eWALL for Active Long Living

Project no.:	**610658**
Project full title:	**eWALL for Active Long Living**
Project Acronym:	**eWALL**
Deliverable no.:	**D7.3**
Title of the deliverable:	**Dissemination plan**

Contractual Date of Delivery to the CEC:	**31.01.2014**
Actual Date of Delivery to the CEC:	**31.01.2014**
Organisation name of lead contractor for this deliverable:	**Aalborg University**
Author(s):	**Sofoklis Kyriazakos**
Participants(s):	**P01**
Work package contributing to the deliverable:	**WP7**
Nature:	**R**
Version:	**1.0**
Total number of pages:	**19**
Start date of project:	**01.11.2013**
Duration:	**36 months – 31.10.2016**

Project co-funded by the European Commission within the Seventh Framework Programme (2007-2013)		
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 dissemination plan of eWALL project to achieve maximum impact, by promoting project results and preparing the ground for exploitation activities.

Keyword list: dissemination

Document History

Version	Date	Author (Unit)	Description
0.1	16/12/2013	Sofoklis Kyriazakos (AAU)	ToC
0.2	8/1/2014	Sofoklis Kyriazakos (AAU)	1st version
0.3	17/1/2014	Sofoklis Kyriazakos (AAU)	Final version, with partners contributions, for approval
1.0	30/1/2014	Sofoklis Kyriazakos (AAU)	Final version

Table of Contents

1   Executive Summary

The eWALL project will be given full awareness in Europe by participating and disseminating the concepts and results in conferences, meetings, and workshops. In addition, project websites, brochures, and posters are needed for promotion of the project. Project partners will also, at an early stage, establish strong and fruitful links with other relevant European projects; therefore, liaison delegates will be identified in the beginning of the project.

The eWALL objective under this task is the strong promotion and dissemination of the project's results. Important dissemination efforts will lead to strong project impact regionally, nationally, and internationally. Disseminating will be achieved by means of the following tools:

- **Internal dissemination**: Partners will present the results internally in their organisation, giving boost to internal dissemination; efficient dissemination requires internal knowledge of project's results.
- **Publications and press releases**: Technical papers will be published in several telecom and medical conferences, journals, and magazines in order to promote eWALL results and visibility. Press releases to regional and national newspapers and television programs will disseminate the project objectives and result at a higher level.
- **Standardisation**: Participation in targeted standards bodies and is imperatively envisioned to accomplish the goals of the project and to establish timely, market-oriented standards of good quality.
- **EU Concentration meetings**: eWALL is working with a large number of activities and addresses multiple of technologies; therefore, eWALL should play an active role in the EU Concentration meetings, since it is an efficient way to disseminate results in the EU domain. In addition, this will assist the collaboration with other organisations and projects.
- **Liaison establishment with other projects and activities**: Liaison with other projects is the means to coordinate the activities of eWALL, considering the on-going activities in other projects. For that reason, liaison delegates should be identified for the projects and organisations.

The above mentioned dissemination channels will ensure wide Europe dissemination. The eWALL project partners' intention will be to work towards full awareness in Europe by participating and disseminating the work of the project and its results using diverse international, national and regional channels - in conferences, meetings and workshops. In addition, project website, brochures and posters will be prepared in English and the languages of the end-user partners for promotion of the project. Project partners will also at an early stage establish strong and fruitful links with other relevant European projects, in order to exchange views and experiences with them. Last but not least, substantial focused dissemination efforts will be targeting national and regional stakeholders.

2   Introduction

This document is organised as follows. In section 3 we present the dissemination strategy that we have selected in eWALL project, focusing on the target audience categories that we have decided to follow for the project. In section 4 we describe the available dissemination tools, namely: Publications to international journals and conferences, Magazines and Blogs, Project Website, other Project Dissemination Material, Project Demonstrations, Case Studies Documents and White Papers, internal Dissemination with the partners' organisations, international Dissemination of the project's results (beyond the EU boundaries), organisation of eWALL workshops and conferences and eWALL in social media (including social networks). In section 5 we present the initial plans of the partners and in section 6 we present a detailed table of activities that either have been executed or are planned for execution. This table will be constantly be updated with additional entries, based on the dissemination activities of the project.

