

**Project Identification**

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Coordinator	Univ. Prof. Dr. Manfred Tscheligi
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Website	www.pearl-project.eu



Platform for Ergonomic and motivating,
ICT-based Age-friendly woRkpLaces

Document Identification

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Key Information from "Description of Work"

Deliverable Description	A report illustrating the project's dissemination activities, tools, communication activities, papers, workshops towards attracting customers as well as future plans.
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Authorship & Reviewer Information

Editor	Tunde Kallai (COMARG)
Partners contributing	All Partners
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Abbreviations

<i>Abbrev.</i>	<i>Description</i>
AAL	Active & Assisted Living
ICT	Information and Communication Technology
KPI	Key Performance Indicator
LMS	Learning Management System

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3. Executive Summary

This document describes the main dissemination activities and results of Year 3 of PEARL Project. This (periodic) report illustrating the project's dissemination activities, marketing activities towards attracting customers, standardization activities, as well as the achieved Key Performance Indicators (KPIs).

The dissemination and communication activities intended 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 was 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 allowed for better visibility and recognition as well as branding of the project. Efficient dissemination required making use of a variety of dissemination tools, such us **flyer, poster, ppt & prezi slides , electronic newsletters (5.7)** and strong presence in the **social media (5.2)**. The **official website's** address is www.pearl-project.eu. It is referred to in all PEARL public documents and presentations (4-5) not only in the official website but also in the social media (Facebook, Twitter, LinkedIn results of the PEARL project are made available through papers to be published in **scientific and technical journals (5.3)**. The scientific publications are respects the Dissemination principles. The results of PEARL have been disseminated during the **national and international events and activities (5.4, 6.1)** organised by the Consortium and at external events (). **Projects demos (5.5)**: A number of demonstrations relating to PEARL services for managing activities of daily life and related applications/trials were specified. These demonstrations have been used to present the project in prominent AAL events. **AAL Conference and other EC project clustering events**: PEARL has lead large number of activities and addresses ageing and e-inclusion technologies. Therefore, PEARL played 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 assisted 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). Therefore, as a new element, **Joint project activities** were discussed with two AAL project partners (ProME and SPONSOR).

The dissemination and communication activities of the project was flexible and subject to changes. An updated plan is released yearly for this purpose (Year2 and Year3).

The Dissemination plan was regularly reviewed based on the project's evolution and of the acquired new knowledge to allow and adding new dissemination opportunities.

The first version of the document initially drafted in Month12, the second version has been done in Month 24 and the third version now in Month 30.

4. About this Document

4.1. Role of the deliverable

The present document describes the updated dissemination and communication tools and channels of the project PEARL by outlining the according activities in Year 3 by types and dates. It includes all dissemination and communication activities that took place for the promotion of the project results by the project partners within and outside the consortium. The Deliverable presents the main results of the project's internal and external communication. Additionally, the plan describes the main indicators that the consortium partners achieved.

4.2. Relationship to other PEARL deliverables

The deliverable is related to the following PEARL deliverables:

<i>Deliv:</i>	<i>Relation</i>
D-5.2.1.	Dissemination Report 1-2: this document presents illustrating the project's dissemination activities, tools, communication activities,
D-5.2.2.	activities towards attracting customers as well as future plans in Year 1-2 (Month 12/24).

5. Dissemination and communication tools and channels

The main dissemination and communication tools and channels of PEARL are prepared along the project.

5.1. The main dissemination and communication tools, channels and actions

Tools and channels are either tailored for communication or for dissemination purposes. The tables below visualize this categorization.

Tools	Communication	Dissemination
Visual identity (logo)		
Brochure - Generalist		
Brochure - Thematic, topicspecific		
Tutorial video (for LMCS and Physical Wellbeing ¹)		
Media articles – Generalist		
Media articles – Specialised, targeted, scientific		
e-Newsletters		
Project reports – Deliverables on specific research topics		
Email blasts – Topic specific, to a segmented list		

TABLE 1 – COMMUNICATION AND DISSEMINATION TOOLS

Channels	Communication	Dissemination
Project website – General presentation of the PEARL project		
Project website – Specific pages dedicated to outputs		
Mailing lists & Contact databases – General		
Mailing lists & Contact databases – Segmented		
Social media		
PEARL Dashboard		
External channels – Generalist		
External channels – Specialised, sectorial, targeted		
Project events – Presentation of project outputs		
External events – A channel for oral announcements of project updates, distribute project brochures and flyers, etc		
External events – Presentation of project results		
Publications in scientific magazines		

TABLE 2 – COMMUNICATION AND DISSEMINATION CHANNELS

¹ Reported by RRD in September/October 2016

5.2. Communication & Dissemination tools and channels

	COMARG	AIT	AAU	RRD	SILO	RFID	SENSAP	EMPIRICA	
WEBSITE									
Constant Update and management	L	ALL PARTNERS COMMITTED TO THE TASK							
NEWSLETTER									
Content and dissemination	L	ALL PARTNERS COMMITTED TO PROVIDE CONTENT FOR THE NEWSLETTERS							
TAILORED TOOLS									
Dissemination of materials (flyers, posters)	L	ALL PARTNERS COMMITTED TO THE TASK							
SOCIAL AND PROFESSIONAL NETWORKS									
Social Media (Facebook, Twitter), national, local tv & radio	L	ALL PARTNERS COMMITTED TO THE TASK							
PUBLICATIONS									
Publications in specialized journals, magazines or newsletters (written and electronic)	L	ALL PARTNERS COMMITTED TO THE TASK							
EVENTS									
Awareness Workshops (Joint project events)	C	L	C	C	C	C	C	C	C
Animation on the lab/field trials sites	C	C		L	C				
Presentation of AAL Forum		ALL PARTNERS COMMITTED TO THE TASK							
CONTRIBUTION TO EXTERNAL EVENTS									
Presentations of project outcomes at external events (M1-M30)	C	L	C	C	C	C	C	C	C
ASSESSMENT AND STRATEGY REVISION									
Revision of the communication and dissemination strategy (M12 - M30)	L								
	COMARG	AIT	AAU	RRD	SILO	RFID	SENSAP	EMPIRICA	

TABLE 3 – COMMUNICATION AND DISSEMINATION ACTIVITIES, ROLES AND RESPONSABILITIES

6. Websites as communication channels

6.1. Project websites – Internal and external

The website of PEARL is a major tool for disseminating information about the project to a broad audience. Therefore, it is designed to 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).

Internal website on SharePoint

An internal site/working platform (protected by password) was developed in order to facilitate a smooth communication and interchange of material between the consortium partners. It contains all relevant information produced in the framework of the project.

Additionally, the internal section of the website has an upload and download area for sharing material among the partners, such as pictures, graphics, tables and best practice examples.

