

# **D 6.2 – Dissemination Plan**

## **Project Deliverable**

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## **Executive Summary**

The Confidence project aims at providing mobility and safeguarding assistance services to people suffer from mild to moderate forms of dementia. It intends to develop a novel community-enabled mobility safeguarding assistance service that combines “assistive technologies” with “personal help”. This document is the first version of the Confidence dissemination plan and covers the planned and already started dissemination activities. The second revised version of the dissemination plan will be available in November 2013.

In this document, we clarify the dissemination objectives and our strategy to reach these goals. In addition, we introduce the primary channels and communication instruments that will be used to effectively disseminate project results to our target groups: ambient assisted living community, people suffering from mild to moderate dementia (primary end-users), family carers, trusted volunteers and professional care organisations (secondary end-users). The publication schedule provides an overview on the timeline for major dissemination activities, including the production of print folders, press releases and electronic documents. Furthermore, the dissemination plan contains a list of relevant conferences and events that constitute opportunities for presenting the project and its results.

Finally, in the last section, we explain our reasoning behind the Confidence corporate identity and design, as well as the Confidence logo, and provide examples of the currently existing Confidence promotion material, including the project presentation and word template.

This document will be further complemented by the Confidence Business Plan and the Confidence Consortium IPR and Market Exploitation Terms and Conditions which will focus on our activities on how to launch Confidence onto the market.

# 1 Introduction

## 1.1 About this document

This deliverable outlines the Dissemination Strategy and Road Show Plan for the Confidence project. It outlines and explains how we approach effective dissemination by answering the following questions:

- What are the primary dissemination objectives and how do we want to achieve those objectives (i.e. our dissemination goals and dissemination strategy)?
- Who are the main stakeholders that have a vested interest in the project and its results (i.e. our primary dissemination targets)?
- What do we want to disseminate (i.e. what does the project deliver that's worth disseminating)?
- What are the essential messages we want to communicate?
- What are the most effective ways to reach our primary target groups (i.e. using different channels and instruments with the maximum effect, but within the constraints of our dissemination budget)?
- When do we disseminate (i.e. the timing of our dissemination efforts)?

In order to achieve our defined dissemination goals and to reach and inform the relevant target communities that should be aware of the objectives and tangible results of the Confidence project, we distinguish between three major dissemination phases:

1. Awareness (Phase 1),
2. Understanding (Phase 2), and
3. Action (Phase 3).

In each phase, we seek to achieve the various dissemination objectives by utilizing different dissemination methods and instruments.

This document is a first detailed outline of the planned dissemination activities to both continuously inform the relevant target communities of the project results and to demonstrate the usefulness and viability of our community-enabled mobility safeguarding assistance service that combines “assistive technologies” with “personal help”. However, due to the relatively long project duration (the project has duration of 36 months), it is currently not possible to provide a final time schedule for the Confidence dissemination activities especially for the last 12 months. Therefore this version of the dissemination plan gives an overview by answering aforementioned questions in general and defines overall dissemination activities. Dates of relevant events and conferences that we maybe will visit are not yet available. This will be the focus of the second version of this dissemination plan that will be published in month 18 of the project (November 2013).

## 1.2 Who should read this document

This document is mainly intended for internal use, to establish a common understanding and agreement within the project consortium on the Confidence dissemination strategy as well as the planned dissemination and demonstration activities. It aims at spurring discussion within

the consortium on possible additional measures we can take to increase the impact of our dissemination and demonstration efforts on the relevant communities to best leverage Ambient Assisted Living Joint Programme (AAL JP) and also the partners' own investment in the Confidence project.

This document is also meant to inform the AAL JP Management and assigned reviewers about the Confidence dissemination strategy and the planned dissemination and demonstration activities.

### 1.3 How to read this document

This plan is structured into four chapters and covers the following points:

The section Dissemination Planning (**first chapter**) addresses the initially set goals and objectives as described in the Description of Work, followed by a short SWOT analysis where we tried to identify the strengths and weaknesses as well as opportunities and potential threats that we may face in carrying out our dissemination efforts. Following, we outline our strategy on how we intend to achieve the set goals, which may be best circumscribed as differentiated and strictly focussed on our target groups: ambient assisted living community, people suffering from mild to moderate dementia (primary end-users), family carers, trusted volunteers and professional care organisations (secondary end-users) who provide support to people suffering from dementia. These relevant target groups are further segmented and laid out in this chapter.

