

D5.2.2b Dissemination report



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JOINT PROGRAMME



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1. Summary

The ironHand (iH) project started in April 2014. Following the first dissemination plan (D5.2.1), a logo and project identity were developed. A website was set up and presentation tools were developed amongst which a PowerPoint template as well as other project presentation material and a brochure. In the first two years, already many dissemination activities were carried out, ranging from presentations at national and international conferences, articles in scientific journals to presentations at interest groups, articles in (online and offline) magazines, press releases, interviews and items on radio and television.

In September 2016, an updated dissemination plan was delivered to make sure dissemination activities would follow the (updated) project's exploitation plan in a logical way and make sense from an exploitation perspective. The first project's dissemination plan was created for the first two years of the project (M1-M24) and focussed mainly on disseminating the results of research and development in the project in general. The second dissemination plan focused on the last year of the project (M25 onwards) and aimed to create dissemination opportunities relevant for the various business models, described in the updated exploitation plan (D5.3.2a).

Why this document?

The current report describes the results and eventual execution of the dissemination activities. The document provides an overview of the activities that have taken place, the channels that were used and the different target groups that were reached. Besides, it gives insights and new starting points for further dissemination and exploitation opportunities after the project has ended.

Recap of the project

The *project* objective of ironHand was to improve independence and quality of life for elderly who experience difficulties in performing activities of daily living due to loss of strength in the hand. The main aim of the ironHand *product* was and is to support reduced hand function through a smart glove during performance of functional tasks. In this way, elderly people are empowered to continue living independently at home while managing their occupation and community activities, while being less dependent on others for support.

The iH system can be configured to deliver the following functionalities:

- Assist
- Assist and recover
- Assist and stay active

To this purpose and depending on costs, two types of gloves were developed, where one version focussed mostly on the use as an **assistive** device at home and the other version integrated sensors and high tech options to offer customized **therapy and training** to the specific (recovery) needs of the patient. The prototypes of the two versions of the system (assistive and therapeutic) were very similar in the current project. In the dissemination plan, which was delivered in September 2016 (D5.2.2.), activities for both versions were combined. However, in future, it is likely that the two versions will be further developed with different materials, technological features and pricing, with focus on different target groups and different distribution and marketing channels.



Preface

This document details the dissemination activities, which were performed within the scope of WP5 on dissemination and exploitation, in the ironHand project. As stated earlier, the dissemination of the ironHand project has as its main goals to inform all groups interested about the project and to facilitate the process of commercial exploitation after the project has finished. According to the dissemination strategy, which was defined in the starting stage of the project, the dissemination of ironHand was performed in multiple phases:

- 1) **Phase 1** included the first 6 months of the project duration. The main purpose was to create a general awareness about the project objectives and the expected results. First, a draft dissemination plan was created with dissemination activities for the first year (M1-3). In the meantime, a start was made with (small) dissemination activities (e.g. putting online the project websites and putting updates online by the means of social media) (M1-6).
- 2) **Phase 2** did last from month 6 to approximately month 24. In this phase, more specific dissemination activities were performed as planned in phase 1. Furthermore, (basic) proposals were made by all partners for dissemination activities for the second year (M12-24).
- 3) **Phase 3** did start at approximately 24 months. At this time, new prototypes of ironHand were developed and the first outputs and results were available, creating a need to update a number of dissemination tools thoroughly (e.g. new posters and brochures). Beyond that, the basic proposals made in phase 2 were extended to fit these updates. Dissemination activities coming from these proposals were performed until the end of the project (M24-36).
- 4) **Phase 4** will take place after the project has ended. This phase intends to widen the dissemination range of the results of the project in order to assist in the broadening of the exploitation range (>M36).

This report first looks back on the earlier delivered deliverables and plans and second, and mainly, describes the results as achieved in phase 1, 2 and 3 and will kick-off the activities as being executed within phase 4.

