



GUARDIAN

The social robot companion to support homecare nurses

D5.3 Website of the project and social networks accounts

Project acronym:	GUARDIAN
AAL JP project number:	aal-2019-6-120-CP
Deliverable Id :	D5.3
Deliverable Name :	Website of the project and social networks accounts
Status :	V1.0
Dissemination Level :	public
Due date of deliverable :	M6
Actual submission date :	Iteratively updated - February 26, 2021 (Second draft)
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Contributing partners :	VIL, UNIVPM, UNIGE, TU/e



VERSION HISTORY

Version	Authors	Date	Description
0.1	VIL (Minke ter Stal, Dirk Lukkien)	24-06-2020	First draft
0.2	VIL (Minke ter Stal, Dirk Lukkien)	25-02-2021	Second draft
0.3	VIL (Henk Herman Nap)	20-04-2021	Update
1.0	VIL (Henk Herman Nap)	27-7-2021	Final version / iterative updates after august 2021



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Guardian

Executive summary

The first step to create a coherent graphic identity was to design an effective logotype. The Guardian logo has already been presented in the D5.2 “Dissemination Plan”. The Guardian logo was created by ConnectedCare and approved by all project partners. The logo is used on the home page of the Guardian website which is also realized by ConnectedCare. The logo is also used in all documents, posters, leaflets and other communication channels.

A variety of possible logo’s have been designed, as shown in Figure 1. The two larger logos on the right were finally chosen.

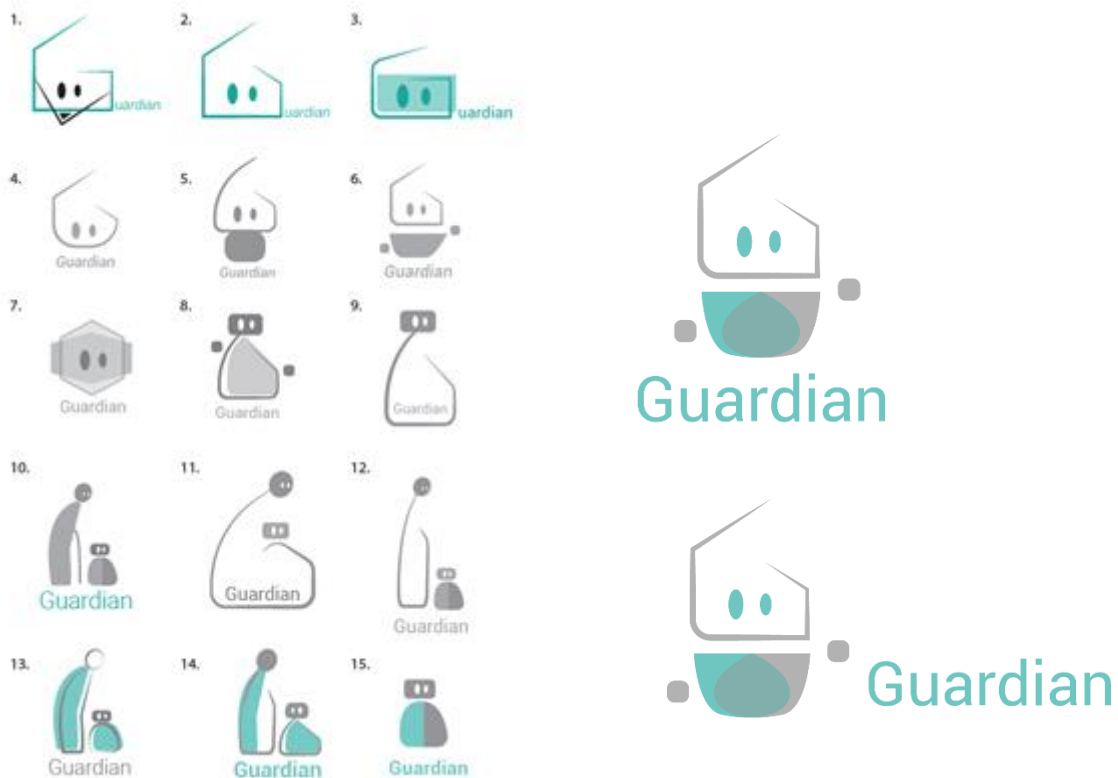


Figure 1: Guardian logos

The development of a project website is crucial to ensure dissemination of the results to a wide range of stakeholders. In particular, a user friendly and updated website is key to communicate beyond field experts and reach the general public.

