



MEDiATE- collaborative and inter**ME**diating solution for managing **Daily Activities** for **The Elderly** at home

D5.4 Dissemination strategy and dissemination activities (M24)

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Editor(s)	Wassila Mtalaa (LIST)
Author(s)	Wassila Mtalaa (LIST), Pierre Rossel (EPFL), Stefan Sondergaard (EGLU), Serge Smidtas (CCC), Guy Scialom (DMMR), Anne-Sophie Cichowlas(PGI), Daniel Baumann (FST), Younes Djaghloul (LIST)
Reviewer	Djamel Khadraoui (LIST)

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1 Executive Summary

This document is meant to present the strategy for dissemination activities within MEDiATE project. In addition this report provides information on the dissemination activities that have already been achieved during the first period of the project. It is aimed to create a comprehensive and central listing of all communication initiatives over the course of MEDiATE, also in view of future continuation after the end of it. Therefore, this document is structured as follows. Section 4 gives an introduction to this report. Section 5 is dedicated to the presentation of MEDiATE dissemination objectives and strategy. Section 6 presents the dissemination tools and materials for the project. Section 7 describes the publication and communication results achieved so far. The last section is dedicated to the dissemination plan for the remaining period of the project. The document finishes with the list of publications of the project and appendices.

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3 Abbreviations

Abbreviation	Definition
AAL	Ambient Assisted Living
CCAS	Centre Communal d'Action Sociale
CCC	Camera Contact
CESE	Conseil économique, social et environnemental
CNSA	Caisse Nationale de Solidarité pour l'Autonomie
DMMR	Dessine-Moi Mon Repit organisation
EPFL	Ecole Polytechnique Fédérale de Lausanne
EU	European Union
IRV	Institut Regional du Vieillissement
PGI	Pôle de Gérontologie Interrégional Bourgogne & Franche-Comté

Table 1: List of abbreviations

4 Introduction

MEDiATE project aims at improving communication between and among seniors' carers of both formal and informal type. Since the project strictly follows a user centred design approach (UCD), active end user involvement is foreseen in several phases of the project to gather feedback on the needs and wishes of the future end users and to evaluate the interaction with the MEDiATE system in living-lab and real environment. As such, these users learn how to use the platform and also the impact of it on their work or daily life. Based on this background the goals of the dissemination plan are as follows:

- Ensure the documentation and involvement of users
- Bundle internal knowledge about the MEDiATE platform, how to use it, and the impact it has on the daily life of elders as well as the work of the helpers
- Transfer knowledge gained within the project to others at an internal and external level

The dissemination plan is the base and driver of all the direct and indirect dissemination activities, beyond the perimeter of MEDiATE partners as described in the MEDiATE project Description of Work. Dissemination activities include but are not limited to:

- training modules,
- participation in events
- the organisation of a number of information "open" days
- preparation of printed and electronic information material in several languages
- the development and marketing of a project website, first for informing on the project progress and events, then to help foster new initiatives and developments.

In addition, this document reports on the dissemination activities that have been achieved so far, since ongoing work has led to publications, participation to conferences and workshops organisation.

In general, MEDiATE project implies active end user involvement and the customization of the system with real information from different persons. Thus, in the design phase of this dissemination plan and preliminary dissemination activities, key ethical issues were raised related to data privacy anonymization and encryption strategies for user data that are collected during studies within MEDiATE project. Works on these questions benefit this dissemination plan over the timelife of the project in helping refining the methodology and targeting dissemination activities optimised for possible MEDiATE users and audience.

5 Dissemination objectives and strategy

MEDiATE partners have defined a common strategy and methodology for the project in order to maximise the dissemination and communication and help expand MEDiATE network. The dissemination plan is the base and driver of all the direct and indirect dissemination activities, which include:

- Branding activities such as the design of a logo.
- formal project presentation,
- participating in events (national and international conferences, workshops, exhibitions, seminars), AAL-linked and beyond (different scientific fields).
- the organisation of a number of exchange and validation workshops
- preparing printed and electronic information material in several languages and spreading them
- the development and marketing of a project website, first for informing on the project progress and events, then to help foster new initiatives and developments.
- Publications writing
- Training offering (a growing catalog, 2.0 perspective)
- Living lab specific marketing operations and outreach efforts

Each MEDiATE stakeholder, in particular this deliverable leader has the task of collecting and packaging all the inputs in a single MEDiATE track record folder.

Once a few inputs have been introduced in the dissemination pipe-line, some evaluating and improving steps have to take place in an iterative manner, as illustrated in **Figure 1**.

The website is the main place where all validated inputs should either be mentioned or fully accessible.

Visual material (logos, pictures, graphics, slides), available to all stakeholders, will enable to show MEDiATE initial framing as well as further unfolding.

