



## D5.1 Dissemination Plan

Ambient Assisted Living Joint Programme

AAL JP project number: AAL 2019-6-179-CP

Project Acronym: eSticky

Project Title: Electronic Sticky Notes for Dementia Care (eSticky)

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## List of abbreviations (alphabetically)

Abbreviation	Full name
A24	Assistenz24
AAATE	Association for the Advancement of Assistive Technology in Europe
AAL	Active Assisted Living
ACM	Association for Computing Machinery
CSUN	California State University Northridge
CVN	Connected Vitality Network
DoW	Description of Work
FB	Facebook
GR	Gerd Rosenauer
Harpo	Harpo Sp. z o.o.
HICS	HICS s.r.l. (the coordinator)
ICCHP	International Conference on Computers Helping People with Special Needs
KI-I	Kompetenznetzwerk KI-I
KPI	Key Performance Indicator
R&D	Research and Development
SEIT	Software Engineering and Internet Technologies
SME	Small and Medium-sized Enterprise
UCY	University of Cyprus
WCAG	Web Content Accessibility Guidelines
WD	Werner Daxberger
WP	Work Package

## Executive Summary

This document contains the dissemination plan of the eSticky project. It defines what it is meant by dissemination and it states that the objective of the dissemination plan is to enhance the socioeconomic impacts of the project initiative. Dissemination activities are very dynamic and they demand the constant collaboration with all project partners to involve two specific objectives:

- Awareness creation, communication and dissemination of the project results;
- Ensure knowledge sharing, stakeholder engagement, and sustainability beyond the project's lifetime.

Developed and planned dissemination activities are presented, and potential scientific events and journals for future participation are identified. A variety of dissemination methods are described according to target audiences and purpose of the activity. As was planned by the consortium partners, the principal results of the project are going to be spread mainly to scientific and technical communities, final users, carers and stakeholders in general. A project's website is created, and will be improved and continuously kept up to date with the most significant information on project activities and results (when they will be available). It is planned that scientific and technical contents and publications, but also more general information and news will reach the interested institutions, users and communities over appropriate and specific channels proposed in the content of this dissemination plan. Final considerations about monitoring of these activities are also described in this document.

## 1 Introduction

Dissemination and exploitation of the results in a research and development project are considered essential for the project's long-term impact and the benefits it may bring to science, business, and end users. An effective dissemination strategy is important for achieving the impact of the project results on various recipients. Given that the eSticky solution to be developed within the project is aimed at improving the everyday life of older persons with memory problems (dementia, Alzheimer in early stage of a disease), we expect it to be able to generate interest across stakeholders within the scientific community, the technical sector and the users community.

Accordingly, we define dissemination as the public disclosure of the research results, the insights and lessons learned from the project aiming to reach those who may directly or indirectly benefit from the results of the project, those involved in research in related fields, organisations dealing with elderly or related assistive technologies, decision and policy makers, and the general public.

User-centred design and research initiatives, such as eSticky, are nurtured with the knowledge and experience provided by scientists, business and end users. The dissemination plan has the challenge to gather the results of this prolific interaction and share it through different channels to guarantee access to, and feedback from, a diverse public. Feedback will improve the quality of the products and a wide access will enhance the impact of the project regarding the potential use of results by different stakeholders. To address this challenge, it is required to acknowledge the specific needs (language, methods, contents) of each target audience to effectively communicate the project's results. The dissemination and use of the results will always be carefully aligned with intellectual property rights and ethical aspects of data protection.

The main objective of this report is defining an appropriate communication strategy for the diffusion of the project results at a local and international level and next implementation of these actions. Task 5.1 *Dissemination Plan and Implementation*, being a part of Work Package 5 (WP5) *Dissemination & Exploitation*, will last for the whole project duration. Within this task, at the initial stage of the project (in M3), a dissemination plan is being designed with the goal to spread the principal results of the project mainly to scientific and technical communities and stakeholders during the whole project and after its finalisation. According to responsibilities of this task a project's website should be implemented and continuously kept up to date with the most significant information on the project activities and results. Moreover, scientific and technical contents and publications, when possible available in open-access repositories, should be created. Monitoring activities will be performed during the project to oversee that the dissemination plan will go on as planned, and that information and news will reach the interested institutions and communities over appropriate channels.

D5.1 *Dissemination Plan* is the final report that defines and describes how the project work and the project results will be disseminated during the whole project duration. It is divided on the following sections:

- Section 2 contains information about the visual identity in the project and first ideas of the project logo and name (taking into account future name of the final product);
- The aim of Section 3 is to emphasize the way how the project will be communicated in general in the countries of consortium partners and globally;
- Section 4 introduces in local and international levels of project results' diffusion taking into account defined target audiences in the project: scientific and technical communities, final

primary users and its carers (called as secondary and tertiary users) and other stakeholders. The role of the project partners is underlined in this strategy.

- In section 5 the idea of dissemination plan, its methods and tools is presented. At the moment of writing this deliverable the following tools and ways how the project results will be disseminated have been identified in the project: its website, scientific and technical publications, participation in events like forums, conferences, fairs, etc., social media, brochures and other channels.
- Section 6 contains information about monitoring dissemination activities and responsibilities of the project partners in these activities.
- Finally section 7 summarizes the Dissemination plan and presents the main conclusions at this stage of the project.

