

# MAESTRO

## D1.3\_Full Dissemination Plan M39

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Version 2.0

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## 1 Document History

Document version #	Date	Remarks
1.0	18.12.2018	First version
2.0	28.02.2019	Updated after review

## 2 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.

The version M39 of the current deliverable is an update of the version M12.

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## 4 Introduction

### 4.1 Targeted Audiences for Dissemination – Stakeholder Analysis

The dissemination activities within MAESTRO have been 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.

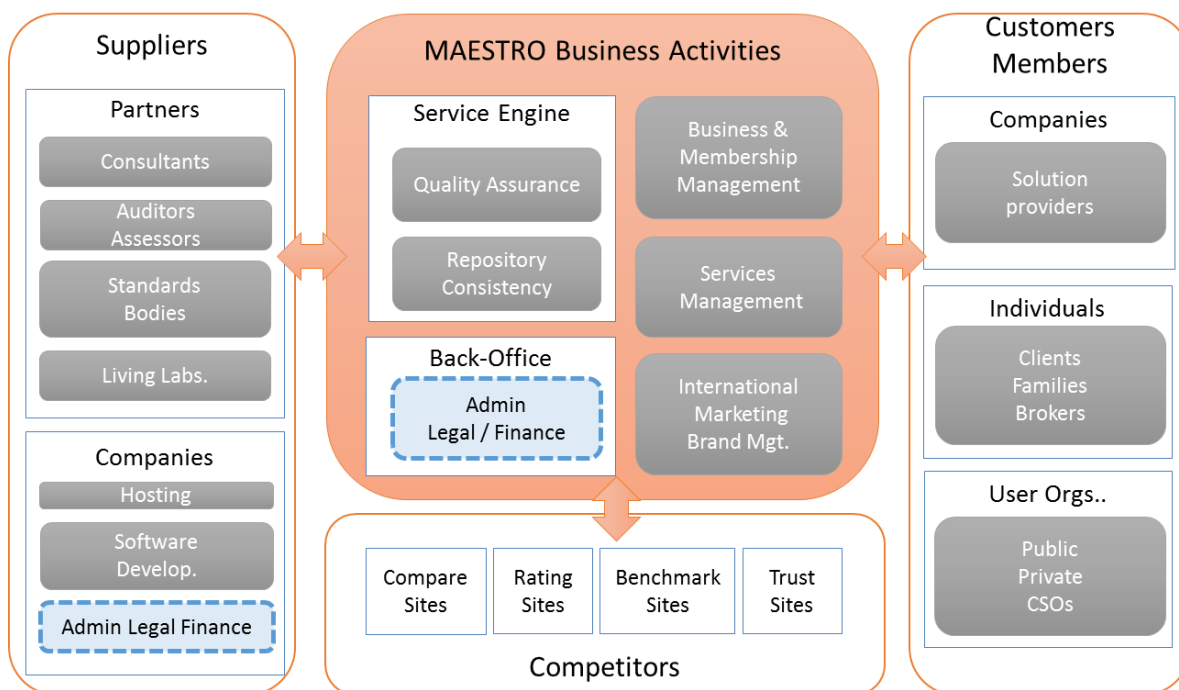


Figure 1: MAESTRO business activities and stakeholders

The dissemination plan comprises 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.

## 5 Publications and conferences

### 5.1 List of publications 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.

Table 1: List of publications and conferences ordered by date

Partners	Activity	Date	Medium and reference	Indicative Coverage
<b>LIST (Luxembourg)</b>	Meetings took place with Red-Cross Luxembourg and the association RBS concerning the MAESTRO platform and the pilots	From the beginning	Meetings	
<b>LIST (Luxembourg)</b>	Maintain the MAESTRO website: <a href="https://www.maestro-aal.eu/">https://www.maestro-aal.eu/</a>	From the beginning	Website	-
<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 Dec. 2015	Presentation	Around 40 people
<b>DomoSafety (Switzerland)</b>	Academic partner networking	15 Dec. 2015	Presentation and discussion during session	About 30 professors and home care specialists
<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 Slides presentations	To doctors, medical departments (cardiology, geriatrics, outpatient service, rehabilitation) with around 50 persons involved
<b>DomoSafety (Switzerland)</b>	Presentation to a Swiss insurance company (La Mobilière)	12 Jan. 2016	Presentation Slides	In front of 30 management executives.

<b>DomoSafety (Switzerland)</b>	Presentation to a venture capitalist fund	19 Jan. 2016	Presentation Slides	10 executives from a venture capitalist fund
<b>DomoSafety (Switzerland)</b>	Presentation to Swiss pension funds	25 Jan. 2016	Presentation Slides	In front of a board of directors of 5 major Swiss pension funds (around 20 people)
<b>I+ (Italy)</b>	Presentation of the project idea and clinical perspectives to professional caregivers in Florence area	01 Feb. 2016	Slide Presentation	Around 10 people
<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 Feb. 2016	Oral presentation	1 person
<b>I+ (Italy)</b>	Presentation of the project idea and business perspectives to the enterprises collaborating with I+ at regional level	01 Mar. 2016	Slide Presentation	Around 10 people
<b>I+ (Italy)</b>	Presentation of the project idea to institutional stakeholders in Tuscany Region	01 Mar. 2016	Slide Presentation	4 people
<b>DomoSafety (Switzerland)</b>	Presentation at the Swiss Embassy in London: "Connected medical devices"	15 Mar. 2016	Oral and Slides presentations	50 people from the health industry of UK, the NHS, investors, entrepreneurs, etc)
<b>DomoSafety (Switzerland)</b>	Presentation at the Fribourg State hospital.	08 Apr. 2016	Oral and Slides presentations	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 Apr. 2016	Focus group	With 5 deciders of the association
<b>DomoSafety (Switzerland)</b>	Presentation to the Bern Association of EPFL Alumni	13 Apr. 2016	Oral and Slides presentation	30 persons
<b>DomoSafety (Switzerland)</b>	Presentation at the "La tête dans les étoiles mais les pieds sur Terre" conference, the annual	14 Apr. 2016	Oral and Slides presentations	300 persons (industry and state representatives)



