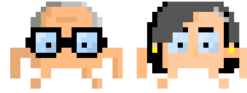




AMBIENT ASSISTED LIVING JOINT PROGRAMME



senior ludens

AAL-2013-6-039

SeniorLudens

Serious Games development platform for older workforce training and intergenerational knowledge transference

D5.4

Report on dissemination activities

Workpackage	WP5 – Project management, dissemination and exploitation
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Abstract

This document summarizes the dissemination activities executed during the project lifetime. It is based in the dissemination plan outlined as result of the recommendations raised by AAL CMU in the mid-term review of the project. This document also comprises the activities done from the onset of the project.

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1- Dissemination Activities

The present report describes the dissemination activities executed in the project from M1 to M30. These activities are going to be included in three different sections:

- Activities corresponding with the period comprised between M1 and M9. This time frame is considered the first annual report delivered to AAL.
- Activities executed between M10 to M21. These actions correspond with the second annual report delivered to AAL.
- Activities executed from M22 to M30, which corresponds with the actions executed in the third and last year of the project.

The actions covered in the second and third phase are related with the dissemination plan outlined as reaction from the recommendations raised by AAL CMU in the mid-term review of the project. The justifications on the different actions have been included inside the corresponding table included in the next sections.

The activities included inside the dissemination plan have been detailed in the third reporting period section. Those activities that have been completed are justified and commented, and those that have not been accomplished have been justified and considered to be rescheduled.

The dissemination actions that have been rescheduled after the project finalization are going to be managed by the exploitation planning outlined in D5.6 to synchronize the awareness with the promotion of the results and the consecution of new stakeholders and interest partnerships.

Apart from the dissemination actions executed by the partners of the consortium related with the results obtained in the project, the project has been promoted by direct actions, like the website and the social accounts. These actions are covered in the following section.

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2- Direct Actions

2.1- Website

The website was remodelled after the comments provided from the mid-term review. The first release of the website was static with limited adaptability to show the project results and to interact with the different interested parties.

On the contrary, the new web page located at <http://seniorludens.eu> provides the required functionality basing its development on Wordpress. The utilization of this CMS permits to maintain the web page updated with the newest security mechanisms through the continuous update system embedded. Besides the administration view present in Wordpress, facilitates the creation of the content that is posted in the web page.

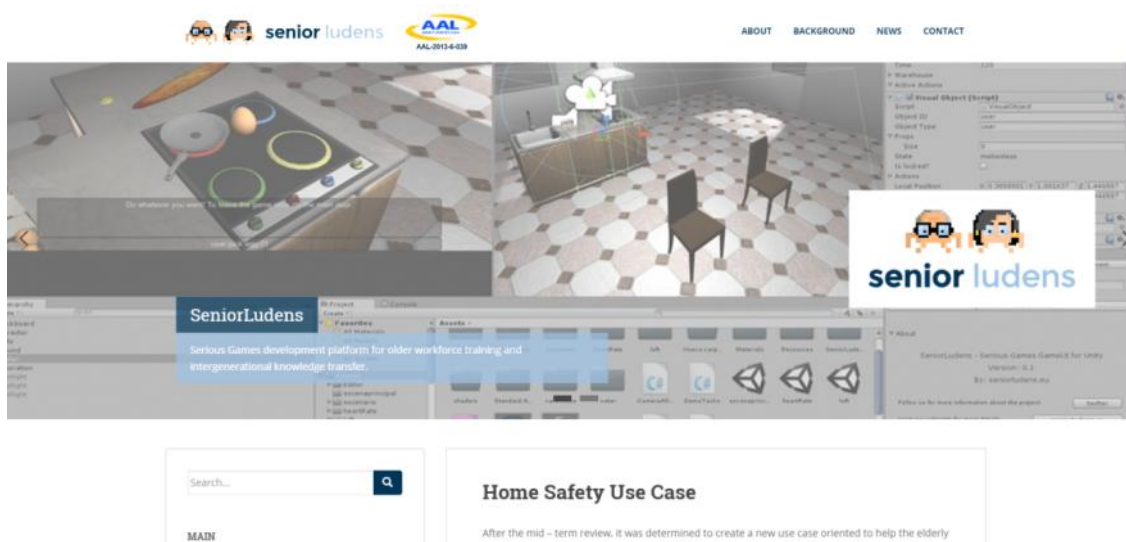


Figure 1 Web page

The web page is divided into three sections:

- **News:** This section comprises the news regarding the project.
- **Deliverables:** This section includes all the posts referred to the public deliverables released during the project execution.
- **Public Results:** This section applies to all posts referring to the general results achieved in the project.

The next figure shows the visualization of a document inside the platform. It has been adapted to allow reading the document inside the page without downloading.

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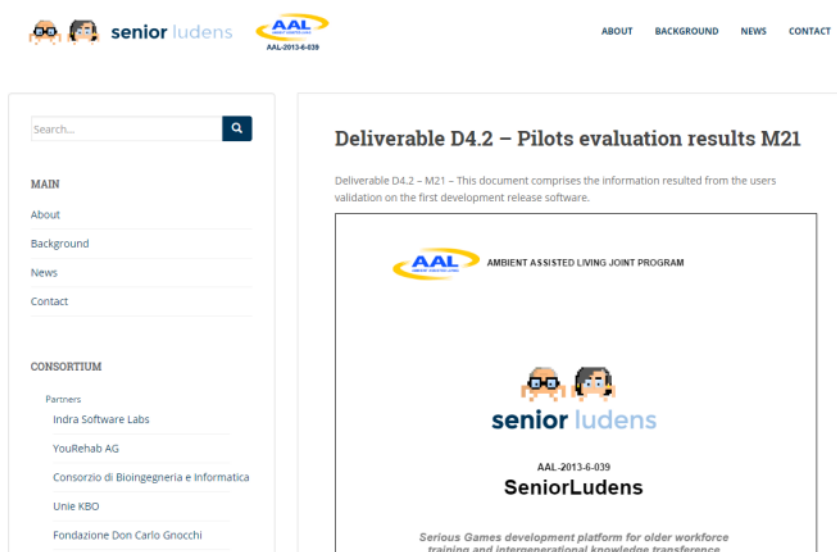


Figure 2 Deliverable section

The web page also connects, via shortcuts, the users with the social accounts that have been created for the project, and that are detailed in the next section.

2.2- Social Accounts

SeniorLudens project has two social media accounts reserved for the presentation of the project results. The first one is Twitter, which was created to show the advances to the community and also to promote the connection of the project with the AAL community and any other interested third party. The user used for the account is @seniorludens.

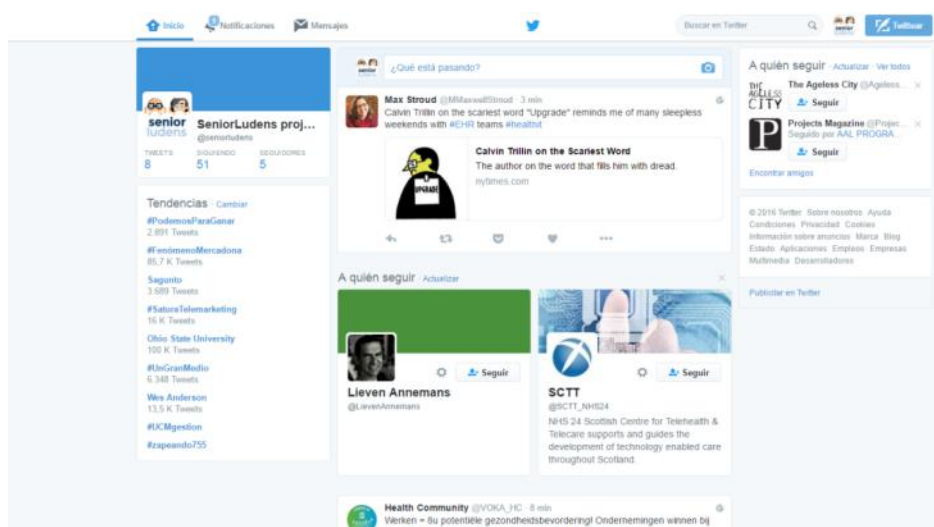


Figure 3 Twitter account

The second medium created was the YouTube channel, with the intention to provide short videos with the visual results created in the project, specially for the four use cases.

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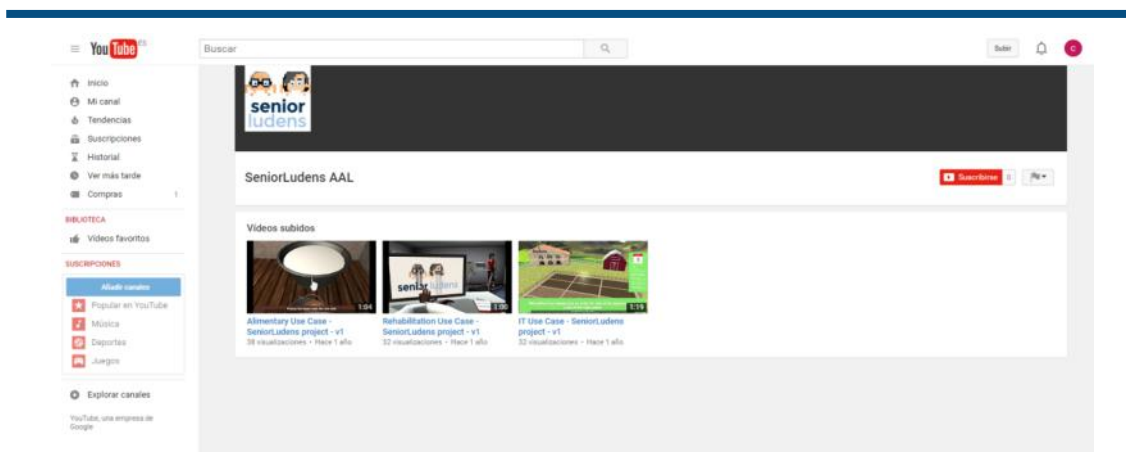


Figure 4 YouTube Channel

2.3- Public Demonstrator & Use Cases

Another direct dissemination action is the final integration itself, because it is considered the major outcome generated for the users. The public demonstrator is located at <http://demos-innovation-labs.com>. For the moment it has not been promoted but it will be done after the final review recommendations in order to include all the considerations provided by AAL CMU.

