



## COMPETITIVENESS AND INNOVATION FRAMEWORK PROGRAMME

### ICT PSP call for proposals 2008 - ICT PSP/2008/1

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Project Acronym: **Long Lasting Memories**  
Project Number: **238904**  
Project Type: **Pilot Type B**  
Project Full Title: **Long Lasting Memories**

ICT PSP Main Theme addressed: **1.4: ICT for ageing well with cognitive problems, combining assistive and independent living technologies**

<b>D2.6 Qualitative analysis of the mailing list/network of interest</b>
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## Document History

Version <sup>1</sup>	Issue Date	Stage <sup>2</sup>	Content and changes
#0.1	September 2009	Draft	Communication manager sends to the partners the template of the Nol (attributes to be included) and partners agreed on its structure
#0.2	November 2009	Draft	Communication manager receives from all partners the completed excel file containing individual contacts that will be included to the Nol
#0.3	March 2010	Draft	The connection between the Nol and the LLM community is discussed and agreed
#0.4	April 2010	Draft	The communication manager request from partners to update the contacts of the Nol
#0.5	May 2010	Draft	The utilization of the Nol is agreed
#0.6	May 2010	Draft	Issue the template of the deliverable
#1.0	June 2010	Final	Final version is ready
#2.0	March 2011	Second Version	Second version is ready
#2.1	May 2011	Reviewed & finalised	Revision and finalisation

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<sup>1</sup> Please use a new number for each new version of the deliverable. Add the date when this version was issued and list the items that have been added or changed. The 'what's new' column will help the reader in identifying the relevant changes. Don't forget to update the version number and date on the front page and the header.

<sup>2</sup> A deliverable can be in either of these stages: "draft" or "final". For each stage, several versions of a document can be issued. *Draft*: Work is being done on the contents. *Final*: All chapters have been completed.

## Table of contents

<b>DOCUMENT HISTORY .....</b>	<b>2</b>
<b>TABLE OF CONTENTS .....</b>	<b>3</b>
<b>1 INTRODUCTION.....</b>	<b>4</b>
<b>2 LLM NETWORK OF INTEREST .....</b>	<b>5</b>
2.1 WHAT IS THE LLM NOI .....	5
2.2 NOI STRUCTURE .....	5
2.3 NOI PURPOSE.....	6
2.3.1 FOCUS DISSEMINATION ACTIVITIES .....	6
2.3.2 INVOLVE ALL PARTNERS INTO ALL PROJECT PHASES.....	7
<b>3 NOI ANALYSIS.....</b>	<b>8</b>
<b>4 UTILIZATIONS AND ACTIONS .....</b>	<b>9</b>

## 1 Introduction

The purpose of this document is to analyze the LLM Network of Interest (NoI) developed within the second year of the project. The communication manager coordinated this task, asking partners to gather a list of relevant emails to include to the LLM mailing list and a list of personal contacts to include to the LLM NoI.

This document describes the purpose of the NoI (section 2), analyses the NoI (section 3) and concludes with the utilization and actions that are taken for its best use (section 4).



send more targeted emails to each stakeholder group. The following categories have been identified:

**End-Users:** All those who might actually use the products developed in the project. These are the elderly people, directly benefit from LLM by increasing their quality of life.

**Actors directly interacting with the end-users (relatives, care centers, care givers, doctors etc.):** These are close relatives and friends of the end users, formal and informal care persons and care organisations and their representatives. This group will benefit from LLM directly when using the LLM service to assist end-users and indirectly when the care needs of end-users are reduced.

**Decision-makers, supporters and other stakeholders** that are further grouped in the following categories:

- **Scientific Collaboration:** Universities, extending their research and development portfolio and Researchers, gaining fundamentally new research insights and results.
- **Commercial - Finance:** Business investors, gaining access to new investment ventures.
- **Project Initiatives:** Projects similar to LLM. The Commission Research Programmes, clustering results.
- **Private Industry:** Industrial partners, offering new products and services to elderly citizens.

