Acronym:	Active@Home
Name:	Social Exergaming, Dancing and Tai Chi for wellbeing and fall prevention
Call:	AAL JP Call 2015
Contract nr:	aal-2015-124
Start date:	01 May 2016
Duration:	36 months

D5.6 Project Dissemination Plan

Nature[1]: P

Dissemination level[2]: PU

[1] L = Legal agreement, O = Other, P = Plan, PR = Prototype, R = Report, U = User scenario

[2] PU = Public, PP = Restricted to other programme participants (including the Commission Services), RE = Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)

Due date: Month 18

Date of delivery: Month 19

Partners involved (leader in bold): **DIVIDAT,** AICOS, ETHZ, MIRALAB, UNIEKBO, CKEEPERS

Authors: Joris van het Reve (DIVIDAT)

Partner list

Nr.	Partner name	Short name	Org. type	Country
1	Dividat AG (coordinator)	DIVIDAT	SME	Switzerland
2	Fraunhofer AICOS	AICOS	R&D	Portugal
3	MIRALab SARL	MIRALAB	SME	Switzerland
4	ETH Zurich	ETHZ	R&D	Switzerland
5	Unie KBO	UNIEKBO	End-User	The Netherlands
6	Conforto em Casa, Lda.	CKEEPERS	SME	Portugal

Revision history

Rev.	Date	Partner	Description	Name
1	26.10.2017	DIVIDAT	First draft	Joris van het Reve
2	10.11.2017	DIVIDAT	Final version	Bujar Badalli

		Approved by DIVIDAT

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Glossary

AAL: Ambient Assisted Living Association

AAL JP: Ambient Assisted Living Joint Programme

DoW: Description of Work

WP: Work Package

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1. Executive Summary

The dissemination and communication activities in the Active@Home project are carried out within the Work Package 5 (WP5): Dissemination and Exploitation.

This document lists a set of general guidelines and establishes a well-defined strategy for the dissemination of the Active@Home project. It presents an overall communication and dissemination strategy designed to properly diffuse the project, not only in terms of concept and objectives, but also in terms of results achieved.

The present dissemination plan is heavily based on the Description of Work (DoW), but includes also the result of the fruitful discussions among partners and stakeholders. Dissemination tools and activities were defined in relation to each specific phase of the project, and also in relation to each partner role. The target audience of said activities were defined for each partner country but also for a European level.

This document outlines the dissemination strategy to be followed in the Active@Home project. It identifies target audiences, to which dissemination activities should be oriented to, and defines concrete actions such as awareness activities, publications, workshops, best practices and the project visual identity.

The following sections of this Dissemination Report will provide a description of the dissemination activities undertaken and the tools developed during the Active@Home lifecycle.

As the resources dedicated to dissemination are restricted, cost-effective ways were chosen while maintaining the view to maximizing the dissemination potential.

An overview is given of all dissemination opportunities identified through traditional communication channels such as event attendance (e.g. conferences, seminar, workshops, etc.), project publications (e.g. leaflets, press releases as well as conference papers, articles in professional journals etc.) and project presentations (e.g. to local stakeholders, etc.) complemented also by online activities based around the project website, and through the most popular social media platforms (e.g. Twitter, Facebook, etc.). The dissemination activities have been designed to target the key audiences and stakeholders and to maximise awareness of Active@Home's objectives and activities.

2. Dissemination Plan Objectives

The goal of the dissemination and exploitation plan is to raise awareness of the project and ensure activities and outcomes are extensively distributed and efficiently promoted, through appropriate communication channels, to the selected target groups.

Each partner participates in the activities related to the dissemination and exploitation plan, each with their specific expertise and competence.

The dissemination plan will support presentation and reporting of all activities performed and all actions planned during the project lifecycle, including the design of the project visual identity and the scheduling of all dissemination activities.

Any dissemination activity and publication in the project will acknowledge the AAL JP Funding Programme and National Funding Agency.

Dissemination of project objective and expected results

In the first phase, dissemination will focus on the objectives and expected results. Afterwards, it will centre on distribution of results and conclusions through the web site of the project and other communication channels described in this report.

A set of dissemination material will be developed to support the dissemination (posters, brochures, etc.), and also electronic documentation (website, general presentation, public deliverables).

The participation in Information and Communication Technology (ICT) workshops and the organization of targeted demonstrations and special sessions are dissemination activities susceptible to be performed from the beginning of the project.

Results and best practices learned will be disseminated through workshops, conferences, forums and journals. It is expected the publications on newspapers, bulletins, and newsletters describing the outputs of the project.

Target audiences

Target audiences describe the different groups of stakeholders connected to the project. The classification of target audiences in a dissemination strategy is one of the best ways of achieving results. After obtaining information on the stakeholders, the dissemination activities will be tailored in order to act efficiently on the specific audiences through proper dissemination channels. By achieving a common understanding between the various stakeholders on the inclusion field, it will enable Active@Home outputs to benefit the whole industry.

The stakeholders are divided into four groups:

- Primary stakeholders – Individuals, Patients and informal caregivers
- Secondary stakeholders – Health Professionals
- Tertiary stakeholders – Sellers of ICT solutions
- Quaternary stakeholders – Organisations and authorities

Primary Stakeholders

The primary stakeholder category comprises private users of ICT for ageing products and services, particularly physically active older adults aged 65+ but also physically inactive persons with a higher fall risk. This target group also includes patients and their informal caregivers with the goal to regain their physical skills.

