



"THIS PROJECT HAS BEEN FUNDED UNDER THE THIRD AAL CALL, AAL-2010-3. THIS PUBLICATION [COMMUNICATION] REFLECTS THE VIEWS ONLY OF THE AUTHOR, AND THE COMMISSION CANNOT BE HELD RESPONSIBLE FOR ANY USE WHICH MAY BE MADE OF THE INFORMATION CONTAINED THEREIN"



PROJECT N°: AAL-2010-3-093

Final Dissemination Report

Start Date of Project : 18/07/2011 **Duration :** 24 months

PROJECT FUNDED BY THE AAL JOINT PROGRAMME	
Due date of deliverable	M24
Actual submission date	18 July 2013
Organisation name of lead contractor for this deliverable	TISCALI
Author(s)	TISCALI Italia
Participant(s)	TISCALI Italia, FeSalud, HI-IBERIA, XIM
Work package	WP4 – Exploitation & Dissemination
Classification	Public
Version	1.0
Total number of pages	29

DISCLAIMER

The work associated with this report has been carried out in accordance with the highest technical standards and GoldUI partners have endeavoured to achieve the degree of accuracy and reliability appropriate to the work in question. However since the partners have no control over the use to which the information contained within the report is to be put by any other party, any other such party shall be deemed to have satisfied itself as to the suitability and reliability of the information in relation to any particular use, purpose or application.

Under no circumstances will any of the partners, their servants, employees or agents accept any liability whatsoever arising out of any error or inaccuracy contained in this report (or any further consolidation, summary, publication or dissemination of the information contained within this report) and/or the connected work and disclaim all liability for any loss, damage, expenses, claims or infringement of third party rights.

List of Authors

Partner	Authors
HIB	Inmaculada Luengo
XIM	Paul Waite
TISC	Michele Belluomini, Domenico Dato, Anna Maria Spagnolo
FeS	

Table of Contents

List of Authors	3
Table of Contents	4
List of Figures	5
List of Tables.....	6
Glossary	7
References	8
1. Introduction.....	9
2. Dissemination Strategy.....	10
2.1. Objectives	10
2.2. Dissemination target groups	10
3. Dissemination Tools and Activities	12
3.1. Project branding	12
3.2. Project web portal	12
3.3. Internal Communication	15
3.4. Printed materials	15
3.5. Newsletters	17
3.6. Partners' web pages	17
3.7. Articles and Publications	21
3.8. Social Networks presence.....	22
3.9. Promotional Video.....	23
3.10. Major public events	24
3.11. Tests with end-users	26
3.12. Liaison activities	27
4. Conclusions	29

List of Figures

Figure 1 - GoldUI logo	12
Figure 2 - GoldUI web portal: Home Page.....	13
Figure 3 - GoldUI web portal: restricted area.....	14
Figure 4 - Web portal statistics: audience overview	14
Figure 5 - Web portal statistics: geographic origin of the visitors	15
Figure 6 - GoldUI flyer for Cebit 2012.....	16
Figure 7 - GoldUI Poster.....	16
Figure 8 - References to GoldUI project on XIM and HI Iberia websites	18
Figure 9 - Article about GoldUI on Tiscali web portal (accessed by 2 million unique users per day).....	18
Figure 10 - Some of the news about GoldUI published on FeSalud web site	19
Figure 11 - GoldUI on the social networks.....	23
Figure 12 - GoldUI introductory video on YouTube	24
Figure 13 - Testing sessions with final users.....	26
Figure 14 – Liaison with M-Inclusion project.....	28

List of Tables

Table 1 - GoldUI meetings.....	15
Table 2 - Dissemination activities using GoldUI Newsletters.....	17
Table 3 - Dissemination activities through partners' web pages.....	20
Table 4 - Dissemination activities through publications	22
Table 5 - Dissemination activities through social networks	22
Table 6 - Dissemination activities in public events	26

Glossary

Acronym	Meaning
AAL	Ambient Assisted Living
ICT	Information and Communication Technology
WP	Work Package

References

- [1] AAL, Ambient Assisted Living website: <http://www.aal-europe.eu/>.
- [2] GoldUI deliverable “D4.2– Dissemination Plan”, December 2011
- [3] K. Zickuhr, M. Madden, “Older adults and internet use”, Pew Research, June 2012
- [4] GoldUI deliverable “D3.3 - Pilot Trials Final Monitoring and Evaluation Report”, September 2013

1. Introduction

The dissemination task is an important phase in a research project. The main objective is to raise awareness towards any potential interested parties and to ensure that the final outcomes of the project are properly communicated, so to pave the way to future potential exploitation of the research results.

In order to set up an effective dissemination strategy, GoldUI realized a number of dedicated tools and organized specific activities with the aim to effectively communicate the most relevant objectives and outcomes of the projects to the widest possible audience.

The GoldUI main goal is to improve the independence and participation of older and disabled people, for whom the approach to technology can often be difficult and frustrating. GoldUI aims at improving the quality of their life at home, extending its duration and reinforcing social networking. GoldUI services could help the elderly in their daily activities and social interaction and, at the same time, could support carers in their daily caregiving activities and relieve anxiety coming from caring responsibilities while having more control on potentially dangerous situations for the elderly.

A wide dissemination of the objectives and results of GoldUI is an essential element for the success of the project as many people can be potentially affected by the project results: dissemination contributes to spreading the GoldUI approach and its benefits while allowing the project to assess the market potential of the proposed solution.

GoldUI planned a full dissemination strategy starting from a clear definition of objectives and target groups. Then GoldUI pursued a multi-dimensional dissemination approach, defining different tools and activities in order to disseminate tailored messages (according to the objectives) to target audiences using the most effective communication channels.

