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Abstract:

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The HOMEdotOLD Consortium consists of:

SINGULAR LOGIC	Project Coordinator	Greece
TELEKOM AUSTRIA	Partner	Austria
PHILIPS	Partner	The Netherlands
TELETEL	Partner	Greece
SOLINET	Partner	Germany
THREE THIRD SOCIETY	Partner	Greece
LIFETOOL	Partner	Austria
NATIONAL FOUNDATION FOR THE ELDERLY	Partner	The Netherlands

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0.2	2010-12-04	Added input from SILO, LifeTool, NFE	NFE
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1.0	2011-07-31	Final version for the first period	NFE
1.1	2011-09-12	Added new input from A1TA	NFE
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1. INTRODUCTION

The HOMEdotOLD project proposal (see reference 1) summarizes the major objective of the project in the following way:

The HOMEdotOLD project aims to provide a TV-based platform with cost-effective services that will be delivered in a highly personalised and intuitive way and will advance the social interaction of elderly people, aiming at improving the quality and joy of their home life, bridging distances and reinforcing social voluntariness and activation, thus preventing isolation and loneliness.

The knowledge and experience built-up in this project by all partners in their specific roles will be very valuable for various target groups.

The overall strategy and goal for disseminating this knowledge beyond the HOMEdotOLD consortium is oriented towards two main directions:

1. to effectively disseminate progress results to all communities with research, end-user, health and care and potential application interest in the HOMEdotOLD project, and
2. to pave the way for the commercial exploitation of the HOMEdotOLD results after the project's completion.

The scope of this document is to describe in detail which dissemination tools the partners will use and which target groups they will address, based on their role in the project, to achieve this goal.

The document is structured in the following way:

Chapter 2 provides the mapping of the HOMEdotOLD partners to the target groups to whom they should address their major dissemination activities.

Chapter 1 gives an overview of the envisaged dissemination tools and maps these to the target groups.

Chapter 4 describes the dissemination method and the overall planning.

Chapter 5 list in detail the planned dissemination activities. It distinguishes between important cross-country and/or common dissemination activities and the local, country-oriented activities of the partners

Chapter 6 finally gives a summary of the results and the conclusion.

2. TARGET GROUPS AND MAPPING TO PARTNERS

It is important that there is an appropriate match between the role of the partners in the HOMEdotOLD project and the target groups to which they address their dissemination activities.

The following table lists the main target groups that are relevant to the HOMEdotOLD project and indicates which partners are most appropriate to address these target groups based on their role.

	SILO	A1TA	PCL	TLT	SLNT	TTS	LFT	NFE
General public	X	X		X	X	X	X	X
Formal carers			X	X	X		X	
Informal carers				X	X	X	X	X
Industrial, investors,	X	X	X	X	X			X
Sponsors	X						X	X
Elderly people		X	X	X	X	X	X	X
Hospitals	X							
Elderly organisations	X					X		X
Health organisations	X			X	X		X	
Nursing Homes				X	X	X	X	
Science journalists	X			X	X	X	X	
Health journalists							X	X
Service providers	X	X	X	X	X	X		X
Public Stakeholders	X			X	X	X	X	X
Researchers				X	X		X	X

3. DISSEMINATION TOOLS AND MAPPING TO TARGET GROUPS

The selection of which dissemination tools to use highly depends on the target group that needs to be addressed.

The following table shows the mapping of the dissemination tools, relevant for the HOMEdotOLD project, to the target groups identified in chapter 2.

	Project website	Logo	Project presentation	Project Articles	Posters	Brochure	Research papers	Broadcast media	Conference	Exhibition	Press conference	Presentation	Demonstration	User Group meeting
General public														
Formal carers														
Informal carers														
Industrial, investors														
Elderly people														
Hospitals														
Elderly organisations														
Health organisations														
Nursing Homes														
Science journalists														
Health journalists														
Service providers														
Public Stakeholders														

4. DISSEMINATION METHOD AND OVERALL PLAN

The dissemination of the HOMEdotOLD project will be carried out in three main phases:

1. Phase 1 will cover the first 12 months of the project duration. The main purpose of this phase will be the creation of general awareness about project objectives and expected results.
Phase 1 will consist of the following sub-phases:
 - a. M1-M3: Creation of a draft dissemination plan with table of contents
 - b. M3-M6: Creation of a proposal containing dissemination activities of all partners planned in the first 12 months.
 - c. M1-M12: Execution of the dissemination activities planned for phase 1
2. Phase 2 will be executed during the rest of the project. The dissemination activities during this phase will aim at attracting potential customers of the HOMEdotOLD results.
 - a. M13-M18: Creation of a proposal containing dissemination activities of all partners planned in the second 12 months.
 - b. M13-M24: Execution of the dissemination activities planned for phase 2
3. Phase 3 will be executed after the end of the project and will regard wider dissemination of the results of the project in order to assist in the broadening of the exploitation range.

