



Project acronym: **Go-myLife**

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

AAL Joint Programme



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D8.5 Final Dissemination Plan

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Abstract

The final dissemination plan for Go-myLife presents the dissemination guidelines, materials, focus areas and success indicators established to guide the dissemination activities of the project and ensure that the dissemination goals are met by this consortium. In addition we provide a report that includes our dissemination activities done in the first 18 months of the project.

Keywords

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

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1 Introduction

1.1 Context

Deliverable 8.5 presents the final dissemination plan for Go-myLife. This deliverable was planned to be submitted 18 months after the beginning of the project, but the information is updated until month 20. At this point in the life time of the project, WP8 which is focused on dissemination and planning has already produced the following deliverables (from M1-M20):

- Deliverable 8.1 Project presentation and press release,
- Deliverable 8.2 First website release,
- Deliverable 8.3 Training on communication issues with elderly, and
- Deliverable 8.4 Preliminary dissemination plan.

The following picture summarizes our plan and the steps achieved as well as the pending timeframe:

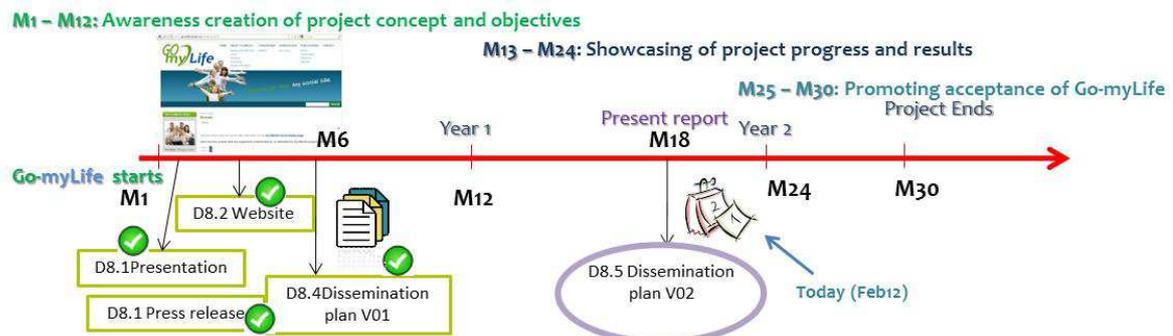


Figure 1: Dissemination plan status

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 in the project and its results, and at promoting its adoption as a standard.

The objective of this deliverable is to establish a dissemination plan from M18-M30 (until the project ends) in order to show and give publicity to all Go-myLife results. The efforts will be concentrated in activities like update and constantly include information on our project website, create a dissemination calendar and keep it updated in order to guide all partners to orientate them to attend relevant events, use the dissemination materials created in the first period of the project (i.e. project presentation) to disseminate project on-going progress, and organise workshops and attend conferences.

2 Strategy

Our strategy is to establish and to execute a viable dissemination plan. As explained in our previous plan, the understanding of the target audiences and the preparation of adequate material is a “must”. Thus, the emphasis is to concentrate on different aspects of the project, based on the progress of the project at every given time. Our strategy is based on identifying thematic areas of focus, and to understand our target audiences and use the created material.

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

Therefore, in the present moment we are working on the second Area or “Phase” as we could call it: “Showcasing of project progress and results”, and we are working towards the achievement of the third and final “Phase”, the “Promoting acceptance of Go-myLife” as will be further discussed in the document.

2.2 Target audience

An important horizontal activity within WP8 was to identify our target audience, as presented in Figure 2. We approach the various groups of target audiences; we transmit them 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 and the criteria by which we will measure the success of our engagement with them. The analysis and plans presented in this section have evolved as the project progressed as presented in deliverable D7.1 Social Impact and Economic benefits (submitted at M8).

