

D.4.3 Dissemination Activities Update



Gamified Collaborative Platform for the Promotion of Sustainable Care and Independent Assisted Living

Grant Agreement No.	AAL-2014-79
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Leader of this report	DigitaleZorg
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Deliverable Name	Dissemination Activities Update
Dissemination Level	Public
Contact Person	Paul Pelsmaeker
Abstract	The object of this deliverable is to detail the set of activities carried out in terms of dissemination throughout the project lifetime.
Version	2.0



EXECUTIVE SUMMARY

The deliverable is framed within Work Package 4 which is devoted to the promotion and dissemination of the project results. In this sense, the objective of the present report is to document and include all the activities carried out by the MyMate consortium with the main goal of raising awareness about the milestones achieved and promoting the advantages and benefits the solution may offer to the would-be customers.

The effort made in terms of dissemination was in line with the Dissemination Plan (D.4.1) which was defined and agreed at the outset of the project. Albeit, some new and unforeseen opportunities for advertising the project have come up as the project was progressing.

We believe that MyMate has, since the beginning of the project, been of interest to a range of different stakeholders as a project. The MyMate consortium has been highly committed from the very beginning to do their best in the promotion of the results accomplished. As we are now entering a new phase of the project where we will start to emerge with impact data from the pilots, we will have considerably more information to disseminate and we foresee an increase in the amount of direct and indirect dissemination activities we undertake.

Furthermore, we recognise that we need to transition towards the dissemination and promotion of MyMate as a *product* rather than only focus on MyMate as a *project*. As we move towards the final commercialisation of MyMate, we will shift our efforts more towards promotion of the MyMate solution and away from the dissemination of project results.

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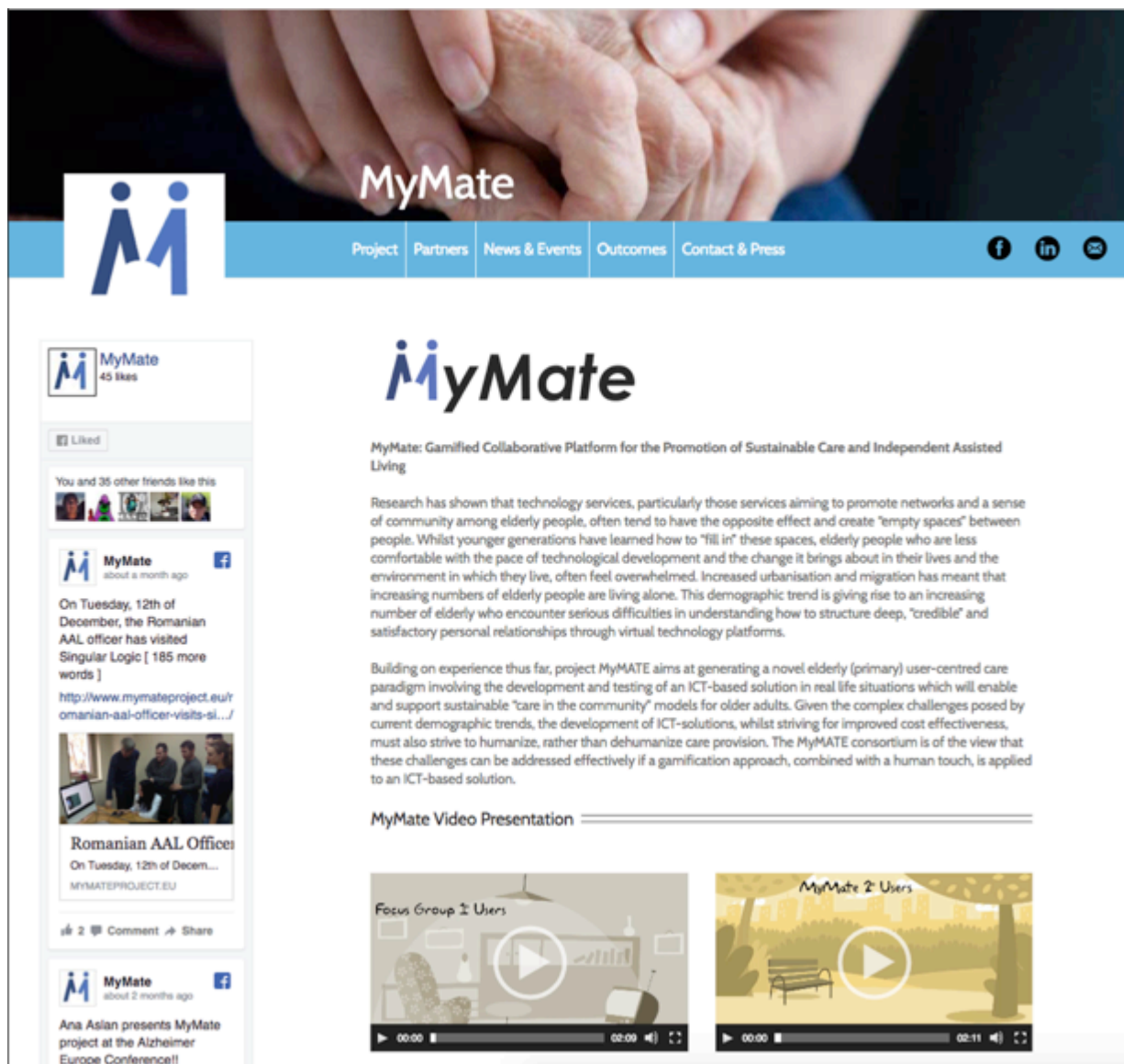
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1 PROMOTIONAL ACTIVITIES