This deliverable provides the report of the GoldUI dissemination, carried on through dissemination tools produced and dissemination activities undertaken by the Consortium partners during the project lifetime. Main GoldUI tools for dissemination include:

- Project branding
- Project web site for easy access to publicly available information
- Media tools and specific tools for the exploitation of Internet as communication channel
- Newsletter, publications and articles
- Printed materials

These tools have been exploited directly to address the audience using the most suitable communication channels. Furthermore, they have been used as supportive tools for dissemination activities like participation in public events, forums and conferences. GoldUI dissemination activities have been also focused on internal and external collaborations. Communication and information sharing among Consortium partners has been pursued in order to foster working efficiency and horizontal consistency of the project's results. Moreover, liaisons with peer projects and research activities have been undertaken, based on common dissemination of project results and objectives, and sharing/evaluation of information on technology and standards developed in European research initiatives.

2. Dissemination Strategy

The dissemination activities performed in the GoldUI project have been mainly aimed at building consensus around the objectives and the results of the whole project, increasing the awareness of its achievements among all the involved stakeholders, sharing and exchanging information with peer projects so to validate the technology solutions.

The GoldUI dissemination strategy has been outlined in the deliverable D4.2 “Dissemination Plan” [2], planning to make the results of the projects available to targeted audiences in order to lay the foundation for possible future adoption of the project results.

The following sections summarize the objectives and target groups of the GoldUI dissemination strategy pursued during project lifetime. The objectives have been outlined in order to identify clear and persuasive messages about the project to be tailored to the target audience and conveyed using the most suitable communication channel.

2.1. Objectives

The main objective of the dissemination activities has been the provision of appropriate and complete information about the GoldUI project to the interested parties in terms of scope and expected results in order to foster and enable the exploitation after the end of the project.

The dissemination activities focused on the following main objectives:

- Disseminate project objectives and results inside and outside the project Consortium, at different levels.
- Inform peer scientists and/or peer projects into GoldUI related research areas, sharing and evaluating information about the technology currently developed/used in similar projects.
- Inform and involve actively potential adopters of the developed technologies in the usage and evaluation of the products and services starting from the testing phase.
- Inform and involve potential providers of the developed technologies.
- Inform general public through publication and communication of the results.

2.2. Dissemination target groups

The target audiences for the dissemination activities are all the groups of stakeholders that are likely to affect or to be affected by the project. The aim of GoldUI dissemination task has been not only to provide individuals interested or concerned with the topics of GoldUI with information about the results of GoldUI investigation, but also to spread the information among the general public, addressing those segments of population which may have been completely unaware of the topics of GoldUI project and the related investigation.

The target groups for GoldUI include:

- **EC community** in the ICT area, with the aim to raise awareness regarding the goals and results of GoldUI project and to foster collaboration with other projects sharing similar or complementary objectives.
- **Scientific community**, with the purpose to spread project results and to receive feedback from the researchers, academic and other relevant stakeholders in related

research areas. This activity is aimed at improving technology validation and promoting the acceptance of project technology.

- **General Public and end users.** The goal is to raise overall awareness of project objectives and potential benefits. This target group includes the potential end users of products/services based on GoldUI technologies that are the target main audience for GoldUI. End Users belong to three main categories defined according to the AAL Joint Programme ([1]):
 - ***Primary end-user** is the person who is actually using a GoldUI product or service, a single individual, “the well-being person”. This group directly benefits from GoldUI by increased quality of life.*
 - ***Secondary end-users** are persons or organisations directly being in contact with a primary end-user, such as formal and informal care persons, family members, friends, neighbours, care organisations and their representatives. This group benefits from GoldUI directly when using GoldUI products and services (at a primary end-user’s home or remote) and indirectly when the care needs of primary end-users are reduced.*
 - ***Tertiary end-users** are such institutions and private or public organisations that are not directly in contact with GoldUI products and services, but who somehow contribute in organizing, paying or enabling them. This group includes the public sector service organizers, social security systems, insurance companies etc. Common to these is that their benefit from GoldUI comes from increased efficiency and effectiveness which result in saving expenses or by not having to increase expenses in the mid and long term.*
- **Business community.** The aim is to promote the technologies developed by GoldUI towards the group of potential technology, content and service providers. They could contribute to enhance vision and development of the project technology and become early adopters of the results after the end of the project.
- **Supporters.** The goal is to raise project awareness in external parties who have, in one way or another, an interest in seeing GoldUI services being accepted by business sector. They can be groups and, sometimes, individuals, whose opinions are valued by decision-makers. The supporters can foster the adoption of the project results as soon as they are available.
- **Project Partners.** The goal is to communicate the project objectives and achievements to the different areas of the internal stakeholders’ companies and institution. Dissemination activities targeted on these groups will help partners in focusing on different GoldUI aspects and enhance, endorse and spread the technology developed by the project.

3. Dissemination Tools and Activities

A set of tools has been realised with the purpose of carrying on an effective dissemination strategy, ensuring the optimal coverage of the target groups using the available communication channels.

Some of the tools have been used to present GoldUI results and potential benefits to the general public or to more specific audiences. Other tools have been used for easy exchange of information among the project partners.

3.1. *Project branding*

In carrying out all dissemination tasks of the project is important that the graphics used in the documentation are easily identifiable: this helps in establishing project identity and in improving the effectiveness of communication.

The GoldUI logo has been created and included in all presentations, documents, web portals and any other documentation related to the project, for internal and external dissemination.



Figure 1 - GoldUI logo

The project branding strategy also includes a complete set of templates for documents and presentations. The partner responsible of these dissemination tools is HIB.