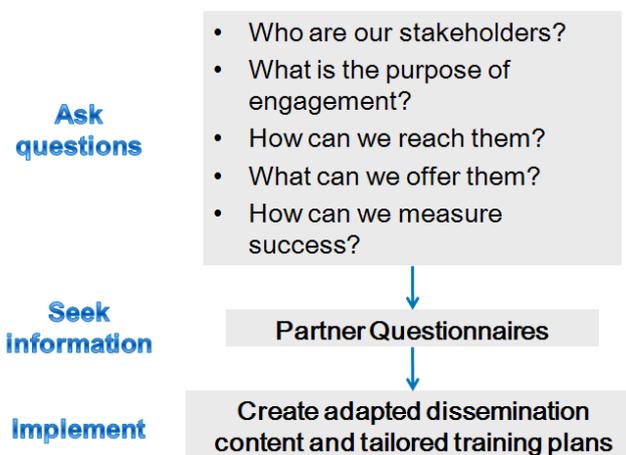


Figure 2: Work scheme towards identifying our target audience

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, Industry and Research. The composition of the consortium, incl. academia, industry and end-user organizations, ensures the access to these identified target groups.



Figure 3: Target audience preliminary mapping

2.2.1.1 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.

2.2.1.2 Authorities

Policy 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 within 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.

2.2.1.3 Industry

Service and content providers 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.

2.2.1.4 Researchers

Go-myLife is built on and involves research in fields such as social and behavioural sciences, psychology, communications science, 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.

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.

3 Dissemination material

We have produced a variety of communication and marketing material to promote Go-myLife. These are useful tools created in the first phase that will support our next steps. These materials are available to all partners and will be used in all dissemination activities carried out in our project.

3.1 Go-myLife Logo

As shown in our the Preliminary Dissemination Plan (D8.4) we have created the logo and the graphic identity of the project which has been widely used in the .ppt presentation and as inspiration of the project web site style and colours.



Figure 4: Go-myLife logo

3.2 Project website

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

The final project website release was set up on project month 8 (February 2011) and updates and extensions are made as soon as new content becomes available. This second release presents a more comprehensive website, providing detailed information about the project, the team of partners and our stakeholders.

The following picture shows the current look of Go-myLife website:



Figure 5: Go-myLife website

The site is structured in the following sections described broadly:

- **Home:** this is the welcome page when arriving on <http://www.gomylife-project.eu>. In this page one can find a resume of the most important content of the website.
- **About Go-myLife:** this section explains the main project aspects. It gives general information of the project, such as, Abstract and Objectives, Vision, Technology.
- **Consortium:** this section describes all project partners including their profile, expertise and role in the project.
- **Stakeholder:** this section describes our end-users and shows some pictures of the end-user participatory workshops conducted at the beginning of the project.
- **Publications:** this section presents all important dissemination activities and relevant documents, organized in the following sub-section: Events, Social media, Repository and a link to the restricted project intranet.
- **Contact:** this page has a form for sending an e-mail to the project.

3.3 Social networking

Nowadays a good way to support dissemination activities is to create a page/group on a well-known social networking site. In particular, they are meant to consolidate project membership, as well as involve other people interested in Go-myLife topics. When

possible, these pages/groups are used to highlight project news and events, as well as to promote discussion on selected topics.

3.3.1 Facebook

Facebook is one of the most important and commonly used online Social Networks in Europe, as well as among the target group of older people. Creating a page on Facebook permits the project to disseminate its activities, highlighting the project news and events, as well as to promote discussion on selected topics.

