

ACTOVAGE

PROJECT

ACTivating InnoVative IoT smart living environments for AGEing well

8.6 Project Web Presence

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0. Document

0.1 Authors

Author	Company	e-mail
Lidia Manero	Medtronic Ibérica	lidia.manero.mijangos@medtronic.com

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03-03-2017	V1	Lidia Manero	SEO techniques	Draft
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0.4 Abstract

This document defines the digital dissemination strategy of the ACTIVAGE project, including the main Key Performance Indicators (KPI) used in order to assess the impact of each dissemination activity.

The document includes a description of each main web activities: the ACTIVAGE web page, the ACTIVAGE blog and the ACTIVAGE social networks. Each section includes a description of each activity, main goals, content, structure, and KPI defined to measure its impact. Additionally, this document includes a specific section related to SEO methodology, used to maximize the impact of the ACTIVAGE web presence in the project.

0.5 Scope

0.5.1 Role of the deliverable in WP8

This deliverable (D.8.6) is part of work package 8 – **“Impact, exploitation, dissemination and standardization”**. This work package is aiming to maximize the impact of the project in the IoT and AHA domains, and evaluate the actual impact achieved across the innovation tracks and socio-economic environment.

The focuses of this deliverable are two:

- 1) To set-up the web tools used for dissemination purposes during the ACTIVAGE project, and to define the Key Performance Indicators (KPIs) used to measure the impact of these activities.
- 2) To assess and evaluate the impact of the performance of each web activities, and to establish specific actions in order to maximize their impact.

0.5.2 Relationship with other ACTIVAGE deliverables and WP's

This deliverable has a relevant relationship with the following deliverables:

D.5.3&4 – Intermediate & Final Validation results: this deliverable provides important information about ACTIVAGE outcomes, and must be disseminated outside the consortium appropriately. According to the kind of results, ACTIVAGE web presence will help to disseminate them to all the target audiences and stakeholders.

D.7.1&2 – First & Second Open Call Report: this deliverable defines the framework to involve new stakeholders in the project. Web channel will be one important channel to publish both open calls, to give information regarding to main requirements, potential candidates and applications.

D.8.1 - Impact attainment strategy: this deliverable defines the strategy to evaluate and maximize the socio-economic impact of ACTIVAGE in Silver Economy, considering specific actions and corrective activities to correct and increase it. Specific dissemination activities related to web channels may be included in this strategy.

D.8.5 – Dissemination plan: this deliverable provides the basis of the project web presence, defining the main target and key messages to be included in the web channels.

D.9.6 – Final results report & sustainability plan (I to IX): this deliverable provides the final results & sustainability of ACTIVAGE project, which will be disseminate and communicate as appropriate in web channels.

0.5.3 Document revision

This document uses a multi-stage internal review and release process:

1. The first edition of the dissemination plan was performed by the expert board.
2. A peer-review process has been performed in order to assure a high quality of the document. In this process, Sergio Guillén and Alicia Cano were the reviewers.

The consolidated document has been presented to all the consortium, in the 2nd plenary ACTIVAGE meeting in 27th-29th March.

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1 Project web page

The ACTIVAGE project has its own web page accessible through: www.activageproject.eu

This web page is a powerful communication tool to transmit the scope, goals, achievements and results of ACTIVAGE among all audiences, from individuals to relevant stakeholders that can be adopters of the final solutions developed.

It will be continuously updated taking into account the progress of the project and linked to social networks.

1.1 Website structure

Currently, website structure and content has been designed. Some sections and functionalities are not available yet, but they will be implemented in the upcoming months.

The structure defined for the web is the following:

Home (landing page, not a visible tab for this section)

This section includes an explanation of European context regarding the age distribution changes in past decades, and how the ACTIVAGE project will contribute to prolong and support the independent living of older adults.

