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AMBIENT ASSISTED LIVING, AAL

JOINT PROGRAMME

ICT-BASED SOLUTIONS FOR ADVANCEMENT OF OLDER PERSONS'  
INDEPENDENCE AND PARTICIPATION IN THE "SELF-SERVE SOCIETY"

**D1.3**

**Dissemination**

Project acronym: **GeTVivid**  
Project full title: **GeTVivid - Let's do things together**  
Contract no.: **AAL-2012-5-200**  
Author: **PLUS**  
Dissemination: **Public**



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## TERMINOLOGY & ABBREVIATIONS

E.g..... Example given

HbbTV..... Hybrid Broadcast Broadband TV

## 1. EXECUTIVE SUMMARY

### 1.1 Link with the objectives of the project

A widespread dissemination of the GeTVivid project's objectives and results is considered as crucial for the success of the project, as it will facilitate the later commercial exploitation (market introduction) and deployment of the GeTVivid platform. Task 1.3 aims at creating a dissemination plan, which describes the dissemination activities of the results of the project among interested multidisciplinary communities (e.g., technical and research institutions, IT companies and service providers, associations of future users, other potential customers or stakeholders such as municipalities and local/regional authorities) in order to raise awareness and interest on the developed GeTVivid platform. This is done in order to facilitate the reuse and development of parts of the project results, as well as to raise public awareness of the developed technologies and solutions. The objective of the dissemination plan is to identify and organise the activities to be performed by the consortium.

### 1.2 State of the art

According to Harmsworth and Turpin [2000] it is worth considering dissemination in three different ways:

1. *Dissemination for Awareness*

Awareness of the work of the project may be useful for those target audiences that do not require a detailed knowledge of the work but it is helpful for them to be aware of the activities and outcomes. Creating such an awareness of the project's work helps the "word of mouth" type dissemination and helps to build an identity or profile within the community.

2. *Dissemination for Understanding*

Directly target a number of groups/audiences that can benefit from what the project has to offer. It is important that these groups/audiences have a deeper understanding of the project's work.

3. *Dissemination for Action*

Action is referring to a change of practice resulting from the adoption of products, materials or approaches offered by the project. The targeted groups/audiences are people that are in a position to influence and bring about change within their organisations. These are the groups/audiences that need to be equipped with the right skills, knowledge and understanding of the work in order to achieve a real change.

These three ways are taken as a basis for brainstorming and defining our dissemination plan and activities in the following sections.

## 2. DISSEMINATION BRAINSTORMING

One of the difficulties is that the project team usually understand what they are trying to achieve but that the target audience does not. There is helpful in first step to articulate in clear and easy to understand language what it is their project is about and what it offers to the target audience from the different partners point of view.

### 2.1 Overview: What is the project about?

Overall the project is about:

- Helping (older) adults with mild impairments that need support regarding activities of daily living (ADLs) to improve quality of life and autonomy (live independently and self-determined);
- Providing an easy to use system with a comprehensive service portfolio (informal & professional services);
- Developing a new system for HbbTV and a second screen (tablet) with new interaction possibilities and an interactive recommendation system that are optimized for the target group.

In the following each partner describes what the project is about/aims for from their point of view.

**PLUS:** Our Project is about developing a new system for HbbTV and a second screen (tablet) with new interaction possibilities that connects older adults and other users willing to support each other regarding activities of daily living.

**USG:** Our project is about the development of a system that supports elderly people's quality of life, independent of whether they still live in their private apartments or houses or in assisted living facilities. To achieve this goal, older adults need a broad range of different services that are easily acquirable. Hence we try to establish the basis for a comprehensive service portfolio, consisting of professional and informal services, and the use of HbbTV as an additional communication and coordination channel.

**EURAG:** Our Project will help older person who are in need of support concerning their daily activities by using a rather simple tool to get in touch with people who are willing to assist them.

**CURAVIVA:** Our Project is helpful for elderly persons, who live more or less independent in a care institution, but need some assistance in their daily activities (cleaning, shopping and so on). Therefore, hand carers and / or relatives should also be relieved.

**VMKN:** Our Project aims to support older adults and persons with mild impairment in keeping living independently and self-determined in their own homes. The persons shall be enabled to ask for assistance in their daily activities like shopping or accompany during visits to the doctor or authorities. They also shall be enabled to make appointments for leisure activities and to meet new contacts.

**EVISION:** Our project is about developing a Mobile-Client as a second screen device, connected to the GeTVivid core platform and the HbbTV-Set. The user interface and the overall usability are optimized for the needs of older adults.

**IRT:** Our project is to support mildly impaired and older people with every-day-life activities. It delivers a communicational platform on a connected TV that not only helps to organize tasks being essential for living, but also recreational activities. Furthermore, target users shall be supported in fulfilling their tasks as autonomous as possible by giving them a feeling of integration and independence. Users are able to get connected and plan their daily activities with the help of the platform and without being an expert in technical issues or buying new dedicated hardware. The ease of use will be a crucial issue to the acceptance of the system.

**ISOIN:** Our Project is about building an interactive recommendation system based on data-mining and machine learning techniques, which will enable the system to create a profiling tool that will enable to recommend the proper content to the users.

