



# MAESTRO

## D1.3\_Full Dissemination Plan

30<sup>th</sup> September 2016

Version 1.2

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## 1 Executive Summary

The objective of this deliverable is to provide information about the dissemination plan and results.

The first part is an introduction to the dissemination activities, to the business concepts and to the different actors of the project; the second part indicates the different dissemination already done and planned by the partners: finally the third part lists the different tools and materials used to communicate on the project.

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### 3 Introduction

This dissemination document aims at achieving several objectives including to inform the market about the project activities, to emphasize knowledge and awareness of the benefits that the MAESTRO platform will offer to the different identified stakeholders.

It has also for objective to plan the different actions that will enable to put this in place.

#### 3.1 Targeted Audiences for Dissemination – Stakeholder Analysis

The dissemination activities within MAESTRO have been (and will be) devoted to inform all the different actors about the MAESTRO features and potentiality.

The targeted audience is the one identified in WP1, and showed in the picture below.

As described in D1.1, the stakeholders can be grouped into three large categories, namely suppliers, customer members and competitors. This is visible via the below figure representing the business domain model of MAESTRO aiming at providing an online marketplace for the different kinds of stakeholders.

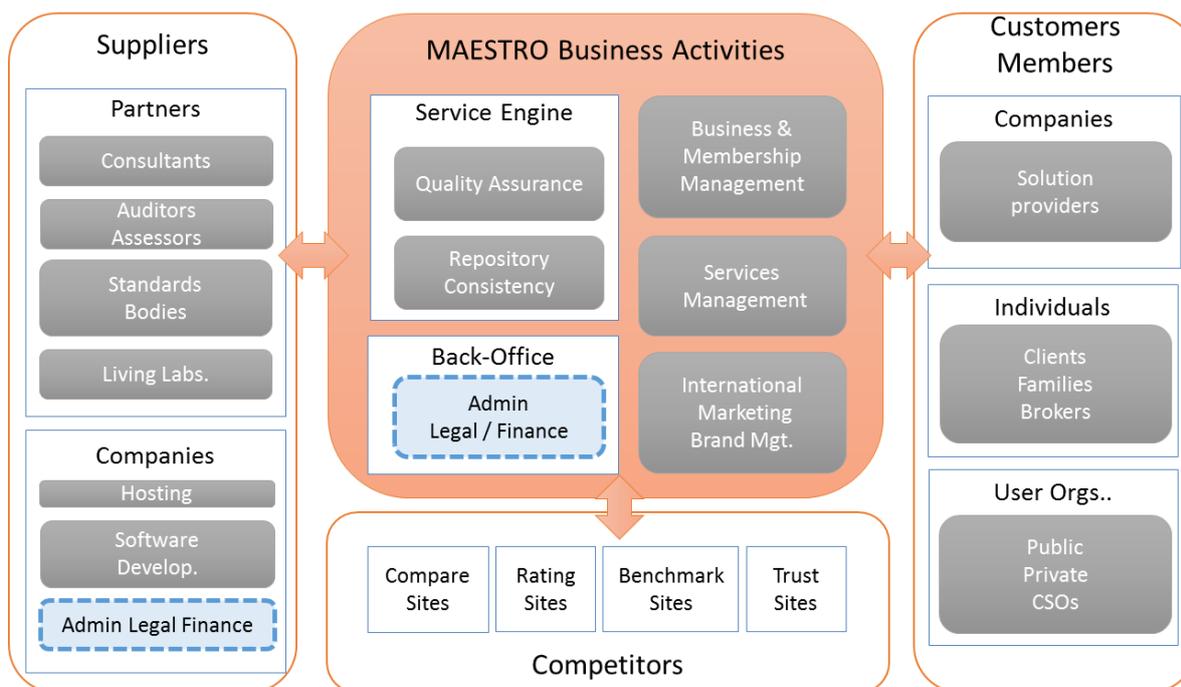


Figure 1: MAESTRO business activities and stakeholders

The direct actors of the project are characterized as indicated in D2.1M18:

