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Dissemination Plan

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Glossary

Acronym	Meaning
AAL	Ambient Assisted Living
ALIP	Assisted Living Innovation Platform
RSS	Really Simple Syndication
WP	Work Package

References

- [1] AAL, Ambient Assisted Living website: <http://www.aal-europe.eu/>.
- [2] GoldUI deliverable “D5.3 – PROJECT HANDBOOK”, October 2011

1. Introduction

Dissemination is an important and complex task of any project, especially when there is a wide range of audiences to communicate with as in the case of GoldUI project. The main purpose of the dissemination activity is to raise the awareness for the project and its results, in order to make GoldUI a sustainable and successful project. Dissemination will ensure that the public will be aware of the project, and the interested parties will learn about its achievements and easily find up-to-date related information.

This document organizes the dissemination activities on Consortium and partner level in order to be able to disseminate project results widely at different levels. More specifically, the document includes the GoldUI dissemination strategy describing the main objectives of the dissemination activities, the target audiences and the instruments for communicating with them. In order to reach the expected level of awareness for the project, the partners have to work (both on their own and together) in the field of public relations and dissemination. The Consortium will support the dissemination activity also through the set up of templates and other communication materials, all based on a recognizable graphical identity for the project. The dissemination will follow the main three phases described in the strategic dissemination plan: awareness-oriented, results-oriented and exploitation-oriented. In each phase, the activities will be carried on with different methods and objectives. The strategic dissemination plan is then mapped on the project roadmap, describing the most relevant messages associated with the achievement of the project milestones and identifying the appropriate target audiences and communication instruments.

The operational dissemination plan includes the list of contributions outlined by the partners according to their specific role inside the project and in the scientific and business world. For each dissemination activity, the whole process flow is described from plan to execution and reporting. Furthermore, the planned and performed dissemination activities are presented, including events, conferences, scientific journals, the project website, leaflets and fact sheets, press releases as well as any liaison activity in the scientific area.

It should be noted that this deliverable is an evolving document which will be regularly updated during project lifetime to give a cumulative overview of the project's undertaken and planned activities and to include possible new opportunities for dissemination. In fact, additional activities have to be expected when the project partners have prepared more detailed plans for their work. Furthermore, invitations to contribute to both publications and conferences are likely as the project receives more attention throughout Europe and the rest of the world. These activities will be reported during the periodic reporting after the end of each project period and included in an updated version of this deliverable. Also a summary of all the dissemination actions undertaken during the project lifetime will be included in the Deliverable 4.4 Final Dissemination Report, to be delivered at the end of the project.

2. Dissemination Strategy

The GoldUI dissemination strategy is designed to make the results of the projects research and technology development available to targeted audiences in order to lay the foundation for possible future adoption of the project results.

The first step is to outline the objectives of the dissemination, identifying the clear, concise and persuasive messages about project scope and results that we want to communicate. These messages should be able to express the innovation and benefits bound to project results. The second step is to determine a suitable audience for the messages and tailor them accordingly, choosing the most suitable communication channels and instruments.

2.1. Objectives

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

The dissemination activities will take in place a communication process aimed to:

- Disseminate project results inside and outside the project Consortium.
- Inform peer scientists and/or peer projects, motivating active involvement of researchers into GoldUI related research activities.
- 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.

Addressing these issues, the key point is ensuring the proper awareness towards the project motivation and the rationale behind producing the specific results: this will lead to the deep understanding of what the GoldUI project is about, who and how can potentially benefit from the exploitation of project results. The dissemination activities can rouse the interest of targeted audiences only if they are aware that the technology is in line with their specific needs and interests.

The dissemination activities will be carried on in different ways: the most relevant products produced by the project will be demonstrated to different levels, aiming at higher penetration and eventually exploitation of the underlying technologies by the targeted audiences. As a consequence, the evaluation of the project dissemination will be done taking into account the effectiveness of the activities in spreading the technological results of the GoldUI project to research and academic environment, industry and final users.

The communication process carried on during the dissemination phase of the project will also have the positive side-effect to allow constant and deep monitoring of the market, helping the project in remaining in line with market requirements and expectations.

2.2. Dissemination Message/Topics

Different topics and project results will be the subject of the dissemination activities. They are the following:

- Project Existence/General overview, that is the project itself, the challenges it aims at addressing, the proposed solution and expected results.

- User Studies, Requirements of end users and use cases, Potential Benefits for the users: since important results of this project will be a comprehensive study of the users involved in the project that can constitute interesting sources of information for all the stakeholders within the e-health sector.
- Technological Solution and Planned Results, Expectations, Open Challenges and Future Improvements, where the main characteristics of the proposed technology and associated services together with validation and testing results should be disseminated.
- Business Models and Exploitation opportunities where the important conclusions on the market analysis and most appropriate exploitation possibilities for GoldUI should be disseminated.

The particular dissemination topic that will be the subject of the activities will be based on the addressed community, in terms of target groups, as highlighted in the following sections.

2.3. 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 target groups should 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 will help technology validation and promote 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 product/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. 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 to 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. To this end, dissemination activities should target especially decision-makers, those who are able to take relevant decisions on important parts of the project (direct collaboration, etc.) or might take the decision to start using the GoldUI products and services within their organization.
- **Supporters.** The goal is to raise project awareness in external parties who have, in one way or another, an interest in seeing GoldUI products or 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.

The general dissemination activity will focus on the first three target groups with the aim to inform the external world about project results and advance respect to the state of the art in the related areas. Furthermore, the dissemination activity will be more “marketing-oriented” in the last phase, targeting the End Users, the Business community and the Supporters to foster the potential exploitation of GoldUI technology. Potential targets of the last phase could include:

- End Users in primary, secondary and tertiary category, that could be affected (directly or indirectly) by the potential benefit coming from the developed technologies.
- Providers of multimedia services interested in adopting GoldUI technology in new domains.
- Supporters that can influence the creation of new public services targeted for elderly users.
- Companies and private institutions interested in offering their interactive services to a wider audience including elderly people.
- Public institutions interested in the creation of new interactive services in order to enhance living conditions meeting the needs of elderly users (for instance, for the development of national and regional information services customized for elderly people).