## 2.2 Goal/Key message: What will the project disseminate?

As we were not able to develop specific key messages right away, because we do not know the results of our research project yet, we thought about what we anticipate the result will be. Overall, we agreed to the following dissemination points in the project:

- Connect people to support older adults with mild impairments in their activities of daily living
  - Build up networks to people who can support
  - Less loneliness
  - Self-determined and autonomous life (stay longer at home - independent)
- Development of an easy to use platform for TV and tablet that facilitates the combination of professional and informal services in order to organize every day activities
  - Seamless transition between professional and informal services
  - Increasing support systems' economic sustainability
  - Appointment coordination
- Offer a platform that is adapted to older adults needs
  - New interaction concepts HbbTV and Second Screen
  - New recommendation system (based on data-mining and machine learning techniques)

In the following each partners describes what the project will disseminate from their point of view.

### PLUS:

1. Connect people to support older adults with mild impairments in their activities of daily living
2. Development of a platform for TV and tablet that facilitates the combination of professional and informal services in order to organize every day activities
3. New interaction concepts for HbbTV and Second Screen

**USG:**

1. Less loneliness due to steady contact to other seniors (in both roles: requestor and provider of informal services as well as joint activities) and a self-determined and autonomous life for a longer time.
2. The idea of a seamless transition between professional and informal services.
3. A system that facilitates the combination of professional and informal services, thereby increasing support systems' economic sustainability, the appointment coordination and the use of HbbTV technology as a support channel.

**EURAG:**

1. Get support for activities of daily living
2. Build up networks to people who can support
3. Have the chance to stay longer at home/ independent because of the given support

**CURAVIVA:**

1. Older adults, living at home or in a care institution, can ask for help / assistance for their daily activities, like cleaning, make the laundry, shopping, go for a walk. This could enable them to stay longer independent.
2. Older adults can get a reminder for planned appointments like going to the doctor, the hairdresser or others as well as be reminded to take their medicine.
3. Older adults will not become lonely, as they can easier get into contact with other persons.

**VMKN:**

1. Older adults living at home can ask for assistance for daily activities like going shopping or get technical support for their smartphone or pc.
2. Older adults living at home can easier get into contact with other persons and can plan activities for leisure like going to concerts, cinema or having a walk.
3. Older adults can offer assistance for other elderly persons like going shopping, accompany during visits to the doctor or authorities or making visits to other isolated and lonely persons.

**EVISION:**

1. Evision is part of the GeTVivid consortium developing an HbbTV based help exchange platform optimized for the needs of elder people.
2. As part of the GeTVivid consortium Evision is looking for partners in order to make a productive deployment of the GeTVivid system.
3. Evision has technical abilities in the developing a sophisticated and user friendly application for elder people and therefore Evision could be a good partner for further similar projects.

**IRT:**

1. Easy to handle communication platform for mildly impaired and older people
2. Seek help with informal and formal care
3. Help to organize every day and recreational activities
4. Help to find and communicate to people with same issues and interests

**ISOIN:**

1. Profiling
2. Machine learning
3. Recommendation system

## 2.3 Target audience: Whom to reach with the dissemination?

It was important to identify and be clear about who the stakeholders are in order to be able to map them to the different dissemination ways (awareness, understanding, and action). The following target audiences were identified for the project:

- Older adults living at home or in assisted housing facilities
- Younger people facing problems or sorrows with elderly family members
- People who are willing to support older adults regarding ADLs
- Institutions offering flats for older adults (e.g., organizations in the field of innovative housing solutions like AAL)
- (Mobile) care organizations taking care of people, who are still living at home
- Regional and communal counselling centers for older adults
- Local and nationwide broadcasters, network or service operators
- TV/receiver manufacturer
- AAL & HCI research community

In the following each partners describes from their point of view and expertise possible target groups for the project dissemination.

**PLUS:**

1. AAL community
2. HCI research community

**USG:**

1. Older adults who are still living in their private homes
2. Older adults living in service enriched or assisted housing facilities still aiming at retaining the highest level of independence possible
3. Younger people who are facing problems or sorrows with elderly family members within the stated target group and who might recognize the fields that GeTVivid is able to facilitate.
4. Organizations in the field of innovative housing solutions for the elderly as well as home care.

**EURAG:**

1. older people living in their own home - more or less independent but already need support for different activities of daily life
2. people who are willing to support older people at home
3. mobile care organisations who take care of people who are still living at home but do need support



**CURAVIVA:**

1. Elderly persons who live more or less independent at home or in a flat in a care institution.
2. Institutions, which offer flats for elderly persons (Alterswohnung – Wohnung mit Service).
3. The local offices of Pro Senectute Switzerland offering assistance and consultation for elderly persons still living at home
4. Organisations, which nurse and/or take care of people living at home (Spitex, Home Instead for example)

**VMKN:**

1. Elderly persons who live independent and self-determined in their own house or flat.
2. Organisations, which offer flats for elderly persons like Verein für Menschen mit Körperbehinderung Nürnberg.
3. Organisations which take care for persons living in their own house or flat like Diakonie Nürnberg or Caritas Nürnberg.
4. Regional and communal counselling centers for seniors, e.g. Senioren-Initiative Nürnberg.

