D5.1 Dissemination plan

Document identification	D5.1
Edition	1.0
Date	March 1st 2013
Classification	Commercial Restricted

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The Rosetta Consortium consists of the following partners:

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1. Internet strategies

Objective: to disseminate regular project progress updates via internet platforms that allow an <u>easy way for stakeholders to interact and react</u> on the updates (ask questions, give feedback and suggestions, show interest etc.)

Scope:
- updates on project progress (information that is commercially not sensitive);
- updates on project planning events (meetings with potential customers and other stakeholders, project international meetings);
- updates on "Happy Walker" participation in external events (lectures, exhibitions, conferences, forums etc);
- updates of " Happy Walker" appearance in media.

Expected impact: to build a stronger relationship with potential customers and valorisation stakeholders via means of interactive and regular updates.

Internet dissemination action plan including type of activities, target group, estimated frequency and responsible partners is presented in the table below.

Table 1 – Internet dissemination activities

Activities	Target group	Timing (est.)	Responsible partner
Press releases about the key events	All the project stakeholders	Once a year	All partners
Ad words campaigns for internet search platforms	Elderly, potential valorize and communication partners	Once a year	Vision (Spain)
Continuous project website updates	All the project stakeholders	Every half a year	Vision (Spain) Input from all partners
Project updates on Partner websites in all participating countries	All the project stakeholders	Every half a year	All partners
Project updates on Blogs	All the project stakeholders	Once a year	Vision (Spain)
Project updates on Facebook	All the project stakeholders	Every half a year	All partners
Project updates on Linked in	All the project stakeholders	Every half a year	All partners
Project updates on Twiter	All the project stakeholders	Every half a year	All partners

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2. Event strategies

Objective: to disseminate project progress updates and general project information through events that allow <u>direct contact with stakeholders</u>.

Scope:
-   general project information, objectives and scope;
-   updates on project progress (information that is not sensitive to be shared);
-   discussions on potential partnerships for the valorisation of the expected project results.

Expected impact: direct contact will allow to raise interest among potential stakeholders and/or potential valorisation partners, establish contact and initiate the discussions that might grow into partnerships.

Event dissemination action plan including type of activities, target group, estimated frequency and responsible partners is presented in the table below.

Table 2- Event based dissemination activities

Activities	Target group	Timing (est.)	Responsible partner
Information distribution in tradeshows	Industry stakeholders, peers	Once a year	CIBEK technology + trading GmbH (Germany)
Information distribution during the lectures (related topics)	Industry stakeholders, peers	Once a year	CIBEK technology + trading GmbH (Germany)
ICOST conference 2013 in Shanghai (est.reach~200 people)	Industry stakeholders, peers	Once (Nov., 2013)	I+(Italy)
Federanziani (Italy); an association that aims to protect rights and promote the quality life of elder people	Industry stakeholders, peers, elderly	Once a year	I+(Italy)
Società Italiana Telemedicina (Italy), an organization for the cultural and professional growth of the sanitary Operators and improvement of the fruition of the sanitary services (est.reach 50-100 people)	Industry stakeholders, peers, elderly	Once a year	I+(Italy)
Innovation day (Belgium)	Industry stakeholders, peers	Once a year	Verhaert (Belgium)
Annual AAL Forum – the AAL JP annual dissemination event.	AAL stakeholders	Once a year	TNO

3.   Academic strategies

Objective: to <u>disseminate scientific learning and discoveries</u> of project to promote knowledge growth within the area and build <u>credibility of the solutions</u> developed within the project.

Scope:
- Peer discussions on scientific results;
- Scientific and academic project results.

Expected impact: raised technology and scientific credibility of the project results.

Event dissemination action plan including type of activities, target group, estimated frequency and responsible partners is presented in the table below.

Table 3 – Academic dissemination activities

Activities	Target group	Timing (est.)	Responsible partner
Academic papers	Academic peers	Every half a year	UUAS (The Netherlands)

4.   Printing strategies

Objective: to disseminate project information (including progress information) to <u>give means for networking</u> and reaching <u>audience</u> that is <u>not available through other channels</u>.

Scope:
-   General project information;
-   Project results;

Expected impact: activate networking opportunities in search for new project (and potential valorisation) stakeholders.

Printing dissemination action plan including type of activities, target group, estimated frequency and responsible partners is presented in the table below.

Table 4 – Printing dissemination activities

Activities	Target group	Timing (est.)	Responsible partner
Informative leaflet	All the project stakeholders	Once a year	All partners
Informative brochure	All the project stakeholders	For the final event	All partners
Informative poster	All the project stakeholders	For the final event	All partners
Press releases to printed media	All the project stakeholders	Once a year	All partners