



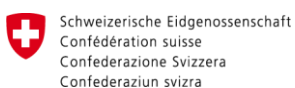
REPORT

# DISSEMINATION REPORT

Deliverable D4.3

2021-08-26, Revision 1.0

FreeWalker is co-funded by the AAL Joint Programme and the following national authorities and R&D programmes in Austria, Switzerland and the Netherlands.



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0.3	2021-08-26	Draft	Nap, Vilans	NL dissemination added
1.0	2021-09-06	Approved		Final version

Note: Approved Revisions have major revision numbers x.0

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## DOCUMENT REVIEWS

Revision reviewed	Date	Remarks, Corrections	Reviewer	New Status
0.2	2021-06-23		Litzenberger, AIT	submitted for approval

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## EXECUTIVE SUMMARY

This dissemination report documents the projects fulfilment and/or alterations to the original Dissemination Plan (D4.1). The Covid pandemic had impacts on the original dissemination intent for in-person events related to recruitment, information dissemination, and information exchanges. However, as documented in this report, the team made agile adjustments to nonetheless follow through on dissemination activities. This document presents the diverse portfolio of communication and marketing instruments (Ch.2), the conferences, events and seminars that were possible prior to and during the pandemic (Ch. 3), external media activities including newspapers and advertisements (Ch.4), scientific publications (Ch.5) and dissemination activities occurring during recruitment processes (Ch. 6). It is concluded that the project has led to valuable insights which will continue to be disseminated and used by diverse project partners.

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## LIST OF ACRONYMS

Acronym	Explanation
AAL	Active Assisted Living
N/A	Not Applicable
MTR	Midterm review

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# 1 INTRODUCTION

## 1.1 Scope of the document

The FreeWalker Dissemination Plan (Deliverable 4.1) outlines the dissemination strategy for the AAL-project FreeWalker.

The initial version contains the chosen strategy and approach of the FreeWalker for the dissemination of project milestones and results. The document has been updated before the MTR regarding the use of additional instruments and the envisioned actions taken by the consortium partners. Throughout the project, all activities were recorded in a table. This table was regularly updated by the consortium partners and can be found in the document annexes. Where applicable, the content from the yearly updates (tracking dissemination results) are reused and consolidated in this document.

D 4.1. Dissemination plan - Versions	Date of delivery	
	v1.0	2019-01-17
	v1.1	2019-09-30

*Table 1: Versions D4.1*

The present document provides the final overview of the project's dissemination activities. It fulfils two objectives:

1. To give a complete overview of the dissemination activities of the FreeWalker project.
2. To evaluate the achievement of the dissemination goals set in D4.1 Dissemination plan.

The FreeWalker consortium has developed several innovations and produced joint knowledge that will be exploited, subject to IP-arrangements, after the official end of the project's financing period. It is expected that there will be additional individual strategies for the dissemination of project results by the different partners owning parts of the technology, where partners integrate their knowledge gained into their private portfolios. The present deliverable considers individual and joint dissemination activities that are planned for the post-project-period. However, the present document cannot account for activities regarding exploitation of project results by individual partners including different labels or integration with other products and services of their own company (e.g. where FreeWalker developments enrich established product lines).

The dissemination plan strategy has not changed during the project. The consortium members have taken both joint and individual action and focused on different types of audiences/stakeholders in different phases of the project. For a review of the strategy, please consult D4.1 (latest version v1.1).

The document is intended for reporting and internal monitoring purposes. It can be used to assess the success of the project partner's ambitions regarding the dissemination of project results. Results can also be used for future marketing activities for FreeWalker, e.g., to publicize the product's popularity and the involvement of different stakeholders in different phases.

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## 2 COMMUNICATION AND MARKETING INSTRUMENTS

### 2.1 Logo & Brand design

A logo for FreeWalker was created at the project start. The FreeWalker Logo was developed by Ivengi.com and agreed upon by the consortium. It symbolizes the movement and safety, that FreeWalker will enable its users.

The logo was used in all project materials including the website, PowerPoint presentations, newsletters, fact sheets, social media profiles and project deliverable documents.

Some explanation:

- Colours of freedom
- Two walking legs
- A centralized home zone
- Two customized geozones



**Free**  
Walker

*Figure 1: FreeWalker Logo*

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## 2.2 Templates

A series of templates have been developed for the partners to use and are available on the SharePoint server. All documents are based upon:

- Deliverable template
- Minutes of meeting template
- Document template
- PowerPoint presentation template

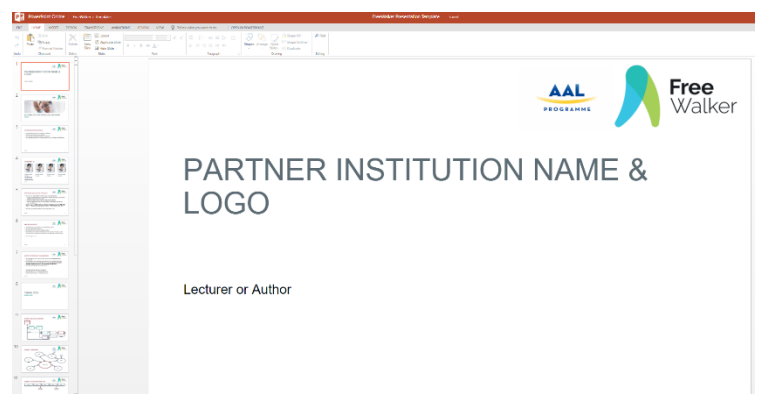
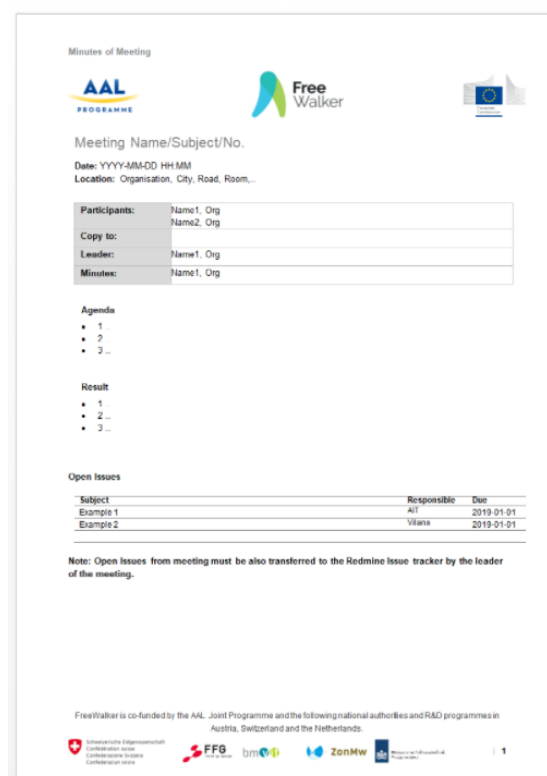


Figure 2: Project Templates

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## 2.3 Flyer

A project flyer was finalized in February 2020 and translated from English into German and Dutch. The Flyer was used for the recruitment of clinical study participants. According to the dissemination plan, a further leaflet was planned to present preliminary field study results. This is to be created after evaluation of the results from the clinical trial, provided this will take place within the project duration.

