



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

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Dissemination in AAL Solutions platform

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V0.5

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V0.4	22.10.2018	Silvana Zegianini	IOT Exhibition and Congress in Barcelona
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1 Dissemination of zocAALo in AAL Solutions platform

1.1 Introduction

As a member of the AAL ecosystem, in June 2017 Tecnia has received an invitation from the University of Innsbruck to place our AAL solutions in an online information platform the University, together with other partners, is promoting. The information platform is aimed at providing an overview on the latest solutions on the market as well as to find the right solution according to specific needs. To place our solutions in this information platform is **free of charge**.

The link to the website is the following: <http://www.aal-products.com>.

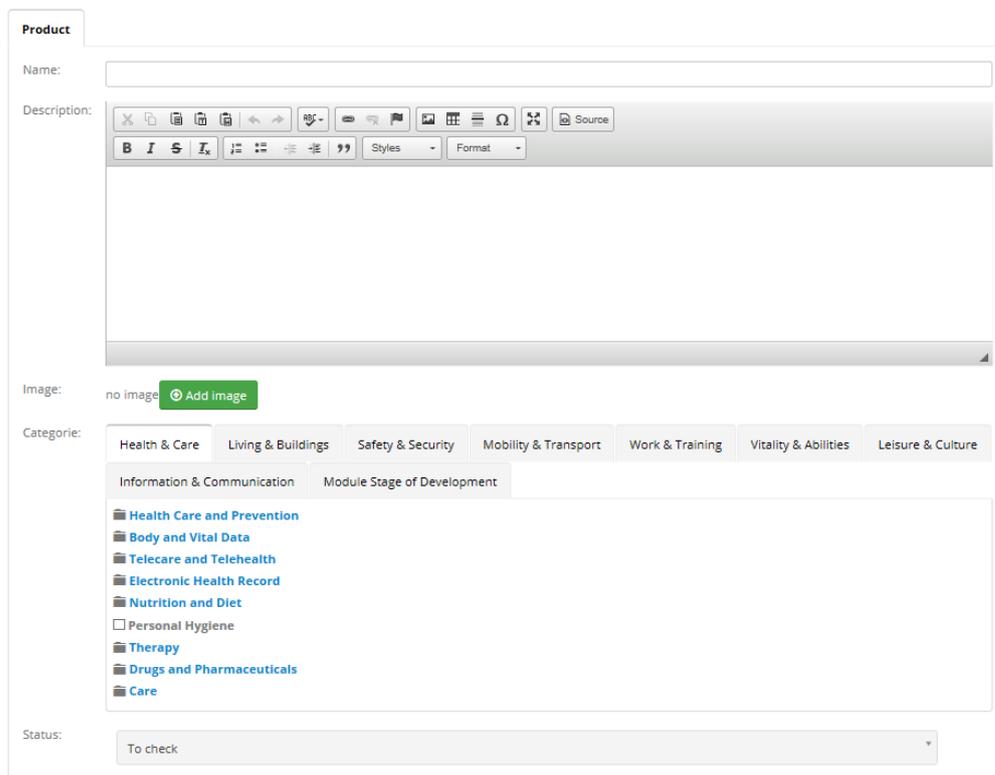
The structure of all solutions on the AAL Products website is based on the classification scheme of tAALxonomy to guarantee clear illustration and transparent comparability (<http://www.taalxonomy.eu/en/>).

Tecnia considers it might be interesting to place zocAALo in this platform, something that is confirmed and agreed in a consortium confcall held on the 6th July 2017. It is decided to publish the solution once first version of zocAALo is available in September 2017.

Tecnia will prepare the necessary material for the publication.

1.2 Content

The information that is required to place solutions in this platform is the following:



The screenshot shows a web form for adding a new product. The form is titled "Product" and contains the following fields and options:

- Name:** A text input field.
- Description:** A rich text editor with a toolbar containing icons for undo, redo, bold, italic, strikethrough, bulleted list, numbered list, link, unlink, source, and a "Source" button. Below the toolbar are "Styles" and "Format" dropdown menus.
- Image:** A field with the text "no image" and a green "Add image" button.
- Categorie:** A set of tabs for selecting a category: Health & Care, Living & Buildings, Safety & Security, Mobility & Transport, Work & Training, Vitality & Abilities, and Leisure & Culture. Below these tabs is a sub-section for "Information & Communication" and "Module Stage of Development", which contains a list of sub-categories: Health Care and Prevention, Body and Vital Data, Telecare and Telehealth, Electronic Health Record, Nutrition and Diet, Personal Hygiene, Therapy, Drugs and Pharmaceuticals, and Care.
- Status:** A dropdown menu with the option "To check".

