

## AAL Joint Programme



HOME-based ICT solutions FOR the independent living of people with DEMentia and their caregivers

### D4.2 – First dissemination plan activity and website presentation

|                                 |  |   |         |
|---------------------------------|--|---|---------|
| <b>Project acronym:</b>         | Home4Dem   |   |         |
| <b>Project name:</b>            | HOME-based ICT solutions FOR the independent living of people with DEMentia and their caregivers |   |         |
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Project co-funded by the European Commission under the Ambient Assisted Living (AAL) Joint Programme

# Home4Dem

HOME-based ICT solutions FOR the independent living of people with DEMentia and their caregivers

## D4.2 – First dissemination plan activity and website presentation

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| Dissemination level |   |   |
|---------------------|---|---|
| PU                  | Public  | X |
| PP                  | Restricted to other programme participants (including the Commission Services)        |   |
| RE                  | Restricted to a group specified by the consortium (including the Commission Services) |   |
| CO                  | Confidential, only for members of the consortium (including the Commission Services)  |   |

| History chart |            |                 |  |                               |
|---------------|------------|-----------------|--|-------------------------------|
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## 1. Introduction

### 1.1 Scope of this document

The objective of this deliverable is to present an overall communication and dissemination strategy designed in the Home4Dem project with special attention to the activities to be performed during the first period (15 months) of the project. It aims to provide a clear understanding of the target groups that should be addressed as well as it identifies the tools that will be used to achieve the dissemination goals in the project. As this deliverable was envisaged as a plan, the document includes also a schedule of all most important actions planned for the first period that will serve as a guideline. The Action Plan will be updated at month 15 and a second version will be released with Deliverable D4.4. “Second dissemination plan activity and workshop organization”.

This document will target at three major issues:

- First, general concepts and requirements are described, which are expected to be met by project dissemination activities. At this level will be defined target groups, available channels and general strategy to develop the dissemination process and finally underlined the necessity to assign responsibilities to project partners and to measure the dissemination success.
- Second, the instruments needed to implement the above defined strategy will be described.
- Third, the Home4Dem dissemination process itself is revealed; setting out from the related guides in the first part with a plan-for each communication channel and responsibilities assigned to partners.

This document is located in Task 4.2: “Dissemination plan” within Work Package 4, “Dissemination & Exploitation strategy”.

All partners are involved in this task.

### 1.2 Rules for dissemination

The rules for dissemination are set in AAL communication guidelines, the National Grant Agreements, and in the Consortium Agreement.

As a reminder, every communication, public presentation or document aimed at the dissemination of the project shall include at least the logo of Home4Dem project, the logo of the AAL IP and that of EU

The following sentence shall also appear in all the mentioned supports aimed at dissemination of the project:

*Cofinanced by and the logo of AAL EU and National funding authority*

Every publication or public presentation carried out by partners has to be first shown to the consortium for comments and for their information (see more details in the Consortium Agreement). Dissemination activities shall be compatible with intellectual property rights, confidentiality, and the legitimate interests of the owner of the Results.

All partners taking part in the project are involved in the dissemination activity.

According to a shared program, every partner will have to:

- Contribute to the project promotion and to the dissemination of its results;
- Help identify potentially new interested stakeholders;
- Contribute to the project website;
- Contribute to social networks;
- Participate in relevant events where the project can be introduced and displayed;

- Promote the organisation of focused events by publicizing them on the project website;
- Provide the logo of their own organization, and add a link to project website in their organization website;
- Make reference to all relevant funding bodies in every dissemination artefacts;
- Forward to the WP4 leader the dissemination material used in order to revise the dissemination plan and for the publication on the website if applicable;
- Report to the project coordinator and to other partners all dissemination activities performed.

## 2. General principles

### 2.1 General strategy

The main dissemination goal for an AAL JP project is to raise awareness of the project, from the concept to the final results and to share knowledge among stakeholders and the public sector. Hence, a properly carried out dissemination increase exploitation possibilities, opening opportunities

Dissemination can support our user-centric project approach as it provides means to introduce project concepts and partial results to the targeted audiences, and obtain feedback for guiding the work within the project (e.g. foreseen future technologies and use cases), fine-tuning its results.