2. Refreshing the mind: earlier deliverables on dissemination

To refresh the mind, an overview will be given of the strategies that were defined in the earlier deliverables and on which the eventual conducted activities were based. Although it will not specifically be mentioned for the below described activities, all of these were derived from the definition of the target groups and the identified business models.

2.1 Target groups

D5.2.1 Dissemination Plan described a broad range of dissemination (primary and secondary) target groups in the project, which would be all potentially interested in the project from various perspectives. The groups to target on were divided among the several partners of the consortium.

The target groups that were described, included:

Primary target groups

- The general public
- Healthy elderly people
- Elderly people with hand function problems

Secondary target groups

- Informal caregivers
- Formal caregivers
- Physiotherapists
- Rehabilitation centers
- Hospitals
- Nursing homes

Tertiary target groups

- Health organizations
- Elderly organizations
- Sponsors
- Investors (industry)
- Science journalists
- Health journalists
- Service providers
- Researchers

2.2 Business Models

The D5.2.2a dissemination plan focused on activities for M25-36 targeting potential customers and stakeholder groups identified in the business models described in the Exploitation Plan (D5.3.2).

Five Business Models were developed and applied focusing on three main primary user groups:

- Elderly citizen facing (natural age-related) degeneration of hand strength;
- Patients with early, e.g. injury/disease-related, degeneration of hand function;
- Patients after injuries that (irreversibly) reduced hand function, e.g. stroke.

Based on who pays for assistance, care and/or rehabilitation of these individuals – which differs in different countries and healthcare systems – five key business models were identified:

Business model 1: Stay at home, nursing home

Focuses on people who use the iH system at home or in a nursing home. Use of the glove (assistive model) enables them to stay relatively active, performing activities of daily living that they would otherwise not be able to. The iH system allows the user to perform a larger range of activities of daily living independently. Advantage for this target group over other solutions: specific gripping aids only support specific activities and others can only be used with additional assistance. Specific primary end-users include elderly people with hand function loss because of reduced strength caused by old age or disease (rheumatic arthrosis, stroke etc.). Living relatively independently at home or nursing home, but experiencing difficulty in performing activities of daily living for which they need help. End-users may lease the iH system or get it reimbursed by a government body responsible for elderly care or insurance.

Business model 2: Self Payer

Focuses on people who purchase the iH system for extra support and training of muscles to prevent reduction in hand strength not necessarily with a diagnosis or referral by a doctor. Use of the glove enables people to stay active and perform activities of daily living/ continue to work (both paid and volunteer), and at the same time enables them to train their muscles through therapeutic games. Whilst supporting daily activities, the iH system enables people to train their hands through the therapeutic games, it could help prevent increase of hand impairment. In this business model, the end-user is the final decision-maker and payer, willing and able to pay.

Business model 3: Back to work

Focuses on the professional and volunteer workers to continue their work even though reducing/reduced hand function causes problems. This may result in a reduction in costs for employers and the society. At the same time this may improve quality of life for these professional and volunteer workers, because of continued or increased (financial) independence, a feeling of empowerment and the choice to do the work they want. Users use the system independently as a multi-purpose intuitive, wearable hand-strengthening aid. The end-user in this scenario is the (elderly) worker who experiences difficulties in performing work-related tasks, because of reduction in hand functioning (ranging from industrial work environments to office work with handling heavy files etc.). People may choose to purchase or lease the iH system themselves for prevention and/or assistance in their work activities.

Business model 4: Outpatient/Home rehabilitation

Focuses on an application to nursing homes, elderly and outpatient centers where therapy is offered. These institutions deal with patients/clients with reduced mobility. The iH system allows for therapy at home, which means less need for logistics from the patient point of view and enables therapists to take on more patients and/or reduce therapist traveling time (and costs) in case of home therapy. The iH system offers patients the opportunity to train their muscles at their own time and for a duration they desire and without having to travel to a therapist. This saves time and therapy costs, while a larger amount of therapy time is available without being dependent on

therapists' availability. Primary end-user is the elderly person/ patient in need of physiotherapy and support in activities of daily living.

