GREAT
Persuasive Ambiences

Get Ready for Activity – Ambient Day Scheduling with Dementia

Dissemination Plan

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Preface

This document forms part of the Research Project "Get Ready for Activity – Ambient Day Scheduling with Dementia (GREAT)" funded by the AAL 2016 "Living well with dementia" funding program as project number AAL-2016-023. The GREAT project will produce the following Deliverables:

D1.1   Medical, psychological, and technological framework

D2.1   Applicable hardware components

D2.2   Applicable software components

D2.3   Field tested hardware components

D2.4   Field tested software components

D3.1   Implementation report

D3.2   Field test report

D4.1   Communication strategy

D4.2   Stakeholder management report

D5.1   Report on market analysis

D5.2   Dissemination plan

D5.3   Final business plan

The GREAT project and its objectives are documented at the project website http://uct-web.labs.fhv.at. More information on GREAT and its results can also be obtained from the project consortium:

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Content

1. Objectives of the dissemination plan

The GREAT dissemination plan covers both internal and external communication and dissemination, each of which are discussed in turn below.

For **internal** purposes, this dissemination plan provides members of the GREAT consortium with an effective and efficient blueprint to follow in disseminating the work and results of GREAT. Internal communication will itself be conducted via email, teleconferences, periodic face-to-face meetings (around other workshops). Shared documents (including administrative project documents, case study data and reports and publications) are stored on an internal server, giving all partners access at all times. The project website has both internal and external audiences in mind.

The **external** objectives of the GREAT dissemination plan are:

Elaborate the consortium's strategy for dissemination activities and engaging stakeholders. That is the purpose of this deliverable. It will be reviewed throughout the project in order to assess the effectiveness of different dissemination activities. The dissemination plan will provide the means and platforms for stakeholders to interact with one another and discuss the project's findings and recommendations. To this end, it will suggest and explore a variety of means to improve GREAT deliverables.

Identify and engage stakeholders throughout the course of the project in order to ensure that the results of the project are applicable and appropriate to stakeholders. The GREAT dissemination strategy provides the basis for engaging with stakeholders through a stakeholder identification, analysis and interaction process. The intent here is to create an impact that will last beyond the end of the project by making the results of the research known to those who could benefit from them. This will enable GREAT to strengthen the research and knowledge base of stakeholders by facilitating the presentation of the work and results of GREAT precisely and effectively to as wide a stakeholder audience as possible.

This objective implies identification of a wide stakeholder audience, compilation of a contact list to whom we can send information about GREAT and its findings, and development of differentiated and targeted communication approaches for different categories of stakeholders.

Establish and maintain the project's website. We had the project website up and running by the GREAT kick-off meeting. The website will be the main point of reference for external communication.

Prepare and translate press releases and selected other materials for dissemination to the media and other stakeholders as many Member States as possible. In addition to disseminating project results to interested and relevant stakeholders, GREAT also seeks to engage a diverse array of stakeholders from all different categories, including policy makers, public authority representatives, the media, industry, system operators, civil

society organisations and citizens, throughout the project. In order to do so, we will use the project deliverables, the research reports and case studies, as a basis for discussion with a broad range of stakeholders electronically, in interviews and face-to-face in workshops, the outcomes of which are also expected to contribute to the consortium's research and analyses. The dissemination plan will enable stakeholders to provide feedback on the project's deliverables, which will feed into the project at its various stages.

Effective dissemination results in the establishment of contacts and interconnection of networks – a legacy that often outlives the project. The GREAT dissemination plan therefore aims to identify and establish contacts with other relevant projects and studies, to increase awareness of the consortium's work and research results, apprise them of GREAT and enable the integration of the range of research activities about open access to research data in Europe and in the world at large. A further objective of the dissemination plan is to facilitate collaboration among different groups of stakeholders to enhance uptake of the project's results and integration of different and diverse end-user knowledge. The consortium will place particular emphasis on facilitating this collaboration, establishing important links and closely integrating with other organisations carrying out similar or related research and analysis. It is important to distinguish between groups of stakeholders, and their different interests, across countries, disciplines and institution type.

Prepare scientific journal articles and conference presentations. Members of the GREAT consortium will prepare articles and presentations for academic audiences, across a range of disciplines, as the issue affects several fields of research. Conference presentations are an opportunity to interact with academic stakeholders, and to receive feedback on our results.

2. Target Groups of Dissemination

The consortium identified a lot of different target groups and organizations which will be affected or can be affected by our GREAT system resp. the intelligently automated modular room atmospheres that include light, sound and scent components for people with dementia. In the following section we describe six main stakeholder groups susceptible to be interested in information about the activities within our project. Each target group will be addressed through different approaches and tools. The advantages of the developed AAL solution must be demonstrated with different focuses, since different interests exist.