Proposal for this content:

1. NAME:

zocaalo

2. DESCRIPTION:

Zocaalo is a platform to facilitate the widespread uptake of certified, accessible and easy-to-use AAL applications; a platform within the European framework providing a channel of distribution of mobile applications able to improve older people's living conditions. Its marketplace is meant to propose applications whose accessibility, usability and easiness of use are guaranteed. To do this, ZocAALo proposes a semi-automatic certification process aimed to validate existing or new applications: the ones complying with ZocAALo validation criteria will be included in the marketplace and labelled with a certification seal. A set of tools to facilitate the design and development of user-centered applications is also available in the platform.

The platform is organized in 3 main blocks:

- **Tools for developers:** With the aim of improving the efficiency in the design and development process, this block provides documentation, access to experts, testing units with real end-users and accessibility guidelines to develop applications that match the needs and characteristics of the market they are designed for
- **Certification process:** This block offers a certification consultancy service, with the support of external qualified professionals, to validate applications in the countries belonging to the European Union. This semi-automatic certification process searches for usability and accessibility rules to be fulfilled by analysing application source code and user interfaces
- **Marketplace:** This block provides a protected marketplace where certified age-related applications are stored. It targets older persons wanting to preserve their autonomy, and also caregivers and service provider organizations, supporting them with their current services or even finding new service options. Offers an opportunity to access new potential clients for developers.

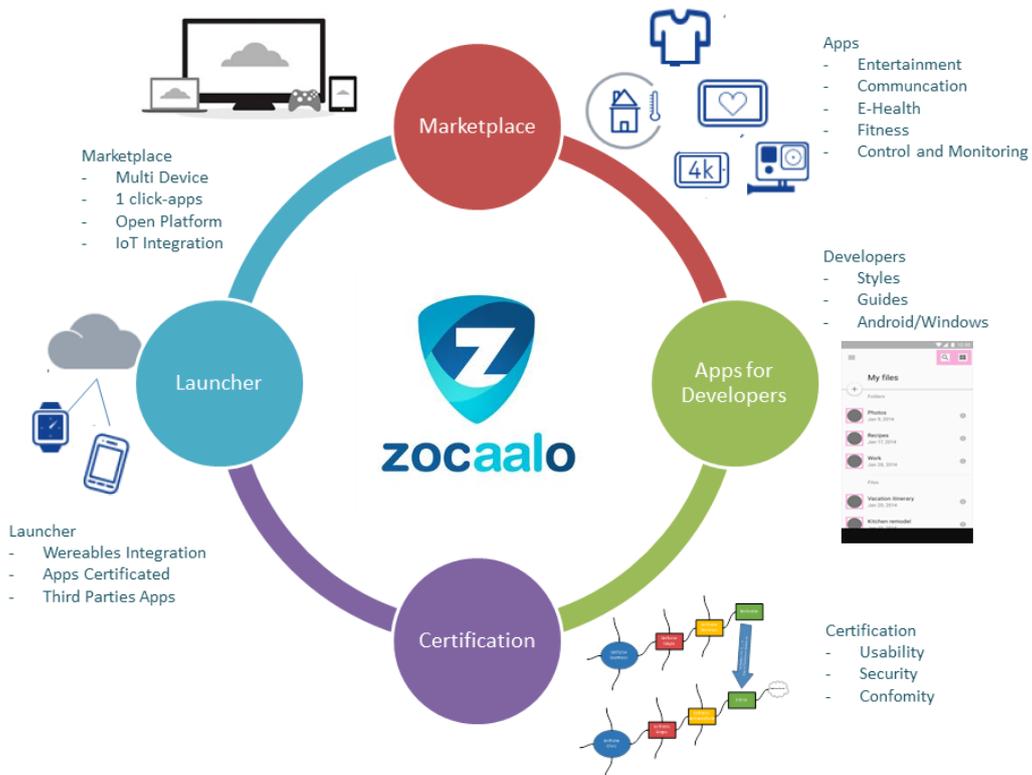
+ info: <https://zocaalo.eu/>

3. IMAGE

Option 1:



Option 2



4. CATEGORIE

Information & Communication\Consulting, coaching and assistance

5. STATUS

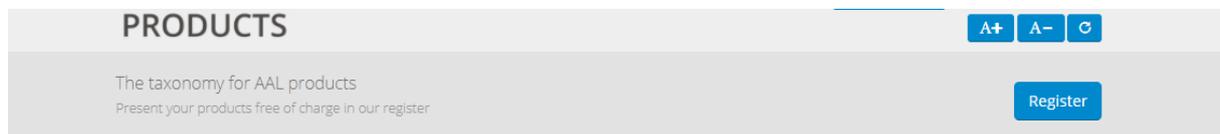
Prototype completed

1.3 Publication

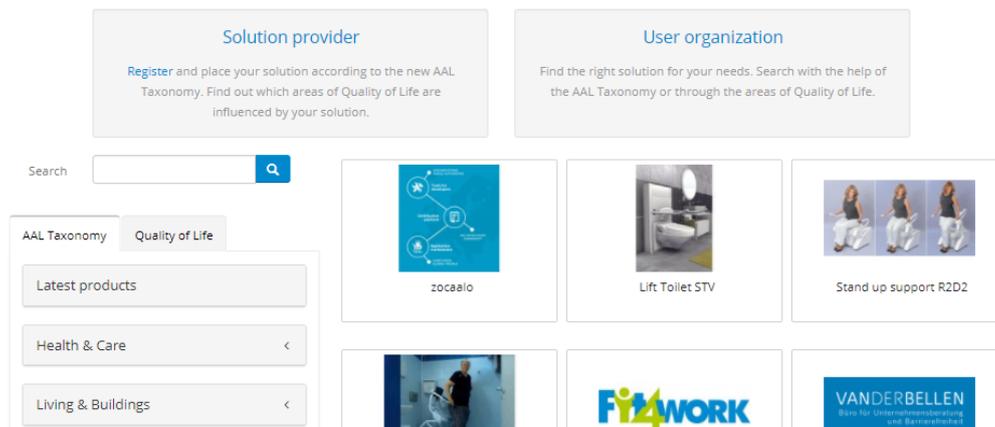
Publication of the solution is expected to happen by the end of September or beginning of October, once first integrated version of zocAALo is available.

It has been published as follows:

<https://www.aal-products.com/index.php/frontend/start?categorie=-1>



The online catalogue for assistive and smart technologies





Neueste Produkte -> zocAALo



zocAALo

Zocaalo is a platform to facilitate the widespread uptake of certified, accessible and easy-to-use AAL applications; a platform within the European framework providing a channel of distribution of mobile applications able to improve older people's living conditions. Its marketplace is meant to propose applications whose accessibility, usability and ease of use are guaranteed. In doing so, ZocAALo proposes a semi-automatic certification process aimed to validate existing or new applications; the ones complying with ZocAALo validation criteria will be included in the marketplace and labelled with a certification seal. A set of tools to facilitate the design and development of user-centered applications is also available in the platform.

The platform is organized in 3 main blocks:

- **Tools for developers.** With the aim of improving the efficiency in the design and development process, this block provides ready-to-use building blocks and usability and accessibility guidelines to develop applications that match the needs and characteristics of the users they are designed for.
- **Certification process.** This block offers a certification consultancy service, with the support of external qualified professionals, to validate applications in the countries belonging to the European Union. This semi-automatic certification process searches for usability and accessibility rules to be fulfilled by analysing application source code and user interfaces.
- **Marketplace.** This block provides a protected marketplace where certified age-related applications are stored. It targets older persons wanting to preserve their autonomy, and also caregivers and service provider organizations, supporting them with their current services or even finding new service options.

* info: <https://zocAALo.eu/>

MAXIMUM IMPACT ON THE FOLLOWING ASPECTS OF LIFE



AAL TAXONOMY

Consulting, Coaching and Assistance
Product Available on the Market

— Last updated on 11.10.2017.
— zocaalo is a product of Tecnalia.

