WP9

D9.3 Annual V2me dissemination report 3

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Contents

1.   Introduction

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

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

- o   Public dissemination

- o   Scientific dissemination

- o   Business dissemination.

The relation to other deliverables has not been deeply investigated or evaluated. However the results of the other work packages led to dissemination activities (papers, presentations, etc.). In congresses the consortium was present as a group and generally work package groups were collected in a way that participation from each work package group was desirable in order to spread the knowledge and thoughts widely.

This is the last dissemination report of the Virtual Coach Reaches Out to Me, the V2me project, summarizing the whole project lifetime dissemination activities.

2. Dissemination strategy

The following chapter describes the dissemination strategy within the V2me project. 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 was obvious that every partner was 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 distinguished five main groups of stakeholders that were 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 list of various dissemination channels that were planned to be used to share project results with the different stakeholders is shown in the following:

- *Website* - The V2me website provides an overview and informs interested users about recent developments and shares public deliverables.
    - o 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.
    - o 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.
    - o Targeted stakeholders: Care service providers, Developers
- *Conferences* - Professional and scientific conferences are important in discussing project results with experts in the field.
    - o Targeted stakeholders: Care service providers, Scientific community
- *Workshops* - Practically oriented workshops help showcasing distinct features and intermediate versions to ensure involvement by third parties.
    - o 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.
  - o Targeted stakeholders: Scientific community

2.2.1. Scientific channels

Scientific publications, newspapers, scientific magazines, Internet healthcare chat-channels were used in this project (see chapter 3.1).

2.2.2. Commercial channels

Special interest magazines were used (excluding TV, radio) (see chapter 3.1).

2.3. Cross-relation table

The following table shows how we planned to reach stakeholders via each dissemination channel and if there were 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 older adults	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 could define the overall dissemination strategy for the V2me that allowed us to target all important stakeholders and optimize sharing of the project results.

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

The results of this strategy can be seen in section 3 Dissemination report where the V2me consortium has reported dissemination activities in this project.

The V2me consortium constantly evaluated and improved the dissemination strategy if deemed necessary.

3. Dissemination report

In this chapter all the dissemination activities are presented from the beginning of the V2me project covering participations in congresses, scientific presentations, publications and other dissemination activities. These activities are also shown in the V2me project website (http://www.v2me.org).

3.1. Scientific activities

Congresses

Klauß, K., Braun, A., Klein, P., Wichert, R.: V2me - Virtual Coach reaches out to me. Abstract for AAL Forum 2012 in Eindhoven, The Netherlands.

5th AAL Congress in Berlin, Germany, between January 24th and 25th 2012. Poster presentation of the V2me vision.

AAL Forum 2012 in Eindhoven, Netherlands, between September 26th and 28th 2011. Poster presentation of the V2me vision.

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, The Netherlands.

Leist, A. K., Michels, T., & Ferring, D. (2011, August). Alleviating loneliness in old age with an ICT-based social enrichment programme – Introducing the AAL project V2me. Paper presented at the 15th European Conference on Developmental Psychology, Bergen, Norway.

ConSozial 2010 in Nuremberg, Germany on 2nd and 3rd November 2011; The V2me project was presented by Diakonie Neuendettelsau. Posters and flyers were presented also in ConSozial 2012 by Diakonie Neuendettelsau.

Scientific Presentations:

Ferring, D. (2012, January). 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.

Ferring, D., Reljic, G., Roelofsma, P. (2012, September) "Why do we need it?" – An analysis of the affective-motivational factors in the use of assistive technologies. Paper presented at the AAL Forum, Eindhoven, The Netherlands.

Leist, A. K. (2012, May). How to engage older adults in social media use: Developing best practices. Invited presentation at the International Federation on Ageing (IFA) 11th Global Conference on Ageing in Prague, Czech Republic.

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.*

Reljic, G. Virtual Coach Reaches Out To Me. Invited lecture at the University of Novi Sad, Serbia, 2013.

Reljic, G. Informal presentation of the V2me project. Transnational AAL Info Day & Brokerage Event in Luxembourg Chamber of Commerce, 18th of February 2013.

Reljic, G. & Ferring, D. (2012, March). Stay connected! Preventing social isolation and loneliness in old age by using virtual networks. Presented at Transnational and Networking Day in the framework of ICT-based Solutions for (Self) Management of Daily Life Activities of Older Adults at Home, Insbruck, Austria.