The central target or interest groups will be described in the following sections, as well as keywords, which are regarded to be helpful for dissemination. The most important interest groups for the GREAT project were defined during a consortium meeting. After discussing the characteristics and the benefit of the GREAT system with regard to market aspects, we collected all of the potential stakeholders in a guided brainstorming session. The collected interest groups were then evaluated in terms of

an power/interest-matrix from Gardner et al. (1986, see Figure 1) to prioritize dissemination activities.

According to Gardner et al. (1986) the Power/Interest Matrix (PIM) provides valuable information on how to handle each of the stakeholders identified and which groups have to become included in the making decision process. PIM classifies stakeholders as follows: Key players (stakeholders with high power and high level of interest), keep involved (stakeholders with high power and low level of interest), and keep informed (stakeholders with low power and high level of interest) who is recommended to keep relationships with but is not essential to involve.
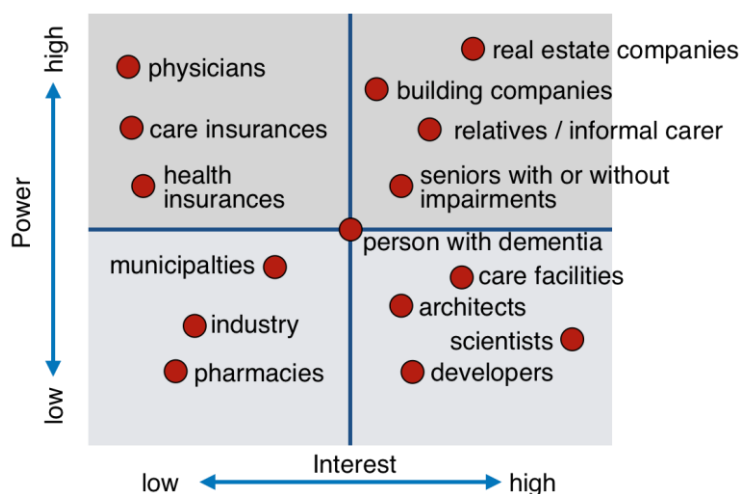
Figure 1: Result from the prioritization of target groups of GREAT.

The collection of the stakeholders is designated to generate the maximum reach of the results in each phase of the project. In doing so, the dissemination efforts in the early and intermediate development phases aim to generate attention of project activities and results among potentially interested parties.

The objective of the corresponding public relations is also to gain a target-group orientated distribution of the results of the project by a precise definition of the individual target groups (achieving a high and sustainable recognition as well as a preferably wide integration of relevant target groups).

2.1 Senior Citizens

The GREAT System is primarily applicable to elderly people with dementia (aged 50+), who live on their own and either want to maintain or improve their current standard of activity. Taking into account the fact that the desireable activity depends on the motivation in connection with the daily schedule, the social interdependencies, and the mood progression all over the day, with GREAT these people get:

_ emotional preparation for activities in the daily routine
_ alleviation of agitation or apathy

_ increased physical and spatial mobility

_ support with the increase of vitality

_ external time emitter or personal temporal orientation by supporting the circadian rhythm

The main users may already be diagnosed with dementia in an early stage, who have problems with oriented activity (e.g. day/night rhythm) or do have severe mood swings. GREAT is not applicable to people with serious dementia or intensive medication which do not allow to live at home. Other serious illnesses are for example epilepsy, severe movement disorders (e.g. substantially reduced body balance), severe physical disabilities (e.g. people with complete impaired mobility), indispensable comprehensive support with daily activities, intensive medication like for example high-dose psych pharmaceutical medication or extreme sensory disturbances (e.g. pronounced cataract).

GREAT can be installed in already existing and inhabited flats to rent or owner occupied flats (e.g. a multiparty-house or a dwelling house) as well as in such flats which are to be newly established and moved in. The end-users must have the willingness and the possibilities to install, arrange or fix new controllable lamps on the ceiling, standing or table luminaires, scent and sound modules on the wall, linked space sensors to record the presence and activity, an automatic control system with a data server respectively a PC with Internet access. They also have, under certain circumstances, to be prepared to carry a cable-free monitoring system on their body to capture the physiological impacts.

It is necessary to point out the individual value of use of GREAT system for senior citizens, to take away their potential fears of surveillance and to personally reply to individual questions. The test subjects will be looked after on-site by a certain person.

2.2 Care Givers

GREAT is an iteratively extendable product and service for the needs of carers, those groups of persons which want to influence the well-being of the primary end users within the framework of their direct contact. With GREAT, they will be supported by preparing persons with dementia for activities and behavioural fitting moods with intelligent andlearning ambient stimuli and therefore ease the burden of caring. There are family members, (ambulatory) health care personnel, doctors, pharmacists or similar, who use GREAT mainly for the monitoring of the dimension respectively the change of activity. The information will assist them with the support of the elderly people which are entrusted to them.