Business model 5: Inpatient rehabilitation

Focuses on organizations offering inpatient rehabilitation (for example in nursing and elderly homes) and rehabilitation hospitals that use the iH system in their therapy and offer the system to their patients to use in activities of daily living. The iH system offers a modular solution that can be adapted to the needs of a broad range of patients, because it is possible to customize the training content and schedule. iH system can offer added therapy time without the need for extra therapist supervision and additional costs (i.e. therapy rooms, facilities). iH system also offers therapists the possibility to track patient's activity and progress through the system.

2.3 Planned Channels to use

In the previous dissemination deliverables, a variety of channels was described which were planned to use. The current deliverable gives an overview of the eventually used channels both in general and per partner specifically:

Project Website

The www.ironhand.eu website was set up at the beginning of the project with the aim to inform the general public and all potential stakeholder groups interested in the project. Therefore, the website would focus on things like the set-up and aim of the project, description of the work packages, information about the project partners, updates with news and progress of success, etc.

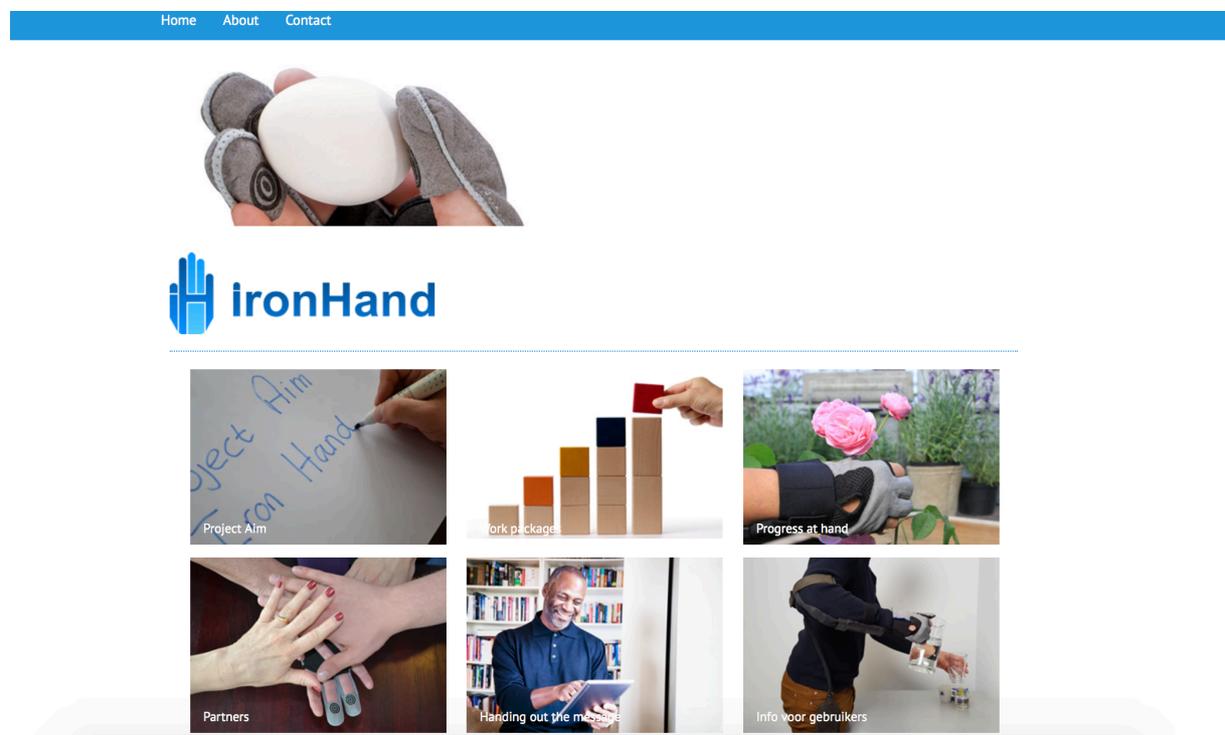


FIGURE 1 HOMEPAGE WEBSITE IRONHAND

Articles in newspapers and public magazines

Press releases and interviews in local, regional and national newspapers and magazines were a good way to create awareness of the project and inform the general public about developments.