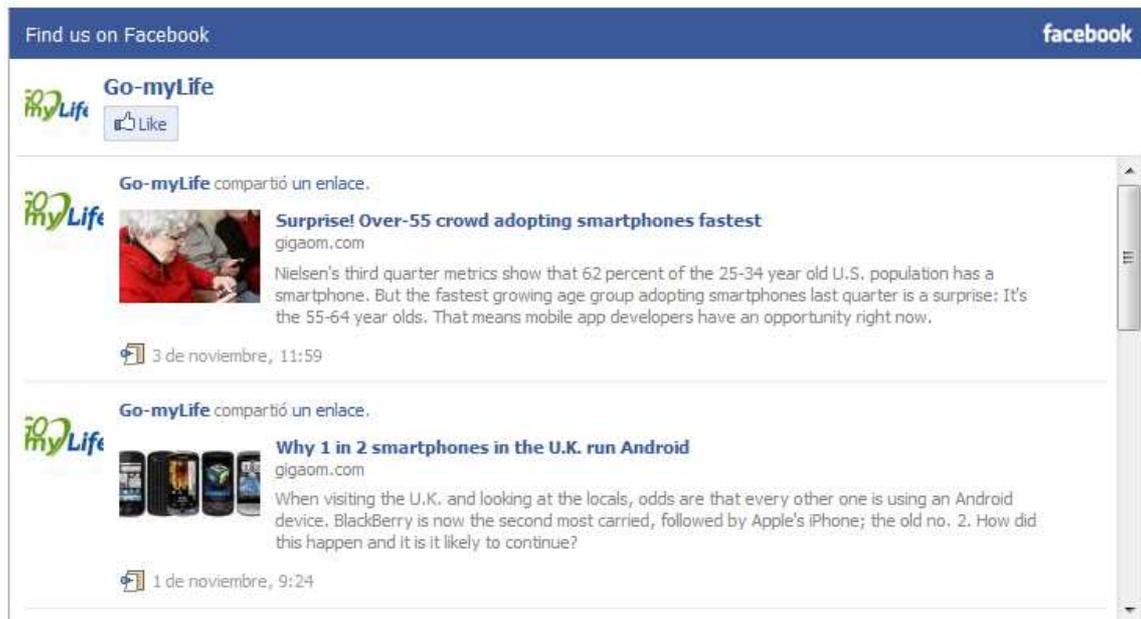


Figure 6: Go-myLife on Facebook

3.4 Project presentation

In order to reach the various targeted stakeholders and to engage them in our project, we have created 3 versions of the project presentation (to address each specific group):

1. **General public presentation:** this is the standard presentation and provides general information regarding the project (created at M1),
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 (created at M4),
3. **Research and industry presentation:** this emphasises the functionalities and the innovations of Go-myLife and is intended for the scientific and technological community (created at M9).

All three presentations, once available, have been widely used by all partners in the various events we have been to, as listed in the following sections (report on dissemination activities).

3.5 Leaflet

The Go-myLife flyer is a single page leaflet to promote our project. Distributing flyers at events is an easy and cost-effective way to reach our target audience as well as the general public.



Figure 7: Leaflet front side

Benefits & Exploitation Opportunities

Social inclusion benefits not only older people, their friends and families, but also all sectors involved in administering benefits and providing services to this population. From the outset, Go-myLife has been exploring the right methods to deliver its benefits to various sectors:

Authorities: Go-myLife is exploring how it can be employed as an alternative channel for dissemination of information and the delivery of services oriented to the needs of older people, while offering major cost savings.

Care-givers: fostering peer support among older people can lead to improvements in their quality of life, while decreasing the load on care workers.

Local/online business sector: the project will open up opportunities for commercial organizations in a way that ensures that the needs and interests of older people are kept central.

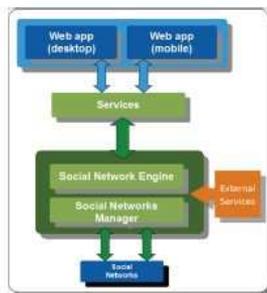


The Go-myLife Technology Platform

Go-myLife is developing a mobile social networking platform, customised to the needs of older people, making it easier for them to participate in both mainstream online social networks, as well as specialist networks for older people. The platform will be optimised for use on smartphones so that users will be able to keep in touch with their online communities whilst out and about, and also benefit from location and context aware applications.