Dissemination to this group will focus on advantages offered by the Active@Home solution and evaluation of the group's acceptance.

Secondary stakeholders

The secondary stakeholder category is represented by health professionals involved in personal care:

- Inpatient care: nursing homes, specialized nurses
- Outpatient care: general practitioner, visiting nurses.

Dissemination to this group will focus on advantages offered by the Active@Home solution and evaluation of the group's acceptance.

Tertiary stakeholders

The tertiary stakeholder category includes sellers of ICT, such as: Active@Home technology provider, in the field of medical and preventive products for improving the physical fitness of older adults and in the field of preventing falls.

This group will be made aware of the progress in good evidence-based practices, with the intention of results and findings of Active@Home to be integrated into the product-portfolio and services they distribute to the targeted patient population.

Quaternary stakeholders

The quaternary stakeholders represent organisations and authorities who have a socio-economic impact on the dissemination and uptake of ICT-based ageing solutions, such as: policy-makers, insurance companies, employers, public administrations, standardisation organisations, civil society organisations, the media, etc.

This group will be updated on the developments and accomplishments of Active@Home with the purpose of reaching a wider audience and calling future investors which directly or indirectly may profit with the solution.

3. Communication and Dissemination Management Structure

Capacity for Dissemination

Each partner will contribute to the dissemination plan according to their specific competencies and affiliated target groups.

Partners will report on both their planned and completed activities in their own country and/or international events to Dividat (project coordinator and WP5 Leader).

A template for recording completed and future dissemination activities has been created (Table 2) which will be used as a tool for monitoring and guaranteeing the quality of the dissemination procedure.

Dissemination Management

As responsible for task 5.4, Dividat will monitor all dissemination activities and will be responsible for the creation and update of the present Dissemination Plan.

The leader of the WP5, Dividat, will be responsible for exploring and researching the viability of Active@Home as a commercial solution and for the day-to-day coordination of the activities identified within this document.

All the initiatives connected to the communication and dissemination of Active@Home must be communicated to, and supported by, all consortium members according to the established on the amendment to the Active@Home Consortium Agreement.

The contact details of the members responsible for the coordination of dissemination tasks are included in the table below.

PARTNER	NAME	EMAIL
DIVIDAT	BUJAR BADALLI	bujar@dividat.com
DIVIDAT	JORIS VAN HET REVE	joris@dividat.com

Table 1 – Contact details of dissemination leaders

Local Dissemination Leaders

The dissemination manager is supported by local dissemination leaders which are responsible for:

- Liaising with potential local-regional-national stakeholders to raise awareness about the Active@Home initiative and to engage them into the network.
- Organizing focus sessions (working groups, info days, etc.) at local-regional-national level addressing specific topics covered by the Thematic Groups to activate and to foster the relationship among stakeholders (sharing ideas, exchanging expectations and needs, etc.).
- Reporting to the Manager Leader all dissemination activities to be carried out as well as resulting conclusions.

The following partners act as Local Dissemination Leaders: AICOS (PT), UNIEKBO (NL), DIVIDAT (CH)

3. Dissemination Activity Levels

Dissemination activities will be classified according to the extension of its audience, so that the planning of activities are more accurate and effective.

Strategy at International and European Level

The project website and other social networking services will be used to communicate new developments. The participation in the annual AAL Forum is planned for each year of the project and the presence in international events, fairs and workshops dedicated to promotion of personal Health in older adults.

In each event, one or more of the following actions will occur: the distribution of the project brochure, publishing of press releases, submission of scientific articles in international journals.

Strategy at Local-Regional-National Level

Targeted local workshops with municipalities, government officials and other organizations responsible for development of active ageing policies will be arranged together with the rest of the stakeholders. The goal of these workshops is to raise users' participation and awareness, while approaching new potential users/customers. Additionally, it will provide an opportunity to disseminate and exchange views on best practices and policy development guidelines which will be structured based on Activ@Home activities.

These activities include the organization or participation of workshops, events or seminars at national level, diffusion of the project brochure in those events, collaboration with universities, publish press releases or scientific articles in national newspapers, magazines and journals, and participation in TV programs whenever possible. The audience can be reached through frequent visibility in regional and local media like newspapers, radio and television, and the distribution of the project brochure in the corresponding language.

4. Procedures for Dissemination

As was set out in the proposal, the consortia already identified the main groups of potential users of the solution.

The ambition sought within this plan is to be able to reach different audiences, featured by different interests and expectations about the project outcomes. Being capable of delivering the right message depending on the specific audience is going to be vital to get the best result in the transference of technology.

Different routes of dissemination will be planned in order to reach these target audience.

4.1.Communication material

All the dissemination material produced in the context of the project may follow the templates, guidelines and recommendations described in Deliverable D5.1 – Project presentation and media kit:

Logo

The first element to be created was the logo, which has two versions: compact (Figure 1) and extended (Figure 2). Both have colour and black & white versions (Figure 3-Figure 5). The main colours were defined and studies for logo behaviour have been made.