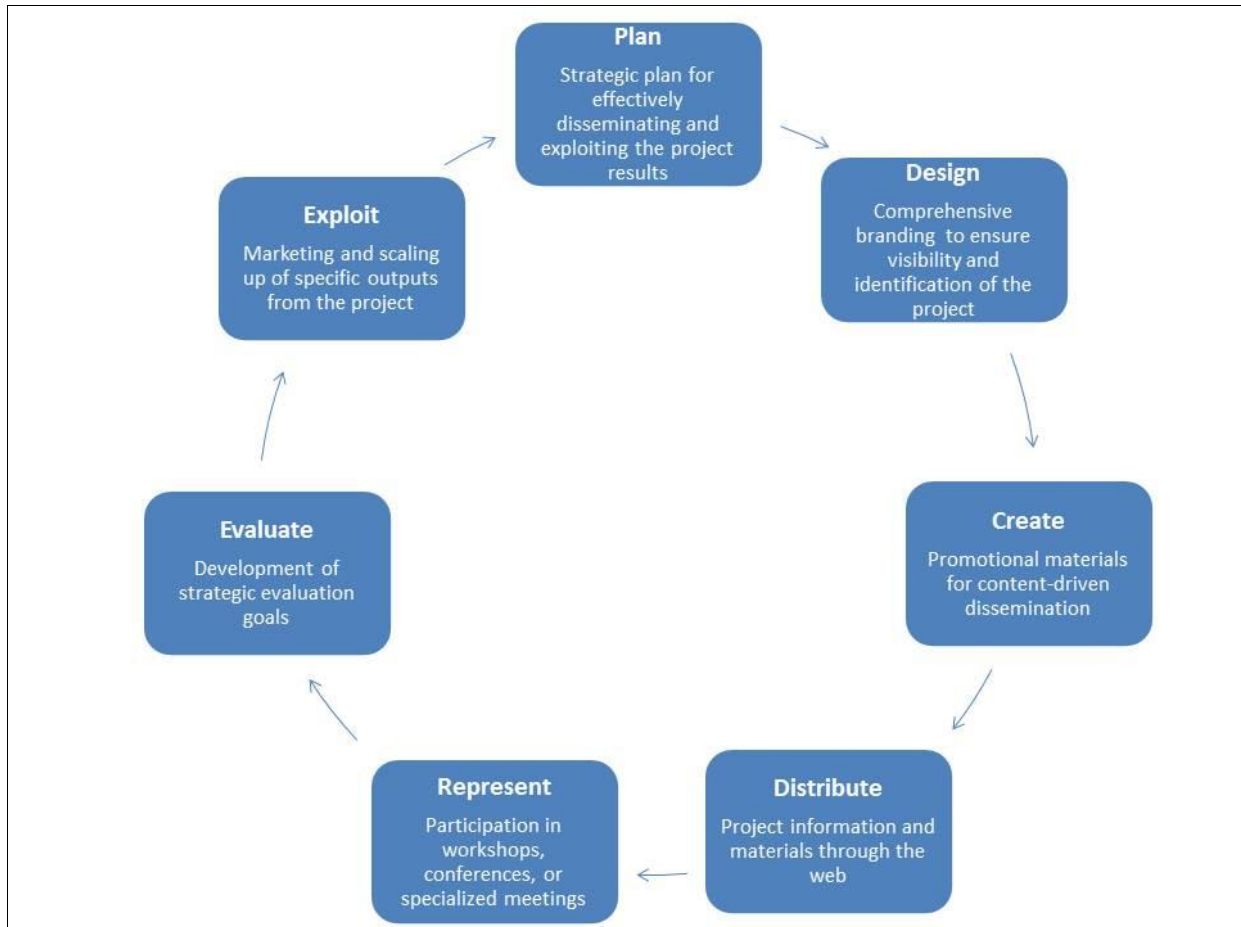


Figure 1: Dissemination methodology for MEDiate project

6 Dissemination plan

The primary focus of the dissemination activities for the full year of the project and beyond this period consists of creating recommendations for the use of the platform and refining them. This includes not only technical and infrastructural integration of the MEDiATE solution into the different scenarios, but also all the training activities. A major component is the publicity and marketing around the project via the participation to business and academic conferences, workshop and forums in order to show the results and augment the impact of the project addressing businesses as well as the scientific community.

Table 2: Dissemination Plan for the second year of the project

Main goal	<ol style="list-style-type: none"> 1. Adoption of the approaches and services developed for users based on experience with our consortium partners 2. Development of evaluation criteria to assess the added value of using MEDiATE solution 3. Development of an exploitation plan for profitable components arising out of the MEDiATE project. 4. Present MEDiATE business model to economists' workshops specialised in that domain so as to enrich the work in progress currently being done, in particular for 1/ the exchange value aspects and schemes, 2/ the services 2.0 dynamics we can trigger. 5. Dissemination and communication about the MEDiATE technological results at the international scientific workshops and conferences.
Targets	System developers of seniors' platforms, Tiers 1, Tiers 2 informal and Tiers 2 formal users.
Message	First criteria to enable an evaluation of the added-value when using MEDiATE, then output of the whole project: successful results as well as faced difficulties and opened questions, in order to capitalise on marketable components.
Communication supports	Technical documents, publications, conferences, website, press release, demonstration workshop.
Transmission support	Technical documents documented for integrating the solution into different systems, online publications, conferences, website, press releases, newsletters and publicity will be used.
Expected results	MEDiATE project and its core services are well documented. A detailed exploitation plan will be developed. MEDiATE project outcomes will be promoted to the largest community possible, and the need and efficiency of the solution will be proven.

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7 Dissemination tools and materials

A set of dissemination materials which may include leaflets, flyers, brochures, press releases and articles, presentations, and other standard items are used by the partners to publicise the project for instance in conferences or during workshops. Amongst the dissemination materials are specific marketing communications that are used to engage content providers and participants in the post-project exploitation of MEDiATE. It should be emphasised that a single, consistent and professional-looking graphical layout is used whenever applicable (website, brochure, poster) in order to reinforce the MEDiATE corporate image.

7.1 MEDiATE Logo

One of the first steps taken by the MEDiATE consortium towards the branding of MEDiATE was the design of a professional logo as appears in Figure 2.

From the beginning of the project, it has provided the consortium with a corporate identity thus enabling more visibility and homogeneity in all the consortium activities, and more particularly when interacting with external parties.



Figure 2: MEDiATE logo

The aim of the design is twofold:

- First it contains the name of the project.
- Then it symbolises the intermediation made possible between two people. Indeed the two curved lines (with a circle in the middle) in black and green represent a view from the top of two persons of different nature having different roles in the network of the senior shaking hands.

7.2 MEDiATE Flyer

A first version of the project flyer has been prepared as soon as the logo for the project was available.

It was distributed first at AAL forum 2013. Then an improved version of it was designed. It has been circulated at different events that are listed further in that document. A copy of the flyer appears in Appendix D – MEDiATE Flyer .

7.3 MEDiATE Website

A website was created for MEDiATE project at the very beginning of the first year. The following link gives access to the public part of the website: www.mediate-aal.eu. This website aims at updating news with a description of MEDiATE project, the aimed business and service models, and a report of the project's progress. The project website serves as an element of communication to foster interest

by future other participating end-users organisations which will benefit from expected project's results. The website area is divided into several sections, as follows:

- the about the project page shows an outline of the content of the MEDiATE project website
- the results section includes links to MEDiATE related events
- target presents a summary of the project objectives
- in the dissemination section, one can download the flyer of the project, the poster as well as all manuscript published in conferences or journals and relay media coverage and updates on the project.
- Last, the consortium section gives a complete description of each partner of the project with its role in achieving its objectives, a short CV of people involved in the project and a link to the partner institution's website. A link to MEDiATE project Website with a description of the project exist also from all the partners websites side.

Figure 3 shows the About the project page within MEDiATE project website.

