SAAPHO (aal-2010-3-035)

Collaborative Project of the AAL Programme

WP7: Management

D7.3: Project website

Fundació Privada Barcelona Digital Centre Tecnològic

v.3 – 23/11/2011

www.saapho-aal.eu

Document Information

Project Number	aal-2010-3-035	Acronym	SAAPHO
Full title	Secure Active Aging: Participation and Health for the Old People		
Project URL	http://www.saapho-aal.eu		
EU Programme officer	Karina Marcus		

Deliverable Number	D7.3	Title	Project website
Work package Number	7	Title	Management

Date of delivery	Contractual	PM03	Actual	PM05
Nature	Prototype ☐ Report ☐ Dissemination ☐ Other ☑			
Dissemination Level	Public ☑ Consortium ☐			

Authors	Name	Partner
Main Author(s)	Jesús Fernández	BDIGITAL
Co-Author(s)		

Abstract (for dissemination)	Description of the SAAPHO public website. This document provides details on the features of the public website.
Key words	Dissemination, public awareness, website, project information

Version Log			
Issue Date	Version	Author	Change
20/09/2011	V1	Jesús Fernández	First version
08/11/2011	V2	Jesús Fernández	Second version revised by Juan Manuel Fernández
23/11/2011	V3	Jesús Fernández	Third version

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1. Precedence and purposes

Promoting the use, dissemination and public awareness of AAL projects is a key objective of AAL Programme. The beneficiaries shall, throughout the duration of the project, take appropriate measures to engage with the public and the media about the project.

SAAPHO project website will be an effective mechanism for rapid and straightforward knowledge-sharing, in a disciplined and controlled manner, and **to promote the project's approach and results** (as they become available) **to the widest possible audience**. An additional goal is to raise general awareness of the large potential of the **AALIANCE Initiative**, part of the EU action plan for Ageing Well in the Information Society.

The project website is intended to enhance the general-purpose communicational objectives for SAAPHO dissemination:

- To provide **visibility** to the Project and its **scientific and technical** outcomes within research communities working on health and technological key areas related to SAAPHO.

- To raise the **awareness** within different potential SAAPHO user groups and to catalyze their participation in the development, validation and exploitation processes.

- To increase the **social visibility** of "Ageing well" needs and to ensure the transfer of the Project conclusions to the relevant public entities holding responsibility for health policies.

- Boost **research and innovation** to foster the emergence of innovative, ICT-based products, services and systems for Europe's ageing population by disseminating the Project concept within key European stakeholders.

- To make the project results, mainly the integrated SAAPHO system and the individual, partially exploitable project results, known to a wide range of industrial organisations and other stakeholders with commercial interests in the project outcomes (technological and commercial partners).

2. Technical specifications

- Managed via Drupal
- Full compliance with the standards of the W3C
- RSS services incorporated
- Languages: English

3. User-friendly principles

SAAPHO website has been developed under design, accesibility principles and elements which grab visitor's attention and encourage them to continue reading:

- Calmer graphic design along all sections

- Easy navigation

- Limited use of images and flashes

- Descriptive titles

- Useful contents, avoiding irrelevant information

4. Website description

The official project website **www.saapho-aal.eu**, available since **November 2011,** provides exhaustive information on the project features and details. This website is aimed to gather the whole production of digital contents related to the Project, with a special focus on multimedia content.

The website has been designed under basic layout principles, and is structured in 7 main sections divided in subsections which contain the information of the project.

The navigation bar provides visitor with options to move around within the website without crowding the rest of sections accesses:

- **Home** (Outline of the project)
- **The Project** (In depth description of the project)
- **About AAL** (Information about the Ambient Assisted Living Joint Programme)
- **Dissemination & Exploitation** (Press releases, publications and commercial benefits)
- **News** of the project and interesting initiatives
- **Events** concerning SAAPHO project and AAL
- **Contact** details

4.1 Home page

Visitor's first impression of our site, the page presents what the project is about: the vision, mission and objectives of SAAPHO project. The section includes highlights on Events and News, listed in separately.

