



Enhanced visibility and awareness in eHealth, Active Ageing and Independent Living projects

Learn about HAIVISIO

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Research and Innovation Project Asset Mapping

HAIVISIO identifies opportunities for further **collaboration** to assist e-health, ageing well and independent living projects

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About this Newsletter

A free semiannual issue, published by the HAIVISIO project with the latest news and updates.

The audience of this Newsletter are EU projects, initiatives, EC officers and stakeholders related to eHealth, Ageing and Independent Living.

Training Courses on dissemination and communication techniques

The next course is taking place on Thursday October 9th, 2014

You are invited!

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Roundtable about business modeling

HAIVISIO aims to liaise with other projects in order to maximise its results.

Find information about our collaboration with EXPAND Thematic Network inside.

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Key info

Project Reference: 610419

Duration:

November 2013 – November 2015 (24 months)

Contract type:

Coordination and support action

Programme type:

Seventh Framework DG Connect Unit H1 Health & Well-Being

Featured News

Last updates on:

- ❖ Active" projects and Stakeholder identification
- ❖ Research and innovation project assets
- ❖ Communication and synergies map

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Keep in touch with HAIVISIO!

- ❖ Twitter @ HAIVISIO_project
- ❖ LinkedIn "Haivisio-7415897"

and don't forget!

All other updates can be found on our website at

www.haivisio.eu

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Learn about HAIVISIO

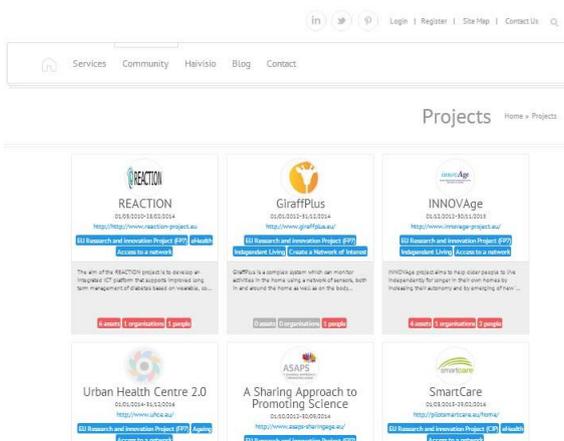
Welcome!

Since the beginning of European funding programmes and initiatives, like FP7, CIP and AAL, a large amount of research and innovation projects that have been funded by the European Commission in the domains of eHealth, Active Ageing and Independent Living have provided remarkable results (e.g. technologies, services, methodologies, success stories, studies, etc).

However, it has been identified that a large amount of these results did not reach either the exploitation aims or the business impact that were initially envisaged. Moving towards Horizon 2020 - Health, demographic change and well-being, new funding opportunities for research projects will appear, and dissemination of results will be needed.

Our mission here at **HAIVISIO** Coordination and Support Action project is to **enhance the visibility and awareness of the results** generated by community members, and supporting them around these results, through a series of **communication and synergy exploitation activities**.

Through this Newsletter, we invite you to learn more about the first results we identified for potential collaborations among projects, based on their assets, and the activities of **HAIVISIO** with special emphasis on the benefits for all user groups. We'd also love to hear your thoughts on these issues: send us an email with your ideas, or link up with us on Twitter or LinkedIn.



In case your project deals with eHealth, Active Ageing and Independent Living issues, we would like to **invite you to join our community** by registering to the project website. Sharing your project details and assets through the **HAIVISIO** website you will have the opportunity to increase the visibility of your project results and reach more people and create synergies.

We are happy to announce that currently we have **43 registered projects**.

In order to register to **HAIVISIO** website, please log in at the project website <http://www.haivisio.eu/>. For your

convenience we have created a 5min video to see how you can do it. You can find it [here](#).



You have the opportunity to meet **HAIVISIO** during the event “12th European Week of Regions and Cities – Open Days”. The project workshop “*Paving the way for eHealth, active ageing and independent living products and services generated by European Research & Innovation projects*” will take place on **Thursday 9 October 2014, 09:00-10:45**, at the European Commission, Charlemagne Building, Room MANS. For more information: <http://haivisio.eu/haivisio-workshop-in-brussels/>

Here's to a more efficiently managed eHealth, Active Ageing and Independent Living future!

