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Dissemination Level

PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Abstract:

This deliverable describes the basic dissemination material of eWALL to be provided by the project.

Keyword list: dissemination, logo, leaflet, press-release, social media, website



Document History

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1 **Executive Summary**

The dissemination of eWALL results is very important for the project, as this will support the exploitation activities foreseen by the partners. In this deliverable we present the key dissemination material that consortium partners should have available, in order to have a homogeneous strategy and approach to execute dissemination activities. In the following sections templates and layouts of logo, website, leaflet and press-release are presented.

2 Introduction

This document is organized as follows. In section 3 of this deliverable the major dissemination objectives are discussed. In section 4 the project Logo is presented, while in section 5 the website homepage is introduced. Project website with its structure and functionalities is described in more detail in D7.1. Section 6 is pointing to Annex 1 for the project leaflet and in section 7 the press-release template is provided. Last but not least, in section 8 the twitter account of eWALL is introduced, as well as the communication strategy to be followed.

3 Objectives for Basic Dissemination Material

Dissemination activities will be differentiated according to the stakeholders addressed: EU and national government's representatives responsible for health-system, Health-care institutions that provide health-care services to elderlies at their homes, and medical research institutions that can use eWALL for their researches, Research and academic institutions, as well as ICT companies that can use developed open platform to make new services to be included in eWALL, Potential end-users. The objectives for creation of the basic dissemination material package, is to ensure a homogeneous dissemination approach to achieve the targets, presented in the table below:

Table 1: Quantification of eWALL Dissemination Activities

Dissemination Activity	Target Value
Participation in EC Clustering Mechanisms	Participation in All Meetings
Journal Publications (International Referred Journals)	≥ 12
Publications and Presentations in International Conferences (Reviewed Papers)	≥ 20
Publications in Magazines and Blogs	≥ 8
Newsletter Issues	3 (Annual)
Participations in Public Exhibitions and Public Demonstrations	≥ 5
Workshops and/or Conferences organized by eWALL	≥ 2
White Papers and Case Studies	≥ 4
Production of eWALL leaflets	2
Participation in major events outside Europe (USA or Asia or Australia)	≥ 3

4 Project Logo

The project logo of eWALL is selected to have an impact both in printed and online media. A minimal approach is therefore selected, trying to be self-descriptive presenting: a) the audience, i.e. senior citizens, b) the purpose, i.e. eHealth, c) the media, i.e. display and d) the website, i.e. eWallproject.eu.



Figure 1: eWALL logo

5 Project website

As described in D7.1, the eWALL website is divided in two sections: the public area which is open to everybody and the intranet, which requires a password. All consortium members and the relevant officials from EC can sign up to the intranet.

In the public area we will continuously post updates that are relevant for the general public in a lay - persons language. The front page of the public area looks like this:



Figure 2: eWALL website

6 Project leaflet

See Annex 1

7 Press release template



Place, Date

To the editor:

Title

Few lines summary describing the press-release

Press release text

Further information:

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- Sofoklis Kyriazakos, Associate Professor, Aalborg University, Tel. 9940 8695 (secretary).
- Contact information of local partner

8 Social Media

It has been agreed that in the first phase of the project, eWALL will be present in the social media through twitter. As soon as the project starts to deliver tangible results that can be spread over the Internet, eWALL will exploit additional social media channels too.

The strategy of eWALL in twitter is to post both project-related announcements, as well as reproducing interesting topics available on the Web. In addition, we aim to have a bi-directional channel for communication with people interested to raise questions.



Figure 3: eWALL twitter account

Annex 1- Project leaflet

 www.eWALLproject.eu

 @eWALLproject

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eWALL FOR ACTIVE LONG LIVING



eWALL FOR ACTIVE LONG LIVING

eWALL is an EC research project with a budget of 8,8M€ for a period of 3 years, to develop an electronic wall that can help those weakened by age to enjoy greater independence and increased quality of life at home. The eWALL project is led by the Center of TeleInfrastruktur (CTIF) at Aalborg University with a total of 13 international partners.

OBJECTIVES - Contribution to European society:

- To enable elderly people with or without cognitive problems to live an independent, normal and social life.
- To enable relatives of the elderly to give them the necessary care in a dignified way without invading their lives.
- To enable professional caregivers and relevant organizations to be more effective in their work and have a closer relationship with more people who need them.

AMBITION

The ambition of the eWALL project is to develop an interactive, wall-mounted electronic device that helps older users have an active old age with the greatest possible independence. The electronics on the wall in conjunction with the underlying infrastructure will allow ongoing communication with all sectors of the healthcare system so that seniors can feel more comfortable in their own homes, even if they need treatment or rehabilitation following illness.

An important goal is to make the system able to adapt to individual needs. Heart and lung disorders, reduced muscle function and reduced control over movement are some of the physical disabilities that senior citizens endure and that increase risk in the home. In addition, they may experience failing memory, poor sense of orientation and a reduced ability to handle complex situations.

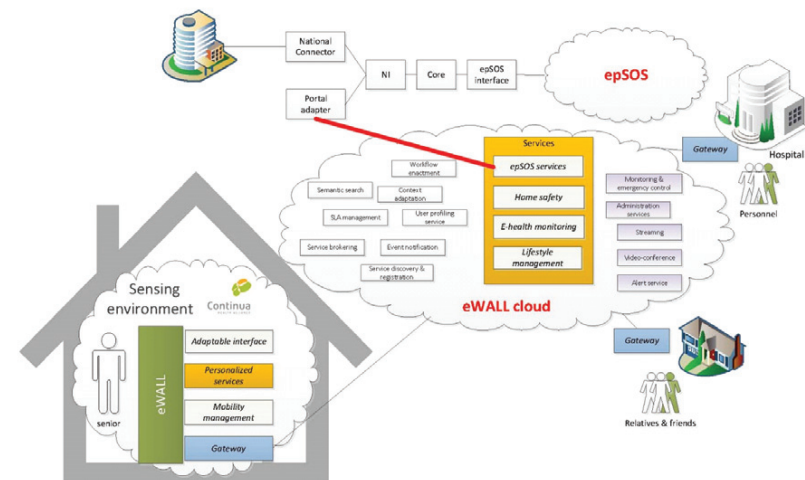
The eWALL project will seek to address the challenges for older people with chronic diseases by developing an affordable and easily-installable prefabricated solution that can be mounted on an existing wall. It must include all the information technology tools necessary for giving the senior citizen access to relevant services.

DEMONSTRATION ON A LARGE SCALE

The project will conduct interdisciplinary research, and demonstration on a large scale will support the concept with actual experience in technical, user-related and legal matters. The solution's impact on older users' quality of life will be measured, and socioeconomic studies will be done that can form the basis for recommendations to the healthcare sector, which hopefully in time can take advantage of the possibilities in national health systems.

- eWALL is to be a 'lighthouse project' in the European Union, showing how joint research and development can lead to tangible results that provide enhanced quality of life and add value to society, says Coordinator Ramjee Prasad.

The architecture of the eWALL approach is illustrated in the figure below. The services of the eWALL cloud are classified under horizontal and vertical services. Horizontal services consist of service bricks that enable the definition of a process, the personalization and adaptation of a vertical service. The vertical services are those developed for the eWALL system, either from medical service providers, or developers. These can be extended by epSOS services too, through the integration with the epSOS platform. The eWALL platform is also using Continue Alliance standardized interfaces at a home level for the integration with devices and at a cloud level for integration with hospitals and NHS.



PARTNERS

- CTiF / Aalborg University
- Hewlett Packard
- Ericsson Tesla
- Roessingh Research & Development
- IRCCS San Raffaele Pisana
- Cure
- Athens Information Technology
- University Politehnica of Bucharest
- Ss. Cyril and Methodius University
- The University of Montenegro
- Technical University of Sofia
- The University of Zagreb.
- Stelar Security Technology Law Research