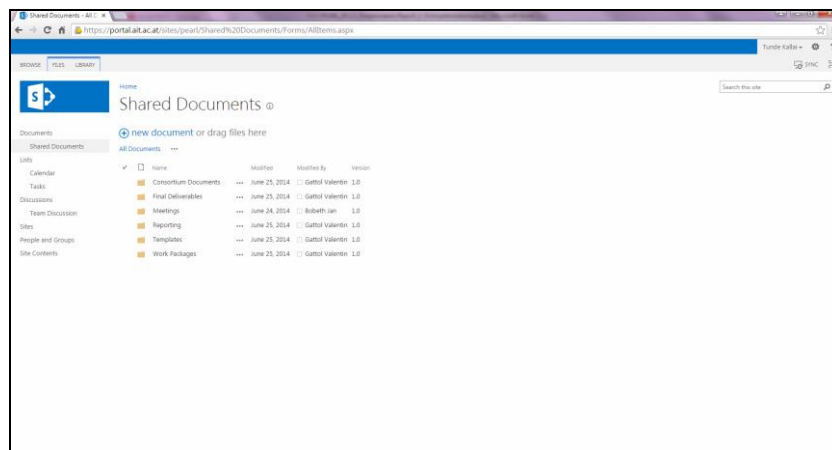


Figure 1.1. Internal website of PEARL

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

External website

The external website (<http://www.pearl-project.eu>) provides comfortable information access for external visitors. Therefore, it was designed in an attractive and user friendly way with a simple structure. The website is updated on a regular basis and on

the occasion of project meetings. For ensuring regular and easy updates, the website is based on a simple content management system.

The website includes the English language version of the main project results. In order to achieve a large-scale use of the external website, it is accessible for everybody free of charge and contain an extensive news area. The website contains each information which is required by the National AAL Agencies and CMU of the AAL program from Brussels.

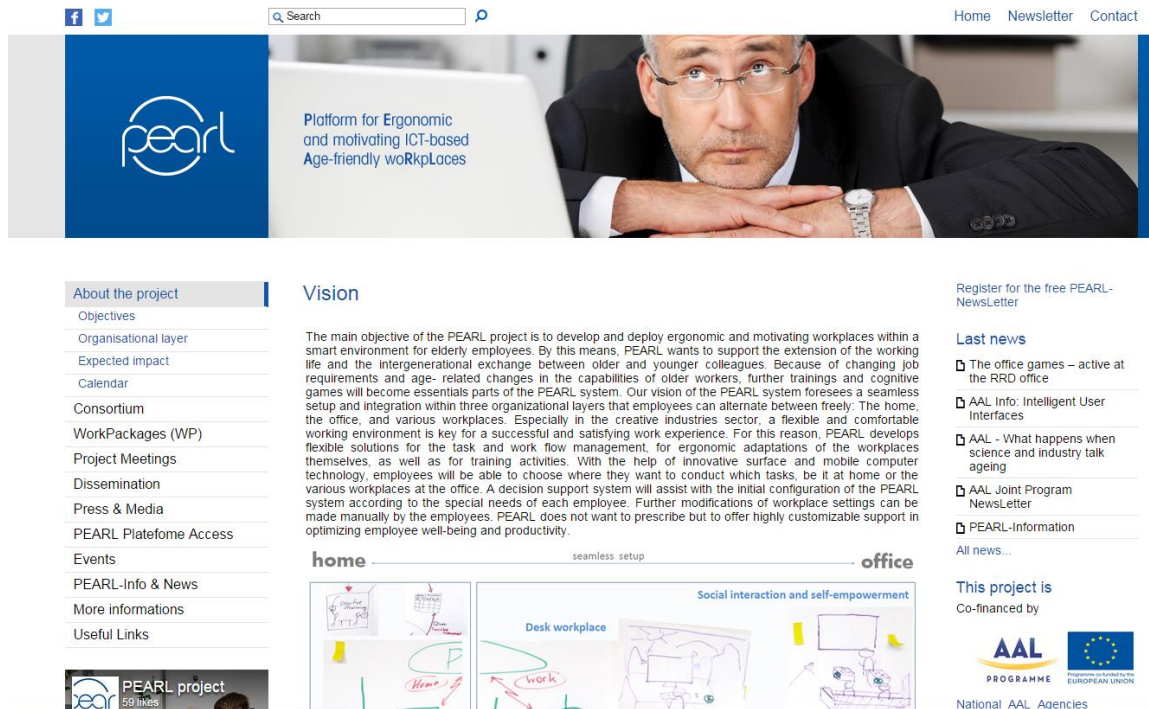


Figure 1.2 “Home” page of the external website of PEARL

Statistics of the website (Year 3)

Hit parade top 20 : from 1.6.2015 to 29.6.2016

Nb total HITS : 94`149

Nb of visits : 11`168

Average Pages/Visits : 8.43

Hit parade top 20: from 1.6.2016 to 30.11.2016

Nb total HITS: 163`057

Nb of visits: 20`309

Average Pages/Visits: 8.03

6.2. Social Media channels on Facebook, LinkedIn, Twitter, Youtube (Year2)

The social media channels 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 web pages.

FACEBOOK

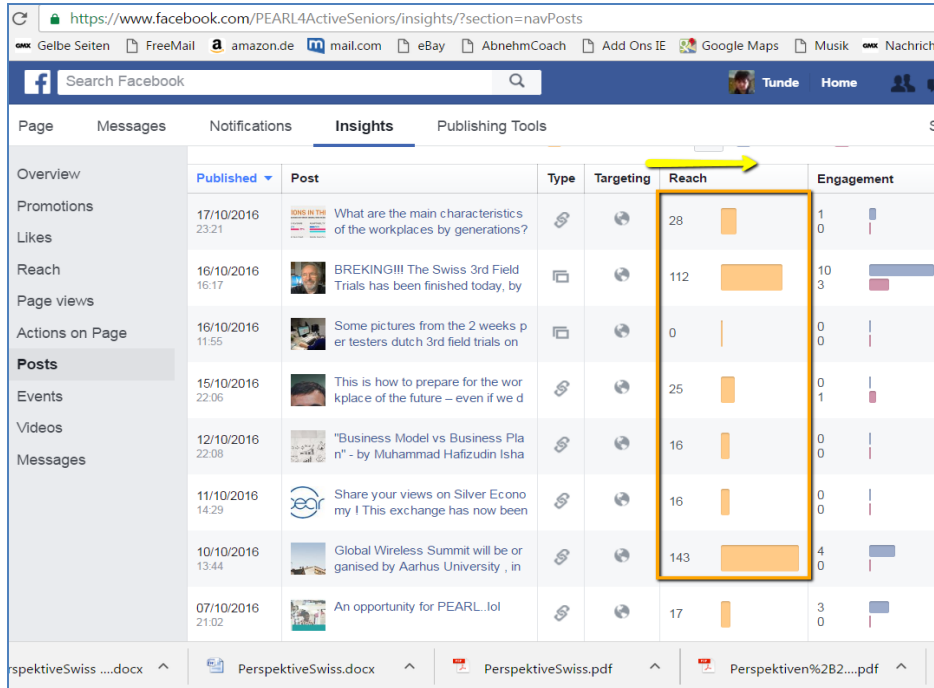


Figure 1.3. Facebook Pearl website statistics – Insights (7-17 November 2016)