**EVISION:**

1. Potential partners for a GeTVivid Deployment like Professional caregiver organizations (profit and nonprofit), TV channels, TV manufacturers, organizations running facilities for elderly people
2. Digital content providers who are interested in HbbTV and/or mobile Apps as a channel to reach their elderly customers
3. Potential customers or partners for further projects

**IRT:**

1. Older adults and mildly impaired people
2. Associations in which these people are addressed
3. Local and nationwide broadcasters
4. Network or service operators (also a distribution via the internet might be possible, e.g. IPTV)
5. TV manufacturers

**ISOIN:**

1. End users: Public entities, residential homes, housing organizations...
2. Intermediary: Broadcasters, network operators, content providers, app developers...
3. Technology vendors.

## **2.4 Activity/Medium: How will the project disseminate?**

It was important to identify dissemination possibilities in order to be able to map them to the different dissemination ways (awareness, understanding, and action). The following dissemination possibilities were identified by the partners:

- Press releases / Newsletter (e.g., partners, AAL)
- Website announcements

- Flyer/leaflets
- Cooperation with organizations (e.g., Senioren-Initiative Nürnberg, Franken Fernsehen, Pro Senectute Switzerland)
- Presentation at workshops (e.g., Independent Living Network St. Gallen)
- Exhibitions (e.g., AAL Forum) and industry/trade fairs
- Sales pitches
- Talk/presentation at conferences and congresses
- Publications in journals
- Social Media

In the following each partner describes from their point of view possible dissemination activities.

**PLUS:**

1. News Project Homepage and Newsletter (ICT&S Center, AAL)
2. Posts or articles in specialized press or other online (news) portals
3. Publications, talks and presentations (conferences, workshops, journals)
4. Presentations at AAL official events
5. Participation in joint exhibition stands of the consortium

**USG:**

1. Reference on the CC IL resp. Amiona website
2. Presentation at workshops of the Independent Living Network St. Gallen
3. Presentation of the GeTVivid system during sales pitches with Amiona
4. Talks / presentations at conferences and congresses
5. Participation in joint exhibition stands of the consortium

**EURAG:**

1. information in the EURAG newsletter and on the website
2. presentations at different health events for the target group
3. distribution of flyers at different events

**CURAVIVA:**

1. Information on our website CURAVIVA.CH
2. Inform our members (care institutions), which offer flats for elderly persons with a mailing, at a seminar/event
3. Flyer with the information about the product for interested user groups

**VMKN:**

1. Leaflets with information about the product for interested user groups.
2. Cooperation with regional organisations for seniors like Senioren-Initiative Nürnberg.
3. Regional television channels like Franken Fernsehen.
4. Workshops in cooperation with counselling centers for seniors.

**EVISION:**

1. Professional social media presentation on platforms like Xing and LinkedIn
2. Evision Web-Site [www.evision.de](http://www.evision.de)
3. Posts or articles in specialized press or other online (news) portals
4. Suitable industry fairs, congresses or other exhibitions

**IRT:**

1. Presentation/demos at trade fairs, workshops etc.
2. Promotion on corporate website
3. Via networking with concerned business contacts

**ISOIN:**

1. Paper writing
2. AAL official events
3. Regional congress
4. Face to face meetings with end users

## 2.5 Promoters: Who might help to disseminate?

The target audiences have already events, journals, professional bodies and subject associations that they engage with. The project will have a greater success, if existing channels are used. The following promoters for the project dissemination were identified:

- Organizations like Spitex, ProSenectute, Kneipp Bund, IBM retirees, European Broadcasting Union
  - Partners of EURAG Austria (like Seniorenbeauftragte der Stadt Wien,...)
  - Profit or nonprofit organizations dealing with older adults
- Regional organizations for seniors
- Service providers
- Regional television channels / Local broadcasters
- Television set producer METZ
- EIP on AHA
- Ageing Well
- AAL JP

In the following each partner describes from their point of view possible who could help with dissemination activities.

**PLUS:**

1. AAL JP (e.g., Newsletter and Events)
2. EUOs from other AAL projects

**USG:**

1. Organizations like Spitex, ProSenectute
2. Key customers who are already introduced into and convinced of the system
3. Consortium partners working in the field of care and / or having contact to end-users

**EURAG:**

1. EURAG general assembly
2. Other networks of EURAG Austria like Kneipp Bund, IBM retirees, etc.
3. Partners of EURAG Austria (like Seniorenbeauftragte der Stadt Wien)

**CURAVIVA:**

1. Pro Senectute Switzerland and their local offices
2. Spitex Switzerland and their local offices
3. Organisations, which take care of elderly persons living at home

**VMKN:**

1. Regional television channels
2. Television set producer METZ: TV device supplier are further candidates to disseminate GETVIVID results. They are very much interested in offering added values for their customers through e.g. "smart services", they provide by an own portal, via a service provider or by a direct link. VMKN established initial contacts to one of them, known as a premium device manufacturer with a gravity of customers in the GETVIVID target group. Their TVs contain high sophisticated Hardware offering HbbTV2.0 and Internet connectivity as more or less a basic function. Their sales concept builds on a chain of resellers with own shops. They can be used to introduce and may be explain/maintain GETVIVID to the target group. The resellers typically foster long lasting contacts to their customers with a special trust relation. That helps also to disseminate new services.
3. Regional organizations for seniors

**EVISION:**

1. Profit or nonprofit organizations dealing with elderly people (caregiver organizations or facility operators)
2. specialized online portals
3. Local TV channels and other digital content providers for elderly people

**IRT:**

1. Local broadcasters
2. Associations for elderly people
3. Service providers (e.g. meals on wheels)
4. Institutions like the European Broadcasting Union

**ISOIN:**

1. EIP on AHA
2. Ageing Well

### 3. DISSEMINATION PLAN

The dissemination plan defines the target audience and activity with respect to the three dissemination directions:

1. Awareness - towards disseminating the results of GeTVivid project itself to a wide range of existing or potential stakeholders.
2. Understanding - towards the notification of project results in the scientific, EC, AAL JP and general RTD sector.
3. Action - towards marketing activities in order to enhance the commercial potential of the system.