Four guiding principles for development

1. Foster inclusion
2. Focus on social interactions
3. Adapt to rapid rate of change and progress of technologies
4. Involve users in product development



What is Go-myLife ?

Go-myLife (full title: "Going online: my social life") is a research project aiming to improve the quality of life for older people through the use of online social networking and smart mobile technologies.

Why do we need Go-myLife?

Due to retirement from working life and increasing frailty, it is common for older people to gradually become excluded from a daily routine of social interactions, leading to increasing feelings of loneliness and isolation.

"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"
(a 80 year-old lady, Austria)

Online social networks have the potential to facilitate social interactions despite distances and physical limitations. However, older people tend to miss out on these benefits. This gap is exactly what Go-myLife aims to address.

Figure 8: Leaflet back side

4 Dissemination Guidelines

As dissemination guidelines ATOS presented to all partners involved in the project a ppt presentation with the basic information on how to use the created material and recommendations on how to present our project.

The dissemination guidelines have among other the following recommendations or established mechanisms for an appropriate dissemination activity of Go-myLife

- ✓ The dissemination activities aim to widespread information about our project as much as possible
- ✓ The partners shall report their activities here:
<https://spreadsheets.google.com/viewform?formkey=dE5lS3YyeU9sdFZ4WjczN3ZSS00tR2c6MQ>
- ✓ The project logo has to be used according to the guidelines and templates provided by ATOS in D8.4
- ✓ For public presentations the consortium shall use a.ppt template found on the private portal of the project. ATOS notifies partners of new versions
- ✓ The consortium is requested to use and comply with the established terminology of Go-myLife.
- ✓ 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. That is, use the “ad hoc” presentations depending on the targeted audience.
- ✓ Encourage all partners to use our project material available:
 - Project website
 - AAL project book
 - Project leaflets
 - Press release
 - Project presentation
 - Project Factsheet
 - The AAL info page

5 Assessment of First Phase Activities

The present section makes an analysis of the dissemination and collaboration actions that were proposed in the Preliminary Dissemination Plan of Go-myLife (D8.4, at M6); we provide the assessment of the actions that were planned for the first year.

In the Preliminary Dissemination Plan we established three major phases:

- Month 1 – Month 12: Awareness creation of project concept and objectives (July'10) to (June'11).
- Month 13 – Month 24: Showcasing of project progress and results (July'11) to (June'12).
- Month 25 – Month 30: Promoting acceptance of Go-myLife (July'12) to (Dec'12).

The first phase which focused on Awareness creation of project concept and objectives was completed from M1 to M12 and a second phase which focused on the Showcasing of project progress and results, runs from M13 till M24. The reported period in this document corresponds to the first phase and part of the second phase.

The first phase 1 “**Awareness creation of project concept and objectives**” of our plan has been successfully completed as can be demonstrated by the detailed presentation of all the steps taken that allowed us to reach the objectives and draw some conclusions.

The following table summarises our preliminary plan which has been implemented with the collaboration and participation of all project partners and the status of each phase:

Time (project month)	Focus	Tools & Actions achieved	Participants/Target Audience	Status
1-12 (Phase 1)	Creating awareness of project concept and objectives	Creation of: <ul style="list-style-type: none"> ✓ Web site release ✓ Project Presentation ✓ Press release ✓ Project leaflet ✓ End-user workshops 	<ul style="list-style-type: none"> - General public - AAL research community - End-users 	<ul style="list-style-type: none"> -Successfully reached -The main dissemination channel (website) is created and widely used -All partners have been actively participating in events and promoting our project
13-24 (Phase 2)	Showcasing of project	<ul style="list-style-type: none"> ✓ Papers in conferences and journals 	<ul style="list-style-type: none"> - European industry - potential end users 	<ul style="list-style-type: none"> -Partly reached and ongoing