Dissemination activities enable forming a network of contacts, interested groups, which not only can serve as a source of continuous constructive feedback, but can also prepare the ground for exploitation.

To achieve these results, dissemination must be widely integrated with the exploitation strategy. Both must be considered as a continuous process deeply integrate in project activities instead of performing them as an “add-on” to the project work.

It is positive to have a “marketing eye” on project workflow and results from the beginning of the project. At each stage, one should pay special attention to further exploitability of the deliverables as well and undertake the design accordingly.

Dissemination has to be considered as an incremental activity: as the project advances, more material becomes available, enriching the content of the messages that are broadcasted. This means that dissemination material has to be regularly updated and that providing a continuous flow of information about the project has to be maintained in all dedicated channels.

### 2.2 Dissemination target

A fundamental issue for delivering a suitable dissemination plan is the identification of potential target groups, each of them being approached with a different yet specific communication message. The expected target audiences of the project are likely to be comprised within the following categories:

- End-users (potential users of the solutions developed in Hom4Dem project and end-user representatives)
- Enterprise and Policymaker (entity directly potentially involved, as actor or financier, in the exploitation of the results)
- Scientific community (researchers and academics who will support the project and benefit from it from a scientific point of view)

Probably the above mentioned categories overlap but this can represent an acceptable classification of the stakeholders involved in the project.

Within these general categories we can identify the target groups described in table 1.

Table 1 Dissemination target group

| Target group         | Category  | Objective of the dissemination  |
|----------------------|-----------|---|
| People with dementia | End users | <ul style="list-style-type: none"> <li>• To inform them, as final beneficiary and users of the system, about the use of technological solution</li> </ul> |



|   |                            |   |
|---|----------------------------|---|
| Informal caregivers                                   |                            | <p>to help care of people with dementia.</p> <ul style="list-style-type: none"> <li>To have feedback to guide the work during the project.</li> </ul>   |
| User associations                                     | End users                  | <ul style="list-style-type: none"> <li>To inform them and help in the goals of encouraging seniors to take advantage of the possibilities that Information Technology brings to society and at the same time of promoting to the industry the concept of a technology adapted to the needs of senior users.</li> <li>To bridge the gap between the worlds of academia, governments, industry and civil societies to create and promote cross-fertilisation of insights from different domains.</li> <li>To involve them in the process of development of new service models.</li> </ul>   |
| Caregivers' associations                              |                            |   |
| Professional carers                                   | End users                  | <ul style="list-style-type: none"> <li>To inform about the possibility offered by the project results.</li> <li>To involve them in the process of development of new service models.</li> <li>To bridge the gap between the worlds of academia, governments, industry and civil societies to create and promote cross-fertilisation of insights from different domains.</li> <li>To have feedback to guide the work during the project.</li> </ul>  |
| Local authorities and national/regional public bodies | Enterprise and Policymaker | <ul style="list-style-type: none"> <li>To inform about the possibility offered by the project results in term of improve quality of care and save public money.</li> <li>To engage with policy issues addressed by the project and possible methods of implementation.</li> <li>To invite them to support the infrastructure and ideas of the project.</li> <li>To bridge the gap between the worlds of academia, governments, industry and civil societies to create and promote cross-fertilisation of insights from different domains.</li> <li>To engage them in a dialogue about the issues addressed by the project.</li> </ul> |
| European commission                                   |                            |   |
| Insurance   |                            |   |
| Manufacturers   | Enterprise and Policymaker | <ul style="list-style-type: none"> <li>To inform them about the solution developed in the project.</li> <li>To gain their insight and learn from their experiences into the supply side.</li> <li>To catch their interest to be involved in the</li> </ul>  |
| Suppliers   |                            |   |
| System integrators                                    |                            |   |

|                             |                      |  |
|-----------------------------|----------------------|--|
| Vendors                     |                      | exploitation of the project results. <ul style="list-style-type: none"> <li>To bridge the gap between the worlds of academia, governments, industry and civil societies to create and promote cross-fertilisation of insights from different domains.</li> </ul>   |
| Service providers           |                      |  |
| AAL community               | Scientific community | <ul style="list-style-type: none"> <li>To encourage academic organisations and researchers to conduct further research in regard to the issues of concern raised by the project, especially in relation to their own research practices.</li> </ul>  |
| Researchers                 |                      | <ul style="list-style-type: none"> <li>To encourage discussion and feedback of the findings of the project.</li> </ul>   |
| Civil society organisations |                      | <ul style="list-style-type: none"> <li>To bridge the gap between the worlds of academia, governments, industry and civil societies to create and promote cross-fertilisation of insights from different domains.</li> <li>To collaborate with them on how to measure the efficacy of developed solutions.</li> </ul> |

