ALFRED

Personal Interactive Assistant for Independent Living and Active Ageing

WP9 – Impact

D9.4.5 – Dissemination Report V

Deliverable Lead: TUDA

Contributing Partners: All Partners

Delivery Date: 09/2016

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Version 1.0

This is the fifth and final Dissemination Report of the ALFRED project. This report updates the list of dissemination activities, providing the complete list of activities performed in the social, scientific and industrial domains, as well as the remaining planned activities. At the writing of this deliverable, all dissemination goals have been achieved or surpassed.

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Note

This deliverable is subject to final acceptance by the European Commission.

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Executive Summary

This final version of deliverable D9.4 (Dissemination) presents the final list of performed dissemination activities in the ALFRED project, broken down in the main dissemination strategy pathways presented in the previous versions of this deliverable: Social, Industrial and Scientific.

Firstly, the dissemination strategy is presented again, as well as the relevant KPIs to be achieved.

Dissemination activities are then presented on the third chapter. During the last six months several events have taken place, especially regarding meetings with AAL stakeholders and public events as stated in previous dissemination reports, such as the Mobile World Congress '16. Additionally, ALFRED partners have organized a scientific workshop (September 16th) co-located at the IEEE Healthcom '16 in Munich.

The fourth chapter of this deliverable summarizes the final status on the dissemination, comparing the performed and planned activities with the KPIs stated at the beginning of the project. The list of performed activities shows that all dissemination goals have already been achieved or even surpassed. Finally, the conclusions of this deliverable are presented on chapter 5.

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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/have been 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 whole life (36 months) of the project. This "dissemination report" is the last of a total of five such reports.

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 was used for all dissemination activities and for the evaluation of all upcoming dissemination reports. Chapter 3 constitutes the ALFRED project's "Dissemination Report" listing all relevant dissemination activities carried out and provides a more detailed insight into some selected activities. Chapter 4 provides an evaluation of how far the results achieved to match the desired outcomes. Finally, the document's conclusions are presented 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 has been to create high awareness of the ALFRED project, in order to acquire on one hand feedback and discussions to improve both the quality and results of the project, and on the other hand to be prepared for market entry. In order to achieve an **effective** and **efficient** dissemination, it is crucial to define a clear strategy. This helped to administrate the limited resources of dissemination while maximizing 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.

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 is reached with the dissemination in the specific domain. These goals are 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 its own **Action Points** alongside the Dissemination Objective and the Main Target Audience. These Action Points describe the actions, which were undertaken to achieve the respective Dissemination Objective of the domain. The Action Points are described in Section 2.4.
- The **Dissemination Tools** are the Channels and Materials, which can be used to reach the target audience. 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 are 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 provide explicit plans and are in sum the description of the overall dissemination activity of the ALFRED project. The Action Plans are defined in Section 2.6.

- Finally, section 2.7 explains the **Monitoring and Evaluation** process: the quality assurance process for dissemination as a whole. Key performance indicators are defined, and were monitored at every project stage. This allows the overview of the current status of dissemination, as well as provides a tool to evaluate the success of the presented strategy.

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 progress of the project, it is also helpful to align the strategy with 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 encompassed 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 differed. See Figure 2 for an overview of the three different phases.
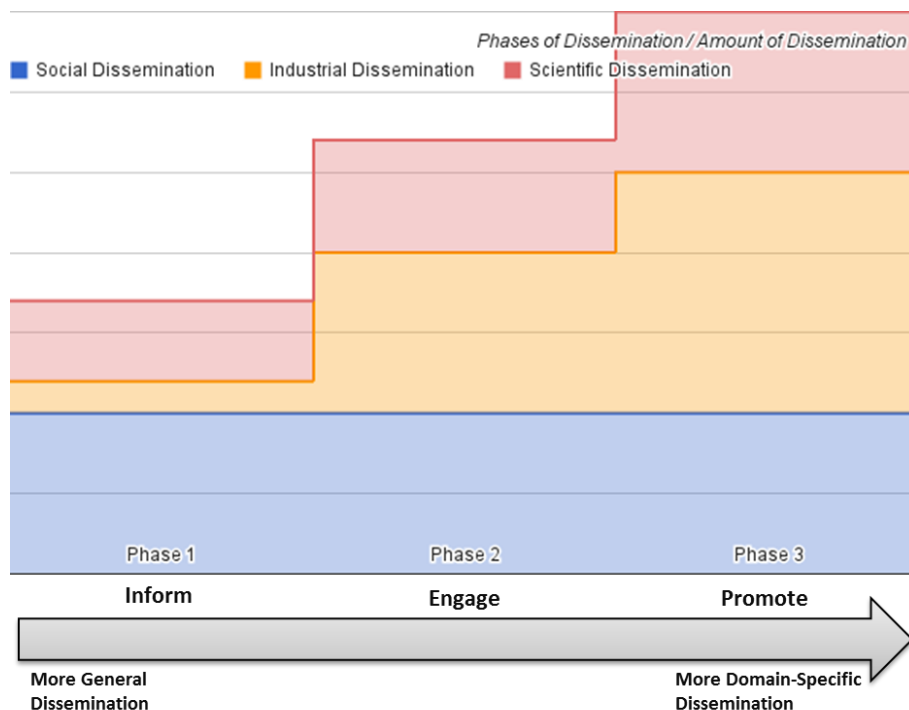