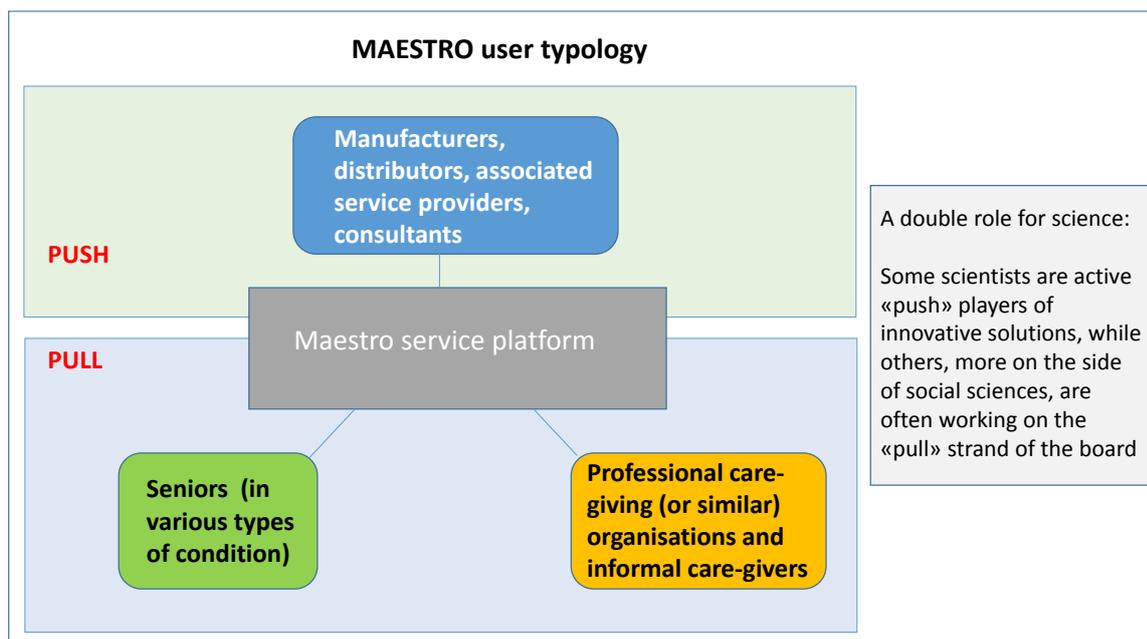


Figure 2: MAESTRO direct users

The dissemination plan comprise all the consortium members' promotional activities. It presents current MAESTRO aspects to external players such as potential suppliers, customers or competitors and has also the objective to present the project more generally to increase the awareness of MAESTRO project.

## 4 Publication and conferences

### 4.1 Past publication and conferences

In this section the various publications and conferences of this reporting period are listed with a description of the activities and role of the involved partners and indicative coverage. Additionally the planned activities are also described.

Table 1: Past publications and conferences

Partners	Activity	Date	Medium and reference	Indicative Coverage
<b>DomoSafety (Switzerland)</b>	DomoSafety organized a project presentation to all research partners of all its projects, including Swiss medical and home care opinion leaders.	15/12/2015	Presentation	Around 40 people
<b>CNR (Italy)</b>	Cortellessa G., Fracasso F., Sorrentino A., Orlandini A., Bernardi G., Coraci L., De Benedictis R., Cesta A. (2016). Enhancing the Interactive Services of a Telepresence Robot for AAL: Developments and a Psycho-physiological Assessment. Paper presented at FortAAL 2016 (7th Italian Forum of Ambient Assisted Living), Pisa, Italy	Nov 2016	Publication	50-60 people
<b>CNR (Italy)</b>	Gabriella Cortellessa, Francesca Fracasso, Alessandra Sorrentino, Andrea Orlandini, Giulio Bernardi, Luca Coraci, Riccardo De Benedictis and Amedeo Cesta Enhancing the Interactive Services of a Telepresence Robot for AAL: Developments and a Psycho-physiological Assessment F. Cavallo et al. (eds.), Ambient Assisted Living, Lecture Notes in Electrical Engineering	April 2017	Official Publication in Book	

	426, pp. 337-357 (DOI 10.1007/978-3-319-54283-6_25)			
<b>CNR (Italy)</b>	Amedeo Cesta - invited speaker at Italian Workshop AltAAL - Genova - November 2016 (included a slide on MAESTRO in a perspective talk)	Nov 2016	Workshop	20-25 people
<b>CNR (Italy)</b>	Cortellessa, G., Fracasso, F., Sorrentino, A., Orlandini, A., Bernardi, G., Coraci, L., De Benedictis, R., and Cesta, A. Robin, a telepresence robot to support older users monitoring and social inclusion: development and evaluation, <i>Telemedicine and e-Health</i> (accepted May 2017)	May 2017	Journal paper (IF 2006: 2.031)	Cortellessa, G., Fracasso, F., Sorrentino, A., Orlandini, A., Bernardi, G., Coraci, L., De Benedictis, R., and Cesta, A. Robin, a telepresence robot to support older users monitoring and social inclusion: development and evaluation, <i>Telemedicine and e-Health</i> (accepted May 2017)
<b>CNR (Italy)</b>	CNR took part in the ForItAAL (Genova, 14-15 June 2017, The Italian forum for AAL Amedeo Cesta presented current results from MAESTRO ( <a href="http://www.foritaal2017.it/">http://www.foritaal2017.it/</a> ))	June 2017	Event	50 people
<b>CNR, I+ (Italy) CoST (Switzerland), LIST (Luxembourg)</b>	An article is in progress for this ForItAAL between Italian, Swiss and Luxembourg partners (Bridging the Gap Between End-Users and Manufacturers for Health Self-Monitoring).	June 2017	Publication	-
<b>DomoSafety (Switzerland)</b>	DomoSafety organized a project presentation to all research partners of all its projects, including Swiss medical and home care opinion leaders on 15 December 2015. Attendance was approximately 40 people.	15/12/2016	Presentation	Around 40 people