	progress and results	<ul style="list-style-type: none"> ✓ 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 	from different industrial sectors <ul style="list-style-type: none"> - RTD community - Political bodies - Technology platforms - Technology Enhanced Learning communities (TEL) of practice - Other R&D TEL projects 	-All partners are eager to attend events to promote our project
25-30 (Phase 3)	Promoting acceptance of Go-myLife	<ul style="list-style-type: none"> - Policy briefing documents - Training material for users and authorities 	<ul style="list-style-type: none"> - ICT developers - End-users - Local authorities, - RTD community - Political bodies - Standardization committees 	<ul style="list-style-type: none"> - Will start soon with inputs from the project deliverables and outcomes

Table 1: Assessment of First Phase Activities

For **Phase 1** the focus was on “**Awareness creation of project concept and objectives**” and setting up the main tools and channels. In order to achieve this goal, we had:

- Defined and elaborated the project image and guidelines for use,
- Created the Project Website providing public access to the major developments, and publishing ongoing activities,
- Actively presented information about our goals, our work and knowledge produced in the project and share it with general public through the web site,
- Created a factsheet with key aspects of the project and highlighting key innovations,
- Created a project leaflet,
- Set up the social media tools (social groups, Twitter, etc),
- Published press releases about project “hot topics”,
- Published different scientific papers and journals articles and attended conferences and workshops that will be reported in section 7 of this document.

Therefore, this phase of the WP has been successfully completed with the active involvement and constant participation of all consortium members.

6 Evaluation of dissemination actions

In order to **measure the dissemination impact**, we have set out the following dissemination assets with a threshold to measure the success:

- Web site measurement: number of visits, duration of visits, number of downloads, download items, RSS subscriptions,
- Number of peer-reviewed publications about research done in the project,
- Number of attended events and people interested in the presentation of the project,
- Other dissemination actions,
- Collaboration with other projects.

6.1 Success criteria

Based on the indicators listed in the following table we plan to perform an internal biannual assessment for checking the dissemination activities performance and suggest corrective actions, if needed it.

After analysing the initial table proposed in the Preliminary Dissemination Plan of Go-myLife (D8.4, at M6), some indicators were added or removed and some threshold changed for better reflecting the dissemination outcomes expected for the project.

Category	Indicator	Success thresh-old	Timeline	Reached Value (up to M20)	Comment or Contingency Plan
Project website	Website hits	10,000/year	M1-M30	Value not available up to M18	Start collecting Google Analytics measures
	Downloads	100/year	M6-M30	Value not available up to M18	Start collecting Google Analytics measures
	Interactions over website (answer to surveys, contact us form, etc)	100/year	M6-M30	Value not available up to M18	Start collecting Google Analytics measures
	Geographic distribution	Hits from all EU member states	Biannual, starting M6	Value not available up to M18	Start collecting Google Analytics measures
Peer reviewed publications	Papers in conference proceedings	5/year	M6-M30	6	
Dissemination events organised / supported	International workshops or tutorials organised by the project	4/year	M1-M30	6	

	Local seminars organised by the partners	3/year	M1-M30	4	
	Face-to-face meetings	4/year	M6-M30	7	
	Number of external events to which the project participated	5/year	M1-M30	8	
Other dissemination channels	Blog posts in relevant websites	20/year	M6-M30	several	Blog posts in Facebook page, partners website and project website
	Number of videos	1	M12-M30	N/A	Video planned for second release of prototype
	Number of publications in popular press	4/year	M1-M30	6	
External relations	Collaboration with related project	6	M1-M30	5	Facebook UK (online social networks) PIRAMIDE (mobile requirements) SILVER (ICT for elders) ALADDIN (ehealth information) ePractice (mobile and accessibility aspects)

Table 2: Indicators for dissemination activities

7 Report on dissemination activities

The following table summarizes all dissemination activities carried out during the first 20 months of the project:

Partner	Type of Activity	Date	Title/Subject	Medium and reference	Indicative coverage
ZSI Austria	Blog post	30/07/2010	news about Go-myLife project	https://www.zsi.at/	Global
451G UK	Publication	06/08/2010	Go-myLife aims to improve the quality of life for older Europeans	www.the451group.com	Global
Andago Spain	Project link	-	link to the GoMyLife project	http://www.andago.com/I_D_i/proyectos/	Global
Andago Spain	Press release	19/08/2010		Andago's webpage http://www.andago.com/andagoweb/opencms/sala_de_prensa/noticias/go-my-life-aal.html	Global
ZSI Austria	Talk/presentation	15/09/2010	Skills Development and Lifelong Learning for Older People	SEN@ER Workshop	European-wide
ICCS Greece	Project Introduction	15-17/09/2010		AAL-Forum 2010 in Odense, Denmark	Global
Atos Spain	Talk/Presentation	27/09/2010	Modeling a stakeholder community via a social platform: the case of teleurope.eu	TELGlobal	European-wide
451G, IsComm UK	Meetings with Age UK and Facebook UK	29/09/2010		Face-to-face meeting	UK
Andago Spain	Press release	09/11/2010		<u>Andago's webpage</u> http://www.andago.com/andagoweb/opencms/sala_de_prensa/noticias/proyectos-europeos.html	Global
451G UK	Paper	22/11/2010	Go-myLife, Mobile social networking platform for the elderly (theme: m-Government Applications and Services)	submitted to mGov World 2011 New Delhi, India	International
Andago Spain	Internal newsletter	Every month since January 2011	Go-myLife project has always an entry to indicate the status and the activities that we have carried out during the month.	Andago	Internal

IS Comms UK	Face to face meetings and leaflet distribution	19/01/2011		Met potential collaborators at Facebook Garage London	UK
ZSI Austria	Leaflet distribution	29/04/2011	Kickoff conference of the EY 2012	European Solidarity day: Towards the European Year for Active Ageing and Solidarity between Generations (2012)	European-wide
IS Comms UK	Face to face meetings and leaflet distribution	14/06/2011		Met potential partners at the launch of the Vodafone smart accessibility awards	Europe
ZSI Austria	Leaflet distribution	20/06/2011	Conference related to ageing society and technology	Conference: Leben und arbeiten in alternden Gesellschaften. Konzepte und Technologien für den demografischen Wandel	national
451G UK	Face to face meeting with Simon Rockman from Senior Market Mobi	21/06/2011	Discussed the benefits of Go-myLife with an eye on distributing the information to their members	http://www.idf50.co.uk/ and seniormarket.mobi	UK
Atos Spain	Go-MyLife Facebook page creation	01/07/2011		http://www.facebook.com/pages/Go-myLife/163431357020946?sk=wall	Global
ZSI Austria	Project presentation	19/08/2011	Project Presentation to the staff and to the members of the student association of the 3 rd age university in Glasgow (around 40 participants)	Strathclyde University, Centre for Lifelong Learning, Glasgow / Scotland	local
451G, IsComm UK	Meeting with potential partners	16/09/2011		Face to face meetings and distributed GML brochure at Design Council meeting	UK
IS Comms UK	Meeting with Health over Internet Protocol	16/09/2011	To identify how to publicise Go-myLife to the HOIP knowledge network	Health over Internet Protocol	Europe
URJC Spain	Presentation in conference	23/09/2011	Tendencies in Open Source for mobile phones	Almendralejo (Spain) http://www.cenatic.es/hemeroteca-de-cenatic/2-cenatic-en-lared/39553-jornadas-tendencias-en-software-libre-para-dispositivos-movilesq-en-almendralejo	Spain
ZSI Austria	Panel discussion	26-28/09/2011	Methods of End-user Involvement in the	AAL Forum 2011, session B4 (http://www.aalforum.eu/page)	Global

