Deliverable 2.2a

Dissemination Plan

Responsible Unit: CNR

Contributors: All Partners

Document Technical Details:

Document Number	D.2.2a
Document Title	Dissemination Plan
Version	1.0
Status	Final version
Work Package	WP2
Deliverable Type	Report
Contractual Date of delivery	30/09/2018
Actual Date of Delivery	09/10/2018
Responsible Unit	CNR
Contributors	All
Keywords List	Dissemination, plan, strategy, website
Dissemination Level	Public

Contents

1 INTRODUCTION

This deliverable outlines the dissemination activities carried out by project partners and lays out the dissemination strategy that the PETAL project is going to adopt to make aware of the project's results both the general public, but also specifically targeted experts, users and stakeholders.

Indeed, the dissemination actions planned in the project are expected to promote and empower the dissemination, transfer, and/or broad up-take of PETAL results to target audience and stakeholders, as well as the technical and scientific publishing and promotion of the main project results in highly qualified international conferences and journals. To this aim, a number of focused actions will be planned and defined, and some dissemination instruments will be set-up.

This document presents the first version (D2.2a) of the dissemination plan that will be updated at M24 (D2.2b). It provides a general overview on the dissemination methodology, including:
• main results to be disseminated throughout the project
• target groups to focus on
• dissemination channels and instruments
• indicators to assess the impact of various dissemination actions

2 DISSEMINATION STRATEGY

2.1 Why and what

The main objectives of this dissemination plan is to create an effective dissemination strategy that is able to raise awareness, inform and educate the community, engage to get feedback from the community and to promote the PETAL outputs so that they could be commercialized into its initial sales. Thus, the dissemination plan should ensure that the mission, activities and results of the project become as widely known and understood as possible from a scientific, technical and commercial point of view and among potential end users.

The dissemination will include the results and the solutions that we expect to build through PETAL. It will also include the progress of the project, the intermediate achievements, the places where people can find more information about the product, places where we will be presenting the project so not only the stakeholders but also the general public can have access to more information, ask questions and in the end raise awareness on what will be the project outputs.

2.2 To whom (target groups)

In the dissemination strategy, we differentiate means of communication according to the following identified target audiences:

1. Scientific communities (Universities, Research Centers, Researchers, Research Public Bodies in Europe)
2. Professionals (ICT Associations, SMEs and developers)
3. Broad Public (Technically interested readers of blogs and popular scientific magazines)
4. Stakeholders (Potential customers and end users)

One important task in the dissemination strategy (but also for the exploitation plan) is to identify the stakeholders. The current stakeholders identified are:

• Daycare centers/Residential care centers – the PETAL product will be able to offer to these centers an additional remote assistance service, as these centers already have a structure of professionals capable of performing this task.

• Institutions that provide services of home care – the PETAL product will be a big help for these institutions, since professional caregivers will not always need to move to the elderly house since it could perform the assistance remotely.

• Informal caregivers – the family members or close friends will have in this product a great tool to be closer to the elderly without the need to go to their home.

• National health system – Our solution could act in a preventive way and reduce the number of times a patient needs to visit the hospital and even replace some basic elderly care.

• Elderly – will be able to live more independently and longer in the comfort of their homes.

• ICT companies developing Health and Wellness solutions – could use the PETAL platform to improve their products.

• Younger audience who follows the trend of home automation - the IFTTT approach is easy understandable and already used by many young people in their daily lives.

2.3 Early adopter strategy

As this is a new solution to the market, we need to analyze which of the potential customers are the easiest early adopters for our approach.

The national health systems or the elderly as potential buyers - all are more conservative adopters in general and require a mature product with good publicity from early adopters. Informal caregivers are possible, but would involve an expensive marketing campaign.

Therefore, the strategy is to identify which of the potential customer segments are both early adopters and are winnable with a limited marketing budget. Private assisted living facilities represent a potential early adopter market that can be achieved within the scope of this project. After identifying the core customer segments, the goal of the project should be to win over at least a minimum number of key opinion leader customers that are willing to pilot the product and help to create commercial marketing materials and buy the system upon a successful completion of the pilot.

