

WP9

D9.1 Annual V2me dissemination report 1

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Version 1.0

Version history

Version	Date	Status	Person
0.1	4/11/2010	First draft	AY, MAW
0.2	12/4/2011	Updates	JJ, MAW
0.3	28/4/2011	Updates	JJ, MAW
0.4	3/5/2011	Updates, Re-ordering	JJ, MAW
0.5	30/5/2011	Updates	JJ, MAW
0.6	31/5/2011	Updates, page 6, flyers, posters	JJ, MAW
0.9	15/6/2011	Examples of journals, fairs and conferences added	JJ, MAW
1.0	28/9/2011	Final	JJ, MAW

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1. Introduction

Effective strategies to maximize scientific, industry, and end user awareness for V2me throughout the whole development and validation process are merged in WP 9. General public, scientific, and business dissemination tasks are lead by the V2me consortium member with 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.

Relation to other deliverables has not been recognized yet.

2. Dissemination strategy

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

2.1. Stakeholders

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

- *End users* - these are assisted persons that have interest in using the V2me system in their premises
- *Care service providers* - these are e.g. 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 end users
- *Developers* - it is intended to provide developers means to extend the V2me platform with 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

Following is a 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 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

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

The V2me consortium will prepare dissemination materials for all important stakeholders with a focus on the priority channels as defined in the previous section. It is taken care of properly addressing all 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 created dissemination materials to reflect the progress of V2me.

3. Dissemination report

3.1. Scientific activities

Paper for 4th AAL Congress in Berlin 2011

UID contributed to the 4th AAL Congress in Berlin 2011 with a joined AAL paper. In this paper UID describes how scenario-based design contributes to a user centred development process of AAL products based on the work in V2me and in other research projects in the AAL context.

Scenario-based Design zur benutzerzentrierten Entwicklung von AAL-Produkten (Lenja Sorokin, Johannes Schäfer, Kerstin Klauß, Kathrin Wolf, Peter Klein, User Interface Design GmbH, Ludwigsburg).

Input for chapter on communication and social networks in BMBF/VDE AAL book series

UID is participating in the working group “user requirements and innovation transfer” that is currently working on a further volume of the BMBF/VDE AAL books. UID will use this platform to present V2me.

Poster and Flyer

Based on the rules defined in the corporate design UID and Diakonie Neuendettelsau designed a poster and a flyer for the ConSozial 2010 (11th trade fair) in Nürnberg in November 2010. V2me was presented on the exhibition booth of the Diakonie Neuendettelsau.