Articles in specialist magazines

Both on- and offline magazines would focus on the advantages and relevant factors per interest group. For example, magazines for physiotherapists focusing on the results of the therapeutic tests or magazines for technology. Patient magazines will focus on the possible advantages for end-users and the importance of the research done, etc.

Radio or TV interviews/items

Radio and TV channels in different countries were used to attract extra attention from insurance companies, government bodies, potential investors, etc. Furthermore, the TV items were an appropriate way to bring the ironHand project to the general public and reach a broad range of people.



FIGURE 2 SCREENSHOT TV UNITED KINGDOM FEBRUARY 2017

Social media

Social media were a great and accessible way to inform the end user, general public, but also informal caregivers and specific expert and interest groups. Social media were used to give information about the project in general, especially suitable for updates on the progress made and to share user experiences. Although there were no specific ironHand accounts of Social Media, attention was paid on the project by the several partners, handing out the message.

Brochures targeted at various stakeholders

A brochure was developed at the beginning of the project, meant as a general information medium. At the last stage of the project it would be good to consider development of different types of brochures for different target groups.

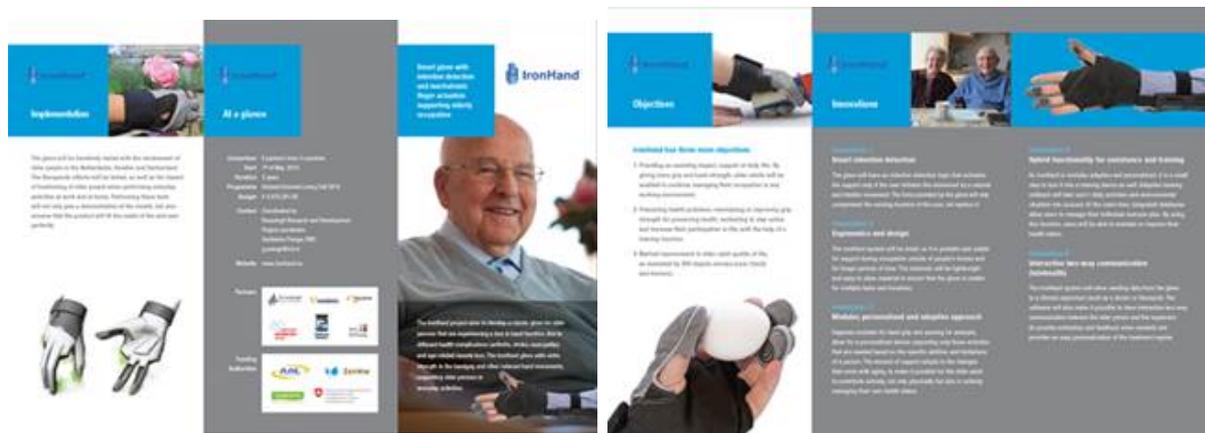


FIGURE 3 BROCHURE IRONHAND PRIMARY END-USERS

Dissemination of results to scientific communities

Publishing research papers in international, scientific, peer-reviewed journals (where possible with open access) and presenting the project findings, as poster presentations and/or lectures, at (international) conferences and symposia are important to establish credibility for stakeholder groups like insurance companies, in- and outpatient units, government bodies and researchers.



