



Active Older Adults @ Workplace

D6.04 – Workshops and dissemination events

Project Deliverable

D6.04 - Workshops and Dissemination Events

Work Package:	WP6	
Due Date:	01/05/2015	
Submission Date:	18/07/2017	
Start Date of Project:	01/12/2014	
Duration of Project:	30 Months	
Responsible of Deliverable:	MSIC	
Version:	1.0	
Status:	<input checked="" type="checkbox"/> Final <input type="checkbox"/> Draft <input type="checkbox"/> Ready for internal Review <input type="checkbox"/> Task Leader Accepted <input checked="" type="checkbox"/> WP leader accepted <input checked="" type="checkbox"/> Project Coordinator accepted	
Author name(s):	Guida Mendes	MSIC
Reviewer(s):	Rosana Valle	ATOS
Nature:	<input checked="" type="checkbox"/> R – Report <input type="checkbox"/> P – Prototype <input type="checkbox"/> O – Other	
Dissemination level:	<input checked="" type="checkbox"/> PU – Public <input type="checkbox"/> RE – Restricted	

Revision history			
Version	Date	Author(s)	Changes made
0.1	05/06/2017	MSIC	Final Version
1.0	16/06/2017	ATOS	Reviewed and ready for submission

Table of Contents

1. Executive Summary.....	5
2. Target Groups.....	6
3. Dissemination and communication tools and channels.....	7
3.1. Logo and graphical identity.....	7
3.2. Website.....	8
3.3. Internal website.....	12
3.4. LinkedIn - Social Networking Presence.....	12
3.5. Press-Release.....	13
3.6. Published News.....	15
3.7. Paper Publication.....	16
3.8. Project Poster.....	17
3.9. Project Leaflet.....	19
3.10. Active@Work presentation.....	21
3.11. Scientific Dissemination.....	21
3.12. Workshops, Meetings and Events.....	24
3.13. Monitoring – Quantity indicators for the dissemination actions.....	25

Table of Figures

Figure 1 - Active@Work Logo.....	7
Figure 2 - Templates: Press Release, Power Point Presentations, Public deliverables, Meeting Minutes.....	7
Figure 3 - Structure of project website.....	8
Figure 4 – Homepage of the website.....	9
Figure 5 – Impact of the Active@Work website.....	10
Figure 6 – Screenshot from MSIC website.....	11
Figure 7 – Screenshot from Sensolus website.....	11
Figure 8 – Internal Website of Active@Work.....	12
Figure 9 - Homepage of the LinkedIn page.....	13
Figure 10 – Active@Work KoM Press Release.....	14
Figure 11 – Active@Work Second Press Release.....	15
Figure 12 - AAL Website News - February 2016.....	15
Figure 13 - Cordis News - 18th January 2016.....	16
Figure 14 – Paper Publication.....	16
Figure 15 - First Version of project poster.....	17

Figure 16 - Second Version of project poster18

Figure 17 - Project poster to the AAL Forum19

Figure 18 - First Version of project leaflet20

Figure 19 - Second Version of project leaflet.....20

Figure 20 – Scientific Dissemination June 201521

Figure 21 – Scientific Dissemination September 1st, 2016.....22

Figure 22 – Scientific Dissemination September 201623

Table of Tables

Table 1 – List of events24

1. Executive Summary

This document describes the main dissemination activities and results of Active@Work until 30 April 2017, by outlining the dissemination and communication tools and channels of the project Active@Work. The Deliverable outlines the main results of the project's internal and external communication and also the main indicators that the consortium partners achieved

The dissemination and communication activities intends to raise awareness and interest on the Active@Work among the target groups such as the test users, stakeholders and the general public, in order to make Active@Work a successful and viable project.

In order to effectively reach the targets for dissemination and to expand the visibility of the project, a vast spectrum of dissemination channels was used. The Public Website will play a key role in the larger project Dissemination Plan. The website will be complemented by Press Releases, Flyers, newsletter, LinkedIn and project events and conferences.

Communication and dissemination objectives set up by the Active@Work project:

- To communicate and disseminate the major developments, key milestones of the project and project outcomes
- To give visibility to the project at an European level
- To inform, engage and involve potential stakeholders
- To disseminate the Active@Work Project results to the major stakeholders in the European scientific and research communities
- To exploited the results of the project to industries and decision makers in EU.

The language of the Active@Work Project is English for all official communications. However, press material and a summary of the project are also available in different language versions (partners' language).

As the project is co-funded by the European Union, communication and publication materials should clearly acknowledge receipt of the EU funding through the display of a statement and/or the EU flag, the AAL logo and the National funding agencies. A disclaimer was inserted on the website. It will state that "*Active@Work is a project cofunded by the European Commission, Ambient Assisted Living funding organization, Ministerio de Industria, Energía y Turismo of Spain (MINETUR), FCT - Fundação para a Ciência e a Tecnologia in Portugal, Government agency for Innovation by Science and Technology of Belgium (IWT), State Secretariat for Education, Research and Innovation (SERI) in Switzerland*".

