



Platform for widespread uptake of certified, accessible and easy-to-use AAL mobile apps in Europe

ALL Agreement: AAL-2014-073

D6.3 – Dissemination Plan

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V0.4

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Table of contents

1	Dissemination in zocaalo.....	4
1.1	Introduction.....	4
1.2	Logo and Website.....	5
	Logo.....	5
	Website.....	5
1.3	Other dissemination material.....	8
	Leaflets and posters.....	8
	Twitter Account.....	12
1.4	Conferences, exhibitions and events.....	12
	2016 Actions.....	12
	2017 Actions.....	12
	2018 Actions.....	13
1.5	Conclusions.....	14

1 Dissemination in zocaalo

1.1 Introduction

This report represents the first issue of the zocaalo project dissemination plan, defined as Deliverable D6, and it outlines the dissemination activities which are performed by the zocaalo consortium from the beginning of the project till September 2018. Results achieved during the project duration have been reported both to the scientific community by means of conferences and articles and to the general public by means of the project website and newspapers articles.

Within the dissemination task of the zocaalo project the production of dissemination material is scheduled. In particular a logo, a leaflet, a poster and a website page were designed. In addition publications emanating from zocaalo research work are going to be reported here.

COOSS (Cooperativa Sociale Onlus) and Cognitiva Unidad de Memoria are the end-user who will represent the voice of the customer. The course of creation of the dissemination material is as follows:

- for the logo a number of candidate logos was released to the consortium and the final decision is the one presented in this report;
- the website was created by Eurohelp although all partners contributed with material related to their work and expertise; similar process was carried out for the creation of the leaflets and posters with Eurohelp proposing to the consortium and after sequential interaction of opinions the final versions were released;
- the process of paper presentations in different scientific events is an open one throughout the whole duration of the project with partners encouraged to proceed in such actions. In this document the generic strategy of zocaalo in the preparation of papers is briefly reported together with the work in this field accomplished up to this point.

After a short introductory overview of the motivation and objectives of the project in the first chapter, the structure of this report continues as in the following:

Chapter 2 concerns the dissemination issues of the decision of the zocaalo logo and the generation of the website. These tasks were accomplished in M18; in the subparagraphs of Section 2.2 a brief description of the content of the zocaalo website is reported accompanied with screenshots of its material.

Chapter 3 is about the leaflets, the posters design and all the multimedia productions aiming at the dissemination of the project work. Pictures of them are included in this report with short description of them when it is necessary.

Chapter 4 lists and describes conferences, exhibitions, workshops and scientific papers in which partners presented the research results and the further activities to be done.

The dissemination task is an open one lasting for the whole duration of the project so here only the initial plans and work are reported.

Finally, in Chapter 5, the conclusion paragraph summarizes this report. The document is a living picture of dissemination actions taken during the project and will be closed in end of December 2018.

1.2 Logo and Website

Logo

The zocaalo Project logo was designed as in the following figure:



The zocaalo logo main image is the simple representation of the main concept of a common environment for apps up taking and spreading in the elderly population. Represents with different layers, the different types of apps available for elderly, health, monitoring, cognitive stimulation or entertainment liked in a “blue” shield of reliable and responsible marketplace and exhibits an inner security and confidence of the certification process. The word “zocaalo” is also included within the logo for direct reference to the EU project and below is highlighted the acronym description.

Website

A website was also achieved for a better representation of the project to the scientific community and the interested public through the use of internet. The web address is:

<http://www.zocaalo.eu/>

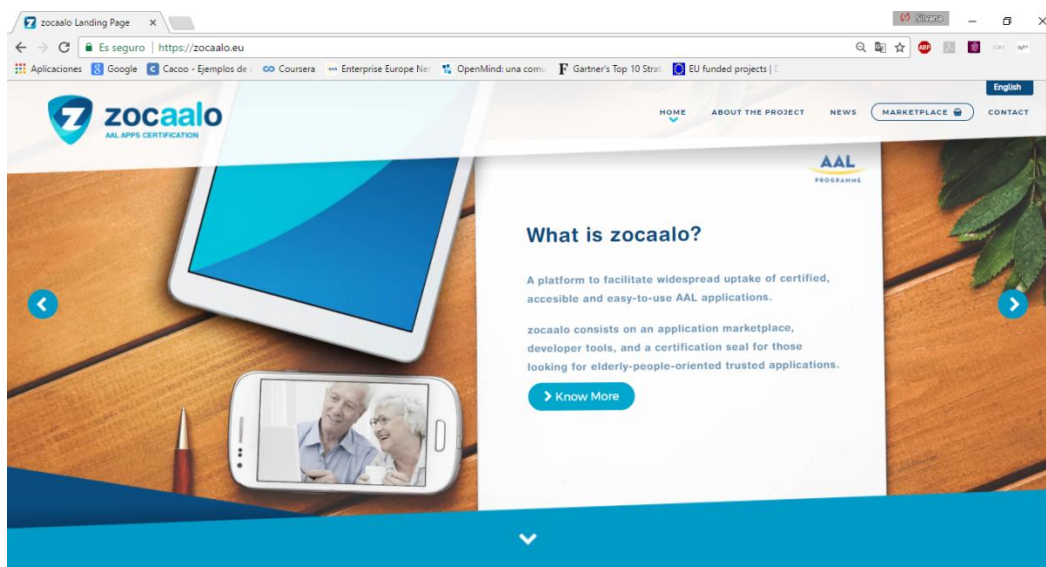
The extension .eu was preferred to .com since the website is about a public EC co-funded project and not a company.

The website is divided to the following sections:

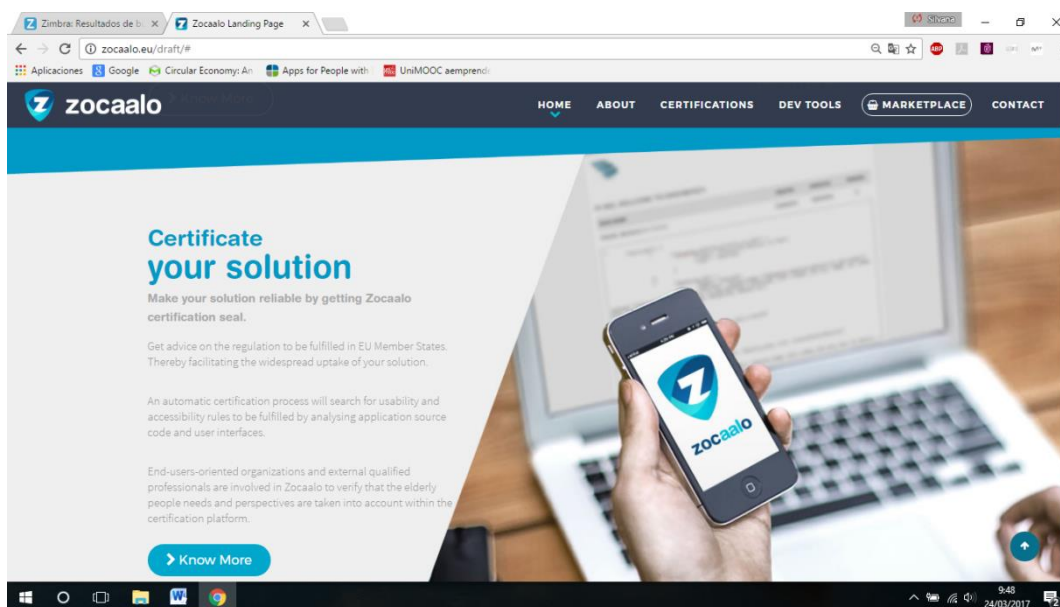
1) Navigation bar including:

Home
About
News
Marketplace
Get in touch

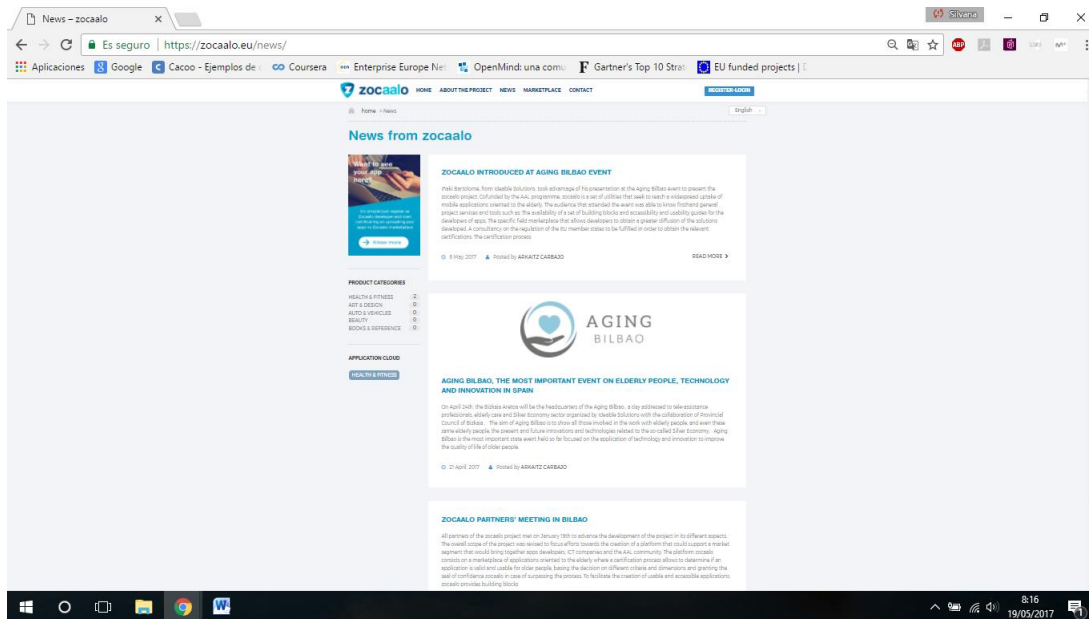
2) Short description of the zocaalo project



