

## SoMedAll- Social Media for All Elderly People

### *D6.4 Dissemination and Exploitation Report*

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## **Summary**

This deliverable presents the dissemination and exploitation activities, carried out by each of the partners and by the consortium as a whole, and deepen exploitation directions and strategy into the Exploitation Agreement in the context of the AAL SoMedAll project. The Exploitation Agreement describes the process that the consortium is setting up in order to formalise the framework, modalities and the conditions, allowing the revenues forecasting, that will govern the commercial exploitation of the project results detailed in the related project Business plan. Impact and Awareness activities during the project period are described in Table 1 in the last section of this report.

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## Terminology

Concept	Meaning
Journals	National and multinational journals and papers: e-papers or/and traditional
Conferences	Wider meetings of professionals from the domain of home care, rehabilitation or other support to elderly people or/and fares of the project end users: e-conferences or/and traditional
Seminars	Lectures for the all levels of end users: e-seminars or/and traditional
Web-sites	Social media sites for all target groups Professional sites
Radio/television	Interviews by radio/television channels
Special Purpose Vehicle (SPV)	Spin-off for exploiting project's foreground
Public Private Partnership (PPP)	Partnership between the public sector and the private sector for the purpose of delivering a project or a service traditionally provided by the public sector

# 1 Objective

This document mainly reports how project results, and in particular SoMedAll platform and its services for elderly people, were made visible and exploited by the partners during project life, detailing by which ways and through which information channels. It also sets for the exploitation agreement, formalizing and specifying exploitation routes contained in the Exploitation and Dissemination Plan and further deepened in the Business Plan, describing a common framework by which all the partners can contribute to the achievement of exploitation and commercialisation of SoMedAll foreground.

This report has been written with the contribution of the whole partnership, an in particular in co-operation of:

- ✧ CNIT National Inter-University Consortium for Telecommunications, Mrs Marina Da Bormida, Mr Stefano Cuomo
- ✧ Conga Group Ltd, Mr Mikko Järvinen (Exploitation and Dissemination Manager)
- ✧ ALDIA COOPERATIVA SOCIALE A R. L, Mrs Frederica Bosco
- ✧ VTT Technical Research Centre of Finland, Mrs Tuula Petäkoski-Hult
- ✧ MSS Miina Sillanpää Säätiö, Mrs Laura Teittinen
- ✧ MEDS, Mediasoft Ltd., Mr Zlatko Vukovic and Kristian Umek

## **2 Technical Research Centre of Finland (VTT)**

### **2.1 Dissemination Activities**

VTT has been quite active producing several articles and abstracts in co-operation with different project partners and also separately on national level in Finnish language.

VTT, MSS and Conga organised couple seminars for interest groups during the project period. The first one was in September 2011 and the second one in December 2012. Both seminars produced information that was presented also shortly for audience by local and nationally broadcasting radio channels and a television channel.

The work carried out by the SoMedAll project was reported for AAL Forums organised in Lecce 2011 and in Eindhoven 2012.

In relation to the closing seminar arranged in Finland at the premises of Miina Sillanpää Foundation in December 14<sup>th</sup> in the year 2012 by project partners a press release was sent for all national media companies. Based on the release more than ten media hits was reported.

The mission of VTT is to support Finnish enterprises to develop their own products and also to support new possibilities to create future solutions for public and private sectors. Based on this mission the role is to deliver produced information and knowledge for stakeholders and for different kind of interest groups and the aim can be achieved using national and international forums as delivery routes.

One important dissemination activity can be seen the Old Foxes web pages that still are running using VTT's server. Because the web site achieved more 200 active users in short time the decision was done to keep the pages active for a while because some users were quite eager to carry on as users.

In spite of that the SoMedAll project is already closed VTT has prepared to give some presentation nationally and internationally during the year 2013. One abstract is accepted to be presented in the Gerontology conference at June 2013 in Helsinki. Another abstract is offered for the 11th Congress of European Federation for Research in Rehabilitation which will be held in Turkey September 2013.

### **2.2 Exploitation Activities**

VTT was partly responsible on the software engineering in the project and VTT wrote a software declaration that is reported also in the deliverable 6.5 IPR Contracts. This declaration is also done if the work done in SoMedAll project will be used in the future projects.

VTT is quite active on this field nationally and internationally. So the results achieved can be used also in new projects and also developed further. For example VTT is planning a new national project where social media will have a strong role. VTT sees its role as carrier and developer very important is actively searching possibilities for future activities in the field nationally and internationally.

In Finland we have several possibilities to continue the work started by SoMedAll project. For example VTT is building up a project where we combine together the challenge to develop new kind of social welfare and health care services and the need to build up the capacity of students as new generation workers on the area of social welfare and health care. Because the inhabitants of Finland, Europe and also globally for example in Japan are getting old new kind of service solutions are needed. Social media tools and possibilities need to be developed

further and VTT will have a role also in this work. It is also important to realise that new kind of services must be designed so that both users and specialist are willing to use them and specialist should also know the marketing methods for different kind of target groups. VTT can offer this knowledge and based on the experience to support old and new enterprises active on the field or interested to develop their services from new point of view.

## **3 Miina Sillanpään Säätiö (MSS)**

### **3.1 Dissemination Activities**

Miina Sillanpää foundation is a non-profit association, in which all projects results and good practices will be possible to exploit by elderly, elderly and social care professionals and other project partners. This means that the foundation is interested in actual and important themes like assistive technology for enhancing the quality of life of elderly and sharing information of new practices in the field of technology.

During the SoMedAll project the foundation has taken an active role for commit the Wilhelmiina living centre's elderly to the project by asking them for the interviews, Social Media club and user tests of the Old Foxe's platform. Also the other elderly living in the area of Pikku Huopalahti and its surroundings has informed of the project and taken for the user tests. The aim was to commit all the potential end users and also other MSS's partners for the follow the progress of the Somerdale project and its results. That is why it was possible to commit part of the same end users from the beginning of the project and ask them for interviews and end user test.

When the Old Foxes site was taken for the development target, MSS wanted also to have some concrete benefit for the Wilhelmiina's elderly and elderly living at home – Wilhelmiina channel. The idea of Wilhelmiina channel is to convey the Wilhelmiina's chair gymnastics and choir broadcasts inside Wilhelmiina and also outside for the users to Old Foxes site. These would work on the home groups of Wilhelmiina and also senior house next to the Wilhelmiina's main building. Unfortunately, in the end user tests the Wilhelmiina channel did not work when tested it in Old Foxes site with the web environment. The original idea was to implement the Wilhelmiina channel to both web and IPTV environments.

