

WP9

D9.2 Annual V2me dissemination report 2

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1. Introduction

Effective strategies to maximize scientific, industry, and end user awareness for the V2me throughout the whole development and validation process are merged in work package 9 (WP9). General public, scientific, and business dissemination tasks are led by the V2me consortium member with the highest expertise in that particular area.

As objectives in this project is to view possibilities to contribute on levels:

- Public dissemination
- Scientific dissemination
- Business dissemination.

The relation to other deliverables has not been recognized yet.

2. Dissemination strategy

The following chapter describes the dissemination strategy of the V2me. This includes identifying the relevant stakeholders, potential dissemination channels to address the stakeholders and an overview on how to improve dissemination by using the appropriate channels for each stakeholder.

It was recommended by the mid-term auditors (February 2012) to advertise international programs on consortium members' own websites. In this sense it's obvious that every partner is obliged to publish the information of the V2me project on their own websites if not directly prohibited by the funding body.

2.1. Stakeholders

In the V2me project we are distinguishing five main groups of stakeholders that are deemed to be relevant:

- *End users* - these are assisted persons that have interest in using the V2me system in their premises
- *Care service providers* - these are for example assisted living facilities that provide the V2me system to their inhabitants
- *Social network of the end user* - these are the family, existing friends and potential friends of elderly V2me users. They do not necessarily possess the V2me system but use the online services to communicate with the end users
- *Developers* - it is intended to provide developers means to extend the V2me platform with the additional functionality
- *Scientific community* - the V2me project has a strong focus on testing the created projects and thus will generate results that are relevant to other researchers in this field.

2.2. Dissemination channels

The following is the list of various dissemination channels that can be used to share project results with the different stakeholders.

- *Website* - The V2me website provides an overview and informs interested users about recent developments and shares public deliverables
 - Targeted stakeholders: All
- *Press releases* - Important milestones of the project will be released to the press in involved countries in order to improve the visibility of the V2me
 - Targeted stakeholders: End users, Care service providers, Social network of the end user, Developers
- *Trade fairs* - To generate commercial interest in the system it is important to show working prototypes and important results at trade fairs
 - Targeted stakeholders: Care service providers, Developers
- *Conferences* - Professional and scientific conferences are important in discussing project results with experts in the field
 - Targeted stakeholders: Care service providers, Scientific community
- *Workshops* - Practically oriented workshops help showcasing distinct features and intermediate versions to ensure involvement by third parties
 - Targeted stakeholders: Care service providers, Developers, Scientific community

- *Journals* - Publication of project results in scientific journals is a proven way to target the scientific community and share the most important scientific findings of the project
 - Targeted stakeholders: Scientific community

2.2.1. Scientific channels

Scientific publications, newspapers, scientific magazines, Internet healthcare chat-channels,....

2.2.2. Commercial channels

Special interest magazines, TV, radio,

2.3. Cross-relation table

The following table shows how we plan to reach stakeholders via which dissemination channels and if there is any preference and priority about which channels to use.

[Table 1. Stakeholders, channel cross-relation](#)

	Press Releases	Trade fairs	Website	Conferences	Workshops	Journals
End users	Yes	No	Yes Priority	No	No	No
Care service providers	Yes	Yes Priority	Yes	Yes	Yes	No
Social network of the elderly	Yes	No	Yes Priority	No	No	No
Developers	Yes	Yes	Yes	No	Yes Priority	No
Scientific community	No	No	Yes	Yes	Yes	Yes Priority

2.4. Conclusion

Following the identification of the stakeholders, dissemination channels and how each shall be attributed we can define the overall dissemination strategy for the V2me that will allow us to target all important stakeholders and optimize sharing of the project results.

The V2me consortium will prepare the dissemination materials for all important stakeholders with a focus on the priority channels as defined in the previous section. A proper care should be taken of addressing all the stakeholders and choosing appropriate topics and results that are relevant for them.

The first results of this strategy can be seen in the following section where the V2me consortium is reporting dissemination activities in this reporting period and presenting a plan for dissemination in the upcoming period.

The V2me consortium will constantly evaluate and improve the dissemination strategy if deemed necessary. We will furthermore constantly update already created dissemination materials to reflect the progress of V2me.