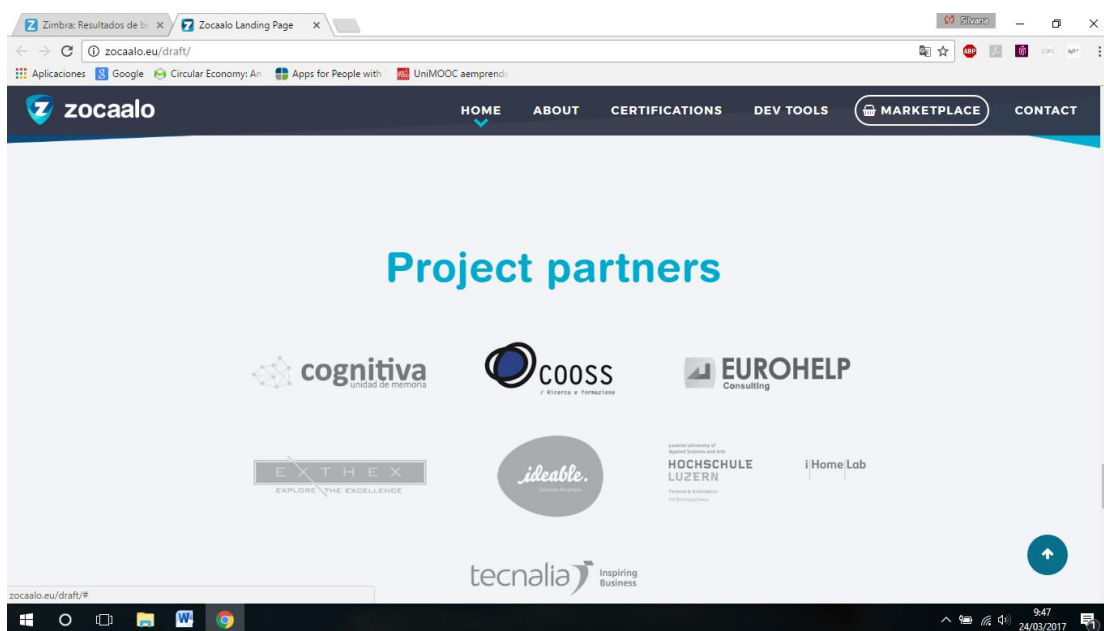
3) Certification short description



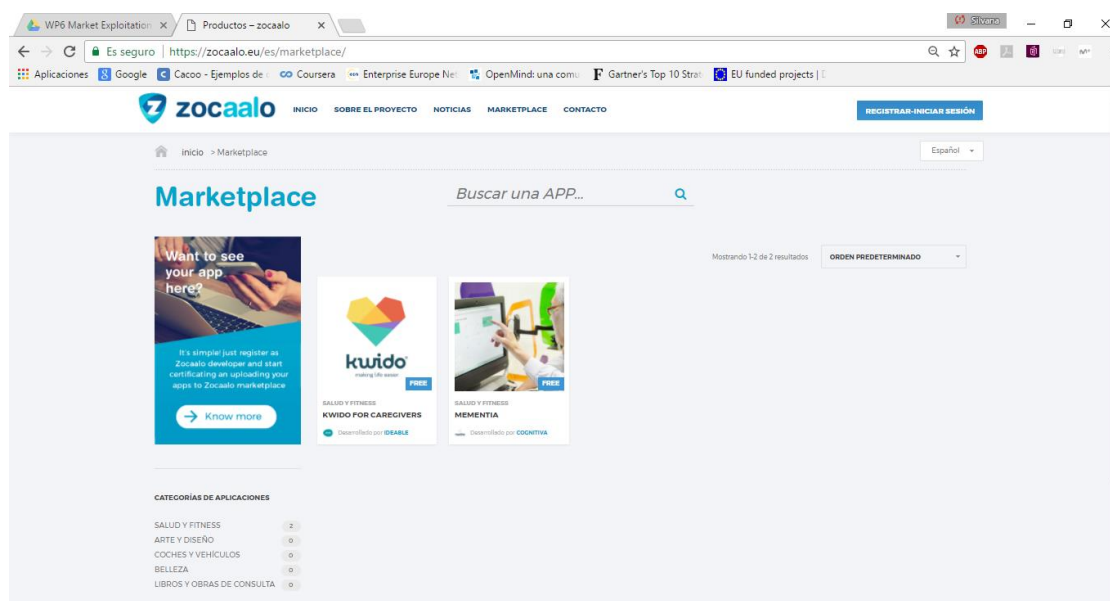
4) Subscribe for news



6) Project Partner



7) Marketplace



1.3 Other dissemination material

Leaflets and posters

Leaflets and posters were also created for the project emphasizing its social contribution and also including AAL logos. All these dissemination tools have been identified to be an attractive tool to be distributed during scientific meetings and conferences at national, European and international level to raise awareness of the scientific and market opportunity constituted by zocaalo.

The leaflet were a single paper folded two times, so that each side were a different section. The leaflet includes the following sections:

1. The Front section, consisting of the zocaalo logo, project acronym, a representative image and the website address;
2. The Back section, presenting a Consortium brief description, partners logos, the reference to the AAL logo, EU logo, and contact data;
3. The inside section, at left, consisting in the project detailed technology explanation;
4. The inside section, at right, consisting in the presentation of the use of zocaalo to perform daily tasks and a diagram of the functional architecture with its brief description.

The Poster, on the other hand, gives basic information for zocaalo and is intended to be used in exhibitions, conferences and other related events.

The following figures present the developed material.



