

WP9 – Impact

D9.7.1: Collaboration Report

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This report details the collaboration activities with other European projects or other research activities that are planned or have been conducted throughout the ALFRED project. These different cooperation activities enable the ALFRED project partners to exchange knowledge and experiences with European stakeholders in the domain of ICT-tools for active ageing.



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Internal Reviewer 2	Michael Krummen, ASCORA
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Project Partners

 <p>Ascora GmbH, Germany</p>	 <p>Atos Spain sau, Spain</p>
 <p>Worldline, Spain</p>	 <p>Charité - Universitätsmedizin Berlin - Department of Geriatrics, Germany</p>
 <p>Asociacion de Investigacion de la Industria Textil, Spain</p>	 <p>Technische Universität Darmstadt, Germany</p>
 <p>National Foundation for the Elderly, The Netherlands</p>	 <p>Talkamatic AB, Sweden</p>
 <p>E-Seniors, France</p>	 <p>TIE Nederland N.V., The Netherlands</p>
 <p>IESE Business School, Spain</p>	

Executive Summary

This report details the ALFRED-project's collaboration and clustering activities with EU events and with other research projects. This report is the first one of three collaboration reports for the ALFRED project that are due in the following projects months M12 (D9.7.1), M24 (D9.7.2) and M36 (D9.7.3).

Firstly, the report gives an overview of the collaboration activities that are envisaged to be carried out along the project. It will be shown how these activities are related to the general dissemination plan of the ALFRED project. These plans will be detailed and developed throughout the project. Secondly, this deliverable gives the first results of the collaboration experiences that have been realized during the first project year. These running clustering and collaboration activities as well as the plans for the future activities will include close collaboration with the FP7 projects from the medical and the ICT domain but will also consider other related projects, e.g. from national research activities or from AAL¹ driven projects.

¹ Ambient Assisted Living : www.aal-europe.eu

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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.

Within this deliverable the collaboration activities of the ALFRED project will be described. The aim of such activities is to reinforce the ALFRED project dissemination among the European stakeholders acting in the field of active and healthy ageing. Also, it aims at sharing experiences with similar projects and exchanging knowledge related to ICT-tools designed for older adults. Furthermore, the collaboration with related projects, networks, organizations and events will enable the ALFRED consortium to reinforce their understanding of other similar ongoing activities and to be better positioned in the European scene for active ageing.

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.

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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 all the collaboration activities that are planned to be carried out along the ALFRED-project and to provide the first results of the performed collaborative activities. The deliverable focuses on the relevant European research and innovation projects, networks and events that offer valuable experiences and knowledge for the ALFRED-project. This is the first deliverable of the task 9.7 “Collaboration, Clustering and Cross-Disciplinary Cooperation” that resumes the activities carried out during the first project’s year as well as details the related activity plans that will be realized and develop throughout the project.

1.3 Document Status and Target Audience

This document is listed in the Description-of-Work (DoW) as “public”, as it provides general information about the goals and scope of collaboration and clustering activities in the ALFRED project and can therefore be used by external parties in order to get according insight into the project 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.

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

This deliverable is broken down into the following sections:

- Chapter 1 provides an introduction for this deliverable including a general overview of the project, and outlines the purpose, scope, context, status, and target audience of this deliverable.
- Chapter 2 summarizes the overall dissemination strategy of the ALFRED projects to understand better the goal and the framework for the collaboration activities.
- Chapter 3 goes further in the details of the collaboration plan and it identifies that most relevant European research and innovation activities, related to the new technologies and independent ageing, that could provide valuable collaborative contribution for the ALFRED project.

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- Chapter 4 specifies the types of activities and approaches that will be foreseen with the identified collaboration possibilities.
- Chapter 5 summarizes the collaboration activities that were carried out during the first ALFRED-project year.
- Chapter 6 provides the conclusion of this first collaboration report.

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2 Collaboration Plan

This chapter defines the specific goal of the ALFRED collaboration and clustering activities. The chapter closes with a summary of the overall dissemination strategy of the ALFRED-project in order to provide insight to the framework of the collaboration activities within the reporting period.

2.1 Essential Goal of the Collaboration and Clustering Activities

The essential idea of the collaboration and clustering activities is firstly, to create contacts with relevant European projects and events that operate in the similar field that the ALFRED-project and secondly, to organize common events and activities with the different research projects. This kind of collaboration enables the ALFRED-project to find synergies with other innovation and research actions as well as to share experiences and knowledge in the related R&D fields.

Furthermore, the collaboration actions will strengthen the dissemination impact of the project, thereby reaching as much different kinds of publics as possible. To achieve this, the collaboration activities will not only focus on the European innovation projects and events, instead these activities try to go even further and to create connections with international networks that are attired by the ALFRED-project thematic as well as to consider related national initiatives.

During the first project year, the specific goal of the collaboration activities was to get a deeper understanding about the running innovation projects and research initiatives that are currently carried out in the field of adapted ICT-services and solutions for healthy and active aging. Furthermore, during this year, the partners also focused on getting to know the relevant conferences and other meetings in which the ALFRED partners should participate during the course of the project. These occasions are important to present the ALFRED project outcomes for the relevant stakeholders as well as to put the project in a wider research context. All the collaboration opportunities identified during the first project year will be updated and monitored throughout the entire project.

The responsible partners for the coordination of the collaboration activities are ESE and ATOS with the support from IESE and NFE. All the ALFRED project partners will conduct collaboration activities that are relevant to their activity field. Figure 1 illustrates the initial planning and focus that the collaboration and clustering activities of the ALFRED projects have during the three project years.

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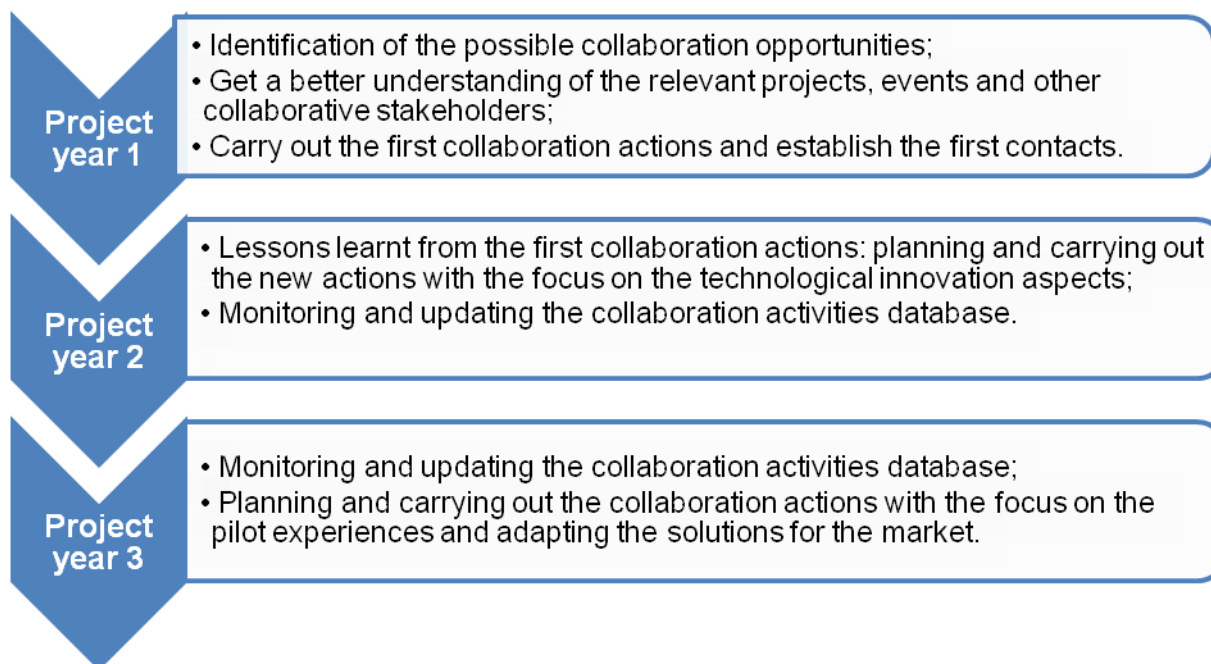