Figure 2: Time Graph – Dissemination Phases

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 helped to reach this overall goal. In the end, the overall dissemination allowed us 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 multidisciplinarity of the project objective, the dissemination objectives are wide spread in addition to the obvious distance through the three domains: social, industrial and 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 reached 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 highly increased the quality of the platform as otherwise the consortium has only internal testers (by all technical partners). Secondly, to early start bringing developers to the platform can lead to early real third party application, which boosts 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 targeted during the project: 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 identifying 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 re-using the research results of the ALFRED project and possibly extending them in further projects.
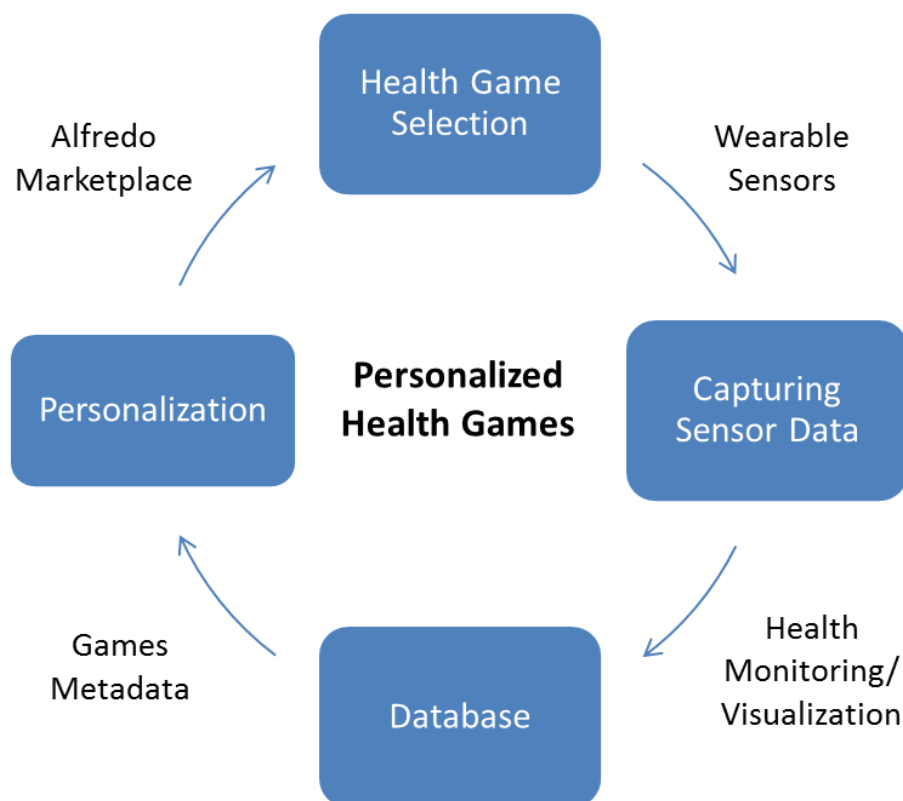
Figure 3: ALFRED Research Focus

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 necessarily the only target audience. The following subsections provide an overview about the target audiences categorized by domains.

2.3.1 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.
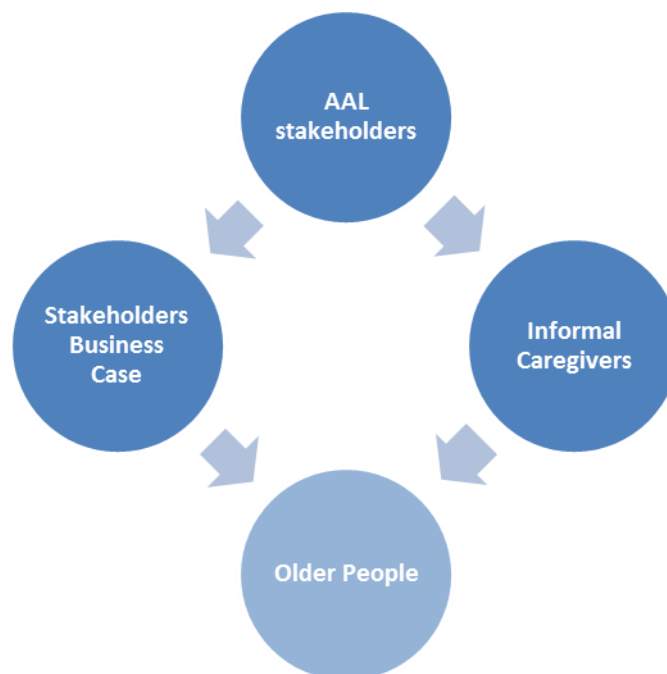
Figure 4: Reaching Target Audience of the Social Domain

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 functions in three phases (also reflected in Figure 5):

- Phase 1: The dissemination targeted 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 focused 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.

General Public	AAL Stakeholders	Older Adults & Caregivers
Phase 1	Phase 2	Phase 3

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, since 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.

During 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 provides 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 also offers 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 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 were recollected by the social dissemination. In phase two, developers started using the platform and launch the first third-party apps. Later on, the industry partners were 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.
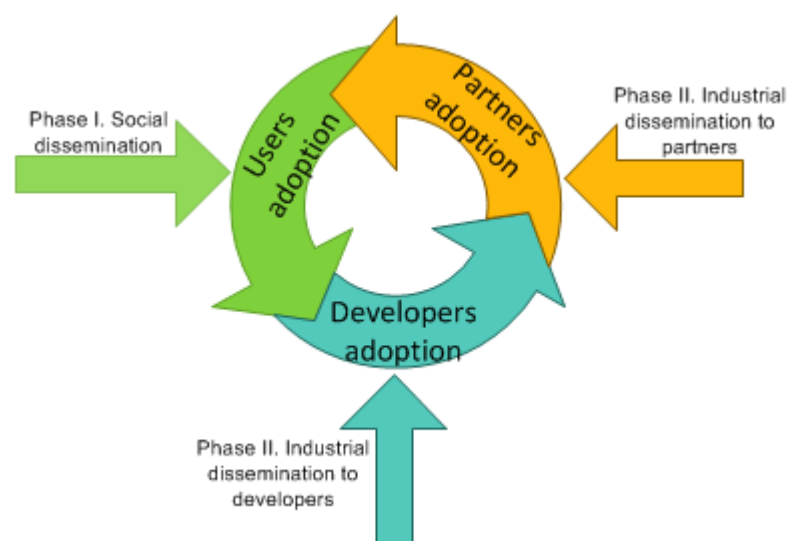
Figure 6: Dissemination Lifecycle Relating Users, Developers and Partners

