



SOCIABLE DELIVERABLE D8.1

“Dissemination and Sustainability Plan”



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Authors	Paolo Mattarelli (Cedaf), Stelios Pantelopoulos (SLG), Eva Stamou (SPC), Cristina Zaccheroni (COFO), Giulio Cirillo (AUSL), Roberta Annicchiarico (FSL), Reyes Moliner (PREVI), Ingri Eriksen (TRONDHEIM), Kotsiopoulos Christina (HYGEIA), Rocio Zaragoza (AIJU)

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Abstract

Scope of this document is to describe the plan for the dissemination of objectives and results of SOCIABLE project. Also some first hypotheses on the sustainability plan are illustrated, along with relevant plans of the consortium partners. Dissemination and sustainability strategies of the various partners vary depending on the nature of each organization. The present report presents plans of individual organizations, as well as of the project as a whole.

In order to facilitate the monitoring of the dissemination plan, a complete reporting of the dissemination activities performed will be included as an appendix to all six-monthly reports of the project.

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Table of Contents

Revision History	2
Abstract	3
Table of Contents	4
List of Tables	5
List of Figures	5
Executive Summary	6
1. Introduction to the Dissemination Activities	7
1.1 Target groups	7
2. Graphic identity	9
2.1 SOCIABLE Logo	9
2.2 ICT-PSP Logo	9
3. Dissemination tools	10
3.1 SOCIABLE Website	10
3.1.1 Content of the website	10
3.1.2 Management of the web site	11
3.2 Technical papers, press releases and other dissemination channels	11
3.3 Project presentation	12
3.4 Specific dissemination tools for each target group	13
4. Dissemination Activities	14
4.1 Internal activities	14
4.1.1 Internal dissemination	14
4.1.2 Internal workshops and events	14
4.2 External Activities	14
4.2.1 Conferences, Workshops, Symposiums	14
4.2.2 Publications	15
4.2.3 Liaisons establishment with other projects and activities	15
5. Quantification of Dissemination Activities	16
6. Schedule of early SOCIABLE dissemination activities	17
7. Other tasks of WP8 – Sustainability and Business Planning	20
8. Sustainability Planning	21
8.1 Introduction	21
8.2 Working hypothesis on SOCIABLE Sustainability Plan	22
8.2.1 The drawing up of the sustainability plan	22
8.2.2 Definition of contents and audit of the sustainability plan	23
8.2.3 Tools for Sustainability Analysis	23
8.2.4 Plans for exploitation and Commercialization of Products and Services	25
9. Conclusions	28



List of Tables

TABLE 1: TARGET GROUPS, STAKEHOLDERS AND PARTNERS INVOLVED	8
TABLE 2: PARTNERS ROLES IN DISSEMINATION TOOLS PREPARATION	12
TABLE 3: TARGET GROUPS AND DISSEMINATION TOOLS/ACTIONS	13
TABLE 4: INTERNAL DISSEMINATION ACTIVITIES OVERVIEW.....	14
TABLE 5: PRESENTATIONS, TALKS, SEMINARS.....	15
TABLE 6: LIST OF PUBLICATIONS RELATED TO SOCIABLE PROJECT	15
TABLE 7: QUANTIFICATION OF DISSEMINATION ACTIVITIES	16
TABLE 8: SOCIABLE DISSEMINATION ACTIVITIES ALREADY CONDUCTED	17
TABLE 9: TENTATIVE SCHEDULE OF PLANNED SOCIABLE DISSEMINATION ACTIVITIES	19
TABLE 10: TASKS AND PARTNERS ROLES IN SUSTAINABILITY AND MARKETING ACTIVITIES	20
TABLE 11: ROLES FOR SUSTAINABILITY PLAN; SEGMENTATION BY PARTNER TYPOLOGY	22
TABLE 12: ROLES FOR SUSTAINABILITY PLAN: SEGMENTATION BY COUNTRY	22

List of Figures

FIGURE 1: SOCIABLE LOGO	9
FIGURE 2: ICT PSP LOGO	9
FIGURE 3: SOCIABLE WEBSITE.....	10



Executive Summary

The purpose of Deliverable D8.1 is to present the plan for the dissemination of objectives and results of SOCIABLE Project.

The plan intends to raise awareness and interest on solutions and technologies that the project is going to develop among the target groups such as the users, the stakeholders, the scientific community, the Governmental Institutions, the companies and industries potentially affected and, in general, the citizens.

The major focus is to ensure that project’s outcomes are widely disseminated to the appropriate target communities, at appropriate times, via appropriate methods.