3. Dissemination report

3.1. Scientific activities

Congresses

V2me was present at the AAL Forum 2011 that was held in Lecce, Italy, between September 26 and 28 2011. Anja Leist (ULU) held a presentation on User Requirements in ICT-based Social Media Use that was created in collaboration with other project partners. Furthermore a poster was prepared that presented the vision of V2me.

AMI – 11, International Joint Conference on Ambient Intelligence, Amsterdam, Netherlands, 16-18 November 2011. In conjunction of the conference, V2me –project organized a full day Workshop called “Empowering and integrating senior citizens with virtual coaching”. The workshop included 8 presentations and the papers were published in Springer’s Communications in Computer and Information Science Vol 0277: AMI 2011 Workshops, Amsterdam.

Scientific Presentations:

Leist, A. K. & Ferring, D. (July 13th, 2011). V2me: Overview of the project’s goals and ongoing piloting. *Presentation at the 2nd AAL working group “ICT for a healthy and ageing population” meeting in Luxembourg, Luxembourg.*

Scientific Publications:

Braun A., Roelofsma P H. M. P., Ferring D., & Immonen M.: “Empowering and integrating senior citizens with virtual coaching”, Workshop summary in Lecture Notes in Computer Science, 2011, Volume 7040, Ambient Intelligence, Pages 369-370.

Immonen M., Sachinopoulou A., Kaartinen J., & Konttila A.: “Using technology for improving the social and physical activity-level of the older adults”, In Communications in Computer and Information Science vol 0277: AMI 2011 Workshops, Amsterdam, The Netherlands, November, 2011. Heidelberg, Springer.

Muuraiskangas S., Kokko J. & Harjumaa M. How the Older Adults Experience Wellness Monitoring? In Communications in Computer and Information Science, vol 0277, AMI 2011 Workshops, Amsterdam, The Netherlands, November, 2011. Heidelberg, Springer.

Submission of paper for JAISE (Journal for Ambient Intelligence and Smart Environments) – Muuraiskangas S., Leist A., Braun A., Klauss K., Roelofsma P., Wichert R., Klein P. & Ferring D. V2me: Evaluating the First Steps in Mobile Friendship Coaching.

Other Publications:

Contribution to the 2012 published volume of the series BMBF/VDE partnership for innovation - Technikgestütztes Wohnen in jedem Alter. Leitfaden für eine zukunftssichere Planung, Schriftenreihe der BMBF/VDE Innovationspartnerschaft AAL Bd. 4, Berlin 2012

Tantinger, D. & Braun, A. (October, 2011). Virtual Coach reaches Out to me: The V2me-Project. Contribution to the ERCIM News No. 87 with special theme on Ambient Assisted Living, project description.

3.2. Other presentations

25.1.2012, Helsinki. Pitch talk about V2me-project and its results in a Finnish AAL-meeting, which was meant for networking the related and interested organisations with AAL-projects.

Exhibition ConSozial 2011

On 100 square meters, Diakonie Neuendettelsau presented on 2nd and 3rd November 2011 among other things the research project V2me with the focus on Health, Education and Innovation. The purpose of taking part in the trade fair was to give an overview of the solutions for current problems in the social and health system Diakonie Neuendettelsau is offering.

Presentation of the subject with help of various projects of Diakonie Neuendettelsau:

- Health and Education (personnel enrichment, personnel management and training)
- Health and Education/Effort of DN
- Innovations in Health and Education

The third point embraces the innovations in Health and Education. In line with this subject, projects and offers in the field of AAL were presented. The purpose of this was to give visitors of the fair the possibility to inform themselves about AAL, so that they can use the obtained knowledge in their daily work.

The project V2me was presented in connection with the model apartment at Wohnstift Hallerwiese (Praterstrasse 3, Nuremberg), for which a film in 3D about AAL was made. During the film, the viewers were informed about Project V2me with the following text:

The project Virtual Coach Reaches Out „To Me“ (V2me) is supported by EU and the German Ministry for Education and Investigation in the context of Ambient Assisted Living (AAL) Joint Program Call AAL-2009-2.