1.4 Publication AAL Forum

IDEABLE has presented zocaalo in the last AAL Forum 2017 that was held in Coimbra (Portugal, October 2-4).



AAL Forum 2017

Ideable presented the zocaalo project in its stand, and received interesting feedback about the project, especially from:

Public organizations interested in certified apps for the elderly users.

Startups that need a certified seal of accessibility for the eldercare sector.



stand

In addition, Iñaki Bartolomé, CEO at Ideable, participated as speaker in some of the workshops of the meeting, talking about present and future features of zocaalo platform:

Participated in the first workshop, the opening day, dedicated to business coaching for AAL projects.

Presented zocaalo in the “How to build a viable business model in an AAL project” workshop.

Finally made some networking too in the EIP on AHA’s “Building trust and confidence in the performance of the AAL Marketplace” a working session.



AAL is a European programme involving all European countries and regions, including some outside of Europe, whose aim is to improve the quality of life of the elderly people through the development and use of sustainable innovative solutions based on information and communication technologies (ICT) that truly meet their needs with a multidisciplinary point of view.

AAL FORUM is an annual meeting that presents the latest advances in terms of ICT technologies applied to the well-being of the elderly – games, apps, sensors, and products designed to improve quality of life, increase independence, reduce the costs related to care and health, etc.

There were interest generated around zocaalo, Iñaki was in charge of providing information to the public in the AAL Forum.







1.5 Presentation in Innov-Aging 2018

Zocaalo was present in Italy with the representation of COOSS and our colleague Francesca Cesaroni in the international event Innov-Aging celebrated in Acona between 21st and 23th of June in 2018.

Innov-Aging Expo Meeting, the event designed to understand the longevity and aging scenario evolution. This is a unique opportunity to learn about the latest and most relevant innovations of the Silver Market in the three main sectors: Health and Wellness, Technology, Economics and Finance.

Zocaalo was present in the stands and in the media as a solution for certified apps in the elderly market.







1.6 Zocaalo Webinar

It was celebrated on July 2018 for engaging:

- End-user organizations that want to test uploaded apps and get paid for it.
- Caregivers and organizations that want to use already existing or future certified apps from our marketplace.
- UX experts, privacy & security consultants, etc. that want to receive new clients.
- **Developers that want to get their apps certified FOR FREE during this summer**

[Apply to our zocaalo webinar this Tuesday the 19th at 11 CEST if you want to join our community!](#)

Different developers organization participates in the webinar, creating new links for project dissemination.

1.7 Zocaalo Participation on Hackathon 2018

Hack4Elder advantAGE is a 24-30 hours-long hackathon and brainstorming event happening on September 22-23, 2018 in the Euskalduna Palace (Bilbao), in Biscay, Spain.

With a focus on teamwork and international multidisciplinary intergenerational cooperation, Hack4Elder advantAGE is looking for innovative tech and/or non-tech solutions or business models to help the elderly release their full potential and added value in society as a measure of integration in their communities.

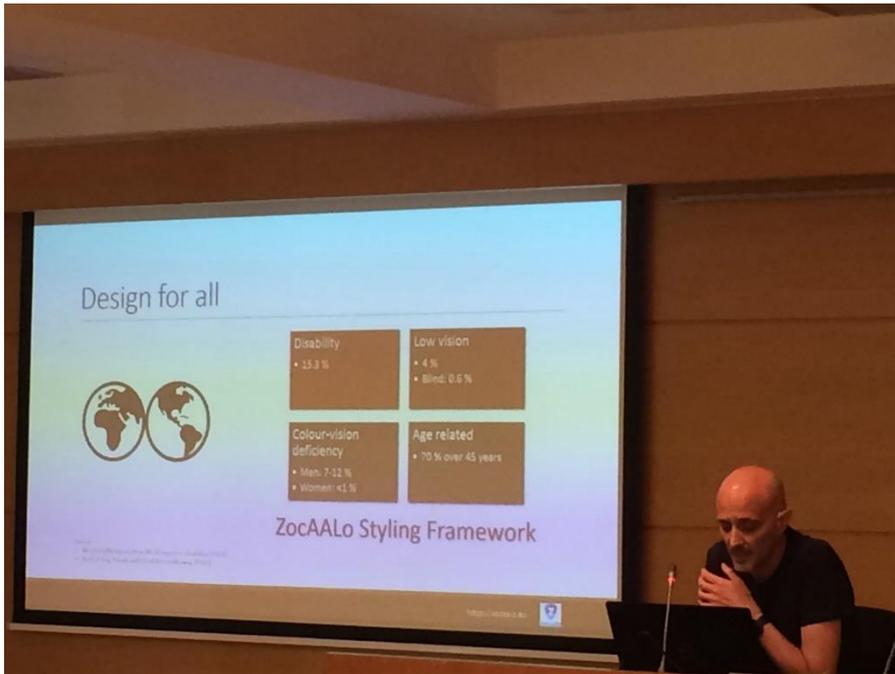
„zocaalo will also be present at the AAL HACKATHON that will start this Saturday 22th with two innovation pills by Iñaki Bartolome from IDEABLE and Javier Arcas from TECNALIA [HTTPS://HACK4AGE.COM/EXPERTS-HACKATHON-AAL-BISCAY/](https://hack4age.com/experts-hackathon-aal-biscay/)“