We then identify and describe in more detail the project results that will be of interest to afore mentioned target groups. Naturally, not all project results listed in the Description of Work will also be of interest to our target audiences. The timing of our dissemination activities will largely depend on the availability of interesting project results at a certain time and is of interest for our target groups.

The **second chapter** of this dissemination plan is therefore concerned with describing the different dissemination phases, the different goals for each phase and the various dissemination channels and instruments that will be utilised in each phase. This section concludes with a concrete publication schedule for promotion products (each tied to the availability of major project outputs) to be produced throughout the project.

In the **third section** we provide an overview on selected events and conferences in the Ambient Assisted Living domain but also in related domains like Ambient Intelligence, Geriatrics, Nursing and Social Media that may serve as major platforms to present the Confidence project results. In this respect, all partners will contribute to present Confidence at major events. The section also lists a series of journals and mailing lists that might be used for press announcements and if possible for submission of Confidence-related articles.

Finally, in the **last section** we introduce the Confidence corporate identity, our reasoning concerning the project logo and corporate design as well as the primary messages we will use to communicate the benefits of Confidence to the target groups. This section is further complemented by examples of already existing products of the Confidence promotion kit: the presentation and word template.

Note: The dissemination plan is further complemented by the Confidence Business Plan (to be available in month 18) and the Confidence Consortium IPR and Market Exploitation Terms and Conditions (to be available in month 29) that describe our efforts and strategies on how to launch Confidence onto the market. In this respect, there is some overlapping between the dissemination and exploitation planning, as these organisations are the natural targets of both, our dissemination as well as our exploitation activities.

## **2 Confidence dissemination planning**

*"The most successful dissemination strategies will be those that actively engage users and deliver what users both want and need." (Harmsworth, et al., 2000)*

The Confidence project, as a mobility and safeguarding assistance service for people suffering from mild to moderate dementia, aims at providing a novel community-enabled approach that combines "assistive technologies" and "personal help" and involves different types of users (people with dementia, family members, staff of home care agencies etc.) with the attempt to find an adequately introduction of incentives for sustainable participation.

In this respect, the target groups of the Confidence project results are primary and secondary end-users and the Ambient Assisted Living community also including potential financiers like insurance companies.

As such, the Confidence dissemination strategy does not aim at a general public but specifically wants to address those target groups which are potential users of the systems as a whole (end-users) or of parts of the system (e.g. other AAL projects) and possible financier (e.g. insurance companies). Therefore, the identified dissemination mechanisms and means are highly focused and not intended to reach mass audience.

### **2.1 Dissemination goals and objectives**

In the Description of Work, we defined the following objectives with regard to project dissemination:

*Dissemination of project results and raising awareness and acceptance among relevant stakeholder groups will mainly be done through traditional dissemination channels (conference presentations, posters, papers, articles (in online newsletters), forum, presentations at technology trade shows and exhibitions. Activities include: drafting a dissemination plan (dissemination objectives, strategy, relevant target groups, the content and messages to be communicated, printed and electronic dissemination products, dissemination channels, publication schedule); identifying and contacting relevant multipliers/stakeholders; designing, producing, and disseminating electronic/printed dissemination materials via mailings, the project web site, at relevant events.*

### **2.2 SWOT analysis / environment**

The Confidence dissemination strategy and activities will be influenced by numerous internal and external factors. To identify and be aware of the most important factors, we conducted a short SWOT analysis, enumerating the strengths and weaknesses as well as the opportunities and threats that may have an impact on our dissemination efforts.

**Strengths:**

- The consortium is made up by acknowledged and well-regarded organisations that generally are very well networked and have a high standing within their communities
- The consortium covers the whole value network which includes technology providers, user interface providers, infrastructure providers, business developers and social care organisations (which have access to the end users and relevant communities)
- All consortium members have experiences in working in large transnational teams
- Many consortium members have experiences using the user centred design approach
- Everywhere it is possible the Confidence system builds on proven software components of the individual partners
- The company partners in Austria, Netherlands and Switzerland have experiences in sales of healthcare solutions

