AMBIENT ASSISTED LIVING

Project Number: AAL-2012-5-167 (AAL JP)

AHEAD – Augmented Hearing Experience and Assistance for Daily life

D5-7 Dissemination Plan

Version 1.0

Code	D5.7 Dissemination Plan
Version	1.0
Date	2014-01-20
Dissemination level	Report
Category	P
Document Owner	CURE
Participant Partner(s)	CURE, JOH, ATOS
Author(s)	Linda Wulf (CURE) Markus Garschall (CURE) Manuel Pérez (ATOS) Georg Aumayr (JOH)
Work Package	WP5
Abstract	Dissemination is a set of activities that prepare and foster exploitation of project results. Such an endeavor is reasonably manifold, requiring a comprehensive strategic plan, which provides tools, points at best practices, warns about potential pitfalls, and – most importantly – provides an action plan to accomplish, with tasks, responsibilities, and due dates. This document describes the dimensions (target groups, channels and forms) and implementation of the AHEAD dissemination.
	☐ Draft ☐ Ready for internal review ☒ Task leader accepted ☒ WP leader accepted ☒ Project Coordinator accepted
Previous Versions	

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Version Notes

Version	Author(s)	Date	Changes
0.1	Linda Wulf (CURE)	2013-11-20	First draft

	0.2-0.9	Manuel Perez (ATOS) Georg Aumayr (JOH), Claus Bak Peterson (ADA), Jürgen Braun (BRU), Martin Strehler (IMA), Asarnusch Rashid (FZI), Pierre Barralon (TEC)	2013-12-19 - 2014-01-20	Update, Dis-semination plans partners
	1.0	Linda Wulf (CURE), Markus Garschall (CURE)	2014-01-20	Final Version
Internal review history	Reviewed by		Date	Comments
	Georg Aumayr (Johanniter), Manuel Perez (Atos)		2013-12-20	

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1 Scope of the deliverable

This document is to give the backbone to AHEAD project dissemination endeavors. All related efforts yield better results if carried out in an organized way. It is not a goal of this deliverable, however, to cover every possible way and movement of dissemination, nor to enumerate each communication channel relevant to AHEAD. As these aspects keep changing and extending over time, it would certainly be impossible to keep track of them in such a static document as this work. Therefore, in the most typically changing areas (e.g. social network sites, forums), we are building on the currently available and popular services, but keep an eye on any newly appearing opportunities and adapt the same high-level dissemination policies that are laid down here.

This document will target at three major issues:

First, general concepts and requirements are described, which are expected to be met by project dissemination activities. Beyond major goals and principles, this part introduces so-called dimensions of dissemination – as target groups, channels and forms –, then draws attention to the main points of creating the dissemination process – building up the dissemination process itself, the need to create sub-plans for establishing a continuous flow of information and most importantly: timing –, finally underlining the necessity to assign responsibilities to project partners and to the ability of measuring dissemination success.

Second, the above defined dimensions – target groups, channels and forms – are adapted to the concrete case of AHEAD, shedding light to notable project properties and advantages from a dissemination point of view (e.g. the well-demonstrable prototypes), as well as promising opportunities and foreseen difficulties.

Third, the AHEAD dissemination process itself is revealed; setting out from the related guides in the first part, concluding with ready-to-use sub-plans with a timeline of tasks, responsibilities assigned to partners and defined key success factors.

2 Introduction

Dissemination activities are undertaken to establish widespread awareness of the project and to pave the way for exploitation of project results. This is achieved by aimed communication endeavors among multiple communities, in particular among (European) politicians, the industry, standardization bodies and end-users.

Such an activity is reasonably manifold, requiring a comprehensive strategic plan, which provides tools, points at best practices, warns about potential pitfalls, and – most importantly – provides an action plan to accomplish, with tasks, responsibilities, and due dates.

The strategy itself is not expected to be exact. On the contrary: it must be designed in a way that includes flexibility, experimenting while yet providing a solid structure around them. The current strategy also builds on the properties of the AHEAD project consortium, its capabilities, fields of profession, contacts, skills and enthusiasm.

2.1 Background

The expected results of AHEAD reveal considerable business potential, exploitation of which is a key success factor to the project. The technical developments of AHEAD may also well fit in the scientific world. To promote usability of project results in either environment, adequate plans are required presenting exploitation opportunities (exploitation plan) and ways of communication with potential exploiters (dissemination plan). Dissemination therefore anticipates exploitation with the idea of presenting it, and is considered essential in triggering further usage of our results.

3 Concepts and Requirements

In this first section, we aim to give a general concept and requirements for project dissemination, which are non-specific to AHEAD. These aspects, definitions and guidelines will be used in the subsequent sections when AHEAD dissemination is specified.

3.1 Goals of Dissemination

The main dissemination goal for an AAL JP project is to **raise awareness of the project**, from the concept to the final results and to share knowledge among stakeholders and the public sector. Hence, a properly carried out dissemination **promotes project adoption** and helps **identify exploitation prospects** globally. It is also an opportunity to gain publicity to the AAL JP itself.

Dissemination provides means to introduce project concepts and partial results to the targeted audiences, and **obtain feedback** for guiding the work within the project (e.g. foreseen future technologies and use cases), fine-tuning its results.

Dissemination activities enable forming a network of contacts, interested groups, which not only can serve as a source of continuous constructive feedback, but can also **prepare the ground for exploitation**.

The above goals can only be achieved if proper measures of success are defined to them – thus we can continuously monitor where we are on the way to our targets. These measures will be detailed later in 3.5 Measures of success.

3.2 General Principles

Some general principles should be noted:
A good dissemination is incremental: as the project advances, more material becomes available, enriching the content of the messages that are broadcasted. One must therefore consider project dissemination as a group of **activities that are "built-in"** instead of performing them as an "add-on" to our work.
The "built-in" approach basically means regular updates of dissemination materials (posters and leaflets), and providing a continuous flow of information about the project on all dedicated channels. If the expected results have a considerable business potential – as in the case of AHEAD –,

it is beneficial to **have a "marketing eye"** on project workflow and results from an early stage of the project. At each stage, one should pay special attention to further exploitability of the deliverables as well and undertake the design accordingly.

Besides, other similar – past, present and future – initiatives should be continuously monitored. It is important to **search for synergies**, new publications to build project strategy and work upon as well as opportunities for common dissemination with such projects. This helps the project results better fit the actual ecosystem of similar endeavors. Another important aspect, which somewhat opposes the above standpoint, is to seek for project properties that **make AHEAD unique** and different from similar works and emphasize them in our dissemination. Unique features can make a strong impression in the audience, especially if they are presented in an interesting, exciting form.

These general principles are to be considered during the dissemination activities rather as a manner to undertake them than as separate tasks to work on. The only exception is searching for synergies, which also envisions regularly conducted investigations.

3.3 Aspects of Dissemination

By identifying the goals and major principles of dissemination, the basis of constructive work has been set. The next step now is to build a methodology upon these, which is fluent, flexible, measurable and comprehensible, which enables teamwork and therefore efficiently reaches the overall goals set above.

First, the main aspects of project dissemination (called dimensions) will be identified. Then further recommendations and guidelines are outlined to provide a backbone for dissemination planning.

3.3.1   2.3.1 Dimensions of Dissemination

To sketch the general project dissemination plan, we set off from the core goals identified above, namely:

- Raising awareness

- Promote adoption

- Gain AAL JP publicity

- Get constructive feedback

- Create the ground for exploitation

We would like to assess **when** the results of AHEAD should be presented **to whom**, in **what form**, through **which channels**. We refer to this information as the dimensions for our strategy:

- Target groups

- Channels

- Forms

- Timing

Below the main characteristics of each dimension are described. As main aspect of the dissemination process "Timing" will be outlined in Section

3.3.2 Target Groups

First, we seek to answer the following question: Who are we speaking to? Who might be interested in the project?

A good approach is to make clusters of the targeted groups, as seen below:

- **Group 1** – Scientific community (researchers, experts)

- **Group 2** – Industry (technology manufacturers and developers, service providers, standardi-zation bodies)

- **Group 3** – End-users (potential users of the solutions developed in AHEAD, end-user repre-sentatives)

- **Group 4** – Wider public (local and European policy makers and politicians, non-professional audiences, any interested person)

Of course, these categories inevitably overlap, but the above distinction seems an acceptable approach, also shedding light on the major differences in handling manifold interests.

3.3.3 Channels

Once we have identified the targeted audiences and our messages, the next step will be to find the channels through which we will communicate. The question to be answered is therefore: Where can we reach our target groups?

Below is a list of the channel categories that are primary for disseminating research projects.

- External events, (non-)scientific conferences, fairs and other industrial networking events

- Written press: Journals, Magazines (online and offline)

- Audiovisual media (TV, Radio)

- Project website

- Relevant webpages (e.g. partners' website, similar projects' web pages)

- Events that the project consortium organizes (e.g. press conferences)

Each channel is capable of reaching a wide audience, but each target group has its primary channels where they can be contacted in the most effective way.

Media, as its name shows, stands in an intermediate position between the information source and the addressees, making them a second-level sources of information. In such cases as a press conference, where we do not necessarily have influence on the wording of the articles, it is therefore essential to provide clear, simple, comprehensible messages, which the media – not necessarily being professional in the project's field – can easily convey.

3.3.4 Forms

What forms are adequate to convey given messages?

Forming project messages and information adequately depends on two things:

- what forms of information are acceptable on the different channels, and

- which forms make messages and information well-organized and the most expressive for a certain group.

Typical forms that research projects use for dissemination are:

- Logo and design templates

- Posters and leaflets

- News items, newsletters (electronic or offline) and press releases (in multiple languages)

- Multimedia materials (audio/video/flash, e.g. presentation recorded on an event), Images (e.g. screenshots) and DVD (with demonstration videos, website materials etc.)

- On-site demonstrations/presentations, presentation slides

- Articles, scientific publications, edited books and white papers

- Project Web-site that will collect most of the above mentioned points

Similarly to the press release, leaflets, posters, articles and more forms can be translated to multiple languages upon necessity.

3.4 Dissemination Process

The following section outlines the main processes of dissemination: the steps to build up the dissemination process, establishing a flow of information, the timing of dissemination activities and the appropriate sharing of tasks within the project consortium.

3.4.1 Building up the dissemination process

For the dissemination process, an action plan must be created comprising the necessary steps to create a fully working dissemination engine for the project. Typical steps are to:

- Specify the above "dimensions" for the project

- Find the tools for dissemination management (dissemination calendar, channel lists, information on routing, storage of dissemination materials, etc.)

- Create the project website with suitable dissemination features

- Register the project to dissemination channels (where it is necessary, e.g. to LinkedIn)

- Create dissemination materials

- Find the means for storing the available information about every past dissemination activities of the project (e.g. articles, interviews, etc.)

- Making the action plan for the dissemination itself (with tasks, responsible coordinating partners – see below – and deadlines)

3.4.2 Establishing am Flow of Information

The "engine" of dissemination is regularity and being up-to-date. Regular in the sense of the necessity to maintain the interest towards project achievements, and up-to-date in the sense of providing only fresh content as well as being aware of new opportunities where project dissemination can take place.

The expression establishing a continuous flow of information encompasses three tasks that should run simultaneously in the course of the project:

- **Finding opportunities** – It is important to develop the dissemination by constantly searching for new channels where dissemination might be possible. Such opportunities can be a new website, radio event, a conference or an opportunity to write an article about the project in a scientific magazine. Also, the already used channels need regular reviews; typical examples are the ever-changing social network sector, with suddenly appearing and disappearing services and interested groups.

- **Finding triggers** – To keep up interest and convey the impression of activity, there is a continuous necessity of new information about the project – triggers – which can be disseminated.

- **Routing messages** – Upon a newly incoming information piece (e.g. a project meeting takes place), a practice should exist describing the "message routes", i.e. the channels, dissemination materials etc. where this information piece is displayed. For example, if the project holds a meeting, news items can be written before and after the event on the website, with cross-references where possible. These practices apparently change dynamically over time, and as such, should not be fixed in a document like this, only a snapshot can be taken about its initial status.

3.4.3 Addressing Target Groups

A successful research project should not only address the technological community, but multiple other parties as well. After defining the target groups, group-specific dissemination strategies have to be developed, specifying which channels are relevant and which forms of dissemination are appropriate for a specific group.

3.4.4 Approaching Media

As an important means to address the target groups of a research project, a strategy on how to position the project in the media is an essential part of successful dissemination management.

3.4.5 Timing

For a successful dissemination management, every activity must be assigned a time when it will take place. The core question here is therefore: When to do what?

The time dimension is threefold:

- Continuous activities (e.g. update of project website);

- Regular activities (e.g. writing newsletters or press releases);

- Occasional activities (e.g. attendance at conferences).

To manage tasks timing, an internally accessible dissemination calendar is suggested where all events (e.g. releasing the first prototype) and assigned dissemination activities (e.g. a campaign following the release of the prototype) are featured and can be followed easily. At the same time, the regular and continuous activities should be kept on a list, also accessible to each project partner.

These tasks on the calendar form the core elements of the dissemination process itself. But, to make the process work, it should first be built up.

3.4.6 Responsibilities

One of the most important aspects to consider when making an action plan is: Who will take care of dissemination?

The roles will be based on appropriate sharing of tasks. Each project member can (and should) play a role in dissemination according to their skills and capacity. The high-level coordination is undertaken by the leader of the Dissemination Work Package supported by the partner coordinating the project itself (CURE and ATOS respectively).

3.5 Measure of success

As mentioned in Section 2.1 Goals of Dissemination, success in achieving dissemination goals can only be evaluated if appropriate measures and success criteria are defined. This enables continuous monitoring where we are on the way to our targets.

To measure dissemination success, it is advised to look at the general goals defined in Section 2.1, and define success factors to them separately.

- **Raising awareness of the project** – Awareness is measured via the number of addressees the project consortium can reach, which is best increased by using as many and as popular channels as possible, e.g. popular newspapers. It is also measured by the number of articles and references to the project written by external parties.

- **Promoting project adoption and preparing the ground for exploitation** – Being similar goals, they both can well be measured by the rising interest towards our project results. This is a consequence of the widespread awareness, but now the focus is on potential exploiters. On this ground, one can count the instances of incoming communication requests to the consortium by interested parties or the number of members subscribed to project newsletters.

- **Identifying exploitation prospects** – Success on this ground shows through the number and importance of ways of project result exploitation yet unidentified or which have promising interest and efforts for them to become reality. These ways are most likely to be yielded by successful attainment of the above two goals.

- **Obtaining feedback** – The amount and quality of feedback from dissemination addressees are the main measures of success on this goal. Success on this goal is obviously in strong connection with the ones above – success in them is expected to have a high influence on the achieved success on this goal.

The above list of measures are not complete, one can easily define other factors for measuring dissemination success. However, these general measures aim to serve as a good basis to set off from.

4 Elements of AHEAD Dissemination

In this and the next section we will build upon the guidelines already given in Section 2 Concepts and Requirements. We consider the dissemination goals of AHEAD to be the same as the ones specified in Section 2.1 Goals of Dissemination. After identifying the target groups of AHEAD, the messages we would like to communicate along with the channels and forms we choose to use will be defined. The next section describes the dissemination process itself: how the information is spread, what steps are necessary to build up this mechanism, what roles are defined, what is the agenda and budget of our dissemination activities.

4.1 Target Groups

As an initial step, we define the target groups of AHEAD.

4.1.1 Group 1 – Scientific Community

This group includes researchers and experts that are involved in AHEAD -related activities, in particular research organisations, universities and other scientific communities of relevance to AHEAD and the consortium members' area of profession. Further, within this target group we also refer to the national research councils (e.g. Austrian Council for Research and Technology Development, Institut of Neurosciences of Castile-Leon at the Salamanca University, Austrian Federal Minister for Science and Research).

4.1.2 Group 2 – Industry

The key to bring the solutions developed in AHEAD onto the market is to reach and involve manufacturers and developers, service providers and standardization bodies. We aim at the following entities:

- Hearing care providers (e.g. Bruckhoff[1], Widex[2])

- Audiologists (German Society for Audiology e.V.[3], Spanish Audiologist Association[4])

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[1] http://www.bruckhoff.com

[2] www.widex.es

[3] http://www.uzh.ch/orl/dga-ev/

[4] http://www.aedaweb.com/

- Manufacturers of Multimedia Consumer electronics, Communication devices, Healthcare devices (e.g. Philips Medical Systems[5], LEGRAND[6], VIVAGO[7], Link Care services[8])

- Providers of Health services (e.g. (AT) Johanniter, [9]Rotes Kreuz[10], Samariter Bund[11], Lebenshilfe[12], Hilfswerk[13], Sanitas[14])

- Providers of telecommunication Services (e.g. Atos Healthcare[15], Orange Healthcare[16])

- IT Technology providers (e.g. IBM[17], Microsoft) [18]

- Insurance companies (e.g. AXA[19], Europ Assistance[20])

- Medical association (e.g. (AT) Ärztenotdienst[21])

- Disabilities persons association (Fundacion Once[22] , FIAPAS[23])

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[5] http://www.healthcare.philips.com

[6] http://www.legrand.fr

[7] http://www.vivago.com

[8] http://www.linkcareservices.com

[9] http://www.johanniter.at/

[10] http://www.roteskreuz.at

[11] http://www.samariterbund.net

[12] http://www.lebenshilfe.at

[13] http://www.hilfswerk.at

[14] www.sanitas.es

[15] www.atosmedical.com

[16] http://www.orange.com/fr_FR/groupe/healthcare/

[17] http://www.ibm.com

[18] http://www.microsoft.com

[19] http://www.axa.com

[20] http://www.europ-assistance.com

[21] http://www.aekwien.at/index.php/hotlines-a-patienteninfo/aerztefunkdienst-141

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4.1.3 Group 3 – End-User

To promote the acceptance of the solutions developed in AHEAD, we consider it important to form a community including potential future users and organizations representing them. This in particular includes:

* Elderly people living in their own household

* Elderly people suffering from (mild) hearing impairments

* Other individuals interested in hearing glass devices (e.g. formal or informal caregivers)

* Organizations representing interests of elderly people

4.1.4 Group 4 – Wider public

Within the "wider public", we refer to relevant local and European policy makers and politicians, non-professional audiences and other persons interested in AHEAD.

4.2 Channels

In the following subsections different communication channels are examined from the perspective of the AHEAD dissemination activities.

4.2.1 External events

The AHEAD project is able to address more of its audience through different types of external events:

* Scientific communities, researchers and universities: scientific conferences, workshops, interest groups and networking events (such as the AAL Forum)

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[22] http://www.fundaciononce.es/EN/Pages/Portada.aspx

[23] http://www.fiapas.es/FIAPAS/index.html

- Industry representatives and vendors: trade shows, consumer electronic fairs and tele-communication fairs such as CEBIT-Hannover[24], eyewear manufacturers(e.g. Fielmann[25]) hearing aid acousticians (e.g. Seifert)

- End-user, General public and public bodies: fairs, workshops, press conferences, general information events of ministries (e.g. AAL JP Infodays[26])

A list of external events of relevance to AHEAD can be found in Annex A.

4.2.2 Media

In order to disseminate the results and findings of the project, AHEAD will address different types of media. This in particular includes both offline (e.g. written press) and online (e.g. online journals) media.

- **Scientific communities, researchers and universities:** scientific journals (e.g. Computers in Human Behavior[27], Archives of Gerontology and Geriatrics[28])

- **Industry representatives and vendors:** industry-related media (e.g. (AT) Pressetext Austria[29], USECON[30])

- **End-user, General public and public bodies:** any offline and online press which explains technologies comprehensibly (e.g. daily newspapers)

A list of media of relevance to AHEAD can be found in Annex B.

4.2.3 The AHEAD Project Website

The AHEAD project website serves as central point of entry for all people interested in the project. After launching the project a first version of the website containing all relevant initial information (project

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[24] http://www.cebit.de

[25] http://www.fielmann.at/

[26] http://www.aal-europe.eu

[27] http://www.journals.elsevier.com/computers-in-human-behavior

[28] http://www.elsevier.com/wps/product/cws_home/506044

[29] http://www.pressetext.com/at

[30] http://www.usecon.com

summary, objectives, partners, contact information) was set up. During the entire duration of the project, the website will be constantly extended by the latest news related to AHEAD (e.g. project status, public deliverables, related events).

4.3 Forms

The targeted audience and the properties of the chosen communication channels determine the way how the conveyed information will be wrapped. In this section, we examine these forms and the most practical ways of their usage.

4.3.1   Logo and Template

Figure 1: The AHEAD logo

The AHEAD logo (**Error! Reference source not found.**) and design templates are fundamental tools in the creation of dissemination materials. Moreover a standalone project logo is the simplest way of communicating the existence of AHEAD in any suitable environment. The AHEAD logo is a unique identifier for the project and has high recognition value.

4.3.2   Posters and Leaflets

Posters are primarily used on poster sessions, taking place at scientific networking events, workshops and conferences, but they can be effectively used at any kind of event where AHEAD has a booth or where visitors are invited to ask questions and get answers. In an electronic form it can be a tool of any online dissemination where a quick, well-formatted summary is needed. (Of course, communicable content needs to be as much as possible aligned to the actually targeted group.)

Similarly to posters, leaflets or project brochures comprise substantial data of the project. Leaflets can come in handy on any type of scientific, professional or public event relevant to AHEAD – even on those where there is no opportunity to place posters. Being portable, users can take leaflets with them and read it thoroughly. This can lead interested persons to visiting the project website and becoming a member of the AHEAD community.

4.3.3 Scientific Papers

In preparation to scientific conferences and other professional networking events, scientific papers are created. Scientific papers presented at conferences or workshops are the main targeted scientific dissemination activity. Through targeted conferences it is possible to reach the scientific communities and experts active in this field.

Paper contents are aligned to the audience appearing at the event which depends on the main theme of the event. The papers will be centered around publishable scientific results (e.g. methods, evaluation results) of AHEAD. Through the presentation of scientific papers, the research conducted within AHEAD can be spread and interaction with other researchers in this area will be achieved. The exchange of knowledge will draw attention to the project and encourage the re-use of the AHEAD results for continued scientific research.

4.3.4 Articles

For the articles we can target two different types of audiences, professional scientific and academic journals and non-academic journals and magazines.

Since scientific journals have a targeted audience, mostly consisting of experts in one or more of the scientific fields targeted by AHEAD, and very high standards, we plan to disseminate major scientific results (e.g. from longer studies) as articles in scientific journals.

Non-academic journals and magazines are a fundamental means to address end-users and a wider public. This is part of our dissemination strategy towards the media.

4.3.5 Press Releases

A further part of the AHEAD dissemination strategy is press releases in all partner languages, available on the website, and also sent to related press. Press releases are triggered by major milestones (e.g. when prototypes or user evaluation results are available).

4.3.6 News Items

News items are triggered by latest information pieces about the project and its environment. In the case of AHEAD, news will be displayed on the AHEAD website, making a continuous flow of information to the visitors.

4.3.7 Newsletters

Newsletters come out in an irregular manner. The contents of each newsletter are current updates and latest news of the project workflow, links to latest articles and the opportunity for giving

feedback. Newsletter could either address the "general public" or be limited to a specific target group (e.g. scientific community, industry, end-user representatives).

In order to reach as many interested people as possible AHEAD will draw on well-established newsletters such as the eInclusion newsletter published by the European Commission.

5 The AHEAD Dissemination Process

Based on the building blocks outlined in the previous sections this part aims at specifying the necessary tasks, target-group specific dissemination strategies, a dissemination agenda and partner responsibilities.

5.1 Building up the Dissemination Process

To create the tools and make the dissemination process work, a quick action plan was created:

- The undelaying strategy of the AHEAD dissemination has to be developed and discussed within the project consortium (this document)

- Responsibilities, timing and deadlines must be decided wherever possible (initially as part of this document)

- The AHEAD website must be set up and continuously updated with information on the project progress and status

- On the website an internal partner area must be set up as a means for storing the available information about past dissemination activities of the project (e.g. articles, leaflets)

5.2 Establishing a Flow of Information

Once the main communication channels are set, the next task is to organize the circulation of information. This process consists of two frequently repeated steps: **Routing the information** and **Finding opportunities and triggers**.

5.2.1 Routing Information

Routing information refers to the task which – upon incoming disseminable information – 'mechanically' dispatches the information to the dedicated communication channels. In AHEAD we will use channels and patterns for routing such as the following, but not limited to these:

- News items -> AHEAD website

- New public deliverables -> AHEAD website

- New publications -> AHEAD website

- Project milestone reached -> AHEAD website, Newsletter, Press release

5.2.2 Finding Opportunities and Triggers

As indicated earlier, the investigative work in this section is twofold:

- **Finding opportunities:** aimed at continuously finding new opportunities, new channels where the AHEAD project can be disseminated

- **Finding triggers:** finding disseminable subjects to news feed – triggers, examples are project milestones, fresh deliverables, related publications, project demonstrations or other dissemination events

To establish best acceptance of project results, the consortium will regularly search for new possibilities of dissemination. Although new opportunities should come as a result of growing publicity itself, it is always possible to find a relevant conference or to get in contact with scientific magazines. The most relevant channels to AHEAD are enlisted in Annex A: External events of relevance to AHEAD.

5.3 Target Group Strategies

To gain high acceptance and widespread usage of project results, the scientific community, the industry, the end-users and the wider public must be aware of our achievements. In order to address the different needs of these groups this section will provide target group specific strategies.

5.3.1 Group 1 – Scientific Community

The goal of reaching the scientific community is to create awareness of the project and present our results, to form a basis for future research in this area and to make AHEAD a valuable reference for related research activities.

Scientific communities can effectively be reached at **scientific conferences and workshops**. We are gaining visibility by participating on numerous scientific events where AHEAD is relevant, giving presentations, showing posters and leaflets. The topic that will probably raise the most interest among scientists, are our user evaluation results. In Annex A: External events of relevance to AHEAD relevant events that we already know about and target are enlisted. We mainly concentrate on, but do not narrow our scope to European researchers.

For universities and researchers, **public deliverables and papers** available on the AHEAD project website are a major source for obtaining information of the current status of the project.

5.3.2 Group 2 – Industry

The attention of industry is the key to the exploitation of AHEAD's business potential. In planning the approach towards potential manufacturers and service providers, the emphasis is on making interesting **demonstrations and presentations** revealing the uniqueness and benefits of our results. Trade shows and other industrial networking events such as CEBIT-Hannover[31] or EUHA[32] or Medic[33]a are typical examples where these activities can take place. We continuously search for opportunities, but an initial list of targeted events is compiled in Annex A: External events of relevance to Ahead.

5.3.3 Group 3 – End-Users

The purpose of communication with potential future users and organizations representing them is to raise awareness to the specific problems of current home-care and communication services and the benefits of the solutions developed in AHEAD. Further, the dissemination of project results towards this target group might be a good benchmark for the project itself.

The means that are expected to be the most important addressing this target group are:

- Fairs and events presenting offers for older people (e.g. Wiener Senioren Messe, 66er Munich)

- Advertisments in senior's magazines (e.g. Treffpunkt 55plus)

- News items published on websites of end-user organizations (e.g. Johanniter, Diakonie, JOIN)

- Mailings and presentations for network partners (seniors organizations, ig-pflege, super-hands.at)

- Articles in seniors organizations newsletters

- Presentation of the project at Johanniter events (e.g. Johanniter AAL Board, AAL Forum, German AAL Congress, etc.)

- Presentation at the German AAL Congress during the End User day

In Austria, Johanniter belongs to the network of Diakonie and JOIN (Johanniter International). These networks are a channel of dissemination for the AHEAD project in the community, as each entity of

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[31] http://www.cebit.de

[32] http://www.euha.org/kongress/

[33] http://www.medica.de/

these networks regularly organizes public events, and broadly communicates on innovative projects addressing potential end-users and wider public.

5.3.4 Group 4 – Wider Public

Wider public is the widest target group, involving all stakeholders interested in AHEAD. A special focus is given to European policy makers and politicians. Addressing this target group is based primarily on strategies to **approach the media**. Thus, **press releases and newsletters** will be published to allow non-professional audiences to follow the progress and highlights of AHEAD.

5.4 Approaching the Media

The media is a means to amplify our voice in disseminating AHEAD. Hence we consider media as a vehicle to reach the target groups described above. Our strategy is twofold:

- We raise the interest among the media in multiple ways: we approach journalists directly through existing contacts with dedicated dissemination materials; we produce and disseminate regular press releases; we expect visibility in media from our other dissemination activities (e.g. via our online community or an appearance on a conference).

- We enable the media to adequately convey the message to our target groups. We make our results available in different phrasing, customized to different media: "Popular science" stories or highly professional technical articles are good examples of these forms.

An initial set of targeted media is enlisted in Annex B: Media of relevance to AHEAD. Further opportunities are continuously searched for.

5.5 Timing

Dissemination activities are broken down in three major categories based on their frequency:

1. Continuously performed tasks

2. Regularly performed tasks

3. Occasionally performed tasks

These categories will further be expanded in the following sub-sections. It is also a goal of this section to assign concrete dates to the identified dissemination tasks.

4.5.1 Continuous Activities

Tasks which are to be undertaken continuously are

- **Maintenance of the official Ahead website:** The website must be continuously updated with information on the project progress and status

- **Routing news items:** Creating news items and publishing them to the AHEAD website and other relevant media (e.g. websites of end-user organisations)

- **Monitoring discussions:** Monitoring public discussions related to media appearances (e.g. reader's comments on online articles)

- **Routing deliverables:** Public deliverables and media appearances related to AHEAD shall be made available on the website

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5.5.2 Regular Activities

Monitoring relevant projects and initiatives: We would like to exchange information and learn from similar projects or any other initiatives that are of relevance for AHEAD.

- **Writing publications:** Scientific Partners will regularly publish the results of AHEAD at scientific conferences and workshops; a list of relevant conferences can be found in Annex A: External events of relevance to AHEAD.

- **Writing dissemination reports:** According to the DoW a dissemination report (D5.7) will be created, summarizing dissemination activities undertaken along with their impact and results.

5.5.3 Occasional Activities

Issuing press releases: Press releases (published on the AHEAD website and sent to relevant media) are triggered by major milestones achieved by the project (e.g. project kick-off; user evaluation results).

- **Attendance on networking events:** A key activity for AHEAD is regular participation in scientific conferences, industrial trade shows, and other social events.

- **Creating dissemination materials:** The creation and update of dissemination materials (posters, leaflets etc.) is triggered by external events addressed by the consortium. A first set of posters and leaflets will be created at the beginning of the project.

- **Sending newsletters:** Newsletters will be published in order to inform the "general public" or a specific target group about current updates and latest news of the project.

5.6 Responsibilities

This section defines the roles to be undertaken for a successful dissemination and assigns them to the AHEAD partners.

5.6.1 Scientific Dissemination

Task	Responsible partner	Deadline/Frequency
Website Updates	Atos	continuously
Press releases	All partners (in their language)	continuously (triggered by major project milestones)
Monitoring (and finding new) dissemination opportunities	All partners	continuously
Measuring dissemination success and acting upon the gathered information	CURE	continuously
Scientific Publishing / Participation in Scientific Conferences	CURE	continuously / after each end-users evaluation phase
Presentations / Information mailings for network partners	all Partners	continuously
Participation in exhibition	All partners	continuously

events		

Figure 1: Scientific dissemination - Tasks and responsibilities

5.6.2   Dissemination related to non-scientific target group (Exploitation)

Task	Responsible partner	Deadline/Frequency
Website Updates	Atos	continuously
Press releases	All partners (in their language)	continuously (triggered by major project milestones)
Monitoring (and finding new) dissemination opportunities	All partners	continuously
Measuring dissemination success and acting upon the gathered information	JOH	continuously
Participation in industrial networking events and public fairs	BRU	continuously
Publishing project results in journals and online media	All partners	continuously

Figure 2: Non-scientific dissemination - Tasks and responsibilities

6 Evaluation and Evolution

This last section tackles two more important questions. **What do we call "success" in our dissemination activities, and how do we measure them? How can we learn from our results (successes and failures) and improve our performance in further dissemination?** Both questions are critical in achieving good results and maintaining a continuously up-to-date and well-prepared dissemination policy.

Therefore this section does not focus on how our dissemination goals are achieved, but on how and when we can obtain information on our success achieving them.

6.1.1 Measures of dissemination success

As introduced in Section **Error! Reference source not found. Error! Reference source not found.** the general goals of dissemination can serve as a basis for measuring the success of dissemination activities (**Error! Reference source not found.** summarizes goal-specific measures)

Goal	Measure of success
Raising awareness of the project	• number of reached addressees (e.g. participants in workshops) • number of articles and references to the project written by external parties.
Promoting project adoption and preparing the ground for exploitation	• rising interest towards our project results by potential manufacturers or service providers (number of organisations addressed) • number of accomplished exploitations • instances of incoming communication requests to the consortium by interested parties
Identifying exploitation prospects	• number and relevance of identified exploitation opportunities • measure of efforts for these opportunities to become reality
Obtaining feedback	• amount and quality of feedback from dissemination addressees

Figure 3: Measures of Dissemination success (general)

In addition to these general goals, Section **Error! Reference source not found. Error! Reference source not found.** identified specific goals concerning the different target groups of AHEAD. **Error! Reference source not found.** defines measures for these goals.

Goal	Measure of success
Ensure acceptance in the scientific community; make results of AHEAD a valuable reference for further research projects	- number of references to AHEAD results in scientific publications or websites - number of scientific partnerships and contacts in relevant fields
Interest in the exploitation of AHEAD results among industry stakeholders	- rising interest towards our project results by potential exploiters - the measure of accomplished exploitations
Convey our messages to the wider public	amount of page visits on the project website
Inform potential end-users about AHEAD results and future availability	- number of references to AHEAD results in public institutions publications or websites - number of references to AHEAD results in end-users associations publications or websites - number of references to AHEAD results in ICT and gerontechnologies websites
Maintaining and expanding a network of relationships (End-users, Academic and Industry)	number of partners met during events, fairs and conferences

Figure 4: Measures of Dissemination Success (target group)

Most of the measures defined can easily be monitored (e.g. website statistics, partnerships established). Monitoring these success measures allows the continuous optimization of AHEAD dissemination strategy.

6.1.2 Evolution of Dissemination

Due to research advances and the dynamic nature of communication channels, the dissemination strategy must be regularly be reviewed and adapted.

- Communication channels used by the wide public quickly change. New opportunities to address the target groups will appear. An adaption of our communication channels will emphasize the message of AHEAD being an innovative and up-to-date research project.

- We may not be successful in using the tools enlisted in this document, or may have to change the goals concerning our target groups. In such cases, we need to be flexible enough to change the dissemination strategy. These issues will mostly be revealed by measuring the success of our dissemination activities.

We therefore expect to improve our dissemination strategy by the implicit or explicit feedbacks received from the environment we communicate with. These changes are expected to continuously include some experimenting to find the best methods in reaching our goals. Dissemination activities of other research projects will be an important source of ideas and benchmark for our dissemination strategy. Overall goal is an optimization in order to improve the dissemination's performance so that it runs with less effort, but produces more results.

6.1.3 Input for the Exploitation Plan

Dissemination is an important basis to the exploitation of project results. The interactivity is therefore essential: dissemination should serve exploitation needs, and to make that happen, exploitation needs must be clarified early and built into dissemination endeavors.

Our initial aims with regard to exploitation of project results are described in Section 5.3.1 and 5.3.2 (Dissemination strategies concerning the scientific community and the industry). Beyond these, the working dissemination process will tell us what directions are the most promising to steer towards. This experience will provide further input to the AHEAD consolidated commercial exploitation strategy and business plan (D5.6).

7 Annual forecast and reports

This section reports all scientific and general publishing and dissemination activities that emerged from the AHEAD project. The publication and dissemination activities will focus on different target user groups and will support the distribution of the project results to communities like scientists, primary users (seniors), secondary users (formal, informal caregivers), tertiary users (business related organisations, local authorities, healthcare providers) and the wider public.

These activities include the development of several dissemination materials (leaflets, posters, newsletters, bulletins, hand-outs, etc.), participation in scientific conferences and events, workshops, press conferences and releases, presentations to companies and exhibitions, etc.

The following types of disseminations will emerge from the AHEAD project:

- **Scientific:** Scientific disseminations in form of abstracts, posters, papers, oral presentations at scientific events
- **General:** General dissemination activities in form of hand-outs, leaflets, flyers, posters, news-letters
- **Press:** Press releases in mass media, newspapers and bulletins
- **Exploitation:** Hand-outs, leaflets, flyers, posters, presentations at industry oriented events (e.g. exhibitions) or direct to commercial companies

An update of this chapter is delivered at least once per year, providing an overview of the current status together with an outlook on the dissemination activities planned for the next year.

7.1 Dissemination activities 1st year

This section includes the dissemination forecast and report for the 1st year of the AHEAD project.

7.1.1 Dissemination forecast 1ˢᵗ year

The table below includes a list of planned dissemination actions of the consortium for the 1ˢᵗ year of the AHEAD project (Types: scientific, general, press, exploitation).

Dissemination Forecast 1ˢᵗ year				
Date	**Partner(s)**	**Event**	**Type**	**Expected Outcome**
March 26-29, 2014	JOH	Project presentation, Seniorenmesse, Vienna, Austria	Exploitation	Participation, input for exploitation plan
April 26 – May 1, 2014	CURE	Conference, scientific publication, CHI 2014	Scientific	Paper, oral presentation
May 22-23, 2014	JOH, CURE	Scientific publication or workshop, eHealth 2014 Vienna, Austria	Scientific, Exploitation	Paper, oral presentation, workshop paper
May 25-29, 2014	FZI	Scientific conference, ESCW creta	Scientific	Paper, oral presentation
August 31- September 3, 2014	FZI	Conference Mensch & Computer, Munich	Scientific	Paper, Oral presentation
September 7-10, 2014	FZI	GMDS Jahrestagung (Anniversary)	Scientific	Paper, Oral presentation

7.1.2 Dissemination report 1st year

The table below includes a list of the executed dissemination actions of the consortium for the 1st year

of the AHEAD project (Types: scientific, general, press, exploitation)

Dissemination Report 1st year					
Date	**Partner(s)**	**Event**	**Type**	**Expected Outcome**	**Indicative coverage**
September 26, 2013	IMA	Reha-CARE Düsseldorf	General, Scientific	Oral presentation, Raising awareness for the project and getting an initial feedback Representing EU funded highlights	
November 15, 2013	IMA	Magazine publication: Article in TP 55plus Magazin page 20	Exploitation	Raising awareness for the project and giving end users the chance to participate in AHEAD	
June 2014	ATOS	Axia Magazine	Exploitation	Press release	More than 1000 Atos' customers received this magazine
January 23, 2014	FZI	German National VDE Working-group "AAL Interoperability"	Oral presentation	Networking, Raising awareness/ feedback to AHEAD systemarchitecture	
April 4-5, 2014	ATOS, Tecnalia	XI congreso de AEDA	Project presentation	poster	

7.1.3   Target achievement 1st year

The main focus of the dissemination activities in the first year of the project is to raise awareness for the general idea of the project in the scientific community and the general public.

Achieved dissemination goals will be updated regularly in this document.

7.2 Dissemination activities 2nd year

This section includes the dissemination forecast and report for the 2nd year of the Ahead project.

7.2.1   Dissemination forecast 2nd year

The table below includes a list of planned dissemination actions of the consortium for the 1st year of the AHEAD project (Types: scientific, general, press, exploitation).

Dissemination Forecast 2nd year				
Date	**Partner(s)**	**Event**	**Type**	**Expected Out-come**
Late summer 2014	CURE, All	Project presentation at AAL Forum, Bucharest, Romania	Scientific	Abstract, oral presentation
October 20-22, 2014	JOH, CURE	Scientific publication, ASSETS 2014, Rochester, NY, USA	Scientific	Paper, oral presentation
October 15-17, 2014	BRU	Congress of hearing care professionals	Exploitation	Oral presentation
November 21-23, 2014	JOH	Wiener Senioren-messe	General	Interview part-ners, Raising awareness, public outreach
Autumn 2014	CURE	Conference, scientific publication, TBD	Scientific	Oral presentation, paper
April 2015	CURE, Johan-niter	eHealth SUMMIT	Conference	Paper, Postersession, Presentation

| June 2015 | TEC | 7th International Conference on e-Health | conference | Oral presentation, paper |
| January | FZI | AAL Kongress Berlin | Conference | Paper, Oral Presentation |

7.3 Dissemination activities 3rd year

This section includes the dissemination forecast and report for the 3rd year of the Ahead project.

7.3.1 Dissemination forecast 3rd year

Dissemination Forecast 3st year[34]				
Date	Partner(s)	Event	Type	Expected Outcome
August 2015	TEC	IEEE EMBC	Scientific	Oral presentation, paper
October 2015	TEC	IEEE International Conference on E-health Networking, Application & Services (Healthcom)	Scientific	Oral presentation, paper
January 2016	IMA	German AAL-Kongress	Presentation	
March 2016	Atos/Tecnalia	Spanish Congress	Oral presentation	Improve awareness of project results among specialized audience

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[34] This table provides a preliminary outlook on the dissemination activities in the 3rd year of the AHEAD project. A comprehensive forecast for the 3rd year will be developed in a further update of this deliverable.

7.4 Conclusion

This report contains a detailed overview on all scientific and general dissemination and exploitation activities that emerged from the AHEAD project within the first year of the project. This in particular includes a dissemination report on the dissemination activities performed in the first 12 months of the project together with a dissemination forecast for the second year of the project. This deliverable will be continuously updated. The final version of this deliverable is planned for M36.

Annex A: External events of relevance to AHEAD

Scientific Conferences

Dissemination level	Event	Frequency / Details
International	*ISG*ISARC2012:* **World Conference** on technologies and technology use to serve the aging society **(Gerontechnology), http://www.futuresiteconferences.nl/index.php/isg-isarc/ISGISARC2012/**	Biennial / Eindhoven/The Netherlands
International	*Persuasive: Design for health and safety*, http://www.ida.liu.se/conferences/persuasive2012/)	Annual / Linköping /Sweden
International	*ACM Mobile HCI,* http://mobilehci.acm.org/2014/	Annual / September 23-26, 2014 Toronto/Canada
International	*ACM Ubiquitous Computing,* http://ubicomp.org/ubicomp2014/	Annual / September 13-17, 2014 Seattle/USA
International	*ACM User Interfaces Software and Technology (UIST),* http://www.acm.org/uist/uist2014/	Annual / October 5-8, 2014 Honolulu, Hawaii/USA
International	*Nordic Conference on HCI (NordiCHI),* http://nordichi2014.org/	Biennial / October 26-30, 2014, Helsinki/Finland
International	*ACM Assets Computers and Accessibility (ASSETS),* http://assets14.sigaccess.org/	Annual / October 20-22, 2014 Rochester, NY/USA
International	*ACM Intelligent User Interfaces (IUI),* http://www.iuiconf.org/	Annual / February 24-27, 2014 Haifa/ Israel
International	*Human Factors in Computing Systems (CHI),* http://chi2014.acm.org/	Annual / April 26- May 1, 2014 Toronto / Canada

International	*IFIP Conference on HCI (INTERACT),* http://www.interact2015.org/	Annual / September 14-18, 2014 Bamberg / Germany
International	*AAL Forum,* http://www.aalforum.eu	Annual / Bucharest/Romania
International	*International Conference on Smart Homes and Health Telematics (ICOST),* http://www.icostconference.org/icost2014	Annual / ? Colorado / USA
International	*International Conference on Computers Helping People with Special Needs (ICCHP),* http://www.icchp.org	Biennial / July 9-11; Pre-conference July 7 – 8, 2014 Paris / France
International	*International Conference of the IEEE Engineering in Medicine and Biology Societ (IEEE- EMBC),* http://embc2014.embs.org	Annual / August 27-31, 2014 Chicago / USA
International	*International Conference on Acoustics, Speech, and Signal Processing (ICASSP),* http://www.icassp2014.org/home.html	Annual / May 4-9, 2014 Florence / Florence
International	*Conference of the International Speech Communication Association (Interspeech),* http://www.interspeech2014.org	Annual / September 14-18, 2014 Singapore
International	*European Signal Processing Conference (EUSIPCO),* http://www.eusipco2014.org	Annual / September 1-5, 2014 Lisbon / Portugal
National (AT)	*IKT-Forum,* http://www.iktforum.at	Annual / July 8-9, 2014 Linz / Austria
International	*International conference on Speech and Computer (SPECOM)* http://www.specom.nw.ru/	Annual / October 5-9, 2014 Novi Sad / Serbia
National (AT)	*eHealth 2014*	Annual / May 22-23,

	http://www.ehealth20xx.at/eHealth2014/	2014 Vienna / Austria
National (DEN)	*DTAS* http://www.dtas.info/	Annual / September 12-13,2014, Stouby, Denmark
National (DEN)	*DOKS annual meeting* http://www.doks.webbyen.dk/	Annual / October 9-10,2014 Otosurgeons, Denmark
National (GER)	*EUHA – Hearing industry conference* http://www.euha.org/home-en/	Annual / October 15-17,2014, Hannover, Germany
International	*AudiologyNOW – Academy of Audilogy conference* http://www.audiologynow.org/	Annual / March 26-29,2014 Orlando, USA
National (UK)	*OSSEO (International Symposium on Bone Conduction Hearing – Craniofacial Osseointegration)* http://www.osseo2013.com/	Not Annual, 2015 ?
National (UK)	*British Academy of Audiology*	Annual / November 20-21, 2014, Bournemouth, UK
National (DEN)	*DTAS – Audiology* http://www.dtas.info/aarsmoede_2014.php	Annual / September 12-13, 2014 Stouby, Denmark
International	*11. ITG-Fachtagung Sprachkommunikation* http://www.lms.lnt.de/itgspeech2014/en/cfp.php	24.-26. September 2014 in Erlangen

Industrial Networking Events, Public Events, Fairs

Dissemination level	Event	Frequency / Details
International	*AAL SUMMIT*, http://www.aaltci.org/2014summit/	Annual / May 18-20, 2014 Cansas City, USA

International	*Medica 2014* *Internationale Fachmesse für Medizitechnik*	Annual/ November 12-15, 2014 Düsseldorf, Germany
National (GE)	Gesundheitstage Messe für Gesundheit, Sport und aktives Leben	Annaul / March 1-3, 2014 Eckernförde, Germany
National (GE)	*G'sund* *Rund um die Gesundheit*	Annaul /April 12-13, 2014 Ravensburg, Germany
International	REHA Care Düsseldorf *www.**rehacare**.de*	Annual (24.-27.09.2014)
National (GER)	Gesund und Vital Puplikumsmesse	Annual / May 9-11, 2014 Kempten, Germany
National (AT)	*Seniorenmesse,* http://www.senior-aktuell.at/	Annual / March 26-29, 2014 Vienna/Austria
National (AT)	*Herbstseniorenmesse,* http://www.wiener-seniorenmesse.at	Annual / ?
National (GER)	Internationaler Hörgeräteakustiker-Kongress *http://www.euha.org/*	Annual, ? /Germany
International	BCIG annual meeting – British Cochlear Implant Group	Annual / March 27-28, 2014, Leeds, UK
National (DEN)	Bispebjerg Hospital Annual Meeting	Annual TBD / DEN
National (GE)	Medtec Fachmesse für medizintechnik	Annaul / June 3-5, 2014 Stuttgart, Germany
International	Internationaler Hörgeräte Kongress	Annual / October 15-17, 2014 Hannover, Germany
National (GE)	AAl Kongress www.aal-kongress.de	Annual / January, Berlin, Germany
National (GE)	Mensch & Computer	Annual / September,

		Germany
National (GE)	GMDS (Conference of German Medical Informatics Scientific Community)	Annual /Germany
National (SP)	Congreso national SEEGG http://congreso.seegg.es/	Annual / April 3-4, 2014 San Sebastian, Spain
National (SP)	Congreso de la Sociedad Espanola de Geriatía y Gerontología http://geriatria2014.com/index.php/es/	Annaul / May 21-23, 2014 Barcelona, Spain
National (SP)	Congreso Nacional de Audiología http://www.aedaweb.com	Annual / April 4-5, 2014, Oviedo, Spain

Annex B: Media of relevance to AHEAD

Scientific Journals

International	*Archives of Gerontology and Geriatrics,* http://www.elsevier.com/wps/product/cws_home/506044
International	*Journal of Gerontology: Psychological Sciences,* http://psychsocgerontology.oxfordjournals.org
International	*Gerontechnology,* http://gerontechnology.info/index.php/journal/
International	*Health Informatics Journal,* http://jhi.sagepub.com/
International	*International Journal of Technology Assessment in Health Care,* http://journals.cambridge.org/action/displayJournal?jid=THC
International	*Journal of Telemedicine and Telecare,* http://jtt.rsmjournals.com
International	*Technology & Disability,* http://www.iospress.nl/journal/technology-and-disability/
International	*Technology and Health Care,* http://www.iospress.nl/journal/technology-and-health-care/
International	*Computers in Human Behavior,* http://www.journals.elsevier.com/computers-in-human-behavior
International	International IEEE Journal of Pervasive Computing
International	*International Journal of Biomedical Decision Making*
National (SP)	*Auditio* *http://www.auditio.com/revista/*
National (Sp)	*Revista Española de Geriatría y Gerontología* *http://www.sciencedirect.com/science/journal/0211139X*

Public Media

National (AT)	*Die Johanniter – Das Magazin der Johanniter-Unfall-Hilfe in Österreich*
National (AT)	*ab5zig,* http://www.ab5zig.at

National (AT)	*Unsere Generation,* http://www.pvoe.at/?pid=3
National (AT)	*Golden Age,* http://www.goldenage.eu
National (AT)	*Guide 50plus,* http://www.seniormedia.at/print/2/
National (AT)	*Seniorenbüro der Stadt Wien,* http://www.global50plus.at
National (AT)	*Pressetext Austria,* http://www.pressetext.at
National (UK)	*ENT & Audiology News* http://www.entandaudiologynews.com/
National (UK)	*Audacity – BSA magazine* http://www.thebsa.org.uk/
National (UK)	*BAA Magazin* http://www.baaudiology.org/
National (GER)	*Hörakustik* http://www.hoerakustik.net/
International	*AudioInfos – Worldwide* http://www.audio-infos.de/
National (Den)	*Hørelsen* http://hoereforeningen.dk/hoereforeningen/medlemsblad/medlemsblad
National (GE)	*Wegweiser Pflege und Technik* *http:/www.wegweiserpflegeundtechnik.de*
National (GE)	*DGTelemed* *www.telemedizin.de*
National (GE)	*Ehealth.com* *www.ehealth.com*
National (SP)	*Diario Médico* *www.diariomedico.com*