The plan will be regularly reviewed on the basis of the project’s evolution and of the acquired new knowledge that will allow adding new dissemination opportunities.

The document presents also a first hypothesis of sustainability study, although it is not yet possible, at this stage of the project, to produce a detailed and complete plan, since several technical and functional characteristics of the product/service to be developed remain to be clarified. The objective is to present the planning and methodology of the sustainability analysis, rather than developing a detailed sustainability study. Detailed sustainability studies will be produced later in the project, from individual partners, but also for the outcomes of the project as a whole.



1. Introduction to the Dissemination Activities

SOCIABLE will pilot a radically approach in cognitive training, social activation and related care and support services for older adults. The SOCIABLE approach will be empowered by a novel surface computing platform, along with a host of related services. Furthermore, the SOCIABLE approach will be thoroughly evaluated from a medical, scientific, techno-economic and business perspective. A wide dissemination of the objectives and targets of SOCIABLE, as well as of the above technological and scientific results, is certainly an essential element for the success of the project. Indeed, dissemination activities will spread the word of the SOCIABLE approach and its benefits, while it will also allow the project to assess whether and how the market will be affected by the acquisition of the technological platform and services that the project will produce.

A multi-dimensional dissemination approach with different communication tools adapted to the respective target groups (see below) is therefore needed to disseminate project concepts and results and attract interest and necessary feedback/involvement from them. In addition to this, the sharing of knowledge must be facilitated inside the Consortium to foster working efficiency and horizontal consistency of the project's outputs.

On top of dissemination activities, the project will pay special emphasis in the sustainability of the SOCIABLE approach, both within the consortium partners, but also within organizations outside the consortium that may endeavour to adopt the SOCIABLE approach. For most partners, sustainability is concerned with the means and mechanisms that will ensure the continuous operation and improvement of the SOCIABLE services at the various pilot sites of the project. Technology partners are also concerned with business planning associated with the sustainable development and evolution of the SOCIABLE platform. The project plans a number of sustainability planning activities, which pay emphasis on the financial, business and commercialization perspectives of SOCIABLE. The objective is to provide each partner with a concrete plan, which will enable the organization to pursue and achieve the sustainability of SOCIABLE results, following the successful completion of the project.

This document outlines the different actions to be taken to reach the above mentioned dissemination and sustainability goals.

1.1 Target groups

The following table provides a list of the target groups for the SOCIABLE dissemination activities, along with an indication of the most appropriate SOCIABLE Partner(s) to approach them.



SOCIABLE (ICT-PSP No. 238891):
Motivating platform for elderly networking, mental reinforcement and social interaction
WP8 – Dissemination and Marketing Activities
Deliverable D8.1: “Dissemination and Sustainability Plan”



Stakeholder	Partners involved
Elderly Users, their families and their associations	COFO, TRONDHEIM, SPC
Hospitals, health organizations, specialized care or leisure centers, care service providers (including medical experts)	AUSL, FSL, HYGEIA, PREVI
Policy makers and public administrations (public insurance services)	COFO, TRONDHEIM, AUSL, FSL, HYGEIA, PREVI, SPC
The Scientific community	AUSL, FSL, HYGEIA, PREVI, UPVLC
The industrial community (companies providing products/solutions/services for the elderly persons; in particular, games providers)	AIJU, SILO, CEDAF, PREVI
The citizens and the society at large	All partners

Table 1: Target groups, stakeholders and partners involved

2. Graphic identity

In carrying out all dissemination tasks of the project is important that the graphics used in the documentation is easily identifiable.

All dissemination tools and activities should therefore refer to name and identification code number of the project (ICT-PSP No. 238891), to the project’s website URL (see 3.1) and to the graphic elements described in this chapter (logos).

2.1 SOCIABLE Logo

One of the first activities of the project, already treated during the kick-off meeting, was the choice of a logo for the project; on the basis of a series of graphic proposals prepared by AIJU, after a vote among all the partners, the following logo was chosen:



Figure 1: SOCIABLE logo

This logo will be used for any (internal or external) deliverable and report, as well as in the scope of all dissemination activities of the project.

2.2 ICT-PSP Logo

As requested for all ICT PSP projects, the participants to SOCIABLE project shall also include in all documentation material the ICT PSP logo (see figure below).



Figure 2: ICT PSP logo

3. Dissemination tools

Efficient dissemination requires making use of a variety of dissemination tools. In the following sections the tools deemed appropriate for SOCIABLE project are illustrated.

