

Final dissemination activity report

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Consortium Partners

RTD	End-User	SME
 HTW Chur Hochschule für Technik und Wirtschaft University of Applied Sciences	 universität innsbruck	 Partner Business Network PBN
 zhaw Zürcher Hochschule für Angewandte Wissenschaften	 eurac research	 asp SERVIZI
	 AUSTRIAN RED CROSS	 connectedcare
		 SIS CONSULTING

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1. INTRODUCTION TASK 5.2

The task 5.2 is about monitoring dissemination activities. Internal and external dissemination activities were measured and documented during the project duration. The success of the dissemination activities was also written down, so future activities could be improved due to the feedback from prior activities.

During the project quarterly or half-yearly reports were made for the dissemination activities. This final dissemination activity report includes all dissemination activities which were carried out during the whole project. The report contains descriptions, success and also proposals for future applications of the dissemination activities.

During the project scientific and also community dissemination were done. In chapter 2 all dissemination activities, which are listed below, are described in more detail.

Scientific Dissemination (examples):

- Imagine16
- Health Valley Event
- Website publication of FairCare on AAL website
- AAL Conference 2017
- Smarter Lives 2017

Community Dissemination (examples):

- AAL Forum St. Gallen 2016
- 'Press' menu item on the FairCare website
- 'News' menu item on the FairCare website
- Inclusion of more target groups on the FairCare website
- AAL Forum Coimbra 2017
- Inclusion of a FairCare video on the FairCare website
- 'FAQ' menu item on the FairCare website
- Fair in Delft (meeting municipalities)
- Conference in Delft
- New news on 'News' on the FairCare website

2. DISSEMINATION ACTIVITIES

2.1. MARCH – JULY 2016

In this chapter you can see all dissemination activities which were carried out between March and July 2016.

2.1.1. WEBSITE PUBLICATION – AAL EUROPE

Website AAL, 15th of March 2016, AAL

Information about FairCare was published on the AAL Europe website. The AAL Europe website mainly reaches the scientific community.



Figure 1: Website publication - AAL Europe

2.1.2. PRESENTATION - ALTERFORUM

Winterthur, 21st of April 2016, ZHAW

ZHAW had a presentation of FairCare at 'Altersforum Winterthur' and reached 25 people of the target group 'State/municipalities' (T-SE) as they are all members of the Altersforum.

2.1.3. FAIR – IMAGINE16

Innsbruck, 08th of June 2016, SIS/UIBK

The activity took place at the IMAGINE16 fair in Innsbruck and included also a presentation and the distribution of flyers. Based on the experience of further fairs about 20 persons with interest in the booth and in listening to the FairCare 'Pitch' were estimated. At the fair actually 10 people visited the booth and about 45 people listened to the FairCare "Pitch", which results in a total of 55 participants from the 'scientific community' target group.

The target audience, especially AAL Austria, mentioned that their 'need' is to be up to date with the current AAL projects, which was met by the presentation of FairCare with a booth and with a 'pitch' of 3 minutes in front of them as well as in front of people from different universities and other AAL projects.

As a possible improvement of the next dissemination activity SIS and UIBK mentioned that it would be convenient to have a mock-up of FairCare / some basic test version that can be shown to the audience.

An interesting input was given by the AAL Austria Vice President Mag. Robert Hartmann. He was interested in whether FairCare will be available as an app, and he emphatically stressed the importance of mobile versions.



Figure 2: Fair 'Imagine16'

2.1.4. FAIR – HEALTH VALLEY EVENT

Nijmegen, 17th of March 2016, CARES

The fair took place at the exhibition hall at CineMec gebouw in Nijmegen, where CARES had a booth which included also posters. The expected number of participants at the event was, based on the list of participants on the website, over 750. At the end, conversations with about 100 people were made and also flyers were handed out to them. The huge difference between expectation and reality was explained by the lack of interest in the idea by the visitors and maybe the not good looking booth. An improvement for the next fair would be the development of more informative flyers.

The primary target group were 'professional institutional care givers (F-SE)', but also media, scientific community, financing institutes, state/municipality, older adults and volunteers were reached.

The need that was met by the target audience was 'Better serve the customer'.

2.1.5. CONFERENCE - YES!DELFT IN DELFT

05th of July 2016, CARES

On the conference 35 people from the target group 'older adults (PE)' and also from 'municipality', 'F-SE' and 'ESP' could be reached. The need that was met was again "Better serve the customer" and a possible improvement for further events was again the development of better flyers.