2.4 How

Making PETAL results widely available outside the consortium will be achieved by a number of dissemination activities. In particular, PETAL results will be disseminated to a broader audience (including private and public organizations, health companies, academic and research institutions) through events, workshops, conferences, journal publications and internet exposure. The tool and materials that will be used are the following:

2.4.1 Project web site

It is already up and running at www.aal-petal.eu and will be kept updated with the project's news, public deliverables, scientific publications, partners' information and the material used in the events where the project is presented (such as slides, videos, brochures, etc.). The website is responsive and run over smartphone, tablet and computer. It is provided by an e-mail service for directly giving more information about the project to whom is interested.
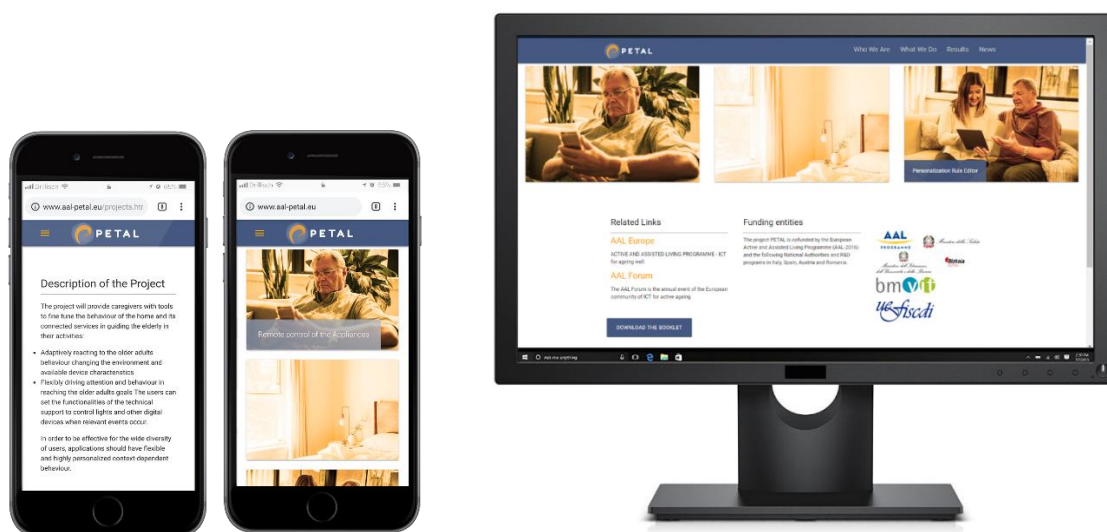

