

Project Organisation Description



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Project Co-Funded by the European Commission within the AAL Programme

Document Identification

Deliverable ID:	D1.2 Project Organisation
Release number/date	Version: 1.0 Date: 17/12/2013
Checked and released by	Christin Weigel

Key Information from "Description of Work"

Deliverable Description	This document represents the Project Organisation Description for the YouDo project. The Project Organization defines the human infrastructure of the project. This task is designed to define the project organization chart, the roles, and the relationships of the project team. The organizational structure clearly identifies roles and responsibilities of each position, augmenting the existing role definitions where necessary to cover all of the responsibilities.
Dissemination Level	P = Public
Deliverable Type	D= Document
Original due date	Project Month 1

Authorship & Reviewer Information

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1. Introduction

1.1 Project Background

The YouDo project operates within the Ambient Assisted Living programme for research, technological development and demonstration activities. This is a long term project particularly supported by the European Commission.

As the global population ages, simultaneously the number of dependent elderly grows and the health care needs increase. The impact of this demographic phenomenon can be reduced by applying innovative technological ideas in the health and social care system. The innovative nature of our concept manifests itself in the reusable, high quality content provisioning for the top 10 care topics that we identified. This content is made available to the informal carer on their personal trusted device (TV-set or tablet/computer). Our YouDo multimedia portal platforms will contain information and eLearning content on all the relevant care topics, giving to users the opportunity to choose their preferred channel and format for acquiring the knowledge. The idea is to provide a trusted informational channel which allows people to easily pick up the available material and implement it in their day to day life. Additionally, the project enables the freedom of choice of seniors to continue living in their own home as long as possible. In order to quantify the benefit and assess the feasibility the proposed goals, YouDo carefully analysed the market and performed user investigations with real potential customers.

The way this first approximation of support and care is handled is the key for the process of involvement and healthy sustainment of caring relatives in a professional surrounding. We want to create a trustworthy and sustainable connection between caring relatives and professional service providers and other professional offers early on in the process. Special focus lies on supporting the informal carers not just with technological solutions to learn care procedures, but also to coach them and help them to grow with their tasks, to create a trusted supply and care network. With view to the ethical core topic, the YouDo project supports principles such as confidentiality, anonymity of personal information, integrity, safety, dignity, and human rights (European Parliament Council Commission, 2013). Perhaps, freedom of choice is the key human right which the YouDo project is keen to respect. As a consequence, management of data collected about a user and his/her connections will be performed by the user and not centrally.

1.2 Scope of the Organisation Description

The Project Organization defines the human infrastructure of the project. It documents:

- The organizational structure, which determines the routes for delegation and reporting
- The generic roles within this structure
- The responsibilities, objectives and authority of each role
- The identity of persons appointed to a role
- The Inter-group Coordination Mechanism, including:
 - Inter-group Coordination Procedures outlining how activities will be coordinated across teams (e.g., additional tasks, Team Lead Meetings, Electronic Mail, etc.)
 - The identification of specific tasks to be added to the schedule to ensure successful coordination between teams/responsibilities

The Project Organization also contains tailored role descriptions for each of the roles required on the project.

These descriptions will typically consist of:

- A statement of each role's prime responsibility
- A list of specific tasks they are expected to undertake
- Who they manage (give direction to)
- Who they report to (take direction from).

1.3 YouDo evaluation of the Work Domain

The project depends on the understanding of the most relevant care topics like e.g. dementia or fall protection prophylaxis. On the other hand, the understanding of the needs and preferences of persons in need of care and of the informal carer is central to the concept. This requires expertise in the field of professional care, medicine, psychology, sociology, education, qualitative and quantitative market research, and quality control. Moreover, it is necessary to consider which content (information and training) can be distributed over digital media and how to reformat the content which is available on paper, electronic format etc. into digital multimedia format. In addition, we need expertise in the area of eLearning, in order to produce state of the art training material. Professional pre- and postproduction skills and knowledge is required for editing and production of content.

