

# OLA – Organizational Life Assistant

FOR FUTURE ACTIVE AGEING

## D4.3 Dissemination Plan

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# 1 Executive Summary

The current deliverable, entitled D 4.3: “Dissemination Plan” is prepared in the context of work package WP 4.2 “Dissemination” of the OLA (Organizational Life Assistant: for future active ageing project) project. This deliverable describes the objectives of the dissemination strategy from the scientific and commercial point of view, identifies main mechanisms, tools and targets of dissemination as well as the dissemination activities that occurred and the respective analysis.

Dissemination activities will be undertaken by all partners and include the creation of a web page, video, newsletters, flyer, social networks presence, participation in international conferences and exhibitions, organization of “open days”/workshop at the trials sites. This Dissemination Plan was updated each 6 months and monitored each 3 months.

## 2 Document Context

### 2.1 Role of the Deliverable


The focus of the Dissemination Plan is to identify and define the actions to be performed in order to disseminate the project through the several stakeholders and the community in general including the scientific and commercial point of view. It presents the overall project dissemination strategy, explains the instruments, channels and activities used to facilitate the dissemination of the project and presents the major activities to be performed during the project duration.

Strategies are personalized for each stakeholder and target audience. It is essential to consider the characteristics of each target audience, bearing in mind each group characteristics and adapting the channels and instruments to achieve the defined objectives.

To fulfil these aims, the OLA project will work through various carefully focused work groups and committees through formal and informal mechanisms. Strong channels of communications connecting project partners as well the wider community will play a crucial role in the success of the project.

### 2.2 Relationship to other Project Deliverables

<b>Deliv.</b>	<b>Relation</b>
D1.2	Functional description of the OLA system, in combination with a concept design document that will be used to guide the system implementation This deliverable will provide new content for the video, posters and brochures.
D2.1	a) 3D object and space reconstruction, b) System for proposing space transformations This deliverable will provide new content for the video, posters and brochures.
D4.2	Public Project Website Another important part of the dissemination efforts, it'll be one of the channels used for conveying dissemination-related activities, being one by itself too.
D4.4	Exploitation Plan Participation on dissemination activities and development of dissemination material, especially towards the end of the project.
D4.5	Final Business Model As the Business Model is being refined, the dissemination activities and the dissemination material to develop and use is selected accordingly.



	This deliverable includes dissemination activities and material, as flyers, articles and videos which, especially towards the end of the project, assumes an important role on OLA exploitation.
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## 2.3 Document Structure

The Dissemination Plan is organized in six chapters: Executive Summary, Document Context, Project Description, Dissemination Plan, Dissemination Results and Conclusion.

The Executive Summary is a brief and general explanation of the document contents. The current chapter, Document Context, pinpoints the purpose of the document, its relation to other documents of the project and its target audience. The third chapter, Project Description, describes the project. These three chapters constitute the introduction to the document in hand.

In the fourth chapter the Dissemination Plan is presented. It is structured in three main sections: Audience and Planning, Communication Plan and Internal Communication Tools. In Audience and Planning, the general structures of the external and internal communication plan are explored, as well as the target audience and the action plan global objectives. The second section, Communication Plan, further develops on the mediums and tools to be used in the general divulgation of the project. The final section of this chapter, Internal Communications Tool, defines the software and platforms to be used in communication between project partners.

The fifth, before the final chapter Conclusion, Dissemination Results is dedicated to the results and evaluation of each planned action. Graphics are present to support the semester analysis made on the dissemination activities during the OLA project.

## 2.4 Target Audience of the Deliverable

This document is a public deliverable. Still, it is mainly intended for the project partners and the European Commission services thus the document will be made public, but not specifically disseminated on a wider scale.



# 3 Project Description

## 3.1 General Description

This project aims to offer an answer to the societal challenges by providing an innovative Organizational Life Assistant (OLA), a virtual presence that supports instrumental activities relating to daily living needs of older adults allowing them to be more independent, self-assured and to have a healthier, safer and organized life, while easing caregivers work.

OLA will mediate and facilitate interaction (communication and collaboration) between senior citizens and their informal caregivers or other services or professionals, through technological devices such as standard computers, mobile devices (tablets) and home automation modules. These ICT (Information and Communications Technology) devices will be based on an innovative multimodal model, embracing various physical/healthy and cognitive characteristics of the older adults and will be specifically oriented to increase the level of independence of the elderly, by supporting the possibility of carers' assistance remotely and by improving the accessibility to existing services on the Web, such as on-line shopping services.

Moreover, the OLA will also provide personalized well-being and safety advices to older users in order to avoid unwanted age related health and safety situations in their own home. Such a well-being and safety advisor makes uses of a combination of user information that is collected (personal physical/health and cognitive characteristics) and extracted through emotion recognition and various sensors.


OLA also addresses a major issue that elderly face related to memory degradation and gradual decreasing of their cognitive capabilities, enabling them to remember primary health care and fiscal obligations (e.g. personal hygiene, medical and tax compliance) or helping them to find everyday items such as eyeglasses, wallet or keys. It is based on speech dialogue interfaces and space and object reconstruction and classification to capture and store daily routines and their related contexts.

The primary end-users are the big group of 65+ adults living alone with or without light physical or cognitive age related limitations, who need support from care systems. Secondary end-users are both formal and informal caregivers from public or private sectors, supporting them to cope with the increased demand for care.

## 3.2 System Description

OLA specifically addresses the following main issues:

- **Well-being advisor:** based on the combination of user information collected (personal, healthy characteristics) and extracted through emotion recognition, sensors and contextual recorder capturing the routines as done by the older adult, the system will propose personal advice adapted to their situation contributing to their preservation and well-being status in home environment. In case of risk (e.g. irregular heart rate, extreme fatigue) the system may ensure an alert to a local medical emergency service.
- **Collaborative care organizer:** based on the ISCTE-IUL and LM knowledge of developing human-computer interaction platforms (HCI), OLA will provide online care collaboration between family and professional caregivers, by enabling a local care network to communicate, access sensor data, and coordinate care tasks. With the OLA assistant, seniors will be able to actively participate in the care organization through voice, even when they are unwilling or unable to use traditional applications.
- **Safety advisor:** based on the combination of collected user environment information through real-time analysis and augmented reality settings, the system will suggest environment changes that increase mobility and decrease accident risk and provide alerts for intruders or other situations that can create hazard situations. In case of risk (e.g. checking intruders or fire), the system may contact local emergency services.
- **Every day instrumental daily living activities memory support:** the system will anticipate medical and fiscal compliance, remember primary health care and food requirements and can help elderly to find displaced items.
- **Environment analysis:** algorithms for real-time object recognition and scene understanding based on a number of inputs (i.e. 3D object and space reconstruction by using time-of-flight and augmented reality technology) will be developed in order to analyze and decide which action to be taken in order support the elderly by suggesting environment changes and providing hints/advices for safety and accessible environments.
- **Multimodal interaction for elderly:** An adaptive organizational life assistant, a virtual presence will be developed in order to facilitating communication and collaboration between older adults and informal caregivers or other services or professionals. This will be a user-friendly system that uses multimodal approaches based on non-invasive and minimally obtrusive technologies (i.e. speech, silent speech, touch, gestures, RGB-D sensors).



The overall OLA system will be an easy to download and install software making use of multimodal integrated settings. OLA is in essence a service that enables the elderly user to reduce the demand of care through prevention and self-management, while at the same time also facilitating the supply of formal and informal care assistance.

A series of well-selected use cases where older adults have been supported by caregivers and care professional services will be developed, as well as pilots representing different use cases. Care units will use the system over a one year period. A new evaluation approach will be used during the pilots, investigating up to which point the OLA services alleviate caregivers support and maintain, or even improve the self-management, health and safe lifestyle of the older adult at home.

### 3.3 Status and Future Developments

This deliverable was closed at the end of the project as the consortium performing dissemination activities near this date. The dissemination efforts and its analysis are presented in this very document.

## 4 Dissemination Plan

### 4.1 Audience and Planning

The OLA project seeks to provide a virtual presence that supports instrumental activities relating to daily living needs of older adults allowing them to be more independent, self-assured and to have a healthier, safer and organized life, while facilitates caregivers by supporting them on offering high-quality assistance.

This chapter describes how the OLA dissemination strategy will reach and influence its target audiences, i.e., elderly and their formal and informal caregivers on a short and long term basis. In context it informs about the strategic impacts of the dissemination policy, defining the target audience the objects strategies and the tools to be used.

#### 4.1.1 External and internal communication

Communication is a key activity to strengthen a partnership as a whole and to expand its outreach. Our dissemination strategy will be as encompassing as possible, integrating the various types of media available, traditional and new.

We consider OLA's dissemination plan not only some traditional media actions that will be further described in detail, such as public discussions, publication of articles in specialized media and participation in conferences related to the researched topics (AAL and active ageing) but also a traditional web presence, i.e., website and social media.

On the other hand, it's vital to promote a robust internal communication between the partners involved in the OLA project, in order to take full advantage of all the potential of the partnership. Internal dialogue and interaction has to be fluid, clear and efficient to promote the effectiveness of this project, based on well-known collaboration infrastructures such as internal mailing list, Microsoft Skype and OneDrive.

#### 4.1.2 Target audience of external communications

Current demographic statistics present a tendency for an increase in urbanization and migration, resulting in more elderly people living alone. This demographic trend creates a high-demand not only for care systems but also on society, making current approaches to care and service delivery unsustainable.

In addition the ever increasing lifespan of the elderly imply that more resources need to be targeted to help them in dealing with Activities of Daily Living (ADL) (which include tasks such as eating, bathing and dressing) or Instrumental ADL restrictions (which include tasks such as shopping, meal preparation, using the telephone and medication management). However, faced with tight budgets, a recent trend in the EU countries has been to re-direct transfers from public provision of elderly care, for example nursing homes, to informal care. Regarding the OLA dissemination target users should address both formal and informal caregivers.

Considering this information, the target audiences for the OLA's external dissemination project can be defined as:

### Stakeholders I

- **Government Institutions:** International, national, regional and local government bodies;
- **Public Interest Institutions:** National and local foundations and institutes as well as non-governmental organizations (NGO);
- **AAL developers:** Other organization working in the area of Ambient Assisted Living field, such as associations, opinions groups and academia.

### Stakeholders II

- **Public and Private Formal Care Providers:** care units, health centres, nursing homes and local associations;
- **Informal Care Providers:** families, independent workers;
- **General Public.**

The communication to different target audiences must be driven in a cohesive way and has to transmit the message of well-being and the benefits to be achieved. On the other hand, these actions should also create identity and empathy between each stakeholder in order to enhance new partnerships within the project.

#### 4.1.3 Action planning and targets

The planning of actions to be promoted and their schedule along the project lifespan was the following:

	Y1Q2	Y1Q3	Y1Q4	Y2Q1	Y2Q2	Y2Q3	Y2Q4	Y3Q1	Y3Q2	Y3Q3	Y4Q1
General Communication Materials	X	X	X	X	X	X	X	X	X	X	X

Web	X	X	X	X	X	X	X	X	X	X	X
Events, Conferences & Journals			X	X	X	X	X	X	X	X	X
Traditional Media							X	X	X	X	X

#### 4.1.4 Global actions

INOVA+ will coordinate dissemination actions in OLA by defining a detailed strategy and plan for dissemination and continuous monitoring of the activities. The main activities to be produced by the consortium aim not only to promote project concepts, approach and results, to academia, industry and general public, but also to create awareness and set the foundation for exploitation.