Figure 1: Initial Planning for the Collaboration and Clustering Activities of the ALFRED-Project

2.2 Collaboration: Essential Part of the ALFRED Impact Activities

The collaboration and the clustering activities are part of WP9 that splits the different dissemination and communication activities of the ALFRED-project. The task 9.3 “Generic Promotion, Materials and Workshops” (lead by NFE) and the task 9.4 “Industrial and Scientific Dissemination” (lead by TUDA) are closely linked to the task 9.7 “Collaboration and Clustering activities” (lead by ESE). In consequence, the leader of the WP9, IESE, will monitor the different communication, dissemination and collaboration activities that are carried out throughout the project with the aim to maximise the leverage effect of each individual activity.

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3 Identification of European Research Activities for ALFRED Collaboration

This chapter the different possibilities will be analysed that the ALFRED partners have for collaboration. The research as well as the contacting of potential collaborative projects will be carried out throughout the project. As a result, the list of possible collaboration actions and events will be continually updated.

3.1 Definition of the Focus for the Collaboration Activities

In order to identify interesting projects and events for the ALFRED project, it is necessary to specify the relevant fields of these potential collaboration projects and events. All the clustering and collaboration activities will focus on the field of gerontechnology and, especially, on the activities that are related to the four ALFRED pillars. Figure 2 illustrates the relevant activity fields for the ALFRED project that will also guide the collaboration efforts of the project. The figure is based on the mapping of the keywords for the ALFRED project that were created in the task 2.2 Market and Applicability Watch [IESE14].

User Driven Interaction	Social Inclusion	Health Status Monitoring and Prevention	Serious Games
<ul style="list-style-type: none"> • Speech recognition • Speech processing • Voice functionality • Dialogue interaction • User interfaces • User-centred design • Interactive assistant 	<ul style="list-style-type: none"> • Virtual social networks • Platform for social interaction in-situ • E-health social platform • Social communities • Event planning • Contacts management 	<ul style="list-style-type: none"> • Multiparameter patient monitoring • Patient monitoring accessories • Sensors for patient monitoring • Smart textiles for remote patient monitoring 	<ul style="list-style-type: none"> • Cognitive Training Games • Fitness Games • Exergames • Biofeedback Games • Games for Elderly

Figure 2: Relevant Activity Fields for the ALFRED Project

3.2 Collaboration with FP7 ICT – Call 10 Objective 5 Projects

Table 1 lists other projects that were funded in the same FP7 ICT call 10 (objective 5) as the ALFRED project. Throughout the project and based on the ongoing project phase, the ALFRED partners will get in contact with some of these projects that correspond the best with the ALRED thematic and the collaboration desired. The aim of working with these other projects is to find synergies and exchange good practises, for instance related to the technical functionalities or the planning of the pilot phase.

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Table 1: Identification of Relevant European Projects in the FP7 ICT Call 10 Objective 5

Project Name	Short Description	Related to which ALFRED Pillar or WP?	Link
PERSSILAA	The projects develops a multimodal service model, focusing on nutrition, physical and cognitive function, is supported by an interoperable ICT service infrastructure, utilising intelligent decision support systems and gamification.	Pillar III, Pillar IV	www.perssilaa.eu
eWALL	eWALL will be an affordable, easy-to-install prefabricated wall that can be mounted on an existing wall and includes, into the background, all the ICT technology needed to enable a number of services for the senior citizen to cover the major ontologies of Active and Healthy Ageing.	Pillar II, Pillar III WP9	http://ewallproject.eu
DOREMI	The project aims to develop a systemic solution for older people, which is able to prolong their functional and cognitive capacity by empowering, stimulating and unobtrusively monitoring their daily activities.	Pillar II, Pillar III and Pillar IV	www.doremi-fp7.eu
MIRACULOUS LIFE	The main aim of the Miraculous-Life project is to design, develop and evaluate an innovative user-centric technological solution, the Virtual Support Partner (VSP), attending to the elder (65+) daily activity and safety needs, while the elder goes about his normal daily life.	Pillar I, Pillar II, Pillar IV	www.miraculous-life.eu
UNWIRED Health	UNWIRED Health will redesign health care delivery, introducing a mobile care path for consumers. The project will deploy Pre-commercial Procurement (PCP) to create step-change innovations in mobile patient ICTs in order to empower patients enabling patient-centric care, using mobile devices and converging interoperable platforms.	Pillar III, WP9	Not available yet (to be updated)

Note: This table will be updated throughout the project.

3.3 European Research Projects

The aim of this collaboration is to explore patterns and relationships between the project results in order to identify areas of commonality and shared interest across them. These collaborations could include working in new standards, guidelines and joint papers that would enhance the uptake of the research outcomes. Table 2 lists other European and national level research projects that develop innovative solutions and services for active and innovation ageing and that are related to the ALFRED topic - beyond FP7 call 10.5 projects. This list focuses on ongoing projects that could be potential collaborative partners for the ALFRED-project.

Furthermore, during the first ALFRED-project year, the consortium has been in active contact with several projects listed and in the table 2. These projects and the first cooperation activities will be detailed in the chapter 5 of this deliverable.

Table 2: Identification of Relevant European and National Research and Innovation Projects

Project Name (funding framework)	Short Description	Related to which ALFRED Pillar or WP?	Link
Projects at the European Level			
ASSISTANT (AAL JP)	Develops a mobile assistant for older persons travelling in public transports	Pillar II	www.aal-assistant.eu
vASSIST (AAL JP)	Creates specific voice controlled home care and communication services for seniors and persons with motor skills impairments	Pillar I & III	http://vassist.cure.at
reAAL (ICT PSP)	Focuses on the open platforms that help achieving AAL market breakthrough	WP9	www.cip-reaal.eu
HAIVISO (FP7 ICT)	HAIVISIO aims at enhancing visibility and awareness of the results generated by eHealth, Active Ageing and Independent Living projects.	WP9	http://haivisio.eu
AgeingWell (ICT PSP)	The aim of the AgeingWell Network is to build and animate a European network focused on improving the quality of life of Elderly People by promoting the market uptake of ICT solutions for Ageing Well.	WP9	www.ict-ageingwell.net

SONOPA (AAL JP)	Develops a social network adapted for seniors and recommends targeted activities	Pillar II	http://sonopa.eu
TOPIC (AAL JP)	Creates a platform for caregivers of older persons and that enables to coordinate the care	Pillar III	www.topic-aal.eu
GAMEUP (AAL JP)	Game based mobility training and motivation for seniors	Pillar III	www.gameupproject.eu
AHEAD (AAL JP)	The project will make use of devices that elderly people have already adopted (eyeglasses and hearing aid) to keep an active and independent life	Pillar III	www.ahead-project.eu
Projects at the national level			
Gociety (SME)	Implementing innovative solutions into the market	WP9	www.gociety.eu

Note: This table will be updated throughout the project.

