D5.1a Intermediate Dissemination and Exploitation Plan and Implementation

Ambient Assisted Living Joint Programme

AAL JP project number: AAL 2019-6-190-CP
Project Acronym: GUIDed

Project Title: Assisted-Living and Social Interaction Platform

Project acronym:	GUIDed
AAL JP project number:	AAL 2019-6-190-CP
Deliverable ID:	D5.1a
Deliverable Name:	Intermediate Dissemination and Exploitation Plan and Implementation
Status:	Final
Dissemination Level:	Public
Due date of deliverable:	31th March 2021
Actual submission date:	6th April 2021
Lead partner for this deliverable:	KARDE
Author(s):	KARDE
Contributing partners:	All partners

Project partially funded by AAL Joint programme and 'Research & Innovation Foundation' (CY), 'The National Centre for Research and Development' (PL), 'FFG Forschung wirkt (AU) and 'The Research Council of Norway' (NO) under the Grant Agreement number AAL-2019-6-190-CP.

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Version history

Version	Authors	Date	Description
0.1	Karde	19.3.2021	1st draft
0.2	Karde, Materia, Harpo, FRC	30.3.2021	2nd draft after input from Materia, Harpo and FRC
0.3	Karde, all	2.4.2021	Additions and changes according to partners' review
FInal	Karde, all	6.4.2021	Final version

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List of abbreviations (alphabetically)

Abbreviation	Full name
AAL JP	Active Assisted Living – Joint Program
AR	Augmented Reality
DfA	Design for All
DoW	Description of Work
FRC	Frederick Research Center
Harpo	Harpo Sp. z o. o.
HCI	Human Computer Interaction
Karde	Karde AS
KI-I	Kompetenznetzwerk Informationstechnologie zur Förderung der Integration von Menschen mit Behinderungen
KPI	Key Performance Indicator
Materia	Materia Group Ltd
Platus	Platus Learning Systems GmbH
UCY	University of Cyprus
UD	Universal Design
WP	Work Package

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Executive summary

The GUIDed project has followed the plan for the dissemination and exploitation activities, laid out in the Description of Work (DoW). The project has produced a website which is updated at need. All partners have on their websites, a mention of the GUIDed project and its anticipated results, and a link to the GUIDed website. Leaflets and brochures in the partner languages are produced regularly.

For social media, the project has created a Facebook account for frequent posts about news and for "informal" notices in order to ensure wide dissemination of information from the GUIDed project. After summer 2021, a GUIDed account will be opened on LinkedIn to reach professional actors.

Until now, the status with academic/scientific publications is 1 refused (interactive workshop at AAL Forum 2020), 1 accepted conference paper (21th International Conference on Innovations for Community Services (I4CS 2021) in Bamberg, Germany, May 26 – 28, 2021), 3 posters on way to UD2021 (Universal Design 2021 in Helsinki, Finland) and several papers being drafted by the GUIDed researcher team. The future developments will "automatically" be intensified as the R&D results start to reach a level for academic/ scientific publication.

It is an ambition to collect contact information to a group of end-users who will act as "early testers" outside the GUIDed project organisation. In practice, we aim to collect ca. 1.000 contacts (e-mail addresses) in order to enrol the persons in early testing of the functional GUIDed prototype and its services:

- Smart communication service
- Smart home service
- Smart health service
- Smart navigation service
- Smart safety service

We calculate that this activity will also create the first customer base after the end of the project.

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1 Introduction

1.1 Scope of this document

This deliverable is an output from WP5: Dissemination, Outreach Activities and Commercialization Plan, M1-M30. This work package implements the Dissemination and Outreach plans of the project. It defines communication channels for the diffusion of the project results at local and international level, as well as defines a commercialisation and sustainability plan for the GUIDed product, including assessment and analysis of the dynamics for its commercial exploitation.

The objective of this deliverable is to present the GUIDed project's overall dissemination and exploitation plan and implementation, with special attention to the activities to be performed during the first period (15 months) of the project.

First, it aims to provide a clear understanding of the target groups that are to be addressed in the GUIDed project. Second, it identifies the tools that have been and will be used to achieve the dissemination and exploitation goals in the project.

As this deliverable covers both planning and implementation aspects of GUIDed dissemination and exploitation, it also includes a schedule of all most important actions planned for the next period's deliverable D5.1b. Moreover, this deliverable should be read together with deliverable D5.2a Intermediate and Final Business plan and business model.

All partners have been, and are, involved in this task.

1.2 Dissemination and exploitation plan according to the DoW

The description of work outlines the dissemination and exploitation activities and goals as follows:

> *"Although the dissemination plan will be further developed during the project with a dedicated deliverable, elements of the plan will consist of, but are not limited to, the following activities*.
>
> ***Website:*** *The GUIDed project website will be the heart of the information and dissemination activities (launched M3). It will be the initial tool used to inform the community and interested stakeholders on the project. The website will be dynamic and will make it possible to interact with third parties and will also serve as an interface between different partners and third parties (potential clients).*
> ***Publications:*** *Applied research results will be published by the consortium in leading international journals, workshops, and conference proceedings. Also, special sessions (e.g., tutorials) in international conferences will be organized for presenting the research results.*
> ***AAL forums and exhibitions:*** *Complementary to publications in journals, active participation in AAL, research and business forums and exhibitions is another important contribution to drive knowledge exchange and co-operation within the AAL, AT and accessibility communities.*
> ***(Social) Media and Press Releases:*** *In cooperation with interested stakeholders, press releases, project flyers and demo videos will be diffused to a wide range of relevant internet websites, printed, electronic and social media, radio, and TV stations, across Europe.*
> ***Newsletters:*** *They will be used for disseminating project achievements. They will be produced and circulated to potential end-user companies, healthcare, authorities, and policy makers every six months in the project. The aim will be to communicate to policymakers the functionality and benefits of GUIDed for the wellbeing and active independent healthy living of older adults.*
> ***Demos and exhibits:*** *Aim to disseminate the project at national and international research and business events, e.g., European and/or Cyprus Researchers Night, to showcase live demos and present the different services and solutions developed in the project."*

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Each project partner must play a role in dissemination according to their responsibilities and capacity. The high-level coordination is undertaken by the leader of WP5, supported by the coordinating partner.

2 General strategy

Our dissemination mission is to communicate, to share and to promote the achievements, services and methodology of the GUIDed project and create a feedback loop between the consortium and the various stakeholders.

A fundamental issue for delivering a dissemination and exploitation strategy and plan is the pin-pointing of potential target groups. Each of them should be approached with a different, yet specific communication. The expected target audiences of the GUIDed project are:

- primary end-users themselves
- informal caregivers; family and friends
- end-user associations
- professional carers
- caregivers' associations
- civil society organisations
- service providers (e.g., home care)
- local authorities and national/regional public bodies
- policymakers
- insurance
- technology manufacturers and suppliers
- system integrators and vendors
- European commission
- AAL community
- scientific community: researchers at universities, research institutes and R&D departments
- media and broadcasting.

In order to effectively reach each segment of target audience and to maximize the visibility of the project, a broad spectrum of dissemination instruments will be used (Chapter 3).

The rules for dissemination are set in AAL communication guidelines, the national Grant Agreements, and in the Consortium Agreement.

The reminder of this document presents the dissemination and exploitation achievements of the GUIDed project till March 2021.

The main dissemination goal for an AAL JP project is to raise awareness of the project, from the initial concept to the final results to share knowledge among stakeholders and the public sector and last, but not least, potential future customers. Hence, a properly carried-out dissemination strategy increases the exploitation opportunities in a broad sense.

The dissemination and exploitation strategy of the GUIDed project is based on three broadly accepted principles**:** *relevance, regularity and being up to date*.

Relevance is the baseline of all dissemination. The content that we disseminate, has to correspond to the recipients' interest, needs or requirements. *Regular* means the necessity to maintain the audiences' interest in the project's achievements on a continuous basis. *Up to date* is indeed very important. Providing fresh content is the key element for the audience to maintain their interest in the project. Timely and effective dissemination of results is an essential part of our project. Nevertheless, we aim

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to adapt the dissemination strategy to the maturity of the project, meaning for example that we should not "spam" intermediate results, but instead adapt the messages to the actual phase of the project.

3 GUIDed dissemination instruments

This section shows the dissemination material that have been created to fulfil the dissemination and exploitation plan. The dissemination and exploitation activities serve the project's Key Performance Indicator (KPI) 'Creation of considerable community around the GUIDed system'.