Project partners

cognitiva COOSS
EUROHELP ES-TECH
ibattle ROCHIMILE LUZERN HomeLab
YOUPERS tecnalia

zocaalo

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“ A platform to facilitate widespread uptake of certified, accesible and easy-to-use AAL applications. ”

If you are interested in the zocaalo program you can learn more and stay up to date with news and upcoming zocaalo events by visiting our website
www.zocaalo.eu

AAL PROGRAMME 



zocaalo

Zocaalo seeks to preserve elder people's capacity for autonomy at home and improve their quality of life. It consists on an application marketplace, a set of DevTools, European regulatory assistance and a certification seal. It's a reference for those looking for elderly-people-oriented trusted applications.

Main objective
To facilitate widespread uptake of certified, accesible and easy-to-use AAL applications

Develop, deploy and certify
Shorten your development time and build accesible apps from the very beginning.

Certify your solution
Make your solution reliable by getting zocaalo certification seal.

Application Marketplace
Foster the widespread uptake of applications

Ensure the suitability of your applications by relying on the zocaalo DevTools. You will foster AAL application development by using the provided building blocks and usability guidelines.

An automatic certification process will verify the compliance of usability and accessibility rules using the zocaalo metamodel, evaluated by end-user-oriented organizations and qualified external professionals.

Caregivers, end-users organizations, professionals and developers will find in zocaalo marketplace reliable, accesible and easy-to-use AAL apps with the trust that the zocaalo seal provides.

END-USERS ORGANIZATIONS PUBLIC ADMINISTRATIONS
AAL DEVELOPERS COMMUNITY
CAREGIVERS ELDERLY PEOPLE



zocaalo

Main objective

To facilitate widespread uptake of certified, accesible and easy-to-use AAL applications

Develop, deploy and certificate

Shorten your development time and build accesible apps from the very begining

- **TOOLS FOR DEVELOPERS**
Foster your AAL apps development by using provided building blocks and usability guidelines
- **CERTIFICATION PLATFORM**
Using a metamodel evaluated along with end-user oriented organizations and qualified external professionals
- **APPLICATION MARKETPLACE**
Reliable, accesible and easy-to-use elderly-people oriented apps



Project partners



Project Coordinator

Eurohelp Consulting S.L.

Silvana Zegianini Gomez

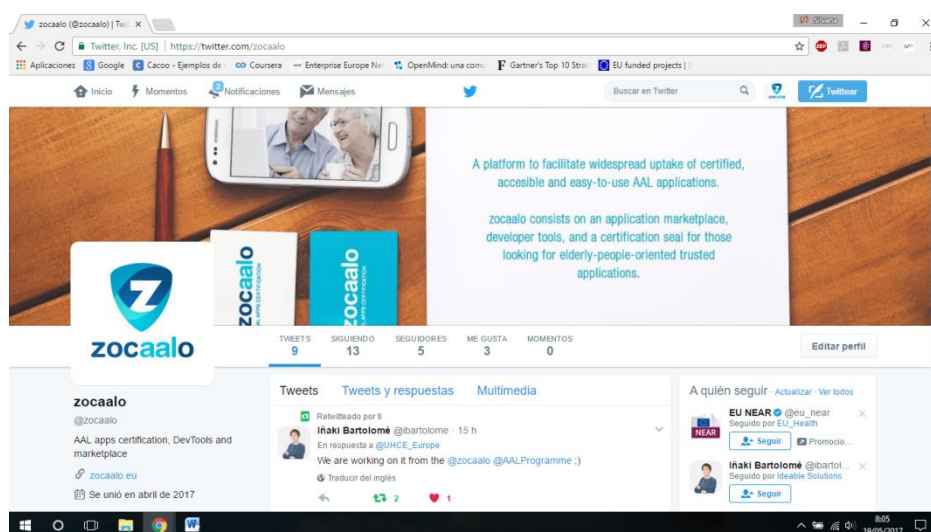
Email: szegianini@eurohelp.es

Phone: +34 94 439 54 60

www.zocaalo.eu

@zocaalo

Twitter Account



1.4 Conferences, exhibitions and events

2016 Actions

- AAL Forum, St.Gallen (Switzerland) 26-28/09/2016 <http://www.aalforum.eu/>
- SFG Zukunftstag (conference of the Styrian research promotion agency)
- Styria Geriatrica (AAL conference of the Styrian health insurance)
- DBT Award Pitch (pitch of another project for Austrian Press Agency)

