D5.1 Dissemination Activities Report

POSITIVE

Personalized platfOrm aSsisting senIors in healThy, fulfIlled and actiVe lifE

Project No.	AAL-2018-2-118
Project Acronym	POSITIVE
Start date (duration)	01/05/2019
Deliverable Leader	Fondazione Santa Lucia
Contributors	ALL
Deliverable No.	5.1
Deliverable Title	Dissemination Activities Report
Dissemination level	PU
Status	Final
Version	1
Delivery date	November 2020

Revision History

Revision	Date	Organization(s)	Changes
1	9-11-2020	FSL	First draft of the deliverable
2	13-11-2020	HSLU	Added event to Activities Report table
3	16-11-2020	AAIF	Review
4	16-11-2020	REALL	Review
5	18-11-2020	FSL	Final Version

Executive summary

This deliverable outlines the dissemination strategy for the POSITIVE project and describes the dissemination activities carried out by project partners. This is the first Dissemination report, after 19 months from the start date of the project. This deliverable will be regularly updated and finalised at the 34th month of the project. The aim is to make both the general public, but also specifically targeted experts, users and stakeholders aware of the project's results.

The document is intended for reporting and internal monitoring purposes. Results can also be used for future marketing activities for POSITIVE platform, e.g. to make public the product's degree of popularity and the involvement of different stakeholders in different phases. The document starts with a list of figures and a list of tables. Subsequently, it defines the role of this deliverable and relationship with other deliverables. After, there will be a brief introduction of the project and an explanation about scope and objectives, dissemination strategy, target group, branding, logo and project's name. Then there will be a more specific part with internal documents, template used and dissemination project with tools and technique used. Lastly, social media accounts, websites, meetings and social activities matter will be exploited.

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3. About this Document

3.1 Role of the deliverable

The objectives of this deliverable are to create an effective dissemination strategy that is able to raise awareness, inform and educate the community and to promote the POSITIVE platform in order to prepare the market launch of the solution. The final aim is to promote and empower the dissemination, transfer, and/or broad up-take of the POSITIVE project results to target audience and stakeholders, as well as the technical and scientific publishing and promotion of the main project results in highly qualified international conferences and journals. This report will present dissemination and communication activities undertaken in the first 19 months of the POSITIVE project. The report aims to provide an overview of what kind of activities was taken, which target groups were reached by these actions and will serve as a guideline for the next report dedicated to the dissemination and communication issues. M34 Dissemination report will be one of the key elements of POSITIVE, since well-developed diffusion of project results, well-planned and realized communication, promotion, and marketing activities for reaching the target groups will be presented. Therefore, well thought-out dissemination strategy of the ongoing project results is a necessary condition to the successful release of the POSITIVE platform to the marketplace.

3.2 Relationship to other deliverables

The deliverable is related to the following POSITIVE deliverables:

Deliverable	Relation
All	Dissemination activities are related to all project deliverables

Table 1: Deliverables and their relationship

4. Introduction

4.1 Scope and Objectives

Two reports (M19 and M34) will describe in detail the dissemination of project results and are intended to be a key support in the periodic reporting phases of the project.

The overall strategy for disseminating knowledge beyond the consortium is oriented towards two main directions: to effectively disseminate progress results to all communities with research and potential application interest in the POSITIVE project, and to encourage tertiary end-users to use our knowledge and results to introduce better offering on the POSITIVE's platform. To define the dissemination plan of the POSITIVE project, we will consider both the target audience as well as the dissemination channels. The general objective of this report is to present dissemination and communication activities undertaken in the first 19 months of the POSITIVE project. This report will also serve as a guideline for the next report (M34) dedicated to the presentation of further dissemination and communication progresses.

The main dissemination goal of M19 is raising awareness of targeted key stakeholders about the project solution. Hence, dissemination strategy will be focused on high-quality raising awareness of POSITIVE platform and its ambition and results, in particular among the primary target groups. Therefore the POSITIVE consortium intends to raise awareness particularly of the elderly people and their caregivers, and thus to cause positive changes in their quality of life. Raising awareness is associated with promotion, which is also a goal of great importance. Hence, there is a strong need to popularize and promote POSITIVE platform as a market service. It should be clear that a commercial success of the platform is crucial for the success of the whole project. Thus, the ultimate goal is to encourage end-users and potential collaborators to action, considered the platform as the best and simplest way to socialize and keep connected with people of the same age and to attend events nearby that are in line with their interest.

5. Dissemination strategy

The consortium wants specifically to raise the awareness of the elderly people and their caregivers, cause positive changes in their quality of life and empower relationships between the primary end users. Raising awareness is associated with promotion, which is also a goal of a great importance.

We created two different shared files within the consortium: POSITIVE_Dissemination Activities in which we explain tasks (monitoring/evaluation; address pool; Facebook; twitter; websites; press release/newsletter and future ideas), time frame of each task, the responsible of that and partner contribution comments. The second shared file is POSITIVE_Address database that is a list of potentially relevant stakeholders and media and includes: name of stakeholder/media, country, name, e-mail, website and social media.

There is a strong need to popularize and promote POSITIVE platform as a market service that can be very profitable to elderly people and their caregivers. It should be clear that a commercial success of POSITIVE is crucial for the success of the whole project.

5.1 Target groups

POSITIVE dissemination strategy defines the target audience that will be included in the dissemination activities and reached via communication tools and channels.

- Stakeholders (Potential customers and end users):

  - Seniors, including 55-75 years-old people will be the primary end-users;

  - Informal carers, acting mainly as champions recommending the platform or installing it for the end users, will be the secondary end-users;

- Professionals (ICT Associations, SMEs, CT companies developing Health and Wellness solutions, commercial partners);

- National health system and healthcare providers;

- Local municipalities and senior clubs/centres;

- Scientific communities (Universities, Research Centres, Researchers, Research Public Bodies in Europe);

- Broad Public (Technically interested readers of blogs and popular scientific magazines).

5.2 Positive identity and branding project

Branding and Identity of this project are key elements for supporting our dissemination and enhancing the efficiency of the project. The purpose of our key elements is to reduce the experience of loneliness of elderly people, and to enhance their quality of life and the caregiver's quality of life.

The loneliness experienced by elderly people is often caused by lack of meaningful social contacts, purpose in life and boredom. Hence, our branding gives an integrity and unique look to the project across different communication tools that are used during the dissemination process, as detailed below.

5.3 Project name

The full name of the project is "Personalized platform aSsisting senIors in healThy, fulfilled and active life", the short name is POSITIVE. The full name is used only when we are writing about the project for the first time in a document, after is preferred to use the short name.

5.4 Logo

A logo was designed for the project and it will appear on every POSITIVE module and document. We chose a puzzle logo to represent the integrity and synergy of both psychological and physical components of a person to enhance a healthy, fulfilled and active life. It was also important to choose a proper colour to represent this issue. We chose purple because it is a mix between red and blue, and is an equilibrium between these two colours that respectively represent blue like healthy and active life and red like aging issues. So, purple can be the equilibrium that all of us can find in active aging.

Figure 1: Logo of POSITIVE project.

5.5 Project internal documents and templates

Templates for text documents and presentations were produced and made downloadable for all project members from the project's internal Google drive in which we share all project documents. The following templates have been produced:

- PowerPoint Presentation Template;

- Deliverable template;

- Minutes template.

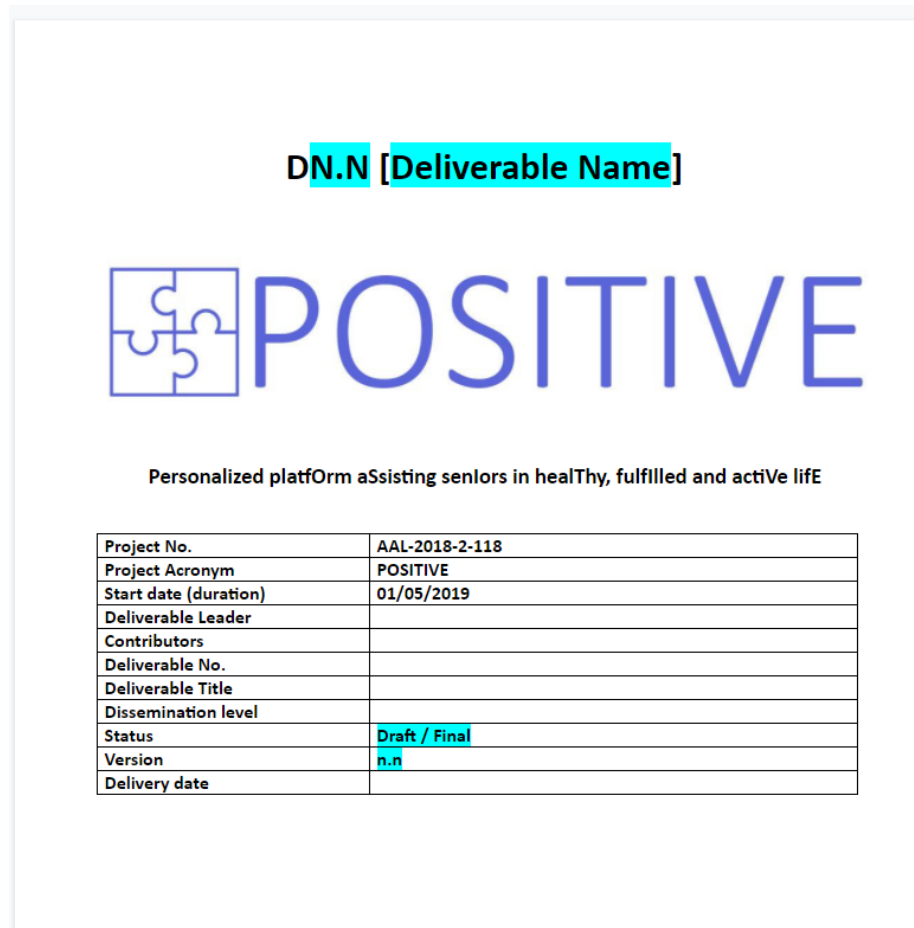POSITIVE and AAL logos are core elements of our templates.
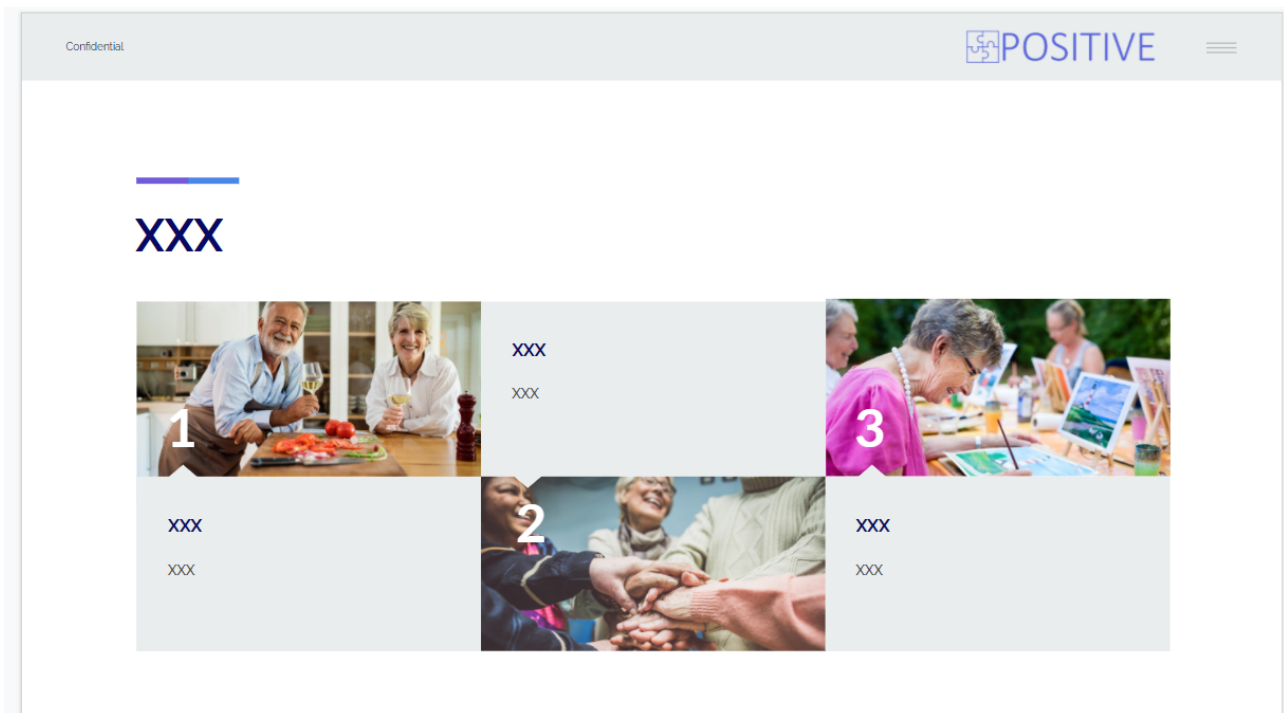

Figure 2: First page of the deliverable template.

The images we chose to present POSITIVE are in line with our project's objectives and represent our vision of promoting independence, social connections and engagement in activities of daily living in the elderly population as to reduce feelings of loneliness.
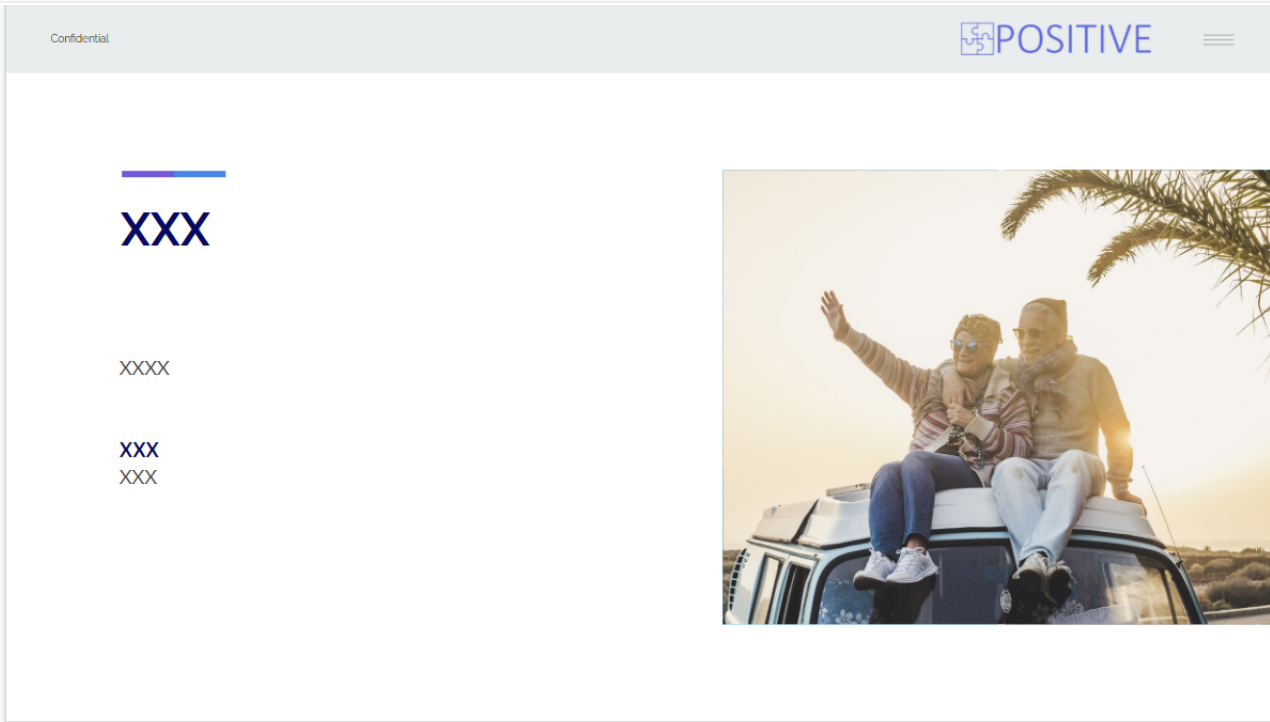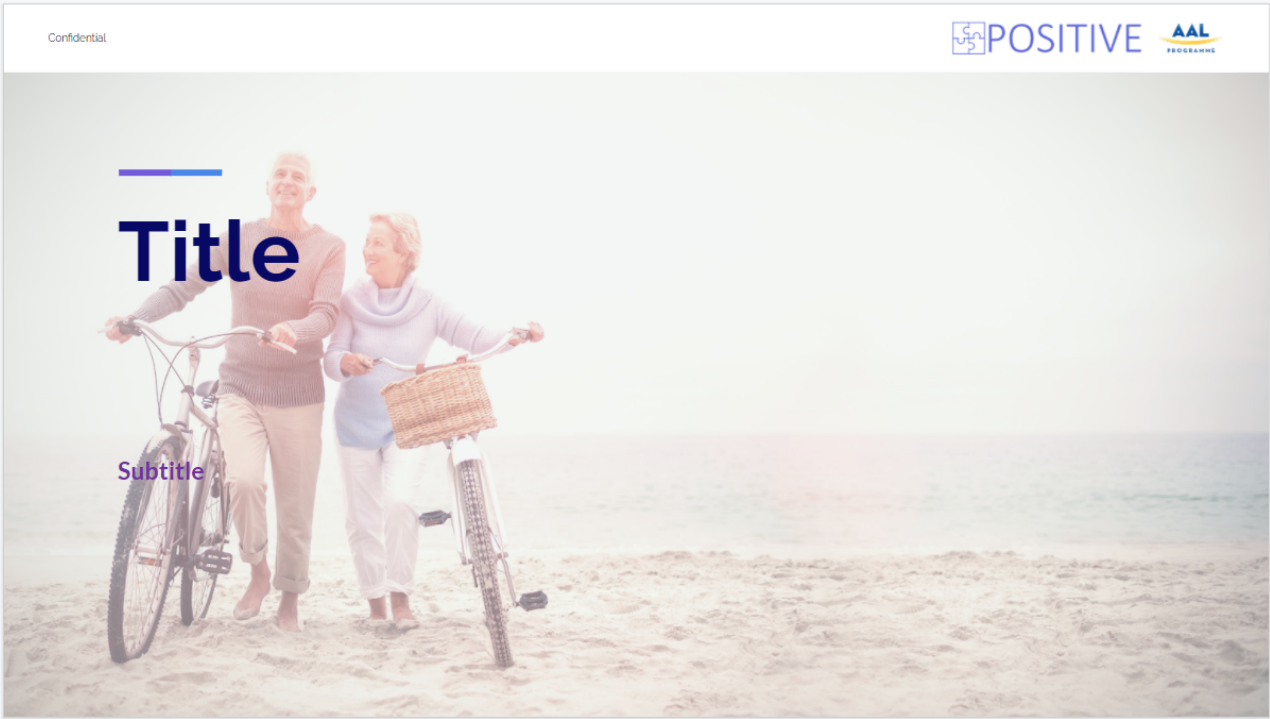
Figure 3: Three pages of PowerPoint Presentation Template.

The uniqueness of the POSITIVE solution relies on the gamified and personalized aspects of the platform as well as its holistic approach. Indeed, most of the existing solutions for the elderlies are focused on medical aspects and designed for people affected by disabilities who require support for daily living. We focused on seniors thinks and interests with the aim of empowering them and invigorating mental challenges by adopting an end-user involvement approach. Therefore, POSITIVE is gamified and personalized according to interests and experience with technology of seniors, bringing fun and entertainment into the portal and forgoing patient-oriented mindset of seniors.

6. Dissemination channels, tools and techniques

The main aim of this plan is to create an effective dissemination strategy that is able to raise awareness about the project, to inform the community and to promote the POSITIVE outputs in order to bring to the market and commercialize the final platform. So, the dissemination plan will ensure that the mission, activities and results of the project become as widely known and understood as possible from a scientific, technical and commercial point of view and among potential end users.

After defining key assumptions of dissemination strategy, such as dissemination goals, target groups, key messages and rules for creating dissemination materials, we can describe channels, tools and techniques that will be used to achieve as good dissemination results as possible.

The dissemination activity will promote the progress of the project, the intermediate achievements, the way to find more information about POSITIVE, so not only the stakeholders but also the general public can have access to more information. Our primary key messages involve enriching elderlies' quality of life, decreasing their loneliness and preventing health and psychological problems.

Our social media strategy consists in a joint activity brought forward by the consortium according to some substantial rules: first of all, partners coordination is crucial in order to vary as much as possible the topics of posts published as to create interest in POSITIVE and not being repetitive.

The main categories to cover with our contents are:

- AAL programme: posts/retweets about/from other AAL projects (clustering activities);
- Senior health: tips, articles, videos, posts about seniors;
- POSITIVE progresses: keep our audience informed about POSITIVE advancements like meetings, tests, events and so on;
- POSITIVE results: goals achieved during the whole project;
- POSITIVE information: general information to let people get familiar with POSITIVE; for example, what is it, what are the services provided, its functionalities etc. This topic will be deepened along the project implementation to become the main focus when the final prototype will be ready.

Each partner will publish contents on the social media channels of the project with a frequency of a post every two weeks, while a website post will be prepared and released once a month.

6.1 Website

The website of the platform is already up and running at https://www.positive-aal.com/ and will be kept updated with the project's news. As one of the main sources of information about the project for most stakeholders, the website has been created at the start of the project. It will contain project deliverables as well as other dissemination and communication items, such as press releases,

project brochure, conference presentations and links to news articles in which the project has been mentioned.

So far, 10 different posts have been published: 2 of them regard our consortium meetings, 6 are about our pilot testing procedures and platform test conducted in the different partners' countries, and last 2 concerning how to support older adults during the coronavirus outbreak.

Figure 4: Main page of POSITIVE website.

6.2 Social Media Accounts

Dedicated pages have been opened on Twitter and Facebook and partners will populate them with posts and news regarding POSITIVE. To maintain the pages active, each partner will publish a post every two weeks. The same post will be published in both channels. FSL is in charge to request partners contribution. So far, 39 posts have been published on both social networks: 3 about our website and our contacts promotion, 2 depicting consortium meetings, 21 informative posts, 2 referring feedbacks from primary end-users and 11 about POSITIVE activities. FSL group published 7 posts, AAIF group 3 posts, REALL 27 posts and MAGG group 1 post and 2 videos.

POSITIVE's Facebook page has 79 likes and 80 followers, while Twitter account in the last 31-day period received 3.6K impressions. The Facebook post concerning the first interviews in Warsaw is

the most popular, with the highest number of clicks, reactions, comments and shares (i.e. 480 visualizations, 42 clicks and 30 reactions, comments and shares).

Top tweets were "Older adults are being particularly affected by the current Coronavirus outbreak. The AAL Programme has supported a number of solutions, like the one being developed in POSITIVE project, and which are available in the market today", which has 1097 impressions, 12 engagements (4 detailed expands, 3 retweets, 3 likes and 2 link clicks) and 1.1% engagement rate. The second one top tweet is "While everything seems to be coming back to normal, it's important not to neglect preventive measures and get ready for the second wave", with 311 impressions, 9 engagements (6 detail expands, 1 retweet, 1 like and 1 link click) and 2.9 % of engagement rate.

Figure 5: Main page of POSITIVE Facebook account.

Figure 6: Main page of POSITIVE twitter account.

6.3 Leaflet, brochure and posters

All material will contain a brief description of POSITIVE, its objectives and partners as well as funding information. They will be distributed on events with stakeholders (conference, meetings, workshops) on different paper clip stands (e.g. entrance buildings, lounge & waiting areas), as well as during face-to-face contacts, for increasing the visibility of the project and expanding our network of contact.

Figure 7: Leaflet of POSITIVE.

6.4 Newsletter

A regularly distributed publication will be created after the end of Pilot Operation Phase 1 for informing on POSITIVE main achievements through a mailing list. Additionally, project presentations, leaflets and specific brochures dedicated to the project's outcomes will be produced. These brochures will be multilingual (EN and in the partner's languages). In order to uniform appearance, and ensures to provide essential information about the project and acknowledgements, a template for presentations and documents has been distributed among partners.

6.5 Seminars, conferences and workshops

Conferences and seminars will be attended by project team members both with static participation (posters presentation and dissemination of project materials) and with the organization of specific sessions or talks to communicate results achieved in the project. REALL organized a workshop in Poland and HSLU conducted a Workshop in Switzerland for platform test with primary end users to

find and fix bugs before the field trials. Others specific workshops will be organized in all main sites as part of the recruitment strategy. Unfortunately, we cannot organize and attend to other seminars, conferences and workshops due to the COVID-19 emergency, but we hope that we will be able to restart soon with a more precise planning.

6.6 Meetings

Meetings are a primary tool for discussing the best strategies to use for the dissemination of the project. Consortium meetings will take place twice a year.

The first meeting was in Warsaw from 13th to 14th of July 2019.

Figure 8: The first meeting in Warsaw.

The second meeting was done the 14th of January 2020 in Bologna.

Figure 9: Second meeting in Bologna.

Due to the COVID-19 emergency, the second meeting planned for 2020 was cancelled. Next meeting will be rescheduled and organized remotely after the Mid-term review.

6.7 Press release

An ad hoc press release will be distributed for disseminating major achievements or participation to specific events. A press release will be prepared to communicate results from the two pilot testing sessions.

6.8 Journal articles

Consisting in two kinds of publications, such as articles in generalist journals (achievements, events and workshops) and in scientific journals (specific articles with research outcomes achieved by the POSITIVE project). Both kind of publications will contain major results acquired during the two pilot testing sessions.

7. Activities report

Event	Location	Date	Target groups	Description	Partner
Meeting in Warsaw	Poland	13-14/06/2019	Consortium	Kick-off meeting	ALL
Twitter Account	web	24/06/2019	Elderly people, caregivers, business, AAL community, researchers, general public	https://twitter.com/POSITIVE_AAL	MAGG
Creation of POSITIVE Website	web	11/07/2019	Elderly people, caregivers, business, AAL community, researchers, general public	The POSITIVE project website goes online at https://www.positive-aal.com/	REALL
Facebook Page	web	16/07/2019	Elderly people, caregivers, business, AAL community, researchers, general public	https://www.facebook.com/positiveaal	FSL
Seniors meeting	Poland	09/08/2019	30 seniors participants	A seniors meeting to demonstrate the idea of POSITIVE, organized officially for POSITIVE by Warsaw Municipality	REALL
Seniors meeting	Poland	24/08/2019	15,000 participants from 400 cities	A stand at Seniors Parade 2019 in Warsaw https://parada.zaczyn.org/rekordowa-parada-seniorow-dojrzali-wspaniali-2019/	REALL
Focus group	Poland	25/10/2019	3 primary end users	Focus group to promote the dissemination of POSITIVE and consequent mobilization	REALL

Workshop	Italy	21/09/2019	30 participants	Seminar on the aging brain for physicians, physiotherapists and psychologists https://www.hsantalucia.it/formazione/master-neuroriabilitazione-e-aging-brain	FSL
Focus group	Romania	21/10/2019	8 primary end users	Focus group to promote the dissemination of POSITIVE and consequent mobilization	AAIF
Focus group	Spain	4/11/2019	5 primary end users	Focus group to promote the dissemination of POSITIVE and consequent mobilization	ESKT
Convention	Italy	18-19/11/2019	300 participants	Presentation of new projects within FSL https://www.hsantalucia.it/eventi/3rd-research-retreat	FSL
Platform test with friendly end users	Switzerland	13/08/2020	2 primary end users	Platform test with primary end users to find and fix bugs before the field trials	HSLU
Meeting in Bologna	Italy	14/01/2020	Consortium	Second meeting of the consortium	ALL

Table 2: Activities report