**terz Stiftung**

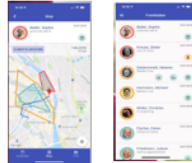
**We need your support ...**  
... to enable elderly people ...  
... *Moving Safely, Living Independently*

---

**We are looking for participants taking part in a research study**

**Why FreeWalker?**

Falling, elopement and becoming lost are serious personal and costly public safety problems that will even worsen in the future as the incidence of dementia increases unless persons with dementia become better integrated into our society. FreeWalker represents an important step to achieve this by enabling people to walk relaxed outside their home, without getting lost.



**FreeWalker is a next generation safety tracing**

- featuring dynamic safe zones that are self-adjusting to walking habits
- offering automatic safe routes to appointments
- empowering the user, relieving the caregiver

**What is the goal of the study?**

Together with you, we want to find out whether or not FreeWalker keeps its promises:

- does it lead to better results than comparable solutions on the market?
- does it automatically recognize moving patterns?
- does it automatically adjust safe zones?
- is it easy to set up and use / is it reliable?
- does it have a positive influence on the users quality of life?

**Who is eligible to participate in the study?**

- elderly people between 60 and 90 years old
- with some cognitive impairment / beginning dementia / dementia
- should be capable of walking at least 500 meters outside their home

20191203FreeWalker terzStiftung Seestrasse 112 CH-8267 Berlingen +41 (0)52 723 37 00  
[terzstiftung@terzstiftung.ch](mailto:terzstiftung@terzstiftung.ch) [www.terzstiftung.ch](http://www.terzstiftung.ch)

**Organization and duration of the study**

- we will assess your cognitive function, physical fitness, quality of life and your experience with FreeWalker using standard questionnaires
- you will name a contact person (e.g. a family member or a friend)
- the study duration is 16 weeks
- participation in the study is completely optional and can be cancelled anytime without stating a reason

**Data protection regulations**

- all data collected throughout the study will be anonymized and stored as required by law
- at no point will the data collected be used for advertising purposes, sold to other companies, etc.
- the results of the study will be published in scientific journals

**Equipment**


FreeWalker consists of a GPS-based position monitoring device (either your smartphone or a GPS tracker) and a software that monitors your position outside your house

**Who is responsible for the study?**

Throughout the study, you will be supported by your respective end-user organization (see below)

**Contact Person and further information**

If you are interested in participating or if you need more details, please contact terzStiftung. Contact person is Patrizia Murko. You may call her on +41 52 723 37 11 or send her an e-mail [patrizia.murko@terzstiftung.ch](mailto:patrizia.murko@terzstiftung.ch)



Further information including an instructive video animation can be found here: <https://www.freewalker-aal.eu/>

20191203FreeWalker terzStiftung Seestrasse 112 CH-8267 Berlingen +41 (0)52 723 37 00  
[terzstiftung@terzstiftung.ch](mailto:terzstiftung@terzstiftung.ch) [www.terzstiftung.ch](http://www.terzstiftung.ch)

Figure 3: Recruitment flyer

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## 2.4 Video

A promotion cartoon-video has been created showing the idea of FreeWalker. The video is available in two versions. A Dutch version in spoken language and an English version with subtitles and background audio. The video was placed on the home page of the FreeWalker website so that it would be immediately visible to website visitors. Furthermore, it was distributed via social media to increase awareness of the project and gain followers.

The cartoon-video, showing FreeWalker in action, made an important step to show the value FreeWalker has for primary and secondary clients.

