



Project acronym: **Go-myLife**

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

AAL Joint Programme



Call for Proposals AAL-2009-2-089

## **D8.4 Preliminary Dissemination Plan**

Author: Noaa Barak (ATOS)

Version: 1.0

Date: 17/12/2010

<b>Deliverable Number:</b>	D8.4
<b>Contractual Date of Delivery:</b>	31/12/2010
<b>Actual Date of Delivery:</b>	17/12/2010
<b>Title of Deliverable:</b>	Preliminary Dissemination Plan
<b>Dissemination Level:</b>	Public
<b>WP contributing to the Deliverable:</b>	WP8
<b>Author(s):</b>	Noaa Barak
<b>Participant(s):</b>	

<b>History</b>			
Version	Date	Author	Comments
0.1	27/08/2010	Noaa Barak (ATOS)	Initial version
0.2	14/12/2010	Noaa Barak (ATOS)	Update following first peer-review
1.0	17/12/2010	Noaa Barak (ATOS)	Final version after peer-review

<b>Approval and Sign-off</b>		
Date	Name	Sign-off
10/12/2010	Maria Schwarz-Woelzl	
15/12/2010	Michael Mulquin	

**Abstract**

The preliminary dissemination plan for Go-myLife presents the dissemination guidelines, materials, focus areas and success indicators established to guide the dissemination activities of the project. In addition we provide a brief report of our dissemination actions in the first 6 months of the project.

**Keywords**

Go-myLife, dissemination, website, publications, target audience

# Table of Contents

1	Introduction.....	6
1.1	Context.....	6
1.2	Objectives.....	6
2	Strategy.....	6
2.1	Areas of focus.....	6
2.2	Target audience.....	7
2.2.1	Who are our stakeholders?.....	7
2.2.2	How can we reach our stakeholders?.....	8
2.3	Preparation of material and guidelines.....	9
3	Dissemination material.....	9
3.1	Project image.....	9
3.2	Project website.....	9
3.3	Project presentation.....	9
4	Dissemination Guidelines.....	10
5	Planned Activities.....	11
6	Evaluation of dissemination actions.....	12
6.1	Dissemination reporting mechanism.....	12
6.2	Success criteria.....	12
7	Report on dissemination activities.....	13
7.1	Summary of Dissemination activities for 2010.....	13
7.2	Dissemination activities planned for 2011.....	14
8	Conclusions and summary.....	15
	Annex 1: Graphic identity and logo guidelines.....	16
	LOGO.....	16
	LOGO VARIATIONS.....	16
	COLORATION FOR 1-COLOUR PRINTING.....	16
	COLORATION FOR 4-COLOUR PRINTING.....	17
	MINIMUM SIZE RESTRICTIONS.....	17

TYPOGRAPHY ..... 17  
INCORRECT USAGE OF LOGO ..... 18

## Table of Figures

Figure 1: timeline for WP8 ..... 6  
Figure 2: work scheme towards identifying our target audience ..... 7  
Figure 3: target audience preliminary mapping ..... 8

# 1 Introduction

## 1.1 Context

Deliverable 8.4 presents a preliminary dissemination plan for Go-myLife. This deliverable is submitted 6 months after the beginning of the project. At this point in the life time of the project, WP8 which is focused on dissemination and planning, has already produced deliverable 8.1 (project presentation and press release) and deliverable 8.2 (first website release). The next deliverable coming from WP8 will be delivered at month 18 and will present the final dissemination plan of Go-myLife.

