## Project Identification

<table>
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<th>Project number</th>
<th>No. 611421</th>
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<tr>
<td><strong>Duration</strong></td>
<td>1&lt;sup&gt;st&lt;/sup&gt; Dec 2013 – 30&lt;sup&gt;th&lt;/sup&gt; Nov 2016</td>
</tr>
<tr>
<td><strong>Coordinator</strong></td>
<td>Andreas Hochgatterer</td>
</tr>
<tr>
<td><strong>Coordinator Organisation</strong></td>
<td>AIT Austrian Institute of Technology GmbH, Austria</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td><a href="http://www.miraculous-life.eu">www.miraculous-life.eu</a></td>
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</table>

### Miraculous-Life

**Miraculous-Life for Elderly Independent Living**

### Document Identification

<table>
<thead>
<tr>
<th>Deliverable ID:</th>
<th>Dissemination strategy and plan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Release number/date</strong></td>
<td>V1.0  22.05.2014</td>
</tr>
<tr>
<td><strong>Checked and released by</strong></td>
<td>FhIGD</td>
</tr>
<tr>
<td><strong>Work Status</strong></td>
<td>Finished</td>
</tr>
<tr>
<td><strong>Review Status</strong></td>
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### Key Information from "Description of Work"

**Deliverable Description**

This task will elaborate the Miraculous-Life dissemination strategy and plan which will identify the relevant target groups and means / tools of dissemination, the project results and assets that have a dissemination potential and include the organisation and implementation of the project’s (major and minor) dissemination activities / events. Potential synergies will be identified in order to enhance dissemination range and impact. It will also provide a standard template (table) for monitoring the publicity and dissemination actions, and allow for the assessment of the impact of such actions / events.

**Dissemination Level**

PU=Public

**Deliverable Type**

R = Report

**Original due date**

Project Month 3 / 01. Feb 2014

### Authorship & Reviewer Information

**Editor**

Carsten Stocklöw/ Fh-IGD

**Partners contributing**

AIT, UniGe, UCY, ORBIS, Fh-IGD, Noldus, Citard, Zoobe, MRPS

**Reviewed by**

Sten Hanke/AIT
# Release History

<table>
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<tr>
<th>Release Number</th>
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<th>Author(s)</th>
<th>Release description /changes made</th>
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<tr>
<td>V0.1</td>
<td>26.02.2014</td>
<td>CS/FhIGD</td>
<td>First version with initial structure and some text</td>
</tr>
<tr>
<td>V0.2</td>
<td>25.03.2014</td>
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<td>First contributions integrated, adapted to deliverable template</td>
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<tr>
<td>V0.3</td>
<td>10.04.2014</td>
<td>CS/FhIGD</td>
<td>All contributions integrated, review started</td>
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<tr>
<td>V0.4</td>
<td>24.04.2014</td>
<td>SH/AIT</td>
<td>First Review</td>
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<tr>
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Miraculous-Life Consortium

Miraculous-Life (Contract No. 611421) is a project within the 7th Framework Programme. The consortium members are:

<table>
<thead>
<tr>
<th>Partner</th>
<th>Institution Name and Contact Information</th>
</tr>
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<tbody>
<tr>
<td>Partner 1</td>
<td>AIT AUSTRIAN INSTITUTE OF TECHNOLOGY GMBH (AIT, Project Coordinator, AT)</td>
</tr>
<tr>
<td>Contact person:</td>
<td>Andreas Hochgatterer</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:andreas.hochgatterer@ait.ac.at">andreas.hochgatterer@ait.ac.at</a></td>
</tr>
<tr>
<td>Partner 2</td>
<td>UNIVERSITY OF GENEVA (UniGe, CH)</td>
</tr>
<tr>
<td>Contact person:</td>
<td>Maher Ben Moussa</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:maher.benmoussa@unige.ch">maher.benmoussa@unige.ch</a></td>
</tr>
<tr>
<td>Partner 3</td>
<td>UNIVERSITY OF CYPRUS (UCY, CY)</td>
</tr>
<tr>
<td>Contact person:</td>
<td>George Samaras</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:cssamara@cs.ucy.ac.cy">cssamara@cs.ucy.ac.cy</a></td>
</tr>
<tr>
<td>Partner 4</td>
<td>ORBIS MEDISCH EN ZORGCONCERN (ORBIS, NL)</td>
</tr>
<tr>
<td>Contact person:</td>
<td>Cindy Wings</td>
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<tr>
<td>Email:</td>
<td><a href="mailto:c.wings@orbisconcern.nl">c.wings@orbisconcern.nl</a></td>
</tr>
<tr>
<td>Partner 5</td>
<td>FRAUNHOFER IGD (Fh-IGD, DE)</td>
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<td>Contact person:</td>
<td>Carsten Stocklöw</td>
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<td>Email:</td>
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</tr>
<tr>
<td>Partner 6</td>
<td>Noldus Information Technology BV (Noldus, NL)</td>
</tr>
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<td>Contact person:</td>
<td>Ben Loke</td>
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<td>Email:</td>
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</tr>
<tr>
<td>Partner 7</td>
<td>CITARD SERVICES LTD (Citard, CY)</td>
</tr>
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<td>Contact person:</td>
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</tr>
<tr>
<td>Partner 8</td>
<td>ZOOBE MESSAGE ENTERTAINMENT GMBH (Zoobe, DE)</td>
</tr>
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<td>Contact person:</td>
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<tr>
<td>Partner 9</td>
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<tr>
<td>Contact person:</td>
<td>Donato Cereghetti</td>
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<tr>
<td>Email:</td>
<td><a href="mailto:donato.cereghetti@hotmail.com">donato.cereghetti@hotmail.com</a></td>
</tr>
</tbody>
</table>
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# Abbreviations