## 4.2 Communication Plan

### 4.2.1 General Communication Materials

Materials and tools that will be produced for a general use in the various dissemination actions along the project.

#### Brand Proposal - Logo Visual Guide Lines

A Brand Proposal for the project was developed by ISCTE-IUL and MSFT. This process started with the design of four main proposals for a distinctive logo (Figure 1 - Logo Initial Proposals), these proposals were chosen by the consortium and the winning one was refined.



FIGURE 1 - LOGO INITIAL PROPOSALS

This Logo (Figure 2 - OLA Primary Logo) was and will be included and its Visual Guide Line was and will be considered in the design and production of the OLA website, brochures and posters, as well as in all public and private communication material produced by the consortium.



## ORGANIZATIONAL LIFE ASSISTANT

FIGURE 2 - OLA PRIMARY LOGO

### Posters and Flyers

#### I – Plan

A first flyer was planned after having a concrete idea of the OLA solution to be integrated and tested. The information on the flyer contains the OLA project and the activities to be developed. It will provide information about the project as a whole, its objectives and expected results, as well as information about the consortium and its members. This document will be available in electronic format to all consortium partners, to not only better explain the project aims and objectives, but also to ensure the promotion of the project by all the partners when participating in events.

One project poster was planned to be produced. The information is disposed in a more graphical method (less text content) on general actions of the OLA project and will be displayed mainly in dissemination events and promotion activities. During the course of the project, was decided to plan a second, using already the information collected from the pilots, highlighting the strong values of OLA project.

It's advised that an exemplar of the poster also be placed in a visible place of the offices of each partner to disseminate the project activities towards other colleagues of the organizations and external visitors.

If needed, during the deployment phase, publicity material referring to economic and social validation results can be produced and distributed to care organizations, policy makers, user groups, etc. around Europe and to service providers that may be interested in proposing new services.



## II – Achieved

On 1<sup>st</sup> of March 2017 was developed the first flyer and poster for the Project.

The purpose of these two dissemination material used in participation of events and workshops, was to have a summarised information of the project, including respectively:

- Flyer – what OLA is addressing, the end-users that will be targeted for the solution, a definition of the solution, advantages and key futures. On 14<sup>th</sup> of September 2017 was developed the second poster, a version that was more reflected on the prototype being tested in pilot activities. This poster contains images of the pilots and all the benefits associated from OLA features.
- Poster – focus more on the description and key features of OLA, using images to present the information in a more attractive manner. On the 16<sup>th</sup> of November 2017 was developed the second flyer. This second version presents the solution in a more technical perspective. The content focus on the solution that is being tested in pilots operations, presenting the multiple features and benefits found during those activities to the different end-users.

## Video

### I – Planned


A concept video of the final product was planned to be produced to not only explain the project aims and objectives, but also to allow a new perspective on the project product.

Additionally, at a further stage of the project, a short video covering project implementation and the results of our common activities or an interactive short video presenting OLA which could be useful to disseminate through the social networks and which can also be during meetings with potential buyers or partners in the future during exploitation.

This videos should be integrated in the site, displayed during promotion activities and released on social media.

### II – Achieved





It was developed a video of the pilot running in Hungary, demonstrating the activities in the home of the elderlies. The video shows the measurements procedures and the display of the results with both end users – elderlies and formal caregivers. The video was used to disseminate OLA in fairs, showing how the measurements were performed in the institution for calling more attention and interest on the attendees.

A second video was also achieved. INOVA+ has developed a promotional video for exploitation purposes. This video was finalised near the project ending and the consortium believes it will be extremely helpful for the initial steps on spreading the OLA trademark.

## **General Use Document Templates**

Brand Proposal templates for text documents and digital presentations will be defined to create a consistent visual strategy across all mediums of the project.

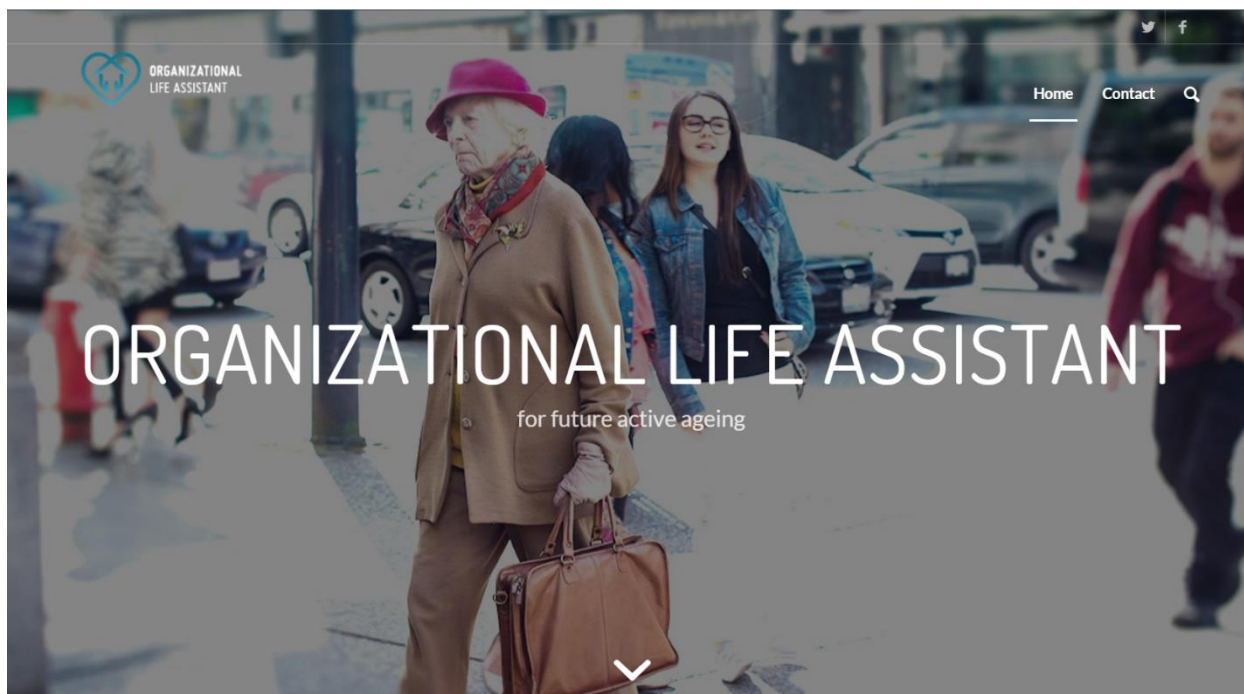
### 4.2.2 Web

The web is a very important tool in modern communication and will allow our project dissemination in a long range, reaching people and organizations from countries and regions other than the ones where the partners are located or have a presence.

Our presence in the web will be focused on the project website and on social media.

## **Website**

The OLA website is one of the main sources of public dissemination of the objectives, activities and publications of the project. The website was developed in the beginning to be maintained throughout the project lifetime and beyond.



**FIGURE 3 - OLA WEB-SITE, AS OF 23/10/2015**

All the sections of the website shall be updated regularly with material produced by the various project partners, to ensure that users return to the website at regular intervals.

The OLA official website is publicly accessible via the following link: <http://project-ola.eu/>.

A several updates were made considering the structure and design of the web page. In the end of 2016 it was added a page for consulting information about each OLA partner, assessable on the menu on the upper right on the link "Partners". A link for a direct connection to the different news which are being disseminated at the time was also added on this menu on "News".

In the beginning of 2017, the background image of OLA website was updated, addressing the end-users' representatives recommendation. The new background image means to demonstrate active seniors through a use of brighter image that can transmit a calmer and happier feeling to the end-user.

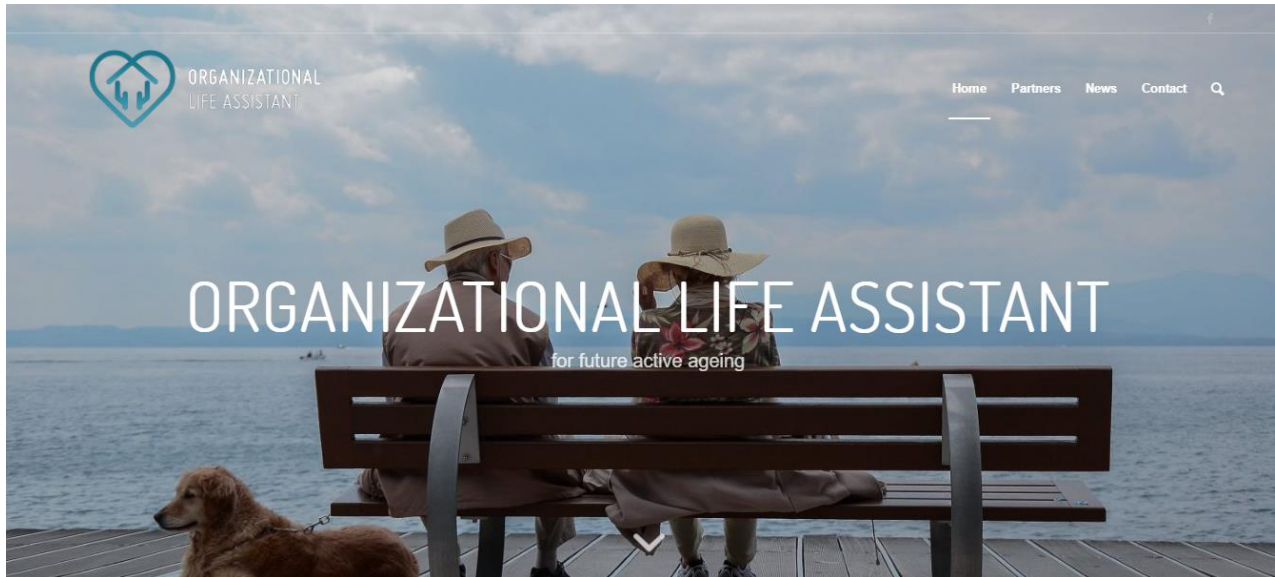


FIGURE 4 - OLA WEB-SITE, AS OF 03/04/2017

## Facebook Page

A Facebook page has been created and will remain active along the duration of the project with the main objective of disseminating short news and updates, directing the public to the website for deeper and more complete updates. The page will also be used to share other news relevant to the area of focus of this project.

This social network has a good outreach, which will allow the project to diversify the project's public awareness. It is an especially effective communication tool for large audiences and will allow us to publicize project updates published on the project website.

The OLA official Facebook page is publicly accessible via the following link: <http://www.facebook.com/organizationallifeassistant>.



**FIGURE 5 - OLA FACEBOOK PAGE, AS OF 23/10/2015**

Facebook is the social network used to share the dissemination actions that are added at the time on the “News” section, from the main menu at the OLA Website. The photos of the profile picture and the cover page were updated on the May 2017, represented at the Figure 4.1 and Figure 4.2 respectively.