#### **Weaknesses:**

- Project results concern primary and secondary end-users and their representatives as well as the Ambient Assisted Living community: it will be a challenge to find the right balance between the messages that should be communicated to the various groups
- Due to the lack of comparative numbers, we do not have experiences with regards to measuring and quantifying the impact of our dissemination activities. At this point, it is difficult to define the quantitative targets for measuring our dissemination activities

#### **Opportunities:**

- The AAL and also the community around people suffering from dementia is a very active and well networked community. A first scan of available dementia and Alzheimer networks revealed that there is at least one in each European country. The challenge thus will be to tap into the right ones and identify the best multipliers to spread the word about the existence of Confidence. The same holds true for the AAL community

#### **Threats:**

- Finally, it takes a big jump from being aware of the project to actually taking action and causing demand. As Confidence aims becoming a product after the co-operative project phase it will be a great challenge to demonstrate and prove the benefits and advantages of Confidence to potential end-users and financiers like insurance companies
- As competition is fierce, with respect to the Ambient Assisted Living domain, the challenge is also to first be recognised and develop a profile as reliable mobility safeguarding assistance service for people with dementia and people seeking for safety
- It occurred in similar projects that certain users (people with dementia and/or their relatives) disapproved solutions, which supported their (emergency) situation in a way

that their deficiency appears to others. This goes hand in hand with the stigmatisation of people suffering from dementia. It is most important that the use of the mobility and safeguarding assistance service for people suffering from mild to moderate dementia does not label in an obvious way an user as invalid or sick person but gains acceptance within the community

## 2.3 Dissemination strategy

Following Kotler and Andreasen (1996), we will use a differentiated dissemination strategy, meaning that - after identifying our main target groups and segments (see below) – we will utilise distinctive channels and instruments for each of the identified groups. Such a more concentrated dissemination effort does not aim at addressing a wide and heterogeneous audience with an undifferentiated, broad, one-serves-all message but tries to develop streamlined and tailored communication offerings for our target groups.

This approach has been chosen due to the fact that the Confidence project addresses different target groups: primary and secondary system end-users and the Ambient Assisted Living community also including potential financiers like insurance companies.

While the first target group is largely defined and delineated by its needs also written down in the end-user requirements document of Confidence, the second target group consist of a wide variety of different organisations, including organisations dealing with technology, business development, user interface design or innovations in social care.

Following a differentiated dissemination strategy, for each of these groups we will develop its distinctive message and own set of communication products, identify appropriate dissemination channels and select the appropriate instruments to best reach our target groups.

## 2.4 Target groups for dissemination actions

As already mentioned, the dissemination activities of the Confidence project actually address two different target groups: the Ambient Assisted Living community and potential primary and secondary end-users of the system.

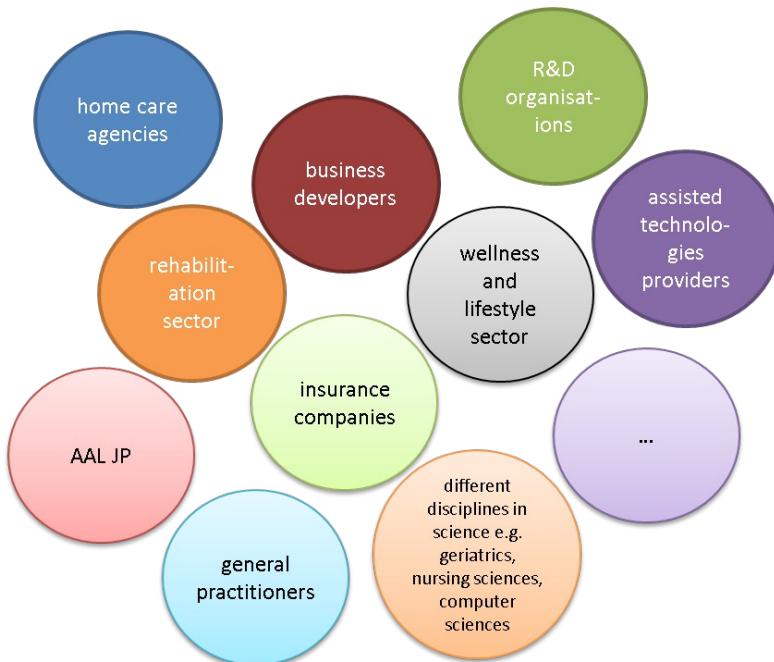
Having a closer look to our primary end-users we identified the following immediate surrounding:



**Figure : Immediate surrounding of a primary end-user**

With respect to potential system users the target group consists of people suffering from dementia and their immediate surrounding. An interesting sub-group for the dissemination activities in Confidence could be representatives of both people suffering from dementia and representatives of their relatives e.g. self-help groups for relatives and concerned people or organizations like Alzheimer Europe.