2017 Actions

Events

Title	Date	Where	What	For
Spitex-Bildungstagung Schweiz	09/03/2017	Olten (Switzerland)	speech	Formal carers
AAL Program Infoday	13/03/2017	Montréal (Canada)	discussions	Future stakeholders of AAL programme
Evento Aging Bilbao Bilbao	24/04/2017	Bilbao (Spain)	exhibition, speech/workshops/	Public (specialized in elderly, public administration, housing, health, consultants)

EIP on AHA Polibienestar	24/05/2017	Brussels (Belgium)	speech/workshops/	EIP on AHA trends workshop
EIP on AHA Polibienestar	8.-9.06.2017	Valencia (Spain)	speech/workshops/	EIP on AHA trends workshop
Forum Bern 60plus	16/05/2017	Bern (Switzerland)	Workshop	Public (older citizens and formal carers)
AAL Forum	2.-4.10.2017	Coimbra (Portugal)	Exhibition, speech/workshops/posters	Public
Messe Zukunft Alter	13.-15.10.2017	Luzern (Switzerland)	Exhibition, speech	Public
Aging startup Pitch - Aging in Community Technology	7.06.2017	Rovereto (Italy)	Exhibition, speech	Startups
Aging2.0 European Summit	24.05.2017	Hasselt (Belgium)	Conference, speech	Public

- **Submission of Commitment to EIP-AHA** (European Innovation-Partnership on Active and Healthy Ageing) (https://ec.europa.eu/eip/ageing/home_en): This platform is a communication and information hub for all actors involved in Active and Healthy Ageing through Europe. Zocaalo aims at participating in an Action Group, specifically the **C2-Independent Living Solutions** (https://ec.europa.eu/eip/ageing/actiongroup/index/c2_en). This will facilitate the contact with relevant stakeholders in the ageing field like the AGE Platform (<http://www.age-platform.eu/>), which is a european network of non-profit organisations of and for people aged 50+.

The consortium has currently started the initial contacts to participate in such group (presentation of zocaalo to promoter Mr. Javier Ganzarain, presentation of zocaalo to global C2 Action Group).
- zocAALo partners aim at organizaing a **dedicated seminar** by the end of 2017 to raise awareness on the platform and its tools. It will be held in Bilbao and public specialized in elderly, specially developers, will be invited.

2018 Actions

Events

The consortium partners will participate in several of the events mentioned below:

International events:

- AAL Program Infoday
- AAL Forum, <http://www.aalforum.eu/>
- Med-e-tel (the international e-health, telemedicine and health ict forum) (<https://www.medetel.eu/>)
- eHealth Week & mHealth Summit Europe (<http://www.worldofhealthit.org/ehome/98290/214383/>)

National events:

- (Spain) Aging Bilbao (Bilbao, Spain)
- (Switzerland) Forum Bern 60plus (Bern, Switzerland)
- (Switzerland) Messe Zukunft Alter (Luzern, Switzerland)
- (Spain) Inforsalud (National Congress for Health Informatics) (Madrid, Spain)

1.5 Conclusions

This deliverable describes an overview of the dissemination activities of the zocaalo project. Various means have been used to make the early results of this research project available to scientists, researchers, the AAL community and to the larger public. In order to give a permanent overview of the project progress and to reach a wide public a web-page has been implemented that documents objectives and results.

The first scientific results of zocaalo have been published at conferences or in various papers and journals during the first year of project activities. By presenting the project in different conferences, an undeniably high public visibility has been gained, even more by means of subsequent articles and news-web-pages where the zocaalo ideas have been presented to a wide public.

To summarize, the results obtained during the first mid-term of the project duration have been made public in different fields.

For what concerns the activities to be carried out during the next months, a set of conferences has been identified in order to disseminate results of system development. Besides, the papers press listed in the table will be frequently asked for publication of new activities carried out or planned for the future months.