**FIGURE 6 - OLA FACEBOOK PROFILE PICTURE, AS OF 23/05/2017**



FIGURE 7 - OLA FACEBOOK PAGE, AS OF 23/05/2017

## Other

Through the consortium partners existing web resources short news and updates on the project shall be disseminated, in particular the project website and Facebook page is being promoted through partners' profiles and personal profiles of people who are keen on promoting the project. This allowed to jumpstart the project online dissemination at a first stage of the project and keep a steady growth of the project dissemination online reach.

**OLA**  
ORGANIZATIONAL LIFE ASSISTANT



The **OLA Project** aims to provide an answer to societal challenges by providing an innovative Organisational Life Assistant (OLA), a virtual presence that supports instrumental activities relating to daily living needs of older adults allowing them to be more independent, self-assured and to have a healthier, safer and organized life, while facilitates caregivers by supporting them on offering high-quality assistance. OLA will mediate and facilitate interaction (communication and collaboration) between senior citizens and their informal caregivers or other services or professionals, through technological devices such as standard computers, mobile devices (tablets) and home automation modules.



**FIGURE 8 - ISTAR-IUL OLA PROJECT PAGE, AS OF 23/10/2015**

### 4.2.3 Events, Conferences and Journals

In order to present the latest achievements of OLA project in its area of study to national and international discussion forums, the OLA partners planned to produce, at a steady pace, articles to be presented in journals and international conferences as well as participate in national and international conferences and exhibitions.

These events constitute a strategic tool that targets the dissemination of information about the project and arouse awareness to the AAL subject, as well as create and strengthen the credibility of consortium.

#### **Scientific Journals**

The various partners proposed, individually and collectively, articles of the project achievements to the consortium and work towards the publication in international scientific journals.

This will allow a growth of the project, the consortium and the partners' recognition on the academic and scientific communities.

The international scientific journals to which the consortium planned to submit work are:

- J ACOUST SOC AMER - Journal of The Acoustical Society of America,
- IEEE SAP - IEEE Transactions on Speech and Audio Processing,
- Speech Communication, Computer Speech & Language,
- TOCHI - ACM Transactions on Computer-human Interaction,
- UMUAI - User Modeling and User-adapted Interaction,
- IJHCI - International Journal of Human-computer Interaction,
- Journal of Voice
- Journal of Accessibility and Design for All
- Automation and Construction
- Informatika és Menedzsment az Egészségügyben (IME)

## International Conferences

To broaden the international dissemination on the academic and scientific communities the OLA partners planned to prepare presentation of project progress through the organization of an international workshop, in conferences, as well as through the submission and presentation of papers.

### I - Planned

Papers with the presentation of project progress will be submitted to conferences such as:

- IEEE PerCom 2016/2017, submission date by September 2015/2016;
- IE - Intelligent Environments 2016/2017, submission date by January 2016/2017;
- IET International Conference on Technologies for Active and Assisted Living
- TechAAL 2016/2017, submission date by September 2016/2017;
- IFIP INTERACT 2016/2017, submission date by January 2016/2017;
- User Modeling, Adaptation and Personalization (UMAP) 2016/2017, submission date by January 2016/2017;
- ICMI - International Conference on Multimodal Interaction 2016/2017, submission date by May 2016/2017;
- Interspeech 2016/2017 (annual conference of the International Speech Communication Association), submission date by March 2016/2017
- ACM CHI 2016/2017 Conference on Human Factors in Computing Systems, submission date by September 2015/2016
- eCAADe 2016/2017, submission date by February 2016/2017

At least eight publications and participation in four conferences were foreseen at the beginning of the project. Workshops are thought to be organized during international conferences.



## II – Achieved

The Consortium managed to achieve the following papers and articles submitted:

- "Arch4maps: a mobile augmented reality tool to enrich paper maps";
- "Organisational Life Assistant-How gaming logics can raise the Environmental Analysis module acceptance";
- "Rch4models - A tool to augment physical scale models";
- "Organizational Life Assistant for future active ageing";
- "Organizational Life Assistant – the virtual presence on care assistance".

Since the beginning of the project, the consortium has participated in several conferences, highlighting the participation on the following international conferences:


- SimAUD 2016, London, United Kingdom (16-18 May) - Filipe Gaspar presented the paper "Arch4maps: a mobile augmented reality tool to enrich paper maps." co-author be Steven Gomes, Ricardo Resende, Sara Eloy, Miguel Sales Dias, Mariana Lopes and Nuno Faria.
- 41st IAHS World Congress, Albufeira, Portugal (13-16th September) Ricardo Resende presented the paper "Arch4models: a tool to augment physical scale models" co-authored by Fábio Costa, Sara Eloy, Miguel Sales Dias, Filipe Gaspar, Mariana Lopes, Nuno Faria.
- 11th International Space Syntax Symposium (SSS11) Ourique, L., Eloy, S., Resende, R., Dias, M.S., Pedro, T., Miguel, R., Marques, S., 2017b. Spatial Perception of Landmarks Assessed by Objective Tracking of People and Space Syntax Techniques, in: Proceedings of the 11 The Space Syntax Symposium. Presented at the 11th Space Syntax Symposium, Lisbon, Portugal.

## Fairs/Exhibitions

### I - Planned

During the last year of the project, partners should apply to a major exhibition (i.e. IST conference, CeBit). Industrial partners should also attempt to present project achievements in at least two international or national industrial fora or exhibitions. This would showcase the project results and product to potential markets and commercial collaborations.





The Consortium expects to exhibit the results of the project at national and international fairs such as:

- Happy Life Lisbon at FIL (October each year);
- Festival IN, International Festival of Innovation and Creativity at FIL (April each year);
- Tektónica, International Building and Construction Fair at FIL (May each year);
- Salus And Ajutec Exhibition/AJUTEC, International Fair of Technical Aids and New Technologies for Disabled People at EXPONOR, Porto (November each year);
- ENDIEL - Meeting for the Development of the Electrical and Electronics Industries and CONCRETA – Fair for Construction, Rehabilitation, Architecture and Design at EXPONOR (November each year);
- FISTA, Forum of the School of Technologies and Architecture at ISCTE-IUL (March each year);
- HOMEDesign at HungeEXPO Budapest, includes the entire range of topics related to home and home creation (April each year);
- Cooperation Build Expo Fair at EXPO XXI, Warsaw, focused on materials, products and accessories which are used for construction and finishing purposes (May each year);
- Wardae Build - International Building & Interior Exhibition at EXPO XII, Warsaw (September each year);
- Senior exhibition 2016 at Stockholm Stockholmsmässan (20-22 October).
- Cebit 2017 at Hannover, Germany, this fair is one of the most renowned Europe's Business Festival for Innovation (20-24 March).
- Be-Smart! Hungarian E-health day 2017 on Smart Solutions for supporting the Digital transformation in healthcare in Düsseldorf, Germany (22 June).
- AAL Forum – the yearly event to present the projects and solutions of the AAL community. In 2017 this event will be held in Coimbra, Portugal (2-4 October).
- Portugal Economia Social 2017 is the meeting of entrepreneurship and innovation in the social economy in Lisbon, Portugal (17-18 November).
- Medica 2017 is the world's leading international trade fair for the medical sector event in Dusseldorf, Germany (13-16 November).
- EAI 2017 is the international Conference on Ambient Assisted Living Technologies in Budapest, Hungary (4-6 December).
- Ageing Fit 2018 is the business convention dedicated to innovation in the healthy ageing sector in Nice, France (6-7 February).

- Alten Pflege 2018 is a leading exhibition for the care sector in Hannover, Germany (6-8 March).
- ICT4AWE 2018 is the International Conference on Information and Communication Technologies for Ageing Well and e-Health in Funchal, Portugal (22-23 March).
- Geneva Health Forum is the forum of Innovative Practices in Global Health 2018 in Geneva, Switzerland (10-12 April).
- Medetel 2018 is the forum of Innovative Practices in Global Health in Luxembourg (11-13 April).
- Medtec Europe 2018 is the preeminent medical technology platform showcasing the key trends and insights across the entire supply chain of the medical technology in Stuttgart (17-19 April).
- Ageing Congress 2018 is the international congress on ageing in Coimbra, Portugal (27-28 May).


## II – Achieved

The consortium partners have been able to participate in fairs for OLA dissemination on the second half of the project lifecycle. The presence at the fairs was important to share with the participants common issues regarding the ICT for active ageing. The events on which the partners participated are:

- CEBIT 2017
- Be Smart! Hungarian E-Health Day
- AAL Forum 2017
- Portugal Economia Social
- Medtec Europe 2018
- Ageing Congress 2018

## Other

The project partners will publicise project's results to other R&D project's consortia in which they participate (i.e. Go-myLife, PaeLife, NITICS, or SiforAGE) by requesting to participate in events that these consortia organise, as well as to the AAL Association (<http://www.aal-europe.eu/>).



In addition to the already referred actions other interactive collaborations shall be sought out thus giving opportunity to consortium partners for open communication and dialogue with relevant organisations in Europe and beyond.

Through their links with regional and national authorities, professional and end-user associations, project partners will raise national awareness.

## Traditional Media

During the last year of the project, partners plans to produce articles for popular science magazines, newspapers or participate in shows broadcasted in radio or television to increase regional and national awareness to the project and its resulting product.

All partners should produce articles for popular science magazines and newspapers (estimated five articles and participation in two broadcasted shows). The videos and the articles which were developed for this project were already described above.

## 4.3 Internal Communication Tools


The OLA project comprises partners in different countries and the development of complex activities which demand the definition of a set of tools to consolidate the know-how of the project deliverables and other suitable information. Additionally, these tools are intended to allow a quick and efficient communication between the partners, allowing and promoting collaborative work.

### 4.3.1 Internal Mailing List

An internal mailing list will be created with all consortium collaborators, this list is the main tool for internal communication regarding organization, shared ideas, project management and support.

### 4.3.2 Microsoft OneDrive

OneDrive is an online storage and collaboration cloud-based platform, which allows users to easily store structured files, organized in a very similar fashion to a conventional file system. OneDrive has a focus on storage of multimedia content (photos / videos), Word documents, Excel spread sheets, PowerPoint presentations and OneNote



notebooks, although it also allows users to upload any kind of files. Users can very easily control access restrictions to the available content.

The platform also enables users to directly edit Word, Excel, PowerPoint and OneNote files using offline tools contained in Microsoft's Office package, or online through Web Apps made available in OneDrive, through the web browser. The above files, with the exception of the Excel ones, can also be collaboratively edited by multiple users, while keeping track of changes made to these documents.

This service is being used in OLA to store all content related with the project, including, but not limited to, deliverables, meeting minutes and papers produced within the scope of the project, as well as technical and project guidelines for reference purposes. The tool has also been used for collaborative authoring of content by consortium members.

### 4.3.3 Microsoft Skype

Microsoft Skype presents a unique connectivity experience to its users, by transforming each communication situation into a collaborative, immersive and accessible interaction from virtually anywhere in the world. This tool thus makes communication, and work conducted using it, easier and faster, while available anywhere, and virtually any time, and in the context of other applications. Through the use of a user friendly interface, Microsoft Skype merges audio calls, instant messaging, audio and video conferencing on the web and file sharing into a single, easy to use application.

## 5 Dissemination Activities

Every 6 months the OLA consortium internally encourages its members to fill a form with planned dissemination information and update the on-going activities. The information provided by each partner is adapted according to its area of activity (Academia vs. Enterprise).