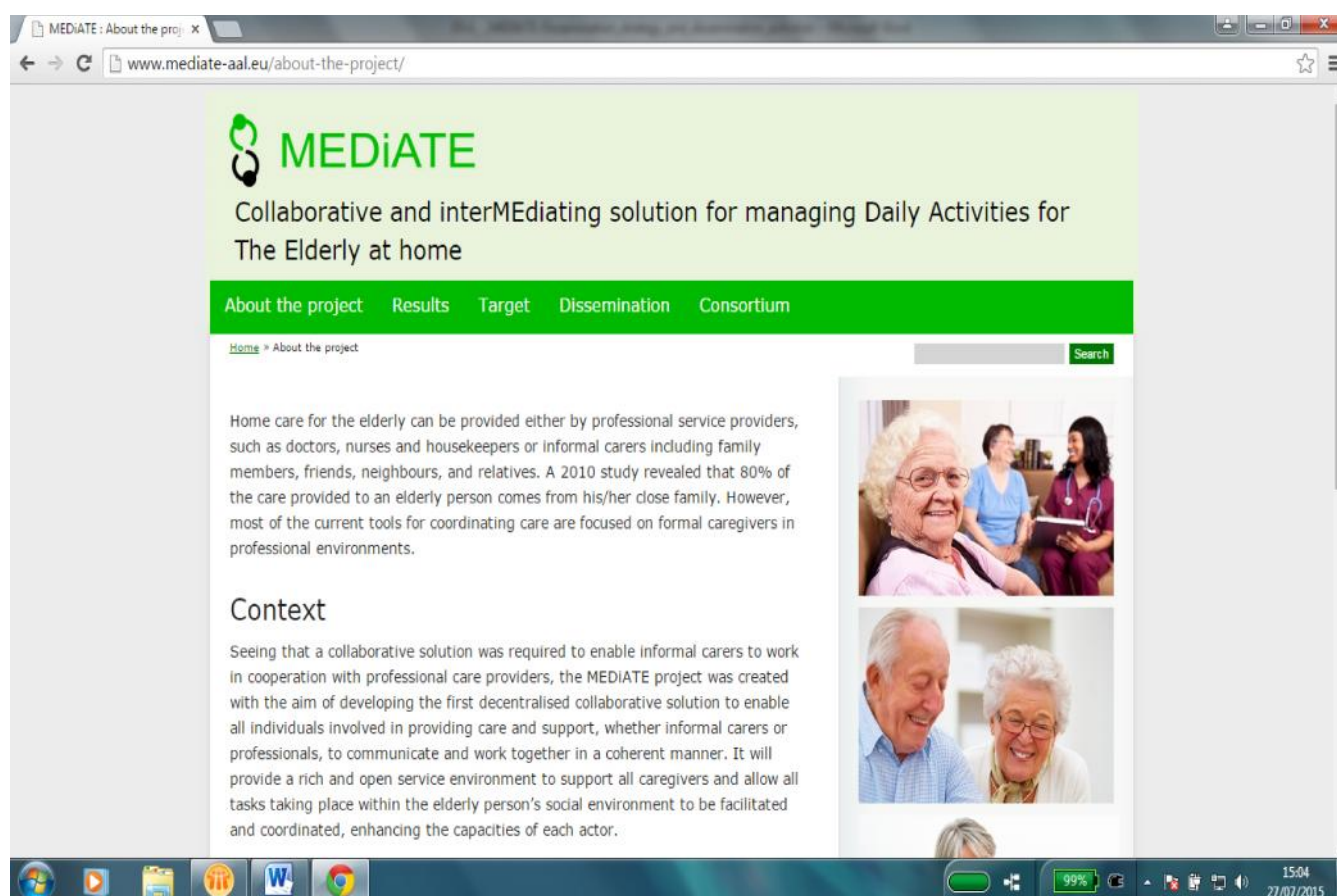


Figure 3: Screenshot of the MEDiATE website “About the project” page

The website also includes a contact area. It permits to enter into contact with the project members and to ask questions about the project if any.

The website reflects also all the communication material as well as the main obtained results.

7.4 MEDiate Posters

A first version of the MEDiate presenting the different services that MEDiate platform offers was presented at AAL forum 2013.

Since then, a more commercial one has been prepared. It has been shown during different events in Luxembourg in particular in the frame of the Mobility program and has a layout similar to the one of the flyer.

A third poster entitled « Coordination décentralisée fédérative de l'aide autour d'un aîné » aimed at explaining the aim of the project. It was presented at the SFTAG (Société Française des Technologies pour l'Autonomie et de Gérontechnologie) days on the 28th and 29th November 2013.

A fourth poster has been prepared in the frame of AAL forum 2014. It explains more in details the architecture of the MEDiate solution, see Appendix C – MEDiate Posters.

It was presented at the "Interoperability & Living Labs" session of the AAL forum on Thursday 11th September 2014.

7.5 MEDiate Press release

A press release aims at informing about the project the interested public but also any expert or organisation working in the AAL related field. Tudor sent out a press release on July 2013. The results are the following:

- The information has been published in several national and European newspapers, namely the Luxembourgish Tageblatt, RTL, Paperjam, Letzëbuerger journal, innovation public.lu, peoplesphere and the French gerontechnology.net and the site of the Association Bourgogne Franche-Comté Europe on the 4th July 2013. The link to all these articles are available on the website while some of them appear in Appendix B – Press releases.
- The significance of the project was discussed in August 2013 during an interview at RTL radio by Djamel Khadraoui, the coordinator of the project.
- Other press articles appeared on Peoplesphere journal and revue Traits CESE Franche-Comté, see the Appendix B – Press releases.
- French newspaper Ouest France, Des vacances et du répit pour nos Aînés, August 2014.
- Two interviews of Guy Scialom on Radio in France, 8th September 2015 and 22nd April 2015 respectively on RadioJ et RadioC.fm.
- Guy Scialom (from DMMR) has received the price by the Bayard Group "Les Héros de Notre Temps", for the activity of the association including the care of elders with new technologies from Mediate. A movie presentation and a newspaper Notre Temps have been edited to be published on the public event organized on the 8th of October 2015 in Louvre in Paris. <http://www.notretemps.com/loisirs/heros-notre-temps-2015;i95762/3>

7.6 Videos

Two videos have been released during the project as described in the following:

- Early 2015, the FST and the EPFL have initiated the production of a video demonstrating the use of communication device to assist seniors to be maintained at home such as e-lío and a more futuristic vision demonstrating the use of "Jameslight", a device for the senior still to be developed allowing to communicate outdoor and facilitating the mobility. The various

scripts of the video are showing also the potential involvement of all kind of stakeholders (Tiers 1, informal and formal Tiers 2 and Tiers 3) sharing a role to assist seniors to be maintained at home. The video has been released and distributed to all MEDiATE partners during the consortium meeting held at FST premises on the 21st of May 2015 and can be visualized via the MEDiATE website: www.mediate-aal.eu

- A couple of movies, for the formation of carers, informal and formal, has been released in relationship to the French piloting. The DMMR experts have been interviewed and followed by some of their everyday tasks. The movie has been used as material for the Mediate eFormation.

8 Communication and publication of results

Several scientific publications, either in referenced scientific conferences or journals were forecasted.

Initial inputs of MEDiATE development were validated and cross-checked in special, small-size local workshops. Afterwards, the stimulation of MEDiATE communities during the pilot test phase by the diverse national MEDiATE team, involved some local specialised events, dedicated to bringing stakeholders together with specific thematic proposals. Regular social media information diffusion can also help building a more substantial awareness of what takes place at local level and also, cross-opportunities beyond the outreach of any particular end-user organisations.

8.1 MEDiATE target conferences and workshops

The project achievements resulted in documentation and scientific publications that were submitted to high level conferences, workshop and journal in the field. Relevant publication places are listed in Table 3. The scientific publications already accepted are listed in Appendix A – Scientific Publications list.

