



AAL Project no: AAL-call-2017-077

IOANNA

Integration Of All stores Network & Navigation Assistant

D5.1 Dissemination strategy, materials, plans and project website

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

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



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Version History

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Summary

The “D5.1 Dissemination strategy, materials, plans and project website”, is a public document delivered in the context of WP5 Dissemination and exploitation, Task 5.4 Dissemination activities for IOANNA project.

The objective of the Dissemination Plan is to identify and organize the activities to be performed in order to promote commercial exploitation of the project’s results and the widest dissemination of knowledge from the project. The plan is expanded in two directions: towards the marketing activities in order to enhance the commercial potential of the solution and towards the notification of project’s results in AAL programme and the sectors involved. Dissemination is a horizontal activity and concentrates on disseminating the results of IOANNA project itself to a wide range of existing or potential stakeholders.

This plan attempts to introduce the foreseen IOANNA project dissemination activities, included the publication of papers, conference presentations, demonstrations, meetings with potential stakeholders, and publication of newsletter, website and other dissemination material.



Abbreviations

D	Deliverable
WP	Work Package
AAL	Ambient Assisted Living

1. Introduction

The objective of the Dissemination Plan is to identify and organize the activities to be performed in order to promote commercial exploitation of the project's results and the widest dissemination of knowledge from the project. The plan is expanded in two directions: towards the marketing activities in order to enhance the commercial potential of the system and towards the notification of project's results in the AAL programme and the sectors involved. Dissemination is a horizontal activity and concentrates on disseminating the results of IOANNA project itself to a wide range of existing or potential stakeholders.

This plan attempts to introduce the foreseen IOANNA project dissemination activities, included the publication of papers, conference presentations, demonstrations, meetings with potential stakeholders, and publication of newsletters, website and other dissemination material.

Clear channels of communications between the project partners themselves as well as with the wider community will play a crucial role in the success of the project.

The activities included in the dissemination plan, will consider the tasks of the WP5 Dissemination and Exploitation contribution:

Task 5.1 Dissemination

Subtask 5.1.1: Awareness and dissemination plan:

- Active participation in events, conferences, platforms, etc. and networking activities with related AAL projects.
- Establishing of the Project Webpage
- Identification and classification of target stakeholders to be addressed (not only for dissemination purpose but also for the identification of final potential users of the project results).
- Dissemination methods and their specific associated activities (dissemination materials in each partner web pages, participation in events, conferences, platforms, etc.)
- Schedule and complementarily of the dissemination activities among partners.
- Individual dissemination plans
- The conditions to ensure proper dissemination of the generated knowledge, related to confidentiality, publication and use of the knowledge.

Subtask 5.1.2: Ecosystem and networking activities



- Downstream activities oriented to the establishment of a sustainable ecosystem surrounding the project, conceived to outlive beyond the end of the project as a key factor to enable wide adoption in the market and obtain business impact.
- As part of the information included in this deliverable all partners involved in the dissemination and awareness WP shall include the information related to the expected activities per country mainly in the following sections:
 - Newsletter and press release
 - Scientific papers and conferences
 - Dissemination plans per partner

The dissemination activities will take place considering the gender perspective balancing representations of all social groupings to prevent any “gender stereotyping”.

2. Strategy

Regarding dissemination, two issues will be fundamental objectives for this period: the increase of general dissemination activities for the project and the intensification of ICT-based solutions for everyday facilitations in shopping management and navigation dissemination in international events. All key commercial IOANNA partners, as well as end-users' partners, will focus their actions on the first objective while all partners in general nature will make an effort to participate in events and to publish specialized articles with more scientific content. Accordingly, a wide range of diffusion, which reaches the diverse audiences interested in knowing the different aspects of IOANNA project's results, will be carried out.

The dissemination events will be selected taking into consideration the inclusion of activities of the different disciplines involved in the project. The participation in international events will increase the dissemination of results in European countries that are not present in the consortium as well as in other parts of the world. In this sense, the multiplication of the project's impact needs to be especially relevant.