2.2. AUGUST - DECEMBER 2016

In this chapter you can see all dissemination activities which were carried out between August and December 2016.

2.2.1. PRESS RELEASE AAL FORUM 2016

OpenPR, APA OTS, 20th and 22nd of September 2016, UIBK

The UIBK sent out a press release to OpenPR and to APA OTS. The press release was published on the OpenPR and on the APA OTS website. At APA OTS there is a standard diffusion to 800 Austrian desks and press offices and they have 21,000 subscribers of their mailing list. Until the 13th of December 2016 there were 236 views on the press release on the OpenPR website. The reached target group is media. Through these press releases FairCare was published in Austria.

Projekt "FairCare" wird auf AAL-Forum in St. Gallen am 27. und 28. September 2016 vorgestellt

Pressemittteilung von: **Universität Innsbruck - Institut für Strategisches Management, Marketing und Tourismus**



Bewohnerakten für Profis

Die Bewohnerakte von Experten. Hier sind Ihre Bewohner gut aufgehoben.

Eine alternde Gesellschaft steht einer steigenden Nachfrage nach Pflegeleistungen gegenüber. An dieser Stelle setzt das internationale Forschungsprojekt „FairCare“ an. Beteiligt sind daran die Universität Innsbruck sowie neun weitere Partner aus EU Ländern und der Schweiz. Ziel des Projektes ist es, eine entsprechende Internetplattform und Betriebsform zu entwickeln. Diese übernimmt die Bereitstellung von Informationen, aber auch die Vermittlung von Pflege- und Unterstützungsdienstleistungen für ältere Mitmenschen.

Die demografische Entwicklung zeigt, dass der Anteil der älteren Menschen steigt und der Anteil der jüngeren Menschen sinkt. Außerdem steigt die Lebenserwartung. Aufgrund dieser Entwicklungen wird es immer wichtiger auf die zukünftigen Bedürfnisse der älteren Menschen einzugehen. Das Projekt „FairCare“ versucht das, indem es die Kommunikation zwischen älteren Menschen, deren Angehörigen, professionellen Pflegepersonal, Alltags-Dienstleistern und Freiwilligen über eine web-basierte Plattform verbessert. Die „FairCare“ Plattform ermöglicht älteren Menschen und deren Angehörigen bzw. deren Betreuungspersonal Anfragen zu bestimmten Anliegen zu stellen und zu dieser Anfrage werden dann die passenden Anbieter aufgelistet. Die Anbieter, wie zum Beispiel Pflegeeinrichtungen, können ihre vakanten Pflegeplätze veröffentlichen, Dienstleister und Freiwillige ihre Leistungen anbieten. Diese Anbieter können anschließend dem Nutzer aufgrund der Analyse der Bedürfnisse ein individuelles Angebot zuschicken. Zusammen mit Partnern aus Österreich, Italien, der Schweiz, Ungarn, den Niederlanden und Spanien arbeitet die Universität Innsbruck am Projekt „FairCare“. Um die Idee und diese Plattform so effektiv wie möglich zu nutzen, wird gleichzeitig ein Social Franchise Konzept entwickelt. Das Projekt wird jetzt das erste Mal offiziell der AAL-Community auf dem AAL-Forum in St. Gallen am 27. und 28. September 2016 präsentiert.

Erhaltung der Lebensqualität
Durch diese Plattform haben ältere Menschen und auch deren Angehörige einen besseren Zugang zu






Figure 3: Press release AAL Forum 2016

2.2.2.AAL FORUM ST. GALLEN 2016

St. Gallen, 27th and 28th of September 2016, UIBK

The dissemination activity took place at the AAL Forum in St. Gallen. The UIBK had a booth. There were a FairCare poster at the booth and flyers were also handed out. Furthermore, a FairCare presentation ran on the screen on the booth the whole day. 28 exhibitors and circa 300 congress participants were reached at the forum. The low number of reached people is due to the low number of participants of the AAL Forum. The reached target group was the scientific community. There was also some demand for more information.

Regarding improvements could be a roll up for FairCare like the EURAC already has.