2. Target Groups

Active@Work project considers the following target groups:

- Senior Adults Employees (End Users);
- Other Employees (End Users);
- Decision makers (Those that can make the decision to adopt a project result within their organization);
- SMEs and large enterprises (stakeholders that would be interested in using Active@Work platform);
- Companies that employ more than 10% of Senior Adults Employees;
- Public Entities and Entities of the service sector (stakeholders that be interested in promoting our platform near the end users and enterprises);
- Press and media;
- Universities and Research Organizations.

3. Dissemination and communication tools and channels

3.1. Logo and graphical identity

The Active@Work graphical identity included logo, templates, fonts, colours and text. A common graphic identity in all dissemination tasks allowed better visibility and recognition as well as branding of the project.



Figure 1 - Active@Work Logo

Templates for text documents and Power Point presentations was prepared and made accessible for all members of the project. The templates are important to give a uniform image of the project.



Figure 2 - Templates: Press Release, Power Point Presentations, Public deliverables, Meeting Minutes

3.2. Website

URL: <http://www.activeatwork.eu>

The website of Active@Work is a major tool for disseminating information about the project to a broad audience. Therefore, it is designed to have a simple design which allows visitors to get rapidly an overview of the project and its main objectives.

There is a general project website (hosted on a dedicated server managed by Multisector), available in English, containing different sections:

- ▶ Project Description (available also in Spanish, French, German, Portuguese and Dutch). This page is available in the language of each pilot city, to favor the access to information by local stakeholders and citizens;
- ▶ Partners of the consortium
- ▶ Technology in use and Achievements of the Project
- ▶ News of current activities
- ▶ Public deliverables
- ▶ Articles written by the consortium
- ▶ Press Release
- ▶ Dissemination section where the stakeholders and media can do the download of the dissemination material: Folder, Power point presentation, poster, etc;
- ▶ Contact details and relevant links: AAL JP website, NFA and EC.

The project website is compliant with all the dissemination requirements including a reference to the funding of the project and to the different National authorities that are funding the project.

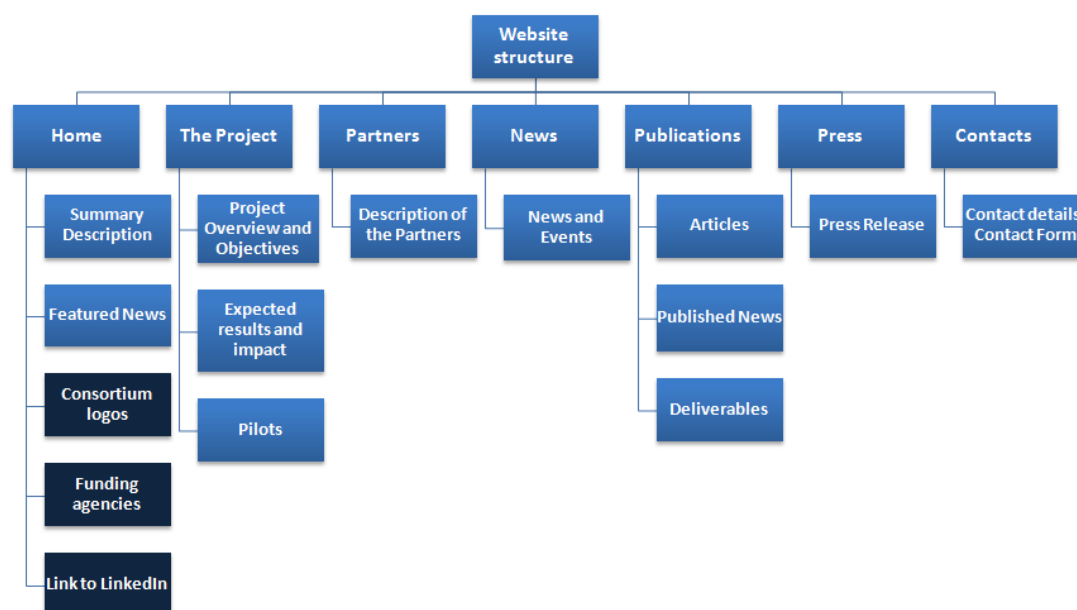


Figure 3 - Structure of project website

Homepage of the www.activeatwork.eu website:

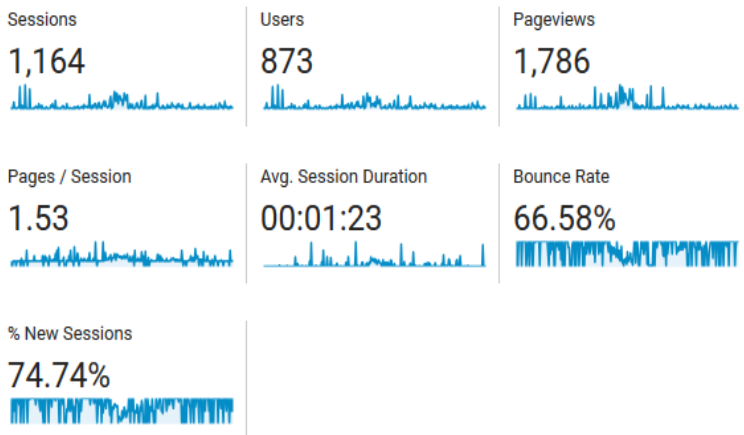


Figure 4 – Homepage of the website

Analyzing the impact of the website, we have included a Google analytics tool so we can follow the evolution and impact of the project. There are 1164 visits so far, with 873 unique visitors.

