ACTIVE ADVICE
DECISION SUPPORT FOR INDEPENDENT LIVING

Decision Support Solutions for Independent Living using an Intelligent AAL Product and Service Cloud

D6.1 Project website with social media channels and project-related info material

Acronym:	**ActiveAdvice**
Full Title:	Decision Support Solutions for Independent Living using an Intelligent AAL Product and Service Cloud
Programme:	AAL Europe Programme
Project Number:	AAL-2015-2-058
Coordinator:	**SYNYO GmbH**
Project Duration:	04/2016 - 07/2018
Website:	project.activeadvice.eu

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Work Package:	WP6
Deliverable:	D6.1
Title:	Project website with social media channels and project-related info material
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1 Introduction

Task 6.1 kicks off the dissemination activities of the ActiveAdvice project by setting up the project website. This website is intended to be the first step towards dissemination of the project ideals and goals. Continuous updates guarantee public awareness and interest in the ActiveAdvice environment developed, as well as AAL in general. In addition, a Twitter Channel is created and the project is presented at the official AAL Europe Website. The current report outlines all three channels.

2 Project Website

The ActiveAdvice Project Website, available at project.activeadvice.eu, aims to address researchers and developers interested in the project, its ideals and outcomes. Therefore the Website is structured as follows:

Home
About
Project Overview
Project Structure
Dissemination
Consortium
Contact

Table 1: Menu Structure of the ActiveAdvice Project Website

Following the *Guidelines for dissemination and reach out* of the AAL Programme, the website's footer features "acknowledgment to the NFA and EC, […] link to the AAL web site, logos of AAL JP and European Community."[1] In addition, the Twitter feed, which is described subsequently, is integrated into the footer of the site.
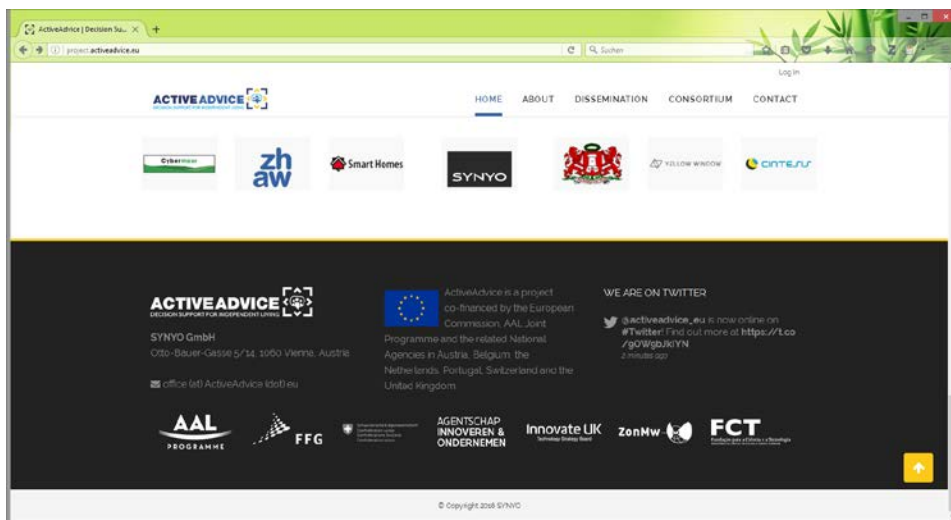

Figure 1: Screenshot from the bottom of the ActiveAdvice Project Website Home Screen

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[1] AAL Programme (n.d.)

The project website acts as reporting tool to the AAL Central Management Unit (CMU) and the National Funding Agencies (NFA). With a designated account, CMU and NFAs can download all deliverables from the *Project Structure* section of the website.