3.1 SOCIABLE Website

A first version of a website dedicated to the project has been released and is available on the following URL address:
<http://www.SOCIABLE-project.eu>



Figure 3: SOCIABLE Website

3.1.1 Content of the website

SOCIABLE website design and development requires the initial content collection from all the partners in the consortium, the creation of additional content related to the



project, the regular content update, based on the communication, interaction and feedback provided by the other partners.

The project website will be an important support for making available the results.

3.1.2 Management of the web site

The content of the website will be managed by the project coordinator SLG.

3.2 Technical papers, press releases and other dissemination channels

Objectives and results of the SOCIABLE project will be made available through:

- documents (deliverables and others)
- papers¹
- technical reports²
- publications
- press releases (whenever it is relevant);
- flash studies³
- project demos⁴

All publications based on work funded by EC within the activities of the SOCIABLE Project should acknowledge their affiliation to SOCIABLE and bear recognition of the funding.

This could be accomplished by adding a sentence at the end of the paper, or as a footnote on a poster: *"This document contains information which is proprietary to the SOCIABLE Consortium. Neither this document nor the information contained herein shall be used, duplicated or communicated by any means to any third party, in whole or in parts, except with prior written consent of the SOCIABLE consortium"*.

All draft articles will be sent to SLG Project Manager and CEDAF WP8 Responsible before publication or production for reporting and archiving purposes.

This will also allow checking if they fulfil the dissemination requirements or whether they conflict with other existing papers.

¹ To be published in scientific and technical journals worldwide. Popular media (press, magazines, etc.) addressed to the users and the general public will also be targeted.

² Technical reports will be published in several telecom conferences, journals and magazines. This in order to promote SOCIABLE results and the visibility of the project.

³ There are topics inside the context of the project that meet extensive industrial interest. The project plans to create several such flash studies, in the form of small (at most 3 pages) documents.

⁴ A number of demonstrations relating to the SOCIABLE platform and related pilots will be specified. These demonstrations will be used to present the project in prominent events relating to interactive multimedia content, multimedia systems and solutions. Also, events relating to project application domains (e.g., security/surveillance, on-line collaboration) will be pursued.

The following Table 2 provides a distribution of roles and responsibilities for the preparation of the various dissemination tools.

Dissemination tools	SOCIABLE partners roles	
	Leading partner(s)	Other partners involved
Documents	--	All partners
Papers	--	All partners
Technical reports	AUSL/CEDAF	
Publications	--	All partners
Press Releases	--	All partners
Flash Studies	SILO/CEDAF	
Project Demos	AIJU	SILO/UPVLC
Project Presentation (see 3.3)	SILO/CEDAF/AIJU	All partners

Table 2: Partners roles in dissemination tools preparation

3.3 Project presentation

The project will provide an extended fact sheet about the project, as well as a 2-pages brochure and an update that presents it.

Also a remarkable general-purpose presentation of the entire project will be created.

Finally, the project will prepare and publish a brief project presentation in English (and other language versions if wished) of approximately two to three pages under the following headings:

- | | |
|--|--|
| <ul style="list-style-type: none"> contract number project acronym project name priority/priority component (e.g. Strategic Objective, etc.) project logo list of participants (organisation name, country) total cost (k€) | <ul style="list-style-type: none"> Commission funding (k€) project main goals key issues technical approach expected achievements/impact coordinator contact details |
|--|--|



3.4 Specific dissemination tools for each target group

The specific dissemination tools for each of the target groups is indicated in the following Table 3.

Target Groups	Planned dissemination tools/actions
users, their families and their associations	flash studies
	project demos
Hospitals, health organizations, specialized care or leisure centers, care service providers	papers
	technical reports
	publications
	project demos
policy makers and Public Administrations (public insurance services)	papers
	publications
	project demos
the scientific community	papers
	technical reports
	publications
the industrial community (companies providing products/solutions/services for the elderly persons; in particular, games providers)	flash studies
	project demos
	project presentation
the citizens	press releases

Table 3: Target groups and dissemination tools/actions



4. Dissemination Activities

The plan for the exploitation and dissemination of the project will be flexible and subject to changes. An updated plan will be released yearly for this purpose.

The following paragraphs include an overview of all the dissemination activities, both internal and externals.

4.1 Internal activities

4.1.1 Internal dissemination

Partners will present the results internally in their organisation, giving boost to internal dissemination. In any case, efficient dissemination requires internal knowledge of project’s results.

4.1.2 Internal workshops and events

Apart from being present at external conferences and workshops, SOCIABLE will organise its own workshops and events. In addition to workshops, SOCIABLE will organise panel discussions as well.