### **3.2 Exploitation Activities**

The information of SoMedAll project has been in MSS's web pages from the beginning of it. SoMedAll project has been presented in those occasions when MSS marketing its projects and actions and takes part of different activities. When the project began the Wilhelmiina's personnel and supervisors were informed and they were interested of the project.

Also the leader of MSS has been in Finland's SoMedAll steering group and she has shared the actual information of projects next steps and aims in MSS and for other partners interested of the SoMedAll project.

Different seminars, fairs and other occasions will be also targets for informing of the project also in the future. MSS projects partners and their channels and links for potential end users will be good way to find those elderly who are the target group and interested to use SoMedAll services.

If in future the Wilhelmiina channel will be taken for regularly use in Wilhelmiina, it will also work as a marketing channel of SoMedAll project/ Old Foxes –site beside marketing the welfare services and activities in Wilhelmiina living centre.



## 4 Conga Group Oy (CONGA)

### 4.1 Dissemination Activities

Conga Group Oy has actively participated dissemination activities during and after the project with other project partners. Conga Group has offered its expertise in digital marketing to promote and generate users for the Old Foxes service.

### 4.2 Exploitation Activities

Conga Group Oy has selected a joint venture model to commercialise the knowledge gained in the SoMedAll project. Conga Group is now a minor shareholder in Finnish start-up Pieni piiri Oy, making part of its investments in the company as in-kind contribution in the form of SoMedAll project results and knowledge.

#### Elevator Pitch

Pieni piiri is taking the social media revolution to the elderly. With our social networking service, elderly people can spend time with their family, make new friends and enjoy the same benefits of social media that younger generations do. With the experience of making over 300.000 friends with IRC-Galleria, our team is more than fit for the task.

#### Market Validation

Our first paying customers, Wilhelmiina and Miina Sillanpään Foundation come from the professional elderly care sector. Wilhelmiina is one of the leading providers of elderly rehabilitation, care and assisted living services in Finland. Wilhelmiina is currently using Pieni piiri application for in-home rehabilitation of customers with mild memory disorders or risk for falls - with results in par or superior to face to face rehabilitation. We are currently focusing on getting market validation on consumer market.

#### Problem

For private persons, the main problem that Pieni piiri addresses is the concern over the quality of life of her/his elderly parent. Our organizational customers are facing the problems of serving growing elderly customer base with limited resources, and the need to differ from competition on growing market.

#### Solution

Communication in our social networking service is based on video calls and touch screen, so it's easy to use even without any computer skills. The service can be used with web browser, smartphone, iPad, or with our tablet bundle, including software, device and internet connection. The 3rd party content & applications give our users lots of things to do and talk about.

#### Revenue Model

For consumers, we have two paid plans: iPad application (9, 90 € / month) and the all-inclusive tablet bundle (49, 90 € / month). There's also a professional version available for 89, 90 € / month. Additional revenue is being generated by the custom application development and the upcoming app store style marketplace for 3rd party content and services.

#### Market Opportunity

The Finnish market potential alone is approximately 500.000 households, which are not using current social networking services. In cash this is approximately 360 Meur potential annually. Since the population is aging practically in all 1st world countries, there's a huge potential globally for our service. Especially Japanese market is a great opportunity for us.

#### Competitive Advantage

On the professional video phone market, we are lighter, faster and easier than the existing solutions in practically every way. Our solution also costs just a fraction of our competitors. On private market, the key element is creating the living community, of which we are experts on. We see and treat our end users as active participants and individuals, not passive followers. And unlike the most, we already have first hand, practical knowledge on building a very successful social media service.

## 5 COOPERATIVA SOCIALE A R. L (ALDIA)

### 5.1 Dissemination Activities

In order to disseminate Project Results during the Project duration the following activities are pursued by ALDIA:

- **Internet**

A section of the ALDIA institutional web site is dedicated to the SoMedAll project (objective, description of work and innovations are described).

[http://www.aldia.it/uk/aldia\\_che\\_progetti\\_sociali\\_assistenza.asp](http://www.aldia.it/uk/aldia_che_progetti_sociali_assistenza.asp)

home | versione italiana

**Who is Aldia?** **What we do** **Where is Aldia** **Aldia Informs** **Aldia's Training**

Quality  
Download  
Work with Aldia  
Support Aldia  
In touch with Aldia

Children  
The elderly  
The disabled  
Special projects  
Where are we

**What does Aldia do? | Special projects**

**SoMedAll**

**Aldia is in Europe with an European Project called SoMedAll.**  
This project provides many social media services to the elderly, like keeping in touch with friends and relatives, receiving medical support, sharing hobbies, collecting and sharing memories (like photos, videos, etc), acquiring new skills, creating new cultural and social experiences.  
The instruments used to provide these services include the Internet, the use of computers, interactive TV, mobile phones, the so-called daily technologies.

**Partners:**

- Finland:
  - Reasearch Centre Finland
  - MSS Miina Sillanpaa Foundation
  - Software processor
  - Editor
- Slovenia:
  - - Software processor
- Italy:
  - Consorzio Nazionale Interuniversitario per le Telecomunicazioni
  - Aldia experiments the instrument on a panel of elderly.

**Useful Links:**  
SoMed All: <http://somedall.vtt.fi/>  
Ambient Assisted Living: <http://www.aal-europe.eu/>  
European projects: [http://ec.europa.eu/regional\\_policy/index\\_it.cfm](http://ec.europa.eu/regional_policy/index_it.cfm)

- **Events**

ALDIA participated to some important events to disseminate the results of the SoMedAll project. For example we present SoMedAll in a specific conference in Desio (MB) Italy in October 2011.

ASP – Pio e Ninetta Gavazzi  
RSA L'Arca - Desio

**IITM**  
Istituto Internazionale di TeleMedicina  
(International Institute of TeleMedicine)

Con il Patrocinio del  
Comune di Desio

**TeleMediCare**  
Telemedicina, Domatica e Tele Assistenza Domiciliare  
V Workshop Nazionale

**Lunedì 3 Ottobre 2011**

**ASP – Pio e Ninetta Gavazzi - RSA L'Arca  
Via Canonico Villa 108  
Desio (Monza e Brianza)**

**Programma**

Ore 8.45 - 9.15 Registrazione partecipanti  
Ore 9.15 Apertura dei lavori ed indirizzi di salute  
Francesco Siquello (Presidente IITM, Coordinatore PTUD, Università di Milano Bicocca)  
Enrico Guffanti (Presidente ASP Pio e Ninetta Gavazzi - RSA L'Arca, Desio)  
Roberto Corti (Sindaco Città di Desio)  
Humberto Parfiori (Direttore Generale ASL Monza e Brianza)\*

Ore 9.45 Patologie dell'Anziano, diagnosi e terapie (Modera: Valeria Vinci, Assessore Comune Desio)

