



The Online Platform for Informal Caregivers

Project No. AAL-2012-5-169

Exploitation and dissemination plan

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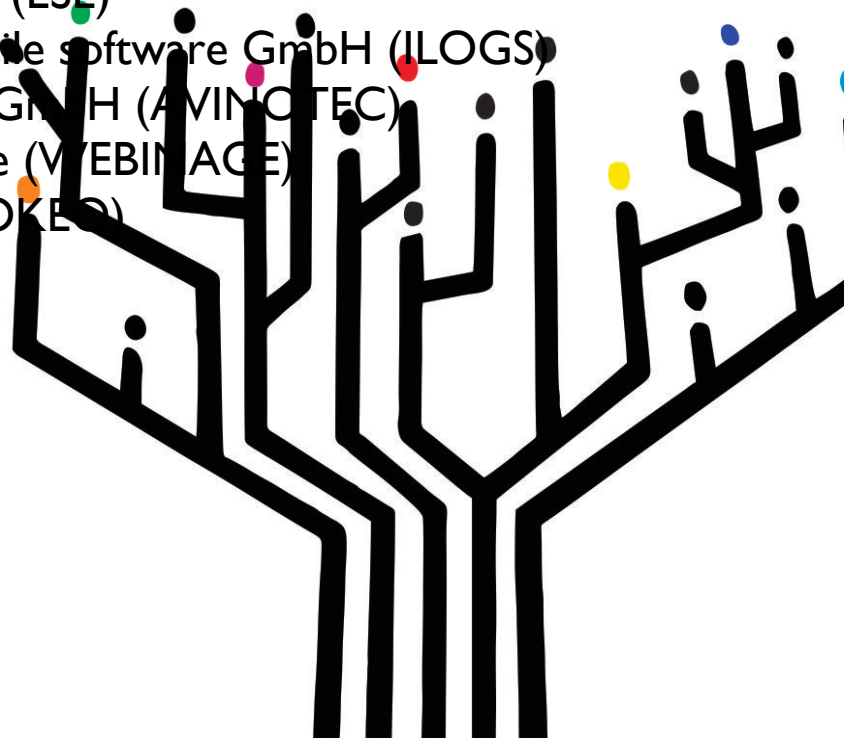
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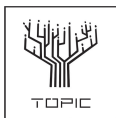
Work Package WP5: Dissemination and Exploitation

Task T5.1: Definition of the exploitation and dissemination plan

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I Introduction

Communication and dissemination activities are an important and central part of the TOPIC project. It is fundamentally aimed to:

1. Distribute the project and its intermediate and final results;
2. Establish partnerships and co-operative agreements with other projects/catalysts in order to maximise the dissemination of the materials created in this project;
3. Publicise the project by
 - a. Creating and distributing posters, leaflets and articles about the project and its accomplishments;
 - b. Participating in trade fairs in the field and
 - c. Developing a project web site where all public deliverables of the project will be available to any possible interested third party;
 - d. Organising national and international events for the presentation of intermediate and final results of the project, preparing the ground for project assessment.

On the one hand the project involves institutions interested in widening their own knowledge and competence in order to understand the situation of informal carers. On the other hand the carers itself to strength their personal and political position and to give them a set of instruments to deal with their situation.

Therefore, in terms of target groups, the project aims to address:

1. Informal carers
2. Associations of informal carers
3. Universities, research institutes, training centres
4. Regional and provincial administration bodies
5. Local administration bodies

These groups can be clustered in the following categories:

1. Primary audience: informal cares and their associations to inform and to cooperate with the project;
2. Secondary audience: European, national and regional governments who benefit of the engagement of informal carers and save public money, to support the infrastructure and ideas of the project;
3. Tertiary audience: researchers and academics who will support the project and benefit from it from a scientific point of view.

Table I summarises the relationship between the different communication tools that we plan to use for the dissemination of the TOPIC project and the target audiences that they aim at.

