



## Active Older Adults @ Workplace

### **D6.05 – Workshops and dissemination events**

Project Deliverable

## D6.05 - Workshops and Dissemination Events

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## 1. Executive Summary

This document describes the main dissemination activities and results of Active@Work, 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"*.

By the end of the project the Belgian funding agency has changed its name (and logo) from IWT to Vlaio. So after that the disclaimer was *"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, Flanders Innovation & Entrepreneurship (Vlaio) in Belgium, State Secretariat for Education, Research and Innovation (SERI) in Switzerland"*.

## 2. Target Groups

Active@Work project considers the following target groups:

- End Users: Senior Adults Employees - already retired or in a pre-retirement age.
- End Users: Other Employees;
- 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.

### 2.1. Target Groups and their Dissemination Activities

ACTIVE@WORK project considers the following target groups and the following dissemination activities related to these groups:

#### End-users

**Goal:** Active@Work supports their knowledge exchange

**Dissemination Activities:**

- Websites
- Posters and Flyers
- Face to face meetings with demonstration of the service

#### Decision Makers, SMEs and large enterprises

**Goal:** contribution in providing the service or getting employees amongst the users of the service; Active@Work evaluation

**Dissemination Activities:**

- Websites
- Reports on results showing its value-added of the service
- Face to face meetings with demonstration of the service and discussions

**Universities and Research Organizations:** academia interested in, e.g., opportunities of joint research on specific aspects of the Active@Work project

**Goal:** evaluation of the results acquired in the project with other researchers and practitioners

**Dissemination Activities:**

- Websites
- Scientific papers and communications
- Face to face meetings and discussions

### 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.



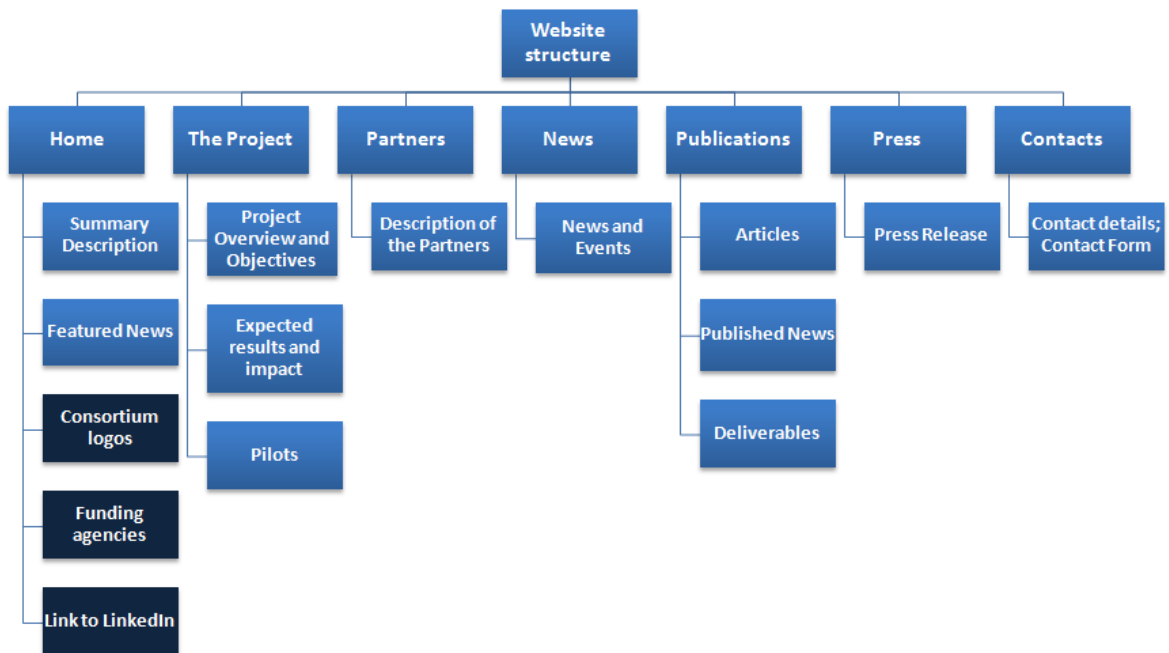


Figure 3 - Structure of project website

Homepage of the [www.activeatwork.eu](http://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 1308 visits, with 981 unique visitors.

Each visitor spends statistically 1 min 21 sec on the web with 1,51 different pages visited. Top visitors are from Portugal, Russia, and United Kingdom.