Dissemination Action	#1	Consortium Logo Design and Guidelines	
Action Leader		Other Partners Contributing	Status
ISCTE-IUL		MSFT	Closed
Location		Duration	Conclusion Date
Lisbon		2 months	10/07/2015
Description			
<p>A Brand Proposal for the project was developed by ISCTE-IUL and MSFT. This processed started with the design of four main proposals for a distinctive logo, these proposals were chosen by the consortium and the winning one was refined. The Logo and Logo Guidelines were designed and made available to the partners to guarantee a standard image throughout the project documents and dissemination materials. They will be included and its Visual Guidelines will be considered in the design and production of the OLA website, brochures and posters, as well as in all public and private communication material produced by the consortium.</p>			
Connected Actions		Notes	
All of the following actions.		<a href="#">One Drive Link - Logo and Corporate Image</a>	

Dissemination Action	#2	Website Development and Maintenance	
Action Leader		Other partners contributing	Status
ISCTE-IUL		MSFT	On-Going
Location		Duration	Conclusion Date
Lisbon		Total Duration of the Project	-

Description		
<p>The OLA website is one of the main sources of public dissemination of the objectives, activities and publications of the project. The website was developed and will be maintained throughout the project lifetime and beyond. All the sections of the website shall be updated regularly with material produced by the various project partners, to ensure that users return to the website at regular intervals. The OLA official website was publicly accessible via the following link: <a href="http://ola.istar.iscte-iul.pt/wp/">http://ola.istar.iscte-iul.pt/wp/</a>; in August 2016, following the completion of the dissemination transition between ISCTE-IUL and INOVA+, it was transferred to the domain <a href="http://project-ola.eu/">http://project-ola.eu/</a>.</p>		
Connected Actions	Notes	Coverage
#3 Facebook Page Creation and Maintenance		~200 Views (first address) *The new address is operating under a new traffic manager, with results due soon

Dissemination Action	#3	Facebook Page Creation and Maintenance	
Action Leader	Other partners contributing		Status
INOVA+	ISCTE-IUL		On-Going
Location	Duration		Conclusion Date
International	Project Lifecycle		-
Description			
<p>A Facebook page has been created and will remain active throughout the duration of the project with the main objective of disseminating short news and updates, directing the public to the website for deeper and more complete updates. The page will also be used to share other news relevant to the area of focus of this project. The Facebook Page has been updated on average twice a month, but ISCTE-IUL hopes that as the projects gains momentum the frequency of posts increases. The OLA official Facebook page is publicly accessible via the following link: <a href="http://www.facebook.com/organizationallifeassistant">http://www.facebook.com/organizationallifeassistant</a>. INOVA+ owns the page's administration following the completion of the dissemination transition from ISCTE-IUL.</p>			
Connected Actions	Notes	Coverage	
#2 Website Development and Maintenance		112 Likes 707 Post Views	

Dissemination Action	#4	Creation of Project Page on the MLDC Website	
Action Leader		Other partners contributing	Status
MSFT		-	Closed
Location		Duration	Conclusion Date
Lisbon		Total Duration of the Project	16/10/2015
Description			
<p>MLDC has added the OLA project to its institutional website to improve the project dissemination between its team, partners and visitors to the web-site. The project page as a small abstract of the project objectives and links to projects website and the project partners own web-sites. The page will be regularly updated as new information is available.</p>			
Connected Actions		Notes	Coverage
		<a href="https://www.microsoft.com/pt-pt/mldc/ola.aspx">https://www.microsoft.com/pt-pt/mldc/ola.aspx</a>	~300 Views

Dissemination Action	#5	Creation of Project Page on the ISTAR-IUL Website	
Action Leader		Other partners contributing	Status
ISCTE-IUL		-	Closed
Location		Duration	Conclusion Date
Lisbon		Total Duration of the Project	16/10/2015
Description			
<p>ISCTE-IUL has added the OLA project to its institutional website to improve the project dissemination between its team, partners and visitors to the website. The project page as a small abstract of the project objectives and links to projects web-site and the project partners own web-sites. The page will be regularly updated as new information is available.</p>			
Connected Actions		Notes	Coverage
		<a href="http://istar.iscte-iul.pt/index.php/AAL#ola">http://istar.iscte-iul.pt/index.php/AAL#ola</a>	~300 Views

Dissemination Action	#6	Internal presentations of OLA - MSFT	
Action Leader		Other partners contributing	Status

MSFT	-	Closed
Location	Duration	Conclusion Date
Lisbon	~1 Day	15/12/2015
Description		
Internal presentations of the OLA Project to colleagues from other departments. This action disseminated the project internally and increased awareness about the project subject.		
Connected Actions	Notes	Coverage
		~20 people

Dissemination Action	#7	Advertising of the project's online presence - Portugal	
Action Leader	Other partners contributing	Status	
ISCTE-IUL	MSFT	Closed	
Location	Duration	Conclusion Date	
WEB	~1 Week	15/12/2015	
Description			
<p>Various actions to promote the Projects on-line presence:</p> <ul style="list-style-type: none"> <li>• ISCTE-IUL team invited several friends and partners from other projects to like the Facebook OLA page;</li> <li>• Sharing of the projects publications and news on social media;</li> <li>• Sharing the project Facebook page and website.</li> </ul> <p>These actions will be performed regularly to achieve a greater efficacy.</p>			
Connected Actions		Notes	Coverage
#2 Website Development and Maintenance #3 Facebook Page Creation and Maintenance			16 Additional Likes ~ 100 Reached

Dissemination Action	#8	Promoting OLA on conferences and workshops in Stockholm	
Action Leader	Other partners contributing	Status	
LM	-	Closed	



Location	Duration	Conclusion Date
Stockholm	~1 Week	31/12/2015
Description		
<p>Various early actions to promote the project. LM informed about the project while presenting at:</p> <ul style="list-style-type: none"> <li>• Workshop on Social Robotics, KTH;</li> <li>• Information meeting with the Internet psychiatry group at Karolinska Institutet;</li> <li>• Future project roadmap workshop for the Department of Clinical Neuroscience at Karolinska institutet.</li> </ul>		
Connected Actions	Notes	Coverage
	<a href="http://www.speech.kth.se/socialrobotics/Social_Robotics_Agenda.pdf">http://www.speech.kth.se/socialrobotics/Social_Robotics_Agenda.pdf</a>	~ 100 people from industry and academia

Dissemination Action	#9	Architecture Yearbook ISCTE-IUL	
Action Leader	Other partners contributing	Status	
ISCTE-IUL	-	Closed	
Location	Duration	Conclusion Date	
-	-	01/01/2016	
Description			
<p>In ISCTE-IUL 2014/2015 Architecture Yearbook a page was dedicated to the OLA Project.</p>			

2014/2015

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# ANUÁRIO DE ARQUITETURA ARCHITECTURE YEARBOOK

ANUÁRIO DE ARQUITETURA ARCHITECTURE YEARBOOK  
2014/2015

ISCTE - Instituto Universitário de Lisboa (ISCTE-IUL)  
Faculdade de Arquitetura e Urbanismo  
Departamento de Arquitetura e Urbanismo  
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Título: "Organisational Life Assistant - OLA" (AAL 2014-076).

Entidade Financiadora: AAL Joint Programme (AAL JP) através da Fundação para a Ciência e Tecnologia

Docentes envolvidos: Sara Eloy (IR ISCTE-IUL), José Ricardo Resende, Miguel Sales Dias (IR principal, Microsoft Portugal).

**Descrição:**  
Este projeto procura dar resposta aos atuais desafios sociais através do desenvolvimento de um Assistente de Organização de Vida que constitui uma presença virtual que suporta atividades instrumentais da vida quotidiana dos seniores de modo a que estes vivam mais independentes. O comércio OLA consiste na MSFT Microsoft Portugal (coordenador) e 5 outros parceiros europeus. Do ano 2014-2015, 2 estudantes do 5º ano do MA estiveram envolvidos: Fábio Costa e Leandro Alves que participaram com os seus trabalhos de mestrado. Os seus objetivos de investigação foram combinados com as soluções desenhadas com base em Realidade Aumentada para objetos 3D e interação multimodal em Realidade Virtual.

Trabalhos científicos com co-autoria de alunos:  
Costa, Fábio et al (forthcoming) Arch4models: a tool to augment physical scale models.  
Alves, Leandro et al (2015) Multimodal interaction with BIM data in immersive virtual reality. In BIM International Conference (BIC 2015).

Título: "Organisational Life Assistant- OLA" (AAL 2014-076).

Founding institution: AAL Joint Programme (AAL JP) through Fundação para a Ciência e Tecnologia

Involved professors: Sara Eloy (IR ISCTE-IUL), José Ricardo Resende, Miguel Sales Dias (IR main, Microsoft Portugal).

**Description:**  
This project aims to provide an answer to social challenges by providing an innovative Organisational Life Assistant (OLA), a virtual presence that supports instrumental activities of daily living needs of older adults, allowing them to be more independent and self-assured. The OLA consortium consists of MSFT Microsoft Portugal (coordinator) and 5 other European partners. From 2014-2015, 2 students from the 5th year of the Architecture Master were involved: Fábio Costa and Leandro Alves which participated with their master thesis research where their research goals were combined with the developed solutions using Augmented reality to 3D objects and Multimodal interaction in Virtual Reality.

Scientific work with students as co-authors:  
Costa, Fábio et al (forthcoming) Arch4models: a tool to augment physical scale models.  
Alves, Leandro et al (2015) Multimodal interaction with BIM data in immersive virtual reality. In BIM International Conference (BIC 2015).



Connected Actions

Notes

Coverage

~500 Prints

Dissemination Action	#10	Advertising of the project's online presence - Hungary	
Action Leader	Other partners contributing	Status	
BZN	-	Closed	
Location	Duration	Conclusion Date	
WEB	~1 Week	20/01/2016	
Description			
<p>Various actions to promote the project's online presence:</p> <ul style="list-style-type: none"> <li>BZN team invited several friends and partners from other projects to like the Facebook OLA page;</li> <li>Sharing the project Facebook page and website.</li> </ul> <p>These actions will be performed regularly to achieve a greater efficacy.</p>			
Connected Actions	Notes	Coverage	

#2 Website Development and Maintenance #3 Facebook Page Creation and Maintenance		3 Additional Likes ~ 30 Reached
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<b>Dissemination Action</b>	<b>#11</b>	<b>SimAUD 2016</b>	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>
ISCTE-IUL	-		Closed
<b>Location</b>	<b>Duration</b>		<b>Conclusion Date</b>
London, UK	~2 Days		18/03/2016
<b>Description</b>			
Filipe Gaspar went to London to present in SimAUD 2016 (16-18 May) the paper "Arch4maps: a mobile augmented reality tool to enrich paper maps.", co-authored by Steven Gomes, Ricardo Resende, Sara Eloy, Miguel Sales Dias, Mariana Lopes and Nuno Faria.			
<b>Connected Actions</b>	<b>Notes</b>		<b>Coverage</b>
	<a href="http://www.simaud.org/2016/">http://www.simaud.org/2016/</a>		~100 audience


