Competitiveness and innovation Framework Programme
CIP-ICT-PSP-2011-5 297178
Fall Detector for the Elder

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D6.5 FATE Final activity report on dissemination

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Partners involved (leader in bold): **TICSALUT**, UPC, TER, COOSS, ATEK, FLOW
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[1] R = Report, P = Prototype, D = Demonstrator, O = Other

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

Revision history

Rev.	Date	Partner	Description	Name
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0.1	19/06/2015	UPC	Final review	
0.2				
0.3				
0.4				
0.5				

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List of figures

List of tables

Table of contents

1. Introduction

The present document is structured in five different sections and aims to report all activities on dissemination have been done during the project lifetime.
Firstly, the section 1 is an introduction, followed by dissemination toolkit used to achieve the dissemination plan described in D6.3 (section 2). All dissemination activities passing the project are described in section 3. Finally, the dissemination outcomes achieved are summarized in the last section (section 4).

2. Dissemination tools

2.1 Dissemination material

Dissemination material is a key element to disseminate. During the project several materials have been developed to achieve a good dissemination of all goals, considering all stakeholders taking part of FATE project.

2.1.1 Project Logo

The logo is the element has allowed connecting the project, its objectives, innovative technologies and benefits.
The logo is shown in Figure 1. FATE Project Logo has served as a first and essential step in achieving the FATE project Brand. The logo and all the collections (described in Appendix A) have been used in all communications of FATE project.
The logo was designed to reflect the values that FATE wanted to convey. First, through the waves red and blue look connectivity and convey a sense of movement. Also, to replace the letter A in the acronym FATE by a home shape, aims to provide a framework for action: in-door and out-door. Finally, the logo wanted to give a sense of security and alert in case of accident through play blue and red colours in the waves, and its position respect FATE.

Figure 1. FATE Project Logo

2.1.2 Project Video

During the project has been developed several videos in order to show the FATE concept. The videos were showed on the project website and YouTube and also, were used in dissemination events where the consortium has been presented the project (see section 3.6 and 3.7).

The official project video was edited in two formats, one short and one long, achieving 1.922 and 450 views on YouTube, respectively. The COOSS partner translated the video into Italian with the aim of facilitating the partner of Italy to better promote the project in its own language.

Breaking the technical language surrounding the communication of a scientific project is not an easy job. In order to show, exciting and entertaining way, the results of many months of work and to value the real benefit of using innovative technology was created FATE – PORTABLE FALL DETECTOR video (*https://www.youtube.com/watch?v=dLYw984FiyQ*) (

Figure 2). This used film language rarely used in scientific communication. It used actors in the flesh meaning to generate an everyday atmosphere. The creative used psychology know-how to approach to the script. The plot combines a realistic narrative backbone, mixed with an undercurrent of symbolic images. This has allowed the viewer to experience live 2 to 1. The outer-conscious (reaching affectively in a familiar and warm setting) and inner-unconscious (identifying with the hero's journey and transformation). The story highlighted the contrast between fear generated by the appearance of a new technology and change their use in the daily lives of people and their environment. The spot was broadcast online media.

Figure 2. FATE - PORTABLE FALL DETECTOR video (https://www.youtube.com/watch?v=dLYw984FiyQ)

The last two videos generated in the course of the project, expected to capture the client and user experience from Barcelona pilot. These videos pick up different practices related to FATE project in order to bring closer the technology and the benefits of its use.

2.1.3 Brochure

The FATE brochures were designed as a guide to be distributed among the potential pilot patients and interested groups to introduce them the project. In addition, has been used to disseminate the project in the different events the consortium participates. The official project brochure was edited in English (

Figure 3. FATE Brochure), Italian (Appendix B), Catalan and Hungarian.

Figure 3. FATE Brochure

Additionally, the different pilots published some informative brochures,

Figure 4. FATE Pilot Brochure, designed to inform end users and relatives about the use of the technology, the main indications for correct operation, and a brief explanation of the project, as shows below:

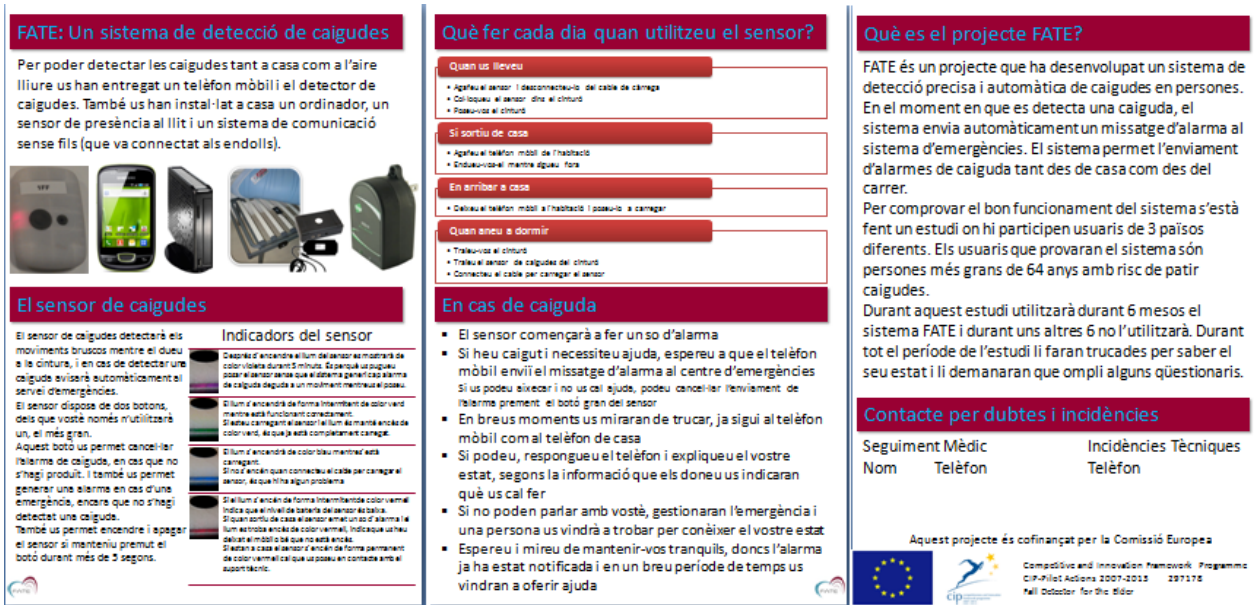

Figure 4. FATE Pilot Brochure

3. Dissemination activities

3.1 Webpage

A project website was developed and maintained during the project. The website with the URL: ***http://www.project-fate.eu/*** (

Figure 5. Home FATE website), has received 9,878 visits, from 7,253 users meaning that approximately 75% are new visitors (

Figure 6; Figure 7). Notably, the website received 61% of the visits during last year, where all important results and conclusion were disseminated. Although the project was mainly intended to elderly people, only 5.5% of the visitors were older than 65 years old, predominating the age group of 18-34 with 61%.

Figure 5. Home FATE website

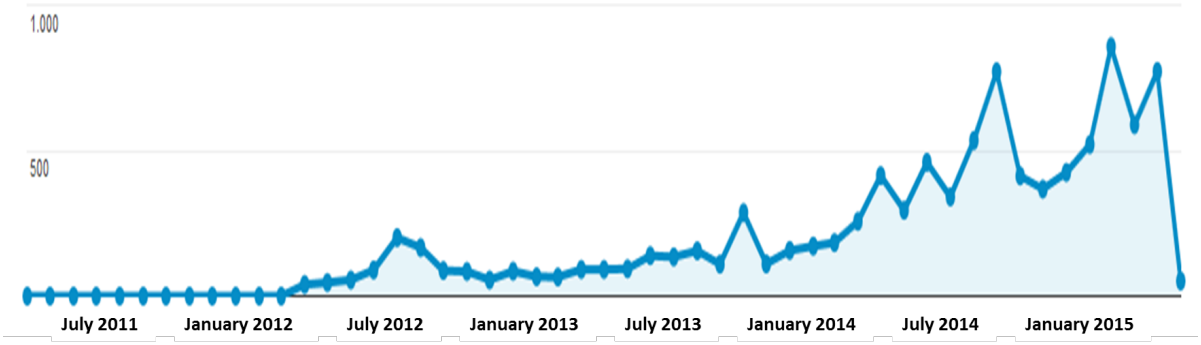

Figure 6. Sessions to FATE webpage during project course (Source: Google analytics)

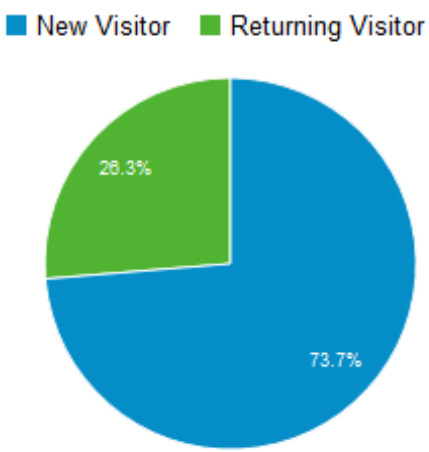

Figure 7. Visitor types (Source: Google Analytics)

The website is described in Deliverable 6.2. It presented basic information about the project, such as the aim of the project, was introduced all partners consortium, was published all public deliverables produced during the project, as well as all dissemination material like brochures or papers. Moreover, all related events were announced in the calendar website. In addition, the website was given information of 10 different projects relevant to FATE topics.

All partner's websites included a link to FATE website in order to advertise the project website (Table 1).

Table 1. List of partner's website

Partner	Website link to FATE website
Universitat Politècnica de Catalunya, **UPC**	http://www.epsevg.upc.edu/cetpd/
Emergency Response Limited, **TER**	http://www.tunstallemergencyresponse.ie/fate-fall-detector-for-the-elderly/
Cooperativa Sociale COOSS Marche Onlus Societa Cooperativa per Azioni, **COOSS**	http://www.cooss.it/it/ricerca/
ATEKNEA SOLUTIONS HUNGARY KFT, **ATEK**	http://www.mfkk.eu/hu/node/473 (Hungarian) http://www.mfkk.eu/en/node/472 (English)
FLOWLAB Proyectos de Innovacion SL, **FLOW**	http://www.flowlab.biz/innovation.php#otras
Fundació TicSalut, **TICSALUT**	http://www.ticsalut.cat/innovacio/internacional/projectes/20/fate

3.2 Social Networks: Twitter and YouTube

The perfect social networks to widespread FATE project identified were YouTube and Twitter. In one hand, YouTube has allowed to publish on Internet the promotional videos described above (section 2.1.2) with more than 2,000 views. In the other hand, Twitter with more than 160 active users around the world, was a perfect channel to get stakeholders groups updated and informed instantly. The main followers influencers were EU Regional (with 42.000 followers), MWC Barcelona (with 32.000 followers) and Barcelona Tech and EU Health (with 16.500 approximately) (Figure 8).

Figure 8. Twits from Follower influencers

@FATE_EU_Project account did more than 300 twits. The main contents published were related to FATE information such as the aims, results or benefits, compilation appearance in the press or spread workshops and conferences where partners of FATE had taken part of it (Figure 9).

Figure 9. @FATE-EU_Project twits

Besides, the project did not open a Facebook account, the Facebook account of different partners used to spread the project. Some examples are TICSALUT, ATEK (

Figure 10), TER (
Figure 11), and COOSS (

Figure 12) Facebook accounts.

Figure 10. Ateknea Facebook wall

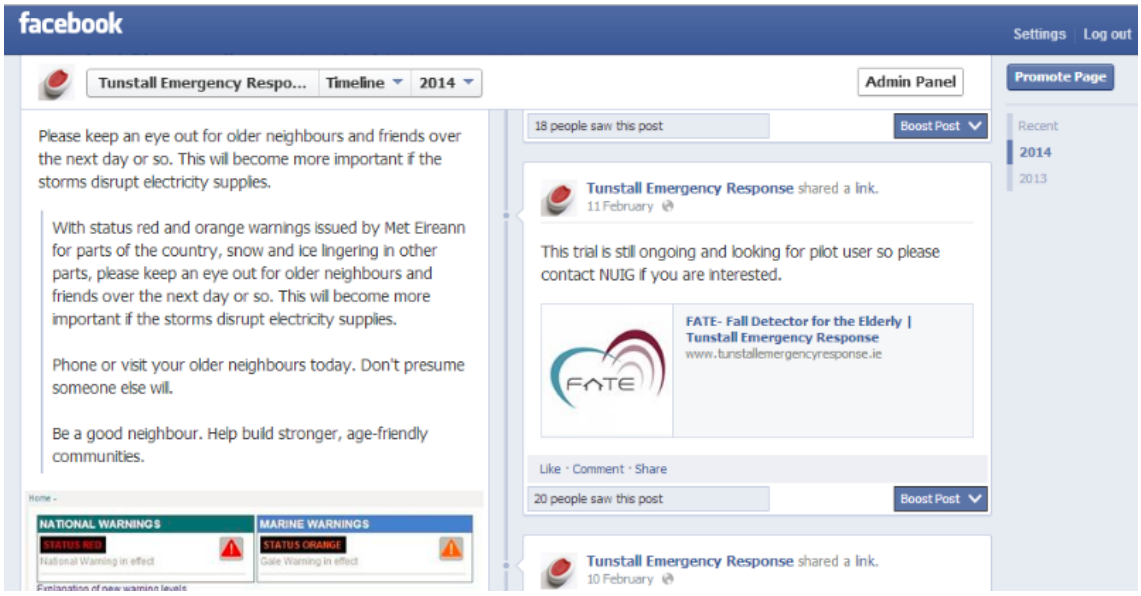

Figure 11. Tunstall Emergency Response Facebook wall

Figure 12. COOSS Facebook wall (Francesca Cesarone)

3.3 Press releases

The analysis of the interaction, intensity and interest between the FATE stakeholders and the different communication activities and channels used during the project lifetime, facilitated the focus efforts and resources to maximize the diffusion and the key messages among the stakeholders. In addition, it was necessary to point out that FATE's dissemination activities varied in intensity and focus in accordance with the project schedule.

The end users were one of the stakeholders group with more interest in the project, and their advances due to the possible future improvement in their daily quality of life. Nevertheless linked with their demographic characteristic, senior/elder, were notice that they were probably not used to social networks as YouTube and/or Twitter.

For this reason, the main channel through disseminate FATE project involves the press and the audio-visual media. The key was to produce in a timely manner press releases and articles, summarizing the major achievements and results of the project at all stages, the key aspects of its activities and general information about the partners, and announcing workshops and conferences.

According to the dissemination level, articles were published in specialised international press, as well as in national and local media in the various partners' countries.

The list above (Table 2) collect all articles and advertisements published during the project course.

Figure 13. FATE edition at Insight magazine shows the last article published in Insight as a special edition.