<b>DomoSafety (Switzerland)</b>	Exhibition and presentation of the DOMO system Munich Science Days	14/11/2015-17/11/2015	<a href="http://www.muenchner-wissenschaftstage.de/">http://www.muenchner-wissenschaftstage.de /</a>	Dissemination to the public: 30.000 visitors presenting the system at the grounds of Deutsche Museum
<b>DomoSafety (Switzerland)</b>	Academic partner networking	15/12/2015	Presentation and discussion during session	About 30 professors and home care specialists
<b>DomoSafety (Switzerland)</b>	Creation of Twitter Account	Dec 2015	Social Media <a href="https://twitter.com/home4dem">https://twitter.com/home4dem</a>	Followers of the page and followers of the partners twitter accounts
<b>DomoSafety (Switzerland)</b>	Presentation at the CHUV Lausanne University Hospital. Dementia project presentation including Maestro presentation as guiding system for such customer target (formal/informal caregivers).	21/04/2016	Poster and slides	(~20-25 persons) from the CHUV, neuro and geriatry department
<b>DomoSafety (Switzerland)</b>	Presentation to a Swiss insurance company (La Mobilière)	12/01/2016	Presentation Slides	In front of 30 management executives.
<b>DomoSafety (Switzerland)</b>	Presentation to a venture capitalist fund	19/01/2016	Presentation Slides	10 executives from a venture capitalist fund
<b>DomoSafety (Switzerland)</b>	Presentation to Swiss pension funds	25/01/2016	Presentation Slides	In front of a board of directors of 5 major Swiss pension funds (around 20 people)
<b>DomoSafety (Switzerland)</b>	Various presentations and meetings to the CHUV Lausanne University Hospital (around 10 presentations and meetings)	Jan 2016 – Dec 2016	Oral and Slides presentations	To doctors, medical departments (neuroscience, geriatrics, memory center, emergency service, outpatient service, rehabilitation) with

					around 100 persons involved
<b>DomoSafety (Switzerland)</b>	Various presentations and meetings to the Inselspital, the Bern University hospital (around 10 presentations and meetings)	Jan 2016 – Dec 2016	Oral and presentations	Slides	To doctors, medical departments (cardiology, geriatrics, outpatient service, rehabilitation) with around 50 persons involved
<b>DomoSafety (Switzerland)</b>	Presentation at the Swiss Embassy in London: “Connected medical devices”	15/03/2016	Oral and presentations	Slides	50 people from the health industry of UK, the NHS, investors, entrepreneurs, etc)
<b>DomoSafety (Switzerland)</b>	Presentation at the Fribourg State hospital.	08/04/2016	Oral and presentations	Slides	To doctors, medical departments (outpatient service, rehabilitation) with around 10 persons involved
<b>DomoSafety (Switzerland)</b>	Focus group to discuss of solutions to maintain the elderly people at home as long as possible with the Avril Association	08/04/2016	Focus group		With 5 deciders of the association
<b>DomoSafety (Switzerland)</b>	Presentation at the “La tête dans les étoiles mais les pieds sur Terre” conference, the annual conference of the Swiss-French electricity association Romande Energie	14/04/2016	Oral and presentations	Slides	300 persons (industry and state representatives)
<b>DomoSafety (Switzerland)</b>	Presentation to the Bern Association of EPFL Alumni	13/04/2016	Oral and presentation	Slides	30 persons
<b>DomoSafety (Switzerland)</b>	Presentation to the Social and Health department of Fribourg (Strategy Senior + and dementia)	25/04/2016	Oral and presentation	Slides	To the board director
<b>DomoSafety (Switzerland)</b>	Presentation to one of the major pharmacy group in Geneva (Pharmacie Principale)	02/05/2016	Oral and presentation	Slides	To the board director

<b>DomoSafety (Switzerland)</b>	Presentations to the Red Cross in Fribourg, Neuchâtel, Zürich and Bern (around 10 presentations)	May 2016 – Dec 2016	Oral and presentation	Slides	To the foundation president
<b>DomoSafety (Switzerland)</b>	Presentation to City of Kloten (Zürich) and their homecare association	09/05/2016	Oral and presentation	Slides	To the foundation board
<b>DomoSafety (Switzerland)</b>	Presentation to a clinical research organization (CRO) company	11/05/2016	Oral and presentation	Slides	Management team of the Geneva office (10 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the Gruyère region of Fribourg (their health network)	28/05/2016	Oral and presentation	Slides	Medical team (10 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the Swiss Post, in charge of the Swiss electronic patient records.	02/06/2016	Oral and presentation	Slides	Product team (10 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the biggest nursing home of Geneva (300 beds)	15/06/2016	Oral and presentation	Slides	To the board of directors (10 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to Huawei	16/06/2016	Oral and presentation	Slides	To the Managers of Innovation department of Huawei (15 persons)
<b>DomoSafety (Switzerland)</b>	Presentation at the Health Tech Summit at the IMD school of business	21/06/2016	Oral and presentation	Slides	100 persons
<b>DomoSafety (Switzerland)</b>	Presentation to Somfy.	01/07/2016	Oral and presentation	Slides	Management team (5 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the HUG, the Geneva University Hospital	04/07/2016	Oral and presentation	Slides	Emergency service (10 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the State Medical doctor	21/07/2016	Oral and presentation	Slides	3 persons
<b>DomoSafety (Switzerland)</b>	Presentation to a multinational nutrition company's Health Science department	27/07/2016	Oral and presentation	Slides	Management team of Innovation (5 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the Health department of a district of Seoul City.	30/08/2016	Oral and presentation	Slides	To the board of directors (10 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the LG company, the Consumer Electronics and Healthcare department.	31/08/2016	Oral and presentation	Slides	Executive Management (20 persons)

