



PersonAAL



Deliverable 4.2

Dissemination plan for project's vision and outcomes

Responsible Unit: PLUX

Contributors: All Partners

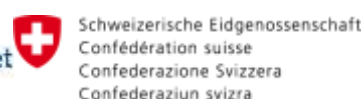
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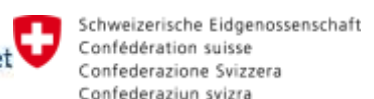
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1 INTRODUCTION

This deliverable outlines the dissemination activities carried out by project partners and lays out the dissemination strategy for the PersonAAL project and is going to adopt to make both the general public, but also specifically targeted experts, users and stakeholders aware of the project's results.

The objectives of this task are to promote and empower the dissemination, transfer, and/or broad up-take of the PersonAAL project results to target audience and stakeholders, as well as the technical and scientific publishing and promotion of the main project results in highly qualified international conferences and journals. To this aim, a number of focused actions will be planned and defined and dissemination instruments will be set-up.

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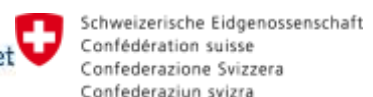
2 DISSEMINATION STRATEGY

2.1 WHY and WHAT

The main objectives of this dissemination plan is to create an effective dissemination strategy that is able to raise awareness, inform and educate the community, engage to get feedback from the community and to promote the PersonAAL outputs in order to commercialize the project results into its initial sales. So this dissemination plan should ensure that the mission, activities and results of the project become as widely known and understood as possible from a scientific, technical and commercial point of view and among potential end users.

The dissemination will include the results and the products that we expect to accomplish with this project. It will also comprise the progress of the project, the intermediate achievements, the places where people can find more information about the product, places where we will be presenting the project so not only the stakeholders but also the general public can have access to more information, ask questions and in the end raise awareness for what will be the project outputs.

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2.2 To WHOM

In the dissemination strategy, we differentiate means of communication according to the following identified target audiences:

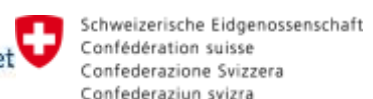
1. Scientific communities (Universities, Research Centers, Researchers, Research Public Bodies in Europe)
2. Professionals (ICT Associations, SMEs and developers)
3. Broad Public (Technically interested readers of blogs and popular scientific magazines)
4. Stakeholders (Potential customers and end users)

One of the main challenges in this project will be to identify throughout the project what are the critical stakeholders and the ones that we will assume as the more relevant ones and that could be the first targets of this project. This will be particularly important not only during the project development but also for the exploitation plan.

One important task in the dissemination strategy is to identify the stakeholders. The current stakeholders identified are:

- Daycare centers/Residential care centers – the PersonAAL product will be able to offer these centers an additional service that they could add to their existing services. So they will be able to provide remote assistance and support since these centers already have a structure of professionals capable of performing this task.
- Institutions that provide services of home care – the PersonAAL product will be a big help for these institutions, since in some cases the professional caregiver will not need to move to the elderly house since it could perform the assistance remotely.
- Informal caregivers – the family members or close friends will have in this product a great tool to be more close to the elderly without the need to go to their home.
- National health system – This product could act in a preventive way and reduce the number of times a patient needs to visit the hospital and even replace some basic elderly care.
- Elderly – will be able to live more independently and longer in the comfort of their homes.
- ICT companies developing Health and Wellness solutions – could use the PersonAAL platform to improve their products.

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2.3 EARLY ADOPTER STRATEGY

As this is a new solution to the market, we need to analyze which of the potential customers are the easiest early adopters to approach.

The national health systems or the elderly as potential buyers all are more conservative adopters in general and require a mature product with good publicity from early adopters. Informal caregiver are possible, but would involve an expensive marketing campaign and would also benefit from more referral marketing of where it is already working.

Therefore, the strategy is to identify which of the potential customer segments are both early adopters and are winnable with a limited marketing budget. Private assisted living facilities represent a potential early adopter market that can be achieved within the scope of this project.

After identifying the core segments, the goal of the project should be to win over at least a minimum number of key opinion leader customers that would be willing to pilot the product and help to create commercial marketing materials and buy the system upon a successful completion of the pilot.

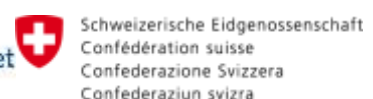
2.4 HOW

Making PersonAAL results widely available outside the consortium will be achieved by a number of dissemination activities. In particular, PersonAAL results will be disseminated to a broader audience (including private and public organizations, health companies, academia and research institutions) through events, workshops, conferences, journal publications and internet exposure.

The tool and materials that will be used are the following:

- Project web site: embracing all the multimedia and promotional material, events announcement, links to project publications, and all kind of public deliverables. It is already up and running at personaal-project.eu and will be kept updated with the project's news, public deliverables, scientific publications and the material used in the events where the project is presented (such as slides,

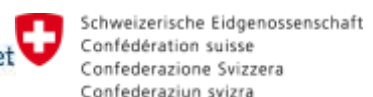
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videos, etc.). All consortium partners will contribute to the dissemination of the project results. The web site will provide various types of information regarding how to personalize and adapt to the context of use AAL applications.