Reljic, G. & Ferring, D. (2012, March). Stay connected! Preventing social in old age: Potential of the ICT use in AAL. Talk at the AAL Call 5 Info Day, Paris, France.

Roelofsma, P., Reljic, G., Ferring, D. et al. (2013, September). Evaluation of V2me: A Virtual Coaching System for Loneliness Prevention and Intervention. Paper accepted for the Medicine 2.0: Social Media, Mobile Apps. and Internet/Web 2.0 in Health, Medicine and Biomedical Research, London, United Kingdom.

Roelofsma, P., Ferring, D., Reljic, G. (2012, September). "Where do we go from here?" – A preliminary evaluation of the EU Ambient Assisted Programs. Paper presented at the AAL Forum, Eindhoven, The Netherlands.

Roelofsma, P.H.M.P. (2011) Design your future self: the use of AAL in designing high service neighborhoods. Invited address and discussion forum member presented at the WAAG Society Amsterdam, The Netherlands.

Roelofsma, P.H.M.P. (2011): Using Virtual agents in Elderly care. Invited address presented at the AIM ICT and care congress.

Roelofsma, P.H.M.P. (2011). The rise of an elderly culture: implications for ICT and Care. Invited address: The Future of Elderly Care. Naarderheem, The Netherlands.

Roelofsma, P.H.M.P. (2010) Adaptive Ambient empowerment of the elderly: How to optimize user involvement. Invited address presented at the AAL FORUM Odense, Denmark. September 2010.

Versteeg, L. (January 2011) Workshop was organized on Care on distance for elderly. Municipality and city Council, Amsterdam, The Netherlands.

Versteeg, L. & Roelofsma, P.H.M.P. (December, 2010) AMSTA/VUA workshop on ICT for end care user and field research. AMSTA end user health organization, Amsterdam, The Netherlands.

Scientific Publications:

Braun, A., Roelofsma, P. H. M. P., Ferring, D., Immonen, M. (2011) Empowering and integrating senior citizens with virtual coaching", Workshop summary in Lecture Notes in Computer Science, *Ambient Intelligence,* 7040, 369-370.

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.

Immonen, M., Sachinopoulou, A., Kaartinen, J., & Konttila, A. (2011). Using technology for improving the social and physical activity-level of the older adults". *Communications in Computer and Information Science 0277*: AmI 2011 Workshops, Amsterdam, Netherlands, Heidelberg: Springer.

Klauß, K., Klein, P.: V2me - Benutzerzentrierte Gestaltung von Online Services für ältere Nutzer. Technik für ein selbstbestimmtes Leben (AAL 2012), AAL Kongress 2012 in Berlin, Germany.

Klauß, K., Müller, S., Braun, A., Dutz, T., Kamieth, F. & Klein, P., (2012). Synergieeffekte aus der Kombination verschiedener AAL Lösungen. In: Reiterer, H. & Deussen, O. (Hrsg.), Mensch & Computer 2012 – Workshopband: interaktiv informiert – allgegenwärtig und allumfassend!?. München: Oldenbourg Verlag. (S. 61-67).

Leist, A. K., Reljic, G., & Ferring, D. (2012). Social media use in old age: User profiles, effects, best practices. Gerontologist, 52(S1), 563-564.

Muuraiskangas, S., Kokko, J. & Harjumaa, M. How the Older Adults Experience Wellness Monitoring? *Communications in Computer and Information Science*, 0277, AmI 2011 Workshops, Amsterdam, Netherlands, Heidelberg: Springer.

Muuraiskangas, S., Leist, A.K., Braun, A., Klauß, K., Roelofsma, P.H.M.P., Wichert, R., Klein, P. & Ferring, D. (2012). V2me: Evaluating the first steps in mobile friendship coaching. *Journal of Ambient Intelligence and Smart Environments*, 2012, 4(6), pp. 517-534.

Tantinger, D., Feilner, S., & Struck, M. (2011) Development of a Socio-Technical System for an Age-Appropriate Domestic Environment, *Communications in Computer and Information Science*, 0277: AmI 2011 Workshops, Amsterdam, The Netherlands, Heidelberg: Springer.

Ritterfeld, U., Roelofsma, P., Haring, P. Chakinska, D, & Van den Bosch, M. (2010). Head First Into Serious Health Gaming. International Journal of Computer Science in Sport, 9(2), 85-94.