With GREAT you will:

_ be able to create emotional stabilizing and behavioural stimulating ambiences

_ be able to influence individual mood patterns and behaviour (e.g. agitation, unrest, aggressiveness, calmness, inactivity, drowsiness, erratic behaviour)

_ be supported by preparing PwD for activities and behavioural fitting moods

_ ease the burden of caring.

Senior citizens decide on their own, which persons of the interest group of the care givers will get access to the recorded mobility data. The care givers form part of the social environment of the senior citizens, they guarantee first level support towards the primary end users. The value of use of this new way of living with Guiding Light has to be pointed out for care givers and the significance of the technique for optimized care has to be demonstrated.

2.3 Implementers

This interest group consists of planners, manufacturers and sustainers of residential buildings, in which GREAT modules are implemented, like for example decision-makers for new residential premises (municipalities, cities, local districts), manufacturers of residential premises (developers, construction companies, property developers etc.), operators of residential premises (housing cooperatives, real-estate companies, social services, nursing home operators etc.), planners of living space (architects, living space adapters etc.) sustainers of building installations (electricians, telecommunications companies etc.), maintenance staff (caretaker, property manager etc.) and persons who attend trainings about GREAT.

They achieve added value via better services, of which the unique selling point with GREAT has to be established, amongst others, through supply-demand analyses. For them information material and, as may be the case, courses have to be developed, so that their sales employees can for example address potential clients in a direct way and make offers to them. They guarantee second level support towards the secondary end users.

The interdependences among stakeholders are equally important. The municipal council votes to construct a new institution for senior citizens and charges a developer with the construction of the building, in consultation with the social services of the municipality and specialized experts. The municipality makes decisions about additional investments (e.g. GREAT). Contact persons for the specialized experts are the social services. Social services (e.g. Sophia) also care for home cleaning, errands, meals services etc.. A procedural curator/procurator has for example the task to represent the interests of the persons cared for before the court and at offices. In this case it can for example come to a decision, if a carer of a person with dementia may or has to be fixed or if GREAT may be used instead and the person therefore will still be able to move relatively freely. GREAT may be marketed in the same way as other medical devices. GREAT has to be sold with additional services (nursing, planning and installation).

Developers and housing cooperatives, on the other hand, can possibly not charge the additional costs of GREAT, but they have an interest in a stay of tenants that is as long as possible. Hence they often wait for the demand of the market first. There are

different market experiences with AAL-technologies among the project partners. It can partly not be sold in spite of showcases, on the other hand there are also innovative developers who are interested in new techniques and whose information events are well attended. For health insurance funds there exist individual rules for what is refunded (very heterogeneous and apparently random). Compulsory insurance for its part tries to save costs since rule achievements are already expensive, then again, with increasing complexity, the system gets more expensive. Should therefore also higher stakeholder-levels be contacted?

The market for apartment reconstruction seems to be significantly higher than the market for new housing construction. The only question is whether the complete revitalization of a building is included in the process of reconstruction or new construction.

There are funding programs for measures of reconstruction for the enhancement of energy efficiency and eventually also for measures of reconstruction for the improvement of age appropriate accessibility. The reconstruction is supported by the objective to enable elderly people to live in their own homes for as long as possible, since they apparently are often not prepared to move. In this case it should be possible to post-install GREAT (e.g. radio solution) easily. However, a trend towards new construction/relocation is discernible, for example to provide more living space for the children, the apartment might be too big after the death of a partner, and this might be a good opportunity to leave the past behind and to begin a new phase in life, too. In case of new construction, a cable-based building can be installed in parallel with traditional building services.

2.4 Financiers

An attractive financing model should be developed for GREAT, so that also private persons (e.g. senior citizens or their family members of persons with dementia) are able to pay for the system. GREAT can also be co-financed by insurer <u>and</u> health insurance funds. Sole financiers can be won by scientific evidence amongst others. Exclusive financiers primarily generate additional value via possible financial profits by GREAT. These should be detected by analyses of their business models for example. They get into contact with implementers for instance within the framework of trade fairs and demonstration projects. Clients, i.e. financiers, converters and secondary end users, play a decisive role when it comes to decisions about the procurement of GREAT. All interest groups should therefore have immediately perceptible advantages of the possession of GREAT. Therefore, the societal value in use (qualitative, quantitative) of a longer lasting self-determined life with the aid of GREAT should be emphasized towards politicians and stakeholders. The economic value in use of AAL-technologies should be pointed out towards the insurance companies.

2.5 Competitors

Partners/competitors generate additional value about the generated knowledge in the project, possibilities of a collective marketing amongst others which should be determined via state-of-the-art analyses in the scientific community. In this regard specific partnerships should be entered to support each other. Written publications and conference contributions should be coordinated with the project partners in advance.