<table>
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<th>Abbrev.</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>AAATE</td>
<td>Association for the Advancement of Assistive Technology in Europe (Conference)</td>
</tr>
<tr>
<td>AAL</td>
<td>Ambient Assisted Living</td>
</tr>
<tr>
<td>CHI</td>
<td>Conference on Human Factors in Computing Systems</td>
</tr>
<tr>
<td>HCII</td>
<td>Human-Computer Interaction International (Conference)</td>
</tr>
<tr>
<td>ICCHP</td>
<td>International Conference on Computers Helping People with Special Needs</td>
</tr>
<tr>
<td>JAISE</td>
<td>Journal of Ambient Intelligence and Smart Environments</td>
</tr>
<tr>
<td>JNCA</td>
<td>Journal of Network and Computer Applications</td>
</tr>
<tr>
<td>MDM</td>
<td>IEEE International Conference on Mobile Data Management</td>
</tr>
<tr>
<td>OJWT</td>
<td>Open Journal of Web Technologies</td>
</tr>
<tr>
<td>UMAP</td>
<td>Conference on User Modeling, Adaptation and Personalization</td>
</tr>
<tr>
<td>UMUAI</td>
<td>User Modeling and User-Adapted Interaction (Journal)</td>
</tr>
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Executive Summary
Deliverable D7.2 “Dissemination strategy and plan” is created in the scope of WP7 “Dissemination, Exploitation strategy and Standardization”.

The Miraculous-Life dissemination Strategy which will identify the relevant target groups and include

i) the elaboration and update of the dissemination plan;

ii) the organisation and implementation of the project's (major and minor) dissemination activities / events (mainly according to the dissemination plan).

The Dissemination Plan will identify means / tools of dissemination, the project results and assets that have a dissemination potential. Potential synergies will be identified in order to enhance dissemination range and impact. It will also provide a standard template (table) for monitoring the publicity and dissemination actions, and allow for the assessment of the impact of such actions / events.

Finally, this document presents the individual dissemination strategies and plans for each partner of the Miraculous Life consortium.
1 About this Document

1.1 Role of the deliverable

Dissemination of results has the objective of creating awareness and transferring general know-how of the project team to the project stakeholders and other interested parties, setting thus the foundations for a successful exploitation. A multi-channel dissemination strategy will be followed in order to gain maximum visibility among the main target groups of academia, industry, end user organizations and the general public.

As each project partner has different interests in the dissemination of the project results (e.g., scientific partners may be more interested in scientific publications, while industrial partners may want to publish interface definitions and specifications of their products), all partners present their individual strategy and planning for dissemination.

1.2 Relationship to other Miraculous-Life deliverables

The deliverable is related to the following Miraculous-Life deliverables:

<table>
<thead>
<tr>
<th>Deliv:</th>
<th>Relation</th>
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</thead>
<tbody>
<tr>
<td>D7.1</td>
<td>Public Project Website: the website is the main dissemination channel for project results and news. The characteristics of the website are described in chapter 3.2.2.</td>
</tr>
<tr>
<td>D7.3</td>
<td>Exploitation and Standardization Strategy and Plan: as dissemination is fundamental to increase the market's awareness about the existence of AAL products and to create the desire to acquire an AAL system, dissemination and exploitation strategies closely relate to each other.</td>
</tr>
<tr>
<td>D8.1</td>
<td>Yearly financial and progress project report: contains results from dissemination activities.</td>
</tr>
</tbody>
</table>
2 Dissemination strategy

2.1 Stakeholders

Acceptance of the system by the project’s stakeholders will be a major factor in the successful deployment of the system. Initially identified main stakeholders in the Miraculous-Life value-chain are primary, secondary and tertiary end-users, producers, service providers, systems integrators and delivery partners.

2.1.1 Primary, secondary and tertiary end-users

Primary end-users are older adults at early stage of capabilities degradation (physical and cognitive) that use the Miraculous-Life solution to remain as long as possible independent and feel safe at home with a system for supporting their everyday activities and improving their quality of life.

Secondary end-users are informal care persons (e.g. persons who provide unpaid, volunteer support to the primary end-user such as close relatives, friends and neighbours), formal care persons (e.g. persons who are able to give professional support to the elderly) and elderly care organizations, including ORBIS and MRPS. This second end-users group accesses and uses the Miraculous-Life solution to monitor the primary end-user’s wellbeing and to communicate with him/her. Secondary end-users will benefit from the Miraculous-Life solution both directly – by using the Miraculous-Life system at a primary end-user’s home or remotely – and indirectly – by reducing the care needs of the primary end-user.

Tertiary end-users are organizations (private or public) and institutions who could potentially contribute to provide, enable or finance the Miraculous-Life solution; favouring the widespread distribution of the product. This group includes the public sector service organizers, social security systems and insurance companies. Their benefit from the Miraculous-Life solution comes from cost reduction for health care.