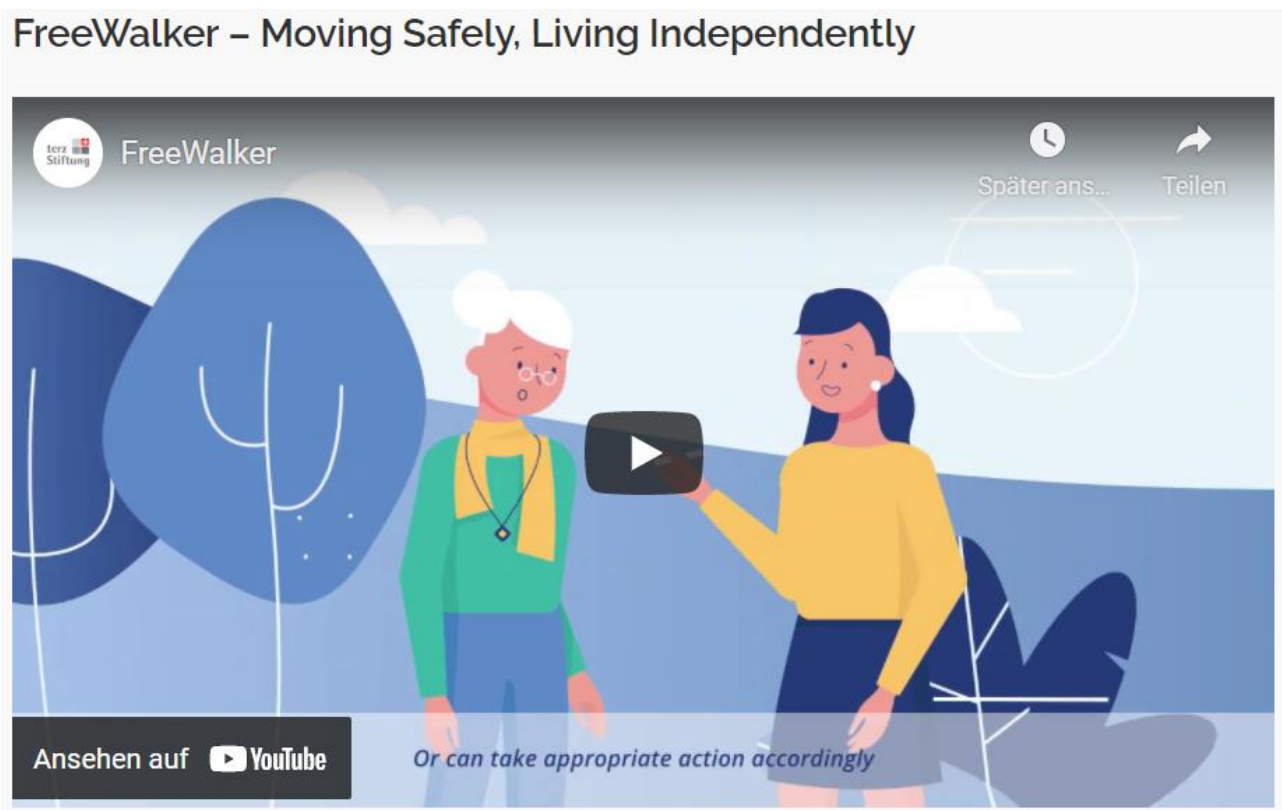


Figure 4: FreeWalker Comic-Video

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## 2.5 Poster and rollup

A project poster and a rollup have been created to raise public awareness and display information at fairs and conferences. Focus is on project objectives and the idea behind the FreeWalker application. The rollup was initially created for the AAL Forum 2019 taking place in Aarhus. Both, the project poster and the rollup can be downloaded on the FreeWalker website.

Falling, elopement and becoming lost are serious personal and costly public safety problems that will even worsen in the future as the incidence of dementia increases unless the public is better educated about dementia and persons with dementia become better integrated into our society. FreeWalker will integrate several proven components of AAL assistive devices and technologies, for a flexible and versatile solution for guiding and monitoring elderly or impaired persons in the outdoor environment and supporting caregivers by providing emergency information to recover disoriented persons safely.

**FreeWalker aims to:**

- Assist persons with frailty to keep active by reducing the fear of going out
- Promote to stay active to delay premature physical frailty and mental decline and counteract boredom and loneliness
- Promote inclusiveness of people with dementia in society
- Train situations of getting lost early in the disease to prevent later serious incidences
- Learn about the walking patterns of persons in the early stages of dementia to detect or potentially avoid wandering
- Connect localization techniques with other health-related data (integrated care)
- Recover disoriented persons safely, efficiently and quickly by a pre-defined escalation process with information and alarms to informal or formal caregivers and - if necessary - care institutions or the police

**FreeWalker – Moving Safely, Living Independently**

Based on an initial Save Zone (dark grey) and a Soft Boarder Limit (light grey) FreeWalker uses machine learning to create a DYNAMIC SAVE ZONE (black line). This Dynamic Save Zone can grow or shrink, calculated by FreeWalker based on user's habits.

In addition to the Dynamic Save Zones the carer can decide on a Red Zone that is an absolute NO-GO zone and that does not (automatically) change over time.

"Soft Alarm" if Person LEAVES Save Zone	Everything OK???	RESPONSE	ALARM if "not ok" or no reaction	ACTION!
Caregiver's App	User's App	User's App	Caregiver's App	Caregiver's App

**Find us:**  
[www.freewalker-aal.eu](http://www.freewalker-aal.eu)

Figure 5: FreeWalker Project Poster

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**Moving Safely, Living Independently**

Next generation safety tracing:

- dynamic safe zones, self-adjusting to walking habits
- automatic safe routes to appointments
- empowering the user, relieving the carer

**Free Walker**

FreeWalker app interface showing a list of users and a map view.

App interaction scenarios:

- Carer's App:** "Soft Alarm" if user leaves his/her safe zone
- User's App:** User gives feedback on his/her situation
- Carer's App:** Alarm, if user does not respond
- Carer's App:** Alarm escalation and management

Partners: AIT, MAS, CREAGY, ivengl.com, Vilans, careCenter, Kepler Universitäts Klinikum, terz Stiftung, tante Louise.

Find us: [www.freewalker-aal.eu](http://www.freewalker-aal.eu) @AAL\_FreeWalker

Figure 6: FreeWalker Rollup

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## 2.6 Website

The website is available at: [www.freewalker.eu](http://www.freewalker.eu) or [www.freewalker-aal.eu](http://www.freewalker-aal.eu). It includes only public information.

The website was used as the main dissemination channel for the FreeWalker project throughout the awareness and information phases. It has been regularly updated with news contents such as project milestones, reviews of dissemination events and public deliverables.