More business oriented demonstrations and material will be prepared by project partners in order to adequately approach this audience during the dissemination activities.

2.4. Instruments

In order to devise an effective dissemination and communication strategy we need to identify the different instruments we use to disseminate all the information related to the work done within the GoldUI project.

Instruments are the dissemination tools we use to communicate to targeted audiences. For each goal and related audiences, one or more instruments have to be selected. For a technological seminar, mainly visited by professionals, a scientific poster could be successful. Instead for a press release a different message would be more appropriate. Strategic activity

such as the deployment of personal contacts by project partners can be considered an effective dissemination instrument as well.

Some of these instruments are used for introducing the GoldUI project to the public, while others are instruments for the easy exchange of information among the project partners.

2.4.1. Project branding

The design of a complete branding for GoldUI is really important in order to improve the visibility of the project. To this end, a specific logo for the project is used in all the dissemination instruments, from the internal communication and reporting templates to external communication tools like website or leaflets. The branding will also include template for documents and presentations.

The GoldUI branding will create a graphical identity and a consistent visual appearance for the project that will help to effectively communicate and disseminate project activities and results. Furthermore, templates for documents and presentations will help to save time and efforts for all the members of the Consortium in all the dissemination activities.

2.4.2. Project web portal

In GoldUI the project web portal is the instrument devoted to provide easy access to information related to the project. To be effective, it is crucial for the web portal to be designed using an attractive, modern and clear layout. Moreover, it should be continuously updated with news and updates in order to be more and more informative and give interested visitors reasons for coming back.

The project web portal is a crucial source of information for dissemination purposes towards a worldwide audience interested in the public scientific and technological results achieved within the project. It will also represent, for the project team, a comprehensive document repository and a platform for access and store information related to the project and its related activities. For such reasons, GoldUI web portal has been designed with the goal to provide both easily accessible general information for external visitors and more detailed information for registered users.

The public accessible area of the web portal aims to inform visitors about the project vision, its objectives, its activities, its achievements, as well as all news, events, updates and media coverage about the project. Additional information on project partners' contact details is publicly available as well. Furthermore, public deliverables and publications are available for download as well as useful links and references.

The restricted area of the web portal, accessible only to registered users (both individuals and groups), serves as platform for internal communication among project partners. It includes a wiki tool, a document repository and other special features, such as calendar for appointments and meetings, forum for information exchange and mailing lists for reaching special mailing groups.

2.4.3. 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. The web pages will be used for publication of news related to the scope of the project and to its major achievements.

2.4.4. Internal Communication

For easy communication among all project members, a mailing list will be created: by sending email to the project mailing list, a project member is able to reach all others GoldUI members.

Although the GoldUI mailing list is a very useful tool for collaboration and dissemination among the partners, from time to time also 'live' interaction is needed. As far as the amount of meetings

needed for control procedures and management issues is concerned, a minimum number of plenary meetings will be organized during the project lasting one or two days (depending on the amount of tasks that need to be covered at that meeting). Also additional meetings will take place if at least two partners request them in order to manage an important issue.

Besides the GoldUI plenary meetings, there could be also restricted (WP) meetings and phone conferences among the partners as the need arises. Additionally, when and if required, phone conferences could be set up for technical discussions among all partners or among a subgroup of them.

2.4.5. Press Releases

In order to foster awareness of the project, official GoldUI Press Releases will be published. GoldUI Press releases are crucial tools able to spread information about the project and its achievements to a wide range of stakeholders (including the general public).

Several press releases are prepared and issued to news media when relevant results are achieved and when some key event happens in the project. For instance, in the very early phase, a press release should be published in order to raise awareness about the GoldUI project and its planned results. Moreover, another one should be published at the end of the project highlighting all potential exploitation opportunities and advantages coming from GoldUI results with the aim to attract the attention of potential stakeholders, decision-makers and final users. Nevertheless, other additional opportunities for press releases could be identified along with the achievement of major milestones.

2.4.6. Print materials

Leaflets and fact sheets are the instruments devoted to introduce the GoldUI project and to disseminate its main objectives.

Leaflet provides high-level information and addresses both experts and non-experts audience. The main goal of the leaflet is to direct the interested people towards the GoldUI web portal where more in-depth information can be found, and where the latest achievements and public documents and deliverables of the project are available. The project leaflet will be available for download on the GoldUI web portal while printed copies will be made available at events (i.e. conferences, workshops, exhibitions) where GoldUI Consortium will participate with one or more representatives.

Fact sheet presents the GoldUI project in a nutshell and will be available for download on the project Web Portal.

2.4.7. Newsletters

During project lifetime, GoldUI newsletters will be periodically sent to interested public in order to provide latest project news and achievements. The project newsletter will consist of information summarizing:

- what the project is working on at the newsletter time (expressed in a way that can be easily understood also by reader that are not directly or indirectly involved in GoldUI)
- what GoldUI has achieved so far
- what the project is going to achieve in the short and long term
- any new publication of interest (both external and from the Project Consortium)
- any scheduled events coming up (where people could meet GoldUI Partners)

This electronic newsletter will be sent to all contacts, experts, and community partners who sign up for the newsfeed. Sign up process will be possible through the web portal, but electronic recipients could be also personally gathered and included by the Consortium members at any participation to conferences, workshops and exhibitions.

GoldUI newsletters will also be available in the web portal “latest news” area and could be included in a RSS feed.