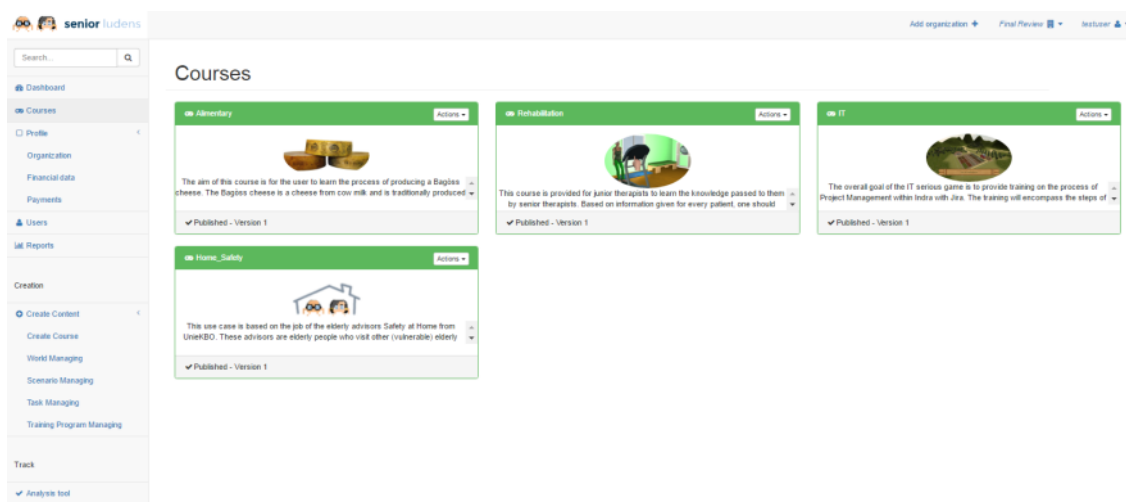


Figure 5 Public Demonstrator

The opening of this platform to the public is going to be performed in base of the exploitation planning outlined for the period just after the finalization to maximize the interest of possible stakeholders, and also synchronized with the rest of the actions planned to be completed after the final review.

The public demonstrator includes the development of the four use cases covered in the work plan with the intention of showing the capabilities of the SeniorLudens solution.

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IT use case:

This use case utilizes a farming metaphor for teaching about the concepts and tasks needed for project managing.



Figure 6 IT use case

Alimentary use case:

This use case tries to preserve the knowledge of the processes involved in traditional cheese manufacturing.



Figure 7 Alimentary use case

Rehabilitation use case:

This use case teaches new methodologies and tendencies to young physiotherapists by presenting a set of different patient problems.

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Figure 8 Rehabilitation use case

Home Safety use case:

This use case was resulted from the recommendations provided by AAL CMU in the mid-term review. The use case tries to teach the elderly users about the possible risks present in our homes.



Figure 9 Home Safety use case

2.4- AAL Forum 2016

The presence in AAL Forum 2016 was comprised in the attendance of three partners and several activities:

- **Indra:** Presentation of a poster to present the final integrated solution and to increase the interest in the project through the networking with the AAL Community.
- **YR:** Booth to promote the project results.
- **KBO:** Attendance to the conference.

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Figure 10 Poster SeniorLudens AAL Forum 2016

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3- First Reporting Period dissemination (M1 – M9)

These dissemination actions were included in the first year report. The underlying intention was to present the project objectives and to create an interest network in the community.

Partner or entity	Event or dissemination action	Date	Medium and reference	Indicative coverage
INDRA	Project's Web Page	30/09/2014	WebPage: http://seniorludens.eu	Public
Unie KBO	Articles and information	06/2014 & 12/2014	Digital newsletter and mailings Unie KBO	Active members and local branches KBO
Unie KBO	50 plus fair	16/09/2014 - 20/09/2014	Stand, Dutch flyers and banner SeniorLudens	Older adults from the Netherlands
Unie KBO	Home automation and smart living event Eindhoven	19/11/2014 20/11/2014	Stand, Dutch flyers and banner SeniorLudens	Organizations and companies in the Netherlands
Unie KBO	Permanent information SeniorLudens on website Unie KBO	2014	http://www.uniekbo.nl/technologie/chefmyself/	Older adults and organizations in the Netherlands
Unie KBO	Participation in AAL forum	10/09/2014	Webpage Unie KBO, Flyers and mailings about SeniorLudens	Older adults and

				organizations in the Netherlands, active members KBO
INDRA (Spain)	Project's Web Page	30/09/2014	WebPage: http://seniorludens.eu	Public

Table 1 Dissemination actions in first reporting period

4- Second Reporting Period dissemination (M10 – M21)

These actions were reported in the second year report to AAL. The intention of these actions was motivated to show the first and second partial integration of the project.

Partner or entity	Event or dissemination action	Date	Medium and reference	Indicative coverage
INDRA	New project's Web Page	31/10/2015	WebPage: http://seniorludens.eu	Public
INDRA	Promotion in Indra intranet	07/2015	Public webpage Indra Company. Internal newsletter	42.000 employees
INDRA	Press release	07/2015	Press release to national media.	National Media with international echoes.
INDRA	Twitter	2015	@seniorludens	Public
UniekBO	Information on website	2015	http://www.uniekbo.nl/aal/seniorludens/	Older adults and organizations in the Netherlands
UniekBO	Twitter	2015	@uniekbo	Public 2440 followers
UniekBO	Participation in AAL Forum conference	22-25/09/2015	Webpage Unie KBO, Flyers and mailings about SeniorLudens	Older adults and organizations in the

				Netherlands, active members KBO
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Table 2 Dissemination actions in second reporting period

5- Third Reporting Period dissemination (M22 – M30)

These actions are included inside the third annual report to AAL. The actions are based on the dissemination plan created as result of the mid-term review, and the actions included in it are detailed and justified. Besides the initial proposition of actions, outlined in this plan, has been extended with new actions executed outside the initial planning.

The objective of these actions is to promote the project results and also to create a consistent basis of stakeholders that can pave the way for the forthcoming exploitation. Due to this, some actions have not been completed yet, and will be done in the short term future together with the exploitation planning included inside the D5.6.

Partner or entity	Event or dissemination action	Date and Place	Remarks	Result	Date of execution/estimation
INDRA	National press release.	September 2016, Spanish national media.	This press release searches for demonstrate the results achieved in the project and to maximize the exploitability of the final solution in the national market.	This action has not been done yet, because it has been delayed until the final review and the end of the year to increase the awareness of the results achieved. In addition it is aligned with the exploitation schedule outlined in D5.6.	Planned for December 2016.

INDRA	Internal presentations to market divisions in Indra. (Public administrations, Energy, etc.)	September 2016	The objective is to maximize the exploitability of the final solution through the internal markets.	This action has been delayed with the objective of showing the complete integrated solution (MVPI) according with the exploitation planning outlined in the period just after the project execution.	Planned for December 2016.
INDRA	Promotion in Indra Intranet	September 2016	The objective is to strengthen the commercialization possibilities of the final solution.	This action has been delayed to be executed in parallel with the national press release to increase the awareness. Besides this action is considered as an internal promotion mechanism to raise the interest of the solution in other internal markets apart from those initially proposed in the exploitation perspective. It is scheduled inside the exploitation planning.	Planned for December 2016.
INDRA	Connections with other AAL projects.	2016	During the year, it is going to be promoted the networking activities with other AAL oriented projects and institutions.	This action has not been completed due to the necessity to focus the effort on the integration. It is going to be covered inside the exploitation schedule to obtain synergies and lessons learnt.	It is scheduled to be executed in the exploitation planning. December 2016.

INDRA	Attendance to AAL Forum 2016	26 -28 September, 2016	The project and the final solution built will be presented publically to the AAL community.	It was presented a poster in the conference.	26th-28th September 2016
INDRA	Twitter, Youtube channel and project website	2016	During the year the social presence of the project will be strengthened with the results achieved in the integration and also in the use cases.	Completed.	Continuous update of content.
INDRA	Public demonstrator site	September 2016	In the end of the project, the project demonstrator will be opened to the users and organization to validate its results outside the project scope and also to leverage the potential marketability opportunities.	This action is scheduled to be done after the final review, in the framework of the exploitation planning. The objective is to increase the awareness of the final solution over the general public. It needs to be executed before launching the national press release to maximize the connection with the possible stakeholders.	Planned for December 2016.
YR	Swiss eLearning Conference, Zurich	March 2016	Networking, Business Partner Evaluation	This action has been postponed. The participation in the next conference is going to be evaluated in the	

				exploitation planning.	
YR	Wearable Tech Show, London	March 2016	Networking, Business Partner Evaluation	Completed We have mainly been looking for networking to contact possible stakeholders.	
YR	eLearning and Software for Education Conference, Bucharest	April 2016	Networking, Business Partner Evaluation	This action has been postponed to be executed in the exploitation phase.	
YR	ICT4AgeingWell 2016, Rome	April 2016	Networking, Business Partner Evaluation	Completed We have been mainly looking for networking and contacts.	
YR	ESPRM, Lisbon	April 2016	Exhibit products and services	Completed We showcased the final integrated solution.	
YR	5th EAI International Conference: ArtsIT, Interactivity & Game Creation, Esbjerg	May 2016	Networking, Business Partner Evaluation	This action has been postponed. The participation in the next conference is going to be evaluated in the exploitation planning.	
YR	ExpoSanita, Bologna	May 2016	Exhibit products and services	Completed We showcased the final integrated solution.	
YR	EAI International Conference on	June 2016	Networking, Business Partner	This action has been postponed. The participation	

	Games fOr WELL-being /eHealth360, Budapest		Evaluation	in the next conference is going to be evaluated in the exploitation planning.	
YR	Copa, London	June 2016	Exhibit products and services	This action has been postponed. The participation in the next conference is going to be evaluated in the exploitation planning.	
YR	Rehab, Basel	June 2016	Exhibit products and services	Completed We showcased the final integrated solution. Unfortunately the visitor frequency was low.	
YR	Rehabilitatia, Lodz	September 2016	Exhibit products and services	This action has been postponed. The participation in the next conference is going to be evaluated in the exploitation planning.	
YR	8th International Conference on Virtual Worlds and Games for Serious Applications, Barcelona	September 2016	Networking, Business Partner Evaluation	This action has been postponed. The participation in the next conference is going to be evaluated in the exploitation planning.	
YR	Included Project Information on own homepage	2016		Completed.	
YR	The 10. European Conference on Games Based	October 2016	Networking, Business Partner Evaluation	This action has been postponed. The participation in the next conference is going	

	Learning, Paisley			to be evaluated in the exploitation planning.	
YR	15. European Conference on e-Learning, Prague	October 2016	Networking, Business Partner Evaluation	This action has been postponed. The participation in the next conference is going to be evaluated in the exploitation planning.	
CBIM	DIDAMATICA 2016 Technology Enhanced Learning	April 19-21, 2016 University of Udine, Italy	Call for papers (Deadline: March 14, 2016)	This action has been postponed with the objective of showing the final integration of the system to the community.	Rescheduled for next edition of the conference in 2017.
CBIM	International Conference on Communication, Management and Information Technology (ICCMIT2016)	April 26-29, 2016 University of Calabria, Cosenza, Italy	Call for papers (Deadline: March 30, 2016)	This action has not been done due to the coincidence in time of the National meeting of Biomedical Research, organized by the Italian Ministry of Health	Rescheduled for the IMIT meeting of Desio, July 2016
CBIM	European Innovation Partnership on Active and Healthy Ageing - Conference of partners	December 2016 Brussels			Planned for December 2016.
CBIM	National meeting of Biomedical Research, organized by the Italian Ministry of	April, 27-28 2016 Rome	Italian flyer	Completed. Distributed to Research and Healthcare Institutions.	April, 27-28 2016

	Health				
CBIM	13° International Conference: e-Government & e-Health (eGeH'16)	July 9, 2016 Desio	Presentation of the technical architecture of the platform and demo of the use cases	Completed. The audience was composed of about 40 persons (physicians, and technicians) belonging to Healthcare Public and Private Institutions and Universities	July 9, 2016
CBIM	La Salus ERASMUS+ Project Plenary meeting	July 13, 2016 Pavia	Project presentation, Use cases demo	Completed. The audience was composed of 23 persons, physicians, nurses and technicians, coming from Italy, Spain, France, Argentina, Chile, El Salvador, Paraguay	July 13, 2016
CBIM	Risk Management Forum	November 29 – December 2, 2016 Florence	Italian flyer to be distributed to Research and Healthcare Institutions		Planned for December 2016.
UniekBO	Workshop 50+ fair	October 2016		Completed. It was presented by leaflets during the 50+ fair.	21-24 sept 2016
UniekBO	Article in Nestor	Summer 2016	Report of third validation session in magazine UniekBO, 330,000 readers	Will be integrated in a article about Robot at your service http://robotsatyourservice.com/ In Nestor 2017 February	18-22 nov 2016

UniekBO	Publicity on Facebook in test-validation sessions	Spring 2016 Summer 2016		Completed, but not only on the Facebook but also on Twitter during the tests	Sept 2016
UniekBO	Implementation of a Home Safety game in the regular job of the elderly advisors.	From summer 2016	This dissemination and implementation is co-financed by the Dutch Ministry of Security and Justice. Safety at home is one of their pillars and they stimulate the game as an instrument to work on this.	Completed. The game is not ready to be used in the regular job of the elderly advisors. But they are enthusiastic to use it. The ingredients (about safety) of SeniorLudens are input for a new project.	24-09-2016
FCG	Presentation and application of health serious game in master medical university courses as simulation of neuro-motor-rehabilitation exam	September 2016, Università degli studi di Milano Italy		The Rehabilitation Use case was perceived as useful, usable and satisfying.	September 2016
FCG	Presentation of pilot results in chapter of the thesis program (Master in Rehabilitation)	November 2016, Università degli studi di Milano Italy	Thesis of rehabilitation (Master degree)	Results of pilot usability of technology in clinical context	November 2016

FCG	3rd EAI International Conference on e-Learning e-Education and Online Training	August 31-September 2, 2016, Dublin	Full Paper Submission deadline: 4 April 2016 Notification and Registration opens: 2 May 2016 Camera-ready deadline: 23 May 2016	This activity has not carried out since the data of abstract submission were not ready to be included in a contribution yet.	Planned for the next conference.
FCG	Global Medical Engineering Physics Exchanges (GMEPE) & Pan American Health Care Exchanges (PAHCE)	April 4-9, 2016, Madrid		This activity has not carried out since the data of abstract submission were not ready to be included in a contribution yet.	Planned for the next conference.
UPC	Invited conference on Serious Games at the Catalan Cluster on Health Annual Meeting	18/02/2016	Dissemination to biomedical companies for potential uses in professional training	List of potential clients in the biomedical field to create games for training daily activities addressed to persons with cognitive decline.	18/2/2016
UPC	Invited conference on Serious Games	03/02/2016	Dissemination to potential clients for	List of potential clients for the creation of educational games	03/02/2016

	at the 1st Research Conference at the Engineering School ETSEIB		superior education	as a way to preserve the knowledge of senior professors near retirement.	
UPC	Press note	March 2016	Press note in the NewsLetter of the UPC to the Spanish industrial sector	The press note has been delayed to detail all the features integrated in the final solution.	Planned for the first trimester 2017.
UPC	Conference	Summer 2016	Communication on the concept, design and validation of the project	The conference paper will be submitted on spring to VS-Games 2017	Planned for the next conference.
UPC	Journal Paper	September 2016	Journal paper on the concept, design and validation	The paper is partially written, it will be finished after the project with the overall data obtained from the validations.	Planned for the first trimester 2017.

Table 3 Dissemination actions in third reporting period based on the dissemination plan

6- Conclusion

The dissemination activities included in the present deliverable has been executed searching for the promotion of the SeniorLudens objective and results inside the communities, looking for fostering the active life and the decision on the extension in the professional life of the senior workforce in the organizations. This approach which is based undoubtedly in learning is the key concept under the SeniorLudens project.

The actions has been also directed to show the capabilities of the system in order to determine a exploitable strategy and also to increase the awareness of the project results to reach to the maximum number of stakeholders and interested users as possible. The intention to create an interest network not only during the project execution but also in the exploitation phase is radical to support the SeniorLudens concepts.

Some of the actions included in the present deliverable have not been completed yet and it shows the strong desire of the consortium to keep working together for the promotion of the results accomplished after the project, during the exploitation phase outlined in the deliverable D5.6.

The many actions that have been completed have served us to lay the foundation of the SeniorLudens objectives and to see the high possibilities of the SeniorLudens solution and the great interest that our results raise into the users.

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