## 2 Visual identity of the project

Within initial months of the project first visual identity package was created. In below subsections first visual elements of the project and further product were presented.

### 2.1 Project logo

Various variants of the project logo were considered taking into account key words: assist, wellbeing, life, home, support, memory, autonomy, aid, remind, notification, security, health, independence. A number of other logos and symbols representing the brain, heart, human, bubble, hand, typo, house, circle, phone, smiley, square, tick, etc. have been studied. Finally, the consortium partners decided that the peel-off sticker symbol will best suit the idea of electronic sticky notes (see in Figure 1 Figure 1. eSticky logo in various combinations) and will be the most accessible (checked using contrast colour test).



Figure 1. eSticky logo in various combinations

## 2.2 Project and product name

The project titled „Electronic Sticky Notes for Dementia Care” has an acronym „eSticky”. The consortium partners have considered various alternative names taking into account future name of the final product. The following criteria were taken into account: free domains, trademarks, products (Google, Amazon), Google Playstore. The most of partners decided that the original name „eSticky” will be the most appropriate for the purposes of the project and for the future product planned to be developed as part of the design work. At partners' online-research about trademarks came out that no documents matched the query "esticky or "e-sticky". Therefore the name could be registered by the consortium.

## 3 Definition of communication strategy

Dissemination strategy will be efficient if identified target and adequate communication will be planned and carried out carefully. The communication and dissemination campaign of products/ services offered by the project will be important, especially from the countries of the project partners and then expanded to the whole European Union.

The overall long-term strategy will be based in the project on the following goals:

- Create broad awareness around eSticky innovations;
- Create a sustainable community around eSticky taking into account three conditions: to be interesting, frequent and regular;



- Indirect contribute to the Key Performance Indicators (KPIs) from the Description of Work (DoW) in the range of management quantitative success criteria and qualitative success criteria;
- Promote eSticky by the project partners and their networks, and promote the project partners in general;
- Analyse stakeholders and future customers;
- Apply a multi-channel dissemination approach;
- Reach out both scientifically (academic) and popular (for users and general public);
- Be careful, i.e. act and spread the project results, but not to publish sensitive material (business secrets, patenting opportunities, scientific materials for publishing in peer-review journals).

## 4 Local and international level of project results' diffusion

There are multiple different audiences that are relevant for eSticky. The challenge lies in developing communication and dissemination modes that are engaging and which attract the attention of various stakeholders and afford the project a broad outreach for optimal impact. The success of a dissemination plan, therefore, relies on identifying appropriate methods of communication and sharing contents tailor-made to suit each of the identified audiences. That in turn demands that the consortium partners have a good knowledge of the audiences that they intend to reach. That is why, for this plan, three major target audiences have been defined:

- Scientific and technical communities;
- Final users and carers;
- Other stakeholders.

Each audience is composed of different stakeholders. Concerning the scientific and technical community, the consortium partners include here researchers from different fields associated with technical institutes and universities working on different topics related to the project (assistive technology, information and communication technologies, computer-human interaction, Internet of Things, disability, etc.). Moreover, the organisations involved in using, producing or distributing related technologies that could contribute to or benefit from the project's objectives (assistive technology, software engineering, hardware, sensors...) are considered.

In a wide perspective, the final users community includes older persons with dementia and Alzheimer (in their early stage of disease), their family members and support groups, educators and their organisations, other centers working for and with older people.

Last group of other stakeholders may include the general public, policy/decision makers, product and service providers and every other persons who may tendency to loose their things, and need reminders in their daily routines.

The introduction of the diffusion solutions will be coordinated through marketing and information operations with the involved organisations on national and international levels. It will be organised locally thanks to the project partners from various parts of Europe (in Italy, Austria, Poland and Cyprus). Two of the project partners, Harpo Sp. z o.o. (Harpo, Poland) and Assistenz24 (A24, Austria) are involved in end-user testing and will spread the project idea and its results among older adults, their families, relatives and caregivers, and professional care organisations in these countries. Their

contribution will be important in all phases and also strong as of all the joint activity developed during the research and development phase. Moreover, the project partners will disseminate the project results by their networks and contacts locally and internationally via Internet, events like conferences and fairs, scientific publications, personal contacts, existing networks of contacts with scientists, stakeholders, customers, etc., as well as contacts and trainings for future dealers of eSticky product.

#### 4.1 Scientific and technical communities

One of the major impacts of eSticky is the promotion of European scientific and technological leadership in the area of assistive technology for the elderly. This will be achieved through a determined and varied dissemination of the project results to the scientific community. The consortium partners aim at scientific publications in relevant high-ranked peer-reviewed scientific journals. Whenever possible, open access to publications will be sought, either by publishing in open-access journals or by choosing the open-access option for the specific articles in traditional subscription journals. In addition, open access to results and publications via universities' institutional repositories will be ensured. Other journals may also be used as and when appropriate.

The eSticky scientific and industrial partners are active internationally, with extensive numbers of publications in their respective fields. They will build on their experiences and extend the reach of the eSticky results through their related publications. Partners will also regularly give presentations in scholarly and popular scientific events. Other relevant national and international conferences will also be targeted. Through active networking with stakeholders eSticky will strive to validate and showcase its electronic displays with reminders. To further increase the visibility, the consortium will publicly exhibit and demonstrate the solution prototype at least on the AAL Forum. To facilitate networking within the scientific and technical audience, specialised social networks of the project partners will be used.