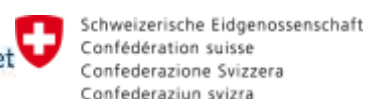
- Dedicated pages in the most relevant social networks: Together with the official website, some additional pages/channels will be created in the appropriate social networks (YouTube, LinkedIn and Facebook) in order to increase the viral promotion of the project.
- Newsletters, Presentations and Leaflets: To promote the project contents, at least 2 newsletters (in English) will be released during the project lifetime. Additionally, project presentations, leaflets and specific brochures dedicated to the project's outcomes will be produced. These brochures will be multilingual (EN and in the partner's languages).
- Multimedia material: At early stages of the project some videos, interviews and interactive tools and demonstrations will be prepared; print material where appropriate, including an industry-oriented brochure for attracting potential users and customers. At later stages of the project, we will also produce materials aimed at promoting the project's result to the identified stakeholders.
- Presentations at conferences and symposia of related initiatives: publications of scientific and technical articles in the fields of interactive software development, accessibility, interface adaptation, active and healthy ageing related conferences, from which we highlight:
 - ASSETS - The International ACM SIGACCESS Conference on Computers and Accessibility
 - CHI - The ACM Conference on Human Factors in Computing Systems
 - ACM Mobile HCI - International Conference on Human-Computer Interaction with Mobile Devices and Services
 - ACM Engineering Interactive Computing Systems
 - ACM Advanced Visual Interfaces
 - ACM IUI - International Conference on Intelligent User Interfaces
 - ACM UMAP - User Modeling, Adaptation and Personalization Conference
 - International Conference on Pervasive Computing Technologies for Healthcare

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- HIMSS - The European Health Week in Amsterdam 2016 (ehealthweek.org)
 - AAL Forum (aalforum.eu/about-st-gallen-3)
 - Scandinavian Health Exhibition (vitalis.nu/konferens/Konferensteman-2016)
 - TechAAL - IET International Conference on Technologies for Active and Assisted Living
 - ICT4AWE - International Conference on Information and Communication Technologies for Ageing Well and e-Health
- Presentations at events and exchanges with other research projects: Human and material resources will be also available to present the work developed and the obtained results in brokerage events, activities or meetings with other funded projects or related areas organized by consortium partners. All partners will aim for a Workshop on: Assistive Devices for the Older Community, to be held as part of one of the conferences the consortium will participate in.
 - Journals: another dissemination effort will be focused on the publication of results in refereed and prestigious journals in the field of Human-Computer Interface Interaction, Universal Access and, Assistive Technologies for older community. All partners will be encouraged to ensure their publication lists are updated on ResearchGate.
CNR plans to publish five papers on topics related to the project before the end of the execution. FFCUL also intends to publish five papers considering that some of them might be joint publications with CNR and other project partners. SUNHF expects to contribute with three scientific papers focused in the rehabilitation subject. These publications are intended to be published on the following journals:
 - International Journal of Human-Computer Studies
 - Interacting with Computers
 - International Journal of Human-Computer Interaction
 - Behavior & Information Technology

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2.5 WHEN

The WP4 that is responsible for the dissemination and exploitation tasks in the PersonAAL and more in particular the dissemination activities have an execution time of 36 months, existing during all the project lifetime.

The activities will be structured in two main phases: the awareness phase and the communication phase.

Awareness phase

In this phase, our aim is to make target audiences aware of the project by presenting the project's underlying ideas and objectives.

Communication phase

In this phase, our aim is to pro-actively engage with potential audiences by means of technical results and prototypes.

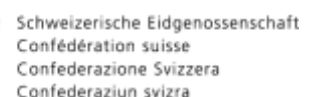
To achieve these results firstly we should create additional pages/channels in the appropriate social networks (YouTube, LinkedIn and Facebook) so we can update these channels as the project progresses with useful information. Then we should create newsletters to promote the project contents.

Multimedia material, leaflets and specific brochures dedicated to the project's outcomes will be produced as they are needed for conferences, presentations, events and related initiatives. These materials will be firstly produced to aim the general public dissemination.

We should begin at an early stage to perform a stakeholder analysis, identifying, listing and assessing which stakeholders should be our buyer targets in order to produce multimedia material and plan exploitation activities that are effective and aimed for those specific targets. In order to adapt the results and the dissemination materials to these targets this task should begin at an early stage and for that the PersonAAL consortium should deepen their knowledge about each stakeholder and respective countries of dissemination and then debate compare and contrast the established possibilities.

The conferences and events will be attended at the dates the partners find more suitable and as soon as adequate results are produced. The scientific papers will be written throughout the project lifetime as the project outputs start emerging, with the goal to publish at least five papers by the end of the project.

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In a later phase of the project already in the presence of technical results, prototypes and the with the main buyers identified we should start pro-actively engaging potential audiences and get some feedback. This could be helpful not only for adapting the PersonAAL framework but also to have more knowledge for the exploitation plan so we can define a more efficient strategy.

In the following table we report a summary table of the main identified dissemination means.

Timing	Means of dissemination	Target Groups	Purpose
M4-M36	Project website	ALL	Awareness, Information
M4-M36	Dedicated pages in Social Networks	ALL	Awareness, Information
M6 + Updates	Presentations and Leaflets	ALL	Awareness, Promote
At least 2 during project lifetime	Newsletters	ALL	Awareness, Information
M6-M36	Multimedia material	3, 4	Awareness, Promote
On Demand	Conference Presentation and Posters	1, 2, 3	Engage, Promote
M12-M36	Demonstrations	4	Engage, Promote
M6-M36	Journal, articles, scientific papers	1	Inform

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