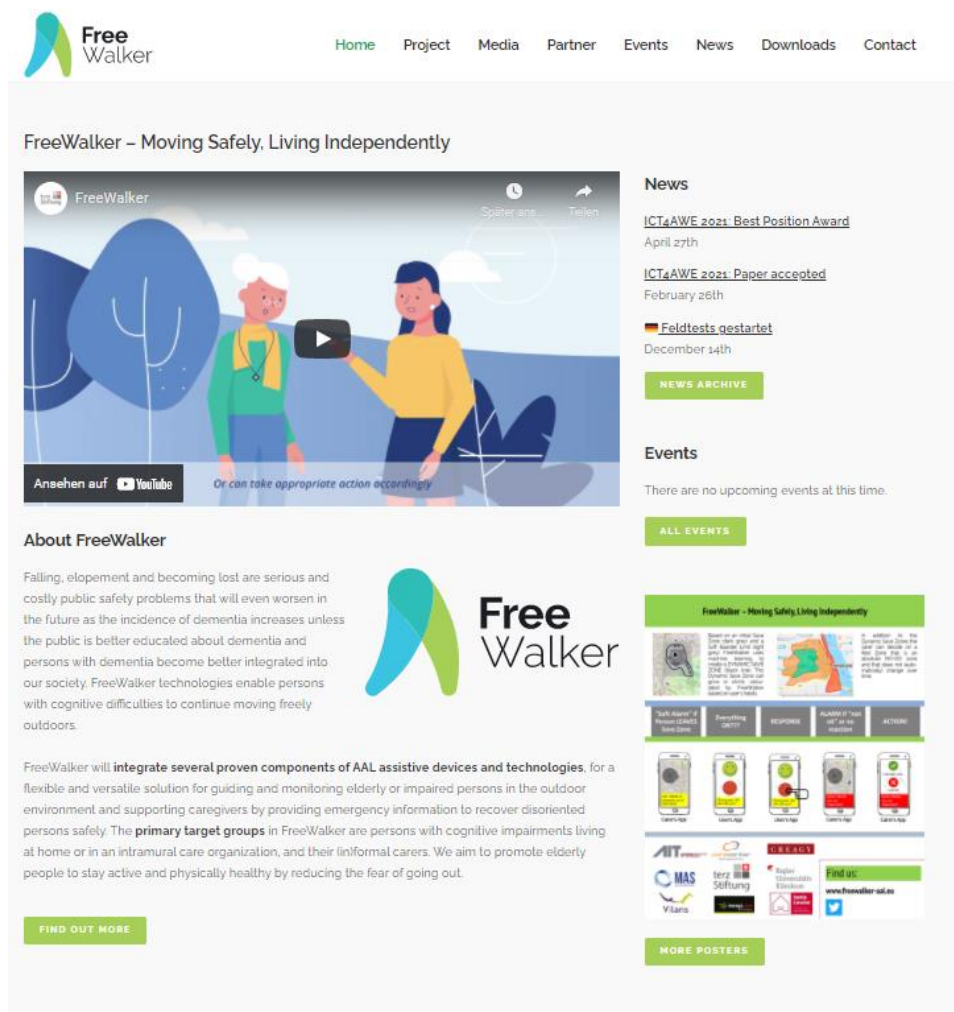


Figure 8: Screenshot Website

**News section:** In addition to the blog posts, a Twitter feed has been included.

**Media section:** It includes the kick-off press release, FreeWalker advertisement by project partner Safetytracer and newspaper articles in project partners' local media.

**Download:** All public reports have been uploaded and are available for download by the public. Moreover, different manuals were put online for usage during the pilot period of FreeWalker, notably the FreeWalker Go Manual, the FreeWalker Care Manual and the FreeWalker Portal Manual (German and English).

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The Calendar was intended to be used for major conferences for partner participations. However, due to the Covid-19 pandemic, this was not possible to the extent originally planned.

Besides project-specific website of FreeWalker, all project partners were invited to develop subpages and articles for their own websites. These should provide basic information on FreeWalker, e.g., a brief project description and an explanation of the main objectives; moreover, these subpages will provide links to the project's own website.

*Table2: FreeWalker website activities and activities on partners' websites*

Participant (Indicate Country)	Activity	Date	Medium	coverage
AIT (AT)	webpage presentation	July 2018	AIT website	Unknown
CCS (AT)	webpage presentation	2018	Subsite on CareCenter Website	Unknown
CRE (CH)	webpage presentation	2018	<a href="https://www.creagy.ch/">https://www.creagy.ch/</a>	Unknown
MAS (AT)	webpage presentation	Nov-18	Subsite on MAS Website	Unknown
VIL (NL)	webpage presentation	2018	Subsite 1 on Vilans Website	Unknown
IVEN (NL)	webpage presentation	2018	<a href="https://www.safetytracer.eu/home">https://www.safetytracer.eu/home</a>	Unknown
TERZ (CH)	webpage presentation	2018	Subsite on TERZ Website	unknown
CCS (AUT)	Web	01.10.2019	Report on mid-term review	A few 100
TERZ (CH)	FreeWalker Website	ongoing	e.g.: Publication of downloads	A few 100
TERZ (CH)	FreeWalker Website, terzHomepage	14.03.2020	FreeWalker Video has been added to the official FW-Website and the terzWebsite	a few 100
TERZ (CH)	FreeWalker homepage	03.09.2020	News section: Information about FreeWalker becoming project of the month	
TERZ (CH)	terzHomepage	07.12.20220	article project review of the year 2020 and future activities: <a href="https://www.terzstiftung.ch/newsletter-aal/?utm_source=mailpoet&amp;utm_medium=email&amp;utm_campaign=20200605+Teilnehmer+Workshops+%26+Produktstudie+%26+Produkttest#reewalker">https://www.terzstiftung.ch/newsletter-aal/?utm_source=mailpoet&amp;utm_medium=email&amp;utm_campaign=20200605+Teilnehmer+Workshops+%26+Produktstudie+%26+Produkttest#reewalker</a>	>400
TERZ (CH)	terzNewsletter, terzHomepage	07.12.2020	article about pilots start in Switzerland: <a href="https://www.terzstiftung.ch/freewalker-feldtest-gestartet/">https://www.terzstiftung.ch/freewalker-feldtest-gestartet/</a>	>400
CCS (AT)	Carecenter homepage	03.12.2020	news article on pilots start <a href="https://www.carecenter.at/news/freewalker-feldtest-gestartet">https://www.carecenter.at/news/freewalker-feldtest-gestartet</a>	

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TERZ (CH)	News on FreeWalker Website	26.02.2021	News post about the acceptance of the paper submitted to ICT4AWE	
Ivengi (NL)	New website Safetytracer	January 2021	also in English and German language <a href="https://www.safetytracer.eu/solutions/freewalker">https://www.safetytracer.eu/solutions/freewalker</a>	
CCS (AT) / Ivengi (NL)	Article about Freewalker on Safetytracer Website (+Translations)	17.03.2021	<a href="https://www.safetytracer.eu/losungen/freewalker-de">https://www.safetytracer.eu/losungen/freewalker-de</a>	
CCS (AT)	News Article about Cooperation	22.04.2021	<a href="https://www.carecenter.at/news/neues-gps-system-kompy">https://www.carecenter.at/news/neues-gps-system-kompy</a>	
CCS (AT)	Article about Cooperation and Product	22.04.2021	<a href="https://www.carecenter.at/leistungen/kompy">https://www.carecenter.at/leistungen/kompy</a>	
TERZ (CH)	News on FreeWalker Website	27.04.2021	CT4AWE 2021: Best Position Award: <a href="https://www.freewalker-aal.eu/paper-will-be-presented-at-ict4awe-2021-2/">https://www.freewalker-aal.eu/paper-will-be-presented-at-ict4awe-2021-2/</a>	

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## 2.7 Social Media Activities

For the FreeWalker Project we used Twitter and Facebook to primarily disseminate and promote news and results about the project. However, it turned out that Facebook and Twitter are not ideal to reach out to other AAL partners and potential stakeholders.

It was planned that all social media accounts will connect and interact with the consortium partners and will either promote project relevant content or create FreeWalker posts for them to share. That way FreeWalker could have taken advantage of the already existing social media network of our partners. However, during the project it turned out that some of the project partners did not have the authority to share project posts. This fact affected the number of followers, as it was not possible to make use of the partners' network. Nevertheless, whenever possible, FreeWalker Tweets and FreeWalker Facebook posts were shared by some of the consortium partners through their organisational social media channels.

The count of activities by Mai 16, 2021, was the following: Twitter/Facebook: 16 Tweets/Posts, 21 Followers

### Twitter

The twitter account “@AAL\_FreeWalker” was used by the consortium to post news and milestones. Twitter was meant to extend the reach through consortium and individual consortium networks.