3.2. *Project web portal*

Special attention has been given to the Internet as it is one of the main communication channels, allowing dissemination of any kind of information to a wide audience (both general public, scientific and business). The project website has been conceived as an immediate and easily accessible entry point for all relevant stakeholders. It is a powerful tool able to create awareness and raise interest about GoldUI objectives and results.

The project web portal has been created and is accessible at <http://www.goldui.eu> in three languages: English, Spanish and Italian. The main responsibility for managing GoldUI web portal lies with HIB, but all the partners collaborated in order to provide content and keep the available information up to date.

The public accessible area of the web portal is designed for external visitors and provides information about the project objectives, the Consortium and the achievements in form of news and publications. It also provides details for contacting the GoldUI Consortium and links to GoldUI pages on social networks. In particular, the Home Page (Figure 2) represents the entry point for all the web visitors, providing an overview of the projects and the most recent news.



Figure 2 - GoldUI web portal: Home Page

The portal also includes a restricted area, accessible only to the project partners, that serves as a platform for internal communication and file sharing. The restricted area is a self-service web tool for team collaboration providing two main features:

- *Wiki Pages*, a wiki tool which intends to be a shared space to store and keep track of informal discussions, interesting project themes, and any other kind of dissemination and training material.
- *File Management*, a shared document repository used to store all relevant project documents (working documents, meeting minutes, action plans, and official deliverables).

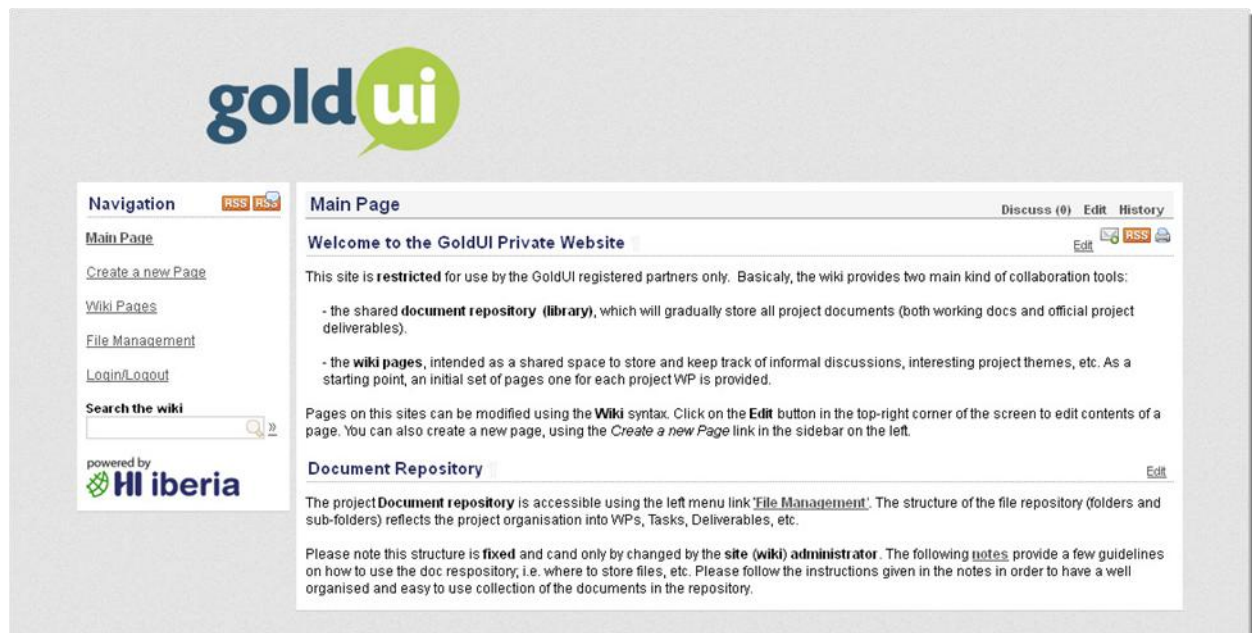


Figure 3 - GoldUI web portal: restricted area

The audience of the web portal has been monitored during the project lifetime: the web portal had about 1500 visitors (about 1000 unique visitors), more than 4600 pageviews (Figure 4). Most of the visits came from Spain, followed by Italy, United Kingdom, Germany, Belgium and Netherlands.