	conference of the Swiss-French electricity association Romande Energie			
<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 Apr. 2016	Poster and slides	(~20-25 persons) from the CHUV, neuro and geriatry department
<b>DomoSafety (Switzerland)</b>	Presentation to the Social and Health department of Fribourg (Strategy Senior + and dementia)	25 Apr. 2016	Oral and Slides presentation	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 Slides presentation	To the foundation president
<b>DomoSafety (Switzerland)</b>	Presentation to one of the major pharmacy group in Geneva (Pharmacie Principale)	02 May 2016	Oral and Slides presentation	To the board director
<b>DomoSafety (Switzerland)</b>	Presentation to City of Kloten (Zürich) and their homecare association	09 May 2016	Oral and Slides presentation	To the foundation board
<b>DomoSafety (Switzerland)</b>	Presentation to a clinical research organization (CRO) company	11 May 2016	Oral and Slides presentation	Management team of the Geneva office (10 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the Gruyère region of Fribourg (their health network)	28 May 2016	Oral and Slides presentation	Medical team (10 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the Swiss Post, in charge of the Swiss electronic patient records.	02 June 2016	Oral and Slides presentation	Product team (10 persons)
<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 June 2016	Oral presentation	1 person
<b>DomoSafety (Switzerland)</b>	Presentation to the biggest nursing home of Geneva (300 beds)	15 June 2016	Oral and Slides presentation	To the board of directors (10 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to Huawei	16 June 2016	Oral and Slides presentation	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 June 2016	Oral and Slides presentation	100 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>DomoSafety (Switzerland)</b>	Presentation to Somfy.	01 July 2016	Oral and Slides presentation	Management team (5 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the HUG, the Geneva University Hospital	04 July 2016	Oral and Slides presentation	Emergency service (10 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the State Medical doctor	21 July 2016	Oral and Slides presentation	3 persons
<b>DomoSafety (Switzerland)</b>	Presentation to a multinational nutrition company's Health Science department	27 July 2016	Oral and Slides presentation	Management team of Innovation (5 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the Health department of a district of Seoul City.	30 Aug. 2016	Oral and Slides presentation	To the board of directors (10 persons)
<b>DomoSafety (Switzerland)</b>	Presentation to the LG company, the Consumer Electronics and Healthcare department.	31 Aug. 2016	Oral and Slides presentation	Executive Management (20 persons)
<b>Coherent Streams (Switzerland)</b>	Presentation of MAESTRO to the Physical therapy practice Trivelli & Rappange in Pully, near Lausanne	13 Sep. 2016	Oral presentation	5 persons
<b>DomoSafety (Switzerland)</b>	Presentation at the Economy Forum of the Vaud State.	16 Sep. 2016	Oral and Slides presentation	100 persons
<b>DomoSafety (Switzerland)</b>	Presentation to the Nursing Lausanne school.	20 Sep. 2016	Oral and Slides presentation	Management team (5 persons)
<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 Sep. 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 developing a pilot for MAESTRO with FST and CoSt.	22 Sep. 2016	Oral presentation	3 persons

<b>DomoSafety (Switzerland)</b>	Presentation to the Geneva nursing home of Butini (Alzheimer patients).	03 Oct. 2016	Oral and Slides presentation	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 Oct. 2016	Oral and Slides presentation	5 persons
<b>DomoSafety (Switzerland)</b>	Presentation to the Health delegation of Haidian district, Beijing China.	31 Oct. 2016	Oral and Slides presentation	10 persons
<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 ForItAAL 2016 (7th Italian Forum of Ambient Assisted Living), Pisa, Italy	01 Nov. 2016	Publication	50-60 people
<b>CNR (Italy)</b>	Amedeo Cesta - invited speaker at Italian Workshop AltAAL - Genova - November 2016 (included a slide on MAESTRO in a perspective talk)	01 Nov. 2016	Workshop	20-25 people
<b>DomoSafety (Switzerland)</b>	Presentation to the Saphir Nursing home Foundation.	04 Nov. 2016	Oral and Slides presentation	Executive Management (10 persons)
<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 Nov. 2016	Oral and slides presentation	200 persons
<b>DomoSafety (Switzerland)</b>	Presentation to the Belgium Wallonia delegation including the ministry of health.	28-29 Nov. 2016	Oral and Slides presentation	40 persons (politicians, entrepreneurs, medical doctors, etc.)
<b>DomoSafety (Switzerland)</b>	Presentation with Caritas (Germany) in Köln / Cologne	05 Dec. 2016	Oral and Slides presentation	10 persons
<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 Dec. 2015. Attendance was approximately 40 people.	15 Dec. 2016	Presentation	Around 40 people

<b>DomoSafety (Switzerland)</b>	Discussion on needs for guidance in home care devices with caregivers in at Yverdon (Switzerland)	01 Feb. 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 Mar. 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 Mar. 2017	Oral and Slides presentation and workshop	~20-25 persons in Verband spitex (formal caregivers)
<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 426, pp. 337-357 (DOI 10.1007/978-3-319-54283-6_25)	01 Apr. 2017	Official Publication in Book	
<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)	01 May 2017	Journal paper (IF 2006: 2.031)	
<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> )	01 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).	01 June 2017	Publication	-
<b>DomoSafety (Switzerland)</b>	Health tech summit in Lausanne (tech tour)	26-28 June 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 Sep. 2017	Workshop	30 persons (patients, caregiver, hospitals, doctors, etc.)
<b>LIST (Luxembourg), Coherent Streams (Switzerland), Netwell (Ireland)</b>	Workshop organised by the MAESTRO project during AAL 2017 in Coimbra (Portugal)	2-4 Oct. 2017	Workshop	30
<b>LIST (Luxembourg), Netwell (Ireland)</b>	K.Coan, W. Aggoune-Mtala, R. Bond, D. Khadraoui, "MAESTRO: Towards a collaborative AAL market quality assurance platform for monitoring devices, systems and services" Proceeding of the 30th International Business Information Management Association conference, Madrid, Spain, 2017	8-9 Nov. 2017	Publication	-
<b>DomoSafety (Switzerland)</b>	Medica Düsseldorf tradefair	13-16 Nov. 2017	Event	Several thousand from all the healthcare ecosystem
<b>LIST (Luxembourg)</b>	M. Ouedrago, W. Aggoune-Mtala, , D. Khadraoui, "MAESTRO: Constructing a reference framework for self-monitoring devices dedicated to seniors", Proceeding of the IEEE International workshop on Intelligent Multimedia Applications and Design for Quality Living, Taichung, Taiwan, 2017	11-13 Dec. 2017	Publication	-
<b>Domosafety (Switzerland)</b>	Presentation to Axa Partners in Brussels, Belgium	11 Jan. 2018	Oral and Slides presentation	Management team (5 persons)
<b>CNR (Italy)</b>	Creation of the MAESTRO twitter account	Jan. 2018	Social Media: <a href="https://twitter.com/MAESTRO_AAL">https://twitter.com/MAESTRO_AAL</a>	Followers of the page and followers of the partners twitter accounts
<b>Domosafety (Switzerland)</b>	Presentation to Cross-Systems in Lausanne	19 Jan. 2018	Oral and Slides presentation	Management team (5 persons)