3.1 Project logo

The logo is an image that represents the project "brand". Firstly, it provides the consortium with a common identity. Secondly, it enables visibility and homogeneity of all the consortium activities – this most importantly in dialogue with external parties such as stakeholders and potential customers.

The logo was designed to create a clear visual identity for the project. It was selected amongst several proposed designs for a diversity of uses such as events, presentations, newsletters, deliverables (both public and restricted) and dissemination materials. The website makes use of this image and is consistent in its style. This graphic gives people an attractive insight into the project vision.

The logo was developed so that it renders gracefully also in black-white versions (Figure 1).

Figure 1. The GUIDed logo.

Every communication, public presentation or document aimed at the dissemination of the project shall include at least the logo of the GUIDed project, the logo of the AAL JP and that of EU.

3.2 Website

The website is the project's first widely available dissemination instrument. Our website is available at the URL https://www.guided-project.eu/. The baseline web is in English but specific areas will be available in national partner languages (German, Greek, Norwegian, Polish). Where other languages are not provided, the English content will be shown.

The objective is to reach the highest possible number of accesses by visitors. To achieve this result, the website has been linked into all partners' corporate websites and the URL itself is a dissemination instrument that can be promoted. The home page of the GUIDed website is shown in Figure 2. The content structure of the GUIDed website is as follows:

- Home
- End users
  - Primary end-users
  - Secondary and tertiary end-users
  - Personas and scenarios
  - End user involvement
- Services
  - Service categories
  - HiFi paper prototypes

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    - Business and service models
- Technology
    - Usability
    - Architecture
    - Standards
- Outreach
    - Academic
    - Popular
    - Deliverables
- Project facts
    - Overview
    - Work packages
    - Consortium
    - Participants
    - Figures
    - Funding agencies
    - Contact information
- Language choices.

The website has been developed on the WordPress platform with plugins that allow multi-lingual presentation.

The website contains information about the project itself as well as the project's initiatives such as events, participation to conferences and workshops. The website also provides access to the project's general objectives, the main results and the aimed business and service models. It will be updated regularly to inform our audiences about the progress of the project. Specific information about the consortium, contact and links are also available on the website. The website is designed to attract the interest of authorities, AAL professionals and end users. It will also serve as an element of project exploitation and vis-à-vis organisations that will benefit from the expected project results. The web will include official documents such as public deliverables and the like.

3.3 Publications

3.3.1 Academic/scientific

Already in the GUIDed kick-off meeting in January 2020, certain principles were established for the academic/scientific dissemination plan and its main elements. It was accepted that (a) this is the research partners' planning and performing task, and (b) that the publications should be based on open access. The industrial or commercial partners are not in the practical position to author such papers or choose appropriate arenas, nor to submit the papers to the best available conferences or journals, unless this is done in close collaboration with academic partners.

The parameters that were established for the "paperwork" in the GUIDed project:

a. Choose between appropriate and potential conferences vs. journals.
b. Have a good overview of both national and international conferences vs. journals.
c. Evaluate the degree of merit.
d. Agree upon individual vs. co-authored work.

Until now, the status with academic/scientific publications is:

- 1 refused interactive workshop (AAL Forum 2020)
- 1 proposed poster session to showcase the project (AAL Forum 2020)
- 1 accepted conference paper

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- 3 posters on way to UD2021 (Universal Design 2021 in Helsinki, Finland)
  - HCI topics
  - Results from end user involvement
  - Augmented reality
- several papers being drafted by the GUIDed researcher team.

The future development will "automatically" be intensified as the R&D results start to reach a level for academic/scientific publication.

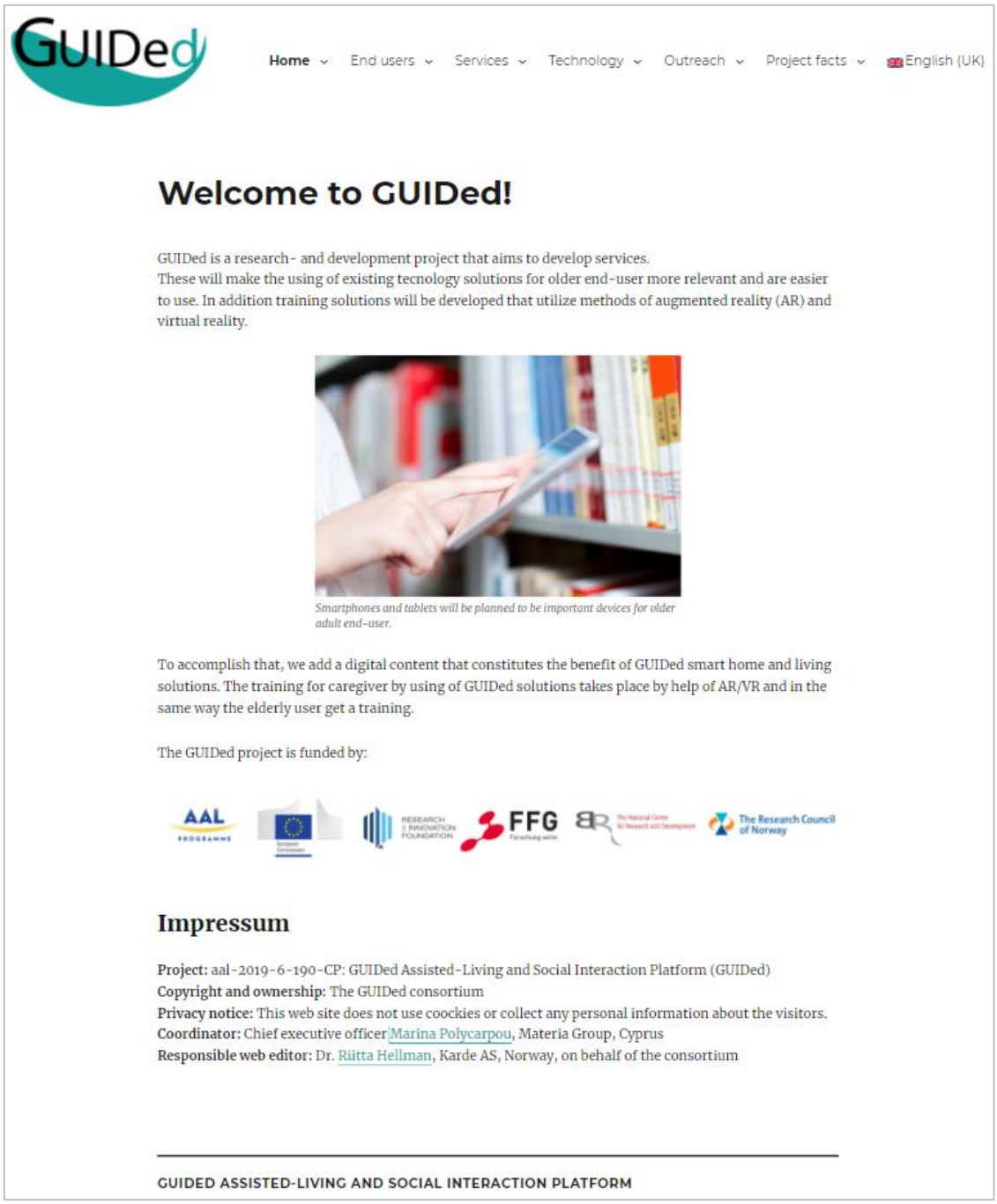

Figure 2. Home page of the GUIDed website.

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3.3.2 Leaflets and posters

By several project partners, project leaflets containing easy-to-read information in national languages have been produced for multiple use, e.g., hand-out at seminars and exhibitions.

The first versions of the project leaflet have been prepared with general information. An improved version will be designed when the GUIDed services are functional, and the trials will start. All partners are encouraged to prepare specific leaflets about the project when such are needed in the particular country, for particular audiences.

In addition to the leaflet, a high-quality project poster, printable in sizes A2-A0, will be produced to be used in networking events, workshops and conferences, and at events where GUIDed has a stand/ booth. In addition to general purpose poster, specific versions may be prepared to be presented in poster sessions of scientific events.

Available versions of the GUIDed leaflet are presented in Annex 3.

3.4 Scientific and research-relates forums

One of the main channels for the GUIDed dissemination was envisaged to be the AAL Forum. We did not succeed with our proposals of interactive workshops (i.e., *not* accepted).