3.4 European Conferences and Exhibitions

Table 3 lists interesting conferences, meetings, summits and exhibitions that offer collaboration and clustering opportunities for the ALFRED partners. Furthermore, as most of these events are annually organized, the partners will attend the most interesting ones according to their availabilities. In consequence, a continuous monitoring of the new events will be done.

Table 3: Identification of Relevant Conferences, Summits and Exhibitions

Event Name & Organisation	Short Description	Dates and Location	Link
eHealth Forum, European Commission	The eHealth Forum is an important annual event for those who are interested in eHealth and Active and Healthy Ageing and would like to get more involved.	12/05/14 - 14/05/14 Athens, Greece	http://ehealth2014.org
AAL Forum 2014, AAL JP	The AAL Forum is the annual platform for the increasing European AAL community to	09/09/2014 - 12/09/2014 Bucharest, Romania	www.aalforum.eu

Association	meet and discuss several topics, relevant for improving the AAL JP as well as the adoption of AAL solutions in the market.		
EU Marketplace for eHealth & EIP on Active and Healthy Ageing, ECHAlliance and European Commission	The objective is to provide a platform for all stakeholders in connected health and EIP AHA actors to meet, share best practices and develop effective collaborations leading to new projects and business opportunities.	22/09/2014, Brussels, Belgium	http://www.get-ehealth.eu/2014/07/24/e-u-marketplace-for-ehealth-eip-on-active-and-healthy-ageing-22-september-2014-brussels/
The World Health & Design Forum (WHDF), European Commission	This event aims to boost social innovation and to inspire people to join forces all over the world and initiate crossover projects that contribute to active and healthy ageing and healthy living.	21/10/2014 – 23/10/2014 Eindhoven Netherlands	www.whdf2014.com
EUCNC15, Networld2020	European Conference on Networks and Communications is the annual event for the Networld 2020 networkd	29/06/15 – 02/07/15 Paris, France	http://networld2020.eu/eucnc-2015

Note: This table will be updated throughout the project.

3.5 Other Relevant Communities and Networks for Cooperation

Table 4 lists other relevant communities and networks that can offer valuable contacts and new clustering activity opportunities for the ALFRED-project. Through these activities the consortium could identify additional key actors belonging to the industry, academy, public administration, end-users (both healthcare and social caregivers, and ageing people associations). The objective is to side with the needs coming from industry, public administrations and end-users, as well as to promote future research or business collaborations.

Table 4: Identification of Relevant Communities and Networks

Name	Short Description	More Information (link)
AgeingWell Community	Community of persons and organisations interested in ICT & Ageing initiatives which aim at improving the quality of life of older persons.	http://ict-ageingwell.net
European Innovation Partnership for Healthy and Active Ageing (EIP AHA)	The European Innovation Partnership of Active and Healthy Ageing (EIP AHA) offers a platform where the different projects, acting in the field of active ageing, can disseminate their	https://webgate.ec.europa.eu/eipaha/initiative

	actions.	
Networld2020 Community	NetWorld2020 is the European Technology Platform for communications networks and services.	http://networld2020.eu
Haivisio Platform	Haivisio platform enables to identify innovation projects related to eHealth, Active Ageing and Independent Living and to create collaboration and synergies between these projects.	http://haivisio.eu
NESSI	NESSI is the European Technology Platform (ETP) dedicated to Software, Services and Data with the overall aim is to enable the software and services sector help vitalize the great potential of the European economy and society.	www.nessi-europe.eu/default.aspx?Page=vision
European Innovation Partnership on Smart Cities (EIP SCC)	(EIP-SCC) brings together cities, industry and citizens to improve urban life through more sustainable integrated solutions.	http://ec.europa.eu/eip/smartcities
International Society for Gerontechnology (ISG)	ISG encourages and promotes technological innovations in products and services that address older peoples' ambitions and needs on the basis of scientific knowledge about ageing processes including cultural and individual differences.	www.gerontechnology.info/index.php/journal/pages/view/isghome

Note: This table will be updated throughout the project.

In addition to the identified communities and networks, the ALFRED consortium has established a list of academic journals (see Table 5) which match the ALFRED project in terms of the topic. Publishing the results of the ALFRED project in peer-reviewed academic journals will raise attention of the project and give greater prestige to the work of the partners. The project consortium would possibly respond to a call for papers in cooperation with another relevant stakeholder from the scientific or academic field, and all partners involved as co-authors and co-presenters as their interests and circumstances allow.

Table 5: Identification of Relevant Academic Journals

Journal Name	Short Description	More Information (link)
Methods of Information in Medicine	A journal stressing, for more than 50 years, the methodology and scientific fundamentals of organizing, representing and analysing data, information and knowledge in biomedicine and health care	www.schattauer.de/en/magazine/subject-areas/journals-az/methods.html
Journal of Computer	An international peer-reviewed journal which covers the whole range of uses of information	http://onlinelibrary.wiley.c

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Assisted Learning	and communication technology to support learning and knowledge exchange.	om/journal/10.1111/%28IS SN%291365-2729
International journal of medical informatics	Provides an international medium for dissemination of original results and interpretative reviews concerning the field of medical informatics.	www.journals.elsevier.com /international-journal-of- medical-informatics
Communications of the ACM	Communications of the ACM is the internationally acknowledged premier magazine of the computing field.	www.researchgate.net/jou rnal/0001- 0782_Communications_of the_ACM
Medizinische Klinik	An internationally recognized, interdisciplinary German academic publication in the field of clinical medicine and that is primarily aimed at professional caregivers.	www.springer.com/medici ne/internal/journal/63
The Journal of Applied Behavioral Science	A leading international journal on the effects of evolutionary and planned change.	http://jab.sagepub.com
Aging & Mental Health	Provides a leading forum for the rapidly expanding field which investigates the relationship between the aging process and mental health.	www.tandfonline.com/acti on/.VASMcPI_tIU#.VASNSf _tIU
Aging, Neuropsychology, and Cognition	The aims of the journal are to (a) publish research on both the normal and dysfunctional aspects of cognitive development in adulthood and aging, and (b) promote the integration of theories, methods, and research findings between the fields of cognitive gerontology and neuropsychology.	www.tandfonline.com/toc/ nanc20/current#.VASMtv _tIU
Clinical Gerontologist	The journal presents timely material relevant to the needs of mental health professionals and all practitioners who deal with the aged client.	www.tandfonline.com/toc/ wcli20/.VASNO_I_tIU
Developmental Neuropsychology	Devoted to exploring relationships between brain and behaviour across the life span, this journal publishes scholarly papers on the appearance and development of behavioural functions.	www.tandfonline.com/toc/ hdvn20/.VASNmvl_tIU
Experimental Aging Research	It is a life span developmental and aging journal dealing with research on the aging process from a psychological and psychobiological perspective.	www.tandfonline.com/UeA R
Memory	Memory publishes high quality papers in all areas of memory research.	www.tandfonline.com/toc/ pmem20/.VASOKfl_tIU