Liliana Riccolucci (ASP Pio e Ninetta Gavazzi - RSA L'Arca, Desio)  
Enrico Guffanti (INRCA - Ist. Nazionale Ricerca e Cura Anziani di Casatenova)  
Giuseppe Marelli (Ospedale di Desio, AO Desio-Vimercate)\*  
Claudio Azzolini (Università dell'Insubria, Ospedale di Varese)  
Roberto Dominici (ARAL Oslia, Lissone)  
Angela Di Tommaso (Fondazione Istituto Oncologico "T. Campanella", Caronara)

Ore 11.15 Coffee break  
Ore 11.30 Ambiti di Cura e Riabilitazione (Modera: )

Mirella Mariani (ASP Pio e Ninetta Gavazzi - RSA L'Arca, Desio)  
Eugenia Ascari (ASPEF Mantova)  
Patrizia Magnetti (Comune di Como)  
Angelo Marsano (ASL Monza e Brianza)  
Vito Noto (Fis Aliberto Trivulzio, Milano)

Ore 13.00 Lunch break  
Ore 14.00 TeleHomeCare e Ambient Assisted Living - AAL (Modera: Giancarlo Mazzi, Università di Milano Bicocca)

Giuseppe Andreoni (Politecnico di Milano)

Alessandra D'Ambrosi (Policlinico Umberto I, Roma)  
Roberto Maggioni (Software Team S.r.l., Sesto San Giovanni)  
Roberto Garzonati (Università di Genova)  
Alessandro Donzelli (IITM - PTUD, Desio)  
Giuseppina Di Laura (Dedalo-Soluzioni, Pisa)  
**Mattia Affini (Cooperativa ALDIA, Pavia)**  
Marco Padula (CNR, Milano)\*  
Sergio Le Faro (SISAC Seregno)

**Chairman Francesco Siquello**  
Presidente IITM, Coordinatore PTUD, Università di Milano Bicocca, ~~Desio~~ Como

**COMITATO SCIENTIFICO:**

L. Azzolini (INPDAP, Como), G. Andreoni (Politecnico di Milano), E. Assari (ASPEF, Mantova), Claudia Azzolini (Università dell'Insubria, Ospedale di Varese), P. Bernardelli (Clinica S. Carlo, Paterma Dugliana), D. Bianco (Biodivita, Pavia), A. Bialli (A.O. Desio - Vimercate), L. Boccia (CNR Roma), C. Carone (Università di Pavia), G. Castagnone (Ist. Auxologico Italiano IDDES-Ospedale San Giuseppe, Verbania), A. D'Innocenzo (Associazione A&A, Alghero e Anzani), G. A. Di Laura (Dedalo Soluzioni S.r.l., Pisa), A. M. Di Rienzo (Fondazione Don Gnocchi, Milano), A. Di Tommaso (Fondazione Istituto Oncologico "T. Campanella"), A.F. Dregani (Università Politecnica delle Marche), M. Gerosa (IES Sotaventuro Park, Bolzano), M.L. Gerosa (Università di Sassari), M. Giacomini (Università di Genova), E. Guffanti (INRCA, Casatenova), R. Maggioni (Software Team S.r.l.), F. Magnetti (IITM), G. Mauri (Università Milano Bicocca), D. Mostaccioni (Università La Sapienza di Roma), A. Marini (CNR Roma), A. Morosini (Montecatone Rehabilitation Institute, Imola), V. Noto (Fis Aliberto Trivulzio, Milano), G. Parati (Istituto Auxologico, Università Milano Bicocca), L. Riccolucci (Casa Riposo Gavazzi, Desio), D.M. Pizzanelli (CNR, Roma), M. Regino (IES - Istituto Superiore Sanità, Roma), P. Scotti (Università di Trieste), P. Scilliano (CNR, Lecce), D. Vaccia (Università di Genova, Regione Liguria), A. Vitoli (ISTITUTO TeleMedica, Agrate Brianza)

**Segreteria Tecnico - Organizzativa:**  
Alessandro Donzelli, tel. +39 0362 627190 - fax +39 0362 337840  
web site www.iitm.it e-mail: [se@aldia@iitm.eu](mailto:se@aldia@iitm.eu)

An Aldia event in June 2012 to present all services including SoMedAll project was organised.

# ANDIAMO AL CASTELLO



**Festeggiamo insieme  
i 35 anni di ALDIA**  
la prima Cooperativa Sociale nata a Pavia!

**PROGRAMMA**

**ore 17.00** Visita agli stand informativi e di presentazione dei servizi Aldia.  
Degustazione della merenda offerta dalle Socie e dai Soci della Cooperativa.

**ore 17.30** Attività ludico-ricreative per i bambini e momenti di intrattenimento per gli adulti (con la collaborazione dell'associazione V.I.P. Pavia Onlus).

**ore 18.30** Premiazione dei Soci Storici di Aldia. Brindisi e torta di compleanno.

**ore 19.30** Intrattenimento musicale con I MAYA e THE LOCKERS.

**Domenica 24 giugno 2012**  
**Pavia - Castello Visconteo**





At the AAL Forum in Eindhoven, Thursday the 25<sup>th</sup> September Aldia had a presentation in a focus group of 5 minutes, in front of an audience of 85 seniors about our project, SoMedAll.

In this presentation was explained what SoMedAll means for users, what are the user interfaces, who are the potential users, which (type of) end users are involved in the project and how and what are the benefits and the added value of the AAL solution. The presentation was representing all partners involved to the SoMedAll project.



- **Publications**

Papers published in connection with conferences and lectures, and were sent for “Aldia com’è” (Aldia official magazine).





**ALDIA**  
*com'è!*  
Volume 2, Numero 3  
Settembre-Novembre 2011

**Sommario:**

- La parola al Presidente di Aldo Aldia 1
- I Centri Estivi Aldia a tavola di Susanna 2
- La Magia del Cinema di Susanna 2
- L'assemblea dei Soci di Cristina De Biasi 3
- Il progetto SOMEDALL di Susanna 3
- La Biblioteca di Luzzo di Susanna 4
- Ricerca di Susanna 4

**Ciak... si riparte! La parola al Presidente**

Anche se l'autunno è ormai inoltrato, desidero ritornare, per un attimo, a quando festate era appena iniziata, al 23 giugno 2011, giorno in cui si è tenuta l'Assemblea annuale dei Soci Aldia. È stata un'occasione importante che ricordo con emozione. Non solo perché l'assemblea è un appuntamento centrale per la vita sociale delle cooperative, non solo per l'alta partecipazione numerica ma per la qualità della partecipazione.