Scientific and technical communities can be stimulated by the project partners experienced in various branches. Two project partners, Kompetenznetzwerk KI-I (KI-I, Austria) and University of Cyprus (UCY, Cyprus) have especially research role in the project. KI-I and UCY have long years of experience in research and development (R&D) for people with disabilities and elderly people. Both employ experienced computer scientists, who will guarantee the professional implementation of the software development tasks and dissemination of the project results among scientific and technical communities.

KI-I can build a communication bridge between fundamental research, application and teaching. In addition, the network structure of the KI-I ensures access to a wide range of knowledge, know-how and expertise on global scale (KI-I has rich experience in different research projects on regional, national and European level, e.g. in the Information society technologies - Seventh Framework Programme, project AsTeRICS<sup>1</sup>).

The Department of Computer Science, belonging to the Faculty of Applied Sciences of UCY is highly research oriented with an overall rate of more than 100 publications per year. The Software Engineering and Internet Technologies (SEIT) Laboratory is a part of the Department and has coordinated, and participated actively in more than 30 EU projects (such as MUSIC, AsTeRICS and Prosperity4All<sup>2</sup>, which involved the R&D of modular middleware platforms for the development of

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<sup>1</sup> <https://project.asterics.eu/>

<sup>2</sup> <https://www.prosperity4all.eu/>

personalised, self-adaptive applications and assistive technology applications for people with disabilities. Moreover, SEIT was involved in the Connected Vitality Network (CVN)<sup>3</sup> project that developed a social telepresence platform, enabling immobile senior citizens to organize their social network and choose the activity, and select levels of social interaction according to their individual needs, abilities and chosen lifestyle. In the eSticky project SEIT will provide its advanced knowledge and experience in R&D on middleware platforms, and rich contribution in communication with scientific communities.

The consortium business partners, through their production and research activities related to different areas of expertise, have direct contact with different stakeholders from the industry sector. This is an opportunity to identify and involve this type of stakeholders, also to get to know new industrial organisations, and to identify the most important venues in which project results and related information could be disseminated.

Five participating small and medium-sized enterprises (SMEs) in the project will ensure high impact on the market and technical communities through their experience in the field, as well as in other business areas. eSticky fits well in the strategy of HICS s.r.l. (HICS, Italy) and will be a logical expansion of their daily dissemination and exploitation strategy. The experience of HICS' team in the integration of different systems could be an important resource for the project, such as the wide network of manufacturing companies located both in European Union and Asia.

Harpo, who will also play a major role in dissemination and commercialisation, has a lot of contacts and experience in bringing new products to the market and acts via a network of dealers, as well as end-user organisations in Poland, other European and global countries. A24 is a company providing personal assistance services to clients of different age groups and disabilities. They will spread the project results among their elderly customers and caregivers of people with dementia. The involvement of companies and organisations from different countries will ensure impact on the dissemination, communication and marketing at a European level.

Werner Daxberger (WD, Austria) and Gerd Rosenauer (GR, Austria) are skilled industrial designers, who have worked for well-known companies and have the experience to help make the resulting product a success on the market. Their involvement right from the beginning will help to provide the project visual identity in dissemination and keep the time to market after the project short.

## 4.2 Final users and carers

The product proposed in this project and dissemination activities related with it are aimed mainly to the private users and are planned to particularly emphasise the aspect of their independent living. Consequently, the consortium partners estimate that main stakeholders would be the older adults themselves and/or their families and social networks. The user segmentation can specifically be defined as follows:

- Primary end-users: older adults with dementia (mainly in an early state) who want to live independently in their own home.
- Secondary end-users: informal caregivers of persons with dementia such as family members and friends. Due to their reduced care needs of the primary end-users, they benefit indirectly from the results of eSticky project.

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<sup>3</sup> <http://www.connectedvitality.eu/>

- Tertiary users: care organizations (care centers offering 24/7 assistance, hospitals, clinics, retirement homes, nursing homes) and formal staff (healthcare professionals).

The project idea was conceived in dialogue with members of end-users organizations from this target audience, and since then, the feedback and advice of this group is of paramount importance for the project. This is in line with the user-centred approach which values and promotes end-user's involvement in project activities, being crucial for the design process.

Extensive research and user involvement in this project will be an incredible opportunity to tangible dissemination of the project results by enabling testing of eSticky displays by primary users and their caregivers in two partner countries, i.e. in Poland and Austria. The purpose of end-user involvement in the project is to create the solution that will meet potential users' needs and expectations. Involving end users right from the beginning will allow to eliminate basic mistakes when designing, testing and implementing the eSticky notes. Therefore, the end-users partners will spread the idea and results of the project at every stage of its realisation. End-user oriented partners will monitor, discuss, evaluate and provide feedback from users based on the system development activities (executed in WP3), so as to guarantee the proper implementation, integration and optimisation of the system.

The eSticky system is mainly, but not solely, targeted at elderly users. It can also be very helpful for people with mild cognitive disabilities, which include forgetfulness (e.g. learning disabilities). Nowadays, many of these people live in their own houses or flats and are visited every day (or at least several times a week) by a caretaker, giving support in everyday activities. In this group, the project partners see the main project stakeholders at the local level of the project partners and globally.