2.1.2 Producers, service providers, systems integrators and delivery partners

Miraculous-Life consortium will design a prototype with a limited number of services. Producers, service providers, systems integrators and delivery partners could intervene in order to convert the prototype into a high-quality and stable commercial product. In this case, the quantity and the quality of services provided by the consortium may be improved in order to meet punctual needs expressed by primary and secondary end-users. Service providers – which may include public health care organisations or commercial companies – could also use modules provided by the consortium to offer new services to the primary and the secondary end-users.

2.2 Dissemination channels

The three main dissemination channels and their component activities are:

2.2.1 Website

A project web site will provide a first access point for interested stakeholders, relevant parties and public audience into the project. Project results will be published on that website, but also promotion and interactive services will be offered such as newsletters, mailing lists and on-line collaboration tools among project researchers (e.g. security protected wiki, forums, etc.). Multimedia promotion material will be also produced including project concept, achievements and pilot application capabilities and pilot results.
Apart from serving dissemination purposes, the project’s web site will constitute a vital management, and communication tool amongst the project participants and a project’s targeted community. A Community Forum will be established early in the project where the project partners will register people from project targeted audience. Those, they will get benefit from early info on project developments (and ability to influence them through participation in workshops and structured feedback provision), priority participation in project tests, demos, expert walkthroughs, etc. They’ll commit to return at least one short questionnaire to the Consortium per year. The Community Forum is thus not expected to be very wide, but it is expected to include independent experts, representing all key stakeholders and have an active and integrated role within the project.

2.2.2 Scientific publications, workshops and conferences

The project consortium will follow the classical channels of knowledge transfer such as articles in topic-specific journals, brochures, publications in broadcast media, research papers on the dissemination of project results, and this material will be distributed mainly to experts and professionals. The main goal of these dissemination activities is to provide information about the project to interested parties in order to involve them in the project activities. Therefore consortium partners should pay attention to the design, the kind of content and intensive dissemination activities. For example at the end of first and second years, at least 3 different posters and a large number of brochures will be produced and mailed to selected members of the community, conferences etc. All these will also be downloadable from the project web site. Also one video will be developed towards the end of second year. The video will summarize project concepts in a way understandable by the average user. The video will be broadcasted and presented in conference video sessions, exhibitions and YouTube.

2.2.3 Interactive collaboration

This dissemination channel will offer an opportunity to consortium partners for open communication and dialogue with relevant organizations in Europe and beyond. Personal interaction with academic, commercial and socioeconomic conference audiences, EU organised events and conferences and trade fairs and exhibitions will be carried out. The main focus of this dissemination channel is to involve in the project highly targeted stakeholders. The interactive channel has the highest impact on dissemination and exploitation of the project as it will be the most important mean for building up a community.

2.3 Dissemination targets and target groups

Consortium members will follow project’s dissemination strategy in order to reach different target groups, with information adjusted carefully to audience level of need / involvement. Each partner, according to organization’s profile, such technology providers, academics, etc. will approach relevant sectors, researchers, potential markets and customers. The following table depicts initial dissemination targets to different target groups.
<table>
<thead>
<tr>
<th>Dissemination targets:</th>
<th>Target Groups:</th>
</tr>
</thead>
</table>
| Local dissemination of the project results | Elderly people (final costumers)  
Formal and informal care persons (family, friends, neighbours, care organizations)  
Private or public organizations that contribute to finance or enabling AAL products and services (public sector service organizers, social security systems, insurance companies) |
| Dissemination of general applicability in world wide | Development agencies in Europe  
Associations of Assisted Living, Independent Living, Nursing Homes, Continuing Care and Home Care)  
Senior Centres  
Public sector service organizers  
Social security systems  
Insurance companies |
| Dissemination of commercial potentials | SME (sellers and service providers)  
Care organizations  
Venture Capitalists  
Public sector service organizers  
Social security systems  
Insurance companies |

Table 1: Relation between dissemination targets and groups
3 Dissemination plan

3.1 Dissemination activities

3.1.1 Public activities

Consortium members will follow the project’s dissemination strategy in order to reach the academia, industry, end user organizations and the general public. Initial dissemination activities identified during the preparation of this proposal and related key performance indicators are provided below:

- Publication of project achievements in international scientific journals, such as Journal of Ambient Intelligence, Smart Environments, IEEE PervasiveHealth, Journal of Assistive Technologies, Computer Animation and Virtual Worlds, Virtual Computer and Gerontechnology. Publication and presentation of project progress in international conferences through organization of at least 2 international workshops, in conferences such as IEEE PerCom, Intelligent Environments, IET Assisted Living, annual ACHI Advanced Human Computer Interaction, ICOST, AAATE and the international Measuring Behavior biennial conference. Noldus is the initiator and organizer of the international Measuring Behavior conferences. This interdisciplinary biennial event, held for the 8th time in 2012 with over 300 delegates, is entirely focused on methods, techniques and tools for the study of behavior. Future editions of the conference will serve as a dissemination platform for Miraculous Life project results. (At least 18 journals and peer review conference publications and participation in related conferences are foreseen).

- During the deployment phase publicity material, referring to pilot evaluation results, will be widely distributed to care organizations, policy makers, user groups, etc. around Europe and to service providers, interested to propose new services. Selected services will be offered for free (excluding communication costs), in the form of downloadable Apps software for smart phones, supported by the existing commercial infrastructure.