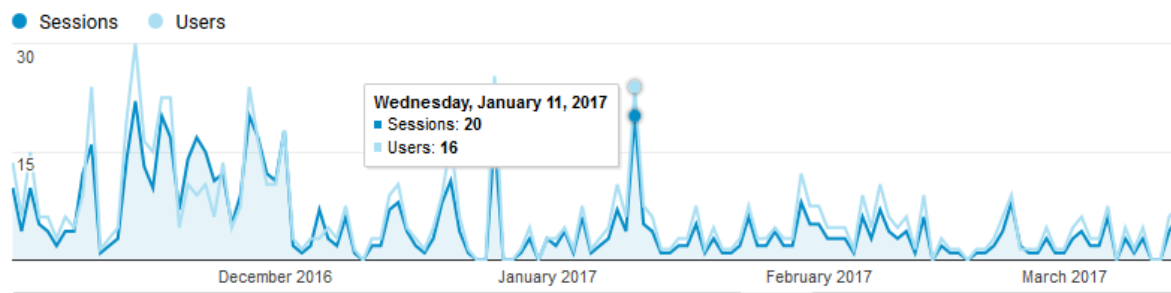
Each visitor spends statistically 1 min 23 sec on the web with 1,53 different pages visited. Top visitors are from Russia, Portugal and United States.

Website Stats - July 2016 until April 2017



Overview

Sessions vs. Users



Country	Sessions	% Sessions
1. Russia	157	20.58%
2. Portugal	147	19.27%
3. United States	77	10.09%
4. Austria	54	7.08%
5. United Kingdom	33	4.33%
6. Spain	31	4.06%
7. Netherlands	29	3.80%
8. Germany	28	3.67%
9. Switzerland	25	3.28%
10. Belgium	23	3.01%

Figure 5 – Impact of the Active@Work website

Some individual participants also have a specific website dedicated to the Active@Work project. This is the screenshot from MSIC and Sensolus website:



Figure 6 – Screenshot from MSIC website

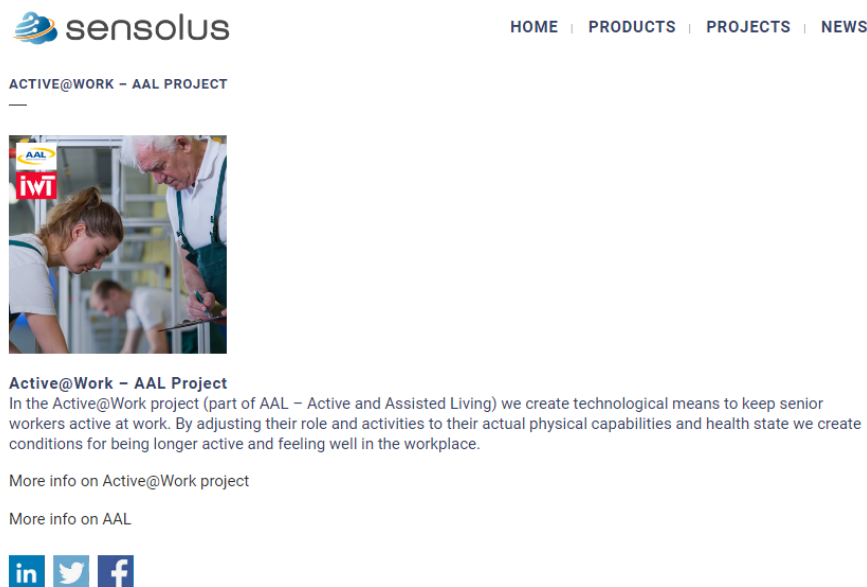


Figure 7 – Screenshot from Sensolus website

3.3. Internal website

An internal site/working platform (protected by password) was developed in order to facilitate a smooth communication and interchange of material between the consortium partners. It contains all relevant information produced in the framework of the project.