The project website is available at <https://guardian-aal.eu/> and is developed in English to enable dissemination all over the world. The most important project results will be published on this website and displayed in a clear and understandable format. The website also contains in-depth information about the Guardian project (objectives, how it works) and information of all partners and their role within the Guardian project. Furthermore, the website includes a blog section for news updates, that displays up-to-date information about meetings, workshops, events and publications.



1 Objectives

The main objective of the communication and dissemination strategy is to realize a high impact of all project results on the end-users organizations, sensor system developers, owner/managers, etc. Through realising this strategy a widespread dissemination should be possible leading to an utilisation of the project's outcomes. Most of the deliverables of GUARDIAN will thus be put in the public domain. The GUARDIAN website will play a major role in making them available to a large audience of interested parties. In particular, all the deliverables concerning the new tools, the services, co-design and organisational approach to the deployment of m-health will be public. The interlinkage of the website with other relevant web portals guarantees a high impact and relevance on Google and other search-engines. RSS feeds and sharing functionalities with personalised web portals will allow website users to stay informed and embed new information in their personal web environment. Additionally, GUARDIAN will disseminate the project results, news and information by social networks. For GUARDIAN it has been decided to use the networks and contacts of existing social network accounts of partners and people in the project for dissemination.



2 Achievements

The guardian project website <https://guardian-aal.eu/> has been launched in March, 2020.

From the homepage and the menu bar, the users can access the following main sections:

1. Homepage
2. About
3. Latest News
4. Deliverables
5. Team
6. Contact

2.1 Home page

The home page of the website enables navigation on the website and gives a concise description of Guardian. Furthermore, the two latest news items, the involved partners, the slogan, the logo and image of Guardian robot are presented on this webpage.

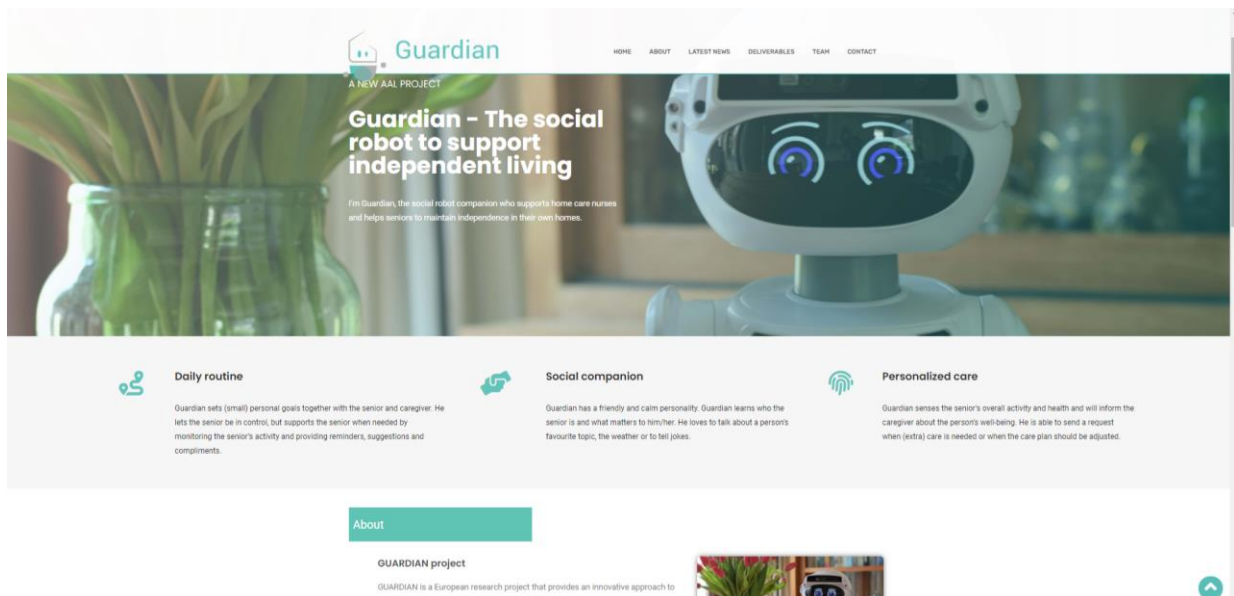


Figure 2.1 – Guardian Homepage

2.2 About

In this section of the website, all relevant information to understand the meaning of the Guardian project is presented. Visitors are able to understand at a glance the key objectives of Guardian, how it works and the potential benefits.