Table I Communication tools x Targeted audiences

Communication tools	Targeted audiences
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	Primary		Secondary	Tertiary	
	Informal carers	Carers associations	Communities	Government	Universities
Press release		X	X	X	X
Scientific papers					X
Newspapers, articles	X	X	X	X	X
Website	X	X	X	X	X
Events	X	X	X	X	X

1.1 Objectives of the dissemination plan

This plan provides information on the dissemination activities to be carried out throughout the project development and their benefits to private and public affairs. It defines and details the strategies and procedures necessary to reach all relevant audiences to the project.

Establishing and keeping communication with these audiences throughout the project is of special relevance for the project to achieve visibility and recognition at national and European levels.

1.2 Dissemination phases

In every phase of the project there are key aspects to be taken into consideration and they reflect upon the strategies for dissemination.

In the first phase, the dissemination will aim:

- To spread information about the project objectives;
- To involve related stakeholders.

In the subsequent phases when first results and instruments are available the priorities for dissemination will be:

- To advance the state of the project;
- To spread information about the project results;
- To promote the tools that the project makes available.

1.3 Structure of this document

First, we will present the general rules we apply in dissemination process in the project. Then we will introduce the communication tools in detail, before we describe how we will report the dissemination activities.



2 General rules

According to a shared program, every partner will have to:

1. Contribute to the project promotion and to the dissemination of its results;
2. Provide the logo of their own organisation (when feasible) and make reference to all relevant funding bodies in every the dissemination artefacts;
3. Forward to the WP5 leader the dissemination material used in order to revise the dissemination plan and to the editorial board for the publication on the website;
4. The editorial board will decide which material will be available to the public and which material only to the partners in the restricted area.

3 Communication Tools

In this section we will present the communication tools we plan to use in the project. We will describe the objective, the target audience, the relevance to this project, general aspects that are special for the specific tool, the content, where we are going to apply the particular tool, different materials we will use for reporting, timing and how often we will provide this at different locations, and finally the indicators for measurement.



3.1 Brochures and flyers

Objective

To communicate briefly and sufficiently the purpose of the project and to provide Information about the partnership.

Target

All audiences previously identified.

Relevance

Low.

General aspects

At different stages of the project, there will be different brochures and flyers dedicated to each of the target audiences previously identified. Using a standard and shared format with a predefined structure, every partner should elaborate up a version of the brochures/flyers in its native language. The format of the brochure is the same for all partners.

Contents

- On the first page:
 - The European Commission logo;
 - The project logo.
- On the main body, the text will be different depending on the target audience and information we want to communicate with. For instance, for users and user associations the following content will be included in the tool:
 - The context;
 - The project description;
 - The project objectives;
- The expected results.
- On the last page the:
 - Contact details;
 - Link to the project web site;
 - Partners' logo.

Where

Depending on the target audience, at strategic location (clinics, pharmacies, informal carers' associations), important conferences, workshops, and other events.

Materials for the reports

- Versions of all the flyers generated;
- List of places where the flyers were distributed;
- Approximate number of flyers distributed.

Indicators

Variety of distribution places; number of distributed copies; if available, direct feedback received by target audience.



3.2 Press releases

Objective

To involve the press and, therefore, a wider public, and to increase the project visibility in the events related to the project.

Target

Primary and secondary audiences.

Relevance

Medium.

General aspects

Press releases should be prepared with:

- Information on the project developments;
- Call for participation in open events organised by the project partners, and
- Information on the outcomes from such events.

In relation to events, every partner hosting an project event open to the public should draw up an official press release and send it to the most important national and local newspapers at least three days before the event. The day following the event a final press release will be written with the outcomes of the event. All the press releases have to contain the links to the project web site.

Contents

General-purpose press release

- Any relevant information on the project developments or activities (e.g. participant recruitment, prototype releases, etc.) should be publicised in the form of a press release from time to time.

Pre-event press releases

- A standard introduction to the project, the partners, and information about the targeted audience at the event;
- A clear description of the event, emphasizing the relation between the project activities and the country.