Tutte e tutti insieme abbiamo visto cosa è oggi Aldia, cosa ha fatto nell'ultimo anno, quali progetti ha per il prossimo. E insieme, con un voto unanime, abbiamo approvato quanto è stato fatto e abbiamo operato delle scelte mature e necessarie, trovando la via migliore per fare l'interesse di Aldia e quindi di tutti e tutte noi. L'attuale Consiglio di amministrazione da me presieduto sta lavorando, con il vostro appoggio, per portare risultati concreti e positivi. Questo, nonostante la crisi generale, il momento non facile che l'Italia sta vivendo. Eppure, anche se consapevoli delle difficoltà, la vostra fiducia, il vostro entusiasmo e il vostro apporto, mi e da essere ragionevolmente ottimisti. E per questo ringrazio ognuna e ognuno di voi.

Il "nuovo anno" dei servizi partito da settembre ha permesso già diversi incontri tra la sede e i vari comitati, il che mi fa sempre piacere perché si tratta di occasioni di confronto fondamentali per lo svolgimento del lavoro. E

altri ce ne saranno nel corso del tempo, proprio perché è sempre più necessario lo scambio di informazione, la possibilità tra tutte le persone di Aldia di trasmettere e trasmettere opinioni, valori, idee, progetti, consapevolezza e senso di appartenenza.

Dall'altra parte, alcuni servizi non avevano cessato neppure in agosto, come, ad esempio, il servizio agli anziani e i centri estivi di Verona. L'impegno di tutte e tutti quanti hanno lavorato anche in agosto ha fatto sì che Aldia si sia distinta, come sempre, per professionalità e qualità. L'impegno di tutte e tutti quanti stanno quotidianamente lavorando in questa nuova stagione sta già portando risultati interessanti.

Siamo concentrati per affrontare nuove gare, nuovi servizi, nuove sfide che ci permettono di aumentare il nostro lavoro e, insieme, le conoscenze e le competenze.

Augurando, come sempre, il mio personale "buon lavoro" fino a tutte e tutti un caro saluto.

*Matia Affini*



**Il giugno di Aldia: l'Assemblea dei Soci**

Il 23 giugno scorso è stata cominciata l'annuale Assemblea dei Soci di Aldia.

Come i nostri Soci ben sapranno, l'Assemblea costituisce il principale organo della Cooperativa e il fatto che in essa sono presenti (o rappresentati) tutti i Soci e svolge compiti molto importanti, quali approvare il bilancio di esercizio, eleggere le cariche sociali, indirizzare l'attività sociale. Ogni Socio ha il diritto fondamentale di partecipare all'assemblea e di esprimere il proprio parere su ogni questione attraverso il proprio voto. Il voto di ciascuno dei Soci ha lo stesso valore degli altri, secondo il principio "una testa, un voto".

Per comprendere in modo ancora più netto l'importanza dell'Assemblea dei Soci, basta riflettere sul significato della sua definizione: essa è infatti, definita "Organo Sovrano" di una Cooperativa, nel senso che spetta all'assemblea deliberare anche sull'efficienza degli altri organi sociali (quali ad esempio il consiglio di amministrazione), arrivando a poterne stabilire la revoca prima ancora della fine del loro mandato.

Al di là di ogni definizione, l'Assemblea è il momento in cui viene convocata, hanno un valore speciale per Aldia perché rappresentano il contesto in cui alcuni tra i valori in cui crediamo vengono espressi al livello più alto.

In un particolare modo l'assemblea di quest'anno, che ha visto un'alta partecipazione, è stata vissuta come un'importante occasione di condivisione tra tutti i Soci. Su un totale di 347 Soci aventi diritto, erano infatti presenti 81 Soci in proprio e 72 Soci per delega, per un totale di 149 Soci con diritto al voto.

numero alto, anche in vista del fatto che molti Soci abitano in territori geografici distanti dalla sede Aldia.

Durante l'assemblea si è discusso e deliberato su argomenti importanti quali l'approvazione del bilancio, l'approvazione del bilancio sociale, la dimissione di uno dei cinque consiglieri - l'ing. Gian Enrico Viali - e la nuova nomina del dott. Attilio Silgo, l'aumento del capitale sociale. Tutti i Soci presenti hanno partecipato all'assemblea con un livello di attenzione e interesse molto alti, mostrando uno spirito di ascolto e di condivisione sincero che ha portato all'approvazione all'unanimità di tutte gli argomenti affrontati.

Gli argomenti trattati sono stati complessi e le decisioni da prendere non sempre facili poiché, nel fornire un quadro dell'attuale situazione di Aldia, il nostro Presidente ha dovuto avanzare proposte innovative e poco popolari, per quanto necessarie, come ad esempio la proposta relativa all'aumento della quota sociale. Es è stato proprio in questi frangenti che è emerso il vero spirito cooperativo di Aldia: pur esprimendo la fatica nel venire incontro alle richieste e affrontare il conseguente sacrificio, tutti quanti i Soci si sono interessati a comprendere le motivazioni sottostanti e hanno mostrato di comprendere e "codificare" la scelta proposta. Abbiamo tutti quindi vissuto un momento di confronto maturo, non il semplice accoglimento passivo di una scelta imposta.

Questo importante risultato, è sicuramente frutto di un processo di crescita, con un conseguente aumento di consapevolezza da parte di tutti quanti: da parte del Consiglio di Amministrazione, che sta adottando modalità di gestione della Cooperativa sempre più attente alle dinamiche della trasparenza, del coinvolgimento e della comunicazione; e da parte dei Soci che assumono sempre più la responsabilità di essere così succedendo e portare avanti delle decisioni in modo democratico, accordando fiducia al Consiglio di Amministrazione, quale organo scelto per guidare l'intera Cooperativa.

Perché questo processo risulta tanto importante per noi? Perché rappresenta una delle decisioni che Aldia vuole percorrere, ossia andare sempre più verso una valorizzazione e un'implicazione della qualità sociale del proprio operato, attraverso il raggiungimento di una cooperazione sana ed evoluta.

*Cristina De Biasi*

**ALDIA**



**Aldia si apre all'Europa... Il progetto SOMEDALL**

L'Italia non è basta più... apriamoci all'Europa! Sull'onda di questo "mood" internazionale Aldia, ha deciso di partecipare al progetto Somedall. Si tratta di un progetto avviato nel settembre 2010, che vede coinvolti tre paesi europei (la Finlandia, la Slovenia e l'Italia) e diversi partner internazionali e che mira a coniugare le potenzialità delle nuove tecnologie con il recupero del potenziale di conoscenza delle persone anziane.

Il progetto Somedall, infatti, parte dal presupposto che i Social Media potrebbero costituire un mezzo ideale per gli anziani per arricchire la loro vita sociale e condividere le proprie conoscenze. Per verificare le reali applicazioni di questa intuizione, i soggetti coinvolti hanno sviluppato una piattaforma per offrire servizi di Social Media alle persone anziane con una varietà di interfacce sensoriali che tengano conto delle competenze tipiche dell'anziano (ad es. WEB, PC, Televisione Interattiva e Molecole Cellulari), promuovendo contenuti mirati alla specifica etnica.