In the following table the dissemination plan for the project is described.

Target Audience	Dissemination Activity	Direction (awareness, understanding, and action)	Responsible Partner
Older Adults, Health Care Institutions, etc.	<ul style="list-style-type: none"> <li>• Posting news entry on the website and sending out a newsletter, social media</li> </ul>	<ul style="list-style-type: none"> <li>• Raise awareness of the work of the project</li> </ul>	<ul style="list-style-type: none"> <li>• PLUS</li> <li>• ALL</li> </ul>
Older Adults, Health Care Institutions, etc.	<ul style="list-style-type: none"> <li>• Workshops and Exhibitions</li> <li>• Leaflets</li> </ul>	<ul style="list-style-type: none"> <li>• Raise understanding of the work of the project</li> <li>• Action</li> </ul>	<ul style="list-style-type: none"> <li>• CURAVIVA</li> <li>• EURAG</li> <li>• VMKN</li> <li>• USG</li> </ul>
Younger people facing problems or sorrows with elderly family members	<ul style="list-style-type: none"> <li>• Workshops and Exhibitions</li> </ul>	<ul style="list-style-type: none"> <li>• Raise understanding of the work of the project</li> <li>• Action</li> </ul>	<ul style="list-style-type: none"> <li>• USG</li> <li>• CURAVIVA</li> </ul>
Organizations in the field of innovative housing solutions (e.g., AAL)	<ul style="list-style-type: none"> <li>• Exhibition and Sales Pitches</li> <li>• Leaflets, Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Action</li> </ul>	<ul style="list-style-type: none"> <li>• EVISION</li> <li>• ISOIN</li> <li>• USG</li> </ul>
Local and nationwide broadcasters, network or service operators, TV/receiver manufacturer	<ul style="list-style-type: none"> <li>• Workshops and Sales Pitches</li> <li>• Leaflets, Newsletter</li> <li>• Presentation of project outcomes on diverse related conferences and discussions with specialists</li> <li>• Workshops, events and symposiums, i.e. regular technical and scientific meetings, (organized by</li> </ul>	<ul style="list-style-type: none"> <li>• Action</li> </ul>	<ul style="list-style-type: none"> <li>• IRT</li> <li>• EVISION</li> <li>• ISOIN</li> </ul>

	<p>the IRT together with the Fernseh- und Kinotechnischen Gesellschaft)</p> <ul style="list-style-type: none"> <li>• Publication in the professional journal "Fernseh- and Kinotechnik"</li> </ul>		
Cooperation with organizations (e.g., Senioren-Initiative Nürnberg, Pro Senectute Switzerland)	<ul style="list-style-type: none"> <li>• Present the project to responsible persons (Pro Senectute / Carehomes)</li> <li>• Leaflets / Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• Raise awareness of the work of the project</li> </ul>	<ul style="list-style-type: none"> <li>• CURAVIVA</li> <li>• EURAG</li> <li>• VMKN</li> </ul>
AAL community	<ul style="list-style-type: none"> <li>• Talk/presentation at conferences and congresses</li> <li>• Publications in journals</li> </ul>	<ul style="list-style-type: none"> <li>• Raise awareness of the work of the project</li> </ul>	<ul style="list-style-type: none"> <li>• PLUS</li> <li>• ISOIN</li> <li>• USG</li> </ul>
HCI research community	<ul style="list-style-type: none"> <li>• Talk/presentation at conferences and congresses</li> <li>• Publications in journals</li> </ul>	<ul style="list-style-type: none"> <li>• Raise awareness of the work of the project</li> </ul>	<ul style="list-style-type: none"> <li>• PLUS</li> </ul>

**Table 1: Dissemination Plan**

## 4. DISSEMINATION ACTIVITY REPORTING

In the following table the dissemination activities of each partner and the consortium are reported.

