



Deliverable 5.2

Dissemination Plan

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Introduction

Dissemination status

This document is designed to hold the general plan for dissemination in relation to the activities of the consortium and the project status.

At present, the project actions of dissemination are exclusively linked to the consortium planning and, in particular, to the publication of documents and general information on the project.

In this first stage, therefore, the only tool put in work is a web site adapted to effectively present the project and which also contains a first image of the project setting.

Target Groups

We will follow a multi-dimensional approach in order to reach different target groups such as:

- **End-user groups and associations:** this target group mainly refers to end users whom will find - in the solutions developed by the Project NOAH - opportunities for new approaches and more effective ways of performing their tasks.
- **Industry sector**, including large enterprises and SMEs, operating in various medical and social areas, in which the introduction of new solutions for monitoring elderly people at home could represent an important differentiating element and a significant added value; The players addressed will include social care companies, private and public, assistance associations.
- **The scientific community**, i.e. Organizations and academic research, scientific journals, committees, Internet forums and other working groups operating in similar or related fields to the technologies developed by the Project NOAH. This target group will be effectively Reached Mainly by the Consortium's academic partners.

- **General public / opinion makers;** the dissemination activities addressed to them will have the objective of generating awareness of and interest in the new Which applications will be made possible through the use of an innovative approach for monitoring elderly people. Other relevant Projects funded or planned to be funded by the EU as well as other EU sponsored activities.
- **The Consortium itself staff.**

Tools for Dissemination

Below we listed the tools that will be used in dissemination.

Cooperation with other projects

Research and analysis of potential projects that are related to NOAH in terms of possible visibility, promotion and possible commercialization.

Currently, we haven't identified projects that correspond to these characteristics.

PRESS

To reach press we plan to activate a press office with the Following goals:

- individuation of online and not-online press publication interesting for the press release we will produce during and at the end of the project
- press release production based on the project status
- one to one communication with press influencers such as journalists in the press sectors selected.

SOCIAL NETWORKS

Social Networks will be powerful dissemination tools, according to the target described above it is essential to find the right channels of communication.

We believe that the principal is LINKEDIN with the identification of specific groups and selected contacts to which to send the summaries of the state reached by the project.

Internet Advertising

We plan to use part of the budget in the purchase of advertising space again on LinkedIn channel. Thanks to the great possibilities offered by this channel targeting we can be visible with direct and specific messages to the selected target.

Messages will be clear and intelligible announcements on advantages offered by the project and products labels to create relationships for the development of the project.

Website

The website is, currently, the only tool completed and consists of a clear and direct structure that can easily describe the project assumptions (see D5.3 for further details).

At this time, it is a tool exclusively targeted to the visibility of the documentation. But the corporate image is already developed and designed website has the characteristics to be expanded during the project.

Exhibitions and paper materials

Exhibitions are to be selected in the next steps of the project such as the possible paper materials or gadgets to be used during the exhibitions.

Below, a preliminary list of exhibitions, conferences and scientific magazine, of interest for the NOAH project:

- EXPOSANITÀ International Health Care Exhibition (annual)
- AAL Forum (annual)
- Foritaal – Italian Forum of AAL (annual)
- ISG - World Conference of Gerontechnology (biennial)
- AAATE – Conference of the Association for the Advancement of Assistive Technology in Europe (Biennial)
- IEEE International Conference On Consumer Electronics (Annual, Europe/US)
- International Engineering in Medicine and Biology Conference (EMBC) (Annual)
- Gerontechnology International Academic Journal
- IEEE Transaction on Consumer Electronics
- IEEE Transaction on Instrumentation and Measurements
- Sensors – MDPI Open Access Journal
- Journal of Biomedical and Health Informatics

NOAH Video

A video presentation of the project and the pilots can be realized to describe in 3 minutes the project.

DISSEMINATION PLAN

Actually we are building the dissemination plan connected to the different phases of the project.

In this table we recap when the activities will be planned.

	concept specification	Pilot phase 1	service redesign	Pilot phase 2	Finalization
website	X	X	X	X	X
social			X	X	X
press					X
exhibitions					X
internet ADV					X

The concept is to use the website as a landing point to access all the information and documentation. The goal about the web site will be to add more sections about the progress of the project and the description of the final product implemented.

Social activities will start after the Pilot Phase 1. This is necessary because we must have at least some practical examples to talk about on social networks.

We will need at least User interface examples, photos or video collected on site during the pilot. All this material is necessary to achieve the interest of the selected targets.

Press and Exhibitions and Internet ADV will be planned after the pilot2. We must have to start a correct dissemination plan on this kind of media a complete material including physics brochures, folders and leaflets.