Academic Medicine	The journal serves as an international forum for the exchange of ideas and information about policy, issues, and research concerning academic medicine, including strengthening the quality of medical education and training, enhancing the search for biomedical knowledge, advancing research in health services, and integrating education and research into the provision of effective health care.	http://journals.lww.com/AcademicMedicine
Journal of the American Medical Informatics Association	JAMIA includes informatics articles in the areas of clinical care, clinical research, translational science, implementation science, imaging, education, consumer health, public health, and policy. JAMIA's articles describe innovative informatics research and systems that help to advance biomedical science and to promote health.	http://jamia.bmj.com/
BMC Geriatrics	BMC Geriatrics considers articles on all aspects of the health and healthcare of older people, including the effects of healthcare systems and policies.	http://www.biomedcentral.com/bmcgeriatr
Journals of gerontology series b- psychological sciences and social sciences	Psychological sciences: Publishes articles on development in adulthood and old age that advance the psychological science of aging processes and outcomes. Social sciences: Publishes articles dealing with aging issues from the fields of anthropology, demography, economics, epidemiology, geography, political science, public health, social history, social work, and sociology. The Journal publishes five types of contributions: 1) articles reporting original research; 2) brief reports; 3) letters to the editor; 4) reviews; and 5) theoretical and methodological articles.	http://psychsocgerontology.oxfordjournals.org/
Journals of Gerontology - Series A Biological Sciences and Medical Sciences	Biological Sciences: Publishes articles on the biological aspects of aging in areas such as biochemistry, biodemography and much more. Medical Sciences: Publishes articles representing the full range of medical sciences pertaining to aging.	http://biomedgerontology.oxfordjournals.org/
European Geriatric Medicine	European Geriatric Medicine presents the results of original papers that are of interest in the field of ageing and geriatric medicine: fundamental/translational research, hot topics in geriatric medicine, geriatric therapy/care as well as palliative medicine, pharmacology and	http://www.journals.elsevier.com/european-geriatric-medicine/

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	techniques/technology applying to geriatric medicine.	
Artificial Intelligence in Medicine	Artificial Intelligence in Medicine publishes original articles from a wide variety of interdisciplinary perspectives concerning the theory and practice of artificial intelligence (AI) in medicine, human biology, and health care.	http://www.journals.elsevier.com/artificial-intelligence-in-medicine/
Health Expectations	Health Expectations is an international journal of public participation in health care and health policy. The journal aims to promote critical thinking and informed debate about all aspects of public participation in health care and health policy.	http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1369-7625
Health Services Research	Health Services Research provide researchers and public and private policymakers with the latest research findings, methods, and concepts regarding the financing, organization, delivery, evaluation, and outcomes of health services, and with analysis of their relationships to clinical practice, management, and policy.	http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1475-6773
Psychological Medicine	Psychological Medicine is a leading international journal in the fields of psychiatry, related aspects of psychology and basic sciences. The journal's success is clearly demonstrated by a consistently high impact factor.	http://journals.cambridge.org/action/displayJournal?jid=PSM
Pervasive and Mobile Computing	The Journal is a professional, peer-reviewed journal that publishes high-quality scientific articles (both theory and practice) covering all aspects of pervasive computing and communications.	http://www.journals.elsevier.com/pervasive-and-mobile-computing/
Health Psychology	Health Psychology is a scholarly journal devoted to understanding the scientific relations among psychological factors, behavior and physical health and illness.	http://www.apa.org/pubs/journals/hea/
Age	AGE is an international, peer-reviewed journal that publishes articles describing research in the biology of aging and research on biomedical applications that impact aging.	http://link.springer.com/journal/11357
Health Economics	The journal publishes articles on all aspects of health economics.	http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1099-1050
Journal of Telemedicine and Telecare	Contributions from around the world provide a unique perspective on how different countries and health systems are using new technology in healthcare. This high quality scientific work provides excellent coverage of developments	http://jtt.sagepub.com/

	in telemedicine and e-health with a focus on clinical trials of telemedicine applications.	
Telemedicine and e-Health	Telemedicine and e-Health is the leading international peer-reviewed journal covering the full spectrum of advances and clinical applications of telemedicine and management of electronic health records. It places special emphasis on the outcome and impact of telemedicine on the quality, cost effectiveness, and access to healthcare.	http://www.liebertpub.com/overview/telemedicine-and-e-health/54/

4 Possible Approaches for Collaboration

In this chapter a detailed description of actions and approaches are shown which will be utilized by the project partners to engage in the collaboration with the identified projects, networks and events. Furthermore, these approaches will be further developed on a case-by-case basis throughout the project in order to set up as efficient and as valuable collaboration activities as possible.

4.1 Collaboration with Research and Innovation Projects

There are several interesting approaches that the ALFRED project partners can take with the identified European or national research projects. The approaches can be categorised as the following fields:

- **Organization of a common workshop:** the projects could define together a common topic that is related to their project activities. The collaboration workshop could offer different angles for the same topic and enable the exchange of valuable knowledge. Furthermore, the partners from several projects could activate their different network contacts to invite speakers and participants, which would increase the workshop impact.
- **Organise a face-to-face meeting with another project:** this kind of more private setting could enable exchanging best practices among the projects. The representatives from collaborating projects could discuss very specific topics and exchange experiences about specific project activities, such as the pilot organization or the user testing. As the research project methods develop continuously, it is necessary to monitor these developments and adapt those in the project, whenever possible. In consequence, the exchanges with other projects can prove to be very useful and inspiring.
- **Publication of a common paper or other publication:** notably, the academic project partners could take the advantage of their networks in the academic research projects and consider publishing an academic paper in collaboration with another research project. This kind of publication could be very valuable for the cooperative projects as they could respectively present their scientific findings as well as promote their project activities within the academic community.

The ALFRED consortium members are active in all three fields. Their different networks are important in order to get in contact with the different collaboration points. The collaboration approaches will be adapted on a project-by-project basis according to the interests of the involved stakeholders.

4.2 Participation and Contribution in Conferences and Other

Venues

All partners will participate in the European conferences and exhibitions that are of their interest. Based on the list of identified conferences, exhibitions, summits etc., the ALFRED partners will choose the events that are on their field of interest and that are valuable at that specific project phase. The participation in such events can involve different activities, such as:

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- **Publication of a paper:** The partners could respond to a call for contributions and write a paper on a topic that is related to the project. The main findings could be presented in the conference/event. This kind of publication would enable the ALFRED consortium to share its findings with the relevant stakeholders and to disseminate the first project results for a bigger audience.
- **Presentation of the ALFRED-project and -system:** the ALFRED partners should be proactive in the conferences and events that are organised by the collaboration projects or networks, as these venues are important opportunities to present the ALFRED-project for stakeholders outside the project and to share the research and development experiences with other projects in panel discussions.
- **Networking and creation of new contacts:** the European conferences and events offer important opportunities to establish new contacts. The new contacts enable to track even more ongoing activities that are related to the ALFRED themes.
- **Demonstrate the ALFRED-solution** (or parts of it): as the ALFRED-project moves forward and the technical development progresses, the partners could be able to demonstrate the technological parts of the ALFRED-system and to get direct feedback from the relevant stakeholders.

