ALFRED

Personal Interactive Assistant for Independent Living and Active Ageing

WP9 – Impact

D9.4.3 – Dissemination Report III

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This is the third Dissemination Report. This report follows the dissemination strategy which was created in the second version of the Dissemination Report. The goal of this refined strategy is to provide clear objectives and enable a more effective monitoring and evaluation of the dissemination progress. In addition, the results of the dissemination activities carried out so far are described in relation to the defined strategy and evaluated against it.

SEVENTH FRAMEWORK PROGRAMME

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Executive Summary

As effective dissemination is crucial to the success of a project, it is important to define a dissemination strategy with the help of which dissemination activities are planned and coordinated.

In this document, the dissemination strategy of the ALFRED project is described, which is the basis of all dissemination reports. Although the dissemination strategy has been defined in the first deliverable along with the report on the first year, here the strategy has been refined to enable a more effective monitoring and evaluation process. This will help to spend the limited recourses of the dissemination for a maximum impact.

After an introduction to the deliverable in the first chapter, the second chapter describes the ALFRED dissemination strategy which will be used for all dissemination activities and for the evaluation of all further dissemination reports. The overall goal of the dissemination is to create a high awareness of the ALFRED project in order to have on the one hand feedback and discussions to improve the quality of the project, while on the other hand to be prepared towards a market entry.

In order to reach the overall goal and have a clear structure three different domains for the dissemination were identified right at the start of the project: Social Domain, Industrial Domain and Scientific Domain, each having a clear sub-goal and a main target audience closely linked to the objective. In addition, action points are defined for each domain describing how the objectives are to be achieved as well as action plans are specified for defining practical plans employing different dissemination channels and tools to carry out the action points. Key Performance Indicators are defined to monitor and evaluate the dissemination progress in each domain in every project stage.

The third chapter is the ALFRED project's real "Dissemination Report". It lists all dissemination activities carried out so far and provides valuable insights into some selected examples of the conducted dissemination activities.

In the fourth chapter an evaluation of the current status is performed to compare the current progress to the defined success indicators and planned activities for the future are listed. The deliverable is concluded in the fifth and final chapter giving the conclusion.

In the next deliverables, future dissemination activities will be described and evaluated against the indicators described in this deliverable.

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Table of Contents

1. Introduction 8
1.1 ALFRED Project Overview 8
1.2 Deliverable Purpose, Scope and Context 9
1.3 Document Status and Target Audience 9
1.4 Abbreviations and Glossary 9
1.5 Document Structure 9
2. Dissemination Strategy of ALFRED 10
2.1 Introduction 10
2.2 Dissemination Objectives 13
2.2.1 Social Domain 13
2.2.2 Industrial Domain 14
2.2.3 Scientific Domain 14
2.3 Target Audiences 15
2.3.1 Social Domain 15
2.3.2 Industrial Domain 17
2.3.3 Scientific Domain 19
2.4 Action Points 20
2.4.1 Social Domain 20
2.4.2 Industrial Domain 21
2.4.3 Scientific Domain 21
2.5 Dissemination Tools 21
2.5.1 Dissemination Channels 21
2.5.1.1 Project Website 22
2.5.1.2 Developers website 22
2.5.1.3 Media Coverage 22
2.5.1.4 Social Media 22
2.5.1.5 Conferences and Journals 23
2.5.1.6 Other Events 23
2.5.1.7 Clustering and Collaboration Activities 23
2.5.2 Dissemination Materials 23
2.5.2.1 Leaflets 23
2.5.2.2 Newsletters 24
2.5.2.3 Posters 24
2.6 Action Plans 24
2.6.1 Social Domain 24
2.6.2 Industrial Domain 25
2.6.3 Scientific Domain 27
2.7 Monitoring and Evaluation 31
2.7.1 Performance Indicators 33
2.7.2 Guidelines for Dissemination Activities 34
2.7.3 Evaluation Process 34
3. ALFRED Dissemination Report 35
3.1 Dissemination Channels and Materials 35
3.1.1 ALFRED Main Dissemination Channels & Materials 35
3.1.1.1 Project Website 35

3.1.1.2 Social Media 36
3.1.2 Dissemination Materials 38
3.1.2.1 Leaflets 38
3.1.2.2 Newsletters 40
3.1.2.3 Posters 42
3.2 Dissemination Activities 44
3.2.1 Social Domain 44
3.2.2 Industrial Domain 51
3.2.3 Scientific Domain 55
4. Current Status Evaluation and Planned Activities 59
4.1 Social Domain 59
4.1.1 Results Evaluation 59
4.1.2 Planned Activities 60
4.2 Industrial Domain 61
4.2.1 Results Evaluation 61
4.2.2 Planned Activities 61
4.3 Scientific Domain 62
4.3.1 Results Evaluation 62
4.3.2 Planned Activities 62
5. Conclusion 66
Annex I - Press Release 67

List of Figures and Tables

List of Figures

Figure 1: Infographic – ALFRED Dissemination Strategy 11
Figure 2: Time Graph – Dissemination Phases 13
Figure 3: ALFRED Research Focus 15
Figure 4: Reaching Target Audience of the Social Domain 16
Figure 5: Main Target Audiences of Social Dissemination Phases 17
Figure 6: Dissemination Lifecycle Relating Users, Developers and Partners 18
Figure 7: Main Target Audiences of Industrial Dissemination Phases 19
Figure 8: Research Focus of Scientific Dissemination Phases 20
Figure 9: General Metrics for Different Dissemination Channels 32
Figure 10: Screenshot of the ALFRED Website 36
Figure 11: ALFRED Facebook Page 37
Figure 12: ALFRED Twitter Page 38
Figure 13: ALFRED Leaflet (First Edition, English Version, Side A) 39
Figure 14: ALFRED Leaflet (First Edition, English Version, Side B) 40
Figure 15: The first ALFRED Newsletter (Side A) 41
Figure 16: The first ALFRED Newsletter (Side B) 42
Figure 17: The Alfred Poster 43
Figure 18: Promoting ALFRED at the Home Automation & Smart Living Event 2014 51

List of Tables

Table 1: Main Research Contributions of the ALFRED Project 21
Table 2: Action Plan for Social Domain Dissemination 24
Table 3: Events Types for second AFLRED Workshop 26
Table 4: Conferences and Journals Considered for Publications with Focus on (Serious) Games 28
Table 5: Conferences and Journals Considered for Publications with Focus on Preventive HealthCare 29
Table 6: Conferences and Journals Considered for Publications with Focus on Ambient Assisted Living 29
Table 7: Conferences and Journals Considered for Publications with Focus on Preventive Human Computer/Mobile Interaction 30
Table 8: Performance Indicators for Dissemination Channels across All Domains 33
Table 9: Media Coverage 44
Table 10: Events in the Social Domain 48
Table 11: Industrial Dissemination Activities Conducted 51
Table 12: Scientific Papers Accepted and Scientific Discussions Held 55
Table 13: Results Evaluation of the Social Domain Dissemination Activities to Date 59
Table 14: Planned Social Domain Dissemination Activities 60
Table 15: Results Evaluation of the Industrial Domain Dissemination Activities to Date 61
Table 16: Planed Activities in the Industrial Domain 61
Table 17: Results Evaluation of the Scientific Domain Dissemination Activities to Date 62
Table 18: Planed Activities in the Scientific Domain 62
Table 19: Scientific Publications Planned 63

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1. Introduction

ALFRED – Personal Interactive Assistant for Independent Living and Active Ageing – is a project funded by the Seventh Framework Programme of the European Commission under Grant Agreement No. 611218. It will allow older people to live longer at their own homes with the possibility to act independently and to actively participate in society by providing the technological foundation for an ecosystem consisting of four pillars:

- **User-Driven Interaction Assistant** to allow older people to talk to ALFRED and to ask questions or define commands in order to solve day-to-day problems.
- **Personalized Social Inclusion** by suggesting social events to older people, taking into account their interests and their social environment.
- A more **Effective & Personalized Care** by allowing medical staff and caretakers to access the vital signs of older people monitored by (wearable) sensors.
- **Physical & Cognitive Impairments Prevention** by way of serious games that help the users to maintain and possibly even improve their physical and cognitive capabilities.

In this document the industrial and scientific dissemination activities of the ALFRED project will be described - both those already conducted and those planned for the future.

1.1 ALFRED Project Overview

One of the main problems of western societies is the increasing isolation of older people, who do not actively participate in society either because of missing social interactions or because of age-related impairments (physical or cognitive). The outcomes of the ALFRED project will help to overcome this problem with an interactive virtual butler (a mobile device application also called ALFRED) for older people, which is fully voice controlled.

The ALFRED project is wrapped around the following main objectives:

- To empower older people to live independently for longer by delivering a virtual butler with seamless support for tasks in and outside the home. This virtual butler (the ALFRED app) aims for a very high end-user acceptance by using a fully voice controlled and non-technical user interface.
- To prevent age-related physical and cognitive impairments with the help of personalized serious games.
- To foster active participation in society for the ageing population by suggesting and managing events and social contacts.
- And finally, to improve caring by offering direct access to vital signs for carers and other medical staff as well as alerting in case of emergencies. The data is collected by unobtrusive wearable sensors monitoring the vital signs of ALFRED's users.

To achieve its goals, the project ALFRED conducts original research from a user centred perspective and applies technologies from the fields of Ubiquitous Computing, Big Data, Serious Gaming, the Semantic Web, Cyber Physical Systems, the Internet of Things, the Internet of Services, and Human-Computer Interaction. For more information, please refer to the project website at http://www.alfred.eu.

1.2 Deliverable Purpose, Scope and Context

The purpose of this deliverable is to sum up all the dissemination activities that are planned to be carried out along the ALFRED-project (the overall “dissemination strategy”) and to provide insight on the results of the dissemination activities that have been performed during the first two years of the project. This “dissemination report” is the third of a total of five such reports. Subsequent dissemination reports will report further results of the carried out strategy described in this document and will provide a more detailed evaluation of the dissemination activities than this deliverable.

1.3 Document Status and Target Audience

This document is listed as “public” in the Description-of-Work (DoW), as it provides general information about the goals and scope of the dissemination strategy and activities. While the document mainly aims at the project’s contributing partners, this public deliverable can also be useful for the wider scientific and industrial community. This includes other publicly funded research and development projects, which may be interested in collaboration activities and in joining dissemination efforts.

1.4 Abbreviations and Glossary

A definition of common terms and roles related to the realization of the ALFRED project as well as a list of abbreviations is available in the supplementary document “Supplement: Abbreviations and Glossary”, which is provided in addition to this deliverable. Further information can be found at http://www.alfred.eu.

1.5 Document Structure

After the introduction in Chapter 1, Chapter 2 describes the ALFRED dissemination strategy which will be used for all dissemination activities and for the evaluation of all upcoming dissemination reports. Chapter 3 constitutes the ALFRED project’s first “Dissemination Report” listing all relevant dissemination activities carried out so far and provides a more detailed insight into some selected activities. Chapter 4 provides an evaluation of how far the results achieved match the desired outcomes. It also describes planned activities for the next project period. Finally, the document is concluded in Chapter 5.

2. Dissemination Strategy of ALFRED

2.1 Introduction

As the DoW points out, "*the dissemination plan is basically knowledge transfer, facilitating the transfer of information and knowledge gathered in the project activities and results to the different stakeholders mainly in Europe but also in non-EU countries*" (ALFRED DoW, page 178). The internal dissemination (or the internal communication between partners) has been discussed in other deliverables from the first Work Package. In this deliverable the focus will be on the external dissemination.

Effective dissemination is integral to the success of the ALFRED project. The dissemination activities are carried out throughout the whole course of the project in parallel and in relation with all relevant tasks. This chapter describes the dissemination strategy of the ALFRED project.

The overall goal of the dissemination is to create a high awareness of the ALFRED project in order to have on the one hand feedback and discussions to improve the quality of the project and its result, and on the other hand to be prepared towards a market entry. In order to achieve an **effective** and **efficient** dissemination, it is crucial to define a clear strategy. This will help to spend the limited recourses of the dissemination for a maximum impact. In order to reach the overall goal and have a clear structure three different domains for the dissemination were identified right at the start of the project:

- Social Domain
- Industrial Domain
- Scientific Domain

Dissemination in all three domains allows for an overall high visibility and will create synergies not only for the ALFRED project but also for the envisioned ALFRED product. This enables the planned **efficient** use of resources during the project. For each domain exactly one main goal and one main target audience is defined. This clear definition allows focusing the dissemination towards **effectiveness**. Figure 1 depicts the ALFRED dissemination strategy.

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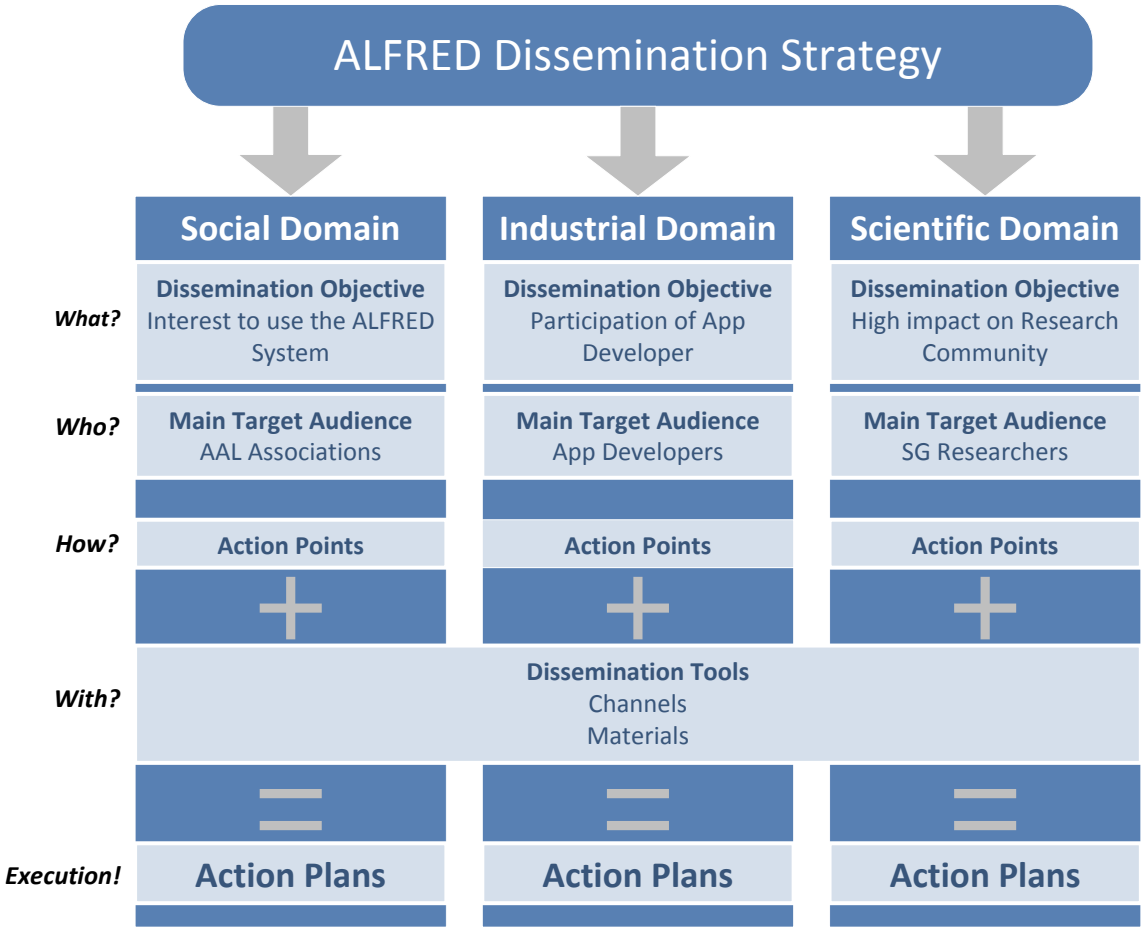

Figure 1: Infographic – ALFRED Dissemination Strategy

The rest of the chapter is structured by the entities of the strategy as follows:

- The **Dissemination Objective** for each domain defines a clear goal, which will be reached with the dissemination in the specific domain. These goals will be described in detail in Section 2.2.
- The **Main Target Audience** for each domain is closely linked to the Dissemination Objective. A distinct definition is provided in Section 2.3.
- Each domain has alongside the Dissemination Objective and the Main Target Audience its own **Action Points**. These Action Points describe the actions, which will be undertaken for achieving the Dissemination Objective of the domain. The Action Points are described in Section 2.4.
- The **Dissemination Tools** are the Dissemination Channels and Dissemination Materials, which can be used to reach the target audience of the dissemination. In contrast to the other entities on the strategy, the Dissemination Tools are ambiguous in the sense that they do not belong to exactly one domain. While they may per se better fit in one domain, they can work across different domains. The Dissemination Tools are defined in Section 2.5.
- The Dissemination Tools will be the vehicle to carry out the Action Points. The combinations of an Action Point with specific Dissemination Tools are the **Action Plans**. These Action Plans will provide explicit plans and will be in sum the

description of the overall dissemination activity of the ALFRED project. The Action Plans are defined in Section2.6.

- Last but not least, section 2.7 explains the **Monitoring and Evaluation** process. This will be the quality assurance for the dissemination. Key performance indicators are defined, which will be monitored at every project stage This allows on the one hand the overview of the current status of the dissemination while on the other hand provide a tool for the evaluation of the success of the strategy: Allowing to adapt the strategy in the future if needed.

The strategy in Figure 1 is presented in a vertical manner divided per domain. This provides a good overview of the strategy, but not the complete picture. Due to the nature of the advancement in the project, it is also helpful to align the strategy to the different phases of the project maturity. For this reason, the items of the strategy are divided in three different phases:

1. The **Inform** Phase – In the initial phase, the project is still starting and there are little concrete results to disseminate yet. For the ALFRED project this phase will encompass the first project year.
2. The **Engage** Phase – In the second phase, first prototypes are developed, market analysis and state-of-the-art research are progressing. These can be disseminated in the second year.
3. The **Promote** Phase – In the final phase, the project results and research contributions are mature enough, so that the exploitable products and components are ready for marketing. Broader dissemination activities are needed to enter the market. This can be done in the third project year.

According to each phase, the amount and nature of the dissemination activities will differ. See Figure 2 for an overview of the three different phases.

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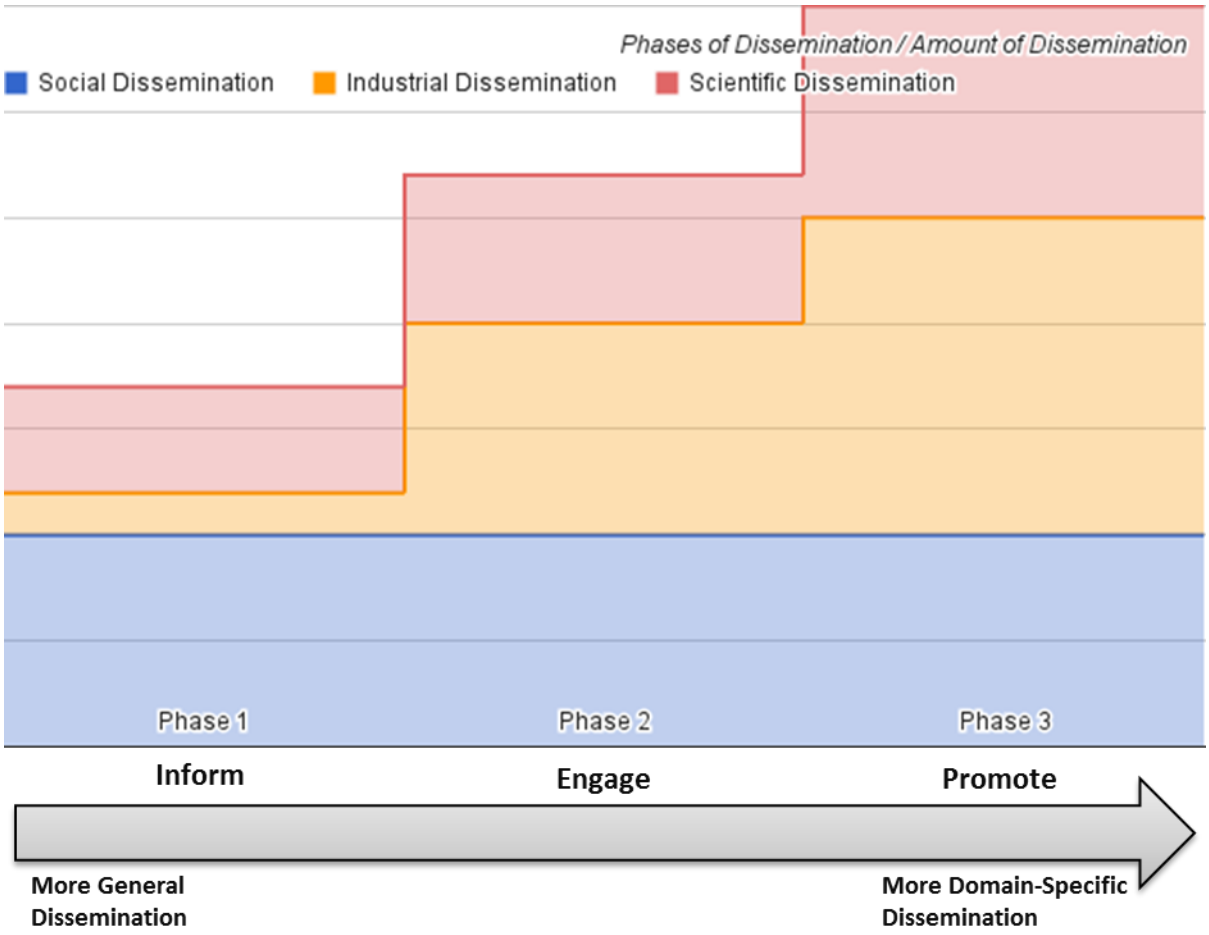

Figure 2: Time Graph – Dissemination Phases

2.2 Dissemination Objectives

The overall goal of the dissemination is to create a high awareness of the ALFRED project in order to have on the one hand feedback and discussions to improve the quality of the project and its result, while on the other hand to be prepared towards a market entry. The Dissemination Objectives of each domain will help to reach this overall goal. In the end, the overall dissemination will help to reach the main goal of the project: the fostering of independent-living and active ageing and prevailing age-related physical and cognitive impairments through the effective use of ICT and the better coordination of care processes. In accordance with the multidisciplinary of the project objective, the dissemination objectives are wide spread in addition to the obvious distance through the three domains: social, industrial and the scientific. The following sections detail the objective for each of the domains.

2.2.1 Social Domain

The main objective of the dissemination in the social domain is to foster the wish to use the ALFRED system by older adults and their caregivers.

The benefits when older adults want to use the ALFRED system are two-folded. Firstly, it is a direct feedback channel to the development of the ALFRED system, which allows

building something that is not only seen as needed but has a real impact - a system can be perfect in solving all kinds of problems, but when nobody is willing to use the system, it will not be able to solve anything. Secondly, a critical mass of consumers can be exploited to raise the interest by other stakeholders, especially for the business case, such as healthcare organizations, insurance companies and developers. So the synergies by the goal of the social domain are obvious.

2.2.2 Industrial Domain

The main objective of the dissemination in the industrial domain is to encourage app developers to use ALFREDO Open Platform as an environment of development.

As with the previous goal, the benefit of encouraging app developers to use the ALFREDO Open Platform is two-folded. Firstly, the engagement provides feedback not only to the material describing the ALFREDO API's, the guidelines and examples but also by validating the usefulness as well as the stability of the ALFREDO Open Platform. This will highly increase the quality of the platform as otherwise the consortium has only internal tester (by all technical partners) of the platform. Secondly, to early start bringing developers to the platform can lead to early real third party application, which will boost the whole platform. To engage with third party developer even before a potential start of the ALFRED system as a product, a thriving developer community can be exploited to raise the interest by other stakeholders, especially the primary and secondary end users of the ALFRED solution.

The growth of the developers' base is directly linked to the growth of end users, as developers will be reluctant to develop for a platform with a low number of end users, while a low number of apps may be unattractive to end user: which would be a situation of a vicious circle. For this reason, both audiences need to grow together. This can be a long process and, for this reason, it is better to start it early.

2.2.3 Scientific Domain

The main objective of the scientific dissemination is to create a high scientific impact on the research fields Serious Games, Preventive Healthcare and Ambient Assisted Living/Wearable Sensors by establishing the term Personalized Health Games as a multi-disciplinary topic unifying all three research fields (See Figure 3).

This visibility helps finding researchers interested in this emerging field and thus establishing research communities which help to reach the goal of the ALFRED project (advances in the use of ICT for helping older adults stay independent and participate in society). It also allows future cooperation for reusing the research results of the ALFRED project and possibly extending them in further projects.

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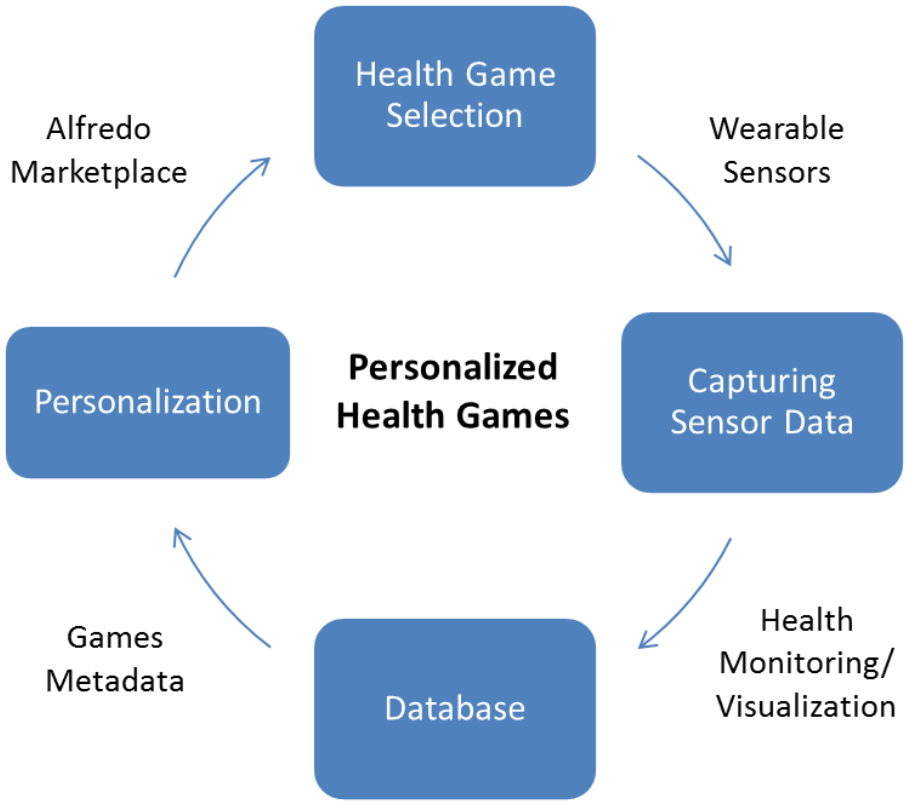

Figure 3: ALFRED Research Focus

2.3 Target Audiences

In order to reach the Dissemination Objectives, the dissemination activities have to be addressed to the right target audiences. While the target audiences may seem to be apparent by the goal, this is not necessary the only target audience. The following subsections provide an overview about the target audieces categorized by domains.**Social Domain**

The target audiences within the social domain can be primarily categorized into end users of the ALFRED system and Ambient Assisted Living (AAL) stakeholders interested in the project results for their clients or members. Target users of ALFRED must be at the centre of the dissemination activities, but there are also many stakeholders involved in the area of independent living and active ageing – namely AAL stakeholders consisting of healthcare and wellbeing organizations, which shall be included in the strategy. Figure 4 depicts the groups of stakeholders for the social domain as well as how they shall be animated to interact with each other for a greater impact in the dissemination in the social domain.

Figure 4: Reaching Target Audience of the Social Domain

The dissemination activities in this domain aim to reach older people as end users of the final ALFRED system. However, AAL stakeholders are the main target group of the social dissemination activities in the project. They form a means or channel to reach older people and their family and friends (informal caregivers) and they act as a multiplier of the dissemination efforts in the social domain. By reaching the different AAL stakeholders, including healthcare providers, wellbeing organizations, social workers, public and private institutions and NGO's they will on their turn reach hundreds of older people. Once AAL stakeholders are involved, other stakeholders, that can strengthen the business case, could also be included; such examples are insurance companies, telecommunications companies or similar, being also strongly related to the industrial domain.

The dissemination in the Social Domain is in three phases (also reflected in Figure 5):

- Phase 1: The dissemination will target the society in general, raising awareness about the project and the potential of ICT to help older people live independently and participate in society. This is the inform phase.
- Phase 2: The social domain dissemination during the second phase of the project will focus on stakeholders around independent living of older people to create in an early phase a network of interested parties that can reach older people. This is the engage phase and has been initiated by the ALFRED workshop.
- Phase 3: The final phase is the promotion phase. The results of ALFRED are disseminated towards AAL stakeholders (that have been engaged in the previous phase) with the aim to reach informal caregivers and older people as final consumers of the ALFRED system.

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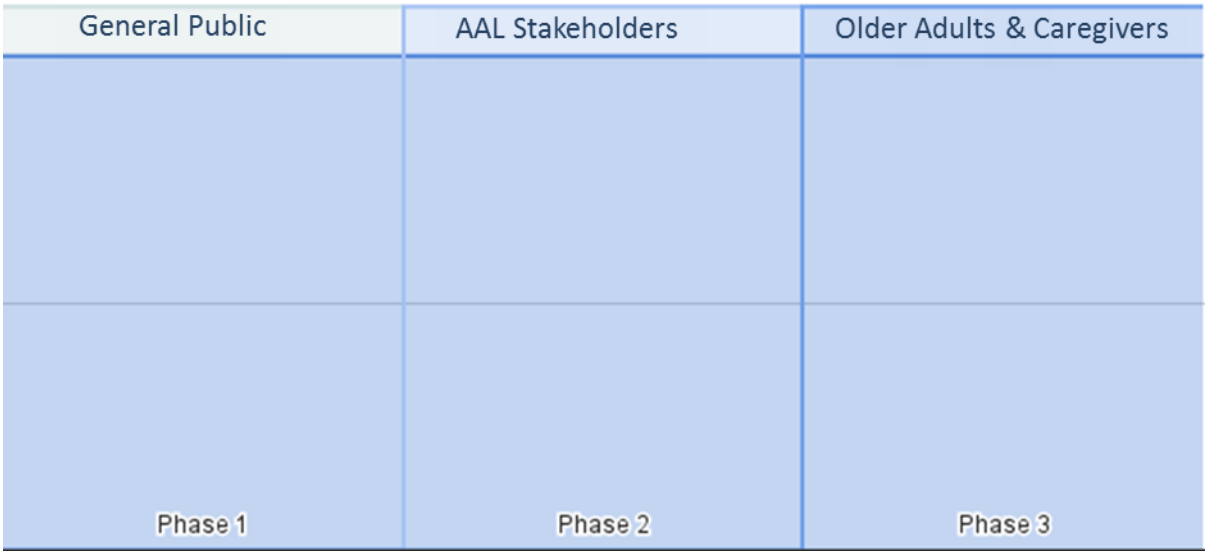

Figure 5: Main Target Audiences of Social Dissemination Phases

2.3.2 Industrial Domain

At the first phase of the project, it is difficult to do direct goal-oriented industrial dissemination as there is a lack of prototypes which can be demonstrated or tangible results which may attract stakeholders. It is important at this stage to show presence and provide information about the project and its objectives to possible stakeholders without targeting direct involvement from them.

At the second phase of the industrial dissemination, the main target group is the software development community, and more specifically, individuals and SME's with the ability to generate and maintain new apps for the ALFREDO open platform, and consequently, keep the ALFRED developer community active. Developers can extend the ALFRED app list on the ALFREDO Marketplace by offering their own apps through it. The ALFRED project will provide base APIs for achieving typical app development tasks by delivering a holistic and integrated development and app deployment platform with secure communication and data management facilities. As ALFRED will also offer Serious Games we are not referring only to applications development, but also to indie game developers willing to adapt or create games for the older users target market.

At the final phase of the project, there are other groups to be considered, but establishing an agreement with these groups is a long term process and out of the project scope. Nevertheless, to have a good start for the ALFRED system beyond the scope of the project these groups have to be already aware of the ALFRED project:

- ICT and Telco companies: ALFRED users will need a mobile device and an internet connection. While many might already have access to this, others do not. Collaboration and synergies of ALFRED with these companies shall be fostered.

- Medical Care and Healthcare companies: ALFRED should develop synergies that can be fostered with health- and medical care companies, in particular in the management of chronic diseases (controlling diet, increasing physical activity, setting up reminders for medication)
- Insurance Companies: health insurance companies are an important player in the mHealth market, and might be customers of ALFRED
- Care homes: in some situations, older persons that maintain their independence to some extent are living in care homes. Care homes are likely first entry markets for ALFRED.

The wishes and requirements of these groups have a correlation with the software developer community, as they will make the platform more attractive by offering more success possibilities to the SME's business models. As happens to the relationship between users and developers, all these groups will grow together once integrated.

Figure 6 depicts the lifecycle of industrial adoption with three actors: users, developers and partners (the groups identified above). On an initial stage during phase I early adopters will be recollect by the social dissemination. In phase two, developers will start using the platform and launch the first third-party apps. Later on, the industry partners will be approached, attracted by our base of users and developers. At this point, the process will continue infinitely, as more users will attract more developers and partners who will add applications and use cases that will attract more users.

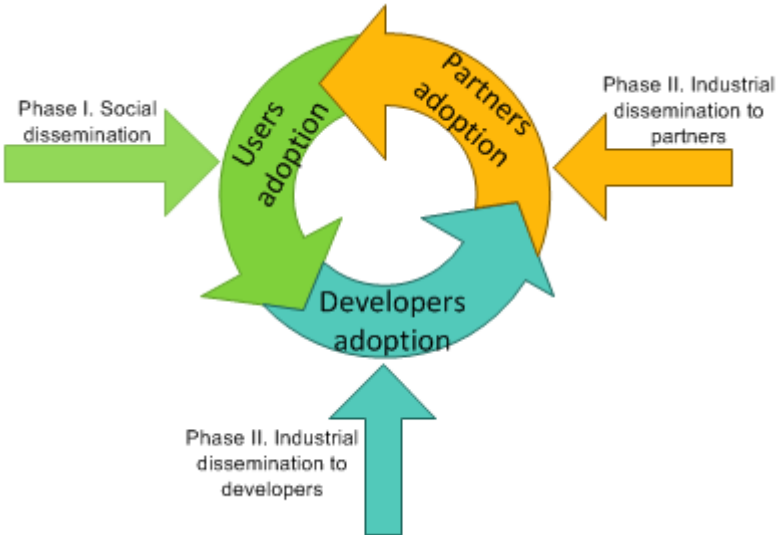

Figure 6: Dissemination Lifecycle Relating Users, Developers and Partners

Figure 7 shows the main target group for industrial dissemination of each dissemination phase.

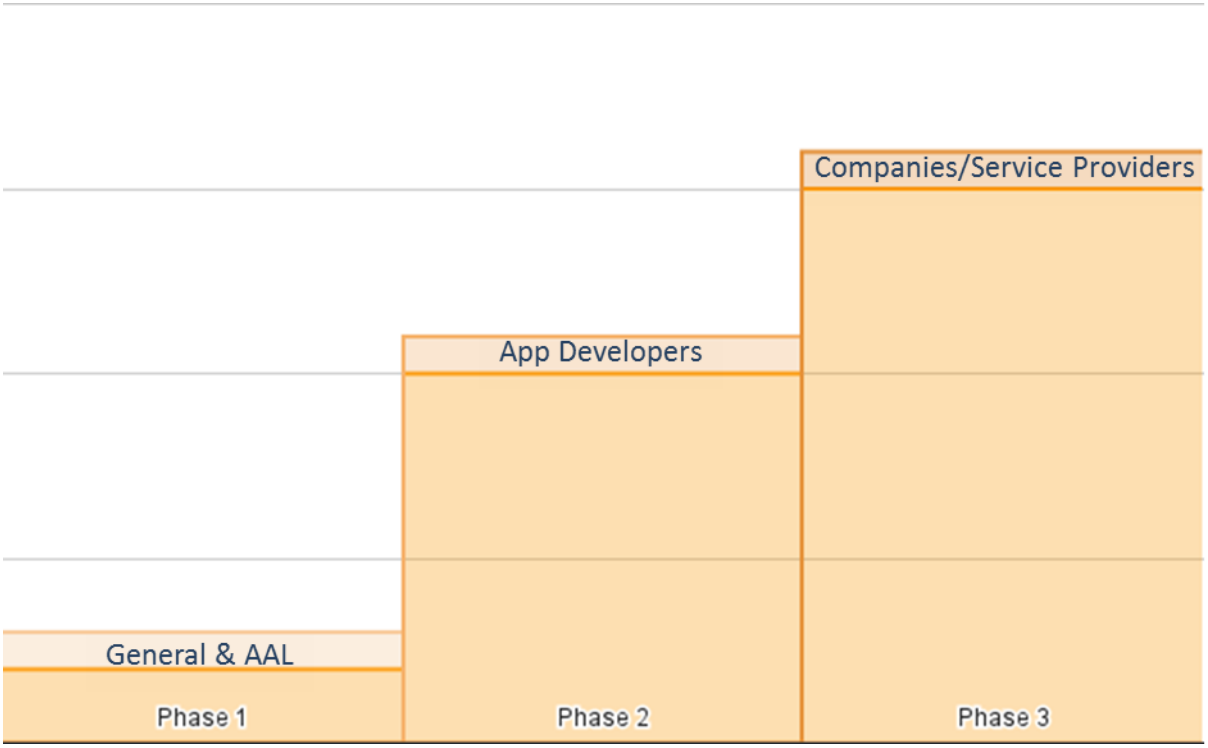

Figure 7: Main Target Audiences of Industrial Dissemination Phases

2.3.3 Scientific Domain

The multi-disciplinary research topic of the ALFRED project (Personalized Health Games) was described in Section 2.2 and spans across different research disciplines Serious Games, Preventive Healthcare and Wearable Sensors. The main target audience of the scientific dissemination will thus be researchers interested in these disciplines and especially in the unification of them into the term Personalized Health Games.

Other secondary target groups of the scientific dissemination are research projects and research networks targeting this research field, e.g. International Network of eHealth Academics and the Serious Games Network. In the scientific domain the main target audience will not differ much during the different phases but the research focus will change. Figure 8 shows the research focus during the different stages of scientific dissemination:

- In the first phase, it is feasible to do state-of-the-art research on the topic Personalized Health Games or related topics.
- In the second phase, the first concepts are ready which can be published and they can also be combined with results of the first prototypes.
- In the third phase, more publications can be produced as there are results which can be described and evaluated.

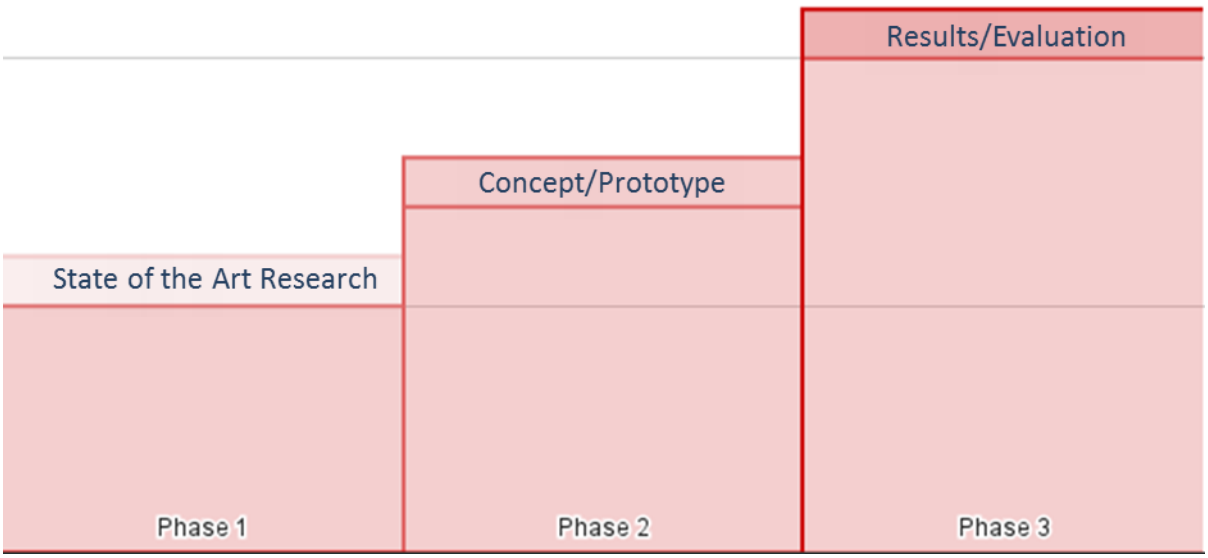

Figure 8: Research Focus of Scientific Dissemination Phases

2.4 Action Points

To achieve the goals and reach the target audiences described in the previous sections, this section describes the main action points that will direct the dissemination plans of the different domains.

2.4.1 Social Domain

As explained in the previous section, the dissemination activities in the Social Domain are divided in three phases.

- In the first phase of the project, the dissemination activities aim on raising awareness in the general public about the project and its main idea and objective which is using ICT to help older adults stay independent and participate in society. These activities include the project website, general media coverage, radio interviews, articles in newsletters of AAL organizations, presentations at events, etc.
- In the second phase of the project, the dissemination activities focus on reaching stakeholders around independent living of older adults in order to engage them and create a network that can leverage the results of the ALFRED project onto older people as final consumers of the project and raise the interest of other stakeholders that are involved in the business case. This phase includes activities that require more involved of the participant, such as the ALFRED workshop which was organized, as well as meetings with AAL stakeholders and networking at AAL related events.
- In the final phase, the dissemination activities target on promotion of the results. There will be a new ALFRED brochure, focused more as marketing material on the actual results for older people. There will be a promotional video that demonstrates that added value of ALFRED to AAL stakeholders and older people. The target of these activities is to create a critical mass of users on the ALFRED system. This will also help to further attract market actors and developers.

2.4.2 Industrial Domain

As described in the previous section, the dissemination activities in the Industrial Domain will be addressed to two very different audience groups: development communities and in the second phase, SME development The latter will be targeted due to the foreseen and growing of ALFRED as a specialized ecosystem for older people as end users, and big companies considered as necessary partners to push the deployment from different business areas (Telco, Medical care, Insurance companies).

The actions points addressed to the first group will be materializing in concrete activities adapted to the normal way of interact of these developers along 2015 and 2016. (TBC)

But the actions point addressed to achieve the collaboration of big companies will be accompanied by a mature and testable system, and by a business model completely defined, which is why it is mainly planned for a later phase

2.4.3 Scientific Domain

The ALFRED project intends to contribute to the research topics described in the previous section in the following manner (see Table 1):

Table 1: Main Research Contributions of the ALFRED Project

Research Field	Contribution	Main Partner
Serious Games	Metadata Format and Information System for Health Games	TUDA
Preventive Healthcare	Usability and Physical Wellness and Prevention Effects of Serious Games	Charité
Wearable Sensors	Enhancing functionalities and materials of Textile Sensors	AITEX

2.5 Dissemination Tools

This section identifies different dissemination channels and materials which can be used for achieving the ALFRED dissemination action points described in section 2.4. In section 2.6 it is described how different dissemination channels can be used for achieving the goals of the different domains.

2.5.1 Dissemination Channels

Dissemination channels describe media and platforms through which we intend to interact with ALFRED stakeholders. The different channels differ among other criteria in their level of impact on different stakeholders and in the cost and effort involved in using them. The following main dissemination channels were identified:

- Project Website (Section 2.5.1.1)
- Developers website (Section 2.5.1.2)
- Media Coverage (Section 2.5.1.3)

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- Social Media (Section 2.5.1.4)
- Conferences and Journals (Section 2.5.1.5)
- Other Events (Section 2.5.1.6)
- Clustering and collaboration activities (Section 2.5.1.7)

Each of these channels and its possible utilisation is described in the following subsections.

2.5.1.1 Project Website

The project website is the main source of information on a project and should thus incorporate the main information about the project and communicate it in a way which is appropriate for most stakeholders. As the project website is the main dissemination channel, all stakeholders have interest in this channel. To measure the outcome of this dissemination channel indicators like website hits, page views, video views, downloads, and questions after viewing the website can be tracked.

The ALFRED website is a key element of the project's dissemination and communication strategy, since it can provide a powerful communication platform for internal and external purposes.

The website serves as a knowledge platform for the target audiences and as a place to publish findings and provide open access to documents and information, such as reports, publications, blogs and project-related news. It facilitates interaction with external communities and relevant stakeholders and aims to improve dissemination of project results to target audiences.

2.5.1.2 Developers website

Additionally to the Project website, a specific website for developers must exist as stated in section 2.6.2. This website will contain all technical documentation needed in order to understand and use the platform by developers, both in form of reference material and use tutorials and/or examples. It will also contain extra social features, like user forum where to discuss best practices, issues, questions, etc. and a technical blog that will collect all the news related to the site and the technical environment. As part of this information, code snippets and sample will be published on Github as it's the most known platform for sharing code.

2.5.1.3 Media Coverage

The primary type of general public dissemination activities is the triggering of media ("press") coverage. This dissemination channel bridges the concerns of general public, industry and governmental institutions. Press releases are usually used to attract media attention to significant events and publications. It is useful to produce text for these press releases in many languages (major European languages) which is ready to be distributed in different countries to the media and other stakeholders and thus serve as a baseline for external communication for all partners.

2.5.1.4 Social Media

Online social networks offer good opportunities of reaching out to more audience and engaging them throughout the project. By creating profiles on popular social networks

such as Facebook and twitter and periodically updating them with new information, gives the impression of an active and dynamic project, helps widening the circle of active contacts with different stakeholders and increases the visibility of events. The more followers of such profiles are attained and the more activities like page views and comments, sharing and retweeting of posts, the more impact this dissemination channel has.

In additional to Facebook and Twitter, all project partners can contribute blog entries to distribute findings and events of a project on partners own organization's blogs as well as other specialized and research blogs targeted at particular disciplines. This helps reach yet another segment of stakeholders who may not be fully reachable with other methods.

2.5.1.5 Conferences and Journals

Presenting at conferences as well as organizing and participating in different workshops and networking events provide very good opportunities for disseminating knowledge and exchanging experiences in different specialized fields and communities, particularly research and academic networks.

Besides increasing awareness of the project among the general public and fostering collaboration opportunities between the ALFRED project and European SMEs, the ALFRED consortium is also interested in publishing the research results made within the project's context at scientific conference and in peer-reviewed scientific journals.

2.5.1.6 Other Events

In addition to conferences and journals there are other events which can be used for dissemination. These events are usually organized with the goal of reaching certain target audiences, e.g. events targeted at older people or at certain research or industrial networks. When choosing events which target specific audiences related to the ALFRED project, these events can be very successful dissemination channels.

2.5.1.7 Clustering and Collaboration Activities

In addition to the dissemination activities, the ALFRED project WP9 (Impact) includes a specific task 9.7 "Clustering and Collaboration" that puts in place collaboration with other relevant research and innovation projects, networks, communities and initiatives. In consequence, these activities creating synergies with other EU projects, networks etc. are complementary to the dissemination activities and should be considered as a dissemination channel raising the awareness of the ALFRED project among the diversified target groups.

2.5.2 Dissemination Materials

2.5.2.1 Leaflets

Leaflets are attractive dissemination material for spreading awareness among wider audience. They include illustrations and pictures to present the information in a visually attractive way. The number of copies printed and distributed as well as number of reactions to them (requests for information or contact upon receiving them) can serve for outcome measurement of this dissemination means.

2.5.2.2 Newsletters

Newsletters help periodically communicate and highlight project progress externally to researchers and other stakeholders. As for Leaflets, the number of copies printed and distributed as well as number of reactions to them (requests for information or contact upon receiving them) can serve for outcome measurement of this dissemination means. Figure 15 and Figure 16 show the first Alfred Newsletter.

2.5.2.3 Posters

When participating in different events as described in Section 2.5.1.1 posters can be prepared for capturing the attention of the audience attending the event to the ALFRED stand. Posters should include the basic information about the project, use illustrations which remain in memory and provide contact information which facilitates inquiries.

2.6 Action Plans

In this section a strategy will be described for each dissemination domain showing how the ALFRED project plans to achieve the dissemination goals described in Section 2.2 through the use of appropriate dissemination channels and materials.

2.6.1 Social Domain

The ALFRED consortium has already produced various means to inform and engage AAL stakeholders, such as a project homepage (http://www.alfred.eu), a press release, social media channels and brochures, with the objective to inform and engage them as a first step to reach older people. The engagement activities will continue until the end of the second year of the project.

For the promotion phase starting in M24 a marketing/dissemination plan promoting the ALFRED results will be developed for the final year of the project. This dissemination plan will be very much focused around the chosen business case, giving concrete information to AAL stakeholders, informal caregivers and older adults on ALFRED.

This action plan will be both offline and online implemented. People that work for AAL organizations as well as informal caregivers are often younger people who access on a regular basis the internet and who can be reached through social networks, online articles and media. The strategy towards older adults will be focused around offline media, reaching the radio, leaflets that can be handed out at activity centers and events for older people.

Table 2: Action Plan for Social Domain Dissemination

Action Point	Action Plan
Inform general public M1-M12	• Press release at local, national and international level, including digital and hard copy print. • Dissemination material (flyers, banners, for public and private organizations with a reach to older people at local, national and international level. • Publishing of articles at AAL stakeholders magazines
Engage AAL stakeholders	• Participation at events and meetings with stakeholders (AAL

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M12 – M24	Forum, Home Automation, etc.) • Publishing of articles in digital and physical media and magazines, e.g: o AGE platform newsletter (160 organizations for older people) o ENGAGE Digital Newsletter o Ageing Alliance Newsletter o Ageing Well Network Newsletter • Presence at radio programs at local and national level.
Promote ALFRED to older people M24-M36	• Development of a new brochure targeting older adults and informal caregivers in English and the pilot languages. Distribution at e.g. activity centers, waiting rooms of healthcare providers, end user partners. • Development of a promotional video reflecting the ALFRED benefits for older people. • Commercial adds in magazines and newspapers. • Participation at events for older people, e.g.: o 50 Plus Fair 2016 in the Netherlands with more than 100.000 older visitors. o "Semaine Bleue" ("Blue Week") event in France in October 2015. This annual national week is dedicated to older adults and promoting different initiatives in the field of ageing. A local event with around 100 visitors expected. o Presentation at the "Senior University" Berlin. The "Senior University" was founded 1978 and delivers a wide range of lectures, seminars and classes on various topics like health, philosophy, art and literature, it aims to academically inform older adults on a broad basis without attaining an academic title. • Continued participation at events with stakeholders, e.g. AAL Forum 2015, Future en Seine digital festival, etc. • Online campaign reaching informal caregivers and AAL stakeholders through digital newsletter and social media information.

2.6.2 Industrial Domain

The first and most important part is making all the technical documentation available to developers. Any development platform that wants to succeed and generate a living and passionate community must have proper documentation in order to reduce as much as possible any barrier new developers could find in adopting the system and also to promote the use of as much features as possible among developers who are already using it.

In order to achieve this, a developer website must be created and be accessible for developers on M30. This site should include the output from T3.5 (App Development Reference and Marketplace Integration) and other capabilities like issue tracking, forums, user profile, etc. The exact content and format will be determined during the realization of T9.5 (Sustainability: The ALFRED Open Platform and will be delivered as D3.5).

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As part of documentation dissemination, the open components (like samples) will be published on GitHub, as it's the most used and common repository of code.

Another useful way of disseminating the use of the Alfred Open Platform will be participating in the organization of a workshops as a hackathons as part of T9.3 (Generic Promotion, Materials and Workshops). The intent is to use the clustering activities (related to T9.7) to participate or create a bigger event. For a hackathon, there is a format in which a thematic hackathon is organized and different actors provide their APIs and libraries to participants. Usually, each API provider has to perform a small workshop or introduction before the hackathon. Also, the prizes for best projects are divided into two categories, prizes for the best projects of the hackathon, and each API provider gives a prize for the best project using that API. This is identified as the best format for a system like the ALFREDO Open platform.

Nowadays, a lot of developers have joined to several communities where they share their experiences and companies show their software and API's to engage developers to use it. Accessing to these communities and offering to perform a speech or workshop on these events will be a great way to reach the final developers. The following event types (see Table 3) are candidates for the second ALFRED workshop.

Table 3: Events Types for second AFLRED Workshop

Event Type	Description	Example
Android development events	Mainly focused to the Android community, as this is the platform where Alfred will work on	• GDGs or Google Developer Groups. These are Google technologies related communities blessed by Google. They perform events periodically and it's a good point of entrance. More info about these groups could be find at https://developers.google.com/groups/ where a directory is available. • Droidcon is a global developer conference series and a network focusing on the best of Android. This event is reproduced in several countries every year, not only in Europe but across the globe. More info on http://droidcon.com/
Game developers events	These are good events where to find people from the gaming industry in general, and from serious games branch in particular	EGX or FutureFest in London, Gamescom in Cologne, CounterPlay in Denmark, or Reboot in Dubrovnik
mHealth events	Developers assisting to this type of events are the more likely to	BUPA in Oxford, UCL mHealth Conference in London, Mobile World Congress and Health 2.0 in

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	develop applications related to Alfred domain	Barcelona, conhIT in Berlin, etc

As all partners are active in different professional networks and groups on the national and international level, these too provide important channels for dissemination. This is not limited to research communities but also industrial organisations and commercial stakeholders having an interest in the development of products and services targeting the same users of the system. The knowledge gained in the project can be integrated into their products and the path is paved for future collaborations with project partners. The success of this dissemination channel can be measured by the number of inquiries and collaboration requests received from professionals in the fields related to the project.

The DoW states that "*industrial dissemination will be the most critical part of the dissemination phase because of the relevance to address SMEs directly and to ensure technical take up by competitive players*" (ALFRED DoW, page 178). Part of the ALFRED project's concept is the provision of the ALFREDO marketplace for ALFRED-ready applications. The consortium envisions that the better part of these so-called apps of the ALFRED core system will be provided by third-party developers (also see ALFRED deliverable D2.5, page 138). To this end, the consortium is highly interested in creating awareness of the ALFRED system in general and of the ALFREDO marketplace in particular, especially among SMEs that are active in mobile technology development, care for the elderly and/or health care. The main dissemination activity targeted at industry members is the organization of at least two public workshops (these workshops are planned and organized in the context of task 9.3). Additionally, the industrial partners of the ALFRED consortium will use their contacts to other software manufacturers and inform them about the ALFRED platform and the business opportunities it creates, especially for innovative and dynamic European SMEs with an expertise in mobile application development. Additionally, the ALFREDO platform will be disseminated towards the open source community through selected open source platforms as a way to reach developers and to demonstrate to them the advantages of using ALFREDO as a basis for developing applications for older people.

Industrial dissemination specifically targets leaders and employees of industrial companies, mainly of small and medium-sized European enterprises. The purpose of such activities is to raise awareness of the ALFRED project among those persons and thereby to increase the likelihood of:

- Formal and informal collaborations between the project consortium and/or individual partners and thereof the respective company.
- Project result adaption and/or uptake by the respective company (i.e., of the ALFREDO marketplace platform for the distribution of ALFRED-ready games and applications).

2.6.3 Scientific Domain

As described in section 2.2.3 the main research contributions of the ALFRED project will be on three topics. The first one is a "Metadata Format and Information System for Health Games" is mainly a topic in the research field of Serious Games and will thus mainly target (serious) gaming conferences and journals. Here the research gathered and analysed for

Work Package 7 which is described in Deliverable 7.1 (Risk Classification and Game Selection) which defines a metadata format for serious games and provides a basis for personalized game selection is currently prepared to be published. Possible (Serious) Gaming Conferences and Journals suitable for this kind of publications are listed in table 4.

Table 4: Conferences and Journals Considered for Publications with Focus on (Serious) Games

#	Title	Type	Focus (as relevant)	URL
01	"GameDays – International Conference on Serious Games" (Remark: in 2015, the GameDays will merge with the SGDA conference "International Conference on Serious Games, Development and Applications")	Scientific conference (annually)	Games	http://www.gamedays2014.de/
02	"Foundation of Digital Games"	Scientific conference (annually)	Games	http://www.fdg2014.org/
03	"International Conference on Entertainment Computing"	Scientific conference (annually)	Games HCI	http://icec2014.info/
04	"Games for Health"	Journal (bimonthly)	Games Health	http://www.liebertpub.com/overview/games-for-health-journal/588/
05	"IEEE International Conference on Serious Games and Applications for Health"	Scientific conference (annually)	Games Health	http://www.ipca.pt/segah2014/

The second important topic which will be addressed is in the field of Preventive Healthcare and thus will find a suitable dissemination channel in conferences and journals focusing on this research direction. The following table provides a list of possible conferences for this kind of publications.

Table 5: Conferences and Journals Considered for Publications with Focus on Preventive HealthCare

#	Title	Type	Focus (as relevant)	URL
01	"Gerontechnology"	Journal (quarterly)	Health AmI/AAL	http://gerontechnology.info/
02	"Telemedicine and eHealth"	Journal (monthly)	Health Mobile	http://www.liebertpub.com/overview/telemedicine-and-e-health/54/
03	"International Journal of Medical Informatics"	Journal (monthly)	Health Mobile	http://www.journals.elsevier.com/international-journal-of-medical-informatics/
04	"Journal of Aging and Health"	Journal (8 issues/year)	Health AmI/AAL	http://jah.sagepub.com/

The third topic is textile sensor technology and vital data visualization which will find more relevance in the context of ambient assisted living. Possible conferences which are suitable for this focus are listed in the following table.

Table 6: Conferences and Journals Considered for Publications with Focus on Ambient Assisted Living

#	Title	Type	Focus (as relevant)	URL
001	"AAL Kongress" (German for "AAL congress")	Summit (annually)	AmI/AAL	http://conference.vde.com/aal/
002	"AAL Forum"	Summit (annually)	AmI/AAL	http://www.aalforum.eu/
003	"International Conference on Ambient Intelligence"	Scientific conference (annually)	AmI/AAL	http://www.ami-conferences.org

004	"Journal of Ambient Intelligence and Smart Environments"	Journal (irregularly)	AmI/AAL Mobile	http://www.jaise-journal.org/

In addition, as ALFRED is aiming to utilize scientific findings from various other areas (such as, Ubiquitous Computing, Pervasive Applications, Mobile and Multimodal Interaction and Human-Computer Interaction), the project is itself prone to produce new insights on the practical applications of this knowledge. The project partners aim to publish these insights to make them available to the scientific community, mainly as academic papers submitted to peer-reviewed conferences and journals. On occasion, project partners may also conduct scientific talks on ALRED matters that are not accompanied by publications. Scientific dissemination activities will intensify once the "pillar work packages" (WP4 to WP7) will begin with the conceptualization and implementation of "their" respective system components. For this the following table assembles a further list of potential conferences and journals to which future submissions may be made.

Table 7: Conferences and Journals Considered for Publications with Focus on Preventive Human Computer/Mobile Interaction

#	Title	Type	Focus (as relevant)	URL
001	"Pervasive and Mobile Computing"	Journal (irregularly)	Mobile Ami/AAL	http://www.journals.elsevier.com/pervasive-and-mobile-computing/
002	"ACM Multimedia"	Scientific conference (annually)	Mobile Ami/AAL Games	http://acmmm.org/
003	"Human Computer Interaction International"	Scientific conference (annually)	HCI	http://hci.international/
004	"International Journal of Mobile Human Computer Interaction"	Journal (quarterly)	HCI Mobile	http://www.igi-global.com/journal/international-journal-mobile-human-computer/1126
005	"Multimedia Tools and Applications"	Journal (monthly)	HCI Mobile Games	http://www.springer.com/computer/information+systems+and+applications/journal/11042

Note: The list is neither definite nor exhaustive and subject to change in the future. Also see chapter 3 of the first collaboration report D9.7.1 for another version of this list with more extensive descriptions for some of the items listed.

2.7 Monitoring and Evaluation

During and at the end of the dissemination process, it is important to ensure that the results of the work reach all relevant stakeholders and users, in particular those primarily targeted by dissemination activities. The success of the dissemination strategy can be measured in a variety of different ways depending on the different natures of the used dissemination channels. Figure 9 shows the metrics generally used for measuring results of dissemination channels.

Figure 9: General Metrics for Different Dissemination Channels

2.7.1 Performance Indicators

The above figure shows the metrics generally used for measuring results of different dissemination channels. For ALFRED, we have identified the desired outcomes for the different domains as summarized in the following table (see Table 8)

Table 8: Performance Indicators for Dissemination Channels across All Domains

Channel	Domains	Metrics	KPI
ALFRED Website	all	Website activity Website Hits, Page Views, Video Views, Downloads	Active by M2, updated monthly 25% traffic growth yearly
Developers website	Industrial	# of users # of articles per year	20 10
Media Coverage	Social	# online Articles (ALFRED general) # printed Articles (ALFRED general) # Radio Interviews (ALFRED general)	35 4 6
	Industrial	# Articles on industrial blogs # printed Articles with industrial focus	2 2
	Scientific	# online Articles on Scientific topics # printed Articles in scientific magazines	2 2
Social Media	all	# likes on facebook # twitter followers	50 50
Conferences & Journals	Scientific	# Papers submitted # Papers accepted # Scientific Workshops organized # Workshop Participants	10 8 1 20
Other Events	Social	# Workshops targeting AAL stakeholders # AAL stakeholder Events # Meetings with AAL stakeholders # Events attended (presenting ALFRED)	4 20 10 10

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	Industrial	# Workshops targeting Industry # Workshop Attendees # of Hackathons # of participants using Alfred	2 20 each 1 2
Application development	Industrial	# of apps published by 3rd parties # of 3rd parties developing for Android	1 2

2.7.2 Guidelines for Dissemination Activities

In addition, to make sure that the dissemination strategy succeeds in achieving its goal the shared responsibilities for its success can be identified as follows:

- Dissemination Materials should respect ALFRED graphical identity
- Dissemination Materials should be updated regularly and made available for every possible event where they can be distributed, the partners planning to take parts in events are responsible for requesting additional material if the available are not enough.
- Partners should update the task leaders with any dissemination activities they have conducted.
- Partners are asked to regularly plan dissemination activities in their circle of influence as well as add relevant contacts to the contacts database.
- Partners are asked to contribute regularly to the social media channels.

2.7.3 Evaluation Process

TUDA will lead the execution and documentation of the dissemination strategy. NFE and ESF will monitor the ALFRED dissemination activities. All partners will make significant contributions to its implementation and they will be invited to report quarterly on their accomplished dissemination activities. Annually, TUDA, with the help of other WP9 partners, will be responsible for providing an overview of these activities in the dissemination report. According to the different specializations of the different partners the dissemination audience targeted may differ. Academic Institutions, for instance, usually target the scientific community while more industry-oriented companies have typically more impact on the professional community. The involvement of all partners will thus enrich and complete the dissemination scope.

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3. ALFRED Dissemination Report

This chapter describes the dissemination activities conducted by the ALFRED project within the first project year (October 2013 to September 2014). Following the understanding of dissemination as described in chapter 3, this chapter is separated into the subchapters “General Public Dissemination”, “Industrial Dissemination” and “Scientific Dissemination”. For each target Audience we can use different dissemination channels from the list described in Section 3.4. So the channels are not strictly relating to one and only one category of target audience group.

3.1 Dissemination Channels and Materials

3.1.1 ALFRED Main Dissemination Channels & Materials

As the main dissemination channels and materials like Alfred Project Website and Facebook and twitter accounts will be used across different dissemination domains, this section is concerned with the description of the different dissemination channels and materials created which are then referenced in the next sections in the respective domains.

3.1.1.1 Project Website

Figure 10 gives an impression of the ALFRED website, which can be visited at http://www.alfred.eu. The website includes a section for news, which is maintained by partner NFE where important events regarding the ALFRED project are highlighted. The website also includes a dissemination section, where all dissemination activities are published. Finally it includes a download section, where the public deliverables and other material related to ALFRED can be downloaded.

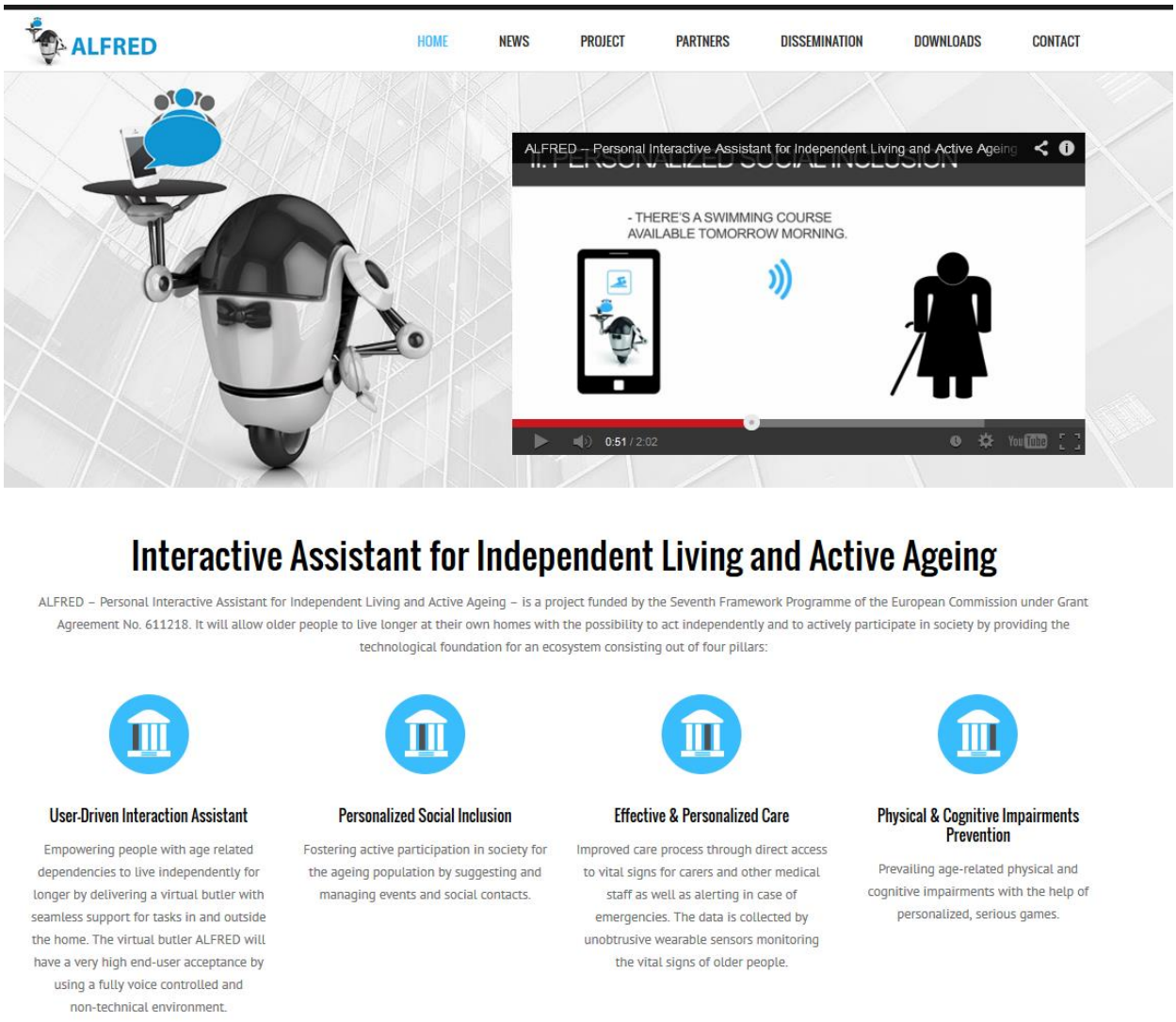

Figure 10: Screenshot of the ALFRED Website

3.1.1.2 Social Media

A Facebook page was created for ALFRED as a channel for announcing special events and engaging a wider audience. Figure 11 shows a screenshot of the ALFRED facebook page. Maintaining and updating these social media channels will be a continuous task which is carried out throughout the whole lifetime of the project.

Figure 11: ALFRED Facebook Page

In addition, a Twitter profile was created under the profile name “alfred_eu” for a higher frequency sharing of events and updates. Figure 12 depicts a screenshot from the ALFRED Twitter feed.

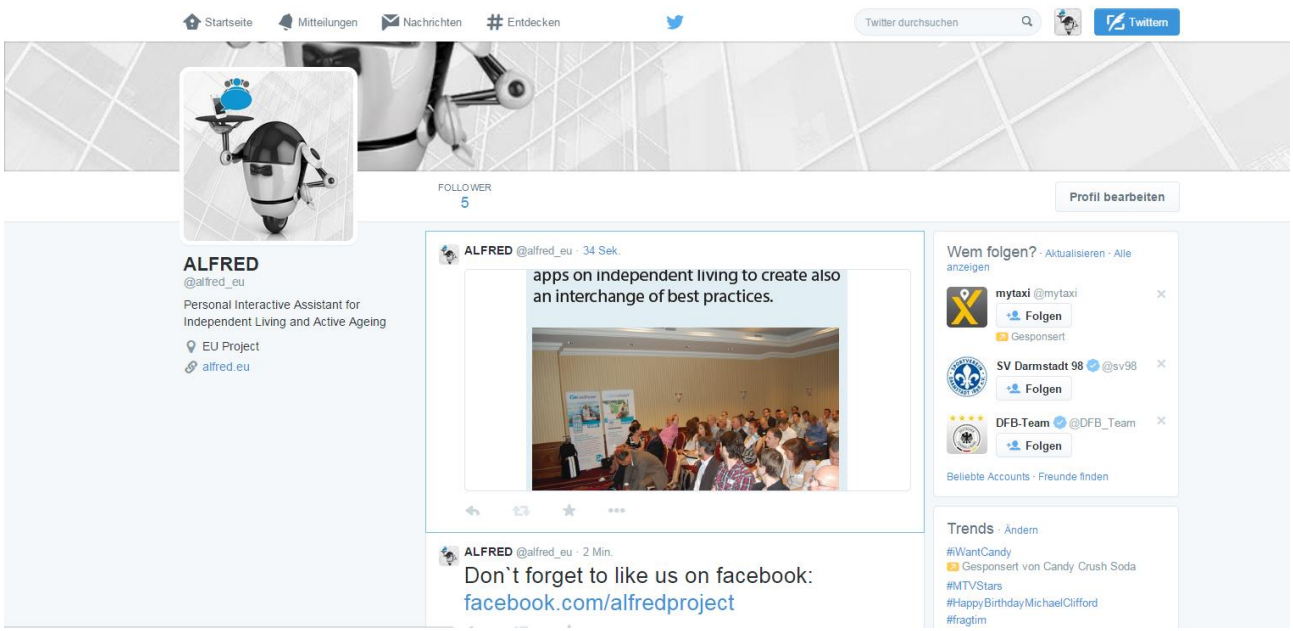

Figure 12: ALFRED Twitter Page

Both the Facebook and the Twitter pages include links leading to the project website as the main dissemination channel.

The ALFRED website also includes an animated short film introducing the ALFERED project which is available on Youtube.

3.1.2 Dissemination Materials

3.1.2.1 Leaflets

The following two figures (see Figure 13 andFigure 14) show the first tri-fold ALFRED leaflet, which is available in several languages (coloured six-page foldable flyer). This leaflet has already been handed out at different European and national events, such as the AAL Forum, the ETP Conference 2014, at several EIP AHA meetings and meetings with AAL stakeholders. This first version of the leaflet is focused on the objectives of the project. In a later stage of the project, a new leaflet will be created that will reflect the results of ALFRED and will be more directed towards end users and potential commercial partners.

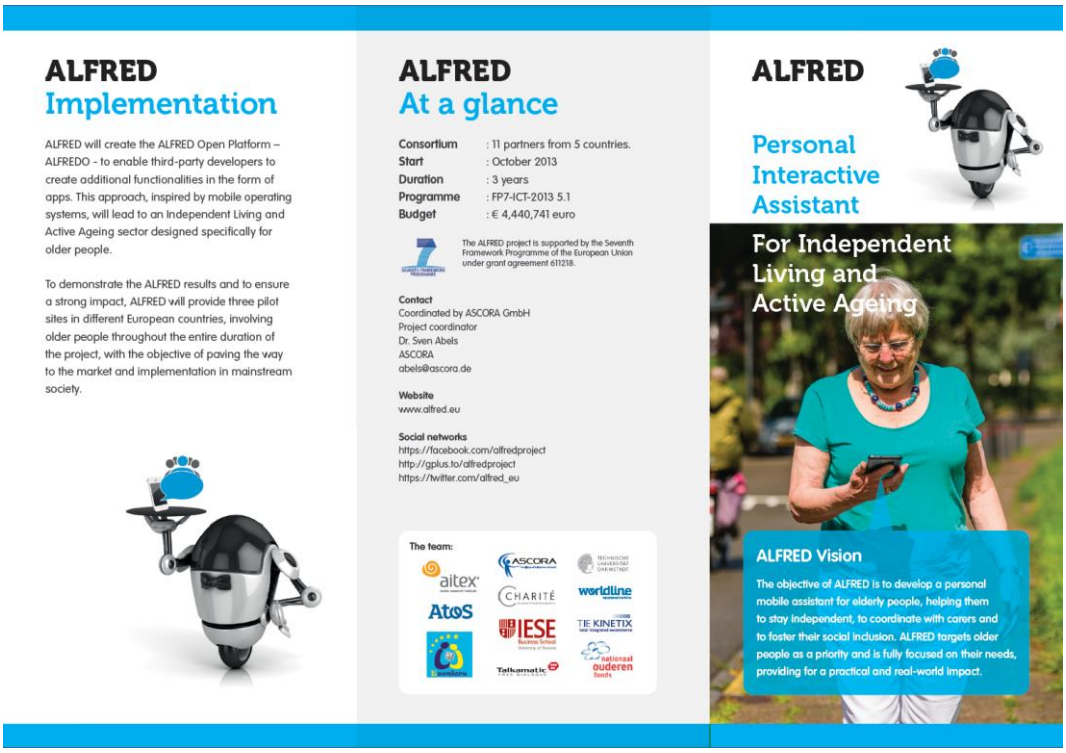

Figure 13: ALFRED Leaflet (First Edition, English Version, Side A)

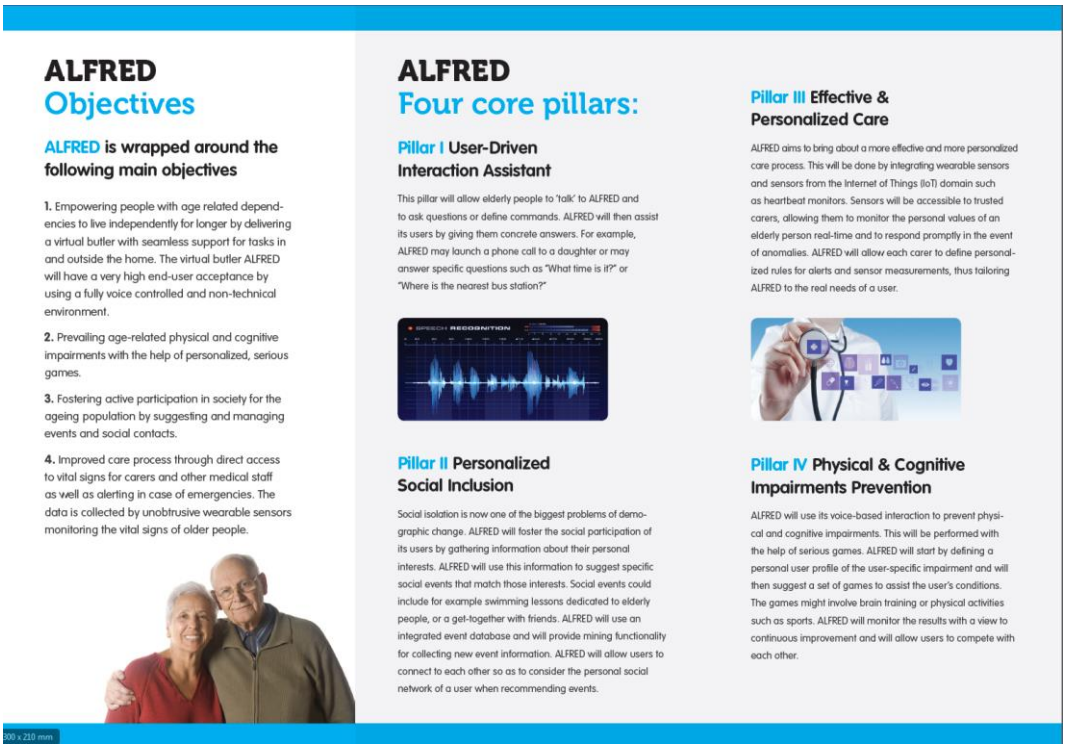

Figure 14: ALFRED Leaflet (First Edition, English Version, Side B)

3.1.2.2 Newsletters

Figure 15 andFigure 16 show the first Alfred Newsletter. The newsletter provides not only basic information about the project but also lists already activities and events accomplished since the launch of the project.

The team:

ASCORA
aitex
CHARITÉ
Atos
IESE Business School
Talkamatic
TECHNISCHE UNIVERSITÄT DARMSTADT
worldline
TIE KINETIX total integrated e-commerce
nationaal ouderen fonds

www.alfred.eu

ALFRED

Personal Interactive Assistant For Independent Living and Active Ageing

ALFRED vision

The objective of ALFRED is to develop a personal mobile assistant for older people, helping them to stay independent, to coordinate with carers and to foster their social inclusion. ALFRED targets older people as a priority and is fully focused on their needs, providing for a practical and real-world impact.

ALFRED is a FP7 project and financed by the European Union under grant agreement 611218.

Welcome!

Welcome to the first newsletter of the ALFRED project. This newsletter will give an overview of the different objectives that have been achieved since October 2013, when the project was launched. It will give a short insight on the next steps in the project and highlight some of the main technical and user related issues.

The objectives of ALFRED are divided into four different pillars.

- Pillar I: User Driven Interaction Assistant
- Pillar II: Personalized Social Inclusion
- Pillar III: Effective & Personalized Care
- Pillar IV: Physical & Cognitive Impairments Prevention

ALFRED achievements

End User requirements

The ALFRED project started with the organization of several focus group sessions, involving older end users, as well as care professionals in the definition of the user requirements and use cases. Older people are actively helping ALFRED to grow into a virtual butler that supports their independent living in the future. Focus groups have been set up in Germany, France and the Netherlands where older people and professionals discussed specific needs in each ALFRED pillar.

ALFRED focus group session

Technical definitions

The technical partners that collaborate in ALFRED have been working on the of the end users, the main functionalities have been defined of the mobile apps. ALFRED has the aim to develop around 20 mobile apps, distributed across four pillars, to implement the uses cases. During the definition and analysis phases, technical partners agreed to follow an exhaustive methodology to choose the best solution for the ALFRED construction. In this way, they have listed the main components of ALFRED, and they have evaluated, scored and selected the best technologies to implement each one of its modules. This process has been based on technical criteria and the extensive knowledge and experience of the partners. The result of this phase is the technical specification of the ALFRED, applying the best tech

Figure 15: The first ALFRED Newsletter (Side A)

nologies, based on open source solutions and free, for each of the principal components that compound the final solution. These conform the foundations for the construction phase that is starting right now.

ALFRED workshop

The ALFRED project organized a successful workshop with over 70 participants. The workshop took place at the Marriot Hotel in Bucharest as a side event of the Ambient Assisted Living Forum. Attendees mentioned the excellent quality of the speakers. The event focused on the ALFRED project, but included some additional speakers related to mobile apps on independent living to create also an interchange of best practices.

The ALFRED workshop

ALFRED collaboration

The ALFRED project has established during its first year extensive collaborations with different initiatives, networks and projects in order to create a multiplier effect of the ALFRED objectives and learn from other ongoing initiatives. The ALFRED project has become a member of the Ageing Well Community, which aims to improve quality of life of older persons through ICT. Additionally, ALFRED is a member of the Halvisio community, reinforcing the visibility and awareness of eHealth and Active Ageing and Independent Living projects. ALFRED. ALFRED is liaising with Networld 2020 Network and is looking to expand the collaboration with the EIP AHA community.

Network for the Market uptake of ICT for AgeingWell

The Ageing Well logo

ALFRED upcoming

The technical work packages of the project have now been officially launched. Within each of the ALFRED pillars indebt research will take place on cutting edge technologies.

Voice interaction

Research in voice interaction technologies has started with the implementation of a Wizard of Oz method. In a Wizard of Oz study, the system behaves as a real ALFRED assistant, but is in fact controlled by a human test leader. This allows usability testing in an early stage of development. An in-depth analysis will be made on how older people interact with the simulated ALFRED system, using voice interaction. The tests include different scripts and sequences in order to analyse the interaction and utterances. The objective is to make the voice interaction as natural and intuitive as possible, and results from the usability studies will feed into the implementation of the real ALFRED system.

Body sensors

The aims of body sensors are to contribute in a more effective and personalized care process. This will be done by integrating wearable sensors and permit that data can be accessible from everywhere by trusted care professionals, family members or medical staff. All this data will be personalized according to the needs of end users and health status using a web portal. The design of a wearable device has started including different sensors like heart rate, breathe rate, temperature and movement, according to the requirements previously defined. All these sensors will be integrated into an underwear shirt using smart textiles. The requirements of low energy consumption and comfort have been considered in order to facilitate easy handling for older users.

The ALFRED sensor T-shirt

Serious games

Serious games use the motivational and interactive nature of digital games for "serious" purposes like improving health or acquiring knowledge. The fourth pillar of ALFRED is focused on the development of personalized and adaptive training solutions and game-based interventions which help prevent cognitive and motor ability decline. Among other things, the Game Manager component will be responsible for monitoring and controlling the games the user currently plays, for suggesting new games to the user that fit her abilities and preferences best, and for communicating with indoor games that require special hardware besides the ALFRED device to be played.

One example for such a game is BalanceFit, a personalized exergame for improving coordination, strength and balance.

The game, which has been developed at the Multimedia Communications Lab at TU Darmstadt, uses a sensor board to determine the player's motoric skills and is now able with the ALFRED Game Manager and its adaptation and monitoring features.

Other adaptive and personalized health and cognitive training games are also in progress, such as "Dance with ALFRED", a multiplayer dancing exergame for older players running entirely on the user's ALFRED device.

Figure 16: The first ALFRED Newsletter (Side B)

3.1.2.3 Posters

An ALFRED Poster was first created to be used for the Home Automation and Smart Living Event 2014 in Eindhoven, Netherlands, which will be presented in Section 3.2.1. Figure 17 shows the poster used. This poster can also be used for any event where ALFRED is to be promoted.

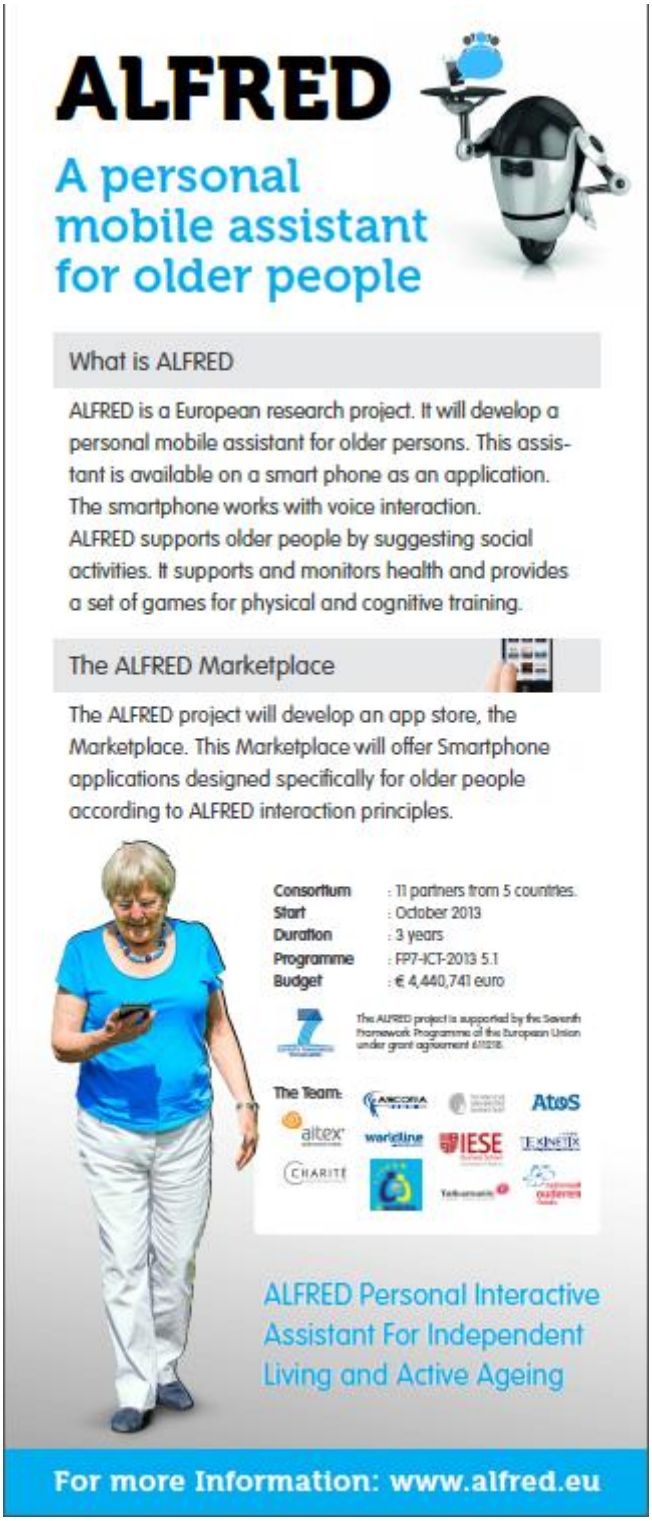

Figure 17: The Alfred Poster

3.2 Dissemination Activities

This section, divided by domains, lists all relevant dissemination activities the project partners have done so far. Besides activity lists, that provide highly condensed descriptions, some activities are described in more detail in order to get valuable insight into and a better understanding for the ALFRED dissemination.

3.2.1 Social Domain

In the Social Domain a large amount of dissemination activities took place so far. In the beginning the focus laid on the objective to reach and inform a wide general public. Therefore briefly after the start of the project, a press release was made on ALFRED and its objectives (see Annex 1). This press release instantly created a large variety of media coverage in different countries. Afterwards several dissemination activities have been continued throughout the first two project years. The following table (see Table 9) details the media coverage of the ALFRED project until September 2015.

Table 9: Media Coverage

#	Type	Medium and URL (if applicable)	Date	Lang.	Initiated by
01	Online Article	Emerce.nl http://www.emerce.nl/wire/ouderenfonds-ontwikkelt-elektronische-butler-alfred	12/11/2013	NL	NFE
02	Online Article	ANP Pers Support http://www.perssupport.nl/apssite/persberichten/full/2013/11/12/Ouderenfonds+ontwikkelt+elektronische+butler+Alfred	12/11/2013	NL	NFE
03	Online Article	Alles Over Utrecht http://www.allesoverutrecht.nl/nieuwsregioutrecht/2013/november/Ouderenfonds_Bunnik_ontwikkelt_virtuele_butler_Alfred_%282013-11-13%29.php	13/11/2013	NL	NFE
04	Online Article	Robots.nu http://www.robots.nu/gaat-alfred-u-ook-helpen/	13/11/2013	NL	NFE
05	Online Article	Computable http://www.computable.nl/artikel/nieuws/m	13/11/2013	NL	NFE

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		aatschappij/4927670/2429449/ouderen-krijgen-virtuele-butler-alfred.html			
06	Radio Interview	RTV Utrecht http://www.rtvutrecht.nl/nieuws/1092987/ouderenfonds-bunnik-ontwikkelt-virtuele-butler-alfred.html	13/11/2013	NL	NFE
07	Online Article	Pressebüro Typemania http://itpressearbeit.de/2013/11/13/projekt-alfred-personlicher-interaktiver-assistent-fur-ein-unabhangiges-leben-und-aktives-altern	13/11/2013	DE	ASC
08	Online Article	De Telegraaf http://www.telegraaf.nl/digitaal/22056539/__Virtuele_butler_voor_ouderen__.html	14/11/2013	NL	NFE
09	Print Media Article	De Telegraaf	14/11/2013	NL	NFE
10	Radio Interview	Omroep Gelderland	14/11/2013	NL	NFE
11	Radio Interview	Radio Noord Holland	14/11/2014	NL	NFE
12	Radio Interview	BNR	14/11/2013	NL	NFE
13	Online Article	OpenPR http://www.openpr.com/news/275440/Project-ALFRED-Personal-Interactive-Assistant-for-Independent-Living-and-Active-Ageing.html	14/11/2014	EN	ASC
14	Online Article	Zorgvisie http://www.zorgvisie.nl/ICT/Nieuws/2013/11/Ouderenfonds-ontwikkelt-virtuele-butler-1410741W/	15/11/2013	NL	NFE

15	Online Article	MT Management Team http://www.mt.nl/105/82515/nieuws/ouderen-krijgen-virtuele-butler-alfred.html	15/11/2013	NL	NFE
16	Online Article	Itespresso.de http://www.itespresso.de/2013/11/17/projekt-alfred-entwickelt-virtuellen-butler-fuer-senioren/	17/11/2013	DE	ASC
17	Online Article	Homepage of Charite Berlin http://geriatrie.charite.de/aktuelles/meldungen/artikel/detail/projekt_alfred_gestartet/	18/11/2013	DE	CHA
18	Online Article	AgeVillagePro http://www.agevillagepro.com/actualite-10539-1-silver-economie-lancement-projet-alfred-assistant-personnel-interactif.html	18/11/2013	FR	ESE
19	Online Article	Digital Agenda for Europe http://ec.europa.eu/digital-agenda/en/news/new-project-alfred-personal-interactive-assistant-independent-living-and-active-ageing	06/12/2013	ENG	ESE
20	Video	ALFRED YouTube Video https://www.youtube.com/watch?v=M_KNJAM3s2k	09/12/2013	DE	ASC
21	Online Article	Genial-leben.de http://geniaal-leben.de/?p=803	12/12/2013	DE	ASC
22	Online Article	forskning.se http://www.forskning.se/nyheterfakta/nyheter/pmimportocharkiv/pressmeddelandenarkiv2013/eninteraktivassistentforsjalvstand	13/12/2013	SE	TALK

23	Online Article	E-Seniors newsletter www.e-seniors.asso.fr/newsletter22.html	05/01/2015	FR	ESE
24	Online Article	Retraite Plus http://blog-maison-de-retraite.retraiteplus.fr/newsletter/alfred-assistant-virtuel-projet-europeen	07/01/2014	FR	ESE
25	Online Article	Haivisio Website http://haivisio.eu/view-project/?project_id=39	27/05/2014	ENG	ESE
26	Print Media Article	Markt & Mittel http://alfred.eu/wp-content/uploads/2014-06_HaeuslichePflege_ALFREDpage.pdf	10/06/2014	DE	WORLD
27	Print Media and Online Article	Interview in Nordwest Zeitung http://www.nwzonline.de/oldenburg-kreis/wirtschaft/wenn-butler-alfred-schnell-ein-taxi-ruft_a_26,0,204837778.html	31/03/2015	DE	ASC
28	Print Media and Online Article	Darmstädter Echo (focus on Serious Games and the ALFRED dancing game) http://www.echo-online.de/lokales/darmstadt/digitaler-kreuzzug-mit-lerneffekt_15328713.htm	10/05/2015	DE	TUDA

In order to engage target users and stakeholders several dissemination activities took place where some results of the research could already be presented. Many of these activities took place in the scope of meetings, events and conferences. Table 10 gives an overview on the events that were attended, largely in the second year of the project.

Table 10: Events in the Social Domain

#	Type	Medium and URL (if applicable)	Date	Lang.	Initiated by
01	Meeting	Promotion of the project at a meeting gathering Gerontology professionals from the region of Vexin (France). Distribution of leaflets and discussion.	18/12/2013	FR	ESE
02	Event	City hall event in paris: Project presentation and handing out leaflets.	16/01/2014	FR	ESE
03	Event	Salon de la santé et de l'autonomie", Secondary target group: caregivers, Dissemination of the ALFRED project flyers	21/05/2014	FR	ESE
04	Event	Futur en Seine Exhibition, Other stakeholders: Professionals in the field of digital innovation, "Future en Seine" Public Event: Dissemination of the ALFRED flyers in the framework of a organized workshop related to digital tools for active ageing	13/06/2014	FR	ESE
05	Event	Social activity centre 12th arrondissement of Paris, Primary target user groups, "Associations Exhibition Day": Dissemination of the ALFRED flyers	17/09/2014	FR	ESE
06	Event	Dissemination of ALFRED at the EU Marketplace for eHealth and EIP on Active and Healthy Ageing. Dissemination of leaflets	22/09/2014	EN	NFE
07	Event	Home Automation & Smart Living Event 2014	19/11/2014	NL	NFE

08	Event	Presentation of ALFRED at the ECP Congress with AAL stakeholders and policy makers http://www.jaarcongresecp.nl/	20/11/2014	NL	NFE
09	Event	“Digital tools to help social connection”: Association house in the 12th arrondissement Paris, Primary target user groups, presentation of the project, demonstration of the Wizzard of Ozz Speech interaction prototype, dissemination of flyers	03/12/2014	FR	ESE
10	Meeting	City hall of the 10th arrondissement in Paris , Primary target user groups; E-Seniors meeting with local associative actors: Presentation of the project and dissemination of the ALFRED flyers	05/12/2014	FR	ESE
11	Meeting	E-Seniors local in Paris, Primary target user group: older adults, Presentation of the project and dissemination of the project flyers as part of the iterative testing session	06/12/2014 and 07/12/2014	FR	ESE
12	Event	City hall of the 4th arrondissement in Paris Primary target user group: older adults, “Galette des rois”. Dissemination of the project flyers	16/01/2015	FR	ESE
13	Meeting	Espace idées bien chez moi, Tertiary target group: insurance company, Meeting with the manager of living lab “Espace idées bien chez moi”: short presentation of ALFRED and giving the flyer, discussion about potential future collaboration for events and dissemination.	22-01-1015	FR	ESE

14	Event	Meeting with Silver Valley that is a local cluster in the field of Silver economy (AAL service providers). Promotion of ALFRED with project flyers.	26-02-2015	FR	ESE
15	Event	Silver Economie @ Biennale du design in the city Saint Etienne Secondary and tertiary target groups, Participation in a round table around the topic “Design for stimulation the cognitive capacities of seniors”. Promotion of ALFRED with project flyers and a short presentation for public.	18/03/2015	FR	ESE
16	Event	Presentation of ALFRED during the Gamedays 2015, Darmstadt (demos and talk) http://www.gamedays2015.de/	09/05/2015	DE	TUDA
17	Conference	Representing ALFRED at Elderly & New Technologies, Castellion, Spain	14/05/2015	EN	ESE
18	Event	Forum des Association	12/09/2015	FR	ESE
19	Conference	ALFRED represented in a workshop entitled “Requirements meet solutions – How to transfer stakeholder needs in AAL projects” at AAL Forum 2015, Ghent, Belgium	23/09/2015	EN	ESE
20	Event	Handing out leaflets to participants at Hager AAL Days, Obernai, France	28/09/2015	FR	ESE

As an example of those events we briefly describe the activities of the Home Automatio & Smart Living Event 2014 which took place in Eindhoven, on the 19th and 20th of November 2014. With over 2500 visitors in different working fields expected to visit the event during both days, this was a great opportunity to promote ALFRED to potential end users, primary as well as secondary and tertiary user groups. NFE had a stand at the event for both days, promoting ALFRED by means of a banner, leaflets and the newsletter. People were in general quite interested in the concept of a “phone you can control by

speech" and a lot of them took the leaflet, the newsletter or both with them. An idea for fairs in the future could be to bring along the (WoZ) version of the phone, so people can actually experience what it would be like to use ALFRED.

Figure 18: Promoting ALFRED at the Home Automation & Smart Living Event 2014

3.2.2 Industrial Domain

Table 11: Industrial Dissemination Activities Conducted

Type	#	Description	Date	Initiated by
Workshop	01	"Mobile Apps for Independent Living" (abbr. MAIL) at the JW Marriott in Bucharest, Romania. This workshop was a side-event of the AAL Forum 2014 and conducted alongside several other workshops. The workshop attendees came from all areas (government, science, industry, general public). The Workshop had 70 attendees. http://www.mail-aal-forum.com/	09/09/2014	
Exhibitions, Trade Fairs	01	9th Annual Textile ETP Conference, Brussels (distribution of leaflets)	31/03/2014	AITEX

and Confer-ences	02	"Futur en Seine Exhibition" for Professionals in the field of digital innovation, Dissemination of the ALFRED flyers in the framework of a organized workshop related to digital tools for active ageing	13/06/2014	ESE
	03	Jornada tecnologica CUIDANDO EL FUTURO Conference presentation	13/06/2014	AITEX
	04	"Digital tools to help social connection": Association house in the 12th arrondissement Paris. presentation of the project, demonstration of the Wizzard of Ozz Speech interaction prototype, dissemination of flyers	03/12/2014	ESE
	05	10th Annual Textile ETP Conference, Brussels (distribution of leaflets)	25/03/2015	AITEX
	06	Techtextil, Frankfurt (distribution of leaflets) http://techtextil.messefrankfurt.com/	05/05/2015	AITEX
	07	Jornada de Innovación en la Atención a las Personas (presentation of ALFRED at conference)	07/05/2015	AITEX
Online Article With Industrial Focus	08	Homepage of TIE KINETIX http://tiekinetix.com/en-us/news/tie-kinetix-is-technology-provider-in-european-union-project-alfred	29/10/2013	TIE
	09	EHEALTHCOM http://www.e-health-com.eu/details-news/aal-entwicklung-eines-virtuellen-assistenten-im-projekt-alfred/2402459a809757e56418c7aac28490f0/	02/12/2013	ATOS
	10	AllePersberichten.nl http://www.allepersberichten.nl/persbericht/22378/1/Atos-en-Worldline-leveren-bijdrage-aan-ontwikkeling-virtuele-butler-voor-senioren/	02/12/2013	ATOS

11	Homepage of ATOS http://es.atos.net/es-es/home/quienes-somos/noticias-y-eventos/noticias/2013/pr-2013_11_29_01.html	02/12/2013	ATOS
12	hospitaldigital.com http://www.hospitaldigital.com/2013/12/02/atos-y-worldline-colaboran-en-el-desarrollo-de-un-mayordomo-virtual-para-personas-mayores/	02/12/2013	ATOS
13	Presspeople.com http://www.presspeople.com/nota/atos-worldline-colaboran-desarrollo-mayordomo-virtual	02/12/2013	ATOS
14	Computerwelt.at http://www.computerwelt.at/news/wirtschaft-politik/forschung-wissenschaft/detail/artikel/99343-atos-und-worldline-entwickeln-virtuellen-assistenten-fuer-senioren/	02/12/2013	ATOS
15	Consultoras.org http://www.consultoras.org/frontend/aec/Atos-Y-Worldline-Colaboran-En-El-Desarrollo-De-Un--mayordomo-Virtual--Para-Personas-Mayores-vn23177-vst755	02/12/2013	ATOS
16	News Tercera Edad http://www.news3edad.com/2013/12/02/atos-y-worldline-colaboran-en-el-desarrollo-de-un-mayordomo-virtual-para-personas-mayores/	02/12/2013	ATOS
17	Telecompaper.com http://www.telecompaper.com/news/atos-to-participate-in-alfred-project--983301	03/12/2013	ATOS
18	It-daily.net http://www.it-daily.net/it-technologie/aktuelles/8146-	03/12/2013	ATOS

	virtueller-assistent-fuer-senioren		
19	TICbeat http://innovacion.ticbeat.com/alfred-mayordomo-virtual-para-personas-mayores/	04/12/2013	ATOS
20	Telecomkh.com http://www.telecomkh.com/es/telefonia-movil/productos-y-servicios/atos/ehealth/teleasistencia-movil/5838	04/12/2013	ATOS
21	aitex.es http://aitex.es/es/noticias/noticias-textiles/proyectosdestacados/1253-proyecto-alfred	13/12/2014	AITEX
22	Article in AITEX's quarterly magazine (available as print and online) http://aitex.es/images/stories/revista/pdf/aitex46.pdf	01/02/2014	AITEX
23	Interview in specialized press: EntreMayores.es http://www.entremayores.es/spa/actualidad_empresarial.asp?var2=Entrevistas&var3=%27Alfred%20avisar%C3%A1%20al%20mayor%20de%20cada%20una%20de%20las%20tomas%20de%20su%20medicaci%C3%B3n%20o%20de%20la%20realizaci%C3%B3n%20de%20los%20ejercicios%20recomendados%27&nar1=6&nar2=46&nar3=16655&nar5=3	07/02/2014	ATOS, Worldline
24	Silvereco http://www.silvereco.eu/review-on-the-alfred-project-a-personal-mobile-assistant-for-seniors/3124893	27/02/2015	ESE
25	ALFRED presentation in Belarus	13/03/2015	AITEX
26	Article in AITEX's quarterly magazine (available as	01/05/2015	AITEX

	print and online) http://aitex.es/images/stories/revista/pdf/aitex50.pdf		

One of the highlights of the industrial dissemination done so far was the workshop that was organized within the scope of T9.3. The workshop was very well attended and first feedback results are very positive. Details of the workshop organization, its contents and the evaluation results can be found in deliverable D9.3.1.

3.2.3 Scientific Domain

The following table lists all scientific papers accepted and talks held in the context of the ALFRED project so far. Additionally the table lists online articles with scientific focus published by ALFRED project partners.

Table 12: Scientific Papers Accepted and Scientific Discussions Held

Type	#	Title	Date	Dissemination Channel	Partners Involved
Scientific Papers	001	User Interfaces of Mobile Exergames	26/06/2014	HCII 2014, Crete, Greece	TUDA
	002	What Makes Games Challenging? - Considerations on How to Determine the "Challenge" Posed by an Exergame for Balance Training.	07/11/2014	In: ACM: Proceedings of the 2014 ACM International Workshop on Serious Games , ACM.	TUDA
	003	ALFRED Back Trainer: Conceptualization of a Serious Game-Based Training System for Low Back Pain Rehabilitation Exercises	03/05/2015	The Joint Conference on Serious Games (JCSG 2015)	TUDA, CHA
	004	New method to attach	23/05/2015	Innovative solutions for	AITEX

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		wearable electronics to cloths		sustainable development of textiles and leather industry 2015, Oradea, Romania	
Talk	001	ALFRED present the European Perspective on Exergames	19/05/2014	ISBNPA 2014, Houston, Texas, USA	TUDA
	002	ALFRED Project Overview	13/06/2014	Cuidando el Futuro 2014, Universtat Politecnica el Valencia, Valencia, Spain	AITEX
	004	Recent technology and projects in geriatric research	28/04/2014	Conference of Deutsche Gesellschaft für Innere Medizin in Wiesbanden, Germany	CHA
	005	Dementia: Stay alert!	07/11/2014	Alzheimer angehörigen Initiative im Roten Rathaus, Berlin	CHA
	007	ALFRED presents.. Status Quo of Serious Games	19/03/2015	Serious Games Conference SGC 2015, Cebit 2015	TUDA
	008	Iterative user testing of a voice-controlled system to improve the physical and mental wellbeing of life of older persons.	29/04/ 2015	AAL Conference 2015, Frankfurt, Germany	CHA, NFE, ESE
	009	Endnutzertestung eines virtuellen sprachgesteuerten Smartphone-basierten Assistenten für Senioren	04/09/2015	Kongress der Deutschen Gesellschaft für Geriatrie „Zukunft der Medizin – Medizin der Zukunft. Geriatrie“	CHA, NFE, ESE

Online Article with Scientific Focus	001		02/12/2013	Homepage of TUDA http://www.kom.tu-darmstadt.de/research-results/projects/eu-alfred/	TUDA
	002		05/01/2014	Homepage of CHA http://geriatrie.charite.de/forschung/projekte_der_ag_alter_technik/alfred/	CHA
	003		14/04/2015	ALFRED: Der elektronische Butler für Senioren http://blog.multimedia-communications.net/alfred-der-elektronische-butler-fuer-senioren/	TUDA

As an example of our scientific dissemination activities we provide further information of the first scientific talk, "*ALFRED presents the European Perspective on Exergames"*, a talk held by Dr. Stefan Göbel (partner TUDA) at the expert workshop titled *"Games for Increasing Physical Activity: Mechanisms for Change"*, in Houston, Texas. The workshop was held as pre-conference symposium of the "I*nternational Society of Behavioral Nutrition and Physical Activity"*. The workshop description stated: *"Achieving the public health promise of increased physical activity from active videogames and exergames may require rethinking videogames' application of behavioral, physiological and related science's approaches to influencing behavior. No conference has been convened to dissect how videogames, especially exergames, could influence behavior. This conference will bring together videogame designers, epidemiologists, kinesiologists, behavioral and communication scientists to analyze exergaming with an eye toward developing best practices and identifying needed research for increasing physical activity. In-depth discussions will be held on what is known about how exergames influence behavior, what are current exergame best practices for increasing physical activity, and what additional research is needed to move this field forward. The presenters are thought leaders in this area of research."*

In his talk, Stefan Göbel provided an overview of the current state of art, grand challenges, key players, activities, conferences and journals, projects and research programs related to exergames and games for health in Europe. Hereby, in the core of the presentation, the ALFRED project was introduced as European collaborative project contributing to personalised health of individuals and the society in general. More specific, ALFRED's gaming approach (pillar IV "Serious Gaming for Physical & Cognitive Impairments Prevention" to improve the physical and cognitive condition by offering serious games and

quests to the user) has been introduced. Hereby, the central point reflects the conceptualisation of the Game Manager of the ALFRED system. In order to describe respectively to retrieve and suggest appropriate games for a specific user in a dedicated context, a (formalised) model (metadata description) for serious games/games for health, e.g. exergames for physical training or cognitive training games is required. For that, TUDA will continue its ongoing research activities towards a metadata format for games for health and serious games in general, building the ground for the development of the Game Manager component (and related activities, e.g. the development of game prototypes) in ALFRED.

Based on this talk and in collaboration with key players of the exergame workshop, a scientific publication is planned for the International Journal on Games for Health (see Table 19 entry 003). Table 2 summarizes a plan for future publications planned.

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4. Current Status Evaluation and Planned Activities

This chapter provides an overview of a very first evaluation of dissemination activities regarding defined Key Performance Indicators that have been defined for each domain and additionally lists activities which are planned for the final project year. Please note that the evaluation in this report is neither complete nor extensive. A more detailed evaluation will be part of the two third-year dissemination reports.

4.1 Social Domain

4.1.1 Results Evaluation

The table below gives an overview of the KPI's that is set for the Social Domain and the level to which they have been achieved up to this point.

Table 13: Results Evaluation of the Social Domain Dissemination Activities to Date

Metrics	KPI	Current
# online Articles (ALFRED general)	35	22
# printed Articles (ALFRED general)	4	4
# Radio Interviews (ALFRED general)	6	4
# Workshops targeting AAL stakeholders	4	2
# Meetings with AAL stakeholders	10	3
#Participation at AAL stakeholder events (presentations and leaflets)	20	16

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4.1.2 Planned Activities

As shortly indicated in section 2.6.1 on the overall action plan, the second half of the AAL project will focus on engaging AAL stakeholders and promoting the results. Different activities are planned at this moment indicated in Table 14.

Table 14: Planned Social Domain Dissemination Activities

Activity Type	Planned Activities
Press release	A new press release will be launched to reach a wide audience and from there on work further on leads with AAL stakeholders.
Online Articles	Blog Article about ALFRED on TUDA's KOM Blog (http://blog.multimedia-communications.net/) Updating the project outcomes in the partners' respective websites
Online campaign	Social media campaign to reach informal caregivers and AAL stakeholders
Offline campaign	Development of a new marketing focused brochure
Printed Articles	AGE platform newsletter (160 organizations for older people) ENGAGE Digital Newsletter Ageing Alliance Newsletter Ageing Well Network Newsletter EHCA Alliance Newsletter
Talks/ Interviews	Radio interview around October 2015 in the Netherlands
Events targeting older people	Participation at the 50 plus fair 2016 (NFE) with 100.000 older visitors October 2015, Semaine Bleue event in France with 100 visitors
End User Events	Local workshops (NFE, ESE, CHA).
Continued participation at AAL events	Future en Seine digital festival Salon de l'autonomie, etc.

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Promotional video	Reflecting the ALFRED benefits for older people to AAL stakeholders.

4.2 Industrial Domain

4.2.1 Results Evaluation

The workshop “The Mobile Apps for Independent Living” (abbr. MAIL) celebrated in Bucharest in parallel with the event of the Ambient Assisted Living Joint Programme (AAL JP) is mentioned. Although the workshop was aimed to different audiences (social, scientific and industrial) the results were satisfactory (see D9.3.1: Workshop Report I).

Table 15: Results Evaluation of the Industrial Domain Dissemination Activities to Date

Metrics	KPI	Current
# Workshops targeting Industry # Workshop Attendees	2 50 each	1 (the MAIL workshop) 70
# Articles on industrial websites # printed Articles with industrial focus	6 2	4 (TIE, ATOS, Computable, Computerwelt) 2 (AITEX)

4.2.2 Planned Activities

Table 16: Planed Activities in the Industrial Domain

Activity Type	Planned Activities
Workshops targeting Industry	2016 Cebit 2016 Droidcons Workshop Exchange with Vita Liberty Technology Provider
Creation of developers website	Creation of the developers website with the output from T3.5 with full capability on developers interaction (social, forum, posts, etc).
Publication of sample	Samples will be created and published into Github

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Printed Articles with Industrial Focus	Further articles about ALFRED in the AITEX Magazine

4.3 Scientific Domain

4.3.1 Results Evaluation

Table 17: Results Evaluation of the Scientific Domain Dissemination Activities to Date

Metrics	KPI	Current
# Papers submitted	10	5
# Papers accepted	8	4
# Talks	10	9
# Scientific Workshops organized	1	-
# Workshop Participants	20	-
# online Articles on scientific websites	2	3
# printed Articles in scientific magazines	2	0

4.3.2 Planned Activities

Table 18: Planed Activities in the Scientific Domain

Activity Type	Planned Activities
Conference and Journal Papers	See Table 19
Talks	Gamedays 2016
Scientific Workshops	May 2016, Gamedays, ALFRED Workshop for sharing results of the ALFRED project to the Scientific Community (selected invited guests + open to researchers)

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Table 19: Scientific Publications Planned

#	Preliminary Submission Title and Scope	Partners Involved	Possible Conference/Journal
001	"Introducing ALFRED: An Interactive Assistant for Independent Living and Active Ageing" An overview paper that introduces the motivation of the ALFRED project and the system architecture on a general, not-too-technical level.	All	AAL Congress 2016 http://conference.vde.com/aal/ (conference page available only in German, publication will be in English)
002	"Content- and Context-Based Serious Game Retrieval" A paper focusing on the game recommendation mechanism of the Game Manager component and its communication with the ALFREDO marketplace.	Technical	International Conference on Serious Games http://www.gamedays2015.de/ (updated conference page for 2016 not yet available)
003	"Introducing a Game Metadata Format for Games for Health" One of the main problems of selecting "appropriate" games to a user and/or a specific situation is to enable for an automatic understanding of what "appropriate" means, i.e., to be able to define the differences between serious games in a way that they are both well-defined and interpretable by a computer. This paper describes the introduction of a (serious) game metadata format which enables the Game Manager component of ALFRED to analyse and compare different games based on their metadata description.	Technical	Games for Health Journal
004	"ALFRED: Developing A Smartphone-based Everyday Assistance System for the Elderly" This overview paper analyses the approach of the ALFRED project consortium to address the challenge of developing and distributing an	All	Networld2020 event 2016 http://www.networld2020.org/ (updated conference page for 2016 not yet available)

	assistance system for elderly users. This includes a description of how end users are involved in the system development, what type of functionalities the system provides and how the project plans to foster collaboration with industrial and scientific partners and how to ensure result uptake.		
005	"On Using Mobile Technologies to Foster Self-Reliance" A technical paper that describes the functionalities of the ALFRED system. Primary focus is on how the system handles user interaction via the CADE component (CADE component, see ALFRED deliverable D2.5, chapter 4.5).	Technical	Ambient Intelligence 2016 http://www.ami-conferences.org (updated conference page for 2016 not yet available)
006	"Sophisticated User Triggering: the Challenge of Finding the 'Right Moment' for Playful Activities" This contribution focuses on the problem of identifying the right moment to activate the user to do something specific, e.g. to play a (serious) game. This feature is core to the Game Manager component of the ALFRED system and expected to help fight physical and cognitive decline by regularly activating the user.	Technical	Human Computer Interaction International 2016 http://2016.hci.international/
007	"The ALFRED Project - The Challenge of Developing Advanced Mobile Assistive Systems" An extensive technical paper (> 20 pages) that lays down the component structure of the ALFRED system in detail. Various research challenges as posed by the different components (and their need to collaborate) are pointed out and discussed.	Technical	JAISE journal http://www.jaise-journal.org/
008	"Dance With ALFRED: a Multiplayer Dancing Exergame for Smartphones" Within the scope of ALFRED lies not only the development of a Game Manager component to	Technical	International Conference on Entertainment Computing 2016 http://icec2016.idi.ntnu.no/

	organize and manage ALFRED-ready game extensions, but also the development of at least five serious games for physical and cognitive decline prevention. This paper introduces one such game “Dance with ALFRED” that runs on a user’s ALFRED device and that can be played both alone and jointly with others. The concept for this game was in part derived from the ALFRED use cases as specified by ALFRED deliverable D2.3 (specifically user stories 079, 102 and 112).		

Note: The this list is neither definite nor exhaustive, meaning that publications listed can be submitted to other conferences or journals or discarded entirely and also that additional publications currently not listed may be submitted to peer-reviewed journals and conferences within the next year.

The “possible conference or journals” as specified in the table above are just options that appear to be a good fit for the respective contribution. However, certain combinations of academic papers and conferences/journals may turn out to be not feasible or optimal, for example because a certain submission deadline cannot be met by the project partners or because the scope of a paper has changed during its preparation.

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5. Conclusion

This document represents the third “Dissemination Report” of the FP7 project ALFRED.

The ALFRED dissemination strategy was presented defining three main domains where dissemination activities take place: the social domain, the industrial domain and the scientific domain. After defining main goals, target audiences and action points for each of the domains (in the three different phases “inform, engage and promote”), action plans for applying the strategy were explained in more detail including dissemination channels and materials. Key Performance indicators were defined to make the progress on action plans concrete and measurable.

In addition to the general dissemination strategy, this report lists the dissemination activities that have been conducted so far.

The achieved dissemination results were compared to the key performance indicators which will be used to evaluate activities in every report to make sure the plans are being executed in a satisfactory way. However the evaluation within this report is rather short and does not address all KPIs. The final two dissemination reports will put more emphasis on that.

As the project is currently at the end of the second phase where the first prototypes have been implemented, the project’s dissemination efforts will be intensified during the upcoming months according to the planned dissemination activities in order to reach their peak intensity during the project’s third and final year.

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Annex I - Press Release

PRESS RELEASE

November 2013, Bremen, Germany

Project ALFRED: Personal Interactive Assistant for Independent Living and Active Ageing

ALFRED's objective is to develop a mobile, personalized assistant for elderly people, which helps them to stay independent, to coordinate with carers and to foster their social inclusion. ALFRED is specifically dedicated towards older people and is fully focused around their needs. ALFRED will run for three years with a total budget of 4.440.741€, involving eleven partners from five European countries.

ALFRED, a new European Union funded research project, has officially kicked off. Representatives from eleven consortium partners, from five different European countries, met at project coordinator Ascora near Bremen, Germany, to discuss and to coordinate the work to come. The ALFRED project is co-funded by the European Commission under the Seventh Framework programme on ICT. The project will run for three years, as from October 2013.

ALFRED will realize a mobile, personalized Butler, created using cutting edge technologies such as advanced speech interaction, making it possible to talk directly to him. ALFRED will thus be very easy to use and will provide context-sensitive services related to social inclusion, care, physical exercise and cognitive games.

Dr. med. Mehmet Gövercin, deputy head of the Geriatrics Research Group at Charité and head of the aging and technology working group: "ALFRED will provide an innovative approach for improving the life of elderly people with the help of a fully voice controlled, virtual assistant. This will help people to benefit from a range of digital services in their daily life. To reach this goal, the project brings together core experts of different fields from the medical and ICT domain."

The ALFRED research project aims to contribute to a society, where older people will be able to live at their own homes independently and actively participate in economic and social life.
The foundation of ALFRED consists of four core elements:

1. A User-Driven Interaction Assistant to allow elderly people to 'talk' to ALFRED and to ask questions or give commands;
2. A Personalized Social Inclusion unit, to suggest social events to the user by considering his or her personal interests and social environment;

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3. An Effective & Personalized Care unit for better care, by allowing medical staff to access information from the elderly, generated by (wearable) sensors
4. A Physical & Cognitive Impairments Prevention unit, that provides serious gaming (games and quests) to improve the physical and cognitive condition of the user

The results of the project will be tested at three pilot sites at different European countries, with the objective to pave the way to the market and implementation in society. The pilots will take place in three different environments and will count with the participation of more than 100 users. The profile of the participants will include not only elderly users but also formal and informal caregivers.

More information will be published at the project website: www.alfred.eu

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ALFRED is co-funded by the European Commission under the FP7-ICT-2013 call 10. IT has been approved under Grant Agreement 611218 with a total budget of 4.440.741€. ALFRED is coordinated by ASCORA GmbH, Birkenallee 43, 27777 Ganderkesee, Germany.

Partners: ASCORA, ATOS, WORLDLINE, CHARITE - UNIVERSITAETSMEDIZIN BERLIN, AITEX, TECHNISCHE UNIVERSITAET DARMSTADT, NATIONAAL OUDERENFONDS, TALKAMATIC AB, E-SENIORS, TIE NEDERLAND, IESE BUSINESS SCHOOL

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