2.4.8. Scientific articles and publications

The dissemination of GoldUI project takes into account opportunities coming from publishing articles in scientific and technical journals, conference proceedings and books. In particular, peer-reviewed scientific journals will be regarded as one of the best medium for publishing scientific results, as soon as they will be available. In fact, these publications will involve the external review of project results, which is important to guarantee the scientific quality.

Dissemination activity will also involve online and broadcast media such as magazines, newspapers, television, radio and Internet publications. These instruments are effective for reaching out the general public and the supporters and are generally regarded as a good way to create awareness and engagement.

2.4.9. Major public events

In the list of the most popular channels used for the dissemination of project results, high level conferences, workshops and fairs are at the top. To exchange and share research experiences, as well as keep informed about latest developments, a key factor is networking: contributing through papers and presentations on the technological outcomes of the project to scientific meetings, conferences and workshops, GoldUI will be able to disseminate the obtained results and knowledge to the relevant scientific communities.

Presently, as the project is still in an early stage, the aim of the very first contributions has been to introduce GoldUI concepts and vision. It is anticipated that most contributions will be delivered during the second year of the project, when detailed technical results become progressively available.

GoldUI Partners are willing to present the outcomes of the project (including conceptual prototypes) to their own already existing business networks and local or national stakeholders during commercial meetings organised by their own company. In addition to that, GoldUI Consortium could have a stand at suitable congresses or trade fair exhibitions, where both general and professional audiences will be allowed to experience prototypes and features in operation.

2.4.10. Social Networks presence

Presently social networks have to be considered a very important part of the communication and dissemination of a project. For this reason GoldUI intends to make use of social media to bring project vision, objectives, achievements and news towards various online communities. All information posted on these social networks will complement the GoldUI web portal and provide a source of additional knowledge and insight for the project results dissemination.

Similarly to the project web portal, social communication channels will be used to reach the widest audience possible, and in particular the end users.

At the moment, the setting-up of a presence on the following main social networks has been taken into account:

- *Facebook*: a GoldUI project fan page will be created in English in order to inform users about the project vision and objectives, to highlight related technological achievements and results, to list and promote any scheduled event coming up (where GoldUI people will attend) and, finally, to promote others social media accounts.

- *Twitter*: a GoldUI twitter account will be created and news will be sent at regular intervals. As this network is potentially followed by several decision-makers as well as journalists, it will be a key channel of dissemination.
- *LinkedIn*: a GoldUI profile will be also be created on this social network devoted to professionals.

2.4.11. Promotional Videos

Promotional videos are good instruments to disseminate the project vision in a way that is attractive and easily accessible. The main goal of promotional videos is to stimulate interest in the project so to direct audience towards the GoldUI web portal, where detailed information are available and where public documents and deliverables of the project can be easily retrieved. In addition to the project web portal, promotional videos can be considered the best instruments to address those potential interested public users that are not used to participate to scientific symposia (i.e. conferences, workshops) or visit general public technological events and fair exhibitions.

In GoldUI it is planned to produce some short promotional video clips. To be very effective, GoldUI videos will be produced using modern technologies and techniques. Moreover, to address both experts and non-experts audience they will provide high-level information. GoldUI videos will disseminate the general GoldUI ideas and objectives as well as, when prototypes will be ready, the main project technology results.

Two key video clips will be created, one by M12 giving an overview of the project, illustrating early prototype screenshots and initial user reactions. The second key video clip will be produced near the end of the project around M22 to provide a more complete overview showing the final prototype and real user reactions.

GoldUI promotional videos will be uploaded on an ad-hoc GoldUI Channel on YouTube, the most popular worldwide video hosting service. GoldUI Channel will be created in order to collect all promotional videos of the project that will be easily available for streaming to interested public users. For each of the uploaded promotional videos it could be posted a Channel bulletin: doing that the GoldUI video will appear on the GoldUI Channel subscribers' recent activity feed (on their homepage).

All project videos will be also available for download/streaming on the GoldUI web portal.

2.4.12. Liaison activities

Liaison activities in the context of GoldUI are sought among projects and initiatives with similar objectives as well as technologies deployed and tools created. Close cooperation can be established with several of them.

At the moment the Consortium is actively looking for cooperation with the following projects:

- WayFiS (AAL call3 project)
- AppsGate (Catrene project)

2.5. Strategic dissemination plan

The dissemination strategy for the GoldUI project is based on three main consecutive phases during which the activities will be carried on with different methods and objectives:

- **Awareness-oriented phase.** The goal of this phase is to raise awareness about the GoldUI project approach and planned results in the general public and within qualified

communities through production and presentation of basic marketing material. The main activities are:

- Design of comprehensive branding for the GoldUI project, including the set up of the GoldUI logo, templates for documents and presentations. These activities will be useful to create a wide visibility and enhance identification of the project especially in the last marketing-driven dissemination phase.
 - Creation and maintenance of the website for GoldUI, describing project objectives and approaches and introducing the partners of the Consortium.
 - Extensive use of the web to distribute project information and materials, for instance through social networks and other web-oriented activities.
 - Design of some project information material such as leaflets introducing the project. This material could be then further customized in the future phases of the project in order to produce dissemination materials suitable for conferences, workshops or other dissemination events.
 - Identification of interesting dissemination events suitable to introductory presentations of the projects.
- **Result-oriented phase.** This phase will focus on the dissemination of the results of the project, even in their intermediate stages. The aim is to attract the attention of potential final users and stakeholders showing the benefits coming from GoldUI technology. The main activities in this phase will be:
 - Publication of press releases promoting the achievement of the milestones planned in the project.
 - Publication of articles on journals and other web sites accessible by general public.
 - Submission of papers to scientific and industry conferences in the GoldUI related area of interest.
 - Presentation of the intermediate project results into conferences, workshops and events.
 - Demonstration of the project technology to final users and business stakeholders that could be interested in future exploitation.
- **Exploitation-oriented phase.** This phase will focus on the promotion and demonstration of the GoldUI results towards potential users and other interested parties, in order to foster the real exploitation of the technology after the end of the project. The activities will be mainly:
 - Demonstration of GoldUI technology to interested stakeholders in order to show the quality and the potential benefits coming from the exploitation of the achieved results.
 - Participation to exhibition, fairs and workshops where the project results could be presented to business stakeholders and where it is possible to create contacts for possible commercial projects.