Figure 4: AAL Forum St. Gallen 2016

2.2.3.'PRESS' MENU ITEM ON FAIRCARE WEBSITE

FairCare website, 26th of October 2016, UIBK

On the FC website the new menu item 'press' was added. In this menu item the press release regarding the AAL Forum in St. Gallen is available. This press release announces the AAL Forum in St. Gallen (26. – 28.08.2016) and describes the current status of FairCare.



Figure 5: 'Press' menu item on FairCare website

2.2.4. FAIR – SENAKTIV 2016

Innsbruck, 18th – 20th of November 2016, ORK

At the fair "SENaktiv" in Innsbruck about 1000 recipients were reached. On the booth 100 flyers were handed out. The reached target groups of this fair were especially older adults, but also relatives of the older adults and professional institutional caregivers. The need from the target groups which was met in this fair were the missing access points to support from professional care and general service providers or to volunteers. Through presenting FairCare they realized how easy the contact with these people will be when using the FairCare platform. At the fair the Red Cross had a lot of individual conversations with older adults, their relatives and also with professional institutional caregivers. They were very interested in FairCare and were looking forward to use the platform.



Figure 6: Fair – 'Senaktiv' 2016

2.2.5. FAIR - SMARTER LIVES 2016

Innsbruck, 29th of September 2016, UIBK/SIS/ORK

At the fair "Smarter Lives" in Innsbruck the SIS and ORK had a booth with FairCare flyers and posters. The ORK also had a FairCare roll up. The UIBK made an elevator pitch (~ 3 minutes) about FairCare. At the Smarter Lives circa 100 people were reached as a whole. The reached target groups were the scientific community, formal-secondary-end-user and external service providers. The actual reached people which visited directly the booth were about 20 people who also took flyers and asked for more information.

An improvement for the next dissemination activity could be the presentation of a mock-up of FairCare.



Figure 7: Fair 'Smarter Lives' 2016

2.2.6. DEHA – BEURSVLOER FINANCIEN & EHEALTH

Delft, 10th of November 2016, CARES

CARES participated the conference DEHA – Beursvloer financien & eHealth with a booth. Flyers were handed out and at the booth was also the FairCare poster. The expected 50 recipients were reached. The target groups of this conference were F-SE, media, scientific community, financing institutes, the state/municipality, older adults and volunteers.

2.2.7. FAIR – INVOORZORG! – ZORG MET TECHNOLOGIE

Utrecht, 08th of November 2016, CARES

At the fair 300 recipients were expected and were also reached. CARES had a booth with FairCare posters and flyers. The reached main target group were F-SE but also all other stakeholders. There was one demand for more information.



**Figure 8: Fair – Invoorzorg! –
Zorg met technologie**

2.2.8. FAIR - HOME AUTOMATION & SMART LIVING EVENT 2016

Eindhoven, 16th of November, CARES

At the fair Cares had a booth and also FairCare flyers. There was also a FairCare elevator pitch. 50 recipients were reached. There were a lot of target groups. The main target group were F-SE. Other target groups for example were media, scientific community, financing institute, older adults and volunteers. There also was some demand for more information about FairCare.

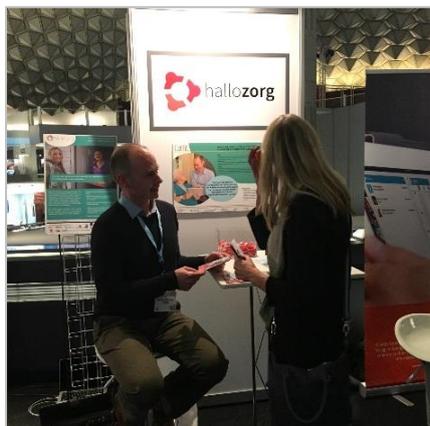


Figure 9: Fair - Home automation & smart living event 2016

2.2.9.ARTICLE PRINT IN MAGAZINE

South Tyrol, Issue of Eurac Activity Report 2015/2016, EURAC

EURAC published an article about FairCare in Italian with an additional translated summary in German and English. The article was issue of the Eurac Activity Report 2015/2016. The magazine had a print volume of 2000 pieces which were provided to all Eurac Institutes and from there distributed among partners, stakeholders etc. The main target group of the magazine were citizens of South Tyrol.



Figure 10: Article print in magazine

2.2.10. LONG NIGHT OF RESEARCH AT EURAC

Bolzano, 30th of September 2016, EURAC

At the long night of research taking place at the Eurac institute, FairCare was presented in front of group. Two slides about FairCare were presented in an infinite loop together with all the EU-funded projects of the Eurac Institute for Public Management. With this dissemination measure approximately several hundred recipients could be reached. The Long Night of Research is an open event for the local public. Thus, the main target group were local citizens.