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

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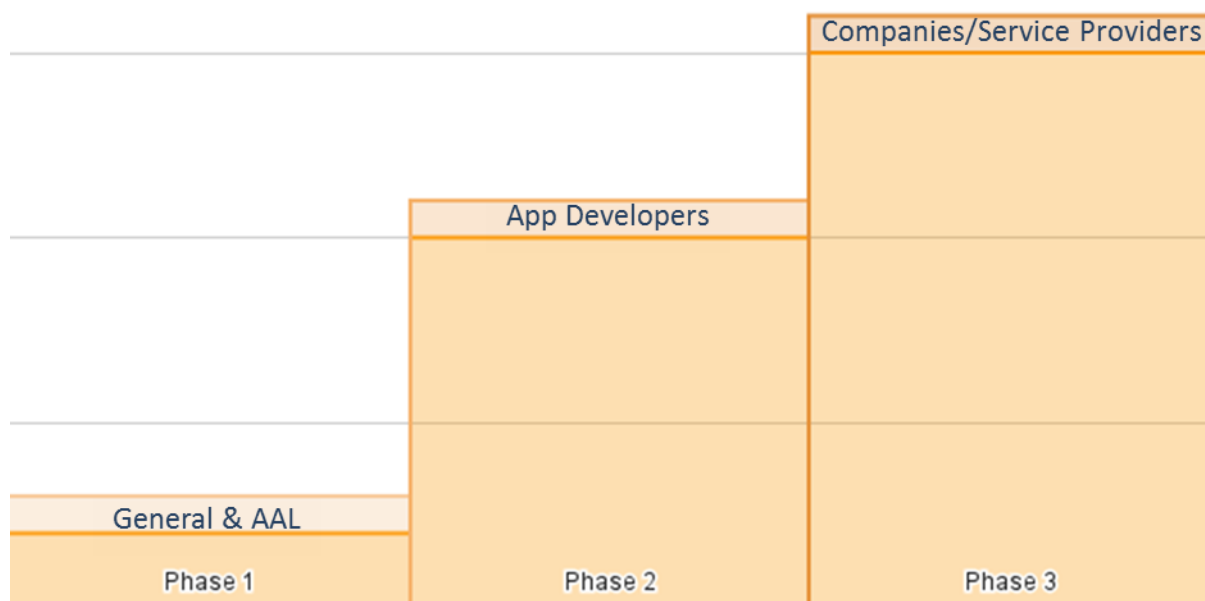
Figure 7: Main Target Audiences of Industrial Dissemination Phases

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 was 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 were 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 did not differ much during the different phases but the research focus nevertheless changed. 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 of Personalized Health Games or other related topics.
- In the second phase, the first readily available concepts can be published and combined with the first prototype results.
- In the third phase, more publications can be produced on the basis of the described and evaluated results.
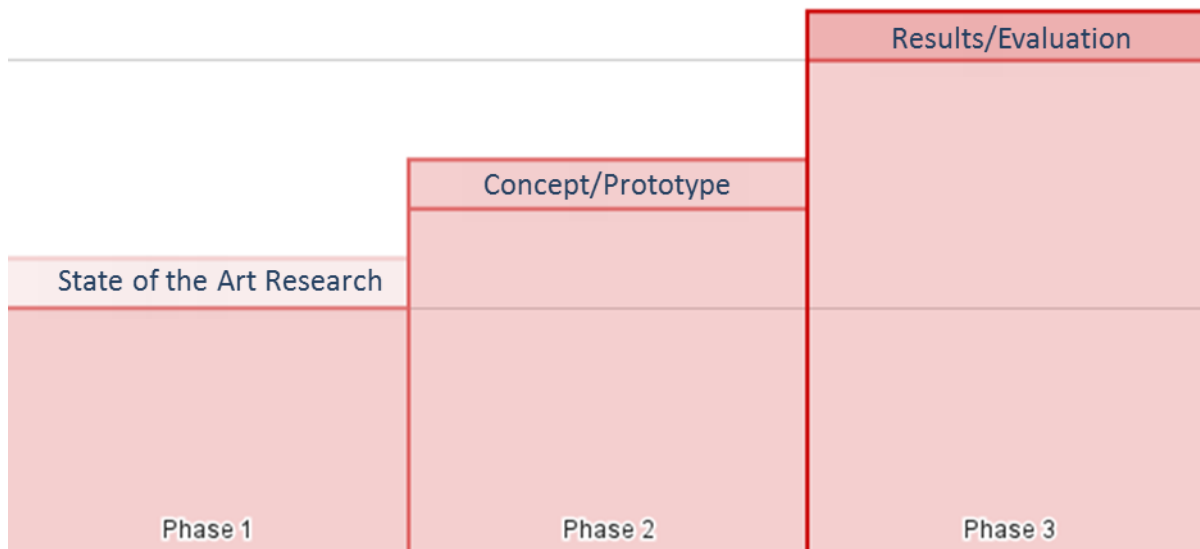
Figure 8: Research Focus of Scientific Dissemination Phases

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 directed 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 were divided in three phases.

- In the first phase of the project, the dissemination activities aimed to raise 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 focused 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 participant involvement, such as the organized ALFRED workshops, as well as meetings with AAL stakeholders and networking at AAL related events.

2.4.2 Industrial Domain

As described in the previous section, the dissemination activities in the Industrial Domain were addressed to two very different audience groups: development communities in the first phase and SME development in the second phase. The latter was be targeted due to the foreseen 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).

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)
- 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)

2.5.1.1   Project Website

The project website is the main source of information on a project and thus incorporates the main information about the project and communicates 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, download 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 contains 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 also contains extra social features, like user forum where to discuss best practices, issues, questions, etc. and a technical blog that collects all the news related to the site and the technical environment. As part of this information, code snippets and sample were 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 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 contributed to produce blog entries to distribute findings and events of the project on partners own organization's blogs as well as other specialized and research blogs targeted at particular disciplines. This helped to 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 provided 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 conferences and peer-reviewed scientific journals.

2.5.1.6   Other Events

In addition to conferences and journals there are other events which were 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. These collaboration activities are further analyzed in D9.7.3 Collaboration Report.

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 to measure the outcome of this dissemination channel,. 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 were prepared to capture 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 the strategy for each dissemination domain is presented, showing how the ALFRED project achieved 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 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.

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

This action plan was implemented both offline and online. People that work for AAL organizations as well as informal caregivers are often younger people who access the internet on a regular basis and who can be reached through social networks, online articles and media. The strategy towards older adults has 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
 	
M12 – M24
	• Participation at events and meetings with stakeholders (AAL 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 ads in magazines and newspapers. - Participation at events for older people, e.g.: 50 Plus Fair 2016 in the Netherlands with more than 100.000 older visitors. "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. - 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, AAL Kongress 2016 in Frankfurt, 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 was created, which was accessible for developers on M30. This site included 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 was determined on T9.5 (Sustainability: The ALFRED Open Platform, delivered as D3.5).