La parte che Aldia svolgerà all'interno del progetto riguarda la sperimentazione di questa piattaforma attraverso il canale della televisione, strumento molto noto ai nostri anziani. Senza cosa accadrà in Finlandia dove, a differenza dell'Italia, grazie alle maggiori conoscenze tecnologiche delle persone anziane, la piattaforma Somedall verrà proposta attraverso l'utilizzo del WEB, con un'interfaccia semplificata.

La partecipazione al progetto, al di là dei risultati che si potranno raggiungere attraverso la sua realizzazione, rappresenta per Aldia un'importante novità che ci porta a sperimentare, per la prima volta nella storia della Cooperativa, partnership internazionali e ci consente, attraverso la condivisione delle competenze di ogni soggetto coinvolto, di acquisire una maggior conoscenza del sistema di welfare in altri paesi europei.

*Cristina De Biasi*



- "La Provincia Pavese" (Pavia official magazine)

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FE

PAVIA  
Viale Campari, 88  
Tel. 0382 466.917

**RIFORME»** Pdl e Lega ostacolano la riduzione dei parlamentari

■ SERVIZIO A PAG. 4

# la Provincia

## PAVESE

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REDAZIONE DI VIGEVANO: VIA LUDOVICO IL MORO, 4 - TEL. 0381 88158 ■ REDAZIONE DI VOGHERA: VIA SCARABELLI, 13 - TEL. 0383 369986



**TESORIERE MARGHERITA**  
Senato vota l'arresto di Lusi  
«Il partito sapeva tutto»

■ SERVIZIO A PAG. 2



**RICORSO RESPINTO**  
Aborto, corte Costituzionale  
salva la legge 194

■ SERVIZIO A PAG. 7



**DALLE 21 DI OGGI**  
Treni, orari a rischio  
sciopero di 24 ore

■ SERVIZIO A PAG. 22

**ALDIA**  
A come affidati a noi

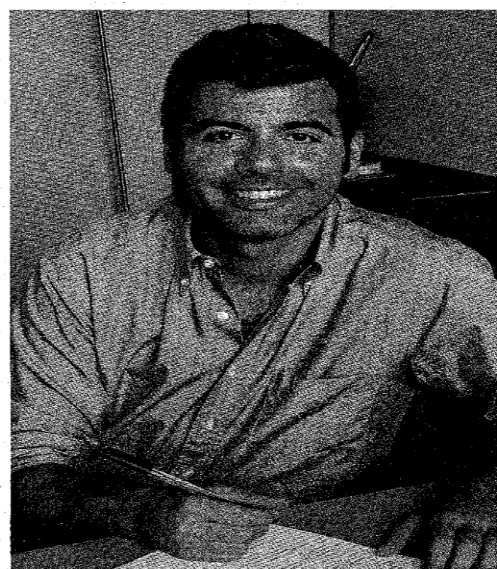
## Aldia, persone per le persone

**D**alle semplici necessità, come quella di crearsi un'opportunità professionale, possono scaturire grandi progetti. Ne è una testimonianza la cooperativa Aldia nata nel 1977 dal volontà di dodici donne già formate nell'ambito del sociale e desiderose di mettere a frutto le proprie competenze. Il loro fu il primo esempio di cooperativa sociale in tutto il territorio pavese. Prima a immatricolarsi Mariella Devoti, Presidente della cooperativa fino al 2009 e oggi Vi-

cepresidente dopo aver passato il testimone a Mattia Affini. Fin dal principio la cooperativa si è connotata per un taglio territoriale pur avendo esteso i propri servizi anche alle province di Milano, Monza e Brianza, Bergamo, Como, Mantova e alle regioni dell'Emilia Romagna, del Veneto e del Piemonte. Gli ultimi quattro anni hanno visto realizzarsi un rinnovamento strutturale e organico, reso evidente dal cambio generazionale fortemente voluto dalle "prime leve". Così oggi

le sedici figure che coordinano l'attività dell'intero gruppo di Soci hanno una media di trent'anni. L'impegno profuso in questi primi trentacinque anni di attività ha portato al quadruplicarsi dei soci lavoratori, rendendo necessario il trasferimento presso una nuova struttura in grado di supportare il processo di riorganizzazione. Oggi cooperano con Aldia circa quattrocento persone, tutte adeguatamente formate e in possesso delle imprescindibili attitudini personali in materia di servizi sociali.

Il settore di punta, oggi, è quello dei servizi rivolti alle scuole che vedono impegnati oltre 250 educatori nelle assistenze educative scolastiche e in diversi centri estivi, attivi nelle strutture di ogni ordine e grado, ed un centinaio tra ausiliari e cuccinieri impegnati in asili nido e scuole dell'infanzia. Nel settore prima infanzia, la cooperativa è proprietaria dei marchi *La Compagnia dei Birichini* e *Il Pianeta del Tesoro*, che raggruppano una quindicina tra asili nido e scuole dell'infanzia, contraddistinti da un'alta



**Mattia Affini**

attenzione pedagogica e un servizio educativo che punta all'eccellenza. Aldia, inoltre, gestisce sui territori in cui opera servizi di assistenza domiciliare ad anziani e adulti in difficoltà e ha recentemente preso in gestione una comunità alloggio per anziani nella provin-

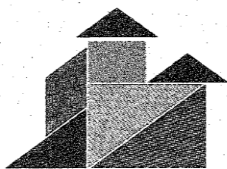
cia di Alessandria. A riprova della qualità dei servizi erogati, Aldia ha ottenuto la certificazione secondo norma UNI EN ISO 9001:2000, attraverso l'ente certificatore ICIM spa (certificato ICIM n.4274/0) che ne certifica procedure, criteri e principi.



COMUNE DI PAVIA



# ANDIAMO AL CASTELLO



**Festeggiamo insieme  
i 35 anni di ALDIA  
la prima Cooperativa Sociale nata a Pavia!**

### PROGRAMMA

- ore 17.00** Visita agli stand informativi e di presentazione dei servizi Aldia. Degustazione della merenda offerta dalle Socie e dai Soci della Cooperativa.
- ore 17.30** Attività ludico-ricreative per i bambini e momenti di intrattenimento per gli adulti (con la collaborazione dell'associazione V.I.P. Pavia Onlus).
- ore 18.30** Premiazione dei Soci Storici di Aldia. Brindisi e torta di compleanno.
- ore 19.30** Intrattenimento musicale con I MAYA e THE LOCKERS.