Figure 11: Long night of research at EURAC

2.2.11. FAIR – BESSER WOHNEN IM ALTER

Bolzano, 12th of November 2016, EURAC

The fair 'Besser wohnen im Alter' took place at the trade fair centre of Bolzano on the 12th of November.

During the press conference, the co-operative Wohnen im Alter (WIA) and the project FairCare were introduced to the public. After the press conference, a stall of 'Wohnen im Alter' was presented on the trade fair. There, a FairCare roll-up was presented for two days and WIA staff was available for questions and information needs.

The website related to the the association "Wohnen im Alter" can be found here: www.wohnen-im-alter.it

Expected and actually reached number of recipients counts approximately 100 attending the press conference and in addition the visitors of the autumn trade fair. This number is estimated on the size of room for press conference

The target group reached by the presence at the fair were Older adults (PE), journalists, and visitors of the autumn trade fair who were mainly local citizens.



Figure 12: Fair 'Besser Wohnen im Alter'

2.2.12. MASTER COURSE AT EURAC

Bolzano, 25th of November 2016, EURAC

FairCare was presented on the 25th of November during the masters course MIMAP (Master in Innovazione e Management nelle Amministrazioni Pubbliche). Afterwards the participants asked questions and discussed the project and its implications with the presenters.

15 managers of public administration participated the master course which is equal the expected and reached number of recipient of this dissemination activity as well as the target group.

2.2.13. 'NEWS' MENU ITEM ON FAIRCARE WEBSITE

FairCare website, 21th of December 2016, UIBK

The menu item 'News' was added on the FairCare website. So e.g. the events, where we participate, can be shown in this menu item.



Figure 13: 'News' menu item on FairCare website

2.3. JANUARY – JUNE 2017

In this chapter you can see all dissemination activities which were carried out between January and June 2017.

2.3.1. AAL CONFERENCE 2017

Wädenswil, 07th of April 2017, ZHAW

ZHAW participated at the AAL conference 2017. It took place at the ZHAW Wädenswil. They had a 20 minutes speech about the idea of FairCare and how the solution could be implemented in Switzerland. The target group of this conference was the scientific community. 70 recipients were reached.

2.3.2. INCLUSION OF MORE TARGET GROUPS

FairCare website, 10th of April 2017, UIBK

On the starting page of the FairCare website a place was included which is called 'What are the advantages of FairCare?' It shows in key words advantages of the master-franchisee, of the franchisee and of the users (older adults).

2.3.3. ARTICLE IN KVV MAGAZINE “KOMPASS” 1-2/2017

Magazine „Kompass“, edition January- February 2017, Article about Wohnen im Alter (ASP)



Figure 14 Article about „Wohnen im Alter“ in Kompass magazine



Figure 15 Südtiroler Wirtschaftszeitung

2.3.4. ARTICLE IN „SÜDTIROLER WIRTSCHAFTSZEITUNG“

Bolzano, 23rd of June 2017, UIBK/EURAC

In the magazine „Südtiroler Wirtschaftszeitung“ there was an article created by UIBK and EURAC, presenting the involvement in the AAL research activities of both organisations, including FairCare.

2.4. JULY – DECEMBER 2017

In this chapter you can see all dissemination activities which were carried out between July and December 2017.

2.4.1. FAIR SMARTER LIVES 2017 IN BOLZANO

Bolzano, 04th of July 2017, UIBK/EURAC/ASP

FairCare was on-site at the AAL Summit 'Smarter Lives 2017' in Bolzano. It was represented by various partners on the AAL-Summit 'SMARTER LIVES'. ASP Servizi represented FairCare on their booth of 'Wohnen im Alter' and informed about the aims and components of the services and the idea behind FairCare.

Furthermore, it was presented during the elevator pitches by Wohnen im Alter. Moreover, FairCare was shown by UIBK and EURAC on their joint booth, as well as a representative of PBN was present to promote FairCare. On the booth, flyers and posters were present. The reached target group at the Smarter Lives was the scientific community but also technology providers and informal secondary end-users. Furthermore 2-3 primary end-users were reached. Three new contact entries have been recorded. After the Smarter Lives three television spots were sent out about the Smarter Lives and also three broadcasts. To improve the next dissemination activity more dissemination material would be preferable, e.g. a dissemination video.