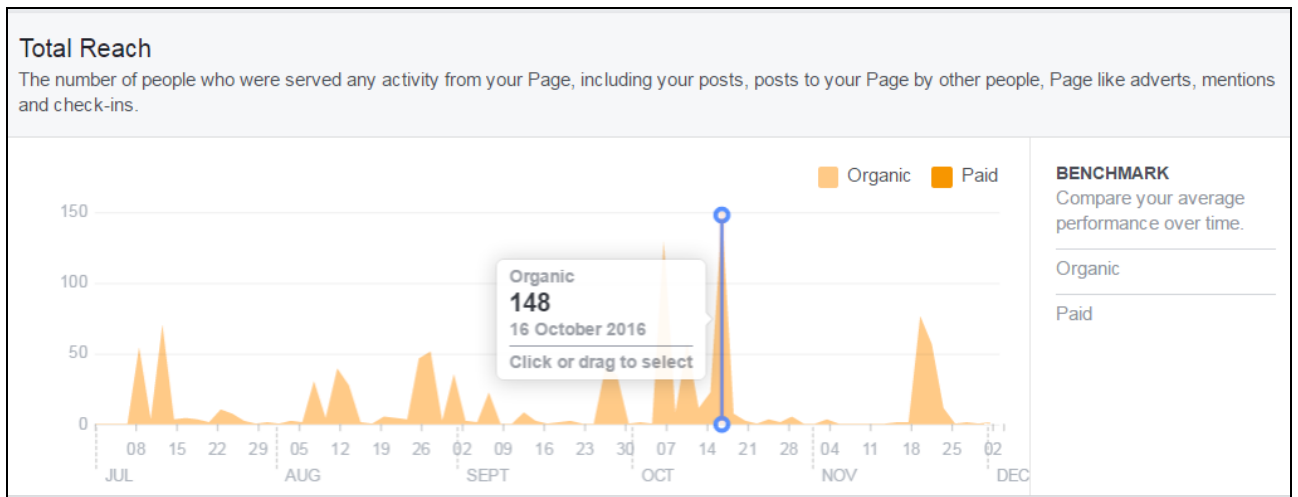


Figure 1.4. Facebook Pearl website statistics- Visited articles (Q3/Q4 2016)

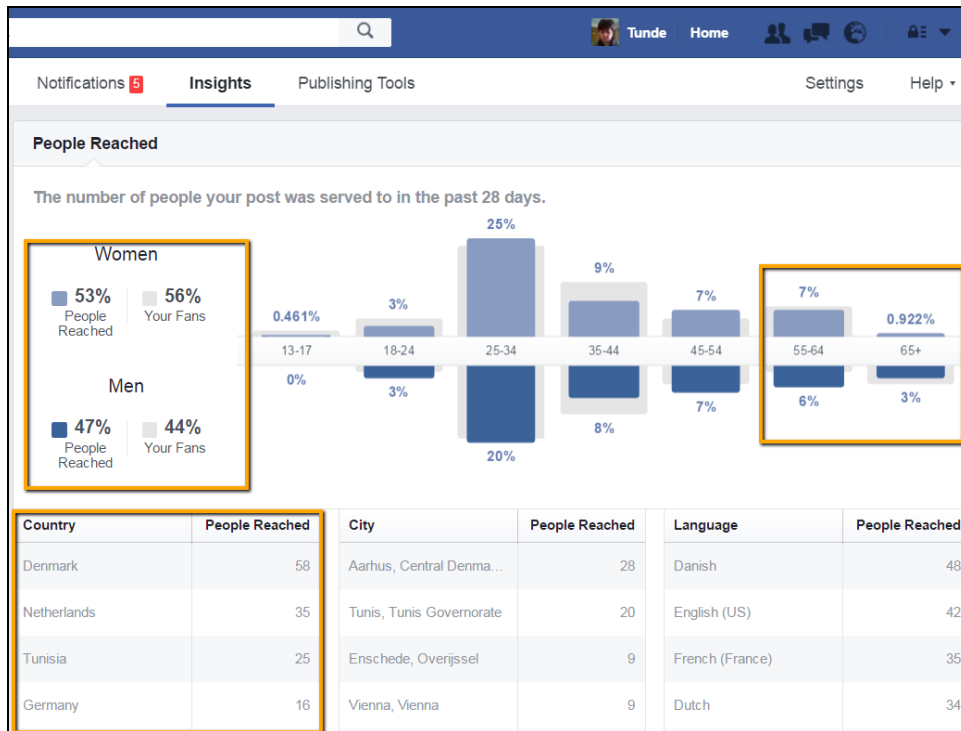


Figure 1.5. Facebook The number of people (by Age & Countries) our post was served to in the past 28 days

Women aged 55-64 are 6,91% of People reached, Men aged 55-64 are 5,53% of People reached. Women aged 65+ are 0,922 % of People reached, Men aged 65+ are 3,23% of People reached by Facebook webstatistics, date: 02.12.2016)
 (https://www.facebook.com/PEARL4ActiveSeniors/insights/?section=navPeople)

TWITTER

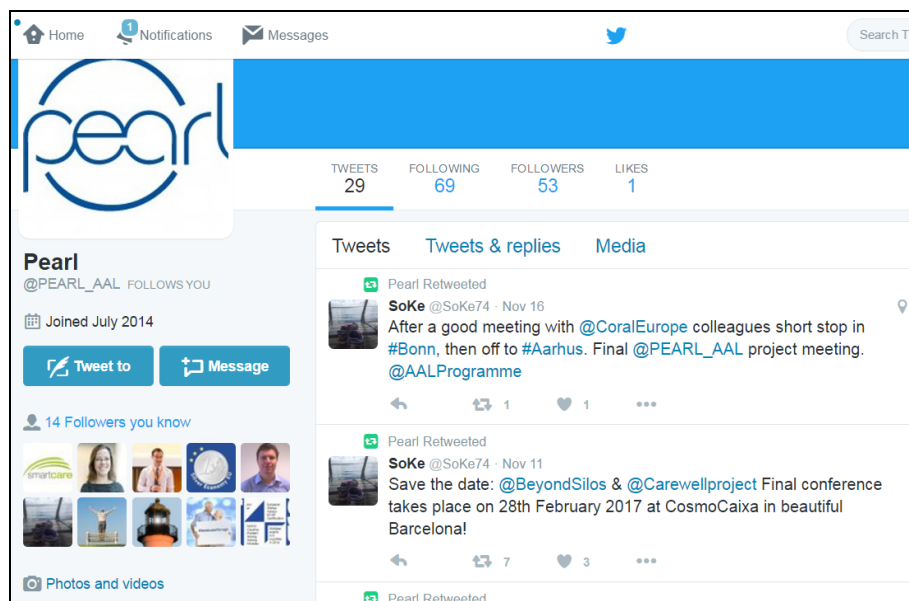


Figure 1.6. Twitter page on https://twitter.com/PEARL_AAL (November 2016)