Website Stats - July 2016 until May 2017

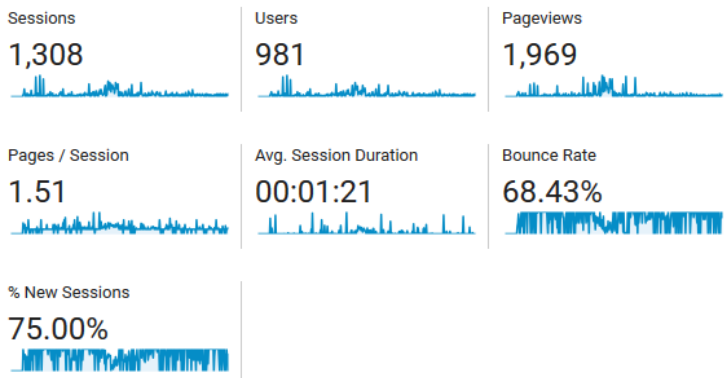


Figure 5 – Impact of the Active@Work website

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

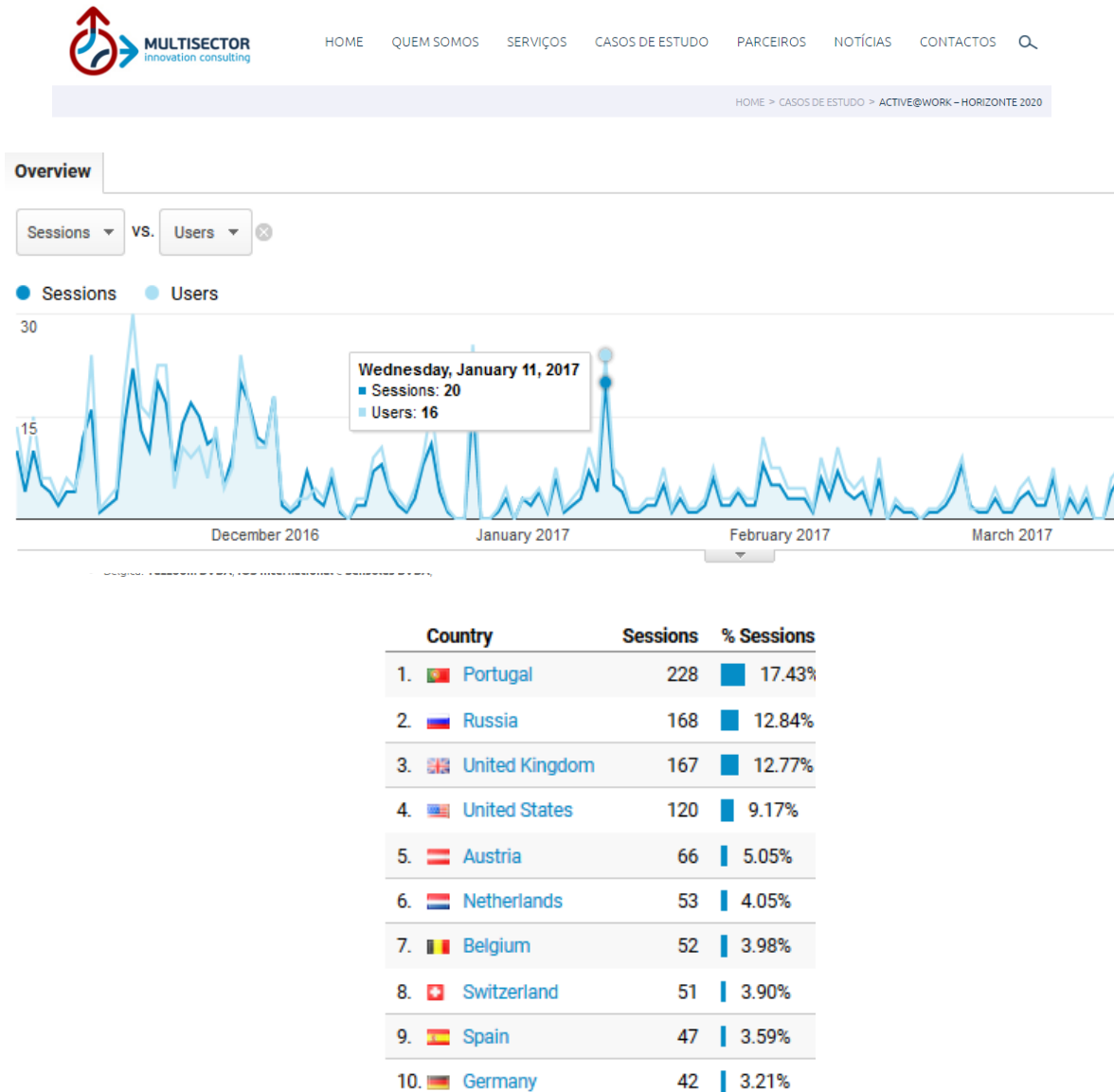
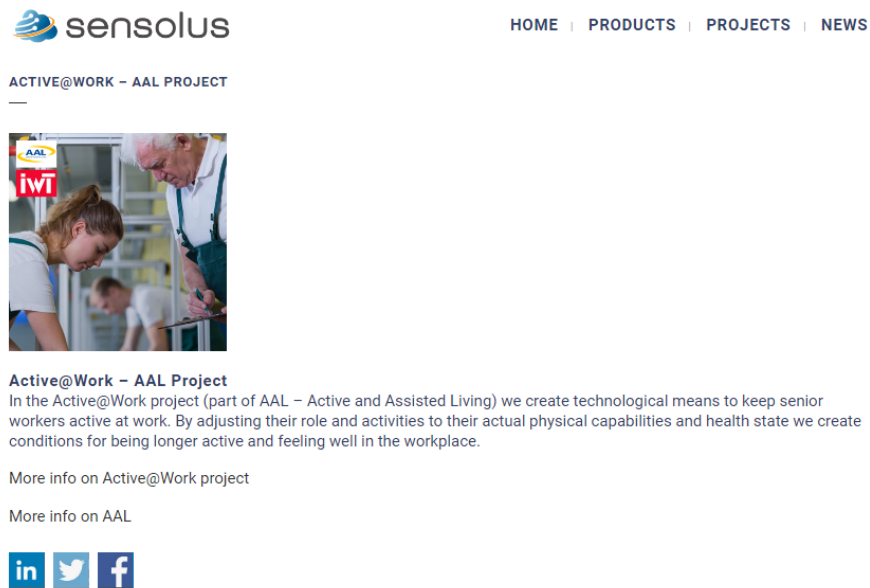