- Participation in exhibitions and media presence: during the last year of the project, partners will apply to at least 1 major exhibition (i.e. IST conference, AAL forum, Ambiente). Industrial partners will also attempt to present project achievements in at least 1 international or national industrial fora or exhibitions (i.e. CeBit) while all partners will produce articles for popular science magazines and newspapers (estimated 10 articles and participation in 3 shows broadcasted).

- Two Pan-European Workshops will take place during the project progress. They will be organized under major events such as relevant conferences/exhibitions or in collaboration with other projects. The main goal will be to promote project objectives, the rational of the project and its results both in terms of technology developments and pilots applications targeting to the awareness of the potential interested parties.

- National awareness rising: through their links with regional and national authorities, professional and end-user associations, project partners will raise national awareness.

- Collaboration with other projects and initiatives: project partners will disseminate project results to i) other R&D project’s consortia where they participate, like
D7.2 - A Dissemination strategy and plan

universAAL, Co-Living, AgeingWell, PlayMancer, as also described in section 3.1.6; ii) upcoming IST and other related EC events; iii) AAL Association (http://www.aalliance.eu)

- Awareness and Dissemination via popular social groups: Results and news of the project will be disseminated via popular social groups, such as Facebook and Twitter, giving the ability to the project to utilized main street dissemination channels directly to the end users, interested individuals and general public.

3.1.2 Internal activities

Apart from the dissemination of results in the outside community also activities in enhancing collaboration, awareness and take-up of project results among project partners. The participation of two very strong end-user organizations in the consortium gives an excellent opportunity of a taking up of the final outcome of the project. Initial planned activities among the consortium partners include:

- Each WP leader will organize an annual internal project workshop aiming to present the WP achievements to the other partners, together with project meetings, to reduce expenses.
- The industrial partners that participate in the project will organize one workshop aiming to present the achievements of the project to their organization. These workshops will be organized during the last year of the project, in order to facilitate take-up of project results.
- Workshops aiming to raise awareness among project end-users about project approach and achievements will be organized by end-user partners during the second year of the project.

3.2 Dissemination material

3.2.1 Corporate design

A Miraculous Life logo was created with the idea that a virtual support partner becomes real to help an elderly person. Templates for different document types support a homogeneous presentation of the Miraculous Life project and communicate its professional character. The logo can be found in all Miraculous Life documentation, e.g. the website

Figure 1: Miraculous Life logo
3.2.2 Website

The website can be considered the main dissemination channel. It contains general information about the project itself and its objectives, the consortium, and dissemination information and material.

To ease the use and extension, the content management system joomla\(^1\) was taken that contains typical web elements (like image sliders). Numerous layouts are available and can easily be applied.

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\(^1\) [http://www.joomla.de/](http://www.joomla.de/), last accesses: 3.4.2014
On the first page, an image slider shows typical scenes according to the project objectives. These images were not taken from any commercial website specialized on providing high-quality images for publications. Instead, to avoid having the same picture as another page, the images were taken directly by the end user organization ORBIS.

New dissemination material (like press releases) will be published in the website in the ‘Dissemination’ section. The front page shows a list of all news; information about new results or presentations on fairs and exhibitions can be made available here.

The website uses Google Analytics to monitor access statistics.
3.2.3 Press releases

Press releases are written information that is addressed to the news media to spread news about the project. The Miraculous-Life press release, which was originally written in English, was also translated into the German, French, Greek and Dutch language. This activity was an important step to increase the potential number of interested parties and to raise the market’s awareness about the Miraculous-Life project. It is intended to iterate our press releases during the project term and to publish them periodically on the Miraculous-Life website, project partner websites, newspapers, journals and other media channels.

Miraculous-Life press release in English language; February 2014

Miraculous-Life for Independent Elderly Living

Innovation for smart living

A robot that is 'human' enough to communicate with could be a great support partner for older people. But is it possible? To find that out, the European Commission launched the project “Miraculous-Life for Elderly Independent Living”.

Its main aim is to develop and test a so called Virtual Support Partner, which attends to the daily activities and safety needs of the elderly citizens (65+) in their everyday lives.

Nine companies and research organisations from five European countries will develop and test the technology, in a consortium headed by the Austrian Institute of Technology (AIT). At the heart of their work is an avatar interface: a digital persona that older people can connect with. When integrated in a robot, this promises to make daily life a lot easier for senior citizens. The consortium brings together a wide range of researchers including academia as well as established technology vendors, innovative SMEs, and end-user organizations.

Avatar-based interface

A crucial asset of the Virtual Support Partner (VSP) will be its capacity for behavioural and emotional understanding. Thanks to its Avatar-based interface, the VSP is able to fuse facial expressions, intonation, gestures and other contextual information of the user's environment, to provide empathic responses and services. As such, it provides ICT services to support daily activities, in a human-like way. This in turn stimulates and motivates older people to stay active. In the longer term, the system will provide practical, psychological and social benefits enabling and motivating the elderly to remain active at home and thus prolonging their independence and improving their wellbeing.

"Based on the recognition of the emotional state of the user and the interpretation of their behaviour in
the environmental context, we will develop and evaluate a new dialogue system which is using realistic 3D rendering of human-like avatars and which is emotionally responsive”, says Andreas Hochgatterer, project leader from the AIT Austrian Institute of Technology.

To find out if the concept lives up to its promises, up to 100 elderly people in two test-bed locations in Switzerland and the Netherlands will try out the system over a six-month period.