FIGURE 4 POSTER PRESENTATION BY RRD AT ICORR 2015

Presentations for interest groups

Presentations directed towards interest groups, for example rheumatoid arthritis societies, national associations for stroke patients, elderly representative groups, etc. are important to inform potential end-users and informal caregivers of the possibilities of the iH system. Once a prototype would have been developed, it is important to have as many people introduced to the iH system as possible. Presentations and demonstrations are an excellent means to this end.



FIGURE 5 PRESENTATION AT SWEDISH SROKE ASSOCIATION

3. Overview of dissemination activities

This chapter gives an overview of the activities that eventually were executed as well as media attention that was paid to the ironHand project. The activities and media outputs are described per partner, followed by a link to general additional outputs on the ironHand website.

3.1 National foundation for the Elderly

Description	Type	Date	Medium	Reach	Business model
Presentation of ironHand project on NFE website	Online resource	M1-36	Website: www.ouderenfonds.nl/wat-doen/projecten/europese-projecten/	End-users, Informal caregivers, Nursing homes, General Public	1, 2 (3)
Demonstration at domotica fair Eindhoven	Presentation/try out session	Nov 2014	-Demonstration	Secondary end-users	All
Workshop at European E-health week	Workshop	June 2016	-Workshop - Presentation - Demonstration	Secondary end-users, +/- 150	1, 4, 5 (Care related)
Pitch at Eurocarers platform	Presentation	June 2016	-Pitch www.aal-europe.eu/real-user-experience-with-eurocarers/	Secondary end-users, about 50 informal caregivers	Mainly 1, 2
Demonstration/presentation at living lab/try-out house municipality the Hague	Presentation/try out session	July 2016	Demonstration	End-users and informal caregivers, +/- 50 visitors	1, 2
Item in "het Journaal", (print) newsletter to NFE's primary target group	Interview, User experience, call for participation in research	Sep 2016	Offline newsletter with items and interviews about NFE's activities and projects	25.000 elderly who received this newsletter	1, 2 (3)
Demonstration	Presentation/try	Nov	-Demonstration - Radio	Secondary users: designers, nurses,	All



at Robotics week	out session	2016	performance	scientists, physical therapists, (grand)children. Few hundred visitors.	
Presentation at Innovation Café together with two elderly ladies/end-users	Café discussion session	Dec 2016	-Presentation - Article/report in digital newsletter - Movie: www.youtube.com/watch?v=tY-HHBqZ1uY	Secondary users: designers, policy-makers, caregivers. But also representatives of patient federations. Visitors: +/- 200	All
Presentation 'Journey through Care'	Demonstration	Jan 2017	-Demonstration	Nurses, +/- 500	1, 4, 5 (Care related)
Chapter in brochure Dutch NFA (ZonMW)	Chapter in publication	Jan 2017	-Brochure	Secondary end-users: Scientists, caregivers.	All
Self-organized event in Dutch E-Health week	Demonstration, try-out afternoon for potential users	Jan 2017	-Demonstration - Movie: www.youtube.com/watch?time_continue=13&v=evPAs2lpGpo	Primary end-users: mainly healthy elderly people and stroke patients with their informal caregivers. +/- 75 visitors	(1), 2
Stand at Health Valley Event	Demonstration	Mar 2017	-Demonstration	Secondary users: designers, nurses, scientists, physical therapists, (grand)children. 1050 visitors.	All
Guest lesson secondary school	Lesson at school for teenagers specialization care.	June 2017	-Lesson	20 teenagers, future formal caregivers	1, 4, 5 (Care related)