### 2.3 Dissemination channels

In order to effectively reach each segment of target audience and to maximize the visibility of the project, a broad spectrum of dissemination channels will be used:

- The web and the on line communication channels will play a central role in the project dissemination plan. Website will be used to inform on the project activities and to keep the visibility of the project among its different stockholders. From time to time, information on developments of the project will be released to different distribution lists and social media. The information as well as the language used in the communication should be tailored according to the audience to which it is directed.
- Notwithstanding the increased influence of electronic communication media, face to face communication remain a unique and indispensable communication tool. Using their own local, national, and international professional network, each partner will propose a list of events in which to participate to promote the project or to present accepted papers in relevant conferences. In addition, partners will coordinate themselves to organise different events (such as workshops or special sessions) in international conferences or other relevant events inviting researchers and professionals working on technological developments related to the ones pursued in the project. To better reach industrial and commercial target Home4Dem partner (especially enterprises) will participate to fairs and other commercial event with booths or distributing information material like leaflets.
- Traditional media (newspapers, Radio, TV) are still an important communication channel especially for some target groups. To involve the press and, therefore, a wider public, and to increase the project visibility in the events related to the project press releases should be prepared with information on the project developments, announcement of events organised by the project partners, and information of interest for the public.
- In addition to generic press, articles for both specialised press and scientific journals must be elaborated and published throughout the project development. In terms of scientific results, articles should be written and published in proceedings of relevant conferences and scientific journals.

To maximize the dissemination impact, each project partner will be in charge of identifying a pool of dissemination opportunities and contacts associated with their respective institution to be used for spreading the results of the Home4Dem activities.

## 2.4 Dissemination success indicators

In order to assess the effectiveness of the dissemination activities in comparison with the planned objectives along the project lifetime, a set of dissemination success indicators have been defined in D5.2 “Project self-assessment plan” and are reported in table 2. If expectations are met, according to these indicators, then the dissemination activities will be regarded as successful.

Table 2 Dissemination success indicators

| Indicator  | Target value |
|--|--------------|
| No. of scientific publications in peer-reviewed journals | $\geq 1$     |
| No. of presentations done                                | $\geq 5$     |
| No. of leaflets distributed                              | $\geq 500$   |
| No. of visitors to our website                           | $\geq 1000$  |

The above-mentioned list of measures represent a basic set of indicator because other factors for measuring dissemination success can be easily defined. However, these general measures aim to represent a good reference point.

### **3. Dissemination instruments**

This section shows all the dissemination material that have been created in order to fulfil the aforementioned strategic plan.

#### **3.1 Project logo**

The logo is the image which represents the project brand. From the beginning of the project, it provide the consortium with a corporate identity thus enabling more visibility and homogeneity in all the consortium activities, and more particularly when interacting with external parties facilitating project recognition in the world.

The logo was designed to reflect the personality of the entire project and create a clear visual identity for it. It was selected from a number of proposed designs by the consortium considering that it should be easily used in printouts, projected slides and on the web. It's imperative that every event, presentation, newsletter, deliverable (both public and restricted), dissemination material, and website make use of this image and be consistent with its style. This graphic gives people an attractive insight into the project vision.

The Logo has been developed both in coloured and black and white version.

Figure 1 Home4Dem Logo



#### **3.2 Website**

The website is the first, and widely accessed dissemination instruments, especially for a project centred on ICT development.

The Home4Dem website is available at the URL: <http://www.Home4Dem.eu/>

The website will publish information about the project, and about its initiatives such as events, participation to conferences, workshops, etc. and it provides a wide array of functionalities including document uploading/downloading and news. The website provides an access to the project general objectives the main results and the aimed business and service models. It will be updated regularly to inform on the progress of the project. Specific areas on the consortium, contact and links are also available on the website. The website will also aim to attract the interest of authorities, AAL professionals and citizens. It can serve as an element of communication to foster interest by organization potentially interested in future in project exploitation and end-users' organisations which will benefit from the expected project results. It will include topics on project development as well as official documents (deliverables, questionnaires, etc.).

