PaletteV2

Palettev2
Project progress report April 2016 - September 2016
September 2016
Consortium

Contents

WP1 Coordination

Summary

In the WP1 all the task related the good ….
Vilans is the Dutch national coordinator for PaletteV2 and worked on the contracts and payments of ZonMw.

Creation of the consortium agreement

[HUG] The consortium agreement is the document that describe the

Organisation of the Geneva Kick off meeting (7-8 April 2016)

[HUG] The kick off meeting of PaletteV2 took place in Geneva 7 and 8 April 2016. All representative of the project took part to the meeting except SSW that were unsure of receiving their funding. The goal of this first meeting was to know each other and to create a common vision of the project. During the two days, after a presentation of the consortium organisation and rules the first afternoon has been dedicated to a workshop to work on the common vision of the project. The second day has been dedicated to a more formal description of the workpackage and the associated task.

Organisation of the biweekly conference call

[HUG] Every two week a conference call is organized in order to discuss the running administrative issues as well as the progress of the task. In order for these meeting to be efficient, the coordinator prepares an agenda containing all the issues that must be discussed. At the end of the meeting the coordinator prepares the minutes that contains all the decisions taken and the actions that must be undertaken by each partners.

Selection of the end user advisory board

[HUG, All] An end user advisory board has been created in order to bring expertise to the project. The advisory board can be consulted to get advices on specific issues and share its experience on the topic.
The end user advisory board has been invited at the face to face meeting to perform presentation on their expertise and participate to discussion on the project
Astrid de Wind: Astrid de Wind was born on May 30th, 1984 in Leiden. She completed her secondary education at Stedelijk Gymnasium Leiden in 2002. In 2003, Astrid started studying Psychology at the Erasmus University Rotterdam, where she obtained a master's degree in Industrial- and Organizational Psychology in 2008. After earning this degree she followed the Advanced Research Program at the Faculty of Social Sciences of the Erasmus University Rotterdam in 2009-2010.
Heidrun Mollenkopf: studied sociology, psychology and pedagogy in Erlangen, Mannheim and Berlin and received his doctorate for the integration of older people through the use of modern technology. She was a research assistant at the University of Mannheim , then at the Science Center Berlin for Social Research , and finally to 2004 the German Centre for Research on Ageing in Heidelberg. She is a member of the Expert Council of the Federal Association of Senior Citizens' Organisations and in numerous committees at national and European level active.

Francesca Cesaroni: Degree in Foreign languages and literatures - University of Macerata (IT) - Faculty of Letters and Philosophy. In 1994 she started working in COOSS, a private non-profit organization providing health and care services to elderly and disabled persons, both at their home and in sheltered/nursing accommodations. Established in 1979, COOSS counts nowadays more than 2600 employees. It operates all over the Marche Region and provides services to more than 8.000 users, the 50% of which are elderly users.

Organisation of the Bucharest face to face meeting

[HUG] With the help of GERON and SIVECO, the second face to face meeting took place in Bucharest 12 to 14 of September. The goal of this meeting was to narrow the focus of the project in order to have a clearer idea of the functionality of the project. The meeting started with the presentation of the end-user advisory board and continued with a workshop conducted based on the first results of the focus group that took place in 3 country. The second day another workshop took place to develop the thematic identified during the first day. Finally a presentation made by SIVECO demonstrated the technical skills of the main technical partner

Change of partner Geron to UOB

[HUG] A change of partner took place in Romania. The Geron foundation quitted the consortium and has been replaced by the University of Bucharest. This change has requested to modifiy the document of work and to validate it by all NCPs.

WP2 Dissemination, exploitation strategies and business case

Summary

[REFLEXION] In the WP2 all the task related elements as planned for the first half year have been achieved. We will report on the main aspects of this work package, consisting of the development of a dissemination and a business plan.

The web site

[PPI] The Palette V2 website is located at http://www.palettev2.eu/ in the registered domain PaletteV2.eu. Registration is under care of PPI. Design of the website is clean and simple to serve the purpose of offering initial project information and match the standards and requirements of AAL. It is in English at this point but will be amended with national webpages as soon as is will be required or needed.
 Technology used for this web page design is Joomla 3.5. It is a free and open-source content management system (CMS) for publishing web content. It is built on a model–view–controller web application framework that can be used independently of the CMS.
The website is currently divided into 6 areas:
1. **Project Overview** to briefly present project goal.
2. **Project Partners**, where all involved partners are introduced (weblinks, logos)
3. **User Scenario**, where a current story of a community member is given and explaining his progress in life by using PaletteV2.
4. **Business Pages,** intended to provide further different kinds of commercialisation information (licensing, prices…) for business partners and commercial users (B2B, B2C).
5. **Focus Groups**, is intended to support with focus groups and with the implementation of ideas, solutions, examples, …
6. **About AAL**, where the Active and Assistive Living programme is briefly presented.