Post-event press releases

- A standard introduction of the project, the partners and information about the participants in the event;
- A short and clear description of the event and the decisions taken;
- Information regarding the subsequent project meetings and events.

When

At least 2 in each country participating in the project. Before and after every important open events throughout the project and whenever relevant developments or activities take place.

Documents for the reports

Copies of newspapers and journals.

Indicators

Number of press releases elaborated throughout the project; number of publication venues reached by the press release.



3.3 Publication of articles

Articles for both specialised press and scientific journals and must be elaborated and published throughout the project development.

a) Articles in specialised press

Objective

To disseminate the project activities, developments, and accomplishments.

Target

Primary and secondary audiences.

Relevance

Medium.

General aspects

Articles about the project activities and accomplishments should be written and published in daily newspapers or magazines targeting a vast. Since they are directed to general population, these articles should be relatively short, clear, and easy to understand. All articles and information appearing in newspapers or magazines will also be published in “News” area of the project website.

Contents

- Presentation of the key aspects of the project; attention paid to important aspects of the project activities or to the results obtained by the project at that stage;
- Information about project partners’ accomplishments.

Material for the reports

Copies of newspapers, magazines, etc.

Indicators

Number of articles published.

b) Scientific articles

Objective

To advance the state of the art of research in the field of technological developments for informal care and to divulge the progress of the project work plan, as well as its intermediate and final results.

Target

Tertiary audience.

Relevance

Very high.

General aspects

In terms of scientific results, articles should be written and published in proceedings of relevant conferences and scientific journals. Since these articles are directed towards the scientific community, the language and the topics discussed will be very specific.



The Online Platform for Informal Caregivers

Contents

- Analytical description of the project, problems met, and solutions adopted;
- Detailed description of the results obtained in the different phases of the project;
- Description of the partnership and tools used in the project;
- Acknowledgements to the financial support received from the different funding bodies.

When

Throughout the project.

Material for the reports

Copies of articles.

Where

- Different international conferences, e.g.:
 - ACM Conference on Human-Factors in Computer Systems – ACM CHI;
 - ACM Conference on Computer Supported Cooperative Work – ACM CSCW;
 - ACM Conference on Supporting Group Work – ACM GROUP;
 - ACM conference on Designing Interactive Systems – ACM DIS;
 - IFIP INTERACT Conference;
 - European Conference on Computer Supported Cooperative Work – ECSCW;
 - International Conference on the Design of Cooperative Systems – COOP;
- Different international journals, e.g.:
 - International Journal of Medical Informatics
 - Journal of Computer Supported Cooperative Work (JCSCW)
 - ACM Transactions on Computer-Human Interaction (TOCHI)

Indicators

Number of articles submitted and number of articles published during the project.



3.4 Internal meetings

Objective

To share and spread information about methods, techniques, and experiences of the project among the project partners.

Target

Representatives of project partners.

Relevance

Very high.

General aspects

Since these are internal technical meetings for the actors involved in the project and, therefore, the material used is the typical technical material of every project (reports, assessment grids, monitoring forms, etc.).

Contents

- Information on the project activities and its developments;
- Report on problems met and solutions adopted;
- Information on intermediate results.

Number

At least a monthly remote meeting and 4 face-to-face meetings throughout the project.

When

Throughout the project.

Material for the reports

Images and minutes of the meetings.

Where

In all partner countries.

Indicators

Number of meetings and their minutes.



3.5 Other meetings and workshops

Objective

To spread and discuss information about the project, its goals, developments, and accomplishments among people other than the ones participating in the project development.

Target

All the three audiences previously identified.

Relevance

High.

General aspects

These meetings will be performed to attend different demands of the project (e.g. recruiting fieldwork participants, discuss methodological approaches with members of the scientific community, explore possible collaboration).

Contents

- Information on the project activities and its development;
- Information on the approaches used in the project;
- Samples of data and demos of applications under development.

Number

As many as necessary.

When

Throughout the project.

Material for the reports

Images and minutes of the meetings.

Where

In all partner countries.