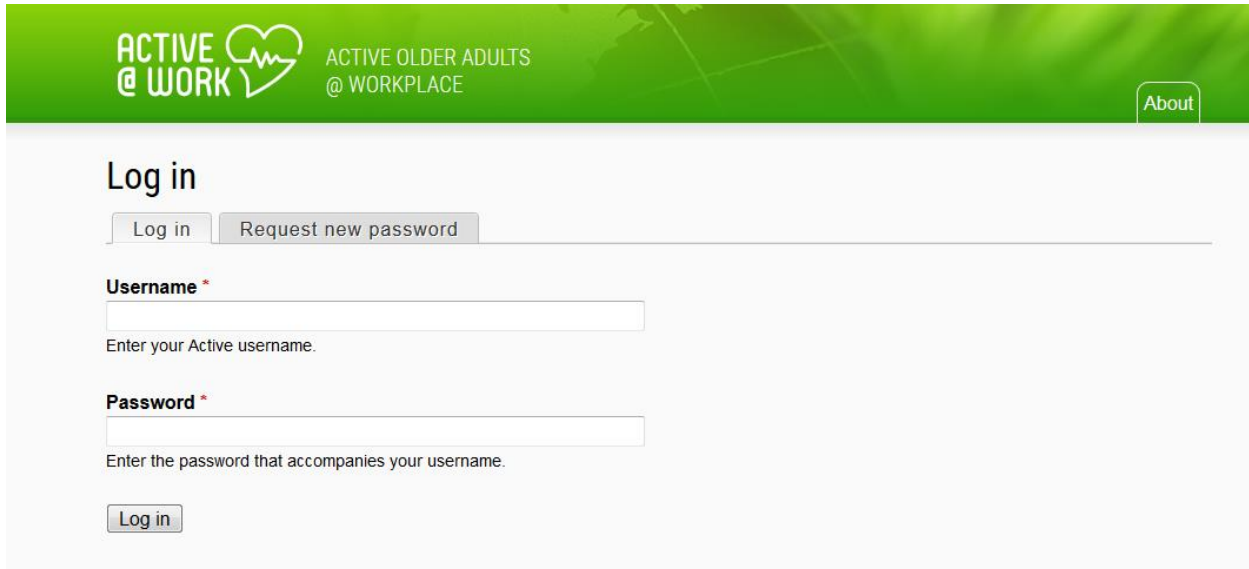


Figure 8 – Internal Website of Active@Work

3.4. LinkedIn - Social Networking Presence

URL: <https://www.linkedin.com/groups/Active-Work-8288362/about>

A group called Active@Work has been created on LinkedIn and the goal was to create an informal network of partners who can mainstream and multiply the results of the project sustaining the results of the project beyond its lifetime.

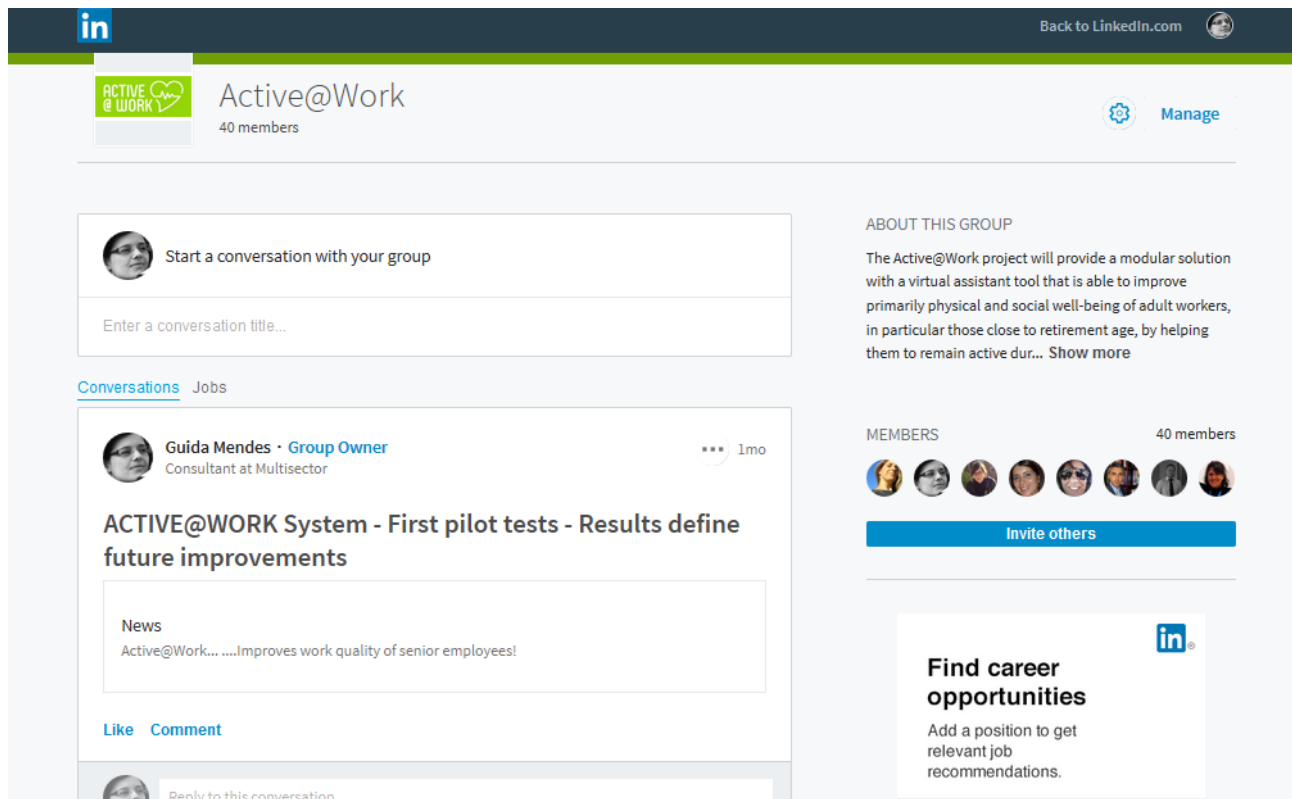


Figure 9 - Homepage of the LinkedIn page

3.5. Press-Release

Press releases are an important dissemination tool which can be used on important occasions in the course of the project, such as project meetings and other milestones. They should be addressed to national but especially regional and local media since the main objective is to inform local stakeholders and citizens motivating them to get involved in the project. All press releases are presented in English and translated to the partner's language (Spanish, French, Portuguese and Dutch). All the press releases were published at the Active@Work web page.