Responsible by	Purpose	Activity	Date	Medium	Target Group
PLUS (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>News on homepage regarding Kick-Off</li> <li>Newsletter</li> </ul>	07/2013	<a href="http://getvid.eu/2013/07/25/project-kick-off-meeting-23-24-07/">http://getvid.eu/2013/07/25/project-kick-off-meeting-23-24-07/</a> <a href="http://www.icts.sbg.ac.at/content.php?m_id=1012&amp;id=1012&amp;newsdetail=1154&amp;ch_id=">http://www.icts.sbg.ac.at/content.php?m_id=1012&amp;id=1012&amp;newsdetail=1154&amp;ch_id=</a>	Everyone interested in the project (about 1500 participants)
PLUS (Austria) and ISOIN (Spain)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Participation at the AAL Forum, Norrköping</li> <li>News on homepage</li> <li>Newsletter</li> </ul>	09/2013	<a href="http://www.aalforum.eu">www.aalforum.eu</a> <a href="http://getvid.eu/2013/09/26/aal-forum-in-norrkoping-sweden/">http://getvid.eu/2013/09/26/aal-forum-in-norrkoping-sweden/</a> <a href="http://www.icts.sbg.ac.at/content.php?m_id=1012&amp;id=1012&amp;newsdetail=1163&amp;ch_id=">http://www.icts.sbg.ac.at/content.php?m_id=1012&amp;id=1012&amp;newsdetail=1163&amp;ch_id=</a>	Everyone interested in the project (about 1500 participants)
VMKN (Germany)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Talk with seniors</li> <li>Publication in the association's journal</li> </ul>	09/2013	Event Association's Journal	Older adults (about 200 participants)
PLUS (Austria) and CUVRAVIVA (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>News on homepage regarding observation-Workshop in a Carehome</li> <li>News in the Inhouse Newspaper of above mentioned Carehome</li> </ul>	10/2013	<a href="http://getvid.eu/2013/10/31/going-in-the-field-interviews-observations-and-workshops-with-end-users/">http://getvid.eu/2013/10/31/going-in-the-field-interviews-observations-and-workshops-with-end-users/</a> <a href="http://www.residenz-aue-lac.ch/aktuelles/die-neue-residenz-zeitung-ist-da.html">http://www.residenz-aue-lac.ch/aktuelles/die-neue-residenz-zeitung-ist-da.html</a>	Older adults and everyone interested in the project
IRT (Germany)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Info on the IRT corporate website</li> </ul>	11/2013	<a href="http://www.irt.de/de/forschung/digitales-fernsehen.html#c4420">http://www.irt.de/de/forschung/digitales-fernsehen.html#c4420</a>	Broadcast specialists
EURAG	Raise awareness of the	<ul style="list-style-type: none"> <li>Project Presentation at</li> </ul>	11/2013	Event with printed invitation	Older adults (about

(Austria)	work of the project	Gesundheitscercle (Wiener Rathaus), Vienna			180 participants)
ISOIN (Spain)	Raising awareness of the work and goals of the project	<ul style="list-style-type: none"> <li>• Presentation at meeting with regional authorities</li> </ul>	11/2013	Event	Local authorities
USG (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• Link on the CC IL Website</li> </ul>	12/2013	<a href="http://il.iwi.unisg.ch/index.php?id=310">http://il.iwi.unisg.ch/index.php?id=310</a>	IL Network members and interested parties of the IL environment

Table 2: Dissemination Table 2013

Responsible by	Purpose	Activity	Date	Medium	Target Group
ISOIN (Spain)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• Twitter activities</li> </ul>	2014	Twitter, tweets related to meetings and achievements (e.g. <a href="https://twitter.com/ISOIN/status/493650539570561024">https://twitter.com/ISOIN/status/493650539570561024</a> ; <a href="https://twitter.com/ISOIN/status/448069203699183616">https://twitter.com/ISOIN/status/448069203699183616</a> )	Twitter users
PLUS (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• News on homepage regarding technical project meeting</li> <li>• Newsletter</li> </ul>	01/2014	<a href="http://getvid.eu/2014/01/15/technical-partner-project-meeting-in-munich/">http://getvid.eu/2014/01/15/technical-partner-project-meeting-in-munich/</a> <a href="http://www.icts.sbg.ac.at/content.php?m_id=1012&amp;id=1012&amp;newsdetail=1178&amp;ch_id=0">http://www.icts.sbg.ac.at/content.php?m_id=1012&amp;id=1012&amp;newsdetail=1178&amp;ch_id=0</a>	Everyone interested in the project (about 1500 participants)



EURAG (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Project Presentation at Gesundheitscercle (Wiener Rathaus), Vienna</li> </ul>	03/2014	Event with printed invitation	Older adults (about 180 participants)
PLUS (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>News on homepage regarding project meeting</li> <li>Newsletter</li> </ul>	03/2014	<a href="http://getvid.eu/2014/03/26/project-meeting-in-seville/">http://getvid.eu/2014/03/26/project-meeting-in-seville/</a> <a href="http://www.icts.sbg.ac.at/content.php?m_id=1012&amp;id=1012&amp;newsdetail=1245&amp;ch_id=0">http://www.icts.sbg.ac.at/content.php?m_id=1012&amp;id=1012&amp;newsdetail=1245&amp;ch_id=0</a>	Everyone interested in the project (about 1500 participants)
USG (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Presentation of the GeTVivid project during the Independent Living Network Workshop</li> </ul>	03/2014	<a href="http://il.iwi.unisg.ch/index.php?id=314">http://il.iwi.unisg.ch/index.php?id=314</a> Presentation during the workshop.	IL Network members and interested parties of the IL environment
ISOIN (Spain)	Raise awareness of the goals of the project	<ul style="list-style-type: none"> <li>EIP on AHA Annual meeting, Brussels</li> </ul>	03/2014	Meetings on the event, related to the commitment of the partners with the active and healthy ageing	SME, researchers, carers, EU commissioners
VMKN (Germany)	Raise awareness of the goals of the project	<ul style="list-style-type: none"> <li>Presentation of the GeTVivid project during a workshop of the EU-project SeNs</li> </ul>	03/2014	Presentation during the workshop	
USG (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Representation of the GeTVivid project at the AAL Business Model Workshop in Brussels</li> </ul>	04/2014	Discussions about the underlying business model	Other project consortiums of the AAL JP
USG (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Short Introduction into the GeTVivid project at the "Innovation Forum on Active and Healthy Aging" in Wroclaw</li> </ul>	05/2014	Presentation of the projects idea and functional scope of the GeTVivid system	Different companies and organizations, interested in the