<b>Dissemination Action</b>	<b>#12</b>	<b>OLA Project Dissemination at FA-ULisboa</b>	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>
ISCTE-IUL	-		Closed
<b>Location</b>	<b>Duration</b>		<b>Conclusion Date</b>
Lisbon, PT	1 Day		31/05/2016
<b>Description</b>			
Presentation of OLA Project in a workshop at FA-ULisboa.			
<b>Connected Actions</b>	<b>Notes</b>		<b>Coverage</b>
			~40 audience

<b>Dissemination Action</b>	<b>#13</b>	<b>OLA Project Dissemination at ISCTE-IUL Research Week</b>	
<b>Action Leader</b>	<b>Other partners contributing</b>	<b>Status</b>	
ISCTE-IUL	-	Closed	
<b>Location</b>	<b>Duration</b>	<b>Conclusion Date</b>	
Lisbon, PT	1 day	01/06/2016	
<b>Description</b>			
<p>Presentation of the OLA Project by Sara Eloy during ISCTE-IUL Research Week, at ISCTE – University Institute of Lisbon.</p> 			
<b>Connected Actions</b>	<b>Notes</b>	<b>Coverage</b>	
	<a href="http://iscte-iul.pt/Libraries/GCI_-_Documentos_e_Formul%C3%A1rios/ISCTE-IUL2016_EN.sflb.ashx">http://iscte-iul.pt/Libraries/GCI_-_Documentos_e_Formul%C3%A1rios/ISCTE-IUL2016_EN.sflb.ashx</a>	~35 audience	

<b>Dissemination Action</b>	<b>#14</b>	<b>OLA Press Release</b>
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Action Leader	Other partners contributing	Status
BZN	-	Closed
Location	Duration	Conclusion Date
Hungary	-	01/06/2016
Description		
A press release in Hungarian for the local dissemination. The publication presents the project, end users and the expected outcomes.		
Connected Actions	Notes	Coverage
		~ 25

Dissemination Action	#15	DCC 2016	
Action Leader	Other partners contributing		Status
ISCTE-IUL	-		Closed
Location	Duration		Conclusion Date
Chicago, USA	~3 days		25/06/2016
Description			
Tiago Pedro presented the Environmental Analysis module of OLA project with the communication "Organisational Life Assistant-How gaming logics can raise the Environmental Analysis module acceptance" in DCC 2016 workshop "Games for Design Research and Education", co-authored with Filipe Gaspar and Pedro Caetano.			
Connected Actions	Notes		Coverage
	<a href="http://designgamification.github.io/project/2016/05/30/lisboa.html">http://designgamification.github.io/project/2016/05/30/lisboa.html</a>		~30 audience

<b>Dissemination Action</b>	#16	European Researchers Night 2016
<b>Action Leader</b>	<b>Other partners contributing</b>	<b>Status</b>
INOVA+	-	Closed
<b>Location</b>	<b>Duration</b>	<b>Conclusion Date</b>
Porto, PT	1 Day	30/09/2016
<b>Description</b>		
<p>In the context of the European Researchers Night 2016, a European-wide simultaneous event, INOVA+ was in charge of one of the venues where the event would happen in Portugal (Porto), for which it seized the opportunity to convey information about OLA to the thousands of people that attended.</p>		
		
<b>Connected Actions</b>	<b>Notes</b>	<b>Coverage</b>
	<a href="http://noitedosinvestigadores.org">http://noitedosinvestigadores.org</a>	~5000 audience

<b>Dissemination Action</b>	#17	EXPO SYNC LISBOA 2016
<b>Action Leader</b>	<b>Other partners contributing</b>	<b>Status</b>
ISCTE-IUL	-	Closed
<b>Location</b>	<b>Duration</b>	<b>Conclusion Date</b>
Lisbon, PT	1 Day	20/10/2016

Description		
<p>Sara Eloy presented the research developed at ISTAR-IUL in the scope of Augmented Reality for Architecture. OLA's Environment Analysis module was presented as an example how this technology can empower a more autonomous living for elderly.</p>		
Connected Actions	Notes	Coverage
	<a href="http://rali.itpeopleinnovation.com/">http://rali.itpeopleinnovation.com/</a>	~40 audience

<b>Dissemination Action</b>	<b>#18</b>	<b>Without Borders Program + Industry of Miskolc and Kosice in the Past, Present and Future</b>	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>
BZN	-		Closed
<b>Location</b>	<b>Duration</b>		<b>Conclusion Date</b>
Miskolc, HU	1 Day		28/11/2016
<b>Description</b>			
Presentation of OLA.			
<b>Connected Actions</b>	<b>Notes</b>		<b>Coverage</b>
			~50 audience

<b>Dissemination Action</b>	<b>#19</b>	<b>How to build viable business models in AAL projects</b>	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>
CKPT	INOVA+		Closed
<b>Location</b>	<b>Duration</b>		<b>Conclusion Date</b>
Lisbon, PT	1 Day		23-24/11/2016
<b>Description</b>			
Business Model Canvas – Workshop (23/11) / Training (24/11) How to build viable business models in AAL projects			
<b>Connected Actions</b>	<b>Notes</b>		<b>Coverage</b>



<b>Dissemination Action</b>	<b>#20</b>	<b>Presentation in a Workshop at ISCTE</b>	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>
ISCTE-IUL	-		Closed
<b>Location</b>	<b>Duration</b>		<b>Conclusion Date</b>
Lisbon, PT	1 Day		28/11/2016
<b>Description</b>			
Presentation at the "Métodos de Levantamento – Fotogrametria e visualização 3d" Workshop.			
<b>Connected Actions</b>	<b>Notes</b>		<b>Coverage</b>
			~ 40

<b>Dissemination Action</b>	<b>#21</b>	<b>Information board</b>	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>
BZN	-		Closed
<b>Location</b>	<b>Duration</b>		<b>Conclusion Date</b>
HU	1 Day		30/11/2016
<b>Description</b>			
Information Board - Flyer			
<b>Connected Actions</b>	<b>Notes</b>		<b>Coverage</b>
	Flyer developed to be used on multiple events by all partners.		~ 200 copies

<b>Dissemination Action</b>	<b>#22</b>	<b>OLA Website improvements</b>	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>
INOVA+	INOVA+, ISCTE-IUL, LM, BZN, CKPT		Closed

Location	Duration	Conclusion Date
PT	1 Day	19/12/2016
Description		
At the Consortium Meeting held in Porto the partners discussed some improvements which should be applied on the website – detailed partners' information and some design was added and improved.		
Connected Actions	Notes	Coverage

Dissemination Action	#23	1st ISTAR IUL PHD students and Researchers Meeting	
Action Leader	Other partners contributing		Status
ISCTE-IUL	-		Closed
Location	Duration	Conclusion Date	
Lisbon, PT	1 Day	16/01/2017	
Description			
OLA modules were presented at a Meeting with PHD students and researchers			
Connected Actions	Notes		Coverage
			~40 audience

Dissemination Action	#24	The innovation team of Nordea	
Action Leader	Other partners contributing		Status
LM	-		Closed
Location	Duration	Conclusion Date	
SE	1 Day	18/01/2017	
Description			

An overview of the OLA project was presented to The innovation team of Nordea (As Swedish bank)

Connected Actions	Notes	Coverage

Dissemination Action	#25	OLA advertisement on BZN's website	
Action Leader	Other partners contributing		Status
BZN	-		Closed
Location	Duration		Conclusion Date
HU	1 Day		24/01/2017
Description			
Advertisement of OLA on the BZN's official website.			
Connected Actions	Notes		Coverage

Dissemination Action	#26	Presentation at Nordic House of Innovation	
Action Leader	Other partners contributing		Status
LM	-		Closed
Location	Duration		Conclusion Date
Palo Alto, USA	1 Day		06-08/02/2017
Description			
Presentation to US investors at Nordic House of Innovation in Palo Alto.			
Connected Actions	Notes		Coverage

<b>Dissemination Action</b>	#27	<b>Augmented Reality Workshop</b>	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>
ISCTE-IUL	-		Closed
<b>Location</b>	<b>Duration</b>		<b>Conclusion Date</b>
Lisbon, PT	1 Day		23/02/2017
<b>Description</b>			
Workshop about Augmented Reality – OLA's research under this matter was presented during the workshop.			
<b>Connected Actions</b>	<b>Notes</b>		<b>Coverage</b>
			~ 50 audience

<b>Dissemination Action</b>	#28	<b>OLA Poster (1<sup>st</sup> version)</b>	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>
INOVA+	-		Closed
<b>Location</b>	<b>Duration</b>		<b>Conclusion Date</b>
PT	1 week		01/03/2017
<b>Description</b>			
Poster of OLA to be used on future events for dissemination.			
<b>Connected Actions</b>	<b>Notes</b>		<b>Coverage</b>
	Poster developed to be used on multiple events by INOVA+.		

<b>Dissemination Action</b>	#29	<b>OLA Newsletter #1</b>	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>
INOVA+	-		Closed
<b>Location</b>	<b>Duration</b>		<b>Conclusion Date</b>

PT	1 week	01/03/2017
Description		
Newsletter of OLA to be used on future events for dissemination.		
Connected Actions	Notes	Coverage
	Newsletter sent to the individual partners' network contacts.	~ 60

Dissemination Action	#30	OLA Flyer (1 <sup>st</sup> version)	
Action Leader	Other partners contributing		Status
INOVA+	-		Closed
Location	Duration	Conclusion Date	
PT	4 days	01/03/2017	
Description			
Flyer of OLA to be used on future events for dissemination.			
Connected Actions	Notes		Coverage
	Flyer developed to be used on multiple events by all partners.		~100 copies

Dissemination Action	#31	CeBIT	
Action Leader	Other partners contributing		Status
INOVA+	-		Closed
Location	Duration	Conclusion Date	
Hanover, DE	5 Days	20-24/03/2017	
Description			
INOVA+ was presenting OLA at CeBIT - A five-day journey, March 20th to 24th, of discovery as we delve deep into the realms of leading-edge technologies shifting the boundaries between humans and technology.			

Connected Actions	Notes	Coverage
	High interest demonstrated from <a href="#">CeBIT</a> participants in OLA supports to demonstrate the today's awareness in active ageing and importance on health care systems by society. Distribution	200,000 attendees

Dissemination Action	#32	Video on OLA Pilots activities	
Action Leader	Other partners contributing		Status
BZN	ISCTE-IUL		Closed
Location	Duration		Conclusion Date
Hungary	1 day		15/05/2017
Description			
Video of the pilot activities in Hungary, performed in an institution.			
Connected Actions	Notes		Coverage
Pilot Activities	The video is a dissemination material to promote the OLA solution and also to increase the awareness of the healthcare for chronic diseases.		