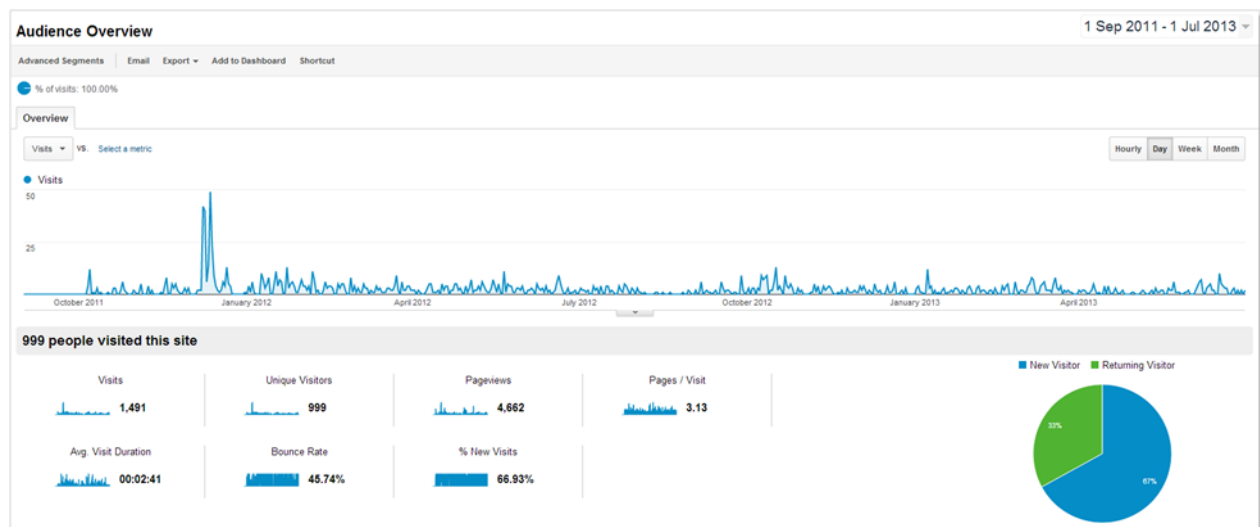


Figure 4 - Web portal statistics: audience overview

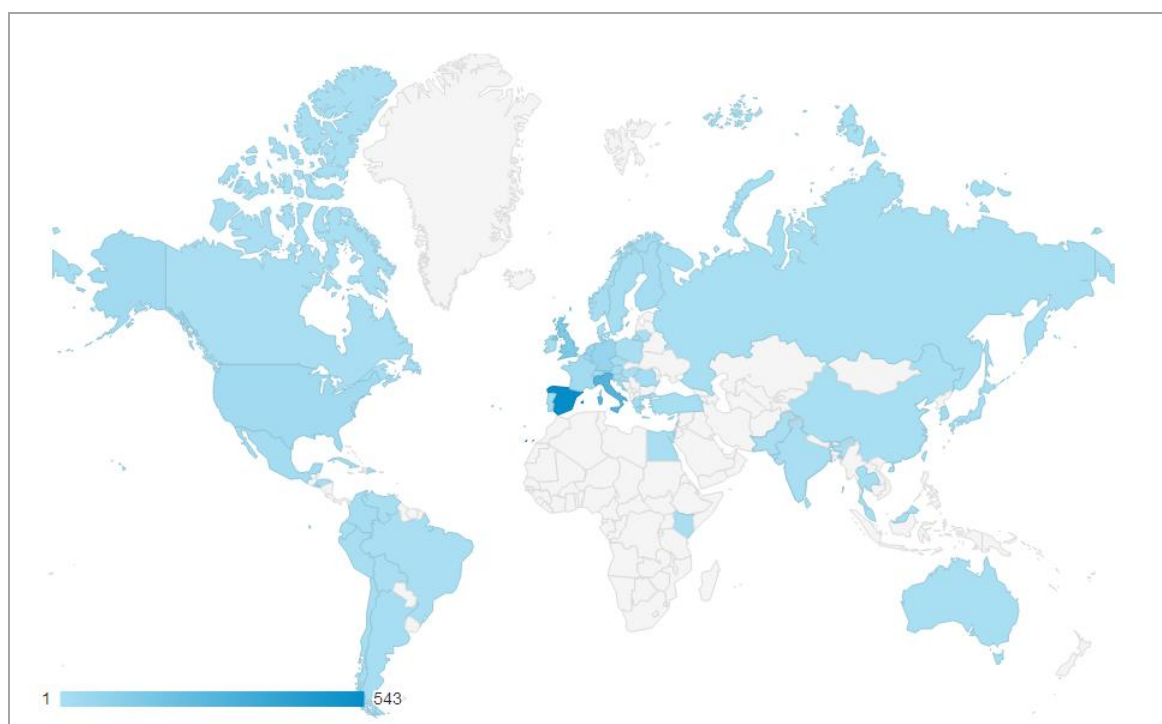


Figure 5 - Web portal statistics: geographic origin of the visitors

3.3. *Internal Communication*

Dissemination includes internal communication among the Consortium partners: the sharing of knowledge must be promoted inside the Consortium in order to foster working efficiency and horizontal consistency of the project's results. To this end, GoldUI has promoted activities and the use of specific tools to enhance internal communication.

The internal mailing list among all project members has been the primary tool for day by day communication, a virtual place for sharing ideas and information.

However, project partners also organized periodic conference calls for technical discussion and plenary meetings. The following Table 1 summarizes the project plenary meetings held by the Consortium members.

Meeting	Date	Place	Host Partner
Kick-off Meeting	20 th September 2011	Madrid (Spain)	HIB
First Following Meeting	19 th June 2011	Pisa (Italy)	Tiscali
Pre-review and Review Meeting	16 th -17 th October 2012	Madrid (Spain)	HIB
Technical Meeting	21 st March 2013	London (UK)	XIM

Table 1 - GoldUI meetings

3.4. *Printed materials*

Printed materials are instruments aimed at introducing the GoldUI project and disseminating its main objectives and results. They generally provide high-level information suitable for experts and non-experts audience.

A GoldUI flyer has been produced for the Cebit 2012 in order to be distributed among the stakeholders during the event (Figure 6). The goal of the flyer is to direct interested people towards the GoldUI web portal where more details about the project can be found.



Figure 6 - GoldUI flyer for Cebit 2012

Also a GoldUI poster has been created to promote a disseminate the project results and GoldUI service, the poster is available online and will be also exhibit in the AAL Forum 2013 (Figure 7).



Figure 7 - GoldUI Poster

3.5. Newsletters

During project lifetime two GoldUI newsletters have been made available to interested public in order to provide information about:

- Last project achievements
- Developments in progress at the newsletter time
- Project objectives in the short and long term
- New publications of interest
- Project internal events
- Participation to public events

The newsletters intentionally describe the above topics in order to be easily understood also by readers not directly involved in GoldUI.

The electronic version of the newsletters has been sent to interested contacts gathered by the Consortium members. Furthermore, the newsletters are available for downloading on GoldUI web portal for the general audience.