Ageing alone is not a reason for feeling alone. Physical restrictions, however, can affect making contact with other people and maintaining relationships significantly. Today, the Internet gives us more possibilities than ever. We do not have to leave the house anymore to keep in touch with our family and friends. Project V2me supports „-active ageing“ through providing social networking services and activities on the Internet. These are designed to support the joy of living of elderly people and enabling the users to take part in society. This is achieved by incorporating virtual social networks into the real life of elderly people.

Nine partners from various European countries (the Netherlands, Finland, Luxembourg, Austria, Norway and Germany) and different sectors (research, technology and services) are closely working together in the V2me consortium.

The presentation begins with an overview of the AAL apartment. By clicking on the exhibits in question, information and brief 3D animations are shown.



Figure 1. Overview of AAL partment

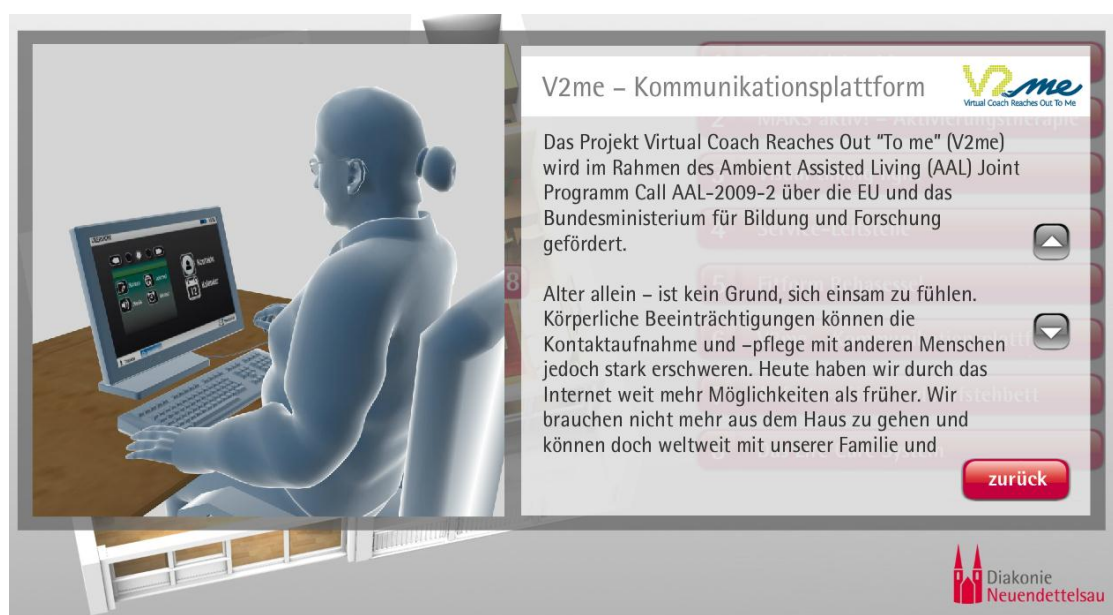


Figure 2. AAL Apartment view zoomed (tab 2)

3.3. Commercial activities

Business planning has started in order to get a concrete product available for the markets. AAL JP has recently started a pilot project, called AAL2Business Pilot (Feb 2012 – Sept 2012),

to support AAL projects on their way to offer a concrete product available for the market. Business Plan conducted by Mawell is in preliminary status to be launched within consortium soon.

During sales meetings, the introductory of V2me international project has been brought up, for example - in Finland (Management of Tampere City Home Care, Social Care Center of Northern Finland and City of Oulu).

3.4. Dissemination material

Corporate Design

A V2me logo was designed to represent the connection between elderly people with the help of ICTs. A set of defined colors supports this message. Logo can be found in all V2me documentation.



Figure 3. The V2me logo

Templates for different document types support a homogeneous presentation of the V2me project and communicate its professional character.

Website

The V2me website has been performed (<http://www.v2me.org>). It provides general information about the project and the consortium, hosting of public results and is used to share news and events relevant for the V2me.

We have done some refining of the website in order to get it more attractive, accessible and more structural.



Figure 4. Screenshot of the new V2me website

Flyers, Posters and other material produced during the V2me project

Here are some examples of what the V2me project has published during its lifetime so far.



EU-Forschungsprojekt Virtual Coach Reaches Out "To me"

Das Projekt 'Virtual Coach Reaches Out 'To me' (V2me) wird im Rahmen des Ambient Assisted Living (AAL) Joint Program Call AAL-2009-2 über die EU und das Bundesministerium für Bildung und Forschung gefördert.