5. DISSEMINATION PLAN

5.1 MAJOR PLANNED DISSEMINATION ACTIVITIES

Description	Partners	Date	Medium/ Reference	Indicative Coverage
Paper and presentation at the IWAAL Conference in Malaga Spain	SILO	08 June 2011	http://iwaal.usal.es/	Global audience, general public, researchers, service providers, health organisations
Presentation at the Smart Homes eHealth and Domotica Congres in Eindhoven, The Netherlands	PCL/NFE	23 June 2011	Presentation about the project in the conference track for AAL projects. http://www.smart-homes.nl/	Formal and informal carers, investors, elderly organisations, health organisations, public stakeholders, researchers, patient organisations,
Demonstration of the first prototype at the AAL Forum and exhibition in Lecce	All	26-28 September 2011	Demonstration of the first prototype	Elderly organisations, formal and informal carers, researchers, public stakeholders, health organisations, patient organisations, investors
Paper and Presentation at the AAL Forum in Lecce	TLT/LFT	26-28 September 2011	Presentations in the conference-track Social Interaction.	Elderly organisations, formal and informal carers, researchers, public stakeholders, health organisations,

				patient organisations, investors
Tech-Day in Vienna	A1TA	19 Sept 2011	The intention of the event is to show our internal people the innovations happening in our department. The addressable audience is about 4500 members of our company + their customers/partners. Furthermore this event will also happen in additional two cities in Austria	Business audience: industrial, investors, service providers
HOMEdotOLD final workshop	All	TBD within Year 2	Presentation of the project and demonstration of services	Formal and informal carers, investors, elderly organisations, health organisations, public stakeholders, researchers, patient organisations,

5.2 COMMON DISSEMINATION ACTIVITIES

Activities already mentioned in section 5.1 are excluded here.

Description	Type	Date	Medium/ Reference	Indicative Coverage
Project website providing general information about the project, news about its progress, downloading of public project documents, etc.	All	M1-M24	http://www.homedotold.eu	general public, formal and informal carers

Project presentation and factsheet providing general information about the Project	All	M6	http://www.homedotold.eu AALweb site, if possible	Elderly people, general public, formal and informal carers, health organisations, nursing homes, public administrations

5.3 DISSEMINATION ACTIVITIES PER PARTNER

5.3.1 SILO

Description	Type	Date	Medium/ Reference	Indicative Coverage
Set-up Project website	Online resource	M2	http://www.homedotold.eu	general public, formal and informal carers
Article and/or presentation of the project objectives (Year 1) and project achievements (Year 2) and link to the HOMEdotOLD web site	Online resource	M6	SILO website	Industrial, SMEs, general public, investors
Article presenting the project objectives (Year 1) and project achievements (Year 2)	Article	Once a year	“Eis Ygeian”: printed magazine published by the Hygeia Hospital every 4 months, printed in more than 10.000 copies and distributed to healthcare professionals, the general public, non-governmental organizations, hospitals and companies	Elderly people, general public, formal and informal carers, health organisations, nursing homes, public administrations

			belonging to the Marfin Investment Group in Greece and Cyprus	
Article presenting the project objectives (Year 1) and project achievements (Year 2)	Article	Once a year	“Communication on Alzheimer’s Disease”: printed magazine published by the Athens Association of Alzheimer’s Disease and Related Disorders, published every 3 months, printed in more than 3.000 copies and distributed to caregivers of demented patients, healthcare professionals, non-governmental organizations, hospitals and the general public	Elderly people, formal and informal carers, hospitals, health organisations, general public
Preparation of project fact sheet to be published at the AAL portal	Fact sheet	M10	Project website, AAL website	Global audience
Presentation to Hygeia hospital administration	Interactive	M11	Presentation	Elderly care experts
Presentation and, if possible demonstration of HOMEdotOLD services to potential investors belonging to the same group of companies as SingularLogic belongs to Marvin Investment Group (MIG). Internal dissemination, attract the interest of care service providers (e.g. Ygeia Hospital) and potential investors	Interactive	>M12	Presentation	Industrial, health and care service providers
Presentation and demonstration of HOMEdotOLD services to the commercial investment department of SingularLogic and discussion with potential investors.	Interactive	>M12	Presentation	Industrial