Date	Event/Activity	Target Audience	Geographical Scope	Involved Partners	Details
Jan 2012	1 st GoldUI Newsletter	General Public and End Users	Worldwide	HIB	First Newsletter available in the GoldUI web portal: http://www.goldui.eu/wp-content/uploads/2012/01/GoldUI-Newsletter-January12.pdf
Oct 2012	2 nd GoldUI Newsletter	General Public and End Users	Worldwide	HIB	Second Newsletter available in the GoldUI web portal: http://www.goldui.eu/wp-content/uploads/2012/10/GoldUI-Newsletter-2-v0.pdf
Jul 2013	3 rd GoldUI Newsletter	General Public and End Users	Worldwide	HIB	Third Newsletter available in the GoldUI web portal: http://www.goldui.eu/wp-content/uploads/2013/09/GoldUI-Newsletter-3.pdf

Table 2 - Dissemination activities using GoldUI Newsletters

3.6. Partners' web pages

The websites of GoldUI members are important instruments to improve project visibility at local and global level, as they are effective communication channels towards customers, commercial partners and general public. References to GoldUI and news related to the scope of the project and to its major achievements have been published on the partners' web sites (Figure 8).



Figure 8 - References to GoldUI project on XIM and HI Iberia websites

In particular, Tiscali published an article on the Technology Area of its web portal (also with a direct reference in the Home Page of the portal for a few days) accessed every day by more than 2 million unique users in Italy (Figure 9).



Figure 9 - Article about GoldUI on Tiscali web portal (accessed by 2 million unique users per day)

Furthermore, FeSalud website published news about GoldUI and the testing sessions hosted providing an effective communication channels towards specialized audience and end users in Spain.



Figure 10 - Some of the news about GoldUI published on FeSalud web site

The following Table 3 summarizes the dissemination activities carried on by the partners using their web pages.

Date	Event/Activity	Target Audience	Geographical Scope	Involved Partners	Details
Sep 2011	Reference on partner's web page	General public, End Users, Business Community	Worldwide	HIB	Reference to GoldUI on the Hi Iberia web site: http://www.hi-iberia.es/en/hiResearchProyectos.php
Sep2011	News on partner's web page	General public, End Users, Business Community, Supporters	Spain	FES	Article on GoldUI and the collaboration with FeSalud: http://www.fesalud.org/comunicacion/noticias-fesalud/672-primera-reunion-de-organizacion-del-proyecto-goldui-con-la-participacion-de-fesalud
Sep 2011	Reference on partner's web page	General public, End Users, Business Community	Worldwide	XIM	Reference to GoldUI on the XIM web site: http://www.xim.co.uk/research.html
Sep 2011	Reference on partner's web page	General public, End Users, Business Community, Supporters	Spain	FES	Reference to GoldUI on the FeSalud web site: http://www.fesalud.org/resultados/proyectos-internacionales/proyecto-goldui
Dec 2011	News on partner's web page	General public, End Users, Business Community, Supporters	Spain	FES	Article about GoldUI on FeSalud website: http://www.fesalud.org/comunicacion/noticias-fesalud/982-goldui-protagonista-en-las-e-health-news-y-en-e-inclusion-european-newsletter-de-la-comision-europea

Date	Event/Activity	Target Audience	Geographical Scope	Involved Partners	Details
Jan 2012	News on partner's web page	General public, End Users, Business Community, Supporters	Spain	FES	Reference to GoldUI into an article published on FeSalud website: http://www.fesalud.org/comunicacion/noticias-fesalud/1012-fesalud-y-goldui-se-presentan-en-el-encuentro-de-dinamizadores-guadalinfo
Jan 2012	News on partner's web page	General public, End Users, Business Community, Supporters	Italy	TIS	Article about GoldUI in the Technology area of Tiscali Portal: http://tecnologia.tiscali.it/articoli/mondo-tiscali/tiscali-goldui.html
Apr 2012	News article on partner's web portal	General public, End Users, Business Community, Supporters	Spain	FES	News about the GoldUI testing session on FeSalud website: http://www.fesalud.org/comunicacion/noticias-fesalud/1259-arrancan-las-sesiones-de-testeo-en-goldui-f12
May 2012	News on partner's web page	General public, End Users, Business Community, Supporters	Spain	FES	News about the testing session on FeSalud website: http://www.fesalud.org/comunicacion/noticias-fesalud/1281-nueva-sesion-de-co-diseno-en-goldui-f12
Jul 2012	News on partner's web page	General public, End Users, Business Community, Supporters	Spain	FES	News about the general GoldUI meeting held in Pisa on the FeSalud website: http://www.fesalud.org/comunicacion/noticias-fesalud/1407-reunion-de-seguimiento-del-proyecto-goldui-en-pisa
Jul 2012	Newsletter distributed by partner	General public, End Users, Business Community, Supporters	Spain	FES	Inclusion of news on GoldUI meeting in the FeSalud periodic newsletter.
Oct 2012	News on partner's web page	General public, End Users, Business Community, Supporters	Spain	FES	Reference to GoldUI in an article on FeSalud website: http://www.fesalud.org/comunicacion/noticias-fesalud/1592-la-longevidad-forjando-el-futuro-lema-del-dia-internacional-de-las-personas-mayores-f12
Oct 2012	News on partner's web page	General public, End Users, Business Community, Supporters	Spain	FES	Article about GoldUI testing session at FeSalud: http://www.fesalud.org/comunicacion/noticias-fesalud/1617-el-prototipo-del-dispositivo-goldui-se-presenta-ante-sus-usuarios-f12
Oct 2012	Newsletter distributed by partner	General public, End Users, Business Community, Supporters	Spain	FES	Inclusion of news on GoldUI in the FeSalud periodic newsletter.