3.2 RRD

Description	Type	Date	Medium	Reach	Business model
ironHand website	Online resource	M1-36	Website: www.ironhand.eu	End-users, Researchers, GP's, Therapists, Healthcare organizations, Nursing homes, General Public	All
Poster at International Congress on Neurorehabilitation and Neural Repair	Poster presentation	May 2015	Poster	Scientists, bridge between neuroscience and practice	All
Poster and paper at International Conference on Rehabilitation Robotics	Presentation of poster and paper	Aug 2015	Poster	Scientists	All
Poster at AAL Forum 2015	Poster session at AAL Forum 2015 Ghent	Sep 2015	Poster	AAL community, 500 visitors	All
Presentation of ironHand project on RRD website	Online resource	M1-36	Website www.rrd.nl/projects/cluster_rehabilitation_technology/ironhand	Academic, healthcare and business relations, general public.	All
News item regional website 'Twenteejournal'	Online resource	June 2014	www.twenteejournal.nl/artikel/28035--roessingh-research-and-development-start-project-ironhand_21.html	General public	All
Jubileum congres	Oral presentation at conference	Sep	Presentation	Geriatric physical	All

Nederlandse Vereniging voor Fysiotherapie in de Geriatrie	Dutch Association Physical therapy and Geriatry	2015		therapists	
News item TV Enschede	Online resource	Jan 2016	www.tvenschedefm.nl/roessingh-zoekt-proefpersonen-voor-robothandschoen/nieuws/item?800150	Primary end-users	1,2
Article Dutch Stroke association	Online resource	Jan 2016	www.hersenletsel.nl/?nr=1004	Primary end-users	1,2
News item paper Tubantia	Online resource	Jan 2016	www.tubantia.nl/nieuws/roessingh-enschede-zoekt-proefpersonen-robothandschoen-a38b8abd/	Primary end-users	1,2
Article Algemeen Dagblad	Online resource National news paper	Jan 2016	www.ad.nl/enschede/roessingh-enschede-zoekt-proefpersonen-voor-robothand-a5ecefce/	Primary end-users	1,2
Article Enschede FM	Online resource	2016	www.tvenschedefm.nl/roessingh-enschede-zoekt-proefpersonen-voor-robothand/nieuws/item?821088	Primary end-users	1,2
Television item 'Hallo Nederland'	Television item	Jan 2016	Item www.npo.nl/hallo-nederland/21-01-2016/POW_03051912 (from 7:40)	245,000 people	All
Television item Bright/RTL Z	Television item	Feb 2017	Item www.bright.nl/brigh	28,000 people	All



			<u>t-tv/bright-tv-terugkijken-exoskelet-robothand-koptelefoons (from 19:00)</u>		
International conference eTELEMED	Oral presentation	April 2016	Presentation	Caregivers	
Dutch health innovation conference	Pitch	Jun 2016	Pitch about how ironHand could improve healthcare www.zorgvisiecongressen.nl/innovatie	Scientists, health care professionals	All
International Conference on Neuro-Rehabilitation	Poster presentation	Oct 2016	2 posters	Scientists	All
Broadcasting item Zorg.nu	Television	Oct 2016	http://zorgnu.avrotros.nl/uitzendingen/04-10-2016/robothandschoen/	1,080,000 people	All, mainly care related
Year meeting Dutch association 'Hersenletsel.nl'	Presentation, demonstration	Nov 2016	A presentation was given about the opportunities of technology for people after acquired brain injury.	Patients with brain injury and their family members.	4 + 5
Visit Queen Máxima	Demonstration, presentation	Nov 2016	Broadcasting items: www.rtvoost.nl/tv/uitzending.aspx?uid=410137 www.rtvoost.nl/nieuws/default.aspx?nid=256890 www.youtube.com/watch?v=m80eMVFqxco News items: www.koninklijkhuis.nl/actueel/nieuws/2016/11/22/koningin-maxima-brengt-werkbezoek-aan-roessingh		