<b>Domosafety (Switzerland)</b>	Presentation to Patrimob in Lausanne	23 Jan. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentation to Nestlé Health Science SA in Epalinges	31 Jan. 2018	Oral and Slides presentation	30 persons
<b>Domosafety (Switzerland)</b>	Presentation to Bouygues immobilier in our office in Lausanne	31 Jan. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentaion to DGAVS in Chambéry, France	01 Feb. 2018	Oral and Slides presentation	10 persons
<b>Domosafety (Switzerland)</b>	Presentation to Ligue pulmonaire in La Chaux-de-Fonds	08 Feb. 2018	Oral and Slides presentation	10 persons
<b>Domosafety (Switzerland)</b>	Presentation to Croix-Rouge in Neuchâtel	12 Feb. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	LakeGenevaRegion in Cannes, France	13-16 Mar. 2018	Event	500 persons
<b>Netwell (Ireland)</b>	European Connected Health Conference	01 Apr. 2018	Event	200 participants
<b>Domosafety (Switzerland)</b>	La Poste Paris, France	09 -10 Apr. 2018	Oral and Slides presentation	10 persons
<b>Domosafety (Switzerland)</b>	Presentation to CSS in Luzern	13 Apr. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentation to Pommery Capital in Geneva	23 Apr. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentation to Croix-Rouge in Porrentruy	30 Apr. 2018	Oral and Slides presentation	5 persons
<b>Domosafety (Switzerland)</b>	Presentation Caisse des Médecins in Thônex	15 May 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentation to Groupe Mutuel in our office in Lausanne	16 May 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentation to Résidence les Peupliers in Boudry	22 May 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentation to EMS Résidence de Saconnay in Grand-Saconnex	23 May 2018	Oral and Slides presentation	Management team (5 persons)

<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>Domosafety (Switzerland)</b>	Presentation to Conférence des financeurs de Saône-et-Loire in Mâcon, France	12 June 2018	Oral and Slides presentation	250 persons
<b>Domosafety (Switzerland)</b>	CIFGG in Montreux	13-15 June 2018	Event	1000 persons
<b>Domosafety (Switzerland)</b>	Presentation to Home Assistance in Lausanne	21 June 2018	Oral and Slides presentation	Management team (5 persons)
<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
<b>Domosafety (Switzerland)</b>	Presentation to Scaleup DEN Summer 2018 in Mont-sur-Lausanne	29 June 2018	Oral and Slides presentation	50 persons
<b>Domosafety (Switzerland)</b>	Presentation to BAS in Lausanne	15 Aug. 2018	Oral and Slides presentation	35 persons
<b>Domosafety (Switzerland)</b>	Presentation Caisse des Médecins in Marin	16 Aug. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentation to Maison de Famille du Genevois in Collonges-sous-Salève, France	30 Aug. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentation to Sim Santé in our office in Lausanne	04 Sep. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentation to AUXIVIA Verres connectés in our office in Lausanne	24 Sep. 2018	Oral and Slides presentation	Management team (5 persons)
<b>LIST (Luxembourg), Coherent Streams (Switzerland)</b>	Booth presenting MAESTRO at AAL Forum 2018 in Bilbao (Spain)	24-26 Sep. 2018	Booth	30
<b>Domosafety (Switzerland)</b>	Presentation to La poste in Lyon, France	03 Oct. 2018	Oral and Slides presentation	Management team (5 persons)

<b>Domosafety (Switzerland)</b>	Presentation to Hirslanden Ag in Glattpark	04 Oct. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentation to HOLTMED SCANNING SERVICES SA in Lausanne	17 Oct. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentation to Département de la Haute-Savoie	19 Oct. 2018	Oral and Slides presentation	15 persons
<b>Domosafety (Switzerland)</b>	CEIBS Insights 2018 in Zürich	24 Oct. 2018	Event	200 persons
<b>Domosafety (Switzerland)</b>	Digital Day in Sion	25 Oct. 2018	Event	200 persons
<b>CNR (Italy)</b>	MAESTRO sponsored the AI*AAL Workshop at the 17th International Conference of the Italian Association for Artificial Intelligence – Trento, November 20-23, 2018	01 Nov. 2018	Workshop	20-30 persons
<b>Domosafety (Switzerland)</b>	Presentation to Domaine de la Gracieuse in Lonay	06 Nov. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentation to Pro Senectute in Fribourg	20 Nov. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Verklizan in Düsseldorf, Germany	26 Nov. 2018	Event	60 persons
<b>Domosafety (Switzerland)</b>	Presentation to Projet Youcare / Rencontres ARS - CARSAT in Nantes, France	03 Dec. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentation to Gerontopole Pays de la Loire in France	04 Dec. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Le Clocher de Rodez - RMWBEQ in Toulouse, France	05 - 06.12.2018	Event	100 persons
<b>Domosafety (Switzerland)</b>	Presentation to Medicall in Brüttsellen	10 Dec. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Domosafety (Switzerland)</b>	Presentation to La Solution in Echallens	11 Dec. 2018	Oral and Slides presentation	Management team (5 persons)
<b>Coherent Streams (Switzerland)</b>	Presentation of MAESTRO during Ageingfit in Lille (France)	29-30 Jan. 2019	Event	-



<b>Domosafety (Switzerland)</b>	Presentation to Bouygues immobilier in Issy-les-Moulineaux, Paris, France	06 Feb. 2019	Oral and Slides presentation	10 persons
<b>Domosafety (Switzerland)</b>	Presentation to Medialis - Merci-Julie in France	16 Feb. 2019	Oral and Slides presentation	Management team (5 persons)

## 5.2 Events

### 5.2.1 MAESTRO go-to-market workshops

As described in D1.4, go-to-market activities took place in each one of the four countries of MAESTRO's project (Ireland, Italy, Switzerland and Luxembourg). It took the form of workshops in Switzerland and in Luxembourg, and of interviews in Ireland and in Italy. These activities aimed at gathering a list of recommendations concerning the commercial launch of MAESTRO but also were devoted to disseminate the results of the project.