### 4.3 Other stakeholders

The eSticky system will be practicable for every person, who tends to frequently lose things in his or her home environment or for persons, who often need to be reminded of some special activity. For example, this could be the unusual medication after a surgery. It will improve independence, mental state, social inclusion of different groups of end-users and moreover it can disburden people caring for people.

Moreover, other stakeholders like tech product vendors, telecare service providers, policy makers may be interested in such solution for older adults.

eSticky will follow a variety of means to communicate the project concept and results to a wider public. It is designed to be in continuous contact and exchange with social and political actors at large. Social networking sites will enhance dissemination towards the general public. Furthermore, continued search for potential audiences and channels of communication will pursue to strengthen the dissemination plan and to orientate its expansion.

### 4.4 Analysis of stakeholders

The dissemination plan will remain in continued development, with the understanding that interaction between partners, academic peers, industry and end users enriches the project results, hence the ambition to expand the project's network and to extend out outreach. This permanent process of collective construction will reinforce the project's socio-economic impact, stakeholder engagement, and overall sustainability beyond the project's lifetime.

Throughout the project's lifetime, the timely identification and characterisation of these stakeholders will contribute to the dissemination plan but also to the stakeholder engagement activities developed within the WP5. The stakeholder's characterisation tool (see Table 1) will be used by all project's

partners to report basic information from different persons and organisations that are or should be a part of the project’s network.

Table 1. Stakeholder characterisation tool

Stakeholder (Name of person/organisation)	Type of stakeholder (Scientific community, business sector, end-users community or other)	Contact information (E-mail, telephone, webpage)*	High / low interest in the project (Score from 1 to 4, being 1 the lowest and 4 the highest interest)	High / low influence of the stakeholder in the field (Score from 1 to 4, being 1 the lowest and 4 the highest influence)

\* Contact details will not be made public outside the consortium.

To assure unified criteria in the use of this tool (Table 1), the field “Type of stakeholder” refers to the main target audiences described in this section. This field is very important as the name of the person or organisation might not be enough to identify the group to which a stakeholder belongs.

Regarding the last two fields of the tool (Table 1), it is asked to provide information about the interest and influence that the stakeholder has in the fields relevant for the project (Eden, C. and Ackermann, F. (1998) *Making Strategy: The Journey of Strategic Management*, London: Sage Publications<sup>4</sup>). It is important to state if the interest and influence are high or low, as well as provide justification of the answer. This information will allow to place each stakeholder in one of the four groups described in Figure 2 (below), which will permit to analyse the project's network and strengthen the stakeholder’s engagement activities (this business tool was also mentioned in D2.2 *Report on user-centered design methodology*).

<sup>4</sup> <https://www.stakeholdermap.com/stakeholder-analysis.html#edenackermann>

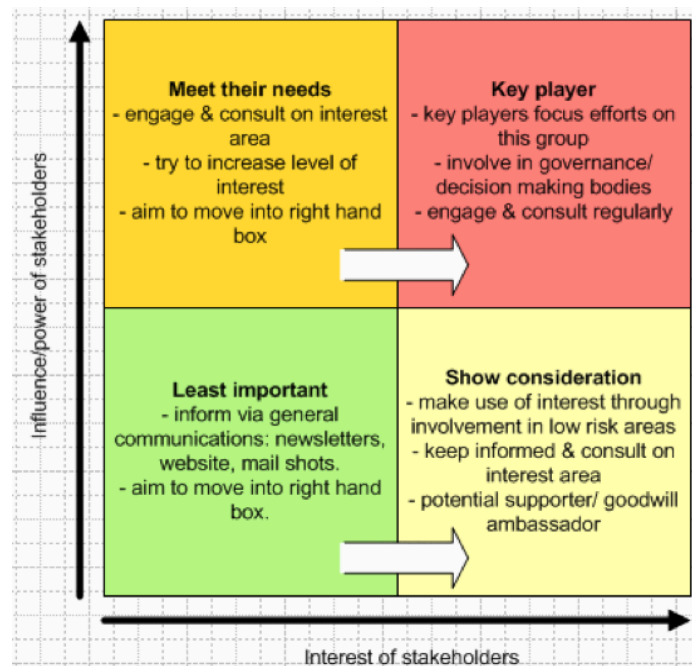


Figure 2. Stakeholders analysis according to interest and influence on the project

## 5 Dissemination plan

In Table 2 a typology of possible dissemination methods is proposed, stressing the addressed target audiences and some comments about their possible purposes concerning the type of communication (awareness, inform, engage, promote) and recommendations of use. The proposed methods should not be seen as isolated or exclusive for a particular target audience. A combination of methods is desirable to increase the possibilities that, sooner or later, each target audience receives or finds the most suitable information.

The dissemination plan in the eSticky project will cover various tools and methods like project website, scientific and technical contribution, participation in various events like conferences, workshops, fairs, social media and other dissemination and communication channels. The main ones that have been identified so far are described below. The project partners do not rule out that as the project develops, additional communication routes for project results will also appear.

