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Reviewed by	Jan Bobeth (AIT)

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Executive Summary

This document describes the plan of the dissemination and the first results of the PEARL Project. A (periodic) report illustrating the project's dissemination activities, marketing activities, activities towards attracting customers, standardization activities, as well as future plans.

The plan intends to raise awareness and interest on the PEARL age-friendly workspaces on the basis of ICT based technologies and applications among the target groups such as the test users, stakeholders (developers, deployers (multipliers) and client companies), also the involved seniors` s organisations and the general public (2.1.2). The major focus is to ensure that the project's product outcomes are widely disseminated to the appropriate target communities, at appropriate times, via appropriate tools and methods.

A common graphic identity (**logo**) (3.1) in all dissemination tasks allows for better visibility and recognition as well as branding of the project. Efficient dissemination requires making use of a variety of dissemination tools, such us **flyer** (5.1), **poster** (5.2), **ppt & prezi slides** (7.1.), **electronic newsletters** (16) and presence in the **social media** (4.3. and 6.1.). The **official website**'s address is www.pearl-project.eu. It is referred to in all PEARL public documents and presentations (4) not only in the official website but also in the social media (Facebook, Twitter, LinkedIn) .The results of the PEARL project are made available through papers to be published in **scientific and technical journals**. The scientific publications are respecting the Dissemination principles (17). The results of PEARL are disseminated during the **national and international events** and **activities** organised by the Consortium and at external events (9.2, 10, 11). **Projects demos**: A number of demonstrations relating to PEARL services for managing activities of daily life and related applications/trials will be specified. These demonstrations will be used to present the project in prominent AAL events.

Plan for Using and Disseminating (PUD) knowledge: The plan for the exploitation and dissemination of the project will be flexible and subject to changes. An updated plan will be released yearly for this purpose (Year2 and Year3). **AAL Conference and other EC project clustering events**: PEARL is dealing with a large number of activities and addresses ageing and e-inclusion technologies. Therefore, PEARL will play an active role in meetings and events that bring together multiple EU projects. Participation in such meetings is considered as an efficient way to disseminate results within the EU domain. In addition this will assist the collaboration with other organizations and projects. **Liaisons establishment with other projects and activities**: Liaison with other projects (e.g. Other AAL, FP7 and Horizon 2020.

The plan will be regularly reviewed on the basis of the project's evolution and of the acquired new knowledge that will allow adding new dissemination opportunities.

The first version of the document initially drafted in Month12. The second and third versions are planned in Month 24 and Month 30.

1. About this Document

1.1. Role of the deliverable

The present document describes the methodology for the dissemination of the content of the project PEARL, by outlining dissemination planning, tools and strategy. The Dissemination Plan represents a strategic document of the project, describing the general dissemination activities that are designed for the promotion of the project by the project partner as well as outside the consortium. The plan outlines the main objectives of the project's internal and external communication as well as the steps to be followed in order to achieve them. Additionally, the plan describes the basic mechanisms that the consortium partners will adopt and possible steps towards their realization.

1.2. Relationship to other PEARL deliverables

The deliverable is related to the following PEARL deliverables:

Deliv:	Relation
D-5.2.2.	Dissemination Report 2: this document will build on D-5.2.1 and present the project's dissemination activities, tools, communication activities, activities towards attracting customers for the second year.

2. Dissemination strategy

2.1. Introduction

The present document describes the methodology for the dissemination of the content of the project PEARL, by outlining dissemination planning, tools and strategy. The Dissemination Plan represents a strategic document of the project, describing the general dissemination activities that are designed for the promotion of the project by the project partner as well as outside the consortium. The plan outlines the main objectives of the project's internal and external communication as well as the steps to be followed in order to achieve them. Additionally, the plan describes the basic mechanisms that the consortium partners will adopt and possible steps towards their realization.

The Dissemination Plan intends to guarantee the spread of the knowledge gained in PEARL in the broadest and most comprehensive way. The document is an instrument to build the capacity of the consortium partners to disseminate the project goals. Additionally, the Plan intends to support the partners in their task of raising awareness of the project results.

The Plan interacts also with other Work Packages of the project, which deal with training, capacity building and knowledge exchange between partners and stakeholders. It explains how the project expects to share outcomes with other relevant target users, by focusing on the outcomes the project intends to produce and on what the user community can learn from them. Processes and tools are described for the implementation of dissemination strategies, covering important activities like conferences, press releases and networking that ensure a coherent plan for projects to build on.

The Dissemination Plan is elaborated and presented at the beginning of the project as an indispensable support for the project partners, so that they define their activities and outcomes at an early stage. Dissemination will be carried out differently in each partner countries, since each application partner elaborates to the common and local dissemination plan, describing its own strategies and tools. These local plans are based on the overall dissemination strategy described throughout this document.

2.1.1. Elements of the Dissemination Plan

It is important to define clearly the goals to be achieved by the dissemination strategy. This will be done throughout this document by answering the following five questions:

What will be disseminated? - The message to be sent

It is important to think of the person on the receiving end. What do they need to know about the project? How can the objectives be communicated clearly? For this it is necessary to focus on clear, simple messages that are easy to understand and to get the right message to the right audience.

To whom? - The audience

These are the target groups that the project partners want to reach and what they can do for the project.

Why? - The purpose

The purpose of the activity is to raise awareness by letting others know what is being done, by informing (educate and train the community), engaging (get input/feedback from the community) and promoting (sell outputs and results).

How? - The method

There is a wide variety of dissemination methods to get the message to the target audience and achieve the purpose. The different dissemination tools and methods are described throughout this document.

When? - The timing

Dissemination activities have different relevance. Messages will also vary during the timeframe of the project. At the start, dissemination should focus on raising awareness of the project, and at the end on 'selling' achievements. Ideal opportunities for disseminating the project are conferences or local events. Milestones should be set according to these events in order to obtain better results.

2.1.2. Target groups

PEARL aims to achieve maximum impact by an active involvement of a wide variety of target groups. To attain this objective, it is important to determine which audiences should be reached by each partner and what they can contribute to their project. Target groups can be individuals, groups and organisations that are interested or affected by the activities and measures to be implemented in the project. Therefore, application partners will identify the groups whose support is needed to guarantee success. The dissemination strategy should help to decrease the barriers for stakeholders and actors that wish and should be convinced, and to support them by providing them with the necessary information and tools.