			Field of Social Interaction, invited discussant related to the experiences gained in Go-myLife	/session-b4)	
ZSI Austria	Go-myLife brochure distribution & project promotion	26-28/09/2011		AAL-Forum 2011 in Lecce, Italy	Global
ICCS Greece	Go-myLife brochure distribution & project promotion	26-28/09/2011		AAL-Forum 2011 in Lecce, Italy	Global
ZSI Austria	Article	26-28/09/2011	How to set up a win-win-situation in end-user involvement processes	AAL Forum 2011, proceeding	Global
URJC Spain	Workshop	17 – 21/10/2011	1st university workshop for mobile programming	http://jornadas.madsa.es/programa	Spain
ZSI Austria	Paper	20-21/10/2011	Online social network platforms can considerably contribute to active ageing - however, under which conditions?	Conference "Promoting conscious and active learning and ageing". University of Coimbra, Portugal	European-wide
451G UK	Participated in panel discussion	21/10/2011	social computing and impact on businesses	http://mobilecloudsummit.com	UK
451G UK	Presentation	26/10/2011	Role of mobile and social networking in commerce	IIR Mobile Payments Conference in Barcelona	Europe
SSW Poland	Presentation	22/11/2011	Maturity in the Net - meeting in European Parliament	Net meeting in European Parliament, Press release, http://www.dojrzaloscwsieci.pl/news.html	European-wide
ZSI Austria	Paper	Paper submitted on 30/11/2011	Mobile social networking platforms and their potential for addressing social needs of older people	IFA2012 conference, Prague (http://www.ifa2012.com/tourist-info/welcome-to-prague)	European-wide
ZSI Austria	Paper	Paper submitted on 30/11/2011	Older people, Social networks, online social NETWORK platforms – mythe and practice	IFA2012 conference, Prague (http://www.ifa2012.com/tourist-info/welcome-to-prague)	European-wide
IS Comms UK	Met Rosa Birch Public Policy Manager Facebook UK	09/12/2011	Provided GML research reports and leaflets. Agreed process to keep in	Facebook UK	UK

			touch as Go-myLife develops		
SSW Poland	Newspaper Article	12/01/2012	To have fun in older age	Południe – Warsaw weekly (http://tiny.pl/hpm8k)	Warsaw
SSW Poland	Newspaper Article	February/2012	But what if I hit the wrong button?	Newsweek Poland – Special Edition on new technologies and elderly people (http://www.centrumis.pl/assets/files/aktualnosci/022-023%20NW%2005%20STAR.SI.pdf)	Poland
Andago Spain	Paper	Paper submitted: 02/02/2012 Conference: 18-20/04/2012	Go-myLife: How ICT can improve and facilitate the social interaction while ageing	Med-e-tel conference	Spain
ZSI Austria	Project presentation as invited speaker	02/02/2012	Going online: my social life	CENTRAL EUROPEAN Good Practice Fair for the Promotion of Active Ageing at Local Level Section: How to improve social security for elderly within the community and how to avoid isolation	Vienna
ZSI Austria	Leaflets distribution and promotion	14/02/2012	http://www.cor.europa.eu/pages/EventTemplate.aspx?view=folder&id=7623344f-6824-49a5-acf3-ef3a735b5551&sm=7623344f-6824-49a5-acf3-ef3a735b5551	Forum of the Committee of the Regions: European Year for Active Ageing and Solidarity between Generations	Brussels

Table 3: Dissemination activities report

8 Conclusions and summary

Twenty months into the project, Go-myLife has elaborated a final dissemination strategy, with quantitative as well as qualitative objectives in mind. Go-myLife takes pride in the communication and marketing 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.

The first phase “**Awareness creation of project concept and objectives**” of the dissemination plan has been successfully completed and the second phase “**Showcasing of project progress and results**” is in an on-going stage.

Important dissemination activities were performed during the first 20 months of the project, including the submission of 6 papers and participation at 25 dissemination events.

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 showcasing the project progress and results.