As part of the documentation of the dissemination, the open components (like samples) were 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 was participating in the organization of workshops as hackathons within T9.3 (Generic Promotion, Materials and Workshops). The intent was 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) were 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 found 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 develop applications related to Alfred domain	BUPA in Oxford, UCL mHealth Conference in London, Mobile World Congress and Health 2.0 in 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 were planned and organized in the context of task 9.3). Additionally, the industrial partners of the ALFRED consortium have used 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 was 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 was 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 were focused on three topics. The first one is Serious Games, more specifically a "Metadata Format and Information System for Health Games" ,and thus targeted (serious) gaming conferences and journals. Here the research gathered and analysed for Work Package 7 (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 has been submitted recently (in a revised version) to the Games For Health Journal, one of the possible Serious Gaming Conferences and Journals suitable for this kind of publications as presented on 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 have been merged with the SGDA conference "International Conference on Serious Games, Development and Applications" to the "Joint Conference on Serious Games")	Scientific conference (annually)	Games	http://www.gamedays2014.de/, http://www.hud.ac.uk/schools/artdesignandarchitecture/events/thejointconferenceonseriousgames/ http://jcsg2016.org
02	"Foundation of Digital Games"	Scientific conference (annually)	Games	http://www.fdg2014.org/ http://digra-fdg2016.org/
03	"International Conference on Entertainment Computing"	Scientific conference (annually)	Games HCI	http://icec2014.info/ https://icec2016.cs.univie.ac.at/
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 was addressed is in the field of Preventive Healthcare and thus found a suitable dissemination channel in conferences and journals focusing on this research direction. The following table provides a list of 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 (Wearable Sensors) and vital data visualization which found more relevance in the context of Ambient Assisted Living. Possible conferences which were considered 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 aimed to utilize scientific findings from various other areas (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 published 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 also conducted scientific talks on ALRED matters that are not accompanied by publications. Scientific dissemination activities intensified once the "pillar work packages" (WP4 to WP7) began with the conceptualization and implementation of their respective system components. For this, the following table assembles a list of potential conferences and journals considered during the project, to which submissions were 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.

A condensed summary of the conference landscape – with a perspective/focus on Serious Games – is provided by TUDA in a new Springer book:

Dörner, R., Göbel, S., Kickmeier-Rust, M., Masuch, M., Zweig, K. A. (eds.) Entertainment Computing and Serious Games. International GI-Dagstuhl Seminar 15283, Dagstuhl Castle, Germany, July 5-10, 2015, Revised Selected Papers. Information Systems and Applications. LNCS 9970. Springer International Publishing. 2016.

2.7   Monitoring and Evaluation

During, and at the end of the dissemination process, it is important to ensure that the results reach all relevant stakeholders and users, in particular those primarily targeted by dissemination activities. The success of the dissemination strategy was 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.

Project Website

- Website Hits
- Page Views
- Video Views
- Downloads
- Inquiries after Viewing Website

Media Coverage

- Number of Press Releases Circulated
- Initiations of Media Communications
- Interviews
- Geographical Distribution

Social Media

- Followers
- Number of Posts
- Page Views
- Sharing/Retweeting

Scientific Events and Journals

- Number of Papers Submitted and Published/Presented
- Number of Workshops Organized
- Number of Participants
- Participants Feedback

Industrial and Professional Networks

- Number of Communications Initiated/ Participated
- Stakeholder Types and Scope Reached
- Number of Inquiries Received

Events with Target Users

- Number of Events Organized
- Number of Participants
- Number of Leaflets Distributed
- Inquiries and Feedback

Figure 9: General Metrics for Different Dissemination Channels

2.7.1 Performance Indicators

The above figure shows the generally used metrics to measure the 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

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

2.7.2 Guidelines for Dissemination Activities

In addition, to make sure that the dissemination strategy succeeded in achieving its goal, the shared responsibilities for its success were 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 lead the execution and documentation of the dissemination strategy. NFE and IESE monitored the ALFRED dissemination activities. All partners made significant contributions to its implementation and they reported quarterly on their accomplished dissemination activities. Annually, TUDA, with the help of other WP9 partners, provided an overview of these activities in the dissemination report (Deliverables 9.4.1 to 9.4.5). 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 thus enriched and completed the dissemination scope.

3. ALFRED Dissemination Report

This chapter describes the dissemination activities conducted under the ALFRED project from October 2013 to September 2016. Following the dissemination strategy, this chapter is separated into the "General Public Dissemination", "Industrial Dissemination" and "Scientific Dissemination" subchapters. For each target audience we can use different dissemination channels from the list described in Section 2.5.1. So the channels are not strictly relating to one and only one category of the target audience group.

3.1 Dissemination Channels and Materials

3.1.1 ALFRED Main Dissemination Channels & Materials

The main dissemination channels and materials like ALFRED Project Website and Facebook and Twitter accounts were used across different dissemination domains. Therefore, 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 "Downloads" 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 has been a continuous task which was carried out throughout the whole lifetime of the project.
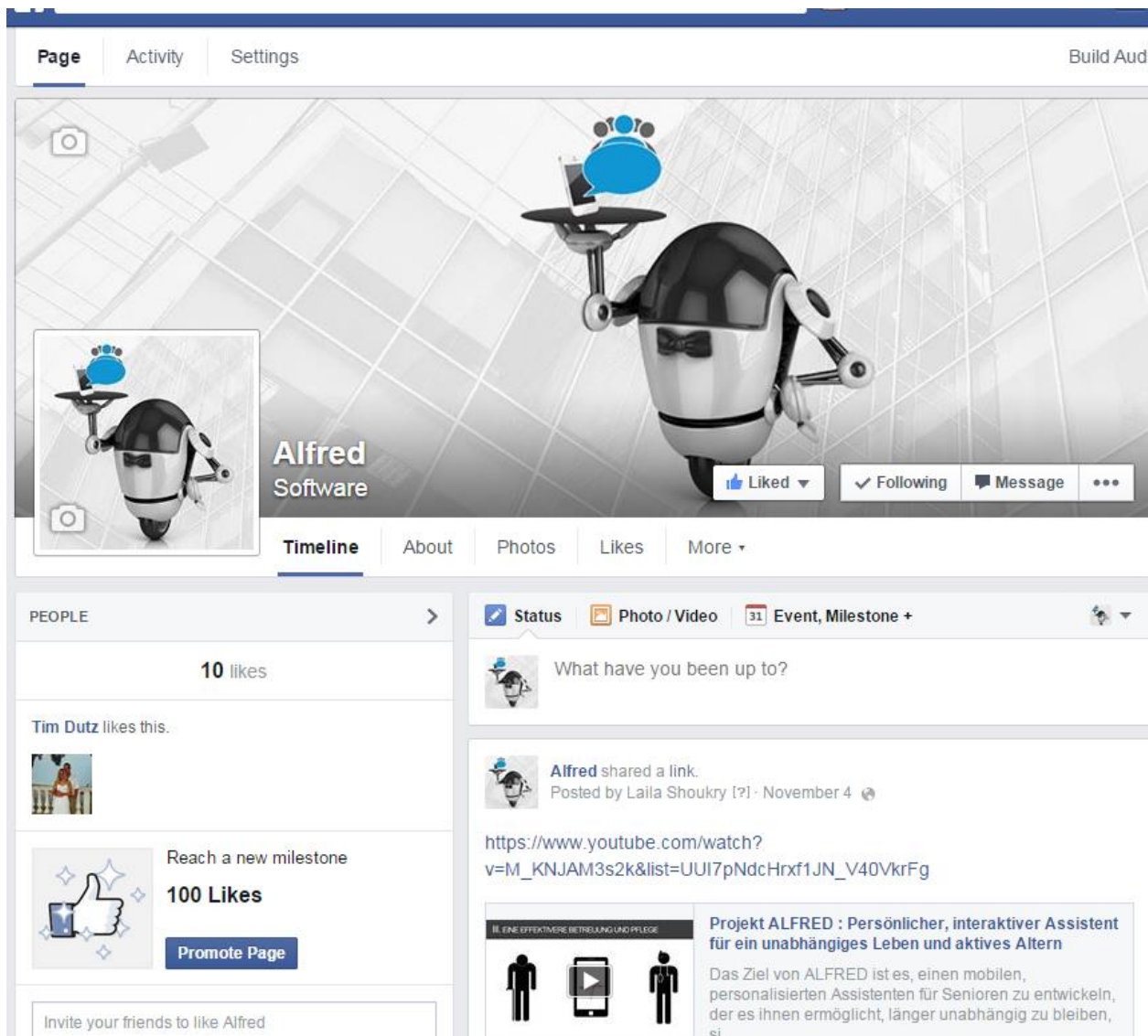