Indicators

Number of meetings and their minutes.



3.6 The project website

Objective

To offer a meeting point to the community and a mechanism to reach the wider public and to disseminate the achievements arising from the project through Web pages, documents, and a newsletter. The core parts of the portal will be in English, links to the local pages of partners' websites in their national languages will be added.

Target

All three audiences previously identified.

Relevance

High.

General aspects

The web site will be implemented and maintained throughout the project with the contribution of all the partners. An editorial board will assess the material to publish on the site (both in the section accessible to the public and in the restricted one). The official language will be English.

Contents

- Project description;
- Information on the project partners;
- News and events;
- Documents to download (e.g. publications and project public deliverables);
- Links.

When

First version to be released within the 6 first months of the project; maintenance will last for all the extent of the project.

Material for the reports

Site history.

Where

Online.

Indicators

Actual implementation of the website and content made available through it.



3.7 Description of the project in the partners' websites

Objective

To spread knowledge of the project and its related activities to those interested in the activities carried out by the various partners.

Target

All three audiences previously identified.

Relevance

Low.

General aspects

Short, objective, and clear.

Contents

- A short description of the project;
- Logo of the project;
- Link to the official project web site.

Material for the reports

Printout of the webpage linking to the TOPIC project website; link to the webpage.

Where

Online.

Indicators

Content availability.



3.8 Participation in seminars and conferences

Objective

To promote the project by participating in meetings organised in the context of other projects or presenting accepted papers in relevant conferences.

Target

Secondary and tertiary audiences.

Relevance

High.

General aspects

Using their own local, national, and international professional network, each partner will decide autonomously in which events to participate. The partners will also have autonomy to decide the most efficient procedures for the dissemination of the information.

Contents

- Analytical description of the project, problems met, and solutions adopted;
- Detailed description of the results obtained in the different phases of the project;
- Description of the partnership and tools used in the project;
- Acknowledgements to the financial support received from the different funding bodies.

When

Throughout the project.

Material for the reports

Photographs, electronic/slide presentations, attendance certificates (when available), etc.

Where

- Different international conferences, e.g.:
 - ACM Conference on Human-Factors in Computer Systems – ACM CHI;
 - ACM Conference on Computer Supported Cooperative Work – ACM CSCW;
 - European Conference on Computer Supported Cooperative Work – ECSCW;
 - IFIP INTERACT Conference;
 - International Conference on the Design of Cooperative Systems – COOP;
- Relevant workshops and seminars at local and national levels.

Indicators

Number of participations.



3.9 Organisation of conferences and workshops

Objective

- To establish a relationship with members of the scientific and business communities who are exploring issues correlated to the project;
- To discuss and refine the approaches of the project, and
- To disseminate intermediate and final results of the project.

Target

Secondary and tertiary audiences.

Relevance

High.

General aspects

- Partners will coordinate themselves to organise different events (like workshops or special sessions) in international conferences (e.g. the ones previously identified in this report) inviting researchers and professionals working on technological developments related to the ones pursued in the project. Attendance to these events will follow the attendance policy of the main event of which they will be part.
- In the end of the project, members of the consortium will also organise an International Conference of their own to present the project results and the final artefacts produced. The conference will be open to members of the secondary and tertiary audiences of the project and attendance will be free of charge. Demonstrations dealing with the major project case studies will be performed at the workshops. A wide dissemination of the workshop results will be granted through availability of the subject, material, and achievements to the public, especially through the project web site.

Contents

Information on the approaches and developments by the different participants presenting as well as their results.

When

Throughout the project.

Material for the reports

Proposals, call for participation, photographs, reports.

Indicators

Number of events organised.

3.10 Deliverables to the European Commission

Objective

On one hand, the delivery of the project products to the European Commission is a specific duty for the partners of the project. On the other hand, sharing the project products with the European Commission allows the dissemination of the project and its most important aspects.

Target

European Commission AAL.

Relevance

Very high, institutional.

General aspects

All the project products will be collected and sent to European Commission within the established times.