<b>DomoSafety (Switzerland)</b>	Presentation at the Economy Forum of the Vaud State.	16/09/2016	Oral and presentation	Slides	100 persons
<b>DomoSafety (Switzerland)</b>	Presentation to the Nursing Lausanne school.	20/09/2016	Oral and presentation	Slides	Management team (5 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the Geneva nursing home of Butini (Alzheimer patients).	03/10/2016	Oral and presentation	Slides	Management team (5 persons)
<b>DomoSafety (Switzerland)</b>	Presentation at the WHO (World Health Organization), department of dementia aging and long-term care and mobile health department	19/10/2016	Oral and presentation	Slides	5 persons
<b>DomoSafety (Switzerland)</b>	Presentation to the Health delegation of Haidian district, Beijing China.	31/10/2016	Oral and presentation	Slides	10 persons
<b>DomoSafety (Switzerland)</b>	Presentation to the Saphir Nursing home Foundation.	04/11/2016	Oral and presentation	Slides	Executive Management (10 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the Belgium Wallonia delegation including the ministry of health.	28-29/11/2016	Oral and presentation	Slides	40 persons (politicians, entrepreneurs, medical doctors, etc.)
<b>DomoSafety (Switzerland)</b>	Presentation with Caritas (Germany) in Köln / Cologne	05/12/2016	Oral and presentation	Slides	10 persons
<b>DomoSafety (Switzerland)</b>	Discussion on needs for guidance in home care devices with caregivers in at Yverdon (Switzerland)	01/02/2017	Workshop		5 to 10 persons + customers in adapted homes in the Vaud area (Switzerland)
<b>DomoSafety (Switzerland)</b>	Meeting in a Spitex center in Bern – Switzerland (home care) to discuss home care devices needs of the healthcare ecosystem	01/03/2017	Workshop		20 people in Bern spitex. (formal caregivers)
<b>DomoSafety (Switzerland)</b>	Meeting in a Spitex center in Verband – Switzerland (home care) to discuss home care devices needs of the healthcare ecosystem	09/03/2017	Oral and presentation workshop	Slides and	~20-25 persons in Verband spitex (formal caregivers)

<b>DomoSafety (Switzerland)</b>	Health tech summit in Lausanne (tech tour)	26-28/06/2017	Event	Several hundred: investors, top 20 medtech and top 20 digital health companies in Europe
<b>DomoSafety (Switzerland)</b>	Pulmonary leagues Switzerland workshop on how to choose medical devices for following up BPCO	11/09/2017	Workshop	30 persons (patients, caregiver, hospitals, doctors, etc.)
<b>DomoSafety (Switzerland)</b>	Medica Düsseldorf tradefair	13-16/11/2017	Event	Several thousand from all the healthcare ecosystem
<b>Coherent Streams Switzerland</b>	Presentation of MAESTRO to Michel Perrin, the CEO of Uditis SA, in Peseux (NE, Switzerland) potentially interested in IoT business development in the context of potential product evaluation for common projects	23/02/2016	Oral presentation	1 person
<b>Coherent Streams Switzerland</b>	Presentation of MAESTRO to Denis Larrue, general manager of Alutec in Morez (JU) in France, responsible for the accreditation of glasses in France and interested in a collaboration in the domain of augmented glasses for senior health care (see <a href="http://www.gosmartframes.com">www.gosmartframes.com</a> ), a common project considered for 2017	08/06/2016	Oral presentation	1 person
<b>Coherent Streams Switzerland</b>	Along with DomoSafety, presentation of MAESTRO to NOMAD, a senior supportive organisation interacted with for user requirement inquiry and motivated by the concept and its future usage	21/09/2016	Oral presentation	2 persons
<b>Coherent Streams Switzerland</b>	Along with FST, presentation of MAESTRO to Centrevue, an organisation specialised in sight-impaired services, and interested in	22/09/2016	Oral presentation	3 persons

	developing a pilot for MAESTRO with FST and CoSt.			
<b>Coherent Streams Switzerland</b>	Presentation of MAESTRO within a presentation on the future of the Internet of Things given by Pierre Rossel to the Swiss logistics association (GIS), at the Swiss federal institute of technology	09/11/2016	Oral and slides presentation	200 persons
<b>Coherent Streams Switzerland</b>	Presentation of MAESTRO to the Physical therapy practice Trivelli & Rappange in Pully, near Lausanne	13/09/2016	Oral presentation	5 persons
<b>I+ (Italy)</b>	I+ organized a project presentation for raising the awareness and collecting new ideas in the 1st Connected Health Summer School organised by I+.	27-30 June 2016	Slide Presentation	Around 40 people
<b>I+ (Italy)</b>	Presentation of the project idea and business perspectives to the enterprises collaborating with I+ at regional level	March 2016	Slide Presentation	Around 10 people
<b>I+ (Italy)</b>	Presentation of the project idea and clinical perspectives to professional caregivers in Florence area	February 2016	Slide Presentation	Around 10 people
<b>I+ (Italy)</b>	Presentation of the project idea to institutional stakeholders in Tuscany Region	March 2016	Slide Presentation	4 people
<b>I+ (Italy)</b>	Presentation of the project idea and possible further collaboration in the plenary meeting of the H2020 ACTIVAGE project	31 May – 2 June 2017	Slide Presentation	Around 30 people
<b>I+ (Italy)</b>	I+ organized a project presentation for raising the awareness and collecting new ideas in the 2nd Connected Health Summer School organised by I+.	26-29 June 2017	Slide Presentation	Around 40 people

## 4.2 Planned publication and conferences

### 4.2.1 MAESTRO Workshop

As described in D1.4, a workshop is planned at the end of the project, on Month 30. The workshop aims at gathering a list of recommendations concerning the commercial launch of MAESTRO.

### 4.2.2 AAL Forum – Coimbra, Portugal – 2-4 Oct 2017

The project's consortium will run a workshop during the AAL forum taking place in Coimbra, Portugal, from 2 to 4<sup>th</sup> of October 2017. This workshop is described below.