Alter allein – ist kein Grund, sich einsam zu fühlen. Körperliche Beeinträchtigungen können die Kontaktaufnahme und -pflege mit anderen Menschen jedoch stark erschweren. Heute haben wir durch das Internet weit mehr Möglichkeiten als früher. Wir brauchen nicht mehr aus dem Haus zu gehen und können doch weltweit mit unserer Familie und Freunden in Kontakt bleiben. Das Projekt V2me unterstützt das „aktive Altern“ durch die Bereitstellung von sozialen Netzwerkdiensten und -aktivitäten über das Internet. Die reale Lebenswelt älterer Menschen soll mit Elementen virtueller sozialer Netzwerke verbunden werden, um die Lebensfreude und gesellschaftliche Teilhabe der Mitglieder zu unterstützen.

Ein hohe Akzeptanz und Nutzungsbereitschaft in der Zielgruppe ist ein vordringliches Ziel von V2me. Hierzu werden intuitive nutzbare Geräte auf Touchscreen-Basis, so genannte Tablets, mit speziell angepassten grafischen Nutzerschnittstellen zu einem Kommunikationssystem kombiniert, das einfach nutzbar ist und dennoch umfangreiche Funktionen, wie z. B. Kontaktaufnahme zu anderen Menschen, virtuelle Brettspiele oder Videotelefonie mit Angehörigen bietet.

Neun Partner aus verschiedenen europäischen Ländern (Niederlande, Finnland, Luxemburg, Österreich, Norwegen und Deutschland) und unterschiedlichsten Fachbereichen (Forschungsinstitute, Technik- und Dienstleistungsunternehmen) arbeiten im V2me-Konsortium intensiv zusammen.



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Figure 6. Flyer for ConSozial2010

4. Dissemination plan

This chapter outlines planned dissemination activities of the next reporting period.

4.1. Scientific activities

It is planned to run a follow-up workshop on the effects of virtual coaching on older adults, again in the scope of the Aml International conference - EISVC 2012. We are currently editing our contribution for the JAISE journal for submission in May 2012.

Moreover, we are working on publishing two articles. The first one that will focus on the critical evaluation of the AAL projects completed so far and the existing trend in the field of AAL, is prepared for the special issue of GeroPsych - The Journal of Gerontopsychology and Geriatric Psychiatry. GeroPsych is internationally distributed by the American Psychological Association and reaches practitioners in the medical and care sector as well as applied researchers in the field of gerontology. The special issue will cover developments in the interdisciplinary domain of Ambient Assisted Living and give partners of the consortium the possibility to present their ongoing work. The second article is a review on the relation between virtual reality (social networks) and older adults. This article is planned for the European Journal of Aging which has become one of the leading international journals concerning issues of an ageing society. V2me will have a presence on both AAL Summit and AAL Forum contributing in talks and discussion, in case of the latter event we also plan to have a booth showing dissemination material and a demonstration unit.

V2me Dissemination Activities of ULU Foreseen in 3rd period (May 2012 – April 2013)

- Ferring, D. (January 18th, 2012). Stay connected! Preventing social isolation and loneliness in old age by using virtual social networks. Talk at the Smart Homes Workshop and Exhibition of the Luxembourg ICT Cluster, Luxembourg, Luxembourg.
- Reljic, G., & Ferring, D. (March 5th, 2012). Stay connected in old age: Potential of the ICT use in AAL. Talk at the Transnational and Networking Day on ICT-based Solutions for (Self) Management of Daily Life Activities of Older Adults at Home, Innsbruck, Austria.
- Reljic, G. & Ferring, D. (March, 21st, 2012). Stay Connected in Old Age: Potential of the ICT use in AAL. Journée d'Information Santé et Autonomie, AAL, Paris.
- Reljic, G. & Ferring, D. (April 16th, 2012). Stay Connected in Old Age: Potential of the ICT use for healthy and active aging. Working Group Meeting "ICT for a healthy and aging population", HELP, Croix Rouge luxembourgeoise, Luxembourg

V2me Dissemination Activities of ULU Foreseen in 2012

- Ferring, D., Reljic, G & Roelofsma, P. (September 24-27, 2012). The evaluation of the Ambient Assisted Programs Call 1-4. Eindhoven, the Netherlands.