1.1 On-Line Activities

1.1.1 Project Website

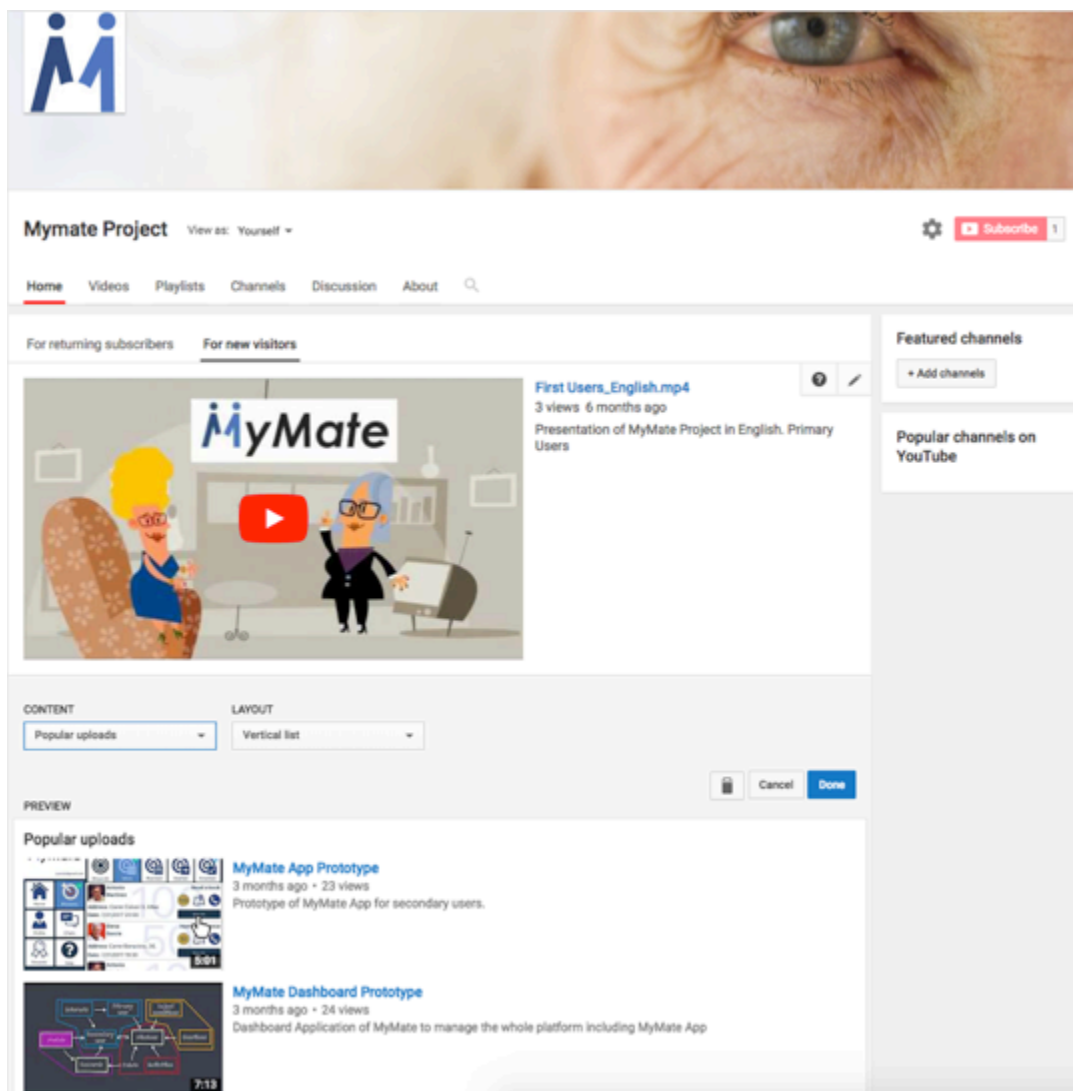
The website, www.mymateproject.eu, has become one of the principal channels to disseminate the project results, being designed and launched at the very beginning of the project lifetime. The consortium has succeeded in fleshing out continuously the website with appealing and updated content, reflecting the different stages of the project and the progress made towards a full commercial version of the MyMate solution.



1.1.2 YouTube Channel

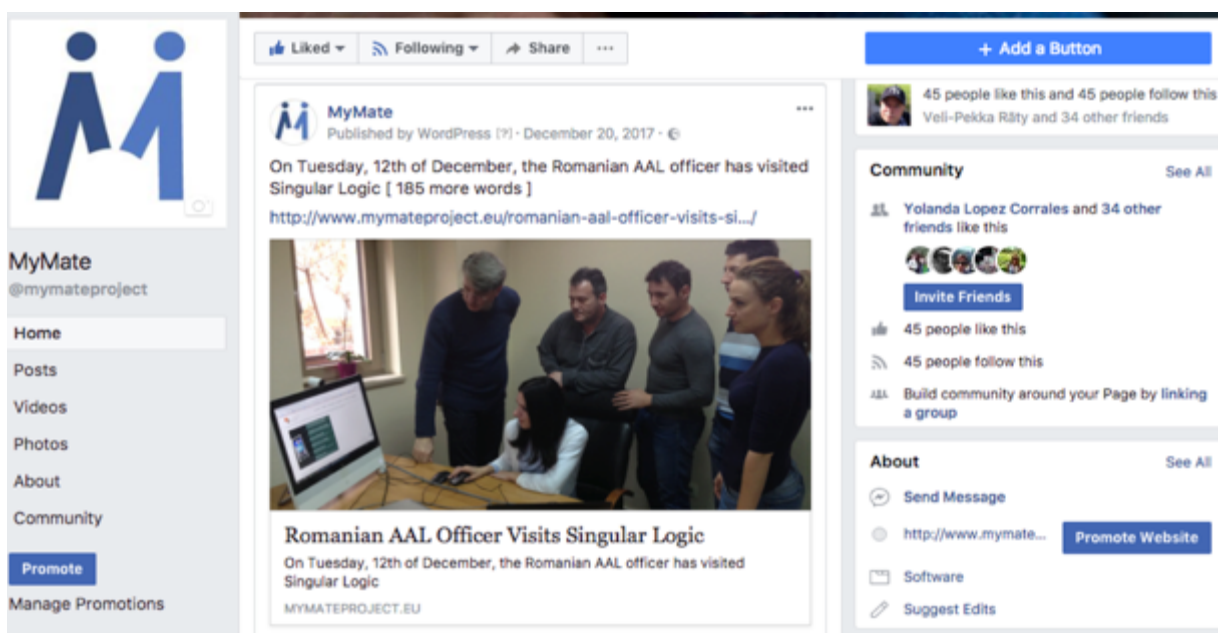
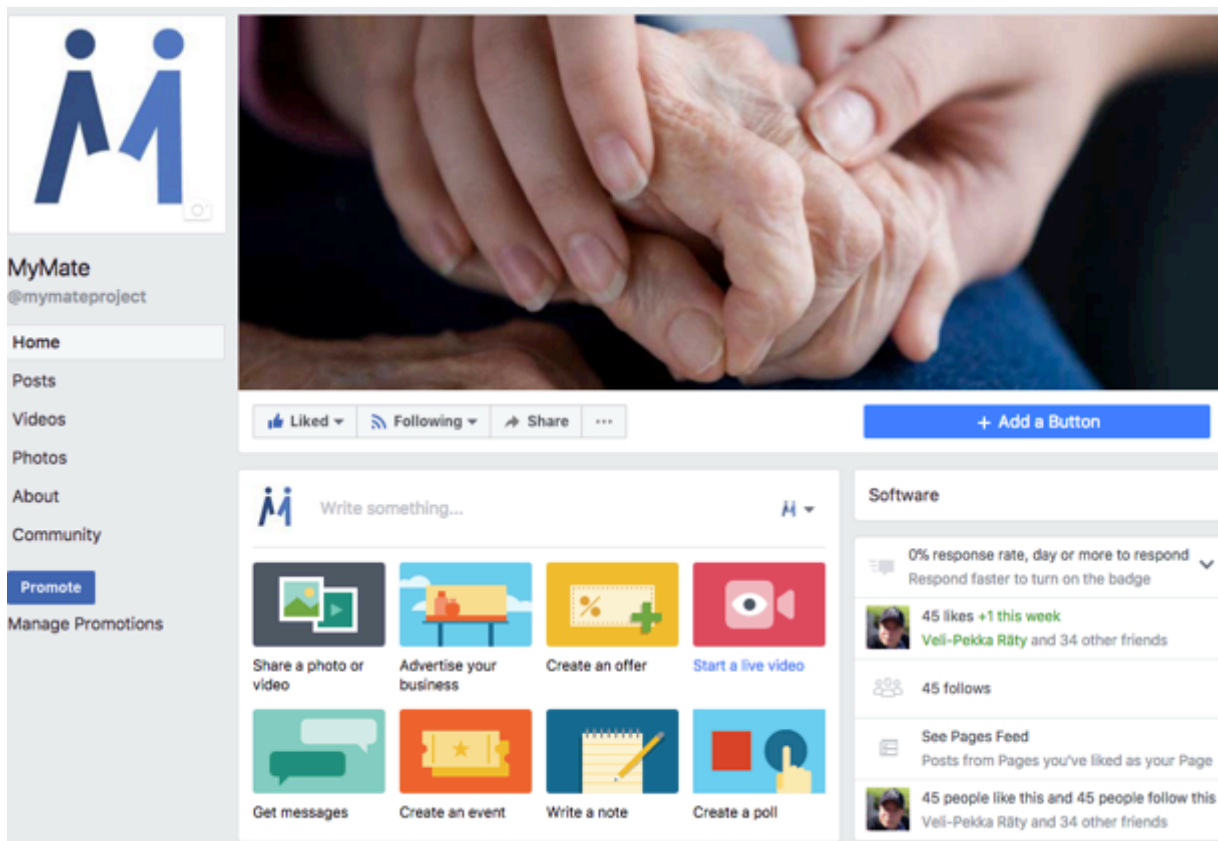
The YouTube channel has enabled to upload and make public different multimedia content such as video tutorials, and different demos produced during the project. Thanks to this resource it is easier to show the progress achieved and the different opportunities the solution may offer. We have also used the YouTube channel as part of awareness-raising activities amongst the end-user centres that we are working with across the pilots.