LINKEDIN

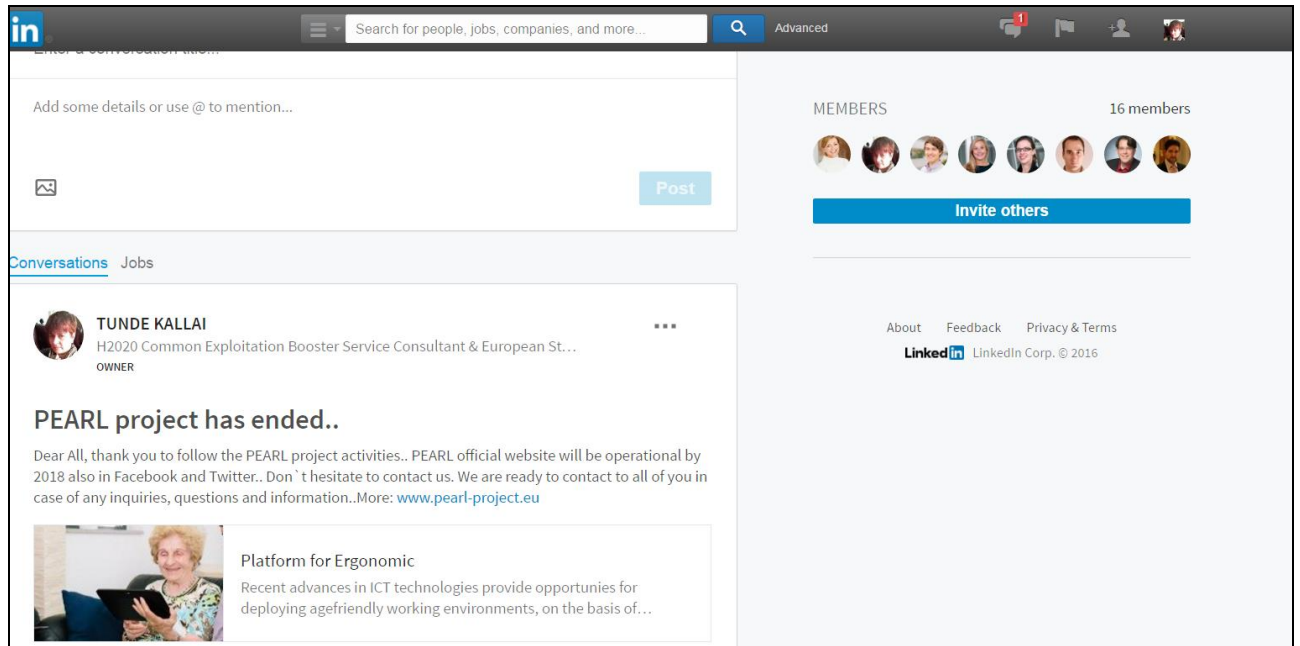


Figure 1.6. LinkedIn page of PEARL AAL project (November 2016)

YouTube

The project SkillCatch Tutorial have been uploaded on the video sharing website *YouTube* for world-wide dissemination. *YouTube* is a website on which users can upload and share videos, and which is continually increasing in popularity. The number of the HITS in 2016 is 300, published on 3rd of March 2016.. https://www.youtube.com/watch?v=fsOC_E1xf4s

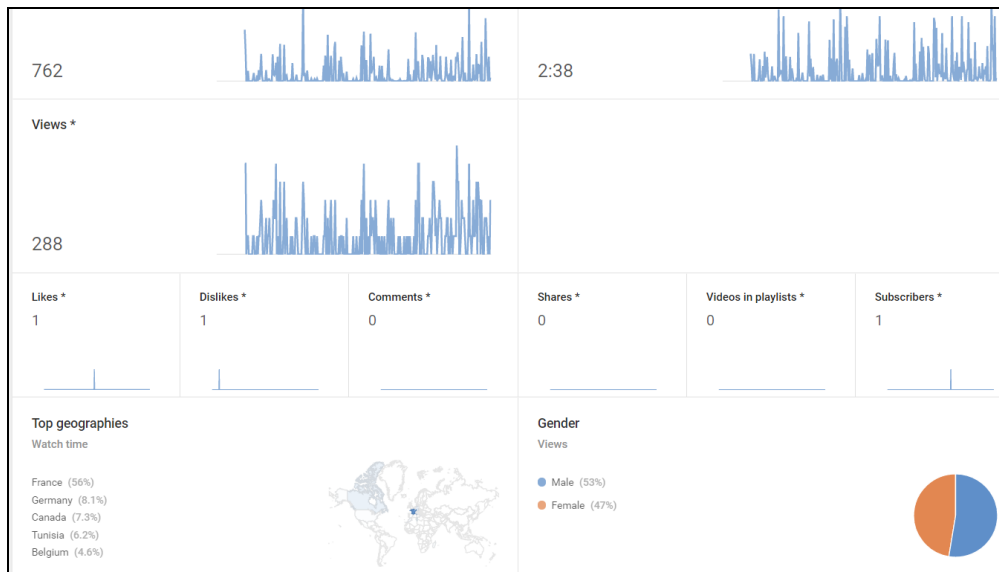


Figure 1.7. Youtube Analytics on https://www.youtube.com/analytics?o=U#;fi=v-fsOC_E1xf4s

6.3. Written Dissemination

6.3.1. 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 have been released by the end of the project.