An efficient dissemination is therefore necessary to inform and engage stakeholders, and get them to participate actively in the implementation of the project and each pilot sites (CH, RO, NL). The main objective of the dissemination strategy of PEARL is to spread the knowledge obtained in the project throughout Europe. For this it is necessary to establish a direct communication with the main target groups and key actors, and to adapt the activities of the project to their local situation and requirements.

The following audiences should be considered when identifying the target groups:

- Internal audience (within the local institution and/or the project consortium) - All consortium members should be kept well informed about what the other partners are doing.

- Other development programmes - Sharing results with other projects, within the programme and across programmes. Meetings and thematic conferences are an excellent opportunity to share what's being done and get feedback from projects doing similar work or facing similar problems and issues.

- External stakeholders - Stakeholders are both target groups and supporters of the action that will be carried out. There is a wide variety of possible stakeholders according to the specific objectives of each partner.

- The community - Involving the community in early stages is the most efficient way of disseminating the project's objectives.

Within PEARL, relevant target groups and key actors can be structured in the following categories:

a. The general public

The ultimate beneficiary of the actions of the project is the general public. For this reason, information on project activities aimed at this broader audience is of great importance. This target group consists mainly of current and potential users of active seniors (+55). Dissemination should aim at raising awareness of the benefits of these groups through localised information and motivation campaigns. Most information will reach this target group indirectly through journalists and multipliers or through websites.

b. Multipliers[1]

These are people and organisations that influence others with their opinion. This group **includes journalists, ICT professionals, marketing specialists, photographers and designers**. This target group needs the most detailed information about PEARL that will enable to improve the awareness of the project results by the largest way through various tools and networks, like social media (e.g. Facebook, Twitter, Linkedin, blogs, Youtube etc.).

Vocational and Educational Institutions (universities, schools) and technology research centres act also as multipliers towards their, colleagues and clients. At this level it is easier to enter in contact with other related research projects, planners and developers. Universities and research centres usually interact with other networks and have a wide experience in communication and dissemination, reaching wider audiences.

Finally, **networks** are ideal platforms to multiply ideas and strategies. Today, there is a great variety of European and global networks in the field of active seniors at work, which can become important stakeholders and allies of the project.(e.g. http://www.age-platform.eu)

c. Internal audience

This target group refers to the consortium partners of PEARL. Dissemination and exchange will take place within this group by means of an Electronic newsletter in every months, which includes the most relevant information, activities and results of the partners.

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[1] Planning promotion and marketing. PEARL consortium involves key stakeholders. Besides the direct target group of envisaged participants these are the people and organizations that will potentially support the dissemination activities of PEARL. A crucial role in spreading information about a PEARL results is played by multipliers (as third parties) and their national and international networks.

3. Dissemination tools and actions

The main dissemination tools and actions of PEARL are prepared along the project, but the basic tools mainly by Month 3. These are described thoroughly in the Dissemination Plan. In order to achieve the most efficient dissemination towards the identified target groups, a large series of dissemination tools and actions were developed.

3.1. The main dissemination and communication tools and actions

- **Project logo**

- **Project websites and social media** (internal and public) (see chapter 4)

- **Paper-based dissemination** – Including posters and flyers (see chapter 5)

- **Electronic and internet-based dissemination** – Including a project movie (see chapter 6), PowerPoint presentations (see chapter 7),

- **Written dissemination** – Print materials, including articles in magazines and journals, press releases, case studies and best practices (see chapter 8)

- **Events** – Presentations in workshops, conferences (see chapter 0)

- **Networking** – with different organisations, projects, stakeholders

3.2. Transferability strategy

The project from its beginning concentrate on the transferability of project results with a special attention dedicated to the first and second lab trials, which can shape to transfer experiences. Three typologies of transfers can be indicated: '*Technical* (the transfer of skills and technology applications/processes), I*nformational* (the transfer and exchange of ideas and solutions) and *Managerial* (a system or series of decision-making and resource allocation processes that can be transferred and adapted)' (UN, 2007)[2].

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[2] Guide for the Transfer and Adaptation of Innovations in Governance. Practical Tools and Steps, United Nation, New York.2007

Reflecting about the experience which can be realized in the implementation of the first and second lab trials, the project partners indicate to check and define the transferability over a socio-economic framework between the areas among which PEARL platform will be transferred. This socio-economic analyse will be performed by EMPIRICA in D-5.1 Techno-Economic Evaluation Report.

The tools and activities described in the Dissemination Plan forms the core of the transferability strategy. This strategy will be further developed in the project lifetime. According to the project proposal, the actions to spread the PEARL throughout the countries represented in the consortium are as follows:

1. Distribution of **printed material** (postcards and brochures) to the relevant open public and audience

2. Organisation of **workshops within the pilot sites** to which representatives of the target groups and key actors will be invited to hear about the results of the project.

3. Organisation of **visits to other** in country to make presentations to relevant staff about the project.

4. Advertising of the **open training** in each pilot country.

5. At least three **articles in relevant professional journals or magazines** in each country, where such publications exist.

6. The **stakeholder workshops** in each country are also intended to aid transferability and dissemination.

7. Dissemination through **existing networks** that will reach out to many potential followers, using their contact/member lists, their existing media and their conferences.

8. Major and established **social dissemination tools** such as Twitter and Facebook are already used and will be a vehicle for the transfer of results from PEARL.

4. Project websites and social media

4.1. Project website – Internal and external

The website of PEARL will be a major tool for disseminating information about the project to a broad audience. Therefore it should have a simple and modern design which allows visitors to get rapidly an overview of the project and its main objectives.

The website will be divided into two sections: internal (for consortium partners) and external (for the general public).