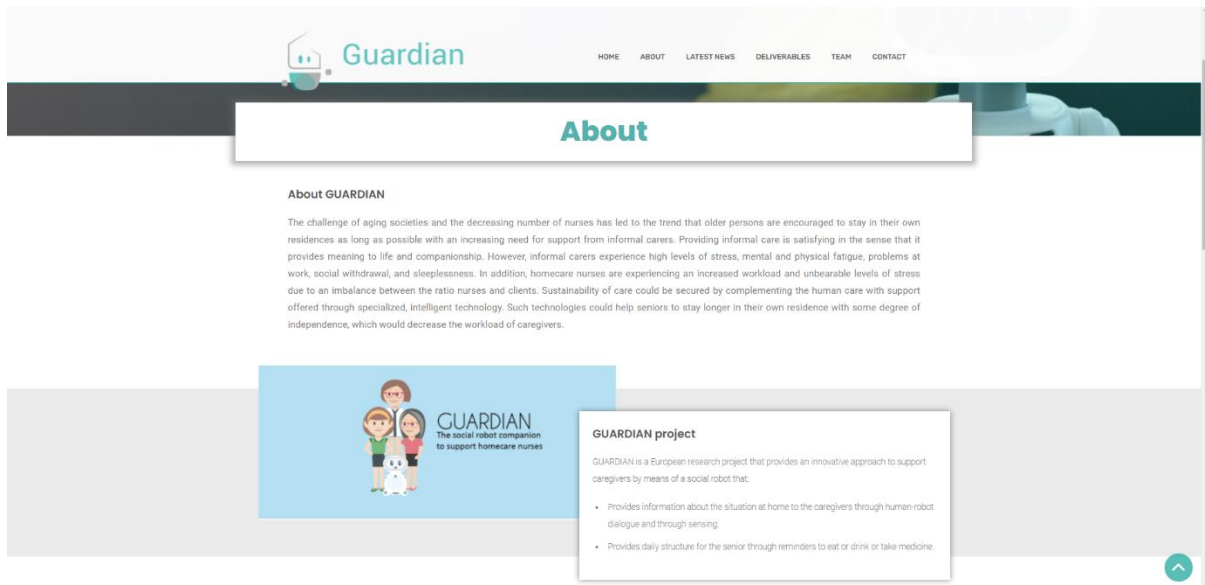


Figure 2.2 – About section

2.3 Latest News

This webpage collects all news items provided by the partners, also including video's of previous presentations.

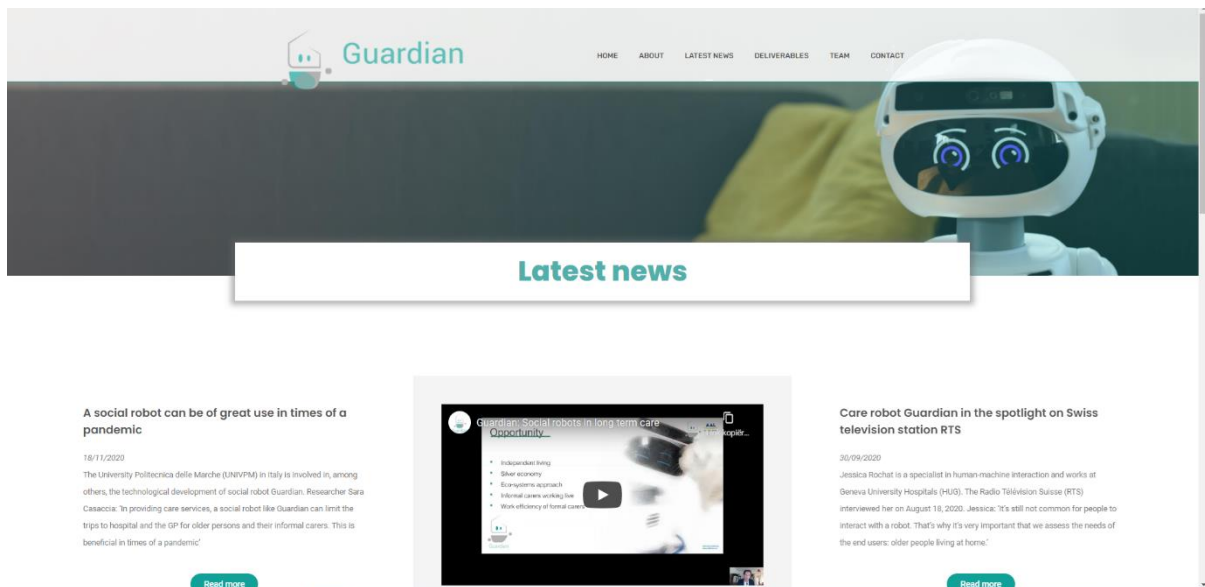


Figure 2.3 – About section

2.4 Deliverables

This webpages gives an overview of all deliverables which will be published during the Guardian project. Making all deliverables concerning the new tools, the services, co-design and organisational approach publically available.