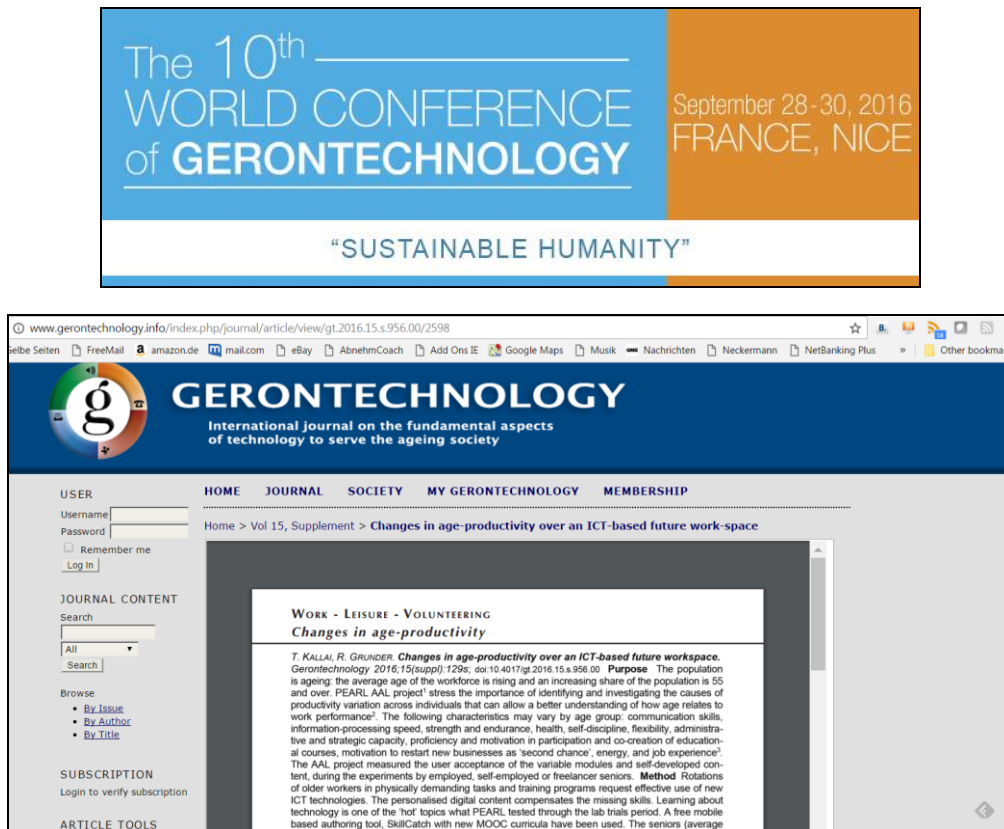


Figure 1.8. Publication of COMARG in Gerontechnology

Link 1: <http://www.gerontechnology.info/index.php/journal/article/view/gt.2016.15.s.956.00/2598>

Link 2: https://www.researchgate.net/publication/308822338_Changes_in_age-productivity_over_an_ICT-based_future_workspace

6.3.1.1. 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	Newspaper/Website (Year)	Links
COMARG	PEARL	2014-2016	https://www.facebook.com/PEARL4ActiveSeniors/
COMARG, SENSAP	PEARL - Platform for Ergonomic and motivating, ICT-based Age-friendly workPlaces	2014-2016	http://www.pearl-project.eu/data/dataimages/Upload/PEARL_press-release_EN_Switzerland.pdf
SENSAP, SINGULARLOGIC, RFID	PEARL	2016	http://www.sensap.ch/sensap/en/SENSAPs-Solutions-for-the-PEARL-AAL-Project http://project.singularlogic.ro/index.php/pearl https://id-advice.dk/rfid-og-nfc-systemer/innovativt-teknologisk-forskningsprojekt-til-seniorer

TABLE 4 – PRESS RELEASES

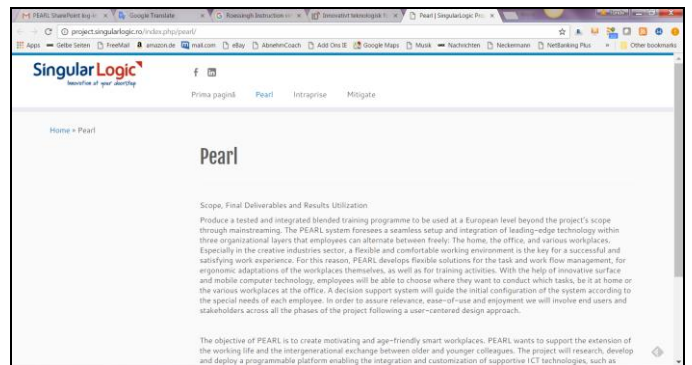
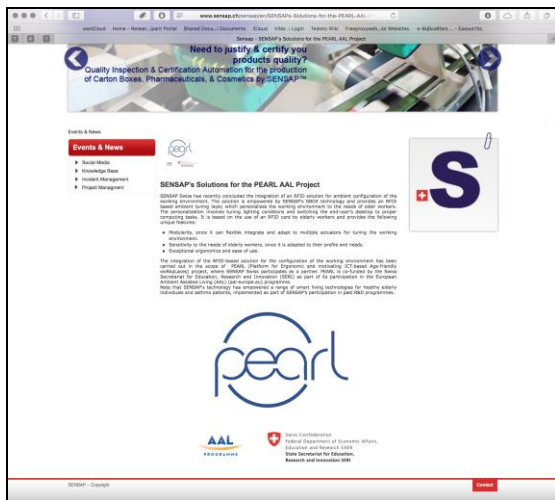


Figure 1.9 Website-dissemination my SENSAP , SINGULARLOGIC & RFID

6.4. Workshops, 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.

Project participant responsible	Dissemination Activity 2016	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Indicative coverage
COMARG	Swiss-Belgium-Luxembourg Information and Matchmaking Event for AAL Call 2016 (Brussels)	21/01/2016	Presentation, Discussion	Ca. 40
COMARG	Delegates Meeting of the Swiss Council of Elderly People (Sion)	28/01/2016	Presentation, Discussion	Ca. 35
AIT	Workshop: User Interaction Prototyping in the Internet of Things	17/05/2016	Presentation	Ca. 20
AIT	Presentation: Challenges in Industry 4.0	19/05/2016	Presentation	Ca. 35
AIT	Lecture at FH Campus Wien	07/10/2016	Presentation, Demonstration	Ca. 30
COMARG	PEARL Public Presentation for Seniorenrat Dietikon ZH https://seniorenrat-dietikon.ch/dynpg/upload/SSR_Praesentation_AAL.pdf	29.9.2016	Presentation	50 people and release on website
COMARG	Pearl presentation at EPFL Lausanne, by Prof V. Kaufmann	21.10.2016	Presentation	5
COMARG	PEARL Public Presentation to Schweiz. Verband Senioren Zurich, Gen. Assemblée	01,11.2016	Presentation	60 people delegates and presidents of Elderly Associations
AAU	AAL2Business, Vienna	Oct '16	workshop	N/A
AAU	GWS 2016, Aarhus,	Nov '16	Presentation TBC	N/A

AAU	AAL Information Day & Business model Workshop, Brussels	March '16	Workshop	N/A
EMP	Spread the word about PEARL during meetings of the B3 Action group on Integrated Care of the European Innovation Partnership for Active and Healthy Ageing	3 November 2016	workshop	70
RFID	Private held session for Dentist Equipment developer	29 June 2016	Project demo	5 attendants
RFID	Content Marketing event DOKK1 Aarhus	12 May 2016	Marketing/communication	N/A

TABLE 6. – List of workshops

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.

6.4.1. 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 / Project Meeting M1	Vienna
2	Project Meeting 2 M6	Switzerland
3	Project Meeting 3 M12	Romania
Review Meeting	M15	Vienna
4	Project Meeting 4 M18	Germany
5	Project Meeting 5 M24	Netherlands
6	Project Meeting 6 M30	Denmark

TABLE 7 – PEARL Project and review meetings (all done)

6.4.2. 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 was for example the AAL Forum (St Gallen, September 2016) that takes place yearly in different cities of the world..A very useful tool to present PEARL in these conferences is the participation in poster sessions. For this purpose, the project elaborated PEARL posters. (AIT, COMARG and AAU attended in the AAL Forum, 2016).