Figure 2 shows a screenshot of the website home page.

Figure 2 Web site Home page

The screenshot displays the HOME4DEM website's home page. At the top, there is a navigation menu with links for Home, Project, News, Partners, and Contact. A language selection bar is visible in the top right corner. The main visual is a large photograph of an elderly woman and a caregiver interacting with a tablet, overlaid with the text "Improving quality of life for patients and caregivers". Below the image are three grey boxes labeled "DomoCare", "1+1 = 3", and "UpTech". A green horizontal bar features a white button labeled "HOW IT WORKS". The content area below includes a section titled "What is Home4Dem" with a paragraph describing the project's goal. To the right of this section is a tweet from @home4dem. The footer contains logos for H i U R and VINNOVA, and text detailing the project's funding sources: the AAL Joint Program, national funding authorities, and R&D programs in Italy (MIUR), Switzerland (The State Secretariat for Education, Research and Innovation), Norway (Research Council of Norway), and Sweden (Vinnova).

The web is in English but specific area will be available in partner national languages with particular attention to information dedicated to end users

The objective is to reach the highest possible number of accesses number of visitors. To achieve this result the website will be linked in all partners corporate website and the URL will be promoted.

### **3.3 Social media**

In order to ensure as wide diffusion of information the project as possible, we will be present project material in the most popular social networks both the ones followed by informal carers and generic public and the ones used by researchers or professionals of the field.

Project account will be created in LinkedIn and Twitter

During the project will be produced a video demonstrating the use of the developed solution to help people with dementia to be maintained at home and their caregivers decreasing the care workload. The video will be used by all partner in their dissemination activities and will be available through project website and on YouTube.

More videos intended to demonstrate more specific characteristics of the product can be prepared when needed.

### **3.4 Newsletter**

Newsletters will be produced every six months. It will contain news of the project workflow, result of the user centric activities with stakeholders and links to events and publications. In special occasions a dedicated number of the newsletters could be edited. Newsletters would either address the “general public” or be limited to a specific target group (e.g. ,scientific community, industry, end-user representatives etc.).

### **3.5 Home4Dem leaflet and poster**

A brochure containing the substantial data of the project has been designed in order to be delivered in any type of scientific, professional or public event relevant to Home4Dem, even on those where there is no opportunity to present other dissemination material. Being portable, leaflet can be taken by the users and read it thoroughly even later. This can lead interested persons to visit the project website and stimulate to learn more about the project.

A first version of the project leaflet has been prepared with general information and an improved version will be realized after the system development will be finished and trial will start.

In addition to the leaflet, will be produced a poster to be used in networking events, workshops and conferences, and at any kind of other event where Home4Dem has a booth or where visitors are invited to ask questions and get answers. In addition to general purpose poster, specific versions will be prepared to be presented in poster section in scientific events when necessary.

Available versions of leaflet and poster are presented in Annex 1.

All partners are encouraged to prepare specific leaflets and country specific dissemination material about the project when such are needed in the particular country, for particular audiences. An example of national level leaflet is included in Annex 2

### **3.6 Templates**

A template for Microsoft PowerPoint presentations and written documents is available on the project shared folder. It enables uniform appearance, and ensures to provide essential and mandatory information about the project like acknowledgements. The Power Point presentation template is provided in Annex 3.

## 4. Dissemination plan

The following section outlines the main processes of dissemination: the steps to build up the dissemination process, establishing a flow of information, the timing of dissemination activities and the appropriate sharing of tasks within the project consortium.

Each project member has to play a role in dissemination according to their skills and capacity. The high-level coordination is undertaken by the leader of the Dissemination Work Package supported by the partner coordinating the project itself.

Timely and effective dissemination of results is an essential part of a research project. This ensures that the gained knowledge or exploitable foreground can benefit the whole society, and that any duplication of research and development activities is avoided.

Two of the success key of dissemination is regularity and being up-to-date. Regular in the sense of the necessity to maintain the interest towards project achievements, and up-to-date in the sense of providing fresh content as well as being aware of new opportunities where project dissemination can take place.