Figure 11: ALFRED Facebook Page

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.
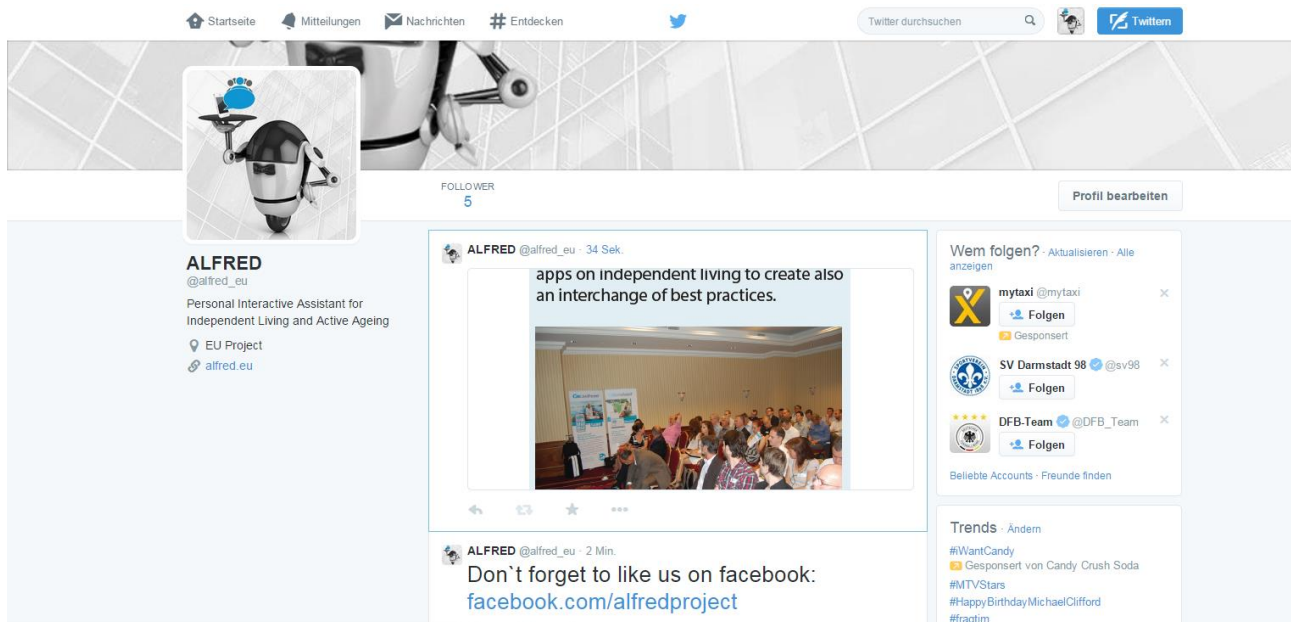
Figure 12: ALFRED Twitter Page

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 ALFRED project which is available on Youtube[1].

3.1.2 Dissemination Materials

3.1.2.1   Leaflets

The following two figures (see Figure 13 and Figure 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.