1. The ACTIVAGE project

- About ACTIVAGE
The main objective of the ACTIVAGE project is explained in this section. How the first European interoperable IoT ecosystem will be built across nine deployment sites (DS) in seven European countries.
- ACTIVAGE Vision
The aim of this section is to share the vision of ACTIVAGE of being the global worldwide reference for providing the evidence that standard-secure-intraoperative IoT ecosystems enable new business models and cost-effective solutions for Active and Healthy Ageing (AHA).
- ACTIVAGE Objectives
A summary of main objectives that ACTIVAGE will address at different levels: technical, scientific, exploitation, new business models, and so on.
- ACTIVAGE project structure

The distribution of workpackages, goals from each one, and interconnection among them.

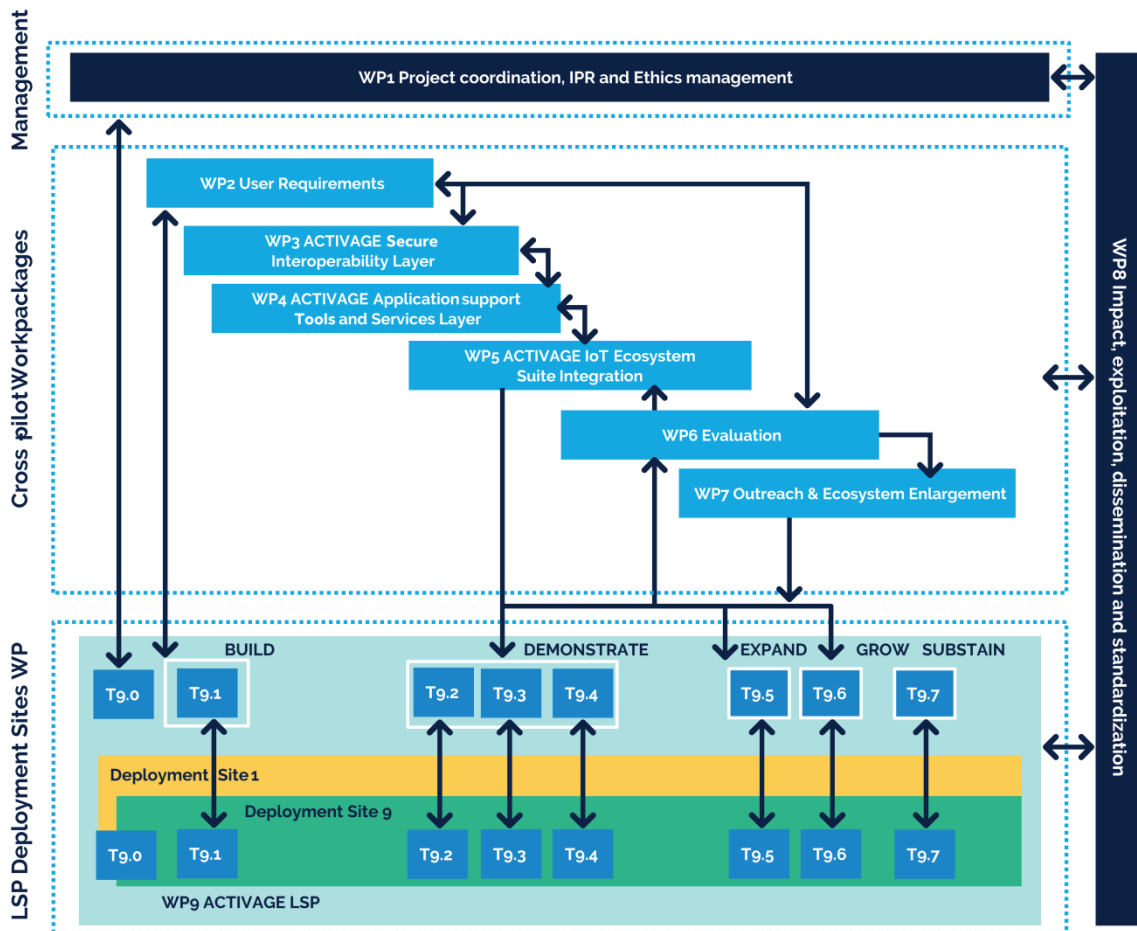


Figure 1 – WP’s structure and interaction

2. Deployment Sites

Is one of the most relevant sections of the website as all deployment sites and uses cases are explaining here and the user can have a general overview of what is being doing in the ACTIVAGE project.