2.6 General Public

The possibilities of GREAT should also be communicated to the general public (maintenance and improvement of mobility). Not only the individual, but also the economic value in use of GREAT should be emphasized. The general public will be invited to visit demonstration apartments. Potential fears of surveillance should be taken away from them. The contents of the project will be made quickly and transparently accessible (e.g. via Internet).

For journalists a kick-off-press conference shall be held. All project partners will use their communication-networks to local media. Questions will not be answered before an intern consensus was formed. If necessary, a "press spokesman" will be nominated.

3. Dissemination Tools

3.1 Applicability of Dissemination Tools

The dissemination of the results of GREAT will take several forms and use a variety of media. Some activities are expected to have a greater impact than others, and thus, their value in relation to the aims of the project may differ. Here we evaluate the use of different media, analysing their effectiveness from additional perspectives by looking at the richness of the medium used versus the cost of that medium.

Media richness: impacts the ability to have a significant emotional and rational impact on the person you are aiming to reach. In some cases, media richness is not terribly important, where simple factual details are required. Where complex ideas need to be communicated, and a call to action issued, the richness of the media becomes more critical.

Media cost: impacts the practical ability to deliver the messages, and this cost might be financial or time-based, but ultimately, this measure speaks to the practicality of a medium for the identified purpose.

The following chart illustrates the expected impact of key dissemination tools employed by GREAT.
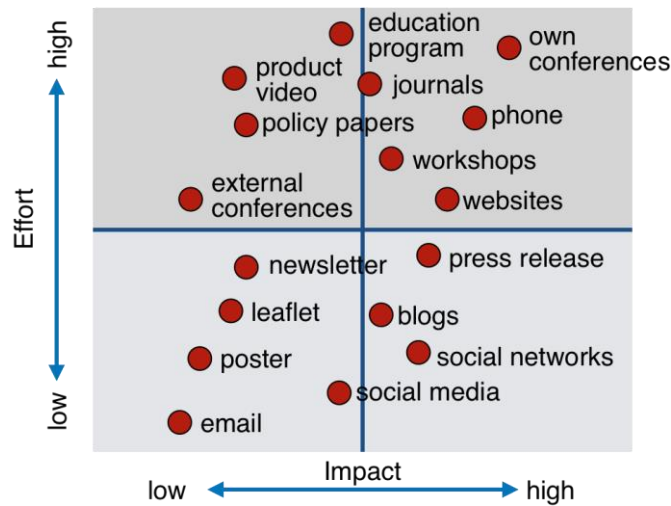
Figure 2: Media impact.

3.1.1 Logo, CD, and Templates

A logo was designed for the project. The logo process includes the development of a number of initial concepts and a discussion among the consortium to conclude and fine-tune the selected concept. The selected logo appears on the first page of this document. We have also prepared sticker (a printed product made of plastic that is printed on one side and has a self-adhesive surface on the other side) with the GREAT logo, which are obligatory attached to the GREAT modules but can be used as giveaways as well. There exists a conception of a "corporate design" for the GREAT project and application in different media. Templates for text documents and presentations have been produced and made downloadable for all members of the project from the project's internal website.

Outcome measure: number of documents and presentations in GREAT CD, number of stickers printed and distributed.

3.1.2 Leaflet and Poster

A leaflet gives an introduction to the GREAT project and contact information. The leaflet is available in English (see: https://uct.labs.fhv.at/glight/uct-dl/FOL_GREAT_eng.pdf) and German (see: https://uct.labs.fhv.at/glight/uct-dl/FOL_GREAT_dt.pdf) and will be distributed on events with stakeholders (e.g. conferences, workshops, meetings), on different paper clip stands (e.g. entrance buildings, lounge & waiting areas), as well as a handout during face-to-face contacts (e.g. consulting). This will increase visibility of GREAT, and expand our network of contacts. There are also some posters available with brief information on the project (see: https://uct.labs.fhv.at/glight/uct-dl/Poster_GREAT_dt.pdf). Both will be available for download from the project's web site. All material will contain a brief description of GREAT and its objectives and partners as well as funding information.

Outcome measure: number of leaflets & posters printed and distributed, number of events where they are displayed and/or distributed.

3.1.3 Product Video

The GREAT system is presented in some explainer video that effectively demonstrates the benefits of the GREAT modules. We already presented a preversion of the product video at the Austrian public event „Long Nicht of Research" (see Figure 3). While many product videos focus on the features of the product, we concentrate on how GREAT works for people with dementia. The product video will be available for download from the project's web site in different languages.

Outcome measure: number of events where the video is presented, number of downloads, requests for information received.

Figure 3: Impressions from product video terminal on LNF 2018.

