

Deliverable 6.3

Dissemination Plan

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Abstract

D 6.3 “Dissemination Plan” Defines and describes the general dissemination plan and activities of the project CleverGuard. Specific dissemination activities, related to user communication and business exploitation are included in the respective deliverables.

What is new in this Version

Initial creation and first release of this deliverable was provided in June 2021 with version 1.0.

The structure of the document remained also the same in V1.1 (Jan 2022) – this version. Only chapter 4 (Dissemination Activities) was updated to the current status of the dissemination activities to date.

In the final version 2.0 of this deliverable, the document is extended by the chapters 5 and 6, containing dissemination activities until end of the project and the after project phase.

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Version	Date	Changes	Organization
0.1	May 21	Initial Creation	HSLU
1.0	June 21	Released Version 1.0	HSLU
1.1	Jan 22	Update with carried out activities to date	HSLU
1.1	April 22	Added Appendix 7.5	HSLU
2.0	Dec 23	Updated with carried out activities until project end (Chapter 5) and outlook in the after project phase (Chapter 6)	HSLU

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1 Introduction

1.1 Dissemination Task

In the CleverGuard proposal we describe in the DOW of WP6 the dissemination activities as follows:

T6.4 Dissemination (HSLU) - The dissemination of project results is based on the publication of the various milestones and results compiled. Partners will continually disseminate project results in their scientific and professional communities via various media and events, such as papers in journals and at conferences.

As an outcome of this task, the deliverable:

D6.3 Dissemination Plan (HSLU, M4): Document which plans the dissemination activities of all partners

is defined. This deliverable is due (V1.0) in month 4 – which means August 2021. The main editor is HSLU, with contribution of all project partners.

1.2 Related documents and tasks

Dissemination activities are not only limited to the general dissemination of the project results. A lot of communication/dissemination activities are directly addressing the involved end user groups (TG1-TG3) of the project itself. For this specific group, the following project activities are relevant for co-creation (T2.1 Co-Creation&Stakeholder Requirements → D2.1 Co-Creation & Stakeholder Results) and field-trials (WP5 Field Trials and Evaluation → D5.1 Trial and evaluation design framework and D5.2 Training Concept).

Additionally, potential decision makers and buyers of the system are addressed in the market introduction preparation and execution very specifically (T6.6 Exploitation, market activities, launch → D6.5 Market entry Report).

This deliverable is organized as follows: We provide an overview on the used CI (Corporate Identity) concept of RecoveryFun (Chapter Fehler! Verweisquelle konnte nicht gefunden werden.). Then we focus on the general dissemination planning of the project (Chapter 0), and the realized dissemination artefacts (Chapter 0). Finally, (Appendix 7) some dissemination materials is available for interested readers.

1.3 Dissemination Claims in the Proposal

In section 1.4 Key performance indicators (KPI) of the proposal the following KPIs for dissemination are claimed:

Table 1: Dissemination Key Performance Indicators

Key Performance Indicators	Unit/Value
Dissemination	
Publications and Presentations	≥ 10
Demonstrations at end user organization sites and exhibitions	≥ 5

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Additionally, in Section 3.2.2 Sharing of project knowledge – dissemination the envisaged dissemination actions are described as follows:

Sharing of project knowledge – dissemination

All project tasks will be supported by dissemination activities conducted by each project partner. The draft of the dissemination plan (or the “dissemination activity list”) will be prepared at the beginning of the project and updated periodically. Important target groups will be: users (primary, secondary and tertiary), clinicians, exploitation parties and the main stakeholders in the ecosystems per country. Dissemination activities will be conducted on a national level and concentrated to European wide dimension. Social media will play an important role herein.

Means of communication include:

- **Project “branding”** to ensure recognition and identification (logo design, fact sheet, templates). This will be the first step in building and verifying the graphical recognition of the final product. Acceptance of end users and other important target groups will be verified.
- **Project web site:** specific information will be prepared for end users /carers and business partners and to inform on CleverGuard project activities and results, as well as the emerging CleverGuard product.
- **Project leaflets:** various brochures emphasize the specific aspects that are relevant for different target groups.
- Create accounts on the **most popular social networks** (e.g. Facebook, Twitter, Youtube), post news.
- Publications in **professional magazines** presenting concepts of the project and benefits of the solution.
- Publications in **scientific journals** of the most important technological solutions developed during the project activities.
- Participation/presentation of the project in the related **professional and scientific conferences**
- Promotion of the project on the **partners web sites**
- Presentation of the project during the annual **AAL Forum** (yearly AAL event)
- **Short video** presentations of the product