A central challenge is the need for simplicity. The technological solution needs to be as simple as possible, so that the end-users can easily handle it. For technology development, the following expertise is needed: user interface design, client-server design, software and application development, WEB-Design, Content processing knowledge, mathematics, mobile communication and IP TV knowledge. Last but not least the field trials must be well managed and conducted to maximize the results required for YouDo. To accomplish this, customer survey expertise, project management expertise, expertise in technology validation, quality management and marketing expertise are required. The consortium encompasses all these necessary fields of expertise which will be essential for successful the implementation of YouDo value proposition.

2. Project Organisation

2.1 Consortium Partners and their Contribution scope



The YouDo consortium recruits its members from the DACH region, Germany, Switzerland and Austria. This will support seamless communication, good collaboration and ease of travel.

Figure 1 Locations of YouDo Consortium Partners

b-mobile GmbH (BMOB)



b-mobile GmbH was founded in Cham, Switzerland, in March 2001. Currently it has 10 highly qualified and motivated employees. Its core competence is in developing products and services for telecommunication and IT companies.

The service portfolio focuses on the one hand on holistic management of innovative product projects from the perspectives of marketing and the technology, and on the other hand in staffing of integrated expert teams for the design and implementation phases of product & service projects.

It is working in following segments: Telecom operator and supplier, e-Governance & e-Health, Digital Media, Defence & Public safety and Public Transportation & Logistics. Most of its customers are private and public telecommunication operators and suppliers, mainly in Europe.

By using a customer-oriented service developing process, b-mobile is able to build a marketable product/service. Following projects in the e-health area were successfully implemented:

- Electronic Health Dossier (Evita, from 2007 till 2010) - Conceptual design and building up of an electronically patient record card
- Swiss Health Professional Card (Swisscom from 2008 till 2010) - Conceptual design and build up of the system
- Mandate for the developing an European service in the smart home area for Swisscom (since 2010)

Christin Weigel completed her economic-scientific studies with main focus Health Management & Marketing. She has participated in a Europe-wide eHealth market study, development of a fall detection service and a smart home project of a big telecom provider. She has special knowledge in the area eHealth/AAL, project management, process analysis and optimization, marketing and product development.

Thomas Bugal successfully completed his studies in information technology at Chemnitz Technical University in Germany in 1993. In 2006, he successfully completed a further degree in Management at the University of St. Gallen Switzerland. He has more than 18 years of experience in telecom, media and IT, where he has specialised on the development of customer oriented, innovative products and services mainly for operators.

AIT Austrian Institute of Technology GmbH (AIT)



AIT is Austria's largest extra-university research institute in applied research and development. The multidisciplinary team from the Health & Environment department has the needed know-how in the field of AAL and especially in sensor integration and

abstraction, activity sensing, system integration and standardization activities. AIT has experience from different national, AA-JP and European research projects (e.g. Bedmond, Companionable, AALuis, MPOWER, universAAL, NovaHome - Homer) in the field of AAL. AIT is currently coordinating the AAL JP project AALuis.

Christopher Mayer is PhD in applied mathematics and has joined the biomedical engineering group of AIT during his studies. He has graduated in 2004 and received the doctor's degree in 2007 at the

Vienna University of Technology. He is involved in various national and international projects on AAL. His focus is on the evaluation of services with older adults in universAAL and as project coordinator on user interaction and user interfaces in AALuis.

Martin Morandell has graduated from computer science with focus on Assistive Technology (AT) and graduated as an academic expert of AT. His focus is on AAL, HCI for the elderly and people with cognitive impairments, AT for visually impaired end users as well as on how to apply AT in a successful and lasting way. Joining the AIT in 2008 he works as a project manager and takes part in international projects on AAL. He also offers trainings on AT for people with disabilities and gives lectures.

Quantos Group AG (QG)



Uwe and Walter both co-founded Acetrax, the pan-European cloud-based Video-on-Demand service that pioneered many features like over-the-top (OTT) delivery of HD movie streams, presence on Smart TVs, multi-screen use and international Hollywood rights, and successfully sold the company to British Sky Broadcasting in April 2012. After the subsequent handover period, both entrepreneurs decided to start another business venture in the same fast-growing, trendsetting sector. With their joint experience and financial means, they have set eyes on the attractive and largely untapped market of infotainment and entertainment services to the 60+ age group, including such unparalleled features like elderly home care support and home shopping. Quantos Group AG was formed as the vessel to pursue these objectives and bring them to market.