Some of the activities will be carried on during one or more phases or even during the whole project lifetime in order to disseminate updated information and highlight the progress in the development of the GoldUI technologies.

2.6. Global dissemination matrix

The following table maps the phases of the dissemination strategies on the global project phases. Each major achievement of the project will lead to specific dissemination activities, having their precise communication message and their target groups of audience.

The phases of the project are strictly bounded to the planned milestones:

- M12: Early prototype
- M18: Final prototype
- M25: Pilot service

Project Phase	1)Start-Early prototype	2) Final Prototype	3) Pilot Service
Month	M1-M12	M13-M18	M18-M24
Message/Topic of Dissemination	<ul style="list-style-type: none"> • Existence/Generic Overview • User Studies • Planned results 	<ul style="list-style-type: none"> • Developed technology • Expectations • Solutions to problems in the project field • Potential benefits • Open Challenges and Future Improvements 	<ul style="list-style-type: none"> • Promotion of project results • Exploitation opportunities
Target groups	<ul style="list-style-type: none"> • EC Community • Scientific Community • General public • Business Community • Supporters • Project partners 	<ul style="list-style-type: none"> • EC Community • Scientific Community • General public • Business Community • Supporters • Project partners 	<ul style="list-style-type: none"> • General public • Business Community • Supporters
Instruments	<ul style="list-style-type: none"> • Logo • Portal • Partners' web pages • Mailing list, meetings and phone conferences • Press releases • Leaflets and fact sheets • Newsletters • Social Network presence • Liaison activities 	<ul style="list-style-type: none"> • Portal • Partners' web pages • Mailing list, meetings and phone conferences • Press releases • Leaflets and fact sheets • Newsletters • Scientific Conferences, Workshops and Fairs • Scientific articles and publications • Social Network presence • Promotional videos • Liaison activities 	<ul style="list-style-type: none"> • Portal • Press releases • Partners' web pages • Leaflets and fact sheets • Scientific articles and publications • Newsletters • Social Network presence • Promotional videos • Events and fairs

Table 1 – Dissemination activities during the project phases

2.7. *Role of Project partners*

The use of specific communications instruments (such as leaflets, websites, and social networks) is really effective in order to reach the widest possible set of target groups. However, dissemination activities cannot disregard direct involvement of project partners in a communication effort that transcends the specific contribution area inside the project and aims to get a general message across a wide audience. To this end, internal communication among the GoldUI partners will guarantee that the joint general message is clear and consistent.

Furthermore, GoldUI Consortium includes highly skilled and experienced partners that can take care of disseminating project results also to specific target groups, according to their peculiarities, relations and contacts. From this point of view, we can identify two main categories of dissemination activities for the GoldUI project, one focused on social issues and the other on business issues. In the following section we report the operational dissemination plan for GoldUI including an overview of the dissemination activities that the partners are planning to carry on during the project lifetime.

3. Operational dissemination plan

3.1. Contribution of each Partner

3.1.1. HI-IBERIA

HI-Iberia as project coordinator has the first responsibility in the generation of the dissemination activities in the project, together with Tiscali, the Dissemination leader.

HI-Iberia has carried out some of the first tasks in the dissemination process:

- The creation of the logo of the project, with the approval of all the consortium;
- The creation of the templates for the documents associated to the project including deliverables, minutes, power points, etc;
- Design, development and maintenance of the GoldUI web site;
- Creation and maintenance of the GoldUI Internal Repository;
- Creation of the mailing lists

After these main tasks associated to the project management, HI-Iberia is also planning to generate or contribute with the following dissemination tasks:

- Creation of the different newsletters of the project contributing to the dissemination of the project through the clients and partners of the different members of the consortium.
- Dissemination through our company web site, with news and references.
- Dissemination through European newsletters: HI-Iberia has already disseminated GoldUI objectives through the e-health and e-inclusion European commission newsletters.
- Dissemination in events, Info days and Workshops. HI-Iberia has already disseminated the project objectives through the AAL Catalogue of Project 2011, where GoldUI is included. Also HI-Iberia plans to disseminate GoldUI results in the following AAL Forum event and in the eVIA Spanish Platform General Assembly.
- Dissemination through the contributions to scientific publications and workshops.
- Dissemination through the social networks, sharing news with groups and publications.
- Dissemination by means of press releases in national and international electronic newspapers and magazines.

3.1.2. XIM

The main contributions of XIM to Dissemination are twofold: firstly to lead in the UK geographical region and secondly as lead partners in the prototyping workpackage, to develop relations and thereby to disseminate to educational and technical establishments such as universities as well as organisations engaging with the needs of older people, such as the charity Age UK.

So far, XIM has led a workshop where it presented GoldUI at Warwick Business School, which was attended by entrepreneurs and investors. Approximately 50 people from UK academia, business owners and technology investors attended the workshop.

XIM has also had discussions with Age UK, the largest UK charity which aims to improve the lives of older people. Another meeting is planned in London in the near future and XIM expects over the course of the project to continue a conversation with senior management in Age UK which will greatly benefit both dissemination and exploitation in the UK and beyond.

Representatives from XIM and HIB attended the AAL Conference in Lecce, Italy. While not formally presenting the project, partners discussed the project and exchanged contacts with many of the other participants. In the UK, the Technology Strategy Board has a specific group dedicated to AAL, called the “TSB Assisted Living Innovation Platform” or ALIP, which XIM is actively networking with.