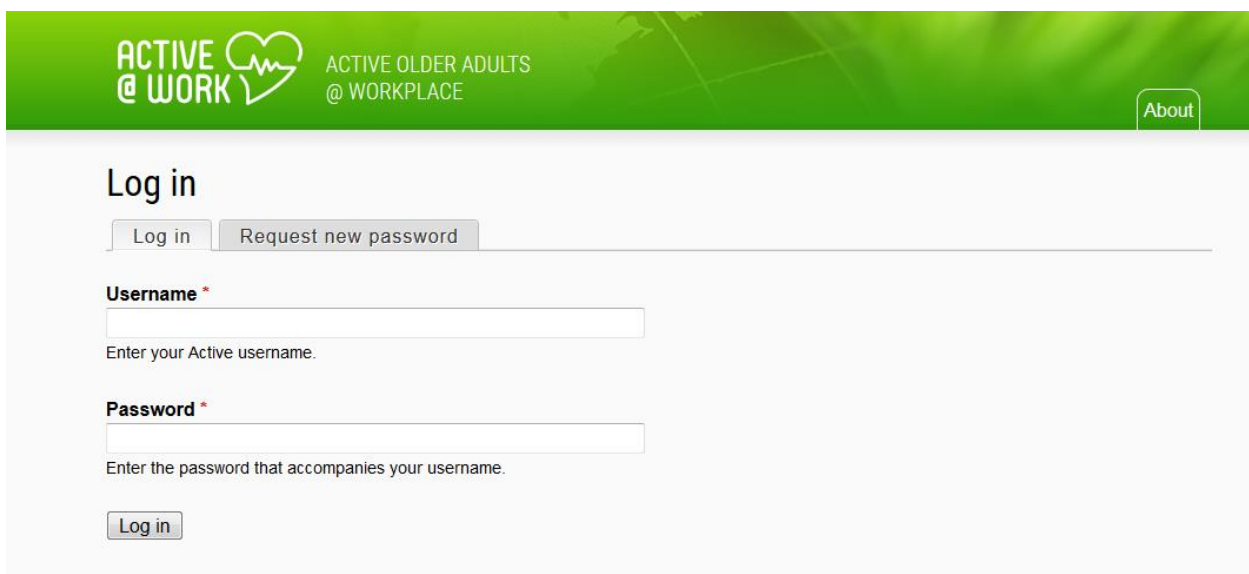
Figure 6 – Screenshot from MSIC website



**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.

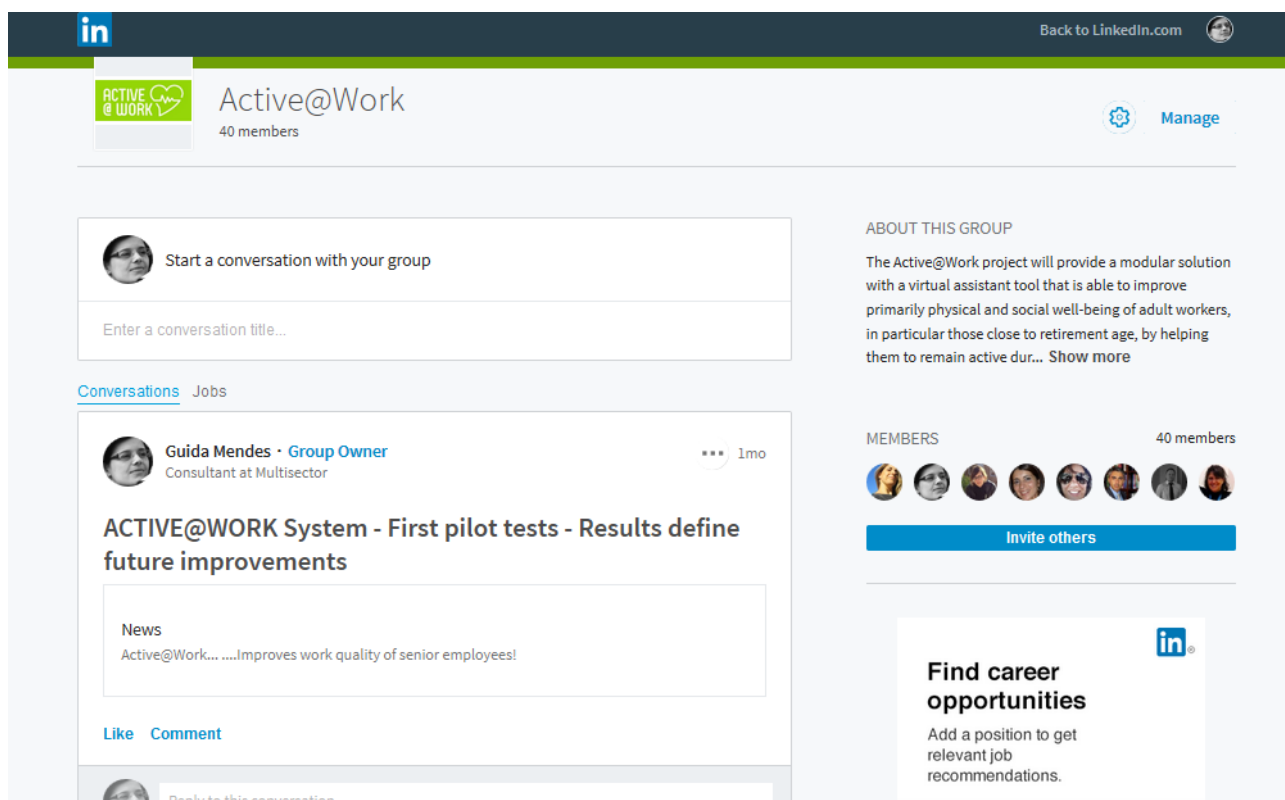


*Figure 8 – Internal Website of Active@Work*

### **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](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](http://www.activeatwork.eu/docs/Press_release_2_v2.pdf)



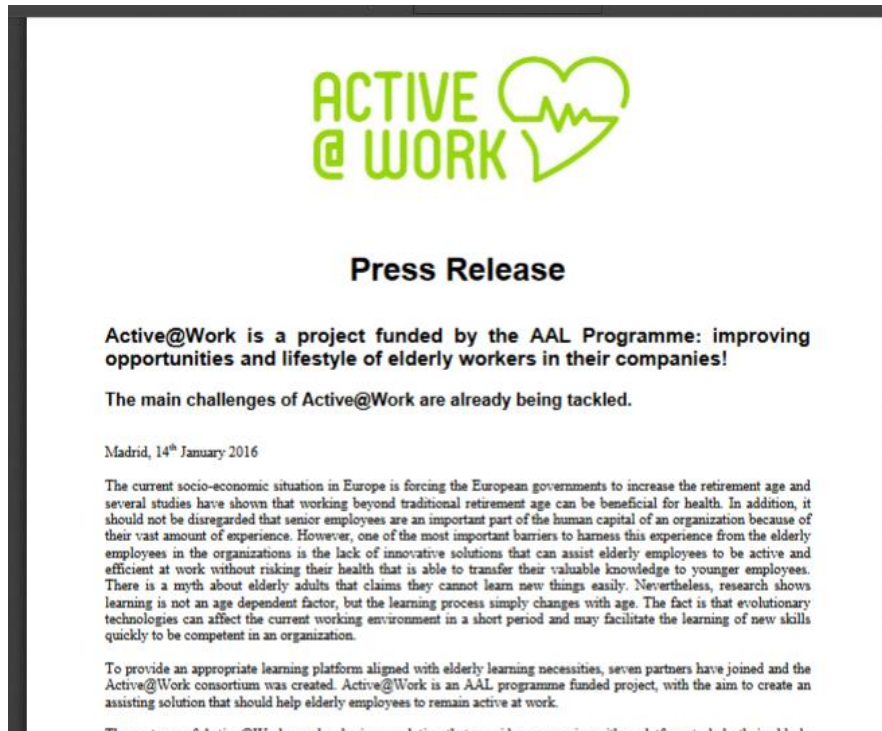