Table 3: Target conferences

Acronym	Name	URL
AAL Forum	AAL Conference	http://www.aalforum.eu/side-events-2014
ENOLL	European Network of Living Labs_ Open Living Labs days	http://www.openlivinglabs.eu/news/openlivinglab-days-2014-amsterdam-september-2-6-join-us
ICIEIS	International Conference on Informatics and Engineering and Information Science	http://sdiwc.net/conferences/2014/icieis
ICOCE	International Conference on Computer Engineering.	http://www.icoce.org
ADVANCES	International Workshop on Advances ICT infrastructures and services	https://lrsn.ibisc.univ-evry.fr/ADVANCE2013/ and https://lrsn.ibisc.univ-evry.fr/ADVANCE2014/
SAI	Science and Information Conference	http://thesai.org/SAIConference2014 http://saiconference.com/

SMART	International Conference on Smart Cities, Systems, Devices and Technologies	http://www.iaria.org/conferences2016/CfPSMART16.html
ICT4AWE	International Conference on Information and Communication Technologies for Ageing Well and e-Health	http://ict4ageingwell.org/Home.aspx
IS	IEEE International Conference on Intelligent Systems	http://www.ieee-is.org/
ICALT	International Conference on Advanced Learning Technologies	http://www.ask4research.info/icalt/2016/structure

The consortium participated in three conferences dedicated to seniors, two AAL forums and the Open living lab days 2014, organized by ENOLL summer school. The consortium partners have participated and also organised other events as described further.

8.2 MEDiATE workshops

8.2.1 Local dissemination and training

A major part of the dissemination plan is the organisation of internal workshops or courses for seniors organisations which are members of the consortium. The workshops have taken and will take place during the pilot phases and will be organised for the users of the MEDiATE solution. They should focus on the following relevant aspects :

- background needed for working with the existing partners' platforms,
- the way to use the services provided by the platform and in particular the training of end users tiers 2 informal.

These local workshops enable to design, to refine, and to validate the added-value of the MEDiATE solution and services.

Several workshops have been organised so far:

- Workshop groups during the respite stays organised by DMMR and CCC in August 2013 and DMMR, CCC, EGLU and Tudor in August 2014.
- Workshop dedicated to informal carers in September and Octobre 2013, organised by the PGI, and others in October and November 2013 by the FST.
- Focus groups with seniors and carers animated by the PGI in 2013 for the GIE Impa, IRV, CCAS of Dijon and Besançon, Espace Senior and Alzheimer Cote d'Or associations.
- Workshop with formal carers organised by the FST in April 2014.
- Presentation of the project by the PGI to the Matinale de la silver economie on 28th January 2014 in Paris, the AGE platform meeting on the 7th October 2014 and on the AFNOR meeting on the Silver economy the 11th December 2014.

- Presentation of MEDiATE project to the « Réseau des villes de l'Arc jurassien Suisse » by the FST in mai 2014, and to the municipality of Norddjurs by EGLU.

8.2.2 External dissemination and training

There are several features of the MEDiATE project that make it ideal for external dissemination. The MEDiATE platform is the first tool of its kind that allows participatory development. The design of training modules is influenced by the users' needs in a cocreation environment. All of these innovations have been presented to external audiences by each of the involved consortium members. The modes of communicating these innovations and the choice of each external audience depend on each partner, but the following activities have already taken place:

- Participation to the Swiss congress on Gerontology from the 29-31st January 2014.
- Presentation of MEDiATE project at "Salon de la Santé et de l'Autonomie 21st may 2014 and at the salon "Carreau du Temple" specialised for elderly people in Paris in June 2014.
- Presentation of MEDiATE project in the frame of the "Journée des aidants" event organised by the PGI with the financial support of the Comité Régional de Coordination de l'Action Sociale Bourgogne Franche-Comté on 10th October 2013 in Chalon sur Saône, on the 10th October 2014 in Belfort (90) and on the 13th October 2014 in Chalon sur Saône.
- Participation to the Copil meeting of the OneMoreLife Community the 12th December 2014.
- Participation to several AAL related events:
 - Participation to the "future proof AAL system" in Brussels in November 2013.
 - Participation to "AAL JP/ JPNP expert workshop" in Amsterdam in January 2014.
 - Participation to the "Reinforce the Ambient Assisted Living (AAL)" event in Brussels in February 2014.
 - Participation to AAL forum in September 2013 with the presentation of a poster on MEDiATE services.
 - Participation to AAL forum in September 2014 with the presentation of the Architecture of MEDiATE solution in the form of a poster in a dedicated session on Interoperability issues and solution.
 - Participation to the European Regions conference in Brussel in October 2014.
- Organisation of a round table on the topic of the social innovation in Luxembourg in the frame of the 6th edition of the exchange day on the social sector organised by Tudor and the Resonord (Regionale Sozialzenter Norden) in Hosingen in October 2014. Project MEDiATE will be presented and discussed together with its potential for improvement of the help to the social workers.
- Organisation of the side event "Interoperability APIs and LivingLabs for AAL" <http://www.aalforum.eu/side-events-2014> in the frame of AAL forum in September 2014. The link to the official site referring to the event is the following <http://camera-contact.com/AALFORUM-API/>. Several consortium partners took part in the event and MEDiATE project was presented there.
- As part of the OpenLivingLab Days 2014, Tudor coorganised with CCC the workshop "International Living Lab for products and services for elders and their autonomy" on September 4, 2014 in Amsterdam. Younes Djaghloul was the representative of CRP Henri Tudor while Serge Smidtas for Camera Contact had the role of animating the debate. Pierre Rossel from EPFL had the role of presenting the specificities of MEDiATE Living Lab. The thematic of the event was the following: Comparison of approaches of living-labs around elders and their carers across Europe: Synergies Benefits, Disadvantages. The idea was to bring together members of Living Lab from laboratories across several countries which have a direct link to seniors and their caregivers. The workshop enabled each participant to describe his/her living-lab in his country and highlight the common facts and differences with other Living Labs.

- Participation to the AAL Forum 2015 conference and the living lab session (organised by CCC) in which Damien participated. The proceedings will be published (<http://www.aal-europe.eu/forum-2015/>).

8.2.3 Influencing public affairs

The approach of MEDiATE consortium to public affairs is to raise awareness of policy makers about the need for a better communication of the seniors' carers, professional or not.

To this aim, DMMR and CCC have presented the Ambient Assisted Living topic and MEDiATE project to French rapporteur of the parliament Martine Pinville on the draft law on the adaptation of the aging society at official parliamentary hearing on 24th June 2014.

Other work meetings followed on 30th of June, 2nd and 8th of July to include MEDiATE outcomes, in term of changes needed for the law, in the form of an amendment, to facilitate exchange of information among carers. DMMR also worked in close collaboration with CNSA president Paulette Guinchard and contributed to the project law with the CESE on the ageing well topic.

8.3 MEDiATE ethical considerations for publications and dissemination

During the MEDiATE dissemination and exploitation activities, ethical issues related to data privacy are considered. In particular:

- All personal data gathered within the study are encrypted and protected.
- All the dissemination materials use an equal language, without discrimination of people because of their gender, age, sexual orientation, cultural background or other personal characteristics.
- Each partner takes care of its own national laws.