Walter Jucker, born in 1958, studied at the University of Applied Sciences in Economic and Business Zurich, Switzerland. He's career spans many years in senior positions within the international banking community. In the early 1990s Walter changed direction and moved to the telecom industry to become the European MD of a large US telecom provider, Xpedite Intl. In 1997 he built up his own company Unimontis and successfully sold it in 2004 to a NYSE-listed company. In 2006 he was co-initiator, CFO & COO of Acetrax AG (VOD Provider) which was successfully sold to BSKyB in 2012. Walter has also experience as board member of mainly small Swiss companies.

Uwe Placzek, born 1969, is an entrepreneurial Senior Management Professional with international experience in building and growing businesses around innovative products, as well as in spotting future trends. He gathered extensive expertise in global digital media distribution and established a proven track record in discovering new business concepts and opportunities as well as in the delivery of pioneering, world class products. Throughout his career, Uwe held various senior and executive management positions including with Sunrise, Siemens, Acetrax and Sky. Uwe holds a Master degree in Design and Development in Mechanical Engineering from Technical University Chemnitz, Germany.

Procult Consulting GmbH (PC)



Procult focusses on product strategy, procedural and operational frameworks as well as go to market concepts for home automation, ambient assisted living, assisted home care and energy management. In those areas, Procult currently provides executive level strategy consultancy to major international players in the telecom market. With Markus and Annette at the

helm, Procult features two highly experienced thought leaders in the smart home strategy and operations space in Europe.

Annette Ohlich, born in 1969, studied in Munich (Germany) and California (USA) and has since held various project management and executive positions in the operations and IT space in major global companies. Annette is a certified EFQM assessor and brings with her a broad experience base in customer focused process and service design, as well as an in depth understanding of facilitating and driving change. Annette has repeatedly contributed significantly to multi-million Euro projects and business endeavors.

Markus Doetsch, born in 1966, studied at the University of Kaiserslautern (Germany) and Michigan State University (USA) and got the master diploma in electrical engineering. He has 17 years of professional experience in management positions for product marketing and IT. As a business unit leader, Markus has driven Swisscom Smart Secure Living from 2010 onwards to successful market entry in November 2012.

Diakonie München-Moosach (DMM)



The **Diakonie München-Moosach** is a carrier, which has been providing social services to the northwest of Munich since 1965. The main focus lies in the work with seniors. The biggest department is the outpatient care. Besides this, the DMM oversees the Senior-Clubs of the church community, offers gymnastics and dance courses as well as a cultural and a travel program for seniors.

Through the diversity of the activities DMM has access to different groups of seniors and experience dealing with different target groups. DMM has the strength of motivating different groups of seniors for a variety of activities as well as assisting and cultivating them in the process. In order to offer our high quality services we work with a broad network. The DMM is currently collaborating in an AAL project (Join-In, 2nd Call).

Christoph Duschl is the CEO of DMM. Part of his expertise lie in Quality Management, Advanced Training, Educational Work with seniors and Consulting in the field of age, health and poverty. He is among other things responsible for the Management of outpatient care and the neighbourly help. He was a coordinator for the ESF and was responsible for Innovation Management and Product Management. He is in charge of project management of AAL-Projects.

Stefanie Wengel is a sociologist, which has worked in Education Management and is now in charge of social research and user involvement at DMM. She has a good access to the user groups, since she is involved in the different areas of our work with seniors (e.g. educational work, cultural excursions and outpatient care). She is responsible for the gathering of user requirements and the piloting in the AAL-JP "Join-In".