As a result of dissemination through the GoldUI website, XIM has held a follow-up email conversation with UK-based university and it is anticipated that it will continue to do this when and where necessary, to involve GoldUI partners in the conversations.

Through its own website, XIM is making people aware of GoldUI and the information it transmits will be updated the project progresses.

Throughout the rest of the project, XIM will also be involved in UK dissemination through media and press releases, social networks, newsletters as detailed in 3.1.1 above.

XIM will continue to seek opportunities to disseminate and exploit GoldUI through the National Health Service (NHS), the UK Government establishment responsible for health and welfare. This is likely to take place through meetings and workshops through the contacts XIM has already established through many years of providing expertise on NHS development projects.

XIM has also identified a significant opportunity to disseminate through “Spring Online with Silver Surfers’ Day”, an organisation that promotes the use of digital technologies by older people by holding events annually throughout the UK.

3.1.3. TISCALI

Tiscali, as leader of WP4 Exploitation and Dissemination and responsible partner for the specific task T4.2 Dissemination, is deeply involved in planning and implementing the dissemination activities of the GoldUI project results.

Tiscali is responsible of this Dissemination Plan that is aimed at identifying messages, instruments and target groups for the dissemination activities. The Dissemination Plan, done in collaboration with all the other partners, is crucial to coordinate partners’ efforts in order to achieve the common objective of effectively promoting GoldUI results at different levels.

In addition to the general activities related to the Dissemination Plan, Tiscali is planning to contribute mainly to the following specific tasks:

- Set up of the GoldUI presence on some of the most popular social networks through the creation of a GoldUI fan page on Facebook, a GoldUI profile on LinkedIn and a GoldUI Twitter account. Then Tiscali will update the GoldUI profiles on the social networks with the collaboration of all the partners.
- Production of leaflets and fact sheets that will be made available on the project web portal and will be distributed to audience during workshops and conferences.
- Dissemination of GoldUI results through the company web portal with technical articles as soon as the GoldUI technology will be available

3.1.4. FeSalud

The main contribution of FeSalud, to Dissemination activities will be to provide it’s wide range of connections and collaboration to promote GoldUI to the specific target population including,

the scientific community, interest groups such as ICTs enterprises and stakeholders, ICT professionals, institutions and, citizens.

Over the past years, FeSalud has been working with final recipients (end users) of innovation and research results through its own methodology of needs assessment and instruments specially developed for citizens/end users. In order to implement this, FeSalud maintains collaboration agreements with communities of patients, citizens associations, advocacy groups and others.

It is important to highlight the collaboration with the Guadalinfo Network (Network for implementation of ICT use among citizens), Network of Caregivers such as the Red-Cuidatel, The Network of Spaces for Innovation, elders associations, etc. In addition, FeSalud works with health and technology professionals, professional associations, universities and other research and teaching communities.

Regarding target groups in the health and social innovations sector, FeSalud participates in different platforms such as eVIA (e-learning, e-Technologies Platform and Cluster), Living Lab Salud Andalucía (Platform for Living Labs and Health), European Alliance for Innovation and others.

Finally, we would like to emphasize that FeSalud has collaboration agreements with research centers, scientific communities, universities and academic institutions throughout Europe as well as in Latin America. FeSalud edits and publishes the electronic scientific journal *RevistaeSalud.com*, leader in the e-health, telemedicine and e-well being sector among the Spanish speaking communities throughout the world, receiving more than 200,000 visits per year and publishes a monthly newsletter in which GoldUI news are included on a regular basis.

In addition to having a special section for GoldUI in our web page, we have been raising awareness about the project since it started.

3.2. Operational planning

Each dissemination activity is based on a common process: first of all the activity is planned (defining the goal/topic of dissemination and choosing the appropriate target groups and instruments), then it's executed (delivering the message to the selected audience), and finally is evaluated and reported.

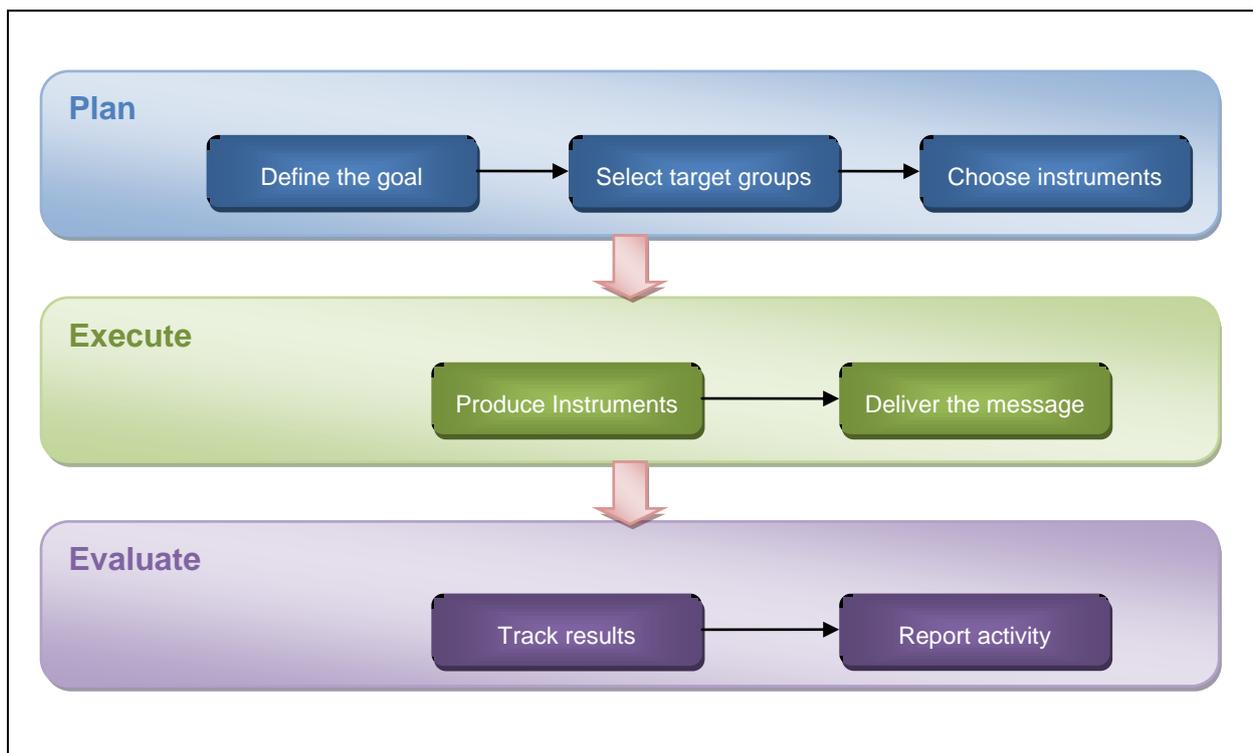


Figure 1 - Process flow for a dissemination activity

The dissemination activities such as conferences, workshops, events and scientific articles and publications will be reported by the involved partners using a template table, as shown in Table 2. The table summarizes the activity information such as the instrument and channel used and the referencing links.

Dissemination activity	
Event/activity, Date and place	<i>[Journal, conference or other kind of activity performed]</i>
Target Audience	<i>[Target Group with respect to those identified in Section 2.3]</i>
Activity topic	<i>[The main topic of the event or of the activity]</i>
Objective	<i>[With respect to those identified in Section 2.1]</i>
Geographical scope	<i>[Geographical scope of the dissemination activity: local/regional, national, European, worldwide]</i>
Partners involved	<i>[Names of the GoldUI partners who carried on the activity]</i>
Activity	<i>[Other details on the performed dissemination activity]</i>
GoldUI relevance	<i>[From/ into which Task is the knowledge that was presented]</i>
Link or reference	<i>[If available]</i>
Comments	<i>[Like for instance, interesting outcomes, like collaborations, inputs received from audience, results of discussions etc...]</i>

Table 2 – Reporting table for dissemination activities

3.3. Operational plan

In the following sections all the activities completed and planned for the dissemination of the GoldUI project will be reported.

3.4. Dissemination during the reporting period

The following table summarizes the main dissemination activities that have been already performed by GoldUI partners.

Actual Date	Instruments	Target Groups	Geographical Scope	Involved Partners	Details
M1	GoldUI Branding	All	Worldwide	HIB	Creation of the GoldUI logo.
M2	GoldUI Branding	All	Worldwide	HIB	Creation of templates for documents and presentations.
M1	Project web portal	All	Worldwide	HIB	Creation of a web portal consisting of a public website and a private intranet accessible only by project partners (www.goldui.eu)
M1	Partners' web pages	All	Worldwide	All	News on the Hi Iberia web site (http://www.hi-iberia.es/en/hiResearchProyectos.php)
19 th September 2011	Project web portal	All	Worldwide	HIB	News on the kick-off of the project (http://www.goldui.eu/?p=237&lang=en)
20 th Sept 2011	Internal Communication	Project partners	Internal to the project	All	Kick-off meeting in Madrid
Oct 2011	Scientific articles and publications	All	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/wp-content/uploads/2011/10/AALCatalogueV3.pdf).
9 th December 2011	Scientific articles and publications	All	Worldwide	HIB	News article about GoldUI inside the e-inclusion European newsletter (http://ec.europa.eu/information_society/activities/einclusion/docs/newsletter_09122011.pdf)
December 2011	Scientific articles and publications	All	Worldwide	HIB	News article about GoldUI inside the e-Health European Newsletter (link for subscription: http://ec.europa.eu/information_society/activities/health/newsletter/index_en.htm)
December 2012	Workshop	Business community	UK	XIM	Presented GoldUI to workshop at Warwick Business School, University of Warwick, UK attended by entrepreneurs and investors

12 th December 2011	Scientific articles and publications	All	Worldwide	HIB	News article about GoldUI: the UK national AAL authority TSB announced GoldUI on their AAL forum (https://connect.innovateuk.org/web/assisted-living-innovation-platform-alip/articles/-/blogs/6203756)
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Table 3 – Reported dissemination activities

Currently there are no scientific publications in conferences or journals, as the project is in its early phases and the progress made in each GoldUI product and service didn't yet led to concrete results that could be published. These kinds of dissemination activities in the research area will be taken into account in the next project period.

3.4.1. GoldUI branding

To clearly establish the project's identity, the GoldUI logo has been created. It must be included in all project presentations, documents, web portal, as well as in any other kind of documentation related to the project. Figure beneath shows the GoldUI logo.



Figure 2 – GoldUI Logo

Furthermore, branded templates for documents and presentation have been already created and made available to the project Partners ([2]).

3.4.2. Project web portal

The project web portal has been created and is accessible at the URL <http://www.goldui.eu/>.

It is intended to be one of the main dissemination channels towards the general public but it also serves as a source of information for external parties that are interested in the work done within the GoldUI Consortium. Furthermore it includes a private area restricted for use by the GoldUI Consortium partners only. The main responsible for managing the GoldUI web portal is HIB, but all partners provide content to keep the information on the website up-to-date. Public deliverables are published on the website after agreement among all project partners. The list of the public deliverables planned for GoldUI is in the following table.

