

Document History

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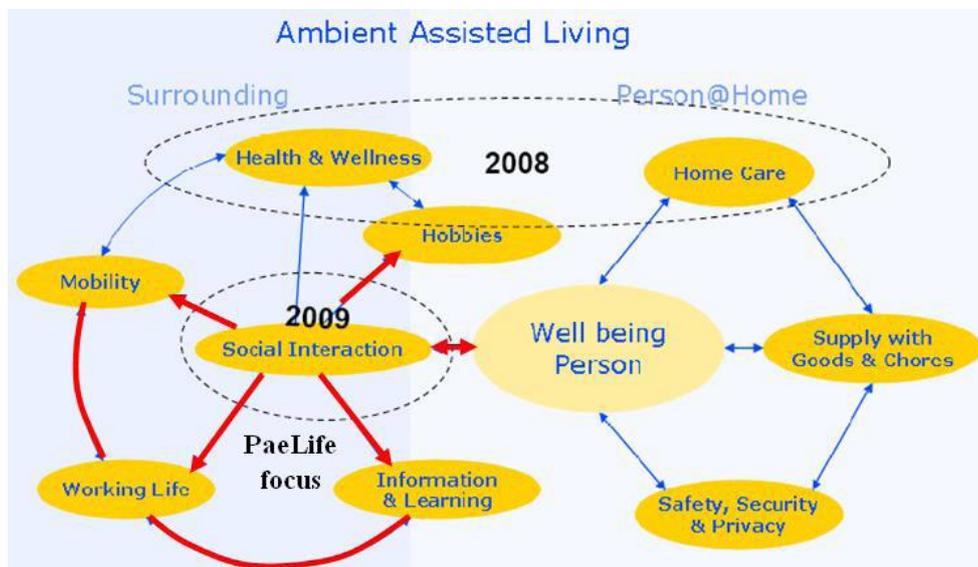
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1. Introduction

1.1. Project Context

1.1.1. AAL Overview



1.1.2. PaeLife Overview

PaeLife joins a consortium of 8 partners, located in Portugal, France, Hungary and Poland and focuses on individuals who are recently retired and who are used to some level of technology usage and who want to keep themselves active, productive and socially engaged. The project's main goal is to fight isolation and exclusion and to allow the elderly to be more productive, independent and to have a more social and fulfilling life, by empowering these elderly users with a Personal (Virtual) Life Assistant (PLA), a virtual presence who supports social communication, learning and entertainment (later renamed as AALFred).

1.1.3. Acronyms

- AAL: Ambient Assisted Living
- PaeLife: Personal Assistant to Enhance the social Life of seniors

1.1.4. References

[PaeLife] PaeLife Initial Revision Version 4

1.2. Introduction

1.2.1. Objectives

This document outlines the proposed dissemination activities. It describes the details and structures of the dissemination activities planned for the AAL PaeLife Project during and after the project releases.

Planning the communication is a vital process for the marketing planning, it consists of an administrative and systematic method, whose purpose is the coordination of objectives, strategies and actions of the several stages of communication, like advertisement campaign, sales promotion or even public relations.

It provides guidance in the following key areas:

- What...
- When...
- To whom...
- How...

...to disseminate.

We also propose different online and offline platforms and formats based on the identified target groups and communication objectives.

This document will also include the major dissemination activities performed during the Projects lifetime: workshops, social networks activities and publications.

1.2.2. Scope

This document has been created by the PaeLife consortium to plan the Projects communication process and also to gather all dissemination and communication activities achieved by the consortium.

1.2.3. Audience

The intended audience for this plan is the consortium and the AAL JP program commission. This plan also has the aim to provide a basis for all activities related to the project's disclosure.

2. Communication and Dissemination Plan

2.1. Audience and Planning

The objective of the Dissemination Plan is to identify and organize the activities to be performed, in order to inform the several stakeholders and the community about the project's work proposal. Another objective is to give public visibility to the project, to promote its commercial exploitation and also add new partnerships.

Each market and stakeholders group should be approached with a personalized communication and strategy in order to achieve the defined objectives. It will be essential to reach the different audiences already identified, taking into consideration some fundamental assumptions that intervene in a particular way in the actions for each group. Considering the characteristics of each target audience, a selective use of media should be used in order to transmit the intended messages to the right groups:

- Appeal to new technologies, nevertheless taking into account that the primary target audience like different types of end-users do not usually show empathy to the new media, preferring access to traditional media, such as newspapers, magazines and TV;
- Information must be clear, reliable, always current and appropriate to different recipients, independently of the kind of media used for dissemination.