The following materials can be considered the main dissemination activities for the project:

- Development of the project website. The consortium has registered the domain www.ioanna-project.eu in order to facilitate the access to project information using the internet.
- One of the dissemination mechanisms will be the publication of a Newsletter that will be sent to project interest group (research institutions, universities, public institutions, NGOs, administrations and other organizations with potential interest in IOANNA). Contact by means of the Newsletter will facilitate the detection of some of the members of the Interest Group. All the partners will participate in the distribution of this document in their countries of origin and to other international contacts.
- Other dissemination mechanisms will be periodic press releases to the media from each country that will make the punctual diffusion of the project's progress. On each occasion, a generic version will be prepared by ESKILARA and distributed to the different partners for its adaptation to each specific context and for later distribution. This initiative should result in improving our project's impact on the general interested people.
- The preparation of a brief leaflet that facilitates contact with the interest group of the IOANNA platform, briefly, simply and quickly explaining what IOANNA is, who the users are and its objectives. This material will be of great use in picking the public and private powers' interest, many times responsible for making decisions but not experts in the project's disciplines, regarding the uses and benefits of the results obtained in the project.



- The design and printing of other diffusion materials. ESKILARA's team will work on the preparation of IOANNA introduction posters and leaflet that very briefly include the project's objectives and offer the official webpage as a source for obtaining more information or as a way to become part of the Interest Group.
- Presentation of the project in different events and forums by all partners.

The dissemination strategy will run in parallel to the exploitation strategy and, therefore, the Consortium will work on:

- The consolidation of the project's Interest Group, which encompasses, public bodies, research institutions, universities, companies and people/professionals potentially interested in the IOANNA project or forming part of it.
- The creation of product's description for IOANNA Project's results to allow the intensification of exploitation tasks.

IOANNA project is a user oriented project and for dissemination and exploitation purposes we will pay special attention to:

Identify potential target groups:

- Characteristics of the target users/ communities
- How the different target groups of people might be affected by this product/ project
- Particular perspectives and interests
- Whose practical knowledge or experience is relevant to this research or design project

Seek user or community input:

- Engaging users/ communities in defining problems, requirements, solutions and design alternatives, allowing to gather information about how a technology, a product, can affect their everyday lives, assist their work or enhance their leisure.
- Find out how gender roles influence the data collected or the outcomes of this project.

A specific element of the project dissemination plan will relate the public image presented by the project through its dissemination activities within the international scientific and wider community. All material will give a balanced representation of all social groupings to prevent any "gender stereotyping". It is essential that any gender implications in this area are assessed and clearly understood before any public statement is made.

3. Communication methods

The communication methods that can be identified are diverse in nature. Some general principles can be mentioned before going into further detail of the different communication methods:

- In any case, IOANNA's website should be considered as the core tool for diffusion of information.
- Promotional materials edited for the project (poster, leaflet, presentations, etc.)
- The major international and European conferences in the coming year could be targeted as well as national conferences but using the national member in a country to play this role. Those necessities need a good analysis of potential conferences at national, European and international level.

The communication methods that have been identified are displayed below.

Nr	Methods of approaching / Communication methods
1	IOANNA website
2	Development of promotional material. Project poster
3	Development of promotional material. Project Leaflet
4	Websites partners/organisations
5	Newsletters partners/organisations
6	Presentation at conferences
7	Direct mailing
8	Direct personal contact
10	Press release
12	Interview by journalists
13	Distribute paper format of WP reports
14	Organisation of meeting / hearing
15	Social networks (Twitter, LinkedIn,...)



4. Stable conduits within the IOANNA community

These will be used to disseminate information about and solicit input into the IOANNA project work. Contact can be maintained and facilitated by electronic mailing lists

- Internal List: An electronic mailing list has been established for the IOANNA project which aims to provide a mechanism for internal project communications. Currently this includes members of the project team from each partner site.
- External lists: Digital archiving covers many areas and it may be difficult to reach all stakeholders without using several existing lists to communicate to the wider community. Although there may be advantages to establishing a new overarching list, IOANNA will aim to use existing mailing lists for its external communications.

5. Logo



Figure 1. Logo of IOANNA Project

IOANNA – Greek name, origins found in the Hebrew language:

It comes from the word Yochanan, which means “*with the grace of God*”

Grace meaning **gift**

Therefore, the shape of the logo represents a gift as the great advantage that the ICT-based solutions to be developed within the project will bring to the users.

Fonts

Franklin Gothic Book for the titles

Arial (body) 11 for the body text.

The fonts selected have the stylized shape as the graphics and are therefore integrating with the lettering.

Colours

The selected colors are **magenta** for the graphics and titles and **black** for the lettering.