Figure 11 – Active@Work Second Press Release

### 3.6. Published News

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

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

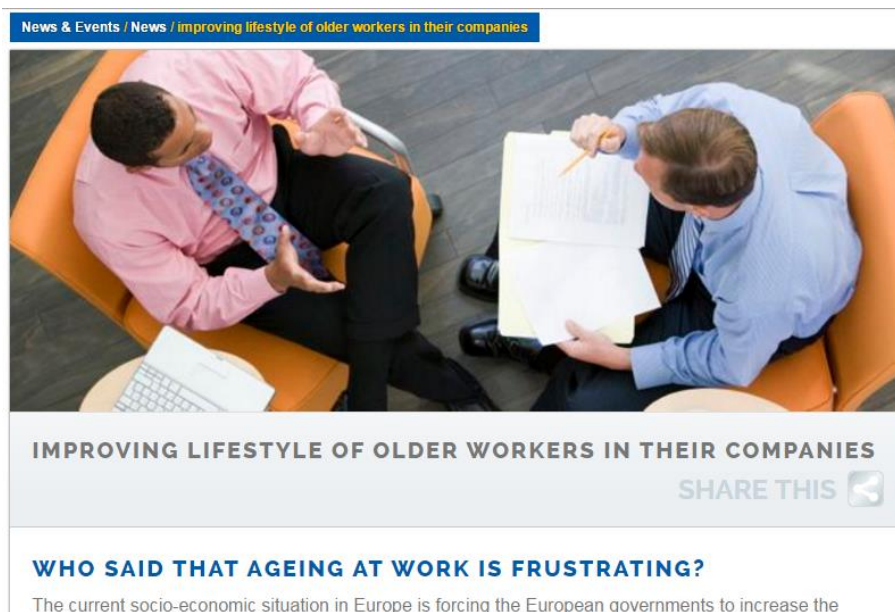


Figure 12 - AAL Website News - February 2016

URL: [http://cordis.europa.eu/news/rcn/130216\\_en.html](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 are:

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



Figure 14 – Paper Publication

### 3.8. Project Poster

The 23<sup>rd</sup> 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.

**ACTIVE@WORK**

[www.activeatwork.eu](http://www.activeatwork.eu)

A new project initiated by the EU oriented to improve life quality senior workers in the service sector.

**Project Objective**

The **ACTIVE@WORK** project will provide a modular solution with a Virtual Assistant tool able to assist adult workers in particular those close to retirement age, to continue executing their daily work. This solution consists of:

- 1 A Cognitive system capable to represent the conditions of the work environment providing a catalogue of services to assist the user in their daily work;
- 2 A Collaborative module to promote active participations and interactions between employees, sharing of experiences amongst older and younger employees. Provide a collaborative environment to endorse innovative ideas as well as the establishment of mentoring services;
- 3 A Skill Development module addressing a training environment to provide support for workers to engage in new activities, where their knowledge and expertise can be an important asset.

**Expected results and impact of ACTIVE@WORK**

- 1 Capability to detect and monitor a set of bio-parameters through the use of multi-sensor wearable devices;
- 2 Assist the user at accomplishing his/her work without compromising health and preventing any other risk derived from fatigue or stress at work;
- 3 Assist senior workers to keep active and healthy, both physical and mentally. Including the capability to intervene, in response to identified potential health threats that could compromise workers health status or their role within the organization;
- 4 Support for the worker to engage in new and rewarding activities, where his/her knowledge and experience will be an important and recognized asset;
- 5 Senior workers will have the possibility to exercise and raise their cognitive skills or recover their skill levels within a training environment;
- 6 Provide operational intelligence with a proactive model and predictive algorithms for recognition of behavioral trends and early detection of personal health risks, triggering alert messages whenever individual health thresholds condition are exceeded.

**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 (Albarracín, Madrid).
- Pilot deployed in Belgium, led by IOS International and Sensolus;
- Will take place at a large leisure site with over 200 vacation homes and a tropical swimming pool.

**Project Funding**  
AAL JP funded project, total budget €1,98 million, funding: €1,08 million

**Project Starting Date & Duration**  
1 December 2014 / 30 months

**Project Partners**  
AtoS inov IOS MULTISECTOR sensolus University of St. Gabe yazeom

**Funding agency**  
AAL FCT IWI

**ACTIVE@WORK Project Coordinator**  
Blanco Jardán  
Email: blanco.jordan@atos.net  
Phone: +34 625 599312

**ACTIVE@WORK Scientific Coordinator**  
Gabriel Pestana  
Email: gabriel.pestana@inov.pt  
Phone: +351 213 100 461

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.

It was decided to have two versions of the project poster, one more technical addressed to the scientific community and another less technical addressed to capture the attention of the public in general.

A second version of the project poster was produced by the end of July 2015.



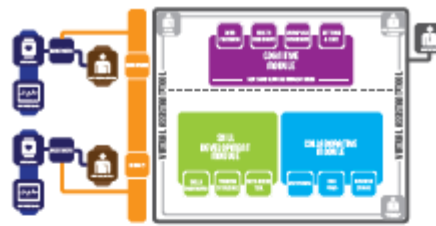
Figure 16 - Second Version of project poster

To the AAL Forum 2016 was produced the third version of the poster, after the change of the scope:



# 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 (Albacorric, 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 messages

[www.activeatwork.eu](http://www.activeatwork.eu)

<p><b>Project Partners</b></p>	<p><b>Funding agencies</b></p>	<p><b>Project Starting Date &amp; Duration</b> 1 December 2014 / 30 months</p> <p><b>Project Funding</b> AAL JP funded project, total budget €1,98 million, funding €1,08 million</p>	<p><b>ACTIVE@WORK Project Coordinator</b> Blanca Jordán Email: blanca.jordan@atos.es Phone: +34 625 599312</p> <p><b>ACTIVE@WORK Scientific Coordinator</b> Gabriel Pestano Email: gabriel.pestano@inovgi Phone: +351 213 100 461</p>
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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.