Deliverable name	Planned delivery date
D1.1 User Involvement Plan	M1
D1.2 GoldUI Use Scenarios	M4
D1.3 Initial User Requirements	M6
D1.4 Final User Requirements	M12
D1.5 Usability and Accessibility Report	M15

Deliverable name	Planned delivery date
D2.3 Final Prototype	M18
D3.1 Evaluation Criteria and Pilot Trials Monitoring Plan	M13
D4.2 Dissemination Plan	M3
D4.4 Final Dissemination Report	M24

Table 4 – List of GoldUI public deliverables

At the moment the public area of the portal is in Spanish and English language.



Figure 3 – GoldUI Web Portal homepage

From the logical point of view, the web portal is structured in the following areas:

- *Home*, contains an overall description of the GoldUI project including a general overview of the project objectives, the Consortium and latest official news
- *Objectives*, provides a detailed description of the project objectives
- *Consortium*, includes the description of the GoldUI Consortium members

- *Latest News*, lists all the news concerning the project
- *Publications*, reports information about all GoldUI publications (including links to download public documents and deliverables)
- *Private Area*, links to the project Private Website
- *Contact*, provides project contact information and an area allowing visitors to send questions and comments

The structure of the portal grew during the first weeks of the project and aims at easy navigation as well as fast retrieval of information. Although we expect the web portal structure to be mature by now, the GoldUI web portal is a dynamic environment to which information will be added as soon as it becomes available. Especially the areas 'Latest News' and 'Publications' will be updated frequently. The creation of an RSS feed listing all latest news and publications could be done so to allow interested public to subscribe it through his favourite RSS reader.

An ad-hoc website has been created to deploy a project private area to registered partners. It is the GoldUI Private Website, available by the link in the home page of the project web portal or directly accessible at the URL <https://www.hi-research.eu/goldui> .

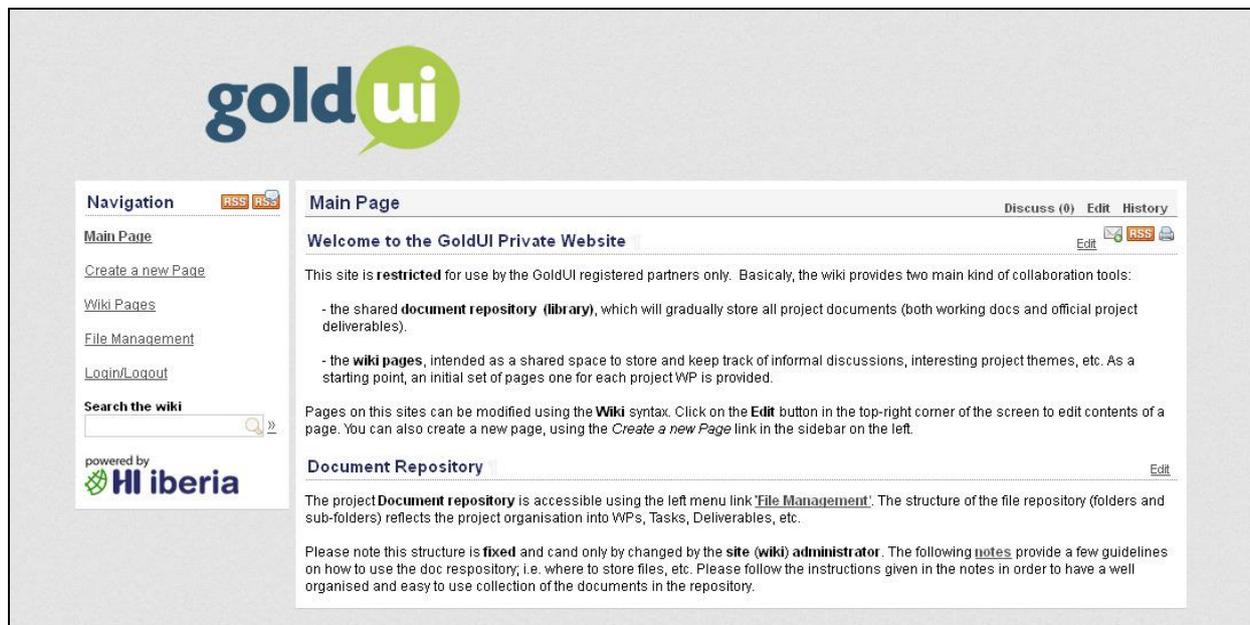


Figure 4 – GoldUI Private Website homepage

The private website is a self-service web tool for team collaboration, which will be used during the project to facilitate project management and communication as well as the sharing of information. Access to GoldUI private website is restricted to project registered partners only. Mainly, the following two collaboration tools are provided by the private website:

- *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. As a starting point, an initial set of pages for each Work Package has been created.
- *File Management*, a shared document repository which will gradually store all relevant project documents (working documents, meeting minutes, action plans, etc. and, of course, all official deliverables). The hierarchical structure of the repository reflects the project organization into WPs, tasks and deliverables.

3.5. *Dissemination during the coming period*

The operational dissemination plan for the coming period is based on an analysis of the activities to be held within the next period from the submission of the present deliverable that might be suited for dissemination purposes.

The following table summarizes the main dissemination activities planned for the coming period.