Figure 1 Active@Home logo: compact version.

Figure 2 Active@Home logo: extended version.

Figure 3 Active@Home – negative version/color A: rgb (115, 51, 110).

Figure 4 Active@Home – negative version/color B: rgb (54, 46, 102).

Figure 5 Active@Home – black & white version.

Powerpoint presentation

A presentation outlines the project's objectives and main activities is developed to be used as a hand out to inform people about the project, and seek their participation / contribution by listing several options for getting involved (i.e. how to participate)

Figure 6 Screenshot of the Active@Home presentation.

Flyer

Figure 7 Active@Home flyer – front and back.

Rollup

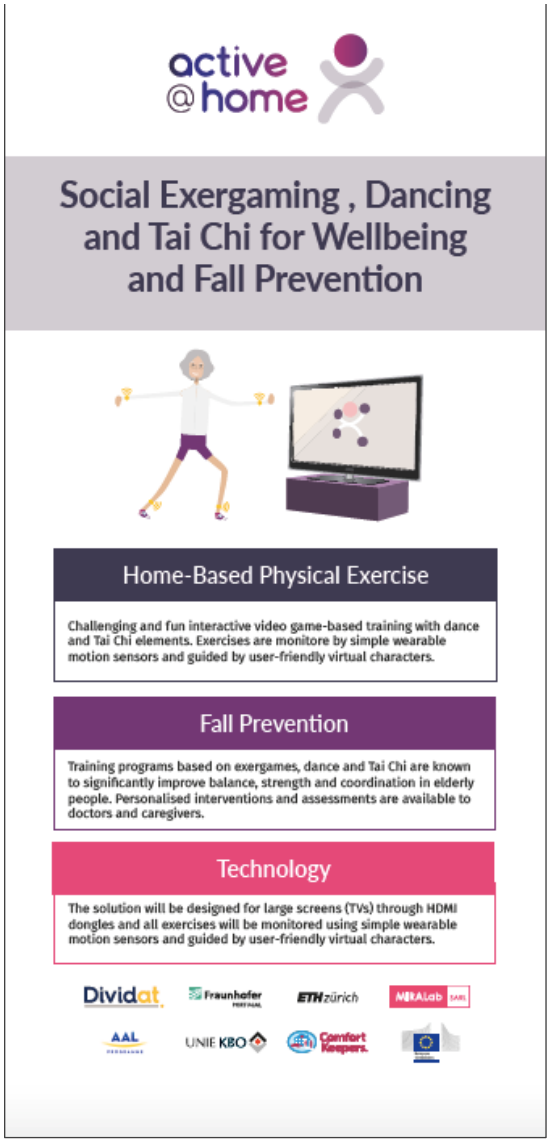

Figure 8 Active@Home roll-up.