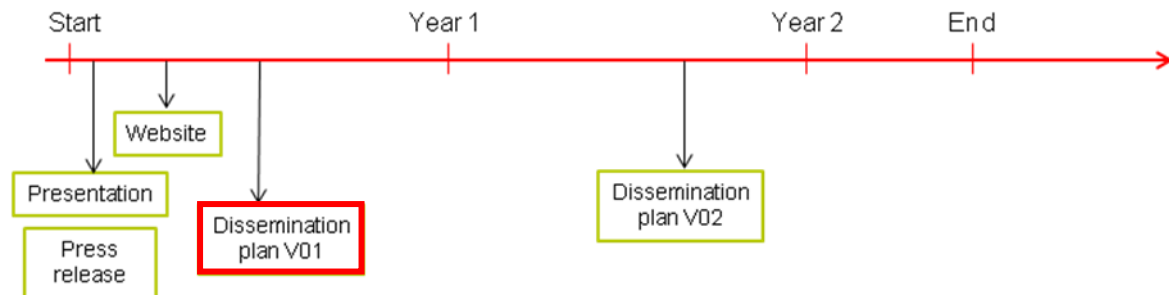


Figure 1: timeline for WP8

## 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, and scientific and business interest in the project and its results, and promoting its adoption as a standard.

The objective of this deliverable is to establish a dissemination plan for project results through various activities such as establishing and maintaining the project website, creating a dissemination calendar, producing the appropriate dissemination materials, organising workshops and attending conferences.

## 2 Strategy

Establishing and executing a viable dissemination plan requires a good understanding of the target audience(s) and the preparation of adequate material. Additionally, it is important to put emphasis on different aspect of the project, based on the progress of the project at every given time. Our strategy to plan and execute dissemination involves identifying thematic areas of focus, understanding our target audiences and creating the appropriate materials.

### 2.1 Areas of focus

The areas of focus for the dissemination plan are the following:

- Month 1 – Month 12: Awareness creation of project concept and objectives
- Month 13 – Month 24: Showcasing of project progress and results
- Month 25 – Month 30: Promoting acceptance of Go-myLife

## 2.2 Target audience

An important horizontal activity within WP8 is to identify our target audience, as presented in **Error! Reference source not found..** Before we approach the various groups of target audiences, we must first have a clear idea of the purpose of our engagement with them, the communication channels through which we can reach them, the content we can offer then and the criteria by which we will measure the success of our engagement with them. The analysis and plans presented in this section are expected to evolve as the project progresses; a more detailed view will be presented in deliverable 7.1 and in the final dissemination plan of Go-myLife.



Figure 2: work scheme towards identifying our target audience

### 2.2.1 Who are our stakeholders?

As presented in Figure 3, we map our target audiences as belonging to 4 main groups: Community, Authority and Industry and Research. The composition of the consortium, incl. academia, industry and end-user organizations, ensures the access to these identified target groups.

**Community (end users and their immediate environment):** Older people are identified as primary end-users of Go-myLife and therefore the main targets of dissemination material and training programmes. However, in order to promote the acceptance of Go-myLife we must demonstrate its benefits not only for old people, but also to immediate surrounding: their families and carers. Additionally, as a location aware service Go-myLife might offer local businesses the opportunity to advertise their services to the users – as such, the local business sector also becomes a target of dissemination, in coordination with the project’s exploitation activities.

**Authorities:** policy makers and policy decision makers in local, regional, national and European levels, coming from public administration, governmental or non-governmental

entities, are an important target audience for Go-myLife. Raising awareness to Go-myLife with this audience will serve purposes such as promoting recommendations for policy adjustments, examining schemes for integrating Go-myLife for the delivery of services to senior citizens, and more. As such, the activities relating to this target audience will be synchronised with WP7.

**Industry:** Service and content providers (incl. caregivers, urban authorities) will constitute another important target audience. In the technical context we shall identify software companies dealing with services associated with GPS, social networking and context awareness, and private or governmental entities providing relevant infrastructure. Health and social providers will be included in this group or under “community” based on the content and purpose of engagement.

**Researchers:** Go-myLife is built on and involves research in fields such as social and behavioural sciences, psychology, communications, gerontology and Telecommunications. It is important for Go-myLife to inform the research community of its progress, indicate open research questions and seek to collaborate and share information with relevant researchers.



Figure 3: target audience preliminary mapping

## 2.2.2 How can we reach our stakeholders?

In addition to media channels which address the general public and therefore cover our main audiences, we have begun to map the channels through which we can address each of our target audiences separately in order to deliver adapted messages and material. As in the first 12 months of the project we focus mostly on creating general awareness to the project, this mapping will receive more attention during the second and third year of the project and will be reported in detail in the final dissemination plan.