The time variable can play a threefold role in organizing activities:

- Continuous activities (e.g. update of project website);
- Regular activities (e.g. writing newsletters);
- Occasional activities (e.g. attendance at conferences).

In table 3 the main programmed dissemination activities are reported with indication of time and responsible partner.

**Table 3 Programmed dissemination activities**

| Activity                        | Kind       | When                          | Who                                   |
|---------------------------------|------------|-------------------------------|---------------------------------------|
| Website update                  | Continuous | At least once a month         | All partner                           |
| Social media update<br>Twitter  | Continuous | At least a post every 15 days | All partners<br>coordinate by INRCA   |
| Social media update<br>Linkedin | Continuous | At least a post every 15 days | All partners<br>coordinate by Karde   |
| Newsletter publication          | Regular    | Every 6 months                | RES (with all partners contributions) |

For occasional activities, a list potentially interesting dissemination opportunities covering relevant scientific events, journals and marketing possibilities has been compiled. This is a living part of the document that will be continuously updated with contribution of all partners.

**Table 4 List of dissemination opportunities**

| Description   | Date         | Objective  | Partner       |
|---|--------------|--|---------------|
| AAL Forum;<br>Short papers<br>Oral presentations<br>Stand/booth | 2016<br>2017 | Interaction with European AAL community, and similar projects; presentation to AAL board | All           |
| ForItAAL  | 2017         | Interaction with Italian   | INRCA/Arielab |



|  |                                    |  |                 |
|--|------------------------------------|--|-----------------|
|  |                                    | AAL community  |                 |
| Calass 2015 Ancona   | 3-5 September 2015                 | Paper in a scientific workshop   | INRCA           |
| 23rd Nordic Congress of Gerontology Tampere  | 19–22 June 2016                    | Paper in a scientific workshop   | INRCA<br>Ulund  |
| Congress of Italian Geriatric and gerontologic society   | Napoli, November 2016              | Paper in a scientific workshop   | INRCA           |
| 10 <sup>th</sup> world conference of gerontecology   | Nice 8-30 September 2016           | Paper in a scientific workshop   | INRCA           |
| COST Action IC1303 AAPELE (Algorithms, Architectures and Platforms for Enhanced Living Environments) meeting |                                    |  | Ariellab/UnivPM |
| Demensdagene 2016 and 2017 (“dementia days”) Other dementia seminars in Norway                               | December 2016, 2017<br><br>Several | Short papers and oral presentations to several communitites and stakeholders; facts and findings | KARDE           |
| Participant web:<br>Project presentation<br>News<br>Leaflet<br>Access to news letters and videos             | Monthly                            | General dissemination, awareness raising   | KARDE           |
| Sykepleien Norway's largest journal for nursing/nurses   | To be scheduled                    | Interview  | Karde           |
| Ergoterapeuten Norwegian ergo therapist journal  | To be scheduled                    | Interview  | Karde           |
| Leaflets to individual participants in connection with all user-centric activities                           |                                    | General dissemination, awareness raising   | All             |

## 5. Dissemination Activity report

All the dissemination activities done during the project will be recorded to share information among partners and for reporting purpose. The information on these activities will be summarised and organised in specific reports, which will be released as part of project deliverables when requested.

Periodically in correspondence of reporting activities or consortium meeting, partners will be asked to provide information on performed activities using the table below.

**Table 5 Dissemination activities report**

|  |                                     |                                   |                                      |                                       |                                |
|--|-------------------------------------|-----------------------------------|--------------------------------------|---------------------------------------|--------------------------------|
| Partner responsible                    |                                     |                                   |                                      |                                       |                                |
| Type of activity                       | <input type="checkbox"/> Conference | <input type="checkbox"/> Workshop | <input type="checkbox"/> Publication | <input type="checkbox"/> Presentation | <input type="checkbox"/> Other |
| For event                              | <input type="checkbox"/> Organizer  |                                   | <input type="checkbox"/> Participant |                                       |                                |
| Description/activity performed         |                                     |                                   |                                      |                                       |                                |
| Title of article/presentation/activity |                                     |                                   |                                      |                                       |                                |
| Date                                   |                                     |                                   |                                      |                                       |                                |
| Place                                  |                                     |                                   |                                      |                                       |                                |
| Organizer                              |                                     |                                   |                                      |                                       |                                |
| Type of audience/target                |                                     |                                   |                                      |                                       |                                |
| Indicative coverage                    |                                     |                                   |                                      |                                       |                                |
| Resources                              |                                     |                                   |                                      |                                       |                                |

Evidence of the performed activities as copy of the presentation, paper, copy of press articles, photos or videos should be shared in project Dropbox folder.