The participation of Iñaki Bartolome and Javier Arcas (members of zocaalo team) as jury members demonstrate the importance of the international event for community developers.

SPEAKER	INNOVATION PILL
Iñaki Bartolomé	UX in apps for the elderly
Javier Arcas	Zocaalo: app certifications
Jesús Fontecha	Health solutions for disease management & monitoring
César Sánchez	Can the lab help to take my innovation to the market?
Franco Mercalli	Unobtrusive personal data collection for early detection of aging
Koldobika Goikoetxea	Founding & opportunities to reach money for new projects
Maurice Mulvenna	Benefits of Event logging in Apps for the Elderly
Andreu Catalá	Spin-off creation & 5 year evolution

Our colleague Javier Arcas exposing the styleguides that facilitates apps development for elderly in the hackaton.





Videos from my presentation of zocaalo in the hackathon Hack4Age

<https://youtu.be/x96ZA8SkzIs>

<https://youtu.be/P-9B5y4J9Dw>

1.8 Publication AAL Forum 2018

AAL Forum meets to some of the field's most prestigious experts talk about their work in the field of active and healthy ageing. Our speakers are experts in their sectors and will share with you insights and ideas about tech, policy, business and social perspective that will surely enrich your knowledge landscape.



Zocaalo was present through the representation of different partners Ideable, Exthex and iHomeLab.

Our partner Exthex was present with their stand with EFRE (the Austrian Agency Of Innovation) promoting among other projects zocaalo.



1.9 Workshop on zocaalo in the Euskalduna Palace

1.9.1 Workshop

This next Wednesday 26th at 11 CEST you will be able to know more about zocaalo. Just apply to the workshop [HERE](#)

1.9.2 Come to our workshop and know more about it!



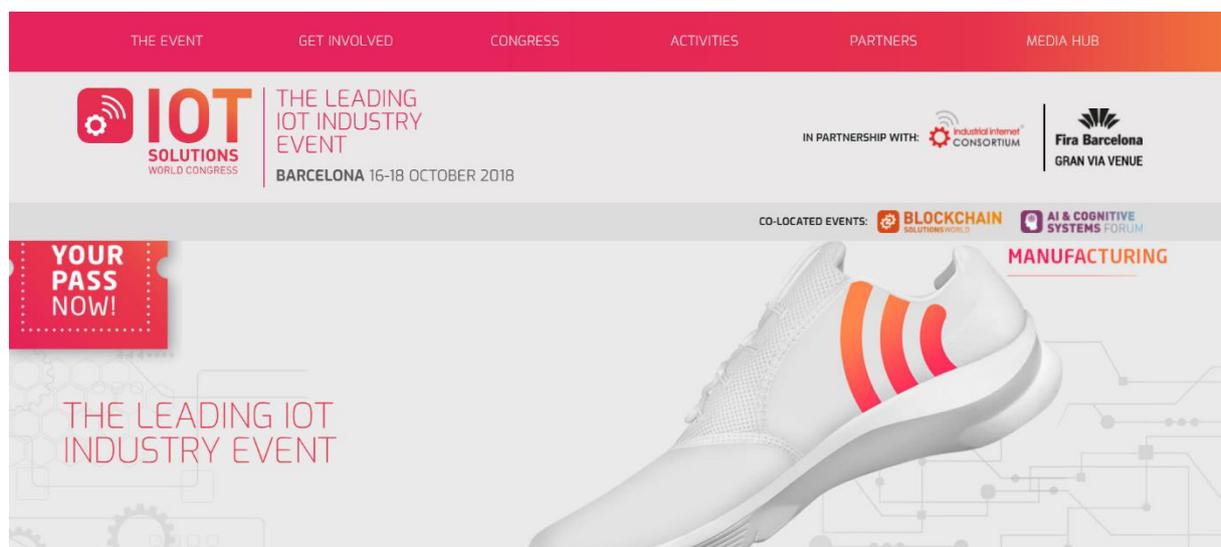
Presentation was hosted by Iñaki Bartolomé from Ideable and shows zocaalo functionalities.