## **2.3 Preparation of material and guidelines**

Though the project team includes 7 partners from 5 different countries, the image and messages we transmit to our stakeholders needs to be clear and unified. For this purpose we have created an inventory of dissemination artefacts and guidelines which serve the consortium for various dissemination activities.

Section 3 below presents the range of dissemination materials produced to date by the project. Section 4 presents the main dissemination guidelines we have established so far.

## **3 Dissemination material**

### **3.1 Project image**

This activity includes establishing the corporate image of the project including:

1. Project logo
2. Graphic identity
3. Project .ppt template

These instruments were designed taking into account accessibility issues and have been distributed to all partners. The updated versions of each have been uploaded to the project private website and are available to all partners.

“Annex 1: Graphic identity and logo guidelines”, provides detailed instructions on how to use the logo and graphic identity of the project. Additionally, during the General Assembly meeting a short workshop was held regarding this issue, presenting and explaining all guidelines to the entire consortium.

### **3.2 Project website**

As reported in deliverable 8.2 the public domain of the Go-myLife website is: <http://gomylife-project.eu/>

A first release of the project website was available 14/09/2010 and the new version is currently being prepared and expected to be released during February 2011 (M8 of the project). For more details please consult D8.2.

### **3.3 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.

2. *End-users presentation*: this presentation focuses on the added value of Go-myLife to the user and relies on a low-medium technology literacy
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

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

The general presentation was ready within M1 of the project, the end-user presentation was released within M4 of the project and was presented by ZSI on several workshops with end-users. The research and industry presentation is envisioned for M9.

## 4 Dissemination Guidelines

Dissemination guidelines can be roughly divided into the official acknowledgment and project-specific guidelines.

The official acknowledgment is a requirement of the AAL programme, through the corresponding ministries in each country. This demands that every publication stemming from the project acknowledges the financial support that the project receives from the AAL programme and will include the AAL logo and that of the European Commission.

Additionally, we are in the process of establishing specific guidelines regarding the use of Go-myLife's content and materials in dissemination activities. We present here a preliminary list of guidelines:

- The project logo has to be used according to the guidelines and templates provided by ATOS
- For public presentations the consortium is required to use the .ppt template found on the private portal of the project. ATOS will notify partners of new versions
- The consortium is requested to stick to the established terminology of Go-myLife. For example, we are not to use the term "elderly people", but rather the term "older people". Additional terms will be established and distributed if the need arises
- Dissemination activities shall be compatible with the protection of intellectual property rights, confidentiality obligations and the legitimate interests of the owner(s) as defined in the Grant Agreement.
- Content: The consortium will ensure that the dissemination materials are tailored to the target audiences. This is important as we intend to approach audiences with different needs. The materials will be internally reviewed before release. When necessary, we will request external reviews of the material.
- Accessibility: Guidelines will be made available for facilitating accessibility for all target audiences.

## 5 Planned Activities

A number of dissemination activities are planned mainly within WP8 as a means for raising public participation and awareness. The main tools we plan to use include press releases, project leaflets and presentations, an interactive website, press publications and attendance in relevant events. Dissemination activities will be well planned taking into account all major events in the field.

As mentioned before, apart from ongoing dissemination activities, we have formulated 3 focus areas for the dissemination strategy, based on 3 stages during the project. Here we present the major tools that will support our activities regarding these areas of focus:

**Table 1: 3 foci for dissemination activities**

Time (project month)	Focus	Tools	Participants/Target Audience
1-12	- Creating awareness of project concept and objectives	- Web site release - Project Presentation - Press release - Project leaflet - End-user workshops	- General public - AAL research community - End-users
13-24	- Showcasing of project progress and results	- Papers in conferences and journals - Project presentations in conferences and assemblies of relevant forums - Workshops & Seminars for presentation of the results of the prototype - Dedicated press announcements Cross-linking and relation with related research initiatives, i.e., other AAL projects	- European industry – potential end users from different industrial sectors - RTD community - Political bodies - Technology platforms - Technology Enhanced Learning communities (TEL) of practice - Other R&D TEL projects
25-30	- Promoting acceptance of Go-myLife	- Policy briefing documents - Training material for users and authorities	- ICT developers - End-users - Local authorities, - RTD community - Political bodies - Standardization committees

These stages are in no way exclusive: activities to increase the awareness of the project will be ongoing; however we expect to dedicate more time in the second year of the project, for example, to the production of scientific publications than to general dissemination materials.