V2me Dissemination Activities of VTT Foreseen in 2012

- Konttila A., Immonen M. & Muurauskangas S.: "SWOT analysis: business, tablets and older users", Abstract for Poster session sent to AAL Summit, 27-29th June 2012, Bilbao. Accepted 5/2012.

- Konttila A., Muurauskangas S. & Immonen M.: "Needs of older users in virtual coaching application", will be submitted in June to Aml2012 conference.

4.2. Commercial activities

Mawell plans to exploit business opportunities with the product to be developed. At the current stage it is still unclear to see what form the product will take. Thus it will be decided later on how business activities shall be implemented.

It is our understanding the product would provide following end-user values:

- Independent or aided living at home for an elderly person
- Less nursing work (costs) for an elderly person
- Improved well-being
- Easier connection to the relatives and social network
- Aided access to online web services

Mawell's business focus is on the contact center services which Mawell also provide to the elderly care. Thus business focus is in better tools for managing the home environment, not directly providing tools or devices for an elderly person.

Mawell is expecting the V2Me platform to provide the remote access to elderly persons which allows Mawell's nurses to 'care' the person via online means instead of physical visit. It is also Mawell's hope that elderly person would be activated by the V2Me solution to care for him/herself in a proactive way.

Market deployment is planned to be started from Finland but the product should support at least the countries involved in the program. It should be noted though that it's unlikely for Mawell to be the direct reseller as Mawell is providing services to which the product is a value-adding tools.

Part of the dissemination should be the recognition of potential distribution partners in each country.

4.2.1. Productization planning

When the solution is at the late development stage, productization planning will be started.

4.2.2. Packaging and labeling

Packaging and labeling means shall be evaluated during the pilot phase.

4.2.3. Delivery

Delivery means shall be evaluated during the pilot phase.

4.2.4. Support and maintenance

Support and maintenance means shall be evaluated during the pilot phase.

4.3. Dissemination material

Dissemination material shall be evaluated during the project. There are already examples prepared in the V2me project for the previous occasions, as shown below (ConSozial 2010 by Diakonie Neuendettelsau and Fraunhofer).

Overview Page
space for a subheadline

In lockerer Runde erzähle ich gern von Oyvlowogulka. Dieses malerische Fleckchen Erde liegt bei Kruatkwo, es könnte auch Snatwitschko sein, ich will mich da jetzt nicht unnötig festlegen. Wer einmal in der Nähe gewesen ist, weiß auf jeden Fall, wovon ich rede.

Natürlich weiß es niemand. Ich lächle dann milde und sage, dass sich Oyvlowogulka, - so oder ähnlich heißt es, bei meiner Seele, aber egal jetzt - nur einen lächerlichen Steinwurf weit weg von Kokschetau befindet. Es mögen vier, fünf Würfel mehr sein, und dann ist man schon dort. In Oyvlowogulka. Oder, wenn man deutlich mehr nach links zielt, eher wohl in Nowoberoskowa. Das ist nun schon recht bekannt. Auch sehr schön, doch.

Meist sagt irgendeiner, weil er es leid ist, wie ein Depp zu gucken: "Ach da." Nur selten kommt es vor, dass einer mich schon an dieser Stelle meiner kostbare Reiseerlebnisse wie einen alten Kasachstan.



Problem description
space for a subheadline



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User-centric design
space for a subheadline

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v2me system
space for a subheadline

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for more information:
www.v2me.org

or contact:
 Hannes Mustermann
 tel. (0049) 7253 - 230 127





Figure 7. Dissemination material (example 1)

EU-Forschungsprojekt Virtual Coach Reaches Out "To me"

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Figure 8. Dissemination material (example 2)

4.3.1. Certification and documentation

Certification and documentation shall be evaluated during the pilot phase.

5. Glossary and Abbreviations

A²E²: Adaptive ambient empowerment of the elderly

AAL: Ambient Assisted Living

AmI: Ambient Intelligence

ERCIM: European Research Consortium for Informatics and Mathematics

ICT: Information and communication technologies

JAISE: Journal for Ambient Intelligence and Smart Environments

V2me: Virtual coach reaches out “To Me”

WP: Work package

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