					active and healthy aging idea.
ISOIN (Spain)	Raise awareness of the work and goals of the project	<ul style="list-style-type: none"> <li>• Presentation at local university</li> </ul>	05/2014		Students at the university
VMKN (Germany)	Raise awareness of the goals of the project	<ul style="list-style-type: none"> <li>• Cooperation with local television dealer</li> </ul>	05/2014	Presentation of the project's idea	
IRT (Germany)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• HbbTV interop workshop with major TV manufacturers in Munich</li> </ul>	05/2014	Prototype demonstration and testing of TV client	30
USG (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• Short presentation of the GeTVivid project during the final project meeting of another AAL project (DOSSy)</li> </ul>	08/2014	Presentation of the projects idea and functional scope of the GeTVivid system	AAL JP project consortium.
CURAVIVA (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• Information about the GeTVivid project during an End-User Workshop of another AAL project (Healthy@work)</li> </ul>	08/2014	Showing the GeTVivid Website and presenting the project flyer	Other project consortium and participants of the Workshop
PLUS (Austria), IRT (Germany), EVISION (Germany), ISOIN (Spain)	Action & Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• Participation at the AAL Forum               <ul style="list-style-type: none"> <li>○ Exhibition</li> <li>○ Talk/Presentation</li> </ul> </li> <li>• News on homepage</li> <li>• Newsletter</li> </ul>	09/2014	<a href="http://www.aalforum.eu">www.aalforum.eu</a> <a href="http://getvid.eu/2014/09/13/aal-forum-bucharest-romania/">http://getvid.eu/2014/09/13/aal-forum-bucharest-romania/</a> <a href="http://www.icts.sbg.ac.at/content.php?m_id=1012&amp;id=1012&amp;newsdetail=1268&amp;ch_id=0">http://www.icts.sbg.ac.at/content.php?m_id=1012&amp;id=1012&amp;newsdetail=1268&amp;ch_id=0</a>	Everyone interested in the project (about 1500 participants)

PLUS (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• News on homepage regarding project meeting</li> <li>• Newsletter</li> </ul>	09/2014	<a href="http://getvid.eu/2014/09/20/project-meeting-in-nurnberg/">http://getvid.eu/2014/09/20/project-meeting-in-nurnberg/</a> <a href="http://www.icts.sbg.ac.at/content.php?m_id=1012&amp;id=1012&amp;newsdetail=1267&amp;ch_id=0">http://www.icts.sbg.ac.at/content.php?m_id=1012&amp;id=1012&amp;newsdetail=1267&amp;ch_id=0</a>	Everyone interested in the project (about 1500 participants)
USG (Switzerland)	Raise awareness for the work of the project	<ul style="list-style-type: none"> <li>• Presentation of the GetVivid project during the Independent Living Network Workshop</li> </ul>	09/2014	<a href="http://il.iwi.unisg.ch/index.php?id=314">http://il.iwi.unisg.ch/index.php?id=314</a> Presentation during the workshop.	IL Network members and interested parties of the IL environment
VMKN (Germany)	Raise awareness of the goals of the project	<ul style="list-style-type: none"> <li>• Press article in the association's magazine about the project and the project meeting</li> </ul>	10/2014	Printed version	Older adults (about 200 participants)
IRT (Germany)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• HbbTV interop workshop with major TV manufacturers &amp; application developers in Munich</li> </ul>	10/2014	Prototype demonstration and testing of TV client	38
PLUS (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• News on homepage regarding our interest group</li> </ul>	11/2014	<a href="http://getvid.eu/2014/11/07/first-interest-group-member/">http://getvid.eu/2014/11/07/first-interest-group-member/</a>	Everyone interested in the project
EURAG (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• Article about the project in EURAG newsletter</li> </ul>	12/2014		Sent out to EURAG members (about 200 people)