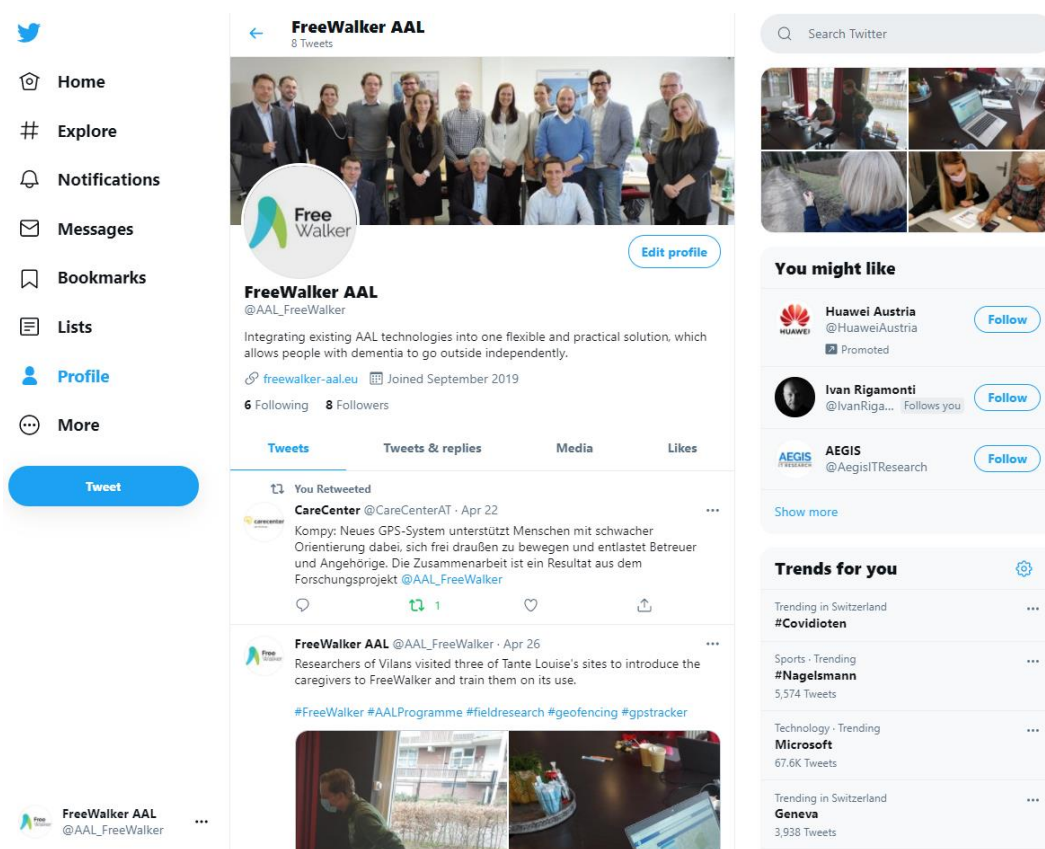


Figure 9: FreeWalker Twitter Page

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## Facebook

A facebook page has been created for FreeWalker. It can be accessed via <https://www.facebook.com/FreeWalker-110189400368716>. The facebook page was launched in September 2019 with the purpose of reaching greater amounts of people using social media and following the consortium and/or individual consortium partners. It intended to give potential stakeholders additional access to project information and project results. Not all of the news posted on the homepage was suitable for the social media channels.

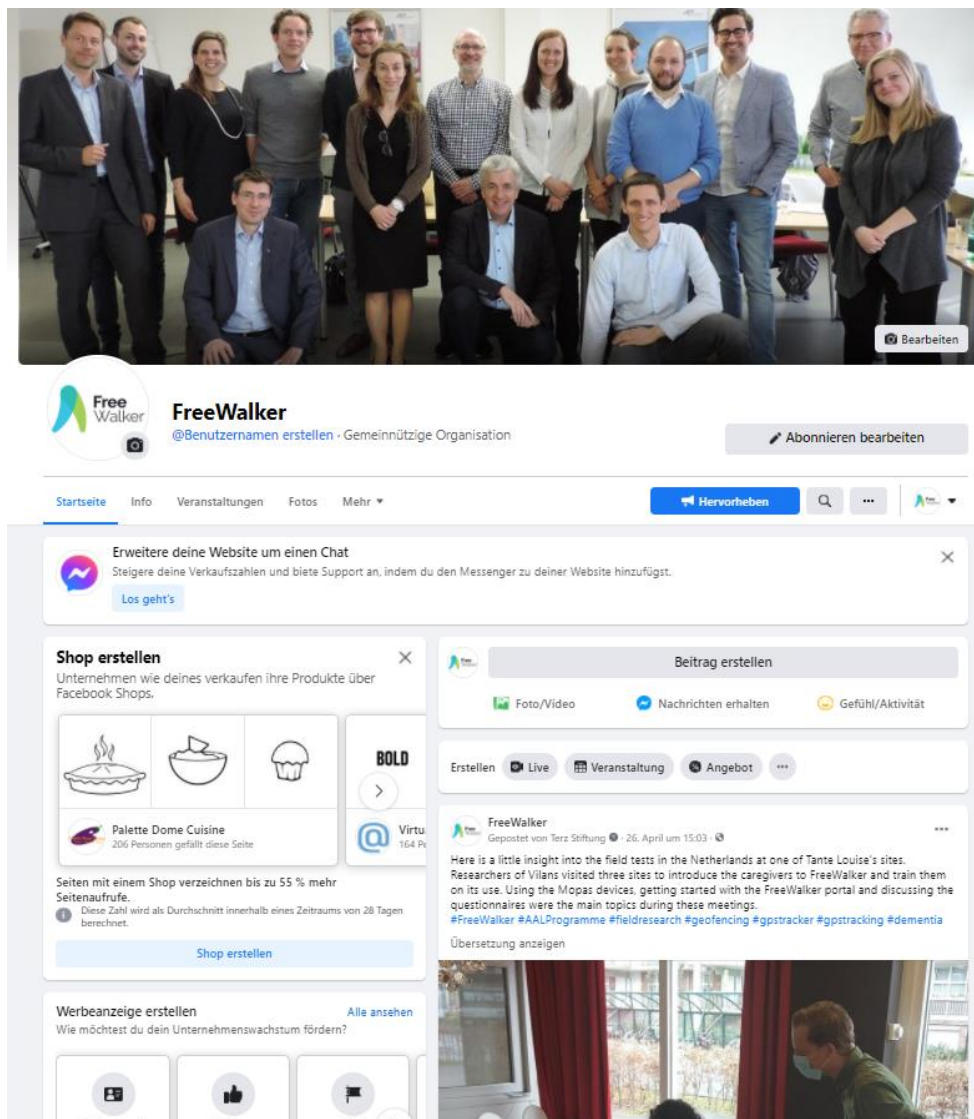


Figure 10: FreeWalker Facebook Page

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Table 3: Social Media activities throughout the project

