

PREC*ai*SE



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VERSION HISTORY

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0.1	Emma Freidal Laursen, DigiRehab	31-01-2022	Document structure
1.0	Emma Freidal Laursen, DigiRehab	30-06-2022	First version of the dissemination plan
2.0	Emma Freidal Laursen, DigiRehab	30-11-2022	Update after 6 months work

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EXECUTIVE SUMMARY

This document contains the dissemination plan of the PRECISE project. It defines what 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 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. Various dissemination methods are described according to the target audiences and purpose of the activity. As planned by the consortium partners, the project's principal results will be spread mainly to scientific and technical communities, final users, caregivers, and stakeholders. A project's website is created and will be improved and continuously kept up to date with the most important information on project activities and results. It is planned that scientific and technical content 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 range of this dissemination plan. Final considerations about monitoring 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 vital for achieving the effect of the project results on various recipients. 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 policymakers, and the general public.

User-centred design initiatives, such as PRECISE, are nurtured with the knowledge and experience provided by scientists, businesses and end users. The dissemination plan has the challenge of gathering the results of this prolific interaction and sharing it through different channels to guarantee access to and feedback from a diverse public. Feedback will improve the quality of the products, and broad access will enhance the project's impact regarding the potential use of results by different stakeholders. To address this challenge, it is required to acknowledge the specific needs of each target audience to communicate the project's results effectively. 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 to define an appropriate communication strategy for the diffusion of the project results at a local and international level and the following implementation of these actions. Task 6.1 *Dissemination Plan*, being a part of Work Package 6 *Dissemination, Exploitation & Communication*, will last for the whole project duration. Within this task, at the initial stage of the project, a dissemination plan is being designed to spread the top results of the project mainly to scientific and technical communities and stakeholders during the whole project and after its finalisation. According to the responsibilities of this task, a project's website should be implemented and continuously kept up to date with information on the project activities and results. Moreover, scientific and technical content and publications should be created when available in open-access repositories. 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 results will be disseminated during the whole project duration. It is divided into the following sections:

- Section 2 contains information about the visual identity of the project and the first ideas for the project logo and name.
- Section 3 emphasises how the project will be communicated in general in the countries of consortium partners and globally.
- Section 4 introduces local and international levels of project results' diffusion, taking into account defined target audiences in the project: research & educational institutions, end-user and other channels.
- Section 5 presents the idea of a dissemination plan, its methods and tools. At the moment of writing this deliverable, the following tools and ways 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 the responsibilities of the project partners in these activities.
- Finally, section 7 summarises the Dissemination plan and presents the main conclusions at this project stage.

2 VISUAL IDENTITY OF THE PROJECT

Within the initial months of the project, the first visual identity package was created. The subsections below presented optical elements of the project and other products.

2.1 PROJECT NAME

The project has the official name *Preact to lower the risk of falling by customised rehabilitation*, which tells precisely the project's aim. To make it easier to refer to the project in everyday speech, this has been condensed into the acronym: PRECISE. This also boils down to the fact that it is crucial to know precisely who to rehabilitate and how it should be done because it is individual.

2.2 PROJECT LOGO

To clarify which technology, we are working on within the project, an "a" has been inserted in the logo, thereby writing PREC*a*ISE, as shown in Figure 1. The consortium has actively chosen that it should be clear that "ai" stands out so that you can see that we are working with Artificial Intelligence, which is often referred to as "ai". So, it is about the consortium showing that the project is accurate using artificial intelligence.



Figure 1 The logo of PRECISE

The colour choice is grey and green, which matches the colours chosen by lead partner DigiRehab. This is to create recognition between the company and the project, as the project is based on the findings made in previous tasks together with Aalborg Municipality and Aarhus University. In addition, the colours also create a green hope about what AI can do when it is used in a new way to detect citizens who are at risk of falling.

The logo with the grey and green colour is used as the main logo, and a logo in a different colour is needed. Is there one made that is only white that can be used on backgrounds where the main logo cannot be seen. Grey and green should be used most frequently.

3 DEFINITION OF COMMUNICATION STRATEGY

The dissemination strategy will be efficient if identified target and adequate communication are planned and carried out carefully. The communication and dissemination campaign of services

offered by the project will be necessary, especially from the project partners' countries and then expanded to the European Union.