Project Coordinator
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Research and Innovation Project Asset Mapping

In the context of HAIVISIO strategic communications and synergies exploration activities, we have created a **comprehensive profile** of all FP7/CIP/AAL funded Innovation Projects within the three domains of interest: eHealth, Active Ageing and Independent living. A subgroup of 15 identified projects participated in an asset identification and mapping process. Then, we have moved towards the **engagement** of the sub-group of projects as active participants, and the identification, classification and aggregation of **key assets/results** within each of the projects. Now we **synthesize** and **map** the collated asset information, to explore **patterns** and **relationships** between the results in order to identify areas of **commonality** and **shared interest** across the various projects. In this respect:

We invite any project active in Health, Aging Well and independent living to fill in the on-line survey here: <https://www.surveymonkey.com/s/HAIVISIO-survey>

Why? This will allow you to get an overall picture of the 'architecture' of your project from an 'enterprise' perspective which brings their project assets, consortia cohesion, and results exploitation plans into a unified framework. This is useful in itself, but provides the added dimension of supporting communications and synergy exploration with collaborative projects downstream.

Training Courses on dissemination and communication techniques

One of the HAIVISIO's objectives is to provide the **know-how** and **tools** for an **effective communication** of the benefits of the project results taking into consideration the different segments of the target population and the specific kind of message to which these are likely to respond.

In parallel with the 2014 eHealth Forum, HAIVISIO organised its first training session targeted to EU projects needing to define their communication plan and strategy. A group of 15 projects participated. The objective: to provide them with tools to enhance visibility and awareness of their results, as a first step towards the exploitation and sustainability of the outcomes. **The session covered the basic concepts and methods to define a good plan and some practical hands-on exercises.**

You can find all the training material of the 1st Training Course (videos, presentations, document) publicly available at the project website: <http://haivisio.eu/training-course/>

This session is one of the five that will be organized during next months. The sessions will cover different aspects interesting to the **communication and dissemination**:

The next session is scheduled for **October 9th, 2014 during the Open Days in Brussels**. It will be a **session on exploitation and valorization of results**.





The goal is to provide an inside view of the importance of the exploitation phase of the project, in the frame of the European activities, but also in the outside market. Different exploitation strategies for R&D results generated through projects will be presented. The relation between exploitation and impact will be discussed. The importance of valorisation of results will be addressed, highlighting ways and methods to achieve it. Tips will help as tools on how to implement the different concepts, by providing convenient, easy-to-use information, from a very practical point of view. The main message is that exploitation is not a last barrier to overcome to finish the contractual obligations, but on the contrary, an opportunity and that training for exploitation will help partners (research, industry, users) in successfully bringing their project results to the market.

Register now to our training course! <http://haivisio.eu/haivisio-2nd-training-course/>

Roundtable about business modeling

The core work of HAIVISIO project focuses on the extensive analysis of assets and barriers to market penetration faced by many EU projects in the field of eHealth, Active Ageing and Independent Living. In this respect, **HAIVISIO** project team is **organizing a roundtable targeting** to SMEs and project partners who are interested to learn and discuss the findings of the HAIVISIO project to improve their business model and facilitate market take up of their products/services.

The roundtable **“From projects to products: aligning assets for Active and Healthy Ageing in the Silver Economy”** will take place on **Monday 22 September 2014**, within the associated event: “EU Marketplace for eHealth & EIP on Active and Healthy Ageing” part of the “Growing the Silver Economy in Europe”. It will be a roundtable with 10-12 participants (companies, researchers, patients/citizens representatives, public authority, hospital, etc.).



Hurry up! Visit our website to find more information and register for free: <http://haivisio.eu/haivisio-roundtable-in-brussels/>

Featured News

Three reports have been submitted to the EC for review about the Strategic communication and synergies exploration. The **"Active" projects and Stakeholder identification** report summarises the process of characterising the active projects and stakeholders within the fields of Health, Active Ageing, and Independent Living, describing the process and application of criteria used to select candidate ‘active projects’ for subsequent engagement. The **Research and innovation project assets** report identifies and categorise the assets and results in relation to the ‘active projects’ selected. The **Communication and synergies map** report describes the work undertaken to map and synthesise the collated information on assets and documents the synergies across the projects, and the communication needs of stakeholders. These reports will be available for download at the project website by November 2014.

Please note that this is only the first phase of the requirements, and we are still very much interested in conducting interviews with more of you to receive your input. Please contact Rodd BOND (rodd.bond@netwellcentre.org) for further information.