These activities will be listed in Table 4.

Date	Activity Name and Type	Location	Audience Size	Partner or Partners

Table 4: Internal dissemination activities overview

4.2 External Activities

4.2.1 Conferences, Workshops, Symposiums

The following Table 5 includes the title of the presentations, talks and seminars which took place during the participation to conferences, workshops and symposiums.

Since SOCIABLE is dealing with a large number of activities and addresses an important set of technological, techno-economic and socio-economic solutions relating to ageing well, therefore it will play an active role in any **EU clustering meetings associated with ICT-PSP project on ageing**. Participation in such meetings is considered as an efficient way to disseminate results within the EU domain. In addition this will assist the collaboration with other organisations.

For cooperation with relevant other projects in “*eInclusion*” or more generally in INFSO, SOCIABLE plans to participate in “concertation meetings” or other bilateral events /exchanges.



Date	Conference, Workshop, Symposium Name	Location	Contribution (presentations, talks, tutorials, posters etc.)	Partner

Table 5: Presentations, Talks, Seminars

4.2.2 Publications

The SOCIABLE partners, academic and industrial, will pursue dissemination activities in international scientific and technical journals.

The following Table 6, periodically updated, will include all the publications and details for full bibliographic references.

Date	'Press Release' Type (Book, Journal, Conference Paper)	Article, Paper or Book Title	Partner and Authors

Table 6: List of publications related to SOCIABLE project

4.2.3 Liaisons establishment with other projects and activities

Liaison with other projects is the means to co-ordinate the activities of SOCIABLE considering the on-going activities in other projects.

For these reasons, liaison delegates will be identified, for the projects and organisations.

5. Quantification of Dissemination Activities

With respect to the above activities the SOCIABLE consortium commits (at this stage) to the following minimum quantitative dissemination targets:

Dissemination Activity	Target Value
Referred Journal Publications	4
Conference Publications and Presentations	8
Participations in public conferences, exhibitions and Demonstrations relating to public bodies and public health initiative	8 {at least one in each of the four countries where pilots will be conducted}
Joint workshops with other projects or related national initiatives	8 {at least one in each of the four countries where pilots will be conducted}
Flash studies	2
Participation in events on ageing and e-inclusion outside Europe	1
Production of leaflets with materials on the SOCIABLE Services and pilots.	5 {one in each of the four countries where pilots will take place}

Table 7: Quantification of Dissemination Activities

6. Schedule of early SOCIABLE dissemination activities

The following Table 8 shows the dissemination activities that have been already conducted, whereas Table 9 presents the activities planned in the short-medium-term.

Dissemination Activity	Date	Partner
Internal presentation for the stakeholders	04/06/2009	AUSL/COFO/ CEDAF
Press release "Modern strategies for the prevention of senile dementia: Forli in first line in the European project SOCIABLE" (reported by about 10 local media)	16-18/09/2009	AUSL/COFO/ CEDAF
Presentation of SOCIABLE project in the Workshop "Innovative strategies for the prevention and treatment of dementia" c/o Forli (Italy) c/o Alzheimer Café - Forli	24/09/2009	AUSL/COFO/ CEDAF
Presentation of SOCIABLE project in the FSL Medical Experts Meeting c/o FSL Congress Center	30/09/2009	FSL
Presentation of SOCIABLE project and interviews with medical experts and business experts elderly resources	September - October 2009	PREVI
Publication on "Il Sole 24 ore" (most important Italian financial newspaper, health column): "Forli in first line against Alzheimer"	06/10/2009	AUSL
Presentation of SOCIABLE project in the FSL Administrative Experts Meeting	12/10/2009	FSL
Oral presentation in International Symposium on Neurorehabilitation from basics to future - Valencia , Spain	15-16/10/2009	AIJU
Poster presentation in International Symposium on Neurorehabilitation from basics to future - Valencia , Spain	15-16/10/2009	UPV

Table 8: SOCIABLE dissemination activities already conducted

Dissemination Activity	Planned in	Partner
Meeting with an official of the elderly area of Valencia City Council	November 09 - January 10	PREVI
Article of presentation of the SOCIABLE project on the Magazine "Communication on Alzheimer's Disease" of the Athens Association of Alzheimer's Disease and Related Disorders	Next issue of the Magazine (November or December 2009)	HYGEIA
Insertion of SOCIABLE presentation in Trondheim Municipality website (www.trondheim.kommune.no)	November- December 2009	TRONDHEIM
Internal dissemination (to inform and involve the project group, plan activities and make info material in Norwegian)	November- December 2009	TRONDHEIM