Table 3: Dissemination Table 2014

Responsible by	Purpose	Activity	Date	Medium	Target Group
CURAVIVA (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Reference to the project on the occasion of presentations at conferences, congresses, assemblies, and symposiums</li> </ul>	2015	Reference on the occasion of presentations	
PLUS (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>News on homepage regarding project and review meeting</li> </ul>	01/2015	<a href="http://getvid.eu/2015/01/20/project-and-review-meeting-in-munich/">http://getvid.eu/2015/01/20/project-and-review-meeting-in-munich/</a>	Everyone interested in the project
EURAG (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Project presentation at Gesundheitscercle (Wiener Rathaus), Vienna</li> <li>News on homepage</li> </ul>	01/02/03 2015	Event with printed invitation <a href="http://getvid.eu/2015/03/27/project-presentation-at-gesundheits-cercle-wiener-rathaus-vienna/">http://getvid.eu/2015/03/27/project-presentation-at-gesundheits-cercle-wiener-rathaus-vienna/</a>	Older adults (about 100 to 180 participants)
PLUS (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>News on homepage regarding technical project meeting</li> </ul>	02/2015	<a href="http://getvid.eu/2015/02/11/2nd-technical-partner-project-meeting-in-munich/">http://getvid.eu/2015/02/11/2nd-technical-partner-project-meeting-in-munich/</a>	Everyone interested in the project
VMKN (Germany)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Article about the project in VMKN journal</li> </ul>	02/2015		Sent out to VMKN members
USG (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Business Workshop (POL)</li> </ul>	03/2015	Business Workshop	100
IRT (Germany)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Article in the annual report 2014 of the IRT</li> </ul>	03/2015	Printed and digital version <a href="https://www.irt.de/de/publikationen/jahresberichte.html">https://www.irt.de/de/publikationen/jahresberichte.html</a>	Business partners of the IRT, especially the public broadcasters

USG (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• Connected Care (NL) Telco</li> </ul>	03/2015	Bilateral Discussion	2
ISOIN (Spain)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• Participation in the AgeingSummit 2015</li> </ul>	03/2015	<a href="http://www.isoin.es/ageing-summit-2015/?utm_content=buffer614e7&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.isoin.es/ageing-summit-2015/?utm_content=buffer614e7&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a>	
IRT (Germany)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• HbbTV interop workshop with major TV manufacturers &amp; application developers in Munich</li> </ul>	03/2015	Prototype demonstration and testing of TV client	40
USG (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• AAL2Business Workshop (BE)</li> </ul>	04/2015	Business Workshop	
ISOIN (Spain)	Open day in ISOIN premises	<ul style="list-style-type: none"> <li>• Open day in ISOIN premises</li> </ul>	04/2015		100 people
USG (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• bbp Company (CH)</li> </ul>	04/2015	Strategic conversation	2
ISOIN (Spain)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• 4th Edition of "Entérate" (Seville)</li> </ul>	05/2015	Workshop <a href="http://sevilla.abc.es/economia/20150526/sevi-ofertas-empleo-sevilla-201505261322.html">http://sevilla.abc.es/economia/20150526/sevi-ofertas-empleo-sevilla-201505261322.html</a>	200 participants
PLUS (Austria), IRT (Germany)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• TVX Workshop on "People, Context, and Devices: Defining the New Landscape of TV Experiences"</li> </ul>	06/2015	<a href="https://projects.icts.sbg.ac.at/tvx2015/">https://projects.icts.sbg.ac.at/tvx2015/</a>	32 participants

USG (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Gastfreund (GER)</li> </ul>	06/2015	Bilateral Discussion	2
PLUS (Austria)	Raise awareness and understanding of the work of the project	<ul style="list-style-type: none"> <li>Prototype Demonstration</li> <li>News on Center Homepage</li> </ul>	06/2015	Conference <a href="http://tvx2015.com/">http://tvx2015.com/</a> <a href="https://hci.sbg.ac.at/the-center-for-hci-at-tvx-2015/">https://hci.sbg.ac.at/the-center-for-hci-at-tvx-2015/</a>	200 participants
USG (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>IL Netzwerk Workshop</li> </ul>	06/2015	Workshop	60
VMKN (Germany)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Discussion about the progress of the project with interested seniors</li> </ul>	06/2015		
IRT (Germany)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>HbbTV interop workshop with major TV manufacturers &amp; application developers in Munich</li> </ul>	06/2015	Prototype demonstration and testing of TV client	30
PLUS (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>News on homepage regarding project meeting</li> </ul>	08/2015	<a href="http://getvid.eu/2015/08/19/project-meeting-in-st-gallen/">http://getvid.eu/2015/08/19/project-meeting-in-st-gallen/</a>	Everyone interested in the project
USG (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>FH Dortmund</li> </ul>	08/2015	Bilateral Discussion	2
PLUS (Austria), IRT (Germany), EVISION (Germany)	Action & Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Participation at the AAL Forum               <ul style="list-style-type: none"> <li>Exhibition</li> <li>Talk/Presentation</li> </ul> </li> <li>News on homepage</li> </ul>	09/2015	<a href="http://www.aalforum.eu">www.aalforum.eu</a> <a href="http://getvid.eu/2015/09/25/aal-forum-ghent-belgium/">http://getvid.eu/2015/09/25/aal-forum-ghent-belgium/</a>	400 participants
PLUS (Austria)	Raise awareness and understanding of the work of the project	<ul style="list-style-type: none"> <li>Poster Presentation of Gamification approach</li> <li>News on Center Homepage</li> </ul>	10/2015	Conference <a href="http://chiplay.acm.org/2015/">http://chiplay.acm.org/2015/</a> <a href="https://hci.sbg.ac.at/the-center-for-hci-at-chi-play-2015/">https://hci.sbg.ac.at/the-center-for-hci-at-chi-play-2015/</a>	200 participants