More information is also available here: <http://smarter-lives.at/rueckblick/smarter-lives-2017/> and here: <http://www.fair-care.eu/?p=1016>



Figure 16: Fair 'Smarter Lives' in Bolzano 2017

2.4.2.'FAIRCARE VIDEO ON YOUTUBE

YouTube channel of AAL Competence Network, September 2017

A Video was published on youTube that explains the functionality and idea behind FairCare in a everyday scenario. The video was published in English and German and disseminated at the FairCare Website, the Facebook page of the AAL Competence Network and it was presented at several Fairs.

Link: <https://www.youtube.com/watch?v=lct8OMP-D3M>

2.4.3.AAL FORUM COIMBRA 2017

Coimbra, 2nd – 4th of October 2017, UIBK

The University of Innsbruck participated at the AAL Forum 2017 which took place in Coimbra. The UIBK had a booth. At the booth were a FairCare poster, FairCare flyers and a presentation about FairCare run on a screen the whole day. Furthermore on a tablet the prototype of the FairCare platform was opened where it was possible to show the participants of the fair the functions of the platform. At the fair FairCare also had a poster presentation.

800 congress participants and 28 exhibitors were at this AAL forum. The reached target group was the scientific community and also some primary end-users. Some people were really interested in FairCare and had a demand for more information.

An improvement for further dissemination activities could be an own FairCare booth.



Figure 17: AAL Forum Coimbra 2017

2.4.4.NEW NEWS ON FAIRCARE WEBSITE

FairCare website, 11th of October 2017, UIBK

Continually new news of FairCare get added. In July FairCare participated at the AAL Praxisforum Smarter Lives in Bolzano and in October the news 'FairCare at the AAL Forum in Coimbra' were added in the menu 'News'.

2.4.5. FAQ' MENU ITEM ON FAIRCARE WEBSITE

FairCare website, 13th of November 2017, UIBK

On the FairCare website the new menu item 'FAQ' (frequently asked questions) was added. In this menu item you can find different question categories 'General questions of FairCare', 'Questions of older adults', 'Questions of relatives and friends' and 'Questions of service providers'. It should help the different target groups if they have questions about FairCare.

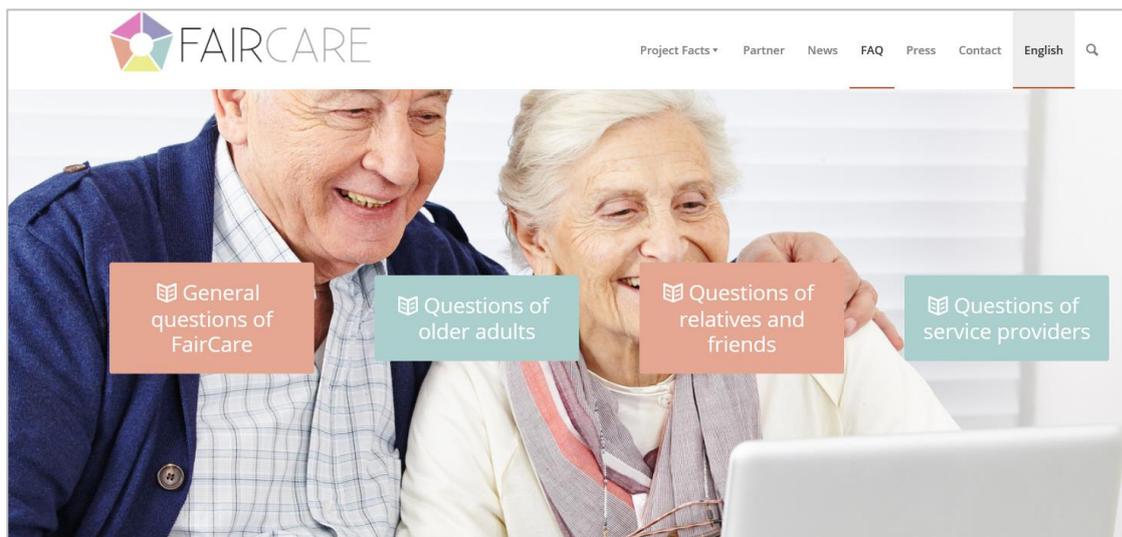


Figure 18: 'FAQ' menu item on FairCare website

2.4.6. FAIR – MEETING MUNICIPALITIES

Delft, 24th of October 2017, CARES

ConnectedCare took place at a fair in Delft. The target group of the participants of the fair was the state/municipalities (T-SE). There also was some demand for more information about FairCare.