Table 2: Workshop for AAL Forum

Interactive Session / Workshop Information	
Thematic area:	Theme 3: Increasing the Adoption of AAL Solutions.
Title of session and workshop:	Building trust and confidence in the performance of the AAL Marketplace.
Name of session coordinator:	ROSSEL, Pierre
Contact details of session coordinator:	<a href="mailto:pr@coherentstreams.com">pr@coherentstreams.com</a> , +41 79 751 20 18
Name of session chair/workshop leader:	KHADRAOUI, Djamel
Number of time slots of 90' needed (separated by break)	1
Names of speakers/experts	Coordinators/partners of AAL Call 7 projects
Session Content	
<p><b>Rationale &amp; objectives:</b> The AAL marketplace is still at an early stage of development with many products and services at varying levels of reliability and early-stage immaturity. Many AAL solutions also need to deliver their value within complex operating eco-systems involving older persons, their families and informal carers/volunteers, health and social care professionals, remote monitoring services, and the public, private and CSO organisations for whom they work. On the supply side, solution provision is leaning towards greater integration of disparate inter-operating components and devices where comprehensive assessment and quality assurance is difficult due to 1) the diversity of operating contexts and user needs, 2) the newness and scarcity of reference of the solutions. As such, increasing early stage adoption of AAL solutions is tied to the inter-twined issues to building greater trust, confidence and value, with a critical need to show a transparency on how the information is sourced, processed and amended thanks to users' experience.</p> <p>The objective of this session is to highlight activities and projects within the AAL domain that are addressing the challenge of increasing AAL adoption through a focus on product and service assessment traceable forms of quality assurance. Specifically, the session will elaborate on work that is exploring innovative AAL assessment methodologies, developmental reference frameworks, and system and service ontologies and taxonomies. These framework tools can help characterise and connect diverse user demands with supply side innovation, and foster more collaborative and improvement-oriented processes that can advance greater co-design approaches, enhance the provision of adaptable solutions that better match diverse needs, and show real capacities to adapt as the technologies and services, themselves, constantly evolve.</p> <p><b>Programme/method:</b> The session lasts 90 minutes. The objective is to present the theme and to let then 3~4 (mostly from AAL Call 7) projects having reached a certain level of</p>	

accomplishment, present their topic and achievements in the realm of the session's issues. Then a roundtable will follow, with final involvement of the audience, with the purpose of confronting 3 such key issues, and of discussing the way they have been or could be handled.

Possible speakers/experts:

We will get in touch with coordinators and partners involved in ongoing projects of the AAL Call 7 projects (or beyond, if interesting), and welcome those which target an e-market place perspective that is similar to the one of the MAESTRO project, or which are very interesting from a more specialised viewpoint, and which look for scalable dissemination and adoption options.

Summary of agenda:

- Topic presentation;
- Presentation of 3~4 projects;
- Roundtable session;
- Interaction with the audience.

Expected outcomes:

- A better appreciation of novel ways of addressing the issue of increasing trust and confidence in the AAL market to deliver reliable products and services that meet user needs.
- The session should bring forward significant experience and knowledge sharing, solutions identification, and should include the exploration of options for further collaborations, based upon more concrete resource and solution sharing perspectives.
- A better understanding of the challenges of delivering reliability and trustworthiness in AAL solutions while operating within innovative, developmental cycles that are characterised by early stage product and market immaturity.

How do you envisage to create interactivity between the participants?

The success of the interactive element of the session will be based upon:

- the early identification of key issues to be covered,
- extensive briefing for all participants in advance,
- pre-view of the content of proposed session slides,
- effective and stimulating (proactive) session facilitation focused on real-world implementations to be identified and discussed

Expected number of participants (minimum/maximum): Between 15-25

Specific requirements: None

Other issues (if relevant): Need of a beamer

### 4.2.3 Activities planned

Below a list of planned activities for the next months of the project is provided.

Table 3: Planned activities

Partners	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)
<b>CoST (Switzerland)</b> <b>LIST (Luxembourg)</b> <b>CNR (Italy)</b> <b>FST (Switzerland)</b> <b>DomoSafety (Switzerland)</b>	<p>Several partners will attend the AAL Forum in Coimbra, taking place in October 2017.</p> <p>A workshop will then be organized as detailed in D4.2.2</p>	2-4.10.2017	Event, workshop
<b>CNR (Italy)</b>	CNR will give a talk to a special event in the north of Italy and will touch upon MAESTRO during his overview: Portogruaro, September the 29 <sup>th</sup> , 2017.	29.09.2017	Event
<b>CNR (Italy)</b>	Gabriella Cortellessa is organizing the workshop AI*AAL.it associated to the AI*IA 2017 (the Annual Italian AI Conference), Bari. ( <a href="https://aiia2017.istc.cnr.it">https://aiia2017.istc.cnr.it</a> ). The MAESTRO leaflet will be distributed.	14-17.11.2017	Event
<b>LIST (Luxembourg)</b>	LIST will participate in the Smart & Living City Conference taking place on the 24 <sup>th</sup> November in Luxembourg.	24.11.2017	Event
<b>LIST (Luxembourg)</b> <b>Netwell (Ireland)</b>	Coan K., Aggoune-Mtalaa W., Bond R., Khadraoui D., (2017). Towards a collaborative AAL market quality assurance platform for self-monitoring devices, systems and services. Proceedings of the IEEE	2017	Publication