SOCIABLE (ICT-PSP No. 238891):
 Motivating platform for elderly networking, mental reinforcement and social interaction
 WP8 – Dissemination and Marketing Activities
 Deliverable D8.1: “Dissemination and Sustainability Plan”



Dissemination Activity	Planned in	Partner
Article of presentation of the SOCIABLE project on the Magazine “Eis Ygeian” of HYGEIA Hospital	Next issue of the magazine (November - February 2010)	HYGEIA
Presentation of SOCIABLE project to Forli’s social centers and organizations	January - March 2010	AUSL/COFO/ CEDAF
Presentation of SOCIABLE project in local and national conferences/workshops	January - March 2010	AUSL/COFO/ CEDAF
Presentation of SOCIABLE project to the administration and the politicians	February -June 2010	TRONDHEIM
Make information folders in Norwegian	2010	TRONDHEIM
Presentation of SOCIABLE project in “8th International Conference on Practical Applications of Agents and Multi-Agent Systems” - Workshop: Ageing well in the Knowledge Society (AKS’10) - Salamanca – Spain	26-28 April 2010	FSL
Oral/poster presentation of the SOCIABLE project at the “10th Alzheimer’s Association International Conference on Alzheimer’s Disease” – Honolulu (Hawaii)	10-15/07/2010	HYGEIA
Oral/poster presentation of the SOCIABLE project at the “26th International Conference of Alzheimer’s Disease International” – Toronto (Canada)	26-29/03/2011	HYGEIA
Paper submitted in the 25th International Conference of Alzheimer's Disease - Thessaloniki (Greece): "SOCIABLE: a surface computing platform empowering more effective cognitive training interventions for healthy elderly and demented patients"	10-13/03/2010	SLG, HYGEIA
Attend to local and national conferences	2010 - 2011	TRONDHEIM
Internal Dissemination of SOCIABLE and Surface Computing Technologies to Interested Development Departments of the Company	January/February 2010	SLG
Participation in the scientific publications of HYGEIA magazine	2010-2011	SLG
Presentation and demonstration of SOCIABLE surface computing platform to SLG clients (in the banking sector and in the public sector (e.g., municipalities/ministries))	2010-2011	SLG
Organization of a Workshop with Alzheimer Stakeholders and related technology experts/providers in Greece towards disseminating/demonstrating early SOCIABLE results	4 th Quarter 2010	SLG
Announcements in the weekly edition of the newspapers of the Municipality of Kifissia	2010	SPC
Announcements in the quarterly magazine of the health network of the municipalities of Attica	2010	SPC



Dissemination Activity	Planned in	Partner
Dissemination of informative material of SOCIABLE (e.g. leaflets) in other centers cooperating with SPC	2010	SPC
Abstracts/articles in Greek magazines to which SPC is subscriber dealing with: 1)"handicap", 2)"messages" 3)"blood donation and volunteerism" 4)"Diadromes" 5)"Better life" 6)"Handicap issues"	2010 - 2011	SPC
Insertion of SOCIABLE presentation in the Municipality's web page http://www.kifissia.gr/main	Next months	SPC
Presentation of SOCIABLE project to the participants of quarterly conferences that SPC organise on abused women/children, drug addiction, vulnerable group of people etc.	2010 - 2011	SPC
Presentation of SOCIABLE project within the monthly speeches of SPC specialists in the Social Welfare Centers for old people of Kifissia about social and psychological issues	2010 - 2011	SPC

Table 9: Tentative Schedule of Planned SOCIABLE dissemination activities

The above table will be accordingly updated in addition to including relevant information on the periodic reports of the project.



7. Other tasks of WP8 – Sustainability and Business Planning

As reported in the project DOW, the workpackage 8 includes other important objectives than those related to the dissemination:

- **Sustainability Studies and Game Plans**, to study the sustainability of the SOCIABLE services, on the basis of different deployment options involving various stakeholders of the SOCIABLE platform and services; **a first hypothesis of SOCIABLE sustainability plan is illustrated in the following chapter 8.**
- **Business Plans**, to work out the business plan(s) of the SOCIABLE consortium. It will also investigate the creation of a joint venture for exploiting the SOCIABLE platform. Different options will be examined including hybrid models where the services is partly paid by end-users and partly subsidized by health organizations and/or care service providers.
- **Financial Planning and Assessment**, to will complement the business plan through:
 - ✓ creating the financial plan,
 - ✓ estimating cash flow,
 - ✓ assessing SOCIABLE investments based on financial models (e.g., Payback, ROI, IRR etc.).
- **Marketing Activities**, to implement a marketing plan in order to spread the message and positive results of the SOCIABLE platform to potentially interested parties (with emphasis on a commercial point of view).