3   Dissemination Strategy

3.1   Target audience

The dissemination strategy of the project serves a dual objective: (a) To disseminate the project's results as widely as possible and (b) To reach the appropriate audiences for the project's results, including dissemination to audiences that could boost the later marketing, exploitation and sustainability of the project's results. Therefore, the project has identified the audience that will be most interested to the project's results, including audience that will deal with the take-up and wider use of eWALL outcomes. In particular, the audience targeted by the project's dissemination strategy includes:

- **Internal audience:** An effective internal dissemination makes the members of the eWall consortium are always adequately informed about the progress of the project, criticisms, and actions. This can ensure a high profile to the project.
- **The stakeholders identified as part of the eWALL value chain**: The results of the project will be of primary interest to all the stakeholders identified in the scope of the eWALL business model and related value chain. Product vendors, solution providers, ICT integrators, ISVs, education services providers, providers of added-value consultancy services on the eWALL learning paradigm will be interested in the take up and exploitation of the project's results. Hence, the eWALL dissemination strategy foresees raising awareness about the project within these groups.
- **Potential End-Users of the eWALL system and approach**: Education institutor, professional training organisations, certification organisations will be at the forefront of eWALL's dissemination strategy. This is mainly due to the fact that the wider use of the project's results depends on the adoption of the eWALL approach by end-user groups. The project's dissemination strategy foresees participation in events that will be attended by such user groups, along with relevant publications and liaisons (with such user groups).
- **Researchers and Academics**: In addition to targeting organisations and individuals that will boost the exploitation of the project's results, eWALL will attempt to dissemination its main research outcomes to the research and academic community. This is both necessary and important, given that the project will realise significant advances in a number of research areas (e.g., AAL, eHealth, eCare etc.), which are contributing to the integrated eWALL system.
- **Policy Makers**: It is unanimously acknowledged that the penetration of computer based learning solutions is highly dependent on the regional, national and EU policies. The project will actively disseminate its results to policy makers, given that the adoption of eWALL like learning models could be boosted by their decisions.

3.2   *Innovation* Strategy and Exploitation Activities

Previous paragraphs have illustrated the value chain(s) that can be associated with the eWALL platform and services. This value chain includes a variety of stakeholders and business roles, which are covered by the industrial partners of the consortium. These industrial partners will shape their exploitation strategies according to their role in the eWALL value chain, as well as based on their

corporate/business strategy. At the same time, the research/academic partners of eWALL will focus on strengthening their research capacity, as well as their education activities.

Overall, a variety of exploitation modalities and channels will be adopted to ensure maximum impact from eWALL results. Each of these modalities will be pursued by one or more eWALL partners, most suited to exploit the technology through that channel. These modalities include:

- **Commercial Products and Solutions**: Several of the eWALL partners are product based businesses and/or providers of integrated solutions. A main exploitation modality for these partners concerns the exploitation of the project's results in order to improve the quality of their products and services or even to build new integrated solutions.
- **Consulting Services**: eWALL will also endeavour to provide enterprise-scale consulting services based on the eWALL platform and approach.
- **Commercial Support Services:** The technology providers and solution integrators of the consortium (including providers of specific components) will attempt to provide commercial support services around the eWALL platform and its components.
- **Computer-Based Learning Services Provision:** eWALL partners offer already a range of computer based learning and education services. As part of their plans for sustaining and using the project's results, they will plan to roll-out Active Ageing services following the eWALL personalised model.
- **Open Source Products:** Partners will also release a set of core libraries from eWALL as open source. This will be part of their exploitation strategy towards wide adoption. CTIF/AAU has recently coordinated the FP7 project ASPIRE which produced open source results and therefore has gained good experience on Open Source exploitation (including insights on IPR issues).
- **Academic Research:** One should not underestimate the value of exploitation of eWALL results in academic research. Europe depends on its ability to develop and maintain a strong, knowledge-led economy, and new research is one of the drivers of such an economy, whether industrial or academic. Publication in academic conferences and journals is also one of the most important mechanisms for ensuring that the insights gained from research in the project will be taken up and used in other contexts. The partners most involved in this type of innovation activity will mostly of course be the University/research partners.
- **Education and Training:** Education also provides a modality for exploitation of eWALL results, through the offering of degree and other professional training courses to learners. The University partners will use results and expertise gained from eWALL to ensure that educational course content is updated in line with the developing state of the art. Alongside educational and research institutes, industrial partners and SMEs will exploit the eWALL results through the provision of professional and corporate training courses/services.
- **Technology Transfer**: Another function of academic and industrial research groups is technology transfer from research to industry. The partners most relevant to this modality are the university/research/academic technology transfer institutes.