The YouTube channel currently hosts 10 videos. We envisage the number of views will increase significantly during the course of the final 8 months of the project and as we move towards commercialisation.



1.1.3 Social Networks

Together with the creation of the project website, MyMate is also present on Social Networks, specifically Facebook.



Partner channels

Through the social media channels of the partners of the project, all content will be shared to create a broader exposure. Typically these channels contribute with a targeted reach of 15.000+ readers via Facebook, Twitter and LinkedIn.

1.1.4 Electronic Newsletters

MyMate has launched two newsletters during the two years of the project life time (June 2017 and December 2017). More newsletters will be released during the last phase of the project. These newsletters have been distributed among the contact lists of every partner and with the online community of interest. In total, the newsletter has been sent to around 500 recipients with the mailing list growing every week.

MyMate Newsletter

June 2017




MyMate Project

Project MyMATE will develop a platform and content management system capable of addressing the different needs of the individual elderly user. The MyMATE environment will involve a community of elderly volunteers, coordinated from the elderly care centres/care providers, acting as “human sensors” responsible for providing the interface with the system in the elderly primary user’s home, thus providing the emotional and “human face” to the structure. An innovative gamification approach will lie at the heart of the MyMATE solution.



First Technical meeting held in the framework of MyMate Project.

Last 24 and 25th November, some of the Project partners, InnovaTec, WhiteLoop and Brainstorm held a technical meeting in Alicante...



MyMate Six Monthly Meeting in Bucharest

September 2016: The MyMate consortium met in Bucharest at Ana Aslan International Foundation’s facilities.



MyMate first technical meeting in Valencia

February 2016: The partners in the MyMate consortium met in Valencia at the home of project coordinator Brainstorm.