## Annexes

### Annex 1 Project poster and leaflet

Figure 3 Project poster

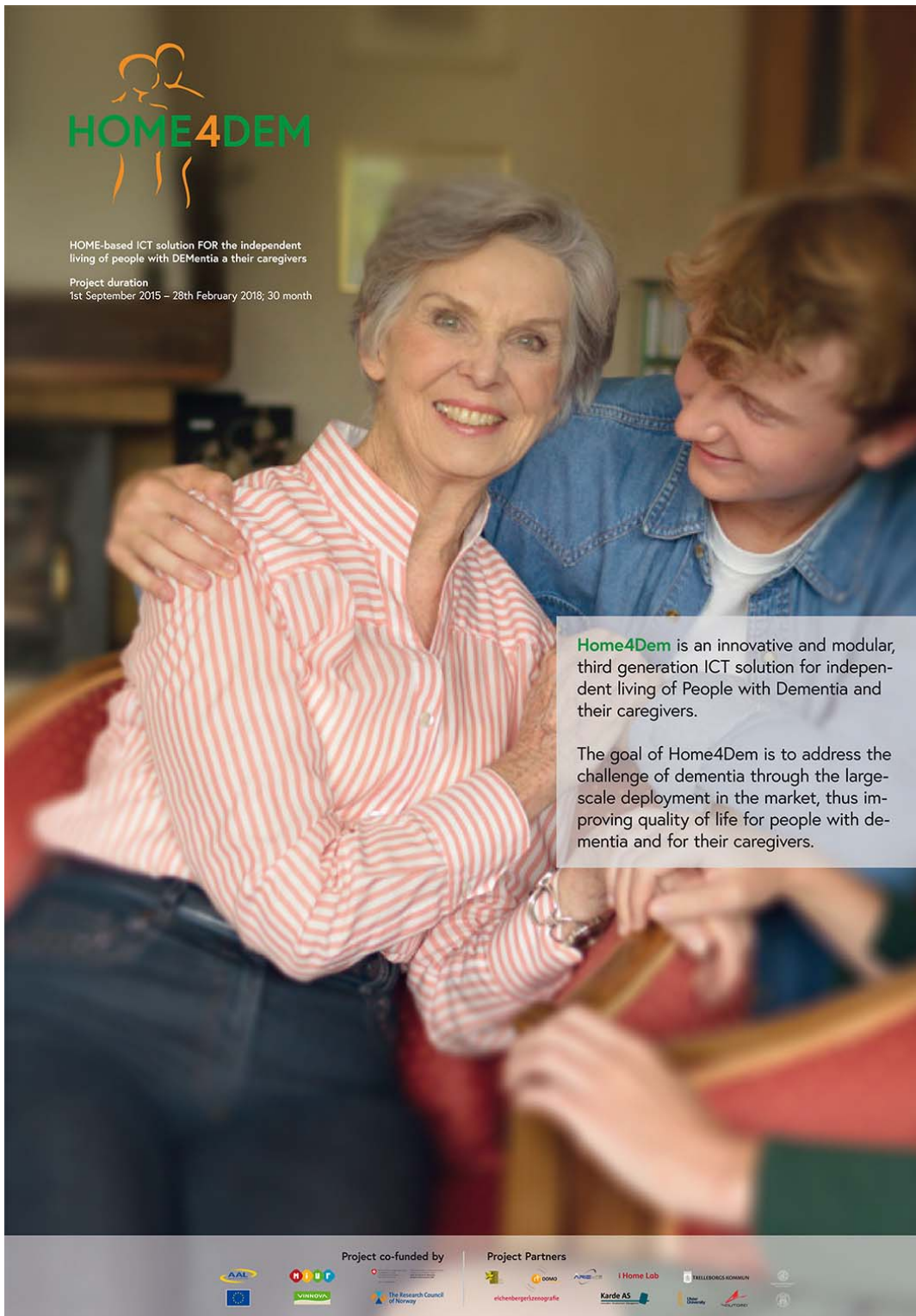


Figure 4 Leaflet Outside

**OBJECTIVES**

**DEVELOPMENT**

**PILOT**

The goal of Home4Dem is to address the challenge of dementia through the large-scale deployment of an innovative ICT platform in the market, to enable people with dementia to live at home independently and to maintain an active social life, thus improving their quality of life and that of their caregivers.