The above Table 10 presents a first hypothesis of distribution of roles and responsibilities for the definition and management of the activities related to different tasks.

Tasks	SOCIABLE partners roles	
	Leading partner(s)	Other partners involved
Sustainability Studies and Game Plans	CEDAF/AIJU	SILO
Business Plans	SILO/CEDAF	HYGEIA, AIJU
Financial Planning and Assessment	SILO/CEDAF	
Marketing Activities	SILO/CEDAF	AIJU

Table 10: tasks and partners roles in sustainability and marketing activities

8. Sustainability Planning

8.1 Introduction

An important task of SOCIABLE project is the study of the sustainability of the services to be provided, taking into account that different classes of users/types of dementia to be monitored/stakeholders/pilot sites to be set may involve different approaches or deployment criteria for such services.

During the first phase of the project (WP1, T1.1 – Elderly User Requirements) the segmentation of potential users has already been made; three groups have been definitely identified:

- Group A: normal elderly people aged 65+ (patients caregivers and/or people attending Municipal Recreation Centers)
- Group B: elderly people aged 65+ with Mild Cognitive Impairment (e.g., according to the Petersen, 2001 criteria - MMSE score 26-30)
- Group C: elderly people aged 65+ with Mild Alzheimer’s Disease (according to the DSM-IV criteria - MMSE score 20-25)

The 7 pilot sites (TRONDHEIM Kommune, Hygeia, Morgagni Pierantoni Hospital, Municipality of Forlì, Fondazione Santa Lucia, Social Policy Center of the Municipality of Kifissia and PREVI S.L.) will test the SOCIABLE “platform + services” with about 350 users belonging to Groups A, B and C and will check the sustainability of the service in the 4 countries involved (Greece, Italy, Spain, Norway), pointing out the different issues connected with target groups, stakeholders, specific local requirements, etc.

Consequently the SOCIABLE “platform + services” will be deployed with several variations in the target value chains.

This will allow different business models and exploitation modalities to be tested against their prospects to guarantee sustainability.

The sustainability of SOCIABLE services will be a goal to keep in mind during all phases of the project, since it will require a careful evaluation of the results obtained especially for what concerns:

- Technical and operational characteristics of the platform/platforms
- Social support services provided
- Pilot sites characteristics (localization, customization, operation, ...)

Taking into account all these aspects, it could be confirmed or modified the project exploitation and sustainable strategy proposed in the DOW document that hypothesized that:

- Public authorities should pay the largest share of the cost for systems to be installed and operated in care centres.



- End-users should pay a share of the cost in order to participate in programmes running in private care centres. However, public authorities (e.g., public insurance) could also pay a portion of this cost leading to a mixed model.
- End-users should pay the cost of installing and operating an in-home portion of the system, which could be however partly subsidized.

8.2 Working hypothesis on SOCIABLE Sustainability Plan

8.2.1 The drawing up of the sustainability plan

SOCIABLE consortium comprises 11 partners belonging to at least 4 different “fields” (technical, health private, health public, public administration) in 4 different countries.

Given that, in principle, each partner may develop his own sustainability plan, it should however be ensured that at least 1 partner for each “field” and each country participates in the drafting of the sustainability plan to bring out its vision.

More explicitly, the partners should express their expectations from the project in terms of revenue generation, new products/services, improved services for their members/citizens.

The first step will be therefore to decide to get a clear and agreed assignment of roles and responsibilities in preparing the plan. A first segmentation could be as shown in Table 11.

Sustainability plan definition	Partners	Leading partner
Technical partners	SILO, UPV, AIJU, CEDAF	SILO
Public hospitals	AUSL	AUSL
Private hospitals	HYGEIA, FSL	HYGEIA
Municipalities, social policies centers	TRONDHEIM, COFO, SPC, PREVI	COFO

Table 11: roles for Sustainability plan; segmentation by partner typology

Another segmentation could be based on the country (see Table 12).