## 2.3 NoI Purpose

The purpose of the NoI is twofold:

1. to focus dissemination activities to those that might have maximum benefits and to those who might influence LLM project outcomes and later product marketing commercialization.
2. to involve SMEs and industrial partners to the piloting phase, not to miss the opportunity to bring the service to the market.

### 2.3.1 Focus dissemination activities

The purpose is that partners will start a discussion with a number individuals – interested parties in the field (i.e., day care centres, clinical centres for people with mental disabilities, insurance companies, public authorities or elderly people or their relatives, etc). This will allow us to focus dissemination activities to those who might have maximum benefits from LLM outcomes and it will be an absolute priority.

The NoI dissemination activities of the first iteration focused on informing about:

- a) the deployment and operation activities, thus demonstrating the significant potential of the LLM service. The aim is:
  - to inform the NoI about the three versions of the LLM service: a) at Home, b) Day care, c) Formal care
  - to demonstrate the potentially positive impact of the service,

- to start a discussion about the deployment,
- to receive feedback from multiple resources that will assist in better implementing the pilots and in better evaluating the results.

The NoI dissemination activities of the second iteration will focus on informing about:

- b) the planning for sustainability of the LLM service with the aim:
- to involve stakeholders in the development of the business plan,
  - to receive feedback about the business plan,
  - to approach part of the NoI for financing the service in the framework of a PPP model and the development of strategic commercial alliances
  - to ensure financial contributions and real customers for the service.

In general the NoI aims at creating e-mail lists (by sending sort targeted emails to each group category) and offline contacts that will facilitate the effective publication of our prospective, current and future work.

### **2.3.2 Involve all partners into all project phases**

SMEs and industrial partners external to the project by definition cannot follow closely the piloting phase and might miss the opportunity to bring the service to the market. What is more, industrial partners need to be monitored and surveyed during the development of the business plan in order to be able to present a service that includes all important technical details (standardisation issues, etc need to be tackled).

The LLM NoI will involve contacts by LLM partners during the whole phases of the project since all partners separately will enact discussions with their NoI. These contacts will aim at identifying and selecting the main industrial actors who could take up the LLM results and bring the LLM service to the market, together with the LLM project partners. The LLM NoI is being periodically updated and it is used to distribute the most relevant information to LLM project and NoI members and to keep the most active and interested contacts. The NoI members will benefit from the up-to-date information on the LLM pilots progress, the LLM service deployment, as well as from their potential involvement for validating the LLM service.

### 3 NoI Analysis

The first version of the NoI contains a number of 302 contacts. 54% (162) of these contacts belong to the “actors directly interacting with end users” category, 17% (52) belong to “private industry” category and 17% (50) to “scientific collaboration” (Fig. 1) with most of the NoI members being localized in the largest pilot sites: France, Greece, Spain and Austria (Fig. 2).

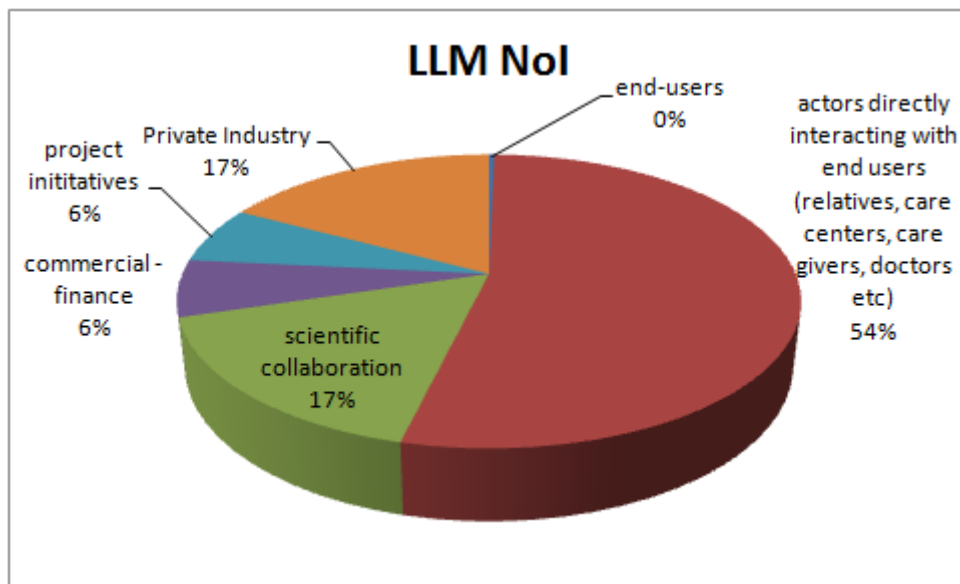


Fig. 1: Distribution of LLM NoI members among NoI types (group of interest)