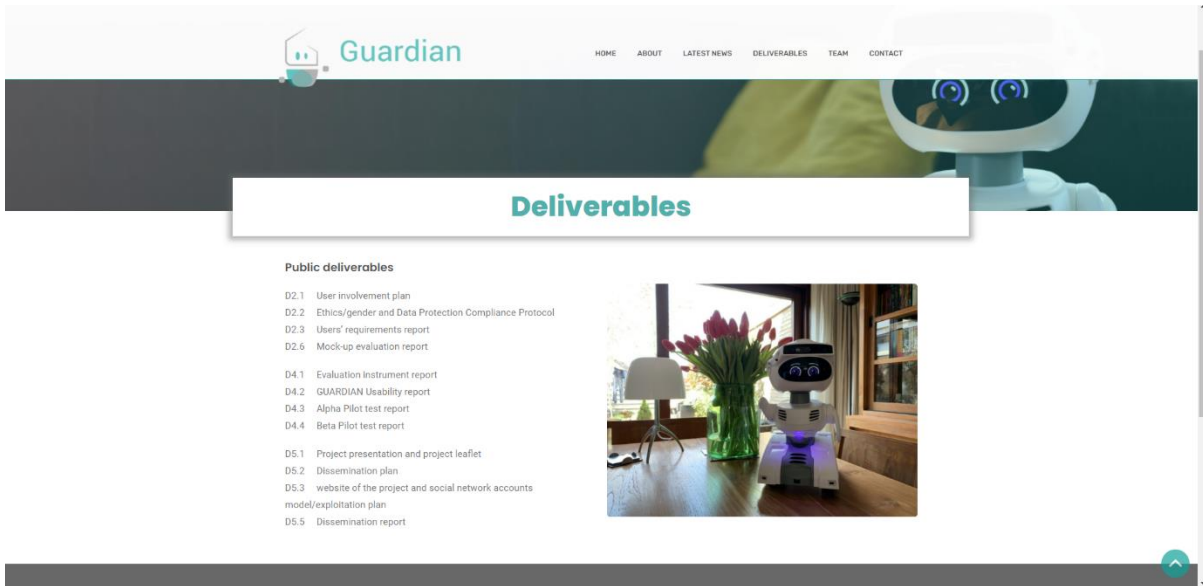


Figure 2.4 – Deliverables section

2.5 Team

In this section of the website, visitors can find all involved project partners including a short description of their organisation and a link to their website.