Table 3 - Dissemination activities through partners' web pages

3.7. Articles and Publications

The dissemination of the GoldUI project has taken into account also opportunities coming from publishing articles, giving visibility to the objectives and results of the projects. Special attention has been devoted to communication through online media, easy accessible to a wide audience.

Information about GoldUI has been included in articles and specialized newsletters, addressed to involved stakeholders, especially in the area of AAL. In particular, GoldUI has been disseminated through the E-health and E-inclusion newsletters generated by the European Commission for the Europe's Information Society web portal. Furthermore, GoldUI has been a topic of the periodic newsletters of AAL. The article about GoldUI published on the Technology area Tiscali web portal (Figure 9) could be reported in this area too, as it gave GoldUI visibility towards a very wide audience in one of the most accessed information portal in Italy.

The following Table 4 summarizes the main dissemination activities carried on in this area.

Date	Event/Activity	Target Audience	Geographical Scope	Involved Partners	Details
Sep 2011	AAL Catalogue of Project 2011	AAL European audience	Europe, Worldwide	HIB	GoldUI project has been included in the AAL Catalogue of Projects 2011, as one of the projects approved under the call 3 ICT-based solutions for advancement of older persons' independence and participation in the self-serve society http://www.goldui.eu/wpcontent/uploads/2011/10/AALCatalogueV3.pdf
Dec 2011	e-health & e-inclusion European newsletters	All	Europe, Worldwide	HIB	Reference to GoldUI project objectives and information included in the e-health and e-inclusion newsletters provided by the European Commission through the Europe's Information Society web portal. References: <ul style="list-style-type: none"> http://ec.europa.eu/information_society/newsroom/cf/news.cfm?item_type=news&tpa_id=23&currentPage=2 http://ec.europa.eu/information_society/newsroom/cf/news.cfm?item_type=news&tpa_id=23&currentPage=2
Dec 2011	News article about GoldUI	All	Worldwide	XIM	GoldUI Announced on AAL Forum from TSB (UK National AAL authority) https://connect.innovateuk.org/web/assisted-living-innovation-platform-alip/article-view/-/blogs/new-aal-project-adaptive-embedded-human-interfaces-designed-for-older-people
Oct 2012	AAL Catalogue of Project 2012	AAL European audience	Europe, Worldwide	HIB	GoldUI project has been included in the AAL Catalogue of Projects 2012, as one of the projects approved under the call 3 ICT-based solutions for advancement of older persons' independence and participation in the self-serve society: http://www.aal-europe.eu/wp-content/uploads/2012/08/AALCatalogue2012_V7.pdf

Date	Event/Activity	Target Audience	Geographical Scope	Involved Partners	Details
Jun 2013	AAL Newsletter	AAL European Audience, EC community	Europe, Worldwide	HIB	GoldUI reported as Project Of The Month in the AAL Newsletter for the month of June 2013: http://us4.campaign-archive1.com/?u=28d2a5f6b5852bf80ad43d9c6&id=78919e51af

Table 4 - Dissemination activities through publications

3.8. Social Networks presence

The GoldUI project has taken into consideration social networks as very useful potential tools for dissemination of project objectives, achievements and news towards various online communities. The social network presence currently complements the GoldUI web portal, helps in raising awareness and general interest for the project, provides additional sources of information and further entry points for conveying interested audiences towards the project web portal.

GoldUI has chosen to focus on some of the most popular social networks, Facebook, LinkedIn and Twitter, where the pages for the project have been created and used to post news about GoldUI project (Figure 11, Table 5).

Date	Event/Activity	Target Audience	Geographical Scope	Involved Partners	Details
Mar 2013	Facebook page	General public, End Users, Business Community, Supporters	Worldwide	TIS	Creation and maintenance of a GoldUI page on Facebook, containing general information, public dissemination material and news about the project (https://www.facebook.com/pages/Goldui-Project/289704464494105)
Apr 2013	LinkedIn Group	General public, Business Community, Supporters	Worldwide	HIB, TIS	Creation of a GoldUI group on LinkedIn containing general information on the project and link to news about the project (http://www.linkedin.com/groups?gid=4936821)
Jul 2013	Twitter page	General public, End Users, Business Community, Supporters	Worldwide	TIS	Creation of a Twitter page for dissemination of general information about the project and future events (https://twitter.com/golduiproject)
Jul 2013	Istella profile	General public, End Users, Business Community, Supporters	Italy	TIS	Creation of a page for GoldUI on Istella, the new search engine developed by Tiscali and including social features. Using Istella it is possible to share information, bookmarks and any kind of media (like the introductory video to GoldUI) http://www.istella.it/user/profile/golduiproject

Table 5 - Dissemination activities through social networks

Facebook and Twitter have been taken into account as they are the main social network platforms for general public. In particular, Facebook is presently the most popular social network among end users and seems to be a good instrument for reaching a significant share of carers and also final users (elderly and disabled people). In fact, according to a Pew research [3], social networking site use among seniors is growing significantly: the 34% of Internet users aged 65 years or more used social networking sites like Facebook in February 2012 (it was just 13% in 2009).

LinkedIn, on the other hand, has been chosen in order to address the professional audience, providing another access point to GoldUI for potential stakeholders interested in the creation of GoldUI services.

Furthermore, a GoldUI profile has been created also on Istella, the new Tiscali Italian search engine including social features: news about the project and the introductory video provide general information about the project. Istella can represent a good opportunity for disseminating GoldUI towards general public at local level as the service is focused on Italy.