**Domenica 24 giugno 2012  
Pavia - Castello Visconteo**



ALDIA Cooperativa Sociale aderisce a



www.aldia.it

### Trentacinque anni insieme

Trentacinque anni d'attività rappresentano un'importante traguardo, soprattutto per una cooperativa sociale resasi pioniera dell'attività di assistenza alla metà degli anni Settanta. Per festeggiare e celebrare quanto di buono è stato fatto finora, Aldia ha scelto di organizzare un pomeriggio che riunisse sotto lo stesso tetto tutti i soci fondatori e quelli che si sono distinti per dedizione e iniziativa. Oltre ad essere un momento di celebrazione, l'iniziativa rappresenta un'occasione di riflessione e consolidamento del rapporto intrapreso con le Pubbliche Amministrazioni, sempre con uno sguardo al futuro.

Partito inizialmente in sordina, l'evento ha poi raccolto i consensi del comune di Pavia il quale ha gentilmente messo a disposizione lo spettacolare Castello Visconteo. L'ampio spazio a disposizione ha così consentito di allestire diversi stand informativi per mezzo dei quali dare una piccola dimostrazione dell'operato di Aldia, come la piattaforma social Samedall dedicata agli anziani e sviluppata da partner finlandesi e sloveni. Domenica 24 alle 17.00, le porte del castello si apriranno al pubblico - non solo, quindi, agli invitati, ma anche a tutti coloro i quali conoscono la cooperativa - per una degustazione della merenda offerta dalle socie e dai soci della cooperativa e proseguirà con attività ludico-creative per i bambini, momenti di intrattenimento per gli adulti con la collaborazione dell'associazione V.I.P. Pavia Onlus e, infine, la premiazione dei soci storici con brindisi e torta di compleanno, il tutto condito con la musica de I Maya e i The Lockers.



## 5.2 Exploitation Activities

### Core business

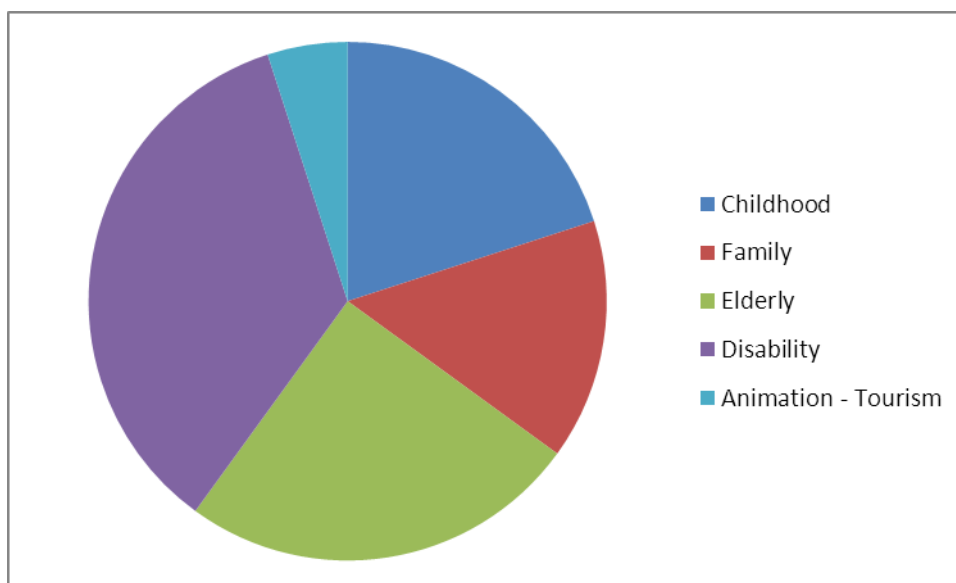
Nowadays Aldia is active in 35 municipal administrations in the north of Italy. Aldia works with 15 local plans. In 2011 Aldia members were 380 and the turnover was 7.600.000, 00 Euros.

The mission:

- organize services for social assistance mainly oriented to the prevention of social exclusion of people with special needs
- be useful for people helping them and improving their life quality

The company service sectors are:

- childhood
- disabled people
- elderly people



Aldia's income is generated from the following:

- proceeds from services provided to public institutions (80%)
- proceeds from services provided to the private sector (5%)
- proceeds from the provision of other general services (15%)

Aldia works under the National Health System, managing services in its name.

### Exploitation plan

At present, Aldia services are managed by municipalities.

A co-operation with those municipalities and public institutions could allow promoting the SoMedAll result with a methodological approach, respecting the origin of the project. Aldia in fact advertise and commercialise new services, reaching the general public and allowing new users to enter the service advertising it in the projects for the public tenders. A co-operation with other associations active in elderly care allows reaching a wider target and disseminating the SoMedAll results.

## **6 National Inter-University Consortium for Telecommunications (CNIT)**

### **6.1 Dissemination Activities**

On the side of scientific dissemination the activities of the project have been presented to Ph.D. students of the course in “Telematics and Information Society” of University of Florence and some of whom have been actively involved in the project.

It was written an abstract for Ambient Assisted Living (AAL) Forum 2012 for a Short Communication but it was rejected.

The results and the experience obtained from the project represented a multiplier in the context of the new European project of the smart cities.

A website has been published to make known to a non-scientific public the project and its aims.

The project has been presented at meetings of informal discussion organized by some Italian public administrations.

### **6.2 Exploitation Activities**

A set of activities are already going on and further will be planned in the next future. As a university network, one of CNIT's primary outputs is research and so developments made to meet the challenges that SoMedAll presents (e.g. in the social media services) will be presented at conferences and used as the basis for further research and development.

CNIT exploited and will further exploit SoMedAll results in several research activities and projects, mainly in the field of services for social network, Human-Computer Interaction with Mobile Devices and Services, International Health Informatics and Social Computing.

One of these exploitation routes is already on-going, since it is under design a platform, based on SoMedAll results, for IP-TV, in particular structured for applications on mobile devices (e.g. smartphone and iPad): this line of exploitation is carried out in the framework of national research projects related to the topic “Smart Cities and Communities and Social Innovation”. A project proposal was submitted under the national call, issued by the DD prot.n. 391/Ric of 5<sup>th</sup> July 2012, topic Ageing of the Society” and “Welfare Technologies an Inclusion”.

In addition, CNIT will exploit the SoMedAll results by integrating the derived technology and know-how not only into its field of expertise, but also in those of its members.

CNIT, being a national consortium of 37 universities, is using and will keep to use project results in its universities' offer, and in particular in the provision of advanced education and training in this domain, as well as in pursuing his mission of fostering basic and applied research in

cooperation with national and international bodies and industries: SoMedAll results will thus be valorised for educational purposes at CNIT itself and at its universities.