Figure 2: Workshop in Luxembourg



Figure 3: Interviews in Italy

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



Figure 4: AAL Forum 2017 – MAESTRO workshop

The project's consortium ran 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.

### 5.2.2.1 Workshop Objectives

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.

The objective of the organized session was 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 elaborated 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.

### 5.2.2.2 Projects, presenters and topics

The following projects were presented during the project:

- Care In Movement presented by Viktoria Maringer

The CiM approach is technologically supported by two complementary services: 'a virtual motion coach' and a 'virtual empowerment coach'. The 'virtual motion coach' enhances everyday life activities with individual exercises and training challenges for the elderly. It aims to empower older people with chronic health conditions to monitor their own abilities. The 'virtual empowerment coach' facilitates and improves collaboration between formal and informal carers. It realizes information exchange between carers by using common nursing language adapted to informal care and provides education opportunities.

- ActiveAdvice by Diotima Bertel

Tackling the shortcomings of a web platform, providing an overview of the AAL ecosystem and supporting informed decision making, the ActiveAdvice project aims to create an active advising and decision-support network across Europe. This is supported by a comprehensive ICT-based environment, presenting a broad state-of-the art collection on available AAL services and technologies offered at regional, national and international levels, which are stored in an Intelligent AAL Product & Service Cloud. Throughout the project extensive end user studies are carried out

building the basis for the conception and implementation of services models for costumers, be it older adults and their relatives (target group AAL2C), businesses (AAL2B) or government (AAL2G). Iterative user feedback and usability testing as well as human adviser certification across all consortium countries will ensure the quality of the ActiveAdvice environment while increasing the uptake of AAL and establishing a European network of Authorised Active Advisers.

- ZocAAlo – automatic certification tool, presented by Iñaki Bartolome

The proposed solution will be based on existing high end ICT technologies available for development HTML5 & Android apps, scalable middleware and interconnection between these two components, data mining and storage using both relational database and Big Data storage. The most challenging component to be developed is an automatic certification tool that will search for usability and accessibility rules to be fulfilled from application source code. To validate the tools for developers, will be created a group of 15 skilled and recognized developers outside the project consortium that will follow-up the developments done. Two end-user organisations (COOSS from Italy and Cognitiva from Spain), as well as a research institution in the AAL field, HSLU-iHomeLab from Switzerland, are involved in the project to ensure the users' perspective is fully integrated into zocAAlo platform. This approach will also ensure a transnational solution, which will take into account Europe's cultural, organisational and market diversity.

- SmartBEAT presented by Filipe Sousa

Four main modules will be used: a mobile vital signs monitoring component capable of recording all physiological measurements needed to adequately monitor the health status of these patients, to support application frameworks responsible for the communication with the users and their carers and an innovative intelligence component which will process all the acquired and environmental data to produce relevant knowledge offering an overall approach where patients and caregivers can define their interests and receive curated and valuable information from several information sources. The pilots will be performed in 3 sets by each end-user organization simultaneously, and will focus on the different kinds of end-users: the pilots developed in Portugal and in Belgium will focus on the HF older adults and the formal caregivers (cardiologists and other physicians), while the pilots developed in Norway will assess the impact of the system on the HF older adults and their informal caregivers (family, friends, neighbours, etc).

### 5.2.3 European Connected Health Conference, April 2018

Dundalk Institute of Technology in conjunction with the ECHA (European Connected Health Alliance) hosted the first eHealth Ireland regional Ecosystem meeting in April 2018. The conference brought 200 leaders together from the HSE (Health Service Executive), technology innovators and community agencies together to review innovations in home and community care for older people.

The conference heard about HSE technology initiatives being developed to support better home care for older people. HSE Chief Clinical Information Officer Yvonne Goff



said, “eHealth Ireland’s Ecosystem is our way to reach the wider group, building on different opinions to form the solutions of the future. By engaging the experts we are able to drive forward to a solution where we work together in partnership. The expert is in all of us who has an idea to better deliver healthcare.”

MAESTRO was among the projects demonstrated at the conference and the MAESTRO stand, which demonstrated the assessment Framework, generated a lot of interest from the delegates.

