as a TV set and an easy, intuitive remote control", said Prof. Roberto Bisiani, Coordinator of the EasyReach project.

"*EasyReach* is based on three kinds of innovations:

- Interfacing ICT applications with pre-digital divide users by means of a gesture-enhanced and camera-equipped remote control.
- Actively supporting user interactions with "user agents" that stimulate communication.
- Adapting social interaction models to the needs of a new group of people".

The system is designed starting from the needs and user preferences about IT-based social interaction.



The user is placed at the centre of the service/product development process and the senior citizens will be involved in all the phases of the development up to the final validation tests and trials.

The services in use in the elderly life contexts are seen from the point of view of the person using the service, as opposed of putting the device (manufacturer) or the service provider or network operator in the centre of events.

While the smart remote control unit uses the universal language of the gesture, the other two modules and the overall *EasyReach* architecture will be designed for an easy adaptation to the local context and for the use with the local language.

In this respect, *EasyReach* will give also a great opportunity to local SMEs and Organizations to add to the services locally based contents and to customize the solution to the local context (e.g. the organization of local Groups).

The EasyReach Consortium consists of 8 complementary Partners from 3 countries (Germany, Greece and, Italy).

The project's participants are:

- University of Milano Bicocca, the Fondazione Ugo Bordoni, the Italian National Research Council (CNR), FIMI S.r.l., the FNP (National Federation of Pensioners) all from Italy;
- CERETETH and iKnowHow from Greece,
- University of Potsdam from Germany.

University of Milano – Bicocca (Italy) is the Coordinator of the Project.

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## ANNEX II

### [PERSONA \(Perceptive Spaces Promoting Independent Aging\)](#)

PERSONA aims at advancing the paradigm of Ambient Intelligence through the harmonisation of Ambient Assisted Living (AAL) technologies and concepts for the development of sustainable and affordable solutions for the social inclusion and independent living of Senior Citizen, integrated in a common semantic framework.

### [ASK-IT \(Ambient Intelligence System of Agents for Knowledge-based and Integrated Services for Mobility Impaired users\)](#)

The ASK-IT integrated project aims at establish Ambient Intelligence (AmI) in semantic web enabled services, to support and promote the mobility of Mobility Impaired people, enabling the provision of personalised, self-configurable, intuitive and context-related applications and services and facilitating knowledge and content organisation and processing.

### [CAPSIL \(International Support of a Common Awareness and Knowledge Platform for Studying and Enabling Independent Living\)](#)

The aging of society is the single most important aspect of health care in the 21st century. Many intriguing ICT solutions are being developed within the EU, USA, and Japan for helping older people remain independent longer. However, these solutions tend to be fragmented and heterogeneous. The CAPSIL Coordinating Support Action (CSA) team is a strategic international coalition of University and Industrial partners that already have extensive teams developing hardware/software/knowledge solutions to independent living based on user requirements. All partners of CAPSIL are already members of regional and national centres on aging engaged in the process of helping to establish public policy and international standards.

### [CONFIDENCE \(Ubiquitous Care System to Support Independent Living\)](#)

The main objective of this project is the development and integration of innovative technologies to build a care system for the detection of abnormal events (such as falls) or unexpected behaviours that may be related to a health problem in elderly people.

### [ePAL \(extending Professional Active Life\)](#)

The primary objective of Project ePAL is to consider and define new ways of promoting a balanced active life for retiring and retired professionals in Europe. ePAL will develop a roadmap - a set of actions, activities and steps - that will assist in placing Europe at the forefront of active aging globally and move us towards realising a more positive future

for Europe's elderly population. Project ePAL is funded by the European Commission as part of the 7th Framework Programme. The project is coordinated by Uninova, a non-profit University-Enterprise Association based in Lisbon, Portugal. The other key partners are the University of Amsterdam, The Netherlands, Skill Estrategia, a consultancy based in Sevilla, Spain, White Loop Ltd, a consultancy from London, UK and SECOT, an association consisting of retired executives offering management and development services to companies across Spain and based in Madrid.