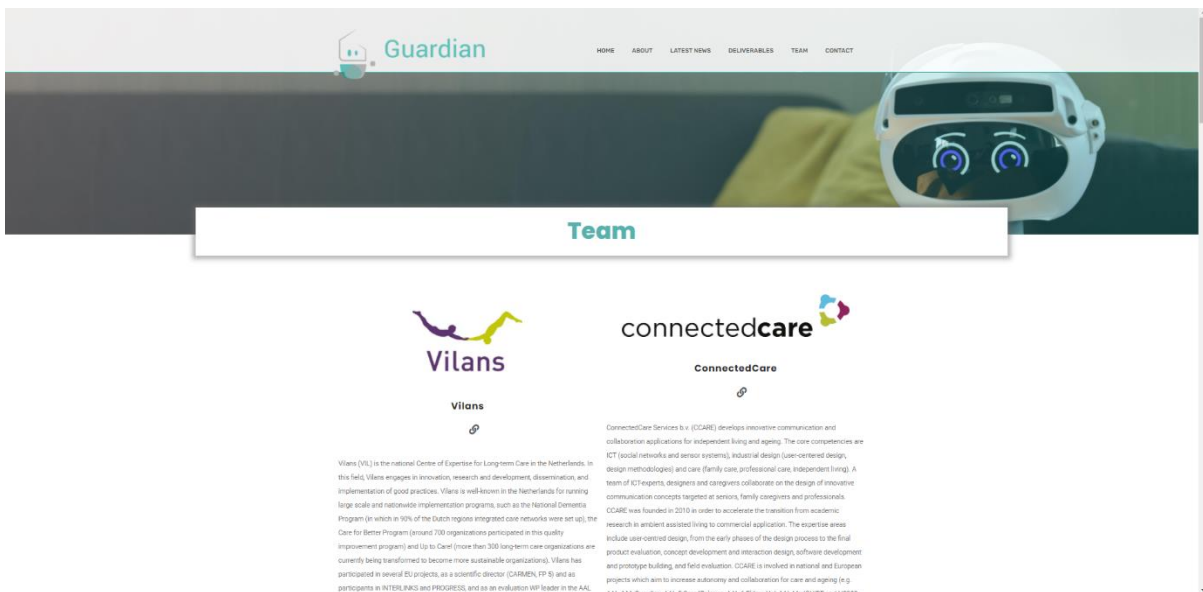


Figure 2.5 – Team overview

2.6 Contact

The webpage includes contact information (i.e., email and phone number) of the coordinator and the person that is responsible for the communication of the Guardian project. This information is also displayed at the bottom of each webpage.

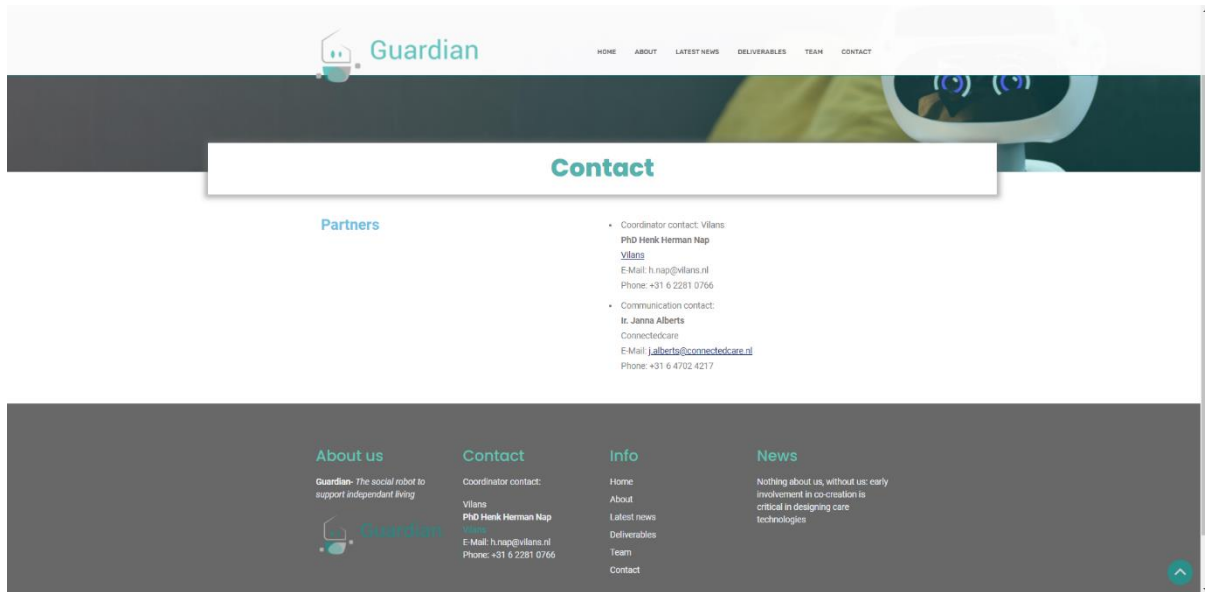


Figure 2.6 – Contact information

3 Ongoing & Future Steps

The website is updated on a regular basis with news and content, new information collected from work package (WP) activities and partners’ dissemination events. Additionally, it will feature all new material available for communication, from publications to photo galleries from project meetings.