Poster

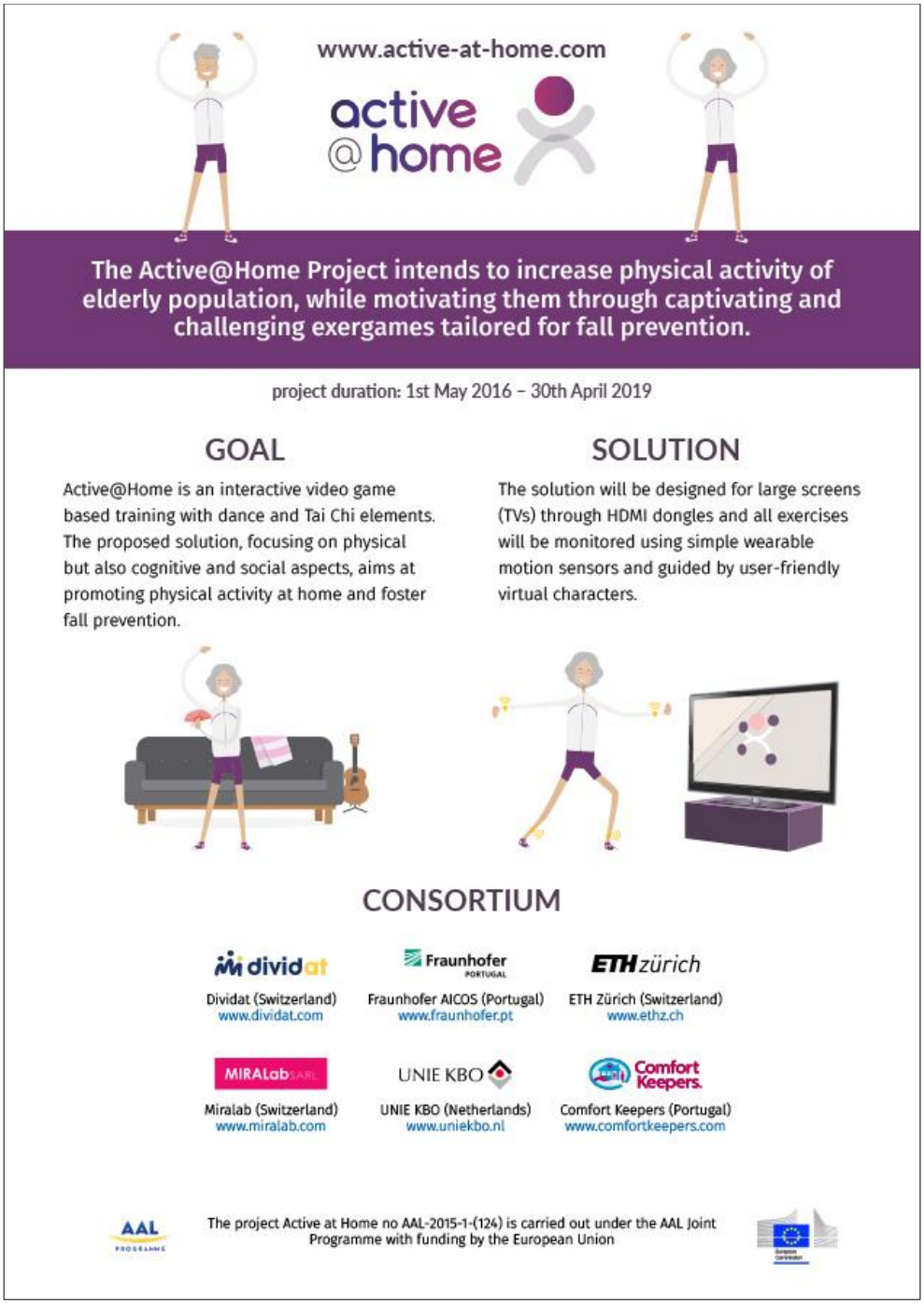

Figure 9 Active@Home poster.

Illustrations and Infograph

Illustrations and infographs are efficient ways to communicate the goals of the project figurative. Especially in the beginning of the project. In a later stage, when the first demo is available, the project is going to switch to videos for a more realistic approach.

Figure 10 Active@Home characters.

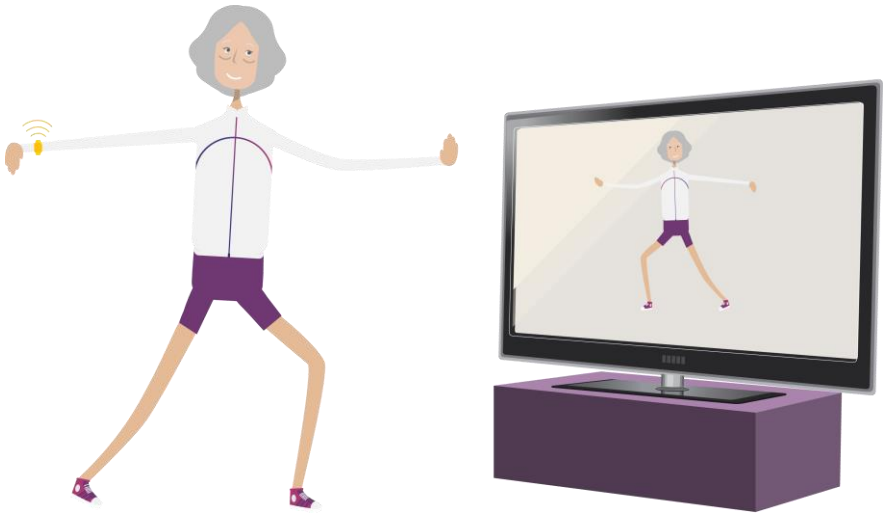

Figure 11 Active@Home scene.

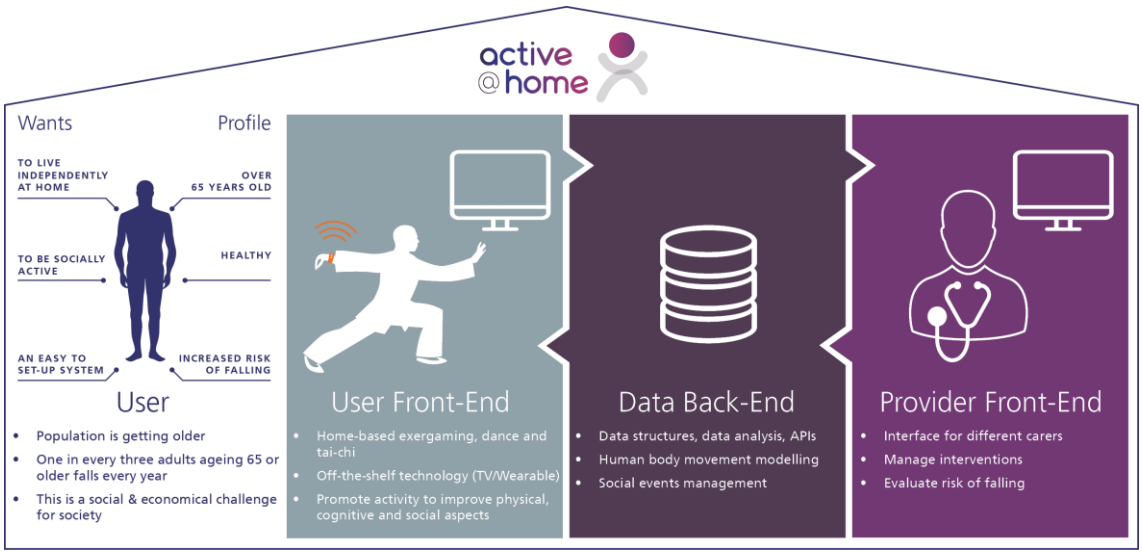

Figure 12 Infograph.