Scope:	Described in:
A Project “branding”	Chapter Fehler! Verweisquelle konnte nicht gefunden werden.
B Project web site	Appendix 7.2
C Project leaflets	Appendix 7.4
D most popular social networks	Appendix 7.1
E professional magazines	Chapters 0, 0
F scientific journals	Chapters 0, 0
G professional and scientific conferences	Chapters 0, 0
H partners web sites	Chapters 0, 0
J AAL Forum	Chapters 0, 0

1.4 How to steer dissemination activities within Clever Guard project

In WP1 Project management the project is internally organized. In T1.2 Quality & Risk Management, Reporting & Administration the internal controlling and reporting is conducted. We follow there the reporting structure, given by the AAL-JP CMU. We use also for internal report the annual reporting template: <http://www.aal-europe.eu/wp-content/uploads/2021/11/Template-for-the-annual-progress-financial-report-v1.doc>, where in section 4 the Impact and Awareness Activities are listed. The internal controlling and reporting is updated every 6 months and includes an update on the current dissemination activities too.

At our bi-weekly stakeholder meetings pending and emerging dissemination activities are discussed, planned and allocated within the consortium. The resulting tasks are registered to our kanban-board within our management platform, for easy steering. The artefacts are presented to the project partners within the stakeholder meetings, to emphasise awareness.

2 Corporate Identity CleverGuard CleverGuard official Logo



Colour Palette Guide Primary Colour Palette



These are our main colours to used for digital and print material. If possible, use only these colours.

Secondary Colour Palette



We use these colours for the App categories and in come illustrations. If possible, limit usage.

We use these colours for the App categories. If possible, do not use these colours for regular design. Grey tones are an exception.

Typeface Guide

Typeface

Arial
Arial
ARIAL

Moodboard

Elderly, peaceful, single, healthy, active and at home, independent that potentially need help.

Peace of mind for secondary end users.



(source: unsplash)

3 Dissemination plan June 2021

With the termination of the startup phase of CleverGuard the dissemination plannings of the consortial partners were collected. Each partner delivered his actual plans for general dissemination within the project, driven by a single partner.

Additionally, to these individual plans, all deliverables and official reports of the project will be posted to our website and the social media platforms.

Deliverables emerging from tasks outside from T6.4 are planned within the respective tasks autonomously.

In the next sub sections of this chapters all individual plans are listed.

3.1 CLAP planned dissemination

Title:	CleverGuard – ein 2.5 Mio Forschungsprojekt im Auftrag der EU
Medium:	Newsletter, Social Media, Blogpost on clemap.ch webpage
Date:	July 2021
Reach/Audience:	3'000
Description:	Project Launch
Title:	CleverGuard Project presentation in Booth
Medium:	Event
Date:	Sept - Dec 2021
Reach/Audience:	500
Description:	To be defined according to covid developments

3.2 VIC planned dissemination

Title:	CleverGuard – ein neues Forschungsprojekt
Medium:	Newsletter
Date:	August '21
Reach/Audience:	1'000
Description:	Information of Project Launch to partner organisations
Title:	Rekrutierung (Title tbd.)
Medium:	Homepage, Social media
Date:	August '21
Reach/Audience:	1'000
Description:	Recruitment
Title:	Project presentation
Medium:	Vicino Marktplatz
Date:	August 2021
Reach/Audience:	Professionals from different organisations
Description:	Information of the project

3.3 HSLU planned dissemination

Title:	NILM Load Disaggregation and ADL Detection in the AAL Domain
Medium:	Open Access High Impact Paper – Domain NILM
Date:	Q3 2022

Reach/Audience:	NILM Experts
Description:	This is a new application in the NILM field – Co-Writing together with CLAP in a high impact Journal
Title:	NILM Load Disaggregation and ADL Detection in the AAL Domain
Medium:	Open Access High Impact Paper – Domain AAL
Date:	Q1 2023
Reach/Audience:	AAL Experts
Description:	This is a new application in the AAL field – Co-Writing together with CLAP in a high impact Journal
Title:	CleverGuard...
Medium:	HomePage www.iHomeLab.ch
Date:	April 2021, Mid Term Review, Final Review of CleverGuard
Reach/Audience:	1500
Description:	Inform on the project status to the audience of iHomeLab
Title:	
Medium:	Project database of HSLU.ch https://www.hslu.ch/de-ch/hochschule-luzern/forschung/projekte/detail/?pid=5798
Date:	April 2021
Reach/Audience:	2500
Description:	official university dissemination page for projects...
Title:	CleverGuard-die Sicherheit von allein lebenden, älteren Personen erhöhen dank Mustererkennung bei der Benutzung von Elektrogeräten
Medium:	https://www.hslu.ch/de-ch/technik-architektur/forschung/kompetenzzentren/ihomelab/active-assisted-living/cleverguard
Date:	March 2021
Reach/Audience:	1500
Description:	Detailed project description of research group homepage
Title:	Wenn die Kaffeemaschine läuft, ist Oma okay: CleverGuard
Medium:	https://mailchi.mp/ihomelab/newsletter-mrz-2021-de-final-neutral
Date:	March 2021 ... 3-4x per Year
Reach/Audience:	2664
Description:	iHomeLab newsletter on current project activities and results
Title:	tbd
Medium:	ihomelab LinkedIn tweets
Date:	2-3 x per year
Reach/Audience:	300
Description:	iHomeLab newsletter on current project activities and results
Title:	CleverGuard
Medium:	Booth at AAL-Conference
Date:	tbd 2022/2023
Reach/Audience:	500