	International Workshop on intelligent Multimedia Applications and Design for Quality Living, IMAD 2017.		
<b>LIST (Luxembourg)</b>	LIST will continue to have meetings with stakeholders to present the project MAESTRO.	2017-2018	Meetings with stakeholders
<b>Netwell (Ireland) StatSports (Ireland)</b>	Local and national press are scheduled for Q1 2018, subsequent to first phase of pilots.	Q1 2018	Press
<b>Netwell (Ireland)</b>	On-line Netwell CASALA Newsletter: this is a quarterly newsletter which goes to Netwell CASALA's external stakeholders (both push companies and pull organisations).	2017-2018	Newsletter
<b>Netwell (Ireland)</b>	Netwell CASALA website: on-going with updates based on the pilot	2017-2018	Website
<b>Netwell (Ireland) StatSports (Ireland)</b>	One to One meetings: Formal interviews and discussions have already taken place with 12 push companies and pull organisations in the user requirement gathering phase of the project, these will be elaborated upon during the pilot phase project. STATSports will also be discussing MAESTRO with commercial partners throughout the project.	2017-2018	Meetings with stakeholders
<b>Netwell (Ireland)</b>	MAESTRO Acknowledgements in following published papers: 'A lightweight software process assessment approach based on MDevSPICE for Medical Device Development Domain' which has been accepted for publication in the International European Software Process Improvement and Innovation Conference 2017.	2017	Publication
<b>Netwell (Ireland)</b>	MAESTRO Acknowledgements in following published papers: A paper submitted to IEEE Software special issue on Safety Critical Software.	2017	Publication

<b>Netwell (Ireland)</b>	MAESTRO Acknowledgements in following published papers: A paper submitted to the International SPICE conference 2017.	2017	Publication
<b>Netwell (Ireland)</b>	MAESTRO Acknowledgements in following published papers: Others to follow.	2017	Publication
<b>Netwell (Ireland)</b>	Seminars and workshops to be held in Dundalk Institute of Technology. To be scheduled for Q1 and Q2 2018.	Q1 and Q2 2018	Seminars, workshops
<b>Netwell (Ireland)</b>	Social media: Regular updates on both Twitter and LinkedIn will be posted during the pilot phase both from Netwell CASALA, STATSports and Siel Bleu.	2017-2018	Social media
<b>STATSports (Ireland)</b>	<p>STATSports Social Outreach programme: STATSports will disseminate high level information on this new technology being developed through the Maestro project with their footballing clients many of whom have community outreach programmes.</p> <p>On a deeper level, STATSports will collaborate with Siel Bleu to promote their new technology that is being developed through the Maestro project for monitoring older people through a variety of communications channels one of which will involve using the results of the Siel Bleu, STATSports pilot as a starting point to engage a larger study with community outreach programmes between 2 -5 elite footballing clients.</p>	2017-2018	Dissemination
<b>STATSports (Ireland)</b>	Conferences: STATSports will promote the new technology being developed as part of the MAESTRO project at conferences/events that they either host or present during 2018. Similarly Netwell CASALA will actively seek conferences to speak about MAESTRO during 2018.	2018	Events

<b>Netwell (Ireland)</b>	Siel Bleu: Opportunities exist within Siel Bleu Europe for further dissemination – this will be fully investigated once the pilot commences.	2017-2018	Dissemination
<b>DomoSafety (Switzerland)</b>	Dissemination of Maestro project intentions and progress to home care organizations throughout DomoSafety's contacts in the French and German speaking parts of Switzerland, in Germany, Belgium and France.	2017-2018	Dissemination

## 5 Dissemination tools and materials

### 5.1 MAESTRO logo

The MAESTRO logo has been designed in a view to be kept simple, the main focus has been put on the font selection.