The Miraculous-Life project is co-funded by the European Commission under the 7th Framework Programme. Partners involved in the project:

- AIT AUSTRIAN INSTITUTE OF TECHNOLOGY GMBH (Austria)
- UNIVERSITY OF GENEVA (Switzerland)
- UNIVERSITY OF CYPRUS (Cyprus)
- ORBIS MEDISCH EN ZORGCONCERN (Netherlands)
- FRAUNHOFER-GESELLSCHAFT ZUR FÖRDERUNG DER ANGEWANDTEN FORSCHUNG E.V. (Germany)
- NOLDUS INFORMATION TECHNOLOGY BV (Netherlands)
- CITARD SERVICES LTD (Cyprus)
- ZOOBE MESSAGE ENTERTAINMENT GMBH (Germany)
- MAISON DE RETRAITE DU PETIT-SACONNEX (Switzerland)

For further information see: www.miraculous-life.eu

Figure 3: Miraculous Life first press release

3.2.4 Public deliverables

Deliverables in Miraculous Life are at different dissemination levels. Some of them are confidential and are only available for the consortium and the European Commission. However, some of the deliverables are public and will therefore be available for the community and interested stakeholders. Those deliverables will be put on the website for download. In case of ‘important’ deliverables that contain results according to the objectives of the project (we avoid trying to provide a concrete definition of the term ‘important’) these deliverables may be announced through the various dissemination channels, e.g. the ‘news’-section on the website.

3.2.5 Other material

In addition to these previous materials, the consortium will develop other materials such as leaflets, posters and flyers. Poster should be created to visually understand what is going on inside the project, a task or a partner. Leaflets should bring more precision whereas flyers should announce news regarding what the consortium will present. These additional materials will allow showing description of the project at different level. Official level would show the global advancement of the whole project. For example, Figure 2 shows a leaflet created by FH-IDG that describe the whole Miraculous-Life project, goals and expected
results. Partner level would describe a partner and show what it has done/is doing/will do inside the project. Specific level would describe a precise task inside the project. For example, a partner could create a leaflet that presents the scientific theory dealing with the fusion emotion recognition component.

Finally, these materials should facilitate the communication permitting the community to get some downloadable contents or physical materials and moreover during help it to have an overview of the current topic or which partner is speaking during a fair or a conference.

Figure 4: partner specific Flyer from Fh-IGD
4 Dissemination monitoring and evaluation

4.1 Monitoring procedure

The consortium consists of a variety of partners including research organizations, SMEs and end users with a diverse set of dissemination efforts. In order to optimize the dissemination efforts, the project will employ methodological approach towards monitoring and reporting.

More specifically, the project will start by allowing each partner to develop its individual dissemination strategy, including the available resources, the important target groups and the type of planned activities. An internal group of project experts will ensure conformance of the individual strategies with the overall dissemination strategy as determined in the description of work. The group’s responsibility is to assure that an adequate number of dissemination activities will be directed towards the identified target groups, using all available dissemination channels. If those requirements are not met in the initial strategy documents, the experts will provide feedback to the partners, so plans can be adapted and finalized in an iterative process. The finalized individual dissemination strategy is intended to remain static throughout the project runtime. If any deviation occurs (e.g., an event requires an adaptation), this will lead to the redesign of the strategy in cooperation with the experts group.

The second step of the process is the definition of a dissemination plan. This part of the document is a list of the major activities planned over the course of the project; they need to be chosen in accordance with the individual strategies of each partner. As it may be difficult to plan forthcoming events; this document is intended to be partially dynamic and can be changed in accordance with the experts group.

The third step of the process is the reporting infrastructure for the dissemination activities of each partner. Since the activities will be recorded in the dissemination database, each partner will regularly update the appropriate dissemination data structures with the completed activities. Any of the activities that appear in the dissemination plan should be accomplished after each reporting period.

4.2 Individual dissemination strategy/plans

The individual dissemination strategies and plans show the various dissemination activities planned within the Miraculous-Life project and its participating partners.

First, each partner explains in appendix A their individual dissemination strategy, in what events they typically participate and how they usually disseminate.

Furthermore, in appendix B, each partner explains for the time until the project ends what they are planning to do. All partners specify for example their planned Participation at Exhibitions, Demonstrations, Forums and Seminars and publication of Papers, Publications, Articles and promotional material.

4.3 Dissemination database

The dissemination database monitors the various dissemination activities performed within the Miraculous-Life project and its participating partners. The database is realized as an Excel file in the private project-internal SharePoint. However, information contained in the database will be published on the Miraculous Life website.
The dissemination database is composed by a number of tables that record information on the different dissemination activities separately. More specifically, the database records the following information:

- **Publications**: Journals, Conference Papers, Workshop Papers, etc.
- **Event Participation/Organization**: Conferences, Meetings, Memberships
- **Advertising Activities**: Posters, Flyers, Brochures, Newsletters, Newspapers
- **Media channels**: Press releases, Television, Radio, Online TV, Online Videos

Additionally, the press coverage will be recorded.

The structure of the tables that record the aforementioned information is briefly described below:

**Publications**
- Author(s)
- Title
- Venue
- Date
- Publication Details
- Partner(s) involved

**Event Participation/Organization**
- Event Type: Conference, Meeting, Membership
- Participation Type: Organization, Sponsorship, Participant, Speaker
- Begin Date
- End Date
- Venue
- Partner(s) involved

**Advertising Activities**
- Advertising Activity Type: Poster, Flyer, Brochure, Newsletter, Newspaper
- Date
- Description
- Partner(s) involved

**Media channels**
- Media Channel Type: Press release, Television, Radio, Online TV, Online Video
- Channel Name
- Media Language
- Date
4.4 Impact assessment

Monitoring the dissemination activities through the dissemination database as well as the statistics from website and participation in community activities allow for a quantitative assessment of the impact of Miraculous Life results. Additionally, the key performance indicators mentioned in chapter 3.1.1 – “Public activities” will be considered.

Examples of evaluation parameters that can be used to assess the impact generated in different areas are:

- number of network contacts
- average number of visits per month on the webpage
- number of newsletters and copies disseminated
- estimated number of participants in project workshops organized
- number of participation in other events
- number publications/articles published

4.5 Reporting

Reporting on dissemination efforts will be mainly provided regarding Miraculous-Life:

- Presence in Scientific and Technical events (Scientific Conferences, Technical Workshops, External liaisons)
- Presence in Internet and Social Media

This info will be included in the Dissemination Database and will be later used for the evaluation of global project performance. Reporting on the dissemination efforts will be done in D8.1.

4.6 Synergies

Potential synergies between project partners will be identified in order to enhance dissemination range and impact. A standard template (as part of the Dissemination Database) for planning and monitoring the publicity and dissemination actions will be provided. All Miraculous-Life partners will contribute to this spreadsheet by adding new planned events and/or updating already planned events. The spreadsheet will be used as the main communication channel between all partners to announce which events a partner is planning to attend and to identify synergies with other partners. The applied bi-weekly scrum structure will also be helpful tool to identify dissemination synergies and to keep the
list of upcoming events in mind. In the bi-weekly scrum meeting each partner is asked to provide a short description of “planned activities”, “performed activities” and “problems” for the last, respectively upcoming two weeks. This report includes also planned dissemination activities and will therefore be communicated to all other project partners.
5 Further Work

This is the first version of deliverable D7.2. A second version will be delivered in month 12 that contains a refined description of the dissemination strategy and plan. The results of dissemination activities will be reported in deliverable D8.1 “Yearly financial and progress project report”.

Appendix A  Individual dissemination strategy

Partner dissemination strategy – AIT

Dissemination strategy AIT Austrian Institute of Technology

Miraculous-Life will be used for extensive dissemination in scientific arenas and stakeholder communication. For these activities AIT can fall back on a well composed network of stakeholders within and outside of Austria (e.g. AIT has the current presidency of AAL Austria – the most prominent network of AAL stakeholders in Austria including research organization, companies and user organizations).

Beside publication activities in scientific journals, workshops and international conferences the project will also be presented in Ambient Assisted Living lectures at the Vienna University of Technology.

Miraculous-Life will be installed in the AIT-lab namely “2-RaumWohnung” in Wiener Neustadt. The installation will be used to demonstrate the project and its result to related stakeholders like user organizations, industrial customers and other scientific partners.

Partner dissemination strategy – UniGe

Dissemination strategy University of Geneva (UniGe)

The results of the project will enable UniGe to conduct new research in the sectors of eHealth and e-Inclusion sectors as well as related areas. UniGe who has been developing technologies for Embodied Conversational Humans / Virtual Humans for decades, will get the chance in this project to evaluate its technologies in the scope of elderly care and adapt these technologies to the needs of this sector. The experiences gained in the project will supplement the current expertise of UniGe and will lead to new Master and PhD thesis topics.

Academically, UniGe will disseminate the project results through publications in related international scientific journals and conferences and in presenting Miraculous-Life results in these academic conferences and exhibitions.

Further, UniGe will support MRPS Maison de Retraite du Petit-Saconnex in disseminating the results of Miraculous-Life to the regional stakeholders and local policy makers and in the organisation of onsite visits, open days and press conferences.

Partner dissemination strategy – UCY

Dissemination strategy University of Cyprus

The results of the project will enable UCY to lead to new research directions in the area of collaborative environments and context-aware services in the eHealth and the eInclusion sectors as well as related areas. Furthermore, the development of the Home Daily ICT services will supplement the current expertise of UCY and enable to enhance related research outcome that UCY has already managed to bring in the market. This will also enhance UCY’s teaching activities as well as enable the introduction of new/revised Masters and PhD theses.

Furthermore, UCY will diffuse the project results via publications and presentations in EU and international, industrial-driven but also academic journals, conferences, workshops, as well as in academic forums. Academic dissemination will also aim to bring technologies, developments and the research carried out in the project to the students via academic courses. Moreover, the laboratory website will complement the project’s main website by posting public dissemination material like leaflets, publications, posters, flyers, reports and presentations.

Finally, UCY will promote its related research activities to the Cyprus IT/Healthcare sectors by creating channels for the promotion of the Miraculous-Life outcome. UCY will play the role of the consultant to both the IT industry and healthcare service providers regarding the Miraculous-Life concept, services,
processes, technologies and overall solution. Additionally, the results of the project will also help UCY to consolidate and extend its links with industry giving opportunities for further valorisation of results.

Partner dissemination strategy – ORBIS

**Dissemination strategy Orbis Medisch en Zorgconcern (Orbis)**

On the second or third year of the project, the organization of “open doors” days at the trials sites and at least one workshop by ORBIS, where stakeholders and policy makers will be invited, will be arranged. The project will be also presented to different national and international exhibitions and events and of course on the Orbis website (www.orbisconcern.nl).

All the knowledge, competences and skills used or developed during the Co-Living project implementation can be further used in new research and collaborative projects. Orbis intends to promote research activities in order to integrate the Miraculous solution also in medical area of the institution.

Concerning the possibility of commercializing Miraculous-life after the project completion, Orbis plans to commercialize the solution to other centers within the Orbis Medical and Care Group and also to other organizations operating in the care sector.

Partner dissemination strategy – FhIGD

**Dissemination strategy Fraunhofer IGD**

Fraunhofer-IGD is intending to use numerous available resources and affiliations to promote Miraculous Life to the public, industrial partners and other scientific institutions.

As spokesman of the Fraunhofer AAL Alliance, Fraunhofer-IGD will encourage other Fraunhofer institutes working in AAL and Personal Health to demonstrate Miraculous Life in their laboratories. Fraunhofer-IGD is also in the steering committees for the AAL Kongress, the AAL Forum and the AmI International conference and will use their influence to promote Miraculous Life at these events a main topic at these events.

Miraculous Life will be featured prominently on the Fraunhofer-IGD websites of the Interactive Multimedia Appliances research group (http://www.igd.fraunhofer.de/Institut/Abteilungen/Interaktive-Multimedia-Appliances/Projekte/Miraculous-Life) and the Fraunhofer AAL Alliance (aal.fraunhofer.de/projects.html).

As a research institute with several PhD candidates and post-doc researchers, the publication of scientific papers in journals, conferences and workshops is a common practice at Fraunhofer-IGD. The goal is the publication of at least 6 scientific papers throughout the project run-time, two each year.

At the Darmstadt site Fraunhofer-IGD is running an AAL laboratory which will be used for demonstrating the results of Miraculous Life. It will be showcasing Miraculous Life services in demonstrations for visitors from industry and scientific organizations. Those demonstrations occur monthly on average.

Partner dissemination strategy – NOLDUS

**Dissemination strategy Noldus**


Noldus will disseminate the project results through demonstrations at conferences and tradeshows (some 50 events per year) and through a broad variety of publications (press releases, web pages, product leaflets, white papers, and newsletters sent to more than 25,000 subscribers). Furthermore, the newly acquired scientific and technical knowledge will be disseminated via tutorials and training courses, which Noldus organizes on average 20 times per year. Noldus is the initiator and organiser of the international Measuring Behaviour conferences (www.measuringbehaviour.org). This interdisciplinary biennial event, held for the 8th time in 2012 with over 300 delegates, is entirely
focused on methods, techniques and tools for the study of behaviour. Future editions of the conference will serve as a dissemination platform for Miraculous Life project results.

Furthermore, Noldus aims to promote results in the ICT for Brain, Body & Behaviour (i3B) Living Lab where innovative high-tech companies, knowledge institutions and end-users carry out collaborative research and development of measurement and analysis systems in the areas of brain, cognition, physiology and behaviour. Noldus is a co-founder of the lab and some of the labs, like usability testing and people tracking, are located at the main office in Wageningen, The Netherlands.

Partner dissemination strategy – CITARD

*Dissemination strategy CITARD Services Ltd*

CITARD will disseminate the project and its results to related stakeholders (elderly care organizations, public sector service organizers, social security systems, insurance companies) as well as presenting the project and the concept in different international exhibitions, events and conferences. Moreover, CITARD as an active partner in the AgeingWell thematic network for the Market uptake of ICT for Ageing Well will promote the Miraculous-Life results to related network members.

In addition, CITARD intends to use its links with regional and national authorities as well as end-user associations to create channels for promoting the project’s results and raise national awareness about the project aiming to the establishment of strategic collaborations among national industry, academia and the public. Mainly through emails, flyers and the company’s website, CITARD will promote the project’s results that will support the awareness creation on the Miraculous-Life space.

Finally, CITARD will attempt, through publications of scientific articles in journals, conferences and workshops, to present the project achievements and further spread the project and its results to a broad audience (EU and International level).

Partner dissemination strategy – Zoobe

*Dissemination strategy Zoobe message entertainment GmbH*

Zoobe will contribute to disseminate the project and its results regarding technical parts such as emotion recognition from audio file, fusion of emotion recognition and avatar interface through articles, conferences, and workshop in Europe.

Partner dissemination strategy – MRPS

*Dissemination strategy MRPS Maison de Retraite du Petit-Saconnex*

In the second or third year of the project, MRPS will disseminate the project and its results to the regional stakeholders and local policy makers, organizing onsite visits, open days and press conferences. The project will be also presented to different national exhibitions and events in partnership with UNIGE.

MRPS will take also part to the academic dissemination, by contributing to the preparation of scientific papers for international journals and conferences.
### Appendix B  Individual dissemination plans

#### Partner dissemination plan – AIT

<table>
<thead>
<tr>
<th>Dissemination plan AIT Austrian Institute of Technology</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)</strong></td>
<td>AAL Forum, AAL Summit, M2M Forum, uDay, IKT Forum, Lecture at Vienna University of Technology, local press releases</td>
</tr>
<tr>
<td><strong>Papers, Publications &amp; Articles</strong></td>
<td>AAL Forum, HCII, AAATE, IKT Forum</td>
</tr>
<tr>
<td><strong>Promotional Material Produced</strong></td>
<td>Flyers, poster and brochures</td>
</tr>
<tr>
<td><strong>Other Dissemination Activities</strong></td>
<td>-</td>
</tr>
</tbody>
</table>