Internal dissemination, attract the interest of potential investors				
<p>Presentation and clustering activities with other AAL-related projects.</p> <p>Identification of common grounds, exchange of knowledge, dissemination</p> <p>Indicative projects to be contacted: SOPRANO (FP7), OASIS (FP7), SOCIABLE (ICT-PSP), HERA (AAL), ElderSpaces (AAL)</p>	Interactive	TBD	Presentations, discussions, workshops	Scientific, industrial, health and care service providers, elderly associations.
Face-to-face meeting with stakeholders in the field of elderly care to present project results	Interactive	>M18	Presentation , discussions	Health and care service providers, elderly associations

5.3.2 A1TA

Description	Type	Date	Medium/ Reference	Indicative Coverage
Project status reports are published on a regular basis in the intranet.	Internal	Ongoing	A1 Intranet	All A1 Telekom employees and group members
It is targeted to have articles about the project on a regular basis in the internal A1 newspaper IN.GO.	Internal	Ongoing	Newspaper	All A1 employees

5.3.3 PCL

Description	Type	Date	Medium/ Reference	Indicative Coverage
Start an online group within the Philips community to discuss interaction design for elderly, specifically for the television platform	Live communication	M6?	Forum/Social Media	Philips employees worldwide
Registration projectenbank Eenzaamheid Ouderen (Project database elderly and loneliness), as managed by Vilans. Vilans is a Dutch knowledge center on longterm care.	Abstract	M6?	Project database elderly and loneliness http://www.projectenzorgenwelzijn.nl/eenzaamheid_ouderen/	All those interested in the domain of elderly and loneliness, the database is publically available
Publication digital newsletter Vilans. Create awareness about the HOMEdotOLD project among contacts of Vilans	Abstract	M6?	Digital Newsletter http://www.vilans.nl/	Care providers, domain organisations, local governments, patient organisations and insurance companies
EC concertation meeting in Berlin on TV as an enabling platform for elderly and on TV Accessibility in general. We will briefly present the HOMEdotOLD project and progress made so far.	Interactive	2011-02-08	Workshop. For more information contact Hester Bruikman	Members of other projects working on interactive television for elderly developments

5.3.4 TLT

Description	Type	Date	Medium/	Indicative Coverage
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			Reference	
Press release of the project achievements and link to the HOMEdotOLD web site	Online resource	>M12	www.teletel.eu	Industrial, SMEs, general public, investors
Project presentation providing general information about the Project and focusing on TELETEL's activities	Online resource	M6	PowerPoint, www.teletel.eu	Elderly people, general public, formal and informal carers, health organisations, nursing homes, public administrations, companies
Article presenting the project achievements	Written Article	M18	"On-line magazine" by Greek Association of Computer Engineers published every 4 months	Computer engineers, general public, public administrations, companies
Presentation to existing customers and other companies/organisations. if possible demonstration (Year 2) of HOMEdotOLD services. Attract the interest of service providers and other stakeholders.	Interactive	TBD	Presentation and demonstration	Industrial, health and care service providers
Presentation and demonstration of HOMEdotOLD services to the commercial and marketing department of TELETEL and discussion towards the definition of the exploitation and commercialisation strategy	Interactive	TBD	Presentations	TELETEL's personnel

5.3.5 SLNT

Description	Type	Date	Medium/ Reference	Indicative Coverage
Press release of the project achievements and link to the HOMEdotOLD web site	Online resource	>M12	www.solinet.com	Industrial, SMEs, general public, investors
Project presentation providing general information about the Project and focusing on SOLINET's activities	Online resource	M6	PowerPoint, www.solinet.com	Elderly people, general public, formal and informal carers, health organisations, nursing homes, public administrations, companies
Presentation and if possible demonstration (during Year 2) of HOMEdotOLD services to existing customers and other companies/organisations, to attract the interest of service providers and other stakeholders	Interactive	TBD	Presentations at SOLINET's premises or at the premises of each relevant company	Industrial, health and care service providers
Presentation and if possible demonstration of HOMEdotOLD services at PFLEGE & Homecare Leipzig to attract the interest of service providers and other stakeholders	Interactive	27-29 September 2011	Presentation at Leipzig Exhibition Center, http://www.leipziger-messe.de/LeMMon/pflege_web_eng.nsf	Industrial, health and care service providers
Presentation of the HOMEdotOLD services at Altenpflege, Nürnberg Germany. Attract the interest of service providers and other stakeholders	Interactive	12-14 april 2011	Presentation at Altenpflege. http://www.altenpflege-messe.de/de/default.ashx	Industrial, health and care service providers