4.1.1. Internal website on SharePoint

An internal site/working platform (protected by password) will be developed in order to facilitate a smooth communication and interchange of material between the consortium partners. It will contain all relevant information produced in the framework of the project. Among other documents, the internal website will contain the following material:

- Consortium documents
- Final Deliverables
- Presentations from workshops and other internal meetings
- Reports
- Templates
- Work packages

Additionally, the internal section of the website will have an up- and download area for sharing material among the partners, such as pictures, graphics, tables and best practice examples.
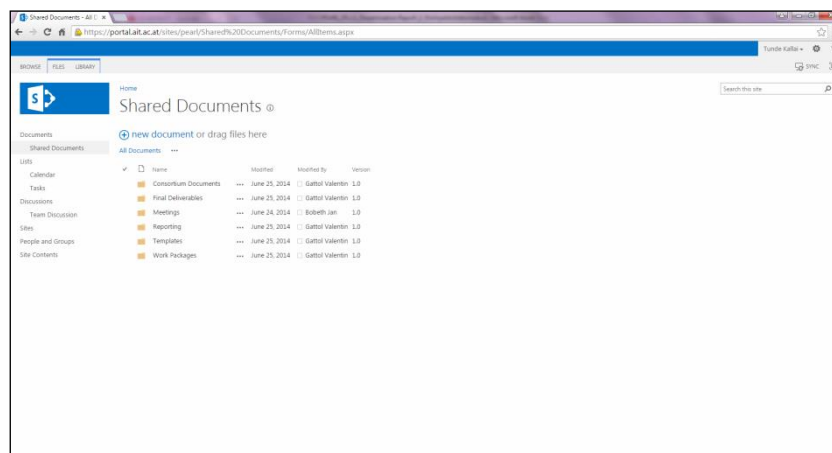
Figure 1.1. Internal Sharepoint website of PEARL

Link: https://portal.ait.ac.at/sites/pearl/default.aspx

4.1.2. External website

The website (http://www.pearl-project.eu) provide comfortable information access for external visitors. Therefore it was designed in an attractive and user friendly way with a simple structure. The website will be updated on a regular basis and on the occasion of project meetings. For ensuring regular and easy updates, the website are based on a simple content management system.

The website include English language version of the main project results.

In order to achieve a large-scale use of the external website, the website is accessible for everybody free of charge and contain an extensive news area.

The website contain each information which is required by the National AAL Agencies and CMU of the AAL program from Brussels.
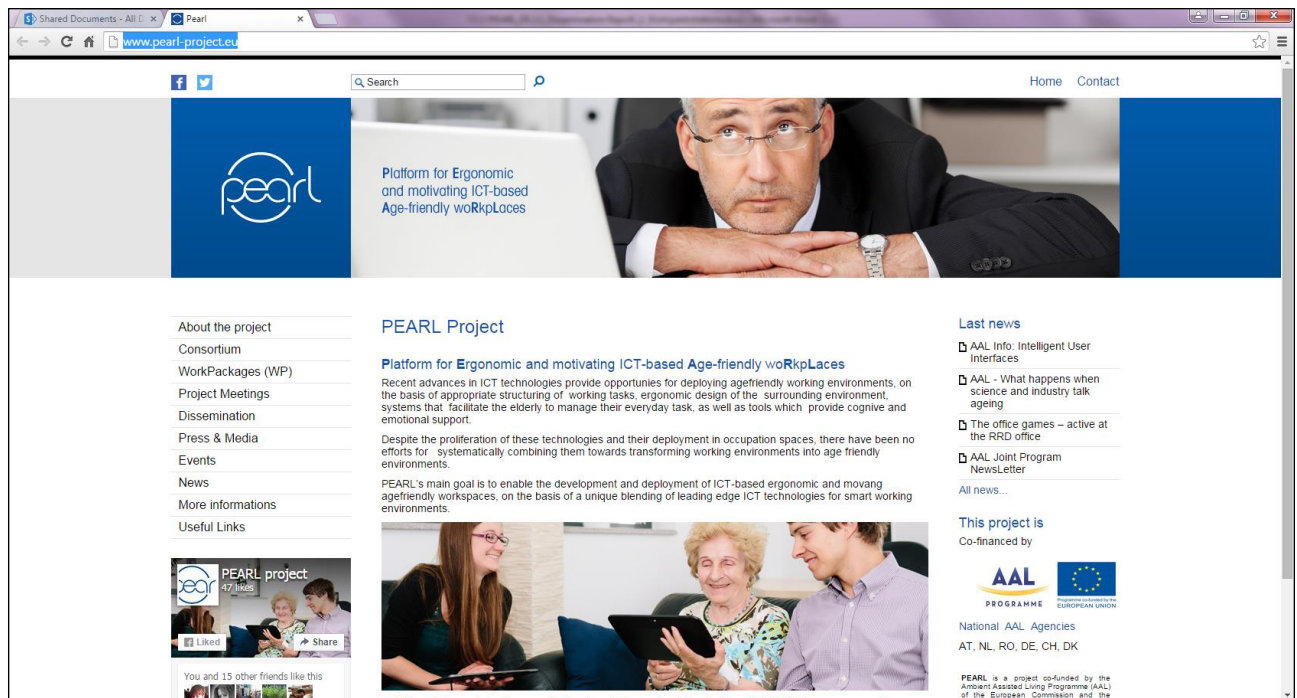

Figure 1.2 "Home" page of the external website of PEARL

4.2. Structure of the external website

The website will have a simple structure so that visitors can easily get an overview of the objectives and activities of the network.

- **HOME** - The first page that the visitors will access will be the homepage. It will contain a short overview on the project in a few lines and a nice picture that gives the visitor an idea of what the project is about.

- **PROJECT** - The second page will contain a description of the project in general (concept, application, and products). Here, all the menu points in the horizontal line will have sub-sites with information related to these headings. For instance, under the headline "objectives" a list with the main and specific objectives of PEARL will appear.

- **Media Centre** - The third page is the main part of the website as it will contain all

content related information. Therefore this section will have sub-sites in three levels, depending on the different activities. On the first level the respective activity area will appear, followed by a general text that describes the actions to be implemented in the pilot sites. The second level will show more details related to the different activities. Here, a picture will be included as thumbnail next to the heading and the corresponding text that describes the activities. In a third level (which can be accessed e.g. by a "read more") readers will find the details of the action incl. the download of materials (also in different versions and languages). This Information will be put available in the course of the project.

- **USEFUL LINKS** - These pages (e.g. AAL project link) are more or less static areas and therefore will be filled in at the beginning of the project.

- **NEWS SECTION -** With update news from the PEARL and AAL communities.

4.3.   Social Media Websites in Facebook , Linkedin, Twitter and Radio/ TV interviews

The social media websites of PEARL are used to disseminate information on PEARL among members and partners. Announcements related to events and any other relevant information on PEARL are periodically published on these websites.