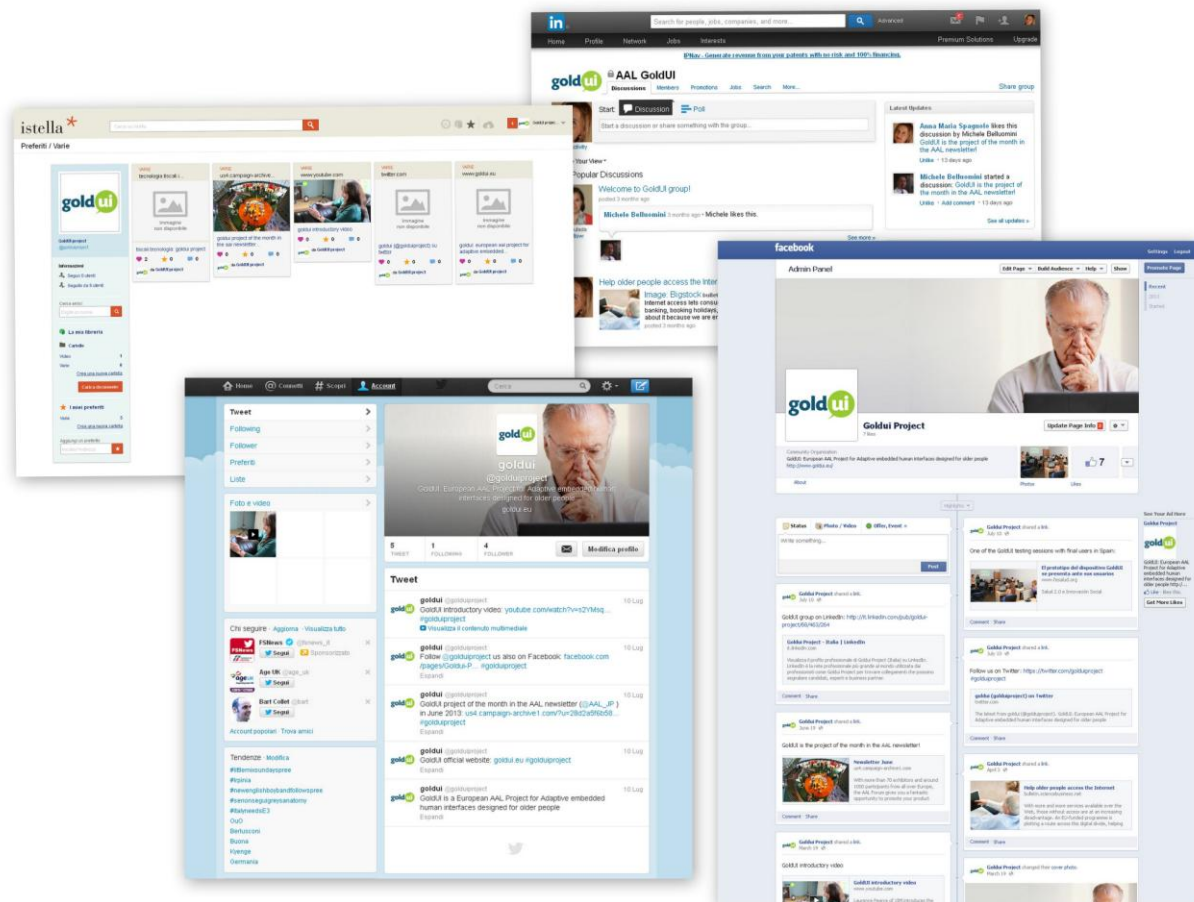


Figure 11 - GoldUI on the social networks

3.9. Promotional Video

GoldUI project exploited a promotional video as tool to disseminate the project vision in a way that is attractive and easily accessible to a wide audience. This kind of tool is usually considered suitable also for reaching those potential interested public users that are not used to participating in scientific conferences and symposia or general technological events and fairs.



Figure 12 - GoldUI introductory video on YouTube

The GoldUI introductory video has been created by XIM and initially posted on YouTube¹ (Figure 12) and used for dissemination purposes. It has been also published on GoldUI web portal and on social networks.

The video explains the GoldUI objectives with the aid of images of potential users experiencing GoldUI services.

At the time of writing of this deliverable a new GoldUI video is under development (the involved partner is Tiscali with the collaboration of the other partners). The video illustrates the GoldUI apps for the senior and for the carer, showing the available services and the main available functionalities. The video will be used for dissemination purposes towards final users and general public: will be published on the GoldUI website and on the social networks and may be presented in future public events.

3.10. Major public events

Another important instrument for the dissemination is represented by the participation in conferences, forum, fairs and, in general, external public events. Apart from the obvious opportunities for presenting GoldUI results to the scientific and business communities, these activities are important to exchange and share research experiences and to keep informed about the latest developments.

GoldUI has been involved in main events in the AAL area and in other interesting events in related areas. Table 6 summarizes the main events attended by GoldUI partners during the project lifetime and the planned events for the near future.

¹ The video has been published on YouTube in September 2012 and is available at: <http://www.youtube.com/watch?v=s2YMsqGlpsg>