## 6 Evaluation of dissemination actions

One important aspect of dissemination is being able to assess the success of our actions, learn from our mistakes and improve our strategy so that we reach an optimal level.

The assessment of our dissemination achievements is both qualitative and quantitative. In order to correctly evaluate the success of our dissemination activities we need to consider the following aspect:

- **Outreach:** how large is the amount of people we reach via different artefacts? Do we reach the main groups of our target audiences?
- **Thematic:** are the important aspects of our work fully covered by our dissemination efforts?
- **Quality:** do we publish in conferences and journals considered central to our line(s) of investigation?

To this end, we have established: 1) a dissemination reporting mechanism, and 2) a set of success criteria and evaluation methods

### 6.1 Dissemination reporting mechanism

A simple reporting mechanism has been established to facilitate the collection of information regarding the realization of dissemination activities. Partners are requested to provide the following information regarding their dissemination activities:

- Partner short name
- Type of publication
- Name of journal/conference/other
- Authors/speakers
- Reference/link
- Publication title
- Publication date
- Which WPs does this publication relate to?
- Which group of stakeholders did this item address?
- What is the status of this publication?
- Comments

The information submitted through this mechanism can be easily analysed and processed to report on issues such as groups of stakeholders approached, content covered, etc.

### 6.2 Success criteria

Based on the indicators listed in the following table we plan to perform a semi-annual assessment and suggest corrective actions in case we fail to reach the success criteria set.

**Table 2: Indicators for dissemination activities**

Category	Indicator	Success thresh-old	Timeline
Project website	Website hits	10,000/year	M1 – M30
	Downloads	100/year	M6 – M30

	Interactions over website (answer to surveys, contact us form, etc)	100/year	M6-M30
	Geographic distribution	Hits from all EU member states	Semi-annual, starting M6
Peer reviewed publications	Articles submitted to journals	4	M12 – M30
	Papers in conference proceedings	4/year	M6 – M30
Dissemination events organised/supported	International workshops or tutorials organised by the project	4/year	M1 – M30
	Local seminars organised by the partners	4/year	M1 – M30
	External participants to dissemination events organised by the project	20 per workshop (see previous item)	M12 – M30
	Number of external events to which the project participated	4/year	M1 – M30
Other dissemination channels	Blog posts in relevant websites	20/year	M6-M30
	Podcasts	2/year	M6-M30
	Number of videos	4	M12-M30
	Number of publications in popular press	3/year per partner country	M1-M30
External relations	Collaboration with related project	6	M1-M30

## 7 Report on dissemination activities

### 7.1 Summary of Dissemination activities for 2010

The following table summarised the dissemination activities performed during the first 6 months of the project:

Partner	Type of publication	Name of journal, event, etc	Author(s) or speaker(s)	Title	Date of publication	Target group
451G	Conference paper	mGov World 2011: m-Government Applications and	Vishal Jain	Go-myLife, Mobile social networking	22/11/2010	ICT Industry and

		Services		platform for the elderly		research
Andago	Blog post/news item	Company public website: <a href="http://www.andago.com/">http://www.andago.com/</a>	Andago	Co-Living y Go-MyLife nuevos proyectos de innovación europeos	9/11/2010	ALL
451G	Talk/presentation	Face-to-face meeting	Vishal Jain	Meetings with Age UK and Facebook UK	29/09/2010	Community and Industry
ATOS	Talk/presentation	TElGlobal	Noaa Barak	Modelling a stakeholder community via a social platform: the case of teleurope.eu	27/09/2010	TEL/ICT industry
ICCS	Talk/presentation	AAL FORUM 2010	Maria Haritou	General introduction to Go-mylife	15-17/09/2010	Research and industry
ZSI	Talk/presentation	SEN@ER Workshop “Skills Development and Lifelong Learning for Older People”	Maria Schwarz-Woelzl	N/A	15/09/2010	Authorities (policy makers, municipalities, authorities)
Andago	Blog post/news item	Company public website: <a href="http://www.andago.com/">http://www.andago.com/</a>	Andago	Go-mylife, ICT Solutions for Advancing Senior Social Interaction	19/08/2010	ALL
451G	External press	Company’s public website: <a href="http://www.the451group.com">http://www.the451group.com</a>	Csilla Zsigri/Vishal Jain	Go-myLife project aims to improve the quality of life for older Europeans	6/8/2010	ALL
451G	Report	451 EURO	Csilla Zsigri, Vishal Jain	Go-myLife project aims to improve the quality of life for older Europeans	6/8/2010	ALL
ZSI	Blog post/news item	Institute’s public website: <a href="https://www.zsi.at/">https://www.zsi.at/</a>	Maria Schwarz-Woelzl	GO-MYLIFE	30/07/2010	ALL

