



## Get Ready for Activity – Ambient Day Scheduling with Dementia

### Communication strategy

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Authors:	Andreas Künz, Patrick Jost
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Project Coordinator:	University of Applied Sciences Vorarlberg (FHV), Austria
Project Partners:	Bartenbach GmbH Fachhochschule St. Gallen Apollis – Institut für Sozialforschung und Demoskopie O.H.G. Intefox GmbH Altersheim Stiftung Griesfeld EMT – energy management team AG CURAVIVA Schweiz Tirol Kliniken GmbH – Hall



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## Preface

This document forms part of the Research Project “Get Ready for Activity – Ambient Day Scheduling with Dementia (GREAT)” funded by the AAL 2016 “Living well with dementia” funding program as project number AAL-2016-023. The GREAT project will produce the following Deliverables:

D1.1 Medical, psychological and technological framework

D2.1 Applicable hardware components

D2.2 Applicable software components

D2.3 Field tested hardware components

D2.4 Field tested software components

D3.1 Implementation report

D3.2 Field test report

D4.1 Communication strategy

D4.2 Stakeholder management report

D5.1 Report on market analysis

D5.2 Dissemination plan

D5.3 Intermediate business plan

D5.4 Exploitation plan

D5.5 Final business plan

D6.1 Consortium agreement

D6.2 Calendar year report 2018

D6.3 Calendar year report 2019

D6.4 Mid-term review questionnaire

D6.5 Final report

The GREAT project and its objectives are documented at the project website <http://uct-web.labs.fhv.at>. More information on GREAT and its results can also be obtained from the project consortium:

Prof. Dr. Guido Kempter (project manager), University of Applied Sciences Vorarlberg (FHV), Phone: + 43 5572 792 7300, Email: [guido.kempter@fhv.at](mailto:guido.kempter@fhv.at)

Hermann Atz, Institute for Social Research and Opinion Polling OHG (APOLLIS), Phone: +39 0471 970115, Email: [hermann.atz@apollis.it](mailto:hermann.atz@apollis.it)

Mag. Wilfried Pohl, Bartenbach GmbH, Phone: +43-512-3338-66, Email: [wilfried.pohl@bartenbach.com](mailto:wilfried.pohl@bartenbach.com)

Quirino Nardin, Intefox GmbH, Phone: +43 699 1900 8889, Email: [info@intefox.com](mailto:info@intefox.com)

Dr. Marksteiner Josef, Tirol Kliniken Hall, Phone: +43 (0)50504 33000, Email: [josef.marksteiner@tirol-kliniken.at](mailto:josef.marksteiner@tirol-kliniken.at)

Mag. Tom Ulmer, University of Applied Sciences St. Gallen (FHS), Phone: +41 71 226 17 41, Email: [tom.ulmer@fhsg.ch](mailto:tom.ulmer@fhsg.ch)

Beat Sauter, energy management team ag (emt), Phone: +41 71 660 02 86, Email: [beat.sauter@emt.ch](mailto:beat.sauter@emt.ch)

Anna Jörger, CURAVIVA Schweiz, Phone: +43 (0)31 385 33 45, Email: [a.joerger@curaviva.ch](mailto:a.joerger@curaviva.ch)

Cornelia Ebner, Stiftung Griesfeld, ÖBPB – APSP, Phone: +39 (0) 471 82 63 43, Email: [cornelia.ebner@griesfeld.it](mailto:cornelia.ebner@griesfeld.it)



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# 1. Target Groups of Communication

Project Partners communicate with different external target groups. To them the advantages of the program respectively of the GREAT products must be demonstrated with different focuses, since different interests exist.

The central target groups respectively interest groups are hereafter referred to, as well as strategies regarded to be helpful when communicating with these target groups.

## 1.1 People with dementia (PwD)

The GREAT System is applicable to people with dementia (mostly aged 50+), who either live on their own or in care facilities.

As figured out in 20+ interviews with experts, caregivers and relatives of PwD the main users may lack of spatial and temporal orientation and have typical psychological and behavioral symptoms of dementia, e.g. agitation, apathy, depression, aggression, etc. Especially in the early stages of dementia GREAT products could help them stabilize the circadian rhythm as well as get activated or relaxed at certain daytimes. In later stages the effect of light, sound and scent triggers might become less effective. The stage of dementia therefore will be a criteria for addressing either the patients directly or their relatives as a target group.

The goal of the GREAT project is to involve approximately 1000 PwD during the product development phase. For the pilot application in the first project year more than 20 PwD in common room scenarios and private homes have to be recruited. An information leaflet will help the project partners from all three countries to get in contact with potential end users. Communication with stationary as well as mobile caregivers has already taken place as they will be important contact persons and multipliers.

The individual benefits of the GREAT system will be presented to the PwD in order to address any premonitions towards this technology (e.g surveillance, etc.). Workshops with "Aktion Demenz" in western Austria are already in the planning and should help facilitate contact with the primary target group.

GREAT can be installed in already existing and inhabited flats to rent or owner occupied flats (e.g. a multiparty-house or a residential house) as well as in new flats. As the GREAT product is modular and mostly portable there are no special requirements to the flat layout. In order to set up the light module, the end-user could either use a ceiling mounted luminaire, floor luminaire or a table lamp. The other two modules of the GREAT product require a 30x30cm mounting area on the wall. Furthermore at least one motion sensor to record relevant daily activities needs to be installed. Any questions concerning the system installation and configuration will be answered personally. The test subjects will be looked after on-site by a dedicated person of the project team.

## 1.2 Caregivers

A caregiver is defined as a person who looks after PwDs and supports them in their daily life. This could be for instance family members, health care personnel, doctors, pharmacists or others.

With the GREAT system caregivers have a tool on hand to positively influence the day structure and challenging symptoms of dementia (e.g. agitation, depression, etc.). They receive:

Information for the adaption of (further) measures

Improvement of care possibilities

Planning of the direct contacts with senior citizens

Confidence with regard to the well-being of the persons cared for

Certitude regarding further proceedings

Furthermore, the caregivers themselves can benefit from the GREAT system when exposed to scent, light and sound changes.

The benefits of the GREAT system in the context of care giving will be communicated in order to address any premonitions towards this technology. Klinik Hall, Altersheim Stiftung Griesfeld and Curaviva are part of the consortium and therefore provide direct access to stationary caregivers. They also foster contact to mobile caregivers taking care of PwD at private homes. All communication takes place personally by project members, a leaflet provides the most important information and supports the one-on-one conversations.

## 1.3 Tertiary end users

This interest group consists of

- decision-makers for new residential premises (municipalities, cities, local districts)
- manufacturers of residential premises (developers, construction companies, property developers etc.)
- operators of residential premises (housing cooperatives, real-estate companies, social services, nursing home operators etc.)
- planners of living space (architects, etc.)
- companies involved in building installations (electricians, telecommunications companies, etc.)
- maintenance staff (caretaker, property manager etc.)
- persons who attend workshops about GREAT like advisers

With the GREAT system this target group has the possibility to offer PwDs and caregivers a useful technology to support them dealing with the symptoms of dementia. They guarantee second level support towards the first and especially secondary end users. Information material and courses to learn more about the GREAT system will be provided. This will help this interest group to understand the benefits of GREAT and to address the needs of potential clients.

#### **1.4 Competitors**

Partners/competitors generate additional value about the generated knowledge in the project, possibilities of a collective marketing amongst others which should be determined via state-of-the-art analyses in the scientific community. In this regard specific partnerships should be entered to support each other. Written publications and conference contributions should be coordinated with the project partners in advance.

#### **1.5 General Public**

The possibilities of GREAT should also be communicated to the general public (maintenance of capabilities and improvement of dementia care). Not only the individual, but also the economic value of the GREAT system should be emphasized. The general public will have the possibility to see the GREAT components in practice on demand. The contents of the project will be made quickly and transparently accessible (e.g. via Internet). Furthermore, public events like the uDay at FHV are open for general public and foster in-depth looks at the GREAT system and recent works of the consortium partners.

All project partners will use their communication-networks to local media. If necessary, a "press spokesman" will be nominated.

#### **1.6 Project team**

The project team primarily includes the consortium partners and their employees. Among them there should be clear rules about who will carry out which activity at what time. The team members regularly inform each other about the working process and they point out possible delays in time. The project coordinator will be informed about all project activities so that he is able to ensure optimal intern communication. The project team also includes the AAL JP National Funding Agencies and the AAL JP Central Management Unit (CMU). They will be informed regularly by the other project members in the designated way of reporting. Questions from funding agencies will be answered by the project team as quickly as possible.



## 2. Strategic plan for external communication

The plan referred to hereafter is designated to generate the maximum reach of the results in each phase of the project. In doing so the efforts in the early and intermediate phases aim to generate attention of upcoming activities among potentially interested parties.

The objective of the communication plan is also to gain a target-group orientated distribution of the project results by a precise definition of the individual target groups (achieving a high and sustainable recognition as well as a preferably wide integration of relevant target groups).

### 2.1 Aim of communication

For the external communication a communication concept will be developed together with all project partners and other directly involved people.

This communication plan ensures consistency in communication when presenting the project to stakeholders. It shall build up a positive reputation of the project and prevent negative effects which might be caused by improper communication.

The external communication furthermore has the objective to:

- make the contents, objectives and the progress of the project easier to understand
- create interest for the product GREAT and gain potential customers
- reduce possible concerns of others and create trust in the GREAT system and the project team
- improve the transparency of decisions and processes
- make the project concerned people to project involved people

### 2.2 Methodical approach

The communication strategy will follow the AIDA scheme, i.e. the density of information and the integration of target groups will get higher with every communication step, the reception and the engagement of target groups will be deepened.

**Attention** (phase of promotion): generate attention via specific but still simple preparation of the project content (simple information folder, visit to the website, lectures, trade fairs, public private partnerships etc.),

**Interest** (phase of information): create interest via detailed and comprehensive information (e.g. press texts with info boxes on the particular focuses like technology, health, social issues, economic efficiency, usage of information packages on the website, information via media of multipliers and experts etc.),

**Desire** (phase of involvement): stimulate the need and desire among target groups to act in a corresponding innovative way, development of personal involvements for GREAT among target groups, attendance at events, excursions, workshops etc. (conducting of innovative restoring or planning, organize funding appropriately etc.),

**Action** (action phase): take actions among target groups (dealers promote the GREAT products, companies provide installation and maintenance services concerning the GREAT products, inhabitants install the project results in their own homes, care providers use the products to support the inhabitants and themselves, etc.).

### 2.3 Rights and obligations

Every project partner is entitled to report about the project and to publish articles which give an overview of the project. Articles which give an overview of the project usually do not contain any new, i.e. unpublished, results about the project.

Publication rights for new project results (called "Foreground IP") belong to those project partners who have generated the project results (= authors). If several project partners have collectively generated project results, all involved project partners have the same publication rights. Each party shall ensure that the results of which it has ownership are disseminated as swiftly as possible.

Dissemination activities shall be compatible with intellectual property rights, confidentiality, and the legitimate interests of the owner of the results, as well as with the rules on dissemination applied by each party.

The dissemination of scientific publications shall be made in accordance with the principle of Open Access, as set out in Article 18 of Regulation (EU) No 1291/2013.

At least 7 days prior notice of any dissemination activity shall be given to the other parties concerned, including sufficient information concerning the planned dissemination activity and the data envisaged to be disseminated.

Following notification, any of those parties may object within 7 days of the notification to the envisaged dissemination activity if it considers that its legitimate interests in relation to its results or background could suffer disproportionately great harm.

The objection should include a precise request for necessary modifications. In such cases, the dissemination activity may not take place unless appropriate steps are taken to safeguard these legitimate interests. However, if no objection is made within the time limit stated above, the publication is permitted.

The participants may agree in writing on different time-limits to those set out in the previous paragraphs, which may include a deadline for determining the appropriate steps to be taken.

In case of objection, the parties involved should discuss how to overcome the grounds for the objection on a timely basis.

If a dispute regarding a dissemination activity cannot be settled amicably within 14 days following the first submission of the proposed dissemination activity, Project Management Board shall decide how to resolve the conflict.

No party shall disseminate the results of another party, even if such results are linked to its own results, unless the other party previously approves of such an activity in writing.

For the avoidance of doubt, the rules applicable for the dissemination activities of the party's own results apply as well for the dissemination of other party's results.

Any communication or publication, including information given to press, publicity material, official notices, reports, publications, shall acknowledge that the project is/was carried out under the AAL Joint Programme with funding by the European Union and involved National Funding Authorities, and shall display, in an appropriate way, the European logo (available at [www.aal-europe.eu](http://www.aal-europe.eu)).

## 2.4 Communication activities

**Information platform:** All exchange of data within the project team is carried out via the password protected Confluence information platform:

<http://uct-projects.labs.fhv.at/display/great>

**Logo:** A project logo was developed right at the beginning, so it can be applied in all displays and representations of the project in public. The logo was developed with regard to the subject matter of the project; see <http://uct-projects.labs.fhv.at/display/great>

**Project title:** Get ready for activity – Ambient day scheduling with dementia

**Acronym:** GREAT

**Corporate Wording:** The following terms for the project in development are being used: GREAT; light, sound and scent support system / module; Ambient Mood System; Persuasive Ambiances

**Trade fair representations:** The project partners come to an agreement, in which form they will present GREAT on specialized trade fairs (e. g. Medica, Rehacare, Kongress der Deutschen Alzheimer Gesellschaft).

**Project Fact Sheet and Slides:** see <http://uct-projects.labs.fhv.at/display/great>

**Press release:** Press statements are written for special events (e. g. start and end of work packages) and published on the project website.

**Artwork / Picture material:** Pictures, photos, etc. that can be used for the public presentation of the project are stored on the information platform; see <http://uct-projects.labs.fhv.at/display/great>

**Organization of meetings:** Per project year the consortium organizes a symposium, in which the project GREAT forms an essential part. FHV is planning a Usability Day on the issue of Ambient Assisted Living, addressing researchers, product and service providers as well as potential end users and costumers of ambient support products.

**Articles:** Every project partner strives to publish at least one specific contribution per project year, i. e. a scientific paper or conference talk.

**Contributions to symposia:** Every project partner strives to publish at least one specific contribution per project year. The following symposia may be relevant: AAL Forum AAL Congress, Society for Light Treatment and Biological Rhythms Annual Meeting, Light and Health, GfA Spring Congress, IES Light + Seniors, Alzheimer Congress, International FTD Caregiver Conference, St. Galler Dementia Congress, Alzheimers Disease and Dementia, German Geriatric Congress, Austrian Geriatric Congress, DIN Expert Forum, DGSM Annual Meeting, Nordic Congress of Gerontology, Annual Meeting of the Society for Neuropsychology, Congress of the German Society for Psychology, eHealth Conference

**Project-website (homepage):** Right at the beginning of the project a website is set up. Here central information and openly accessible public deliverables are made available; see <http://uct-web.labs.fhv.at/>

**Drafts:** Drafts for the communication media (e. g. reports, slides, flyers) used in the project are produced and made accessible on the information platform. They will be used by all project partners, in order to achieve a consistent outward appearance.

**Mailing lists:** All the partners of the project file e-mail contacts, relevant for the project, in a mailing list, which will be used for the central posting of up-to-date information, inquiries, appeals etc.

**Newsletter:** Digital newsletters are produced – more or less regularly – which will be sent via mailing lists. They contribute to the awareness-raising for AAL – topics.

**Information folders:** Right at the beginning of the project an information- (image-) folder is produced. It is clear, structured, and informative about the aims and contents of the project in an easily understandable way.

**University courses:** The project partners active in academic programmes (FHV, FHS, BLL) will integrate the results of the GREAT project into relevant University courses.

**Courses:** There is also an offer of practice oriented courses, passing on the results, products and technical process of the project to e. g. nursing staff and dementia experts.

**Face-to-Face information:** Current activities concentrate on the notification of the project via personal contacts of the project partners.

## 2.5 Realisation

What should be disseminated	To whom should it be disseminated	How should it be disseminated
General information about the project	all target groups	project-website, articles in the press, newsletters
Awareness-raising Concerning AAL topics	PwD and their relatives, insurance companies, politicians, stakeholders, journalists	Articles in the press, social media (Facebook, YouTube), mailing-lists
Appeal to participate in studies	PwD, caregivers, services	mailing-lists, newsletters, information folders, personal contact
Development results, products of GREAT	industry, economy, craftspeople, caregivers, services	(university) courses, information events, organisation of meetings, presentations on trade fairs
Evaluation results, cognitions	industry, economy, craftspeople, insurance companies, scientists, journalists	scientific papers, contributions at specialist conferences
Options for connection and cooperation	industry, economy, craftspeople, scientists	university courses, courses, information events, mailing-lists

Table 1: Content, media and target groups for realisation

### **3. Strategic plan for the internal communication**

A close internal communication is essential for a fairly homogenous outward representation of the project. Internal communication should be authentic and controllable, which also comprises the information about negative facts and unsatisfactory developments. This plan is primarily intended for the project team, i.e. the partners of the consortium and their co-workers.

#### **3.1 Aim of communication**

The project team maintains the dialogue. It exchanges relevant information among each other without delay and reacts to the concerns and questions which are put by groups of stakeholders. Furthermore, the strategic plan for internal communication aims to pursue the following objectives:

- effective and efficient flow of information within the project team
- open, appropriate, regular, coherent, audience-orientated and up-to-date information in German and in English
- acceptance and openness to criticism and other opinions within the project team
- present the project to the public in a consistent way

#### **3.2 Methodical approach**

Internal communication pursues the empowerment-approach with three important tasks.

Information: All involved parties must be informed about the objectives and strategies of the project, about the latest work results, decisions and developments.

Promotion of acceptance and motivation: Personal commitment, creativity and enthusiasm of all parties involved shall be encouraged by project communication. This contributes to the identification of all team members with the objectives of the project.

Coordination: The team's work is orientated to pursue a common objective by the communication within the project. The individual deliverables are brought to agreement and coordinated with each other.

#### **3.3 Rights and obligations**

All project partners shall take any measures necessary to perform and fulfill promptly and in due time all their obligations, so that the project is carried out in accordance with the terms and conditions of the Description of Work. The contractors shall provide the coordinator with the deliverables, information, and reports the coordinator needs in order to perform his/her duties as regards this project. On request of the coordinator

all deliverables, information, and reports shall be submitted in electronic form or any other format mutually agreed upon.

Each project partner undertakes efforts

- to notify promptly of any delay in performance or of any event that may have an impact on the project;
- to inform of relevant communication with third parties in relation to the project;
- to ensure the accuracy and completeness of any information or materials he/she supplies the other project partners with and to promptly correct any error therein of which he/she is notified;
- not to use knowingly any proprietary rights of a third party for which the respective project partner has not acquired the corresponding right of use and/or to grant licenses;
- to act in good faith and in a manner that reflects the good name, goodwill and reputation of the other project partners at all times and to act in accordance with good business ethics;
- to participate in the meetings of the different bodies under this project in a cooperative manner and not to exercise veto rights, which are absolute, inappropriately.

### **3.4 Project Management Board**

The project is structured by Work Packages allocated within Description of Work. The Project Management Board shall handle major changes in Work Packages, particularly creation, reallocation, or termination. The Project Management Board shall consist of one representative of each project partner. The coordinator shall chair all meetings of the Project Management Board. Each representative shall have one vote and may appoint a substitute to attend and vote at any meeting of the Project Management Board.

The coordinator shall convene meetings of the Project Management Board at least on a half-year basis and shall also convene meetings at any time upon written request of any project partner in case of an emergency situation. The coordinator shall give at least 14 calendar days notice in writing of such meetings to each project partner or seven calendar days notice in case of an emergency situation. Any decision requiring a vote at a Project Management Board meeting must be identified as such on the invitation. Should a project partner suggest to add a discussion/decision to the proposed agenda, he/she shall do so in writing to all other project partners at least two calendar days prior to the meeting date.

The Project Management Board shall be in charge of managing the project and of major decisions relating thereto. The Project Management Board shall not deliberate and decide validly unless a majority of two-thirds (2/3) of its members are present or represented. When decisions are to be taken unanimously, all project partners must

be present or represented at the meeting. In other cases, decisions shall be taken by a majority of 75 per cent of the votes of project partners present or represented, provided always that a project partner whose Work Package, time for performance, costs or liabilities, or intellectual property rights are impacted or whose information is to be published, may veto such decisions and such veto shall be duly justified. The project partners agree to abide by all decisions of the Project Management Board.

### 3.5 Communication Activities

Regular meetings of all project partners are required in order that internal communication aims can be achieved. At these meetings, facts and pending questions are presented and discussed and decisions are made. If, between meetings, project partners have questions concerning external communication, it is recommended that they contact the other project partners and coordinate their external communication with them before issuing any statements. They should inform themselves about the facts and consult with the other project partners. Internal communication also includes communication with the AAL JP National Funding Agencies and the AAL JP Central Management Unit. The project team regularly informs these institutions in accordance with the specified deliverables. Inquiries from the funding agencies are to be answered by the project team as quickly as possible.

**General meetings:** General Meetings are held at regular intervals or every six months at a minimum. At these meetings, interim findings are presented and important decisions are made. The meeting host shall draft the minutes of each meeting to formalize in writing all decisions taken and shall dispatch them to all project partners within fifteen calendar days of the meeting concerned. The minutes are considered to be accepted by the project partners if, within fourteen calendar days from the receipt thereof, no project partner has objected in writing to the coordinator, provided that the objections are about such formalization or about any decisions that were not on the agenda and not approved by all the project partners. After approval by the project partners the minutes are published on the project Wiki confluence.

**Additional meetings:** further meetings are organized depending on current questions or acute problems. Only partners relevant for the questions are obligated to attend these meetings. Minutes are taken of all meetings by the meeting host so that partners who are not able to attend are also informed about the content.

**Project reports:** reports are written for all project milestones according to the Description of Work as defined in the Deliverables. These reports have to be written in English. The partner responsible for writing the reports is defined in the Description of Work. The other project partners agree to assist that partner who is responsible if required.

**E-Mails:** the latest information and upcoming questions are managed by e-mail communication. The project partners are obliged to answer accurately and within an appropriate period of time.



**Confluence:** all material, documents, reports and data are filed on the project Wiki confluence <http://uct-projects.labs.fhv.at/display/great> and are available without any limitation (except IP regulation) to all project partners.

**Website:** important information for external communication is accessible on the website [www.great.labs.fhv.at](http://www.great.labs.fhv.at). This also includes corresponding artwork / pictures.

In general, all the project partners have to provide reports to their NCPs in accordance with National Fund Regulations. For example, in Austria, the partners have to deliver progress reports. At this level, a report about deliverables only has to be submitted upon if necessary. Besides reporting at the partner level, reporting at the consortium level is also required. This is carried out annually at the request of the Central Management Unit (CMU). The CMU sends annual progress and financial report templates to the project coordinator before the end of the calendar year. Two weeks prior to the closing date for report submissions, the CMU sends a reminder. Deliverables have to be submitted upon request.

Besides that, a mid-term review is conducted by international experts. For this, deliverables are mandatory as well. The procedure for the mid-term review is as follows: the project coordinator has to provide documents / reports requested by the CMU (e.g. deliverables). The evaluation is done by international experts, who appraise the documents and reports. In the course of the reporting at the consortium level – which is addressed to the CMU and international experts – the reports and deliverables have to be written in English. The national progress reports can be written in the national language, except in Switzerland, where the reports have to be written in English.

## 4. Annex: Glossary

Each discipline, each subfield, indeed each subtopic of a subdiscipline has its own jargon. For outsiders this is often not comprehensible. For example, in medicine, it is common to use English terms or terms in Latin that are unknown to the general public; this sometimes has a deterrent effect. Vocabulary is used that is only known to a small group of experts. Even German expressions are often not part of general vocabulary and are ambiguous or incomprehensible. Furthermore, jargon is often mingled with abbreviations and acronyms.

All these characteristics are not appropriate for external communication, which should be comprehensible, both in speech and in writing. Such terms should therefore be avoided in external communication. Technical terms used for external communication should be explained in a generally intelligible and concise manner, and explanations should be to the point.

Below, key terms and abbreviations used in the GREAT project are described using more colloquial language:

**AAL (Ambient Assisted Living):** systems, products and services, supporting the daily life of elderly people in an unobtrusive way

**Accessibility:** barrier-free and adapted to the needs of people, regardless of possible disabilities

**Acceptance analysis:** investigation of PwDs' and caregivers' acceptance of the GREAT technology

**Agitation:** an emotional state of restlessness and excitement, a high level of activation

**Apathy:** absence or suppression of passion, emotion, or excitement

**Assistance technology:** smart technology supporting people in their daily life

**Evaluation:** scientific assessment

**Building and room automation:** system that supports building and room automation (e.g. light, shutter, heating controller).

**IKT:** information and communication technology

**Persuasive Ambiences / GREAT system:** light, sound and scents that assist PwD in their daily routine by creating room ambiances that support their mood regarding activation or calmness

**Primary user analysis:** survey evaluating the well-being of PwD

**Sensors:** sensing elements and signal generators such as motion detectors, CO<sub>2</sub>-sensing devices. Also wearable sensors (attached to the arm) measuring heart rate, etc.

**Secondary user analysis:** survey evaluating the well-being of caregivers

**Usability:** convenient use of hardware and software (user friendliness)

## 5. Annex: FAQs

"Frequently asked questions" (FAQ) are generally known from Internet usage. FAQs are a list of real or assumed standardized questions relating to a project and published together with professional answers – mostly in written form on a website – by the promoter. In the present case, the FAQs and the related answers can be used for publication on the Internet and also as guidelines for other verbal or written communication between the project members.

### **What is the implemented technology used for and what are its advantages?**

They are used to assist people with dementia in their daily routines by creating room ambiances that support their emotions, activities and moods. Composed from light, sounds and scents the room ambience is modulated to induce mood and behavior improvements in the patients as well as the caring persons.

### **Which technologies will be implemented and what are their purposes?**

A motion detector senses the activation level in a specific area of the room. Thereby the creation of room ambience is controlled by data generated from the persons involved in the daily structure. The ambience is applied by up to three modules: a light source, speakers and an air freshener/scent dispenser.

**Are there any negative impacts on the health of the residents caused by the technology used?**

The technology used meets all appropriate legal requirements.

**Is there any evidence about positive impact of AAL technologies in everyday settings?**

In the course of the ALADIN and Guiding Light research projects, it was possible to achieve improvements in the agility and mental balance of elderly people due to individualized lighting and mental fitness training.

**How do you ensure data protection in the project?**

All data is filed encoded. Unauthorized access to the system is impossible.

**To what extent are the residents under surveillance by the technology?**

As the data collected is evaluated internally by the system there is no unintentional surveillance, the privacy is protected.

**Do the residents or caregivers give up their personal rights because of the technology?**

No. Firstly, residents and caregivers decide by themselves which data they want to provide for evaluation. Secondly, the research data is treated and analysed anonymously by the research team.

**On which ethical basis is the project founded?**

The project is based on two central ethical standards: firstly, the Convention for the Protection of Human Rights and Fundamental Freedoms and, secondly, the European Standards of Ethic on Ambient Assisted Living. In the project, special measures are put into practice that ensures the observance of these ethical standards.

**Who is involved in the project?**

Vorarlberg University of Applied Sciences (FHV), Austria

Bartenbach Lichtlabor GmbH, Austria

Intefox GmbH - building automation solutions, Austria

Tirol Kliniken GmbH, Austria

University of Applied Sciences St. Gallen, Switzerland

CURAVIVA Schweiz, Switzerland

EMT – energy management team AG, Switzerland

apollis – Institute for Social Research and Opinion Polling OHG, Italy

Altersheim Stiftung Griesfeld, Italy as associated partner

**Who supports the project?**

The project is carried out in the framework of the Ambient Assisted Living Joint Program for the call "Living well with Dementia" under the seventh EU Research Program (Article 185 Initiative) with funding by the European Union and National Funding Authorities.

**How long is the duration of this project?**

3 years

**Who can give me advice if I or any of my relatives want to participate in the project in my/his /her flat?**

Please contact a project partner mentioned above near your home.

**Who can provide further information about the project?**

Patrick Jost, MA, Fachhochschule Vorarlberg, Hochschulstr. 1, 6850 Dornbirn, Austria.  
Phone: +43 5572 792 7306, E-Mail: patrick.jost@fhv.at

**Are there any additional costs arising for residents participating in the study?**

Installation and hardware costs are met by the project budget.

**Are PwD able to cope with technology in general?**

They don't have to. The GREAT modules run automatically or are controlled by caregivers using very simple interfaces.

**What happens with the GREAT system after the end of the project?**

The clients may keep the system for free if they wish. It is also possible to remove the products easily and restore the original status without any costs.