Virtual coach reaches out to me

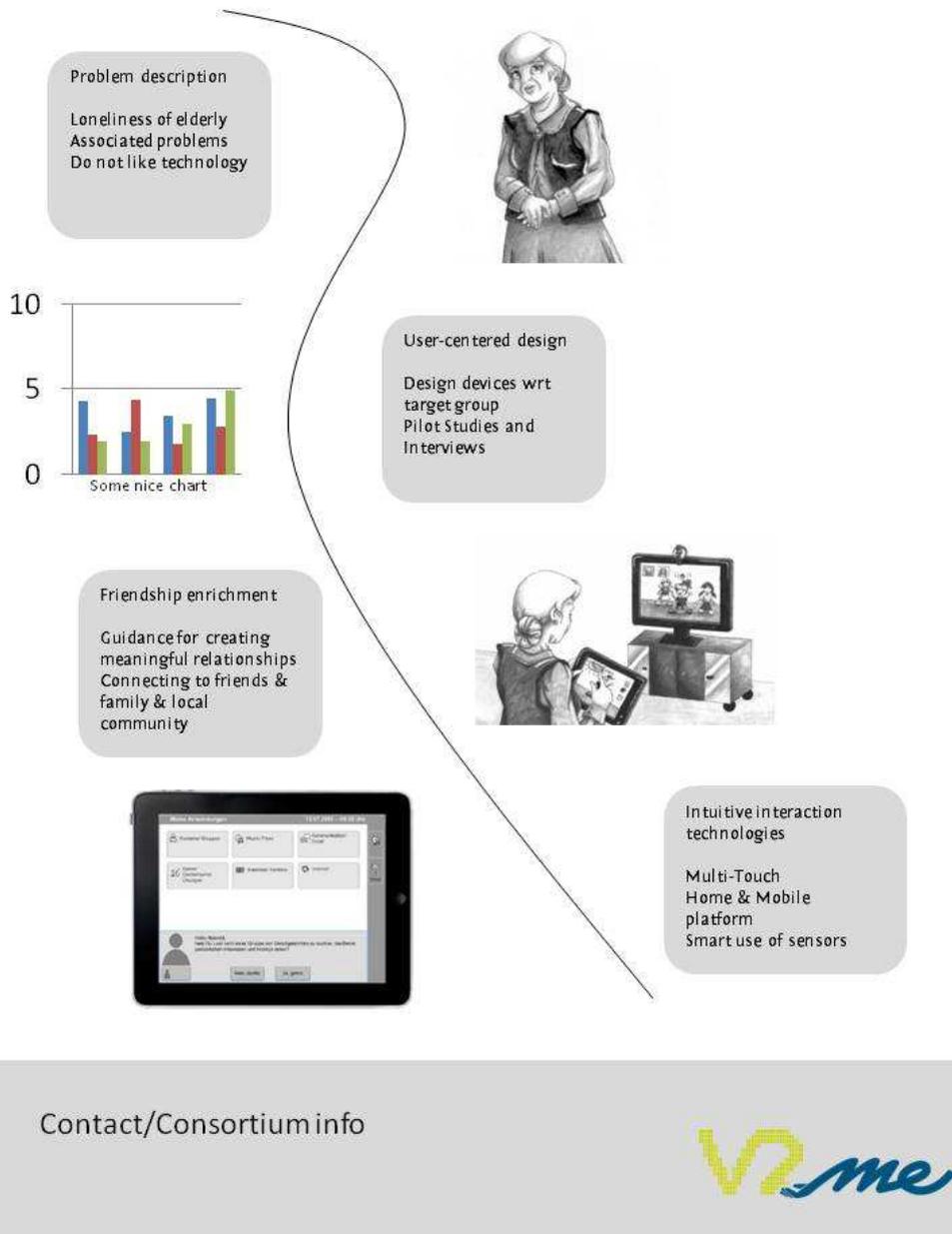


Figure 1. Poster from the ConSozial 2010 trade fairs

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 Würfe 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

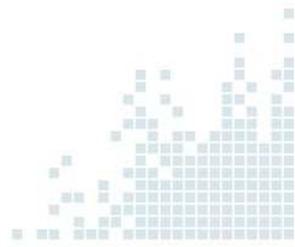


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Virtual Coach Reaches Out To Me





User-centric design

space for a subheadline

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v2me system

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.

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for more information:
www.v2me.org

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

Neue Tätigkeiten können in der Alltags- und Lebensgestaltung nicht sein



Nutzung des V2me Systems im Alltag



Figure 2. Flyer (double-sided) from ConSozial 2010

V2me Dissemination Activities of VUA

Scientific Publications:

- Roelofsma, P.H.M.P. & Bom, M.C. (2011). Behoeftanalyse Amsterdam Bijlmer Care Center (ABCC). Rapport geschreven in opdracht van de Gemeente Amsterdam, Stadsdeel Zuid Oost. An analyses of elderly user needs for care living technology services (141 pages). Amsterdam, VUA.
- 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.
- Versteeg, L. (2011) Langer thuis wonen door slimme zorg. Stadsblad Amsterdam, 23, 1-2.
- Versteeg, L. (September 2010) ICT in ouderenzorg. STA, 4, 4.
- Visser, W. (2011) 'Oud worden met Peter of Anna'. Psycholoog Peter Roelofsma experimenteert met een virtuele zorgcoach voor ouderen. Ad Valvas, 11, 6.

Scientific Presentations:

- P.H.M.P. Roelofsma (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. and Roelofsma P.H.M.P. (December, 2010) AMSTA/VUA workshop on ICT for end care user and field research. AMSTA end user health organisation, Amsterdam
- Versteeg, L. (January 2011) Workshop was organized on Care on distance for elderly. Municipality and city Council, Amsterdam, The Netherlands.
- P.H.M.P. Roelofsma (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
- P.H.M.P. Roelofsma (2011): Using Virtual agents in Elderly care. Invited address presented at the AIM ICT and care congress
- P.H.M.P. Roelofsma (2011). The rise of an elderly culture: implications for ICT and Care. Invited address: The Future of Elderly Care. Naarderheem, The Netherlands

3.2. Commercial activities

Not yet available any concrete product.

3.3. 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. Screenshot of 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 consortium, hosting of public results and is used to share news and events relevant for V2me.