Figure 3: MAESTRO's logo

### 5.2 Website

MAESTRO's website can be found at this address: <http://www.maestro-aal.eu/>

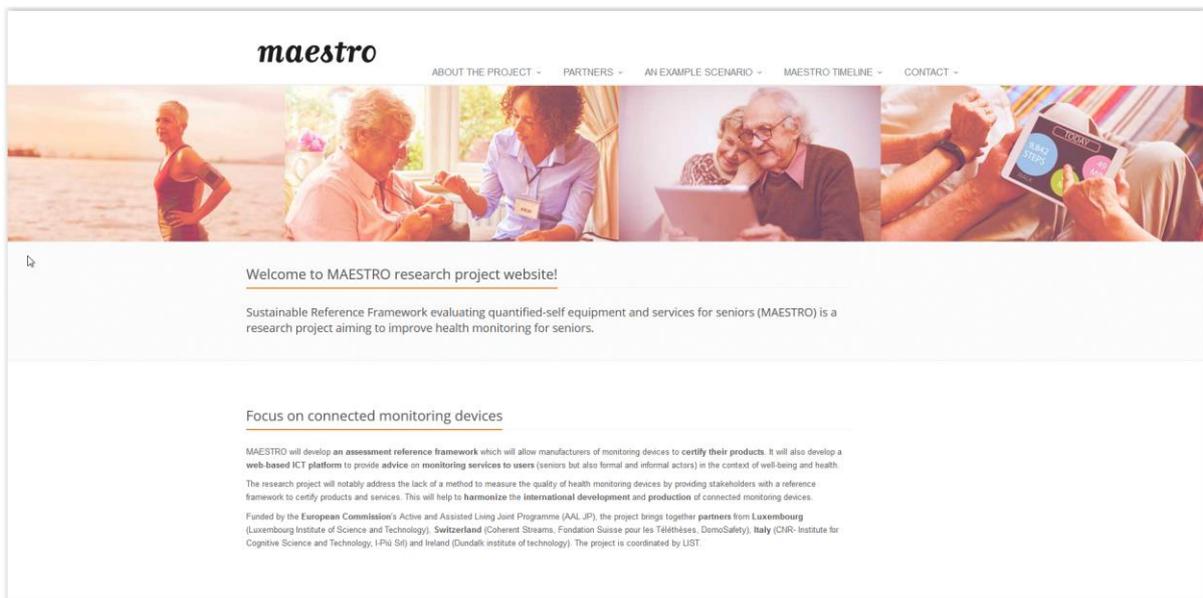


Figure 4: Website part 1

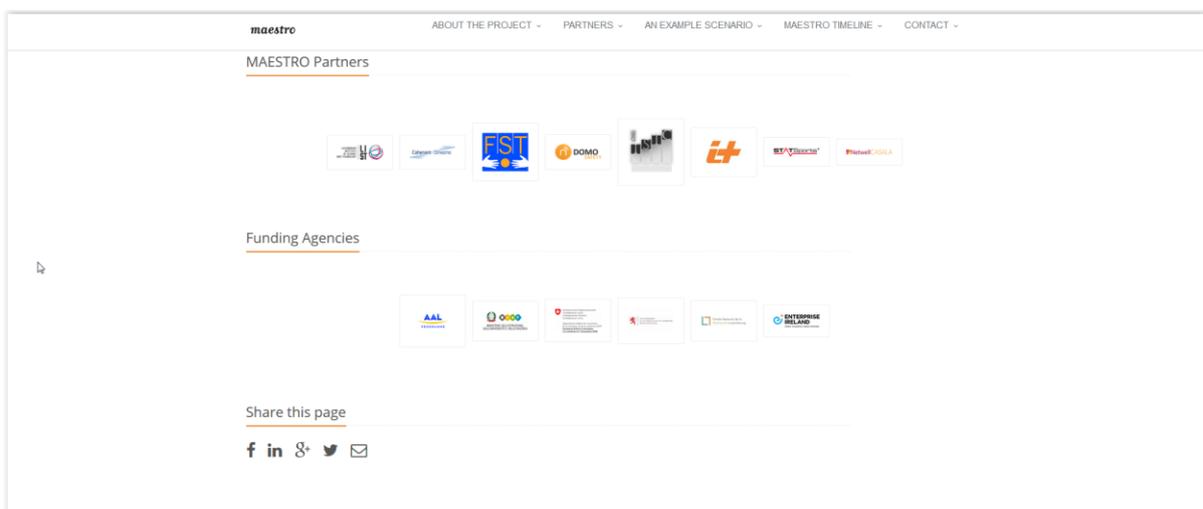


Figure 5: Website part 2

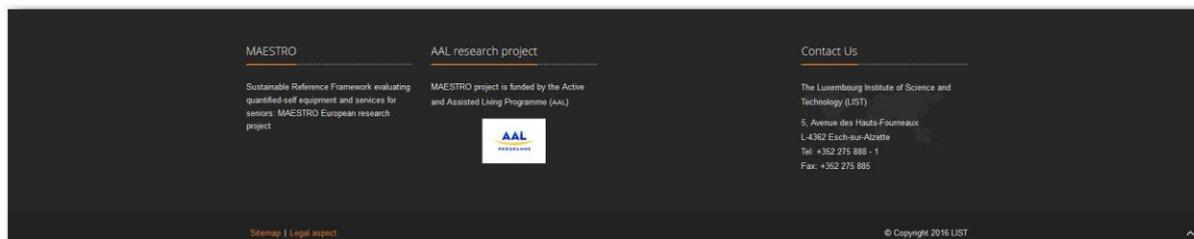


Figure 6: Website part 3

The header of the website has been realized in a view to present the focus of the project which is the activities of seniors. The header can be seen below.



Figure 7: Website's header

The website is structured in the following way:

- *About the project*: introduction to the objectives and expected results and impact;
- The “*partners*” section introduces the partners of the project consortium presents them;
- *An example scenario*: presents an example of use of MAESTRO;
- *MAESTRO timeline*: provision of a list of the different events that took place within the project: kickoff, different meetings and events;
- *Contact*: provision of contact facility to the MAESTRO Consortium (actually by furnishing contact data to the coordinator of the project).

The website enables also to share the content in different social media including facebook, twitter and linkedin.

### 5.3 Overview slides

Slides have been realized to support the project partners, typically when they need to present the concept of the project to different actors, end users, etc.

The overview slides are structured in this way:

- Synopsis of the project including the program, indication of the coordinator, of the countries and partners, and of timing issues;
- A slide is dedicated to presenting the principal objective of the project: namely the design, development and evaluation a (web-based) multimodal technology platform providing evaluation and self-evaluation services of (connected or unconnected) tools, which collect information upon the well-being and/or health status of a senior.

- The next slides present the project phasing regarding
  - Design
  - Development
  - Evaluation
  - Transfer
- Finally, the platform and the pilots/experiments are introduced.

### 5.4 Flyer and communication material

A flyer has been designed during the project to communicate with the different identified targets of the project.