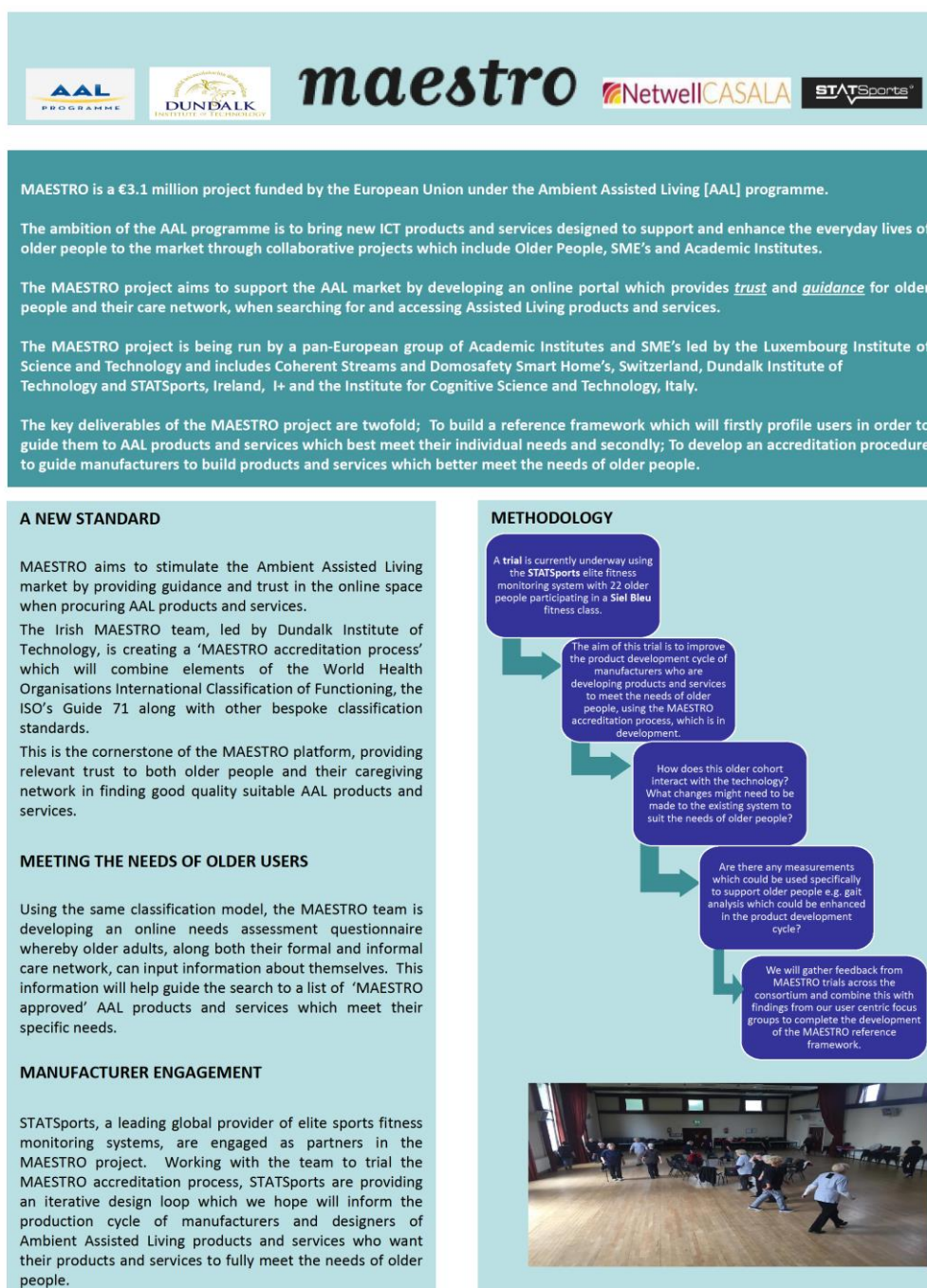


Figure 5: Poster - European Connected Health Conference, April 2018



Figure 6: Pictures - European Connected Health Conference, April 2018

#### 5.2.4 AAL Forum – Bilbao, Spain – 24-26 September 2018

In AAL Forum 2018 that took place in Bilbao, the MAESTRO consortium members presented the project in a booth. This gave the project's team the possibility to exchange with professionals, including assisting living solutions that could be part of MAESTRO, and other AAL projects. Around 30 persons came to the booth to know more about the project or to collaborate.



Figure 7: Pictures of AAL Forum 2018

### 5.2.5 Ageingfit, Lille, 29<sup>th</sup> and 30<sup>th</sup> January 2019

On January 28 and 29, Coherent Streams attended the AgeingFit 2019 conference in Lille ([www.ageingfit-event.fr](http://www.ageingfit-event.fr)), an event dedicated to innovation partnerships in the Silver economy and with some 600 participants and 40 exhibitors.

We met 25 companies, of varying level of interest, but at least 10 in line with the commercial future of MAESTRO. It was also a means to check, at the end of the project, what the situation was regarding the most fundamental assumption of MAESTRO (need for quality assessment in the domain of IoT for seniors' well-being and health, allowing to see a variety of connected systems but also some competitors (for instance Medialis, in France)).

## 5.3 Publications

- 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. 1<sup>st</sup> November 2016.
- 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 426, pp. 337-357 (DOI 10.1007/978-3-319-54283-6\_25). 1<sup>st</sup> April 2017.
- 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, Telemedicine and e-Health (accepted May 2017).
- K.Coan, W. Aggoune-Mtalaq, R. Bond, D. Khadraoui, "MAESTRO: Towards a collaborative AAL market quality assurance platform for monitoring devices, systems and services" Proceeding of the 30th International Business Information Management Association conference, Madrid, Spain, 2017
- M. Ouedrago, W. Aggoune-Mtalaq, , D. Khadraoui, "MAESTRO: Constructing a reference framework for self-monitoring devices dedicated to seniors", Proceeding of the IEEE International workshop on Intelligent Multimedia Applications and Design for Quality Living, Taichung, Taiwan, 2017

### Articles in progress:

- Publication concerning the AAL project classification by CNR.
- Publication concerning the ICF and the taxonomy by Netwell and CoSt.
- Publication concerning the Assessment technology by LIST, Netwell and CoSt.

- Publication concerning the technology architecture by I+.



## 6 Promotional tools and materials

### 6.1 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 8: MAESTRO's logo

### 6.2 Website

#### 6.2.1 Generic MAESTRO website

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

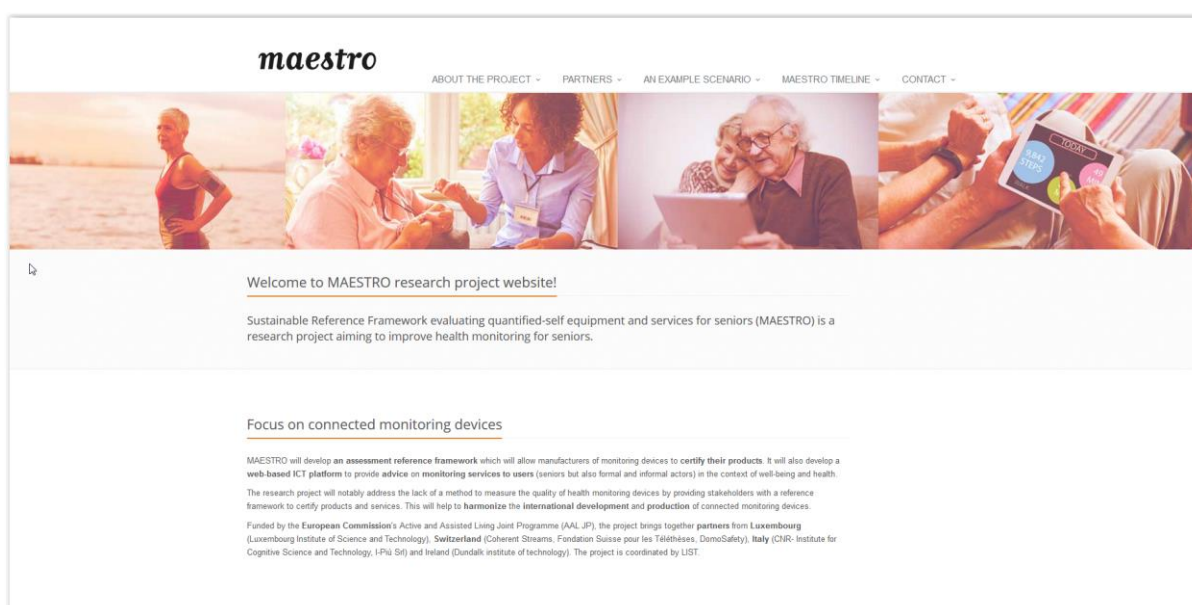


Figure 9: Website part 1

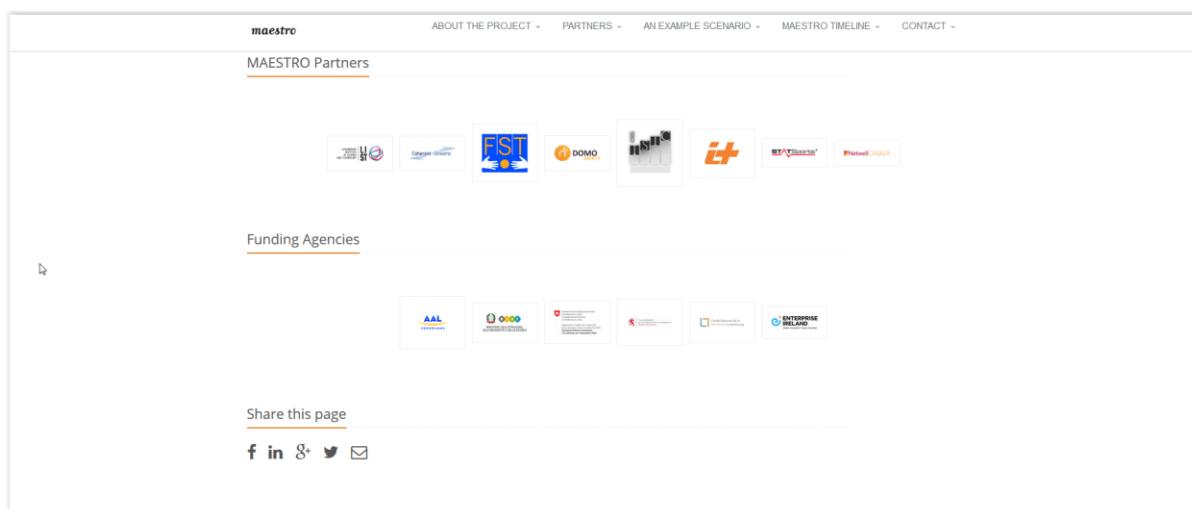


Figure 10: Website part 2

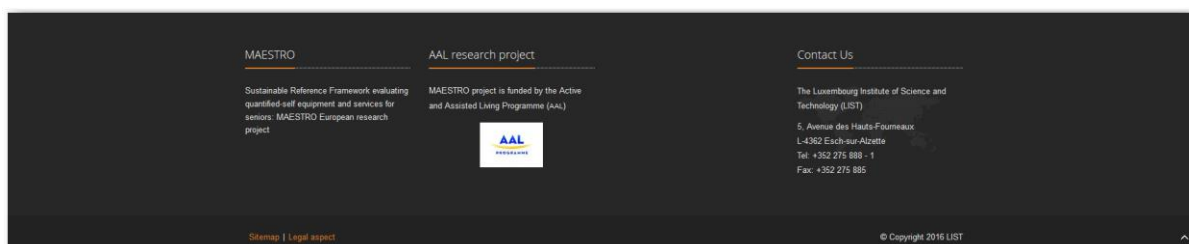


Figure 11: Website part 3

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.



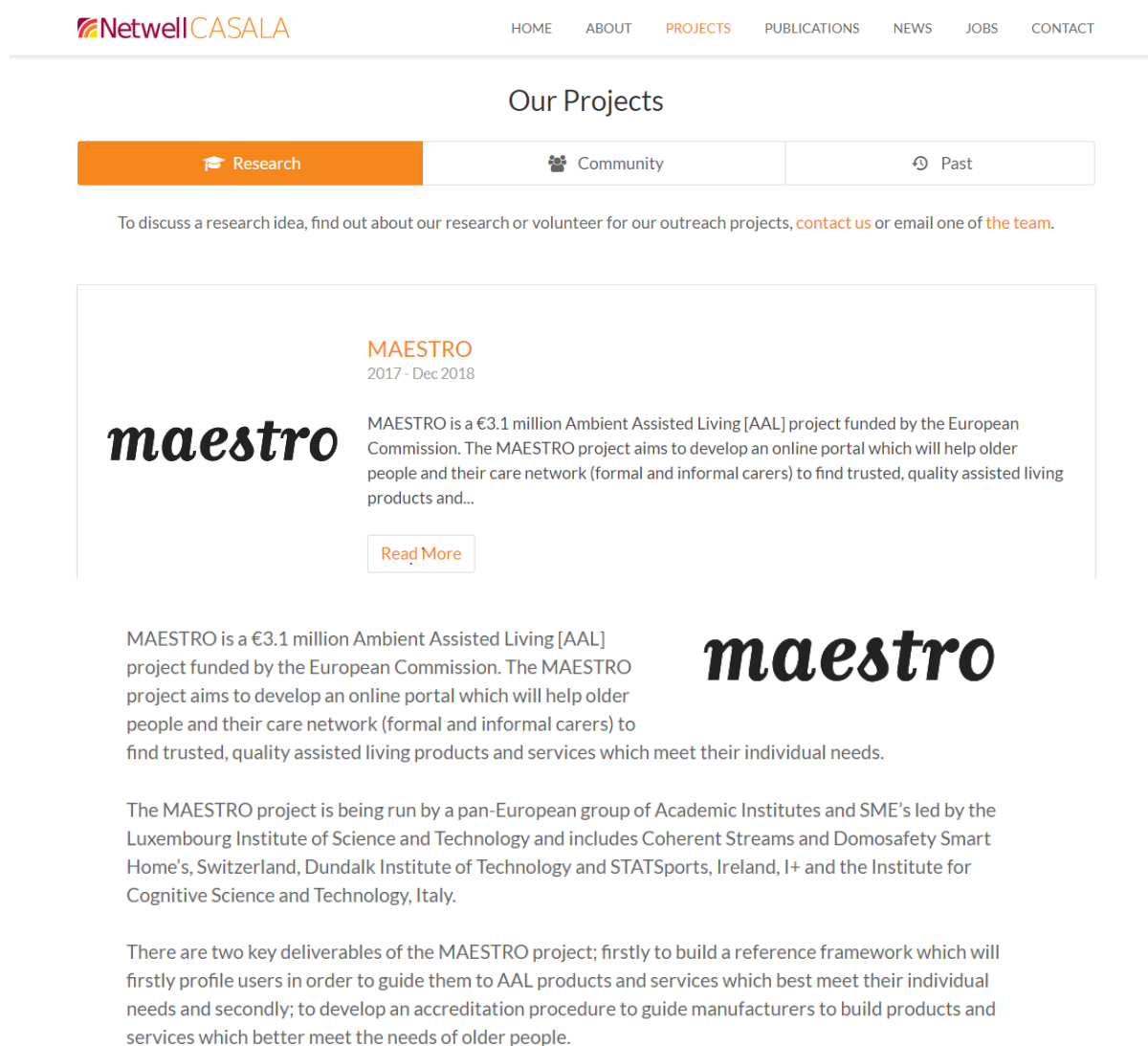
Figure 12: Website's header

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.

### 6.2.1.1 Example of partners' MAESTRO website : the Irish website



**Netwell CASALA**      HOME   ABOUT   **PROJECTS**   PUBLICATIONS   NEWS   JOBS   CONTACT

## Our Projects

 Research
 Community
 Past

To discuss a research idea, find out about our research or volunteer for our outreach projects, [contact us](#) or email one of [the team](#).

## *maestro*

**MAESTRO**  
2017 - Dec 2018

MAESTRO is a €3.1 million Ambient Assisted Living [AAL] project funded by the European Commission. The MAESTRO project aims to develop an online portal which will help older people and their care network (formal and informal carers) to find trusted, quality assisted living products and...

[Read More](#)

MAESTRO is a €3.1 million Ambient Assisted Living [AAL] project funded by the European Commission. The MAESTRO project aims to develop an online portal which will help older people and their care network (formal and informal carers) to find trusted, quality assisted living products and services which meet their individual needs.

## *maestro*

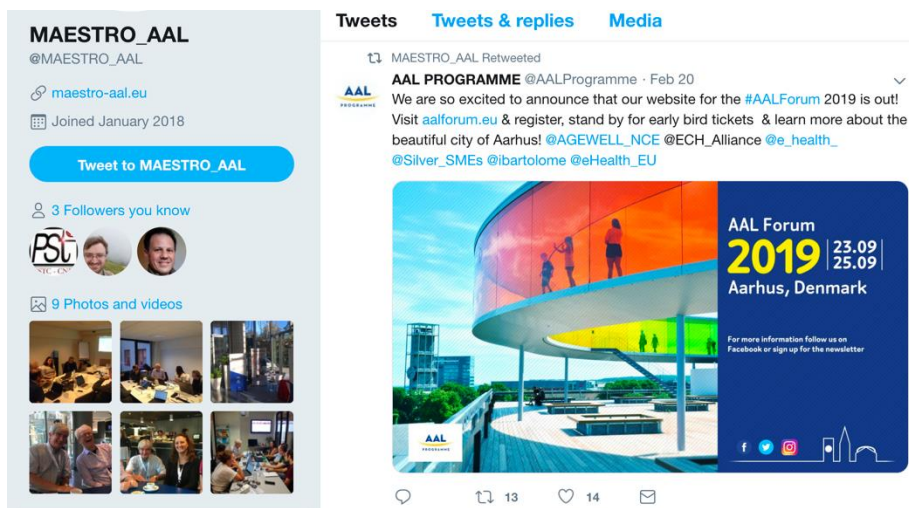
The MAESTRO project is being run by a pan-European group of Academic Institutes and SME's led by the Luxembourg Institute of Science and Technology and includes Coherent Streams and Domosafety Smart Home's, Switzerland, Dundalk Institute of Technology and STATSports, Ireland, I+ and the Institute for Cognitive Science and Technology, Italy.

There are two key deliverables of the MAESTRO project; firstly to build a reference framework which will firstly profile users in order to guide them to AAL products and services which best meet their individual needs and secondly; to develop an accreditation procedure to guide manufacturers to build products and services which better meet the needs of older people.

### 6.3 MAESTRO Twitter account

MAESTRO used social networking to disseminate its activities. A Twitter profile has been setup and used that is available at the following link:

[https://twitter.com/MAESTRO\\_AAL](https://twitter.com/MAESTRO_AAL).



## 6.4 Communication material

### 6.4.1 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.

### 6.4.2 Flyer

The flyer has been updated during the life of the project to a more complete one.

**maestro**  
Building Trust and Guidance for the Digital Assisted Living Technology market

**Why MAESTRO?**

- ✓ 71% of caregivers would use assistive technology to support older family and friends but **only 7% actually do**. Source: "Caregivers and Technology, what they want and need" HITLAB April 2016
- ✓ The **lack of trusted information and decision making** providing access to technologies that could enhance older persons lives is cited as the key driver in the gap between interest and adoption
- ✓ The Assisted Living technology market is both **complex and fragmented** which is leading to **confusion and inertia**
- ✓ Multiple stakeholders with diversity of needs, coupled with a vast proliferation of devices is **making navigation of trusted AAL products and services difficult**

**MAESTRO features and benefits**

- ✓ MAESTRO has been developed to be a premier design and evaluation service for Ambient Assisted Living products, Apps and Services
- ✓ MAESTRO is an online platform, underpinned by an innovative assessment and evaluation framework, which is based on the integration of key international standards and individual user profiling models
- ✓ On this platform, MAESTRO builds a database of Assisted Living products and services
- ✓ MAESTRO uses the user profile model to **understand the capabilities and needs of the older person**

**MAESTRO for older persons and their informal caregivers**

- ✓ MAESTRO has developed an easy to use online profiling tool to help older persons, or their caregivers, to build a profile of their capabilities and needs
- ✓ This profile is used by MAESTRO's innovative matching function to guide the search for AAL products and services so that they are displayed and ranked according to the users needs and contexts
- ✓ Only products and services which have been assessed and validated by MAESTRO's independent partners and assessors, using international standards are on the MAESTRO site
- ✓ An online rating tool in MAESTRO will give users the reassurance from their community, in the form of feedback and ratings

**maestro** **AAL PROGRAMME** **maestro** **AAL PROGRAMME**



**MAESTRO for formal caregiving organisations and commissioners**

- ✓ MAESTRO is designed to give **guidance** to formal caregiving organisations and commissioners by offering them a detailed user profiling tool
- ✓ This **profiling tool** has been designed to clearly identify the older person's need using an innovative model adapted from the World Health Organisations ICF
- ✓ This profile is compiled with the older person and can be **stored and modified** as the older persons capabilities and needs change
- ✓ MAESTRO has designed a unique **matching function** which matches the user's needs to specific AAL products and services which meet those needs
- ✓ All of the AAL products and services on the MAESTRO platform are **evaluated against a range of international standards**