#### **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

#### **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](http://www.activeatwork.eu/docs/RiskDialogueSeries_desease.pdf)

published on September 1st, 2016 in SwissRe Sigma journal

**References:** Yassaee, M.; Mettler, T.; Winter, R.: Using Affordance Analysis to Design Individual Analytics Ecosystems, Swiss Re, Rüslikon, 2016,

[http://media.swissre.com/documents/RiskDialogueSeries\\_desease.pdf](http://media.swissre.com/documents/RiskDialogueSeries_desease.pdf) (01.09.2016)

### 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 <sup>[1]</sup>. 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 <sup>[2]</sup>. 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 <sup>[3]</sup>. 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 1<sup>st</sup>, 2016



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

published on September, 2016

**References:** Yassaee, M., Winter, M.: Analyzing Affordances of Digital Occupational Health Systems, 2017  
50th Hawaii International Conference on System Sciences (HICSS), Big Island lava coastline, 2017

## Analyzing Affordances of Digital Occupational Health Systems

Maedeh Yassaee  
University of St. Gallen  
[maedeh.yassaee@unisg.ch](mailto:maedeh.yassaee@unisg.ch)

Robert Winter  
University of St. Gallen  
[robert.winter@unisg.ch](mailto: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**

### September 2016

Scientific report about the affordances of Active@Work for the Swiss Re Centre for Global Dialogue By HSG

Reference: Business magazine

Type of audience: Global (end-users)

### On 2017 INOV published 2 scientific papers:

- José Araújo, Gabriel Pestana. A Framework for Social Well-Being and Skills Management at the Workplace. International Journal of Information Management, Elsevier, 2017 (submitted);
- José Araújo, Gabriel Pestana. Articulating Gamification and Visual Analytics as a Paradigm for Flexible Skills Management. Proc. in Recent Advances in Information Systems and Technologies, vol. 2, Springer, 2017, pp 185 – 196

### 3.12. Newsletter

On April we launched the 1st Newsletter and in the beginning of July the second, in English.

In the 1<sup>st</sup> Newsletter we focused on:

- Indoor pilot project workshop
- The Fifth and last Plenary Meeting of Active@Work
- And the cooperation between the indoor and outdoor pilot projects

In the 2<sup>nd</sup> Newsletter we focused on:

- Outdoor pilot project workshop
- Message from the coordinator of the project

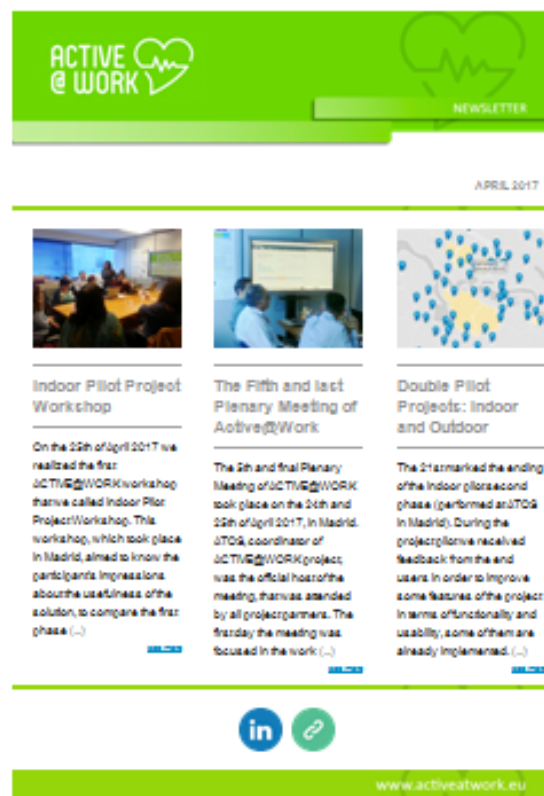


Figure 23 – 1<sup>st</sup> Newsletter

### 3.13. Training Material and Tutorials

According to the project proposal of Active@Work, a series of training materials were developed:

- a user guide, to give assistance to people (end-user) using Active platform, and
- a demo video, with a short tour through Active platform.

These materials are available on the Active@work repository

### 3.14. 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	Indicative coverage
Health and Safety conference	Secura	25,26 and 27th of March 2015	Brussels	IOS	Belgium Type of audience: health and safety stakeholders
Maintenance conference	Maintenance	1st and 2nd of April 2015	Antwerp Expo	IOS	Belgium Type of audience: safety stakeholders
Engineering & ICT conference	Mobility Event to European University Cyprus - "Perspectives of Engineering in the European Area"	14th of May 2015	Cyprus	INOV	Europe Type of audience: Engineering & ICT stakeholders; Research Community
Paper presentation	7th International Symposium on Health Information Management Research (ISHIMR 2015)	25th of June 2015	York, United Kingdom	HSG	Type: Conference paper, scientific conference
Practitioner conference	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	
Research colloquium at the Friedrich-Alexander-Universität Erlangen	Presentation of Active@Work project at a research colloquium at the Friedrich-Alexander-Universität Erlangen	28th June 2016	Germany	HSG	Germany Type of audience: medical researchers
Hospital event .	Presentation of Active@Work project at a hospital event .	23th August 2016	Switzerland	HSG	Switzerland Type of audience: end-users
	Presentation during SECUREX inspiration session on IOT and WEARABLES	9th September 2016		SENS	Type: Slideshow Indicative coverage : 50 attendees
Poster presentation	AAL Forum	26-28 September 2016	ST GALLEN, SWITZERLAND	HSG	Europe Type of audience: end-users and policy makers
Prevention and safety conference	Prenne 40	1st December 2016	Affligem (Belgium)	IOS	
	Indoor Pilot Workshop	25th of April 2017	Madrid - Spain	ATOS	
	Outdoor Pilot Workshop	31st of May 2017	Belgium	IOS and SENS	