Users will find an introduction to ACTIVAGE pilots and the variety of the uses cases that will be deployed in each deployment site.

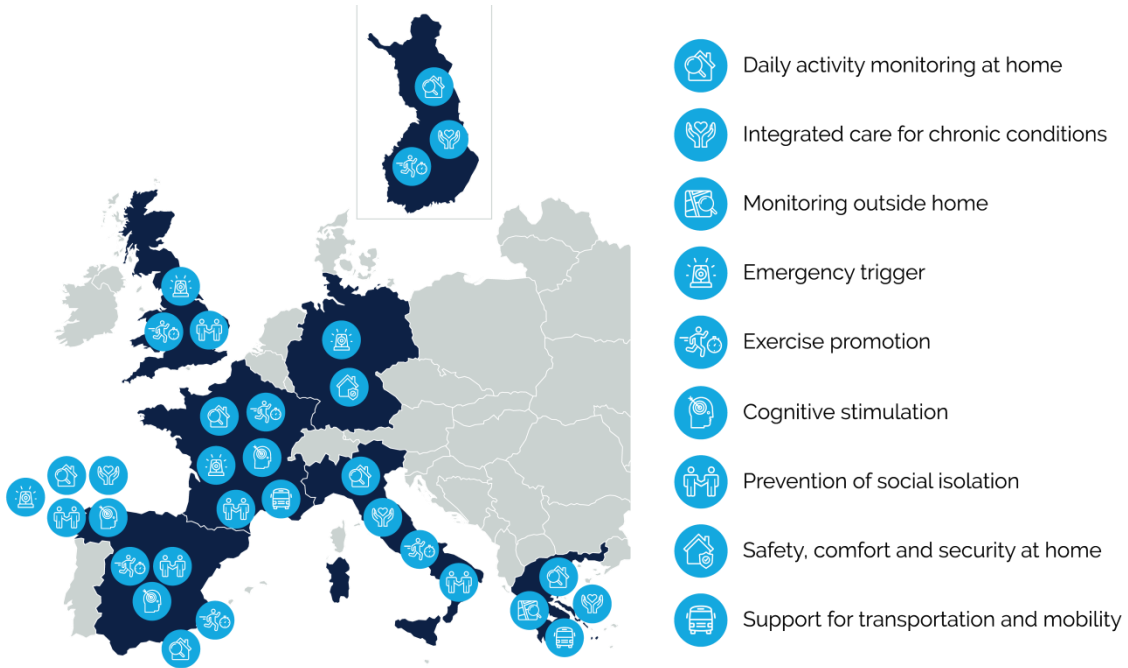


Figure 2 – Uses cases distribution

By entering in each deployment site section, users will find the following information:

- Description of the deployment site, including the use cases.
- IoT Platforms involved.
- Partners involved.
- Expected number of users and profile.



Description of the deployment site

Region of Galicia (2.8 M citizens), in the northwest part of Spain, has one of the highest percentage of elderly (65 or older) in Europe and faces increasing rates of chronic disease. The Galician Regional Innovation Strategy for Smart Specialization (RIS3) sets as one of the main challenges to position the region as a benchmark in Southern Europe in providing knowledge-intensive services and products related to active ageing and a healthy lifestyle.

The importance of Galicia's healthcare public sector, whose expenditure (3.400 M€/year, 36.000 Healthcare professionals) makes up approximately 40% of the region's total public budget, prompted regional authorities to foster innovation aimed at improving patient-centered care supported by ICT technology.

Figure 3 – Deployment site section of website

In month four (M4), “telling stories” will be added to this section. In these stories, each DS will explain how end-users will interact with the solutions developed. The objective is showing in an easy way the impact in the daily life of users through real examples.

Once the DS will be running on month nine (M9) audiovisual materials will be created to enrich this section.

3. News

This section will be created in month four (M4), and will be used for spreading among targeted audiences a variety of news regarding:

- Media appearance of the ACTIVAGE project.
- Interesting lectures/white books where ACTIVAGE is mentioned or are interesting for the consortium.