4   Dissemination tools

The dissemination activities of the project will be structured within a Plan for Using and Disseminating (PUD) knowledge. This plan will be created as part of WP8 and it will be flexible to changes. Updates to the PUD will be published frequently (at least one per year). In the sequel we elaborate on the planned dissemination activities of the project, which will form the basis for the first version of the PUD.

The first dissemination activities will be a press release at the beginning of the project that will present the objectives, innovation and impact of the project. The press release will also be sent to the European Commission. It will highlight the tangible benefits for citizens, businesses, administrations, and also address European cooperation and will be distributed to local and international press. Additional press releases are expected during the project.

4.1   Publications to international journals and conferences

The eWALL partners, academic and industrial, will pursue dissemination activities in international refereed, scientific and technical, journals (e.g., IEEE Transactions on Education, IEEE Systems and Software, IEEE Trans. Pattern Analysis and Machine Intelligence, IEEE Transactions on Computers, IEEE Computer, IEEE Transactions on Neural Systems and Rehabilitation Engineering, IEEE Communications, IEEE Pervasive, Electronic Journal of e-Learning, IEEE Intelligent Systems, Journal of Web Semantics, IEEE Distributed Systems). Likewise, the partners will pursue dissemination activities in international, refereed conferences.

4.2   Publications in Magazines, Blogs and Press releases

Apart from publications in scientific journals and conferences, the project will also pursue more practical publications in magazines (including on-line magazines), along with short articles/presentations in blogs.

4.3   Project Website

The project will design and develop a web site, which will serve as a single entry point to all the information about the project. The website will be updated regularly (i.e. at least once a month) based on the project's presentations, deliverables, events, papers and publications, news, software updates etc. Content will be collected with the participation of all partners.

4.4   Project Dissemination Material

In order to support the dissemination activities of the project, the consortium will regularly create dissemination material in the form for documents, papers, deliverables, technical reports, presentations, fact sheets (about the project) and video clips. The project's dissemination material will have a common look and feel, since certain templates will be followed. The starting point for the development of this material will be the development of a general-purpose presentation of the entire project.

4.5   Project Demonstrations

A number of demos about the eWALL platform and its validating applications will be developed. These demonstrations will be used for the project's presentations in public exhibitions and demonstrations. Targeted events will be selected for these demonstrations, notably events relating to active ageing.

4.6   International Dissemination of the project's results

The partners plan to disseminate the project beyond the EU boundaries e.g., in events taking place in USA, Asia and Australia. 1-2 globally known events will be selected in order to present the project's achievements and make them known outside Europe.

4.7   eWALL workshops

Apart from being present at external conferences and workshops, eWALL will organise its own workshops. In addition to workshops, eWALL will organise a concluding conference, where other (relevant) EU projects will be invited to present/showcase their results.

4.8   eWALL in social media

The project will create accounts and presence in popular social media, including popular social networks (such as Twitter, Facebook, Plaxo), as well as YouTube (where a channel will be created). Furthermore, LinkedIn groups for the project will be created. Processes for regularly updating the project's information in the various social media will be established.
Already from the 1st month of the project, eWALL is active in twitter with the account @eWALLproject

4.9   Liaisons with other projects

Liaison with other projects will be pursued and established, especially with the projects that eWALL will collaborate for the purpose of knowledge sharing and/or resource pooling. To this end, liaison delegates will be identified, on a per project and/or per organisation basis.

4.10   Participation in EC Clustering mechanisms

The project will ensure its presence in EC clustering mechanisms that are pertinent to the eWALL project's results. Participation in these clustering activities will ensure the project's efficient dissemination in the EU domain. This will boost the collaboration efforts with other organisations and projects within the EU.