Figure 1.3. Facebook page with 47 likes actually (https://www.facebook.com/PEARL4ActiveSeniors)
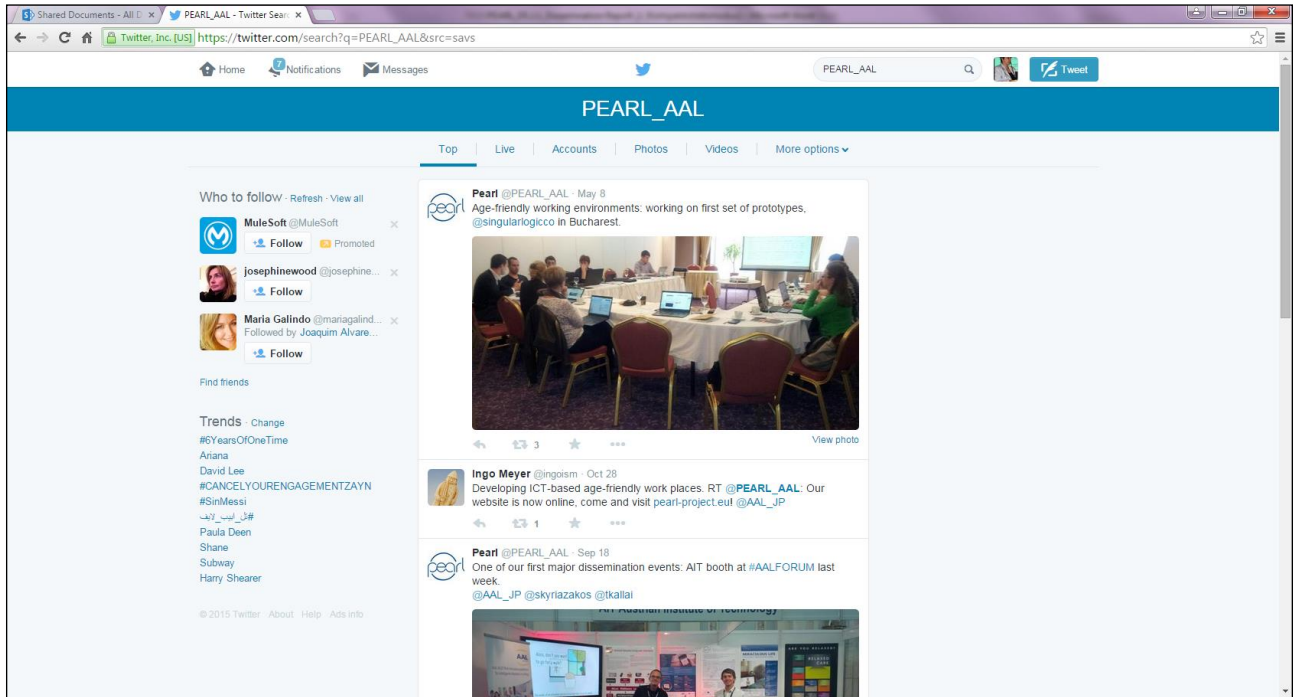
Figure 1.4. Twitter page on https://twitter.com/search?q=PEARL_AAL&src=savs
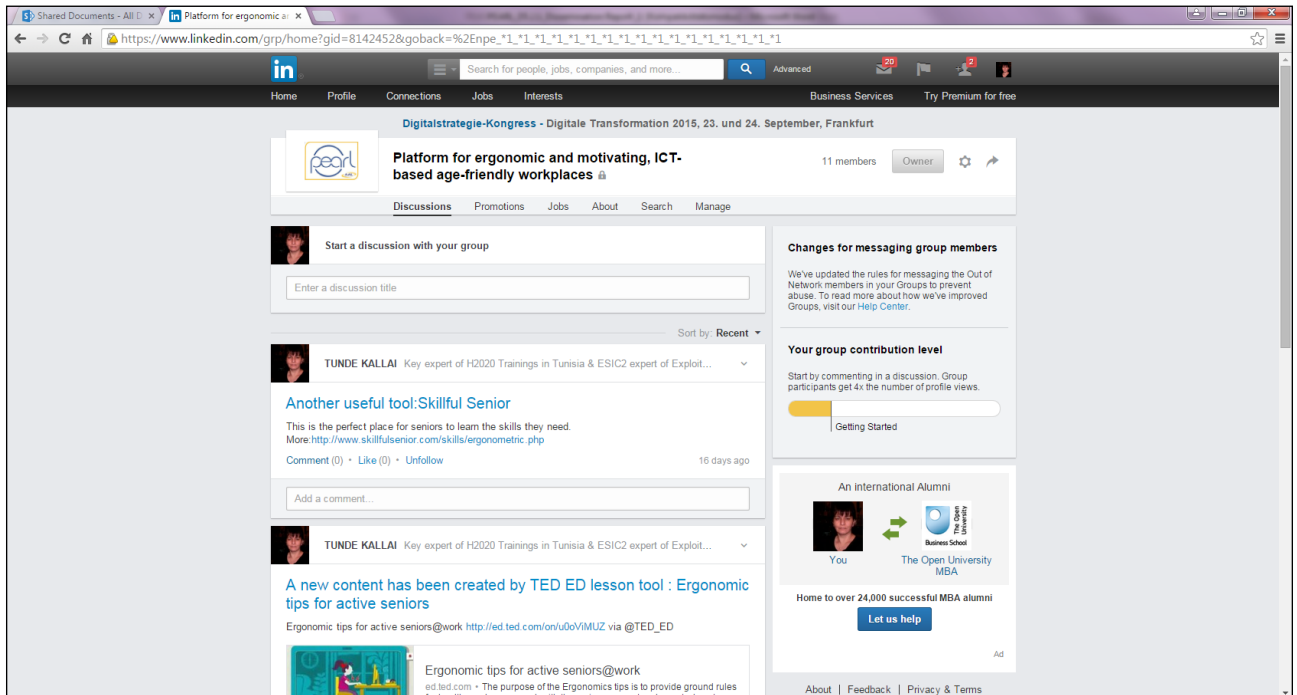
Figure 1.5. Linkedin page on https://www.linkedin.com/grp/home?gid=8142452

Radio & TV interview

Date: 19.05.2015 : TV Broadcast : *How to integrate young people and how to keep seniors at work* **in Danish.**
Tv-debat c: Udsatte unge og ældre i uddannelse og job og nordjysk EU-samarbejde:

Hjørrings A-borgmester Arne Boelt og Jammerbugts V-borgmester Mogens Gade om mål for flere unge og seniorer på arbejdsmarkedet og regionalt samarbejde på tværs.

tv-indslag: **AAU arb.markedsforsker Henning Jørgensen**, Superbest i Hjørring, **RFID Specialisten & ID Advice** og IKEA Aalborg
Tilrettelægger, tv-vært og ordstyrer: journalist Hasse Boe. Produktion: Gistrup Film 2015
Link c: Unge & Ældre: https://youtu.be/jPrJkP-tNqg

| October 2014 – Radio interview in Danish (DK)