Participant (Indicate Country)	Activity	Date	Medium	coverage
TERZ (CH)	Facebook Ad + Post	29.06.2020	ad for recruitment of testpersons	
TERZ (CH)	Facebook Ad + Post	13.07.2020	ad for recruitment of testpersons	
TERZ (CH)	Facebook Ad + Post	10.08.2020	ad for recruitment of testpersons	
TERZ (CH)	FreeWalker Twitter	04.09.2020	Retweet of AALProgramme tweet "project of the month FreeWalker"	
TERZ (CH)	Facebook Post on terzStiftung Facebook page	11.12.2020	Invitation to Terz-followers to follow FreeWalker	171
TERZ (CH)	Facebook Post on FreeWalker profile	11.12.2020	Information on the start of the field trials	
TERZ (CH)	Twitter Tweet	15.12.2020	Information on the start of the field trials	
TERZ (CH)	LinkedIn terzStiftung	06.01.2021	Post about the FreeWalker project as one of the projects of terzStiftung	
TERZ (CH)	Twitter / Facebook Post	08.02.2021	Information on the start of the field trials in Austria	
TERZ (CH)	Facebook Post on terzStiftung Facebook page (advertised)	26.02.2021	Call to follow the project on Twitter and Facebook to help promote public awareness.	4492
TERZ (CH)	Twitter / Facebook Post	26.02.2021	News post about the acceptance of the paper submitted to ICT4AWE	
TERZ (CH)	LinkedIn terzStiftung	06.03.2021	Sharing project video via terzStiftung's linkedIn account	262 interactions
CCS (AT)	Facebook Post	22.04.2021	<a href="https://www.facebook.com/carecentersoftware/posts/1755628024639404">https://www.facebook.com/carecentersoftware/posts/1755628024639404</a>	
CCS (AT)	Twitter Post	22.04.2021	<a href="https://twitter.com/CareCenterAT/status/1385152036891774979">https://twitter.com/CareCenterAT/status/1385152036891774979</a>	
CCS (AT)	Linkedin Post	22.04.2021	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6790918645506719744">https://www.linkedin.com/feed/update/urn:li:activity:6790918645506719744</a>	

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## 2.8 Newsletters

The consortium partners created newsletters within their organisation to share with their networks to inform them about the progress in the development.

TerzStiftung planned to disseminate information not only through its own newsletters, but also through its TERZ online magazine and the print edition of the *terzBulletin* (tri-yearly) to reach all members and retirement homes in Switzerland. However, the latter two media were discontinued during the course of the project. As a result, efforts were focused on mailings and newsletters.

*Table4: Newsletter activities*

Participant (Indicate Country)	Activity	Date	Medium	coverage
TERZ (CH)	Facebook Ad + Post	29.06.2020	ad for recruitment of testpersons	
CCS (AT)	electronic newsletter	Apr-18	CareCenter Online News	
CCS (AT)	electronic newsletter	June 2018	CareCenter Newsletter	
VIL (NL)	electronic newsletter	July 2018	Vilans newsletter	
TERZ (CH)	electronic newsletter	Dec 2018	terzNewsletter (monthly) – Mailing to all members and retirement homes in CH	~1500
MAS (AT)	printed newsletter	Nov-18	Annual Report	2500
IVENGI (NL)	Ivengi's Dutch relations	26/03/2019	Newsletter	150
TERZ (CH)	terzNewsletter	03.04.2020	Information on the current status of all AAL projects of terzStiftung	>400
TERZ (CH)	Mailing	05.06.2020	Mailing to all terzClients for recruitment purpose	361
TERZ (CH)	Mailing	18.08.2020	Mailing to all terzClients for recruitment purpose	>400
TERZ (CH)	terzNewsletter	07.12.2020	article project review of the year 2020 and future activities: <a href="https://www.terzstiftung.ch/newsletter-aal/?utm_source=mailpoet&amp;utm_medium=email&amp;utm_campaign=20200605+Teilnehmer+Workshops+%26+Produktstudie+%26+Produkttest#freewalker">https://www.terzstiftung.ch/newsletter-aal/?utm_source=mailpoet&amp;utm_medium=email&amp;utm_campaign=20200605+Teilnehmer+Workshops+%26+Produktstudie+%26+Produkttest#freewalker</a>	>400
TERZ (CH)	terzNewsletter	07.12.2020	article about pilots start in Switzerland: <a href="https://www.terzstiftung.ch/freewalker-feldtest-gestartet/">https://www.terzstiftung.ch/freewalker-feldtest-gestartet/</a>	>400

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### 3 CONFERENCES, EVENTS, SEMINARS

The following table lists the presence of the FreeWalker consortium members at conferences, events, and seminars to represent the project.

Table5: participation at conferences, events, seminars

Participant (Indicate Country)	Activity	Date	Medium	coverage
CCS (AT)	lecture on AAL and Freewalker	11/30/2018	Care Congress, Vienna	unknown
VIL (NL)	Invited Talk	9/19/2018	Vilans Relationday	100
VIL (NL)	Keynote Talk	11/15/2018	AAL Praxiskonferenz Austria	100
VIL (NL)	Invited Talk	11/26/2018	Verklizan Innovation Day	300
TERZ (CH)	Congress Stand	Nov 30 – Dec 2, 2018	“Zukunft Alter”, a fair focussing on topics regarding “age”, located in Lucerne	10.000 visitors
IVEN (NL)	Congress Stand	Nov 8, 2018	Mobile Health Congress Utrecht	unknown
IVEN (NL)	Poster Session	March 2018	Health & ICT Congress Utrecht	unknown
IVEN (NL)	Exhibition	5/15/2018	Nursing	unknown
IVEN (NL)	Exhibition	6/29/2018	Day of home care	unknown
AIT (AT)	Conference Presentation	6/6/2018	Conference "Innovative Modelle in der Pflege und Betreuung"	unknown
AIT (AUT)	AALForum, Aarhus	23/09/2019 – 25/09/2019	Exhibition, booth, poster, Klaus Dittrich to answer questions	700
IVENGI (NL)	Care & ICT exhibition, Utrecht	12-14/03/2019	Information exchange	unknown
IVENGI (NL)	Ministry of Health, Rotterdam	23/05/2019	Booth, poster	500
VILANS (NL)	Verklizon Innovation Day	18/11/2019	Presentation	300
VILANS (NL)	Beijing Forumn	22/10/2019	Exposure of Freewalker	500
CCS (AUT)	Pflegekongress Wien	02-03/10/2019	Presentation	350
CCS (AUT)	Smart-Home-Symposium	18-19/10/2019	Info Material	> 250
CCS (AUT)	ConSozial	6-7/11/2019	Info Material	> 250
TAL, VIL(NL)	Jaarbeurs Utrecht Beurs (mobileHealthCare.nl)	07.11.2019	OuderenZorgTech, breakout session during event	unknown
TAL (NL)	Zorgsalon Tilburg University	21/11/2019	Zorgsalon Tilburg University, presentation during event	>200
TERZ (CHE)	Messe 50plus Weinfelden	01.03.2019	Inform about AAL (incl. FW) to recruit test persons	200