**Table 1 – List of events**

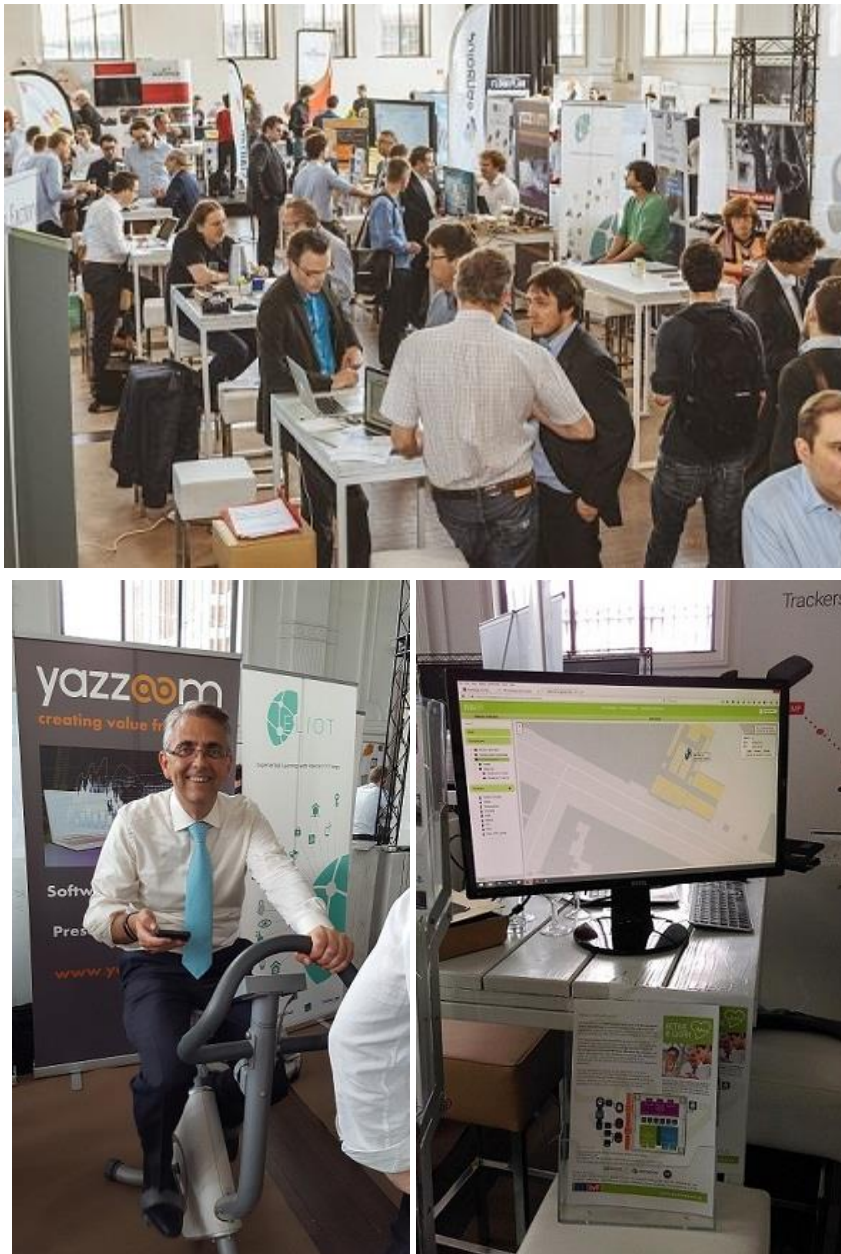
The participation in events boosted the distribution of flyers and interviews with stakeholders.

### 3.14.1. Report

#### 3.14.1.1. IoT Convention - Internet of Things Convention Europe in Brussels

8th of June 2016

The partners Yazzoom and Sensolus participated with a booth on the first IoT conference Europe in Brussels on June 8th 2016, where they demonstrated the Active@Work project and showed our achievements.



*Figure 24 – Photos from IoT Convention - Internet of Things Convention Europe in Brussels*

The Second pictures shows a Yazzoom team member on the home-trainer with the smart watch that monitors his heart rate while exercising, with the objective to raise his heart rate to an abnormally high



value and as such triggering an SMS alert to the Smartphone and smart watch to warn him of that anomaly. The Third picture shows the Active@Work browser application and the project poster.

News from this event in our website: <http://www.activeatwork.eu/news13.php>

### 3.14.1.2. Prenne 38 in Ghent

#### 16th June 2016

The partner IOS participated with a booth in the conference Prenne 38 on June 16th 2016 in Flanders Expo (Ghent). This event attracts prevention and safety officers and they have the opportunity to show the Active@Work project and achievements.