**MAESTRO for manufacturers, designers, producers of AAL products and services**

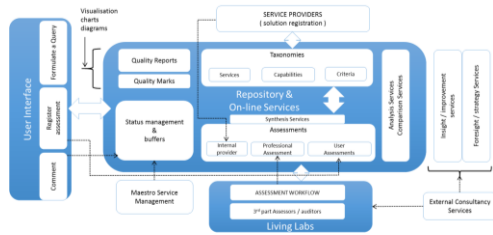
- ✓ MAESTRO provides trust and guidance in this confusing market by supporting integrated **assessment and evaluation process** for developers and producers of digital assisted living products and services
- ✓ The MAESTRO online quality assessment process is impartial, robust and simple to use. It will offer manufacturers the ability to **demonstrate that their products and services meet a range of older persons needs**
- ✓ The MAESTRO assessment and evaluation service is also designed to **fast track a more effective design process**, by introducing a level of assessment based on the older persons needs
- ✓ The MAESTRO online platform presents a trusted source of information and access to AAL products and services and therefore an **effective channel to market** for manufacturers

maestro

AAL PROGRAMME **maestro**

AAL PROGRAMME

**MAESTRO for manufacturers, designers, producers of AAL products and services**



**MAESTRO for Assessors**

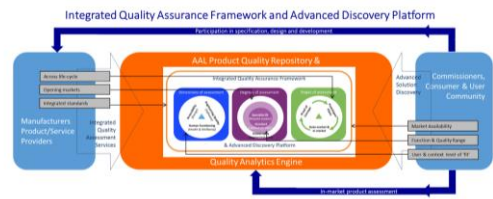
- ✓ MAESTRO builds a community of assessment partners and Living Labs within the growing AAL sector
- ✓ These assessors bring independent, expert and **dedicated** assessment, validation and evaluation services to the manufacturers engaged with MAESTRO
- ✓ MAESTRO assessment partners work with leading standards and framework providers in ISO 25000 and Guide 71 accessibility standards
- ✓ The MAESTRO assessment tool is simple, robust and allows our assessment partners to readily assess AAL products and services thus improving the quality and usage of AAL products for older people
- ✓ The MAESTRO assessment and evaluation process gives necessary support to our partner assessors to facilitate independent, expert validation services within this dynamic market

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AAL PROGRAMME **maestro**

AAL PROGRAMME

**MAESTRO for Assessors**



**The MAESTRO team**

- **LIST** (Luxembourg Institute of Science and Technology) is a mission-driven Research and Technology Organisation (RTO) that develops advanced technologies and delivers innovative products and services to industry and society
- **Coherent-Streams** is an SME based in Switzerland who is active in the design, assessment and management of technological innovation, on line communities and social innovation, from a multi-stakeholder knowledge management perspective.
- **NetwellCASALA** is a leading multidisciplinary research and development centre on Ageing in Place based in Ireland. Activities are focused on developing more integrated community-oriented services, more sustainable home and neighbourhood design, and more age-friendly technologies.
- **Domosafety SA (DOMO)** is a major Smart Home providers based in Switzerland, whose mission it is to improve the quality of the information received by the family or health care professionals in order to guarantee an adequate service either an urgent incident or to prevent it.
- **CNR-ISTC** Italy is a leading institute for cognitive science, cognitive technology and artificial intelligence. The institute has a significant experience in project coordination and participation in several EU projects in FP6, FP7 and H2020 (including several AAL projects).
- **It** is a software development company based in Italy and is to the fore of e-Health solutions and Home Automation integrated systems. It realizes services and develops software solutions according with ISO 9001 and ISO 13485 standard; its product are CE certified.
- **STATSports** is the world-leading provider of GPS player tracking and analysis equipment, based in Ireland. The STATSports tracking system is a customer driven platform. The unique, user-friendly interface was designed and shaped alongside some of the world's top strength coaches, medics and sports coaches.

Funding partners:

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AAL PROGRAMME

**Engage with us**

<p><b>Manufacturers</b></p> <p>MAESTRO offers producers of digital AAL products and services a <b>full suite of services</b> to support including consultative product design processes, assessment, evaluation and access to a trusted channel to market.</p>	<p><b>Assessors</b></p> <p>The MAESTRO assessment and evaluation process supports our partner assessors in their independent, expert validation services particular to digital AAL products and services. MAESTRO aims to build a community of Assessors within this dynamic market sector.</p>	<p><b>Older people, Caregivers, Caregiving organisations and Brokers</b></p> <p>MAESTRO offers older people and caregivers a <b>'GO TO' source of trusted AAL products and services</b>. It will guide the user to a selection of products and services which meet their individual needs.</p>
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**Contact us**

If you would like further information on MAESTRO please contact the consortium at: [www.maestro-aal.eu](http://www.maestro-aal.eu)



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AAL PROGRAMME

### 6.4.3 Poster

A poster has been created to help introduce MAESTRO during the diverse events and conferences.

**maestro**

**BUILDING TRUST AND GUIDANCE FOR THE DIGITAL AAL MARKET**

**trust**  
standards  
matching  
confidence

**support**  
partnership

**technology assessment**  
evaluation

**maestro** is an intelligent online platform, providing **confidence** for users and producers of digital **Assisted Living** products and services

[www.maestro-aal.eu](http://www.maestro-aal.eu)

## 6.4.4 Newsletter in Ireland



[Campaigns](#)
[Templates](#)
[Lists](#)
[Reports](#)
[File Manager](#)
[Create](#)

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**DKIT | NetwellCASALA**  
Centre for Ageing Research



### Welcome to the NetwellCASALA Newsletter

Netwell CASALA is a leading center for research into technologies to support and empower older people, based in Dundalk Institute of Technology, Ireland

Issue 2: April 2018



[Campaigns](#)
[Templates](#)
[Lists](#)
[Reports](#)
[File Manager](#)
[Create](#)

## MAESTRO

MAESTRO is an Ambient Assisted Living [AAL] project funded by the EU. The project aims to develop an online portal which will help older people to find quality, trusted assisted living products and services which meet their individual needs. NetwellCASALA are leading the Irish pilot of MAESTRO with world leading sports analysts STATSports and Siel Bleu, a not for profit organisation delivering tailored fitness programmes to older people.





## 7 Conclusion and summary

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.

This document describes how the plan to disseminate the results of the project has been implemented with different actions performed in the involved countries.

## 8 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: