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# ANIMATE

PROJECT N°: AAL-2013-6- 071

## D6.2 – Dissemination Plan

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## Glossary

Acronym	Meaning
CO	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. —. ANIMATE Facebook page. [Online] <https://www.facebook.com/profile.php?id=100006682785984>.
4. —. ANIMATE Twitter account. [Online] [https://twitter.com/aal\\_animate](https://twitter.com/aal_animate).

## 1. Introduction

The project ANIMATE born with the aim of use 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 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 carries 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. no.	Deliverable name	from WP no.	Nature/type of deliverable	Dissemination level (Public or restricted)	Delivery date (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 plan	6	Report	RE	M18,28
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 service  or younger people, aiming to a work position and demanding training 
  - 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)
- 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
- 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
- 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
- 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.
- 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 403 visits so far, with 155 unique visitors.

Each individual participant has also a specific website dedicated to the ANIMATE project.

## 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 2 ANIMATE KoM press release**

- September 2014: technical meeting in Lleida (Spain, hosted by IRBLL).
- Further planned meetings include: mid 2015, early 2016 and mid 2016, as well as mid 2017 (final)

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. Online Press

The online press news relates to the ANIMATE activities will be carried out by end-users and SMEs, once some tangible outcomes of the project are there to be disseminated (mid 2015 earliest).

## 7. 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 3 ANIMATE Facebook page(3)



Figure 4 ANIMATE Twitter page(4)

## 8. Project Leaflets

ANIMATE will release 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 French, Spanish and English.

## 9. AAL Events and Information

In the course of research dedicated to ANIMATE, the project results will be published at the AAL Forum, i.e., its2014, 2015 and 2016 editions of the conference.

## 10. Scientific Dissemination

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

## 11. Commercial Dissemination & Visibility

In the course of developments dedicated to ANIMATE, the commercial partners will 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.

## 12. Other forms of dissemination

Additionally ANIMATE may be disseminated through the additional channels, like national press and events, including the AAL national events or via liaisons with other projects, e.g., AAL MyGuardian (where UniGe and HIB are contributing).

## 13. Partner-Specific Activities

Some partners have specific plans for dissemination detailed as follows:

### 13.1. IRBLL

#### 13.1.1. Methodology

The methodology will be oriented to the resources owned by the research group, mainly based on networking and institutional support. Moreover, the universal guideline will be: resources in interaction, everywhere there can be a way for dissemination and they all will be connected.

Thus, the different specialists and professionals forming GRECS will begin an active dissemination labor making use of all the available links with organizations operating in the fields of interest. In this way, general public is expected to be reached by direct contact at hospitals, health centers, universities, municipality, regional council, professional colleges, etc. These organizations have their own dissemination resources (face to face, mail-lists,...) which, eventually, can be taken advantage of. The different professions (repair shops, hair-dressing,...) offer many ways for spreading, especially those in craft sectors, where knowledge loss is more noticeable.

Similarly, scientific range is expected to be reached by publishing in several journals with high impact factor and through conferences or presentations, which could also have an important informative effect for people in general.

Finally, business sphere will be approached by the methods commented below (public and scientific organisms broadcasting) and snowball. Furthermore, social networks will play an essential role in the whole process. Hence, a Facebook page will be available for the project, which will be conveniently updated during all period of the project. The interaction between the different areas will ostensibly help to maximize the efficiency of resources usage, enabling an effective and successful dissemination.

### 13.1.2. Tools

Scientific Events (e.g., International Conference in Health Care Research)

Outreach Activities (e.g., Day of Health Services Management initiatives; IRBLleida's Annual RETREAT; Researcher's Night OUR FUTURE; Day of Nursing and Physiotherapy)

Websites (e.g., Institute for Biomedical Research in Lleida: [www.irblleida.cat](http://www.irblleida.cat); Gestió de Serveis Sanitaris – Santa Maria Hospital: [www.gss.cat](http://www.gss.cat); University of Lleida: [www.udl.cat](http://www.udl.cat))

Social media: Facebook, Twitter

Publications: (1) IRBLleida's Institutional Annual Report (2) Journal of College of Nurses; (3) Scientific Journals (JCR or Scopus Journal)

Press: Newspapers and TV

### 13.1.3. Planned actions

#### 2013

- **December:** IV Day of Health Services Management initiatives (Santa Maria Hospital-Gestió de Serveis Sanitaris).

#### 2014

- **May:** Presentations of Program AAL2 CALL 2014 (MINECO Spanish Ministry of Economy)
- **June:** VII Presentation day of Research Works (RETREAT) (Institute for Biomedical Research in Lleida).
- **July:** Creation of facebook page.  
(<https://www.facebook.com/profile.php?id=100006682785984>)
- **August:** Press Release at local press.
- **September:** (1) presenting the project to policy makers and young and old section and ICT stage manager of Municipality of Lleida. Additionally the project will be presented to Patients Association Coordinator (2) ANIMATE general dissemination (aims, partners, countries involved, etc) in the European's Corner of the IRBLleida Researcher's Night (OUR FUTURE)
- **October:** (1) Press Release at local press (newspaper and Lleida Television about ANIMATE's partners meeting in Lleida); (2) Journal of College of Nurses publication

#### 2015

- **February:** Day IV Update Social Care Health and Residential Center (Santa Maria Hospital-Gestió de Serveis Sanitaris).

- **April:** III Day of Nursing and Physiotherapy (University of Lleida and College of Nurses of Lleida).
- **June-July:** (1) VII Presentation day of research Works (RETREAT) (Institute of Biomedical Research) (2) Participation in VI ICT and Health Conference (ICT Health Foundation).
- **September:** Demo of ANIMATE in European's projects corner at Researcher's Night (Institute of Biomedical Research).
- **November:** International Conference in Health Care Research (Investén-isciii).
- **December:** paper published in JCR or Scopus Journal (State of the Art).

## 2016

- **April:** IV Day of Nursing and Physiotherapy (University of Lleida and College of Nurses of Lleida).
- **June-July:** (1) VII Presentation day of research Works (RETREAT) (Institute of Biomedical Research) (2) Participation in VII ICT and Health Conference (ICT Health Foundation).
- **October:** Presentation at Education Conference (Municipality of Lleida).
- **November:** International Conference in Health Care Research (Investén-isciii).
- **December:** paper published in JCR or Scopus Journal (Results of pilot actions).

## 2017

- **January:** Day V Update Social Care Health and Residential Center (Santa Maria Hospital-Gestió de Serveis Sanitaris).
- **April:** III Day of Nursing and Physiotherapy (University of Lleida and College of Nurses of Lleida).
- **June:** VII Presentation day of research Works (RETREAT) (Institute of Biomedical Research).
- **November:** International Conference in Health Care Research (Investén-isciii).
- **December:** PhD dissertation at University of Lleida in collaboration with University of Geneva.

### 13.2. ELS

- 17th June 2014-Seminar and exhibition standat the Learning Technology show <http://www.learningtechnologies.co.uk/itsf-t1-1500/>
- 28-29th January 2015-Seminar and exhibition standat the Learning Technology show <http://www.learningtechnologies.co.uk/>

## 14. Feedback

Along the dissemination activities the consortium will be 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.