Partner PPI administers the project website according to new events or situations in the project (additional features, partner change etc.). Administration access credentials (and thus ability to edit) are in hands of PPI and can be granted to other partners if the need occurs. It is foreseen to change website contents whenever it is required by dissemination, project or program authorities. The whole partnership under the dissemination lead decides about structure and content of website.
What is still left unfinished is the project logo which will be defined/designed as soon as consensus on the purpose and focus of solution is agreed.

Dissemination

[REFLEXION] Concerning dissemination, the partners were expected to bring to bear on this subject their very different experiences and levels of expertise. In order to get an initial overview of these differences but also to gather some useful practical ideas, the WP2 lead partner (Mr. Joost Thissen of **Reflexion**) issued on 22 April 2016 a questionnaire that was answered during the month of May by all partners but one. Given the fact that this one partner was among the three Dutch research partners, we could simply assume that their input was more or less covered by the input of the other Dutch partners, most of which are specialised in user oriented needs and demands research and the development of solutions. The completed questionnaires were used by the WP leader to compile a summarizing overview in which the differences and similarities between partners with regard to dissemination were made visible (2-06-2016). All results

(questionnaires, responses and summarizing overview) are available on our joint PaletteV2 work platform on Freedcamp.

[REFLEXION] The next step was to conceive a <u>concept or basic dissemination plan</u> that provides helpful ideas to the partners to build their own countnry and region specific action plan for disssemination in relation to the primary and secondary target groups as they have been specified in the project proposal and elaborated in more detail by the partners. To ensure a higher level of relevance for the project's planning of dissemination actions, the WP leader took into account information and documentation as used in other EU-programmes and projects, such as the Erasmus Plus (E+) initiatve on the innovation of education. In recent years E+ has stretched it's focus for dissemination from merely `broadcasting the project message to an audience as wide and numerous as possible' into `making sure (and showing) that the project has a measurable impact on it's target users or audience'. This means that valorisation of solutions and a successful implementation of final products of a project in new environments has become the main purpose (in E+) of dissemination. Relevant recent documents on dissemination, like the E+ communication called `The Pyramid of Change' were uploaded to the PaletteV2 work platform in Freedcamp. This basic plan was provided by the WP leader at the end of June 2016.

[REFLEXION] From the basic dissemination plan, a more specific and (almost) ready to use <u>dissemination planning template</u> was derived, consisting primarily of a schematic table enabling the partners to describe their planned dissemination actions and to provide specific details about these actions and especially the intended effects on the target groups, in other words the expected impact. This template was provided to the partners via the PaletteV2 platform on 11 July 2016. However, a first practical test by the partners during the meeting in Bucharest (12-14-09-2016) revealed that this template needs some improvements or extensions. On the basis of that, the template will be improved before the end of October 2016 and after that moment, the partners will be able to plan and describe their dissemination actions by using the template. Some slight changes will then turn this template into a dissemination reporting tool, to be used for detailed documentation of what was achieved (impact) during the dissemination process.

[VILANS] **Vilans** wrote a scientific paper on PaletteV2 for the ISG 2016 conference in Nice, which was presented to an audience of approximately 70 experts in the AAL field from across the world. The paper is published as a 1 pager Journal paper in the International Journal of Gerontechnology.

[REFLEXION]Next actions:

1. Improving the dissemination action planning template (before the end of October 2016).
2. Deriving a reporting template from the planning template (before the end of October 2016).
3. Sharpening our understanding of the primary, secondary and tertiary stakeholders of PaletteV2 products and services, leading to a narrowed down definition of stakeholders per country/region (end of November 2016).
4. Formulating a dissemination strategy (per country) in view of the sharpened definition of stakeholders.
5. Planning and carrying out dissemination actions per country/region by all partners. Internal reporting in the partnership and learning from these actions December 2016 and ongoing)

Business plan development

[VILANS] Johan Vesseur of **Vilans** became the business director of PaletteV2 and works in close cooperation with Reflexion to increase the market potential of PaletteV2. Several workshops on business modelling were organized and held in Amsterdam and Bucharest. Furthermore, the business model canvas has been set up to gather an insight in the potential market of PaletteV2. Furthermore, business development became – in contrast to the original work plan – an iterative short cycled activity in chunks to ensure flexibility in the choice for potential business models throughout the project phases.