Sustainability plan definition	Partners	Leading partner
Greece	SILO, HYGEIA, SPC,	SILO
Italy	AUSL, CEDAF, COFO, FSL	CEDAF
Norway	TRONDHEIM	TRONDHEIM
Spain	AIJU, PREVI, UPV,	AIJU

Table 12: roles for Sustainability plan: segmentation by country

8.2.2 Definition of contents and audit of the sustainability plan

Since SOCIABLE project is in its initial stage, in which both functional and technical specifications are still being developed, the sustainability plan will include initially only the guidelines for:

- an accurate definition of the scope of the activities and the scale of operation over time;
- the outcomes to be sustained;
- the data to support the expected results;
- the identification of systems for collecting and analyzing these data;
- the management needs;
- the strategies to be defined for medium/long term success;
- the benchmarks to measure the progress;
- the tools to demonstrate the value of the work.

The expected result is to provide elements and macro-objectives for the subsequent activities related to the definition of the business plan(s):

- analysis and approach to the market;
- business targets;
- detailed costs of hardware, software, services, personnel, consulting;
- expected benefits in terms of revenues, profits and possible intangible benefits/assets.

8.2.3 Tools for Sustainability Analysis

In order to assess the business value of the SOCIABLE system the consortium will identify financial models, sustainability indicators, as well as Key Performance Indicator (KPIs). For the pure financial and business oriented assessment, the project will resort to capital budgeting in order on the one hand to verify the economic benefits of the SOCIABLE approach to cognitive support, and on the other to assess the sustainability of possible business ventures. Specifically, capital budgeting will be applied as a tool to assess how the SOCIABLE systems (comprising hardware, software, middleware) and related processes (that are associated with training, re-engineering and support) could be used to improve the bottom lines (especially for private organizations). In the scope



of the capital budgeting methodology⁵ related financial models and indicators will be calculated. The process will include a detailed estimation of the costs and benefits associated with the deployment of the SOCIABLE platform and the adoption of the SOCIABLE approach for cognitive training and social activation in care/leisure centres and hospitals. More specifically, the following methods will be explored:

- The **payback method**, which will measure the time required to pay back the initial investment on the SOCIABLE approach (including hardware, software, telecommunications, personnel and consulting costs). The payback will be calculated as the ratio of the cost of the original investment to the annual net cash inflows.
- The **accounting rate of Return-on-Investment (ROI)**, which will be used to calculate rate of return by adjusting the cash inflows produced by the investment in SOCIABLE for depreciation. The ROI will be based on the calculation of the net benefit (as the ratio (total benefit - total costs - depreciation)/useful_life) and accordingly the division of net benefit with the total initial investment.
- The **net present value (NPV)** which is calculated as the amount of money the SOCIABLE investment will worth, taking into account its cost, earnings, and the time value of money (i.e. the value of revenues or streams of revenues to be received in the future).
- The **cost-benefit ratio**, which is the ratio of total benefits to total costs.
- The **internal-rate-of-return (IRR)**, for SOCIABLE investment, which is the rate of return or profit that the investment is expected to earn, taking into account the time value of money.

The models will be of special interest for profit organizations of the consortium, which would like to estimate both the sustainability and the future benefits stemming from their investments to SOCIABLE. These financial models are usually appealing to business managers that receive decisions on the adoption and sustainability of investments. It should be noted however that the above financial/capital models are acknowledged to have several limitations, in particular:

- They do not express the risks and uncertainty of their own costs and benefits estimates (e.g., it is very difficult to calculate the anticipated financial benefits from the adoption of SOCIABLE).
- Costs and benefits do not occur in the same time frame and inflation may affect costs and benefits differently.

⁵ Management Information Systems: Managing the Digital Firm, 9/E by Kenneth C. Laudon, New York University and Jane P. Laudon, Azimuth Information Systems ISBN: 0-13-153841-1 Publisher: Prentice Hall Copyright: 2006 Format: Cloth; 736 pp

- Intangible benefits (such as improved care services to patients, societal benefits, improved brand names) are difficult to quantify.

To alleviate these limitations, the project will also explore other KPIs (Key Performance Indicators) that will be used to assess the impact of the SOCIABLE services on patients and professionals, in terms of the quality of care provided, working conditions etc. To this end, appropriate questionnaires will be created and circulated to users of the SOCIABLE services. Overall these KPIs will concern not simply the SOCIABLE project, but the wider SOCIABLE approach and its potential for sustainability beyond the end-of-the project.