CTIF/AAU

&

RFID Specialitsten | Arbejdspladser skal gøres ældre-egnede | http://telekommunikation.dk/artikel/it-eu-vil-holde-de-aeldre-paa-arbejdsmarkedet-med-teknologiske-vaerktoejer

http://www.electronic-supply.dk/article/view/139121/teknologi_skal_holde_aeldre_i_job#.VDzXBLGOqSo

http://www.dr.dk/Nyheder/Regionale/Nordjylland/2014/10/09/074009.htm

In addition to the press release a radio interview was given in DR radio station. The recorded story and live studio interview are available here:

http://www.dr.dk/radio/ondemand/p4nord/nyheder-fra-p4-nordjylland-8482#!/

http://www.dr.dk/radio/ondemand/p4nord/p4-morgen-6367#!/ |

5. Paper-based dissemination

Dissemination of the project objectives and activities through paper-based materials is an efficient way of transmitting a message to a specific public. This type of dissemination is especially successful in target groups related to mobility and commerce, which are the main target groups of PEARL, since individuals can easily enter in contact with paper-based material in their everyday activities. The following paper-based dissemination materials will be produced throughout the duration of the project.

5.1. Poster

Posters are excellent instruments to approximate people and get personal feedback. They allow a simple and clear description of the project, and can be easily transported and displayed at any type of event, such as exhibitions, conferences, workshops or poster sessions. A comprehensive and attractive poster was produced in PEARL showing the most important contents of the project. It is also contain a link to the web site and will mainly be used for networking purposes at events. Consortium partners are expected to produce posters to advertise PEARL locally.
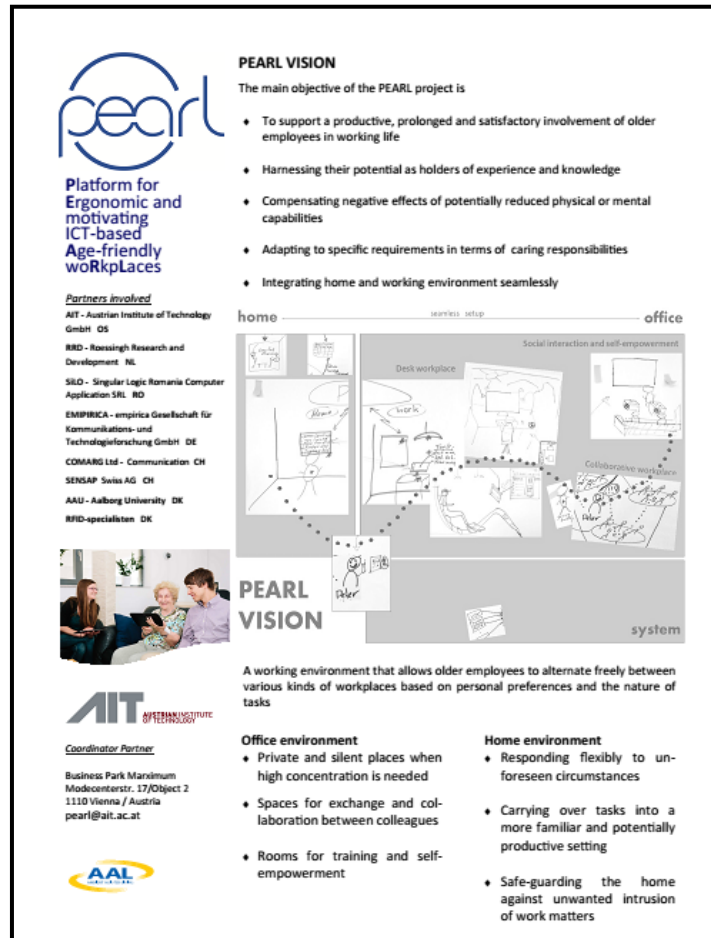
Figure 1.6. PEARL Poster

5.2. Flyer

PEARL contemplates the elaboration of a flyer at the beginning of the project. The flyer will provide a summary of the main objectives and features. The layout and content will ensure it is accessible and easily understood by the main target groups as well as a means for directing people to the website. It will be distributed at conferences and workshops and by direct mailing to key organisations and individuals.

The brochure will be published in a simple language and will have an eye-catching design. The electronic version (e.g. PDF file) can also be circulated electronically. The website, direct mail and events will be common ways to distribute it, in order to obtain a better dissemination of the project.

Figure 1.7. PEARL Flyer

5.3. Feedback flyer for participants

Participants of the Contextual Inquiries in the Netherlands were provided a flyer with feedback based the information they provided during the monitoring week using an physical activity sensor and smartphone with an Experience Sampling Method App (ESM App), developed and executed by RRD.

Figure 1.7.a PEARL Flyer for participants of Contextual Inquiries (NL).

6. Project Movie

Experience from other projects show that movies are ideally suited to disseminate ideas, information and know how. The elaboration of a professional movie on the experience of PEARL is planned for M33 of the project, and will give a general view of the activities carried out and objectives achieved. It will also be suitable for TV broadcast. The PEARL movie will contain the key elements of the project concept, including applications, lessons learnt and recommendations. It will also include statements from stakeholders, key actors and end users, in order to illustrate that the implementations are realistic and can be replicated in other situations and locations. This ensures the longevity of the project. In addition to documenting the activities of PEARL, the movie will provide viewers with information on the benefits of walking and cycling and the best ways of convincing individuals to take part in such activities

The movie will have a duration of approximately 10 minutes. However, it will be produced so that it can be viewed in separate sections of approximately 5 minutes, which can also be incorporated into PowerPoint presentations. It will be available with subtitles in several languages. Partners are expected to engage with local TV stations in order to have the movie broadcasted locally. The movie is intended to be shown at the final all partner meeting and at several international conferences (AAL Forum in 2016). In addition to the project movie, a minimum of 10 professional photos will be available free of charge on the project website.

The short and longer movies will be used the Skillcatch application of e-doceo as to create the PEARL MOOC based e-learning modules as well.

Figure 1.8. Mobile Skillcatch application by e-doceo

More : https://www.youtube.com/watch?v=tkZtlX-Ss1k

7. PowerPoint and Prezi Presentations

7.1. PowerPoint presentations

PEARL will be presented at several local, national and international meetings and conferences. Therefore PowerPoint presentations containing information about the objectives, key elements and main target groups of the project will be produced. These presentations are also available for all project partners to disseminate the project locally. These PowerPoint presentations will also be used for the local stakeholder forums conducted at the beginning of the project.