4. Communication Room

This section will be included in month four (M4) as well and will contain the following resources:

- **Gallery**

Images of ACTIVAGE consortium participating in internal meetings, external conferences, showcases, forum, and so on.

- **Events and meetings**

Short description of external conferences where ACTIVAGE consortium has participated and also a list of relevant internal meetings of the consortium.

- **Downloads**

The content of this section is being prepared. It will contain a press kit, a general brochure in English and a Power Point presentation for being used by partners or external users to know more about the ACTIVAGE project.

All marketing materials such as posters, leaflets, and rollups will be added to this section. Public deliverables will be also including in this section.

- **Video**

We are involved in the preparation of the first version of the video that will be ready in month five (M5). The aim of this video will be to explain the concept of the ACTIVAGE project in an easy and friendly way to be understood by all target audiences.

The video will be also available at the home page section.

5. Publications

This section will be created in the website when papers and publications were presented by any partner of the consortium. Authors, title, congress/journal, date of publishing and abstract will be the main information included in this section.

6. Blog

The first post is already prepared and will be launched and announced in social networks during the first week of April.

A specific section of this deliverable explains later on the aim of the blog and the methodology of work that will be followed for updating and feeding the blog.

7. Consortium

This section pretends to give the website visitors a general overview of the partners who participates in the consortium.

The following map shows the partner distribution among Europe taking into account the type of organization.

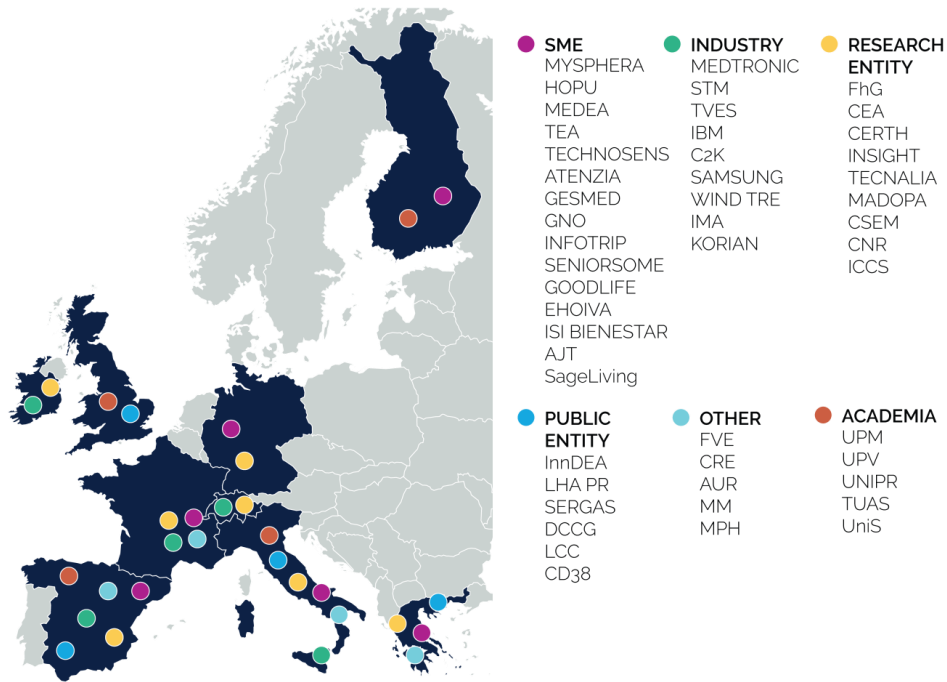


Figure 4 – Partners map distribution

Moreover, a list of the whole consortium is showed below including the logo and link to each organization participating in the consortium.

It is also planned to add information regarding the main people involved in the project from each organization.