Roelofsma, P.H.M.P. & Bom, M.C. (2011). Behoefte analyse Amsterdam Bijlmer Care Center (ABCC). Rapport geschreven in opdracht van de Gemeente Amsterdam, Stadsdeel Zuid Oost. An analyses of eldery user needs for care living technology services (141 pages). Amsterdam, VUA.

Visser, W. (2011) 'Oud worden met Peter of Anna'. Psycholoog Peter Roelofsma experimenteert met een virtuele zorgcoach voor ouderen. Ad Valvas, 11, 6.

Versteeg, L. (2011) Langer thuis wonen door slimme zorg. Stadsblad Amsterdam, 23, 1-2.

Versteeg, L. (September 2010) ICT in ouderenzorg. STA, 4, 4.

Zmugg, R., Thaller, W., Hecher, M., Schiffer, T., Havemann, S. & Fellner, W.-D.: Authoring animated interactive 3D Museum Exhibits using a Digital Repository. in: International Symposium on Virtual Reality, Archaeology, and Intelligent Cultural Heritage ; 2012.

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, Finland. 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.

3.2.1. 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 die 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

The business plan was created in order to get a concrete product available for the markets. The AAL JP 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. The Business Plan conducted by Mawell has been published as a one deliverable in this V2me project.

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 represents 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 was performed (http://www.v2me.org) conducted by Fraunhofer. 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 did constantly some tweaking on the website in order to get it more attractive, accessible and more structural.

Figure 4. Screenshot of the 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.

Figure 5. Poster for the ConSozial 2010

Figure 6. Flyer for the ConSozial 2010

4. Dissemination plan

This chapter outlines planned dissemination activities of the last reporting period. The results of this plan are listed in the Chapter 3.1.

4.1. Scientific activities

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

Moreover, we were working on publishing two articles. The first one that focused on the critical evaluation of the AAL projects completed so far and the existing trend in the field of AAL, 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 covered developments in the interdisciplinary domain of Ambient Assisted Living and gave partners of the consortium the possibility to present their ongoing work. "Why Do We Need It? An Analysis of Affective-Motivational in the Use of Assistive Technologies" is the EU Ambient Assisted Living Programme", we willsubmit to *Gerontechnology*. As well, the final report on the effectiveness study results may also result in an article to be submitted in a peer-reviewed journal such as the European Journal of Aging which has become one of the leading international journals concerning issues of an ageing society.V2me had a presence on both AAL Summit and AAL Forum contributing in talks and discussion, in case of the latter event we also planned to have a booth showing dissemination material and a demonstration unit.

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

- Roelofsma, P., Reljic, G., & Ferring, D. et al (2013 September). Evaluation of V2me: A Virtual Coaching System for Loneliness Prevention and Intervention. Paper accepted for the Medicine 2.0: Social Media, Mobile Apps. and Internet/Web 2.0 in Health, Medicine and Biomedical Research, London, United Kingdom.
- 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. & Muuraiskangas 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., Muuraiskangas S. & Immonen M.: "Needs of older users in virtual coaching application", will be submitted in June to AmI2012 conference.

4.2. Commercial activities

Mawell was in a conducting role to plan how to exploit business opportunities with the product that was developed. The business plan document was published to guide and support project results' exploiting body to get to market.

The product can 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 was on the contact center services which Mawell also provides to the elderly care. Thus business focus was in better tools for managing the home environment, not directly providing tools or devices for an elderly person.

Mawell was expecting the V2me platform to provide the remote access to elderly persons who would allow Mawell's nurses to 'care' the person via online, meaning 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 was planned to start from Finland but the product should support at least the countries involved in the program. It should be noted though that it was 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. In the beginning of year 2013 one consortium partner from the Netherlands, VUA, informed that they have preliminary discussed with a third body about exploiting this product.

4.2.1. Productization planning

See business plan document.

4.2.2. Packaging and labeling

See business plan document.

4.2.3. Delivery

See business plan document.

4.2.4. Support and maintenance

See business plan document.

4.3. Dissemination material

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

Figure 7. Dissemination material (example 1)

Figure 8. Dissemination material (example 2)

4.3.1. Certification and documentation

Certification and documentation has been evaluated during the pilot phase meaning that the V2me deliverables including the data system and software, documentation, guides and manuals have been verified and validated in pilot.

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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