Dissemination Action	#33	Be Smart! Hungarian E-Health Day	
Action Leader	Other partners contributing		Status
BZN	INOVA+		Closed
Location	Duration		Conclusion Date
Düsseldorf, DE	1 day		22/06/2017
Description			

<p>Participation on the "Be-Smart!" – E-Health Event as part of the Hungarian E-Health day hosted at the Factory Campus (in Düsseldorf); presentation of OLA solution and first results from the pilot activities.</p>		
Connected Actions	Notes	Coverage
	- More details in <a href="#">here</a> .	~100 participants

Dissemination Action	#34	11th International Space Syntax Symposium (SSS11)	
Action Leader	Other partners contributing		Status
ISCTE-IUL	-		Closed
Location	Duration		Conclusion Date
Lisbon, PT	1 session (part of the 5 day conference)		06/07/2017
Description			
<p>The presentation analyses and demonstrates the results on space perception and how visual cues, such as landmarks, may influence the way people move in a given space.</p>			
Connected Actions	Notes		Coverage
Research results	<p>The main goal addressed in this research was to compare people's movement in the real world with their movement in a replicated virtual world, and study how landmarks influence their choices when deciding among different paths – <a href="#">SSS11 Website</a>.</p>		~30

Dissemination Action	#35	Journal Publication - Rch4models - A tool to augment physical scale models	
Action Leader	Other partners contributing		Status
ISCTE-IUL	-		Closed
Location	Duration		Conclusion Date
Lisbon, PT	1 Day		13/09/2017

Description		
<p>This paper focus on the development and evaluation of a computer tool that enriches physical scale models of buildings, which are commonly used during architecture and civil engineering design processes. Our in-house developed Augmented Reality (OLA research) tool, referred to as ARch4models, augments the user experience with visual features and interactive capabilities, not possible to accomplish with physical models.</p>		
Connected Actions	Notes	Coverage
Environmental Analysis	<a href="#">link</a>	

Dissemination Action	#36	Poster (2 <sup>nd</sup> version)	
Action Leader	Other partners contributing	Status	
INOVA+	-	Closed	
Location	Duration	Conclusion Date	
	1 week	14/09/2017	
Description			
<p>The second poster was developed presenting the OLA prototype being tested in pilot activities. This poster contains images of the pilots and all the benefits associated from OLA features.</p>			
Connected Actions	Notes	Coverage	
	To be used at International Events		

Dissemination Action	#37	Flyer (2 <sup>nd</sup> version)	
Action Leader	Other partners contributing	Status	
INOVA+	-	Closed	
Location	Duration	Conclusion Date	
	3 days	16/09/2017	
Description			



The second flyer was developed presenting the solution in a more technical perspective than the previous version. The content focus on the solution that is being tested in pilots operations, presenting the multiple features and benefits found during those activities to the different end-users.

Connected Actions	Notes	Coverage
	To be used in International Events	

Dissemination Action	#38	AAL Forum 2017	
Action Leader	Other partners contributing		Status
INOVA+	CKPT, ISCTE		Closed
Location	Duration	Conclusion Date	
Coimbra, PT	3 Days	02-04/10/2017	
Description			
INOVA+ was presenting OLA at AAL Forum - A three-day journey, October 20th to 24 <sup>th</sup> , with a stand at the fair, OLA was disseminated at one of the most important fairs coordinate by AAL.			
Connected Actions	Notes		Coverage
Demonstration of the prototype to end users and fair participants	OLA was presented and demonstrated at the event, with a presence of INOVA+, CKPT and ISCTE with a stand and also making a poster presentation of the project to the audience.		~ 700 participants.

Dissemination Action	#39	Portugal Economia Social	
Action Leader	Other partners contributing		Status
CKPT	INOVA+		Closed
Location	Duration	Conclusion Date	
Lisbon, PT	2 Days	17-18/11/2017	
Description			

CKPT was presenting OLA at the Portugal Economia Social - A two-day event, November 17<sup>th</sup> to 18<sup>th</sup>, with a stand at the fair, OLA was disseminated at an event that has the main objective to promote the Portuguese Economy.

Connected Actions	Notes	Coverage
Presenting OLA solution and distributing a new flyer (2 <sup>nd</sup> version)	OLA was presented and demonstrated at the event, with a presence of CKPT.	~ 200 participants.

Dissemination Action	#40	Web article	
Action Leader	Other partners contributing		Status
INOVA+	-		Closed
Location	Duration	Conclusion Date	
Europe	3 weeks	30/11/2017	
Description			
OLA submitted an article to be shared on the PAN European Network page. The article dedicated to OLA presents the target users and the main objectives, listing the main features and also the unique advantages which users can take benefit from the solution.			
Connected Actions	Notes		Coverage
Web article			

<b>Dissemination Action</b>	#41	Booklet – PAN European Network	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>
INOVA+	-		To be published in May 2018
<b>Location</b>	<b>Duration</b>		<b>Conclusion Date</b>
Europe	2 weeks		30/11/2017
<b>Description</b>			
OLA submitted a paper for a booklet to be published by PAN European Network. This booklet will contain a wider description of the project than the web article (Dissemination #38).			
<b>Connected Actions</b>	<b>Notes</b>		<b>Coverage</b>
Web article			

<b>Dissemination Action</b>	#42	AAL Info Day	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>
BZN	-		Closed
<b>Location</b>	<b>Duration</b>		<b>Conclusion Date</b>
Miskolc, HU	1 day		13/02/2018
<b>Description</b>			
Presentation of OLA and the pilots activities held in home of the elderly in Miskolc, Hungary at the AAL Information Day.			
<b>Connected Actions</b>	<b>Notes</b>		<b>Coverage</b>
presentation	-		~ 35

<b>Dissemination Action</b>	#43	Medtec Europe 2018 Fair	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>
INOVA+	-		Closed
<b>Location</b>	<b>Duration</b>		<b>Conclusion Date</b>

Stuttgart, DE	3 Days	17-19/04/2018
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**Description**


Medtec Europe is the preeminent medical technology platform showcasing the key trends and insights across the entire supply chain of the medical technology industry. It also serves as a prime location for business opportunities and start-up companies looking to present their innovations to investors. INOVA+ presented OLA on their stand at the fair.



Connected Actions	Notes	Coverage
-	<a href="#">Medtec Europe website</a>	6,816 attendees over three days

Dissemination Action	#44	Promotional Video	
Action Leader	Other partners contributing		Status
Location	Duration		Conclusion Date
INOVA+	-		Closed
-	-		23/04/2018

Description		
A promotional video was developed for exploitation purposes. An animation story presents the users, features and benefits offered by the OLA solution.		
Connected Actions	Notes	Coverage
	<a href="#">Link of the video</a>	

<b>Dissemination Action</b>	<b>#45</b>	<b>Ageing Congress 2018</b>	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>
INOVA	ISCTE-IUL		Closed
<b>Location</b>	<b>Duration</b>	<b>Conclusion Date</b>	
Coimbra, PT	2 Days	27-28/05/2018	
Description			
On the International event about Ageing, OLA will be presented through an article to be presented and published on the Ageing Congress 2018.			
			
Connected Actions	Notes		Coverage
Paper	<a href="#">Ageing Congress 2018</a>		~ 50 in the audience

<b>Dissemination Action</b>	<b>#46</b>	<b>19th International Carpathian Control Conference</b>	
<b>Action Leader</b>	<b>Other partners contributing</b>		<b>Status</b>

BZN	-	Closed
<b>Location</b>	<b>Duration</b>	<b>Conclusion Date</b>
	3 Days	28-31/05/2018
<b>Description</b>		
<p>The aim of the conference is to support exchange of information and experience in the field of automation of engineering and production, in research, applications, and education. The conference will enable presentation of most recent advances in complex automation, robotics, modelling, control of production and technological processes, including quality control systems oriented to environment, means of support, and information technologies. OLA presentation and article to be presented and published on the 19th International Carpathian Control Conference</p>		
<b>Connected Actions</b>	<b>Notes</b>	<b>Coverage</b>
Article	<a href="#">19th International Carpathian Control website</a>	~ 70 audience

A list of dissemination events was created to help the consortium to share and analyse the different events which will be occurring between the project lifecycle. The actions which could be performed by the partners were included on the activities presented before. For the activities which OLA could not be presented or involved and which are identified on the page 25. In spite of could not be attending or participating at these events, the OLA partners will take those in considerations for future opportunities.

## 6 Results of Dissemination Results

The following section describes the evaluation of the Dissemination Activities during the project lifecycle, with a 6 months' time frame.

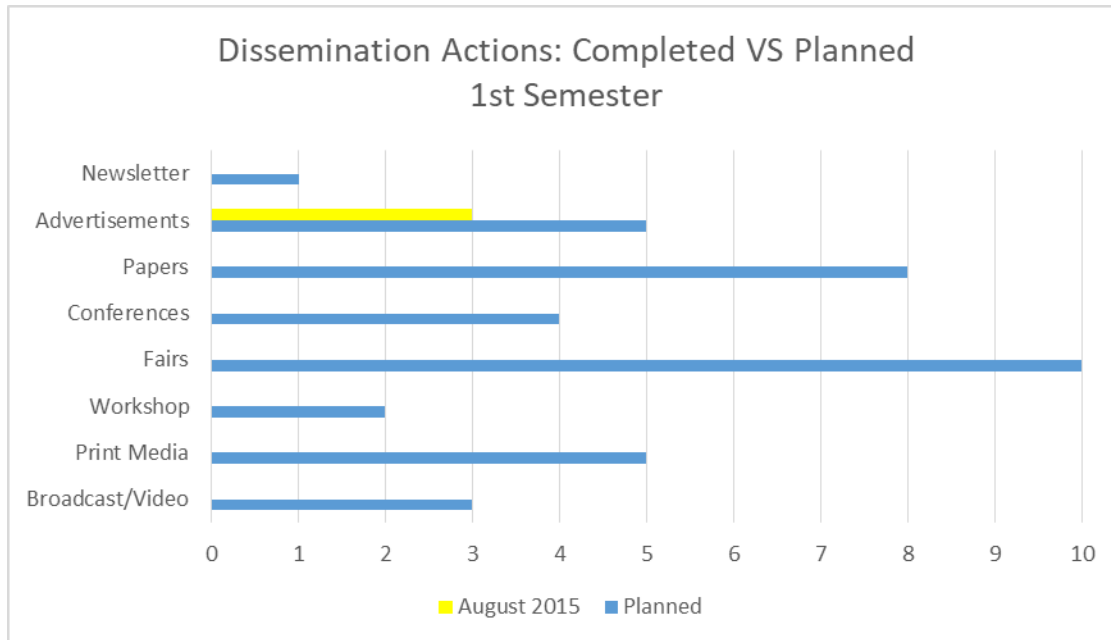
The Groups of Activities were divided into 8 major groups:

- Newsletter – elaboration of one Newsletter to clearly identify the project's aim, clearly represent the products and highlight the benefits which will come out for the end users.
- Advertisements – all the actions related with the promotion of the Project, such as image, social media networks interactions and websites' creation;
- Papers – project progress and results finding expressed and demonstrated at papers written and presented by OLA partners;
- Conferences – participation on conferences related with the project topic and related with the same group of end-users;
- Fairs – Introducing OLA to the market with participation on different fairs, driving attention of possible end-users and investors.
- Workshops – disseminate the project through participation on workshops by academic and scientific partners.
- Print Media – use the power of media through magazines and newspapers articles;
- Broadcast – a close method to the previous one, but for Television and Radio broadcasted media.

The graphics represented below were created to be easier to evaluate the project's progression since its beginning until the handover and closeout. The number of actions for each dissemination activity were settled in an ambitious way, and even if it is not the minimum required, all partners contributed very actively to achieve that level. A semester evaluation was being conducted on the dissemination activities, compiling and analysing the activities done to have a clear picture of what was initially planned with the current situation at those particular periods.