 Further, Together INDUSTRY MEDTRONIC IBERICA S.A (COORDINATOR)	 life.augmented INDUSTRY ST MICROELECTRONICS	 INDUSTRY TELEVES SA	 INDUSTRY IBM RESEARCH GMBH
 INDUSTRY CUP 2000 SPA	 INDUSTRY SAMSUNG ELECTRONICS (UK) LIMITED	 INDUSTRY WIND TRE TELECOMUNICAZIONI S.P.A.	 INDUSTRY INTER MUTUELLES ASSISTANCE (IMA)

Figure 5 – Partners List

8. Open call

Although the first open call will start on the second year of the project, information regarding how the open call works and timeline has been added to the website.

During the project, specific information about each open call related to potential candidates, main requirements, and application deadline and procedure will be included.

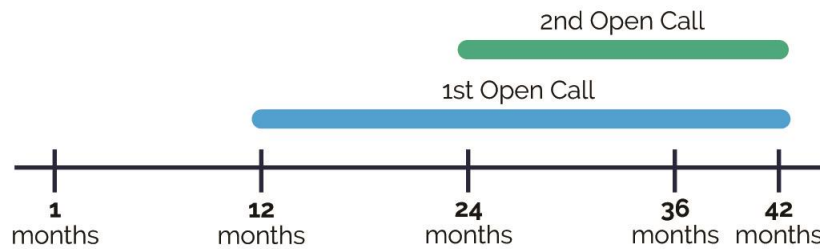


Figure 6 – Open call timeline.

9. Contact

In this section coordinator's address has been added in order to manage properly all the requests from website visitors. Additionally, people from Medtronic, UPM and MySphera are included in the distribution list in order to guarantee and appropriate follow-up. These people are the project coordinator, project manager, and dissemination manager.

10. Footer

In this section the main information will be the following:

- A glossary explaining the main concepts of ACTIVAGE (e.g. IoT, AHA, AAL,) including the keywords related with these topics for SEO purposes (in the next chapter SEO techniques are explained).
- Calendar including upcoming events where ACTIVAGE partner will participate.
- Twitter timeline.

1.2 Website Specifications

User-friendly design has been implemented to facilitate the user interaction and navigation among website. Of course, ACTIVAGE visual identity guidelines have been followed to create the website look and feel as well as the elements that are included on it such as graphs, maps, timelines.

ACTIVAGE webpage is a responsive design website, so visitors can visualize the content in any device in a proper way.

Multilanguage will be implemented in deployment sites section in order to spread at local level the value of the pilots to end users that are not familiar with English language. The expert board will evaluate the translation of other sections if needed. Members of each DS will be in charge of translating the content of their referred country.

ACTIVAGE website will be used just for external communication purposes. The ACTIVAGE Consortium is already using the LiveLink tool as main point for sharing information at internal level as explained in the dissemination plan.

Impact evaluation

The following objectives in terms of visitors have been set up:

More than 250.000 visitors accumulated during the whole life of the project.

First year: 20.000 visitors

Second year: 80.000 visitors

Third year: 150.000 visitors

Fourth year: 250.000 visitors

Quantitative:

In order to analyze the performance of the objectives established above, Google Analytics has been activated to track and report the visitors statistics along time, with particular attention to peaks generated when special actions take place.

2 Blog

The aim of the blog is not to generate articles about the ACTIVAGE project itself, but to share the knowledge of the consortium members regarding the topics around the project and to build the ACTIVAGE brand.

The blog will be updated at least twice a month and the posts will be generated by the Project Management Committee (PMC) members of the consortium. The aim is to be a reference for the IoT research and industry, AHA value chain and EU services and organizations audiences of ACTIVAGE. Moreover, external influencers on these domains will be also invited to participate in the ACTIVAGE blog.

Those topics will be focused on the following domains: IoT trends, technologies, user experiences and testimonials, economic assessments, European Silver economy, enabling technologies and active and healthy ageing field. Of course, special attention to current news and upcoming trends will be paid to include new topics during the life of the project.