An initial Press Release was presented after the project Kick-off meeting in order to generate awareness about project in the general public (31st of January 2015).

URL: http://www.activeatwork.eu/docs/Press_release_Kickoff.pdf



Figure 10 – Active@Work KoM Press Release

A second Press Release was presented where the current status of progress is described - 14th of January 2016: *The main challenges of Active@Work are already being tackled.*

URL: http://www.activeatwork.eu/docs/Press_release_2_v2.pdf

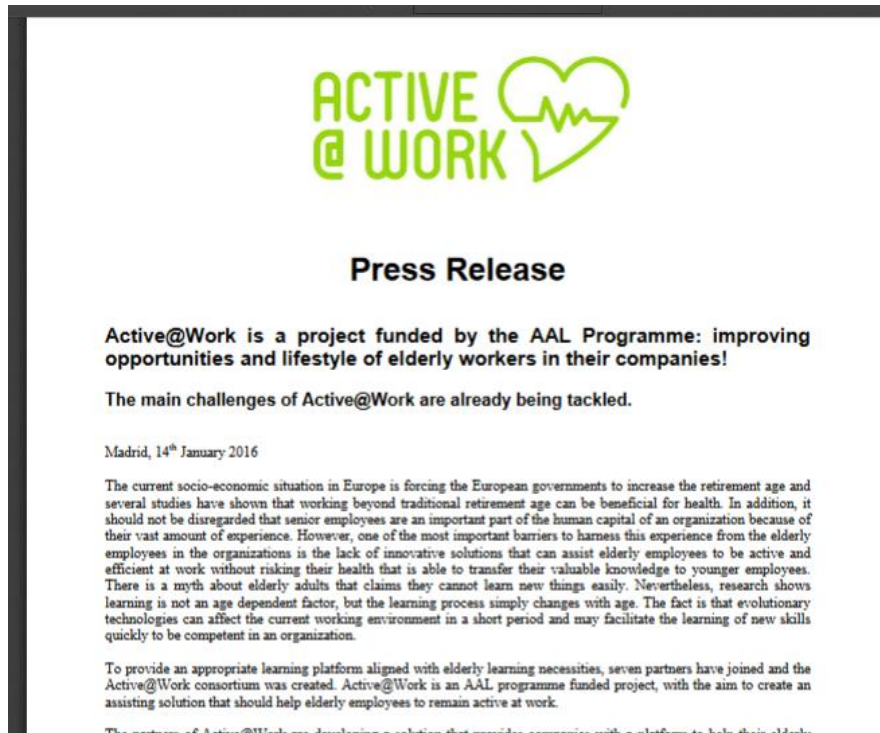


Figure 11 – Active@Work Second Press Release

3.6. Published News

The online press news related to the Active@Work activities so far are:

URL: <http://www.aal-europe.eu/improving-lifestyle-of-older-workers-in-their-companies/>

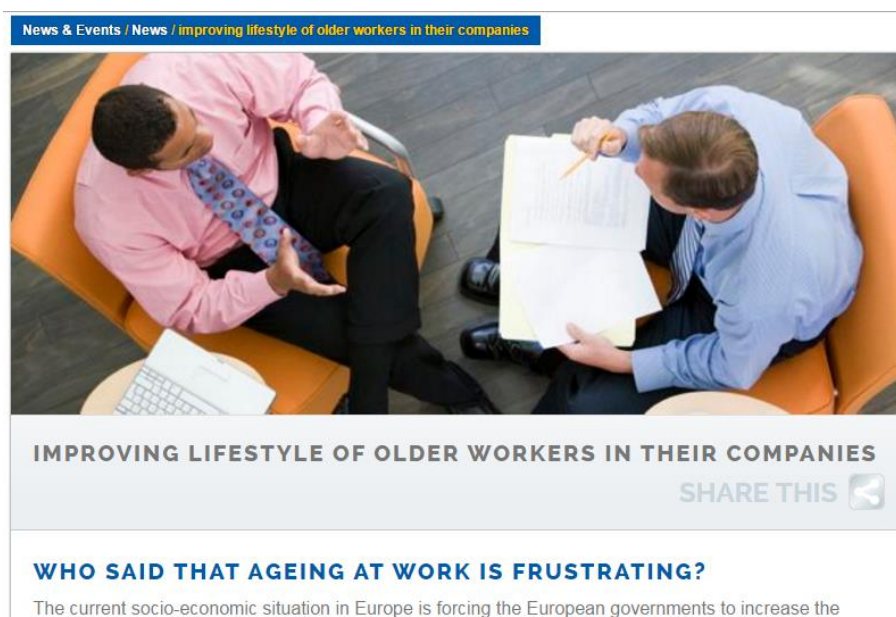


Figure 12 - AAL Website News - February 2016

URL: http://cordis.europa.eu/news/rcn/130216_en.html



Figure 13 - Cordis News - 18th January 2016

3.7. Paper Publication

The paper publications news related to the Active@Work activities so far are:

Name	Content	Issue	Local/Country	Partner participant	N° of participant/ Print Run
Alma the HSG Alumni Magazine	Project announcement/description	March issue (2/2015)	Switzerland	HSG	around 25'000 hard copies



Figure 14 – Paper Publication

3.8. Project Poster

The 23rd of March 2015, the first Active@work poster, was ready to be used for dissemination activities such as conferences and workshops. The main purpose of the poster is to catch the audience's attention, therefore it contains an introduction to the project, the architecture, the partners and contact information as it's shown in the following figure.

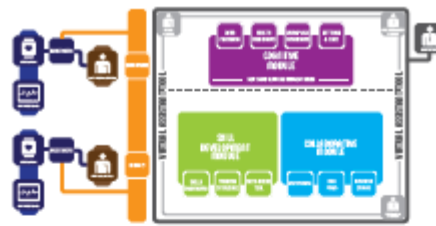


Figure 15 - First Version of project poster

This poster it was presented by IOS for the first time in *Secura* Event, the feedback from the conference attendances was reported to MSIC (partner responsible for the elaboration of the project poster) to provide a 2nd version of the poster, that will be less technical and more oriented to promote the project main goals to a broader audience.

ACTIVE@WORK

IMPROVES WORK QUALITY OF SENIOR EMPLOYEES



What is ACTIVE@WORK

The project aims to identify work situations that typically cause senior employees to stop working before retirement age. The result will be a Virtual Assistant tool to promote and maintain the degree of physical, mental and social well-being of senior employees.

How does it work

- 1 **Cognitive module** - monitors the employees well-being and work environment condition, providing a catalogue of services to keep senior employees aware of their well-being status.
- 2 **Skills Development module** - helps employees to improve their CV and expertise, keeps them aware of their ranking and informs about soft and hard skills they should acquire to improve their CV.
- 3 **Collaborative module** - promotes active participation and interaction between employees by sharing experiences and mentoring the implementation of new business ideas.

Expected results and impact of ACTIVE@WORK

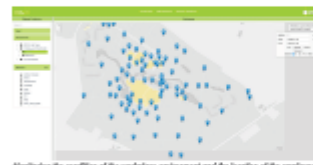
- 1 Detect the level of well-being of the senior employees by monitoring a set of bioparameters using wearable sensors and by monitoring the condition of the workplace environment.
- 2 Include predictive algorithms for recognition of behavioural trends and early detection of work - related issues, triggering alert messages whenever individual well-being thresholds conditions are exceeded.
- 3 Assist senior employees to keep active and healthy, both physically and mentally, by provision of well-being advice - suggestions - to the employee and their management.
- 4 Curriculum Vitae assessments of the senior employees by gamification techniques and training courses cataloguing, to allow companies and their employees to have a solid basis for the latter careers' progresses.
- 5 Training recommendations for certifications achievements.
- 6 Support senior employees to interact in new and team cooperative activities, where his/her knowledge and experience will be an important and recognized asset, with the possibilities to implement new business ideas.

Pilot Deployment

- ACTIVE@WORK will be deployed in two different work environments:
- Pilot deployed in Spain, led by ATOS Spain S.A.U.;
 - Will take place in the main headquarters of the company (Alberca, Madrid).
 - Pilot deployed in Belgium, led by IOS International and Senolux;
 - Will take place at a large leisure site with over 200 vacation homes and a tropical swimming pool.

ACHIEVEMENTS

- Biometric and environment data of employees is being gathered at the pilot sites;
- A first version of all components has been developed and integrated;
- Initial feedback on prototypes has been gathered;
- ACTIVE@WORK Platform - User interface Web-based platform
- Mobile App



Monitoring the condition of the workplace environment and the location of the employees



Monitoring a set of bioparameters using wearable sensors



Priority settings and alert message

www.activeatwork.eu

Project Partners 	Funding agencies 	Project Starting Date & Duration 1 December 2014 / 30 months Project Funding AAL JP funded project, total budget €1,76 million, funding €1,06 million	ACTIVE@WORK Project Coordinator Blanca Jordán Email: blanca.jordan@atos.es Phone: +34 625 599312 ACTIVE@WORK Scientific Coordinator Gabriel Pestora Email: gabriel.pestora@inovapil.com Phone: +351 213 100 461
-----------------------------	-----------------------------	--	--

Figure 17 - Project poster to the AAL Forum

3.9. Project Leaflet

Active@Work has released its own leaflet that provides general information regarding the Active@Work project, its objectives, achievements and contacts (2015).

Leaflets are published at the Active@Work web page, distributed through mail to the clients and partners of all the consortium members, as well as printed and brought to the major venues, where the project meets potential end-users.