With regards to the Ambient Assisted Living community, we identified the following sectors, organizations and science disciplines which might be of interest for the Confidence dissemination:



**Figure : Ambient Assisted Living Community**

As Confidence aims to develop a novel community-enabled mobility safeguarding assistance service that combines “assistive technologies” with “personal help” end-user organizations like home care agencies or rehabilitation centres will be interested in project results. Furthermore test results of the community approach will be of interest for business developers. The complex software system behind the services might be of interest for computer scientists and R&D organisations. We think that the project will be very interesting for many parts of the AAL community – the picture is certainly not complete but a first idea.

## 2.5 Content for dissemination

Yet, with regards to the project output, what has Confidence to offer that may be of interest to the identified target groups and what are the benefits to our target audiences? Concerning the concrete project results that are of interest to external (and not just internal) audiences, we can distinguish between outcomes mainly of interest and benefit to potential system users and their immediate surrounding and results that are of interest to and benefit to a wider audience – the Ambient Assisted Living community.

### **Concrete project results of interest to the potential end-users and their immediate surrounding:**

User needs for Confidence are collected together with people suffering from dementia and their personal environment (including relatives, home care agencies etc.). To be able to address the needs of people living in different European countries with different cultural and socio-economic backgrounds user requirements are collected in Austria, Romania and Switzerland. To ensure that the user requirements are implemented accordingly the end-users and their immediate surrounding will also be involved and consulted during the implementation phase. Much also depends on the trial phase where 25 end-users and their relatives will be involved in each country. The community building process will also be of interest for this target group – it is planned to enlarge the existing network of the elderly to be able to support the elderly in situations where help is needed. If the tests are successful Confidence will be launched onto the market and will offer people suffering from mild to moderate dementia a system which supports their mobility and let them live as independent as possible.

Concrete results for this target groups:

- A report on the end-user requirements collected using the user centred design approach
- An appropriate user interface design adapted on the real needs of the end-users
- A tested and validated prototypical system that demonstrates the functionality of Confidence
- A report on how to build up a supporting community around the elderly
- A validation of potential benefits to involve a supporting community

### **Concrete project results interesting for the AAL community:**

Collecting user needs for AAL solutions is a demanding task. If users are coming from more than one country with different socio-economic backgrounds an adequate approach is needed. Furthermore if organisations from different countries are working together on one system a system architecture that allows distributed development and guarantees the best output for the end-user has to be designed. Some of the software components might be new and innovative so that they will be of interest for different members of the AAL community. The community currency model which will be implemented and tested during the field trials will be of interest for business developers as well as for non-profit organisations in the area of AAL. Maybe the different service models which are planned are of interest for them. And last but not least the business model which will be generated throughout the project can be of interest.

Concrete results for this target groups:

- A report on the end-user requirements collected in different countries using the user centred design approach
- A report on the system architecture and its components
- A report on the field trials
- A report on community building and the implementation of the community currency model
- A report on the Confidence business model

## 2.6 Messages

What are the primary messages we want to use to communicate the Confidence benefits to our primary target groups?

When thinking about how to best convey the project benefits to our primary target groups, we will focus on the essential problems and issues that the project outcome will help to overcome.

With regards to changing mortality patterns in Europe there is an increase in incident and prevalence of chronic conditions. One challenge therefore will be the rising number of people suffering from dementia. Currently about 7.3 million Europeans between 30 and 95+ are suffering from dementia (EC 2006). By 2040 this number is expected to double (Ferri et. al. 2005). In the first stages of dementia people suffer from moderate memory loss, difficulties with time-space relationships and disorientation even in places they are familiar with.