Videos

A first video of the Demo has already been made and is available for all the partners to distribute. During the course of the project more videos will be made available to further explain the solution.

Figure 13 Videos.

4.2. Dissemination channels

Various dissemination channels will be used to ensure the transmission of the project results to a wide range of stakeholders. Main stakeholders have already been identified. The project will be disseminated through:

Website (available at http://www.active-at-home.com/): includes project description, partners' presentation, non-confidential results of the project, important dates and events. The website is updated on a regular basis, so that the most recent advances of the project are shown.

The information architecture of the Active@Home website (www.active-at-home.com) is simple and navigation was kept as shallow as possible. The content was reduced to a minimum in order to make sure visitors grasped the idea of the project without having to spend too much time reading and scrolling down the page. Some screenshots are presented below, which illustrate the home page (Figure 14), the project description (Figure 15) and the consortium (Figure 16).

The main content of the website is available in English and in the three languages of the project partners: Portuguese, German and Dutch and the back-end is prepared to ease the creation of new content, that will be added as the project advances (news and results), in these four languages as well.

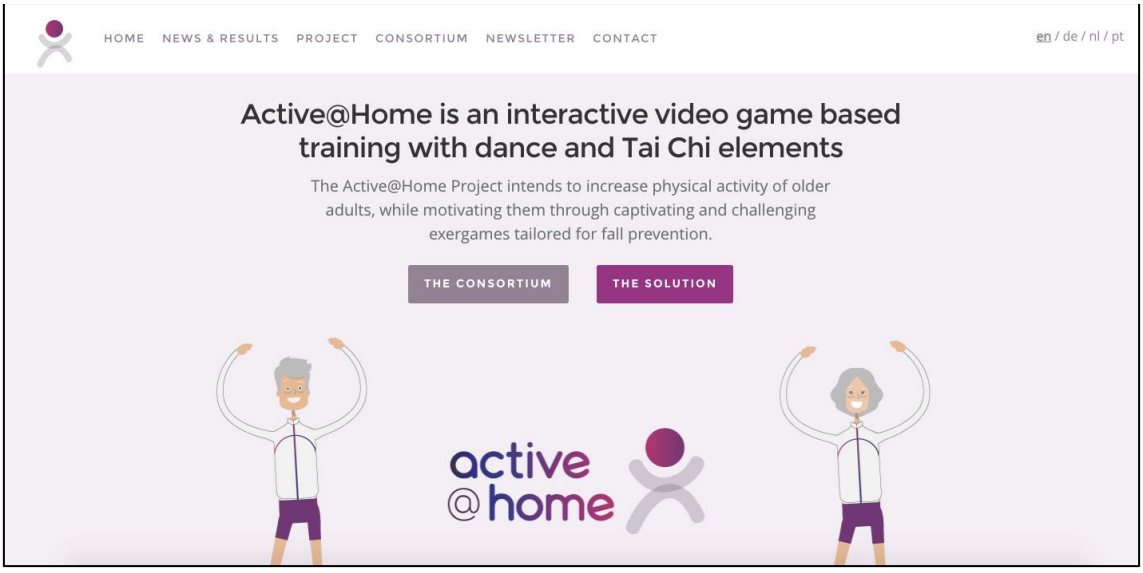

Figure 14 Active@Home website: home.

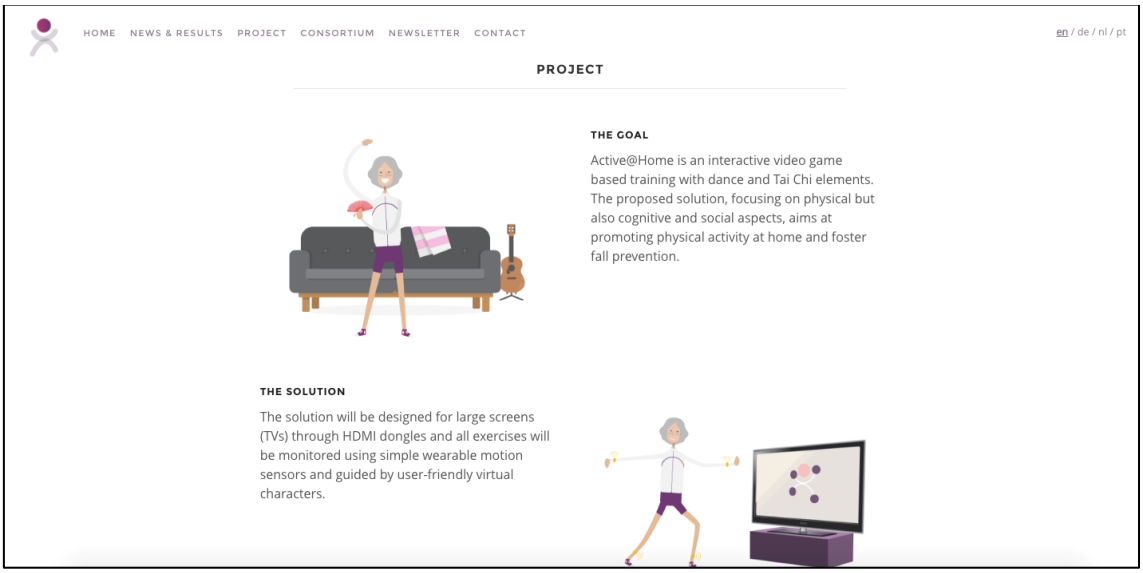

Figure 15 Active@Home website: project.