## First semester (until August 2015)

The first evaluation represents the dissemination activities reached by the project first semester, end of August 2015. During this semester, it is easy to identify that Advertising was the priority of dissemination activities – counting with 3 actions that allowed to create OLA's image to the public, as it was an essential step to take in order to provide a catalyst for the remaining dissemination actions.

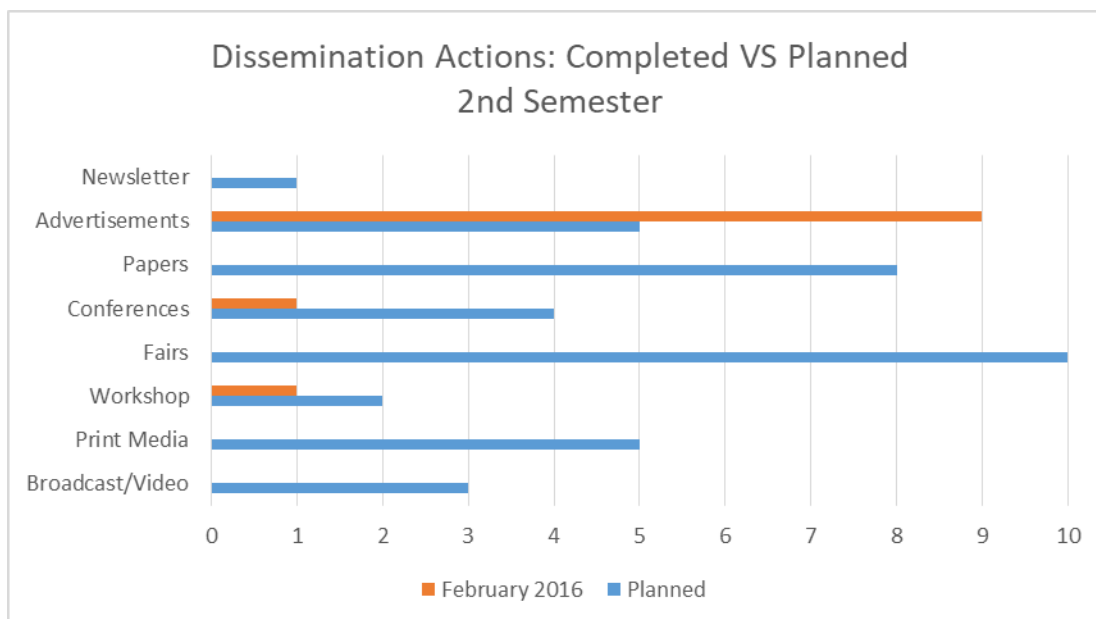


**FIGURE 9 - EVALUATION OF THE DISSEMINATION ACTIONS PERFORMED UNTIL THE END OF FIRST SEMESTER WITH THE TOTAL PLANNED DISSEMINATION ACTIVITIES**



## Second semester (until February 2016)

By the end of the second semester, until February 2016, the Advertisement method for dissemination kept on being an important factor to address this cause. This dissemination actions were through project official website and social networks aiming in a more particular way to the Portuguese and Hungarian public. Additionally, the confirmation of the presence on conferences and workshop in Stockholm demonstrated key elements to announce OLA's objective and to spread the project to new publics. By the project first year, it is possible to analyse that some of the dissemination activities are following the expectations initially planned, especially regarding Advertisements related activities.

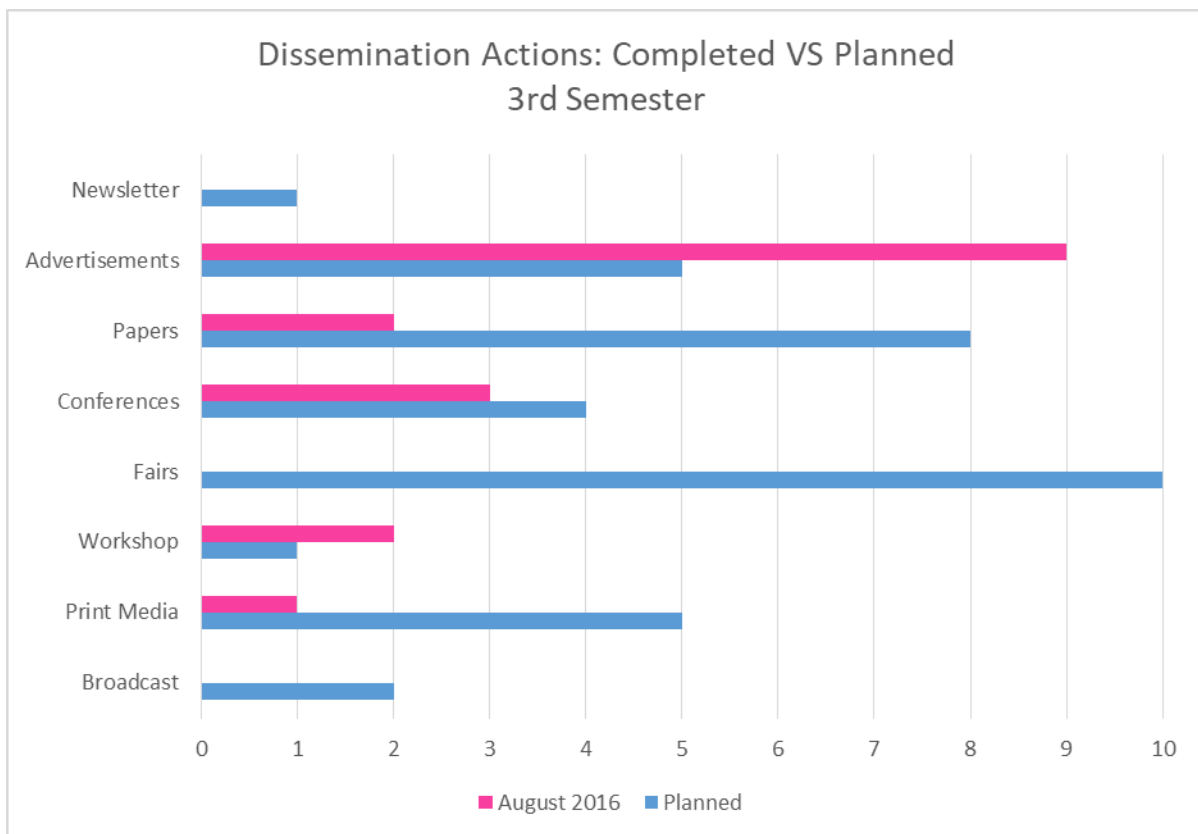


**FIGURE 10 - EVALUATION OF THE DISSEMINATION ACTIONS PERFORMED UNTIL THE END OF SECOND SEMESTER WITH THE TOTAL PLANNED DISSEMINATION ACTIVITIES**

### Third semester (until August 2016)

The third semester resulted on achieving the submission of 2 papers and also presences in 2 additional Conferences. It was also assured a presence at 1 more Workshop – exceeding already the planned number for presences on workshops. It is important to clarify that the reason behind for Broadcast had not being addressed at this time, is related for being activities which will be used to demonstrate the project tests and results. Even though, a first press release was made during this semester with the presentation of the project, is objectives and the expected results. The Newsletter was left for after the project's restructure which was marked for before the end of fourth Semester.

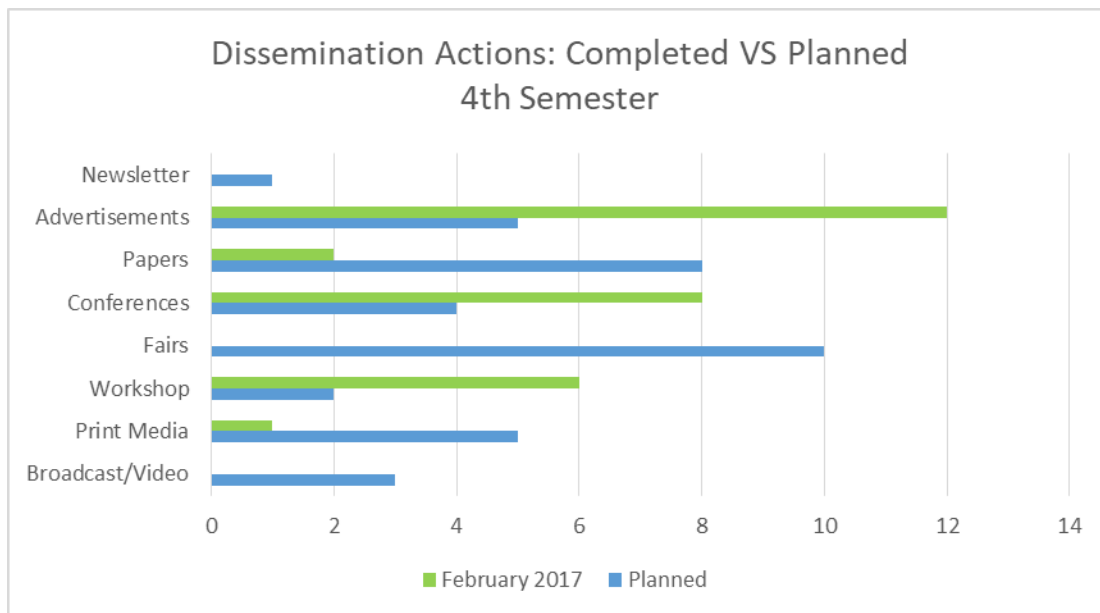
The following graphic represents the conclusion of the second year of OLA, in February 2017.



**FIGURE 11 - EVALUATION OF THE DISSEMINATION ACTIONS PERFORMED UNTIL THE END OF THIRD SEMESTER WITH THE TOTAL PLANNED DISSEMINATION ACTIVITIES**

### Fourth semester (until February 2017)

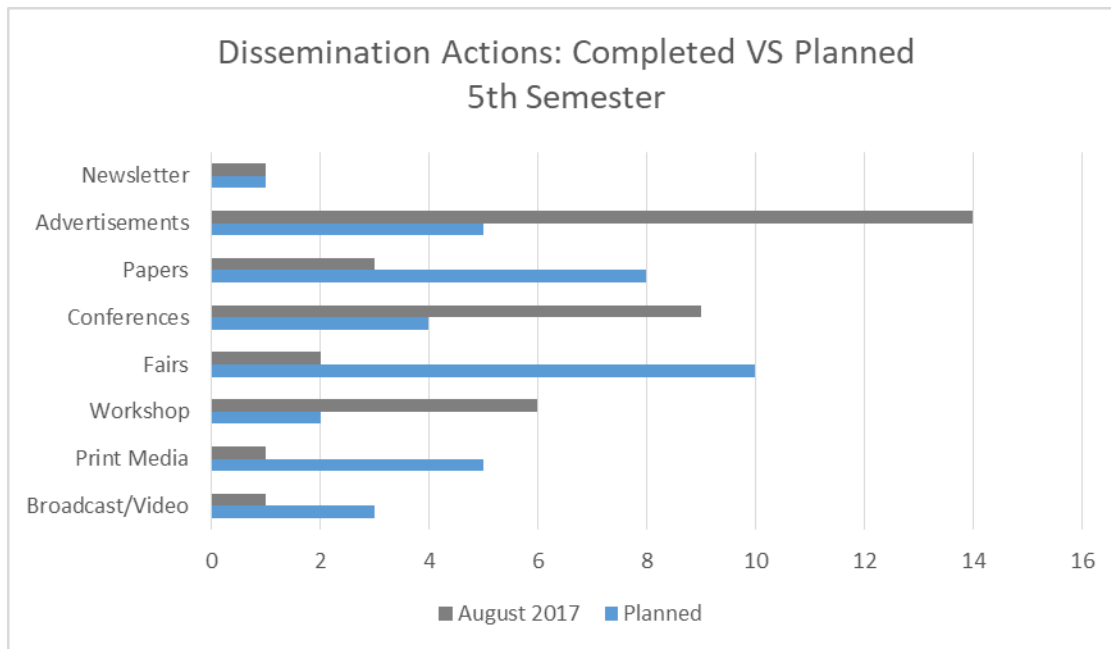
The fourth semester brought 4 additional workshops and also 3 actions for advertising OLA. In total, there were 12 dissemination actions which demonstrates an increase of dissemination as the project progresses. As the consortium is getting closer to finalise the prototype and start testing the solution, the possibility to demonstrate the solution enriches the dissemination and also increases the interest of the end users and the society in general.