All the scientific papers and any publications within the MEDiATE project take into account these ethical and privacy principles.

9 Conclusions

This deliverable aim is to define the common consortium partners' strategy for the dissemination of activities within MEDiATE project. All the dissemination materials are available. Several dissemination activities took place for publicising the project and promoting the different associated services offered by the platform. A strategy has been defined for the remaining period of the project and beyond.

This reporting document is a live one. Indeed several events will be organised in the frame of the project and several publications are forecasted. They will be added to this deliverable as soon as they occur in the dedicated sections of that document.

Several scientific conferences are targeted in order to disseminate the technological components of the Mediate.

10 Appendix A –Scientific Publications list

Scientific articles constitute an excellent dissemination action to reach a wider scientific audience and to make them aware of the project objectives, activities and results in a detailed and extensive manner. In all cases, the scientific communications and papers go through the dissemination committee. An authorship policy for scientific publications has been approved by the consortium: the paper is circulated among all the partners before its submission (specifying the envisaged journal). A period for comments and contributions is given. The papers include an acknowledgement section with the following text "This work has been granted by the AAL Joint Programme under reference number AAL-2012-5-171. This support is fully acknowledged". The list of the publication published so far appears below. It is updated each time a paper is accepted for publication.

1. W. Aggoune-Mtalaa, R. Aggoune, "An optimization algorithm to schedule care for the elderly at home" International Journal of Information Science and Intelligent Systems, 3(3): 41-50, 2014.
2. W. Aggoune-Mtalaa, D. Nicolas, Y. Djaghloul, D. Khadraoui, H. Ayed "Towards a better interoperability of platforms dedicated to seniors: the MEDiATE system architecture" Proceedings of the AAL Forum, Bucharest, Romania, 2014.
3. W. Aggoune-Mtalaa, D. Nicolas, Y. Djaghloul, D. Khadraoui, H. Ayed, S. Sondergard, S. Smidtas "The MEDiATE Approach for the collaboration of heterogeneous Elderly Platforms: first Results" Proceedings of the third International Conference on Informatics and Engineering and Information Science, Poland, 2014.
4. W. Aggoune-Mtalaa, D. Nicolas, Y. Djaghloul, R. Aggoune, H. Ayed, D. Khadraoui "Planning and recommendation services for the coordination of the help around the elderly person: First Results of MEDiATE project, Proceeding of the International workshop on Advance's in ICT infrastructures and services, 2014.
5. L. Massa, P. Rossel, L. Jodet, "Business Model Design for network and value exchange orchestration – a new framework and application to MEDiATE, an innovative ICT platform for healthcare services to the elderly". CSI-EPFL Working Paper series in business modelling in the Silver economy No 1 (Lausanne, EPFL), 2015.
6. L. Massa, "A comparative analysis of elderly and technology projects in the context of AAL-EU projects: putting the MEDiATE concept into perspective". CSI-EPFL Working Paper series in business modelling in the Silver economy No 2 (Lausanne, EPFL), 2015.
7. P. Rossel, L. Massa, "Why the canvass approach does not match with elderly-centered social care business models?" CSI-EPFL Working Paper series in business modelling in the Silver economy No 3 (Lausanne, EPFL), 2015.
8. P. Rossel, L. Massa, "From business modelling to business exploitation for ICT-enabled social care for the elderly: defining the hierarchy for two layers –global and local- and two directions -1.0 and 2.0- , of services involved". CSI-EPFL Working Paper series in business modelling in the Silver economy No 4 (Lausanne, EPFL), 2015.

9. P. Rossel, "Supporting the elderly's ecosystems: how can innovative experiments be relevant in all contexts?" Presented in the WHO-ITU "5th Global Forum on Health Promotion", Alliance for Health Promotion (A4HP), Geneva, Nov. 16th, 2015.
10. Hédi AYED, Damien NICOLAS, Djamel Khadraoui, MEDiATE Learning Capability EcoSystem (Collaborative and interMEdiating solution for Managing Daily Activities for The Elderly at home) ICALT 2016, Austin, US (under submission).
11. Damien Nicolas, Hédi Ayed, Djamel Khadraoui, The MEDiATE Architecture: A secure and highly distributed approach for improving collaboration between heterogeneous platforms, SAI 2016, London, UK (under submission).
12. Djamel Khadraoui, Damien Nicolas, Hédi Ayed, Collaborative and brokerage platform for managing daily activities for The elderly at home, ICT4AWE, Roma, Italy (under submission).
13. Djamel Khadraoui, Hédi Ayed, Damien Nicolas, MEDiATE: Towards a smart brokerage market place for AAL based services, Smart 2016 (under submission).
14. Hédi Ayed, Djamel Khadraoui, Damien Nicolas, MEDiATE: Improving Interoperability between heterogenous platform based on Multi-Agents Systems IS'16, Sophia (under submission).

11 Appendix B – Press releases

This section presents some of the press articles that were released in the newspapers as for instance in the Luxembourgish Tageblatt, the French revue TRAITS from the CESE Franche-Comté or the Gerontechnomie.net senior dedicated website.

CRP Henri Tudor koordiniert europäisches Projekt „Mediate“

Forschung, die das Leben vereinfacht

Michelle Cloos

Altenbetreuung und -pflege ist eine der großen Herausforderungen unserer Gesellschaft. Ein neues europäisches Forschungsprojekt will jetzt dazu beitragen, die Verpflegung effizienter zu gestalten, um die Lebensqualität der älteren Menschen zu verbessern.

Das europäische Projekt „Mediate“ wird von einem öffentlichen Forschungszentrum in Luxemburg, dem CRP Henri Tudor, koordiniert. Acht weitere Partner aus verschiedenen europäischen Ländern, darunter das luxemburgische Unternehmen „G4S Security Solution“, beteiligen sich am Vorhaben.

Das Vorhaben besteht darin, durch den gezielten Einsatz von Informations- und Kommunikationstechnologien älteren Menschen das alltägliche Leben zu vereinfachen und ihre Autonomie zu steigern.

Es gibt heutzutage bereits etliche Dienstleistungen für zu Hause, auf die Senioren zurückgreifen können, wie z.B. den Alarmpfopf, den man als Armband tragen kann.

Koordinieren und informieren

„Diese Dienste stellen für ältere Menschen eine Hilfsleistung dar, sie ermöglichen es allerdings nicht, einen Schritt weiterzugehen“, erklärt Dr. Djamel Khadraoui, Projektleiter im CRP Henri Tudor, gegenüber dem *Tageblatt*. Bislang gibt es nämlich keine Synchronisierung der unterschiedlichen Aktivitäten der Senioren. Im Rahmen des Forschungsprojekts „Mediate“ soll ein System geschaffen werden, das es erlaubt, sämtliche Dienstleistungen miteinander zu verbinden. Folglich soll das System auch mit allen bereits bestehen-



Foto: AP/Christof Stachle

Das Forschungsprojekt soll die Autonomie der Senioren in ihrem Zuhause steigern

den Informatiksystemen kompatibel sein.