The project partners will adapt their contribution in the conferences and events according to the opportunities that will be presented to them. The consortium will share and exchange interesting event information with the collaborative projects and networks.

4.3 Other Possible Approaches

As the collaboration activities run throughout the project, there might be approaches and forms of activities that the project partners have not envisaged yet. As a result, the collaboration methods and approaches are updated on a continuous basis during the entire ALFRED project duration.

Furthermore, the partners of the ALFRED project are also interested in working with European, national and local communities or networks that act in the similar fields of ALFRED (namely, the gerontechnologies). For this kind of collaboration, the consortium will adapt its actions according to the needs and wishes of the community or network, provided that it is stimulating and beneficial for the project.

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5 First Results of the Collaboration Activities

In this chapter the first collaboration and clustering activities of the ALFRED consortium during the first project year are shown.

5.1 Collaboration with European Innovation Projects

During the first project year, the consortium has collaborated with several European research projects. Notably, a common workshop as a side event at the AAL Forum 2014 was organised.

5.1.1 Collaborative Workshop: MAIL - Mobile Applications for Independent Living

As a part of the collaboration and dissemination activities, the ALFRED consortium contacted three other European research projects: ASSISTANT, reAAL and vASSIST as well as one SME, Gociety, operating in the innovative markets (for more information about the identified projects for collaboration, see Table 2). The workshop was organized on the 9th of September 2014 as a side event of the AAL Forum 2014 in Bucharest in Romania.. For more information about the workshop programme and partners, visit the workshop website: www.mail-aal-forum.com.

The aim of the workshop was to set an open and structured discussion about Mobile Application for Independent Living. For this, speakers from four different research activities were invited to present their findings and share their experiences from the different projects. Furthermore, best practices were interchanged from different perspectives.

This first collaboration workshop was a fruitful experience demonstrating that exchanges with other project can lead to very inspiring discussions and enable the ALFRED partners to acquire a deeper understanding of the ongoing initiatives in the fields of eHealth and more broadly the innovative technological services and solution designed for older adults.

The Annex 5 provides a more boarder insight in the discussions that were participants had during the MAIL workshop.

5.2 Participation in European Conferences and Workshops

During the first project year, the aim participation in the different conferences and workshops was to acquire a better understanding regarding the running projects in the domain of ICT-solutions for healthy and active ageing. With this acquired knowledge and new contacts, the ALFRED partners will be able to create several collaboration activities. These will be explained in detail in the following sections.

5.2.1 AAL Forum 2014

The AAL Forum is the annual event organized by the AAL JP (Ambient Assisted Living Joint Programme) Association that manages the European AAL research and innovation programme. The objective is to gather the European stakeholders of the AAL-initiatives to present research work but also to discuss the key issues of the AAL-solutions, such as adaption of the solutions in the market. In addition, this event is a platform for networking

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and exchange of best practices. In consequence, this annual event offers very interesting collaboration opportunities for the ALFRED project. The consortium decided to organise their third meeting of ALFRED in the framework of the AAL Forum 2014. The meeting took place in Bucharest between the 10th and the 11th of September 2014 so that all the interested consortium partners were able to attend in the AAL Forum 2014.

The consortium partners participated in the workshops and exhibition that was organized at the AAL Forum 2014. The aim of these participations was to acquire a better insight of the approaches that the other European projects take in developing useful and usable technological tools for independent living.

The annex 4 gives a short summary of the Exergames Workshop that focus in the serious games for active ageing, which is directly linked in the ALFRED Pillar IV.

5.2.2 HAIVISIO Workshop at eHealth Forum 2014

HAIVISIO is European support action project funded under the FP7-programme. It aims at enhancing visibility and awareness of the results generated by eHealth, Active Ageing and Independent Living projects. HAIVISIO proposes workshops for the relevant projects with the aim to reinforce their dissemination and communication techniques and to enable the projects to find synergies.

One representative from the ALFRED-projects (from ESE) decided to take part in the first HAIVISIO workshop that was organized at eHealth Forum 2014 (Athens, Greece) on the 14th of May 2014. This workshop focused on proposing new techniques and tools for dissemination and communication of European research projects.

This workshop offered valuable information and tools for the ALFRED project partners related to the well-established dissemination and collaboration strategies that are related to WP9 of the ALFRED project. The workshop reminded that it is necessary to establish a concert dissemination plan and set strategic goals for the project dissemination so that it can be as efficient as possible. After the workshop, ESE reported the lessons learnt from the workshop to all ALFRED partners, and these reported HAIVISIO workshop minutes can be found in the annexes of this report (see annex 2).

5.3 Other activities

In addition to the collaboration activities realized in the framework of research and innovation projects or events, the ALFRED consortium has started contacting the European networks operating in the field of new technologies and/or healthy and independent ageing. During the first project year, several essential contacts have been established, which will be valuable networking possibility for the project. In this chapter, the running collaboration with international networks that are of interest for the ALFRED project will be show in detail.

5.3.1 Support Member of Networld2020

NetWorld2020 is the European Technology Platform for communications networks and services (for more information see Table 4). NetWorld2000 gathers players of this sector, such as industry leaders, innovative SMEs, and leading academic institutions. The ALFRED-project is interested in this international platform as it is an especially valuable

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opportunity to acquire new contacts and new knowledge in the field of communication networks and services.

In consequence, the ALFRED partners contacted this network and entered a liaison with Networld2020 that enable the ALFRED consortium to exploit synergies as well as to yield other mutual benefit with other ongoing projects of the network. Networld2020 does not have a special focus on ICT-solutions designed for a specify user group, which is the case of ALFRED, so the ALFRED project brings an interesting contribution to the Networld2020 network.

The first collaboration action with Networld2020 will be put in place during the 2nd project year: the ALFRED partners will write a paper related to the special requirements on the future communications services and networks. This paper will be presented in a Networld2020 event. In consequence, the results and experiences of this collaboration action will be given in the next collaboration reports (D9.7.2 and D9.7.3).

5.3.2 Supporting Member of AgeingWell Community

The AgeingWell Community is a European initiative in the field of healthy and active ageing. It is funded by the European Commission in the framework of ICT-PSP (ICT Policy Support) Programme. The AgeingWell community is open for interested European research initiatives that aim to collaborate with other similar actions, to disseminate the project outcomes for a larger public and to promote the market update of the developed ICT-solutions for the older adults.

In consequence, the ALFRED-project entered a liaison action with the AgeingWell Community by signing a protocol for collaboration (see annex 3) that engages both partners to following common activities:

- to include each other's project logo on the website of the project they are representing, with a direct link to the respective website;
- to share and inform about ICT4Ageing fields whenever applicable;
- to share and inform about each other's project progress and results whenever applicable;
- to inform about relevant public events each project is organising.

The progress of this collaboration action will be updated in the following collaboration reports (D9.7.2 and D9.7.3).

5.3.3 Getting in Contact With "European Innovation Partnership for Healthy and Active Ageing" Community

European Innovation Partnership for Healthy and Active Ageing (EIP AHA) is a part of the Innovation Union strategy of the European Commission that aims to enhance European competitiveness and tackle societal challenges through research and innovation. The European Innovation Partnership on Active and Healthy Ageing has a triple objective [IU2020]:

- enabling EU citizens to lead healthy, active and independent lives while ageing;
- improving the sustainability and efficiency of social and health care systems;

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- boosting and improving the competitiveness of the markets for innovative products and services, responding to the ageing challenge at both EU and global level, thus creating new opportunities for businesses.