Following list shows the people involve on this task and the expertise area of each one:

1. The Project Coordinator (PC), Mr German Gutierrez (MDT)
2. Project Manager (PM), Mr. Jorge Posada (MDT)
3. The Technical Manager (TM), Mr. Giuseppe Fico (UPM),
4. The IoT Manager (IM), Mr. Levent Gurgun (CEA),
5. The Risk and Quality Manager (RQM), Mr. Saied Tazari (FhG)
6. The Dissemination and Communication Manager (DCM), Mrs Lidia Manero (MDT)
7. The Exploitation Manager (EIM) Mr. Cristiano Paggetti (MEDEA)
8. The Business Manager (BM) Mr. Sergio Guillén (MYSPHERA)
9. The Large Scale Pilot Manager (LSPM) Mrs. Maria Pilar Sala Soriano (MYSPHERA),
10. The Users and Ethics Manager (UEM) Mr. Dimos Ioannidis (CERTH)
11. The Data Management, IPR & Analytics Manager, Mr. Martin Serrano (INSIGHT)

A calendar will be set up to assign each author, date and topic for preparation of the content to be published. Medtronic will coordinate this action with the PMC, being in charge of updating the blog. This update will be performed using the management tool created ad-hoc for this purpose on the website.

The users will be able to share, to click “like” and to comment the publications using their social networks profiles on Twitter, Facebook and LinkedIn. These functionalities will be crucial to maximize the impact of the blog and to generate more followers in our social networks accounts.

Impact evaluation

The following objectives in terms of followers have been set up:
More than 3000 visitors accumulated during the whole life of the project.

First year: 500 visitors

Second year: 800 visitors

Third year: 1.500 visitors

Fourth year: 3.000 visitors

Qualitative:

Being a blog reference for the IoT research and industry, AHA value chain and EU services and organizations audiences of ACTIVAGE

Quantitative:

Tracking of likes and shares and comments of the articles published.

3 SEO techniques

In order to gain visibility among all targeted audiences identified, SEO techniques have been implementing in the website, blog and media content and will be improved during the life of the project.

For this purpose, the following general keywords have been identified taking into account the main searches of users in internet related with the ACTIVAGE topics/domains:

- Internet of things
- Active ageing
- Ageing well
- Smart living environments
- Smart living
- Ambient assisted living
- Information and Communication Technology
- Ehealth / mhealth
- Chronicity
- Technology
- Health Systems

Moreover, those related the use cases have been identified, and will be used in later stages:

- Daily activity monitoring
- Chronic diseases/conditions
- Integrated care
- Emergency trigger
- Exercise promotion
- Fall prevention
- Cognitive stimulation
- Mental decline prevention
- Prevention social isolation
- Safety at home
- Support for transportation

These keywords will be included depending on the topic to be treated in each publication among these channels:

- Landing descriptions.
- Titles and meta-description of each section.
- URL names.
- Elements included in the html5 code such as images, tables.
- Text content in each section.
- Articles for the blog.
- Press releases.

Additionally, all partner websites will include a link to the ACTIVAGE home website with this text visible: [ACTIVAGE – Internet of Things](#)

4 Social Networks

4.1 Goals, messages, audiences and topics in social media

Goals

- Give visibility and generate knowledge about the project, its evolution and its social applications.
- Build influential relationships and/or collaborations with target audiences (potential partners, stakeholders, policy makers and influencers)
- Generate traffic to the project website and blog.
- Achieve online reputation regards the ACTIVAGE brand.

Messages to be shared in social networks

- Goals, achievements and results of the ACTIVAGE project.
- Streaming of events and conferences organized or attended by the consortium (conferences, showcases, networking session, industry forum, and so on)
- Sharing of audiovisual materials regarding the services and solutions running at the deployment sites for older adults.
- Interesting readings, white books and lectures related with the topics identified as core for the ACTIVAGE brand.

Target audience identification

- H2020projects
- EU institutions
- Healthcare providers
- Large Scale Pilots neighbours
- Ageing better patient/users associations
- AHA / IoT Communities related with ageing (mobility, frailty, cognitive diseases, chronic diseases, smart cities...)
- AHA/IoT influencers
- Policy makers

Topics of interest

- Internet of things (#IoT)
- Active and Healthy Ageing (#AHA)
- Information and Communication Technology (#ICT)
- Ehealth/mhealth
- Chronicity
- Technological Innovation
- Smart living environments
- Technology
- Ageing Better
- Health Systems

4.2 Twitter

Twitter is the preferred social network of ACTIVAGE as it is a public communication channel with a continuous flow of information in real time and can reach from global to specific audiences, generating impact and immediate reaction.