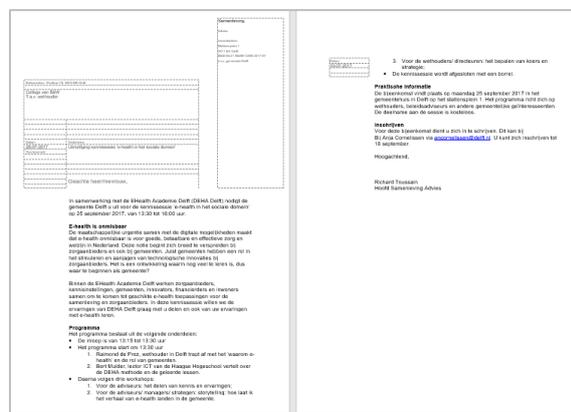


Figure 19: Fair - meeting municipalities

The Red Cross Innsbruck presented FairCare at the popular SenAktiv fair 2017 in Innsbruck. It took place at the exhibition hall at Innsbruck/Austria. The main topics at the fair were among other things 'health & nutrition', 'prevention & safety' and 'media, technology & computer'. Appropriate to the topics, the Red Cross informed older adults, their relatives as well as professional institutional care givers about FairCare.



Figure 22 SenAktiv 2017, Innsbruck

2.4.10. FURTHER PRESENTATIONS ABOUT FAIRCARE

- 26.04.2017: during the masters course MBA in Health Care Management of HWR Berlin (EURAC)
- 24.11.2017: Presentation of FairCare during the MIMAP (Master in Innovazione e Management nelle Amministrazioni Pubbliche) of the Università di Roma Tor Vergata (EURAC)
- 22.12.2017: Presentation of FairCare during a meeting of the advisory board of senior citizens of the municipality of Bolzano (EURAC)

2.5. JANUARY – JUNE 2018

2.5.1. MEETING OF MUNICIPALITIES IN DELFT

Delft, Netherlands, 6th of February 2018, CARES

Connected Care met potential platform providers of FairCare (municipalities, but also representatives of state). At the event were 12 representatives present. The goal of the FairCare dissemination was to introduce the FC Platform by possible launching customers.

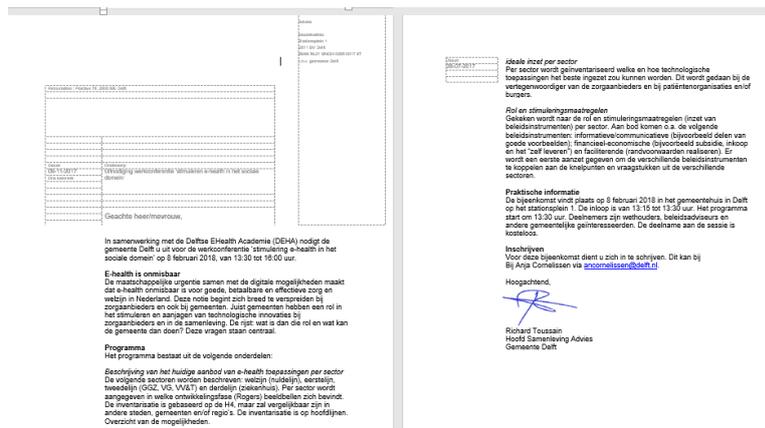


Figure 23 Meeting of municipalities in Delft

2.5.2. SMARTER LIVES 2018 IN INNSBRUCK

Innsbruck, 20th of February 2018, Innsbruck, UIBK

The idea behind FairCare was disseminated during the AAL summit “SMARTER LIVES 2018” at the booth of the AAL Competence Network of the University of Innsbruck. There was a presentation dedicated to the FairCare platform and project flyers were distributed. Relevant target groups were representatives of Tertiary end-users and formal secondary end users organisations, but also local computer clubs for seniors, which could be acquired. Follow up talks were realized in order to recruit test users for the pilot phase.



Figure 24 FairCare Presentation at the SMARTER LIVES 2018

2.5.3. ALTERSFORUM WINTERTHUR

Winterthur, Switzerland, 10th of April 2018, ZHAW

ZHAW presented the prototypes of Situation assessment and advanced service browsing at the Altersforum Winterthur. This congress aims at Formal Secondary end-users and tertiary end-users. Around 20 persons were reached.