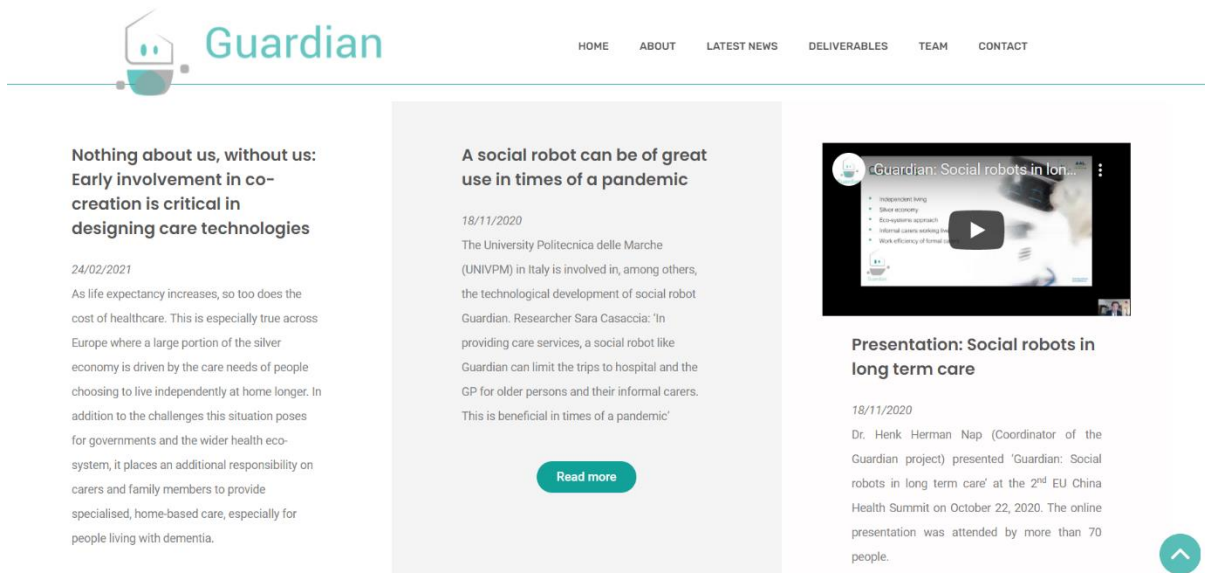


Figure 3.1 Latest news



For GUARDIAN it has been decided to use the networks and contacts of existing social network accounts of partners and people in the project for dissemination. From previous AAL projects such as eWare and MagicTABLE it became clear that the amount of followers are usually low in project social media accounts, while existing accounts - with links to the AAL Programme and EU AAL related companies and people - can have quite some reach and impact. For example the LinkedIn and Twitter accounts of Vilans which has >50K followers (<https://www.linkedin.com/company/vilans/mycompany/>) or individual accounts of people who work in Guardian such as <https://www.linkedin.com/in/henkhermannap> with >3K followers.

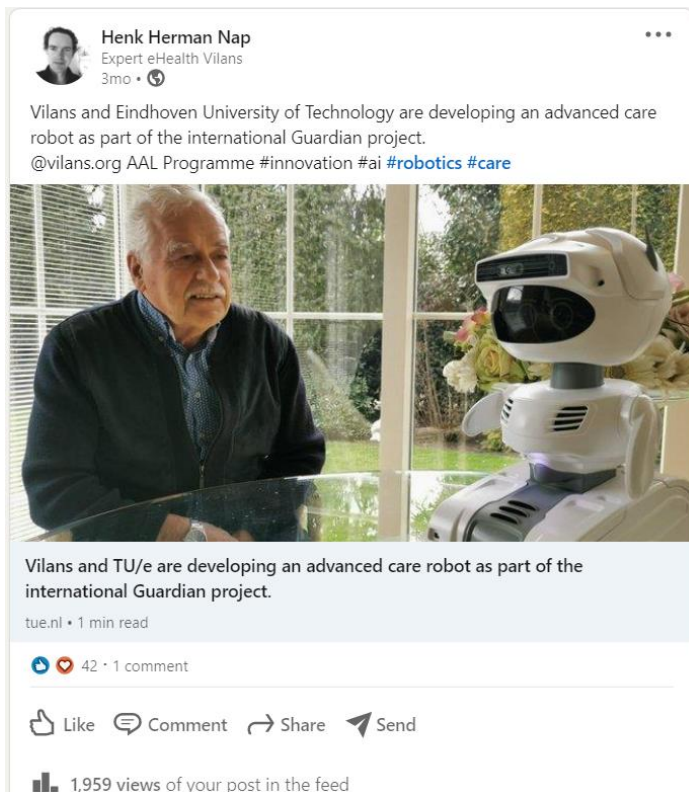


Figure 2.2 LinkedIn post on Guardian with almost 2000 views