Table 2. Dissemination methods according to target audiences

Dissemination methods	Target audience	Purpose and use
Project website	<ul style="list-style-type: none"> <li>- Scientific and technical community</li> <li>- End users</li> <li>- General public</li> <li>- Policy/Decision makers</li> </ul>	<ul style="list-style-type: none"> <li>- Purpose: Awareness, inform, engage, promote</li> <li>- Use: Due to its great influence it should be updated regularly</li> </ul>
General social networks (like YouTube, Facebook)	<ul style="list-style-type: none"> <li>- End users</li> <li>- General public</li> </ul>	<ul style="list-style-type: none"> <li>- Purpose: Awareness and inform</li> </ul>

	- Policy/Decision makers	- Use: Although it is open to all audiences, it should address mainly the users community and the general public
Brochures	- Scientific and technical community - End users - General public	Accordingly to the social environment in which it will be distributed, the purpose and target audience should be defined.
Video	- Scientific and technical community - End users - General public - Policy/Decision makers	It can be a powerful dissemination method but as the brochures, the target audience and purpose must be carefully defined beforehand.
Published e-documents (deliverables, project documents)	- Scientific and technical community - End users - Policy/Decision makers	- Purpose: Inform, promote - Use: Although these documents can contain specialised and technical information, language should remain clear to a wide spectrum of stakeholders, for example different disciplines, decision/policy makers
Press releases (newspaper or website articles, radio, TV, etc.)	- Scientific and technical community - End users - General public - Policy/Decision makers	- Purpose: Awareness, inform, promote - Use: General information and non-specialised language should be privileged
Scientific and technical dissemination (journal publications, meetings, conferences)	- Scientific and technical community	- Purpose: Inform, promote - Use: Peer-reviewed journals and European/international meetings should be privileged to disclosure in detailed scientific results of the project
Workshops / Demonstrations	- Scientific and technical community - End users - Policy/Decision makers	Purpose: Awareness, inform, engage, promote - Use: They are effective to disseminate and receive in detail feedback on the partial/final results or achievements of the project. Nevertheless, it demands a careful definition of the purpose, target audience and methodology to assure a productive interaction with the participant audience.



## 5.1 Project website

The project website will be the main channel for disseminating information about the project, consortium, users, WPs, technology, outreach, funding, etc.

The name of the website is [www.esticky.eu](http://www.esticky.eu). The first draft of the website was checked using Web Content Accessibility Guidelines (WCAG)<sup>5</sup> AA success criteria (described in details in D2.2 *Report on user-centered design methodology*). The colours and contrast used in this website were checked using online test and give a general positive feeling among recipients. The complete website layout is made in Adobe Illustrator<sup>6</sup>. The initial layout and visual draft of the project website is presented in Figure 3.

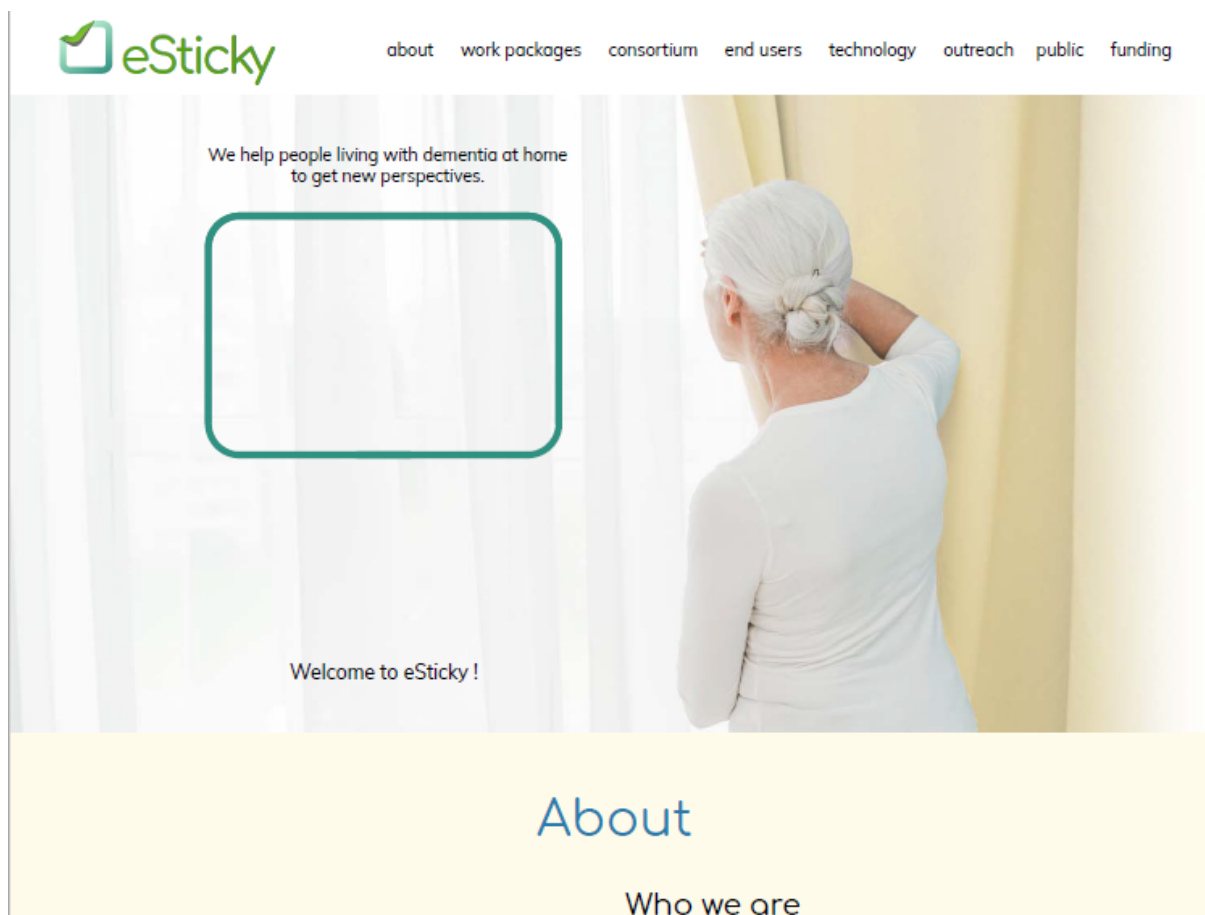


Figure 3. First draft of eSticky website

The website will be multi language but first of all the consortium will go on with the English version and than with the help of partners will be proceed with national languages (Italian, German, Polish and Greek) to provide the communication with end users and local stakeholders.