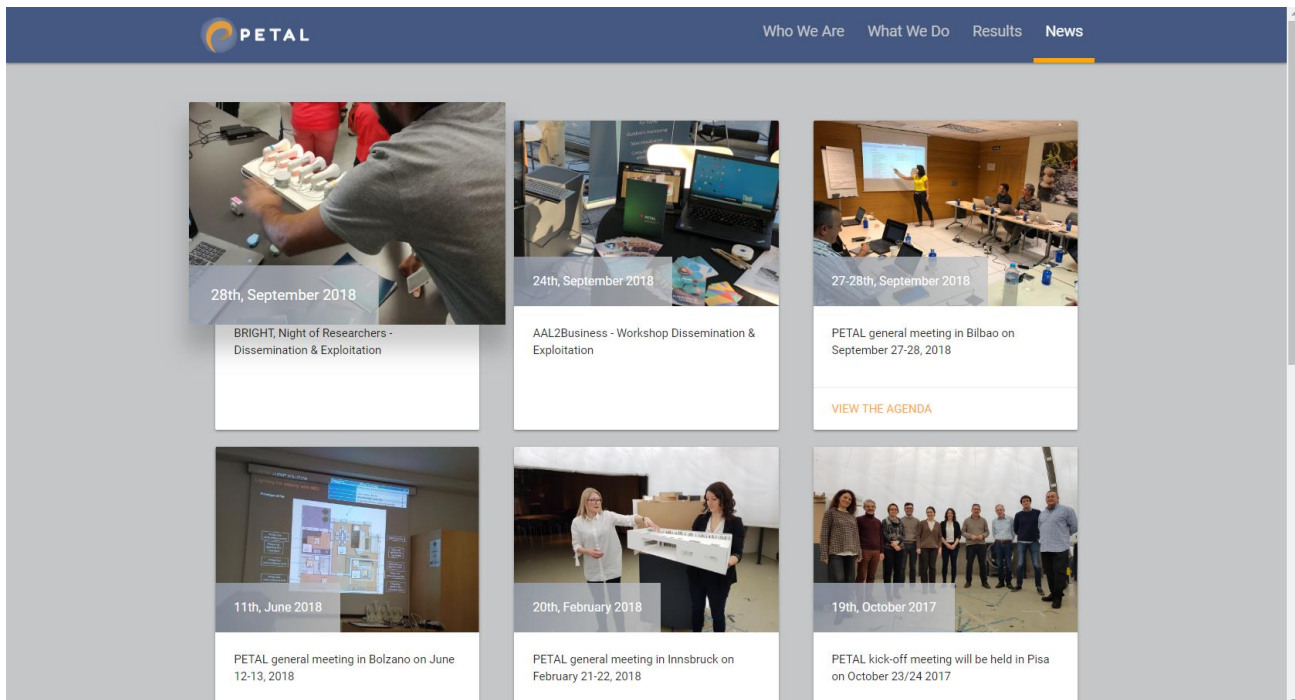*Fig. 1: Smartphone and Desktop computer version of the PETAL website*

Fig. 2: News page with dissemination & exploitation events and meetings
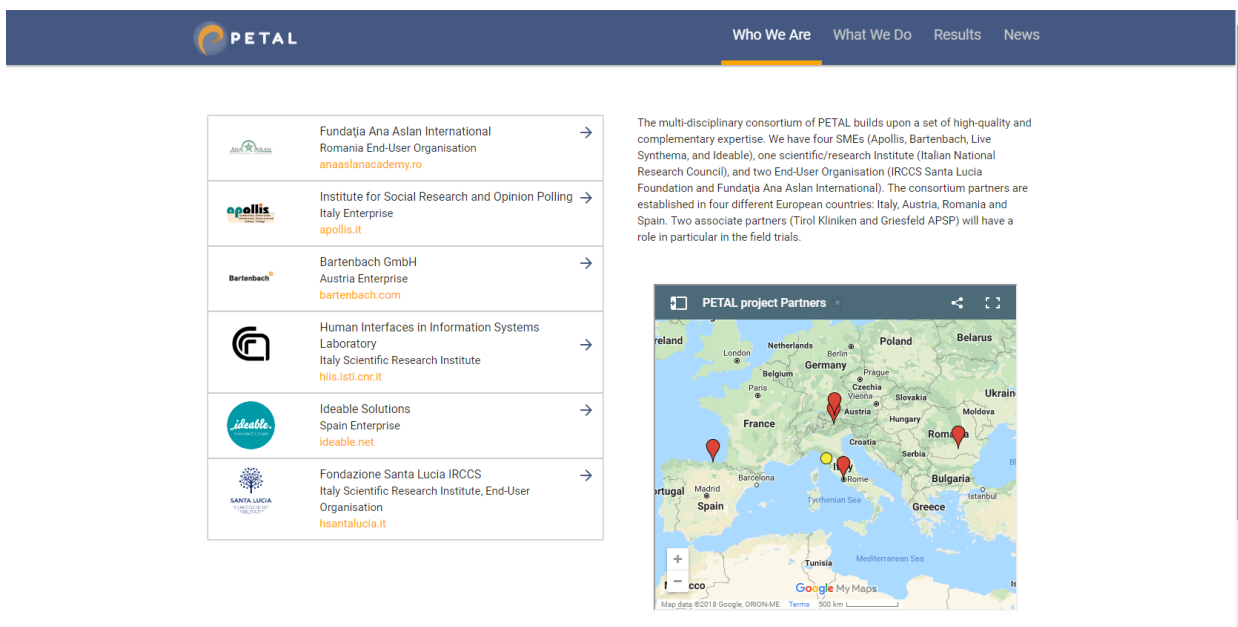
Fig. 3: General information about the project members and direct link to their websites