Figure 1:   SAAPHO website Home page

4.2 The Project

This section highlights the vision and mission of the overall research of the project, as well as the work plan and the objectives targeted by the project, providing an analysis of specific problems addressed by the project and the proposed solutions focusing on research and innovative aspects.

Figure 2:   SAAPHO website The Project section

4.2.1 Consortium

In this subsection, a formal presentation of the consortium as a whole is given, accompanied by a description of each partner, providing the visitor with information about participant organizations background and experience.

The partners' description highlights their specific expertise for and their role in the project.

Figure 3:   SAAPHO website Consortium section

4.2.2 Sponsors & External partners

This subsection is intended to list all Sponsors and Partners out of the Consortium that support the project somehow or other, establishing a network of associated partners that support the project activities and objectives.

4.3 About AAL

SAAPHO website is also aimed to increase the **social visibility** on AAL and older people needs and to ensure the transfer of the Project conclusions to the relevant public entities holding responsibility for health policies. Relevant information on AAL JP and "Ageing well" and latest research progress will be available on the website.

This section aims to foster the Ambient Assisted Living Joint Programme as well as the "Ageing Well in the Information Society action plan" by explaining their mission and objectives, as well as showing videos and giving direct links to both websites.

Both are designed to create political and industrial momentum for a significant effort in developing and deploying user-friendly ICT tools and services, mainstreaming older users' needs and supporting other policy areas in addressing the challenges of ageing.

4.4 Dissemination & Exploitation

This section is intended to provide **visibility** to the Project and its **scientific and technical** outcomes within research communities working on health and technological key areas related to SAAPHO.

On the one hand, visitors will find all press releases and publications made related with SAAPHO project.

On the other hand, one of the main characteristics of AAL collaborative projects is a Time-to-market perspective of 2 to 3 years after end of the project. The exploitation plan will be developed alongside with the evolution of the project and its main objective is to achieve maximum commercial success. The exploitation subsection will be the place to show the roadmap to the market as well as to provide information related to the commercialisation of SAAPHO outcomes.

4.5 Events and News sections

The SAAPHO website includes detailed information on related meetings and events: description, goals, dates, times and locations; as well as updated news related to all the stakeholders of the project.

Figure 4:   SAAPHO website News and Events sections

These pages will also recommend links to other projects and institutions, EC portals, and interesting informational websites. These pages can also be used to post interesting articles that others have written, thereby reserving the formal "Publications" subsection within Dissemination & Exploitation section, for the project's own articles.

4.6 Contact details

This section includes contact details of the Coordination of the SAAPHO project: name, address, telephone number and a contact email address through which people might contact the Coordinator and the Project Office.

5. Responsibilities

The official project web site is managed by the Coordinator which is responsible for the final contents, the regular updating and only need WPLG approval when major components of the project may be affected in a critical way or GA approval, when eventual knowledge protection possibilities (patents, utility models) are at stake.

It shall be the most up-to-date and complete reference for the project related public information. That means that **partners need to contribute** latest material as soon as possible, should make reference to it on their public communications and should provide the Coordinator with news and latest facts such as complete information (date, place, media, source or reference, purpose, contents etc.) on publications, press releases, public communication and presentations and similar.

The Coordinator facilitates the information submission with easy-to-use mechanisms such as, for example, simple standardised email notice forms:

SAAPHO	SAAPHO website update request [NEW CONTENT / MODIFICATION] *		[Date] [PARTNER]
Section	**Contents**		**Responsible / source**
	Title	**Main body**	
Any other material: [Include any other additional support material that cannot be encompassed by the above headings: pictures, links…]			
** Indicate if the request relates a **new content** or a **modification** from a existent one (in the last case please identify by chromatic criteria the variations to be implemented)*			

6. List of Key Words/Abbreviations

EC	European Community
GA	General Assembly
WPLG	Work Package Leader Group
PM	Project Month