A section of the web portal is planned to be created, reachable by authentication both from the project partners as from the associations that will be involved and that will be called to express

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<sup>5</sup> <https://www.w3.org/WAI/standards-guidelines/wcag/>

<sup>6</sup> <https://www.adobe.com/products/illustrator.html>



themselves from time to time on the project progress. The collected data will be made "public" through appropriate "smart" matrices that will provide the necessary feedback for the project activities.

## 5.2 Publications, scientific and technical contents

In Table 3, an up-to-date list is presented of the identified journals that are being examined for possible future dissemination activities of the project.

*Table 3. Identified journals that are monitored for potential dissemination activities*

Description	Target audience
Science Papers (LNCS papers) for International Conference on Computers Helping People with Special Needs (ICCHP): <a href="https://www.icchp.org/">https://www.icchp.org/</a>	Scientific and technical community, End users
Conference proceedings published by IOS Press for Association for the Advancement of Assistive Technology in Europe (AAATE) Conference: <a href="https://aaate.net/publications/conference-proceedings/">https://aaate.net/publications/conference-proceedings/</a>	Scientific and technical community, End users, Other stakeholders
Internet of Things - Technology, Communications and Computing (Springer): <a href="https://www.springer.com/series/11636">https://www.springer.com/series/11636</a>	Scientific and technical community
Internet of Things (supporting open access) - Engineering Cyber Physical Human Systems (ScienceDirect): <a href="https://www.sciencedirect.com/journal/internet-of-things">https://www.sciencedirect.com/journal/internet-of-things</a>	Scientific and technical community
Software: Practice and Experience: <a href="https://onlinelibrary.wiley.com/journal/1097024x">https://onlinelibrary.wiley.com/journal/1097024x</a>	Scientific and technical community
Association for Computing Machinery (ACM) Transactions on Accessible Computing: <a href="https://dl.acm.org/journal/taccess/papers">https://dl.acm.org/journal/taccess/papers</a>	Scientific and technical community
Universal Access in the Information Society (Springer): <a href="https://www.springer.com/journal/10209/aims-and-scope">https://www.springer.com/journal/10209/aims-and-scope</a>	Scientific and technical community
International Journal of Human-Computer Interaction (Taylor & Francis, Inc.): <a href="https://www.tandfonline.com/action/journalInformation?show=aimsScope&amp;journalCode=hihc20">https://www.tandfonline.com/action/journalInformation?show=aimsScope&amp;journalCode=hihc20</a>	Scientific and technical community
Journal on Technology & Persons with Disabilities (published by the California State University Northridge (CSUN) Center on Disabilities): <a href="http://scholarworks.csun.edu/handle/10211.3/125007">http://scholarworks.csun.edu/handle/10211.3/125007</a>	Scientific and technical community, End users

The partners who created and generated data in the project are its owners. During the project and for a period of 1 year after the end of the project, the dissemination of own results by one or several parties including but not restricted to publications, presentations and data deposits, shall be governed by the procedure of the Consortium Agreement. Prior notice of any planned publication or data dissemination and exploitation shall be given to the other parties at least 30 calendar days before the publication or using. If no objection is made within the time limit stated above, the activity is permitted. An objection is justified if the protection of the objecting party's results or background

would be adversely affected, the objecting party's legitimate academic or commercial interests in relation to the results or background would be significantly harmed. Parties shall not include in any dissemination or exploitation activity another party's results or background without obtaining the owning party's prior approval.

Research institutions in the consortium, interested in creating and using a repository of knowledge in this field and the subsequent use of project results and the collection of scientific data (in an open research repository), as well as publishing scientific papers will have proper access including availability and interoperability of data (of course protecting at the same time the rights of partners).

### 5.3 Participation in events

As it was estimated at the stage of preparing the proposal, at least 2 conferences/trade fairs/AAL-forums are considered to disseminate the project results to a wider audience. Participation in national conferences and seminars of the consortium partners is also recommended.

The final dissemination activities will be planned and implemented after internal and external shared analysis and evaluations. The target of single dissemination activities will be correctly identified with previous analysis to eliminate not efficient dissemination strategy due to wrong identified target.

However, at writing stage of this dissemination plan, the following national and international events were identified (Table 4), where the project partners intend to share the results of eSticky.