Fig. 4: Specific information about the project members and direct link to their websites

2.4.2 Newsletters, Public Deliverables, Posters, Presentations and Leaflets

To promote the project contents, at least 2 newsletters (in English) will be released during the project lifetime. Additionally, project presentations, leaflets and specific brochures dedicated to the project's outcomes will be produced. These brochures will be multilingual (EN and in the partners' languages). In order to uniform appearance, and ensures to provide key information about the project and acknowledgements, a template for presentations and documents has been distributed among partners.
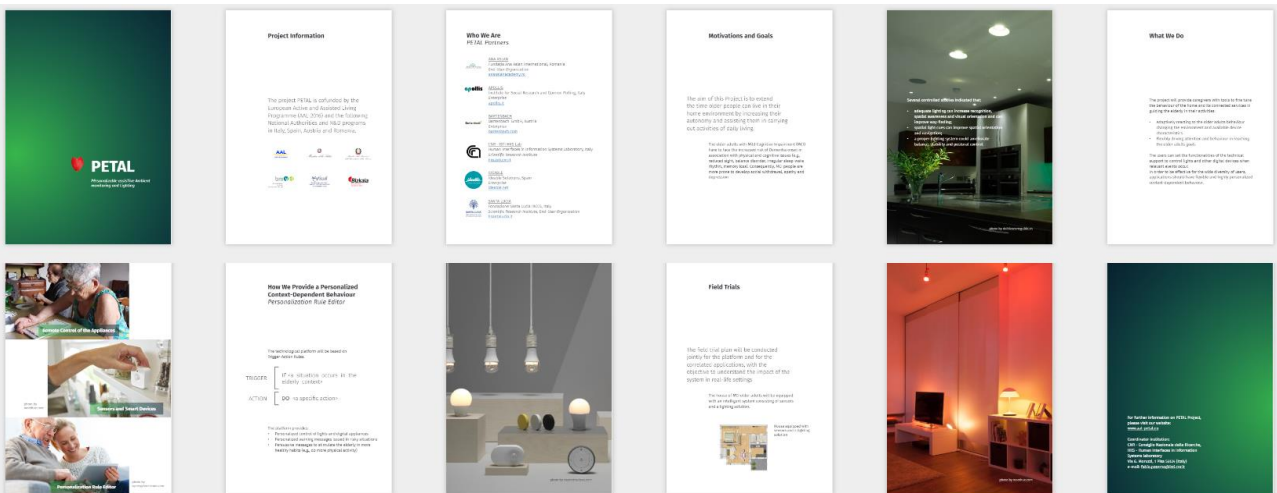

Fig. 5: The PETAL project's booklet available at http://www.aal-petal.eu/files/booklet_PETAL_EN.pdf