## 7.2 Dissemination activities planned for 2011

The following table presents submitted items as well as planned activities for 2011. Planned activities are reported within the Go-myLife consortium in order to facilitate maximum collaboration and support between partners in the production of publications.

Event	Location	Date and location	Planned activity	Partner responsible
IWALL 2011	Malaga, Spain	June 8-10, 2011	Project presentation, project poster	ATOS
10th Conference of the European Sociological	Geneva, Switzerland	7th to 10th September 2011	Paper submission	ZSI

Association				
7th International Symposium on Cultural Gerontology	The Netherlands	6-9th October, 2011	Paper submission	ZSI
mGov World 2011: m-Government	India	March 2011	Presentation: Go-myLife, Mobile social networking platform for the elderly	451G

## 8 Conclusions and summary

Six months into the project, Go-myLife has an initial dissemination strategy in mind, with quantitative as well as qualitative objectives in mind. Go-myLife takes pride in the dissemination materials produced during this period together with awareness raising activities, such as talks and presentations, public blog entries and conference publications. It is the mission of WP8 to ensure that work in this regard is kept on track and that the objectives specified above are achieved to their fullest.

As the project continues and research outcomes are obtained, we expect the depth of our publications as well as their impact to significantly improve. As outlined above, we are now dedicating most dissemination efforts to awareness creation of project concept and results and towards mid-2011 expect to shift focus towards showcasing of project progress and results.

## Annex 1: Graphic identity and logo guidelines

### LOGO



Figure 1

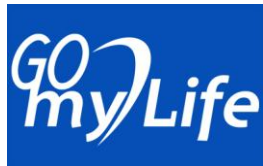
This is the standard version of the Go-MyLife logo.

### LOGO VARIATIONS

Please use only the approved logo variations indicated within this document.



Use this logo as preferred logo in all kind of print or web applications.



This is the negative version to use in covers or other documents with dark background.

To use the negative version, regarding appropriateness of logo colour and background colours. In general, a solid colour with sufficient contrast (dark blue, black, dark grey..) can be used.



Use this logo in 1-colour applications.

### COLORATION FOR 1-COLOUR PRINTING





Figure 2

This is the coloration for one-colour printing. No other colours are accepted.

### **COLORATION FOR 4-COLOUR PRINTING**



Figure 3

	CMYK	RGB	Hexadecimal	Pantone
Green	69/11/100/1	95/160/9	5FA009	369
Blue	89/71/0/0	5/79/181	054FB5	2728

This is the coloration for four-colour printing. Composition in RGB, CMYK, Hexadecimal and Pantone are shown. No other variations are permissible.

### **MINIMUM SIZE RESTRICTIONS**



1'35 x 0'85 cms

Figure 4

These are the minimum size restriction for use of the logotype without full name of the project. These are the minimum preferred size at which the logo is recognizable and readable.

### **TYPOGRAPHY**

The fonts used for the logotype are based in Aerovias Brasil NF (for the GO word), and Santana (MyLife).



Figure 5

### ***INCORRECT USAGE OF LOGO***

Do not attempt to alter or recreate the logo in any way. These are several examples of an incorrect usage of logotype.



Do not distort logo



Do not tilt logo



Do not alter colours or elements of logo



Do not place logo on patterns