[REFLEXION]For business development the partners could hardly rely on their previous experiences with specific approaches and techniques. This is simply due to the fact that the user representing organisations and research institutions that form the partnership of PaletteV2, are not involved on a structural basis in sales or other commercial activity. In fact most of the partners are non-profit institutions, funded by their

local and national authorities and by the various EU-programmes that offer financial support to their activities. Necessary elements in the commercialisation process for the products of PaletteV2, like price calculations, marketing, IPR development, business model creation etcetera, are no part of the core business of any partner, except for SIVECO (to some extent).

[REFLEXION] Therefore, creating a viable business model for the products of PaletteV2 constituted a considerable challenge right from the start. Having acknowledged that fact, the partnership was happy to learn via the coordinator that the AAL-programme itself offers support to their project partnerships in setting up their business models. A large group of PaletteV2 partners subscribed to a business development workshop that took place in Amsterdam on the 7th of June 2016 under the title *"How to build viable business models in AAL projects"*. All the Dutch partners and the Swiss coordinator participated in this seminar, led by AAL business expert Mr. Arto Wallin and his colleague. Unfortunately for the Romanian, Slovenian and Polish partners the time and costs of travel and attendance were an obstacle to participate. Of course, the results of this meeting (working with business canvases to construct a business approach) were shared with the partners. However, after this first encounter with the canvas-technique and half a day of practice, partners did not feel secure already at using the method themselves independently, even though this first experience in the Amsterdam seminar was rated by all participating PaletteV2 partners as most useful.

[REFLEXION] Needless to say that both the coordinator and the WP2 Leader were happy to learn that the AAL-programme offers follow up support on the theme of business development. In such cases a project specific workshop will be offered. and the WP leader planned a session in combination with the already planned partnership meeting in Bucharest on 12 and 13 September. On 14 September 2016, Mr. Jukka Hemilä of the AAL-programme introduced the canvas method once again and took the whole group of partners through a workshop in which we got better acquainted with a number of relevant aspects of using these techniques.

[REFLEXION] In order to guide the implementation of a business plan for PaletteV2, the WP2 leader is planning to meet in the near future with the business director of the project (Mr. Johan Vesseur) for a kind of study day to work out details of one or more canvas applications to share this with the partners.

This work will benefit form the planning as mentioned under the dissemination actions to sharpen our definition of stakeholders.

[REFLEXION] Next actions:
1. Sharpening our understanding of the primary, secondary and tertiary stakeholders of PaletteV2 products and services, leading to a narrowed down definition of stakeholders per country/region (end of November 2016).
2. Tentative use of the canvas method by WP-leader (and business director) in order to provide examples of viable business approaches (before December 2016).
3. Launching a project internal discussion of a potential Palettev2 business approach on the basis of using the canvas-method (starting December 2016 and from then ongoing).
4. Formulating a business strategy (per country or egion) by using the canvas-method and taking into account the sharpened definition of stakeholders.

WP3 End user requirement

[VILANS] Vilans supported in the procedure for the focus groups and end-user requirements in WP3. Vilans supported during the first focus group that was held in Eindhoven, The Netherlands, in august 2016. Together with Smart Homes and KempenLife, Vilans is setting up three additional focus groups to gather end-user needs from October to December 2016. WP3 is aligned with WP5, from requirement analyses to co-design sessions to Alpha and Beta prototype evaluations.

WP4 PALETTEV2 System and services development

WP5 Testing, validation and evaluation

[VILANS] An inventory is being made of competing and similar platforms as PaletteV2 to re-use successful modules and services developed in other (AAL) projects. Vilans specified the task descriptions for WP5 – including the iterative user-centered design approach - in detail and rewrote the tasks to align them with WP3. WP3 and WP5 will work in parallel to ensure end-user involvement throughout the project design cycles from Alpha to Beta evaluation studies. In the PaletteV2 workplan it was written: T5.1 Test and evaluation specification (M23-M25); T5.2 End user final feedback integration (M25-M28); T5.3 Testing and validation of PALETTEV2 system (M26-M30); T5.4 System and Service evaluation – Trials (M26-M30). These tasks will still be performed within the time period as a Beta – summative – evaluation. However, Alpha – formative – evaluations are also necessary. Therefore, Alpha tests are planned in Q4 of 2017, after the co-design sessions held in Q1 of 2017 and the technical developments based on the co-design (paper prototyping) sessions. The measurements in the Alpha to Beta studies will include: user acceptance, perceived usability, accessibility of the UI, system data and error logs, Technology Acceptance, Self-efficacy, Social Connectedness, learning, desirability and willingness to pay.