3.1.4 Education Programmes

TKH is a general hospital in North Tyrol (Austria) and takes part in the project with the Department of Psychiatry and Psychotherapy, which makes diagnosis and treats people with dementia are by a multiprofessional team. They present GREAT in their own training programme for carer as as innovative solution for people with dementia. See for example: www.psychotherapie-tirol.at/sites/default/files/2017_alterspsychiatrie_einladung_programm.pdf

FHV has developed a new study programme on master level (see: https://uct.labs.fhv.at/glight/uct-dl/Study_Program.pdf), which imparts competences in consulting (analysis of social networks and AAL solutions), innovation management (development of tailor-made socio-technical supply systems like AAL) and change management (implementation and evaluation of structural change measures). Solutions for people with dementia, such as the GREAT modules, will be part of the standard curriculum.

Outcome measure: number of courses held, number of applicants and attendees, size of distribution list.

3.1.5 Integration in networks

Within the sphere of action of the project partners (Austria, Switzerland, and Northern Italy), the consortium undertakes efforts to disseminate the project results within the framework of existing networks. Since individual project partners are well networked in the AAL area and coordinate AAL networks themselves, many synergies can be made use of for GREAT.

IBH Living Lab AAL (www.living-lab-aal.info)

FHV is coordinator of this Living Lab, which is located within the transnational Lake Constance region (D, A, CH) and aims at the user-centred co-creation, exploration, experimentation and evaluation of "Active & Assisted Living" within a public-private-people partnership. We can rely on an infrastructure of 230 pertinent households, demo flats, and public showrooms for testing and demonstrating the GREAT system as well as to reduce user barriers, technological barriers, network barriers, and market barriers against this assistive technology for the elderly in an open-innovation ecosystem.

AAL Austria (www.aal.at)

FHV is member of AAL Austria, which was founded on the initiative of the Federal Ministry of Transport, Innovation and Technology in April 2012 with the aim of networking the heterogeneous stakeholder landscape in the area of AAL in order to promote the establishment and expansion of an Austrian AAL community and the visibility of GREAT at all levels of public perception.

AAL Competence Network (www.aal-competence.com)

The establishment of the AAL competence network resulted from the Austrian pilot region West-AAL and is realized in cooperation with the EURAC Research in Bozen (I). FHV was project partner of West-AAL an will organise a final congress in 2019 in order to present the results of the GREAT project.

AGE-NT Alter(n) in der Gesellschaft (www.age-netzwerk.ch)

FHSG is coordinator of AGE-NT. This innovation network focuses on application-oriented solutions that include problem-related services, applications, networks and cooperation between science, practice and industry and thus make a relevant contribution to coping with age structure change. GREAT will be an important part of the Dementia subcluster.

Smart Home & Living Baden-Württemberg e.V. (shl-bw.de)

In order to make better use of the potential in the Smart Home and Living sector, the Smart Home & Living BW initiative was launched in May 2014, resulting in the Smart

Home & Living Baden-Württemberg e.V. association on 20 July 2016. FHV is in contact with this initiative in order to spread the results of GREAT.

Outcome measure: number of joint activities, number of mediated interested parties, number of announcements through third parties, size of distribution list.

3.1.6 Personal communications, email & phone

One of the important means of stakeholder outreach in GREAT will be via email to inform interested parties about events and activities. While email is a cheap and easy form of communication, its effectiveness is not always clear. We will also use email to distribute latest news to all stakeholders that draws attention to GREAT highlights. We use an eMail-signature with integrated project website link in every email conversation. The telephone remains a quick and easy means of contacting stakeholders. In the context of GREAT, telephone contact is envisaged to target the media and stakeholders from other projects.

Outcome measure: e-mail responses, expansion of network of contacts, numbers of outgoing and incoming calls.

3.1.7 Web Presence

Having a strong online presence is a crucial component of our dissemination plan, since most consumer use the web to search for local businesses. Once we have communicated with our stakeholders, we will need to have a web presence that helps portray why our AAL product is so GREAT.

Project Website

The project website is one of the main sources of information about the project available to most stakeholders. The website was established immediately at the start of the project and will be maintained for at least one year after the project ends. The GREAT website can be accessed via the World Wide Web at the following address: uct-web.labs.fhv.at/persuasive-ambiences.html

The website is divided into five sections: Home, Solution (short description of GREAT modules), Project facts (partners, funding etc.), Press/Publications, and Contact. It is designed to be informative yet uncomplicated with clear language to ensure wide communication with diverse categories of stakeholders and external audience.

The website will contain deliverables produced as part of the GREAT project as well as other dissemination and communication items aimed at stakeholders, such as press releases, a project brochure, conference presentations and links to news articles in which the GREAT project has been mentioned.

Partner Websites

FHV is the foremost research and academic education organisation in the most Western province of Austria. GREAT ist presented as a key project of UCT Research, the interdisciplinary research center for user centered technologies, via the following address: www.fhv.at/aktuelles/news/raumambiente-fuer-menschen-mit-demenz/

FHSG is a University of Applied Sciences in Eastern Switzerland with a strong focus on practical application and an interdisciplinary outlook. GREAT is presented via the World Wide Web as one of the latest projects and can be accessed at the following address: www.fhsg.ch/fhs.nsf/de/great-persuasive-ambiences

APOLLIS serves as secondary end-user in South Tyrol (Italy) because they act as contact organisation for primary end-users as a result of its focus group activities with the elderly. Within this area of services they present GREAT (in different languages) as an innovative solution for people living with dementia on their website: www.apollis.it/17d2164.html

Outcome measure: website hits, page views, deliverable/document downloads, comments received, requests for information received.

3.1.8 Newsletter

The consortium has decided not to create their own newsletter, but to regularly contribute to existing newsletters of the project members as well as associated partners (e.g. AAL Austria). These contributions will highlight key results and activities and shows access point for further information about the GREAT modules.

Outcome measure: number of contacts to whom the newsletter is sent, number of requests to join mailing list after receiving it from third parties.

3.1.9 Social Media

Online social networks are another potentially useful dissemination tool and channel. The GREAT consortium believes this is a good means of outreach to the public. GREAT results may be therefore disseminated through popular social networks such as LinkedIn or Twitter. The project will take advantage of the well-established social media channels of partners. **Twitter** is a particularly useful way at engaging participants at events and in increasing the impact and visibility of such events. We have decided not to use Facebook, given the long lead time to establish an effective Facebook group.

Blogs help to publicise project effort and results and may be particularly effective in reaching particular formal and informal carers. As part of its media engagement, the consortium will target relevant blogs to disseminate project knowledge. Blogs targeted at particular disciplines, as well as partner blogs will be used to promote and facilitate a dialogue around the project activities.

Outcome measure: number of members/followers, network page views, page comments, mentions, re-tweets, blog posts, blog post views, feedback

3.1.10 Journal Articles

Journal articles are a resilient and broad-based dissemination tool. The consortium partners will cement the impact of their dissemination activities by preparing and publishing formal reports and scientific articles in open access, peer-reviewed journals. These will ensure that GREAT has a long-lasting impact beyond the project duration, particularly in relation to academic discourse in the area.

The consortium has drawn up an initial list of journals relevant to project topics. This list is not exhaustive, but is simply meant to convey the breadth of publications to which GREAT findings may be relevant: AGEING & SOCIETY, EUROPEAN JOURNAL OF AGEING, CLINICAL GERONTOLOGIST, JOURNAL OF APPLIED GERONTOLOGY, ZEITSCHRIFT FUR GERONTOLOGIE UND GERIATRIE, DEMENTIA-INTERNATIONAL JOURNAL OF SOCIAL RESEARCH AND PRACTICE

Outcome measure: number of journal reports and scientific articles submitted and published, type of journal (industry, academic), journal impact factor (although these vary considerably by field) and circulation.

3.1.11 Policy Papers

The consortium will publish policy papers presenting the results from the research undertaken in a format tailored towards relevant European policy makers and open access practitioners. Key results and policy recommendations will also be targeted at the scholarly and professional associations related to particular case study domains as well as funding agencies. The policy papers will be distributed in hard copy at various events and published in electronic form on the project website.

Outcome measure: number of policy papers issued, feedback received.

3.1.12 Press Release

Press releases will be prepared in English, German, Italian, and French language for distribution to the media and other stakeholders (e.g., on completion of specific project milestones and publication of deliverables). All project members are expected to contribute to the dissemination of project results through appropriate press releases in their respective countries within duration of the project. This will ensure to meet the endusers of GREAT in a direct way. We already have a record of published media communications; see: https://uct.labs.fhv.at/glight/uct-dl/Press_Releases_2018.zip

Outcome measure: number of press releases circulated, number of media communications issued, number published, media interviews, geographical scope and range of publication, media used.

3.1.13 Workshops

Workshops are an essential knowledge dissemination means. Consortium partners will use workshops to discuss, present and deliberate project related matters and findings. We already organized two workshops with potential endusers and care facility employees in May and September 2017 for testing the acceptance against GREAT modules, we conducted a network meeting „Austrian dementia projects" at the AAL Forum 2017, a workshop at conference geriatric psychiatry in December 2017, and a network meeting for planning a workshop at e-health summit Austria in January 2018. Two workshops are provisionally scheduled for October 2018 in Bozen and February 2019 in Hall. 2013. These workshops will be used to solicit expert and enduser feedback on GREAT modules, and to enable stakeholders to interact with one another. We invited all stakeholder to take part at the workshops through different media channels (e.g., www.lhpv.at/pages/viewpage.action?pageId=17957783).