Hochschule Luzern – iHomeLab (HSLU)



iHomeLab (www.iHomeLab.ch) of the Hochschule Luzern (HSLU) is the leading research centre for building intelligence in Switzerland. Together with the support of its over 70 industrial partners, the iHomeLab team conducts funded applied research in the areas AAL, human building interaction (HBI) and energy efficiency (EE). Since 1997 the iHomeLab team gained broad experience in conducting around 35 applied and cutting edge research projects, funded by national and international authorities and in close cooperation with our industrial partners

(Swisscom, Siemens, Landis+Gyr, ABB, Phonak, Schindler) and end user organisations. We actively take part in shaping new standards and technologies being a member of standards organisations (e.g. ZigBee Alliance, KNX Scientific) as well as focusing on user driven solutions being part of the European Network of Living Labs (ENoLL). Further, the team has hands-on experience in the analysis, adoption, integration, deployment and test of hardware & software infrastructures (e.g. indoor localisation system iLoc) and the implementation and test of user centric services & trial organisation.

Alexander Klapproth is a professor in the Faculties of Electrical Engineering and Information Technologies and head of the iHomeLab. He is head and initiator of the iHomeLab – The Swiss Think Tank and Research Laboratory for Intelligent Living (www.iHomeLab.ch).

Rolf Kistler is a research group leader and senior researcher where he also received his degree in Electrical Engineering (Industrial Informatics). After graduation, he spent 6 years as an embedded software engineer and technical project leader. Currently, he is performing research and coaching projects in the field of networked systems with focus on AAL at iHomeLab.

Dr. Martin Biallas is a senior researcher at the Lucerne University of Applied Sciences. He holds a Dr. sc. ETH and is performing research in the field of building intelligence and smart homes with focus on AAL at the iHomeLab (www.iHomeLab.ch).

Vorarlberg University of applied science (FHV)



Vorarlberg University of applied science (FHV) is a non-profit corporation in the most Western province of Austria. With several research labs and degree programs it is Vorarlberg's foremost research and academic education organisation. FHV has extensive experience with national (FFG, FWF) and European R&D projects (e.g. FP6, FP7, AAL JP, Interreg, Leonardo). User Centered Technologies Research, the department which is involved in this Project, employs a small interdisciplinary task force (computer scientists, psychologists, designers, ergonomist etc) to pioneer the development of new innovative ICT products such as social web platforms, mobile touch devices, and smart infotainment systems. For this purpose UCT Research develops as well as validates many usability inspection and testing methods and put them into practice to support the user centered design process, organises each year a conference called "Usability Day" in an international context, and has built up an international "Usability Network" with usability professionals in German speaking countries.

Guido Kempter is founder and head of UCT Research, Professor in Human-Computer Interaction at FHV, private lecturer at University Duisburg-Essen at Institute of Computer and Cognitive Sciences, and associated researcher at University of Health Sciences, Medical Informatics, and Technology in Hall.

Walter Ritter is Research Assistant at UCT Research, computer scientist and lecturer in Software Engineering, and has published several scientific papers on human-computer interaction topics

Meditrainment (MED)



Meditrainment was founded in 2000 as a service provider and supplier of educational training in radiology. By introducing new training concepts in medicine in terms of educational training delivered didactically and

methodically designed for small groups with interactive elements, Meditrainment became the market leader for educational training in radiology in the German-speaking market. Since the foundation Meditrainment also increasingly conducted educational training units at radiological sites, the so-called „In-House Training“. These units are a mixture of on-site user training and consultancy in infrastructural and technical questions to specifically address and meet the customers' wishes and needs. The Meditrainment Consulting GmbH, won a national call to develop a learning platform for strategic human resources development in medicine and healthcare in 2005. As a result the learning platform "EWISTA plus" was developed which combines the principles of web 2.0, micro learning and mobile learning. Today Meditrainment offers a wide range of multimedia and face-to-face training to support change management in quality management.

Alexander v. Smekal Dr. med, graduated from University of Cologne in 1985. He is appointed as Assistant Professor in University Hospital Innsbruck, University Hospital Zürich and University Hospital Leiden. Dr. Smekal boards in various medicine topics. He is Managing director of "Diagnostisches Zentrum" Garmisch-Partenkirchen/Germany, Cofounder of Meditrainment GmbH/Germany & Meditrainment Consulting GmbH/Austria. Additional to that, he is a Trainer and consultant for human resource development in medicine and healthcare.