3 Twitter Channel

The ActiveAdvice twitter feed, available at twitter.com/activeadvice_eu, is addressing the general public, providing updates on the project progress and sharing interesting facts and insights from research, development and related activities in AAL.
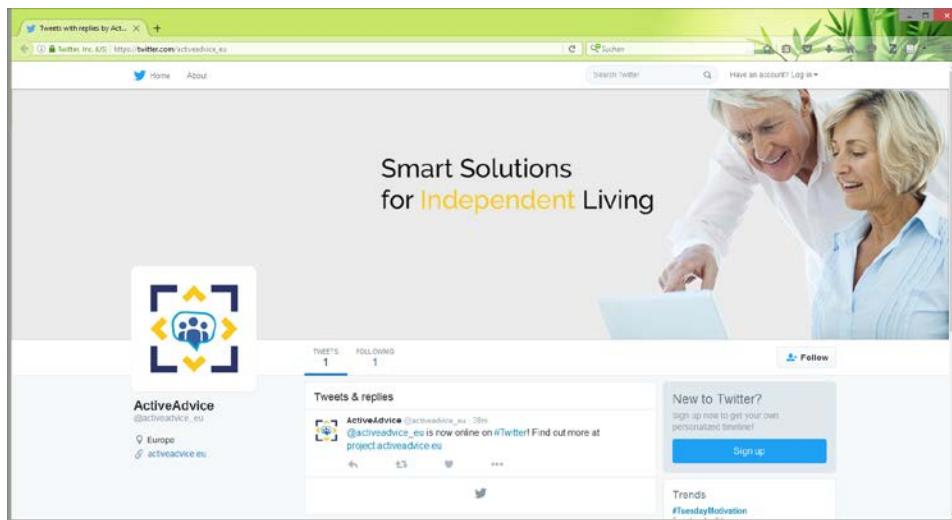

Figure 2: Screenshot from the ActiveAdvice Twitter Page

4 Factsheet at the AAL Europe Website

In accordance with the *Guidelines for dissemination and reach out* of the AAL Programme, a factsheet on ActiveAdvice was created to be published on the Programme website. It is available at www.aal-europe.eu/projects/activeadvice/:
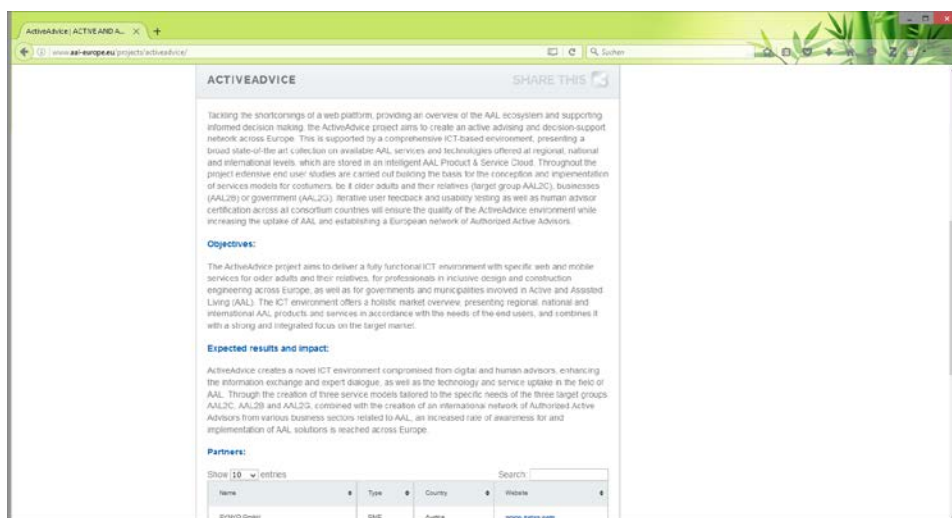

Figure 3: Screenshot from the ActiveAdvice Factsheet on the AAL Homepage

5 Outlook

The establishment of the described channels is the first step towards the dissemination of ActiveAdvice. A detailed dissemination strategy will be developed throughout Task 6.2, employing and expanding the channels established in Task 6.1.

References

AAL Programme (n.d.), *Guidelines for dissemination and reach ou*t.