#### Partner dissemination plan – UniGe

<table>
<thead>
<tr>
<th>Dissemination plan University of Geneva (UniGe)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)</strong></td>
<td>AAL Forum, AAL Summit, local press releases, UniGe WebTV, UniGe workshops</td>
</tr>
</tbody>
</table>
| **Papers, Publications & Articles** | Conferences:  
  - Intelligent Virtual Agents (IVA)  
  - ACM SIGGRAPH  
  - Affective Computing and Intelligent Interaction (ACII)  
  - Computer Animation and Social Agents (CASA)  
  - Autonomous Agents and Multiagent Systems (AAMAS)  
  - Association for the Advancement of Artificial Intelligence (AAAI)  
  - Robot and Human Interactive Communication (Ro-Man)  
  - International Conference on Robotics and Automation (ICRA)  
  - Computer Graphics International (CGI)  
  - Systems, Man and Cybernetics (SMC)  
  - International Conference on Social Robotics (ICSR)  
  - International Conference on Humanoid Robots (Humanoids)  

  Journals:  
  - Affective Computing  
  - Systems, Man and Cybernetics  
  - Visual Computer  
  - Computer Animation and Virtual Worlds  
  - Applied Artificial Intelligence |
<table>
<thead>
<tr>
<th>Promotional Material Produced</th>
<th>Cognitive Systems Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotional Material Produced</td>
<td>Links from UniGe web pages (department website, related laboratories, related home pages), posters and flyers</td>
</tr>
<tr>
<td>Other Dissemination Activities</td>
<td>-</td>
</tr>
</tbody>
</table>

**Partner dissemination plan – UCY**

**Dissemination plan University of Cyprus**

**Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)**

- AAL Forum, AAL Summit, UCY Colloquium, local press releases, UCY workshops

**Papers, Publications & Articles**

- CHI, Mobile HCI, HCII, UMAP, JNCA, MDM, OJWT, IWC, UMUAI

**Promotional Material Produced**

- Links from UCY web pages (department website, related laboratories, related home pages)
- Flyers

**Other Dissemination Activities**

- -

**Partner dissemination plan – ORBIS**

**Dissemination plan Orbis Medisch en Zorgconcern (Orbis)**

**Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)**

- AAL forum, open days, local press releases, local events related to innovation projects

**Papers, Publications & Articles**

- -

**Promotional Material Produced**

- Orbis will provide end-users pictures for dissemination purposes such as the project website.
- A link will be added on the Orbis concern website in order to promote Miraculous-Life project at local stakeholders.
- Orbis will produce flyers to
  - 1. promote the project internally and inform elderly, family and caregivers
  - 2. promote the project externally (open days, press conferences).
- Orbis will also produce a poster

**Other Dissemination Activities**

- -

**Partner dissemination plan – FhIGD**

**Dissemination plan Fraunhofer IGD**

**Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)**

- AAL Forum, Aml

**Papers, Publications & Articles**

- HCII, ICCHP, AAL Forum, Aml, JAISE Journal Contribution
### Promotional Material Produced

- Updates of Miraculous Life website
- Updates of Miraculous Life related Fraunhofer controlled homepages at IGD and Allianz AAL

### Other Dissemination Activities

- 

## Partner dissemination plan – NOLDUS

### Dissemination plan NOLDUS

**Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)**

- AAL Forum, Indoor-Outdoor Mobility Working Group (April, Bremen), local press releases, Noldus workshops, Measuring Behavior (August, Wageningen)

**Papers, Publications & Articles**

- HCII, ICCHP, AAL Forum, Mobile HCI, AmI, JAISE Journal Contribution

**Promotional Material Produced**

- Updates of Miraculous Life website
- Links at Noldus' web site promoting Miraculous-Life project

### Other Dissemination Activities

- 

## Partner dissemination plan – CITARD

### Dissemination plan CITARD Services Ltd

**Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)**

- AAL Forum, AAL Summit, EHealth Forum, HealthCom, UCY Colloquium

**Papers, Publications & Articles**

- AAL Forum, Mobile HCI, HCII

**Promotional Material Produced**

- Flyers and brochures (in Greek) for local dissemination
- Links at CITARD’s web site promoting Miraculous-Life project

### Other Dissemination Activities

- 

## Partner dissemination plan – Zoobe

### Dissemination plan Zoobe message entertainment GmbH

**Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)**

- AAL Forum

**Papers, Publications & Articles**

- AAL Forum

**Promotional Material Produced**

- Logo design

### Other Dissemination Activities

- 

## Partner dissemination plan – MRPS

### Dissemination plan MRPS Maison de Retraite du Petit-Saconnex

Public Miraculous-Life
<table>
<thead>
<tr>
<th>Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)</th>
<th>AAL forum, open days, press conferences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Papers, Publications &amp; Articles</td>
<td>Ambient Computing and Intelligence, Ambient Intelligence and Smart Environments, Human-Computer Interaction, Usability Studies, Behaviour and Information Technology,…</td>
</tr>
</tbody>
</table>
| Promotional Material Produced | MRPS will provide end-users pictures for disseminations purposes.  
A new page will be added to the MRPS’s website in order to promote Miraculous-Life project at local stakeholders.  
MRPS will produce flyers to (1) promote the project internally for recruitment purposes, (2) promote the project externally (open days, press conferences). |
| Other Dissemination Activities | - |