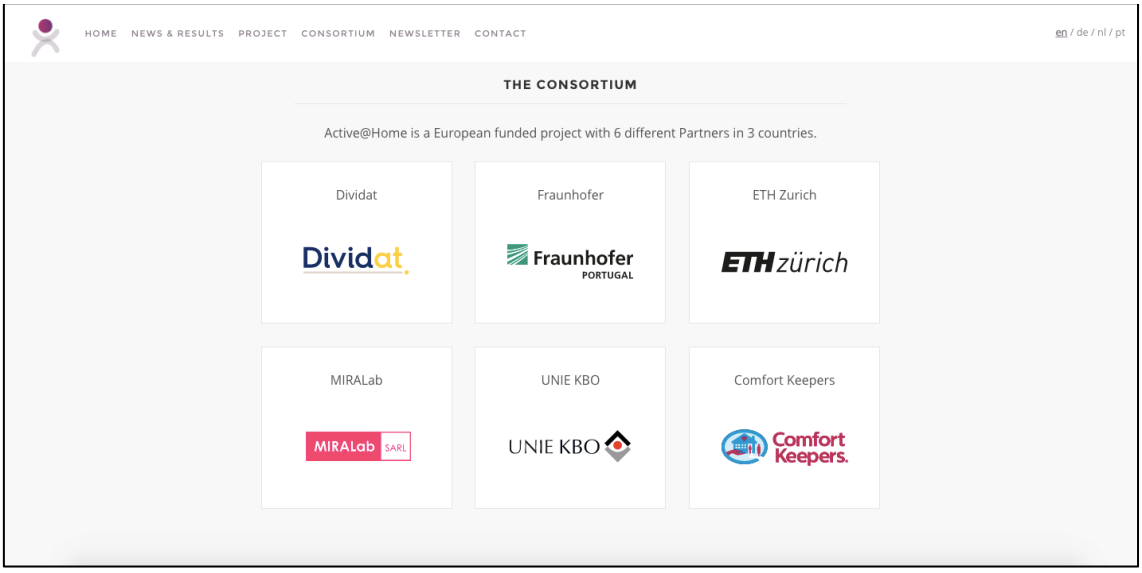

Figure 16 Active@Home website: consortium.

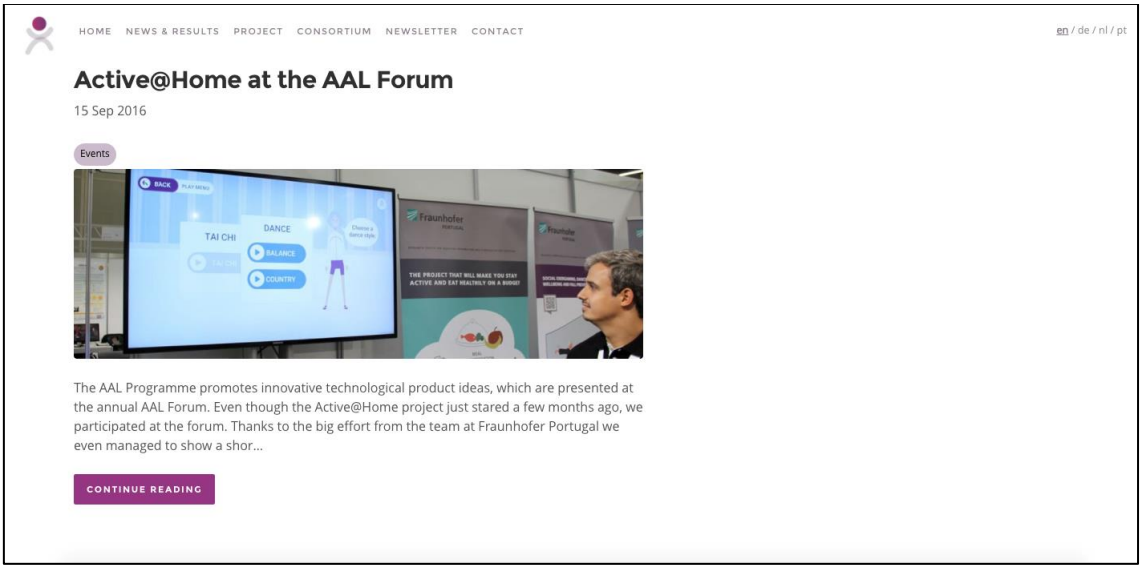

Figure 17 Active@Home website: news & results.

Social Media

A Facebook page and a Twitter Account was created for the Active@Home project to be used also as a dissemination channel. Through these channels, we intend to publish our main activities as well as interesting results of the project, so that they can easily, effectively and rapidly reach as many people as possible (Figure 17).