5.3.6 TTS

Description	Type	Date	Medium/ Reference	Indicative Coverage
Presentation of the project to the Greek Gerontology association. Presentation of project activities and results to various stakeholders, experts, scientists and elderly people. Attract the interest of care service providers and potential investors	Interactive	TBD	Conference/Discussions/works hops. See http://www.gerontology.gr/	Scientific, general public, policy makers and related stakeholders
Presentation of the project to the Centre of Elderly People of Koropi. Presentation of project activities and results to elderly people and other focus groups.	Interactive	Before each pilot test	Conference at the Centre of Elderly People of Koropi or Municipal Exhibition Centre	General public and focus groups
Design and texts for project brochure	Brochure	M11	Dissemination activities of the Project	Wide targeted audience in countries involved in the Project
Project presentation in the Three Third Society web site providing general information about the Project, Presentation of the project objectives (Year 2) and project achievements (Year 2) and link to the HOMEdotOLD web site. Also the specific role of the 3/3 SOCIETY in the project and the findings of trials.	Online resource	M20	TTS website: http://www.3ts.gr	General public and focus groups
Press releases and/ or presentation of the project achievements (Year 2).	Press release (written)	After each pilot	“Evdomi Koropiou’’: weekly local newspaper distributed to the general public, non-governmental organisations and companies belonging to Koropi and the wider Mesogeia area. Publications to other newspapers and magazines also	General public

			possible.	
Project presentation providing general information about the Project and the necessity and effectiveness of new technologies to the social vulnerable population such as elderly people.	Interactive	In the end of the Project	National Info Session.	The conference shall be targeted mainly to people who are actively engaged with the care of the elderly (such as executives of C.O.P.E, elderly associations, and policy-makers in the field) with a specialised agenda presenting Homedotold platform as a mature commercial product and the effectiveness of new technologies to the life of the vulnerable people.
Information banners in various websites of public and private bodies with a link to TTS and Homedotold Site.	Online Resource	After Month 20	National Info Session.	The action targets to the wider possible audience.

5.3.7 LIFETOOL

Description	Type	Date	Medium/Reference	Indicative Coverage
A regularly distributed publication generally about HOMEdotOLD	Article	Quarterly	<i>LifeTool</i> , Newsletter www.lifetool.at	Elderly people, nursing staff, skilled personal, affiliates, stakeholders

A regularly distributed publication generally about HOMEdotOLD	Article	Quarterly	<i>LifeTool</i> , Facebook http://www.facebook.com/pages/LifeTool/133969039974829?v=wall	Elderly people, nursing staff, skilled personal, affiliates, stakeholders
A summary of the whole project which contains the most important results of the milestones and meetings. Furthermore the specific role of LifeTool is mentioned and how the results were obtained	Online Media	Quarterly	<i>LifeTool</i> , Website www.lifetool.at ,	Elderly people, nursing staff, skilled personal, affiliates, stakeholders
A brief summary of the project and milestones in Diakoniewerk Magazine	Article	1 time	Print magazine distributed by <i>Diakoniewerk</i> (currently about 15.000 addresses in Austria)	Employees of Diakoniewerk, donators, multilicitors, elderly people, nursing staff, skilled personal, affiliates, stakeholders
A brief summary of the project with the focus on people from Diakoniewerk who participated in the surveys	Article	1 time	Newsletter distributed by <i>Diakoniewerk</i> (currently about 900 addresses in Austria)	Employees of Diakoniewerk, donators, multilicitors, elderly people, nursing staff, skilled personal, affiliates, stakeholders
A brief summary of the project with the focus on people from Diakoniewerk who participated in the surveys	Postings on social media	1 time	<i>Diakoniewerk</i> , Facebook http://www.facebook.com/diakoniewerk	Employees of Diakoniewerk, donators, multilicitors, elderly people, nursing staff, skilled personal, affiliates, stakeholders
A summary of the project with the focus on people from Diakoniewerk who participated in the surveys	Article	1 times	Printed Newsletter distributed by <i>Diakoniewerk</i> to its employees in the field “Altenhilfe” (about 700 people	Employees of Diakoniewerk, donators, multilicitors, elderly people, nursing staff,