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[1] https://www.youtube.com/watch?v=Bvk7JdMYK9c
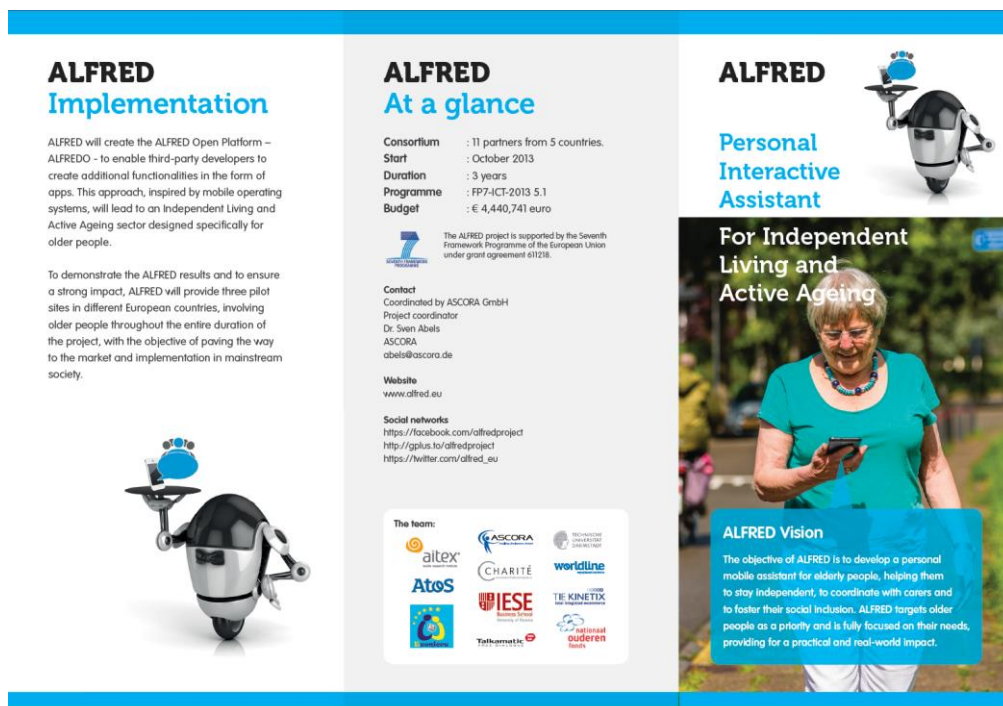
Figure 13: ALFRED Leaflet (First Edition, English Version, Side A)
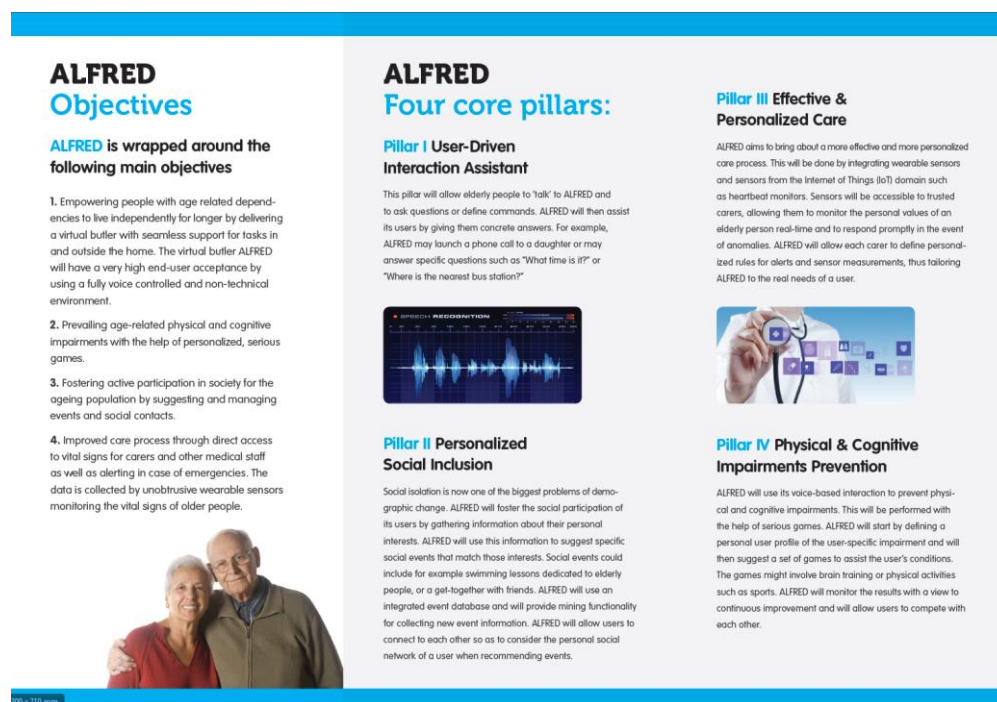
Figure 14: ALFRED Leaflet (First Edition, English Version, Side B)

3.1.2.2   Newsletters

Figure 15 and Figure 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.

Figure 15: First ALFRED Newsletter (Side A)

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 was also used for any event where ALFRED was to be promoted.

Figure 17: 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 project. The following table (see Table 9) details the media coverage of the ALFRED project until September 2016.

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/maatschappij/4927670/2429449/ouderen-krijgen-virtuele-butler-alfred.html	13/11/2013	NL	NFE
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/nyhe	13/12/2013	SE	TALK

		ter/pmimportocharkiv/pressmeddelandena rkiv2013/eninteraktivassistentforsjalvstand			
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
29	Presentation	Demo with students from CEU university	08/10/2015	ESP	AITEX
30	Online Article	Publication at online magazine PINKERMODA.COM	20/10/2015	ESP	AITEX
31	TV Interview	ALFRED TV Interview for RTP during ICT 2015	21/10/2015	ENG	ASC

32	Project Brochure	Flyer distribution at conference "Innovating for Sustainability in European Textiles and Clothing"	28/10/2015	ENG	AITEX
33	Press Release	Article on the review meeting with end users	04/11/2015	NL	NFE
34	TV Interview	Interview with older end user on ALFRED	04/11/2015	NL	NFE
35	Press Release	De telegraaf: Older people test the butler app. http://www.pressreader.com/netherlands/detelegraaf/20151106/282089160648778/TextView	04/11/2015	NL	NFE
36	Online Article	Article in ESE newsletter: Testers Recruitment	19/05/2016	FRA	ESE
37	Online Article	Newsletter on the ALFRED user tests	29/06/2016	NL	NFE

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.	22/01/2015	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 Conference, Castellon, Spain	14/05/2015	EN	ESE
18	Event	Forum des Associations: Handling of ALFRED flyers	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
21	Event	Flyer distribution at conference "Innovating for Sustainability in European Textiles and Clothing" http://www.textile-platform.eu/home/2015/6/24/conference-innovating-for-textile-sustainability-horizon-202.html	28/10/2015	EN	AITEX
22	Conference	Espace idées bien chez moi : Presentation of ALFRED and handing out ALFRED flyers	26/01/16	FR	ESE
23	Event	Cityhall of the 4th arrondissement in Paris: "Galette des rois" event organized by E-Seniors for its members: Dissemination of the project flyers	28/01/2016	FR	ESE
24	Conference	Espace idées bien chez moi : Presentation of ALFRED and handing out ALFRED flyers	03/02/2016	FR	ESE

25	Conference	MSA Louvre : Presentation of ALFRED and handing out ALFRED flyers	18/02/2016	FR	ESE
26	Event	Presentation of ALFRED Flyers, Interreg Networking event in Rotterdam	22/03/2016	ENG	ESE
27	Meeting	ICT4Life Project, Meeting with Alejandro Sanchez Rico	01/05/2016	ENG	IESE
28	Event	Presentation of ALFRED at Tranwijk centre, handing out of flyers	12/05/2016	NL	NFE
29	Event	Digital Enterprise Show Madrid 2016: Presentation on ALFRED	23/05/2016	ENG	ATOS
30	Event	16th International Conference on Integrated Care	23/05/2016	ENG	IESE
31	Event	GameDays – public day: Talk and demos of ALFRED games.	04/06/2016	DE	TUDA
32	Event	Forum de la CNAV: Presentation of ALFRED and flyers	07/06/2016	FRA	ESE
33	Event	Presentation with the involvement of two end users who told about their experience with ALFRED, eHealth week	09/06/2016	NL	NFE
34	Event	Presentation of ALFRED at Roodeschool Verzoamelstee, including a short demo	15/07/2016	NL	NFE

As an example of those events we briefly describe the activities of the Home Automation & 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

As an example of a dissemination activity of the latter half of the social dissemination activity, focused on AAL stakeholders, we present the newsletter meeting that took place during the ALFRED tests performed by NFE on 29th of June 2016. During this event, a test user presented his story and experience with ALFRED.

Figure 19: Interview with an ALFRED Test User

3.2.2 Industrial Domain

Table 11: Industrial Dissemination Activities Conducted

Type	#	Description	Date	Initiated by
Workshops	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	
	02	1st International Workshop on Open Platforms in the Field of Independent Living and Active Ageing, Organized during the IEEE Healthcom 2016	16/09/2016	All
Exhibitions, Trade Fairs and Confer-ences	01	9th Annual Textile ETP Conference, Brussels (distribution of leaflets)	31/03/2014	AITEX
	02	"Futur en Seine Exhibition" for Professionals in the field of digital innovation, Dissemination of the ALFRED flyers in the framework of an 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)	05/05/2015	AITEX

		http://techtextil.messefrankfurt.com/		
	07	Jornada de Innovación en la Atención a las Personas (presentation of ALFRED at conference)	07/05/2015	AITEX
	08	ALFRED presentation in the Conference the "Adriatic Model of Sustainable Mobility in the Health & Care Sector (AdriHealthMob)" organized by L'Università Politecnica delle Marche in Ancona (Italy)	06/09/2015	WORLD
	09	ICT 2015 Lisbon	20/10/2015	All
	10	ALFRED presentation at Workshop on Smart Wearables and Medical Textiles, organized by European Technology Platform	28/01/2016	AITEX
	11	Mobile World Congress in Barcelona. Worldline shows in his stand the ALFRED solution. Santi Ristol made a demo to Mr Alexander De Croo - Belgian Vice-president	22/02/2016	WORLD
	12	11th Annual Public Conference of the European Technology Platform for the Future of Textiles and Clothing. "Boosting Regional Textile Innovation in Europe"	13/04/2016	AITEX
	13	Industrial Technologies 2016. Creating a smart Europe	24/06/2016	AITEX
	14	EIT Health Summer School on Innovation and Business Creation	25/07/2016	IESE
Online Article With Industrial Focus	01	Homepage of TIE KINETIX http://tiekinetix.com/en-us/news/tie-kinetix-is-technology-provider-in-european-union-project-alfred	29/10/2013	TIE
	02	EHEALTHCOM http://www.e-health-com.eu/details-news/aal-entwicklung-eines-virtuellen-assistenten-im-projekt-alfred/2402459a809757e56418c7aac28490f0/	02/12/2013	ATOS
	03	AllePersberichten.nl	02/12/2013	ATOS

		http://www.allepersberichten.nl/persbericht/22378/1/Atos-en-Worldline-leveren-bijdrage-aan-ontwikkeling-virtuele-butler-voor-senioren/		
	04	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
	05	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
	06	Presspeople.com http://www.presspeople.com/nota/atos-worldline-colaboran-desarrollo-mayordomo-virtual	02/12/2013	ATOS
	07	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
	08	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
	09	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
	10	Telecompaper.com	03/12/2013	ATOS

		http://www.telecompaper.com/news/atos-to-participate-in-alfred-project--983301		
	11	It-daily.net http://www.it-daily.net/it-technologie/aktuelles/8146-virtueller-assistent-fuer-senioren	03/12/2013	ATOS
	12	TICbeat http://innovacion.ticbeat.com/alfred-mayordomo-virtual-para-personas-mayores/	04/12/2013	ATOS
	13	Telecomkh.com http://www.telecomkh.com/es/telefonia-movil/productos-y-servicios/atos/ehealth/teleasistencia-movil/5838	04/12/2013	ATOS
	14	aitex.es http://aitex.es/es/noticias/noticias-textiles/proyectosdestacados/1253-proyecto-alfred	13/12/2013	AITEX
	15	Article in AITEX's quarterly magazine (available as print and online) http://aitex.es/images/stories/revista/pdf/aitex46.pdf	01/02/2014	AITEX
	16	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
	17	Silvereco http://www.silvereco.eu/review-on-the-alfred-project-a-personal-mobile-assistant-for-	27/02/2015	ESE

	seniors/3124893		
18	ALFRED presentation in Belarus	13/03/2015	AITEX
19	Article in AITEX's quarterly magazine (available as print and online) http://aitex.es/images/stories/revista/pdf/aitex50.pdf	01/05/2015	AITEX
20	Article in Aitex's Quarterly Magazine n°51 http://aitex.es/images/stories/revista/pdf/aitex51.pdf	01/09/2015	AITEX
21	Article in Aitex's Quarterly Magazine n°52 http://aitex.es/images/stories/revista/pdf/aitex52.pdf	01/01/2016	AITEX
22	Article in Aitex's Quarterly Magazine n°54 http://aitex.es/images/stories/revista/pdf/aitex54.pdf	30/09/2016	AITEX

One of the highlights of the industrial dissemination done so far was the workshop 2014 that was organized within the scope of T9.3. The workshop was very well attended and first feedback results were very positive. Details of the workshop organization, its contents and the evaluation results can be found in deliverable D9.3.1.

Another important highlight was ALFRED's presence in the 2015 ICT (Innovate, Connect, Transform) fair in Lisbon, an event with over 6000 participants where ALFRED's stand was position amongst the top EU research projects. During this event the speech controls and serious games were shown and tested by visitors.

Figure 20: Demonstration of ALFRED's Speech Interface during ICT 2015

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	01	User Interfaces of Mobile Exergames	26/06/2014	HCII 2014, Crete, Greece	TUDA
	02	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

	03	Iterative user testing of a voice-controlled system to improve the physical and mental wellbeing of life of older persons.	30/0420/15	Iterative user testing of a voice-controlled system to improve the physical and mental wellbeing of life of older persons.	CHA
	04	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
	05	New method to attach wearable electronics to cloths	23/05/2015	Innovative solutions for sustainable development of textiles and leather industry 2015, Oradea, Romania	AITEX
	06	Endnutzertestung eines sprachgesteuerten Smartphone-basierten Assistenten für Senioren.	16/09/2015	Deutsche Gesselschaft für Geriatrie 2015	CHA
	07	Moderne technische Applikationen für Senioren	15/12/2015		CHA
	08	Prototyische Evaluation eines Serious Games sowie eines Sensor-T-Shirts	21/04/2016	AAL Kongress	CHA

			zur körperlichen Aktivierung von Senioren.			
	09	Towards Effective Interventive Health Applications: On the Problem of User Triggering	21/06/2016	International Conference on Distributed, Ambient, and Pervasive Interactions	TUDA
	10	Introducing a Metadata Format for Games for Health	12/09/2016	Games for Health Journal (Submitted revised version; first version in April, 2016)	TUDA
Talks	01	ALFRED present the European Perspective on Exergames	19/05/2014	ISBNPA 2014, Houston, Texas, USA	TUDA
	02	ALFRED Project Overview	13/06/2014	Cuidando el Futuro 2014, Universtat Politecnica el Valencia, Valencia, Spain	AITEX
	03	Recent technology and projects in geriatric research	28/04/2014	Conference of Deutsche Gesellschaft für Innere Medizin in Wiesbanden, Germany	CHA
	04	Dementia: Stay alert!	07/11/2014	Alzheimer angehörigen Initiative im Roten Rathaus, Berlin	CHA
	05	ALFRED presents.. Status Quo of Serious Games	19/03/2015	Serious Games Conference SGC 2015, Cebit 2015	TUDA
	06	Iterative user testing of a voice-controlled system to improve the physical and mental wellbeing of life of	29/04/ 2015	AAL Conference 2015, Frankfurt, Germany	CHA, NFE, ESE

				older persons.	
	07	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
	08	ALFRED presentation with a focus on Serious Games	27/01/2016	Learntec congress	TUDA
	09	Multi-domain multi-language dialogue with TDM	31/01/2016	Dialogverkstad 2016	TALK
	10	ALFRED Talk and presentation at the AAL Kongress in Frankfurt	21/04/2016	AAL Kongress	TUDA
	11	GameDays – Science meets Business	03/06/2016	Technical University of Darmstadt	TUDA
	12	Different talks of ALFRED partners among others 5G PPP Phase III (ASC/TIE) or ALFRED presents Personalized Games for Health(care) by TUDA	15/09/2016	IEEE Healthcom	ASC,TIE, TALK, AITEX, CHA, NFE, TUDA
Online Article with Scientific Focus	01	Project Alfred	02/12/2013	Homepage of TUDA http://www.kom.tu-darmstadt.de/research-results/projects/eu-alfred/	TUDA
	02	Homepage of CHA	05/01/2014	Homepage of CHA	CHA

				http://geriatrie.charite.de/forschung/projekte_der_ag_alter_technik/alfred/	
	03	ALFRED: Der elektronische Butler für Senioren	14/04/2015	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 about the potential of metadata for health games has been submitted to the International Journal on Games for Health.

Furthermore, TUDA described "Dance with ALFRED" as best practice example for healthgames in a new textbook on Serious Games:

Dutz, T., Tazari, S., Göbel, S. (20176) Dance with ALFRED – collaborative dancing. In Dörner, R., Göbel, S., Effelsberg, W., Wiemeyer, J. (eds.) Serious Games – Fundamentals, Concepts and Practice. Springer International Publishing Switzerland 2016, p. 369-371.

4. Current Status Evaluation and Planned Activities

This chapter provides an overview of the dissemination activities regarding defined Key Performance Indicators that have been set for each domain.

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	36
# printed Articles (ALFRED general)	4	4
# Radio Interviews (ALFRED general)	6	6
# Workshops targeting AAL stakeholders	4	4
# Meetings with AAL stakeholders	10	10
#Participation at AAL stakeholder events (presentations and leaflets)	20	22

4.2   Industrial Domain

4.2.1 Results Evaluation

Table 14: Results Evaluation of the Industrial Domain Dissemination Activities to Date

Metrics	KPI	Current
# Workshops targeting Industry	2	2
# Workshop Attendees	50 each	31
# Articles on industrial websites	6	22
# printed Articles with industrial focus	2	4

4.3   Scientific Domain

4.3.1 Results Evaluation

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

Metrics	KPI	Current
# Papers submitted	10	11
# Papers accepted	8	10
# Talks	10	12
# Scientific Workshops organized	1	1
# Workshop Participants	20	31
# online Articles on scientific websites	2	3
# printed Articles in scientific magazines	2	2

In the scientific domain, the main activity has been the Workshop at the IEEE Healthcom '16 in Munich, Germany (http://alfred.eu/opaa-workshop/). A brief list of the scientific talks planned by the partners is presented on Table 16, while more information on the event itself is presented below.

Table 16: Scientific Talks Planned

#	Preliminary Submission Title and Scope	Partners Involved	Possible Conference/Journal
1	Iterative evaluations and pilots results of a voice controlled virtual assistant for older adults	CHA	IEEE Healthcom 2016
2	Containers as a Service with Docker to Extend an Open Platform	ASC	IEEE Healthcom 2016
3	TDM: an Open Dialogue Platform for Active Ageing	TALK	IEEE Healthcom 2016
4	Serious Games for Personalized Healthcare	TUDA	IEEE Healthcom 2016
5	Sensor Abstraction Framework Architecture for Wearable Devices	AITEX	IEEE Healthcom 2016

4.3.2 ALFRED Scientific Workshop

In the framework of the IEEE Healthcom 2016 (BMW World, Munich, 16 September 2016), the ALFRED partners have organized a workshop (1st International Workshop on Open Platforms in the Field of Independent Living and Active Ageing, see http://alfred.eu/opaa-workshop/) focusing on both the industrial and scientific domains, presenting 9 speakers, The event itself was organized by ALFRED, ICT4Life (http://www.ict4life.eu/), Offis (http://www.offis.de/) and Google Cloud Services (https://cloud.google.com/), and includes both ALFRED partners and external speakers, such as Steren Giannini (Google), who presented information about Google's Cloud Platform and Big Data solutions.

5. Conclusion

This document is the fifth and final "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.

In addition to the general dissemination strategy, this report lists the dissemination activities that have been conducted so far. The achieved dissemination results are then compared to the key performance indicators which are to evaluate activities in every report to make sure the plans are being executed in a satisfactory way.

As shown in the comparison between the dissemination activities and the KPIs, the performed activities fulfil all planned goals of the dissemination activities completely, surpassing almost every KPI, and stating the success of the ALFRED dissemination strategy.

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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For personal information please contact the coordinator:

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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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