Outcome measure: number of workshops conducted, number of participants, range of stakeholders represented, participant feedback.

3.1.14 External Conferences

Conferences are a means of developing national and international connections with governmental, advocacy or academic opinion leaders, and engaging in a direct, face-to-face communications and discourse. The consortium partners will prepare and deliver papers and information booths for relevant events and selected international conferences such as the AAL Forum (www.aalforum.eu), the AAL Kongress Karlsruhe (www.aal-karlsruhe.com), the Light & Building (light-building.messefrankfurt.com), and Lux Europa (www.luxeuropa.eu). A list of conferences to be targeted will be developed throughout the course of the project, with the aim of achieving a good disciplinary and national spread. Consortium partners will participate in key workshops and conferences throughout the course of the project in order to increase project visibility and sharing of results as well as to build the GREAT contact list as a result of such networking activities. FHV has already given four talks at different regional conferences (Zürich, Feldkirch, Hall, Innsbruck). We will also liaise with on-going EU projects.

Outcome measure: number of conference papers and presentations, number of conference workshops, type and size of conference, conference attendance.

3.1.15 Own Conferences

The consortium altogether and single consortium members will organize own conferences during the term of the project. Conference is a good way for our stakeholders with a common interest to get together and exchange the most important ideas from GREAT. Conferences are regular occurrences in academia and

industry fields of our consortium. Related to this we have to plan the conference venue, participant list, materials, technology and even refreshments.

FHV annually organizes the **uDay Conference** with different topics in the interface between man and technology (see https://www.fhv.at/forschung/nutzerzentrierte-technologien/uday/). The annual uDay offers experts and researchers from science and industry a proven platform to present and discuss a broad spectrum of innovative projects and research findings. GREAT was presented at uDay XV and uDay XVI (see https://www.fhv.at/fileadmin/user_upload/fhv/files/forschung/uct/uday/uday-15/Programm_uDay_XV.pdf on page 25 and www.fhv.at/fileadmin/user_upload/fhv/files/forschung/uct/uday/uday-16/Programm_uDay_XVI.pdf on page 18.

For the purpose of demonstrating how GREAT works, we have integrated the GREAT modules into a presentable cabin. The **GREAT cabin** represents a small living room, which can be locked to the outside via glass walls but can be seen from the outside. The light, sound and scent module as well as the motion sensors and the GREAT controller are integrated, i.e. in the cabin there is a fully equipped GREAT system. We have also integrated the software system for automation, which is extended by a demonstration module. The latter allows interested people to change the room ambience on command and also to evaluate the impressions immediately. The consortium plans to show this cabin on different conferences and industrial fairs.

Figure 4: Demonstration cabine for the GREAT modules used at different conferences.

FHV will also organise a **final congress** titled „Digitisation and quality of life in old age" in cooperation with IBH Living Lab AAL and the AAL Competence Network in 2019 for up to 150 stakeholder representatives at which it will present the results from GREAT. We will show that digital innovations serve the prevention of age-related health problems, the alleviation of illness-related side effects (e.g. poor sleep) or the relief of caring relatives (e.g. with dementia). The conference takes up the megatrends of digitisation and demographic change and shows possible entanglements.

The final conference will be organised probably in Bozen. Lectures (10 minutes plus 5 minutes of discussion) will be presented by the contributors on fixed dates. For posters (DIN A0), 2 minutes of pitch presentation at the beginning of the conference and 1:1 all-day informative talks with interested conference topics are planned. Information stands (6 to 9 sqm) can be set up in the conference rooms and should be maintained throughout the day. All contributions will be published in a conference volume at Pabst Science Publisher.

The involvement of media will be of particular attention to increase the opportunities of visibility among the end-users, carers, and the specialists in the area and will be managed by Apollis with the involvement of local partners.

Outcome measure: type and size of conference, conference attendance, number of new contacts, invitations to other events.

3.2   Assessment of Dissemination Tools

We next assess the various dissemination tools outlined above in relation to the stated objectives of the GREAT dissemination strategy. For this, we employ the following criteria:

Appropriate	Suitable for a particular stakeholder segment.
Effective	Capable of eliciting a strong response or call to action from the particular stakeholder segment.
Targetable	Capable of direction to a stakeholder segment.
Economical	Disseminating the deliverable efficiently both operationally and technically without burdensome aspect or cost.
Measureable	Capable of being measured and distinguishable with reasonable amount of effort and accuracy.