Twitter account will be updated at least three times per week in order to maintain a continuous communication with our audiences. The posts will be created taking into account the “the perfect Tweet rule”:

- @ Mention people whatever you can.
- # Include relevant hashtags.
- Include an image or link to enrich your post.

A calendar will be set up taking into account the upcoming events in which ACTIVAGE members will participate or organized in order to follow the streaming of the sessions.

For this action, the assistant partners will be requested to send to the dissemination leader (who will manage the account) information related to the event: the hashtag of the conference, images and statements for producing the posts. It is very important to perform this action because the traffic during these events is very high and can provide a great visibility to the ACTIVAGE account.

ACTIVAGE Twitter account was launched during the public session organized on 19th January 2017, coinciding with the kick-off meeting.

Impact evaluation

Objective first year: 1.000 followers.

Quantitative: tracking account evolution in terms of followers, likes, mentions, retweets.

For this purpose HootSuite management tool will be used.



Figure 7 – ACTIVAGE twitter account current status

4.3 Facebook

The objective of Facebook is to engage the older adults and patient/user associations who are a relevant target audience of this social network. For this reason, each deployment site will analyze the benefits of creating and a “DS Facebook” in order to disseminate relevant information related to the DS to their audiences.

Moreover, the local partners involved in the AHA field usually stay connected with this audience and can be ease to engage them on following the activity performing in the DS.

These accounts will be used at local level, using the mother tongue of the country. Currently, several partners are pending to analyze and decide this need and people in charge of it.

Each DS has defined its local strategy on Facebook that is included in the deliverable 8.5.1 Dissemination plan and reports on section 10 Deployment Sites individual dissemination plan.

*ACTIVAGE general Facebook account was launched during the public session organized on 19th January 2017. The expert board is analyzing the benefits of maintaining this account; the expert board considers that Facebook is not the appropriate social network for achieving global visibility. Currently, the main stakeholders related to ACTIVAGE (except to care givers and end-users) have a low participation in similar initiatives.

4.4 Linked In

Since LinkedIn is very oriented to the labor segment, the presence of ACTIVAGE becomes essential; a large number of our target audiences are presence on it.

The main objectives of this social network are:

- Position the ACTIVAGE project in the AHA-IoT network.
- Credibility of the activities performed in the ACTIVAGE project.
- Expands ACTIVAGE professional network.

This objectives will achieved by sharing knowledge and building relationships with other leaders and experts in the preferred domains of the ACTIVAGE project.

*ACTIVAGE company profile is already created in LinkedIn.