### [HERMES \(Cognitive Care and Guidance for Active Aging\)](#)

HERMES is an international collaboration between six organizations in six countries, aimed at providing cognitive care. The project is supported by the EU under Framework Programme 7. Cognitive care is achieved through an assistive technology that combines the functional skills of the older person to reduce age-related decline of cognitive capabilities and assist the user where necessary. Based on intelligent audio and visual processing and reasoning, the project results in a combination of a home-based and mobile device to support the user's cognitive state and prevent cognitive decline.

### [SMILING \(Self Mobility Improvement in the eLderly by counteractING falls\)](#)

Self Mobility Improvement in the eLderly by counteractING falls, contract number 215493, is part of the European Commission's 7th RTD Framework Programme – Specific Programme Cooperation, Theme 3 "Information and Communication Technologies", Objective ICT2007.7.1 "ICT and Ageing".

### [SOPRANO \(Service-oriented Programmable Smart Environments for Older Europeans\)](#)

SOPRANO is an Integrated Project in the European Commission's 6th Framework Programme (IST Priority 6th Call on Ambient Assisted Living -AAL). The SOPRANO project is to develop affordable, smart ICT-based assisted living services with interfaces which are easy to use for older people and familiar in their home environment

### [Amigo \(Ambient intelligence for the networked home environment\)](#)

Fifteen of Europe's leading companies and research establishments in mobile and home networking, software development, consumer electronics and domestic appliances have joined together in Amigo – an integrated project that will realize the full potential of home networking to improve people's lives.

### [Netcarity \(Ambient technology to support older people at home\)](#)

Netcarity is a European project researching and testing technologies which will help older people to improve their wellbeing, independence, safety and health at home. The project

is investigating how new and existing technologies can be integrated cost effectively into people's homes, making them feel more comfortable about remaining in this familiar environment. It is developing and testing a new technology infrastructure for homes, with systems that enhance communication with friends, family and care givers; support everyday living and promote a sense of social inclusion. It will encourage older people to live independently and inspire them to be more socially active. Netcarity's goal is to turn older peoples' homes into supportive environments which include them in society and postpone or avoid the expensive and traumatic move into care homes.

### [DIADEM Project](#)

Older adults are now spending more time online. However they use web services less often and have less experience with them than younger adults, due to their age related declines in abilities. Lack of web service use puts older adults at a disadvantage in terms of their abilities to live and function independently. This research project Delivering Inclusive Access to Disabled and Elderly Members (DIADEM) is developing an innovative assistive technology which will ensure that the many services available over the Internet are open and accessible to as many older adults as possible.

### [Accessible](#)

ACCESSIBLE aims to exploit the technologies behind the recent expansion of accessibility tools and standardisation methodologies, in order to provide an integrated simulation assessment environment for supporting the production of accessible software applications mobile or not.

### [Social Employers Network](#)

SEN is a network set up to encourage, consult and support employers in recruitment and retainment of any kind of disadvantaged or disabled workers. SEN is EU wide network with founding members organizations from Bulgaria, Belgium, Greece, Ireland, Netherlands, Poland, Romania, Slovenia, Spain, Sweden and UK which has been together since September 2007. Membership is open to all kinds of employers who share positive attitude towards people with disabilities and disadvantaged.

### [Validating Mentoring 2](#)

Validating Mentoring 2 project will support the needs of disabled people and others disadvantaged in the job market by developing systems for the recognition of their non-formal and informal learning. This is particularly important for a group that, compared to its peers, lacks formal qualifications with the consequent effects upon their employability.

### [ÆGIS \(Open Accessibility Everywhere: Groundwork, Infrastructure,](#)

## [Accessibility Everywhere: Groundwork, Infrastructure, Standards\)](#)

The ÆGIS project seeks to determine whether 3rd generation access techniques will provide a more accessible, more exploitable and deeply embeddable approach in mainstream ICT (desktop, rich Internet and mobile applications). This approach is developed and explored with the Open Accessibility Framework (OAF) through which aspects of the design, development and deployment of accessible mainstream ICT are addressed.