			<p>www.rtvoost.nl/nieuws/default.aspx?nid=256890#prettyPhot</p> <p>www.tubantia.nl/regio/enschede-en-omgeving/enschede/koningin-m%C3%A1xima-is-eeen-dagje-in-twente-1.66683110</p> <p>www.huisaanhuisenschede.nl/nieuws/algemeen/47265/maxima-neemt-kijkje-in-revalidatiecentrum-roessingh-</p> <p>www.laatste-nieuws-online.eu/artikel/koningin-mxima-in-het-geheim-op-bezoek-bij-revalidatiecentrum-het-roessingh-in-enschede/1859697</p> <p>www.noordhollandsdagblad.nl/algemeen/royalty/article28779602.ece/Verrassingsbezoek-Maxima-aan-zorgcentrum?lref=SL_4</p> <p>www.leidschdagblad.nl/algemeen/royalty/article28779602.ece/Verrassingsbezoek-Maxima-aan-zorgcentrum?lref=SR_5</p> <p>www.zorgvisie.nl/ict/nieuws/2016/11/koningin-maxima-ontdekt-zorginnovatie/</p> <p>www.medicalfacts.nl/2016/11/22/koningin-maxima-brengt-bezoek-aan-roessingh/</p> <p>www.ad.nl/enschede/koningin-maxima-is-eeen-dagje-in-twente~a4c3e5cd/</p> <p>www.vorsten.nl/2016/11/22/verrassingsbezoek-maxima-aan-zorgcentrum//</p> <p>www.nationalezorggids.nl/ziekenhuizen/nieuws/34965-koningin-maxima-brengt-werkbezoek-aan-centrum-voor-revalidatie.html</p> <p>www.eo.nl/blauwbloed/artikel-detail/verrassingsbezoek-maxima-aan-zorgcentrum/</p>		
Item in RTL news (NL)	Presentation about how the soft-robotic ironHand glove works.	March 2017	News item: www.rtlxl.nl/?&_ga=1.79417428.1977530409.1488444508#!/rtl-nieuws-132237/22589ef9-b5d3-3015-bb78-23c46a85995a	1,1 million people	All



			From 19.25		
Presentation ISPO world congress	Oral presentation	April 2017	Presentation	Scientists	All

3.3 Bioservo

Description	Type	Date	Medium	Reach (expected no.)	Business model
eHealth Week	Presentation + panel debate	Jun 2016	eHealth conference	200	
Medica 2016	Booth, flyer	Oct 2016	Booth and flyer in goody bags	Medical professionals	All, mainly care related
DAHTH Congress (Frankfurt, Germany), an annual meeting of the German association of hand therapists.	Booth, demo's	Sep 216	Booth and flyer in goody bags	Hand therapists, secondary end-users	All, mainly care related

3.4 Hocoma

Description	Type	Date	Medium	Reach (expected no.)	Business model
Update on iH progress on company website	Website	M1-36	Website: www.hocoma.com	General public. Inpatient/outpatient clinics. Govt. bodies. Research.	All
Presentation to all sales partners	Presentation interest groups	When product is ready.	Hocoma annual sales partner workshop	About 40 global sales partner organizations for inpatient and outpatient clinic channels.	

3.5 Eskilstuna

Description	Type	Date	Medium	Reach (expected no.)	Business model
Information video	Information video on the external ironHand website	M26	Internet	500+	
Message on Facebook	Social media	M27	Announcement about the project in order to recruit new participants for therapeutic study	500+	
Eskilstuna municipality internal home page	internet	M26	Ongoing updates about the project and messages to recruit new participants	5000+	
Local newspaper announcement	paper	M26 onwards	Repeated announcements to recruit new participants		
Presentation at Swedish Stroke Association	Presentation/Demonstration	March 2017	Presentation, Demonstration for people with stroke	About 40 stroke patients and their family members	4 + 5