1.10 IoT Barcelona event

The IoT Solutions World Congress is where real digital transformation happens. A unique event dedicated exclusively to joining IoT providers with industry in order to help the latter increase productivity via this disruptive technology.

Eurohelp will participate in an stand exhibition with special promotion of IoT devices certification for elderly apps.



The fourth IoT SWC (Internet of Things Solutions World Congress) registered a highly positive balance, demonstrating the widespread implementation of this technology in all kinds of sectors seeking to successfully address their digital transformation. The event on the industrial applications

of the Internet of Things (IIoT), which came to an end yesterday at Fira de Barcelona's Gran Via venue within the framework of Barcelona Industry Week, brought together 341 companies and 16,250 visitors from more than a hundred countries, respective rises of 42% and 16% compared to last year.

Organised by Fira de Barcelona in partnership with the IIC (Industrial Internet Consortium), each year IoTSWC attracts leading companies in the development of this technology, as well as the finest international experts. Throughout three days of intense activity, IoTSWC mustered business and knowledge to debate the evolution of the Internet of Things and its convergence with other disruptive technologies such as artificial intelligence and blockchain, both of which had a greater presence this year.

Eurohelp was present there with a booth representation, where the visitors can take material of zocaalo project as we present in the following pictures:

- Our stand in the exhibition



- Zocaalo specifically information available for visitors



- Zocaalo and company profiles available for visitors presentations



There was a very good assistance and visitors were informed by demonstrations of zocaalo different functionalities specially developers' functionalities.

1.11 Radio SER interview

This week zocaalo has been on the air, specifically on the Cadena Ser programme "De las Ondas a la Red", talking about the importance of the Silver Economy and ambitious social projects such as zocaalo and IOANNA.

The CEO of IDEABLE, Iñaki Bartolomé, had an interesting chat with "Hoy por Hoy Bilbao" journalist, Azul Tejerina, in which the potential of a platform such as zocaalo was explained, as well as the importance of using new technologies to promote the active ageing of the elderly.

Here is the transcript of the full interview, which took place on Monday 12th November. If you prefer, you can listen to the recording by clicking on the following link:

[LINK: IÑAKI BARTOLOMÉ SPEAKS ABOUT 'ZOCAALO' ON HOY POR HOY BILBAO](#)

The screenshot shows a web browser window with the URL <https://zocaalo.eu/es/dissemination/interview-inaki-bartolome-ideable/>. The page title is "Interview with Iñaki Bartolomé, CEO at Ideable, on Cadena Ser". The article features a photo of Iñaki Bartolomé and a yellow microphone with "SER" on it. The text describes an interview on the Cadena Ser programme "De las Ondas a la Red" about the Silver Economy and social projects like zocaalo and IOANNA. It mentions a chat with "Hoy por Hoy Bilbao" journalist Azul Tejerina. A link is provided: [LINK: IÑAKI BARTOLOMÉ SPEAKS ABOUT 'ZOCAALO' ON HOY POR HOY BILBAO](#). The transcript begins with "CADENA SER: Iñaki Bartolomé, CEO of IDEABLE, is here with us. Hi Iñaki, how are you?". The browser's taskbar at the bottom shows the Windows logo, a search bar with "Escribe aquí para buscar", and system icons for network, volume, and date/time (12:54, 29/11/2018).