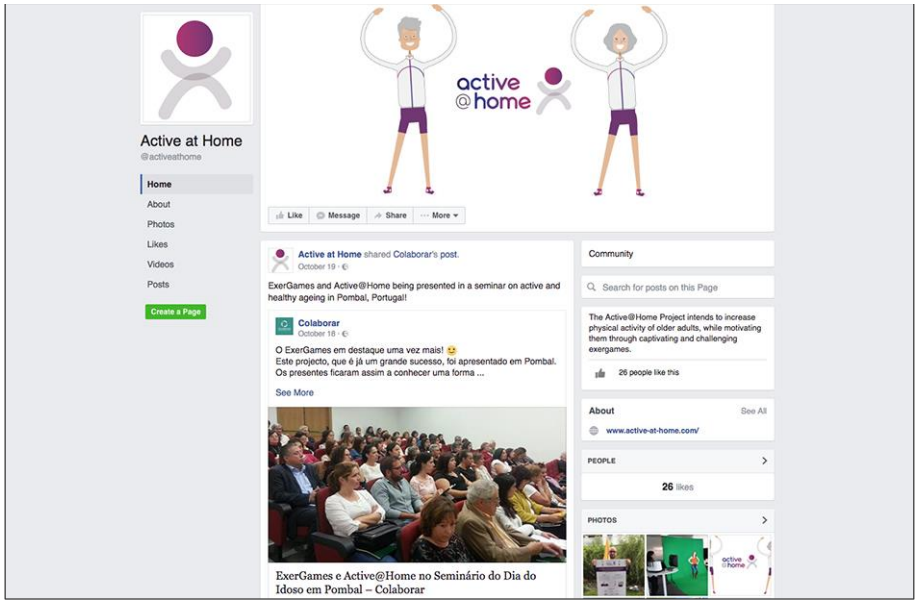

Figure 18 Active@Home Facebook Page.

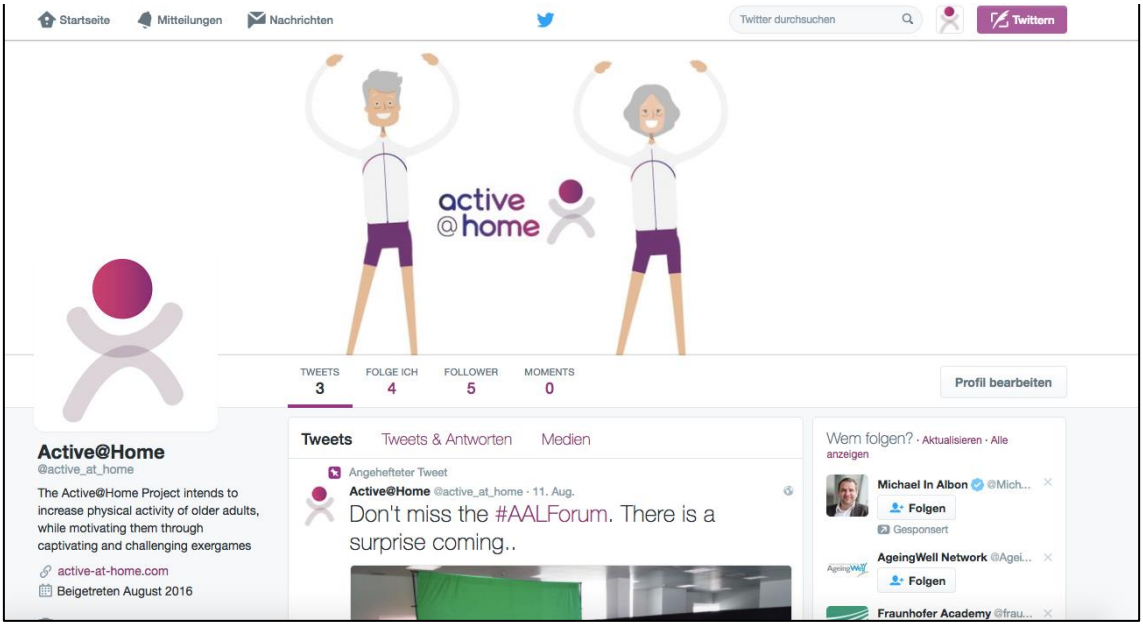

Figure 19 Active@Home Twitter Account.

Conferences and Events

There will be a number of knowledge sharing events to bring together project participants, local experts, special interest groups, decision makers and interested participants to share knowledge being gained as the project progresses. These events will also be aimed at promoting best practices and sharing lessons learned. The partners, in particular SmH, FhP, CHSJ and FMUP will participate and represent the project in relevant scientific conferences, and all will visit sector

events, information days and trade shows; including the interaction with other European Technology Platforms in the themes of interest, plus international events such as AAL Forum

We have built a list of relevant events and conferences that can potentially be used to disseminate the project and communicate its advances. Below stands a preliminary list of conferences with a potential interest for the project. Attendance to each of them will be evaluated individually according to its interest and the associated dissemination objectives.