4.11   Case Studies Documents - White Papers

The project will create and publish white papers associated with case studies and key outcomes of the project. The respective white papers will be focused and of limited length (e.g., 5-6 pages) aiming at a targeted and comprehensive presentation of the project's results.

5   Partners' plans

5.1   CTiF / Aalborg University

AAU will participate to dissemination activities targeting the research and academic community (through publications (notably in IEEE/ACM journals), participation in conference/workshops and participation in EC clustering mechanisms). AAU publications will be focused both on the user and technical aspects of the eWALL. As the project coordinator, AAU will also host/organise at least one of the 3 project workshops to be organised by the project. Furthermore, AAU will contribute to the preparation of dissemination materials and tools (including project logo, leaflets, newsletter, YouTube video channel etc.).

5.2   Hewlett Packard

HP will disseminate the results of the projects through different channels and activities: contributing to write scientific papers, in agreement with the project's global dissemination plan; contributing to fill with content the project's public website; disseminating eWall in the related research and innovation projects HP Italy is or will be partner of (e.g. in European research programs like FP7 or the upcoming Horizon 2020, etc.); performing internal dissemination to the very large (thousands of technology specialists and salespeople) HP software and hardware business community; leveraging the Italy Innovation Center to share eWall acknowledgements and added value with customers visiting HP for business purposes related to software and hardware.

In particular, during the project timeframe, HP has planned the following dissemination activities:

- Integration of a eWALL section at HP Italy Innovation Center web site, with a link to the project and a description of it, with the target audience of HP employees (potential target of more than 300K people world-wide)

- Integration of a eWALL section at HP Italy EU funded projects web site, with a description of it, with the target audience of HP Italy people

- Delivery of periodical eWALL status workshops to HP Italy Innovation Center management

- Delivery of periodical eWALL status workshops to HP Italy EU funded projects team

- Delivery of a eWALL presentation to the yearly HP Italy Innovation Center Workshop, with the target audience of the HP Italy Innovation Center team and selected HP Italy management and business people

- Delivery of periodical EWALL status workshops to HP Italy key-stakeholders

5.3   Ericsson Nikola Tesla

Within the eWall project, ENT will be focused on internal and external dissemination. For internal dissemination it will be organised internal presentations and discussions of major project

achievements to the product managers, solution and system architects dealing with the e-health domain. For the external dissemination it will be used communication with ENT customers (health representatives in the government, hospitals, and ordinations) and it will be used different local and international workshops and seminars related to health domain. Additional external dissemination will be provided by publishing major project results on the conferences and in journal publications related to the health domain and application of informatics to support health and wellbeing.

5.4   Roessingh Research and Development

RRD will disseminate the work performed within the eWall project through scientific publications in a mixed field of scientific journals and conferences. Scientific dissemination will take place in the field of Telemedicine (e.g. Journal of Telemedicine and Telecare, Telemedicine and eHealth), smart home technologies (e.g. Personal and Ubiquitous Computing, Journal of Ambient Intelligence and Smart Environments), human-computer interaction (e.g. User Modelling and User-Adapted Interaction) as well as journals targeting the cross-section between computer science and health (e.g. International Journal of Medical Informatics, Artificial Intelligence in Medicine). As main partner responsible for the demonstration work package, RRD aims to organise workshops to showcase the eWall system, as well as participate by demonstrating the results in (Dutch and international) science and health fairs and conferences

5.5   IRCCS San Raffaele Pisana

The dissemination plan of the IRCCS San Raffaele Pisana is spread over different ways and tools of communication. Press office of the Institute can achieve a wide media coverage through both ordinary channels of communication (national and local TV, radio, and newspapers) and new media (Facebook© and Twitter© accounts, San Raffaele TV and websites).
Scientific communications will be realised by means of international peer reviewed publications, workshops, and conferences in the fields (among others) of aging, rehabilitation, telemedicine, and systems medicine.
IRCCS SR will coordinate this activity with the other end-user partners of the e-Wall consortium. Given the peculiarities of the track-record of expertise of IRCCS and to synergistically integrate with other e-Wall partners, e-Wall will focus the scientific dissemination activities preferentially towards the Geriatrics environment to widely reach primary and secondary end users. As partner co-responsible for the large-scale demonstrator trial, IRCCS will cooperate closely with RRD in the described activities.

5.6   CURE

CURE will contribute to the dissemination of the project results through scientific publications and the participation in scientific events. Scientific dissemination will take place in the field of human computer interaction, user experience and computer supported cooperation. CURE will distribute the results of the project in form of research papers in journals (such as the International Journal on Human Computer Interaction, Human-Computer Interaction - A Journal of Theoretical, Empirical and Methodological Issues of User Science and of System Design, ACM interactions) and present the work at various conferences, workshops and other scientific activities (such as CHI – ACM Conference on Human Factors in Computing Systems, CSCW – Computer Supported Cooperative Work and Social Computing, INTERACT – Conference on Human-Computer Interaction, HCI –

BCS Conference on Human Computer Interaction, International Conference on Multimodal Interfaces).

5.7   *Athens Information Technology*

Dissemination of the project at AIT will be centred around two pillars: popular & scientific.
Popular dissemination will be achieved via the project's Twitter and web site. The AIT team plans to be very active in both these dissemination media. We will also utilise our contacts with the local press, radio and TV to promote the project nationwide.
Dissemination of the research will be implemented through publication in top class international scientific journals and conferences. We intend to have strong emphasis on publishing the outcomes of the proposed research in a timely fashion. We will be publishing scientific results in the fields of audio/visual signal processing, body-area communications and smart sensors. The journal and conference dissemination candidates are:

- IEEE Transactions on Pattern Analysis & Machine Intelligence
- Journal of the Acoustical Society of America
- IEEE Transactions on Audio, Speech, and Language Processing
- Journal of Systems, Man, and Cybernetics
- Personal and Ubiquitous Computing
- IEEE Transaction on Biomedical Engineering
- IEEE Transaction on Signal Processing
- IEEE Transaction of Circuits and Systems
  Regarding conferences, AIT will be targeting:
- Int. Conf. on Pattern Recognition
- Face and Gesture Recognition
- Interspeech
- IEEE Int. Conf. on Acoustics, Speech, and Signal Processing
- Int. Conf. on Biomedical Electronics and Devices
- Int. Conf. on Bioinformatics and Biomedical Sciences
- Int. Conf. on Digital Signal Processing
- Int. Conf. on Biomedical Engineering and Sciences
  Dissemination towards technical community will focus on standardisation of IEEE standards especially, IEEE 802.15.4j Medical Body Area Network (MBAN) standard.

5.8   *University Politehnica of Bucharest*

The entire work of UPB team will be reflected by numerous dissemination activities. Each activity and its characteristics are described below as follows:

a) brochure/leaflet
b) newsletters/ magazine articles
c) updated news on project's website
d) scientific articles in national/international journals
e) scientific articles in national/international conferences

f) workshops
g) ad-hoc presentations
h) etc.

a) Brochure/leaflet
   Throughout the project the purpose and existence of eWall project will be brought to people's attention with brochures and leaflets and UPB team will contribute to them. They will help answering to questions related to the involved consortium teams, purposes and stages of development of the project. The target sectors include professional groups, science people, etc. And will be distributed electronically (for example via the project website) or during national or international events (trade fares,"Politehnica" University Day, ICT Conference, etc.).

b) Newsletters/ magazine articles
   UPB project team will encourage the appearances of the project's activity in national press under the form of newsletters and magazine articles. There will be considered appearances in specialised magazines and papers such as "Electronica azi", "Ştiinţă şi Tehnică", "Revista de Tehnică şi Tehnologie", etc.

c) Updated news on project's website
   In order to make available the information regarding the project to all interested parties updated will be provided by the UPB research team on the official website of the project. The updates will be performed periodically and whenever considered appropriate by the consortium of the project.

d) Scientific articles in national/international journals
   The scientific results achieved by the consortium of the project including UPB research team will be made public through scientific papers which will be published in national and international scientific journals. UPB team members will consider the possibility of publication of such scientific articles in UPB Scientific Bulletin, in Revue Roumain des Telecommunications and/or in different journals, well known in the academic community.

e) Scientific articles in national/international conferences
   The results achieved by the consortium of the project including UPB research team will be made public in national and international conferences. UPB team members include the participation in scientific conferences organised periodically in Romania, such as COMM 2014 (held at National Military Palace, May 29-13 in Bucharest), COMM 2016, ISETC 2014 and ISETC 2016 in Timisoara, Romania, etc. Also we are considering the participation in other conferences organised around the world, some of them very specialised (like " Interspeech 2014 special session on Speech technologies for Ambient Assisted Living") or with a general topic (GWS 2014 or in the next years, EUROCON 2015, etc.)

f) Workshops
   In cooperation with the eWALL partners, UPB will organise a workshop. This workshop aims to present research and development results to different groups of interest from Romania and neighbouring countries, in order to have a better feedback on how the project results could be better implemented in Romania and in South-Eastern Europe area.

g) Ad-hoc presentations

In order to present the UPB research team activity, ad-hoc presentations could be considered during the yearly "Politehnica" University Days.

5.9   *Ss. Cyril and Methodius University*

UKIM sees the eWall project as an excellent platform for knowledge generation and leveraging in the area of eHealth solutions, thus aims to proactively contribute to the project's dissemination and exploitation both locally and internationally.

First and foremost, UKIM targets publication of eWall related research at high-profile communications events worldwide, e.g. IEEE and ACM conferences and journals. This will ensure high visibility of the eWall project within the research community facilitating wider project's impact on future research. Also, UKIM will focus on organizing special sessions on eWall related aspects, whenever possible, on international conferences.

Secondly, UKIM intends to use eWALL as a potential platform for future cooperation with local healthcare providers, hospitals, caretakers and telecom operators. This essentially means that UKIM will constantly seek contacts with appropriate authorities introducing them with the eWall project's achievements and benefits. UKIM has a well-established collaboration with the national regulatory and policy making body as well as with the biggest national telecom operator (i.e. Deutsche Telecom - Macedonia), which may be beneficial for the project's concepts testing, validation and optimisation. Additionally, UKIM will provide basic project factsheet (printed and electronic) for all interested local parties, private and/or public.

Last but not least, UKIM will promote eWall on all its future dissemination activities such as annual internal workshops, public open days for future students, doctoral school seminars etc. This will provide sustainability of the eWall project within the local academia and research staff in the area of communications. Also, it will be a solid opportunity for engagement of more Master and PhD students within the areas targeted in eWall.

5.10   *University of Montenegro*

UoM will take significant part in spreading awareness on eWALL project, starting from development of some basic dissemination material (project poster, presentation, leaflets, fact sheets) which will be used for internal and international dissemination activities, for workshops, training event, etc. UoM members will also take part in creating project website, as a main e-tool for achieving dissemination on project activities and results, then Facebook profile, Twitter profile, LinkedIn group, etc.

Researchers from UoM will publish research results from eWALL projects in the relevant international scientific journals and conferences (e.g. IEEE, IEICE sponsored conferences), in the areas of communications, networking and smart sensors. A special session will be organised in the frame of the regular IEEE Region 8 TELFOR conference, held in Belgrade in November 2015. Following the fact that this is one of the most attended ICT events in the SEE region, its dissemination capacity is significant.

UoM members have the possibility of achieving direct contacts with the policy makers in Montenegro, then policy makers from the neighbouring countries, as well as with some EU level policy makers, where the significance of implementation of eWALL in eHealth systems can be elaborated. Since UoM will be organizing series of Research Open Day events, that will be used for the eWALL promotion and dissemination of results to a larger general public.

UoM organises special workshop (WECT) within the traditional regional ICT conference INFOFEST, held each year in Budva, Montenegro, and this event is a great opportunity for dissemination at a regional level of eWALL as a solution for improving quality of life of elderly people. Some Montenegrin health-care journals, daily newspapers and TV channels will be also used for spreading information on eWALL project activities and results. Internal seminars for the medical and care giving communities will be organised. Besides the aforementioned, the numerous international partners and contacts which can be recognised as the potential stakeholders will be informed on the benefits of using developed eWALL platform.

5.11 Technical University of Sofia

In order to ensure maximum use of the project results and impact of project activities and to facilitate the project's results exploitation, TUS has a plan for systematic dissemination of project outcomes at various levels. The major goal is to facilitate the validation and absorption of the eWALL technology and to transfer the outcomes of the project to influence and improve existing systems and practices. At a local level, information about the eWall project will be published on the TUS website, and a dedicated workshop on Active Ageing products and services will be held to spread the project results. At a national level, it is planned to contact agencies and organisations related to the project area to publish the project information on websites and public media. Potential commercial and private users of the eWALL will be sought in order to exchange opinion and experience, to receive and analyse feedback information and to seek publicity for the eWALL within their websites and networks. At an international level, TUS participants will prepare scientific papers of the project results and will submit those to high-impact scientific journals. This will allow research organisations, which may be not interested in pursuing commercial follow up activities, to benefit from the application of the technology for research and scientific expertise purposes. Systematic dissemination of the research results will include also presentations and publications at international workshops and conferences.

5.12 University of Zagreb

University of Zagreb, especially Faculty of Electrical Engineering and Computing, has different possibilities and channels for spreading eWall results. In order to spread and exploit the results of the project, the following strategy and measures will be applied:

Internal UoZ promotion:

- all the information concerning the results of the activities will be gathered and published on the University webpage, where all University groups will be informed about eWall results.

- Faculty of Electrical Engineering and Computing web page (www.fer.unizg.hr) will be used.
- all conferences/round tables/students societies with the important role of Faculty will be used in order to present eWall.
- all relevant mailing lists and fora with involved students and professors will be included for ensuring the highest possible PR via people

External promotion

- all relevant media will be contacted for eWall publications; for an especial Media KIT with short introduction to eWall will be prepared in Croatian language.
- Project to all our partners in Zagreb, especially to government and to City of Zagreb-Mayor office will be presented. Especial attention will be for the offices and non-governmental societies in charge for elderly population. eWall will be a direct contribution to Mayor's office currently active program, entitled „Zagreb - Smart City".
- eWall will be presented also at Croatian national television as well in other private televisions and other media.

University of Zagreb will organise a Workshop on "Application of eWALL in Home and Medical Environment" at the ending phase of the project, starting with 30. month.

5.13   *Stelar Security Technology Law Research*

Due to the STELAR's proven experience in the domain it will contribute to the awareness of the research results by disseminating them in the research communities of technology law. STELAR will continue its communication practice demonstrated in numerous publications and presentations in the appropriate technology law journals and conferences. STELAR will increase the likelihood of market uptake of project results by means of testing and prototyping with Privacy-by-Design service providers and potential users. As mentioned above the method will also contribute to technical standardisation in the eHealth area.

# 6	Dissemination Activities Matrix

Legend:

Already Performed Dissemination Activities	Planned Dissemination Activities

#	Partner	Event	Title	Authors / Presenter	Type	Location	Date	Audience
1	CTIF/AAU	-	Kick-off press-release	AAU	Press release	Web	Nov 2013	Web audience
2	RRD	Feb 2014-Apr 2014	Bachelor course for creative technology students	RRD	Educational Course	The Netherlands		
3	CTIF/AAU	GWS 2014	eWALL Special Session	Markkus /WP Leaders/ALL	International conference research papers	Aalborg, Denmark	11-14 May 2014	Conference attendees
4	CTIF/AAU	WTS 2015	eWALL Special Session	ALL	International conference research papers	New York, USA		
5	CTIF/AAU and FER	River Journal on Green Engineering Standardisation	eWALL Special Issue	ALL	International Journal publication	N/A		
6	CTIF/AAU	River Journal on CONASENSE	eWALL publication (title to be decided)	tbd	International Journal Publication	N/A		
7	STELAR	ETSI Workshop on TeleMedicine 2014	eWALL	STELAR (Matthias Pocs)	Standardisation presentation			
8	AAU	Various relevant events (workshops, etc)	eWALL presentations, brochure dissemination	tbd	Brochure			
9	ALL	International Journals (i.e., IEEE)	Research publications on topics trelated to eWALL activities	tbd	Research articles	N/A		
10	AAU	Workshop with stakeholders and user group representatives	tbd	ALL/tbd	Interactive workshop	tbd		

Abbreviations

ICT   Information Communication Technologies
PUD   Plan for Using and Disseminating
SME   Small Medium Enterprise