Table 8. Communications at Conferences

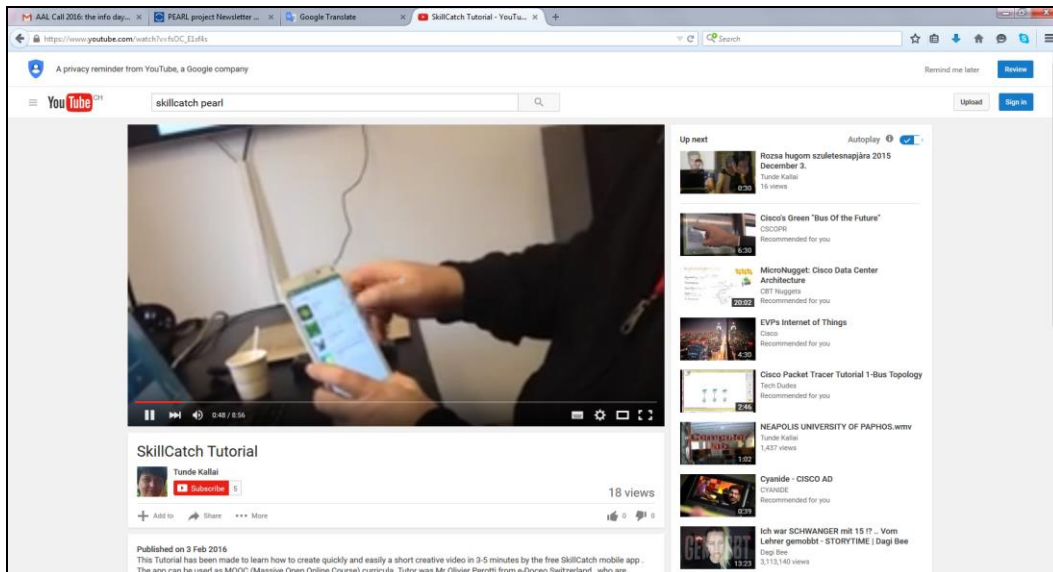
	Title	Author(s)	Conference	Place	Year	Notes
1	Panellist of the “Physiological Data and Learning Analytics: Opportunities and Challenges for Research and Practice” panel discussion	Sofoklis Kyriazakos (AAU)	6th International Conference of Learning Analytics & Knowledge http://lak16.solaresearch.org	Edinburgh, UK	25-29 April 2016	Sofoklis presented the aspects related to technologies and how these can be supported in ergonomic workplaces, mainly focusing on senior citizens in business environments and educational aspects. The panel attracted a big audience and several questions have been raised, among them, ethical and privacy aspects, as well as the prospects of such solutions.
2	Using Experience Sampling (ESM) to develop an intervention for physical activity patterns of office workers	Mirka Evers (RRD)	Fourth International Conference on Wellbeing at Work 2016	Amsterdam (NL)	31 May 2016	www.wellbeingatwork.nl
3	Sedentary Behaviour Profiling of Office Workers: A Sensitivity Analysis of Sedentary Cut-Points.	Boerema, S. T., Essink, G. B., Tönis, T. M., van Velsen, L., & Hermens, H. J. (2016).	Sensors, 16(1), 22, 2016	MDPI Journals	January 2016	http://doi.org/10.3390/s16010022 MDPI (Multidisciplinary Digital Publishing Institute) is an academic open-access publisher with headquarters in Basel, Switzerland. Additional offices are located in Beijing and Wuhan (China), Barcelona (Spain) as well as in Belgrade (Serbia).

D-5.2.3 Dissemination Report

4	Changes in Age-Productivity over an ICT-based future workplace (ePoster and Online journal publication)	Tunde Kallai – Roland Grunder (COMARG)	10 th World Conference on Gerontechnology	Nice (FR)	28. September 2016	http://www.isg2016.org/ http://www.gerontechnology.info/index.php/journal/article/view/gt.2016.15.s.956.00/2598
5	Increased Personalization and Intelligent Behavior of Future Workplaces Based on Applied CBR-Based Decisions Support Service”, pp. 1-5	A. Katov, S. Kyriazakos, R. Prasad. (AAU)	Global Wireless Summit 2016	Aarhus, Denmark,	27-30 November.2016	http://gwsummit.org/2016/index.php
6	Versatile RFID Middleware Server for Configurable Ambient Assisted Living Solutions, (under review)	N.Kefalakis, A. Moralis, P. Dimitropoulos and J. Soldatos, (SENSAP)	Special Issue "RFID Systems and Applications"	MDPI Journals	September 2016	MDPI (Multidisciplinary Digital Publishing Institute) is an academic open-access publisher with headquarters in Basel, Switzerland. Additional offices are located in Beijing and Wuhan (China), Barcelona (Spain) as well as in Belgrade (Serbia). http://www.mdpi.com/si/electronics/RFID
7	What motivates older employees to be physically active at work? Using the Experience Sampling Method , Volume 26, Issue supplement 1 2016	M Evers, LS van Velsen, MMR Vollenbroek Hutten, ST Boerema, HJ Hermens.	The European Journal of Public Health.	Stockholm	9-11, November. 2016	Retrieved from https://ephconference.eu

6.5. Training Materials and Tutorial on Youtube

According to the project proposal of PEARL, by M24, a series of training materials are elaborated and published on the PEARL e-doceo e-learning platform. These materials are responsibility of Work Package 3 and its dissemination, responsibility of Work Package 5. This material includes USER Manual for USERS and TRAINERS and a SkillCatch Tutorial on Youtube. The actual Tutorial version is in French.



Link: https://www.youtube.com/watch?v=fsOC_E1xf4s

ON **TEDeD** TEdEd video on PEARL on <http://ed.ted.com/on/u0oViMUZ>

RRD provided two promotional videos, which can be used as Training materials as well.

RRD	Two promotion videos of the Physical Wellbeing module created by media students of Saxion Enschede;	September 2016	Video promotion for	N/A
RRD	Instruction brochure and video of the Physical Wellbeing module created by Communication students of the University of Twente.	October 2016	Brochure and video	N/A

6.6. Networking

The Management Committee and the project partners are involved in or affiliated to several European AAL projects, networks and associations offering excellent possibilities for networking and for the creation of synergies as regards to content and dissemination.

The following links provides an overview of how each of these networks or projects. Furthermore, it shows how they could be committed to the project.

1.ProMe: <http://pro-me.eu/>



2.SPONSOR: <http://sponsor-aal.eu/>

SpONSOR

knowledge and competence exchange SOLution for Supporting occupation in the life of OldeR adults




6.7. Electronic Newsletter Issue No 2 & French Version

The second edition of the PEARL Electronic newsletter has been published also in French.

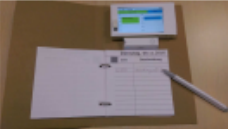
er-Nr-2.pdf

PEARL project - newsletter #2 [View this email in your browser](#)




Platform for Ergonomic and motivating ICT-based Age-friendly workPlaces

PEARL is an AAL research project with 8 international partners that will develop a platform to support older knowledge workers. The main goal of the project is to deploy motivating and age-friendly workspaces, on the basis of a unique blending of leading edge technologies for smart spaces, tools for time/project management and ICT utilities for cognitive and physical support.