The goals of the EIP AHA are in line with the more specific goals of the ALFRED project. In consequence, different collaboration opportunities via the EIP AHA platform will be envisaged. For the moment, the ALFRED project has been registered in the project database of the EIP AHA platform, which enables the consortium to inform the relevant stakeholders about the actions in the ALFRED project and to establish new contacts via this platform. The ALFRED project profile can be found in the following website: <https://webgate.ec.europa.eu/eipaha/initiative>.

The evaluation of the collaboration actions through EIP AHA platform will be reported in the next collaboration reports (D9.7.2 and D9.7.3).

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6 Conclusion

The first year of the ALFRED project was very productive in the terms of the cooperation and clustering actions: the consortium partners took a proactive role in monitoring the inspiring possibilities for the collaboration actions as well as they carried out the first fruitful actions that enable to share knowledge with other European research projects and exchange practices.

This first cooperative year demonstrated that the ALFRED project can benefit from other research and innovative initiatives that develop technological solutions for older adults or other specific user groups. Furthermore, the cooperation activities have enabled to reinforce the general dissemination of the ALFRED project among different stakeholder groups (representatives of the end-users, academics, scientists, representatives from the industries etc.)

In consequence, the ALFRED partners will make continuous efforts to identify the most valuable cooperation and clustering opportunities as well as to reinforce the contact networks. In addition, the partners will stay dynamic in creating new cooperation activities throughout the project. These new cooperation and clustering activities will be detailed in the following reports D9.7.2 (M24) and D9.7.3 (M36).

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[IU2020] Innovation Union, A Europe 2020 Initiative:

http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing (consulted on 08/08/2014)

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Annex 1: Communication about the MAIL Workshop

Source: ICT for Ageing Well Newsletter, European Commission, the 25th of August 2014



ICT for Ageing Well
Newsletter

In this issue - 25 August 2014

- [In focus](#)
- [Event announcements](#)
- [Projects news & results](#)
- [Studies and reports](#)
- [Funding opportunities](#)

9 September 2014 - AAL Forum 2014, Bucharest, Romania

Mobile Apps for Independent Living

Mobile apps have a huge potential to help older people live independently at home and stay mobile. Many AAL projects are making use of the opportunities offered by mobile operative systems. Mobile applications are likely to become more and more accessible for older people over the next few years. This workshop, organised in the context of the AAL Forum, will go further into the opportunities and challenges when it comes to developing mobile apps for supporting older people in their daily life.

[Read more...](#)

See also : [ALFRED project](#)

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Annex 2: Minutes from the HAIVISO Workshop

**Training course on Dissemination and Communication Techniques and Tools
for European research projects
May, 14-th 2014, Athens - Greece**

Present:

- Daria Kyslitska (E-Seniors): presenting the ALFRED project
- Carmen Ceinos (trainer), Project Manager in HIM (Health information Management)
- Vlanca Jordan, Research and innovation Health Sector Director in ATOS
- Ilenia Gheno, Research Project Coordinator in Age Platform Europe.

Introduction from the coordinator of the project

Why this seminar?

Find out how HAIVISO can help you to enhance the visibility and awareness of your project results.

HAIVISO workshop objectives

- To help people to create a dissemination plan and to improve the efficient strategy to promote and to dissemination your European project.



The HAIVISO workshop programme:

- 2 presentations: basics / stakeholders building an end user community
- 3 online: the message and the tools for communication (Web, Social networks, conferences, Workshops)
- All information will be available on the Havisio website

Table of contents

- Basic concepts
- Why dissemination is important?
- Planning dissemination and communication
- Assessment – Success indicators
- Tips: good practices and common mistakes

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- An exercise
- Conclusions

1. Basic concepts

- ✓ Dissemination
- ✓ Communication
- ✓ Exploitation
- ✓ Sustainability

Dissemination and communication

Dissemination refers to the process of making the results of the project available to the stakeholders and to the wider audience. A good identification of objectives and stakeholders is essential part of the dissemination plan.

Exploitation

It is a set of activities to promote the use of project results beyond the life of the project.

Sustainability

The actions to allow that crucial activities and results of the project are maintained and continue to deliver benefits to the partners, stakeholders, etc.

2. Why dissemination is important?

- ✓ To support the EU view
- ✓ To comply the contractual obligations
- ✓ To benefit the whole consortium and the project partners

From the EU point of view

To promote the EU policies and programmes by exposing the results of the projects funded to the different audiences in order to demonstrate the ways in which research is contributing to a European “Innovation Union” and account for public spending.

Dissemination is a contractual obligation

Each proposal is required to describe in details its dissemination and exploitation plans in the application form. Once a proposal is funded, it becomes a contractual obligation to carry them out.

- During the writing of the application form

Ex: For H2020, it is mandatory to include a draft dissemination plan!

- During the of the life of the project

Ex: with publishable summaries and a project website

From the consortium point of view

It is an effective dissemination and communication strategy that can help to:

- generate demand for products or services developed
- draw the attention of national, regional authorities and other public and private funding sources to the needs and benefits of the research
- multiply synergies and collaboration opportunities

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- enhance the profile and visibility of the project

For the consortium

Dissemination has to run from the beginning of the project:

- To establish and share a common view about concepts, objectives, and benefits and target audience, facilitating the cohesion of the consortium.
- To insure the engagement of the identified stakeholders right from the beginning of the project.

The dissemination and communication plan has to be delivered during the 2-3 first months of the project.

Why: the purpose

The dissemination has to have a purpose, and support or inform about the project development in some way. Defining the purpose of the dissemination is a first step to decide on the audience, the message, etc.

To whom? Stakeholders

The different audiences the project needs to communicate are called “target groups”. To be effective, it is important to know precisely who we need to address and develop tailored messages for each target group.

The concept of stakeholders is essential part of the audience. They may be crucial to the success of the project, in terms of exploitation and sustainability. Identification of different stakeholders is very important for the dissemination plan.

Stakeholder analysis / mapping

The dissemination strategy should be based on a stakeholder analysis. Each person who may have an interest in the project outcomes.

Stakeholders groups:

- end-users
- decision makers / replication actors
- market actors
- funding authority

What can be disseminated?

- objectives and scope
- project intermediate and final results
- lessons learnt (good and bad ones)

Information should be realistic!

Dissemination methods: How

Importance to select the right one:

- newsletter, articles, press release: to create awareness at the beginning of the project
- reports, journal articles, website: to communicate the outcomes
- conference presentations: to share our experience

When: Timing and responsibilities

To decide when different dissemination activities will be most relevant to occur

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To adapt to project progress

To take into account activities (events, conferences) required, that are beyond the control of the project

Where to disseminate

Need to draw the attention of European national, regional and local authorities and other public and private funding sources to the needs and benefits of the project goals and results.

Enhance the profile and visibility of the partner organizations at local, national and international level.

3. Dissemination and communication plan

Need of a good dissemination and communication plan in order to define messages, and set objectives, targets, channels, timing and responsibilities. Communication and dissemination activities have a key role for project's impact.

4. Assessment of dissemination activities

In the dissemination and communication plan, need to decide how the success of dissemination efforts will be evaluated, selecting measurable success indicators for each dissemination activity. A success indicator is a performance measurement used by an organization to evaluate the success of a particular activity in which it is engaged.

Indicators have to be both quantitative and qualitative.

5. Good practices (strategic communication)

- ✓ Targets, audience and message have to be clarified before deciding on the media.
- ✓ Activities should be selective and language used, targeted to maximize impact.
- ✓ Particular emphasis must be put on an "on-going" local...
- ✓ Tailor communication to different audiences
- ✓ Make sure the EU and project's logo is applied on every communication material
- ✓ Slogans and symbols should be selective, simple and repetitive
- ✓ Jargon-free...

Common mistakes

- ✓ Focus on media before message
- ✓ Objectives are not clearly defined
- ✓ Why or what questions are left unanswered
- ✓ Budget is not adequate
- ✓ Messages are not tailored
- ✓ Project managers and researchers underestimate dissemination activities
- ✓ No concrete targets
- ✓ No professional expertise

Dissemination and communication plan: a tool

A helpful tool to build an effective dissemination and communication plan is a table similar to this one.

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What is the difference between communication and dissemination?

The dissemination is something that you push, you only give some information. Communication means an exchange it takes always two/+ for disseminate the idea and the project.

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Annex 3: Protocol for Collaboration with AgeingWell Community



PROTOCOL FOR COLLABORATION

E-Seniors Association [ESE]

on behalf of the **ALFRED project** (FP7 ICT Call 10), which aims at developing a personal mobile assistant for elderly people, helping them to stay independent, to coordinate with carers and to foster their social inclusion, represented for the purposes of signature of this protocol by Epstein Monique, Director and project manager at E-Seniors Association.

of the one part,
and

INOVAMAIS – Serviços de Consultadoria em Inovação Tecnológica, S.A. [INOVA+]

on behalf of the **AgeingWell - Network for the Market uptake of ICT for Ageing Well** (CIP-ICT PSP Call 5, Thematic Network), which aims at building and animating a European network focused on improving the quality of life of older persons by promoting the market uptake of ICT solutions for Ageing Well, and represented for the purposes of signature of this protocol by Miguel Sousa, Project Coordinator.

of the other part,

HAVE AGREED

To collaborate and to join efforts for promoting and enhancing the visibility of both projects. In this sense, the parties agreed on the following:

- To include each other's project logo on the website of the project they are representing, with a direct link to the respective website;
- To share and inform about ICT4Ageing fields whenever applicable;
- To share and inform about each other's project progress and results whenever applicable;
- To inform about relevant public events each project is organising.

This protocol can be renounced at any time, by any of the parties, through written communication stating the reasons for this situation.

SIGNATURES

For the **ALFRED project**

Epstein, Monique, Director and Project manager
Done in Paris, on the 22th of July 2014

For the **AgeingWell**

Miguel Sousa / Project Coordinator
Done at Matosinhos

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Annex 4: Experience at GamesUp Workshop - the 9th of Septmeber 2014

This workshop was organized by GameUp project (AAL-2011-4-090) that is coordinated by Iberenex (partner in NACODEAL). The project develops serious games for mobility movements offering personalized and motivating exercise games for seniors.

These games develop strength, balance, movements and flexibility with different difficulty levels and special focus on safety of the user. The project decided to implement these movement based games by using Kinect sensors that are used without a specific control device.

The games are tested in three countries: in Norway, Belgium and Spain with groups of target users that gather every two weeks (during a year) to test and discuss the games that are under development.

As the testers as very motivated to gather in the group and discuss the GameUp games, they are concerned that how they can continue playing games once the project is finished. The project partners are thinking about solutions for this that will be also an important part of the exploitation plan that is being planned.



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Annex 5: Insights to the MAIL Workshop and Presentations

Collaborative Workshop title:	Mobile Apps for Independent Living
Organisers:	Netherlands Elderly Foundation (NFE) E-Seniors (ESE) Ascora (ASC)
Date and Location:	09/09/2014 AAL Forum 2014, Side Event Bucharest, Romania
Author of the document:	Mona Komulainen (E-Seniors)

On the 9th of September 2014, the ALFRED project organized a collaborative workshop entitled “Mobile Applications for Independent Living” in cooperation with four other European projects and one Dutch SME that develop innovative solutions in the field of active aging.

As a part of the cooperation and communication activities of the ALFRED-project, the aim of this workshop was to exchange and share experiences and knowledge from the different point of views related to the development of innovative mobile ICT-solutions for healthy and independent ageing. Furthermore, this workshop was organized as a side event of the AAL Forum 2014 (in Bucharest, Romania). This document gives an insight to the exchanges of experiences and knowledge between the invited innovation projects and the audience.

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User involvement throughout the project (vASSIST)



vASSIST (<http://vassist.cure.at>) is an Ambient Assisted Living (AAL project) that is coordinated by the Austrian Institute of Technology. Markus Graschall, project coordinator, gave a presentation about the end-user involvement in this project underlining the importance of establishing a continuous dialogue between the target groups and the developers of the solution, which enables to develop a user-friendly and useful solution. He demonstrated the different methods for the user involvement that have been deployed in the different phases of the vASSIST-project. The following phases involve users in a structured and efficient manner: the target group specification, the requirements analysis, definition of the business and service providers' requirements, the scenario definition and, finally, the implementation of the different field trials in the lab and the real world environment.

Regarding the focus groups, a participant wanted to know how the end-user participants can give relevant feedback in the group discussions if they don't have a good understanding regarding the ICT-solution that is deployed in the project. In response, M. Graschall emphasized the importance of the initial training of all the involved end-users, and notably the use of story boards, short clips and other visual demonstrations that can be very helpful and help the user in understanding better the possible functionalities of the device and service.

Another auditor commented that it can be challenging to involve informal caregivers in these research phases as they are not familiar with the vocabularies, definitions and technologies that the project deploys, which can discourage them to take part. In response to this, M. Graschall said that special attention should be done in the communication with all the target groups and how the project partners should formulate their ideas in a clear way for stakeholders outside the project.



Markus Graschall

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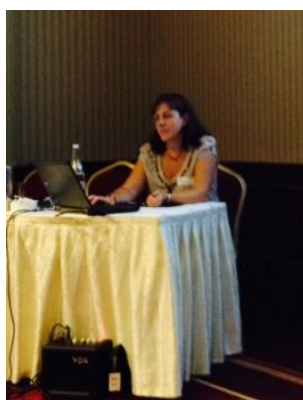


Open marketplace of Apps for Independent Living: ALFREDO Marketplace (ALFRED)

ALFREDO Marketplace was presented by Emilia Gracia from Wordline, a partner in the ALFRED-project (<http://alfred.eu>). Firstly, Ms. Gracia gave an introduction to the goals of the ALFRED-project and the challenges that the project aims to address. ALFRED is a European research and innovation project funded by the European Commission under the FP7 ICT-programme. The objective of the project is to develop a mobile solution for older adults, and this system will encourage the users to stay active, socially involved and fit – in other words, ALFRED will be a personal virtual butler for older adults. The ALFRED system is built together with different components focusing in four main fields: vocal interaction (Pillar 1), social inclusion (Pillar 2), health status management (Pillar 3) and cognitive and physical Impairments prevention with serious games (Pillar 4).

ALFREDO, that is part of the ALFRED-system, is an open marketplace that enables to extend the ALFRED-solution with new relevant applications that can be developed by all the interested stakeholders (i.e. developers). These applications must be designed for older users who want to use mobile solutions in order to improve the quality of their life. Before the release in the ALFREDO marketplace, the new App needs to fill the defined quality criteria of the system.

A participant from the audience wanted to know if the marketplace will set a limit for the available App, but Ms. Garcia said that there will be no limitation and the idea is that the user can choose the most relevant Apps from the marketplace.



Emilia Gracia

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Mobile Applications for health purposes (ALFRED)

The third presentation was given by Florian Feldweiser from Charité University Hospital in Berlin that is also an end-user partner in the ALFRED-project. In the ALFRED system, there will be functionality that enables the user to monitor his health status. In relation to this, Mr. Feldweiser gave a presentation about mobile solutions for healthy ageing. The aim of these solutions is to encourage active and healthy ageing with the use of ICT-devices that are adapted for the senior user groups and that enable to monitor the users' health status but that also provides recommend healthier lifestyle.

Mr. Feldweiser underlined that the projects in this field face several barriers that discourage the update of the ICT-solutions by the older adults, and these barriers are, the most often, related to the usage difficulties due to the decreasing physical capacities (hearing, vision, crisp...), and these barriers can discourage the older users to try out new innovative solutions. As an example, if the users' captured health data is not displayed in the App screen in a clear and readable way for the senior user, the user will not understand the communicated information and the recommendations of the service. As a result, a special attention to adapted user-interfaces should be given when developing a health app for this specific target group.

A member from the presentation's audience strongly agreed with Mr. Feldweiser's recommendations and underlined that some kind of catalogue of "bad" user-interfaces and a list functions that are not adapted for older user groups should be published. This speaker said that from his experience, these design recommendations could be very useful for many research and innovation projects.



Florian Feldweiser

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Mobile support for older persons in public transports (ASSISTANT)

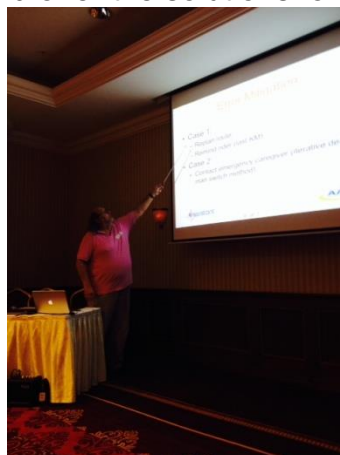


ASSISTANT (www.aal-assistant.eu), is a European research project funded by the European Commission in the framework of the AAL-programme. Stefan Carmien, coordinator of the project working at Tecnalia, gave a talk focused on the technical state of art of the project that aims at developing a mobile tool to support older users to take public transports. Mr. Carmien explained that the ASSISTANT-solutions will be available on two devices so that the system can be used both indoors and outdoors. At home, the user may plan the desired route on a computer in an online page and then this planned route is send to a mobile device – a smartphone – that activates the route and accompanies the user from the very first kilometre until the last kilometre. In addition, the user receives dynamic support as the system is able to capture the errors that may appear in the route, which is the essential value added of the solution.

Mr. Carmien motivated the audience to inspire themselves from this project and the technology that is easily available today. The social changes and the ongoing technological progress are promising for the projects and new systems like ASSISTANT; more and more older users have smartphones, the wireless internet connexion is available in an increasing number of public spaces, there is a boom of open source maps and the public transport operators start providing openly the real time data of their transports.

The audience was inspired by the lively presentation, as a result several questions were asked. One participant wanted to know how the system is able to purpose the most adapted route for the user (who, for instance, could suffer from reduced mobility capacities). Mr. Carmien responded that the system can be personalized and different adapted user themes can be set, which enable the system to propose adapted help.

Another participant wanted to know of this system will find its users from the current market. In response, Mr. Carmien said that the App will be localized and contextualized in the different environments (and countries) and that the plan is to propose this system for public transport provider who could offer the solutions for their clients.



Stefan Carmien

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Interoperability of the different AAL-solutions (reAAL)



This presentation was about the reAAL-project (www.cip-reaal.eu/about/project-description) that is funded by the European Commission in the framework of the ICT-PSP programme. Mr. Bruno Jean-Bart, from French SME called TRALOG, was representing this projects that aims to reinforce the interoperability of the different developed technological solutions in the field of the Ambient Assisted Living (AAL). The proprietary goal of the project is to evaluate the impact of an open platform for interoperable solutions in the domain of active and independent living through rollout of 20 AAL-solutions and with 7000 end-users.

Mr. Jean-Bart invited all the interested stakeholders, who develop an ICT-solution for active and autonomous ageing, to take part in the reAAL pilot period that will start soon. As a part of these pilots, the best practices and lessons learnt will be published, which can help the future project to develop more interpretational solutions.



Bruno Jean-Bart

Business models for mobile Apps designed for older adults (ALFRED)



Ms. Marta Ribeiro, from IESE Business School Barcelona that is a partner in the ALFRED-project, gave a presentation from the angle of the business opportunities for the mobile solutions designed for older adults. As the European populations are ageing, the healthcare systems will face new challenges and a more patient-centric healthcare approach should be adapted. In consequence, mHealth has a huge potential but there are still many caps between the forecasts and the actual situation on the market. The new mHealth solutions have many opportunities but also challenges that should be considered when designing the business model.

Ms. Ribeiro explained shortly that three possible business models for the new mobile health Apps. The first one is the free or low-cost model that can be advantageous for the users. An example of a solution with such an adapted business model is the online platform called "PatientsLikeMe". The second option is the premium model that can be

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beneficial for users that suffer from chronicle diseases and need to be monitored on a regular basis. “BlueStar” tool is designed for diabetic patients and it is an example of a successful service with the premium business model. Finally, the third opportunity is to use the revenue model that ties revenues to measurable patient outcomes and cost-savings, but this model requires strong user data analytics. A service called “HealthyBuddy” use this exploitation model.

The participant from the public raised an open question concerning the current number of the available mHealth Apps that is around 90 000 and wanted to point out that for the user can be very challenging to choose the most pertinent App in the market.



Marta Ribeiro

Example of a Business Case (Gociety SME)



Gociety (www.gociety.eu) is a Dutch SME that develops communication products enabling seniors to stay connected with their families, carers and environment. Gociety was funded after successful experience in a European research project. The representative of Gociety, Mr. Frank Verbeek, state that the mobile Apps have a big potential for the end-users but the offer must be adapted and helpful solutions provided in the mobile devices that are in the market. Mr. Verbeek emphasized that an organization cannot produce the ideal mobile solutions for a senior user all alone; as a result, new creative and productive partnerships should be established. For instance, a lot of effort should be done in developing better and more adapted user-inter faces, which could differentiate the new solutions from the multinational’s devices and services that are already in the market.

Gociety’s project aim is to develop and offer adapted Apps in the mobile devices that the older persons can use to facilitate their daily lives. Two examples of these services are “GoLivePhone” and “GoLiveAssist” that are marketed to consumers through partnerships established with mobile phone providers that find new market segments from the older persons thanks to the innovative Apps that encourage this specific user group to use the personalized and adapted tools.

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