Figure 6.1. Cover slide of a PowerPoint presentation

7.2. PEARL on PREZI.COM

The presentation can be downloaded from https://prezi.com/xfnbeqnnmfp9/pearl-presentation.
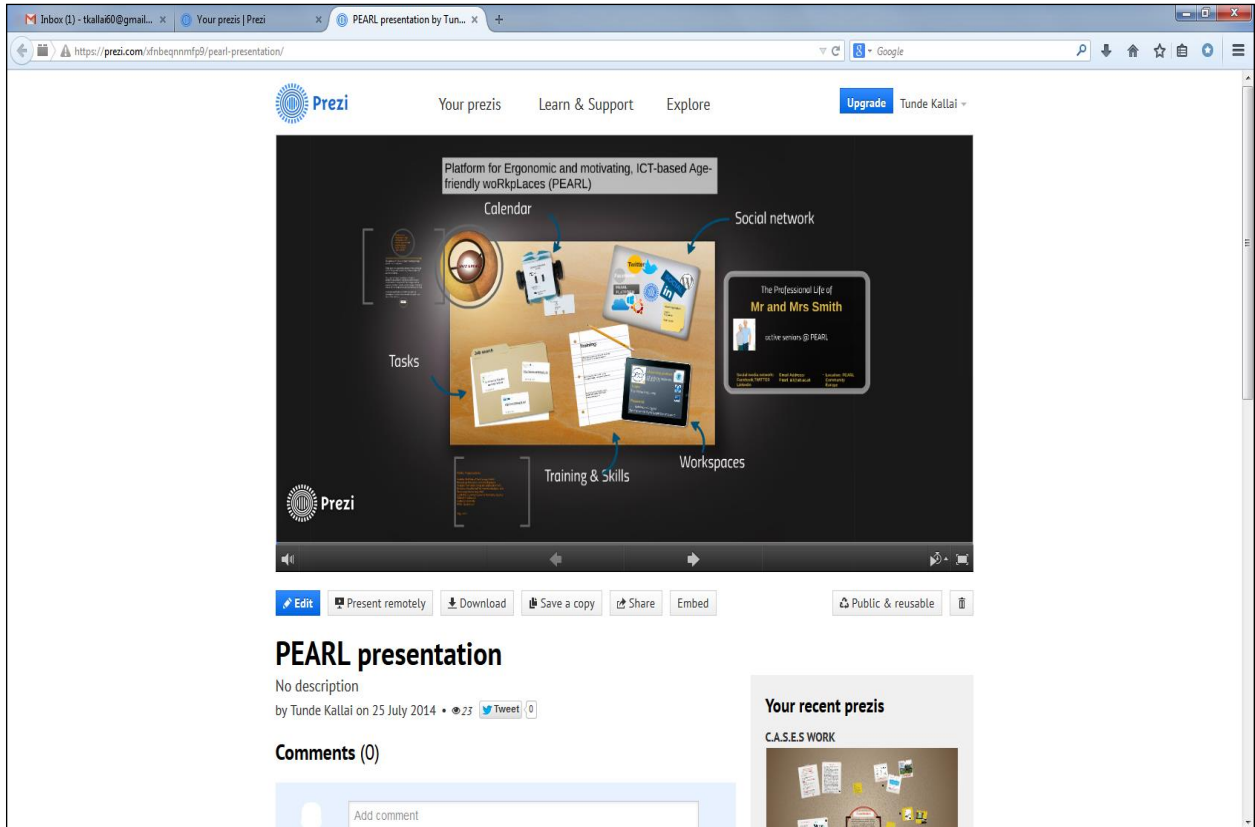

Figure 1.9. PEARL on Prezi.com

8. Written Dissemination

8.1. Articles in magazines and journals

The publishing of articles in relevant professional magazines and journals guarantees the dissemination of PEARL among specialists and target users. Up to three articles in specialist publications should be released in each country, where such publications exist. These can vary in length.
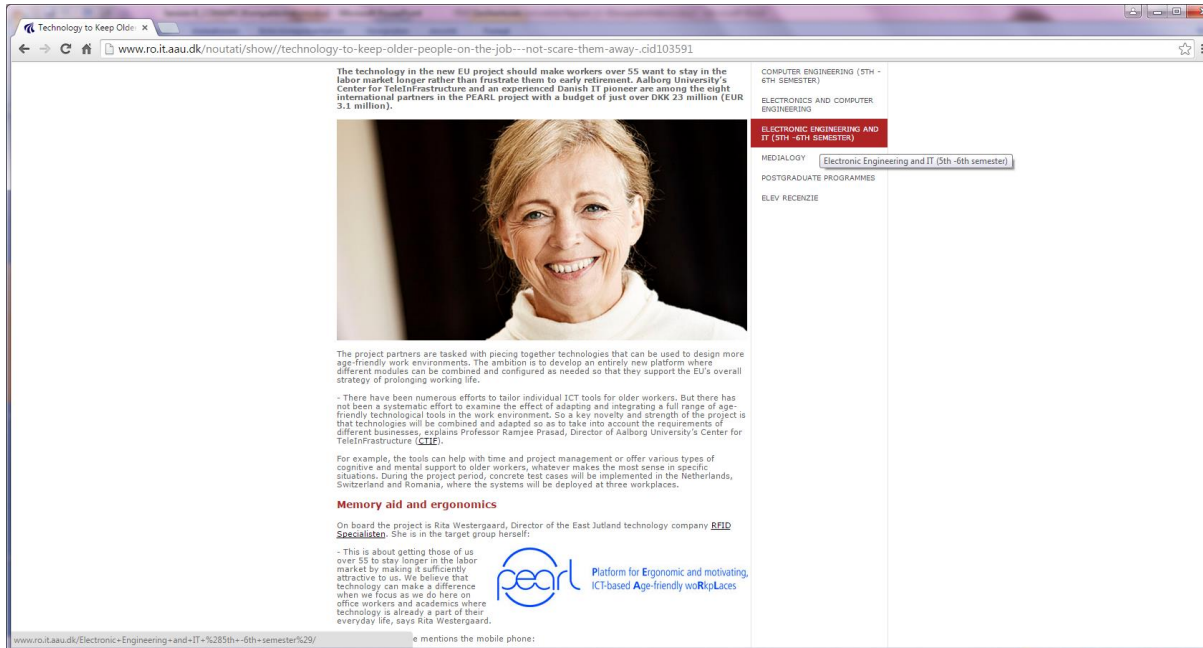
8.2. Press releases

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 local partners will work with the local and regional press to present their activities in the project. This can be done via press conferences, but also through articles for magazines and in city, regional and international papers.