2.5.4. SPRING FAIR IN THE VILLAGE OF MALS (VINSCHGAU)

Mals, Vinschgau, 23rd of April 2018, EURAC

Focus on offers for seniors. The fair took place in a village in one of South Tyrol's major valleys for half a day, therefore not a very large number of recipients was expected. In total, about 40 persons (mostly Primary End-users) were reached and informed about FairCare.



Figure 25 Impressions from the spring Fair in Mals, Vinschgau

2.5.5. CONFERENCE “E-HEALTH VAKMANSCHAP” IN DELFT

Delft, Netherlands, 29th of May 2018, CARES.

CARES represented FairCare on a fair stand and raised awareness among around 60 representatives. The target groups were mostly Tertiary end-users (representatives from the state/municipalities), but also formal Secondary end-users, Primary end-users and the scientific community.



**Beursvloer
'e-health vakmanschap'**

Praktische informatie

Inloop: 11:45 - 12:00 uur
 Programma: van 12:00 tot uiterlijk 14:00 uur
 Locatie: Yes!Delft, Molengraafsingel 12 te Delft
 Datum: dinsdag 29 mei 2016
 Parkeren: vrij parkeren op Schoemakerstraat 34
 betaald parkeren 3M gebouw
 invalide parkeren bij Yes!Delft
 Lunch: er wordt een simpele lunch geserveerd

Programma

11:45-12:00 Inloop, lunch en markt
 12:10-12:15 Welkom door Bert Mulder
 12:15-12:45 Bert Mulder over het opbouwen van
 e-health vakmanschap (innovatiemanagement)
 12:45-13:05 Vakmanschap door Gert van Dooren, Argos
 Zorggroep.
 Inspiratie en gedeelde lessen vanuit een
 zorgaanbieders optiek.
 13:05-13:25 Vakmanschap door Guntur Sandino, CleVR.
 Inspiratie en gedeelde lessen vanuit een
 innovators optiek.
 13:30-14:00 Napraten, koffie en markt

Meer informatie

Mocht u nog vragen en/of opmerkingen hebben, ik hoor
 graag van u.
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Een initiatief van



Figure 26 Conference Meeting e-health vakmanschap

3. PILOT DISSEMINATION

For acquiring test-users for the pilot phases we also developed Power Point presentations for the different target groups. We had presentations for primary-end-users/informal-secondary-end-users, for municipalities, for (professional) service providers and for potential franchisees. The presentations included an introduction of FairCare, general project facts, project consortium, advantages of FairCare, an example of the platform (formal announcement), requirements to the addressed target group and an information about the pilot.

Advantages of the FairCare platform 

- ▶ Seniors can stay longer in their own homes
 - ▶ Self service
- ▶ Increasing life quality of seniors
 - ▶ Increased flexibility and autonomy
- ▶ Relief of relatives and care organizations
- ▶ Creation of individual offers through requirement analysis
- ▶ Improved communication between care service providers, other service providers, volunteers, seniors and their families
 - ▶ Coordination of stakeholders and services
 - ▶ Better resource allocation
- ▶ Advertisement for the involved parties on the platform
- ▶ More customers for the involved parties on the platform
- ▶ Quality assurance
 - ▶ Access to platform only for verified care and other service providers

FairCare 24/11/2017 7

Figure 27: Content pilot presentation - Advantages of FairCare

4. WEBSITE VIEWS

The Website views of FairCare can be counted since the beginning of 2016. Following table gives an overview on the page views:

Year	Page views
2016	2962
2017	3028
2018	1426
Total	7416

5. CONCLUSION AND OUTLOOK

Different sub tasks were done in the task 5.2. Based on T5.1, where a lot of dissemination activities were defined the lot of different dissemination activities were carried out and also monitored with reports. Pilot dissemination presentations were created to acquire test users and many menu items and other contents were added on the FairCare website to address the different target groups.

Furthermore the corporate identity for FairCare was defined. A FairCare logo was created, a catalogue of questions was set up and also flyers, posters and business cards were developed. These dissemination material was used for the FairCare dissemination activities.

After the project further dissemination activities should be carried out to find appropriate end-users, (professional) service providers and also (master) franchisees for FairCare.