



## D6.4 Dissemination Plan

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### Abstract

We will give an overview of dissemination activities undertaken during this project by the consortium members in the different countries.



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## 1 Introduction

We will give an overview of dissemination activities undertaken during this project by the consortium members in the different countries.

We also have a website of MLMW. The external expert we've consulted now has pointed out to us that we haven't really exploited the possibilities of that website. She will take the project website into her communication plan and will tell us how we can make better use of this project website as a reference platform in connection with the website of Virtask. So we will keep the website, but in a totally different way.

Instead of focussing on the project website, we had made a special website of Anne and that has been on line for the last 2 years, but now that website is totally under construction and taken off line.

After the end review (end of 2019) we will bring out a press release in consultation with all the participants of the consortium.

## 2 Dissemination during this project

Project participant responsible	Activity	Date	Medium and reference	Indicative coverage
All	Article on websites	At the end of 2019	webpage of the project and of the participants' websites	All the visitors of the webpages
VIR (NL)	Press release (NL)	End of 2019	press	To 50 addresses of the press in the Netherlands
IHL Switzerland	Press release (CH)	End of 2019	press	To 30-50 addresses of the press in Switzerland
VIR and IHL	Workshop on the AAL forum in Aarhus, Denmark on Telemetry and 'whose data is it anyway?'	September 25 <sup>th</sup> 2019	Workshop at AAL Forum	30 people attended, dissemination through the website of the AAL Forum
IHL Switzerland	Booth on the AAL Forum in Aarhus with the theme of 'the value of an Avatar'	September 23-26 <sup>th</sup> 2019	Booth	Participants of the AAL Forum in Denmark (700)

IHL / BON	Invited talk of bonacasa and iHomeLab on home automation with avator on the press event of ABB	Sept 2019	Press conference (60 Journalists WW), live stream, several local and international magazines and newspapers	10'000
BON / IHL Switzerland	Annual bonacasa publication	Spring 2019	Magazine	750
IHL Switzerland	iHomeLab visitor center LivingLab	from December 2018 onwards	Introduction film of iHomeLab	visitors of iHomeLab 2500 persons/year
IHL Switzerland	Presented at "Messe Zukunft Alter Luzern"	8-10/11/2018	Leaflet Event	About 500 attendants
DEV (NL)	Article in the magazine "Horizon" for people of 55 year and older in Deventer and surroundings	Fall 2018	Magazine	6.000 readers
IHL Switzerland	Presented AAL Conference Bilbao	24-26/09/2018	Leaflet Event	Information dissemination for interested people and organisations
VIR (NL)	'open house' (2 days)	Sept/2018	Real-life event	80 people attended
VIR (NL)	Personal presentation	Sept/2018	Meeting of IT persons in hospitals	20
UCLL (BE)	Demonstration of MLMW prototype	06/09/2018	Local event Limburg netwerk demencie	100
VIR (NL)	Personal presentation	March/2018	Presentation in hospital in Amsterdam (OLVZ)	4 people
VIR (NL)	e-mail and information to GPs	Febr/2018	Introducing Anne to GPs in the Netherlands	30 GPs
VIR (NL)	Short Lifestyle movie (RTL4)	31/01/2018	Movie	Proximate of 10.000 viewers (tv and on line)

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VIR (NL)	eHealth week Netherlands	Jan-2018	Real-life event	50 people attended (including Ministry of Health)
VIR (NL)	Article "Virtuele Anne helpt herinneren" in a Dutch regional newspaper	22/11/2017	Dutch regional Newspaper	Readers of the paper 80.000
VIR (NL)	Article "Virtuele Anne helpt mensen met hersenletsel" in a Dutch regional newspaper	10/10/2017	Dutch regional Newspaper	Readers of the paper 80.000
IHL / Switzerland & Europe	Announcement of MLMW activities	Sept/2017	iHomeLab Newsletter 3/2017	3000
IHL / Portugal	Demonstration of MLMW prototype with home automation	Oct/2017	AAL-Forum Coimbra – IHL booth	800
IHL / Switzerland	Demonstration of MLMW prototype with home automation	Oct/2017	Messe Zukunft Alter Luzern	8000
BON/IHL Switzerland	End user recruiting info Events	March-May 2017	Local in Oensingen Malters on Site info events	40
ENG/Global	ENGIE Global intranet publication	October 2017	Intranet – Global	30-40

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