Dabei sollen aber nicht nur die Dienste der professionellen Alterspflege (Ärzte, Krankenpfleger usw.) koordiniert werden. Auch das direkte Umfeld der betroffenen Personen – sprich die Familie, Freunde, Nachbarn und Bekannte – soll mit eingebunden werden. So werden banale Alltagsaktivitäten wie der Termin beim Friseur oder das Einkaufen gehen bei der Koordinierung mit in Betracht gezogen.

Konkret bedeutet das, dass, wenn der Krankenpfleger Verspätung hat oder einen Termin absagen muss, dies im neuen Informatiksystem auf effiziente Weise erfasst und angezeigt wird. So werden sowohl die Senioren als auch ihr Umfeld und das Per-

sonal anderer professioneller Dienstleistungen umgehend über die Änderungen im Tagesablauf informiert.

Produkt in drei bis vier Jahren auf dem Markt

Natürlich kann die Nutzung von Informatiksystemen für ältere Menschen eine Schwierigkeit darstellen. Deswegen wird die angepeilte Zielgruppe auch bei den verschiedenen Entwicklungsphasen mit eingebunden. Derzeit befindet sich das Projekt in der Phase, wo die unterschiedlichen Bedürfnisse älterer Menschen erfasst werden.

„Die Senioren befinden sich bei der Entwicklung unserer Lösung

im Mittelpunkt“, unterstreicht Khadraoui. Am Ende soll nämlich ein benutzerfreundliches Produkt entstehen, das vermarktet werden kann und das zu realen Verbesserungen im Alltag der Senioren führt.

Das Forschungsprojekt startete im Juni dieses Jahres und soll sich über einen Zeitraum von zwei Jahren erstrecken. Dann soll das Endresultat feststehen. Danach muss man wahrscheinlich noch zwischen 12 und 24 Monaten warten bis zur endgültigen Kommerzialisierung des Produkts, wie Khadraoui erklärt. Im CRP Henri Tudor arbeiten derzeit drei Personen in Teilzeit am Projekt „Mediate“, für das das Luxemburger Forschungszentrum ein Budget von rund 400.000 Euro bereitstellt.



L'Europe en Franche-Comté

PAGE 11

MEDIA TE : pour une meilleure coordination des soins à domicile

Quel est l'impact de la politique européenne en Franche-Comté ? Dans chaque numéro, Traits vous propose de découvrir un projet régional soutenu par des fonds européens.

MEDIA TE est l'un des 151 projets financés dans le cadre du 5^e appel à projets du programme européen AAL (Ambient assisted living), dont l'objectif est de développer l'usage des technologies de l'information et de la communication afin d'améliorer le quotidien des personnes âgées.



Le vieillissement de la population est un phénomène mondial touchant l'ensemble des pays développés. Le « bien vieillir » et le maintien à domicile des personnes âgées sont devenus des enjeux de société. Pour les accompagner, celles-ci peuvent compter sur leurs aidants qu'ils soient médecin, infirmier, aide à domicile ou encore membre de la famille. Comme le souligne le CESE dans son rapport « L'accès aux soins en Franche-Comté, pour tous et partout », la coordination entre tous ces acteurs est primordiale ; il met d'ailleurs en avant l'intérêt du métier de « coordinateur d'appui en santé » (voir le point p. 8). C'est pour répondre au même besoin que le projet MEDIA TE a vu le jour.

En effet, la plupart des outils de coordination des soins existants sont axés sur les aidants professionnels. Or, une étude de 2010 révèle que 80 % des soins prodigués à une personne âgée sont réalisés par un membre de sa famille proche. Devant l'absence de solution permettant aux aidants « informels » de travailler en coopération avec les aidants professionnels, le projet MEDIA TE propose

de développer une plateforme collaborative décentralisée permettant à tous les individus impliqués dans la fourniture de soins et de services à une personne, de communiquer et de travailler ensemble, pour son bien-être. Car l'objectif est bien là : permettre aux personnes âgées de continuer à vivre chez elles le plus longtemps possible et dans les meilleures conditions.

À ce jour, la communication entre plusieurs logiciels professionnels est impossible. MEDIA TE crée un standard de communication entre eux, permettant l'échange de données. La solution basée sur le web permettra à tous les acteurs impliqués auprès d'une personne de se connecter sur plusieurs types d'appareils (ordinateur, smartphone, tablette) et de s'envoyer des messages, de partager des informations utiles, quelle que soit l'application utilisée (logiciel professionnel ou simple messagerie privée). À partir de là, on peut imaginer de nombreuses possibilités pour faciliter la vie des personnes âgées comme, par exemple, commander un taxi directement depuis sa messagerie.

Ce projet est porté par plusieurs structures issues de divers pays : Danemark, France, Luxembourg, Roumanie, Suisse. Le Pôle de gérontologie interrégional (PGI) Bourgogne et Franche-Comté fait partie des organismes français partenaires du projet. Le PGI a notamment travaillé sur la définition des besoins des personnes âgées ainsi que sur



UN PÔLE DÉDIÉ À LA QUALITÉ DE VIE DES PERSONNES ÂGÉES

Le Pôle de Gérontologie Interrégional (PGI) Bourgogne & Franche-Comté a été créé en 2010 par les Universités de Bourgogne et Franche-Comté, les CHU de Besançon et Dijon, la CARSAT Bourgogne Franche-Comté, l'association Gérontopôle Pierre Pfizenmeyer et l'Institut régional du vieillissement de Franche-Comté.

Il a pour mission de favoriser le développement économique, la recherche et l'innovation, en apportant aux entreprises et acteurs économiques sa connaissance des attentes et des besoins des seniors, pour leur permettre de développer des produits et des services adaptés sur ce marché à fort potentiel. Le PGI favorise également les synergies et la coordination des acteurs de la gérontologie en développant le transfert de compétences, l'échange de bonnes pratiques et la formation.

En savoir plus : www.pole-gerontologie.com

la construction des « pilotes » de la plateforme, c'est-à-dire sur sa faisabilité technique. Le projet est désormais entré dans sa phase expérimentale et les premiers tests auprès des personnes âgées sont plutôt concluants, même s'il est évident qu'une démarche d'assimilation et de formation sera nécessaire pour leur permettre de se familiariser avec ce nouvel outil. <

Le prochain appel à projets du programme AAL sera lancé en février 2015. Les porteurs de projets ont jusqu'au mois de mai pour déposer leur dossier : www.aal-europe.eu



MEDiate : Une solution pour structurer les activités d'aide aux personnes âgées à domicile

[L'actualité Silver Economie, Technologies pour l'autonomie et Gérontechnologies]

10 septembre 2013 par REDACTION Commenter

[Aide Domicile Luxembourg](#)
Liste Complète & Actualisée. Adresses, Plan d'Accès, Infos.
 www.Yellow.lu/Aide-a-Domicile  Annonces Google



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TRIBUNES LIBRES ET PAROLES D'EXPERTS
EXPRIMEZ-VOUS !