USG (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• Business Engineering Forum</li> </ul>	10/2015	Conference	200 participants
ISOIN (Spain)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• Dissemination and engagement with the Elderly day center "Los girasoles"</li> </ul>	10/2015	Personal meeting <a href="http://www.centrologirasoles.es/">www.centrologirasoles.es/</a>	10 participants
IRT (Germany)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• Protoype demonstration and testing with major TV manufacturers</li> </ul>	10/2015	Workshop	35
CURAVIVA (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• Letter providing information about the project for all members of an association for cooperation within the field of residential areas and quartiers for aged people in Basel City</li> </ul>	11/2015	Letter	
IRT (Germany)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• Article in the FKT professional journal (for broadcast and cinema) about accessibility in broadcasting</li> </ul>	11/2015	Printed version (digital version only available for members of the FKTG) <a href="https://www.fkt-online.de/archiv/">https://www.fkt-online.de/archiv/</a>	TV, movies and electronic media industry(technical)
CURAVIVA (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>• Project presentation for interested members of an association for cooperation within the field of residential areas and quartiers for aged people in Basel City</li> </ul>	12/2015	Presentation/Event	

PLUS (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Newsletter announcement of field studies and project</li> </ul>	12/2015	<a href="https://hci.sbg.ac.at/getvidid-lets-do-things-together/">https://hci.sbg.ac.at/getvidid-lets-do-things-together/</a>	150 subscribers
CURAVIVA (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>IT BM</li> </ul>	12/2015	Presentation	30 participants

Table 4: Dissemination Table 2015

Responsible by	Purpose	Activity	Date	Medium	Target Group
EURAG (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Article for "Im Grätzel".about project</li> </ul>	1/2016		NN
EURAG (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Presentation for target group, Vienna Town Hall</li> </ul>	1/2016	Presentation	120 participants
PLUS (Austria)	Raise awareness and understanding of the work of the project	<ul style="list-style-type: none"> <li>Prototype Demonstration at "Lange Nacht der Forschung"</li> <li>News on Center Homepage</li> <li>News on homepage</li> </ul>	04/2016	Event <a href="http://www.langenachtderforschung.at">www.langenachtderforschung.at</a> <a href="https://hci.sbg.ac.at/the-center-for-hci-lange-nacht-der-forschung-2016/">https://hci.sbg.ac.at/the-center-for-hci-lange-nacht-der-forschung-2016/</a> <a href="http://getvidid.eu/2016/04/22/langenacht-der-forschung/">http://getvidid.eu/2016/04/22/langenacht-der-forschung/</a>	Everyone interested in research (public national event)
CURAVIVA (Switzerland)	Raise awareness of the work of the project and of the use for institutions	<ul style="list-style-type: none"> <li>Presentation of the project and discussion of the use of the platform for institutions of assisted living in Switzerland.</li> </ul>	04/2016	Presentation	Business Auditing Committee of CURAVIVA Switzerland
EURAG (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Presentation and Demonstration for target group (Kneipp members)</li> </ul>	4/2016	Presentation	20 participants
CURAVIVA	Raise awareness of the	<ul style="list-style-type: none"> <li>Article on the topic of the project and</li> </ul>	Spring/201	Inhouse newspaper	Everyone interested



(Switzerland)	work of the project and of the use for institutions	the field trial in Switzerland in the inhouse newspaper called „reprise 15/16“ of the Gustav Benz Haus (Basel)	6		in the project
PLUS (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>News on homepage regarding pilot studies</li> </ul>	05/2016	<a href="http://getvivid.eu/2016/05/30/pilot-studies/">http://getvivid.eu/2016/05/30/pilot-studies/</a>	Everyone interested in the project
PLUS (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>News on homepage regarding project meeting</li> </ul>	05/2016	<a href="http://getvivid.eu/2016/05/31/last-project-meeting-in-salzburg/">http://getvivid.eu/2016/05/31/last-project-meeting-in-salzburg/</a>	Everyone interested in the project
EURAG (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Project Presentation and demonstration EURAG members meeting</li> </ul>	5/2016	Presentation	40 participants
EURAG (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Mailing EURAG members and networks – Project information</li> </ul>	5/2016	Mailing	600 subscribers
PLUS (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Prototype Demonstration for invited older adults</li> </ul>	06/2016	<a href="http://getvivid.eu/2016/06/02/alumni-telecommunication-school-event/">http://getvivid.eu/2016/06/02/alumni-telecommunication-school-event/</a>	30 participants
PLUS (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>News on homepage regarding project end</li> </ul>	06/2016	<a href="http://getvivid.eu/2016/06/30/project-end/">http://getvivid.eu/2016/06/30/project-end/</a>	30 participants
CURAVIVA (Switzerland)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>Article in the professional journal of CURAVIVA Switzerland concerning the project and the main study results.</li> </ul>	07-08/2016	Professional journal	Everyone interested, especially home directors and nurses
PLUS (Austria)	Raise awareness of the work of the project	<ul style="list-style-type: none"> <li>News on homepage regarding project end</li> </ul>	06/2016	<a href="http://getvivid.eu/2016/06/30/project-end/">http://getvivid.eu/2016/06/30/project-end/</a>	Everyone interested in the project

Table 5: Dissemination Table 2016

## 5. OVERALL CONCLUSION

This deliverable presents the dissemination plan and responsibilities that partners took over. The more than 100 dissemination activities presented for 2013, 2014, 2015, and 2016 are very satisfying and revealed a lot of interest in the GeTVivid platform and project idea. The dissemination activities will continue and the project website will be kept alive with the latest news on the progress of the GeTVivid platform after the project ended.

## REFERENCES

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