**FIGURE 12 - EVALUATION OF THE DISSEMINATION ACTIONS PERFORMED UNTIL THE END OF FOURTH SEMESTER WITH THE TOTAL PLANNED DISSEMINATION ACTIVITIES**

## Fifth Semester (until August 2017)

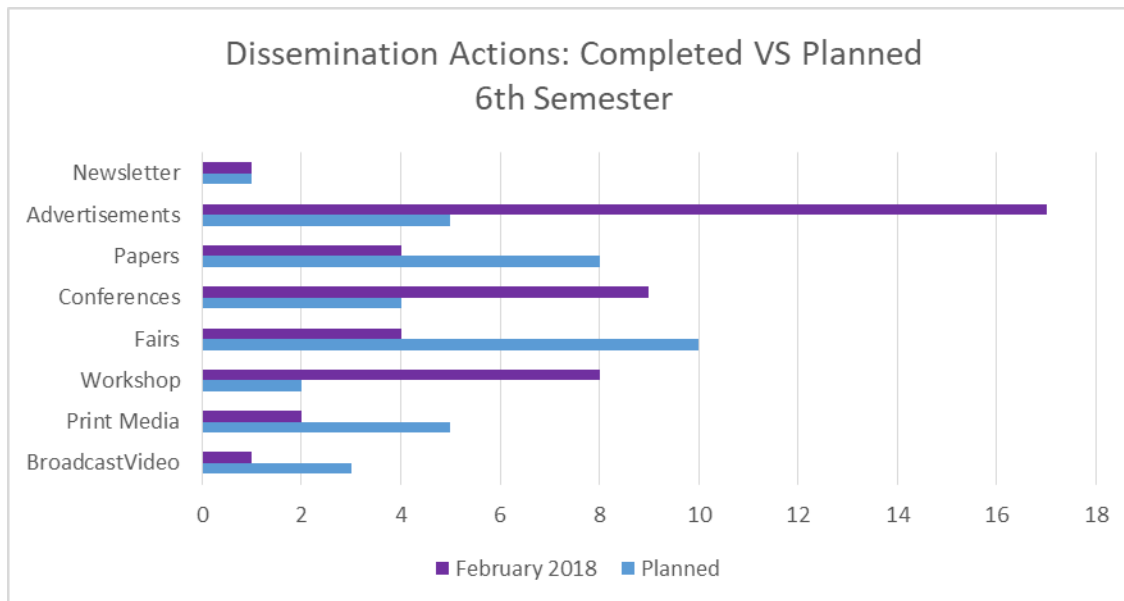
During the Fifth semester, between March and August of 2017, as the prototype was being initially tested it was made the first presentations of OLA solutions. In this semester can be highlighted with the development of a newsletter and a video of the pilot activity in Hungary which could be disseminated through different channels and used in events to support the demonstration of OLA solution. The first presence at two fairs, on the Be Smart! Hungarian E-Health Day and also the recognized CEBIT was an important move to spread OLA, where the interests from the attendees were relevant.



**FIGURE 13 - EVALUATION OF THE DISSEMINATION ACTIONS PERFORMED UNTIL THE END OF FIFTH SEMESTER WITH THE TOTAL PLANNED DISSEMINATION ACTIVITIES**

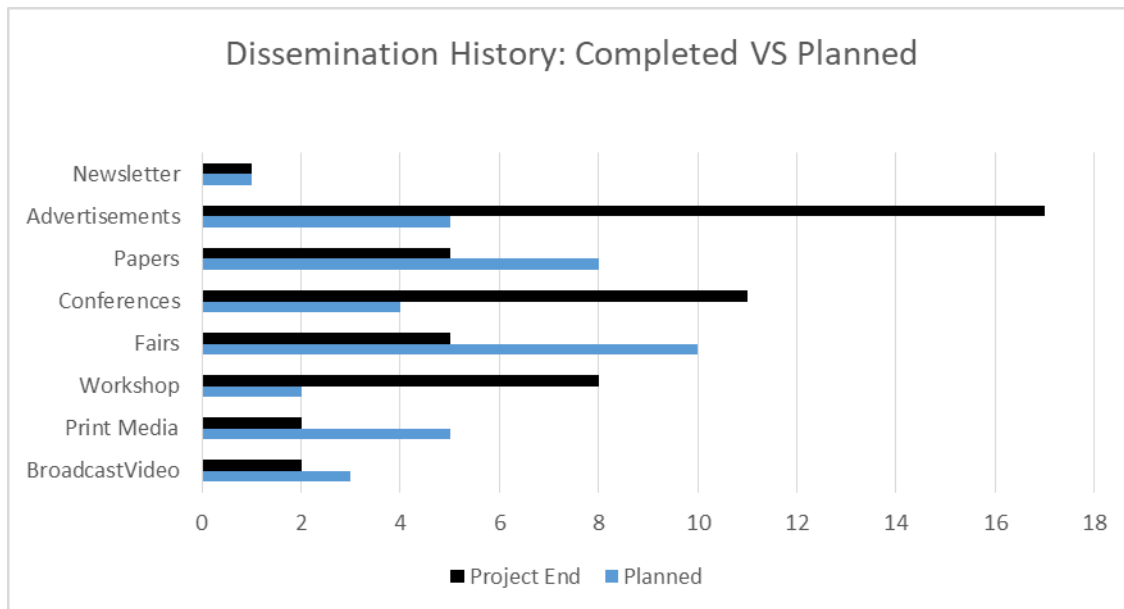
## Sixth Semester (until February 2018)

In this semester, which match with the second phase of the pilots, some results from the pilots were already initially analysed as well the business model was being refined, these results and conclusions were presented in the AAL Forum, Portugal Social and AAL info Day. It is also important to highlight from this period, that material – poster and flyer was developed and shared through different channels, including these fairs mentioned. A Web Article and a Booklet was also developed in this semester presenting the OLA solution with the results collected from the initial pilot activities.



**FIGURE 14 - EVALUATION OF THE DISSEMINATION ACTIONS PERFORMED UNTIL THE END OF SIXTH SEMESTER WITH THE TOTAL PLANNED DISSEMINATION ACTIVITIES**

Until the project closure, in the last three months, the last dissemination activities included a participation at the Medtec fair, 2 conferences in Portugal and Hungary, and also the development of a promotional video for OLA to disseminate in the social networks and with stakeholders which can be potentially interested in OLA.



**FIGURE 15 - EVALUATION OF THE DISSEMINATION ACTIONS PERFORMED UNTIL THE END OF THE PROJECT WITH THE TOTAL PLANNED DISSEMINATION ACTIVITIES**

### Final Stage

The following represents the Dissemination history, where it is possible to analyse the whole project dissemination History (same colours were used for an easier analysis), establishing a straight assessment on the respective semester's achievable. The blue bars represent the number of planned actions for each activity (see description above), and the number stated on each bar represents the number of actions performed in contrast with the actions initially planned for each activity.

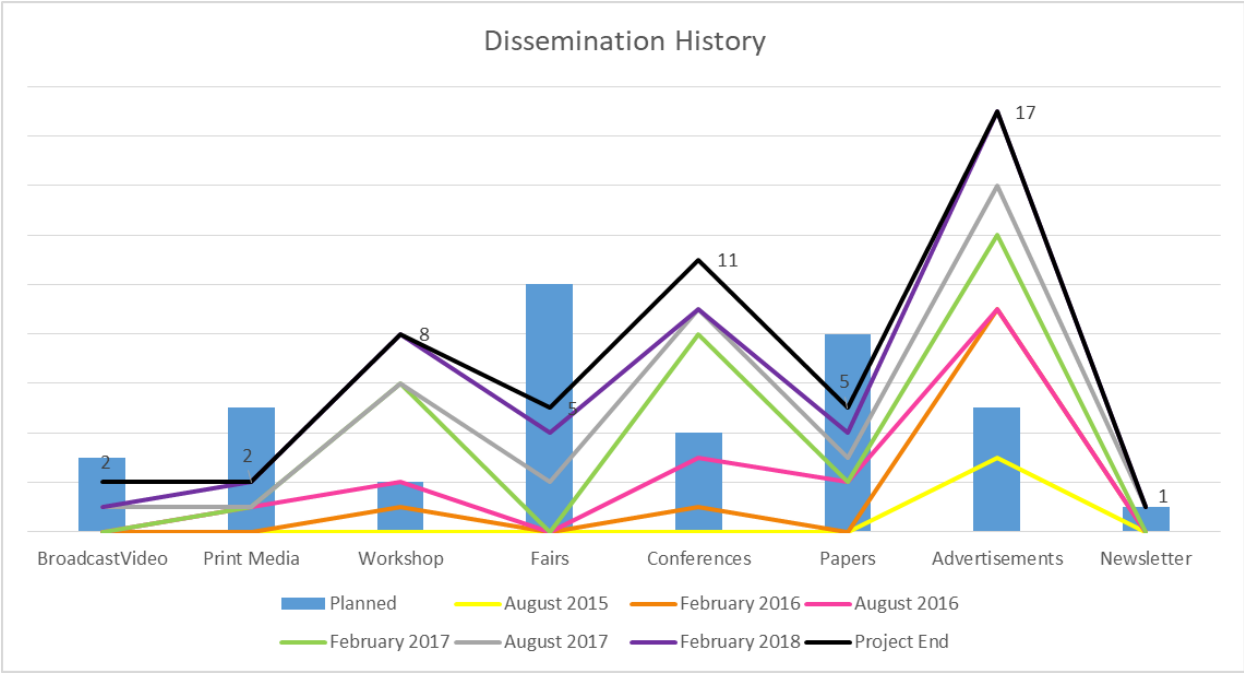


FIGURE 16 - DISSEMINATION HISTORY



## 7 Conclusion

In the overall, the consortium performed an active participation on different dissemination activities during the project life cycle. It was not possible to achieve the great ambition of being present at the number of fairs and papers' presentation which was initially planned. On the other hand, there was a great contribution from all partners to be involved in the project dissemination results and also on the commitment to keep the pilot activities after the end date planned (February 2018) which will be running even after the project finishes (April 2018). From the analysis of the dissemination activities it is also evidenced the great effort made from the beginning of 2017 until the end of the project, participating actively, especially on workshops and conferences, benefiting from the development of dissemination material and promotional of these events on the web.





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