RECRUTEMENT : NOUS REJOINDRE

Un nouveau projet européen destiné à accroître l'autonomie des séniors a été lancé en juin dernier : il s'agit de MEDiate - « collaborative and interMEDiating solution for managing Daily Activities for The Elderly at home ». Celui-ci est mis en oeuvre dans le cadre du programme de recherche « Ambient Assisted Living » (AAL) qui a pour but l'amélioration de la qualité de vie des personnes âgées grâce à l'utilisation des Technologies de l'Information et de la Communication (TIC).

Le consortium du projet MEDiate

Le Docteur Djamel Khadraoui, chercheur au Centre de Recherche Public (CRP) Henri Tudor, est le coordinateur de ce projet. Huit organismes partenaires vont collaborer à ses côtés pendant 2 ans au sein de MEDiate. Il s'agit notamment:



- du Danois EGLU,
- du Roumain SIVECO,
- du Pôle de Gérontologie Interrégional Bourgogne Franche-Comté,
- de la société Camera Contact,
- de l'association Dessine-Moi Mon Répit,
- de l'entreprise Luxembourgeoise G4S Security Solution,
- de l'Ecole Polytechnique Fédérale de Lausanne,
- et de la Fondation Suisse pour les Téléthèses.

Les objectifs du projet européen MEDiate

MEDiate annonce la mise en place une solution collaborative visant à structurer les activités d'aide aux personnes âgées à domicile qui sera mise à la disposition des professionnels du secteur ainsi que des personnes composant le réseau informel (famille, amis etc...). L'interopérabilité est un de ses atouts, selon le CRP Henri Tudor.

La technologie développée dans le cadre du projet MEDiate annonce une possible amélioration des différentes interactions entre tous les acteurs. Sa mise en place répond à une limite identifiée dans le secteur de l'aide à la personne : les solutions existantes à ce jour sont uniquement centrées sur un établissement (hôpital, maison de retraite etc...) et à destination des professionnels. L'objectif est de permettre aux prestataires de soins informels de pouvoir communiquer plus aisément.



Formation: Innovation dans la Silver Economy

Lancement de la Silver Valley

VOS DERNIERS COMMENTAIRES

REDACTION dans *Présence Verte optimise son dispositif de téléassistance avec Matooma*

Hélène dans *Présence Verte optimise son dispositif de téléassistance avec Matooma*

Michael dans *Conférence LesEchos : E-santé, Télé médecine et Numérique en Santé : 12 septembre 2013 - Paris*

REDACTION dans *MyHOME domotique de Legrand : au service du bien vivre et du bien-être des séniors*



12 Appendix C – MEDiATE Posters

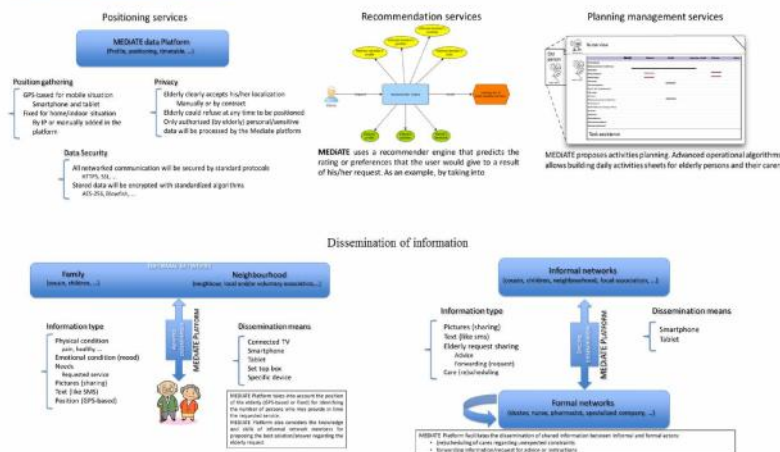
MEDiATE: collaborative and interMEDiating solution for managing **Daily Activities** for **The Elderly** at home

MEDiATE objective is to design, build and test the first decentralised collaborative solution that will allow informal carers and professionals, to communicate and work together in a coherent manner. It will provide a rich and open service environment to support all caregivers and allow all tasks taking place within the elderly person's social environment to be facilitated and coordinated, enhancing the capacities of each actor.

Context

Home care for the elderly can be provided either by professional service providers, such as doctors, nurses and housekeepers or informal carers including family members, friends, neighbours, and relatives. A 2010 study revealed that 80% of the care provided to an elderly person comes from his/her close family. However, most of the current tools for coordinating care are focused on formal caregivers in professional environments. A collaborative solution is required to enable informal carers to work in cooperation with professional care providers, benefiting from their methodology and structure.

MEDiATE Services



Innovation

MEDiATE is independent of any specific technology and is based on web services, focusing on interoperability, ie. ensuring compatibility with existing systems.

Challenges

- “pay-per use” business model,
- optimal integration of informal partners in the ecosystem of care and facilitating the emergence of new services from the informal network complementary to existing ones.
- eLearning solution for carers

Results

MEDiATE will provide a complete communication and organizational solution to optimize the care of the elderly at home. The communication platform will allow all actors to connect over multiple types of devices and send messages to other individuals, share information with specific sub-groups of carers, and see information relevant to their role.

Impact

The technology developed in MEDiATE will strengthen interactions between and among informal and formal care providers, who will no longer have to rely on a single and centralised coordinator. The local potential of the networks supported by the MEDiATE solution will be shared at European level, to allow exchange of best practices, training of trainers, software maintenance and ethical governance.



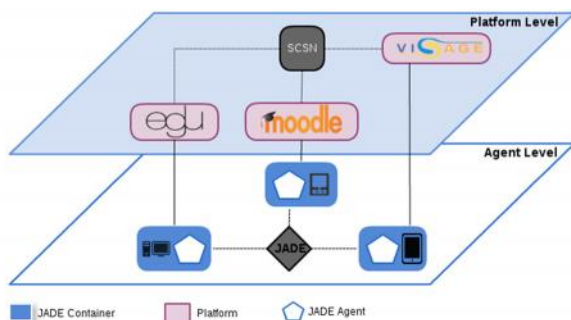
MEDIAE: collaborative and interMEDIating solution for managing Daily Activities for The Elderly at home



MEDIAE objective is to design, build and test the first decentralised collaborative solution that will allow informal carers and professionals, to communicate and work together in a coherent manner. It will provide a rich and open service environment to support all caregivers and allow all tasks taking place within the elderly person's social environment to be facilitated and coordinated, enhancing the capacities of each actor.