### 3.14.1.1. AAL Forum

#### 26-28 September 2016

Poster presentation at the AAL Forum 2016 by HSG

Active@Work Project was present at the AAL Forum 2016 that took place from the 26th to the 28th of September in ST GALLEN, SWITZERLAND. Active@Work participated in the poster session. Because we already started the project pilots, it was possible to disseminate some results and achievements. Our project poster received great attention and people were enthusiastic about the project.



Figure 25 – Poster at the AAL Forum

News from this event in our website: <http://www.activeatwork.eu/news15.php>

### 3.14.1.1. Madrid Workshop

#### 25th of April 2017

The workshop has been held in ATOS premises in Madrid, the 25<sup>th</sup> April 2017, with participants from both phases of the Indoor Pilot and the entire consortium.

The objective of this workshop was to show the participants the results of the second phase and collect their impressions about the usefulness of the solution once the pilot has finished, and analyze the new refinements toward the outdoor pilot. This event has also allowed the consortium compare the participant's feedback from both phases and analyses if the improvements made for the second phase has fulfilled their expectations.

The Structure of the workshop has mainly focused to discuss, generate and combine suggestions, problems found and solved, following the below agenda:

1. Welcome to the participants presented by Rosana Valle from ATOS
2. Workshop Objectives and Agenda presented by Guida Mendes from Multisector
3. Outdoor pilot presentation by Wim Boffé from IOS
4. Analysis of the Indoor pilot data presented by David Verstraeten from YAZOOM
5. Indoor pilot evaluation & questions presented by Maedeh Yassae from University of St. Gallen
6. Questions and Answers

The users where very curious to know more about the outdoor pilot and they were very enthusiastic by the presentation made by IOS. They believe that the results of the first phase of the outdoor pilot where very good and they think that it showed some interesting promise as a pilot project.

Maedeh made the presentation of the Indoor pilot evaluation, where she presented the quantitative results of end users' feedback based on the data gathered by the questionnaire. This evaluation had a major goal, to get user's feedback on usability, ease of use, the system's impact and their satisfaction. In the workshop, we asked them for their qualitative feedback on their experience on each factor we asked in the questionnaire. In this setting, the end users could openly discuss and share their concerns with Active@Work designers. The main factors we asked were the following: system output, system interaction, user interface, training and support the users received during the pilot, individual impacts and finally user satisfaction.

The results of the questionnaire are presented in the deliverable *D5 3 Operational Scenario Results*, as well as the qualitative feedback given by the end users during the workshop.

We need to highlight that some recommendations from the users are already being implemented but were not available to them during the ATOS pilot. In conclusion, they were positive and satisfied with the system and they claimed: *we could foresee that continuous use of the system could improve their wellbeing and performance if the main concerns that they had were addressed in the system.*

In the case of ATOS, they mentioned that Active@Work has to compete with the platforms that are already established and employees have grown accustomed to them. However, they also mentioned that the benefit of Active@Work in comparison to those platforms is to give the user a tool that could cover all the aspect of social, physical and mental wellbeing in one consistent package.



*Figure 26 – Madrid Workshop*

#### **3.14.1.1. Belgium Workshop**

##### **31st of May 2017**

The Outdoor Pilot Workshop, took place on the 31st of May in Belgium, hosted by IOS and SENS, and was focused on the management's impressions about the usefulness of the solution. In this event, the application and results of the outdoor pilot were presented.

We started with the application and did a drill down to crunch what the numbers meant. Real time numbers first and after drill down to a specific cleaning day to see what cottages took longer than others. The objective numbers for each cottage were great, and helped them to set more reasonable goals for cleaning specific types of cottages.



It also showed the routes taken and the order in which cottages were visited. She mentioned that only the times it took to clean a cottage were already enough to draw conclusions. We equipped one cottage with more beacons (5) to see the distribution of work inside. This would help to review the times allocated for each part of the cottage. Also the activity lever per room could be very interesting.

In conclusion, the management is very interested to keep the system operational for a few months so they can get objective times and causes for stress. They are mostly interested in high level aggregated information and not in detailed info. The cleaning ladies are not bothered by the device but don't want to interact with it (claiming they don't have the time for it).

We believe the best result that can come out of this is that the times per cottage type are modified based on the numbers of the pilot. This will enable the planners to spread the workload evenly without causing stress to some cleaning ladies.

### 3.15. 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	15
LINKEDIN POSTS	7
LINKEDIN MEMBERS	40
NEWSLETTER SUBSCRIBERS	19
WEBSITE NEWS	25

#### 4. Feedback

Along the dissemination activities, the consortium is constantly seeking feedback from end users and managers, accepting factors that can influence Active@work.

A major feedback received so far relating to the service sector (indoor pilot) was:

- The added value of Active@Work in comparison with other platforms is to give the user a tool that could cover all the aspect of social, physical and mental wellbeing in one consistent package.
- End users believed that continuous use of the system could improve wellbeing and performance if the main concerns that they had were addressed in the system.

And from the Leisure Park pilot (outdoor pilot):

- We believe the best result that can come out of this is that the times per cottage type are modified based on the numbers of the pilot. This will enable the planners to spread the workload evenly without causing stress to some cleaning ladies.
- And the management is very interested to keep the system operational for a few months so they can get objective times and causes for stress.