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VIL (NL)	Oral Presentation at ISG's 12th World Conference of Gerontechnology	8.10.2020	H.P. Buimer, L. Cornelisse, H.H. Nap (2020). Moving safely, living independently: The co-creation of FreeWalker. Gerontechnology, 19(0), 1-1	unknown
VIL (NL)	Oral Presentation at Ouderenzorg Tech 2020	19.11.2020	Dynamische leefcirkels & vrijheid – FreeWalker	100-200
Creagy	Conference CREAGY Knowledge Exchange	16.10.2020	Planned field trials and business opportunity	unknown
Vilans	Conference: International Forum on Senior Care Science and Innovation (SCSI) Beijing 2020	oktober 2020	Oral presentation mentioning FreeWalker	unknown
Vilans	Summit: MIMTT2020, the 2nd EU-China Health Summit	22-10-2020	Online Keynote also on FreeWalker	unknown
Vilans	Summit: Gerontech and Innovation Expo cum Summit (GIES) 2020	18-11-2020	Online Keynote also on FreeWalker	>5000
Vilans	International Symposium on Long-Term care and Dementia Care	30-11-2020	Online Presentation	>300
Vilans	Conference: International symposium on Long-term care and Dementia Care in Taiwan (Henk Herman Nap)	12.05.2020	Online Keynote with multiple slides on FreeWalker	300
AIT (AT)	Paper presentation at ICT4AWE Conference 2021	24.-26. April 2021	paper "GNNS BASED ADAPTIVE MONITORING FOR THE ASSISTENCE OF PERSONS WITH ORIENTATION DIFFICULTIES", presented online.	unknown
Vilans	Collega Academie Zorg	3.6.2021	Online Presentation	20 (Directors & Professors)

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Vilans	Workshop Ons Tweede Thuis	28.6.2021	Online Presentation	25 (care organizations)
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## 4 EXTERNAL MEDIA – NEWS, ARTICLES, ADVERTISEMENT

The consortium has contributed to raising awareness for project results by use of external media. The following table gives a record of the respective activities.

Table6: External media activities

Participant (Indicate Country)	Activity	Date	Medium	coverage
MAS (AT)	Interview on MAS project work	Dec 2017	district radio show	
VIL (NL)	Newsitem on ICT & Health	8/2/2018	newspaper	unknown
TERZ (CH)	Press Release	Apr-18	TERZ (CH)	unknown
AIT (AUT)	Austrian Press Agency (APA) Press release	28/11/2019	Martin Litzenberger interview	unknown
IVENGI (NL)	DeLimburger	08.10.2019	Article in Newspaper	unknown
IVENGI (NL)	Advertisement	01.12.2019	Magazine 65plus Vitaal Senioren Vijzer	~2000
TERZ (CH)	FreeWalker Video	13.03.2020	Upload on YouTube	44 views (23.09.2020)
TERZ (CH)	Lokal newspaper ad + article	14.08.2020	Ad recruitment of testpersons + article about FreeWalker	12'000
TERZ (CH)	cantonal newspaper ad	20.08.2020	Ad recruitment of testpersons	29'000
CCS (AT)	published article	23.09.2020	on own website: <a href="https://www.carecenter.at/news/freewalker-ist-projekt-des-monats">https://www.carecenter.at/news/freewalker-ist-projekt-des-monats</a>	unknown
AIT (AT)	Research project contribution (Austrian "benefit" program)	19.05.2020	Martin Litzenberger (AIT) has given an interview on FreeWalker and demonstrated basic functionality of the carer app "FW Care" and the web-portal to the Austrian national research project "SpektrAAL" ( <a href="https://projekte.ffg.at/projekt/3311796">https://projekte.ffg.at/projekt/3311796</a> ) that makes a survey of existing and upcoming AAL solutions	unknown
AIT (AT)	Austrian local newspaper NÖN – Niederösterreichische Nachrichten/special issue "Aktiv im Alter":	21.02.2020	Newspaper article on AAL solutions, <a href="https://portal.ait.ac.at/sites/FreeWalker/Shared%20Documents/WP4%20Dissemination%20and%20Exploitation/Publications/AIT%20Interview%20-%202007%20N%C3%96N%20Aktiv%20im%20Alter%20zentral.pdf">https://portal.ait.ac.at/sites/FreeWalker/Shared%20Documents/WP4%20Dissemination%20and%20Exploitation/Publications/AIT%20Interview%20-%202007%20N%C3%96N%20Aktiv%20im%20Alter%20zentral.pdf</a>	unknown

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AIT (AT)	Interview	04.01.2021	AIT gave an interview which was used as part of a term paper for a presentation on FreeWalker at the Niederrhein University of Applied Sciences in Germany.	unknown
MAS (AT)	Article	24.03.2021	Ischler Woche	edition: 10,000
MAS (AT)	Article	01.03.2021	Leben im Salzkammergut	edition: 30,500
MAS (AT)	Article	24.02.2021	Tips Gmunden	edition: 47,900
MAS (AT)	Article	19.02.2021	Der Ennstaler	edition: 8,989
MAS (AT)	Article	12.02.2021	www.agecare.at	unknown
MAS (AT)	Article	11.02.2021	Mein Bezirk.at	range: 4.2 Mio
MAS (AT)	Article	12.02.2021	OÖNachrichten - Salzkammergut	edition: 15,854
MAS (AT)	Article	11.02.2021	www.tips.at	range: 882,529
CCS (AT) / Ivengi (NL)	Article about Freewalker on Safetytracer Website (+Translations)	17.03.2021	<a href="https://www.safetytracer.eu/losungen/freewalker-de">https://www.safetytracer.eu/losungen/freewalker-de</a>	unknown
CCS (AT)	News Article about Cooperation	22.04.2021	<a href="https://www.carecenter.at/news/neues-gps-system-kompy">https://www.carecenter.at/news/neues-gps-system-kompy</a>	unknown
CCS (AT)	Article about Cooperation and Product	22.04.2021	<a href="https://www.carecenter.at/leistungen/kompy">https://www.carecenter.at/leistungen/kompy</a>	unknown
TERZ (CH)	article in newspaper Thurgauer Zeitung	23.04.2021	Newspaper report on the field study.	edition: 79'000
TERZ (CH)	article in newspaper Bote vom Untersee	30.04.2021	Newspaper report on the field study.	editon: 12'000
TERZ (CH)	article in TCS Rundschau (print & online)	Mai 2021	Article in magazine on the field study. <a href="https://www.tcs-thurgau.ch/files/Rundschau/2021/84_rundschau_03_2021_202104_web.pdf">https://www.tcs-thurgau.ch/files/Rundschau/2021/84_rundschau_03_2021_202104_web.pdf</a>	edition: 28'000

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## 5 SCIENTIFIC PUBLICATIONS

The project members have submitted a paper to ICT4AWE 2021 – the 7<sup>th</sup> international conference on information and communication technologies for ageing well and e-health – entitled “GNNS BASED ADAPTIVE MONITORING FOR THE ASSISTENCE OF PERSONS WITH ORIENTATION DIFFICULTIES”. The paper was rewarded the “Best Position Paper Award”.

The third year of the project was mainly devoted to the running of a clinical study under the supervision of KEP. Due to the challenges caused by the Covid-19 crisis, the complexity of the study, the long inclusion period of four months per participant and the intense effort of recruitment with strict inclusion criteria, the analysis of the study will go beyond the project timeline, inhibiting a full analysis by the time of writing this present report.

The paper on pilot results will be written after remaining study data has been received by late summer 2021 and is foreseen for submission to academic publishing houses by KEPLER.

*Table7: Publications*

Participant (Indicate Country)	Activity	Date	Medium	coverage
AIT, MAS (AUT)	Poster at Conference	05/11/2019 – 07/11/2019	Poster at Krems Dementia Conference	500
VIL (NL)	Publication in Journal Gerontechnology	15.10.2020	<a href="https://journal.gerontechnology.org/currentIssueContent.aspx?aid=2907">https://journal.gerontechnology.org/currentIssueContent.aspx?aid=2907</a>	
VIL (NL)	Publication on Conference	8.11.2020	<a href="#">Gerontech and Innovation Expo cum Summit (GIES) 2020 (Henk Herman Nap)</a>	>5000
AIT (AT)	Publication on Conference	24.06.2021	Proceedings of the ICT4AWE Conference 2021 Publication about safe zone algorithms	
AIT (AT)	Poster at Conference	May 2021	AIT has prepared and submitted a poster contribution to the Austrian national conference "Pflegekongress 2021" taking place in Vienna.	
VIL(NL)	Online Presentation	27.5.2021	ACAP presentation Gerontechnology (Hong Kong)	>1500

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## 6 DISSEMINATION THROUGH USER RECRUITMENT

A large share of dissemination work took place during user recruitment activities. During the co-designing and the field test preparations, a large population was contacted to find suitable participants. Since the final trial users had to be screened in accordance with strict inclusion and exclusion criteria, a surplus of users had direct contact to and insights into the FreeWalker solution.

The Covid-19 pandemic posed major challenges for end-user organizations in recruiting study participants. Online options replaced n-person information events. Where possible, recruitment took place within end-user organizations themselves or through public information such as mailings, newspaper articles, and Facebook. Moreover, different organizations from the healthcare sector (multiplicators) have been recruited with the purpose of ameliorating access to the potential population.

Recruitment activities have taken place on a regular basis throughout the co-designing phase and the field trails phase. The test person recruitment has led to intense relations to specific clients / stakeholders of the user organizations and thus regular effects on the awareness raising about FreeWalker.

The following tables summarize the measures by each end-user organization taken for recruitment.

### Switzerland:

Channel	Number / Date	Indicative Coverage
Recruitment email to suitable households in terz database	05.06.2020 18.08.2020	361
Recruitment via Facebook ad	29.06.2020 13.07.2020 10.08.2020	
Ad in local newspaper	14.08.2020 (Der Bote vom Untersee) 20.08.2020 (Thurgauer Zeitung)	12.000 29.000
Recruitment letters to be spread at different sites (assisted living institutions)	5	n/a

Table 8: Recruitment activities Switzerland

### Austria:

Channel	Number / Date	Indicative Coverage
www.tips.at	11.02.2021	range: 882,529
Mein Bezirk.at	11.02.2021	range: 4.2 Mio
<a href="http://www.agecare.at">www.agecare.at</a>	12.02.2021	unknown
OÖNachrichten - Salzkammergut	12.02.2021	edition: 15,854
Der Ennstaler	19.02.2021	edition: 8,989
Tips Gmunden	24.02.2021	edition: 47,900
Leben im Salzkammergut	01.03.2021	edition: 30,500
Ischler Woche	24.03.2021	edition: 10,000

Table 8: Recruitment activities Austria

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## 7 CONCLUSION

The present report illustrates the intensive effort by the consortium partners to satisfy the goals set out in the dissemination plan. The strategic goals set out in the dissemination plan have been tackled both in the framework of individual strategies of the involved partners and under the shelter of joint activities. Even though the Covid-19 pandemic has had an impact on the targets set, a considerable amount of attention has been paid to dissemination during this challenging period, although not to the extent desired.

In summary FreeWalker has achieved 3 scientific publications in conferences and journals, with 1 best paper award on a conference, 38 contributions /presentations in conferences, events, seminar, 25 articles on consortium and partner websites, 27 articles in external media or newspapers, 12 articles in newsletters, 18 tweets in Twitter / Facebook with 21 followers and 10 ads for recruitment of study participants, until project end June 2021.

Considering that most of the effort was put into the clinical study in year three of the project, the biggest impact can still be expected after the publishing in respective journals. KEP and AIT will take care that the pilot results will be exploited to a scientific community after the project end, whereas the business partners will integrate results into their commercial exploitation activities in this period. The end-user organizations will continue to use the insights gained during the FreeWalker project and promote the benefits of assistance technologies in general to their end-user basis, in order to sensitize for the social opportunities innovations in this field provide.

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