Contents

Detailed information on the different activities performed in the context of the project and on the outcomes from them.

Material for the report

Project products and reports.

Indicator

Reports.

Project deliverables with dissemination level public, M1-36

Del. no.	Deliverable name	from WP	Type of deliverable	Dissemination Level = Public	Delivery month
D1.1	Selected end-users	WP1	Report	Public	3
D1.2	Report on the end-users' context and every day life	WP1	Report	Public	6
D1.3	Use cases	WP1	Report	Public	12
D1.4	Ethics manual	WP1	Report	Public	36
D2.1	IT specification and architecture	WP2	Report	Public	16
D3.1	Contents and services of the <i>CarePortfolio</i>	WP3	Report	Public	18
D3.2	Updates with respect to the end-user needs	WP3	Report	Public	24
D3.3	Methodologies and assessments	WP3	Report	Public	30
D4.1	Evaluation plan	WP4	Report	Public	18
D4.2	Usability test analysis	WP4	Report	Public	21
D4.4	Field evaluation results	WP4	Report	Public	34
D5.1	Exploitation and dissemination plan	WP5	Report	Public	3
D6.2	Quality handbook	WP6	Report	Public	3



3.1.1 Mailing lists and social media

Objective

- To inform on the project activities and accomplishments;
- To keep the visibility of the project among its different stockholders.

Target

All audiences previously identified.

Relevance

Medium.

General aspects

From time to time, information on developments of the project will be released to different distribution lists already available and social media like Facebook or LinkedIn (e.g. the ones provided by informal carers' association and the ones used by researchers or professionals of the field). The information should be tailored according to the audience to which it is directed as well as the language used in the communication.

Contents

Any relevant information about the project developments and results.

When

Throughout the project.

Material for the reports

Text of e-mails sent out.

Where

Online.

Indicators

Number of communications released.

4 Dissemination Activity Report

All the programmed activities will be recorded and stored in an online server. This server will allow for search about the different dissemination activities performed and will be able to present the search results organised chronologically. The information on these activities will be summarised and organised in different reports, which will be released as deliverables of the project from time to time.

In order to capture the impact of communication, a combination of criteria or feedback mechanisms will be used to measure the effectiveness of each dissemination activity. In quarterly intervals, partners will be asked to provide information on the following aspects:

- **Events:** We will report different data about the events, like type of activity (like conference, workshop, publication, presentation, social media, etc.), place (which event, where the dissemination activity took place), date of the dissemination activity, participants (audience type and number), organiser (partner or collaborating organisation or project), a short description of the presented subjects, resources (links to presentations or other related material), etc.
- **Other communication:** We will report different data about other communication tools, like responsible partner, country, title of the article or news, name of the publication, the website, type, link, date of publication, target audience, number of people reached, etc.

For reporting the dissemination activities we will use the following templates:

- Dissemination Reporting Template
- Publication Activity Reporting Template



4.1 Dissemination Reporting Template

Dissemination Reporting Template

Reporting date	
Reporting partner	
Co-Organisers	
Type of activity ¹²	
Date of activity	
Place of activity	
Summary of the activity	
Type of audience	
Size of audience	
Countries addressed	
Comments and feedback	
Additional resources ³	

¹ Conferences, workshops, meetings, presentations, other. Please use this template also for reporting all kind of channels you are using or planning to use for distributing TOPIC content.

² For all kind of publications (articles, news, blog posts, etc.) please use the Publications Activities Reporting Template.

³ Like links, presentation slides, agenda, fact sheets, etc.



4.2 Publication Activity Reporting Template

Publication Activities Reporting Template

Reporting date	
Reporting partner	
Author of the publication	
Title of the publication	
Type of publication ⁴	
Publisher	
Country	
Language of the publication	
Target readers ⁵	
URL of the publication or text attachment (pdf)	

⁴ Press release, article, other. Please specify.

⁵ Researchers, students, practitioners, professionals, stakeholders, policy makers, general public, other. Please specify.



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