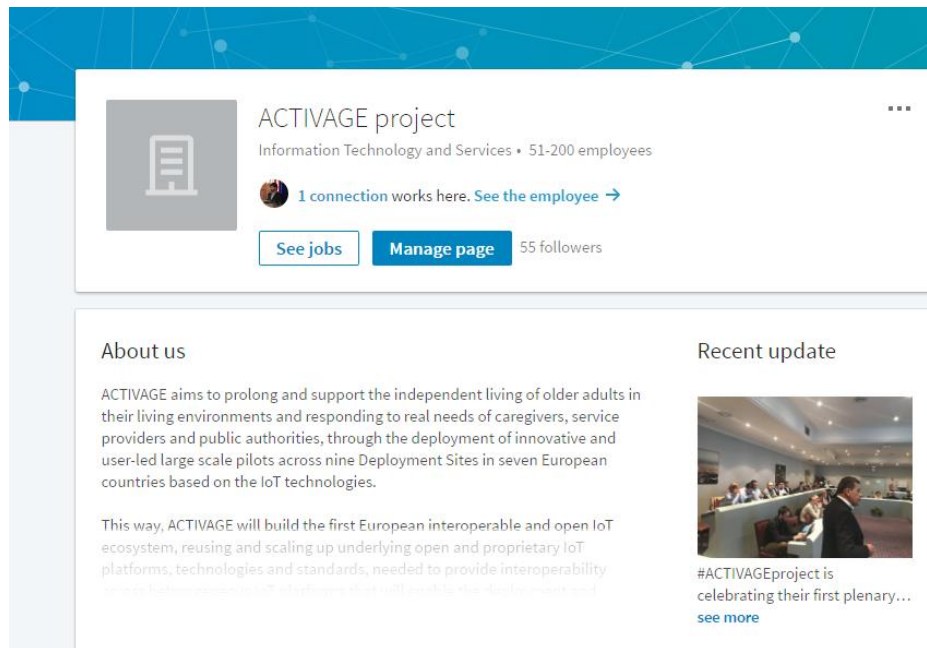


Figure 8 – ACTIVAGE LinkedIn account current status

Impact evaluation

Objective first year: 500 contacts.

Quantitative: tracking of account evolution in terms of followers connected with the ACTIVAGE company page

4.5 Youtube

This social network will be used as an audiovisual repository and for connecting with channels identified as relevant. The account will be created once the first version of the video (M9) is ready.

Impact evaluation

Quantitative: tracking of views, comments, shares of the videos uploaded.

5 Annexes

5.1 ACTIVAGE public session social media report

Date of launch: 17th January

Results Activage Project launch on Twitter



- The profile was activated on 16th January and posted first presentation tweets and messages to our main influencers and partners.



During the first 4 day of activity @ACTIVAGEproject reached **90 followers**.

- Streaming session on 19th January using hashtag #ACTIVAGEproject

In order to promote the public session to our external audiences we organize and streaming publishing main messages of the session through Twitter account and encouraging assistants to do the same.

- What are the results?

103 tweets/messages were posted during the session using #ACTIVAGEproject.

308 likes

106 retweets

45 direct mentions to @ACTIVAGEproject

6 direct messages received

Potential reach: + de 125.000 twitter accounts

• Compilation of 25 best tweets

MetriconicEspana @MetriconicES · 10 ene
Mañana estaremos con @ACTIVAGEproject presentando este proyecto de envejecimiento activo e IoT. Sigue toda la info en #ACTIVAGEproject



EstibeloOchoaVE (@EstibeloOchoaVE) · 10 ene
¡Comenzamos #ActivAgeProject! Nos da la bienvenida @MetriconicES, líder del @ACTIVAGEproject



ACTIVAGE project @ACTIVAGEproject · 10 ene
Almost ready to @ACTIVAGEproject presentation in Madrid. Join us on social media and follow hashtag #ACTIVAGEproject. See you all at 10:00!



Saled Tazari @Saled_tjot · 24 h
#ACTIVAGEproject Kick-off
Reasons for "white spaces" in Active and Healthy Ageing



Leo Naves @LeoNaves · 24 h
Durant el matí estarem en el llançament de projecte d'envel·liment actiu @ACTIVAGEproject. Podreu seguir l'espectacle en #ACTIVAGEproject



Pilar Sala @msalesor · 24 h
#ACTIVAGEProject Very interesting presentation of Javier Colas @MetriconicES key concepts presented for AHA success @EIP_AHA @EU_H2020



LST @LST · 24 h
Launching the #ACTIVAGEproject with the Open Doors Plenary Session. A lot of challenges ahead @ACTIVAGEproject



Pilar Sala @msalesor · 16 ene
Reaching #ActivAgeProject kick-off meeting! New project, old friends and new friends... very exciting!! @ACTIVAGEproject @MYSOPHERA_RTLS





ACTIVAGE project @ACTIVAGEproject · 24 h
@ColasJavier we already have the #technology in #healthcare but we need new purchasing models for success #ACTIVAGEproject
Traducir del inglés
1 2

Rohit @rohitrai · 23 h
Today is the day when all the hardwork starts! #ACTIVAGEproject
Traducir del inglés
3 3

ACTIVAGE project @ACTIVAGEproject · 23 h
@guillen we have to take into account the vision of people, care providers, industry and administration to be successful #ACTIVAGEproject
Traducir del inglés