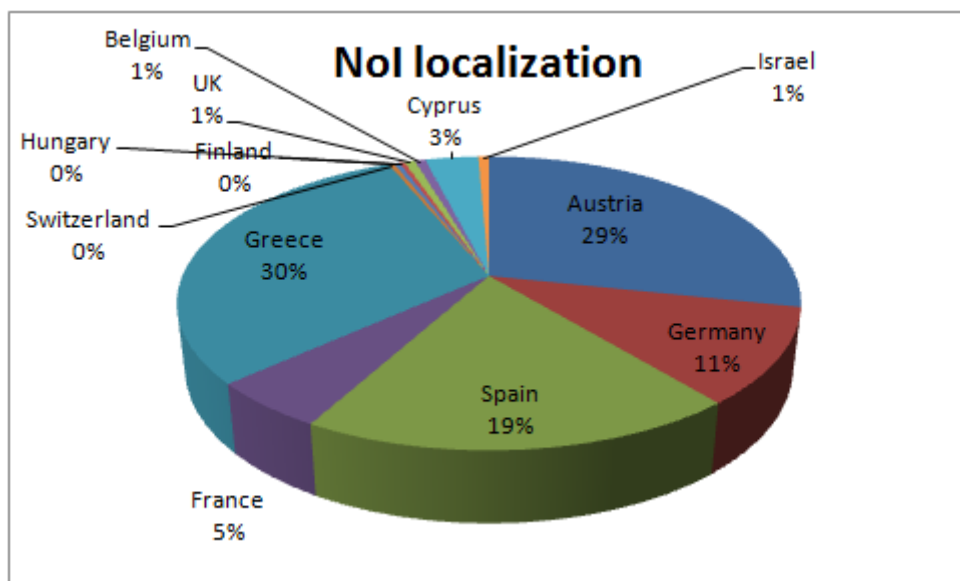


Fig. 2: LLM NoI member localization among Europe



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## 4 Utilizations and Actions

This section describes how the NoI will be used during the progress of the LLM project and which are the actions that should be taken from the consortium for better utilizing these contacts.

During the 1<sup>st</sup> year we prepared the structure of the NoI, collected the first version and identified its purpose.

During the 2<sup>nd</sup> year we informed the NoI about the progress of the project setting up different topics of discussion (e.g., service deployment, service utilization, pilots, business plan, etc).

During the 3<sup>rd</sup> year we will inform about the progress of the pilots and the business plan. Specific tasks that will be taken during the 3<sup>rd</sup> year of the project are:

1. Partners will inform their NoI (depending on the target group) about the LLM pilots, the LLM business plan and the LLM scientific results.
2. Each partner will send to their NoI short e-mails initiating a discussion about these topics. This e-mail will be prepared by the communication manager and will be reviewed by all partners. Each partner will be responsible for sending this e-mail to his/her NoI and will be responsible for translating the NoI if needed. This e-mail will be an information e-mail initiating a discussion and requesting feedback.
3. Partners will send to the communication manager the report with the feedback they received from their NoI.

In general the Network of Interest will allow us *a*) to focus the dissemination to contacts that are really interested in the project (without of course excluding other contacts) and *b*) to involve partners in all stages of the project.

At the end of the project, the NoI will be a network of 10-20 contacts that will be involved in the promotion of the LLM service to the market. All initial contacts will be filtered by all LLM participants according to their involvement and their interests (social care providers, insurance companies, industry, consultants, doctors and their associations, citizen groups, etc). The final scope of the NoI is to include contacts from all appropriate bodies.