The re-utilisation on a larger scale of the software architectures developed in the project for the implementation of a number of different specific publications - according to the results of a parallel dissemination and advertising activity - must be considered as an important further potential area of exploitation of the project's results.

CNIT actively took part to every exploitation activity and task carried out during the project, from the contribution to the market analysis, to the focused analysis of the state-of-the-art on business models applicable to social media and assistive technologies, with a comparative assessment of the different commercial opportunities for SoMedAll services and software, to the deepening of several options functional to the best valorisations of the foreground and to the definition of an overall exploitation roadmap for post-project phase.

CNIT elaborated, in collaboration with the other partners, D 6.2 Business plan for the project results (software and services), and contributed to the different releases of D6.1 Dissemination and Exploitation Plan, as well as to D6.4 Dissemination and Exploitation Report, D6.3 "Cost Effectiveness Report", D6.5 "IPRs Contracts".

As regards future exploitation directions, CNIT adheres to the common intention, as described in D6.2 and in section 8 of this document. In particular, it agrees that in a perspective of middle and long term period, partners have to concentrate efforts in pursuing a service-oriented approach, with emphasis on Open Source Business Models, and in establishing strategic partnerships with key stakeholders and, on the purpose, they have to set up a Special Purpose Vehicle (SPV) Spin-off for exploiting SoMedAll foreground.

## **7 Mediasoft Ltd (MEDS)**

### **7.1 Dissemination Activities**

The dissemination of the SoMedAll project will be performed in strict collaboration with all actors involved in the project, with important and dedicated contributions coming from the users. SoMedAll dissemination plan aims at establishing links and contacts with other relevant projects/researches in the same area, in order to exploit project results and transfer them to an extended audience in Europe.

According to partners' experience, interest groups that can influence the future success of the project are: organisations, academy, and political power representatives.

Dissemination strategy will be addressed to:

- Local Government Administrations;
- Scientific and academic centres;
- Citizens
- Industrial and technological companies;
- Policy Makers.

The SoMedall partners are highly motivated and interested in the deployment of the SoMedAll platform and its further exploitation, since it is a tool that will assist, promote and extend their business operations. The SoMedAll exploitation plan and activities will not be limited to the scope of the project, but will give the perspective of the further spread of the platform in other relevant organizations its adoption in their business operations.

Exploitation of the project results beyond the duration of the project will be based on a detailed exploitation roadmap to be developed in a specific work-package. The major components of this plan will cover: Policies, procedures, responsibilities and processes, which provide a coherent and integrated exploitation strategy.

- Evaluation of the exploitation activities conducted by the industrial partners.
- Market analysis and expected impact of the SoMedAll matter.
- Exploitation Business Plan for the SoMedAll world players.
- Issues related to the management of intellectual property rights.
- Specification of the contracts for exploitation of the SoMedAll framework.
- Research and Technology exploitation of the SoMedAll subjects.

### **7.2 Exploitation Activities**

The dissemination plan will cover traditional, proven dissemination channels, such as the following:

- Web-based dissemination through a project website: this will include release and update of information on project results and links to other sites by all partners
- Press campaigns to promote the project work, including information targeting the technical press, and wider awareness-raising through more popular press.

- Publications for international journals and conferences.

MEDIASOFT plans to reinforce the connections to health organisations from previous EU projects and create new opportunities through the universities and research institutes in Slovenia, esp. Institute of Jozef Stefan and Enterprise Europe Network Univerza na Primorskem, with which we already collaborate intensively. Furthermore, we plan to disseminate our project through our financial and industrial business partners and customers, in Slovenia and Europe. Furthermore MEDIASOFT can contribute with the strong connections in SOUTH AMERICA, especially BRAZIL and present te results to other continent and future growing market.

## 8 Exploitation Agreement

The present section illustrates SoMedAll Exploitation Agreement.

The expression is usually related to some relevant project's results to be commercialized or otherwise valorised and refers to an agreement among the parties, to regulate and formalize the modalities and conditions that will govern both the commercial exploitation of project results and, more in general, the relationship between them after the end of the project and for a well-defined period of time. In other words, with such agreement the parties, usually the previous Consortium members or a part of them, intend to establish and clarify the exploitation rules of the foreground through the definition of a comprehensive set of provisions (from the definition of an integrated marketing strategy, to costs' and investments' allocation, knowledge sharing rules, share of revenues, customer support and other topics).

The main themes usually identified and regulated by an Exploitation Agreement, that has to be read in conjunction with the exploitation and/or business plan, have often mainly reference to:

- Identification and description of project results to be exploited;
- Ownership Map matching each project result with its owner/owners (it usually also indicate, for each result, the background and the foreground situation);
- Exploitation Methodology;
- Revenue Sharing Mechanisms, both for the Consortium as a whole and for each partners, and Pay-Back approach that may be either a royalty scheme or a free-royalties model. For instance, a widespread system links the revenue to the territory where the results are commercialised by each of the partners and provides special clauses for the multi-national selling. More details on this basic aspect are usually contained into the Business Plan;
- Rights and limitations to market and sell project results: for instance, each partner may be allowed to these operations only within its own territory;
- Other clauses of various natures, such as duration, jurisdiction, etc.

These issues, in the case of the SoMedAll project, has been regulated by the combination of a range of documents (D6.1 "Dissemination and Exploitation Plan", D6.2 "Business Plan", D6.3 "Cost Effectiveness Report", D6.5 "IPRs Agreements), to be read in reciprocal conjunction, whilst this Exploitation Agreement sets for the main exploitation routes upon which the partnership reached a common vision, that are then further investigated and regulated into the other documents listed above.

For this reason this chapter, dedicated to the Exploitation Agreement, reports the exploitation arrangements agreed by the parties and dwells upon the process that the consortium set up in order to formalize the modalities and the conditions governing the commercial exploitation of the project results.

The partners agree that the overall process has to be divided into two inter-related processes. The option of this two-stage exploitation mechanism after project-end has been driven by the need to define the different aspects of the collaboration in implementing exploitation tasks within very short time. The overall objective is to finalise the discussion and provide to the partners a

sufficient elapsed time to recover from potential delay that might derive in relation to II phase's decisions and their implementation.

The two inter-related processes are as follows:

- The first one is related to the short-term after project-end and is finalised to identify the modalities that will govern the organisation of exploitation and commercialization tasks in the first months after the termination of project development. It also concerns Access Rights and, in general, IPR arrangements, and set out obligations and rights of the Consortium Members on this regard: this phase is regulated by the Consortium Agreement and by the IPR arrangements set for in D6.5"IPR Contract", that comprises technological and commercial collaboration – ownership – between partners, patenting of the technology developed, and licensing of the technology to companies outside the consortium after an initial period of confidentiality.
- The second one is finalised to establish the core of the business rules that, in relationship with the project results and in a perspective of middle and long term period, will govern the relationship between the partners after the end of the project and for a well-defined period of time. Such rules will be thoroughly deepened in D6.2"Business Plan". In this phase, partners will engage strategic partnerships with key stakeholders (especially of the public sector) and will set up and establish a Special Purpose Vehicle (SPV) Spin-off for exploiting SoMedAll foreground, identified by the partners as the most suitable organizational architecture supporting the post-project collaboration among SoMedAll Consortium's members in the long-term perspective.