			in Austria), http://diakoniewerk.at	skilled personal, affiliates, stakeholders
A summary of the project with the focus on people from Diakoniewerk who participated in the surveys	Article	1 time	Magazine distributed by Diakonie Austria to its members, stakeholders, special interest groups, http://diakonie.at	Employees of member organisations of Diakonie Austria, nursing staff, skilled personal, affiliates, stakeholders
Online Newsletter distributed by Diakonie Austria to its members, stakeholders, special interest groups especially media	Online Article	1 time	Online Newsletter distributed by Diakonie Austria to its members, stakeholders, special interest groups especially media	Employees of member organisations of Diakonie Austria, nursing staff, skilled personal, affiliates, stakeholders, media
Presentation of a summary of the HOMEdotOLD system at Integra , Wels Upper Austria	Interactive	2012	Conference and Exhibition http://www.assista.org/source/assista.php?c=3&umid=1	Elderly people, nursing staff, skilled personal, affiliates, stakeholders
Presentation of a summary of the HOMEdotOLD system at Diakonie Dialoge	Interactive	2012	Conference http://www.diakoniewerk.at/de/1730/	Elderly people, nursing staff, skilled personal, affiliates, stakeholders
Presentation of a summary of the HOMEdotOLD system at Lifetool Symposium	Interactive	2013	Symposium www.lifetool.at	Elderly people, nursing staff, skilled personal, affiliates, stakeholders
HOMEdotOLD-User Requirements Process	Paper	2011	Paper	Elderly people, nursing staff, skilled personal, affiliates, stakeholders

5.3.8 NFE

Description	Type	Date	Medium/ Reference	Indicative Coverage
Creation of the project logo	Online resource	M3	www.homedotold.eu	All target groups
Nationaal Ouderenfonds Nieuwsbrief , the regular newsletter of the NFE distributed by mail to all people known by the NFE because of donations, etc.	(online) article	3 times per year	Paper, www.ouderenfonds.nl	General public, all donors, potential donors and supporters of the NFE
Article on the website of the NFE describing the project, the role of the NFE and the potential benefits for the elderly	Online resource	M7	www.ouderenfonds.nl	General public, elderly people, public stakeholders,
Article in local magazine Punt Welzijn	(online) article	M12	www.puntwelzijn.nl	General public, elderly people, public stakeholders,
News item about user-tests of HOMEdotOLD prototype on local TV station WeertTV	Broadcast (TV)	M12	Broadcast. Newsitem can be viewed on http://youtu.be/g-v8Odkysd0	General public, elderly people, public stakeholders, informal carers, formal carers
Article in Geron, magazine for elderly and society	Article	M18	Article in magazine. www.tijdschriftgeron.nl	General public, elderly people, public stakeholders, informal carers, formal carers, researchers, scientists
Direct interaction with end users for recruitment purposes for testing	Article, broadcast	M6, M10, M12, M18	Website, newsletters, direct contacts at wellness centre, etc.	Elderly people, informal carers, formal carers, public
Direct interaction with end-users for the requirements Workshop with 10 representatives	Interactive	M3	Workshop, presentation	Dutch audience, elderly people, researchers

of target group, including presentation of the project objectives. Presentation of content ideas for services, designproposal of user interface for services				
Direct interaction with end users for the requirements Workshop on video conferencing with target group. Brainstorm with 10 people from the target group of elderly about the desired functionality and ease of use of the video-conferencing function in HOMEdotOLD	Interactive	M6	Workshop, presentation, demo	Dutch audience, elderly people, researchers
Presentations to sponsors of the NFE for getting additional funding	Interactive	M8	Presentations	Dutch audience, industrial stakeholders
Presentations to charity funds for getting additional funding	Interactive	M10-M12	Presentations	Dutch audience, charity funds
Meeting with Vilans (care research organisation) to present the project	Interactive	M9	Presentation	Dutch audience, research,
Demo of HOMEdotOLD prototype organised by Vilans	Interactive	M16	Demonstration of a prototype	Dutch audience, formal care organisations, stakeholders
Preparation of a flyer for the Dutch AAL branch, meant for several care institutions. This will be placed on the AAL website	Flyer	M10	Flyer	Dutch audience / care institutions

6. SUMMARY OF RESULTS AND CONCLUSION

The dissemination results and conclusions will be reported in a separate document named D6.1.3 Dissemination Results.

REFERENCES

1. HOMEdotOLD proposal Part B, Description of Work, date 20-08-2010
File A_HOMEdotOLD_PartB_final_10-08-10.doc
2. D6.1.3 Dissemination Results