MyMate Consortium Meeting in Utrecht

On the 17th May, partner DigitaleZorg kindly hosted the second consortium meeting

User Engagement Workshop in Spain



MyMate Newsletter

December 2017



MyMate Project

Project MyMATE will develop a platform and content management system capable of addressing the different needs of the individual elderly user. The MyMATE environment will involve a community of elderly volunteers, coordinated from the elderly care centres/care providers, acting as "human sensors" responsible for providing the interface with the system in the elderly primary user's home, thus providing the emotional and "human face" to the structure. An innovative gamification approach will lie at the heart of the MyMATE solution.

Romanian AAL Officer Visits Singular Logic

On Tuesday, 12th of December, the Romanian AAL officer has visited Singular Logic

[continue reading](#)



MyMate solution has been presented as a poster within the 27th Alzheimer Europe Conference (27AEC)

The abstract "Seniors to help seniors – MyMate an integrated ICT-based solution to create a social community among seniors" has...

[continue reading](#)



Partner channels

Content shared through the official MyMate newsletters have been share through the newsletters of the project partners, resulting in a broader reach of the news. Combined, the

number of (extra) subscribers that are reached through the partner channels add up to 3.000+.

1.1.5 Promotional Material

A poster and a leaflet were designed to be distributed both online and in printed versions during the different events the project has been present at. We intend to develop further leaflets and promotional materials this year to reflect the shift towards marketing the MyMate product rather than the MyMate project.

Furthermore a promotional video has been produced. The consortium is currently producing the video in four different languages and this will be used to promote MyMate to a wide range of stakeholders. You can have a look to the Spanish version at:

https://drive.google.com/open?id=1sl-PECcvXgNePSWoKBDGMe_XaH2sKb9Q



1.1.6 Online Articles

30 articles have so far been published in the “News & Events” section of the MyMate website. All these articles have not only been promoted through social networks (Facebook) but also published as part of the two newsletters launched so far and through the project partners own channels.

The screenshot displays the MyMate website interface. At the top, there is a navigation bar with links for Project, Partners, News & Events, Outcomes, and Contact & Press. Social media icons for Facebook, LinkedIn, and Twitter are also present. The main content area is titled "News & Events" and features three articles:

- Article 1:** "On Tuesday, 12th of December, the Romanian AAL officer has visited Singular Logic [...]" with a photo of a group of people around a laptop. Metadata: By Francisco Ibañez | December 20th, 2017 | Categories: News | Tags: AAL, Ambient Assisted Living, MyMate, Singular Logic | 0 Comments.
- Article 2:** "The abstract 'Seniors to help seniors – MyMate an integrated ICT-based solution to create a social community among seniors' has been successfully presented [...]" with a poster image. Metadata: By Francisco Ibañez | December 11th, 2017 | Categories: News | Tags: AAL, Ambient Assisted Living, Ana Aslan, MyMate | 0 Comments.
- Article 3:** "Monday 20 November Dutch partner Stichting Digitalezorg.nl met with one of the user trial centres [...]" with a photo of two elderly people outdoors.

On the left side, a Facebook sidebar shows the MyMate profile with 45 likes and three recent posts, including the Romanian AAL officer visit and the Alzheimer Europe Conference presentation.

1.2 Off-Line Activities

1.2.1 Participation in Events

- A poster was presented by one representative of ANA during the 27th Conference of Alzheimer Europe, held in Berlin, Germany, between 2-4 October 2017: "Seniors to help seniors - MyMate, an integrated ICT-based solution to create a social community among seniors"



- An article/poster entitled "Improving cognitively impaired people by innovative technologies" where MyMate was also mentioned, was published in the Book of Proceedings of the International Conference on Applied Cognitive Computing, held in Las Vegas, USA, between 17-20 July 2017 (no physical participation)

2 SWITCH TO PRODUCT MARKETING

The next couple of months MyMate will switch its communication from project focus to product focus. With the project nearing its end, the focus of all communication activities will be on commercialisation of the product MyMate.

The package developed for this goal will include a multi-channel approach, including a product website, printed leaflets and brochures, online banners, exhibition booth package and a social media presence.

This set of product marketing tools will emphasize the product USPs, features and other details, including pricing and availability. Because much of this is depending on the strategy and structure of the future sales partner/entity, the product marketing tools will be developed in close cooperation with that partner.

During the MyMate project the first tools will be setup as version 1.0 as part of the project exit-strategy.