2.1.1. External and internal communication

Communication is a key activity to strengthen an organization. The Media have an important role in the contemporary world and intervene decisively in the way society sees, feels and behaves, exerting a strong influence on the processes of cultural transformation. Therefore it is very important to direct efforts to media communication.

Thus, we consider in PaeLife's communication plan some media actions that will be further described in detail, such as interviews and public discussions about AAL and active ageing.

PaeLife's communication strategy also involves publication of articles in specialized media and participation in events and conferences related to the same topics (AAL and active ageing).

On the other hand, it is important to have a strong internal communication between the institutions involved in this project, in order to take full advantage of all the potential of this partnership. Internal communication has to be fluid, clear and efficient to promote the effectiveness of this project. The tools used for internal communications, such as internal mailing list, Microsoft Lync and OneDrive will be described in their proper section.

2.1.2. Target audience

As population gets older in a generalized trend, critical issues such as providing a good quality of life, well-being and efficient healthcare services for senior citizens are rapidly arising and making way for the development of novel, efficient and cost-effective technologies. These issues, together with the higher education levels within this aged population and the widespread awareness and use of technologies in their daily lives are creating a fast growing demand for innovation in healthcare and assistive technological products, suitable for self-management at home and remote monitoring. The demand is emerging not only from individual users and their families, but also from healthcare institutions, as those technologies will help reduce healthcare delivery costs and increase the time available to accept new referrals. Furthermore, they enable caregivers to provide a faster response and a better quality care service for their patients.

Considering this information, the market segments for PaeLife can be defined as:

- Stakeholders I:
 - Senior population over 50 years that have certain needs for social activities and technology;
- Stakeholders II:
 - Opinions Leaders regarding the Ambient Assistant Living field, such as associations, opinion groups, NGOs and universities.

The communication to the different market segments must be worked in a cohesive way and has to transmit the message of well-being and the benefits to be achieved. On the other hand, this plan should also come in a segmented way in order to achieve identity and empathy of each market segment to be worked.

2.1.3. Action Planning and targets

The planning was the following:

	Y1Q1	Y1Q2	Y1Q3	Y1Q4	Y2Q1	Y2Q2	Y2Q3	Y2Q4	Y3Q1	Y3Q2	Y3Q3
Newsletter	x	x	x	x	x	x	x	x	x	x	x
Web			x	x	x	x	x	x	x	x	x
Social networks			x	x	x	x	x	x	x	x	x
Events & conferences					x	x	x	x	x	x	x
Media					x	x	x	x	x	x	x
Articles					x	x	x	x	x	x	x

	Stakeholder I	Stakeholder II
Newsletter	x	x
Web	x	x
Social networks	x	x
Events & conferences		x
Media	x	x
Articles		x

2.1.4. Global actions

This project is especially oriented to increase the level of productivity, autonomy and social interactions by seniors, by improving their accessibility to specific services (such as social and entertainment networks, health information and utilities), fighting social exclusion and encouraging active ageing.

Although today's elderly people over 65 may show some resistance to the adoption of technology (only 10% of people over 65 use the Internet), tomorrow's elderly (middle-aged people, who are now in their 50s and 60s) will have used technology in the last one or two decades of their lives, and due to their healthy lifestyles, they are likely to be kept physically, socially and cognitively active on their ageing.

2.2. Communication Plan

2.2.1. Research findings and products

What is going to be disseminated?

The dissemination will use the Project's work and AALFred as a main theme, however all information related to internal/academics research that provides interesting technical/marketing value will also be proposed as dissemination material.

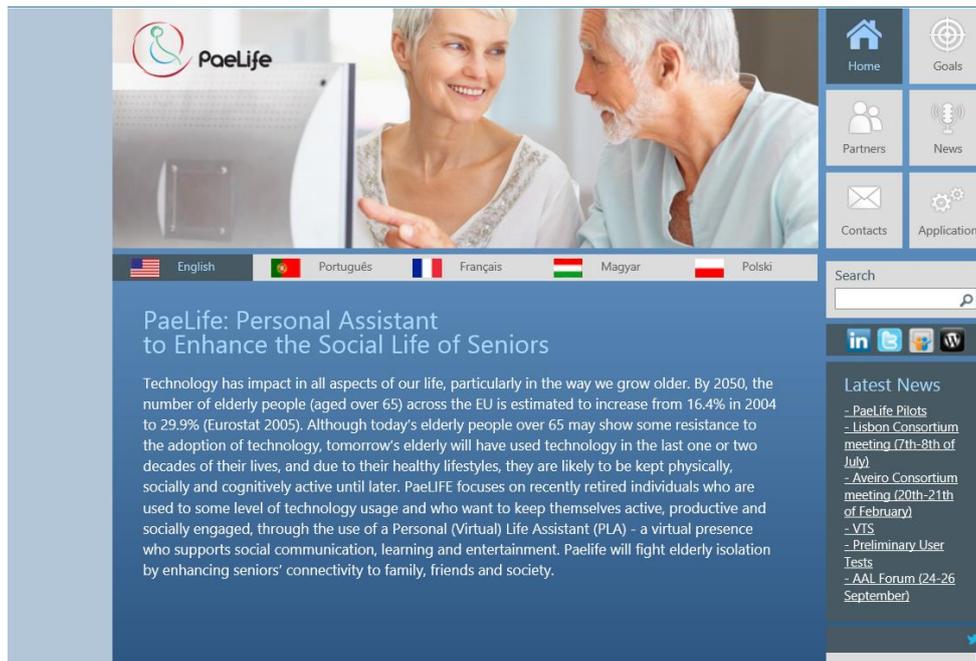
AALFred is a personal assistant based on Tablet/TV interactions that provides a set of services like:

- Weather information;
- Social activity status;
- Unified Messaging;
- Relevant News Feeds.

2.2.2. Web based communication

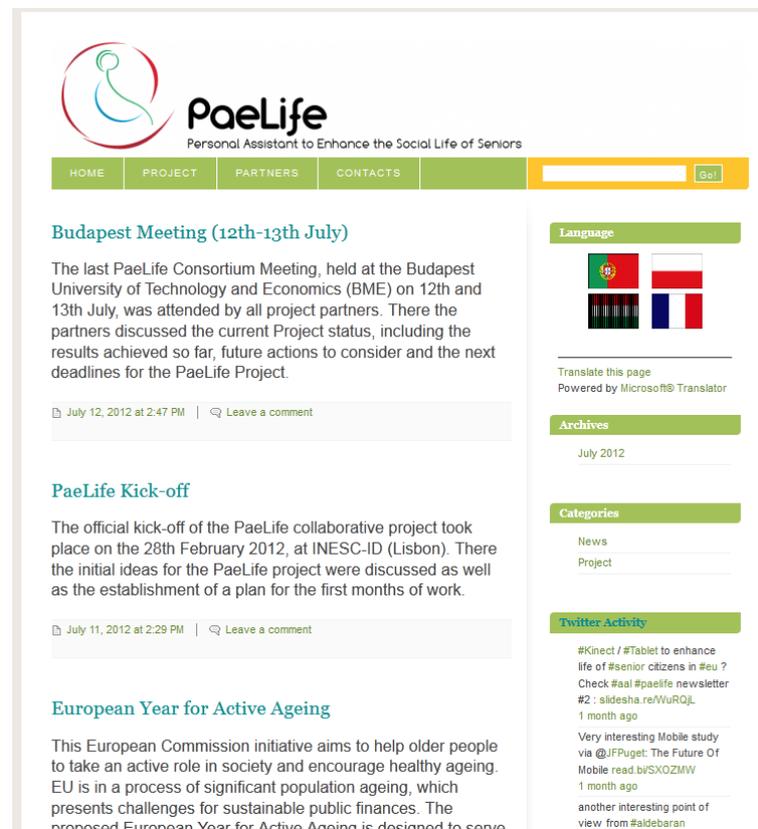
The PaeLife project has created several websites to cover the needs of the project visibility on the web.

The Project Website has the objective to address all stakeholders. This is the public media for all PaeLife related activities and announces: <http://www.PaeLife.eu>.



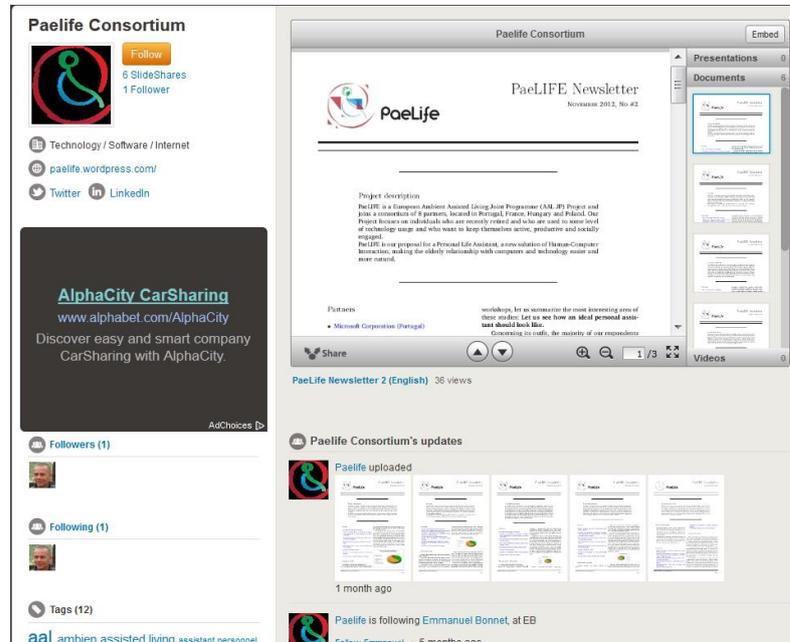
The project Blog has the goal to reflect the thoughts, studies and findings that the consortium members would like to share with the community.

<http://PaeLife.wordpress.com>



2.2.3. Newsletters

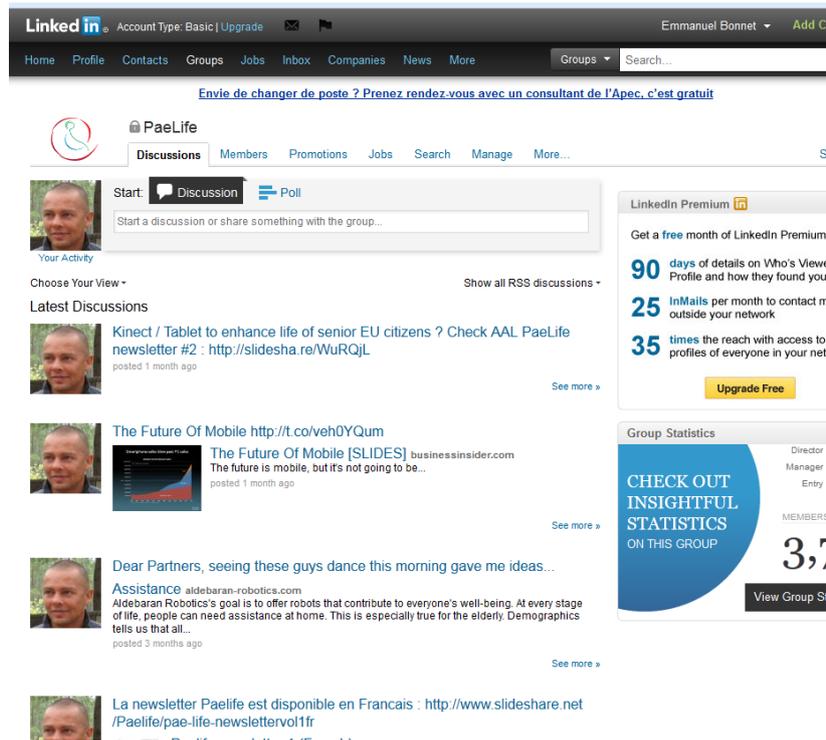
The newsletters have been created and published every quarter. In order to easily find these papers, they've all been gathered in slideshare (a crowdsourcing curation website) at <http://www.slideshare.net/PaeLife>



2.2.4. Social networks

PaeLife was quite active on the social network side with the creation of a LinkedIn and Twitter account to provide information regarding the Project activities for:

- Professionals (LinkedIn);
- General Public (Twitter).



2.2.5. Events and Conferences

Objective:

Present the latest achievements in the PaeLife area of study in national and international discussion forums.

These events are seen as a strategic tool that aims to disseminate information about the product / Project, and cause awareness, preference, or even loyalty to a product or brand. And yet, the strength of the vehicle can help to create and expand the credibility of companies.

Description:

- Oral presentations of the latest developments and internal contributions of the project, as well as the latest research and applications in AAL;
- Disclosure through written press and interviews.

Target audience: Stakeholders II

2.2.6. Media

Objective:

To present the project to the general public, but also reach professionals and people interested in specific topics regarding AAL.

Description:

Holding press conferences about the project, participating in interviews and debates related to the ALL topic on TV and radio and also participation in digital platforms, such as blogs and themed websites.

The relationship with the media on a regular basis is an essential element for the successful implementation of PaeLife.

This includes the disclosure of actions and interviews to explain the strategy by those responsible for PaeLife.

Target audience: All target groups.

2.2.7. Articles

Objectives

To present the project to the general public, but also to reach the professionals and institutions involved in the AAL solutions context.

Description:

Opinion articles about the reality / future of PaeLife in regular circulation magazines. Articles should be written by individuals from the consortium.

Target audience: Stakeholders II

2.2.8. Websites

Objective

To present the project to the general public, but also to reach the professionals and people interested in AAL specific topics.