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

- Innovative communication to enable stakeholders/audiences to get directly in contact with the PRECISE partners.
- Project website to have regular updates on the project's progress and development.
- Information about the project in terms of the technology used, the progress of the project and general information in brochures, leaflets, posters, and other suitable material.
- Educational/training events as a part of testing and collecting data, there is a need for the people that should work with the solution to have an in-depth session on the system, and thereby the project is also promoted. This is also presented after the end of the project.

There is a list of Key Performance indicators from the description of work, which also should be a part of the communication strategy, so that the awareness and engaging in the project are held high.

- Promote PRECISE 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 and popular (for stakeholders, decision-makers, end-users, and the general public)
- Be careful, e.g., act and spread the project results, but not publish sensitive material (business secrets, patenting opportunities, scientific materials for publishing in peer-review journals).

4 LOCAL AND INTERNATIONAL LEVEL OF PROJECT RESULTS' DIFFUSION

Multiple audiences are relevant for PRECISE. The challenges are to develop communication and dissemination strategies that engage and attract the attention of various stakeholders and afford the project a broad outreach for optimal impact.

A dissemination plan's success relies on identifying appropriate methods of communication and sharing content tailor-made to suit each of the identified audiences. That, in turn, demands that the consortium partners have a good knowledge of the audiences they intend to reach. There are many different views that PRECISE is interested in communicating. They are all listed here.

- Primary, Secondary and Tertiary end-users
- Policymakers
- Research community & educational institutions
- Media groups
- Broad public/citizens/non-profit organisations

Each audience is composed of different stakeholders, and a brief description of them is here, and in the following section, they are described more detail.

Concerning the research community and the educational institutions represented in the consortium, a natural way will be to spread the project in the Electrical and Computer Technologies field. Still, assistive technology, software engineering and health and welfare technology would benefit from the project findings.

From a comprehensive perspective, the end-users community includes people above 65 years of age, family members, support groups, professional caregivers and municipalities or centres working with older people. The media groups and the broad public aren't the most prominent audiences, but they will be an excellent channel to spread the word about the project and awareness of the project's core problem, which is that older people fall for many reasons.

The introduction of the diffusion solutions will be coordinated through marketing and information operations with the involved partner organisations on national and international levels. It will be organised thanks to the project partners from various parts of Europe (in Denmark, Norway, Poland, Italy, and the Netherlands) locally. The four partners involved as end-user partners will be ambassadors for the project in their local area because of the pilots in the project. Their contribution will be significant in all phases, but the close development between the end-user and technical partners will also create joint activity during the development phase.

Moreover, the project partners will disseminate the project results through their networks and contacts locally and internationally via the website, events like conferences and fairs, scientific publications, personal connections, existing networks of contacts with scientists, stakeholders, customers, etc., as well as communications and training for future dealers of the PRECISE service.

4.1 RESEARCH COMMUNITY & EDUCATIONAL INSTITUTIONS

There is a lot of interest in developing new technologies that target the issues regarding the increasing number of older people and the lack of staff. Therefore, research and educational institutions are interested in spreading PRECISE. In the project, we are in direct contact with the computer technology faculty

The dissemination 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 choosing the open-access option for the specific articles in traditional subscription journals. In addition, open access to results and publications via the university's institutional and research centres' repositories will be ensured. Other journals may also be used as and when appropriate.

The PRECISE scientific and industrial partners are active internationally, with several publications in their respective fields. They will build on their experiences and extend the reach of the PRECISE results through their related publications. Other relevant national and international conferences will also be targeted. PRECISE will strive to validate and showcase the decision support system through active networking with stakeholders.

To further increase the visibility, the consortium will publicly exhibit and demonstrate the solution prototype and the findings at least on the AAL Forum.

The educational institutions are not part of the consortium but will be reached from the partners' network and through work with and beyond the project's lifetime.

4.2 PRIMARY, SECONDARY AND TERTIARY END-USERS AND POLICYMAKERS

The project is in the privileged position that several partners would be direct customers for the product. The first idea is not to sell directly to the end users, who are elderly citizens but to introduce an intermediary concerning Denmark, Norway and the Netherlands. These organisations are structured differently, but overall, it stands in the same place. Some decision-makers make the first decision that it should be bought in, and then some other employees carry out the service for the elderly citizens. Therefore, it is not the end user that we have to convince that the PRECISE service is the right one directly.