Hybrid Calendar Tool ready for testing

Pen and paper are still common tools in the daily work routine, especially of older knowledge workers. Within PEARL, we developed a hybrid calendar tool combining pen and paper interaction with a digital display. This novel digitally-enhanced pen and paper solution relies on a page tracking mechanism to provide digital content to the selected page in an analogue paper calendar. With the



PEARL Midterm Review successful

The PEARL midterm review meeting took place on October 30th in Vienna. The consortium used the chance to present their achievements and got mainly positive feedback from the reviewers: the domain experts Norma Zanetti (IT) and Tore Langemyr (NO), the National Contact Points (Gerda Geyer (AT), Geja Langerveld (NL), Stephan Richter (DE)), and the programme officer Marco Carulli. In

help of a digital pen hand-written text is digitized and can be used to create appointments, notes and To-dos that are synchronized with digital task- and time management tools like Google Calendar and Microsoft Outlook. In addition, notes can be marked and send to a whiteboard for further editing and collaboration with others. In March we will evaluate the prototype in the frame of the second lab trials.

the beginning of December we received the written recommendations by the Central Management Unit of the AAL Association, while the technical progress as well as the management and the dissemination activities were evaluated very positive, the main focus was the business development status. In the second half of the project, we will set the focus on developing valid business models.

<http://pearl-project.eu/>

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<http://www.pearl-project.eu/data/dataimages/Upload/PEARL-project-Newsletter-Nr-2.pdf>

7. Communication and dissemination activities and the role of partners

In order to achieve the most efficient dissemination towards the identified target groups, a large series of dissemination & communication tools and actions were organised in Year 2 too.

7.1. Dissemination and communication activities: January 2015 - November 2016

Project participant responsible	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Indicative coverage
COMARG	PEARL Web site updated	01.01-30.11.2016	Project Website	Nb total hits : 78355 Nb de visits : 9776 Moyenne Objets/Visites : 8.02
SILO	PEARL promotion on Facebook and Linkedin profiles of Singularlogic Romania (https://www.facebook.com/singularlogicro)	regularly	Company Social media	N/A
RFID	Dissemination activities on the company website https://id-advice.dk/rfid-og-nfc-systemer/innovativt-teknologisk-forskningsprojekt-til-seniorer/ https://id-advice.dk/rfid-viden/pearl-project/	regular	Company Website	N/A
RRD	Boerema, S. T., Essink, G. B., Tönis, T. M., van Velsen, L., & Hermens, H. J. (2016). Sedentary Behaviour Profiling of Office Workers: A Sensitivity Analysis of Sedentary Cut-Points. <i>Sensors</i> , 16(1), 22. http://doi.org/10.3390/s16010022	2016	Scientific paper	N/A
COMARG	Swiss-Belgium-Luxembourg Information and Matchmaking	21/01/2016	Presentation, Discussion	Ca. 40

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	Event for AAL Call 2016 (Brussels)			
COMARG	Delegates Meeting of the Swiss Council of Elderly People (Sion)	28/01/2016	Presentation, Discussion	Ca. 35
RRD	Second Lab Trials	February / March 2016	Instruction, Demonstration	10
SENSAP	Publication of the project in SENSAP's company site http://www.sensap.ch/sensap/de/SENSAPs-Solutions-for-the-PEARL-AAL-Project	February 2016	Website	TBC
AAU	AAL Information Day & Business model Workshop, Brussels	March 2016	Workshop	N/A
AIT	Second Lab Trials	April 2016	Instruction, Demonstration	18
AAU	LAK conference 2016, Edinburgh	April 2016	Presentation	N/A
SILO	PEARL on Singularlogic Romania website (http://project.singularlogic.ro/index.php/pearl)	April 2016	Website	N/A
RFID	Content Marketing event DOKK1 Aarhus	12/05/2016	Flyer	N/A
AIT	Workshop: User Interaction Prototyping in the Internet of Things	17/05/2016	Presentation	Ca. 20
AIT	Presentation: Challenges in Industry 4.0	19/05/2016	Presentation	Ca. 35
EMP	Distributed brochures at International Conference on Integrated Care (ICIC16) in May in Barcelona. http://integratedcarefoundation.org/conferences-events/past-events ,	23-25 May 2016	Flyer	Ca. 1500
AIT	COOP Conference in Trento	23-27/05/2016	Flyer	Ca. 80
RRD	Evers M, Boerema ST, Velsen L van, Vollenbroek-Hutten MHM, Hermens HJ. Using Experience Sampling (ESM) to develop an intervention for physical activity patterns of office workers.	29/05-01/06/2016	Presentation, Proc. of 4th International Conference on Wellbeing at Work 2016. Amsterdam, p. 159	Ca. 500

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AIT	Imagine 2016 Conference, Innsbruck	08/06/2016	Flyer, Demonstration	Ca. 60
AIT	eHealth Week, Amsterdam	8-10/06/2016	Flyer	Ca. 650
RFID	Private held session for Dentist Equipment developer	29/06/2016	Demonstration	5
AIT	Presentation: Human Factor's Challenges in Industry 4.0	07/07/2016	Presentation	Ca. 25
RFID	World City Summit, Singapore http://www.worldcitysummit.com.sg/index.php	10-14/07/2016	Flyer	Ca. 1500
RRD, COMARG, SiLO	PEARL Field Trials	September 2016	Instruction, Demonstration	39
AIT, COMARG, AAU	AAL Forum in St.Gallen, Switzerland	27-28/09/2016	Flyer, Demonstration	Ca. 450
COMARG	PEARL Presentation on Gerontechnology World Conference (ISG 2016) http://www.gerontechnology.org.tw:8080/ocs/index.php/csg/2016/paper/view/956/0	28/09/2016	ePoster Presentation	50 people
COMARG	PEARL Public Presentation for Seniorenrat Dietikon ZH https://seniorenrat-dietikon.ch/dynpg/upload/SSR_Praesentation_AAL.pdf	29/09/2016	Presentation	50 people and release on website
SENSAP	N. Kefalakis, A. Moralis, P. Dimitropoulos and J. Soldatos, Versalite RFID Middleware Server for Configurable Ambient Assisted Living Solutions, Special Issue "RFID Systems and Applications", MDPI (Multidisciplinary Digital Publishing Institute) http://www.mdpi.com/si/electronics/RFID	Submitted ² on 30 September 2016 (under review)	Scientific paper	N/A
RRD	Two promotion videos of the Physical Wellbeing module created by media students of Saxion Enschede	September 2016	Video for promotion	N/A