The magenta color represents innovation, signifying also energy and unique business, and IOANNA project is definitely an innovative project that wants to be the initial seed of a promising business that will bring energy and independency to the elderlies.

Color content:

Magenta

IOANNA/ AAL-call-2017-077

<D5.1>/<Draft>



- Color model: RGB
- Red: 232
- Blue: 97



6. Website

The website of IOANNA project is available on the following URL address: www.ioanna-project.eu. It provides public access to general information of the project such as the project objectives, scope and publications and will have information in English, as well as in all partners' official languages.

Home Page

It provides general information for the IOANNA project (e.g. project mission, full project title, news, registration option, funding organisms, etc.)



IOANNA (Integration Of All stores Network & Navigation Assistant) project aims at developing ICT-based solutions for seniors for everyday facilitation in shopping management and navigation, focusing on assistive mobility and social engagement through crowdsourcing.

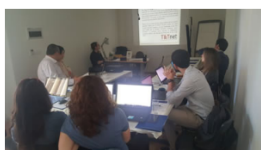
[Privacy & Cookies Policy](#)

NEWS

IOANNA'S Kick-off Meeting

© Wednesday, 18 July 2018 18:01

IOANNA's project kick-off meeting took place in Nicosia on the 23rd and 24th of April 2018.



With the aim of giving the go-ahead to the project, the kick-off meeting allowed the different partners a first contact mainly focusing on the organization of the different activities

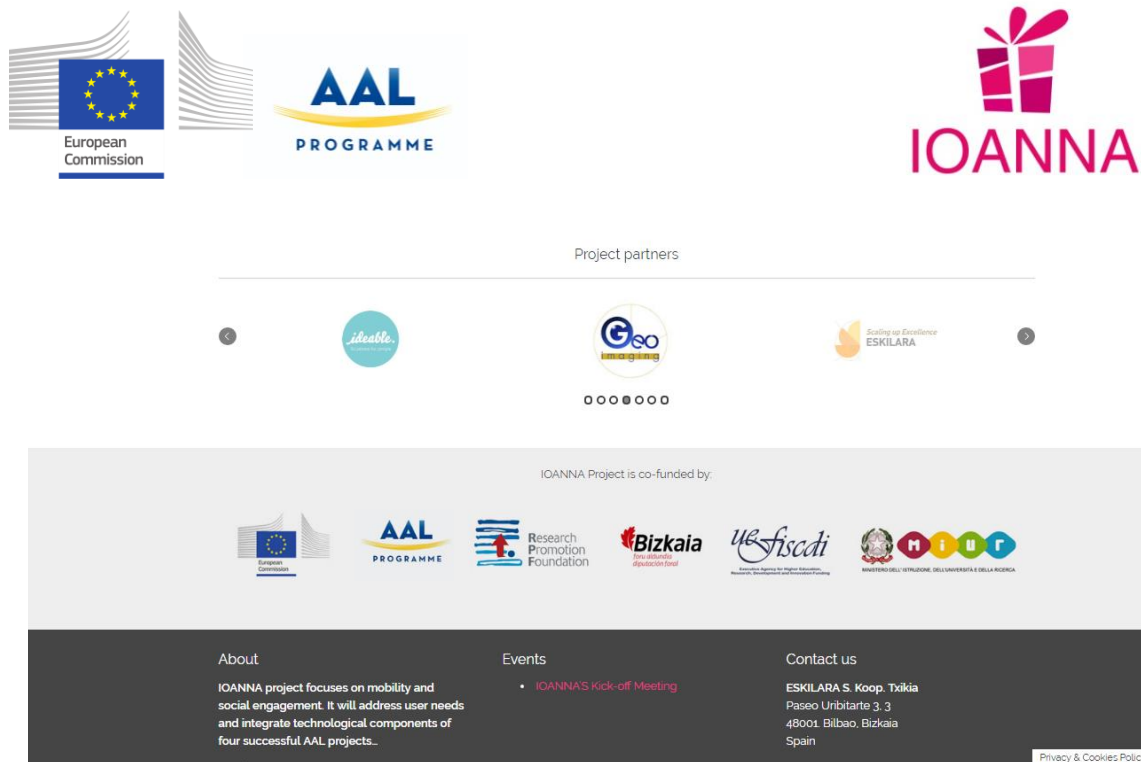
planned for the next six months period.

Next project meeting has already been planned for September and it will take place in Bucharest, Romania.

REGISTER HERE

If you want to have access to specific resources related to the project

[Subscribe here](#)



Figures 2 to 5. Project's Homepage

Project description

The project description section is divided in three chapters where visitors can find information about the aim of the project, pillars and description.



Figure 6. The project description section

On this site, one can find information about the general objectives and project goals.

What is IOANNA

A description of the project and its origin.

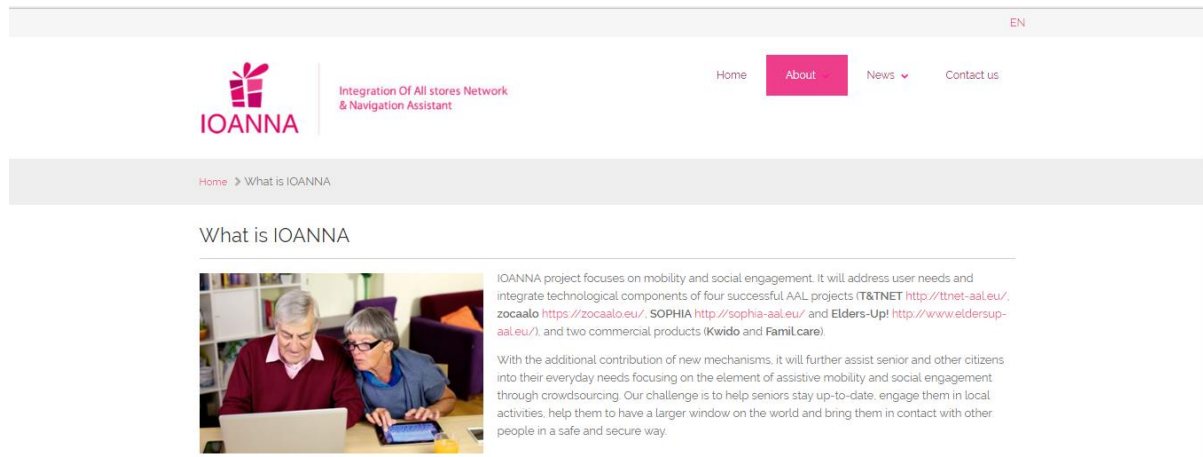


Figure 7. “What is IOANNA”chapter

IOANNA’s pillars

In this chapter visitors can find information regarding the project’s main tackle areas and pillars in which is supported.

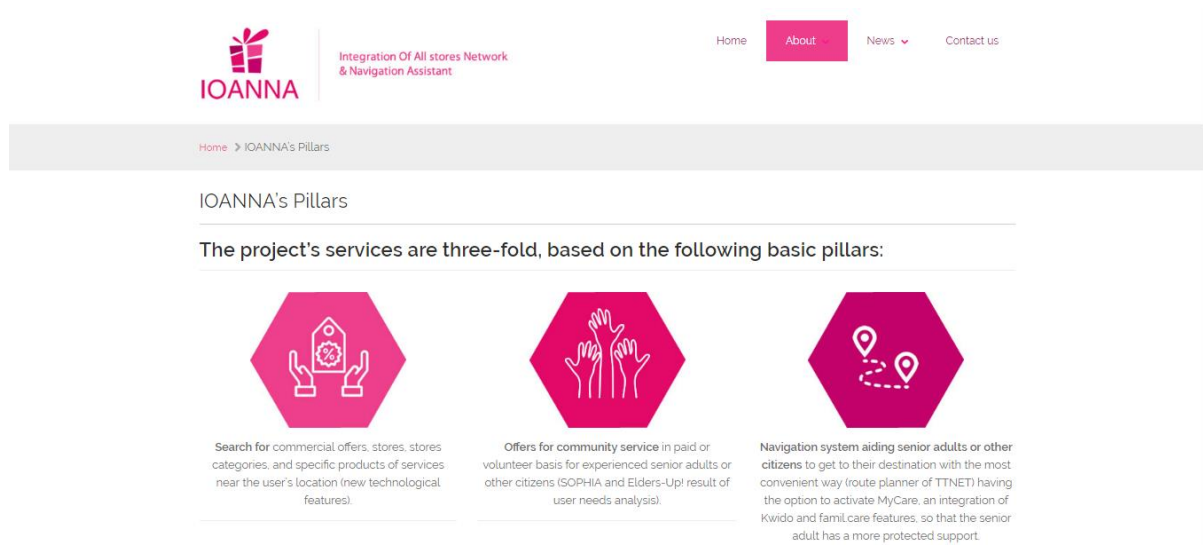


Figure 8. “IOANNA’s pillars”chapter

IOANNA App

This chapter describes the objectives of the App development and features to be targeted:

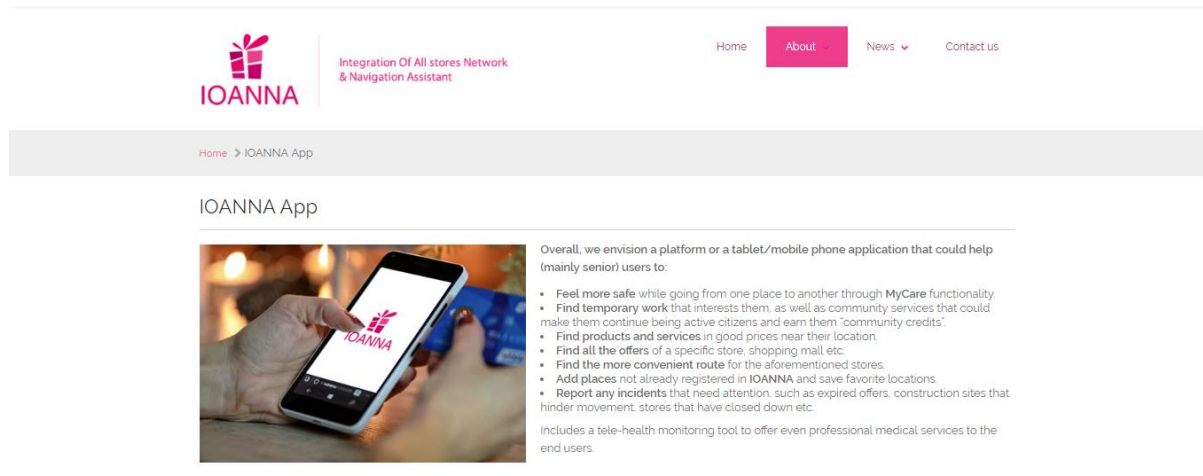


Figure 9. "IOANNA's App" chapter

News

Divided in two chapters:

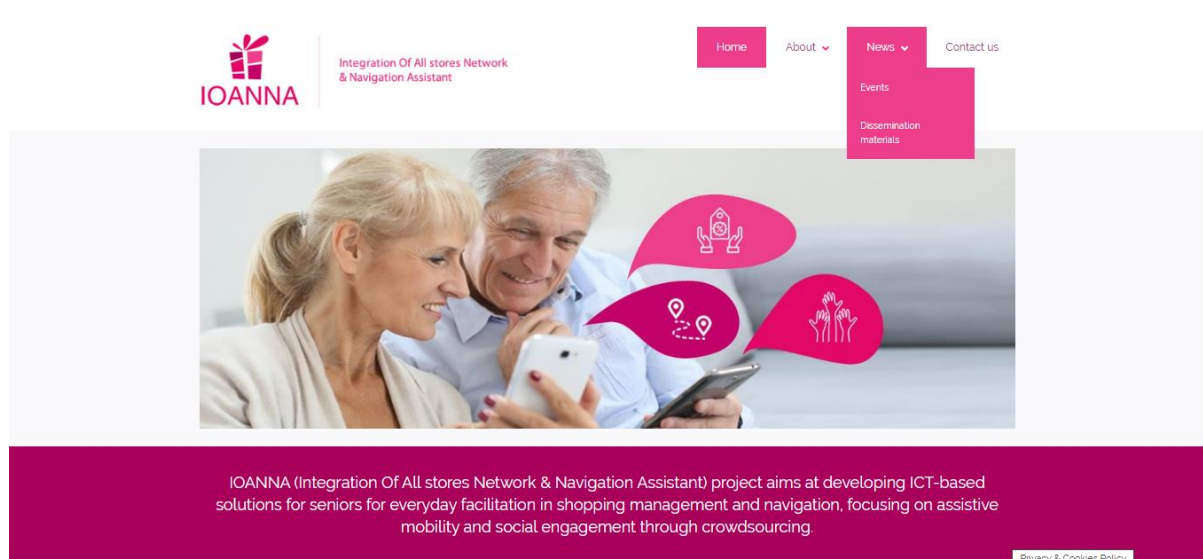


Figure 10. News section dropdown menu

Events

In this section all news related to the project and partners' dissemination activities, as well as important events or news related to IOANNA's project will be constantly published.

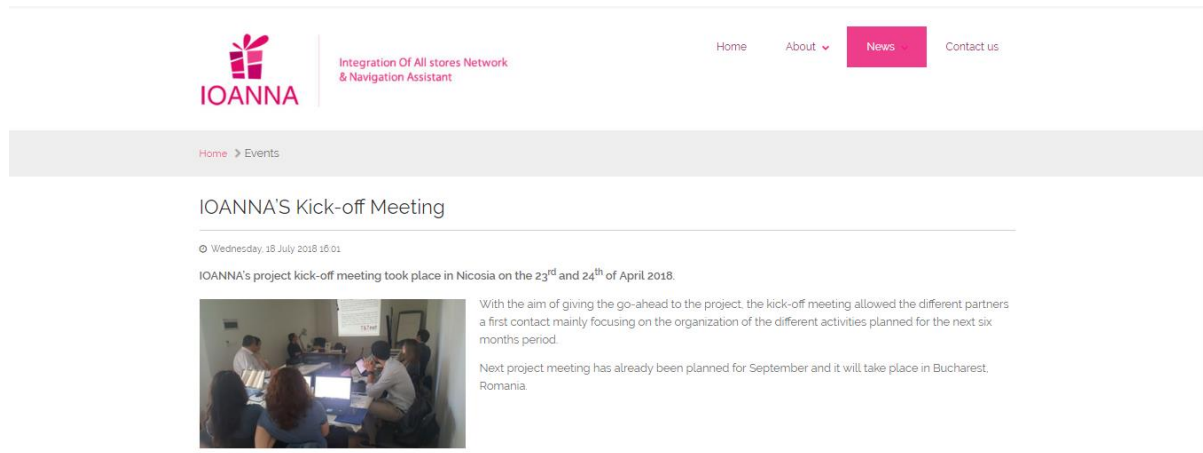


Figure 11. News section

Dissemination materials

In this chapter all public dissemination materials will be uploaded to be accessible by all visitors.

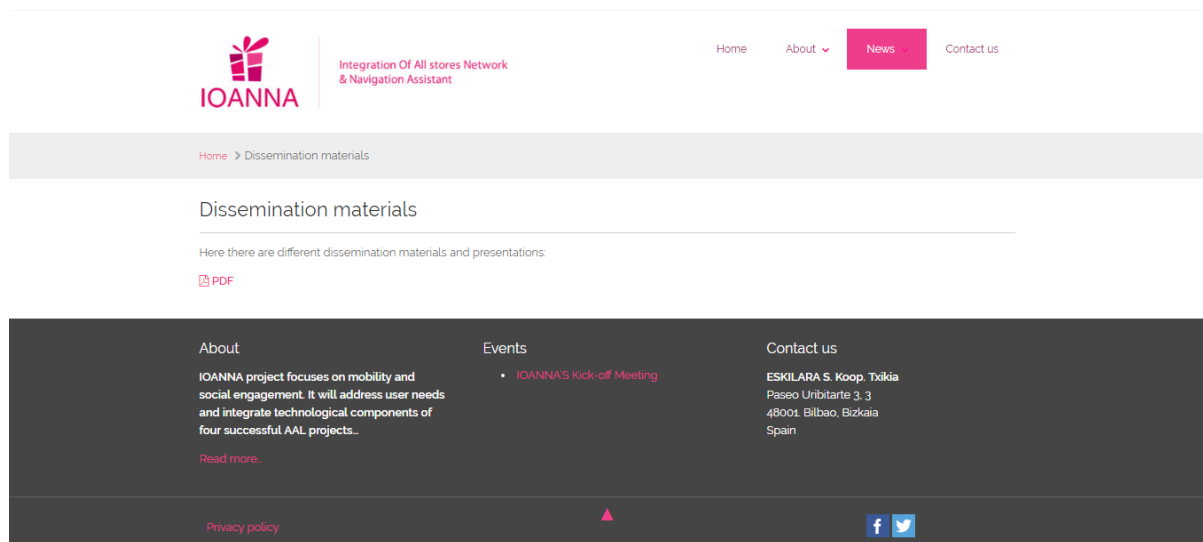


Figure 12. Dissemination materials section

Contact us

This section offers the possibility to contact the project partners for business, scientific or communication purposes. The contact point will be ESKILARA, responsible of WP5.



Integration Of All stores Network
& Navigation Assistant

[Home](#)

[About](#)

[News](#)

[Contact us](#)

[Home](#) > [Contact us](#)

Contact us

If you need more information about IOANNA or need to ask us some question about the project please fill the form below. We will contact you as soon as possible

ESKILARA S. Koop. Txikia
Paseo Urribarte 3, 3
48001, Bilbao, Bizkaia
Spain

☐ I have read and accept the [privacy policy](#)

ERROR para el propietario del
sitio web: la clave del sitio
web no es válida



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Figure 13. Contact section



7. Poster and catalogues

Promotional material has been developed for a better dissemination of the project in seminars, meetings and events.



Figure 14. View of the developed project poster



Figure 15 and figure 16. Views of the developed project flyer

8. Newsletters and press releases

All partners will participate in the preparation of newsletters (with news and activities) and in the press releases. This information will start from September 2018 and will end in April 2020 with the last report related to project results.

The newsletters will be distributed among all entities interested in the project's results and a press release will be distributed in both the general and specialized press directed at the general public.

Next table shows the publication schedule followed:

Newsletter/Press release	Date	Status	Project months covered
Newsletter 1	September 2018	TO BE DONE	1- 6
Press release 1	September 2018	TO BE DONE	Last results
Newsletter 2	April 2019	TO BE DONE	7 – 12
Press release 2	April 2019	TO BE DONE	Last results
Newsletter 3	September 2019	TO BE DONE	13 – 18
Press release 3	September 2019	TO BE DONE	Last results
Newsletter 4	April 2020	TO BE DONE	19 -24
Press release 4	April 2020	TO BE DONE	Last Results
Newsletter 5	September 2020	TO BE DONE	25 -30
Press release 5	September 2020	TO BE DONE	Last Results

9. Scientific Papers and conferences (TARGETING EXPERTS- 2018)

Each partner will have to periodically report the different scientific papers and publications done in the framework of IOANNA project. ESKILARA will be responsible of compiling all partners' information.

PAPERS AND PUBLICATIONS											
N°	Title	Author(s)	Proceedings	Publication Date	Start Date of Conference	End Date of Conference	Publisher	Publisher location	Relevant Pages	Open Access	Status
1											
2											
3											

Figure 17. Paper and publications per partner table



10. Dissemination plans per partner

IOANNA partners will also report periodically their individual dissemination activities and actions overtaken. ESKILARA will be responsible of compiling all partners' information.

Press media	Date of publication	Type of media*	Partners involved

* Newspaper, TV, radio, web, etc.

Figure 18. Press dissemination report per partner



N ^o	Type of Activity*	Organization	Title	Main leader	Start Date	End Date	Place	Type of Audience	Size of Audience	Countries Addressed
2										
3										

* Conference, workshop, presentation, etc.

Figure 19. Dissemination activity report per partner



11. Target groups

This overview will provide a list of key international/European organisations and national bodies with a key profile to maximize IOANNA project's dissemination and exploitation. In addition it is envisaged that the project partners would disseminate findings to their national contacts that would then carry on with local information (also in national languages). This will be facilitated with centrally developed inventories and overviews.

The consortium will develop an international interest group list with the information of the main target stakeholders per country in order to inform them about the results and work carried out in IOANNA project.

Aims of the group

I.I.G

International interest group:

Composed with people which represents companies or institutions (association, Municipality, institute,...) who could be interested to buy and exploit results from the project, people which represent companies or institutions or who are independent consultants, technical advisers, networks, end users and markets

Partner	Organization	Country
GEO	SME	Cyprus
IDEABLE	SME	Spain
ANA	End-user	Romania
EL	SME	Italy
ESKILARA	SME	Spain
AGECARE	End-user	Cyprus
SLRO	Large Company	Romania



Profile	Country	Name	Activity	Themes/ Area of Interest	Contact's Details	Partner
Industry	Cyprus	www.gio.com.cy	Silvero's user organization	IoT, security, mobility, etc.	email	
University						
Administration						
Etc						

Figure 20. International Interest Group table



12. Conclusion

This document attempts to collect the information related to the awareness and dissemination activity for the work developed in IOANNA project.

All the consortium members involved in the WP and different tasks will report periodically the results carried out for the update of this document.