8.2.4 Plans for exploitation and Commercialization of Products and Services

On the basis of the strategies and targets identified, it will then defined the methodology of exploitation of SOCIABLE outputs; it must be outlined that the strategies of the partners will probably diverge, since it is presumable that technical partners will be interested mainly in economic revenues (hence the importance of financial models), private care centers will aim offering a better care service with an additional cost, whereas hospitals and municipalities will probably be more interested in social and health outcomes; in general, also in relation to the findings of D2.1 “(Care) Service Providers Requirements”, we can assume that:

- Public care centers would pursue state/local funding (care services for elderly people in all partners countries are funded by national/regional/local authorities). Note that the status of the state support within the consortium countries⁶ indicates that the support for ICT in dementia care is still in its infancy. To this end, public care centers will pay emphasis on the systematic justification of the need for investing on the SOCIABLE approach.
- Private care centers, that already offer charge services (e.g. HYGEIA charges 60 € for each patient session), could include SOCIABLE platform in their services offerings. Note that private care centers will rely on financial models outlined above as a tools to facilitate their relevant decisions.
- Technology providers will try to sell licenses (of games) and integration/consulting services on the SOCIABLE platform. Their business plans will therefore be radically differentiated comparing to care services providers. Technology providers (SLG, CEDAF) will certainly engage in detailed capital budgeting in order to evaluate their development investments following the end of the SOCIABLE project.

⁶ This is analyzed in more detailed in the scope of SOCIABLE Deliverable “D1.2 Care Services Providers Requirements”, which reports on state funding for dementia care within the consortium countries.



Note that both private and care service providers will explore the possibility of subsidizing these costs in the scope of the National Health Services. For example in Italy all the existing services are available under the National Health Service and therefore it is necessary to verify possibilities and conditions to include SOCIABLE service among those admitted to the reimbursement from the National Health Service.

Based on the above general guidelines the SOCIABLE service will be evaluated from a techno-economic perspective. Private care services providers will also endeavour to commercialise SOCIABLE based care services, based on their internal business planning/development processes. An example concerning the commercialization of SOCIABLE product/services has been provided by HYGEIA, that usually applies the following procedure that could be taken as reference:

1. Definition of the product/service and its applications
2. Definition of the target groups (in cooperation with the marketing department)
3. Preparation of a business plan (financial, commercial, operational and legal matters)
4. Preparation of a marketing plan (dissemination activities)
5. Run of a pilot study in definite number of patients or for a certain time period
6. Evaluation of the results from the pilot study
7. Presentation of the service and the pilot study results to the Administration team of HYGEIA for the final approval
8. Run of the service and evaluation quarterly

In any case, the exploitation methodology implies to deepen the assumptions of the DOW mentioned in the introduction of this chapter, identifying a map of products/services/bundles taking in account of:

- ICT platform
- Software application
- Integrated services
- Consulting and delivery activities
- Indirect benefits arising from the technical-scientific know how acquired
- ...

As above mentioned, first of all it should be decided how many sustainability plans will be issued and who will be the responsible for the editing of the various versions to be implemented on the basis of the progress of the project.



At least two versions of the plans will be produced; a first one will be released approximately at the end of October, 2010, the final one at the end of 2011; a further intermediate version will be edit if necessary. The plans will be combined into a single report. Sustainability plans will be provided/reported as part of D8.2 Business Plan(s) of the project (due 31/01/12). This deliverable will provide the business plans for individual partners, which will include sustainability studies on the basis of the analysis provided above.

Progress and dates of release of the sustainability plan(s) will be reported in the Quarterly Activities Reports.



9. Conclusions

SOCIABLE is a project potentially interesting for various categories of users:

- elders, their families and their associations
- hospitals, health organizations, specialized care or leisure centers, care service providers
- policy makers and Public Administrations (public insurance services)
- the scientific community
- the industrial community (companies providing products/solutions/services for the elderly persons; in particular, games providers)
- the citizens

A wide and differentiated dissemination activity is therefore fundamental to reach all these potential users with the most suitable channels and tools.

Almost all partners have been already engaged in various activities to promote the dissemination of SOCIABLE objectives and expected results, although in this initial stage of the project many basic themes need to be further deepened.

In addition to the active and wide dissemination of the project’s results, the SOCIABLE partners will engage in sustainability analysis of the SOCIABLE approach within their organizations. Care services providers will study SOCIABLE’s sustainability with a view to securing the required funds in order to adopt the approach. Private care services providers will endeavour to increase their revenues, while at the same time improving the quality of their services and their brand name. Furthermore, technology providers will develop sustainability plans associated with the technological outcomes of the project and their subsequent exploitation. This deliverable has provided the main tools/approaches to be used for sustainability planning and assessment.

The next six-month period of the project is expected to better define technical and functional characteristics of SOCIABLE platform (hardware, software and services) and therefore to allow a more comprehensive dissemination activity, as well as significant elements for the sustainability plan(s).