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D6.3 DISSEMINATION REPORT

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Glossary

Acronym	Meaning
СО	Confidential
KOM	Kick-Off Meeting
PU	Public
RE	Restricted



References

- 1. ANIMATE Consortium. Description of Work.
- 2. —. ANIMATE Website. [Online] http://animate-aal.eu.
- 3. Hi-Iberia. Hi-Iberia website. [Online] http://hi-iberia.es/hiResearchProyectos.php.
- 4. UniGe. UniGe website. [Online] http://www.unige.ch.
- 5. IRBLL. IRBLL website. [Online] http://www.irblleida.org.
- 6. TCO. TCO website. [Online] https://www.thurrock.gov.uk.
- 7. **ELS.** ELS website. [Online] http://www.e-learningstudios.com/partnerships.
- 8. **ANIMATE Consortium.** ANIMATE Facebook page. [Online] https://www.facebook.com/profile.php?id=100006682785984.
- 9. —. ANIMATE Twitter account. [Online] https://twitter.com/aal_animate.



1. Introduction

The project ANIMATE was born with the aim of using new technologies to address one of the main problems of generational relay: the loss of knowledge by a lack of adequate transmission of experience among the older generations and younger generations. ANIMATE also seeks to solve a problem that affects people of a certain age: the feeling of not being useful, due to be jobless or have a job that does not conform to their current abilities and interests, leads to absence of ambition and a sedentary lifestyle. As a complementary objective, ANIMATE aims to help the development of the manufacturing sector across the European continent. (1)

To achieve these objectives, ANIMATE proposes the creation of a platform focused on the exchange of workers between companies in order that staff of the first company is trained while contributing labour power to the second company. Moreover, ANIMATE will support that experienced and inactive workers can be hired by companies to educate their employees while supporting the company's projects. The ANIMATE web service platform will have an intuitive interface simple navigability that will allow access to all kinds of users, a profile system that will allow each user to easily publish publication all of information that he considers relevant, an advanced search of candidates for exchanges, a user rating system and a security system that protects the stored data. More than 100 tests will be carried in UK and Spain with elderly working and unemployed between 60-75 years and with companies.

ANIMATE system will base its business model on three main points: the premium account services, advertising and promotion of businesses and individual candidates. Each participant has carried out dissemination activities during the 36 months period of the project and this deliverable summarizes the type and goals of these activities. We distinguish Internet-based dissemination of information about the project, including dissemination via web, social networks, online press, newsletters and leaflets, as well as scientific dissemination via peer-reviewed research papers and presentations at scientific conferences, and other forms of dissemination. In this deliverable, we also indicate partner specific dissemination activities, if known to date.

2. Dissemination Topics and Contents

Project consortium agreed upon the following deliverables for the public dissemination (*i.e.*, denoted in the table as "PU"). Some of the components of the deliverables are disseminated only at the consortium level ("CO"). RE (restricted) deliverables have public, as well as consortium-only components (PU/CO).



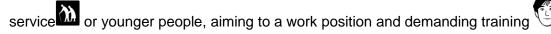
Del.	Deliverable name	from	Nature/type	Dissemination	Delivery
no.		WP	of deliverable	level	date
		no.		(Public or restricted)	(project month)
D1.1	Project Handbook	1	Report	RE	M4
D1.2	Annual Report	1	Report	RE	M12,24
D1.3	Midterm Review Report	1	Report	RE	M18
D1.4	Final Report	1	Report	RE	M36
D2.1	User involvement Plan	2	Report	PU	M2
D2.2	Use cases Analysis	2	Report	PU	M6
D2.3	User Requirements Report	2	Report	PU	M10
D2.4	Functionalities and interfaces design	2	Report	RE	M12
D3.1	Technical specification	3	Report	PU	M14
D3.2	User Manual	3	Report	PU	M30
D3.3	Semantic Framework	3	Development	RE	M20,30
D3.4	Profiling Module	3	Development	RE	M21,30
D3.5	Security System Module	3	Development	RE	M20,30
D3.6	Messages communication tool	3	Development	RE	M20,30
D4.1	First prototype	4	Prototype	RE	M21
D4.2	Second prototype	4	Prototype	RE	M30
D4.3	Final prototype	4	Prototype	RE	M33
D5.1	User validation plan	4	Report	PU	M24,32,36
D5.2	Usability and accessibility report	4	Report	PU	M26,32,36
D5.3	Analysis of pilot trials	5	Report	RE	M26,32,36
D6.1	Project web portal	6	Development	PU	M3
D6.2	Dissemination plan	6	Report	PU	M4
D6.3	Final Dissemination Report	6	Report	PU	M12,24,36
D6.4	Market Analysis	6	Report	RE	M12,24,36
D6.5	Business models and initial business	6	Report	RE	M18,28
	plan				
D6.6	Final Business Plan	6	Report	RE	M30,36

Table 1 ANIMATE List of Deliverables (1)

3. Target Groups and their Dissemination Activities

ANIMATE project considers the following target groups and the following dissemination activities related to these groups:

Primary end-users: elderly - already retired or in a pre-retirement age (55-75) in possession
of specialized skills, willing to share their experiences and expertise with others, via an ICT



- o Goal: ANIMATE supports their knowledge exchange
- Dissemination Activities
 - Websites
 - Flyers (electronic or in-print)
 - Face to face meetings with demonstration of the service



Distribution of the service online and in Android/iPhone stores (if applicable)



- · Secondary end-users: elderly organizations, care homes
 - Goal: providing ANIMATE to primary end-users to increase their autonomy and contribution for others
 - Dissemination Activities
 - Websites
 - Flyers (electronic or in-print)
 - Face to face meetings with demonstration of the service
- Tertiary End-users: institutions and private or public organisations



- o Goal: contribution in organizing, paying or enabling the service
- Dissemination Activities
 - Websites
 - Reports on results showing value-added of the service, e.g., project deliverables, peer-reviewed scientific publications of the project results
 - Face to face meetings with demonstration of the service
- Commercial Partners: SMEs, industry and service providers interested in, e.g., opportunities of employing ANIMATE users being an "expert trainer"
 - Goal: contribution in providing the service or getting employees amongst the users of the service
 - Dissemination
 - Websites
 - Reports on results showing its value-added of the service
 - Face to face meetings with demonstration of the service
- Scientific Partners: academia interested in, e.g., opportunities of joint research on specific aspects of the ANIMATE project
 - Goal: evaluation of the results acquired in the project with other researchers and practitioners
 - Dissemination
 - Websites



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

4. Websites

There is a general project website (hosted by HIB), available in English, Spanish and French containing different sections:

- Project objectives and service description.
- Services, providing detailed information about functionalities proposed.
- Consortium, including a brief description of each of the partners.
- News and publications, with all the news related with the project constantly updated, as well as references to the publications produced in the project
- Contact, with a form where everybody could obtain information of the project.
- Private area, consisting in a link to the Internal Project Repository where all the information regarding documentation, deliverables and meetings is stored.

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 1 ANIMATE Website (2)

Analysing 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 4763 visits so far, with 4073 unique visitors.



Each visitor spends statistically 1min 8 sec on the web with 1,77 different pages visited. Top visitors are from United States, Spain, Brazil and UK, as well as China, Russia and Japan. Spanish, French and English are languages supported by the website.

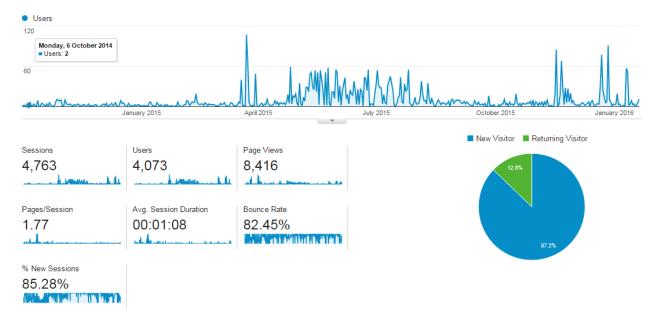
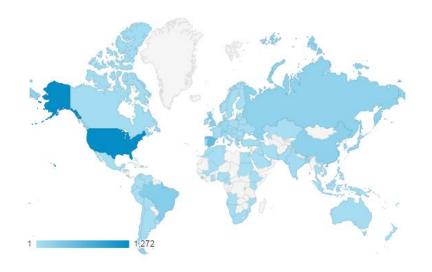


Figure 2 Impact of the ANIMATE website





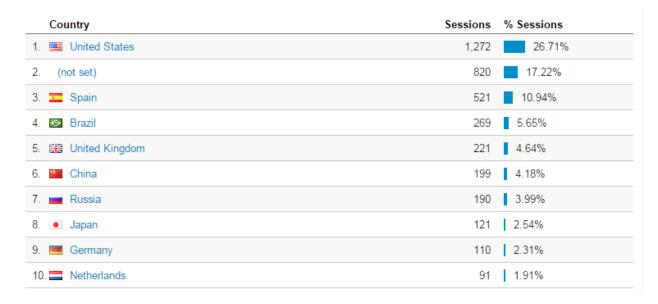


Figure 3 Impact of the ANIMATE website

Each individual participant has also a specific website dedicated to the ANIMATE project. The screenshots of the websites of HIBERIA, UNIGE, IRBLL, ELS and TCO are given below.



Figure 4 Screenshot of ANIMATE website (3)





Figure 5 Screenshot of UNIGE website (4)

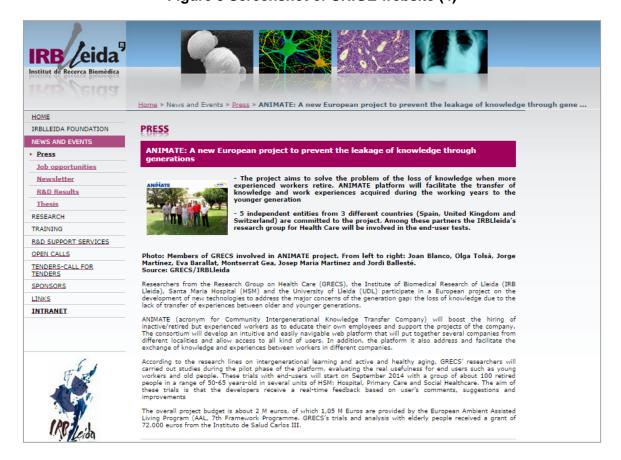


Figure 6 Screenshot of IRBLL website (5)



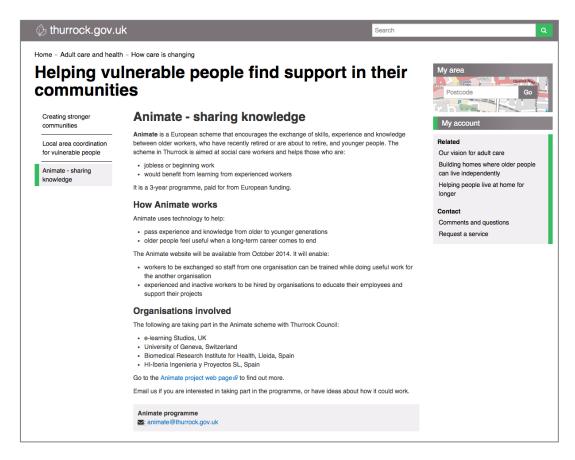


Figure 7 Screenshot of TCO website (6)



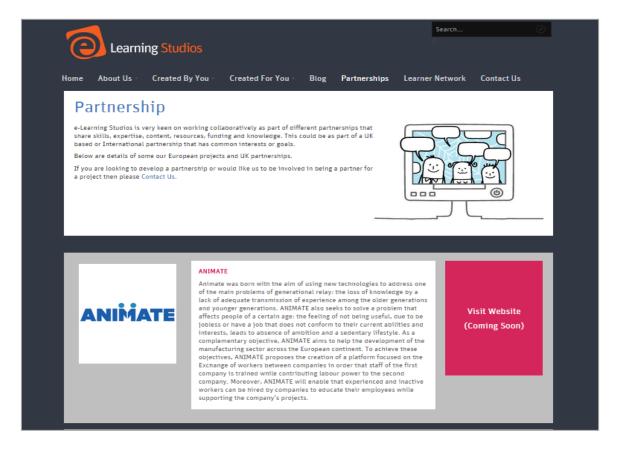


Figure 8 Screenshot of ELS website (7)

5. Project Meetings and KOM Press-Release

ANIMATE consortium has had planning the following meetings along the execution of the project:

 May 2014: Kick-off meeting (KOM) in Madrid (hosted by HIB). The KOM has a press release in English.





Figure 9 ANIMATE KoM press release

September 2014: technical meeting in Lleida (Spain, hosted by IRBLL).





Figure 10 ANIMATE Lleida meeting

April 2015: technical meeting in Geneva (Switzerland, hosted by UNIGE).



Figure 11 ANIMATE Geneva meeting

December 2015: Skype general assembly meeting

At all the meetings, the participants from all the partner sites are present, discussing in details the project progress so far and future steps planned to ensure the success of the project.

6. Video-Based Forms of Dissemination

Additionally ANIMATE is disseminated though the video-based channels, as follows.

 TCO is managing YouTube channel of ANIMATE https://www.youtube.com/channel/UCBcxePO9zZi6bePpD3GhrTg



 TCO: An explanatory 2 minutes video on the project has been created and is available online (https://vimeopro.com/just90/welcome-to-thurrock-council-videoportfolio/video/134402238), imbedded within Thurrock Council's Website and Stronger together website



Figure 12 ANIMATE TCO 2 minutes video snapshot

It is also available on HI-Iberia YouTube channel: https://www.youtube.com/channel/UCVIFpO7f6Sgedn85Z8YD xA

• TCO: ANIMATE has been presented in a documentary by ITN productions (UK Television Channel) about social care (i.e., preventative and innovative work by TCO), titled "State of care in England", premiered at a Care England conference on 12th November to 250 delegates including; Senior management (CEOs, Operations Directors, Directors of Care) from the leading national care providers, Owners and managers of individual homes and local groups and representatives from government and regulatory bodies and the sector media (https://itnproductions.wistia.com/medias/ywl6j6e826).



Figure 13 ANIMATE TCO "State of care in England" documentary snapshot



7. Online Press

The online press news relates to the ANIMATE activities and are carried by end-users and SMEs. So far, IRBLL has disseminated the results via channels like: InfoCS, canal324, LaManana (x2), LaVanguardia.com, Vila, CampusVivo, Segre.



There is also a contribution to "inf" –a printed and online magazine of the Associations of Nurses in Lleida (Oct'14 and Dec'14).



Figure 14 Online press news related to ANIMATE

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8. Social Networking Presence

ANIMATE is being disseminated on Facebook via IRBLL (https://www.facebook.com/profile.php?id=100006682785984) and Twitter via UNIGE (@aal_animate).



Figure 15 ANIMATE Facebook page (8)



Figure 16 ANIMATE Twitter page (9)



9. Project Leaflets

ANIMATE has released its own leaflet, first targeting potential user requirements study participants in end 2014. Leaflets are published at the ANIMATE 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 (including AAL Forum), where the project meets potential end-users.

Leaflets are available in English so far and will be available in French and Spanish.



Figure 17 ANIMATE leaflet 1





Figure 18 ANIMATE leaflet 2



Figure 19 Front and back of ANIMATE leaflet

10. AAL Events and Information

In the course of research dedicated to ANIMATE, the project results are published at the AAL Forum, i.e., its 2014, 2015 and 2016 editions of the conference.



 AAL Forum 2014, Bucharest, Romania: ANIMATE brochures were available at the UNIGE AAL CaMeLi stand



Figure 20 ANIMATE at AAL Forum 2014

ANIMATE was the project of the month in AAL Newsletter 25 (December 2014)



Figure 21 ANIMATE project of the month in ALL Newsletter 25

11. Scientific Dissemination

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

 Katarzyna Wac, Gerardo Pinar, Mattia Gustarini, Jerome Marchanoff, More Mobile & Not so Well-connected yet: Users' Mobility Inference Model and 6 Month Field Study, 7th International Congress on Ultra Modern Telecommunications and Control Systems (ICUMT 2015), Brno, Czech Republic, October 2015.



- Katarzyna Wac, Homero Rivas, Emerging mHealth Innovations for Patient Self-Management Support (Short Paper), 17th IEEE International Conference on e-Health Networking, Applications and Services (IEEE Healthcom 2015), Boston, USA, October 2015.
- Katarzyna Wac, David Hausheer, Software Defined Health (Poster), 17th IEEE International Conference on e-Health Networking, Applications and Services (IEEE Healthcom 2015), Boston, USA, October 2015.
- Katarzyna Wac, Mattia Gustarini, Jerome Marchanoff, Marios Fanourakis, Christiana Tsiourti, Matteo Ciman, Jody Hausmann, Gerardo Pinar, mQoL: Experiences of the 'Mobile Communications and Computing for Quality of Life' Living Lab, International Workshop on the Living Lab Approach for Successful Design of Services and Systems in eHealth (LivingLab'15), co-located with the IEEE HealthCom 2015, Boston, USA, October 2015.
- Barbara Streimelweger, Katarzyna Wac, Wolfgang Seiringer, Improving Patient Safety Through Human-Factor-Based Risk Management, International Conference on Health and Social Care Information Systems and Technologies (HCist), Procedia Computer Science, 64(2015):79-86, Algarve, Portugal, October 2015. DOI
- Thomas Gauthier, Katarzyna Wac, A Foresight Analysis of Pervasive Healthcare Technologies, Journal of Futures Studies 20(1):69-82, September 2015. Web
- Katarzyna Wac, Jenny-Margrethe Vej, Kimie Bodin Ryager, Quality of Life Technologies: From Fundamentals of Mobile Computing to Patterns of Sleep and Happiness (Poster), 5th EAI International Symposium on Pervasive Computing Paradigms for Mental Health (MindCare), Milan, Italy, September 2015.
- Katarzyna Wac, Maddalena Fiordelli, Mattia Gustarini, Homero Rivas, Quality of Life Technologies: Experiences from the Field and Key Research Challenges, IEEE Internet Computing, Special Issue: Personalized Digital Health, July/August 2015.
- Matteo Ciman, Katarzyna Wac, Ombretta Gaggi, iSenseStress: Assessing Stress Through Human-Smartphone Interaction Analysis, 9th International Conference on Pervasive Computing Technologies for Healthcare (Pervasive Health), Istanbul, Turkey, May 2015.
- Katarzyna Wac, Christiana Tsiourti, Ambulatory Assessment of Affect: Survey of Sensor Systems for Monitoring of Autonomic Nervous System's Activation in Emotion, IEEE Transactions on Affective Computing, Special Issue: Technologies for Affect and Wellbeing, 5(3): 251-272, June 2014.
- Christiana Tsiourti, Emilie Joly, Maher Ben Moussa, Cindy Wings-Kolgen, Katarzyna Wac, Virtual Assistive Companion for Older Adults: Field Study and Design Implications, PervasiveHealth, Oldenburg, Germany, May 2014.

The following talks have been given:

 Katarzyna Wac, Human Aspects in Use (and Misuse) of Mobile Apps and Wearables for Health Self-Management, Conference of International Society for Wearable Technology in Healthcare (WATCH-Society), Dubai, UAE, Dec 2015



- Josep Maria Martínez Barriuso, AAL project: ANIMATE, presentation for Hospital Sta. María GSS, JORNADA INFISIO, Lleida, Spain, Apr 2015
- Katarzyna Wac, Mobile Ubiquitous Communications and Computing for Health(care): Assuring User Experience, Faculty of Informatics, Vienna University of Technology, Austria, Mar 2015
- Katarzyna Wac, Les biosensors pour le suivi des patients, XIV Congrès de la Société Francophone d'Analyse du Mouvement chez l'Enfant et l'Adulte (SOFAMEA), Geneva, Switzerland, Feb 2015
- Katarzyna Wac, Personalised Health Self-management Systems: What is the Design Space?, Human-Centered Computing Section, Department of Computer Science, University of Copenhagen, Denmark, Feb 2015
- Katarzyna Wac, From Quality of Service (QoS) via Quality of Experience (QoE) to Quality of Life (QoL) Technologies (and Back), Measuring, Monitoring and Analysis of Quality of Life and its Complexity (QoLexity) - Seminar Series, University of Florence and the Italian National Institute of Statistics, Italy, Nov 2014
- Eva Barallat, Intergenerational learning in healthcare, Workshops on Intergenerational Learning (IGL): session "Learning and Wellbeing: IGL from an education and care perspective" at the Conference: 'Senior Citizens & Young Children Building Age-Friendly Communities in Europe', the Netherlands, Oct 2014
- Katarzyna Wac, Assuring User Experience of Personal Health Informatics Systems, Department of Computer Science, Catholic University of Leuven, Belgium, Oct 2014
- Katarzyna Wac, Mobile Interaction: What Matters for Users?, Faculty of Sciences, University of Fribourg, Switzerland, Sep 2014
- Katarzyna Wac, Mobile Information Systems and Services: What Matters for Users?,
 Department of Computer and Information Science, Faculty of Sciences, University of Konstanz, Germany, Jun 2014
- Katarzyna Wac, User-Experience Driven Mobile and Pervasive Computing, Department of Computer Science, Electrical and Space Engineering, Lulea University of Technology, Sweden, May 2014

The following scientific events have been organized:

- September 2014: Lleida Researchers' Night under the Marie Sklodowska-Curie actions (MSCA) within the Horizon 2020 specific programme "Excellent science" (Se Figure 22)
- June 2015: IRBLL has co-organized The IIANR 2015- International Institute for Advanced Nursing Research Summer School, session titled: "The best way to design a web platform for knowledge exchanging"
- July 2015: IRBLL has presented at the VIII Presentation day of Research Works (RETREAT)
- July 2015: IRBLL has prepared a poster titled: "Can we transfer the intergenerational knowledge of nursing by means of a web?"



- October 2015: IRBLL has prepared a poster titled: "Pilot study at novice nurses to creating a website about intergenerational exchange"
- November 2015: IRBLL has prepared a poster titled: "The Intergenerational Knowledge transfer could improve through a qualitative analysis of the nurse needs"



Figure 22 "Researchers Night" announcement by IRBLL

ANIMATE has an input to the following teaching activities:

- Courses "Services: From Concept to Market" and "Technologies for Services", University of Geneva, Switzerland
- IRBLL has contributed with training to one Master's student in Health psychology and quality of life with ICT, Universitat Oberta de Catalunya (UOC), 15 February 2014 – 13 February 2015. It has resulted in final MSC thesis being prepared by the student.
- Michelle Taylor, Seminar on ANIMATE and other TCO activities at University of Swansea, UK, November 2015

12. Commercial Dissemination & Visibility

In the course of developments dedicated to ANIMATE, the commercial partners put efforts in disseminating the project via shows, commercial events and meetings like CEBIT (HIB) or Learning Technology show (ELS). The participation in events will imply distribution of flyers and interviews with stakeholders.

The particular efforts of ELS are as follows:

 ELS: 17.06.2014: Seminar and exhibition stand at the Learning Technology show http://www.learningtechnologies.co.uk/



- ELS: 23-25.09.2014: Remploy Live talk http://www.rejupiter.co.uk/remploy-live/
- ELS: 28-29.01.2015: Seminar and exhibition stand at the Learning Technology show http://www.learningtechnologies.co.uk/ (500+ people)
- ELS: 16.02.2015: Meeting with the MRC (Medical Research Council) conversation with eLearning Director
- ELS: 19.02.2015: Meeting with Birmingham Community Health NHS Trust
- ELS: 14.06.2015: Learning Technologies Summer Forum, in London, 50 people at the ELS stand over the 2 days approximately talked to about 20 on ANIMATE
- ELS: from 06.2015: Discussions with Institution of Civil Engineers (ICE, www.ice.org.uk, 100 year old engineering organisation who wish to promote engineering learning from experienced older engineers to new young engineers)
- ELS: 10.12.2015: Participantion in the "A Conversation about Diabetes" Conference, coorganized by the Birmingham-based social enterprise Health Exchange, a potential
 customer for ANIMATE (use the ANIMATE as a tool to teach people about how to
 prevent diabetes by involving experts and people on what to stop diabetes occurring)
- Along the project developments, ELS have also met the potential customers for ANIMATE: Linc-Cymru (care home), Bridgethorn (assited living), Jaguar Land Rover (elearning), Bromford Housing Association, Netex (an LMS provider

The particular efforts of TCO are as follows:

- TCO: Since 30.10.2014: Economic Development & Skills Partnership board
- TCO: 16.03.2015: Essex Swop Shop (experts and general public)
- TCO: 26.02.2015: Stronger together (experts and general public)
- TCO: 23.02.2015: Third Sector Commissioning Conference, talk titled "Meeting the Demand for Social Care Services by Working with the Third Sector" (200 attendees), London, UK
- TCO: 09.2015: met care providers, Triangle/ Friends of the Elderly, Manor court health care, Sanctuary Homecare limited
- TCO: Community voluntary web http://www.thurrockcvs.org/Core/Thurrock-CVS/Pages/Default_3.aspx, <u>www.whereisthecare.co.uk</u>
- TCO: local account publication (March 2015) https://www.thurrock.gov.uk/our-vision-for-future/our-vision
- TCO: has met the potential customers for ANIMATE: Time Banking, TACC college, Commissioning officers from neighbouring local authorities – Essex County Council, Southend Borough Council and London Borough of Havering, Thurrock CCG, Basildon and Brentwood CCG



13. Other Forms of Dissemination

Additionally ANIMATE is disseminated though the additional channels, like national press and events, including the AAL national events or via liaisons with other projects.

- Liaison with AAL MyGuardian (AAL-2011-4-027) UniGE and HIB are contributing
- Liaison with AAL CoME (AAL-2014-7-127) IRBLL, UniGE and HIB are contributing

14. Feedback

Along the dissemination activities the consortium is constantly seek feedback to understand users attitude and acceptance factors influencing ANIMATE. A major feedback received so far relates to suggestion for the project participants to put efforts in early evaluation of the developed technologies towards ensuring its user acceptance.