Patricia Köll has graduated at Innsbruck University 2005 and was employed as a research assistant for several years at the University of Innsbruck and the Research Studios Austria in the field of Educational Technology and Microlearning. She works since 2007 as an independent IT Consultant with focus eLearning and Social Media in adult education for the Austrian Chamber of Commerce. Since 2011 Patricia Köll is employed at Meditrainment GmbH and responsible for ICT-Management.

2.2 Resources (expertise, infrastructure, etc.) Structure & Planning

To achieve its objectives, the YouDo consortium draws upon a broad range of scientific, technical and market expertise, as shown in the following figure.

	BMOB	AIT	QG	FHV	HSLU	PC	DMM	MED
Project Management	++	+	++		++	++		
Requirements Engineering	++	+	++	++	+	+		
Contact End-User				++	+		++	++
Development of Educational Modules								++
Content for Educational Modules							++	++
Content for Information Modules		+					++	++
Output TV	++		++		+			
Portal Platform		++	++		+	+		++
Output Mobile Devices		++	++		++	+		
User Interaction	+	+	++		+	+		
Evaluation & Trials	+	+	+	++	++	++		
Dissemination	+	++	++		++	++		
Exploitation and Business Planning	++		++			+		

Table 1 Expertise Project Partners

We distinguish between human resources and specific infrastructure and software, which will be used in order to deliver the project successfully.

Human resources:

The partner DMM adds profound knowledge and experience in the area of professional care and has

direct access to the end customer – to the elderly adults in need of care and to the informal carers. The partner MED combines the medical/care knowledge with the eLearning and content aggregation topics. On the development side of the YouDo multimedia portal, we have the research institute AIT and IHL which brings the technological know-how for the development of the YouDo platform itself and the integration of all the supporting system. FHV will support the design process of the portal with their user centric design knowledge and experience. In order to design customer centric services from a marketing point of view, which could be reused for commercial deployment, BMOB will bring in their expertise in this area together with QG and PC, which are guarantors for designing realistic business cases and the know how to market telecom and media services.

BMOB, AIT and MED has planned a small budget for subcontracting. BMOB wants to subcontract the company PrivyTV, which provides the technology to setup and distribute your own IP-TV channel. The California-based very innovative company PrivyTV is a key element for our success, but can't participate as a non-EU company officially in this AAL-Call. Furthermore AIT has planned to work with the company Innova used for activities regarding easy-to-read and easy-to-understand topics. Easy-to-understand is an important issue when talking about education for carers since on the one side migration background of and on the other side understanding of technological driven explanations by informal carers should not be neglected. MED will collaborate with a company specialised in supporting professional video content production.

Summary overview of staff effort in person months (pm)

Partic. no.	Participant short name	WP1	WP2	WP3	WP4	WP5	WP6	Total pm
1	BMOB	11	9.5	4.5	1.5	6	5	37.5
2	AIT	1	3	15.5	11.5	0	4	35
3	QG	0.5	4.75	2	0.75	4.5	5.5	18
4	FHV	1	3.5	2	2	5	3	16.5
5	HSLU	1	4	16.5	0	8.5	2	32
6	PC	0.5	4.75	2	0.75	4.5	5.5	18
7	MED	1	3	2	19	9	1	35
8	DMM	1	9	0	16	17	5	48
Total		17	41.5	44.5	51.5	54.5	31	240

Table 2 Summary overview of staff effort in person month (pm)

2.3 Project collaboration and management

In order to run a successful project, we focus on a well-structured project organisation, roles and responsibilities. We also put emphasis on professional project and program management skills for multinational, complex projects. Our project is structured in 3 Layers:

- 1. Management layer:** Steering Committee, Project Coordinator and the Advisory Board are responsible for all mayor decisions and the project management tasks.
- 2. Working group layer:** This layer takes care about the 4 most important content domains such as science & technology, end user involvement & Content, ethics & privacy and dissemination and business aspects.
- 3. Work package layer:** The work package leaders are responsible for the management & coordination, the quality of the work and for meeting the goals within the assigned work packages.