Table 1: Dissemination activity selection criteria

We present an analysis using these criteria of the dissemination tools to be used in GREAT in the table below:

	Appropriate	Effective	Targetable	Economical	Measureable	Selected
Leaflet & Poster	X	X	X	X		X
Product Video	X	X			X	X
Education Programmes	X		X		X	X
Integration in networks	X	X		X	X	X
Email & Phone	X	X	X	X	X	X
Web Presence	X	X	X	X	X	X
Newsletter	X	X	X	X		x
Social Media	X		X	X	X	X
Journal Articles	X	X		X	X	X
Policy Papers	X	X	X	X		X
Press Release	X	X		X		X
Workshops	X	X			X	X
External Conference	X	X	X	X	X	X
Own Conference	X	X	X		X	X

Table 2: Criteria based analysis of dissemination tools

4. Execution of Dissemination Plan

4.1 Mapping Tools to Stakeholder

We next map the selected tools to GREAT stakeholder groups. The following table outlines the main means that the consortium will use to target specific stakeholder categories.

Stakeholder type	Primary means of reaching them

Senior Citizens
    Person with dementia
    Seniors
    Relatives, Spouse
    Informal carer
	Phone
	Workshops
	Websites
	Product video
	Leaflet
	Email
	Social media
	Blogs
	Press Release

Care Givers
    Care facilities
    Social services
    Formal/informal carer
    Physicians
	Education programme
	Own conference
	Journals
	Workshops
	Websites

	Product video Newsletter Leaflet Poster Email Social media Social networks Blogs

Implementers
    Real estate companies
    Building companies
    Housing cooperatives
    Architects
    Living space adapters
    Electricians
    Property manager
	Education programme
	Own conference
	Phone
	Workshops
	Websites
	Product video
	Newsletter
	Email
	Social networks
	Press Release

Financiers
    Health insurances
    Care insurances
    Municipalities
    Government
	Own conference
	Workshops
	Websites
	External conferences
	Policy papers
	Product video
	Email

Developer
    Industry
    Manufacturer
    Scientists, Academia
	Education programme
	Own conference
	Phone
	Journals
	Workshops
	Websites
	External conferences
	Email
	Social media
	Social networks
	Blogs

General Public
    Media
    Civil   society
    organisation
	Own conference
	Websites
	Product video
	Leaflet
	Social media
	Social networks
	Press Release

Table 3: Mapping of tools to stakeholder groups

This table demonstrates that different communication strategies are best suited to different stakeholder groups. Therefore, as project deliverables become available or as events or research exercises are undertaken, the consortium will consider which stakeholder groups the deliverable (or event or research exercise) is most applicable to and will publicise the activity using those means. Towards the end of the project, we will pay particular attention to preparing guidelines for different stakeholder groups, and disseminating them accordingly. We will reflect on the success of our dissemination activities by looking at the outcome measures for each of the tools. For events organised by GREAT we will conduct evaluations after the event by sending questionnaires to participants.

4.2 Dissemination Timetable

The following table illustrates the dissemination activities of the project based upon a quarterly delivery schedule. The scheduling of these activities is closely aligned with key project deliverables. Some activities (e.g. e-mail and press releases) intensify pre and post key deliverables. These time frames should be regarded as indicative.

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11
Logo	▓										
CD, Templates	▓										
Education programme	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Own conference	▓				▓				▓		
Phone, Email, Newsletter	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Journals									▓	▓	▓
Workshops		▓		▓			▓			▓	
Websites	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
External conferences								▓			▓
Policy papers											▓
Product video						▓					
Leaflet, Poster	▓					▓					
Social media, Blogs							▓		▓		▓
Social networks					▓	▓	▓	▓	▓	▓	▓
Press Release				▓	▓				▓		

Table 4: Timetable of dissemination activities

4.3 Partner Contribution

FHV will lead the execution of the dissemination plan. However, all consortium partners will make significant contributions to its full and effective implementation. All partners will contribute to the publicising of GREAT findings and the production of dissemination materials such as journal articles, press releases, policy briefs, etc. as well as the translation of these materials into different European languages.

The following table summarizes the contribution of the project partners to the dissemination plan as of Midterm review.

	FHV	BB	INTEFOX	TKH	FHSG	CURAVIVA	EMT	APOLLIS
Logo	1							
CD, Templates	3							
Education programme	1			1				

Own conference	2		1				
Journals				1			
Workshops	6		2	1	2	1	1
Websites	2			1			1
External conferences	5	4	2				
Policy papers							
Product video	2						
Leaflet, Poster	3						
Social media, Blogs							
Social networks	4			1			
Press Release	3						

Table 5: Contribution of Project partners to the dissemination plan

This dissemination plan provides the GREAT project with a solid framework against which to begin disseminating project results and activities. The consortium will use this as an initial strategy which will be further reviewed, revised and updated as dissemination materials and specific strategies are evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with stakeholder interests and barriers.

GREAT poses particular challenges for effective dissemination, given the variety of stakeholders involved. However, we have already made good progress in identifying stakeholders, and their own challenges. Consortium members have a wide range of experiences in all of the different dissemination tools that we have identified.