The first phase of the project aims at developing an innovative and modular third generation ICT solution for independent living, by integrating and improving two existing platforms. A system of algorithms for behavioral analysis will be implemented, to allow constant interaction between users and the platform.

The improved platform will be tested in a 12-month trial, involving 120 dyads of people in four European countries. In Italy and in Switzerland the solution will be used as a product in the private market. In Sweden and in Norway, the platform will be tested in collaboration with formal care services.

Figure 5 Leaflet inside

**Scenario**

Maria is 83 years old. She lives with her 54-year-old daughter Giovanna. Maria suffers from mild Alzheimer's disease. She is partially independent in Activities of Daily Living (ADL), but she depends on help for most of the Instrumental ADLs, such as preparing meals, housework, managing medication, using the phone etc..

Maria often wakes up during the night and wanders around the house without a purpose. A couple of times she even left home wearing only pajamas. In order avoid similar incidents, her daughter now sleeps in the same room with her.

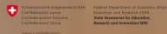

Giovanna used to work as an economist, but after her father died, she moved into her mother's house, to take care of her, and she lost her job. She cannot get a good night's sleep and leaves the apartment only for grocery shopping and to clean the stairs of the building where she and Maria live. She shows clear signs of anxiety, stress and anger towards her mother.

The technological solutions provided by Home4Dem will allow Giovanna to reduce her burden of caring and improve the quality of life for her and her mother.


**Contact**

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**Project co-funded by**

**H I U R**   
**VINNOVA** 

**Project Partners**



**Improving quality of life for people with dementia and their caregivers**

**AAL** 

**Annex 2 Norwegian poster**

Figure 6 Norwegian Poster

## Home4Dem

### Neste generasjons smarthusteknologi for personer med demens og deres pårørende



**Hva skjer helt konkret?**

Prosjektet varer fra september 2015 til februar 2018.

I prosjektets første fase forbedres to eksisterende smarthusløsninger med ny funksjonalitet. Det vil bli brukt avansert sensorteknologi og trådløse nett.

De oppdaterte løsningene testes under reelle forhold i en 12 måneder lang prøveperiode som involverer 240 personer i fire europeiske land (Italia, Norge, Sveits og Sverige). I Norge skal løsningen testes i omsorgsboliger eller andre institusjoner.

Prosjektet koordineres av INRCA (National Institute of Health and Science on Aging) fra Ancona, Italia. Kardes oppgaver vil være knyttet til ulike aspekter av brukervennlighet, testing og evaluering av systemet. Ulster University fra Belfast (UK) er Kardes underleverandør i prosjektet.

Det er viktig at personer med demens kan leve mest mulig selvstendig med god livskvalitet. IKT og innovative støttetjenester kan brukes for å forlenge tiden som personen med demens kan bo hjemme, og for å avlaste pårørende og omsorgspersonell. I tillegg kan sikkerheten og tryggheten økes.

Teknologi som utvikles i Home4Dem-prosjektet skal:

- Gi personer med demens en mulighet til å leve selvstendig i sitt eget hjem.
- Forbedre deres livskvalitet og å unngå unødvendig eller for tidlig overgang til institusjon.
- Støtte omsorgspersoner i deres daglige oppgaver
- Redusere omsorgsbyrden.
- Berike utvalget av eksisterende hjemmebaserte omsorgstjenester med ny IKT.





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## Annex 3 Power Point Template

Figure 7 Ppt Template 1



Project co-funded by



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HOME-based ICT solutions FOR the independent living of people with DEMentia and their caregivers

Figure 8 Ppt Template 2



HOME-based ICT solutions FOR the independent living of people with DEMentia and their caregivers

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