



Project acronym: **Go-myLife**

Project full title: **Going on line: my social Life**

AAL Joint Programme



Call for Proposals AAL-2009-2-089

D8.1 Project presentation and press release (supplementary document)

Author: Noaa Barak (ATOS)

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Abstract

This report informs on the preparation of two important dissemination artefacts: the Go-myLife project presentation and press release.

Keywords

Go-myLife, dissemination, press release, presentation

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1 Introduction

1.1 Context

Deliverable 8.1 presents the first versions of the project's press release and general presentation. This document is an explanatory report accompanying the two artefacts which are aimed for public use by all Go-myLife beneficiaries. The next deliverables coming from WP8 will be delivered at month 3 and will present the first release of the Go-myLife website.

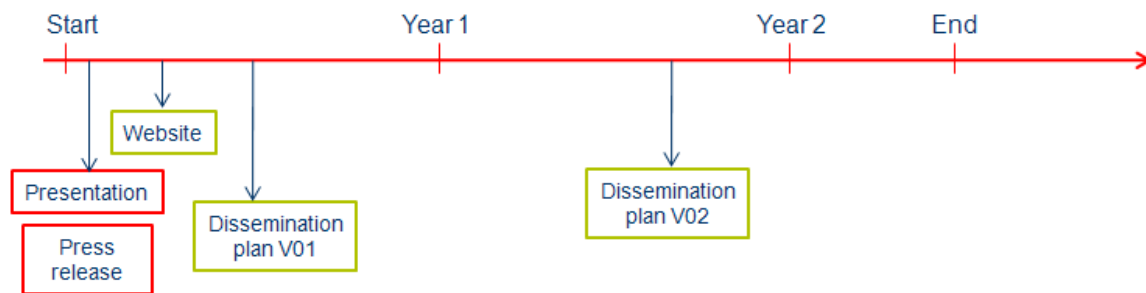


Figure 1: Deliverable 8.1 in the WP8 timeline

1.2 Objectives

Go-myLife is an AAL research project aiming to improve the quality of life of older people through the use of social platforms and geographic-based information. The dissemination actions of Go-myLife aim at creating public awareness, scientific and business interest for the project and its results, and promoting its adoption as a standard.

The objective of this deliverable is to present the project presentation and press release.

2 Project presentation

As a result of a preliminary analysis of our stakeholders and end-users, we are conscious that we are addressing a number of groups which are distinct from one another based on aspects such as interests, age group, level of technological literacy, motivation, and more.

As a result we have decided to create a minimum of 3 versions of the project presentation:

1. *General public presentation:* this presentation is the standard presentation providing general information regarding the project. This presentation was ready within M1 of Go-myLife.
2. *End-users presentation:* this presentation focuses on the added value of Go-myLife to the user and relies on low/medium technology literacy. This presentation is planned to be released during M4 of the project, in time for the participatory end-user workshops to be carried out by ZSI.

3. *Research and industry presentation:* this presentation emphasises the functionalities and the innovations of Go-myLife and is intended for the scientific and technological community. This presentation is envisioned for M9, as it is pending for the submission of deliverable 3.1 presenting the Initial Platform Architecture and Design.

All three presentations will clearly acknowledge the funding received from the AAL programme to Go-myLife.

This deliverable considers the preparation of the general project presentation presenting the project main objectives and planned activities. This presentation will be continuously updated to include an up-to-date report on the project progress.

3 Press release

We chose to issue the press release in month 3, upon the beginning of engagement with end-users (view Annex 1: Press release). Rather than issuing an informative press release at the beginning of the project, we believe that this strategy sends a clear message about the importance of our end-users in the project. At this stage we were already able to report some of the first impressions from the interaction with end-users, publish photos taken at workshops, and direct the public to the project website.

3.1 Structure

The press release contains mandatory and adaptable sections. The rationale behind this structure is to create generic press release which can be easily adapted to the circumstances, whether timing, stage in the process, partner, country or else.

The mandatory parts include:

1. General introduction to the project

“Go-myLife - or by its full name “Going online: my social life” - develops a mobile social networking platform costumed to the needs of the elderly, allowing interactions with their peers and families, as well as easy access to relevant geographically based information.”

2. Acknowledgement of funding by the AAL2 programme

“This project, with a total budget of 2.4M€ is funded by AAL, a European Commission research programme promoting the development of technologies for Ambient Assistive Living.”

3. List of partners

“The project is led by the research and Innovation division of ATOS Origin (Spain) and a team of developers, experts and end-user organisations from across Europe, including: The 451 Group (UK), Institute of Communication & Computer Systems (Greece), Zentrum fuer Soziale Innovation (Austria), IS Communications Ltd (UK), Andago Ingeniería S.L. (Spain) and Stowarzyszenie Społeczeństwa Wiedzy (Poland).”

4. More information

“For more information, please enter our website: <http://gomylife-project.eu/>, or contact the project’s dissemination leader Noaa Barak (noaa.barak@gmail.com)”

3.2 Adaptation guidelines

Each partner is required to make a slight adaptation of the content of the press release to correspond to its particular role in the project, providing that the media channels approached is of a local or internal context.

3.2.1 Translation

The press release is originally written in English, however for each country the partners are expected to produce a translated version. For this purpose we will

4 Summary

The project presentation and press release were prepared on time and with the consideration of the different target audiences of Go-myLife. These two artefacts will be constantly updated to reflect project progress and feedback from target audiences as well as consortium members. This would be a continuous task in WP8.

Annex 1: Press release



PRESS RELEASE

Older people join with research institutes and industry to create a mobile social networking platform built around their needs

July 2010 saw the official kick-off of *Go-myLife*, a research project that sets out to improve the quality of life for older people through the use of online social networks combined with mobile technologies. *Go-myLife* is developing a mobile social networking platform customised to the needs of older people, supporting easy interaction and communication with their peers and family members, as well as providing easy access to relevant geographically based information.

Despite still being in its initial stages, *Go-myLife* is already closely connected to its primary user group: elderly people. Since October 2010 older people have been taking a central role in the project; through workshops they are sharing their thoughts and ideas on the concept, outlining their needs and preferences and explaining how they would like to use mobile social networks in their daily lives. Recently, in a workshop in Austria, an elderly lady of 60 years said:

“My friends are my family; we spend holidays together and exchange all our problems and worries. Ten years from now, meeting my friends will become difficult as we will be less mobile than we are today”

Go-myLife believes online social networks have the potential to improve the quality of life of older people and support their continued integration in society. However, for a whole range of reasons, older people tend to miss out on these benefits. This gap is exactly what *Go-myLife* aims to address.

Go-myLife is currently entering an intensive year in the life of the project, in which the first prototype of the system will be released and tested by test groups of older people and their families. By October 2011 we expect to publish the results of the first prototype and clearly demonstrate the benefits *Go-myLife* offers its user community.

This project, with a total budget of 2.4M€ is funded by AAL, a European Commission research programme promoting the development of technologies for Ambient Assisted Living. The project is led by the Research and Innovation division of ATOS Origin (Spain) and a team of developers, experts and end-user organisations from across Europe, including: The 451 Group (UK), Institute of Communication & Computer Systems

(Greece), Zentrum fuer Soziale Innovation (Austria), IS Communications Ltd (UK), Andago Ingeniería S.L. (Spain) and Stowarzyszenie Społeczeństwa Wiedzy (Poland).

For more information, please enter our website: <http://gomylife-project.eu/>, or contact the project's dissemination leader Noaa Barak (noaa.barak@atosresearch.eu)