AAL Forum

http://www.aalforum.eu/

Europe

Ageing Fit

http://www.ageingfit-event.com/

Nice, France

Annual Conference of the American Society on Aging

http://www.asaging.org/aging-in-america

San Francisco, USA

Arab Health

https://www.arabhealthonline.com/en/Home.html

Dubai, United Arab Emirates

Digital Health Summit

http://digitalhealthsummit.com/

Las Vegas, USA

Digital Health Summit Europe

https://live.ft.com/Events/2018/FT-Digital-Health-Summit-Europe

Berlin, Germany

Digital Silver Forum

http://www.digitalsilver.eu/

Finland

European Health Forum

Austria

https://www.ehfg.org/

EU Falls Festival

http://www.eufallsfest.eu/

Europe

Falls, Frailty & Bone Health Conference

http://ffbh-europe.com/

Dublin. England

Health and Care Innovation Expo

https://www.england.nhs.uk/expo/

Manchester, England

HIMSS Europe and Health 2.0

http://www.himsseuropeconference.eu/barcelona/2018

Barcelona, Spain

ICT4AWE (International Conference on Information and Communication Technologies for Ageing Well and e-Health)

http://www.ict4ageingwell.org/

Madeira, Portugal

International Conference on Integrated Care

https://integratedcarefoundation.org/events/icic18-18th-international-conference-on-integrated-care-utrecht

Utrecht, Netherlands

Medica

https://www.medica-tradefair.com/

Düsseldorf, Germany

World Demographic & Ageing Forum

https://www.wdaforum.org/home/

St.Gallen, Switzerland

Press

Press releases will be published in newspapers, magazines or partners website in a way interesting to the targeted user groups. Each press release event will be announced in the project website. This will be an opportunity to promote project results to interested scientific and professional communities.

The general public will be addressed through mainly press releases and various publications in newspapers, television programmes, magazines and partners' websites to raise awareness at the national level so that practitioners and other stakeholders are informed about the project's work.

The publication in scientific journals will also be considered as it will be an opportunity to promote project results to interested scientific and professional communities.

5. Action Plan

A set of communication and dissemination activities have been identified and organized in three main phases related to the stage of development of the project. Phase 1 commenced at the outset of the project and focused in the initiation of the project as well as in the communication of the objectives of the project and the roles of the consortium. This phase will last until Month 18, where milestone 2 is reached and the Alpha prototype is presented. From this moment on, Phase 2 will focus on the communication of the current progress of the project, showcasing the prototype and performing the first beta tests, as well as revealing the first results. The last phase of the project, starting on month 24 will focus on the final prototype and the market acceptance. In this stage the expanded two a broader set of stakeholders receive feedback from the market.

5.1.Dissemination Plan

Period	**Description**	**Objectives**	**Activities**
Start of the project			
M1-3	Project Initiation	Achieve visibility	Logo creation, launch of website, social media, creation of posters and all other relevant material for dissemination
Phase 1			
M1-18	Initial Need Assessment and Product and Service Development	Community involvement, identify key stakeholders	Dynamic website; Communication on selected channels; provide dissemination kit for multipliers; liaison activities; focussed presentations at targeted conferences
Phase 2			

M18-24	Product and Service Development & Testing	Intensive use of project deliverables	Advertise Active@Home website; heavily promote events including lessons learned from 1st year; review and potentially broaden communication
Phase 3			
M24-38	Service Model & Business Plan	Achieve visibility. Broaden stakeholder group. Feedback from the market.	Advertise Active@Home website; heavily promote events including lessons learned from 1st & 2nd year, clearly articulate offering and business model

5.2.Dissemination Activities

In the following table one can find the activities, organized by phases, that were already completed (these are highlighted in bold) or are planned to be performed in the dissemination task.

In order to capture the impact of communication, a combination of criteria or feedback mechanisms will be used to measure the effectiveness of each dissemination activity. In quarterly intervals, partners will be asked to provide information on the following aspects:

- Type of activity: Conference, workshop, collection day, publication, presentation, social media
- Place: Where de dissemination activity took place
- Date: Date of the dissemination activity
- Target audience: Audience type
- Size of audience: audience number
- Partners involved: Partner or collaborating organisation/project

- Comments: Additional notes, if needed, for example used resources (presentations, brochures, etc.)

The reporting of all dissemination activities shall be listed in D5.4, in a short and concise manner, following the criteria enounced above and the template presented in Table 2.

Partners are required to report to all partners4, within the minimum periods given as follows:

- 30 days in case of written publication;
- 10 days for oral presentation;
- 10 days in case of participation in a public exhibition.

The template will be slightly revised in the course of the project to reflect changes in dissemination requirements. FhP is responsible for monitoring the feedback and, if necessary, reminding the partners to report back.

6. Communication and Dissemination Activities Monitoring Mechanisms

In order to capture the impact of communication, a combination of criteria or feedback mechanisms will be used to measure the effectiveness of each dissemination activity.

Partners activity monitoring

All of communication and dissemination activities are reported and stored on **Dropbox**. Every partner involved in a specific activity have to fill out the Excel file available online. By keeping the internal database updated we will be able to search or review the different dissemination activities performed and we will be able to present the dissemination results in a chronological way. Partners will be asked to provide information on the following elements:

- Name of the partner involved in the activity;
- Type of activity: conference, workshop, publication, presentation, social media;
- Place: where the dissemination activity took place;
- Date of the dissemination activity;
- Coverage: audience type and number and any relevant data that can be useful to estimate the impact and effectiveness of the activity;
- References and resources: links to presentations or other related material.