Author	Title	Date	Links
AAU (DK) Prof R, Prasad – R.Westergaard – C. Nielsen	Press-Release: PEARL - Platform for Ergonomic and motivating, ICT-based Age-friendly woRkpLaces	Aug. 2014, Aalborg University website	http://www.en.sict.aau.dk
School of Information & Communication Technology (DK)	Technology to Keep Older People on the Job – Not Scare Them Away	30. September.2014 Aalborg University website	http://www.en.sict.aau.dk
COMARG (CH)	Press-Release: PEARL - Platform for Ergonomic and motivating, ICT-based Age-friendly woRkpLaces (EN)	12. Dec, 2014	N/A
COMARG (CH)	Communiqué de presse (FR): Un projet européen avec le concours de la Suisse: PEARL - Plateforme pour des lieux de travail ergonomiques et motivants, basés sur les TIC-favorables aux aînés	12. Dec. 2014	N/A
AIT (AT)	Altersfreundliche Arbeitsplätze	03/2015	http://www.austriainnovativ.at/fileadmin/ebook/ai-2015-03/

Table 1.1. Press releases of PEARL

Article by Aalborg University – School of ICT (DK): "Technology to Keep Older People on the Job – Not   Scare Them Away "

Date:· 30. september 2014

Interview with Rita Westergaard, Director of the East Jutland technology company, RFID Specialist.

Link: http://www.ro.it.aau.dk/noutati/show//technology-to-keep-older-people-on-the-job---not-scare-them-away-.cid103591

9. Meetings and Events

Workshops, meetings and events are excellent opportunities for project partners to learn from each other, discuss common issues and get feedback on their work. These kinds of events are also a great chance to carry out an effective dissemination of the project inside and outside the consortium.

During the project, the partners will have the chance to meet in different occasions, especially at the consortium meetings. PEARL will also be presented in local, regional, national and international events such as workshops and conferences.

9.1. Consortium meetings

The Management Committee, together with the hosting partner, will manage and prepare 6 project consortium meetings. These kinds of meetings are an opportunity, especially for the hosting city, to disseminate the project and its benefits locally, especially within the public administrations and among the local stakeholders and the general public. Consortium meetings are planned to take place as follows:

Project Meetings	Date		Location
1	Kick-Off Meeting	M1	Vienna
2	Project Meeting 2	M6	Lausanne
3	Project Meeting 3	M12	Bucharest
Review Meeting		M15	Vienna
5	Project Meeting 5	M18	Germany
6	Project Meeting 6	M24	Netherlands
7	Project Meeting 7	M30	Denmark

9.2. Conferences

National and international conferences on AAL are also an outstanding opportunity to share achievements with experts in the field and, therefore, to achieve an effective dissemination of the project outside the consortium cities. This will be for example the case of the AAL Forum (Bucharest, September 2014) and AAL Forum (Ghent, September 2015) conferences that take place yearly in different cities of Europe. At least one consortium meeting of PEARL is planned to take place in connection with such a conference.

Table 2.1. Scientific publications and conferences

	Title	Author(s)	Con-ference	Place	Ye-ar	Web Link
1	Platform for Ergonomic and Motivating ICT-based Age-Friendly Workplaces	Bobeth, J., Gattol, V., Meyer, I., Müller, S., Soldatos, J., Egger, S., Busch, M., Tscheligi, T.	NordiCHI 2014	Helsinki, Finland	2014	https://sites.google.com/site/hwid2014/program
2	From Bottom-up Insights to Feature Ideas: A Case Study into the Office Environments of Older Computer Workers[3]	Valentin Gattol, Jan Bobeth, Kathrin Röderer, Sebastian Egger and Manfred Tscheligi	HWID 2015	London, UK	2015	http://www.uwl.ac.uk/sites/default/files/Academic-schools/School-of-Computing-and-Technology/Web/HWID/HWID2015-programme.pdf
3	Experience sampling and physical activity measurements to improve workday satisfaction.	Boerema, S. T., Evers, M., Vollenbroek-Hutten, M. H. M., & Hermens, H. J.	ICAMPAM 2015	Limerick, Ireland	2015	http://www.ismpb.org/wp-content/uploads/2015/03/ICAMPAM-2015-Poster-Session-Details_May-27-2015.pdf

Table 3.1. Communications at conferences

	Conference	Place	Date	Material
1	**NordiCHI ACM Conference**	**Helsinki**	**26-30/10/2014**	Workshop, flyer distribution
2	**EIP AHA Conference of partners**	**Brussels**	**01/12/2014**	Flyer dissemination
3	**AAL Forum**	**Bucharest**	**9-12 Sept.,2014**	Flyer and Poster
4	**IWIE Workshop**	**Aalborg**	**11-12 May 2015**	Flyer dissemination

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[3] http://www.uwl.ac.uk/academic-schools/computing/hwid-conference-2015

10. Training Material

According to the project proposal of PEARL, on M18 and M24 of the project a series of training materials will be elaborated and published on the PEARL e-learning platform (D3.4.1 and D3.4.2). These materials are responsibility of Work Package 3 and its dissemination, responsibility of Work Package 5. They are composed of two sets:

1. Training materials suitable for the use by active seniors at Home environments
2. Training materials suitable for the use by Office environments

This material includes publications in electronic downloadable form as well as slides containing information on the results of the project.

11. Local Dissemination Plans

Based on the overall PEARL dissemination plan, all application partners will develop their own Local Dissemination Plan.

The Local Dissemination Plans are the basis for all further dissemination activities carried out locally by each partner. The plans should contain a clear description of the objectives, target groups, dissemination tools and the dissemination strategy on how to best reach the target groups; but also information on how to serve the needs of each of them and how to include their feedback in their local project.

Table 5.2 shows the template with the corresponding key questions to lead the partners in the elaboration of the local dissemination plans.