2.4.3 Social networks

Dedicated pages in the most relevant social networks: together with the official website, some additional pages/channels created in the appropriate social networks (LinkedIn, Facebook and Twitter) increase the promotion of the project.
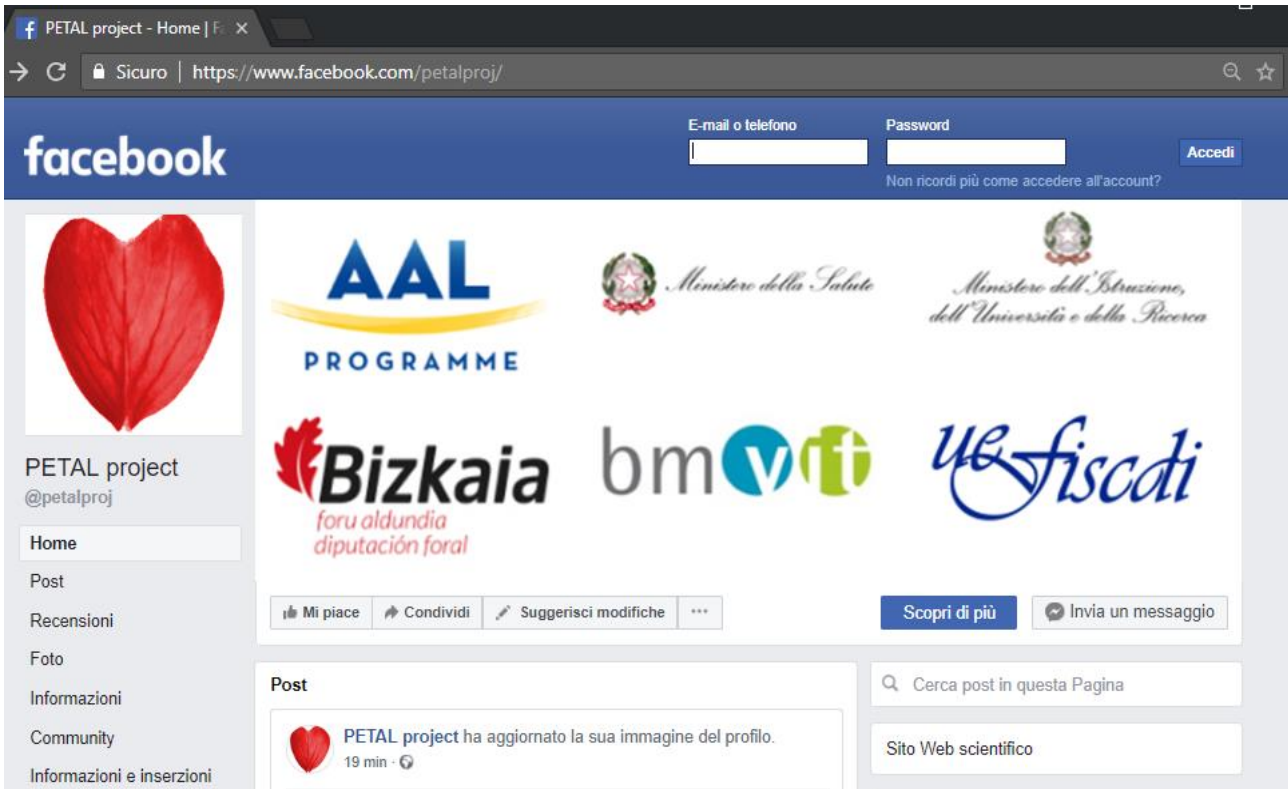
Fig. 6: facebook PETAL project group

2.4.4 Multimedia material

At early stages of the project some videos, interviews and interactive tools and demonstrations will be prepared; print material, including an industry-oriented brochure will be designed to attract potential users and customers. At later stages of the project, we will also produce materials aimed at promoting the project's result to the identified stakeholders.

2.4.5 Presentations at conferences and symposia of related initiatives

Publications of scientific and technical articles in the fields of interactive software development, accessibility, interface adaptation, active and healthy ageing related conferences, from which we highlight:
- AAL Forum
- ASSETS - The International ACM SIGACCESS Conference on Computers and Accessibility
- ACM AVI - Advanced Visual Interfaces
- CHI - The ACM Conference on Human Factors in Computing Systems