Date	Event/Activity	Target Audience	Geographical Scope	Involved Partners	Details
Sep 2011	AAL Forum 2011 (Lecce, Italy)	AAL Forum	Europe	XIM, HIB	Representatives from HIB and XIM attended the AAL Forum 2011 in Lecce, Italy. While not formally presenting the project, partners discussed the project and exchanged contacts with many of other participants.
Dec 2011	Workshop	Academics, Business owners, Technology investors	United Kingdom	XIM	Presented GoldUI to workshop at Warwick Business School, University of Warwick (UK), attended by entrepreneurs and investors (appro. 50 people)
Jan 2012	Conference	More than 2,000 people from business, institutions and others and the Guadalinfo Network, responsible for social innovation inclusion of users with more than 755 centers.	Spain	FES	Presented GoldUI at the Encuentro de Dinamizadores de la Red Guadalinfo, Innovar+Transformar x Andalucía. In Granada (Spain), to participants, press and business. Ref: http://www.fesalud.org/comunicacion/noticias-fesalud/1012-fesalud-y-goldui-se-presentan-en-el-encuentro-de-dinamizadores-guadalinfo
Jan 2012	Workshop	Guadalinfo Centers	Spain	FES	Workshop included in the Encuentro Guadalinfo (Guadalinfo Meeting). Workshop with more than 20 social innovators of Guadalinfo Centers to promote GoldUI, increase in user participation and awareness. http://www.fesalud.org/comunicacion/noticias-fesalud/1012-fesalud-y-goldui-se-presentan-en-el-encuentro-de-dinamizadores-guadalinfo
Mar 2012	CeBit 2012	Business Community	Worldwide	HIB	Participation to CeBit 2012 in Hannover (Germany). Distribution of GoldUI flyer (http://www.goldui.eu/wp-content/uploads/2012/10/GoldUI-Flyer-Cebit.pdf) and interviews with stakeholders. Ref: http://www.cebit.de/home
Sep 2012	AAL Forum 2012	EC community	Europe	HIB, XIM	Representatives from HIB and XIM attended the AAL Forum in Eindhoven, The Netherlands, and presented there the GoldUI service at the session E10 Connecting People Ref: http://www.aalforum.eu/page/session-e10-2012

Date	Event/Activity	Target Audience	Geographical Scope	Involved Partners	Details
Feb 2013	Workshop	Manufacturers of assisted living technologies, end user organisations	UK	XIM	XIM presented GoldUI to a UK AAL workshop organised by TSB, Birmingham.
Mar 2013	Conference	Manufacturers of assisted living technologies, end user organisations	UK	XIM	XIM presented GoldUI to the UK TSB Assisted Living Showcase Event, Liverpool.
Sep 2013	AAL Forum 2013	EC community	Europe	HIB	Participation to the AAL Forum 2013 in Norrköping, Sweden, with a introduction presentation of GoldUI service in the Forum. Ref: http://www.aalforum.eu/

Table 6 - Dissemination activities in public events

3.11. Tests with end-users

The testing phase of GoldUI services can be considered an extremely important part of the dissemination activity as it entails direct contact with potential end-users. The testing phase has been crucial from the very first phases of the project, in order to gather users' requirements and preferences so to create more effective GoldUI services, and to assess the potential market impact of the proposed solution.



Figure 13 - Testing sessions with final users

Furthermore, end-users accessing GoldUI services could, in turn, disseminate GoldUI objectives and results to their friends and relatives who are also in the GoldUI target groups. This kind of dissemination can be really effective as it is based on sharing real life experiences.

GoldUI organized many testing sessions with the collaboration of FeSalud and the participation of end users (Figure 13). Dissemination activities involving final users have been carried on in collaboration with Spanish organizations like the Guadalinfo², more specifically the Cartama center, and the Cudeca³ centre which are non-profit organizations providing technological formation, assisted living solutions and rehabilitation services for the ageing people. These end users organisations provide a great opportunity of dissemination and a first contact for market introduction, Guadalinfo is a network involving 756 centers and more than 700.000 users in Andalusia (south Spain) and Cudeca Day Center with more than 650 patients per year, located in Malaga (Spain). Further information about the testing sessions can be found in [4].

3.12. *Liaison activities*

The GoldUI project worked in various lines of collaboration with other European projects: the main opportunities have been attendance to common forums and workshops, and direct contacts through email.

The collaboration has been based on common dissemination of project results and objectives, and sharing/evaluation of information on technology and standards developed/used in European research initiatives.

In particular, GoldUI established a liaison with the M-INCLUSION⁴ project (Figure 14), and other projects:

- M-Inclusion, a Support Action, co-funded by the European Commission under the FP7. The objective of the project is the creation of a cooperative framework between European and Latin American mobile solution developers and end users, to promote both the growth of new affordable mobile solutions and a working environment to define a Road Map to improve personal autonomy and societal integration of people at risk of exclusion in Latin America. The GoldUI partner involved in this activity is HIB.

² <http://www.guadalinfo.es>

³ <http://www.cudeca.org/en>

⁴ M-INCLUSION web site: <http://www.m-inclusion.eu/>. A reference link to GoldUI in the M-INCLUSION website can be found at: <http://www.m-inclusion.eu/links-with-initiatives>



Figure 14 – Liaison with M-Inclusion project

- WayFiS (AAL call3 project, cofunded by European Commission, Ministerio de Industria Energía y Turismo of Spain, Federal Office for Professional Education and Technology in Switzerland and National Office for Research and Technology of Hungary)

4. Conclusions

This Final Dissemination Report provides an overview of the dissemination activities implemented during the scope of the GoldUI project, following the plan outlined in the deliverable D4.2 “Dissemination Plan” at the beginning of the project.

The effectiveness of the dissemination task has been pursued identifying the target groups and the most suitable tools and activities to reach them. The aim of the dissemination has been to keep the target groups informed about project objectives, in the first phases, and then about project results.

The participation of GoldUI partners in business and scientific events has been exploited in order to spread project results and gather opinions and suggestions about the technology used and the potential impact of GoldUI services on major stakeholders.

As GoldUI objectives could potentially have an impact on a very large group of people, one of the objectives of the dissemination activity has been to provide information about project outcomes not only to specialized audience but also to general public, also reaching individuals that may have been unaware of GoldUI topics and of the related research activities. To this end, the Consortium has chosen the Internet as the favoured communication channel for reaching the general public, using web sites, web magazines, social networks and video to spread the information in a simple and effective way.