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CaMeLi

Care Me For Life

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Abstract:

The following document describes the objectives for the dissemination activities of the CaMeLi project, it presents the overall project dissemination strategy, explains some of the tools and techniques deployed to facilitate dissemination, and it introduces some of the dissemination activities that have already occurred or are planned

Keywords: Dissemination, Promotion; Results; Diffusion, Strategy, Plan, CaMeLi

Classification and approval

Classification: Public

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1 Introduction

1.1 Summary

The purpose of this document is to define the objectives for the dissemination activities of the CaMeLi project. It presents the overall project dissemination strategy, explains the instruments, tools and activities used to facilitate the dissemination and presents a planning for the dissemination activities during the project period. Further, this deliverable also identifies the key audience for the project results and supporting efforts and the content that should be communicated to the targeted audience.

To reach the awareness level intended, dissemination will be supported by communication materials, such as a web site, a blog, a wiki, newsletters, leaflets and posters. Important are also good, long-term relations to national and local media.

In addition to this, project members will participate at conferences and workshops, and such activities will also be arranged within the project. A graphical identity will be created, with logo and templates for text documents and presentations.

The report is targeted at consortium partners and commission services but also to European and International stakeholders to exchange experience and ideas about the activities of the project. This document has to be used as guide reference by each partner in driving the CaMeLi communication and dissemination activities.

1.2 Structure of this Document

The following items are identified and deeply explained in this document:

- The objectives, the impact and the added value of dissemination for CaMeLi, the target groups and the approach to address them are described in section 2
- The tools, the instruments and the rationale for their use, in section 3
- The activities planned for Year 1 and for Year 2 in section 4

1.3 Relationships with other Deliverables

Deliverable D6.2 “Dissemination Strategy and Plan”, is one of the main deliverables of WP6 “Dissemination, Exploitation and Standardization”. The deliverable aims at setting the foundations of the exploitation of results, which will derive from the activities performed within the other work packages of the project. It aims to promote these activities and raise public awareness, and among the project partners through the use of different communication tools which are described later in this document. This deliverable related to D6.1 by the fact that it also describes the project website and the collaborative intranet platform. However, while D6.2 describes these two activities briefly, D6.1 describes the activities in more detail.

1.4 Contributors

Table 1: Revision History

Version	Date	Reason	Revised by
V1	22-08-2013	Initial version	Maher Ben Moussa
V2	13-11-2013	Updated Version	Maher Ben Moussa

Table 2: Authors

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2 The Communication and Dissemination in CaMeLi

CaMeLi seeks to provide automated services with the purpose of assisting elderly people in their daily activities and assist in the provision of a comfortable quality of care. The CaMeLi project utilizes common tablet devices, installed in the living quarters of the user, with innovative avatar interfaces that are able to recognize the users' affective state and behaviour as well as express emotions and other human-like behaviours. This virtual avatar thus assists in the daily activities of the elderly user and is able to aid in the care of the user through a Co-Care communication platform consisting of actual formal and informal human care-givers.

This chapter describes how the CaMeLi dissemination strategy tries to reach and influences its audiences, i.e., stakeholders, general public or governmental organisations, on a long term basis. So, it gives an idea about the strategic impacts of the dissemination policy on the target groups of CaMeLi. Thus, it is worth to first target the audiences to be reached by the dissemination policy of the project, and consequently to describe the objectives and the strategy.

2.1 Dissemination Targets

The CaMeLi consortium identified three main groups of targets susceptible to be interested in being informed about the activities developed within the project, which will be addressed through different approaches and tools. Three dissemination targets are used to categorise these groups with different interests in the project:

1. **Local dissemination of the project results:** The entities included in this group represent the end-users of the CaMeLi solution and the persons around whom the services will be developed. This group includes the elderly people who will serve as the final customers and the formal and informal care persons (family, friends, neighbours, care organizations of / for the elderly people). Private or public organizations that contribute to finance or enabling AAL products and services. Private or public organizations that contribute to finance or enabling AAL products and services are also viewed as interested in the project results. This includes groups such as public sector service organizers, social security systems, insurance companies, etc.
2. **Dissemination of general applicability of project results worldwide:** The entities targeted in this group are viewed to be interested in the project in order to evaluate its applicability and potential adaptation to other markets or sectors of activity. This includes groups such as development agencies in Europe, associations of Assisted Living (independent living, nursing homes, continuing care and home care), senior centres, public sector service organizers, social security systems and insurance companies
3. **Dissemination of commercial potentials:** The organizations part of this target group are represented by SMEs (sellers and service providers), Care organizations, Venture Capitalists, Public sector service organizers, Social security systems, Insurance companies and Telecommunications operators are considered to be interested in commercialization opportunities arising from the developments made within the CaMeLi project.

2.2 Dissemination Objectives

The aim of Deliverable D6.2 “Dissemination Strategy and Plan” is to promote the dissemination of the project results via two main lines of communication, namely (1) internal communication amongst the partners and (2) dissemination towards the main stakeholders of the Ambient Assisted Living sector.

The dissemination of the aims and both partial and final results of the project at various stages of realisation is one of the basic goals of the dissemination strategy of CaMeLi. Dissemination includes both the dissemination to all relevant stakeholders in the European Union and in the sector and the communication among the project partners. The present document lists the dissemination actions in detail. It will be continually supplemented with new information about dissemination activities that have already realised.

3 Dissemination Instruments, Tools and Activities

The activities of raising public participation and awareness are at the basis of project success. Several actions will be undertaken with such aim:

Online actions:

- E-mail, e-newsletters, social media tools and the CaMeLi website will promote the project and its activities. Press release and articles will be published. Such activities will support the awareness creation on the CaMeLi space and will therefore support the exploitation of the project results. Finally, articles and press releases will be published in order to spread the information to a broad audience.

Offline actions:

- The planned workshops, for end-users and developers will offer ideal opportunities to the project to gather direct feedback from the targeted Ambient Assisted Living community, while ensuring that the services offered through CaMeLi stay up to date, and address the needs of the various stakeholders involved. These fora will be focused on establishing synergies between participating stakeholders, while collecting their feedback in order to ensure the CaMeLi platform fully addresses their needs.
- Several dissemination workshops will be organised following the end-user and professionals' fora and workshops. These dissemination workshops will serve as concentration events where the various CaMeLi stakeholders can present their achievements, and attract interested parties.

3.1 The CaMeLi Logo



Figure 1 CaMeLi Logo

The building of the project's image started with the design of a distinctive logo. This logo will be included in the design and production of the CaMeLi website, leaflets, and posters, as well as in all the public and private communication material produced by the consortium.

3.2 Project Promotion Material

3.2.1 Brochure Design

A first CaMeLi brochure will be produced at the beginning of the project with general information about the CaMeLi project and the activities that will be developed within the project. It will provide information about the project as a whole, its objectives and expected results, and information about the consortium. This document will be available in electronic format and used as communication material to be sent by email to better explain the CaMeLi project aims and objectives. A printed version of this brochure will also be used in order to ensure the promotion of the project by all the partners when participating in events.



3.2.2 Poster Design

One poster is envisaged to be produced in colour and in 103x186 cm format. It will inform about general actions of CaMeLi and will be used mainly in dissemination events, displayed during the fora and other thematic workshops. During the course of the project, a second poster could be realised, depending on future results and knowledge acquired. An exemplar of the poster will also be placed in a visible place of the offices of each partner to disseminate the project activities towards other colleagues of the organizations and external visitors.

3.3 The Project Website

The CaMeLi website was set up at the very beginning of the project and has been one of the main sources of public dissemination for the objectives, activities and publications of the consortium. The idea is to keep all the sections of the website updated and to “animate” all the online activities, to be sure users return to the website at regular intervals. The website address is <http://www.cameli.eu/>.



Figure 2 CaMeLi Website Main Page

The information presented in the CaMeLi website is:

Home: This section gives an introduction of the project and the main navigation of the website.

Project: Information related with the CaMeLi project – Description, Motivation and Objectives.

News and Upcoming Events: A list of news related to the CaMeLi project and the upcoming events of the project

Consortium: Affiliations of partners and links to their corresponding web pages are presented.

Resources: All the public material related with the CaMeLi project – Deliverables, Scientific Publications, Promotional Material, and Multimedia Resources.

Contacts: The contact info of the project coordinator is given for contact purposes. This section also has a "feedback and comments" part to all the users that want to give their contribution to the CaMeLi project.

Furthermore, on the left side of the website there is always a **search field** where the users can search and access the site's published content

3.4 The Collaborative Intranet Platform

The CaMeLi collaborative intranet platform was set up at the very beginning of the project based on Redmine¹ and has been one of the main platforms for collaboration between the consortium's partners.

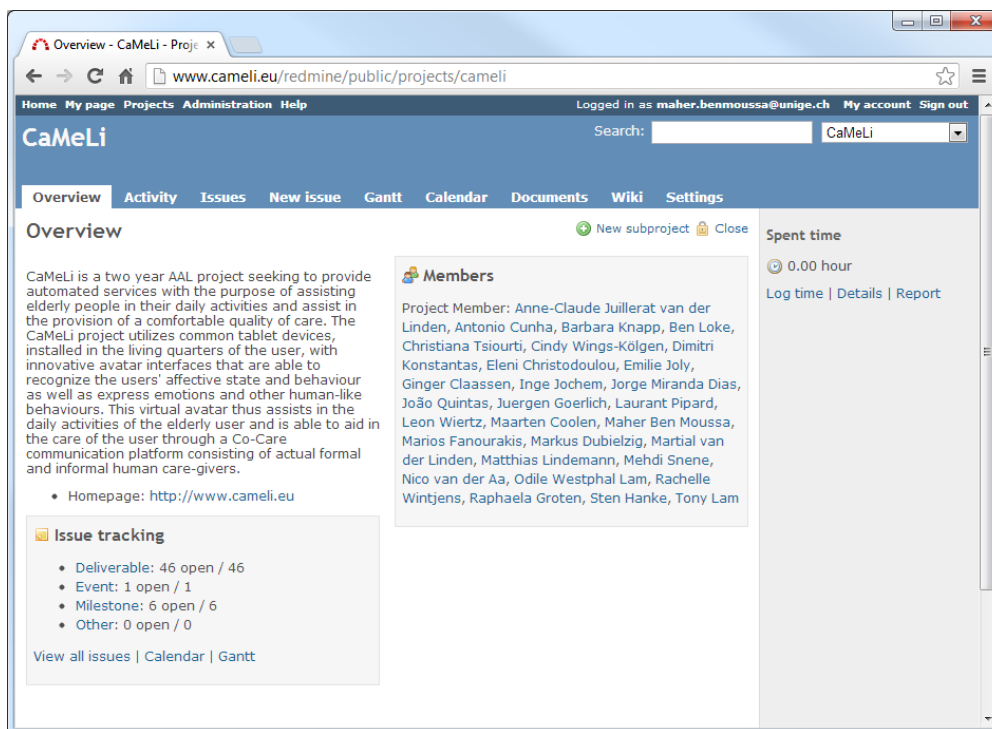


Figure 3 Project Intranet Platform

The CaMeLi collaborative intranet platform:

¹ <http://www.redmine.org/>

- Facilitates the collaboration between the project partners
- Enables the partners to create new tasks and assign them to co-collaborators in the task
- Enables the partners to track the project tasks progress
- Offers a communication platform between the partners
- Facilitates document management and software management inside the consortium

3.5 Online Meetings Platform

The CaMeLi Online Meeting platform is based on Adobe Connect² and is provided by University of Geneva to organise meeting for the project online. It consists of a web conferencing platform with many useful features that make online meetings as efficient and effective as real meetings.

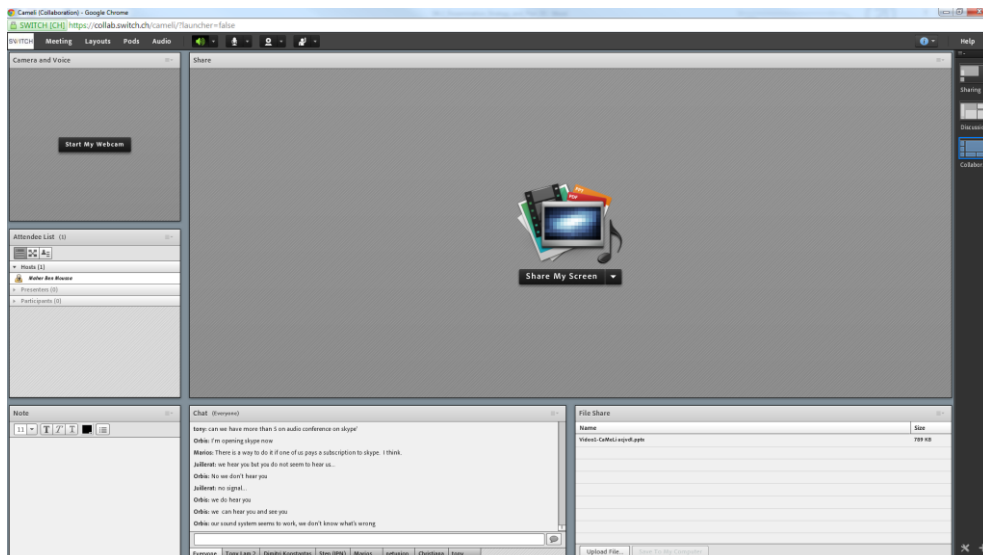


Figure 4 CaMeLi Online Meetings Platform

CaMeLi online meeting platform supports the following features:

- Audio and video conferencing
- Meeting recording
- Screen sharing
- Notes, chat, and whiteboards
- Polling

² <http://www.adobe.com/nl/products/connect/>

3.6 Facebook Account

The CaMeLi Facebook page was set up at the very beginning of the project to serve next to the website as an important source of public dissemination for the objectives, activities and publications of the consortium. The idea is to always update the CaMeLi Facebook page whenever new activities, events, new multimedia resources or other important issues occur.

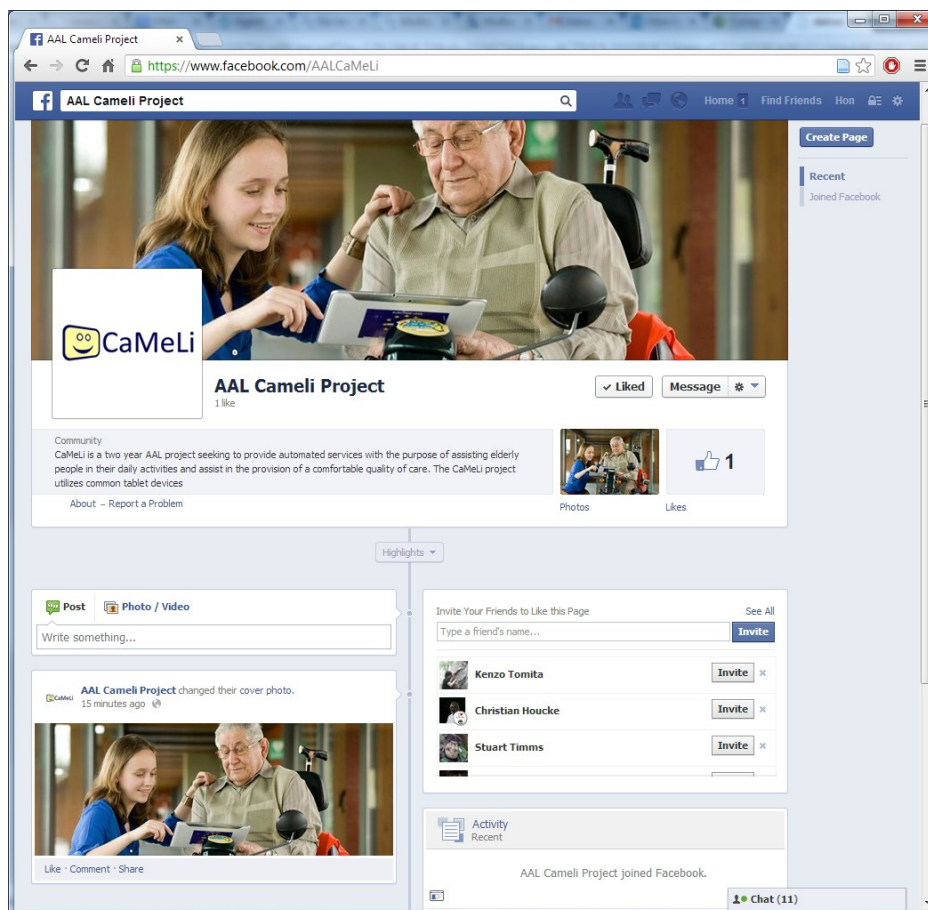


Figure 5 CaMeLi Facebook Page

3.7 Events

CaMeLi aims to take part in different events to aware its scopes, to gather information about the Ambient Assisted Living state of the art, and inform about the developments made within the project.

3.7.1 Workshops

Each WP leader will organize an annual internal project workshop aiming to present the WP achievements to the other partners, together with project meetings, to reduce expenses. Moreover the industrial partners who participate in the project will organize one workshop aiming to present the achievements of the project to their company. These workshops will be organized during the last year of the project, in order to facilitate take-up of project results.

Workshops aiming to raise awareness among project end-users about project approach and achievements will be organized by end-user partners during the second year of the project.

3.7.2 *Open doors days*

In the second year of the project, the organisation of “open doors” days at the trials sites (ORBIS and VIVA), where stakeholders and policy makers will be invited, will be arranged.

3.8 Media Channels

The CaMeLi partners plan to disseminate the project result and ongoing activities via public media, presentations and papers to enable CaMeLi material to be widely disseminated through journals, newspapers and magazines and speaking opportunities at appropriate conferences and seminars, including other events funded under the AAL Joint Programme.

3.9 Scientific Dissemination

All partners will produce articles for significant scientific journals such as Journal of Ambient Intelligence, Smart Environments, IEEE PervasiveHealth, Journal of Assistive Technologies, Computer Animation and Virtual Worlds, Virtual Computer and Gerontechnology. Publication and presentation of project progress in international conferences through organization of at least 2 international workshops, in conferences such as IEEE PerCom, Intelligent Environments, IET Assisted Living, annual ACHI Advanced Human Computer Interaction, ICOST, AAATE and the international Measuring Behaviour biennial conference. Noldus is the initiator and organizer of the international Measuring Behaviour conferences. This interdisciplinary biennial event, held for the 8th time in 2012 with over 300 delegates, is entirely focused on methods, techniques and tools for the study of behaviour. Future editions of the conference will serve as a dissemination platform for CaMeLi project results.

3.10 Synergies and Exchange of Experience with Supporting Activities

The CaMeLi project will promote the synergy and the exchange of experience with other supporting activities under the AAL Joint Programme and similar initiatives at National and European level in order to disseminate the project results and ongoing activities efficiently.

It will be useful to establish a continuous communication and collaboration among the projects. This collaboration could be:

- The exchange of speakers and the organisation of joint workshops, seminars and the participation in events.
- Link exchange on the website
- Cross participation on the newsletter of each project

An initial target list of projects with which to cooperate includes:

- Ongoing IST projects (IPs): Miraculous-Life
- Funded and running projects in the call 1 and 2 of the Ambient Assisted Living Joint Programme (AAL JP)
- Projects executed within the forthcoming CIP Ageing Well call

So far the following projects have been identified, and will be contacted in order to establish synergies and exchange of experience:

Table 3 List of projects identified

<p>EDLAH Project (May 2013 – April 2015) http://edlah.eu/</p>	<p>The EDLAH international research project consists of creating a service system for the elderly to stay autonomous as long as possible. The project is built for a tablet and offers five different services such as Health and Nutrition, Social network, Medicine and Object location. The project consortium is composed of 3 companies, 2 research institute and 2 nursing homes.</p>
<p>Active Ageing Project (August 2008 –January 2011) http://www.seniorsport.eu/cms/finland/active-aging-in-tampere-region-aktiivisesti-ikaantyen-pirkanmaalla.html</p>	<p>Lead by Tampere University of Applied Sciences (TAMK), the project aims to share good practices on supporting of Active Ageing and preventive elderly care by connecting education and working life. The project is based on the TAMK projects “Active Ageing in Tampere Region” and “Living Lab on Wellbeing Services and Technology”.</p>
<p>Co-Living Project (October 2010 – October 2013) http://project-coliving.eu/</p>	<p>The co-living project focuses on the development of a tablet-based Virtual Collaborative Social Living Community for Elderly people, aiming to stimulate and prolong their independent and active living in an outward environment through an advancement in elderly people social interaction, contributing thus positively to their wellbeing.</p>
<p>FP7 – Miraculous Life (December 2013 – December 2016)</p>	<p>This project has as its aim to design, develop and evaluate an innovative user-centric technological solution, the Virtual Support Partner (VSP), attending to the elder (65+) daily activity and safety needs, while the elder goes about his normal daily life. The VSP will provide implicit daily activities support which is based on behaviour and emotional understanding and appropriate respond exhibiting distinctive emotions, deliver in a human like way simulating in essence the interaction with a real life partner.</p>
<p>The social Robot project (November 2011 – November 2015) http://mrl.isr.uc.pt/projects/socialrobot/</p>	<p>This project aims to provide an answer to the demographic change challenge, through knowledge transfer and the creation of strategic synergies between the project's participating academia and industry regarding the development of an integrated Social Robotics system (SocialRobot) for "Ageing Well".</p>
<p>AAL - Elderly friendly MObility Services for Indoor and Outdoor sceNarios (E-MOSION) (July 2012 – January 2015) http://emosion-project.eu/</p>	<p>This project aims at enabling integral outdoor and indoor localization and mobility services for elderly people with age-related sensory (visual, auditory) and cognitive (memory) impairments that help them in their daily routine activities far from home. Special</p>

	<p>attention is given to key activities for their autonomous living (e.g. shopping, banking) and with a particular societal benefit (e.g. accompanying grandchildren); procuring active and convenient engagement of all relevant stakeholders (relatives, health-social-security services, establishments).</p>
<p>FP7 ITN – iCareNet (January 2011 – January 2015) http://www.icarenet.eu/</p>	<p>CareNet is a Marie Curie Initial Training Network aiming at the training of PhD candidates and performing research on context-aware systems for healthcare, wellness, and assisted living (HWA) applications. iCareNet unites efforts of an interdisciplinary network of leading European research groups and a strong industrial and clinical participation.</p>

4 Dissemination Planning

In the next section summarizing tables divided into two years are used to present a list of events where CaMeLi participation is planned, and to show what are the next steps regarding the dissemination of the project. The planning below is not static and will be updated with new events and actions throughout the life of the project.

4.1 First Year Plan

The following two tables list an overview of the CaMeLi dissemination activities. The first table contains some events already identified by the consortium as opportunities to disseminate CaMeLi project's results. The second table lists the planned activities in the first year of the project.

Table 4 Events Plan Table (1st Year)

Name of Event	Type of Event	Date	Location	Link	Partner Involved
AAL Forum 2013	Congress	25-09-2013	Norrköping, Sweden	http://www.aalforum.eu/	Orbis
RehaCare Cogress 2013	Congress	25-09-2013	Düsseldorf, Germany	http://www.rehacare.de/	SAG
International Event of the AgeingWell Network	Workshop	19-09-2013	Vilamoura, Portugal	http://www.ict-ageingwell.net/	Citard
Nacht der Unternehmen	Congress	06-11-2013	Aachen, Germany	http://www.nachtderunternehmen.de/aachen/	Orbis

Table 5 Action Plan Table (1st Year)

Name of Action	Type of Action	Date	Information to Dissemination	Partner Responsible
Logo	Implementation of the Project Logo	M2	Project communication tool	UNIGE
Poster	Design of the Poster	M12	Generic information about the project expected outcome and actions	UNIGE
Brochure	Design of the brochure	M12	Generic information about the project expected outcome and actions	UNIGE
Website	Design and implementation of the website	M2	All information about the project, its ongoing activities, public deliverables, newsletter,	UNIGE

			community forum	
Deliverables Template	Design and implementation of Deliverables Template	M1	Project communication tool	UNIGE
PPT Template	Design and implementation of PPT Template	M2	Project communication tool	UNIGE
Facebook	Launch of the Facebook account	M3	Project communication tool	UNIGE
Scientific Articles	Publication of articles in relevant sector and scientific journals	M1-M12	Project achievements	All partners

4.2 Second Year Plan

The following two tables list an overview of the CaMeLi dissemination activities. The first table contains some events already identified by the consortium as opportunities to disseminate CaMeLi project's results. The second table lists the planned activities in the second year of the project.

Table 6 Events Plan Table (1st Year)

Name of Event	Type of Event	Date	Location	Link	Partner Involved

Table 7 Action Plan Table (1st Year)

Name of Action	Type of Action	Date	Information to Dissemination	Partner Responsible
Video	Creation of a video to explain the	M16	Project communication tool	UNIGE

	project			
Scientific Articles	Publication of articles in relevant sector and scientific journals	M1-M12	Project achievements	All partners

5 Conclusion

The CaMeLi project dissemination plan is in good progress. The project website is running and will be a key tool in the dissemination of the project. A brochure has been produced, as well as a poster for the dissemination at larger events. The dissemination plan shows that quite a few activities are planned and some of them are already being carried out. The dissemination plan is extensive, and the partners will strive to meet the aspirations for disseminating the project progress and findings. Moreover, the dissemination plan will undergo changes in activities and time as the project progresses and new initiatives will have to be considered. The dissemination strategies, tools and activities will be reviewed throughout the project duration to support the emerging and evolving needs of the project. At the end of the project, a final plan for disseminating the knowledge from the CaMeLi findings will provide a complete picture of all activities undertaken and how the results can be exploited in European and International market.

6 Glossary

Table 8: List of terms, abbreviations and acronyms

ICT	Information and Communication Technology
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7 References

- [1] IEEE format.....
- [2]

Annex A: Title of Annex

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