- o ACM EICS - Engineering Interactive Computing Systems
- o HIMSS Europe and Health 2.0 Conference
- o ICT4AWE - International Conference on Information and Communication Technologies for Ageing Well and e-Health
- o ACM IUI - International Conference on Intelligent User Interfaces
- o ACM Mobile HCI - International Conference on Human-Computer Interaction with Mobile Devices and Services
- o ACM UMAP - User Modeling, Adaptation and Personalization Conference
- o International Conference on Pervasive Computing Technologies for Healthcare
- o TechAAL - IET International Conference on Technologies for Active and Assisted Living
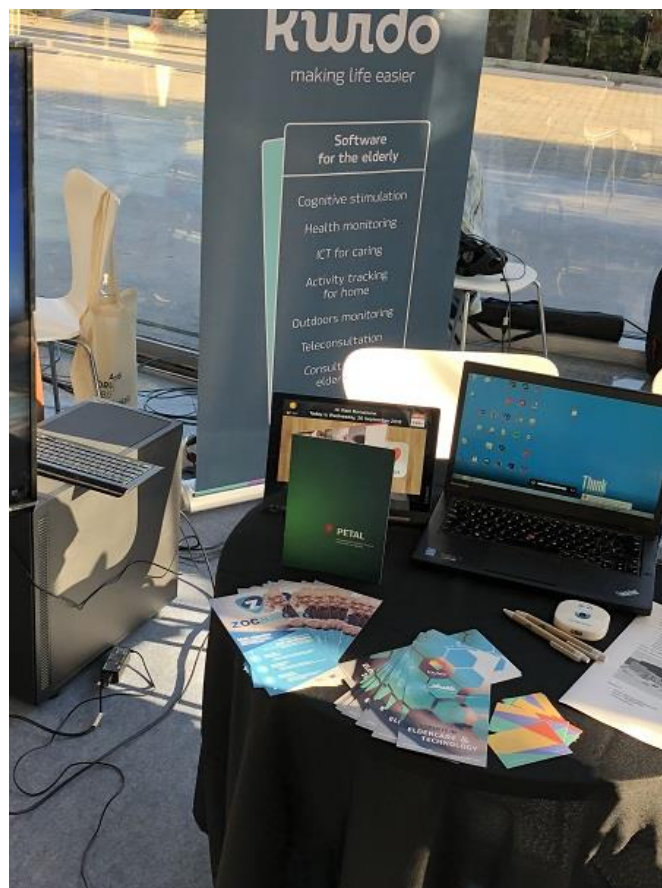
Fig. 7: Petal stand at AAL Forum in Bilbao on September 25, 2018

2.4.6 Presentations at events and exchanges with other research projects

Human and material resources will be also available to present the work developed and the obtained results in brokerage events, activities or meetings with other funded projects or related areas organized by consortium partners. All partners will aim for a workshop on means to support and improve the life of older adults affected by Mild Cognitive Impairment, to be held as part of one of the conferences the consortium will participate in.

Fig. 8: PETAL stand at BRIGHT Researchers' night in Pisa, Italy on September 28, 2018

2.4.7 Teaching

The PETAL project activities will be presented in college and university courses.

2.4.8 Journals

Another dissemination effort will be focused on the publication of results in peer-reviewed and prestigious journals in the field of Human-Computer Interface Interaction, Universal Access and, Assistive Technologies for older community. All partners will be encouraged to ensure their publication lists are updated on ResearchGate. CNR plans to publish five papers on topics related to the project before the end of the execution. These publications are intended to be published on the following journals:

- o International Journal of Human-Computer Studies
- o Interacting with Computers
- o International Journal of Human-Computer Interaction
- o Behavior & Information Technology

2.5   When

Work package 2 is responsible for the dissemination and exploitation tasks. In particular, the dissemination activities have an execution time of 36 months, existing during all the project lifetime. The activities will be structured in two main phases: the awareness phase and the communication phase.

2.5.1 Awareness phase

In the awareness phase, our aim is to make target audiences aware of the project by presenting the project's underlying ideas and objectives.

2.5.2 Communication phase

In the communication phase, our aim is to pro-actively engage with potential audiences by means of technical results and prototypes. To achieve these results, firstly we created additional pages/channels in the appropriate social networks (LinkedIn, Facebook and Twitter) so we can update these channels as the project progresses with useful information. Then we will create newsletters to promote the project contents. Multimedia material, leaflets and specific brochures dedicated to the projects' outcomes will be produced as they are needed for conferences, presentations, events and related initiatives. These materials will be firstly produced to aim the general public dissemination. We already had begun to perform a stakeholder analysis, identifying, listing and assessing which stakeholders should be our buyer targets in order to produce multimedia material and plan exploitation activities that are effective and aimed for those specific targets. In order to adapt the results and the dissemination materials to these targets, this task started at an early stage of the project and for further improvement of our strategy the PETAL consortium will deepen its knowledge about each stakeholder and respective countries of dissemination and then debate, compare and contrast the established possibilities. Suitable conferences and events will be attended by all partners as soon as adequate results are produced. The scientific papers will be written throughout the project lifetime as the project outputs start emerging, with the goal to publish at least five papers by the end of the project.