3.6 terzStiftung

Description	Type	Date	Medium	Reach	Business model



Items in newsletter	Online	2014-2017	Newsletters some editions: www.terzstiftung.ch/wp-content/uploads/newsletter-2014-12-15.htm www.terzstiftung.ch/wp-content/uploads/newsletter-2017-02-20.htm	Primary target group, elderly people	1,2
Item in TerzBulletin	Online	July 2015	Article: http://ironhand.eu/docs/artikel_ironHand_terzbulletin.pdf		1,2?
TV news item about iH project	Television item: Link: https://youtu.be/2jt2_77Vv6s	July 2016	A report on iH system and its potential benefits for end users as part of the news on regional TV news channel TeleTop.		All
Communication to visitors of TerzStiftung	newsletter	M24-36			
Die5oplus fair	Fair	March 2017	Promotion iH glove during two lectures on the fair	7500	
Stakeholders events in Kreuzlingen en Amriswil	Lectures	April and May 2017	Presentation of iH glove		

3.7 General dissemination activities

Above an overview is listed of the media outputs and dissemination activities, specifically per partner. However, there were also some general activities that can be mentioned, which are not specifically related to one of the partners:

ironHand at international conference ICT4AWE 2016

The ironHand project was represented at the 2nd International Conference on Information and Communication Technologies for Ageing Well and e-Health (Rome, 21-22 April 2016). The paper entitled "Preliminary Findings of Feasibility of a Wearable Soft-robotic Glove Supporting Impaired Hand Function in Daily Life - A Soft-robotic Glove Supporting ADL of Elderly People" was presented.

ironHand at DAHTH congress

On 22-24 September 2016, the ironHand was present at the DAHTH Congress (Frankfurt, Germany), an annual meeting of the German association of hand therapists. At this congress, we were invited to join a potential distributor to exhibit, which resulted in interesting discussions with local hand therapists.

Blog at Dutch website for foundations

A Dutch blog was published about the launch of the ironHand project at a website for Dutch charities.

www.fondsen.org/persberichten/ouderenfonds-ontwikkelt-robothandschoen-voor-ouderen/

News item Dutch website Chips&Bits about launch project (June 2014)

<https://www.bits-chips.nl/artikel/geactueerde-handschoen-moet-ouderen-handje-helpen.html>

News item Dutch website AGConnect/the amazing world of IT about launch project

<https://agconnect.nl/artikel/robothand-moet-greep-op-dagelijks-leven-herstellen>

Article and Radio item Sweden

<http://sverigesradio.se/sida/artikel.aspx?programid=87&artikel=5892167>

Dutch article Smart-Health.nl (March 2016)

www.smarthealth.nl/trendition/2016/03/16/ironhand-revalidatie-kracht-terug/?utm_source=SmartHealth+EHealth+Nieuwsbrief&utm_campaign=4b00329a92-SmartHealth_Nieuwsbrief_GGZ_Jorne&utm_medium=email&utm_term=0_bb60c033e7-4b00329a92-121538721

Dutch article website Drimble

<https://drimble.nl/overige/gezondheid/33203460/rrd-en-het-nationaal-ouderenfonds-testen-robothandschoen-bij-ouderen-met-krachtverlies.html>

*An extensive overview of all the media output and dissemination activities during the project can also be found on the ironHand website: <http://ironhand.eu/hotm/inthedia/>
<http://ironhand.eu/hotm/dissemination>*

Conclusion

In this document the dissemination results were described for the ironHand project in general and the final stage of the project (M24-36) more specifically. In previous deliverables, stakeholders were identified according to five relevant business models as well as a plan defined to reach these groups through the consortium's partners and corresponding dissemination channels.

The current document provided a description of the dissemination activities that eventually were done by the several partners. In the different participating countries, many activities have been conducted successfully to hand out the message of ironHand.

We can conclude that the ironHand project generated a huge amount of media attention'; during the project we were invited many times to present the project and prototypes to a variety of audiences in a broad range of countries. Most of these activities can be related to the identified business models, aiming to reach the right persons in the model. However, although the message is attractive and triggers a lot of people (elderly, patients, scientists, policy makers, designers, caregivers etc.), the translation into exploitation is a challenge in itself. The next step will be to convince the audience of the effects and usefulness. The exploitation model gives suggestions for this next step, but the first publicity was at least already there.