In Italy and Poland, it is different, as it is more familial in relation to the care and concern for the elderly citizens in society. Therefore, the approach must be different to ensure it can utilise the PRECISE service to its full potential.

This is not to say that the end users are not significant players because if they are not on board with the idea and the concept, the project falls to the ground. This means that the end-user partners have a big task in explaining and motivating the elderly to use PRECISE.

The user segmentation can specifically be defined as follows:

- Primary end-users: older adults above 65 who want to live independently in their own homes.
- Secondary end-users are informal caregivers of persons such as family members and friends and formal caregivers.
- Tertiary users: care organisations such as insurance companies and private homecare providers, and municipalities

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

Extensive research and user involvement in this project will be an incredible opportunity for tangible dissemination of the project results by enabling testing of PRECISE by primary users and their caregivers in four partner countries. The purpose of end-user involvement in the project is to create a solution that will meet potential users' needs and expectations. Involving end users right from the beginning will allow us to eliminate basic mistakes when designing, testing and implementing the PRECISE. End-user-oriented partners will monitor, discuss, evaluate and provide user feedback based on the system development activities to guarantee the system's proper implementation, integration and optimisation.

4.3 MEDIA GROUPS AND OTHER CHANNELS

The PRECISE service is not only at value for the elderly in the local community, but it could have various use cases because It will improve the independence, mental state, and social inclusion of different end-users. Moreover, other stakeholders like service providers and policymakers may be interested in such a solution for older adults.

PRECISE will follow various means to communicate the project concept and results to the broader public. It is designed to be in continuous contact and exchange with social and political actors.

Social networking sites will enhance dissemination towards the general public. Furthermore, a continued search for potential audiences and channels of communication will pursue to strengthen the dissemination plan and to orientate its expansion.

5 DISSEMINATION PLAN

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

The main language of the communication material is English, but when it is suitable, the materials are translated into the local language to remove the language barrier. This is to ensure that the aim of the project and research is communicated to the end-users, their relatives, and caregivers to avoid misunderstandings. In Table 1 the plan for dissemination methods, audience and the purpose and use are described.

Table 1 The dissemination methods, audience and purpose/use

Dissemination methods	Audience	Purpose and use
Project website	The scientific and technical community End users General public Policy/decision-makers	Purpose: Awareness, inform, engage, promote. Use: Should be updated regularly and will be the basis of distribution toward social media and intern channels in the partner organisations. That information will be found in one spot for the audience.
Professional social media - LinkedIn	The scientific and technical community Policy/decision-makers	Purpose: Awareness, information, and promotion. Use: Should be updated with content that links to the website when suitable.
Brochures	End-Users General Public	Purpose: Inform and engage. Use: Should inform the end-user and general public about the project and why the end-user should enrol.
Published documents and papers	The scientific and technical community End users General public Policy/decision-makers	Purpose: inform and promote Use: There are two sites to this point. The first is the scientific publications of nature have a high level of specialised and technical thermology, making them more challenging for the general public to understand. Still, the aim is that the publications are summarised on the website in less hard-to-understand words, which is the other side of this point.
Press releases - newspapers, news articles, radio, tv, etc.	The scientific and technical community End users General public Policy/decision-makers	Purpose: Awareness, information and promote Use: General information about the project and its aims in a non-specialised language.
Education/training events	End-users	Purpose: inform and engage. Use: When the trials are to begin.

5.1 PROJECT WEBSITE

The project website will be the main channel for disseminating information about the project, consortium, users, technology, outreach, etc. The name of the website is www.precaise.eu. The website aims to be clear and clean to make it easy for visitors to find the information they need. The website is built based on the colours in the logo, and this is to create a resonance between the logo and the project and also to keep it clean to the eye. The initial layout and visual draft of the project website are presented in Figure 2.

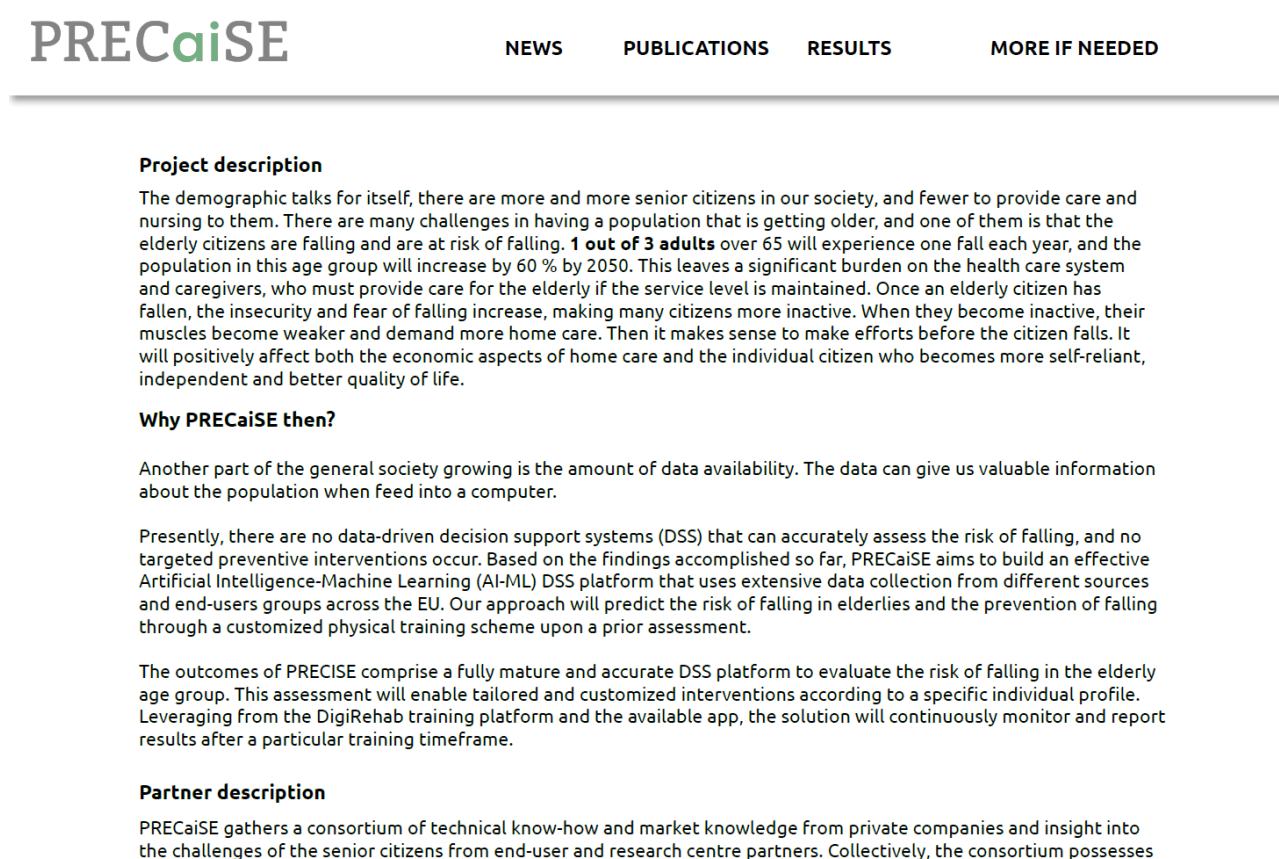


Figure 2 The initial website design

There are planned three primary tabs, which are *news*, *publications*, and *results*, but if there is a need for other tabs, these will be created to ensure the clear communication of the project.

- Brochures, articles, papers, presentations etc.
- Publications

5.2 PARTICIPATION IN EVENTS

In order to spread the word and progress of the project, the plan is to attend national and international conferences and fairs. The international ones are planned by the whole consortium, where the local partner is responsible for looking out for project options. Which conferences the consortium should attend are decided on by the entire consortium. The initial list is shown in Table 2, but the project progress, time, and money should be held in the eye, and therefore changes might happen.

Table 2 The planned activities for dissemination of PRECISE.

Dissemination	Comment	Partners
Website	Website + requirements from AAL	All partners
Project leaflets, brochures etc.		All partners
Scientific publications	Reports/Journal	AU, INCRA, OSF, TWB
Conferences & Exhibitions (International)	Rehabilitation World Congress, Aarhus (DK)	All partners
Conferences & Exhibitions (International)	AAL Forum 2022/23 Trieste (IT)	All partners
Conferences & Exhibitions (International)	Intelligent Health, Basel (CH), London (UK)	All partners
Conferences & Exhibitions (International)	AgeingFit, Lille (FR)	All partners
Conferences & Exhibitions (International)	Ageing well week - AAL Forum 2022/23	
Conferences & Exhibitions (National)	Health Valley Event, Nijmegen (NE)	All partners
Conferences & Exhibitions (National)	Zorg ICT Beurs, Utrecht (NE)	All partners
Conferences & Exhibitions (National)	WOHINN, Odense (DK)	All partners
Conferences & Exhibitions (National)	9° Congresso Nazionale SIMFER (Italian Society of Physical Medicine and Rehabilitation, Italy)	All partners
Conferences & Exhibitions (National)	Seminars in NO among the 15 Oslo districts	All partners

The consortium will add and remove events if needed. Still, it is a clear goal to attend as many as possible to spread awareness around the project, both internationally and nationally. The individual partners can arrange that they attend a fair or conference without the whole consortium should be present. Still, the consortium should approve the attendance, and the material that should be displaced should also be authorised to ensure that sensitive data and material aren't replaced against the consortium agreement.

5.3 SOCIAL MEDIA

The social media that is chosen for the project is LinkedIn which the consortium means are the most suitable for the project, and the reason is that the initial idea is to promote the product to the municipalities, governmental organisations and public institutions, which are more presented on LinkedIn compared to, e.g. Facebook.

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

- Genuine project news
- End user activities
- Relevant links to publications and events.

6 MONITORING DISSEMINATION ACTIVITIES

The dissemination strategy will be efficient if the results are continuously monitored according to the

dissemination plan defined at the beginning of the project. Some basic routines are established to conduct these activities by aiming to have unified criteria concerning the project's dissemination activities, but at the same time, to swiftly respond to emergent opportunities. It is essential 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 acknowledgement of the Active Assisted Living (AAL) Programme and National Funding Agencies of the project partners as the financing entities of the project.
- Respect for intellectual property rights and ethical aspects of data protection.
- Correct use of the project's visual identity.

As stated in Table 3, specific routines will apply to particular dissemination methods in given situations. Review procedures must be adequate to ensure the timely development of dissemination activities. It is essential 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:

Table 3 Overview of dissemination methods, responsible partner and situations.

Dissemination methods	Primarily responsible partner	Specific situations
Website	All partners	Specific persons can be authorised to edit and publish on the website
Leaflets, brochures, posters	All partners	Specific persons can be authorised to edit and publish on the website. Partners can use material from the LinkedIn page and website on their website and LinkedIn pages.
Scientific publications	AU, INRCA, OSF & TWB	The individual partners on this topic will internally develop a method, and the consortium should approve all content to respect intellectual property.
Conferences and exhibitions	All partners	The consortium will be present at conferences, but local activities can also occur where only one relevant partner is involved.
Educational/training events	AALMU, OSLOMU, INRCA, OSF	The consortium develops material that can be used, but the individual partners can customise the content as they please within reasonable limits.
Popular and social media	All partners	Specific persons can be authorised to edit and publish on social media.

The overall long-term strategy in the PRECISE project will be based on the following key performance indicators:

- Reduction of the risk of falling up to 25%
- Maximise the control of daily activities by elderly by 20-30%
- Decrease the time spent by professional and informal caregivers in care and homecare assistance in 79 min/week/elderly of 12 weeks of proactive training
- Reduces expenditures of care related to people falling up to 25 %

The monitoring of dissemination activities aims to have an overview of the developed activities that will give information about the audiences the project is reaching, the newly identified stakeholders, the results of the project being disseminated, and the methods being used. All information will help analyse some of the project's impacts and orientate the dissemination activities according to the needs of each stakeholder. The monitoring activities are the responsibility of all consortium partners.

7 SUMMARY AND CONCLUSIONS

This document provides the PRECISE project's overall dissemination strategy and plans, including identifying stakeholders and individual and common dissemination activities. The current version of this report contains general guidelines to be used by the project consortium while disseminating information about the project activities and their results.

The PRECISE project has planned some activities leading to appropriate project work visibility, especially its results. These are targeted primarily at the community of older adults' mobility issues. This includes older persons and their caregivers, professionals involved in providing services, and scientists and technical communities conducting research and experimental development in assistive technologies and artificial intelligence. The project hence employs measures aimed at precisely reaching out to these communities, utilising long-time relations and the 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 by each partner's particular activities and plans. The consortium partners will aim to diversify dissemination strategies, website, social media, brochures, videos, scientific publications, etc., as well as organisation and participation in public events, conferences, seminars, forums and workshops.