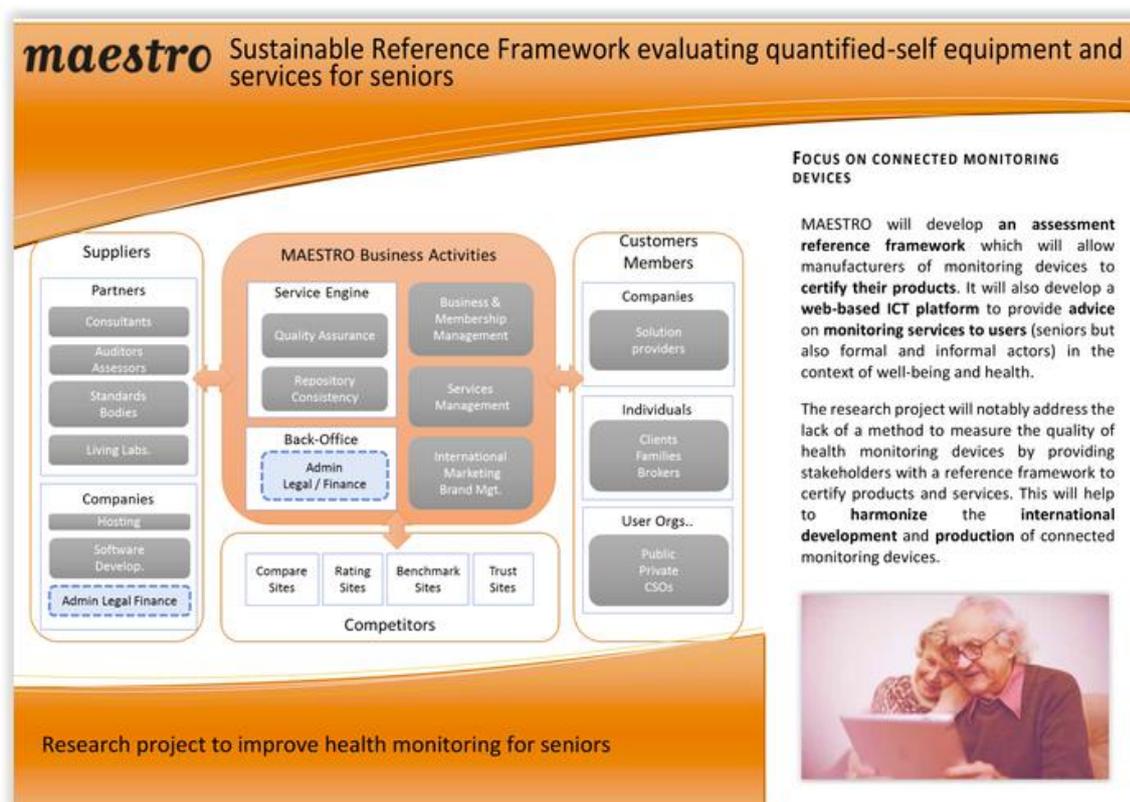


Figure 8: Flyer page 1

# maestro

## Sustainable Reference Framework evaluating quantified-self equipment and services for seniors

**PARTNERS**

MAESTRO project is built upon a multiple and complementary expertise of Luxembourg, Swiss, Irish, and Italian partners:

- Luxembourg Institute of Science and Technology (LIST), Public Research Center, Luxembourg
- Coherent Streams (CoSt), SME, Switzerland
- Fondation Suisse pour les Téléthèses (FST), SME, Switzerland
- DomoSafety SA (DOMO), SME, Switzerland
- Institute of Cognitive Science and Technology (CNR-ISTC), Public Research Center, Italy
- I+, SME, Italy
- StatSports, SME, Ireland
- Netwell Centre and Casala, Dundalk Institute of technology (Netwell), Research Center, Ireland

**Funding Agencies**

MINISTERO DELL'ISTRUZIONE, DELL'UNIVERSITÀ E DELLA RICERCA

ENTERPRISE IRELAND  
where innovation means business

Fonds National de la Recherche Luxembourg

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun Svizra

THE GOVERNMENT OF THE GRAND DUCHY OF LUXEMBOURG  
Ministry of the Economy

NATIONAL AGENCY FOR INNOVATION AND RESEARCH  
**LUXINNOVATION**

**CONTACT**

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L-4362 Esch-sur-Alzette, Luxembourg

<http://www.maestro-aal.eu/>

Research project to improve health monitoring for seniors

Figure 9: Flyer page 2

A poster is also planned to be presented during planned conferences.

## 6 Conclusion & summary

The document has presented the dissemination activities covered in the project, by considering the past activities and also the planned ones.

Indeed, the actions that were and will be realized by the different partners of the project were presented. Additionally, the website and the flyer of the project were introduced.

An update of this document will be produced iteratively during the project with fresh information.

## 7 Approval of Deliverable

### 1. DISTRIBUTION OF THE DELIVERABLE

WORK PACKAGE TITLE:

**WP1 - Business exploitation and dissemination**

DELIVERABLE NAME:

**D1.3 – Full Dissemination Plan**

DELIVERABLE DISTRIBUTED TO ALL PARTNERS VIA:

email

DMS: Document Management System (indicate location):

<https://3.basecamp.com/3122822/projects/293706>

### 2. APPROVAL OF THE DELIVERABLE

ORGANIZATION NAME:

REPRESENTATIVE NAME:

DATE OF THE APPROVED REVIEW:

APPROVED

NOT APPROVED

COMMENTS: