

Acronym: VITAAL
Name: Walking speed, variability and personalised interventions on Geriatric Giants
Call: AAL JP Call 2017
Contract nr: Aal-2017-066
Start date: 01 May 2008
Duration: 36 months

D5.1 / D5.2 Project Dissemination Plan Project Presentation and Media Kit

Nature¹: P

Dissemination level²: PU

Due date: Month 18

¹ L = Legal agreement, O = Other, P = Plan, PR = Prototype, R = Report, U = User scenario

² PU = Public, PP = Restricted to other programme participants (including the Commission Services), RE = Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)



Date of delivery: Month 6

Partners involved (leader in bold): **DIVIDAT**, AICOS, ETHZ, MONTREAL, PROCARE, SPARTOS, KULEUVEN

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Partner list

Nr.	Partner name	Short name	Org. type	Country
1	Dividat AG (coordinator)	DIVIDAT	SME	Switzerland
2	Fraunhofer AICOS	AICOS	R&D	Portugal
3	Pro Care	PROCARE	SME	Belgium
4	ETH Zurich	ETHZ	R&D	Switzerland
5	Université de Montreal	UMONTREAL	R&D	Canada
6	Physio SPArtoS	SPARTOS	SME	Switzerland
7	KU Leuven	KULEUVEN	End-User	Belgium

Revision history

Rev.	Date	Partner	Description	Name
1	1.6.2018	DIVIDAT	First draft	Bujar Badalli
2	20.6.2018	DIVIDAT	CD & Marketing Material added	Bujar Badalli
3	25.6.2018	PROCARE	Social Media	Jessika van der Werf
4	1.7.2018	DIVIDAT	Revision	Eva van het Reve

Approved by DIVIDAT				
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Glossary

AAL: Ambient Assisted Living Association

AAL JP: Ambient Assisted Living Joint Programme

DoW: Description of Work

WP: Work Package



Table of contents

1. Executive Summary	7
2. Dissemination Plan Objectives	8
3. Communication and Dissemination Management Structure	10
3. Dissemination Activity Levels	12
4. Procedures for Dissemination	13
4.1. Communication material	13
4.2. Dissemination channels.....	19
5. Action Plan	25
5.1. Dissemination Plan	26
5.2. Dissemination Activities	27
6. Communication and Dissemination Activities Monitoring Mechanisms	28



1. Executive Summary

The dissemination and communication activities in the VITAAL project are carried out within the Work Package 5 (WP5): Dissemination and Exploitation.

This document lists a set of general guidelines and establishes a well-defined strategy for the dissemination of the VITAAL project. It presents an overall communication and dissemination strategy designed to properly diffuse the project, not only in terms of concept and objectives, but also in terms of results achieved.

The present dissemination plan is heavily based on the Description of Work (DoW), but includes also the result of the fruitful discussions among partners and stakeholders. Dissemination tools and activities were defined in relation to each specific phase of the project, and also in relation to each partner role. The target audience of said activities were defined for each partner country but also for a European level.

This document outlines the dissemination strategy to be followed in the VITAAL project. It identifies target audiences, to which dissemination activities should be oriented to, and defines concrete actions such as awareness activities, publications, workshops, best practices and the project visual identity.

The following sections of this Dissemination Report will provide a description of the dissemination activities undertaken and the tools developed during the VITAAL lifecycle.

As the resources dedicated to dissemination are restricted, cost-effective ways were chosen while maintaining the view to maximizing the dissemination potential.

An overview is given of all dissemination opportunities identified through traditional communication channels such as event attendance (e.g. conferences, seminar, workshops, etc.), project publications (e.g. leaflets, press releases as well as conference papers, articles in professional journals etc.) and project presentations (e.g. to local stakeholders, etc.) complemented also by online activities based around the project website, and through the most popular social media platforms (e.g. Twitter, Facebook, etc.). The dissemination activities have been designed to target the key audiences and stakeholders and to maximise awareness of VITAAL's objectives and activities.



2. Dissemination Plan Objectives

The goal of the dissemination and exploitation plan is to raise awareness of the project and ensure activities and outcomes are extensively distributed and efficiently promoted, through appropriate communication channels, to the selected target groups.

Each partner participates in the activities related to the dissemination and exploitation plan, each with their specific expertise and competence.

The dissemination plan will support presentation and reporting of all activities performed and all actions planned during the project lifecycle, including the design of the project visual identity and the scheduling of all dissemination activities.

Any dissemination activity and publication in the project will acknowledge the AAL JP Funding Programme and National Funding Agency.

Dissemination of project objective and expected results

In the first phase, dissemination will focus on the objectives and expected results. Afterwards, it will centre on distribution of results and conclusions through the web site of the project and other communication channels described in this report.

A set of dissemination material will be developed to support the dissemination (posters, brochures, etc.), and also electronic documentation (website, general presentation, public deliverables).

The participation in Information and Communication Technology (ICT) workshops and the organization of targeted demonstrations and special sessions are dissemination activities susceptible to be performed from the beginning of the project.

Results and best practices learned will be disseminated through workshops, conferences, forums and journals. It is expected the publications on newspapers, bulletins, and newsletters describing the outputs of the project.

Target audiences

Target audiences describe the different groups of stakeholders connected to the project. The classification of target audiences in a dissemination strategy is one of the best ways of achieving results. After obtaining information on the stakeholders, the dissemination activities will be tailored in order to act efficiently on the specific audiences through proper dissemination channels. By achieving a common understanding between the various stakeholders on the inclusion field, it will enable VITAAL outputs to benefit the whole industry.

The stakeholders are divided into four groups:

- **Primary stakeholders A** – Individuals, Patients



- **Primary stakeholders B** – Therapist & Health Professionals
- **Secondary stakeholders** – Sellers of ICT solutions
- **Tertiary stakeholders** – Organisations and authorities

Primary Stakeholders A & B

The primary stakeholder category comprises private users of ICT for ageing products and services, particularly physically older adults aged 65+ showing already a decline in mobility due to reduced usual or preferred walking speed. This target group especially includes patients who already have been in contact with therapist, doctors or other health care professionals.

Additionally VITAAL offers a gait analysis tool for professionals and therefore also targets therapists, general practitioners and other health care professionals involved in the rehabilitation process.

Dissemination to this group will focus on advantages offered by the VITAAL solution and evaluation of the group's acceptance.

Secondary stakeholders

The tertiary stakeholder category includes sellers of ICT, such as: VITAAL technology provider, in the field of medical and preventive products for improving the physical fitness of older adults and in the field of preventing falls.

This group will be made aware of the progress in good evidence-based practices, with the intention of results and findings of VITAAL to be integrated into the product-portfolio and services they distribute to the targeted patient population.

Tertiary stakeholders

The quaternary stakeholders represent organisations and authorities who have a socio-economic impact on the dissemination and uptake of ICT-based ageing solutions, such as: policy-makers, insurance companies, employers, public administrations, standardisation organisations, civil society organisations, the media, etc.

This group will be updated on the developments and accomplishments of VITAAL with the purpose of reaching a wider audience and calling future investors which directly or indirectly may profit with the solution.



3. Communication and Dissemination Management Structure

Capacity for Dissemination

Each partner will contribute to the dissemination plan according to their specific competencies and affiliated target groups.

Partners will report on both their planned and completed activities in their own country and/or international events to Dividat (project coordinator and WP5 Leader).

A template for recording completed and future dissemination activities has been created (Table 2) which will be used as a tool for monitoring and guaranteeing the quality of the dissemination procedure.

Dissemination Management

As responsible for task 5.2, Dividat will monitor all dissemination activities and will be responsible for the creation and update of the present Dissemination Plan.

The leader of the WP5, Dividat, will be responsible for exploring and researching the viability of VITAAL as a commercial solution and for the day-to-day coordination of the activities identified within this document.

All the initiatives connected to the communication and dissemination of VITAAL must be communicated to, and supported by, all consortium members according to the established on the amendment to the VITAAL Consortium Agreement.

The contact details of the members responsible for the coordination of dissemination tasks are included in the table below.

PARTNER	NAME	EMAIL
DIVIDAT	BUJAR BADALLI	bujar@dividat.ch
DIVIDAT	EVA VAN HET REVE	eva@dividat.ch

Table 1 – Contact details of dissemination leaders

Local Dissemination Leaders

The dissemination manager is supported by local dissemination leaders which are responsible for:

- Liaising with potential local-regional-national stakeholders to raise awareness about the VITAAL initiative and to engage them into the network.



- Organizing focus sessions (working groups, info days, etc.) at local-regional-national level addressing specific topics covered by the Thematic Groups to activate and to foster the relationship among stakeholders (sharing ideas, exchanging expectations and needs, etc.).
- Reporting to the Manager Leader all dissemination activities to be carried out as well as resulting conclusions.

The following partners act as Local Dissemination Leaders: AICOS (PT), KULEUVEN (BE), DIVIDAT (CH), MONTREAL (CA)



3. Dissemination Activity Levels

Dissemination activities will be classified according to the extension of its audience, so that the planning of activities are more accurate and effective.

Strategy at International and European Level

The project website and other social networking services will be used to communicate new developments. The participation in the annual AAL Forum is planned for each year of the project and the presence in international events, fairs and workshops dedicated to promotion of personal Health in older adults.

In each event, one or more of the following actions will occur: the distribution of the project brochure, publishing of press releases, submission of scientific articles in international journals.

Strategy at Local-Regional-National Level

Targeted local workshops with municipalities, government officials and other organizations responsible for development of active ageing policies will be arranged together with the rest of the stakeholders. The goal of these workshops is to raise users' participation and awareness, while approaching new potential users/customers. Additionally, it will provide an opportunity to disseminate and exchange views on best practices and policy development guidelines which will be structured based on VITAAL activities.

These activities include the organization or participation of workshops, events or seminars at national level, diffusion of the project brochure in those events, collaboration with universities, publish press releases or scientific articles in national newspapers, magazines and journals, and participation in TV programs whenever possible. The audience can be reached through frequent visibility in regional and local media like newspapers, radio and television, and the distribution of the project brochure in the corresponding language.

4. Procedures for Dissemination

As was set out in the proposal, the consortia already identified the main groups of potential users of the solution.

The ambition sought within this plan is to be able to reach different audiences, featured by different interests and expectations about the project outcomes. Being capable of delivering the right message depending on the specific audience is going to be vital to get the best result in the transference of technology.

Different routes of dissemination will be planned in order to reach these target audience.

4.1. Communication material

All the dissemination material produced in the context of the project may follow the templates, guidelines and recommendations described in Deliverable D5.1 – Project presentation and media kit:

Logo

The first element to be created was the logo, which has two versions: compact (Figure 1) and extended (Figure 2). Both have colour and black & white versions (Figure 3-Figure 5). The main colours were defined and studies for logo behaviour have been made.



Figure 1 VITAAL logo: compact version.



Figure 2 VITAAL logo: extended version.



Figure 3 VITAAL - negative version



Figure 4 VITAAL - negative version/color B: rgb (65, 100, 150).

Vitaal

Figure 5 VITAAL - black & white version.



Powerpoint presentation

A presentation outlining the project's objectives and main activities is developed to be used as a hand out to inform people about the project, and seek their participation / contribution by listing several options for getting involved (i.e. how to participate)



Figure 6 Screenshot of the VITAAL presentation.



VITAAL
Aal-2017-066

Flyer

www.vitaal.fit

Vitaal

Using walking speed and variability assessment for personalised interventions on Geriatric Giants



For increased fall risk

For cognitive deficits

For urinary incontinence

Vitaal offers an effective, target-oriented training, that promotes health and independence in older adults with cognitive deficits, an increased fall risk or people suffering from urinary incontinence.

Vitaal



Vitaal enables an early detection of signs of decline through the analysis of gait, which helps formulate individualized interventions.

Vitaal bridges the gap between assessment and intervention which, to this date, is unique.

To know more about Vitaal go to our website www.vitaal.fit, or email us to info@vitaal.fit.

Project Team

ETH zürich Fraunhofer PORTUGAL Dividat ProCare

  Université de Montréal KU LEUVEN

The project VITAAL is funded under AAL JP


AAL PROGRAMME 

Figure 7 VITAAL flyer - front and back.



Rollup

The roll-up banner features a blue header with the website www.vitaal.fit. Below this is the 'Vitaal' logo, where the 'V' is multi-colored. The main title reads 'Walking speed and variability assessment for personalised interventions on Geriatric Giants'. A central photograph shows five elderly individuals walking on a path. Below the photo are three colored buttons: red for 'For increased fall risk', orange for 'For cognitive deficits', and blue for 'For urinary incontinence'. The 'Project Team' section lists logos for ETH zürich, Fraunhofer IPA, Dividat, ProCare, a stylized 'i' logo, iugm, Université de Montréal, and KU LEUVEN. At the bottom, it states 'The project VITAAL is funded under AAL JP' and includes logos for AAL PROGRAMME and the European Union.

Figure 8 VITAAL roll-up.



Figure 9 VITAAL roll-up.

4.2. Dissemination channels

Various dissemination channels will be used to ensure the transmission of the project results to a wide range of stakeholders. Main stakeholders have already been identified. The project will be disseminated through:

Website (available at <http://vitaal.fit>): includes project description, partners' presentation, non-confidential results of the project, important dates and events. The website is updated on a regular basis, so that the most recent advances of the project are shown.

The information architecture of the VITAAL website (<http://vitaal.fit>) is simple and navigation was kept as shallow as possible. The content was reduced to a minimum in order to make sure visitors grasped the idea of the project without having to spend too much time reading and scrolling down the page. Some screenshots are presented below, which illustrate the home page (Figure 10), the news section (Figure 11) and the consortium (Figure 12)

The main content of the website is available in English and in the four languages of the project partners: Portuguese, French, German and Dutch and the back-end is prepared to ease the creation of new content, that will be added as the project advances (news and results), in these four languages as well.

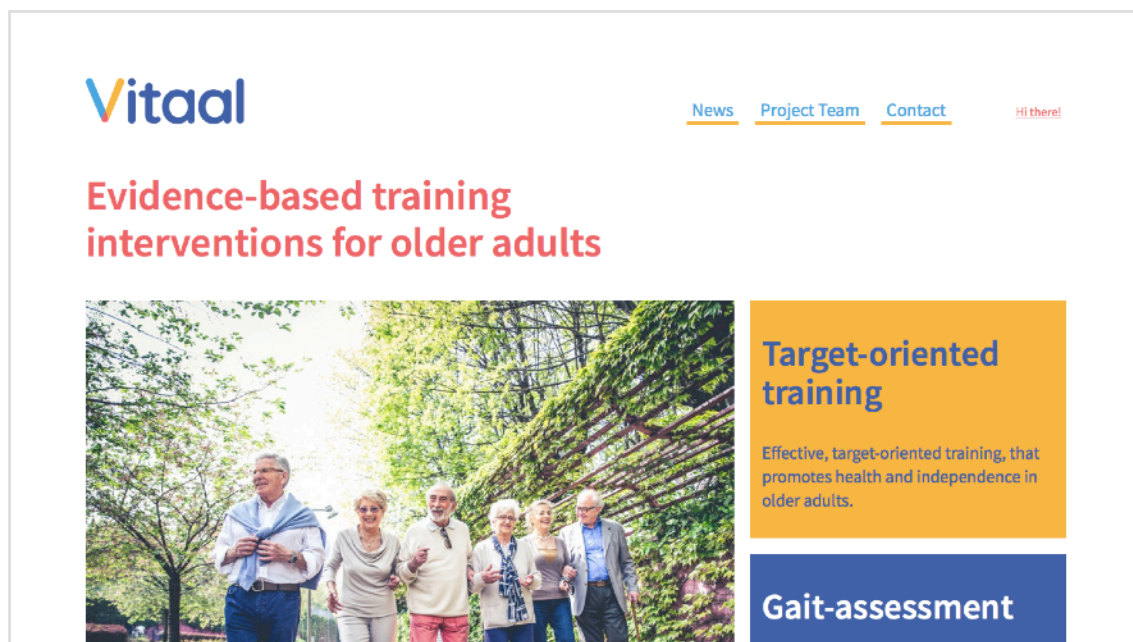


Figure 10 VITAAL website: home.

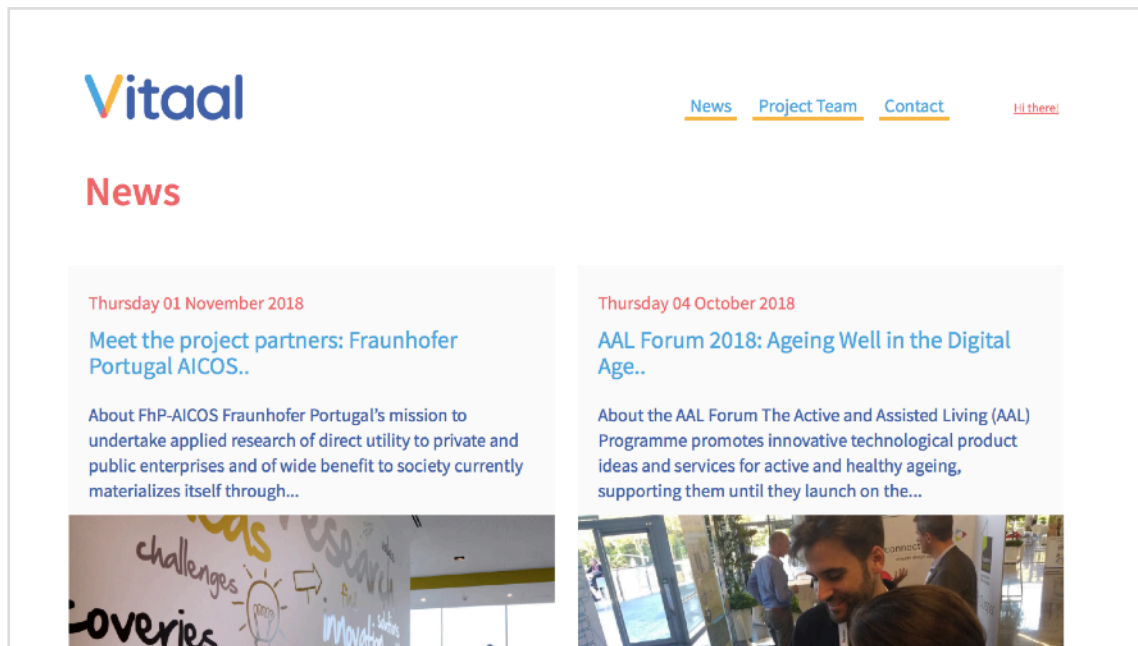


Figure 11 VITAAL website: news section.



Figure 12 VITAAL website: consortium.



Social Media

A Facebook page and a Twitter Account was created for the VITAAL project to be used also as a dissemination channel. Through these channels, we intend to publish our main activities as well as interesting results of the project, so that they can easily, effectively and rapidly reach as many people as possible (Figure 12 and 13)

<https://www.facebook.com/Vitaalfit-500409197094283>

<https://twitter.com/vitaalfit>



Figure 13 VITAAL Facebook Page.



Figure 14 VITAAL Twitter Account.



Conferences and Events

There will be a number of knowledge sharing events to bring together project participants, local experts, special interest groups, decision makers and interested participants to share knowledge being gained as the project progresses. These events will also be aimed at promoting best practices and sharing lessons learned. The partners, in particular SmH, FhP, CHSJ and FMUP will participate and represent the project in relevant scientific conferences, and all will visit sector events, information days and trade shows; including the interaction with other European Technology Platforms in the themes of interest, plus international events such as AAL Forum

We have built a list of relevant events and conferences that can potentially be used to disseminate the project and communicate its advances. Below stands a preliminary list of conferences with a potential interest for the project. Attendance to each of them will be evaluated individually according to its interest and the associated dissemination objectives.

AAL Forum

<http://www.aalforum.eu/>

Europe

Ageing Fit

<http://www.ageingfit-event.com/>

Nice, France

Annual Conference of the American Society on Aging

<http://www.asaging.org/aging-in-america>

San Francisco, USA

Arab Health

<https://www.arabhealthonline.com/en/Home.html>

Dubai, United Arab Emirates

Digital Health Summit

<http://digitalhealthsummit.com/>

Las Vegas, USA



Digital Health Summit Europe

<https://live.ft.com/Events/2018/FT-Digital-Health-Summit-Europe>

Berlin, Germany

Digital Silver Forum

<http://www.digitalsilver.eu/>

Finland

European Health Forum

Austria

<https://www.ehfg.org/>

EU Falls Festival

<http://www.eufallsfest.eu/>

Europe

Falls, Frailty & Bone Health Conference

<http://ffbh-europe.com/>

Dublin. England

Health and Care Innovation Expo

<https://www.england.nhs.uk/expo/>

Manchester, England

HIMSS Europe and Health 2.0

<http://www.himss europeconference.eu/barcelona/2018>

Barcelona, Spain

ICT4AWE (International Conference on Information and Communication Technologies for Ageing Well and e-Health)

<http://www.ict4ageingwell.org/>

Madeira, Portugal



International Conference on Integrated Care

<https://integratedcarefoundation.org/events/icic18-18th-international-conference-on-integrated-care-utrecht>

Utrecht, Netherlands

Medica

<https://www.medica-tradefair.com/>

Düsseldorf, Germany

World Demographic & Ageing Forum

<https://www.wdaforum.org/home/>

St.Gallen, Switzerland

Press

Press releases will be published in newspapers, magazines or partners website in a way interesting to the targeted user groups. Each press release event will be announced in the project website. This will be an opportunity to promote project results to interested scientific and professional communities.

The general public will be addressed through mainly press releases and various publications in newspapers, television programmes, magazines and partners' websites to raise awareness at the national level so that practitioners and other stakeholders are informed about the project's work.

The publication in scientific journals will also be considered as it will be an opportunity to promote project results to interested scientific and professional communities.



5. Action Plan

A set of communication and dissemination activities have been identified and organized in three main phases related to the stage of development of the project. Phase 1 commenced at the outset of the project and focused in the initiation of the project as well as in the communication of the objectives of the project and the roles of the consortium. This phase will last until Month 18, where milestone 2 is reached and the Alpha prototype is presented. From this moment on, Phase 2 will focus on the communication of the current progress of the project, showcasing the prototype and performing the first beta tests, as well as revealing the first results. The last phase of the project, starting on month 24 will focus on the final prototype and the market acceptance. In this stage the expanded two a broader set of stakeholders receive feedback from the market.



5.1. Dissemination Plan

Period	Description	Objectives	Activities
Start of the project			
M1-3	Project Initiation	Achieve visibility	Logo creation, launch of website, social media, creation of posters and all other relevant material for dissemination
Phase 1			
M1-18	Initial Need Assessment and Product and Service Development	Community involvement, identify key stakeholders	Dynamic website; Communication on selected channels; provide dissemination kit for multipliers; liaison activities; focussed presentations at targeted conferences
Phase 2			
M18-24	Product and Service Development & Testing	Intensive use of project deliverables	Advertise VITAAL website; heavily promote events including lessons learned from 1st year; review and potentially broaden communication
Phase 3			



M24-38	Service Model & Business Plan	Achieve visibility. Broaden stakeholder group. Feedback from the market.	Advertise VITAAL website; heavily promote events including lessons learned from 1st & 2nd year, clearly articulate offering and business model
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5.2. Dissemination Activities

In the following table one can find the activities, organized by phases, that were already completed (these are highlighted in bold) or are planned to be performed in the dissemination task.

In order to capture the impact of communication, a combination of criteria or feedback mechanisms will be used to measure the effectiveness of each dissemination activity. In quarterly intervals, partners will be asked to provide information on the following aspects:

- Type of activity: Conference, workshop, collection day, publication, presentation, social media
- Place: Where de dissemination activity took place
- Date: Date of the dissemination activity
- Target audience: Audience type
- Size of audience: audience number
- Partners involved: Partner or collaborating organisation/project
- Comments: Additional notes, if needed, for example used resources (presentations, brochures, etc.)

The reporting of all dissemination activities shall be listed in D5.5, in a short and concise manner, following the criteria announced above and the template presented in Table 2.

Partners are required to report to all partners, within the minimum periods given as follows:

- 30 days in case of written publication;
- 10 days for oral presentation;
- 10 days in case of participation in a public exhibition.



The template will be slightly revised in the course of the project to reflect changes in dissemination requirements. DIVIDAT is responsible for monitoring the feedback and, if necessary, reminding the partners to report back.

6. Communication and Dissemination Activities

Monitoring Mechanisms

In order to capture the impact of communication, a combination of criteria or feedback mechanisms will be used to measure the effectiveness of each dissemination activity.

Partners activity monitoring

All of communication and dissemination activities are reported and stored on **OneDrive**. Every partner involved in a specific activity have to fill out the Excel file available online. By keeping the internal database updated we will be able to search or review the different dissemination activities performed and we will be able to present the dissemination results in a chronological way. Partners will be asked to provide information on the following elements:

- Name of the partner involved in the activity;
- Type of activity: conference, workshop, publication, presentation, social media;
- Place: where the dissemination activity took place;
- Date of the dissemination activity;
- Coverage: audience type and number and any relevant data that can be useful to estimate the impact and effectiveness of the activity;
- References and resources: links to presentations or other related material.