However, we have decided to submit digital poster presentations to the UD2021 conference in Helsinki, Finland in June 2021 (submission deadline at the end of April). Here, we have three works on-going:

- Poster idea 1: The principles of HCI design that we have started to implement in the prototype
- Poster idea 2: Feedback from end user sessions, related to Universal Design
- Poster idea 3: Augmented reality as part of the GUIDed service

3.5 Social media and press releases

3.5.1 Facebook

In order to ensure wide dissemination of information from the GUIDed project, we have created a Facebook account for frequent posts about news and for "informal" notices. It can be accessed at https://www.facebook.com/GUIDed-project-110937727128777 Figure 3 shows the design of the account.

In Annex 2, example posts on Facebook are shown.

Figure 3. Header of the GUIDed project's Facebook.

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3.5.2 LinkedIn

For the professional arena LinkedIn, we have planned to open a GUIDed account in the middle of 2021. In order to reach a broad audience, the opening will take place after the summer holidays of 2021 (early September). This space will be utilised for bi-weekly posts according to a "partner posting plan". The aim is to inform especially industrial and marketing-relevant instances as well as secondary and tertiary end-users' LinkedIn groups, associations and similar.

3.5.3 Press releases and other traditional media

The GUIDed project's strategy for press releases has been distributed for realisation to the national partner organisations. This decision is anchored to the very different press release practices and formalities between the participating countries. In some countries, the press seems to be more open for intermediate releases from R&D projects. In other countries, such releases will be regarded as uninteresting or even inappropriate by the press, and sending such will hamper their interest in the future releases with more substantial content. So, releasing of any press release has been decided to be the business of *each partner individually* so far (cf. Annex 1).

Final press releases at the end of the GUIDed-project with information of a functional prototype and the envisaged AR-services will be common to all participant countries and project partners. These releases will inform the recipients about the functional GUIDed prototype and the envisaged AR-services.

Traditional media (newspapers, radio, TV) are still an important communication channel especially for some target groups. We anticipate that these channels will be activated after the press releases.

3.6 Newsletters

The GUIDed newsletters will be produced every six months, also starting after the summer holidays of 2021 (early September). These letters will follow a common template and contain the status and available demos of the GUIDed system and its services. The letters will also contain news of the project's workflow, results of the user-centric activities and links to publications.

Each participating county will design the content of their own national newsletters and distribute these according to an appropriate distribution tool, mail-list or the like. Common design templates will be used.

3.7 Demos and exhibitions

Exhibitions, fairs and the like offer an opportunity to demonstrate the GUIDed system and its services. For this purpose, the project will during 2021 produce suitable and required material.

3.7.1 Videos, screencasts, and animations

The first step to demonstrate the GUIDed system and its services is to screencast the HCI of the software. This will be suitable material for the GUIDed website and for demonstrations at exhibitions and fairs. Videos intended to demonstrate more specific characteristics of the product will be the next step. Yet another option is to prepare cartoon-like animations that show situations in which the GUIDed services can be used. Animation will most probably also be useful in future marketing situations.
A short promotional "real life" video will be produced once the GUIDed services have reached a tangible status and thus allow first testers to access the prototype.

3.7.2 Booths/stands

To better reach industrial and commercial targets, the GUIDed partners (especially enterprises) will participate in fairs and other commercial events with booths/stands. For this purpose, they will

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produce roll-ups with project information. Also, leaflets will be used.

Such events may be arranged separately or in connection to conferences, such as AAL Forum.

3.8 Webinars

In March 2021, Materia Group in collaboration with Noesis Cognitive Center and Tech Solutions and Aktios Care Unit for Older adults, held a webinar titled ''Healthy Aging, Preventing and Coping with Dementia.''. During the webinar, Materia Group presented the GUIDed project and system as an assistive tool in older adults' everyday life. In total, more than 500 people from Cyprus and Greece attended the webinar through the Zoom platform and Facebook live streaming. Several among them requested to participate to our trials, in order to test the GUIDed system and also, be updated on project progress. Visualisations from this webinar are shown in Annex 4.

This inspires the project team to extend our dissemination activities with webinars, either as pure GUIDed webinars or in connection with external partners' or associations' webinars. Webinars also offer a good point of departure for live demonstrations of the GUIDed services to a wide audience. This can be of great value especially during the period of the Covid19-pandemis, whilst physical meetings and arrangements are not recommended.

3.9 End-user involvement

3.9.1 In the project

End user involvement in the co-creation, testing and piloting phases of the project entails dissemination of project information. This happens continuously and is connected to the ethical guidelines that require the researchers to inform participants properly about the project, its aims, financing etc. This dissemination targets individuals, but will spread as the participants inform their friends, colleagues, families and so on. The project information to the end-user participants is both written and oral.

3.9.2 "First testers"

In WP5, another activity is connected to end-user involvement performed under Task 5.2. Exploitation Plan and Implementation. Here, the project team keeps collecting contact information to a group of end-users who will act as testers outside the project organisation. In practice, we aim to collect ca. 1.000 contacts (e-mail addresses) in order to enrol the persons in early testing of the functional GUIDed prototype and its services. We calculate that this activity will also create the first customer base after the end of the project.

3.10 Other instruments and channels

3.10.1 Speeches and presentations at meetings, seminars, and networking events

Scientific and research papers that get accepted at conferences, breed speeches as an integrated action. Such acceptance is regularly connected to the obligation to register and present the paper to the scientific conference audiences.

Other speeches are those at diverse seminars and networking events. These speeches and presentations can be initiated by the project team members themselves or be based on our own offers to present the project. The latter mechanism is particularly encouraged in the GUIDed project. Also, face-to-face communication is a unique and indispensable communication tool at such occasions.

In these arenas, written project material, such as leaflets, will be distributed.

3.10.2 Popular scientific and specialised press

We anticipate that popular scientific presentations of the project and its results will accelerate after the finalisation of the functional GUIDed prototype. When the GUIDed system and its services reach a

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maturity level that allows public presentation, and the press releases and newsletters with substantial information have been distributed, we anticipate that the popular scientific and specialised press in all participant countries will show interest in GUIDed. We will also in all countries contact such press directly to gain coverage.

Examples of press coverage arenas are popular scientific journals for:

- seniors and elderly
- senior policy
- ICT, smart technology, and home electronics
- R&D within technology and society
- assistive technology
- travel
- nutrition
- general health
- nursing, ergo therapy and caring
- accessibility, universal design (UD), and design for all (DfA).

3.10.3 Templates

A template for PowerPoint presentations (speeches) is available in the project's shared Google Drive folder (Figure 4). The template enables a uniform appearance, and it ensures that essential and mandatory information about the project such as acknowledgements, are provided. Also, the leaflet (Chapter 3.3.2) follows a common GUIDed template.

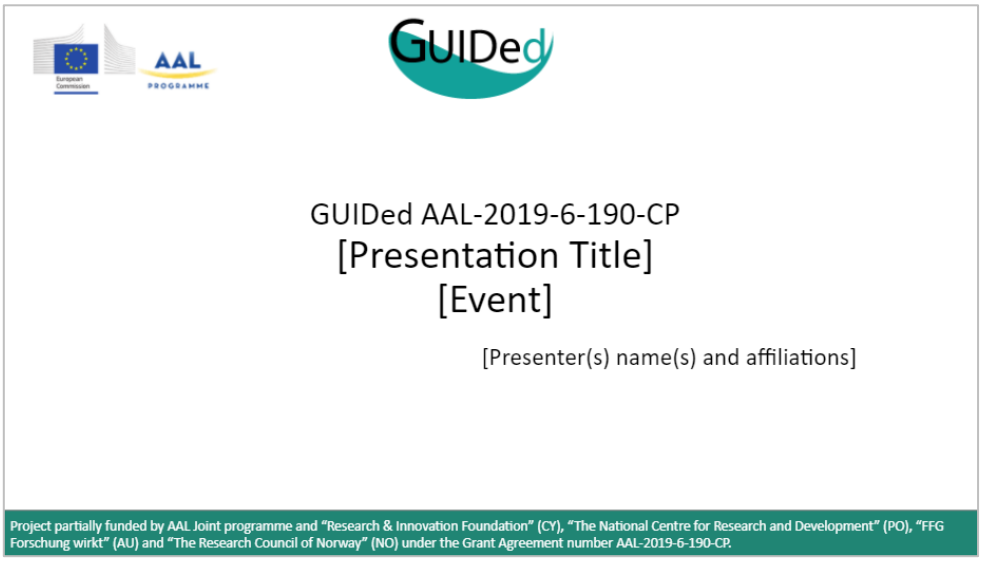

Figure 4. GUIDed's PowerPoint template.

3.10.4 Information days and databases

A very special, indirect way of spreading information about the project is the team members' participation in diverse information days during which partners to new projects are searched. During these occasions, potential partners' previous projects are often of great interest for emerging consortia.

Partner databases is yet another way to disseminate information. The mechanism is identical to partner search as described above.

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4 Dissemination activity overview and impact

All dissemination activities conducted during the 15 first months have been recorded. These are shown in Annex 1.

In general, we register that the public interest in the GUIDed project is increasing. Snapshots from GUIDed's Facebook weekly metrics and examples of the most popular posts late 2020 and early 2021. The trend shows an increasing engagement and number of followers, along with more substantial content of the posts (Figure 5).

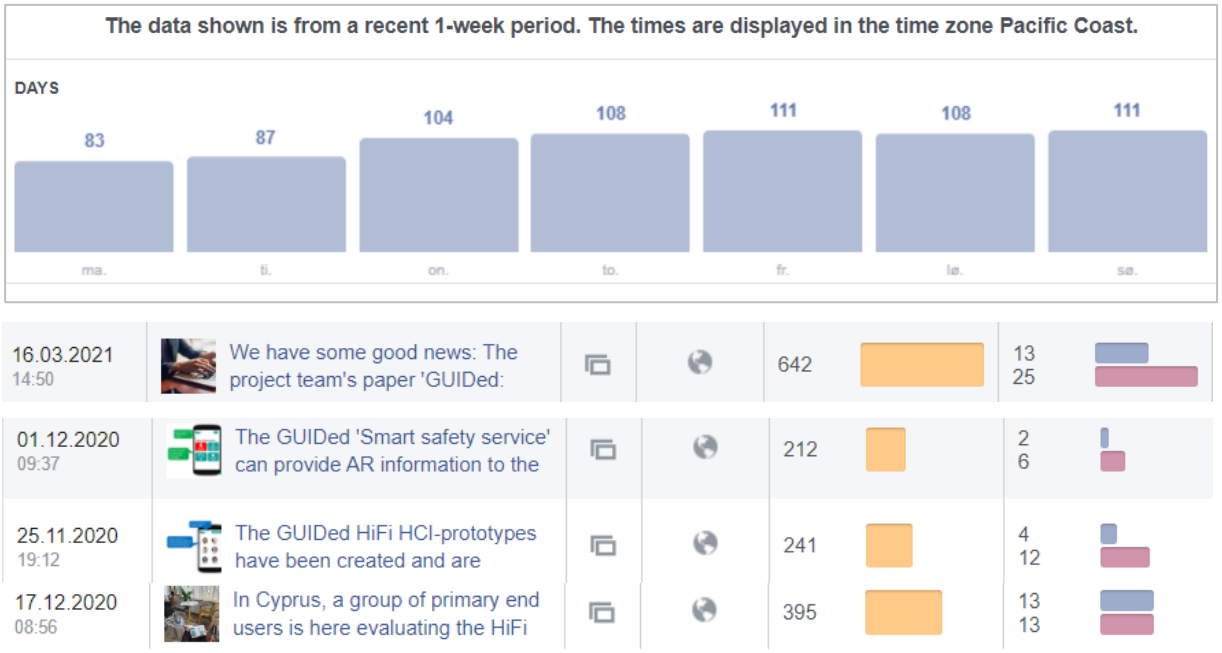

Figure 5. March 2021 visitor statistics and 4 example posts of the ones creating most interest.

In the last half of the project's duration, similar impact metrics will be created from the website, the LinkedIn account, and up-coming webinars arranged by the GUIDed team or the team in collaboration with external partners.

5 Summary: Dissemination plan

Dissemination activity	Timing	Responsible
Web updates	Continuously	Karde (editor), expected input from all partners
Facebook posts	Continuously, bi-weekly	Karde (editor), expected input from all partners
LinkedIn posts	Established 2021Q2	Platus (editor)
Newsletters	First newsletter beginning 2021Q2. Total 6, one per partner.	The partner responsible for the newsletter
Brochures	At need	Platus (editor). Translate to national languages.

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Posters	At need, per conference or seminar. Baseline in English.	Partner participating in the event. Translate to national languages. According to the event.
Roll-ups	At need, per conference or seminar. Baseline in English.	Partner participating in the event. Translate to national languages. According to the event.
Academic publications	Continuously, based on timing for Journals and Conferences	Academic partners
Popular scientific articles	Continuously, based on timing for Journals and Conferences	All partners
Screencasts	When first and second implemented prototype is ready	Platus, Karde, Harpo, Materia National languages
Animations	When first and second implemented prototype is ready	Platus, Karde, Harpo, Materia National languages
Videos	When first and second implemented prototype is ready	Platus, Karde, Harpo, Materia All in national languages

6 Exploitation in the GUIDed project

The business development happens in WP5 in Task 5.2. Exploitation Plan and Implementation and Task 5.3. Commercialization and Sustainability. Therefore, this deliverable in hand should be read together with deliverable D5.2a Intermediate and Final Business plan and business model.

Planned exploitation activities are:

Exploitation activity	Timing	Responsible
Collect 1.000 e-mail addresses from each country in GUIDed: Austria, Norway, Poland, and Cyprus.	By the end of 2021, after the first running prototype of GUIDed services has been implemented and tested.	Platus, Karde, Harpo, Materia
Preinstall GUIDed app in Emporia smartphones. Emporia smartphones are specially designed for elderly people.	Ongoing process. Actual implementation must wait until the first running prototype of GUIDed services has been implemented and tested.	Platus
Participate in AAL Go-to-market pitching event.	2021-Q3	Platus

For the time being, the exploitation part of the project is just emerging. The commercial partners are planning to exploit the project results, i.e., the GUIDed services: 'Smart communication service', 'Smart home service', 'Smart health service', 'Smart navigation service', and' Smart safety service ' in their businesses as follows.

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6.1 Materia (Cyprus)

The offer of assistive technology products and services in Cyprus is scarce and fragmented. Despite the increasing need, there are only two competitors in the field. The first one, is focused on selling assistive technology products for children and people with learning disabilities. The second one, who is the main competitor, focuses on ICT for older adults but has a low range of products (e.g., SOS button) and no offered services. In 2020, older adults in Cyprus amounted to 173.97 thousand persons which accounts for 14,3 % of the total population. Over the last 50 years, people aged 65+ years of Cyprus grew substantially from 6234 to 17.397 persons rising at an increasing annual rate that reached a maximum of 3,32 % in 2020. Furthermore, life expectancy is 81,5 (for both sexes). Cyprus, being a country supporting close-family relationships, has a steadily increasing market for ICT products as older adults and their relatives wish to stay home for as long as possible within the closed family structures. It is worth noting that Cyprus's occupied side is another potential market since people residing in those areas have even more difficult access to such products and services. Finally, Cyprus due to its Mediterranean climate is a great destination for health tourism and thus, has great potential to serve as a launching site for the GUIDed product for expats or people enjoying a short-term medical stay.

Materia Group Ltd is a social enterprise SME registered in Nicosia, Cyprus. Materia offers a wide range of nursing, care and rehabilitation services in older adults. Materia is a potential launching partner for the GUIDed product and is positive to market the solution in Cyprus after the end of the trials and the fine-tuning of the final product. Materia can act as a retailer in this business scheme having revenues from the sales of the final product, its components, training, installation, and technical support to end-users.

Materia can target the following groups from its network of contacts:

1) Young or old older adults living in their homes (55+)

2) Family members and informal caregivers

3) Telecare providers, tech product vendors and care organisations

Materia can market the product through the following channels in descending order of impact:

1) Word of mouth
2) Reaching older adult associations (e.g., Cyprus Senior Citizens)
3) Television or radio
4) Social media streams
5) Website
6) Webinars and live demonstrations
7) E-mails
8) Participation in scientific events
9) Flyers
10) Webinars and short videos

6.2 KI-I (Austria)

As a research organisation, KI-I has its primary focus on scientific exploitation. This includes conference papers and journal articles as well as using the outcomes and findings in future projects and collaborations. For this, several aspects of the outcomes will be used, since KI-I works on technical developments for people with disabilities and elderly people, but also has a department for social sciences doing research in these areas.

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Apart from the scientific exploitation, KI-I is also willing to participate in the commercial exploitation by leasing dedicated employees to the company producing the GUIDed system (be it Platus or a newly founded company), thus making it possible to continue with the same developers, who already know the system well and can guarantee a smooth market launch.

KI-I will also help in marketing the system by using its broad network of contacts in the disability and aging field in Austria as well as internationally. This is a network of significant size, since building it has been one of KI-I's main targets right from the beginning. In addition, KI-I organises an annual (German-speaking) conference on these topics, which helps to enlarge the network all the time, as well the many different research and development projects KI-I participates in.

6.3 Platus (Austria)

Platus Learning Systems GmbH has the lead for becoming the producer of GUIDed service and hard-ware. Therefore, we will think about how to do this. Right now, the plan is as follows:

1. Finish an MVP (minimal viable prototype) with all services.
2. Creating a list of early adaptors for each country till the end of the year (1.000 / country).
3. We will attend a pitching event for GUIDed to find an Investor.
4. Launching GUIDed (two free services) after project time.
5. Founding a new company for GUIDed (depends on the Investor).
6. Agreements with hardware manufacturer (Smartphones) for preinstalling the service GUIDed.
7. Finishing other three services during Q3-Q4/2022 and establishing a dealer network for the countries.
8. One option could also be only to sell our Know-How from the AR part to Google / Smart home-manufacturer/others.
9. In the case we sell it (new company or Platus):
    i. We have to create a supported hardware list for (smart home), where we have tested GUIDed and maybe certify them.
    ii. Establish a dealer-network (electrician), maybe to certify them as a GUIDed-dealer (Smart home safety service)

We are still working on the details how the revenue-structure will be and on the margins. For now, it will be clear that we have with the FREEMIUM service of GUIDed an App in the store with two services without costs. For the other 3 services we get a monthly subscription. Therefore, we have revenues from the subscriptions, hardware, and training.

Platus or the new company we will found will bring the GUIDed service into the App-Store. The revenues and the margins we will define till the end of the year.

6.4 Harpo (Poland)

Harpo Sp. z o. o. is an SME in Poland is interested in selling the GUIDed product after the end of the project. According to the initial structure two-level distribution model is considered. Platus would be the leader of commercialisation with the role of producer and retailer in Austria. Harpo and similar companies would be retailers in Poland and other countries, neighbouring and operating markets.

In this model, revenue streams would come from sale of the final product consisting of various com-ponents (for 1 piece): additional trainings, installation and support, and services to end users (paid options).

Revenue model considers sale of different variants of the product (with various services and/without tablet), where the leader (Platus) lives on the hardware margin, retailers on hardware and services fees. Harpo as a local distributor would assist in installation and sell the hardware for paid services.

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Target customer segments identified by Harpo:

1) Individual: Elderly people (60+) living independently in their own homes, needing no or little help
2) Individual: Family members and informal carers of the elderly (without age restrictions)
3) Institutional: Care organisations (hospitals, clinics, nursing homes)
4) Suppliers of technical products, providers of telecare services, AT dealers.

Channels and path do customers identified by Harpo:

1) Internet (Polish and English website, social media, YouTube)
2) Harpo online store
3) Harpo club (a loyalty program to better exchange information about training and other events of interest to Harpo customers; it also allows to get discounts on the purchase of hardware and software available from Harpo)
4) National and international branch conferences and fairs
5) Personal contacts
6) Existing networks of contacts with customers
7) Contacts with users obtained in the testing phase of the project
8) Workshops, presentations and demonstration events
9) Trainings for dealers.

6.5 UCY (Cyprus)

University of Cyprus (UCY) will exploit the results of the GUIDed project in many ways. It will use the advanced research expertise and technical knowhow acquired in the project to conduct further research in the field of ICT for older adults, as well as pursue new collaborations, both local and international, with other consortia in the field.

Through the research activities of its academic community, UCY evolves, advances, innovates and enhances its reputation at local, national, European and international level. UCY's exploitation plan will therefore be based on efficient communication and engagement with a wide range of stakeholders, including potential and current students, institutions, and professionals. In addition to leveraging on its existing networks, UCY will also pursue the establishment of new relationships and collaborations, especially with innovative businesses in the field of older adult care. Furthermore, the SEIT Lab will announce several related bachelor's and master's thesis in the field. Lastly, a multiple channel communication approach will be adopted which includes social networks and other media.

6.6 Karde (Norway)

Karde AS is a Norwegian SME. Karde will exploit GUIDed results and services by integrating some of them as additional services into our product Memas. Memas is a flexible life mastering assistant for elderly people and people with memory problems. Primary end-users' Memas runs on tablets. Caregivers set up and personalise the Memas service on an administration web.

Karde may also sell the GUIDed app as is.

6.7 FRC (Cyprus)

Frederick Research Center (FRC) as a research organisation will exploit the results of the project in a two-fold strategy. First, FRC will support the commercialisation plan that will be set out by the consortium by promoting in Cyprus and the EU the results of the project through FRC's collaborators network and the network of collaborators of its affiliated Frederick University. Specifically, the collaboration with MATERIA will be extended and possible supporting actions will be discussed for further promoting the GUIDed product in the Cyprus market.

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As a second path, FRC aims to continue to work on research and innovation projects that exploit the augmented reality and virtual reality enhanced interaction methods and capabilities, as well as extending the GUIDed product with newly developed services as part of new EU and local projects to which FRC can apply for funding. In specific as part of its long-term commitment to research and excellence FRC aims to tackle additional problems and challenges faced by the older adults, their family and friends, through collaboration with industry, academia and research in further research projects.

Finally, the concepts and open-source technologies used in this project and the knowledge and expertise gained can be exploited, as well as disseminated, to students at bachelor's and master's degree that would like to be involved in thesis projects related to the subject area.

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7 Annexes

Annex 1: Impact and awareness activities

Project participant responsible	Activity	Date	Medium and reference
2020			
KARDE (Norway)	KoM info on Karde's Facebook	30.1.2020	https://www.facebook.com/kardeasno/
KARDE (Norway)	Create project's Norwegian web page @karde	31.1.2020	http://www.karde.no/guided
KARDE (Norway)	Opened GUIDed-project's Facebook-account	2.2.2020	https://www.facebook.com/GUIDed-project-110937727128777/
KARDE (Norway)	GUIDed brochure for downloading on project web page	6.2.2020	http://www.karde.no/wp-content/uploads/2020/02/GUIDed_faktaark.pdf
KI-I (Austria)	KoM Info on KI-I's Facebook	11.2.2020	https://www.facebook.com/Kompetenznetzwerk.KII/posts/2719477338100817
UCY (Cyprus)	Published information about GUIDED on the SEIT website	13.02.2020	http://www.cs.ucy.ac.cy/seit/projects/
FRC (Cyprus)	Published information about GUIDED on the MDL website	20.02.2020	http://mdl.frederick.ac.cy/Home/Project/54
MAT (Cyprus)	Dissemination activity in Cyprus on GUIDed Facebook page	6.3.2020	https://www.facebook.com/GUIDed-project-110937727128777
KARDE (Norway)	Finalised and published the 1st version of the GUIDed website	30.3.2020	https://www.guided-project.eu/
KARDE (Norway)	Published FB post about the new website	30.3.2020	https://www.facebook.com/GUIDed-project-110937727128777/
UCY (Cyprus)	Published information about GUIDED on the SEIT FB account	31.2.2020	https://www.facebook.com/seitlab/posts/1437450049777022
MAT (Cyprus)	Sent information about MAT in Greek to be added on website	31.3.2020	https://www.guided-project.eu/
HARPO (Poland)	Published information about GUIDed on the Harpo's website	6.4.2020	http://www.harpo.com.pl/platforma-wspomagajaca-zycie-i-interakcje-spoleczne-guided/
KARDE (Norway)	Published FB post about co-creation that has started	21.4.2020	https://www.facebook.com/GUIDed-project-110937727128777/
KARDE (Norway)	Project information in connection with recruitment to end user involvement	March – April 2020	n/a

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MAT (Cyprus)	Presentation of the GUIDed project to the AAL event: Coordinators' Day	15.4.2020	n/a
MAT (Cyprus)	Presentation and registration of the GUIDed project to the AAL 2Business event: Lean Startup Academy	16.4.2020	n/a
MAT (Cyprus)	Post on Lean Startup Academy participation in social media	16.4.2020	https://www.facebook.com/480572885334994/posts/2962957313763193/
MAT (Cyprus)	Presentation of the GUIDed project as a synergy opportunity within an Erasmus+ proposal and among 8 European partners (end-user organizations, technical partners, dissemination and exploitation partners)	20.4.2020	n/a
MAT (Cyprus)	Post on FB page of GUIDed	23.4.2020	https://www.facebook.com/permalink.php?story_fbid=153998219489394&id=110937727128777
MAT (Cyprus)	Partner presentation on FB page of GUIDed	29.4.2020	https://www.facebook.com/permalink.php?story_fbid=156274742595075&id=110937727128777
KI-I (Austria)	Partner presentation on FB page of GUIDed	9.5.2020	https://www.facebook.com/GUIDed-project-110937727128777/
PLATUS (Austria)	Partner presentation on FB page of GUIDed	13.5.2020	https://www.facebook.com/GUIDed-project-110937727128777/
HARPO (Poland)	Partner presentation on FB page of GUIDed	19.5.2020	https://www.facebook.com/GUIDed-project-110937727128777/
KARDE (Norway)	Partner presentation on FB page of guided	1.6.2020	https://www.facebook.com/GUIDed-project-110937727128777/
MAT (Cyprus)	Press release translated in Greek	4.6.2020	n/a
KARDE (Norway)	Updated webpage and references to NO brochure	26.6.2020	https://www.karde.no/guided
MAT (Cyprus)	Interactive workshop proposal submitted to AAL Forum 2021	26.6.2020	n/a
UCY (Cyprus)	Workshop Proposal for the AAL 2021 Forum	26.6.2020	Email to Caterina Giannini caterina.giannini@fondazioneinternazionale.org
HARPO (Poland)	Published information about GUIDed on the Harpo's FB (international)	30.6.2020	https://pl-pl.facebook.com/harpo.braille/photos/a.157271277672064/3092011107531385/?type=3&__tn__=-R
MAT (Cyprus)	Post on FB page of MAT for the 1st plenary meeting	01.7.2020	https://www.facebook.com/MateriaGroup/posts/3158097657582490
FRC (Cyprus)	Partner profile post on GUIDed FB page	01.7.2020	https://www.facebook.com/permalink.php?story_fbid=1783700837188874&id=110937727128777

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HARPO (Poland)	Publishing GUIDed brochure on the Harpo's FB (international)	07.7.2020	https://pl-pl.facebook.com/harpo.braille/photos/a.157271277672064/3113106915421804/?type=3&__tn__=-R
KARDE (Norway)	Update of project's website for service descriptions, partner websites and public deliverables	13.7.2020	https://www.guided-project.eu/
HARPO (Poland)	Publishing information about the project and GUIDed brochure on the Harpo's FB (national)	16.7.2020	https://www.facebook.com/harpo.technologie.wspomagajace/photos/a.264111160621603/1144780369221340/?type=3&__tn__=-R
KARDE (Norway)	Updates about the 5 services on the web	21.7.2020	https://www.guided-project.eu/service-categories
KARDE (Norway)	Facebook-post about the web-updates	21.7.2020	https://www.facebook.com/GUIDed-project-110937727128777/
FRC (Cyprus)	Post about the project on MDL FB page	22.7.2020	https://www.facebook.com/mdl.frederick/posts/1730916540404835
FRC (Cyprus)	Post about the project on MDL Twitter page	22.7.2020	https://twitter.com/MDL_Frederick/status/1285853561583292417
KARDE (Norway)	Webpage published about the high-level architecture	24.8.2020	https://www.guided-project.eu/architecture/
KARDE (Norway)	FB post added about the architecture	24.8.2020	https://www.facebook.com/GUIDed-project-110937727128777/
MAT (Cyprus)	Post on FB page of GUIDed for the event held at Materia with psychologists and physiologists	25.9.2020	https://www.facebook.com/GUIDed-project-110937727128777
KARDE (Norway)	Webpage opened for scenarios and personas	29.9.2020	https://www.guided-project.eu/personas-and-scenarios/
KARDE (Norway)	Webpage about Business and service models opened	1.10.2020	https://www.guided-project.eu/business-models/
KARDE (Norway)	Personas and scenarios added pr. participant country (a)	1.10.2020	https://www.guided-project.eu/personas-and-scenarios/
KARDE (Norway)	Facebook post about Polish persona and scenario	1.10.2020	https://www.facebook.com/GUIDed-project-110937727128777
HARPO (Poland)	Publishing GUIDed persona on the Harpo's FB (international)	2.10.2020	https://pl-pl.facebook.com/harpo.braille/posts/3368802486518911?__tn__=-R
KARDE (Norway)	Facebook post about 2 Austrian personas	4.10.2020	https://www.facebook.com/GUIDed-project-110937727128777
KARDE (Norway)	Tested contact schema functional on the website	4.10.2020	https://www.guided-project.eu/business-models/
KARDE (Norway)	Cypriot persona and scenario added on the website	9.10.2020	https://www.guided-project.eu/personas-and-scenarios/
KARDE (Norway)	Facebook post about Cypriot persona	9.10.2020	https://www.facebook.com/GUIDed-project-110937727128777

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KARDE (Norway)	Facebook post of Norwegian persona	12.10.2020	https://www.facebook.com/GUIDed-project-110937727128777
MAT (Cyprus)	Facebook post of GUIDed personas and scenarios	27.10.2020	https://www.facebook.com/MateriaGroup/posts/3507847335940852
KARDE (Norway)	Focus group with project presentation	18.11.2020	n/a
KARDE (Norway)	Facebook post of the GUIDed HiFi HCI-prototype 'Smart communication service'	25.11.2020	https://www.facebook.com/GUIDed-project-110937727128777
KARDE (Norway)	Focus group with project presentation	26.11.2020	n/a
KARDE (Norway)	Focus group with project presentation	30.11.2020	n/a
KARDE (Norway)	Facebook post of the GUIDed HiFi HCI-prototype 'Smart safety service'	1.12.2020	https://www.facebook.com/GUIDed-project-110937727128777
KARDE (Norway)	Facebook post of the GUIDed HiFi HCI-prototype 'Smart home service'	3.12.2020	https://www.facebook.com/GUIDed-project-110937727128777
KARDE (Norway)	Web page added to show snapshots of the GUIDed HCI paper prototypes	3.12.2020	https://www.guided-project.eu/hifi-paper-prototypes/
UCY (Cyprus)	Facebook post of the GUIDed HiFi	26.11.2020	https://www.facebook.com/seitlab/posts/1657200404468651
KARDE (Norway)	Individual informant interview with project presentation	30.11.2020	n/a
HARPO (Poland)	End-user involvement - testing phase 1 in Poland (8 primary and 3 secondary users testing the paper prototypes)	18.11-2.12.2020	https://drive.google.com/drive/folders/1CAWpu6b1iMVEjQrdosdlNNOyF68h4JcQ
KARDE (Norway)	Individual informant interview with project presentation	2.12.2020	n/a
UCY (Cyprus)	Facebook post of the GUIDed HiFi	3.12.2020	https://www.facebook.com/seitlab/posts/1663218870533471
KARDE (Norway)	Web page added to show photos from the evaluation sessions of the GUIDed HCI paper prototypes	10.12.2020	https://www.guided-project.eu/end-users_eval/
KARDE (Norway)	Facebook post of the GUIDed HiFi HCI-prototype 'Smart health service'	10.12.2020	https://www.facebook.com/GUIDed-project-110937727128777/
HARPO (Poland)	Web page post on the Harpo's website (paper prototype testing)	11.12.2020	https://www.harpo.com.pl/testowanie-papierowych-prototypow-w-projekcie-guided/
KARDE (Norway)	Facebook post with photos of the GUIDed end user sessions in Austria	14.12.2020	https://www.facebook.com/GUIDed-project-110937727128777/

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KARDE (Norway)	Facebook post with photos of the GUIDed end user sessions in Cyprus	15.12.2020	https://www.facebook.com/GUIDed-project-110937727128777/
KARDE (Norway)	Facebook post with photos of the GUIDed end user sessions in Poland	21.12.2020	https://www.facebook.com/GUIDed-project-110937727128777/
KARDE (Norway)	Facebook post with Season's Greetings	23.12.2020	https://www.facebook.com/GUIDed-project-110937727128777/
MAT (Cyprus)	Shared Facebook post with photos of the GUIDed end user sessions in Cyprus	18.12.2020	https://www.facebook.com/MateriaGroup/posts/3647277571997827
2021			
FRC (Cyprus)	Interview with advisory board CY member to present project and receive feedback	24.2.2021	Zoom Interview
KARDE (Norway)	Added Impressum on the GUIDed website	16.3.2021	https://www.guided-project.eu/
KARDE (Norway)	Facebook-post of accepted paper	16.3.2021	https://www.facebook.com/permalink.php?story_fbid=3011268147765533&id=110937727128777
KARDE (Norway)	Web notice added of accepted paper	16.3.2021	Facebook-post of accepted paper
HARPO (Poland)	Facebook-post of accepted paper	22.03.2021	https://www.facebook.com/harpo.braille/posts/3827991133933375?__xts__%5B0%5D=68.ARCW4PoirQK9hSmAgXaOrwqmNpXSnB3Il6pRqujtbnfTsTGFSZbaJA7t6cBYrZnMnJmpvKRGCTbaXCr9WIEWzA73fBa3ITm8I-9Fve7r_0Ja_UCprgw8TtiT3W-UhtzoOZh384kSq938WcyYav47nC8HjK_bdOoBURM7pub80hBupcHXpMPM07qhNcTFtKYAeD9b-upeDUSoXhtXlpVllZwpzb-guoeJdCGXMsbw9_P0CxL28J9v_dbDwqS4OINd0zJzkTCjpF2AJgC1BnsVdyTTx0elOdBoTwPpZHunJOBxCpb2vg9Sa1nUH5djvDMoeyfhX3qXS406BpYzEfi6cyg9u2JFISzVTzL6Pf7cRBB8-CEczeUDpVIqGhKsb6icWpKqThLU8tOiCGqTdWObO2StVm0&__tn__=-R
FRC (Cyprus)	Post on Twitter and FB pages about the I4CS accepted paper	24.3.2021	https://twitter.com/MDL_Frederick/status/1374630157638635522, https://www.facebook.com/mdl.frederick/posts/1958659817630505

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FRC (Cyprus)	Post on Twitter and FB pages about the HiFi prototypes and users' feedback that assists development work	24.3.2021	https://www.facebook.com/mdl.frederick/posts/1958662737630213
MAT (Cyprus)	Presented the GUIDed project in AgeingFit Digital Conference (25-28.1.2021), had a partnering session with Bioindustry Park Silvano Fumero (BiPCa)	26.01.2021	
MAT (Cyprus)	Social media posts	09.03.2021	https://www.facebook.com/MateriaGroup/posts/3862373277154921
KARDE	Facebook post sharing on Karde's company FB	16.3.2021	https://www.facebook.com/kardeasno/posts/2975752522655078
MAT in collaboration with Noesis Cognitive Center and Tech Solutions and Aktios Care Unit for Older adults, (Cyprus)	Webinar titled 'Healthy Aging, Preventing and Coping with Dementia'	31.03.2021	https://fb.watch/4CrbA2LbQ3/

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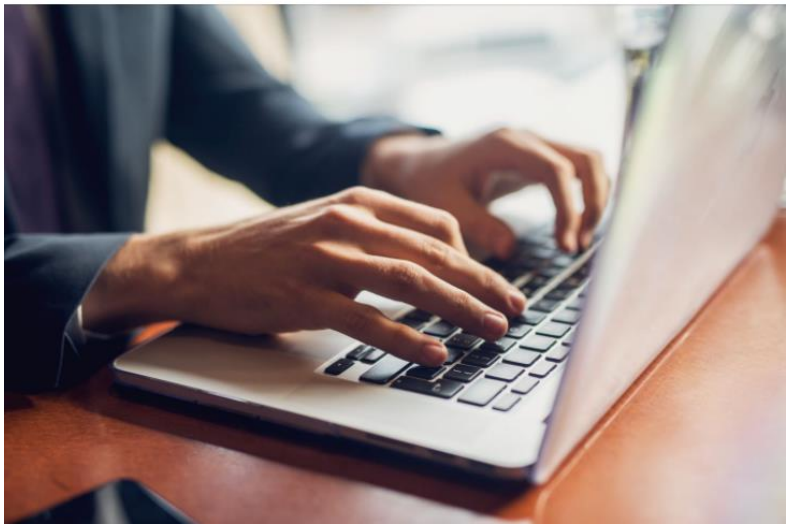
Annex 2: GUIDed's Facebook posts - examples

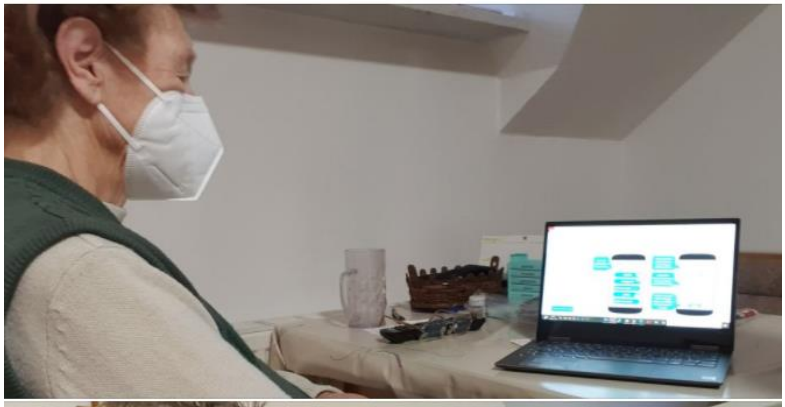
GUIDed project
Publisert av Riitta Anneli Hellman · i går kl. 14:50 ·

We have some good news: The project team's paper 'GUIDed: Assisted-Living Smart Platform & Social Communication for Older Adults' was accepted for presentation at the 21th International Conference on Innovations for Community Services (I4CS 2021) in Bamberg, Germany , May 26 - 28 , 2021.



GUIDed project er her: **Schwanenstadt, Oberosterreich, Austria.**
Publisert av Riitta Anneli Hellman · 15. desember 2020 ·

Evaluation of the HiFi prototype of the five GUIDed services has been conducted with primary end users in all participant countries. Here, snapshots from Austria.



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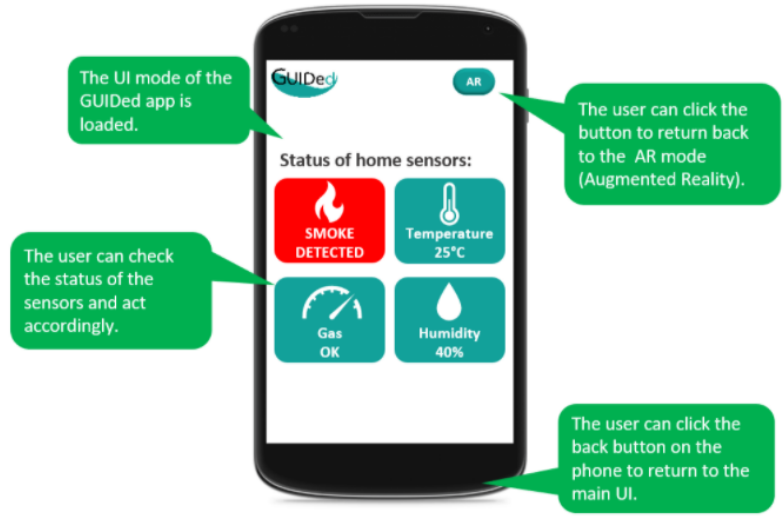
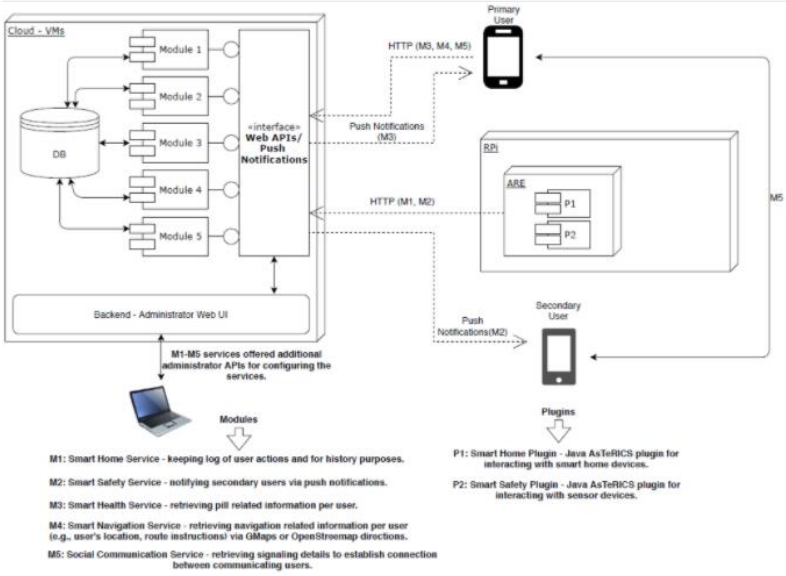
GUIDed project
Publisert av Riitta Anneli Hellman · 1. desember 2020 ·

The GUIDed 'Smart safety service' can provide AR information to the end user, as well as alerts to chosen persons in addition to the owner of the sensor system. This image shows one step in the HiFi HCI-prototype of this service dialogue.



GUIDed project
Publisert av Riitta Anneli Hellman · 24. august 2020 ·

The high-level architecture of GUIDed is now presented and explained on the web. Please take a look! Here: https://www.guided-project.eu/architecture/



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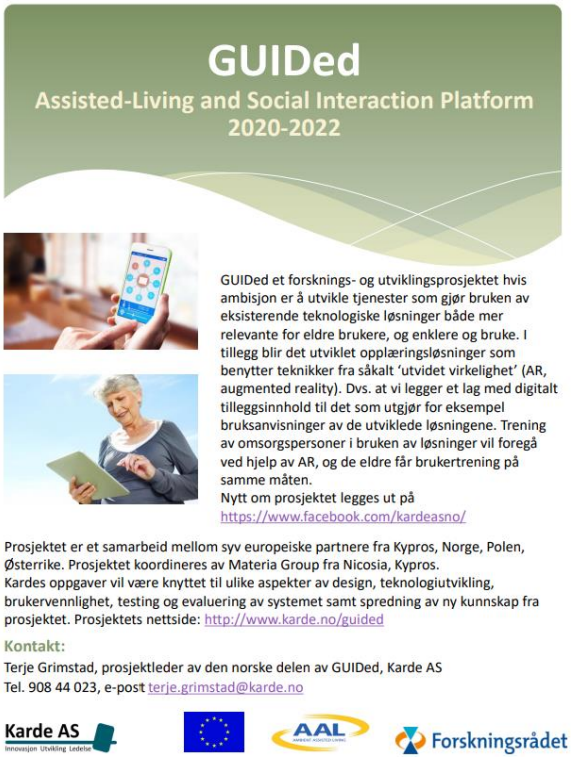
Annex 3: Generations of GUIDed leaflets



Above, an initial leaflet before the GUIDed logo was designed and the first GUIDed paper prototypes existed.

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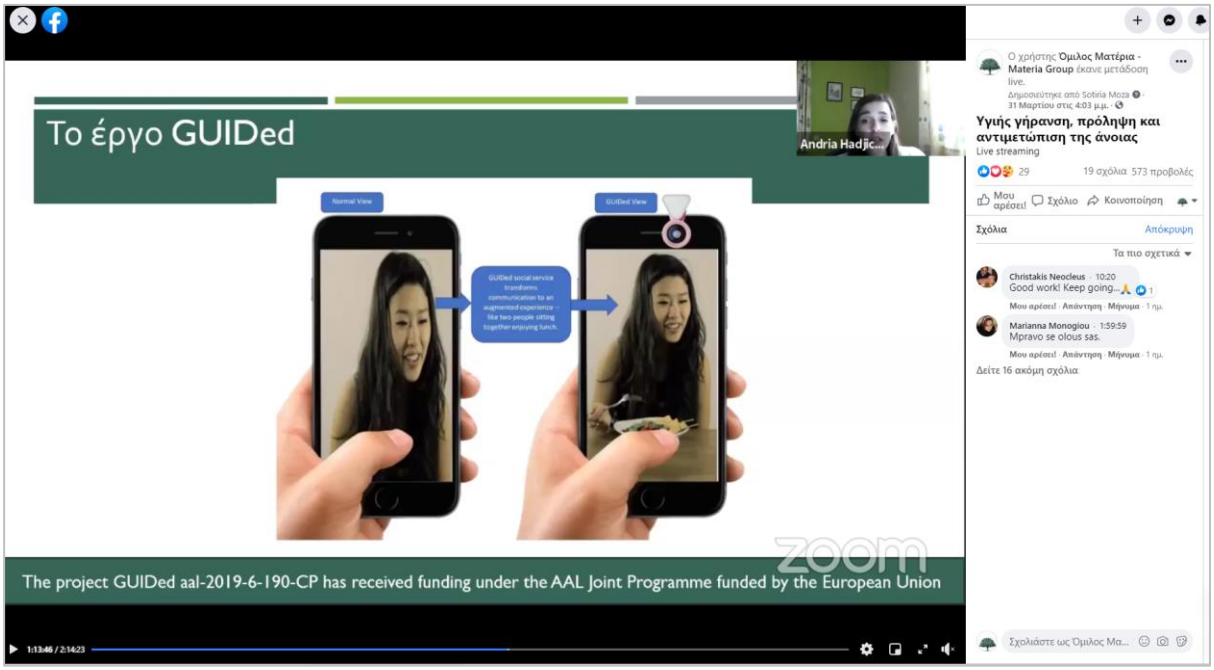
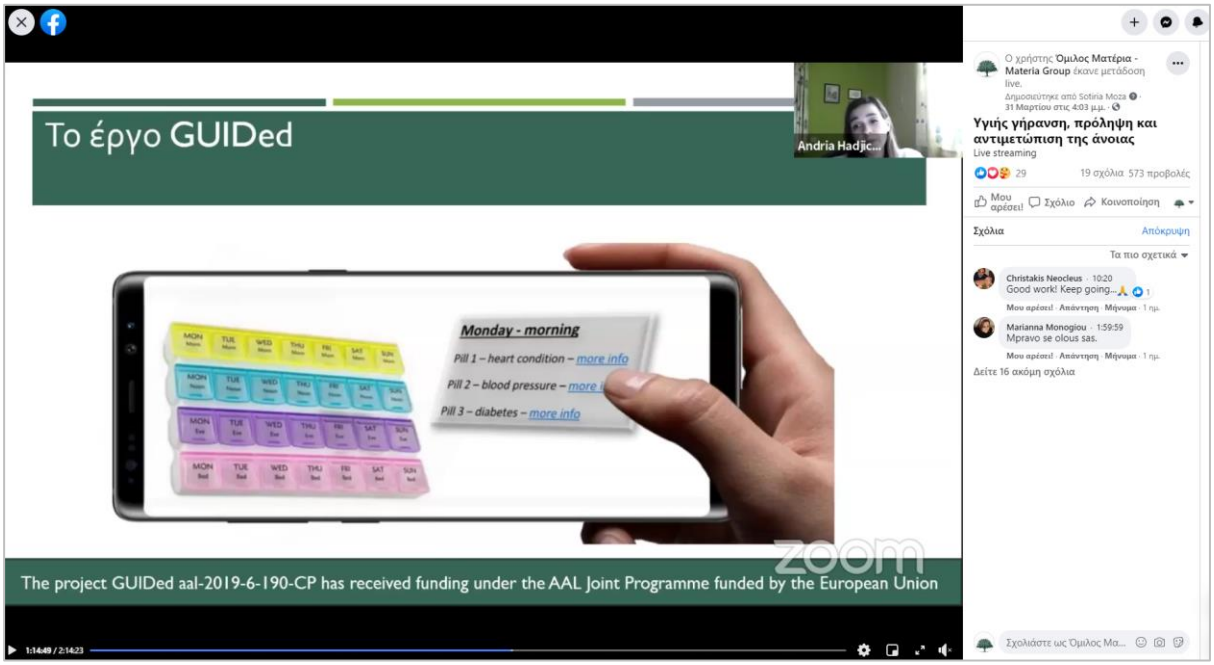
Annex 4: Visualisations from a webinar/FB-streaming with GUIDed content





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