Description

News and updates related to the PaeLife project published on partners own websites; The internet is a very important tool that allows project dissemination in a long range, reaching people from countries and regions other than the one where the partner is located. Its content should present the project in a simple and objective way, and also include interaction options that enable communication with users.

Target audience: All target groups

2.2.9. End users contacts

The consortium has gathered through all of its partners a contact list which is regularly filled with new entries. This contact list is used to send the newsletter and will be used as a main target to provide dissemination information directly to end users.

2.2.10. Dissemination partners

Individuals, organizations or networks through whom we can reach end users:

Broadcast media	Personal contacts
Academic journals	Academic detailing
Book chapters	Clinical specialty associations
Technical reports	Informal professional networks
Trade magazines	Professional conferences
Regular newspapers	Professional meetings (e.g., grand rounds)
Special interest newsletters	Workshops and other CME/CNE training
Radio or TV interviews	Participating in improvement collaborative or test beds
Interest groups	
Web sites	

2.2.11. Project Advertising Materials

Several advertising materials were also planned for the PaeLife Project.

Posters, Videos, flyers and web media information were released with the finalized product reinforcing the main messages/strength of the communication.

Deliverables:

Documents

- Identity of the project;
- Submission to a communication agency;
- Posters (as support);
- Slides to present the project as a whole;
- Flyers (text content).

Media

- Press releases;
- Videos.

2.3. Internal communication Tools

Since PaeLife involves several entities and the development of numerous complex activities, it is necessary to establish a set of tools in order to consolidate the entire know-how of the project deliverables and any kind of useful information. Additionally, these tools enable a quick and efficient communication between the various entities involved, allowing collaborative work. Accordingly, we identified a set of tools for this purpose, presented below.

2.3.1. Internal mailing list

An internal mailing list has been created with all consortium participants as active member. This list is the main vector for internal exchanges regarding organization, shared ideas and project management: paelife@paelife.eu

2.3.2. Windows Live OneDrive

OneDrive is a free online service, stored in a cloud computing platform, which allows users to easily store structured files, organized in a very similar fashion to a conventional file system. OneDrive has a focus on storage of multimedia content (photos / videos), Word documents; Excel spread sheets, PowerPoint presentations and OneNote notebooks, although it also allows users to upload any kind of files. Users can therefore, very easily, control access restrictions to the content available in OneDrive.

The platform also enables users to directly edit Word, Excel, PowerPoint and OneNote files using offline tools contained in Microsoft's Office package, or online through Web Apps made available in OneDrive, through the browser. The above files, with the exception of the

Excel ones, can also be collaboratively edited by multiple users, while keeping track of changes made to these documents. This service has been used in PaeLife to store all content related with the project, including, but not limited to, deliverables, meeting minutes, thesis and papers produced within the scope of the project, as well as technical and project guidelines for reference purposes. The tool has also been used for collaborative authoring of content by consortium members.

2.3.3. Microsoft Lync and Skype

Microsoft Lync and Skype present a unique connectivity experience to its users, by transforming each communication situation into a collaborative, immersive and accessible interaction, from virtually anywhere in the world. This tool thus makes communication, and work conducted using it easier and faster to perform, while available anywhere, and virtually any time, and in the context of other applications. Through the use of a user friendly interface, Microsoft Lync merges audio calls, instant messaging, audio and video conferencing on the web and file sharing into a single, easy to use application.

Having presented the communication strategy for this project, as well as several proposals for disclosure, we will show in detail the actions implemented within the timeframe of the PaeLife Project.

3. Dissemination results

Every 6 months the PaeLife consortium internally encouraged its members to fill a form with dissemination information. The information provided by each partner is different according to the type of partner (Academia vs. Enterprise). Some examples:

- National/international conference;
- Papers;
- Expo;
- Workshops demo;
- Press releases.

All the planned channels have been used for a maximum efficiency and a total of **94** dissemination activities were achieved (Please refer to the document “PaeLife - Dissemination activities (ALL)”, included in attachment, for more information).

3.1.1. Evaluation

This document was a living document, which means it was updated on a regular basis and was improved with new communications, new actions and new feedback that were gathered during the PaeLife Project’s lifetime. The basis for the evaluation of these initiatives was done taking into account the planned actions vs. the achieved dissemination results.

4. Conclusion

The dissemination/communication plan paved the way for the dissemination of the PaeLife Project and AALFred during the Project's lifetime. All the structural backbone of the communication plan was therefore very useful and successfully contributed to increase the number of dissemination actions and the visibility of the PaeLife Project.

92 major visibility actions were achieved in the course of the Project which was considered by the consortium as great dissemination result. Most of the planned actions and dissemination topics were accomplished which resulted in a good awareness and communication of the PaeLife Project and its product: AALFred.