The partners agree on adopting an advanced service-oriented approach, able to profitably exploit current marketplace trends and Information Technology evolutionary routes, where the value chain of software development is converting from the software production to the offer of services and where the profit margin is typically related to the income from the services.

The service-oriented approach, characterizing the exploitation strategy and market penetration plan conceived for SoMedAll results' exploitation, was defined and specified by the choice to adopt Open Source Business Models, in particular those more challenging in relation to social networks.

Partner acknowledge that there are several creative and highly competitive marketing and service solutions alternative to traditional proprietary ones, that may lead to the establishment of a standard beginning from an open source initiative and that may provide powerful instruments for getting a business on a fast revenue trajectory, including favouring the successful entering into the market of new products or services, like those developed in SoMedAll. In fact, OSS marketing and distribution channels not only are often able to greatly increase the likelihood that a product/service reaches the broadest market possible, but may also represent a valuable way of generating revenue from such system and services, whilst reducing their further development costs and allowing improved service evolution, increase of the quality and resilience of the OS service, creation and maintenance of the customer base and of skilled collaborators, ease to create and promote common standards, as well as related market around them.

For this set of reasons, the consortium agrees on making use of one or more of the following OS Business model that will be potentially mixed: "Advertising", "Sell support services", "Consultancy or Best knowledge here", "Loss leader or Call bird", "Open Core".



After an initial phase, regulated by IPR contract among the partners, they will set up a new company for better addressing the assistive ICT value chain and framework, where public financial support for assistive technologies and services is provided under different service delivery models, often making use of Public Private Partnerships, that may cover their costs also through European Grants, as external source financing.

Partners, in fact, recognize that a large share of procurement of assistive products/services is realized through the support of a delivery system that provides financial support. Consequently they intend to commit themselves in pursuing this exploitation opportunity, together with the other addressing other channels and, in particular, the private sector and care givers' organizations, based on evolutionary trends for the assistive ICT value chain, in which the public financial support and the PPP paradigm play a key role, that has to be analysed and addressed in the definition of the best exploitation strategy for SoMedAll system and tools.

Partners also agree to address additional exploitation streams, like networking with other AAL initiatives and European projects; establishing and maintaining relationships with Active Ageing Platforms and related initiatives and establishment of links with relevant thematic networks involving IPTV technology, multimedia data containing structural meta information, data transformation, fast information exchange by mobile solutions and fast IPTV content production technologies; the development and commercialisation of new services based on the achieved prototypes, methods and tools.

**Table1. Impact and Awareness activities** (information given by partners themselves)

Project participant responsible (indicate country)	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Indicative coverage
ALDIA (Italy)	presentation	03/10/2011	conference	National participants, numbers not estimated
ALDIA (Italy)	Article	November/2011	Pavia Area Official Magazine	10 000
ALDIA (Italy)	Press release	24/06/2012	Aldia 35 years, event	Visitors, numbers not reported
ALDIA (Italy)	Article	01/06/2012	Pavia Area Official Magazine	10 000
ALDIA (Italy)	Presentation for seniors	25/09/2012	AAL Forum, Eindhoven	85
CNIT (Italy)	Presented to Ph.D. students of the course in "Telematics and Information Society"	2011–2012	University of Florence	100
MEDS (Slovenia)	National University	2011-2012	Networking with students	Numbers not informed
VTT (Finland)	Article in Senior Handbook year 2012	15/01/2012	Handbook for Seniors (age over 60 years)	10 000
VTT (Finland)	Article, Suuntaaja (Finnish)	15/03/2012	Magazine in housing and living services for people with special needs.	1 500
VTT, MSS (Finland) and ALDIA (Italy)	Abstract and presentation	21/09/2012	AAL Forum, Eindhoven	participants, AAL network
Finnish partners	Reporting seminar for Finnish interest groups	14/12/2012	Event in the MSS premises in Helsinki	Number of participants was appr. 20
VTT (Finland)	Invited speaker at Ethics	21/09/2012	AAL Forum panellist, Eindhoven	participants, AAL network
VTT (Finland)	Article	15/11/2012	Physiotherapy magazine	10 000
VTT (Finland)	Interview December 16th	04/01/2013	National TV channel	650 000
VTT (Finland)	Radio interview, Helsinki area (capital city and surroundings)	15/01/2013	Radiobroadcasting	150 000
VTT, MSS (Finland)	Two end-users (older ladies) interviewed by same radio channel and broadcasted same area than above mentioned)	same week than mentioned above	Radiobroadcasting	150 000
VTT (Finland)	Interview	04/010/2010	Local Journal on the area of Lempäälä and Vesilähti Municipalities	6 000 households
VTT (Finland) Seniorinetti (Finland)	Exhibition stand by VTT, brochures delivered	30/09 -01/10/2010	Conference: Hyvä Ikä (Good Age) 2010 –Expo Tampere Finland ; Health Care and Social Welfare specialists from public, private and third sector and elderly people.	>10 000
VTT (Finland)	Presentation and leaflets	04/03/2011	Stakeholder For a; ImPaCT, Improving Person Centred	Appr. 60

			Technology (Helsinki, Finland)	
VTT and MSS (Finland)	Oral presentation and abstract publication.  European Journal of Physical and Rehabilitation Medicine. EFRR. Riva del Garda, IT. Vol. 47 Suppl. 1 (2011) No: Suppl. 1 to No.2, 31 - 32	26/05 – 28/05/2011	11th Congress of European Federation for Research in Rehabilitation (Riva del Garda, Italy)  Specialists from the rehabilitation point of view and other stakeholders.	Appr. 400
MEDS (Slovenia)	ENTERPRISE EUROPE NETWORK	01/06/2011	European community fundings programmes – article describing AAL and projects won in Slovenia	
VTT and MSS (Finland)	Poster presentation and a panel discussion.	26/09 – 28/09/2011	AAL Forum (Lecce, Italy)	Over 600
VTT (Finland)	Interview recorded by local, public Tampere-radio channel.	18/04/2011		Appr. 70 000
VTT (Finland)	Finnish television published on 5th October 2011 a couple minutes news and interviewed project manager.	05/10/2011	TV news was sent through two national wide television channels.	Appr. 2 million people