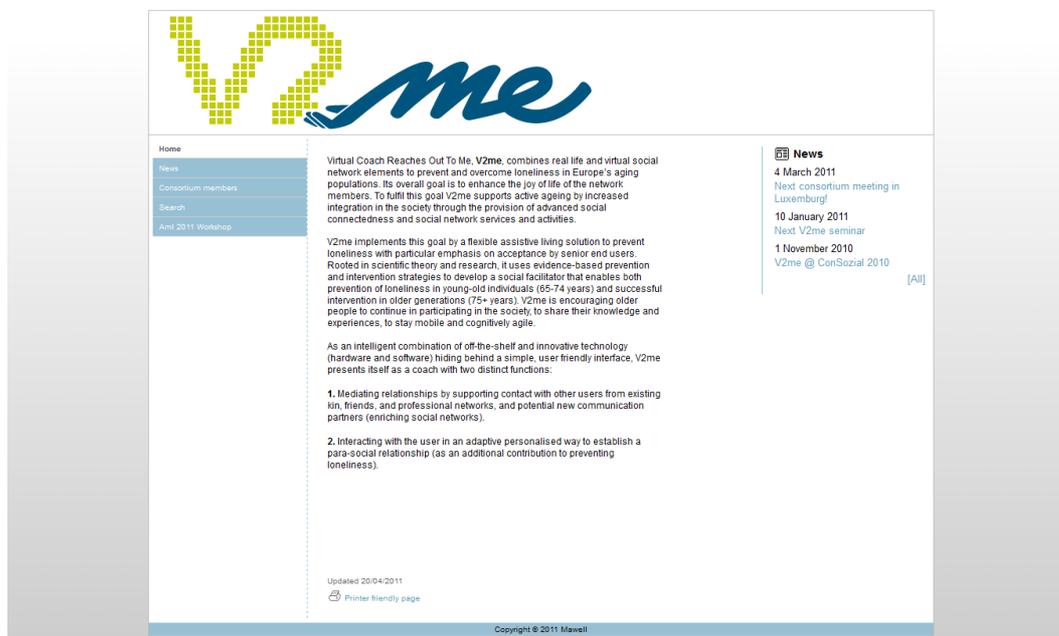


Figure 4. Screenshot of V2me website

4. Dissemination plan

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

4.1. Scientific activities

V2me will hold a Workshop titled “Empowering and integrating senior citizens with virtual coaching” adjacently to Aml –conference, in Amsterdam on 16th -18th November, 2011. The workshop is held in cooperation with the AAL Joint Programme A²E². The workshop will discuss the effects of virtual coaches on elderly users and how they can be used to improve the quality of life by aiding in planning daily life activities and mediating meaningful relationships to maintain and expand the social network of the elderly persons. Additional applications of virtual coaches and avatars in AAL specific context will be discussed. Furthermore it will explore intuitive interaction between the user and virtual entities. Workshop website: <http://www.v2me.org/web/page.aspx?refid=16> .

V2me -project will contribute to the Aml-workshop by writing and presenting papers and also try to find suitable other conferences or journals for publishing scientific papers.

V2me Dissemination Activities of ULU Foreseen in 2011

Scientific Presentations

- Leist, A. K., & Ferring, D. (August 2011). Symposium „Designing hightech for lowtech users: Technological solutions and factors facilitating the uptake of ICT among elderly people“ to be held on the 15th European Conference on Developmental Psychology, Bergen, Norway.
- Leist, A. K., Michels, T., & Ferring, D. (August 2011). Alleviating loneliness in old age with an ICT-based social enrichment programme – Introducing the AAL project V2me. Paper to be presented in the symposium “Designing high-tech for lowtech users: Technological solutions and factors facilitating the uptake of ICT among elderly people” on the 15th European Conference on Developmental Psychology, Bergen, Norway.
- Leist, A. K., Ferring, D., Klauß, K., Klein, P., Braun, A., & Wichert, R. (September 2011). User requirements in ICT-based social media use: Acceptance of a virtual coach. Abstract submitted for presentation at the AAL Forum 2011, Lecce, Italy

V2me Dissemination Activities of VUA Foreseen in 2011

- P.H.M.P. Roelofsma (August, 2011) Bergen: Social Media and health
- P.H.M.P. Roelofsma (September, 2011) Medicine 2.0 Stanford University
- P.H.M.P. Roelofsma (September, 2011) AAL FORUM Lecce workshop/forum presentation and discussion session in preparation new media use and e-health for the elderly
- P.H.M.P. Roelofsma (November, 2011) AIM Netherlands, Workshop on the Ambient Intelligence conference in Amsterdam (Together with Andreas Braun and Dieter Ferring)

Possible journals to which to provide articles of V2me

- MIS Quarterly (Management Information Systems Quarterly) <http://www.misq.org>
- Tiis (Transactions on Interactive and Smart Environments) <http://tiis.acm.org/index.html>

4.2. Commercial activities

Mawell plans to exploit business opportunities with the product to be developed. At the current stage it is still unclear 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:

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

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

We're expecting the V2Me platform to provide remote access to the elder which allows our nurses to 'care' the person via online means instead of physical visit. It is also our hope that the elder 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 pilot phase.

4.3.1. Certification and documentation

Certification and documentation shall be evaluated during the pilot phase.

5. Glossary and Abbreviations

V2me: Virtual coach reaches out “To Me”

A²E²: Adaptive ambient empowerment of the elderly

AAL: Ambient assisted living

IPR: Immaterial/Intellectual Property Rights

ICT: Information and communication technologies

STAR: State-of-the-art report

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2. **Nielsen, J.** Enhancing the Explanatory Power of usability Heuristics. [Online] 1994. <http://delivery.acm.org/10.1145/270000/260531/p413-nielsen.pdf?key1=260531&key2=4986165921&coll=DL&dl=ACM&CFID=5241470&CFTOKEN=68205083>.
3. **Nielsen, J.** Jakob Nielsen on Usability and Web Design. *Nielsen's 10 usability heuristics*. [Online] 2005. http://www.useit.com/papers/heuristic/heuristic_list.html.