Planned Date	Instruments	Target Groups	Geographical Scope	Responsible Partner	Involved Partners	Details
12-13 January, 2012	Presentation at regional conference	Secondary and tertiary users	Regional	FeSalud	FeSalud	Presentation of GoldUI at the “ Encuentro de Dinamizadores de la Red Guadalinfo, Innovar+Transformar x Andalucía. In Granada (Spain) ”, Participants include more than 2,000 people from business, institutions and others and the Gualdalinfo Network, responsible for social innovation inclusion of users with more than 755 centers.
12-13 January, 2012	Radio interview	All	National	FeSalud	FeSalud	Radio interview with prestigious CADENA SER, to promote GoldUI
12-13 January, 2012	Workshop	Social innovators of Guadalinfo Centers	Regional	FeSalud	FeSalud	A Workshop with more than 20 social innovators of Guadalinfo Centers to promote GoldUI will be carried out during the aforementioned Guadalinfo Encounter.
12-13 January, 2012	Press release	All	Regional	FeSalud	FeSalud	Press coverage of the project at the aforementioned event.
January 2012	Promotional video	All	Worldwide	FeSalud	FeSalud	Promotional video to promote the project on several web pages, encounters, workshops, etc. in Spanish.
M12	Social Presence Network	All	Worldwide	TISC	All	Create and start using Twitter account to assemble followers, test the communication channel
M12	Social Presence Network	All	Worldwide	TISC	All	Create and start using Facebook account to spread information toward general public and to test the communication channel
M12	Social Presence Network	All	Worldwide	TISC	All	Create and start using Linkedin account to spread information toward interested people and to test the communication channel.
M7	Partners' web pages	All	Worldwide	TISC		Article on the Technology area of Tiscali web portal
During project lifetime	Partners' web pages	All	Worldwide		All	Include a reference to the project in all partners' web pages.

Planned Date	Instruments	Target Groups	Geographical Scope	Responsible Partner	Involved Partners	Details
M8	Press Release	All	Worldwide	TISC		Press release with initial information on GoldUI, its goals and achievements.
M18	Print materials	All	Worldwide	TISC	All	Design of a formatted leaflet for GoldUI. It is a four-sided A4 flyer and includes important project related information. It can be circulated in printed form, e.g. it can be handed out at conferences or other public events. Furthermore, an electronic version (e.g. PDF file) can be circulated too.
During project lifetime	Press Release	All	Worldwide			Press releases about the project in order to disseminate project results with the aim to attract the attention of potential stakeholders, decision-makers and final users on the GoldUI exploitation opportunities and all advantages of using GoldUI technology.
M18	Promotional videos	General public Business community Supporters	Worldwide	XIM	All	Production of 3 promotional videos demonstrating GoldUI functionalities in at least three use cases. Creation of the GoldUI YouTube account where upload all the produced videos. Interviews with end-users giving initial reactions and reflections of their needs.
From M6 on	Newsletter	General public Scientific Community EC Community Supporters	Worldwide	HIB		Periodic newsletter informing interested people of project achievements and future objectives. Goal: 50 recipients.
24-27 September 2012	AAL Forum 2012	EC Community e-health academia/industry sector	Europe	HIB	All	Participation to the forum of the European academic/industrial community of ambient assisted living. Presenting project results and gathering feedback from the attendees.

Planned Date	Instruments	Target Groups	Geographical Scope	Responsible Partner	Involved Partners	Details
Within M24	Major public events	General public Scientific Community EC Community Supporters	Worldwide	Any of the partners	All	Participation to conferences and workshop (see Table 6) Goal: 4 events
In the M13/M18 period	Internal Communication	Project partners	Internal project to the	TISC	All	Middle-term Project plenary meeting
M24	Internal Communication	Project partners	Internal project to the	FeSalud	All	Closure Project plenary meeting

Table 5 – Planned dissemination activities

The major public events will be selected according to the relevance with respect to the projects results and scope. The following table summarizes some of the most important conferences and workshops in the GoldUI area of interest identified so far. It is worth noting that it will be not feasible to attend all the events, but additional relevant events will continue to be identified during project lifetime and added to this list.

The list represents the target set of events, while precise participation by GoldUI will depend on acceptance of papers in the case of conferences and workshops and for all, timing and availability of relevant results from the project matched with relevance of audience (and hence potential impact), against budget.

Event	Date	Place	Website
Phase 1: Start - Early prototype (M1-M12)			
IFA 11th Global Conference on Ageing	28 May- 1 June 2012	Prague, Czech Republic	http://www.ifa2012.com/
PETRA 2012 5 th International Conference on Pervasive Technologies Related to Assistive Environments	6-8 June 2012	Crete, Greece	http://www.petrae.org
ICOST 2012 10th International Conference on Smart homes and health Telematics	12-15 June 2012	Artimino, Tuscany, Italy	www.conference-icost.org
AMQoL Aging, Mobility and Quality of Life International Conference	24-26 June 2012	University of Michigan, USA	http://www.agingmobilityconference.com/
ICPD 2012 International Conference on Population Development	27-29 June 2012	Paris, France	http://www.waset.org/conferences/2012/paris/icpd/
Phase 2: Start - Final prototype (M13-M18)			
IHCI 2012 5th International Workshop on Intelligent Interfaces for Human-Computer Interaction	4-6 July 2012	Palermo, Italy	http://www.ihealthlab.icar.cnr.it/ihci2012/
ICCHP 13th International Conference on Computers Helping People with Special Needs	July 11-13, 2012; Pre-Conference July 09-10, 2012	University of Linz, Altenbergerstraße 69, 4040 Linz, Austria	http://www.icchp.org
8th World Congress on Active Ageing	13-17 August 2012	Glasgow, UK	http://www.wcaa2012.com/legacy/

Event	Date	Place	Website
PASTH 2012			
2nd International Workshop on Pervasive and Ambient Applications, Systems and Technologies for Healthcare	27-29 August 2012	Niagara Falls, Canada	https://sites.google.com/site/pasth2012/home/
AAL Forum 2012	24-27 September 2012	Eindhoven, The Netherlands	www.aalforum.eu
Care Show Birmingham 2012	13-14 November 2012	Birmingham, UK	http://www.careshow.co.uk/birmingham
Phase 3: Start - Pilot Service (M19-M24)			
AAATE 2013			
12th European AAATE Conference Association for the Advancement of Assistive Technology in Europe	19-22 September 2013	Vilamoura, Algarve, Portugal	http://www.aaate2013.eu/

Table 6 – Conferences and workshops related to GoldUI topic