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Project - Safety of Elderly People and Vicinity Ensuring - "SAVE"

Deliverable: D.5.4 Dissemination plan

Version: V1.0

WP5 Leader: UnitBv

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1. Summary

The current document „D5.4: Dissemination plan” is part of the work package 5 (WP5) and aims to provide an overview of the SAVE project Dissemination Plan, which summarizes the consortium’s strategy and concrete actions related to the dissemination of the project and its results.

Initially defined at the proposal submission stage in section „3.2.2 Sharing project knowledge – dissemination”, the Dissemination Plan evolves through a continuous loop of feedback and evaluation, to adapt to the needs of the project as a whole as well as those of the consortium members and also in compliance with the document "Guidelines for dissemination and reach out" provided by the AAL Program.

2. Introduction

The project SAVE is suit the elderly persons, suffering of age-related chronic illnesses, mild cognitive issues/disabilities, cognitive decline - after the age of 50 years, there are often observed memory difficulties, mobility difficulties. Preventing such issues, SAVE solutions avoid psychosocial exclusion of the end-users and optimises individual’s life, caregiving resources and preserving as much as possible the familiar environment in which the end-user can exercise his autonomy and self-management.

The SAVE project aims at moulding its services upon a profound knowledge of actual needs and related opportunity areas. To this respect, the involvement of end-user and stakeholders is a key resource, in co-creation and co-design session, in testing, validation and implementation at 3 pilot sites, In Romania, Hungary and Italy.

The SAVE system is an incorporated solution that main goal is to support end-users in staying in their familiar surroundings for as long as possible, while still be safe and optimally cared for. Secondly SAVE supports informal caregivers, like relatives, in providing optimal care for their wards, while maintaining their professional and private life. Additionally, SAVE enables professional care-givers to develop an optimal support planning and achievement, involving also volunteering associations.

The target market for these technical innovation are: (i) elderly people, age-related chronic illness, people with mild dementia or with disability, and other impairments, (ii) informal caregivers, like family members; (iii) formal caregivers, social-care organisations, nursing homes and volunteer organisations.

This document is available on the dissemination activities of the SAVE project, which is part of WP5: "Management and dissemination" and aims to provide an overview of the consortium's considerations regarding the management, planning and coordination of dissemination activities for ensure an effective mechanism for maximizing the impact of the project.

An important objective of this result is the presentation of the dissemination plan published on the SAVE project website. All partners contributed with proposals for dissemination actions.

A commonly agreed Dissemination Plan is necessary in order to ensure the effective communication of knowledge by all partners, and the establishment of a common strategy, that is supported and amplified by the entire consortium. The information on dissemination activities results were included in the periodic coordination and management reports delivered by all work packages.

An initial consideration of the main actions and target groups was realized as early as the proposal submission stage, while a more concrete plan is currently presented in the present document, developed within the activities of WP5. It aime to put in action the original plan defined during the proposal submission stage, and to further make any necessary amendments and updates, following the project’s progress and external opportunities, along the project development and lifetime.

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A wide dissemination activity is certainly crucial for the success of the project, in order to draw attention on the social and economic impact that the system can bring to local and regional communities and on the related business opportunities. The dissemination of SAVE achievements will contribute to raise interest in the technologies involved in the system and in the scientific and social results.

3. Dissemination strategy and actions

The SAVE dissemination strategy is based on **two major directions**: (a) user-driven results and (b) active collaboration with key stakeholders going through a continuous development process.

- a) **User-driven results** mean that project results are developed according to the users' needs and requirements and, most importantly, project results are going through a dynamic process of development and validation based on continuous user feedback. The structure of the consortium and the design of the pilots guarantee active participation of users.
- b) **Active collaboration with key stakeholders** as a building block of SAVE valorisation strategy; all project partners are committed to invest time and resources in developing links among key stakeholder organisations and individuals as a means to ensure that project results reach the target audience and that these results will be exploited appropriately.

The aims of the SAVE dissemination strategy are to:

- encourage involvement in the project;
- change opinions and attitudes;
- embedding project results into the practices of participants;
- aid mainstreaming and achieve sustainability for the project;
- ensure that the project's methods and outputs are adopted by stakeholders;
- further developing project results in different contexts and situations (e.g. different countries and regions).