*Table 4. Identified conferences and events that are monitored for potential dissemination activities*

Description	Target audience
AAL Forum (2021 workshop: 10-12.05.2021, Trieste, Italy): <a href="https://www.aalforum.eu/">https://www.aalforum.eu/</a> (at the moment of writing this deliverable the consortium partners sent the application to the AAL Forum – Call for Workshops)	Scientific and technical community, End users, Other stakeholders
International Conference on Computers Helping People with Special Needs (ICCHP) (2022 edition is intended in Linz, Austria): <a href="https://www.icchp.org/">https://www.icchp.org/</a>	Scientific and technical community, End users
Association for the Advancement of Assistive Technology in Europe (AAATE) Conference (2021 edition: 1-3.09.2021, Paris, France): <a href="https://aaate.net/activities/conferences/">https://aaate.net/activities/conferences/</a>	Scientific and technical community, End users, Other stakeholders
Annual IKT-Forum (13-14.07.2021, Linz, Austria): <a href="https://www.iktforum.at/index.php?id=2&amp;no_cache=1">https://www.iktforum.at/index.php?id=2&amp;no_cache=1</a>	Scientific and technical community, End users, Other stakeholders
2020 & 2021 European “Researchers' Night” in Cyprus (dates yet to be announced): <a href="https://ec.europa.eu/research/mariecurieactions/actions/european-researchers-night_en">https://ec.europa.eu/research/mariecurieactions/actions/european-researchers-night_en</a>	Scientific and technical community
CSUN Assistive Technology Conference (36th edition in 2021: 8-12.03.2021, Anaheim, USA): <a href="https://www.csun.edu/cod/conference">https://www.csun.edu/cod/conference</a>	Scientific and technical community, End users, Other stakeholders

Annual Na Tak conference (2021 edition: 5.11.2021, Poznań, Poland):  
<https://www.natak.pl/spotkania-na-tak.html>

Scientific and technical  
community, End users,  
Other stakeholders

## 5.4 Social media

It is planned that own fanpage on Facebook (FB) will be the main social channel in the project. It will be created in English as a common language of all project partners. It is considered that the project coordinator, HICS will be the main administrator of this FB-account. It may also have several sub-administrators from the partners' side. The project results will be also spreaded using partners' own FB-accounts.

The main purpose of Facebook post publishing (also on partner's own FB pages, if suitable) is to share:

- Genuine project news;
- End user activities;
- Brochures in all project languages (one by one);
- Updates of national strategies concerning assistive technologies (applications, roll-out etc.);
- Relevant links to publications, events, (non-competing) projects – also nationally;
- The posts from the project's FB account using the partners' FB fanpages.

## 5.5 Brochures

At the moment of writing this deliverable, a brochure/folder in simple language and form, especially for eSticky users, is being prepared. It includes short visual description of the system with explanations, but in very simple way understood for general public (without technical vocabulary). It will be prepared in a simple form, only adding some details, e.g. that the user must have internet connection, that someone from the relatives or caregivers being in other part of city or world can programme eSticky or the primary user programmes it by himself (illustrating the principle of operation), etc. It also includes a graphics of traditional sticky notes as a reference to the project's more advanced product.

Short description about the aims and benefits for the users is also emphasized to support people with memory problems to maintain their independence ("A set of graphical displays for connecting to a network (digital eSticky notes) helps the user by presenting important information, including scheduled events, medicine reminders, nutritional recommendations or notifications of events that require attention."). The main target group is presented (the elderly, people with early stages of dementia and Alzheimer's disease). The brochure also emphasizes that the system can be used by every person, who tends to frequently lose things in his or her home environment or for persons, who often need to be reminded of some special activity. A simple start-up and step-by-step procedure in the form of a simple scheme how to use eSticky will be illustrated.

The consortium partners create a product for people with dementia, but also for their relatives and caregivers, therefore some simple technical issues would be also useful for all of them in the brochure. The suggestion is to structure the brochure in such a way that it is easy to understand for the primary users at the beginning and becomes more differentiated towards the back (this may also apply to secondary and tertiary users).

If such a simple idea of the system arises in English, the consortium partners could later translate it into the native languages. The first pages of the brochure draft is presented in Figure 4.

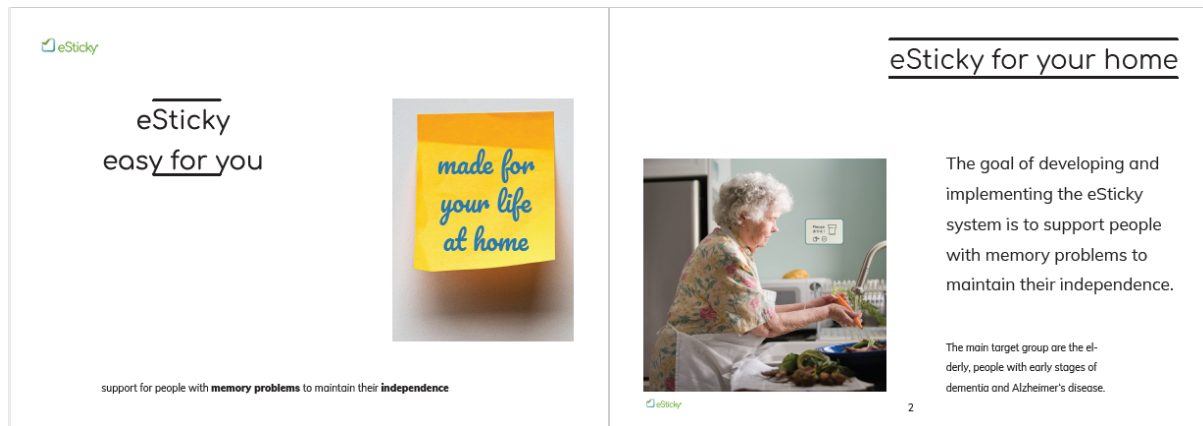


Figure 4. Proposal of first pages of the project's brochure

## 5.6 Other channels

The method that will be privileged is that of an intense campaign of communication through the narration of examples of "new life" by some testimonial users who will tell how their life has changed and how eSticky has also changed relations with their family members. These experiences will be told through video storytelling that is planned to be disseminated through a special web channel, through the use of videos and interactive blogs powered by the same users who, on the portal, will find information, positive examples but also exchange experiences with people who may have lived the same experiences of use and life. The results of this sharing among the end users will give life to a final story that is going to be reported during the AAL Forum.