Figure 18 - First Version of project leaflet

A second version of the leaflet was produced after the change of the scope

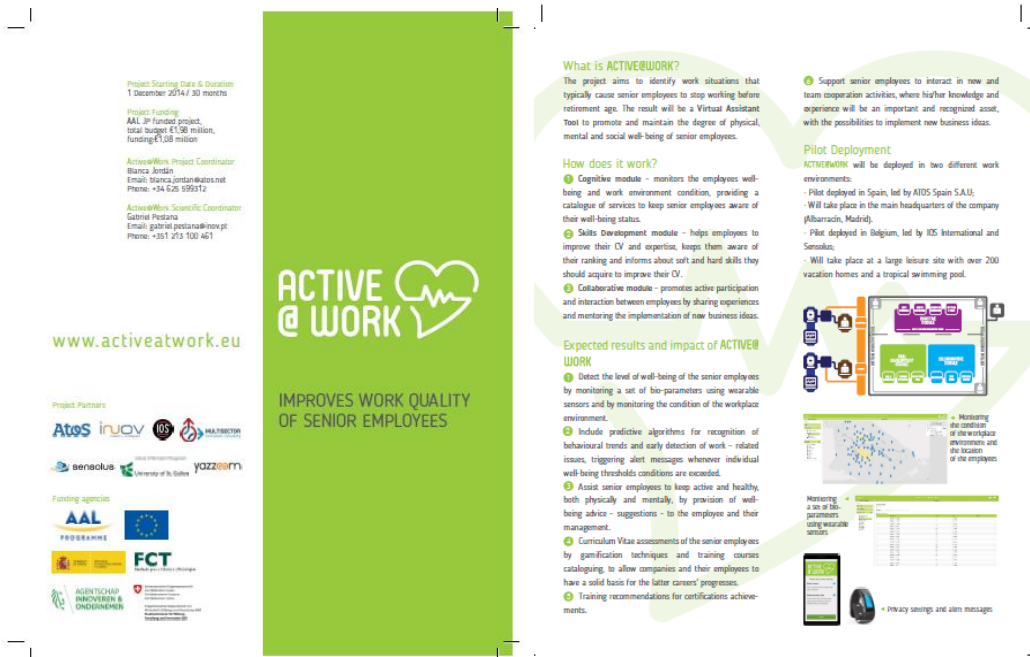


Figure 19 - Second Version of project leaflet

3.10. Active@Work presentation

A PowerPoint (ppt) presentation template of the project has been developed by Multisector and approved by all the partners. This template shall be used in all events and meetings where Active@work results and activities are presented. It has been designed to facilitate the recognition of the project. They can add their logo to the original ppt. At the same time, partners should inform Multisector of where and when such presentations will be made.

The presentation can be downloaded from the project repository which is accessible to all partners.

3.11. Scientific Dissemination

In the course of research dedicated to Active@Work, the scientific partners (INOV and HSG) put efforts in disseminating the project via peer-reviewed publications, workshops and teaching activities. There are following publications so far:

ARTICLES

<http://www.activeatwork.eu/docs/ATT1Q8SD.pdf>

published on June 26, 2015

"Health Behaviour Change Support Systems: Past Research and Future Challenges" by Tobias Mettler

Health Behaviour Change Support Systems: Past Research and Future Challenges

Tobias Mettler

University of St. Gallen, CH-9000 St. Gallen, Switzerland, tobias.mettler@unisg.ch

The emergence of mobile devices and social technologies has opened up new possibilities for health promotion and disease prevention. By means of emotional stimuli, motivation, and persuasion health behaviour change support systems (HBCSS) aim at influencing users to improve their health and wellbeing. This article presents the results of a bibliometric analysis related to the existing HBCSS body of knowledge. A total of 51 research studies were analysed with a look at their topical and theoretical focus. It was found that the majority of studies emphasize a rather technological view of behavioural change as opposed to a psychological or social view. In addition, the identified theories underlying the design of HBCSS frequently assume full rational behaviour of individuals. Based on these findings, four avenues for future research and novel trains of thought related to HBCSS are discussed.

Keywords

E-health, health behaviour change support systems, literature review, persuasive computing.

Figure 20 – Scientific Dissemination June 2015

http://www.activeatwork.eu/docs/RiskDialogueSeries_desease.pdf

published on September 1st, 2016

"Using affordance analysis to design individual analytics ecosystems"

by Maedeh Yassaee, Tobias Mettler and Robert Winter

Using affordance analysis to design individual analytics ecosystems

Maedeh Yassaee, Tobias Mettler,
Robert Winter

Organisations in Asia and worldwide are actively looking for ways to take advantage of big-data analytics. Big-data analytics is, however, mostly applied to well-known use cases in financial analysis and profiling ^[1]. A high rate of work-related accidents or diseases as well as the rapid ageing of the population around the world not only have an impact on productivity and profitability of enterprises, but also threaten the lives of employees ^[2]. One promising use case for big-data analytics would therefore be the management and prevention of occupational accidents or work-related diseases. Employee's work behaviour and health-related data can be integrated to detect correlations and patterns and recognise core drivers of human behaviour at the individual or organisational level ^[3]. This means that the analytics focus shifts from understanding aggregates (patterns, segments, etc.) to understanding actions and behaviour of individuals. The success of using big data for individual behaviour change and awareness creation is, however, dependent on mutual value creation for both individuals and enterprises – a big difference to traditional use cases of big data. We therefore encourage an alternative approach, one that suggests perceiving and designing such big data infrastructures as an "ecosystem" which can