Table 5.2 Template for local dissemination plan to be completed by application partners

a. What you plan to disseminate – The message / objectives
- Think about the key message(s) you want to get across. Please explain the main objectives of your local dissemination plan, taking into account the specific measures to be carried out in your city / region.

b. To whom – The audience / target groups
- Think about who you want to reach. What are the target groups for your dissemination measures? *- What can these target groups do for your project? How do you plan to include their feedback in your project?*

c. How – Dissemination strategy: tools and methods
- How to do you plan to reach the target groups? How do you plan to raise awareness amongst the main target groups and the greater public? *- Which tools will you use to disseminate your project plan locally? (posters, flyers, maps, others). Please send (scanned/electronic) copies of any dissemination material that you have already produced.* *- Will different tools be used to disseminate different elements of the project, or is a more general approach planned?* *- Will different tools be used for different target groups, or is a more general approach planned?* *- How do you plan to disseminate the project in the press (articles and/or press releases)? In which medium? How many?* *- With which organizations do you plan to carry out local workshops or meetings? How many? How will you record the dissemination events and their results? E.g. videos, written records, photos?* *- How will you disseminate the results obtained in other projects (of the European Union or other institutions)?* *- Do you plan to combine your activities of the project with other events on the regional or national level? (Festivals, expos, events, etc.)* *- Do you plan to include other organizations, such as seniors associations,* senior *club, that could serve as multipliers of the objectives of the project? If so, please specify which, and roughly how many members/supporters they have.*

d. When – Timetable / Milestones
- Decide when different dissemination activities will take place. At which point (month) of the project do you expect to implement the dissemination measures / tools? *- Can you define milestones for the preparation of dissemination results? (Project meetings, congresses)*

12. Dissemination Principles

General principles

To avoid confusion and misconceptions and to enhance the quality of the presented material, all dissemination activities should follow a number of important principles:

- Respect Intellectual Property Rights (IPR) of all partners.
- Respect the work of all partners.
- Ensure the proper reference of all relevant parties whose work is directly or indirectly mentioned in the proposed publication.
- Follow transparent procedures.
- Respect confidential results and results where commercial issues arise.
- Avoid overlapping or duplication of dissemination events.
- Clearly distinguish between results suitable for dissemination and exploitable results.
- Target the right audience.
- Always mention SmartCare and the EC / IST financial support to the project.
- Always follow the procedures described within this document.

Authorship guidelines

- All persons designated as authors should qualify for authorship, and all those who qualify should be listed.
- Each author should have participated sufficiently in the work to take public responsibility for appropriate portions of the content.
- One or more authors should take responsibility for the integrity of the work as a whole, from inception to published article.
- Authorship credit should be based only on substantial contributions to conception and design, or acquisition of data, or analysis and interpretation of data; drafting the article or revising it critically for important intellectual content; and final approval of the version to be published.
- All others who contributed to the work who are not authors should be named, with their permission, in the Acknowledgments.
- The order of authorship on the byline should be a joint decision of the co-authors.

13. Conclusion/Further Work

This Dissemination Report 1 presented a comprehensive dissemination strategy with a common graphic identity, specific tools and activities adapted to the respective target groups, a clear communication policy and a strict internal assessment procedure.

To further improve the dissemination strategy during the project's life, the Dissemination Report 2 and 3 will update this document and will be submitted at least once a year.

Internal evaluation of dissemination activities in Year 1/2/3 is recommended.

Quality indicators for the dissemination actions: The project dissemination "results" can be measured once a year using a questionnaire. It can allow the Consortium to monitor the quality of the project's dissemination policy.

This Table can be updated in Year2 and Year3 for an efficient monitoring. The assessment of PEARL dissemination action for Year 1-2-3 can be decided by the consortium.

A.1. Dissemination events/activities – June – December 2014

Project participant responsible	Activity	Date	Medium and reference	Indicative coverage
COMARG, CH	PEARL Facebook Page created and later on frequently updated	04/07/2014	Facebook	47 Followers (07/07/2015)
EMP, DE	PEARL Twitter Feed created and later on frequently updated	07/07/2014	Twitter	24 Followers (07/07/2015)
AIT, AT COMARG, CH	PEARL Flyer ready	03/09/2014	Flyer	
AIT, AT COMARG, CH	PEARL Poster ready	03/09/2014	Poster	
AIT, AT AAU, DK	Congress: AAL Forum	09-12/09/2014	Poster, Flyer	Ca. 700
AIT, AT	Company Visit: INTRAROM, Bucharest	12/09/2014	Flyer, Discussion	4
AIT, AT	Networking Event: ICT Proposers Day	09-10/10/2014	Flyer, Discussion	Ca. 2500
AAU+RFID-SPE, DK	Press Release	30/09/2014	Press Release	
COMARG, CH	PEARL Website Online	26/10/2014	Website	
AIT, AT	NordiCHI ACM Conference	26-30/10/2014	Workshop, Flyer	Ca. 550
AIT, AT SiLO, RO	Context Interviews with end users in Romania (SiLO and Accord)	11-13/11/2014	Information Sheet, IC	8
AIT, AT	Company Visit: Siveco, Bucharest	14/11/2014	Flyer, Discussion	3
EMP, DE	EIP AHA Conference of partners	01/12/2014	Flyer	Ca. 300
RRD, NL	Context Interviews with end users and stakeholder interviews in the Netherlands	04-18/12/2014	Information Sheet, IC	10
COMARG, CH	Context Interviews with end users in Switzerland	15-19/12/2014	Information Sheet, IC	5

A.2. Dissemination events/activities – January – May 2015

Project participant responsible	Activity	Date	Medium and reference	Indicative coverage
AIT, AT	AAL Summit, Brussels	09-10/03/2015	Flyer	Ca. 500
AIT, AT	Company Visit: LEGO, London	19/03/2015	Flyer, Discussion	2
RRD, NL	Co-Design Session, Enschede	06/01/2015	Discussion	24
RRD, NL	Feedback flyer for Contextual Interviews participants in the Netherlands	9/04/2015	Flyer	6
RRD, NL	News flash - item on Office Games for better health	04/03/2015	News item -IC -Pearl website	40
RFID-SPE, DK AAU, DK	TV show: *How to integrate young people and how to keep seniors at work*	19/05/2015	Demonstration Discussion	Unknown
AIT, AT	Tomorrow Today 03/2015, Bi-monthly AIT newspaper	05/2015	Article	Ca. 47000
AAU, DK	IWIE Workshop – Aalborg, Flyer Dissemination	11-12/05/2015	Flyer	Ca. 40

A.3. Quality indicators for the dissemination actions

Key performance indicators (e.g. DoW Page: Success parameters of the proposal)

Journal Publications	**>=3**
Conference Publications and Presentations	**>=10**
Participations in public conferences, exhibitions and demonstrations relating to public bodies and public health initiatives	**>=8**
PEARL Newsletter Editions	**>=2**