² <http://www.mdpi.com/si/electronics/RFID>

RRD	Instruction brochure and video of the Physical Wellbeing module created by Communication students of the University of Twente	October 2016	Brochure and video	N/A
AIT	Lecture at FH Campus Wien	07/10/2016	Presentation, Demonstration	Ca. 30
COMARG	Pearl presentation at EPFL Lausanne, by Prof V. Kaufmann	21/10/2016	Presentation	5
AIT, AAU	AAL2Business Workshop, Vienna	28/10/2016	Workshop	5
COMARG	PEARL Public Presentation to Schweiz.Verband Senioren Zurich, Gen. Assemblee	01/11/2016	Presentation	60 people delegates and presidents of Elderly Associations
EMP	Spread the word about PEARL during meetings of the B3 Action group on Integrated Care of the European Innovation Partnership for Active and Healthy Ageing	03/11/2016	Workshop	70
RRD	"What motivates older employees to be physically active at work? Using the Experience Sampling Method. <i>M Evers, LS van Velsen, MMR Vollenbroek Hutten, ST Boerema, HJ Hermens.</i> The European Journal of Public Health. Volume 26, Issue supplement 1 2016" Retrieved from https://ephconference.eu/	09-12/11/2016	Presentation	Ca. 1800
AAU, RFID	A. Katov, S. Kyriazakos, R. Prasad, "Increased Personalization and Intelligent Behavior of Future Workplaces Based on Applied CBR-Based Decisions Support Service", 2016, Global Wireless Summit, Aarhus, Denmark, pp. 1-5	27-30/11/2016	Scientific paper, Presentation, Demonstration	Ca. 300
AIT	Smarter Lives 2016 Conference, Innsbruck, Austria	29/11/2016	Flyer	Ca. 70

Table 9 – CONSOLIDATED TABLE OF ALL DISSEMINATION AND COMMUNICATION ACTIVITIES

8. Conclusion/Further Work

This Dissemination Report Year 3 presented not only the **Tailoring tools and channels** to share the project results by various dissemination and communication tools and channels to the **target audience**, but also the shared tasks for all project partners.

To further improve the dissemination strategy during the project's life, the Dissemination Report 3 contains an Internal evaluation of dissemination activities of Year 1/2/3 (By 7.1 Tailoring tools and channels to the target audience). Quality indicators for the dissemination actions: The project dissemination results will be measured using a questionnaire. It can allow the Consortium to monitor the quality of the project's dissemination policy. A Table for Year 3 is made to preparing an efficient monitoring from the users point of view as well. The used methodology for the assessment of PEARL dissemination & communication actions have been discussed by the consortium on the PEARL-project meeting in Netherlands (July 2016) and in Denmark (November 2016) before Month 30.

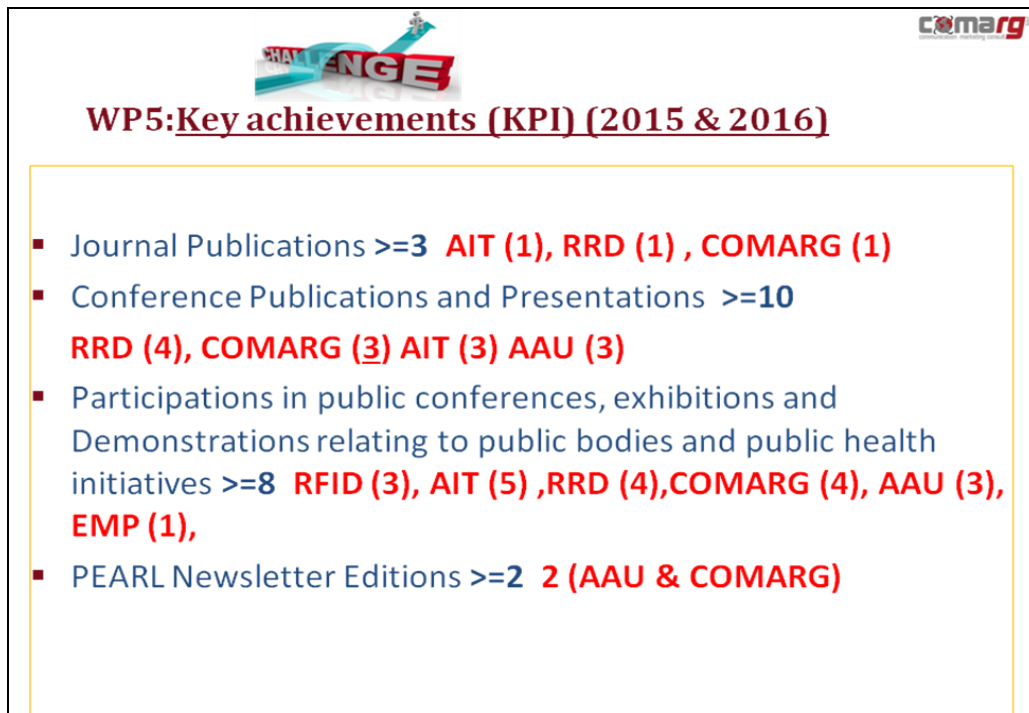
8.1. Tailoring tools and channels to the target audience

	End Users Community	Stakehold ers	Policy makers	Related projects & initiatives	General public
Tools					
Visual identity	√	√	√	√	√
Brochure -Generalist	√	√	√	√	√
Brochure -Thematic, topicspecific	√	√	√	√	
Video Tutorial – User Manual	√	√		√	√
Media articles– Generalist	√	√	√	√	√
Media article–Specialised, targeted, scientific	√	√	√	√	√
e-Newsletters	√	√	√	√	√
Project reports (depending on subject)	√	√	√		
Emailblasts– Topic specific, to a segmented list	√	√	√		
Channels					
Project website	√	√	√	√	√
Mailing lists & Contact databases	√	√	√		
Social media	√	√	√	√	√
External channels – Generalist	√	√	√	√	√
External channels – Specialised, sectorial, targeted	√	√	√	√	√
Project events– Awareness and dialogues workshops (joint project)	√	√		√	
Project events – Community workshops (lab trials and field trials)	√	√	√		
External events (AAL Forum)	√	√	√	√	√
Publications in scientific magazines	√	√	√	√	√

TABLE 10 – TOOLS AND CHANNELS TAILORED TO THE TARGET GROUPS

8.2. Quality indicators for the dissemination actions by DoW (Month 1- Month 30)

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



WP5: Key achievements (KPI) (2015 & 2016)

- Journal Publications ≥ 3 **AIT (1), RRD (1), COMARG (1)**
- Conference Publications and Presentations ≥ 10
RRD (4), COMARG (3) AIT (3) AAU (3)
- Participations in public conferences, exhibitions and Demonstrations relating to public bodies and public health initiatives ≥ 8 **RFID (3), AIT (5), RRD (4), COMARG (4), AAU (3), EMP (1),**
- PEARL Newsletter Editions ≥ 2 **2 (AAU & COMARG)**

A constant monitoring using appropriate tools (Web analytics for the social media channels) and performance measurements (targeted surveys for the user acceptance) have been done, in order to measure the quality and success of our communication and dissemination efforts and readjust actions whenever was required in every Dissemination report's periods.