Furthermore they have troubles in handling complex problems, are increasingly confused, lose the ability to do everyday tasks and related to this, show apathy and withdraw themselves from social live (Hughes, 1982). As a result people get fearful and consequently they gradually lose their independence and mobility. Common routes and tasks become a daily challenge. People recognized that the possibilities of information and communication technologies might support the elderly in dealing with their deficiencies caused by the illness. Currently different systems exist on the market. It is possible to simply call for help in case of an emergency by pressing a button with these systems. Some of these systems have additional functions like geo-fencing (a predefined set of geographic boundaries) to automatically detect when someone leaves predefined geo-fence. Typically these systems are tailored to a specific market and it is not possible to adapt the system to varying models of elderly care in different countries.

By contrast the Confidence project aims at providing mobility and safeguarding assistance services which are adaptable on the individual needs of people suffering from mild to moderate dementia. A service that combines "assistive technologies" with "personal help" is going to be developed. For this purpose a community consisting of family members, employees of home care agencies and trusted volunteers (neighbours, friends or social volunteers) will be built up. They will use information and communication technologies to communicate and provide help for people suffering from mild to moderate dementia. The mobile Confidence service is planned as "virtual companion" providing different levels of assistance which can be adapted depending on the situational needs of the patient and the degree of orientation loss. Five modules are planned:

1. Assistance and training at home
2. Virtual voice service
3. Virtual video service
4. Location tracking service
5. Mobile community service

#### **Dissemination messages to the potential end-users and their immediate surrounding:**

With regards to the users and their surrounding the basic messages of Confidence are:

- Confidence makes it easier to stay mobile and active despite the illness
- Confidence gives a feeling of security
- Confidence makes it easier to organize care
- Confidence makes it easier to support people suffering from dementia depending on the situational needs

According to these messages possible slogans for Confidence are:

- Help people – use Confidence (secondary end-users)
- Stay independent – use Confidence (primary end-users)
- We care for you – Confidence
- Confidence – your daily support
- Help.support.independence – Confidence
- (Enable or Assist or) Empower people – use confidence
- Support people – use Confidence
- Feel confident with Confidence (primary end-users)
- Live better – with Confidence (primary end-users)
- A better quality of life – thanks Confidence (primary end-users)
- Change/Support lives - be Confidence (secondary end-users)
- Take responsibility – be/with Confidence (secondary end-users)

Slogans together with logo:

- Stay close
- Keep'm moving
- Keep moving
- Simple.safe.social.

- Always on track
- Feel free
- To go ...

#### Bylines

- We care for you.
- A way to live.
- Trust yourself
- Keeping you contacted./Stay connected.
- Orientation in time and space.
- The Guide to Freedom.
- Enjoy your live.

The slogans will be tested together with the end-users and will then be refined.

#### **Dissemination messages to the AAL community**

With regard to the AAL community the basic messages of Confidence are:

- Confidence makes it possible to combine “assistive technologies” and “personal help”
- Confidence makes use of the user centred design approach through all project phases
- Confidence makes it possible to develop the system in a distributed way by guaranteeing the best output for the end-users
- Confidence makes use of new payment systems and service models
- Confidence creates a set of tools for people with dementia

However, the consortium has not made a final decision on the message or messages we want to communicate to the users of Confidence. This will be later defined together with the users who are going to use Confidence to make sure it is the language they understand and speak.

### **3 Dissemination phases, channels & instruments**

Within the Confidence project consortium we agreed that we will have three major dissemination phases, each with its own characteristics and different dissemination instruments to be utilized.

#### **3.1 Awareness**

In the first phase of the project (M1 – M12), dissemination activities will mainly focus on delivering the Confidence message to raise awareness especially among the Confidence target groups. The focus of such activities is not so much on providing detailed knowledge about our work, but to initiate and maintain awareness among our main target groups about our activities and the major outcomes of the project that may be helpful for them in the future. Consequently, all activities in this aim at attracting attention in the project, building an identity and profile within our target communities.

The concrete objectives in this awareness phase are:

- To build an internal understanding about the Confidence dissemination objectives
- To inform the Confidence target groups in each participating country about the project in general: the project start, opportunities of the project, availability of first results and the project partners
- To implement the means and mechanisms to attract visitors, and increase and maintain constant traffic on the Confidence website

On communication channel of this first dissemination phase is the project website (currently an interim solution with project relevant data which will be substituted in the next months). Another channel is network activities undertaken by the consortium members who serve as ambassador to raise awareness for the project. This will be mainly done through presentations at conferences, meetings and workshops within the far-reaching network of the Confidence consortium members.