Figure 21 – Scientific Dissemination September 1st, 2016

<http://www.activeatwork.eu/docs/HICSS%2050%20final1.pdf>

published on September, 2016

"Analyzing Affordances of Digital Occupational Health Systems"

by Maedeh Yassaee and Robert Winter

Analyzing Affordances of Digital Occupational Health Systems

Maedeh Yassaee
University of St. Gallen
maedeh.yassaee@unisg.ch

Robert Winter
University of St. Gallen
robert.winter@unisg.ch

Abstract

This study adopts two distinct perspectives, employer and employee, to analyze the affordances of digital occupational health (DOH) systems and their appropriation. Data were collected in the context of a European collaborative research project that aims at developing a data integration infrastructure for context-aware health surveillance at the workplace. For employers the main affordance was to detect and prevent the health issues of their workforce. The main affordance from employee's point of view was the possibility of being more self-conscious at work. However, the application of these systems might instigate several tensions, in particular those between privacy and security/wellbeing, between work and leisure activities, and between work and leisure roles. The findings of this study allow to direct future research on DOH systems to focus and eventually derive design principles that promise DOH systems to gain better acceptance and create higher added-value for all involved stake-

dynamics. Actionable insights from the analysis of these dynamics will help employers improve the work environment such that employees will become healthier and more productive [7].

Although the adoption of digital health monitoring systems has been studied in both private and clinical contexts, the corporate adoption of these systems would have distinct characteristics. Sensitive and highly personal health-related information collected in a non-health context impacts employees' security and privacy in ways that make sharing, aggregating, sorting, and analyzing the data particularly challenging [8]. Furthermore, DOH systems involve different types of stakeholders as end users (both employees and employers), with possible conflicts among their use intentions. In cases of conflict, employees can either completely reject the adoption of technology, or selectively adopt particular features [9].

While the scientific community has begun to show interest in the design, implementation, and deployment of DOH systems (e.g., [10, 11]), the focus has primarily been on technical aspects. Consequently,

Figure 22 – Scientific Dissemination September 2016

These scientific papers are published at the Active@Work website.

MASTER THESIS

Submitted on June 15, 2016

Gamification in Skills Management

Personal Profile Monitoring

José Carlos Marques Araújo

Master of Information Systems for Management

Thesis Advisor:

Prof. Dr. Gabriel Pestana

Keywords: Visual Analytics, Skills Management, Self-Awareness, Semantic Context, Monitoring Events, Gamification

3.12. Workshops, Meetings and Events

An important way to make the project known is to ensure that Active@Work is presented at events where possible target audiences attend. Events are excellent opportunities for project partners to learn from each other, discuss common issues and get feedback on their work.

In the course of developments dedicated to Active@Work, the commercial partners put efforts in disseminating the project via shows, commercial events and meetings like:

Type of activity	Name Event	Date	Local	Partner participant
Health and Safety conference	Secura	25,26 and 27 th of March 2015	Brussels	IOS
Maintenance conference	Maintenance	1 st and 2 nd of April 2015	Antwerp Expo	IOS
Engineering & ICT conference	Mobility Event to European University Cyprus - "Perspectives of Engineering in the European Area"	12th of May 2015	Cyprus	INOV
	Zurich Prevention Day	18th of March 2016	Zurich	HSG
Health and Safety conference	Safety&Health@work	5th and 6th of April 2016	Rotterdam NL	IOS
IoT Conference	IoT Convention - Internet of Things Convention Europe	8th of June 2016	Brussels	Yazzoom and Sensolus
Prevention and safety conference	Prenne 38	16th june 2016	Ghent (Belgium)	IOS
	AAL Forum	26-28 September 2016	St Gallen	HSG
	Prenne 40	1 st December 2016	Affligem (Belgium)	IOS

Table 1 – List of events

The participation in events boosted the distribution of flyers and interviews with stakeholders.

Some news from these events in our website:

Yazzoom and Sensolus at the first IoT conference Europe in Brussels on June 8th 2016

<http://www.activeatwork.eu/news13.php>

Active@Work Project was presented in the AAL Forum 2016

<http://www.activeatwork.eu/news15.php>

3.13. Monitoring – Quantity indicators for the dissemination actions

A constant monitoring was done, in order to measure the quality and success of your communication and dissemination efforts.

Activity	Concrete Measurements
PRESS RELEASE	2
PAPER PUBLICATIONS	1
PUBLISHED NEWS	2
ARTICLES	3
MASTER THESIS	1
EVENTS	8
LINKEDIN POSTS	7
LINKEDIN MEMBERS	40
NEWSLETTER SUBSCRIBERS	19
WEBSITE NEWS	20

The next deliverable D6.05 will be a final dissemination impact report produced at the end of the project.