3 Activities Report

The dissemination initiatives attended or planned by every PETAL partner are shown in the table below, which will be updated through the project lifetime.

No	Event	Location	Date	Target groups [1]	Description	Partner
1	Conference "Let's not lose the memory .. empower it"	Avellino, Italy	22 Sept, 2018	1,2,4	PETAL project presentation to doctors and health professionals	FSL
2	Website	Online	Oct, 2017	1,2,3,4	The PETAL project website goes online at www.aal-petal.eu	CNR
3	Training courses on dementia	Roma, Italy	15 Dec, 2017 13 Jan, 2018	1	PETAL project presentation to physicians and neurologists	FSL
4	Congress on Multidisciplinary and integrative approach of stress, innovative solutions in personalized medicine	Bucharest, Romania	19-21 April, 2018	4	PETAL project presentation to stakeholders from the health care section	BART
5	Workshop on Designing Interactions for the Ageing Populations at CHI 2018	Montréal, Canada	22 April, 2018	1,2	Paper presentation on Towards Personalizable Lights to Support Elderly Autonomy	CNR
6	AAL-UEFISCDI funded projects Workshop	ANA premises	31 July, 2018	4	PETAL project presentation to relevant stakeholders	ANA
7	LinkedIN Group	Online	10 Sept, 2018	1,2,3,4	https://www.linkedin.com/groups/8689466	CNR
8	Facebook Page	Online	10 Sept, 2018	1,2,3,4	https://www.facebook.com/petalproj/	CNR
9	Danish candidate education in Sport and Health & International master course	Odense, Denmark	20-21 Sept, 2018	1,3	PETAL project presentation	FSL

---

[1] 1. Scientific communities   2.Professionals   3.Broad Public   4.Stakeholders

10	AAL2Business Workshop	Bilbao	24 Sept, 2018	2	PETAL business model discussion	BART
11	AAL Forum 2018	Bilbao	25 Sept, 2018	2	PETAL project presentation and booklet distribution	IDE
12	Bright 2018: European Researchers' Night	CNR Area, Pisa, Italy	28 Sept, 2018	3	PETAL project presentation and demonstration to broad public and booklet distribution	CNR
13	Twitter Account	Online	1 Oct, 2018	1,2,3,4	https://twitter.com/aal petal	CNR
14	University course on Design of interfaces and usability assessment	Univ. of Pisa, Italy	Fall 2017 and 2018	1,3	Lesson by Fabio Paternò, Degree Course in Digital Humanities	CNR
15	Smarter Lives conference	Bolzano, Italy	28 May, 2019	1,2,3,4	Apollis intends to present PETAL project	APOL
16	ASAA-Alzheimer Südtirol Alto Adige	Bolzano, Italy	2018-2019	4	local cooperation partner	APOL
17	Wohnen im Alter – Abitare nella terza età	Bolzano, Italy	2018-2019	4	local cooperation partner	APOL

4 Conclusions

In the following table we report a summary of the main identified dissemination means.

Timing	Means of verification	Target groups	Purpose
M2-M36	Project website	1,2,3,4	Awareness, information
M4-M36	Dedicated pages in social networks	1,2,3,4	Awareness, information
M6 + updates	Presentations and leaflets	1,2,3,4	Awareness, promote
At least 2	Newsletters	1,2,3,4	Awareness, information
M6-M36	Multimedia material	3,4	Awareness, promote
On demand	Conference presentation and posters	1,2,3	Engage, promote
M12-M36	Demonstrations	4	Engage, promote
M6-M36	Journal, articles, scientific papers	1	Information

An updated description of dissemination activities will be detailed in D2.2.b, expected at M24.