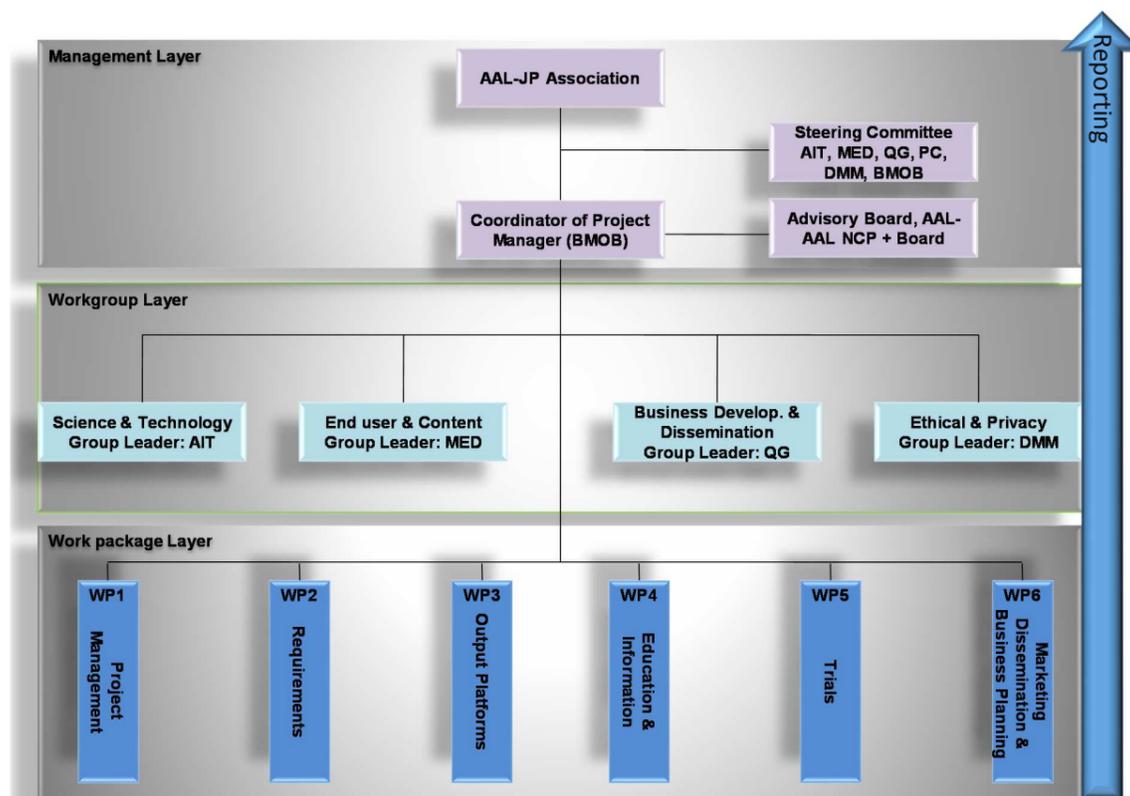


Figure 2 Organisational project management & reporting structure

Steering Committee- The committee is the executive institution of the consortium and has the overall management responsibility of the project. Five representatives of the consortium consisting of the 4 work group leaders and the coordinator b-mobile form it. They have the responsibility for decisions on financial and strategic issues. The coordinator as organizer and chair of the committee will prepare and preside meetings ordinarily a minimum of three times per year. If the need arises, meetings will take place outside of those scheduled, at the request of any partner. The decisions of the steering committee will be voted by majority of the members each having one vote. The steering committee is responsible for: (1) decision making (2) Reviewing, Evaluating, Assessing, Tracking (3) Coordinator support (4) Conflict resolution.

Project Coordinator- The project coordinator has the responsibility of the overall project management and coordination tasks under the supervision of the steering committee. The coordinator is the central contact point and information hub for all project stakeholders: the European Commission, the steering committee, the workgroup leaders and the work package leaders. He fosters a culture of quality and efficiency, in terms of time and resources promoting transparency and accountability amongst the partners regarding all aspects of the program. He actively cultivates the teambuilding process and also mediates in conflict situations. The tasks of the project coordinator include: (1) planning, scheduling (2) Coordinating, communicating (3) monitoring, tracking (4) assisting, guiding.