Other communication channels, used by the project partners, will be also active to share the project results, e.g.: press releases, own social channels and websites.

## 6 Monitoring dissemination activities

Dissemination strategy will be efficient if the results are always monitored according to the dissemination plan defined at the beginning of the project. Aiming to have unified criteria concerning the dissemination activities of the project, but at the same time, to have the possibility to swiftly respond to emergent opportunities, some basic routines are established to conduct these activities. As stated in Table 5, specific routines will apply to specific dissemination methods in given situations. Review procedures must be effective to assure the timely development of the dissemination activities. It is important to keep in mind that the internal peer review and majority-based approval is a basic but mandatory criterion for all dissemination where the following points are to be considered:

- Respect the records of the Consortium Agreement;
- Show proper acknowledgment of the Active Assisted Living (AAL) Programme and National Funding Agencies of the project partners as the financing entities the project;
- Respect of intellectual property rights and ethical aspects of data protection;
- Correct use of the project's visual identity.

For publications in public forums, while the main responsibility for production and upkeep of contents is placed with different partner organizations as shown below, other members can also suggest contents for publication. Approval for publication of material that are self-evident is reached in collegial dialogues. For unclear issues the Project Management Board is consulted.

*Table 5. Procedures of dissemination activities according to the dissemination methods*

<b>Dissemination methods</b>	<b>Primary responsible member/Partner:</b>	<b>Specific situations</b>
Website	Site administrator and general content responsible: HICS; Graphic design: GR, WD; Contents in partners' languages: each partner	Specific persons can be authorised to edit/publish/use the project's webpage
General social networks (YouTube, Facebook, etc.)	General social networks coordinator: HICS; National administrators: each partner	Specific persons can be authorised to edit/publish/use the project's social networks
Brochures	Responsible for visual identity: WD, GR; Contents in partners' languages: each partner	Specific persons can be authorised to edit/publish/use the content
Videos		
Published e-documents (deliverables, project documents)	A specific routine for the production of deliverables is already established (WP1)	
Press releases (newspaper articles, radio, TV, etc.)	Leader of the WP that develops the dissemination activity	-
Academic dissemination (journal publications, meetings, conferences)	Leader of the WP that develops the dissemination activity	-
Workshops / Demonstrations	Leader of the WP that develops the dissemination activity	-

The overall long-term strategy in the eSticky project will be indirectly based on contribution to the following KPIs:

- 1) Quantitative management success criteria:
  - Interest in buying of min. 60% potential end-users on the phase of validation of system;
  - Penetration rate in supervised health facilities (min. 25%) (5 years after market launch);
  - Number of EU Nations in which there are at least 10 structures equipped with the solution: min. 15 nations (5 years after market launch);
- 2) Qualitative success criteria:
  - % of acceptance of system by the end users – which is indicated by min. 90% of positive feedback solicited by specific procedures and user involvement activities;

- Min. 90% approval of discreet ambient notification in daily use – achieved during the user tests.

The monitoring of dissemination activities aims to have an actualised overview of the developed activities that will give timely information about the audiences that the project is reaching, the newly identified stakeholders, the results of the project that are being disseminated, and the dissemination methods that are being used. All of this information will be useful to analyse some of the impacts of the project and to orientate the dissemination activities accordingly to the needs of each stakeholder. The monitoring activities are the responsibility of all consortium partners. All partners will report new stakeholders and dissemination activities to HICS being a WP5 leader. This information will be shared through the project's repository.

## 7 Summary and Conclusions

In this document the overall dissemination strategy and plan for the eSticky project, including the identification of stakeholders and individual and common dissemination activities, is provided. The current version of this report contains general guidelines to be used by the project consortium while disseminating information about the project activities and its results.

The eSticky project has planned a number of activities leading to appropriate visibility of the project works and especially its results. These are targeted primarily at the community of older adults with memory problems and around the provision of care and assistance to these people. This includes older persons themselves and their caregivers, professionals involved into providing services to them, as well as scientists and technical communities conducting research and experimental development in the area of assistive technologies, information and communication technologies, computer-human interactions, and enterprises/organisations involved into production and distribution of assistive technologies. The project hence employs measures aimed at precise reach out to these communities, utilizing long-time relations and vast experience of the project partners.

These measures are implemented at the global (understood as European Union and beyond) and local (relating to specific partner's country) levels. Nevertheless, the main goals of the dissemination and community are complemented with each partner's specific activities and plans. The consortium partners will aimed to diversification of dissemination strategies (website, social media, brochures, videos, scientific publications, etc.), as well as organization and participation in public events (conferences, seminars, forums and workshops).