The **dissemination strategy** aims to provide a good dissemination and exploitation of the project results. The dissemination plan presented in this document may be subject to change, depending on the progress of the project and the results obtained in the various stages, in order to optimize the activities of the consortium and meet the objectives of the project.

The dissemination strategies identified in this section will be discussed continuously by all participants in the consortium and throughout the life of the project.

SAVE's dissemination strategy is not static and will be reviewed and expanded on a regular basis as the project continues and new opportunities or obstacles arise.

We can summarize the dissemination strategy aspects in Table 1.

Table 1 – Strategy of dissemination actions

Timing When to disseminate?	Start of project 1—6 months	Production period 7—29 months	Final period 30—36 months
Aim Why to disseminate?	» Create awareness about the project, particularly on its innovation and content	» Create understanding on the project and its capacity and innovation » Defining services	» Promote the SAVE service with the target audience

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Timing When to disseminate?	Start of project 1—6 months	Production period 7—29 months	Final period 30—36 months
	» Attract users for the pilots	through a strictly user-driven design process (co-creation & co-design sessions) » Receive feedback from the participants in the pilots	
Audience To whom to disseminate?	» Direct end-users » Indirect end-users	» Direct end-users » Indirect end-users » Other interested parties	» Direct end-users » Indirect end-users » Other interested parties
Methods/ Activities How to disseminate (tools, activities)?	» Present / discuss the project with staff in each partner's organisation » Prepare dissemination material » Present / discuss the project's aims with potential users » Set up a web-site » Organise a workshop	» Operate the web-site » Participate in events and conferences » Assess training process	» Collect evidence that validates the service » Organise visits/meetings to specific audiences » Present Demos of the Service » Organise a final workshop
Costs How much will this cost?	» Web site costs » Costs for video and workshops » Costs for dissemination material mainly borne by SAVE, but also costs for each organisation to use material and participate in events	» Costs for the organizers of the pilots to receive feedback » Costs for participating in other events	» Costs for the organizers of the pilots to receive feedback » Costs for participating in other events
Responsibilities Who will be in charge?	» All partners coordinated by UnitBv	» All partners coordinated by UnitBv	» All partners coordinated by UnitBv
Measure How do we know that we are arrived?	» Response level » Number of activities » Feedback	» Response level » Number of activities » Feedback from target audience » Feedback on Website	» Response level » Number of participants » Feedback from target audience » Feedback on service » Follow up potential

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Dissemination Plan (see Table 2) uses different strategies to deploy an integrated dissemination approach according to which the project maps and reaches via online tools (such as the project website, social media webpages, etc.) as well as offline channels (such as workshops, etc.). The Dissemination Plan evolves through a continuous loop of feedback and evaluation, to adapt to the needs of the project as a whole as well as those of the consortium members.

According to WP5, the communication and dissemination plan should be oriented to:

- Organize dissemination activities (participation to conferences and organization of fairs, seminars, workshops, journal publications and website).
- Transfer of knowledge from the project partners to end users.
- Define dissemination routes and agreements for the project results, based on market analysis for the SAVE solutions;

Events are a main dissemination and engagement method both at local and international level. A calendar of events will be developed to give an overview of targeted venues and events (local & international events, including participation on the AAL Annual Event) for dissemination and demonstration purposes.

Regarding local events, partners will assess the suitability of attending and the scope of the participation based on timing, budget, technical, other constraints, general participation and impact of the event, etc.

Connect and cooperate with other European networks besides AAL could give rise to a larger network of actors and stakeholders that effectively disseminate and communicates project results. Therefore, sharing best practices through the European Union can be achieved by approaching existing transnational networks and programmes such as: Alzheimer Europe; International Longevity Centre (UK), etc. Individual engagement by project partners involving their own contacts and networks will also be managed.

SAVE's **dissemination activities** will not be limited to conventional media, but will focus on disseminating its results directly to the stakeholders involved, through specialized communication tools, as well as through direct contacts and visits, workshops, online communication, webinars and so on. Each partner will use all opportunities related to the scope of the project to organize dissemination activities, expand cooperation, exchange knowledge and learn from other projects and also communicate the results of the project in their own language. These opportunities include conferences, publications in local magazines, fairs, workshops, meetings with local stakeholders and local authorities, all relevant events in which partners can participate.

Table 2 – Dissemination Plan

Activities		Means	Time
Internal Dissemination		» Project Meetings (6GA, 24WP meetings) » Projects Reports (5 + each partner national reports) » Internal documents, Deliverables (24) » E-Mail List » Internet - A collaborative workspace document repository (Google Drive) » Video & Phone Conference	M1 - M36
External Dissemination	Dissemination on the internet	» Project Website » E-mail / Mailing Distribution list » Social networks (LinkedIn) » Webinars (2)	M5 - M36 M1 - M36 M5 - M36 M15 - M36

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Activities		Means	Time
	Distribution of Promotion Materials	» Publications in scientific/specialized magazines (5) » Press Releases (3) » Brochure (1), Notices in journal, Posters, Flyers (3) & Advertising » Videos (11) » Newsletters (3) » Mailing List	M5 - M36 M19 - M36 M5 - M36 M15 - M36 M5 - M36 M1 - M36
	Organisation/ Participation of/in Events	» Participation in conferences (3), workshops (2), trade fairs & exhibitions (2) » Actions of Targeting of scientific community, authorities, Policy Makers	M5-M36 M5-M36
	Establishing Contacts/ Network of interest	» Personal Contacts with Key People » Participation in Workshops/ Conferences of specific networks (2) » Project Meetings (formal & informal) » E-mail/Mailing List	M1 - M36 M1 - M36 M1 - M36 M5 - M36

SAVE dissemination strategy will therefore make use of different communication and dissemination means, implementing actions toward several **target groups**, like:

- elderly people, age-related chronic illness, people with mild dementia or with disability, and other impairments;
- informal caregivers, like family members;
- formal caregivers, social-care organisations, nursing homes and volunteer organisations;
- scientific community - (i) experts in the field of ICT-based solution for people with cognitive impairments; (ii) local scientific networks of each project partner; (iii) all those scientific institutions, research centres and European networks who should be made aware of the progress in knowledge that SAVE will provide by its execution.
- industrial interest groups working on ICT solutions for people with cognitive impairments;
- policy makers, public authorities and all public and private Health stakeholders such as (i) the project stakeholders through the exchange of experiences among the groups involved (ii) the municipality of Brasov, which has expressed strong interest in the proposal; Partners are in close relations with municipalities of Ancona (IT), Fabriano (IT), Budapest (HU), Bucharest (RO), as well as Brasov (RO), Marche (IT), and Central Hungary (HU) regions, and (iii) Public institutions and policy makers at local, national and European level interested in ICT solutions in health care;
- media and public at large such as (i) citizens of the country involved starting from end users and related relatives involved in the consortium; (ii) Internet communities and in general people reached by mass media (TV, radio, etc.) or social media by press coverage, web news publication, production of leaflets, videos and other specific means to raise awareness on SAVE results.

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The following **dissemination channels** and activities have been identified:

- An interactive and multimedia **website** and social networks will be set up as: (i) a portal for project partners (websites, shared tools for communication and research); (ii) a community for end-users (including connections to popular social media) – sharing experience, questions, advice, feedbacks; (iii) a section for the “product and service” presentation to end-users; (iv) case histories presentation.
- **Digital Press**: to increase attention on the opportunity of SAVE system a targeted production of contents will be set to be delivered to the press – digital and traditional, national and European.
- Existing **AAL Programme initiatives and networks** by connecting to their relevant events and thus reaching to larger professional and business audiences;
- **End-user organizations** and their networks.

The **materials and tools** for dissemination will be as following:

- Graphical identity of SAVE project to be used consistently by the consortium throughout implementation. The logo & templates (letter-head, deliverables, PPT etc.) produced by the Coordinator will be visible on all dissemination materials and the website already during the launching phase.
- Brochures and leaflets will be used by partners at conferences & events they participate in.
- Videos - an internal process for the quick and effective production and publishing of video materials will be established. Videos will be uploaded on own site, on Youtube or similar platforms.
- General presentations - some generic presentations will be delivered; these will be adapted to the different occasions.
- Publications - scientific partners will use of project results to publish in scientific and professional publications.

In order to provide for clarity and to enhance the quality of the presented material, the consortium agrees that all dissemination activities should follow a number of important **dissemination principles**:

- To respect the Intellectual Property Rights (IPR) of all partners
- To duly protect confidential results
- To recognize and respect the work of all partners by ensuring the proper reference of all relevant parties of the action
- To coordinate actions in order to avoid overlapping or duplication of dissemination activities
- To target the appropriate audiences
- Unless it goes against their legitimate interests, each partner must as soon as possible disseminate its results by disclosing them to the public by appropriate means
- Any dissemination of results must indicate that it reflects only the author's view and that the EC is not responsible for any use that may be made of the information it contains.
- Where appropriate, the project visual identity should be included
- All dissemination material should mention the project name and the financial support of AAL Program

Public acknowledgement:

Any publication or public communication regarding SAVE project should include the following acknowledgement:

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The "SAfety of elderly people and Vicinity Ensuring " (SAVE) project is partly funded under the AAL Program (www.aal-europe.eu) as part of the European Community's Competitiveness and Innovation Framework Program supported by the Council of Europe and partly funded by national authorities.

4. Website and social media

Dissemination actions include the preparation and maintenance of the project website, and presence in social media.

A website is a central part of any communication plan for a entity trying to broadcast a message destined to reach the wider public.

In this regard, a project website has been created for the SAVE project (<https://save-aal.eu/>) with the task of disseminating information about the projects objectives, participants and results in a way that is comprehensible to a wide audience.

In order to make the navigation accessible from any device and to optimise the position in search engines, a responsive design has been chosen.

The website is created and managed by the partner Ikontent Digital Europe KFT. This includes results, workshops, conferences, and any information that might be of interest for the stakeholders of the project. Updates are done during the entire duration of the project.

4.1. Website content

- Project - the visitor can find the project overview, which contains information about the research and the objectives of the project.
- Consortium - this page shows all the partners who are involved in the project.
- Sevices - it contains the description of the services implemented by the project.
- Deliverables
- News
- Contact
- Privacy policy

4.2. Functionality

- CMS
- responsive
- subscription handling
- newsletter

4.3. Social media

The SAVE project has a profile on LinkedIn: <https://www.linkedin.com/company/save-aal/>

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5. Internal Knowledge Output template

The logo and the template of the documents are defined for the deliverables of the project. Fig. 1, is the first page of each Project's deliverable. All the useful information are included, i.e the logo, the project period, the call of the project, the author and the title of the deliverable.

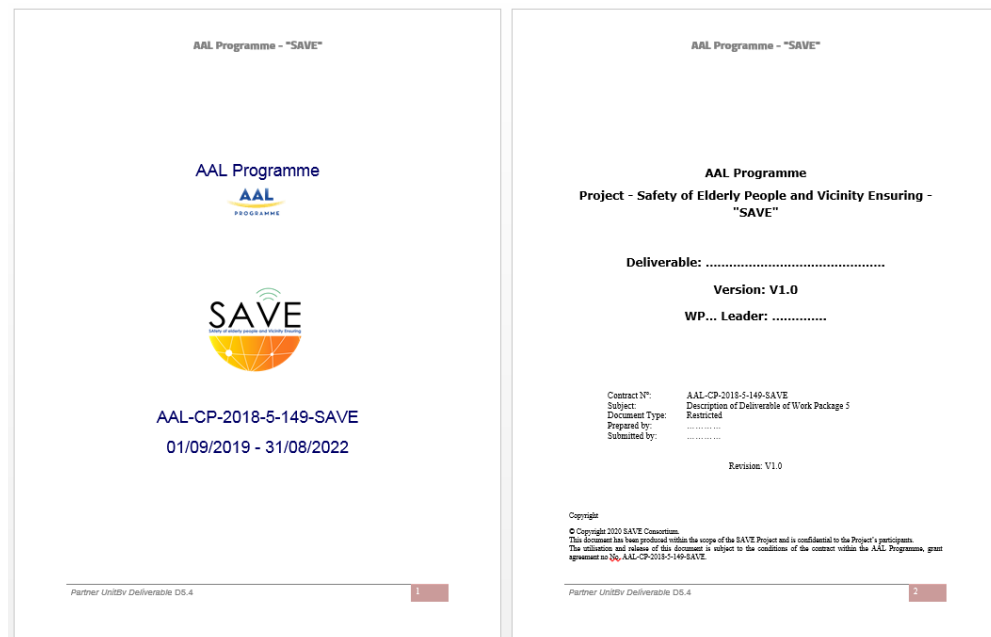
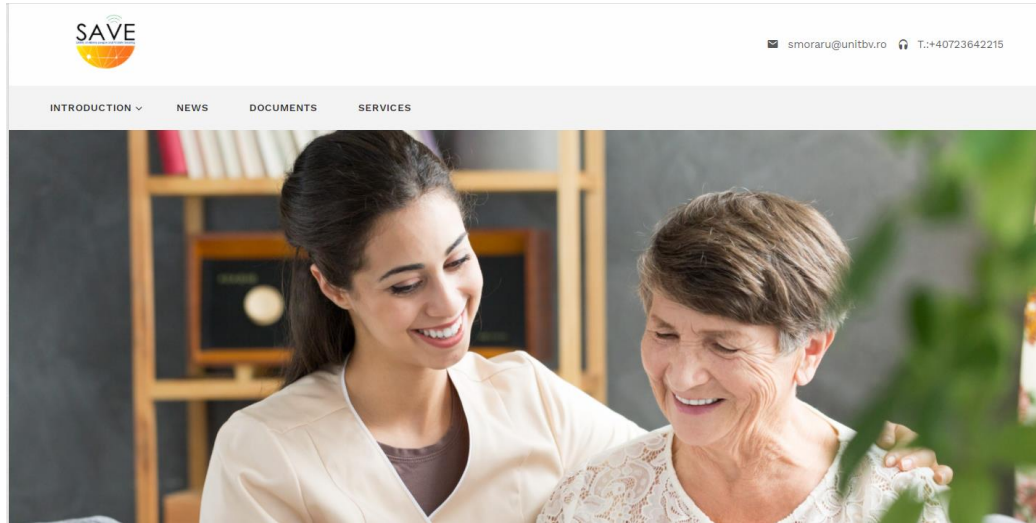


Fig. 1 Template of pages 1-2 for deliverable document

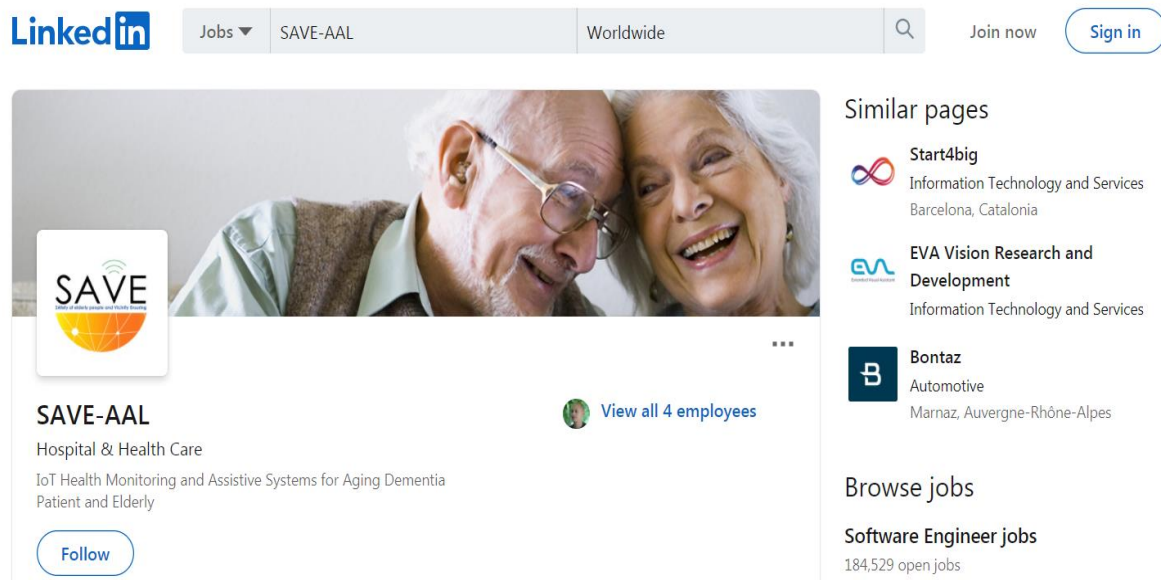
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6. Dissemination performed until M15

- SAVE website (<https://save-aal.eu/>)



- LinkedIn: <https://www.linkedin.com/company/save-aal/>



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- Project leaflets

S.A.V.E.
Safety of elderly people and Vicinity Ensuring

Project Partners
Transilvania University of Brasov (UNITV) - Romania
www.unitbv.ro
Vision Systems SRL (VS) - Romania
www.vision-systems.ro
Institute of Space Science - HLRPP Subsidiary (ISS) - Romania
www.iss.ro
Inkontent Digital Europe EFT (INKONTENT) - Hungary
www.inkontent.hu
EVA Vision RAD LLC (EVA) - Hungary
www.eva.vision
Orizzale Onsale Rehabilitation Institute (ONRI) - Hungary
www.onri.hu
Laboratori della Seta S.r.l. (Lutikea) - Italy
www.lutikea.com
IRCCS-INRCA (INRCA) - Italy
www.inrca.it

Objectives
SAVE is dedicated to the over 65 living alone and suffering (or at risk of) age-related chronic diseases and/or mild cognitive functionalities. For these, and a range of "not-so-fit" persons, SAVE aims to avoid psychosocial exclusion by "nurturing the relational", thanks to a "full in one" app including a series of services addressed to help elderly people to remain independent and maintain a healthy lifestyle. The unique goal of "orientation" in a supportive environment - in terms of position-location and/or in terms of safety (in sensor-equipped intelligent houses) is also approached in a broader cognitive and behavioural sense, task-oriented in the "personal cloud" of relatives, friends and caregivers.

SAVE is aimed at helping the elderly to live independently and safely for longer time at home (using a sensors kit for activity monitoring and safety assessment), and autonomously outside home (using locating systems for guidance back home or to the nearest point of support) with involvement in physical activities (in pre-active extension of the reorientation effort, monitored by wearable devices) with the goal of health improvement and social insertion/integration.

SAVE aims to combine different technologies in order to provide a service platform, centred around a holistic vision of end-user needs, and connecting different stakeholders (distributors, professional care providers, volunteering and third-sector associations, family members etc.) offering them a straightforward access to shared information, organization tools and connection to services, extending the concept of "community". We expect to offer a consolidated solution able to ensure long-term, continuous monitoring and support of end-users' health and wellness, in a more effective and reliable way, both at the individual and the community level.

The project consortium used an Agile method of development for the "no-creator" of services with maximum involvement of all categories of end-users and legal entities involved.

SAVE services description
Subscription
To enable registration of the users into the SAVE community, with the configuration - the selection & profiling of their access and modification rights. The access to modification capabilities are granted from the end-user to the relatives, to the family members, to professional caregiver and even to the IT specialist.

Technology enabling & training
The purpose of the service is that after installing the devices (for example - the sensor kit, using (checking) the internal connector, etc.) and installing the necessary applications on smartphones to support the SAVE system, there will be training on how to use the system the users - elderly, relatives, caregivers.

Location and Orientation
The service can be used via an app on the smartphones. It is aimed to trace the routes taken outside your home and, in case of difficulty or disorientation, to locate the user and involve (together with decisions to return home and/or notify family members or personal assistants for help).

Security services
Physical A unique system capable to perform:
- alerts
- technological training
- cultural services (open - walk, alert and ping) offering the way to both patient and medical doctor the possibility to track the medical history of the patient, storing automatically the clinical results into a cloud system. It can be monitored either by the doctor, and in some cases (only) loss of consciousness) and should be launched automatically. In an emergency case it is important to permit calling for urgent help in a simple way.

Enhancing alert info - personal/domestic alert service
From the technological point of view, SAVE aims to contribute to the future of "Emergency call" that should assist people at "both sides of the line" - not only end-users in need (that cannot open apps like Google Maps, not only because of cognitive impairment or lack of technical knowledge but even because of momentary extreme distress) but even volunteers or caregiving bodies operators that cannot interpret complex GIS (Geographical Information Systems) data.

Adapting physical exercise and social activities
For elderly people, driven by voluntary organizations, regarding respect for stress assessment services, activity based services and virtual trainer. Physical exercises for elderly with support from volunteers. Adults aged 65 or older who are generally fit and have no health conditions that limit their mobility should try to be active daily. Examples of activities that require moderate effort for most people include: walking, bathroom and dining, pushing different objects, playing table tennis (single, double). Muscle strength is necessary for all daily movement by building and maintaining strong bones (preventing their balance condition and their daily fit activities) maintaining a healthy weight.

Personal (re-) planning service - "TO DO List"
The purpose of this service is to increase security, prevent social isolation, participate in various programs or occasional activities and maintain the multifunctional network around the individual. The tool will help in the planning and carrying out of the daily activity in a safer and more efficient way, also can implies social motivation and involvement. Through the "To do" section of the application, the elderly user will be helped to remember/execute the planned activities, synchronized in the "personal cloud" of their relatives, friends and formal caregivers.

e-Health Monitoring System
The service can be implemented as an Office Health Service (OHS) and/or Office Health Service (OHS), both involving e-health sensors used on-site at home. It is aimed to monitor physiological parameters of interest according to the recommendation of the caregiver. The data is either transmitted to and stored online (OHS) or transmitted to the caregiver (e.g. caregiver within the regular interactions).

Well-being
The service provides an opportunity to the elderly with activity and stress assessment. Thus, it is aimed activity and stress assessment. Thus, it is aimed activity and stress assessment. Thus, it is aimed activity and stress assessment. Thus, it is aimed activity and stress assessment.

Medication Management / Dispenser
Seniors rely on their medications to keep them healthy, but complex medication schedules can lead to mistakes: missing doses, using incorrect amounts, or taking medications at the wrong times. A Medication Dispensing Service is designed to reduce the health risks associated with medication errors.

- Participation in events

Project participant responsible (indicate country)	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Indicative coverage
ISS Romania	Participation at Cloud Expo Europe Paris 2019 and involvement in meetings with international organizations for dissemination	26-30/11/2019	Events, networking and dissemination with technological companies, international organizations promoting healthy living/active ageing/improvements in healthcare; connections with dissemination facilitators as leading European organizers of business conventions/One-to-One meetings events and conferences.	230 exhibitors, 250 conference speakers; international organizations representatives
EVA Hungary	SAVE AAL LinkedIn Profile	01/12/2019	www.linkedin.com/company/save-aal/	<500
INKONTENT Hungary	SAVE Website	28/02/2020	www.save-aal.eu (under construction)	<500

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Project participant responsible (indicate country)	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Indicative coverage
UNITBV Romania	Participation at Forum AAL 2019 Aarchus, Denmark	23-25/09/2019	Participation at plenary session, workshops, visiting exhibitions, one-to-one meetings	63 exhibitors, 32 interactive workshops, international organizations representatives
ISS Romania	Industry Space Days (ISD) event, organized by the European Space Agency (ESA)	16-17/09/2020	Networking with representatives in terms of: international organizations promoting healthy living/active ageing/improvements in healthcare; dissemination of business facilitators as leading European organizers of business conventions/One-to-One meetings events and conferences. Website: https://isd.esa.int/	1900 participants 1900 SME representatives ESA representatives
ISS Romania	The 8th IEEE International Conference on E-Health and Bioengineering - EHB 2020 Grigore T. Popa University of Medicine and Pharmacy, Iasi, Romania, ISI	29-30/11/2020	Vizitiu C., Bîră C., Dinculescu A., Mandu M., Nistorescu A, Marin M. eHealth Perspective Co-designed and Implemented with Romanian Elders for Independent Living. The 8th IEEE International Conference on E-Health and Bioengineering - EHB 2020, October 29-30, 2020, Iasi, Romania, 2020, pp. 1-4	<500 participants conference speakers; international organizations representatives
EVA Hungary	SAVE AAL LinkedIn Profile	01/12/2019 (it is updated as often as necessary)	www.linkedin.com/company/save-aal/	500
IKONTENT Hungary	SAVE Website	28/02/2020 (it is updated as often as necessary)	www.save-aal.eu	unknown
UNITBV Romania	Healthy Ageing with the support of digital solutions. AAL action, Vienna, Austria	29-30/01/2020	Participation at plenary session, workshops, visiting exhibitions, one-to-one meetings	100

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Project participant responsible (indicate country)	Activity	Date	Medium and reference (press, event, newsletter, webpage, etc.)	Indicative coverage
NIMR/HU	Project Presentation (oral presentation)	19-23/09/2020	Virtual ESPRM Congress 2020	150
NIMR/HU	Project Presentation (poster)	27/11/2020	Hungarian national rehabilitation conference 2020 (online)	150
EVA	Social media (LinkedIn)	28/02/2021	https://www.linkedin.com/company/save-aal/	<1000