Advisory Board- On a regular basis, the project coordinator involves an Advisory Board, consisting of representatives of the AAL National Contact Points and, conceivably, the AAL Board. Together they will discuss the progress, look at the processes, check the financial situation and identify improvements or handle potential project execution issues. The Advisory Board activities enforce the cooperation with related initiatives such as international, national or EU and AAL funded projects.

Project reports and occasionally organised meetings will allow taking advantage of synergetic effects between initiatives with complementary activities and helps avoiding duplication of efforts.

Workgroup: Science & Technology - The science & technology workgroup consists of 2 members, the two scientific partners (IHL, AIT). The aim of this group is to assure the scientific and technological objectives of the project are met and is involved in all major decisions concerning science and technology. Among other activities, they are responsible for the technical and non-functional requirements, the progress beyond the state of the art and the scientific quality as well as the technical reliability of the project deliverables. The group is also heavily involved in designing and setting up the overall system architecture of the YouDo service. The Science & Technology Board is led by a representative of AIT manages of all board activities.

Workgroup: End user & Content - The group members consist of representatives of the end user organizations in Germany (DMM), FHV as a specialist in user centred technology research, MED as the specialist in eLearning and content aggregation and a scientific partner (IHL) who also owns the lead for the end user trial work package. The workgroup meets on a bi-monthly basis and has all end user related activities of the project as a scope. This includes but is not limited involving end users in the requirements process, ensure the code of ethics, contribute to the preparation, design of procedures and the execution of the end user trials, the selection and interviews of trial participants and the continuous evaluation of the end user perception of the value add. In addition, this workgroup drives content collection, content aggregation, editing & production. The workgroup is led by MED ?? who is responsible for the management and coordination of all activities of the work group.

Workgroup: Business Development & Dissemination – This group considers and develops business planning including business modelling, market analysis, cost analysis, the marketing plan, financial planning and possible funding sources. In addition, it coordinates and documents the dissemination of the project results and is in charge of all project-marketing activities. The workgroup consists of leaders of the science & technology and the end user & content workgroup, as well as SME, QG, PC and BMOB. The group meets throughout the project as required. The group is led by a representative of QG.

Workgroup: Ethical & Privacy - The ethics and privacy manager of DMM will take care of all ethics-related aspects in the project and is represented in the steering committee. He/she reports any special findings and advises the project on necessary corrective actions. He/She is active throughout the whole project assuring that any volunteers are fully informed, can consciously express consent or decline. He/She also ensures that special precautions for particularly vulnerable persons with cognitive or physical impairments are taken, specific care-taking measures for each individual taking part in the project and the general compliance with the ethical and data privacy guidelines.

Work Package Leaders: - Every work package (WP) is assigned a WP leader. He/She is for ensuring that the objectives of the WP and that all planned tasks in his work package are completed on time and the outputs are delivered with the expected quality. The leader reports the WP progress, sends the deliverables and follows the milestones closely working together with project coordinator. In general WP leaders are in charge of taking decisions concerning their work package. However, the WP leader closely cooperates and communicates with the other project stakeholders such as group leaders. The leader cares for the dissemination & exploitation of his WP.

1.6.1 Collaboration Tools & Communication

Communication is focussed on the consortium call or the single work package calls, which take place on a regular basis over Skype or Lync. Every consortium call follows a predefined agenda and gets

followed up with a call reporting and meeting minutes. Every work package call is set up and moderated by the work package leaders. All documents and information are available on the Redmine Server provided by AIT. All newly completed documents have to be presented in the consortium, after which the consortium gets time to give feedback and a final version will be uploaded. The share portal is structured into relevant main topics like administration, work packages etc. Additionally, it provides many functions like a news function, forum, user login, good security standards, roles, data management folders and many more. Additionally we have an e-mail distribution system, making it easier to inform/ get in contact with all project members over e-mail. On our Redmine server we also have an always up-to-date contact list with every member and its contact details on it.