### [EU4ALL](#)

The aim of EU4ALL is to improve the efficiency and efficacy of implementing these strategies by developing an open service architecture for ALL. To achieve a wide impact the approach taken is not to develop a single EU4ALL system but a standards based framework that facilitates the integration of the approach with a wide range of eLearning systems.

### [FUTURAGE project](#)

FUTURAGE is a two-year project funded under FP7 to create the definitive road map for ageing research in Europe for the next 10-15 years. A first set of workshops take place in March (15-16 and 25-26).

The workshops represent the second stage of the FUTURAGE process and will enable experts from Europe and beyond to discuss research priorities across a wide range of disciplines. Participation is by invitation only.

Contact: [futurage@shef.ac.uk](mailto:futurage@shef.ac.uk)

### [ETICA project](#)

ETICA stands for "Ethical Issues of Emerging ICT Applications", and is funded by the European Commission under the 7th framework programme.

The ETICA project will identify emerging Information and Communication Technologies (ICTs) and their potential application areas in order to analyse and evaluate ethical issues arising from these. By including a variety of stakeholders and disciplinary perspectives, it will grade and rank foreseeable ethical risks. Based on the study governance arrangements currently used to address ICT ethics in Europe, ETICA will recommend concrete governance structures to address the most salient ethical issues identified. These recommendations will form the basis of more general policy recommendations aimed at addressing ethical issues in emerging ICTs before or as they arise.

Taking an inclusive and interdisciplinary approach will ensure that ethical issues are identified early, recommendations will be viable and acceptable, and relevant policy suggestions will be developed. This will contribute to the larger aims of the Science in Society programme by developing democratic and open governance of ICT. Given the

high importance of ICT to further a number of European policy goals, it is important that ethical issues are identified and addressed early. The provision of viable policy suggestions will have an impact well beyond the scientific community. Ethical issues have the potential to jeopardise the success of individual technical solutions. The acceptance of the scientific-technological basis of modern society requires that ethical questions are addressed openly and transparently. The ETICA project is therefore a contribution to the European Research Area and also to the quality of life of European citizens.

Furthermore, ethical awareness can help the European ICT industry gain a competitive advantage over less sensitive competitors, thus contributing to the economic well-being of Europe.

#### [OASIS \(Open architecture for Accessible Services Integration and Standardization\)](#)

OASIS introduces an innovative, Ontology-driven, Open Reference Architecture and System, which will enable and facilitate interoperability, seamless connectivity and sharing of content between different services and ontologies in all application domains relevant to applications for the elderly and beyond. The OASIS System is open, modular, holistic, easy to use and standards abiding. It includes a set of novel tools for content/services connection and management, for user interfaces creation and adaptation and for service personalization and integration. Through this new Architecture, over 12 different types of services are connected with the OASIS System for the benefit of the elderly, covering user needs and wants in terms of Independent Living Applications (nutritional advisor, activity coach, brain and skills trainers, social communities platform, health monitoring and environmental control), Autonomous Mobility and Smart Workplaces Applications (elderly-friendly transport information services, elderly-friendly route guidance, personal mobility services, mobile devices, biometric authentication interface and multimodal dialogue mitigation and other smart workplace applications). Applications are all integrated as a unified, dynamic service batch, managed by the OASIS Service Centre and supporting all types of mobile devices (tablet PC, PDA, smartphone, automotive device, ITV, infokiosk, ...) and all types of environments (living labs, sheltered homes, private homes, two car demonstrators, public transport, DSRT, etc.) in 4 Pilot sites Europewide. As user friendliness and acceptability is a top priority for the project, a user-centred-design approach is followed along the service and application development. Tested iteratively and thoroughly by hundreds of end users, their caregivers and other stakeholders, the OASIS System and applications will be optimized and submitted for standardization by the purpose-established OASIS world-wide Industrial Forum.