Description:	Show current project status and achievements at public/expert fair in AAL domain (Messe Zukunft Alter / AAL forum...)
Title:	CleverGuard – der unsichtbare Schutzengel
Medium:	interactive Showcase in iHomeLab visitor center
Date:	2023 onwards
Reach/Audience:	2000
Description:	integration of showcase in iHomeLab visitor center

3.4 SLG planned dissemination

Title:	CleverGuard-post
Medium:	Linkedin
Date:	June 2021
Reach/Audience:	Linkedin public & followers
Description:	Did you know that from Senior Living Group we also invest in projects such as Cleverguard? CleverGuard is a smart detection system that enables vulnerable and lonely elderly people to live at home longer, independently and healthier. In addition, it is also a digital monitoring system for caregivers and healthcare professionals.
Title:	Werken bij Korian - projecten
Medium:	Website
Date:	July 2021
Reach/Audience:	
Description:	www.korian.be/nl/werken-bij-korian/projecten
Title:	Linkedin post on outcomes co-creation workshops
Medium:	Linkedin
Date:	June 2022
Reach/Audience:	Linkedin public & followers
Description:	TBC
Title:	Linkedin post on outcomes field trials
Medium:	Linkedin
Date:	June 2023
Reach/Audience:	Linkedin public & followers
Description:	TBC

3.5 TEL planned dissemination

Title:	“Senior Living Group en 25-8 in een internationaal AAL-project (Ambient Assisted Living)”
Medium:	Newsletter, Social Media, Blogpost on 25-8.eu webpage
Date:	14/06/2021
Reach/Audience:	5000
Description:	Project Launch
Title:	Soins & Santé
Medium:	Event fair

<p>Date: 30/09/2021-01/10/2021 Reach/Audience: 3000 Description: Trade fair for the medical and paramedical sector</p>
<p>Title: ZORG.tech event Medium: Conference Date: 14/10/2021 Reach/Audience: 300-400 Description: In-house conference at Telecom-IT's offices for all major stakeholders in the industry</p>
<p>Title: ZORG.tech fair Medium: Event fair Date: 02/12/2021 Reach/Audience: 3000 Description: Annual event fair for healthcare professionals</p>
<p>Title: Medium: Date: Reach/Audience: Description:</p>

3.6 BZN planned dissemination

<p>Title: Medium: Date: Reach/Audience: Description:</p>

3.7 IC planned dissemination

<p>Title: Presentation of CleverGuard Medium: IC Webpage, subpage Date: July 2021 Reach/Audience: 100 Description: Short description, presentation of CleverGuard project</p>
<p>Title: project launch of CleverGuard Medium: LinkedIn Date: July 2021 Reach/Audience: 100 Description: project launch</p>
<p>Title: CleverGuard-post Medium: Blogpost Date: July 2021 Reach/Audience: 100</p>

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<p>Description: project launch</p> <p>Title: Issuing a press release during the implementation of the project to the main milestones</p> <p>Medium: tbd</p> <p>Date: 2021 Q4</p> <p>Reach/Audience: 100</p> <p>Description: Show current project status and achievements</p>
<p>Title: Virtual presentations and webinars</p> <p>Medium: website www.inspiringculture.org</p> <p>Date: 2022</p> <p>Reach/Audience: 50</p> <p>Description: Show current project status and achievements</p>
<p>Title: Keynote speeches on international event 1 tbd</p> <p>Medium: Event/Fair/Conference</p> <p>Date: 2022 Q2</p> <p>Reach/Audience: 50</p> <p>Description: Show current project status and achievements</p>
<p>Title: Presentation of results on national event 1 tbd</p> <p>Medium: Event/Fair/Conference</p> <p>Date: 2022 Q3</p> <p>Reach/Audience: 50</p> <p>Description: Show current project status and achievements</p>
<p>Title: Issuing a press release during the implementation of the project to the main milestones</p> <p>Medium: tbd</p> <p>Date: 2022 Q4</p> <p>Reach/Audience: 100</p> <p>Description: Show current project status and achievements</p>
<p>Title: Keynote speeches on international event 1 tbd</p> <p>Medium: Event/Fair/Conference</p> <p>Date: 2023 Q2</p> <p>Reach/Audience: 100</p> <p>Description: Show current project status and achievements</p>
<p>Title: Presentation of results on national event 2 tbd</p> <p>Medium: Event/Fair/Conference</p> <p>Date: 2023 Q3</p> <p>Reach/Audience: 100</p> <p>Description: Show current project status and achievements</p>
<p>Title: Issuing a press release during the implementation of the project to the main milestones</p> <p>Medium: tbd</p> <p>Date: 2023 Q4</p> <p>Reach/Audience: 100</p>