#### **3.2 Understanding**

In the second phase of the project (M13 – M 17), dissemination activities will mainly focus on increasing the understanding for our project work within the primary target groups. The prime intent is to somehow engage people with mild to moderate dementia and their relatives in the development process and recruit them to participate in the Confidence trials. Their understanding of the project's intention should be increased during this phase. This implies to demonstrate that our project has something to offer that is of genuine and direct benefit to them. Dissemination activities will focus on introducing and explaining the first project results to our target groups with special focus onto our potential system users.

As potential system users are mainly of interest in this phase we will try to reach these people directly through the end-user organizations involved in the project. They will present the ideas and benefits of Confidence within workshops and by directly contacting the potential system users.

#### **3.3 Action**

In the third phase of the project (M18 – M36), dissemination activities will focus on the results of the two user trials conducted in Austria, Romania and Switzerland and ideas for market exploitation of Confidence. Through the trials we aim at initiating “a change of practice resulting from the adoption of products, materials or approaches offered by the project” (Harmsworth et al., 2000, p. 3).

The prime mechanism to facilitate action among our target groups is to run two field trials and to present the Confidence solution on different events where the AAL community takes part.

### 3.4 Dissemination phases and available content for dissemination

Also with regards to the three phases of dissemination, the content focus, depth of information and its practical applicability changes. Whereas, in the first phase of raising awareness, it will be mainly the project objectives, the basic concepts of the Confidence approach, the to be established system architecture as well as the expected project results, depth, granularity and practical applicability of the information will increase in the second and third dissemination phase.

Dissemination phases	Content for dissemination
<b>Phase 1:</b> <b>Raising awareness</b> within the target groups	<ul style="list-style-type: none"> <li>• General project description</li> <li>• Project objectives and expected results</li> <li>• Basic concepts of the Confidence approach (in comparison and distinction to other mobility safeguarding assistance services)</li> <li>• Distributes architecture of the Confidence system</li> <li>• Model on how to build up the Confidence community</li> <li>• Information on how to join the project as primary and secondary end-user for the field trials</li> <li>• Contact information</li> </ul>
<b>Phase 2:</b> <b>Increasing understanding</b> among the target groups about the project outcomes	<ul style="list-style-type: none"> <li>• Presentation of concrete results as there are: <ul style="list-style-type: none"> <li>○ Technology – what does Confidence offer</li> <li>○ First prototypes on Confidence modules</li> <li>○ Feedback on Confidence modules from user workshops</li> <li>○ First prototype of Confidence</li> <li>○ Agreement of primary and secondary end-users to take part in the field trials</li> </ul> </li> </ul>
<b>Phase 3:</b> <b>Conduct field trials</b> and demonstrate the benefits of Confidence; form first concrete	<ul style="list-style-type: none"> <li>• Validation results (field trials)</li> <li>• Feedback on community building</li> <li>• Feedback on community currency model</li> </ul>

ideas for market exploitation	<ul style="list-style-type: none"> <li>• Feedback on different service models</li> <li>• Different business models</li> </ul>
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### 3.5 Channels and instruments

What are the primary dissemination channels to be used in Confidence?

Generally, we conceive a channel as a conduit between us, the Confidence project team and our customers and the AAL community. Generally, while the channels for distributing our message may be manifold, we will mainly use the Internet, electronic media, congresses, workshops and the people representing the Confidence project i.e. its consortium and multipliers. The following table gives an overview on the main channels we will use in the different phases of disseminating project results:

*Confidence primary dissemination channels*

Phase 1: Awareness	Phase 2: Understanding	Phase 3: Action
Confidence website Presentations by consortium members Project folder (focus on general project information) Presentations at conferences and workshops Press releases to selected mailing lists	Confidence website (project results) Workshops held by Confidence members on different related Confidence topics Presentations at conferences and workshops Basic and advanced training for health professionals and collaborators in social care organisations Articles in academic / special interest journals Electronic newsletter Press releases to selected mailing lists	Prototype for field trials Confidence publications (project results – journals and conferences) Press releases to selected mailing lists

### 3.6 Publication schedule

In addition, following the availability of major project results we will produce various promotion materials to support our dissemination effort. This following publication schedule provides a rough timetable of planned project publications, using different channels (print, electronic) and instruments (website, folders, press releases, conference and journal publications etc.).