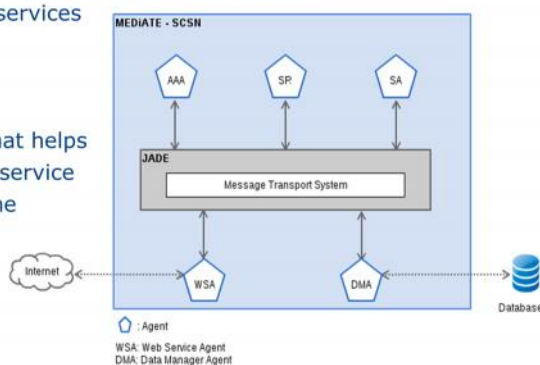
MEDIAE: A Multi-Agent System

The MEDIAE architecture can be seen from two levels of abstraction: the agents level (bottom level) and the platforms level (upper level).



The **MEDIAE Service Clearing Support Node (SCSN)** is the central node which acts as a middleware by offering the main services of the MEDIAE platform. The SCSN is mainly composed of the following components:

- AAA: The component that deals with the Authentication, Authorisation and Access services
- SR (Service Repository): a yellow pages of services
- SA (Service Advisory): is a recommender system that helps users selecting the relevant service among those proposed by the different platforms



MEDIAE Services



Data Security
All networked communication will be secured by standard protocols: - HTTPS, SSL, - Stored data will be encrypted with standardized algorithms: - AES, RSA, Blowfish...



MEDIAE uses a recommender engine that predicts the rating or preferences that the user would give to a result of his/her request. As an example, by taking into

Planning management services



MEDIAE proposes activities planning. Advanced operational algorithms allows building daily activities sheets for elderly persons and their carers.

Mediate Results

MEDIAE will provide a complete communication and organizational solution to optimize the care of the elderly at home. The communication platform will allow all actors to connect over multiple types of devices and send messages to other individuals, share information with specific sub-groups of carers, and see information relevant to their role.



13 Appendix D – MEDiATE Flyer



Inspiration

Home care for the elderly can be provided either by professional service providers, such as doctors, nurses and housekeepers or informal carers including family members, friends, neighbours, and relatives. A 2010 study revealed that 80% of the care provided to an elderly person comes from his/her close family. However, most of the current tools for coordinating care are focused on formal caregivers in professional environments.

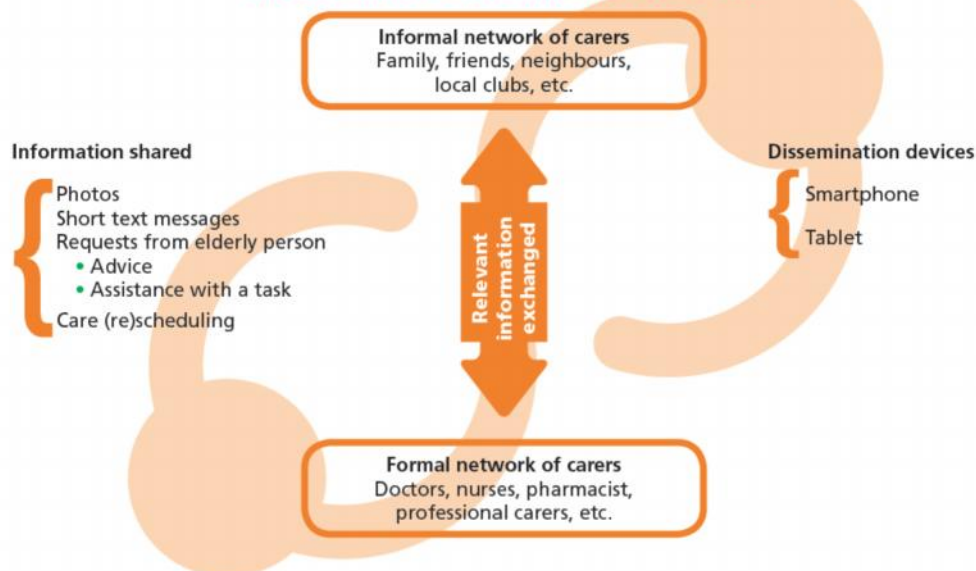
Seeing that a collaborative solution was required to enable informal carers to work in cooperation with professional care providers, the MEDiATE project was created with the aim of developing the first decentralised collaborative solution to enable all individuals involved in providing care and support, whether informal carers or professionals, to communicate and work together in a coherent manner. It will provide a rich and open service environment to support all caregivers and allow all tasks taking place within the elderly person's social environment to be facilitated and coordinated, enhancing the capacities of each actor.



Innovation

MEDiATE will design, develop and test a collaborative communication platform compatible with existing technological systems, and develop additional personalisation and recommendation, and planning services using advanced optimisation techniques. The web-based solution will allow all care providers to connect over multiple types of devices and send messages to other individuals, share information with specific sub-groups of carers, and see information relevant to their role.

The MEDiATE communication platform



Impact

The MEDiATE communication platform will strengthen interactions between and among informal and formal care providers, who will no longer have to rely on a single and centralised coordinator. The local potential of the networks supported by the MEDiATE solution will be shared at European level, to allow exchange of best practices, training of trainers, software maintenance and ethical governance. It will result in more coordinated care for the elderly, with improved communication and exchange between all caregivers.

How to take part in MEDiATE

- Are you a formal or informal carer (professional, family member, friend)?
 - > You can help us test our communication platform and see how it can be used in your own role.
- Do you develop technological platforms?
 - > We want to make sure that MEDiATE is compatible with your platform.

Please get in contact to find out more about how to get involved with the project

Contact

Djamel Khadraoui

Phone: +352 42 59 91 - 2286

djamel.khadraoui@tudor.lu

CRP Henri Tudor

29, avenue John F. Kennedy
L-1855 Luxembourg-Kirchberg

www.mediate-aal.eu



14 Approval of Deliverable

<p>1. <u>DISTRIBUTION OF THE DELIVERABLE</u></p> <p>WORK PACKAGE TITLE: Business model, Exploitation strategy and Dissemination</p> <p>DELIVERABLE NAME: D5.4 Dissemination strategy and dissemination activities</p> <p>DELIVERABLE DISTRIBUTED TO ALL PARTNERS VIA: <input checked="" type="checkbox"/> email <input checked="" type="checkbox"/> DMS: Document Management System (indicate location): http://quickr.tudor.lu/MEDiATE</p>
<p>2. <u>APPROVAL OF THE DELIVERABLE</u></p> <p>ORGANIZATION NAME:</p> <p>REPRESENTATIVE NAME:</p> <p>DATE OF THE APPROVED REVIEW: <input type="checkbox"/> APPROVED <input type="checkbox"/> NOT APPROVED</p> <p>COMMENTS:</p>

15 History

Version	Comment	Who	Date
0.1	Deliverable 5.4 (M18) from LIST Structuring of the deliverable	WMT	04-15-2015
0.4	Intermediate version with input from all partners	WMT	06-30-2015
0.8	Final Version with input from all partners	WMT	08-31-2015
1.0	Including last input from all partners Review and Quality check	DKH	10-30-2015