Description: Show current project status and achievements

3.8 FSL planned dissemination

Title: Neuropsychiatric and functional disorders in MCI

Medium: Master course on Neurorehabilitation and the aging brain

Date: July 2021

Reach/Audience: 30 participants

Description: Lesson

Title: Field Tests CleverGuard to be started

Medium: Press release in local press and on CleverGuard website

Date: Q2 2022

Reach/Audience: tbd

Description: press release announcing start of field test in Italy in Summer 2022

4 Dissemination activities: status until January 2022

Partner	Activity	Date	Medium	Reach	Link
HSL	CleverGuard-die Sicherheit von allein lebenden, älteren Personen erhöhen dank Mustererkennung bei der Benutzung von Elektrogeräten	Mär 21	Webpage	15000	https://www.hslu.ch/de-ch/technik-architektur/forschung/kompetenzzentren/ihomelab/active-assisted-living/cleverguard
HSL	Wenn die Kaffeemaschine läuft, ist Oma okay: CleverGuard	Mär 21	Newsletter	2664	https://mailchi.mp/ihomelab/newsletter-mrz-2021-de-final-neutral
IC	Website launched	Apr 21	Website	100	www.cleverguard.care
IC	Start of a promising co-operation on the CleverGuard Virtual Kickoff Meeting	Apr 21	linkedin	100	https://www.linkedin.com/feed/update/urn:li:activity:6792823550697971712/?updateEntityUrn=urn%3A%3Afs_feedUpdate%3A%28V2%2Cum%3Ali%3Aactivity%3A6792823550697971712%29
HSL	New Project - HSL	Apr 21	linkedin		https://www.linkedin.com/posts/ihomelab_cleverguard-ein-neues-projekt-aus-unserer-activity-6782587162903769088-6ZmX
HSL	HSL-Tweet project kick-off	Mai 21	linkedin		https://www.linkedin.com/posts/ihomelab_cleverguard-activity-6795715148137951232-3CFm
BZN	Press announcement on the website of BZN	Mai 21	Website	200	

CLAP	Presentation CleverGuard to Management Team Senior Living Group / Korian	Jun 21	Presentati on	4	
SLG /KOR	Presentation CleverGuard on LinkedIn	Jun 21	linkedin	3500	https://www.linkedin.com/posts/korianbelgium_incaringhans-positivecare-seniorlivinggroup-activity-6803271503178809344-fy_z
FSL	Seminar within "Neurorehabilitation and aging brain" master	Jul 21	Presentati on	28	
VIC	Presentation CleverGuard to abl (Baugenossenschaft Luzern)	Aug 21	Presentati on	2	
TEL	AAL engagement announcement	Sep 21	LinkedIn post	5	
TEL	Soins & Santé fair	Sep 21	Fair	3	
CLAP	Blogpost on Cleverguard	Sep 21	linkedin	460	https://www.linkedin.com/feed/update/urn:li:activity:6844525345937334272
CLAP	Post on Cleverguard	Sep 21	twitter	110	https://twitter.com/ClemapEnergy/status/1438155917493690370
VIC	Presentation CleverGuard to Pro Senectute Luzern	Sep 21	Presentati on	3	
TEL	ZORG.tech event hosted at TEL's offices	Okt 21	Event	100	
CLAP	Booth at European Week of Active and Healthy Ageing 2021	Okt 21	Booth	400	https://next.brella.io/events/AAL2021/sponsors/57836
HSL	18.-20. Oktober 2021: European Week of Active and Healthy Ageing, Online Event	Okt 21	Newsletter	2673	https://www.hslu.ch/de-ch/technik-architektur/ueber-uns/organisation/kompetenzzentren-und-forschungsgruppen/technik/ihomelab/news/ewaha-2021/
TEL	ZORG.tech fair	Dez 21	Fair	3	

5 Dissemination activities: January 2022 until December 2023

Partner	Activity	Date	Medium	Reach	Link
FSL	Seminar within "Neuroriabilitazione di alta specialità" master	Mär 22	Website	30	https://www.hsantalucia.it/formazione/master-neuroriabilitazione-specialita-A0-aging-brain-ed-2023#edizione-2021
BZN-IC	Presentation CleverGuard - "Innovative Ecosystem for Smart Elderly Care" I-Care-Smart Conference - 26th-27th April 2022 - Venue: Lodzkie House, Sq. Marie Louise 2, 1000 Brussels, Belgium	Apr 22	Event	70	https://www.interreg-central.eu/Content.Node/I-CARE-SM
TEL	ICT4Care colloquium	Mai 22	Fair	650	http://ict4care.be/congres/
FSL	Post on Cleverguard about the field trial	Mai 22	Facebook	100	https://www.facebook.com/Cleverguard.care/
FSL	Blogpost on Cleverguard about the field trial	Mai 22	linkedin	100	https://www.linkedin.com/posts/cleverguard_cleverguard-carers-activity-6935271065594023936-LarO?utm_source=linkedin_share&utm_medium=android
FSL	Presentation CleverGuard at the 1st BeEmTel Multiplier Event - University of Thessaly, 31th May, 2022	Mai 22	Facebook	100	https://www.facebook.com/105696931646589/posts/pfbid21ddB7zBLrdTylZpxVuoMxE96NgUt6zL849cxeQ5AieBLn
FSL	Presentation CleverGuard at the 1st BeEmTel Multiplier Event - University of Thessaly, 31th May, 2022	Mai 22	Website	200	https://www.cleverguard.care/news/the-1st-beemtel-multiplier-event-innovative-management-of-chronic-conditions-through-te
VIC	Presentation at "Standort Würzenbach"	Mai 22	Presentation	13	
FSL	Presentation CleverGuard at the Santa Lucia Foundation to end users and public audience, 21th June, 2022	Jun 22	Facebook	900	https://www.facebook.com/544909065/posts/pfbid032VgHkoCt59GnzM8t5FeChaWkDfm9uvtvb2F3pruIWUdrgaJqF https://www.instagram.com/p/CfE6B8MIKGP/
FSL	Presentation CleverGuard at the Santa Lucia Foundation to end users and public audience, 21th June, 2022	Jun 22	Instagram	1000	https://www.instagram.com/p/CfE6B8MIKGP/
TEL	ZORG.tech fair + congress	Jun 22	Fair	2000	https://www.zorg.tech/activiteit/congres/exposanten/rea
VIC	Post on FB	Jun 22	Facebook	119	
VIC	Presentation at "Standort Neustadt"	Jul 22	Presentation		

VIC	Presentation at "Standort Littau"	Jul 22	Presentation		
CLAP	Presentation to SmartLiberty	Okt 22	Presentation	2	
HSL	AAL-Forum Booth with live demonstrator, Flyer and Rollup	Okt 22	Fair	~700	https://ageing-well-week.eu/
TEL	30 years VLOZO	Okt 22	Fair	150	https://www.vlozo.be/30-jaar-vlozo
CLAP	Presentation Innosuisse Panel	Nov 22	Presentation	80	
TEL/CLAP/IC	Application to COALITION Next	Nov 22	Application	~100	
HSL	Newsletter iHomelab on EWAHA	Nov 22	Newsletter	2735	https://mailchi.mp/ihomelab/homelab-newsletter-novembneutral
HSL	Post on EWAHA on HSLU Website	Nov 22	Post	15000	https://www.hslu.ch/en/lucerne-school-of-engineering-arcus/organization/competence-centres-and-research-group-and-technology/ihomelab/news/ewaha-2022/
TEL	Captains of healthcare	Dez 22	Presentation	25	
CLAP	Application Vattefall - Pilot Proposal	Jan 23	Presentation	10	
TEL	Submission and pitch at the Coalition Next Belgium program	Jan 23	Presentation	40	https://www.coalitionnext.com/coalition-next-belgium
VIC	Contribution annual report 2022	Feb 23	Content contribution	500	http://www.vicino-luzern.ch/ueber-uns/organisation
CLAP	SmartLiberty presented CleverGuard to their customers	Mai 23	Presentation	30	
CLAP	ZHAW Student work in Module "Smart Solutions"	Mai 23	Presentation	30	
VIC	Project CleverGuard mentioned in a Presentation with "Quartierverein Würzenbach"	Mai 23	Presentation	15	
FSL	Post on Facebook about the final consortium meeting held in Rome 23-24 may	Mai 23	Facebook	77	https://www.facebook.com/photo/?fbid=568860368694256429352652
FSL	Post on Facebook about the final consortium meeting held in Rome 23-24 may	Mai 23	Instagram	102	https://www.instagram.com/p/Cs4GZFMIA0V/?utm_source=share_sheet&igshid=MzRIODBINWFIZA==

VIC	Project CleverGuard mentioned in a Presentation with Cornelius Knüpffer-Stiftung	Jun 23	Presentation		
CLAP	Presentation to senior team at ENIWA	Jul 23	Presentation	5	
CLAP	Publication using CleverGuard data: "Towards Feasible Solutions for Load Monitoring in Quebec Residences"	Jul 23	Presentation	1000	https://www.mdpi.com/1424-8220/23/16/7288
FSL	Seminar within "Neurorehabilitation and aging brain" master	Jul 23	Website	30	https://www.hsantalucia.it/formazione/master-neuroriabilit-specialit%C3%A0-aging-brain-ed-2023#edizione-2021
CLAP	Presentation to Bonacasa	Aug 23	Presentation	5	
VIC	Project CleverGuard mentioned in a Presentation with "AGE-Int."	Aug 23	Article	85	
VIC	Sharing CleverGuard LinkedIn Posts on Vicino-Account	Sep 23	Newsletter	400	
TEL	Article on VLOZO (sector federation) website	Okt 23	Article	300	https://www.vlozo.be/post/met-slimme-innovaties-kan-ie-v-in-de-zorg
IC	Presentation of CleverGuard	Okt 23	Presentation	30	
IC	CEE4 Impact day 2022 - International conference of impact investors - Budapest, 2022	Okt 23	Conference	200	https://www.thbe.hu/cee4impact-day-save-the-date/
IC	CEE4 Impact day 2022 - International conference of impact investors - Budapest, 2023	Okt 23	Conference	200	https://thbe.hu/konferencia/
TEL	Follow-up article on VLOZO (sector federation) website	Nov 23	Article	200	https://www.vlozo.be/post/hoe-slimme-technologie-zorgt-gemoedsrust-voor-ouderen-zorgverleners-en-familielede
KOR	Article in VLOZO : newsletter	Nov 23	Newsletter	8500	https://www.vlozo.be/post/hoe-slimme-technologie-zorgt-gemoedsrust-voor-ouderen-zorgverleners-en-familielede
TEL	Pitch of project results to the GVO nursing home care organisation	Dez 23	Conference	30	
KOR	Translation Dutch article above on CleverGuard website	Dez 23	Blog	200	
TEL	Inspiration pitch at TEL's booth at Arab Health 2024	Jan 24	Conference	130000	

6 Dissemination activities: Post Project Planning

Partner	Activity	Date	Medium	Reach	Comment
TEL	Inspiration pitch at TEL's booth at Arab Health 2024	Jan 24	Conference	130000	
HSL	Showcase in living lab of HSLU iHomeLab	Jul 2024	Living Lab		visualization of CleverGuard in the Living Lab of iHomeLab
HSL	Press release of HSLU	Sep 2024	Press Switzerland		press release of University of Lucerne
HSL	Ergotherapy meets Technology	Mar 2024	Conference		Symposium on institute of ergotherapy - ZHAW - Switzerland
CLAP	Post on Projekt Results on private Pascal Kienast account	Mar 2024	Linkedin	10000	

7 Appendix

7.1 Social media channels

Linkedin: <https://www.linkedin.com/company/cleverguard>

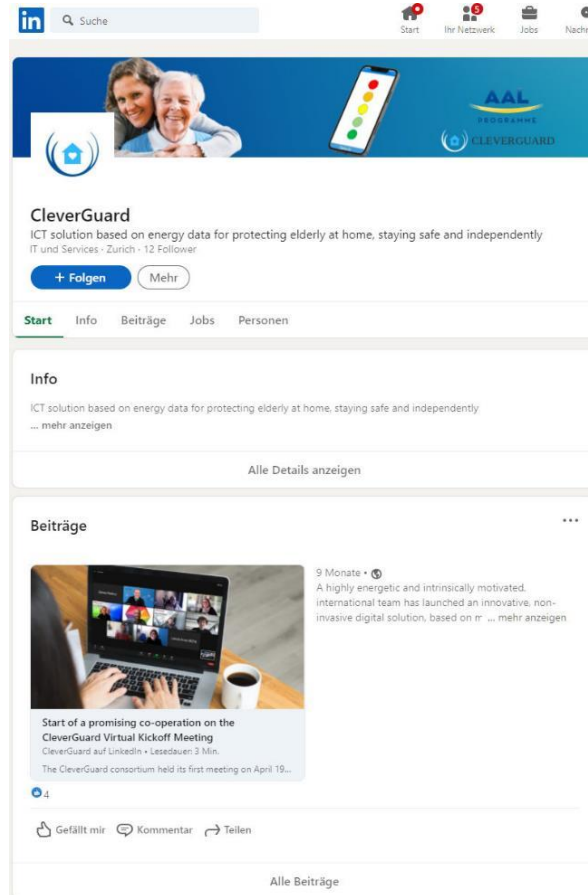


Figure 1 Screenshot linkedin CleverGuard site

Facebook: <https://www.facebook.com/Cleverguard.care>

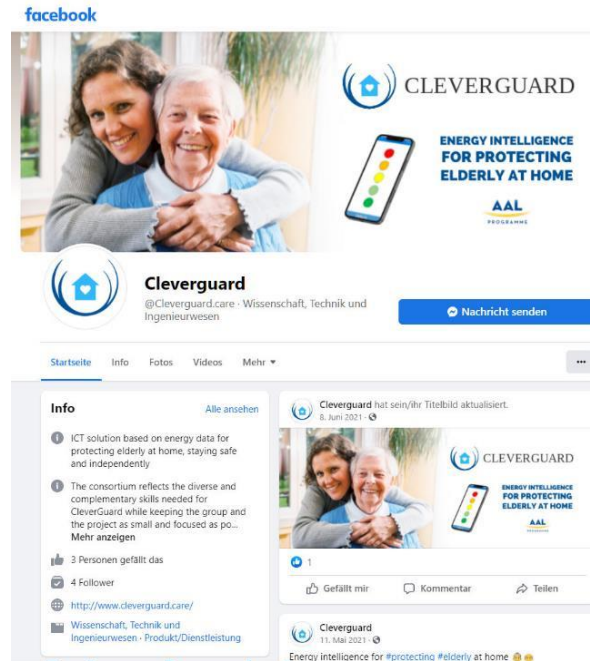


Figure 2 Screenshot CleverGuard facebook site

7.2 Website

<https://www.cleverguard.care/>



Deliverable 6.3



"Maybe later" is suddenly "now"

For many, it was the arrival of the COVID-19 pandemic that made the need for a... (text continues)

Satisfy the needs of critical Baby boomers

With a growing number of Baby boomers reaching retirement age, the need for... (text continues)

Selecting CleverGuard

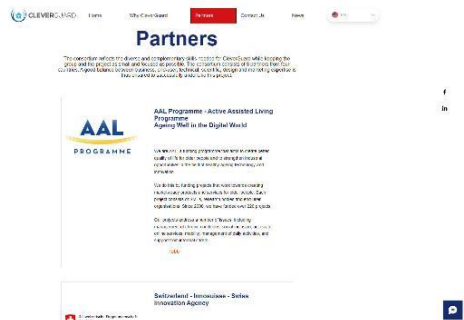
The selection process for CleverGuard is a multi-step process that involves... (text continues)

Activating CleverGuard

After being selected as a CleverGuard, the user must complete a series of... (text continues)

CleverGuard guards over Mached

Over the last few years, we have seen a number of... (text continues)



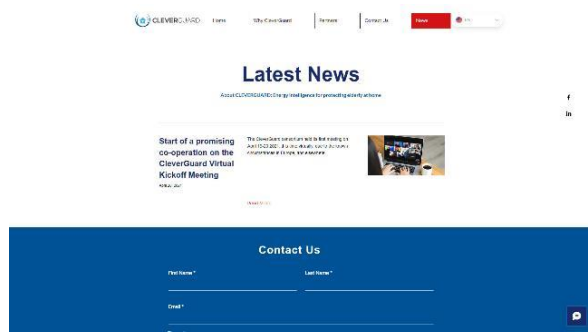


Figure 3 Screenshot CleverGuard website

7.3 Templates

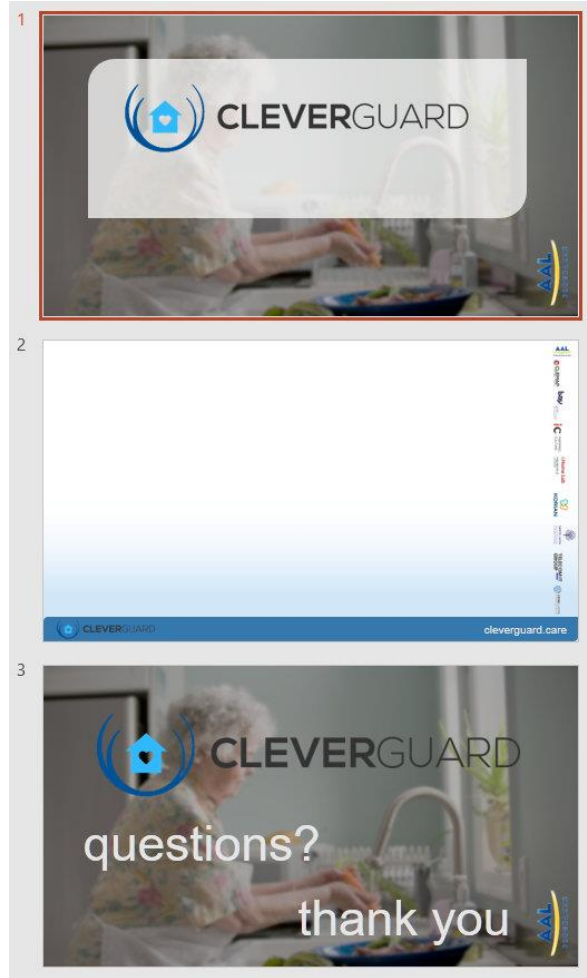


Figure 4 Presentation Template

7.4 Project Leaflet

LOOKING FOR SENIORS AND THEIR CAREGIVERS TO PARTICIPATE

CLEVERGUARD - PROTECTING THE ELDERLY LIVING ALONE AT HOME

AAL
PROGRAMME

Fewer young people need to take care of more seniors in Europe

IT NEEDS A SOLUTION TODAY

Europe's ageing population is putting pressure on the welfare state. It is a challenge for which the Member States need to find solutions together.

Needs of the elderly, living alone at home

<p>Independence</p> <p>Older people need to be able to live independently and make their own choices. They need to be able to live in their own homes and communities.</p>	<p>Privacy</p> <p>Older people need to be able to live in their own homes and communities. They need to be able to live in their own homes and communities.</p>
<p>Dignity</p> <p>Older people need to be able to live in their own homes and communities. They need to be able to live in their own homes and communities.</p>	<p>Connection</p> <p>Older people need to be able to live in their own homes and communities. They need to be able to live in their own homes and communities.</p>
<p>Prevention</p> <p>Older people need to be able to live in their own homes and communities. They need to be able to live in their own homes and communities.</p>	

Protecting the elderly living alone at home

WITH OUR THE INNOVATIVE LEARNING-BASED DATA ANALYTICS

Protecting the elderly living alone at home is a challenge for which the Member States need to find solutions together.

EN CleverGuard pilot user leaflet 27.01.2022 16:15

IMPROVE THE LIVES OF EVERYBODY BY DESIGNING WITH THE USER

WE CAN DESIGN BETTER PRODUCTS AND SERVICES FOR EVERYBODY BY DESIGNING WITH THE USER. WE CAN DESIGN BETTER PRODUCTS AND SERVICES FOR EVERYBODY BY DESIGNING WITH THE USER.

System components

System components

EN CleverGuard pilot user leaflet 27.01.2022 16:15

Strong consortium with complementary abilities

<p>Research institutes</p> <p>Research institutes are the backbone of the project. They provide the scientific basis for the development of the system.</p>	<p>End user organisations</p> <p>End user organisations are the backbone of the project. They provide the scientific basis for the development of the system.</p>	<p>Businesses</p> <p>Businesses are the backbone of the project. They provide the scientific basis for the development of the system.</p>
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European collaboration

COUNTRIES INVOLVED IN THE RESEARCH AND DEVELOPMENT

Belgium

Hungary

Italy

Switzerland

EN CleverGuard pilot user leaflet 27.01.2022 16:15

How are my privacy and safety taken care of?

- Privacy is protected
 - Information is secure
 - No data is shared with third parties
 - Clear and simple to use





Benefits of joining the program

- Stay safe and secure
 - Stay connected
 - Stay independent
 - Stay active



What's next?

- 01 **APPLY FOR THE PROGRAM**
Fill in the application form and send it to us.
- 02 **ELIGIBILITY CHECK**
We will check if you are eligible for the program.
- 03 **GET THE SYSTEMS INSTALLED AT YOUR HOME**
We will send you the system and help you install it.



Join testing now!

CONTACT

- Email: info@cleverguard.ch
 - Phone: +41 78 810 1000
 - Website: www.cleverguard.ch
 - QR Code



EN CleverGuard pilot user test 27.01.2022 18:15

Deliverable 6.3



7.5 Project Clip CleverGuard

The CleverGuard clip will be accessible via our website www.cleverguard.care after final submission. Until then the clip can be viewed under this temporary link:

https://www.canva.com/design/DAE7lq8w6Mg/96ERjiA5uXP51bC3ppN3g/watch?utm_content=DAE7lq8w6Mg&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Kommentiert [PK1] criticised by the review

some screenshots:



