haivisio Newsletter

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

Editorial

Page 2

HAIVISIO promotes the outcomes of 19 projects

HAIVISIO organized a matchmaking event "*From projects to products: aligning assets for Active and Healthy Ageing in the Silver Economy*"

Page 3

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.

Key info

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Training Courses on dissemination and communication techniques

Training modules are available online! Get advice and Training through our website

Page 3

HAIVISIO collaboration tool for "Active and Healthy Ageing at home"

Collaboration with EXPAND Thematic Network fructifies!

Page 3

Featured News

Last updates on the Communications and synergies Action strategy

Page 4

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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The HAIVISIO project is aimed at enhancing the visibility and awareness of the results of existing e-Health, Active Ageing and Independent Living projects funded by the European Commission. HAIVISIO is centred on building a community of relevant projects and stakeholders, organised around adding value and enhancing the impact of their emerging good-practices and project assets. The goal is to improve the impact of well performing projects through sharing, synergy building and appropriate communications.

It has been a very busy period for HAIVISIO organizing and participating in events within a targeted community of projects with similar up-take and implementation challenges, in order to enable EU-funded research and innovation projects to:

- ❖ Develop synergies across similar projects in ways that maximize complementarity and minimize overlap.
- ❖ Organise communications plans towards potential solution adopters, maximizing visibility and influencing procurement behaviours
- ❖ Identify and explore alternative sustainable business models, adapted to the varying health and social care models throughout the European Union
- ❖ Promote project results by participating in events and through an online community.

Curious to learn the outcomes of the events we organised? This Issue of a Newsletter presents an overall view. We encourage you to register to the website in order to find more information and become members of our network. You will be welcome to join all our future activities in the same context.

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.

HAIVISIO promotes the outcomes of 19 projects

HAIVISIO project team has organised the HAIVISIO Matchmaking event that took place in Brussels on 22 September 2014. A remarkable number of approximately 30 people participated at the HAIVISIO roundtables, including business stakeholders, SMEs, European Commission employees, and European project partners. You can find more details here: http://haivisio.eu/haivisio-roundtable-in-brussels/

HAIVISIO project members presented:

- ❖ the early work undertaken within HAIVISIO, focusing on the exploration of strategic communications and synergies across projects in the e-health, ageing well and independent living domains
- ❖ the explored range of reference frameworks to provide a cross-project analytical frame that could span the range of assets, capabilities and challenges identified by the projects
- ❖ the strategy exploration model, and- the initial analysis of the assets and exploitation challenges of the currently engaged active projects within the HAIVISIO community.

Our morning session discussions on assets and barriers to market penetration led to the conclusion that research and academia have different objectives than the ones of companies. Therefore, we realized it is difficult for technologies in eHealth, ageing and Independent Living to reach the market effectively. All

participants agree that the final goal of both, should not be to commercialize the whole thing together but also the parts to obtain better benefits. Besides, regions can be involved in this process if they align with H2020 and the strategies go more in the direction of bigger pilots and more efficient planning.

Moreover, the afternoon session discussions enhanced the above conclusion, stating that the nowadays market fragmentation is huge and this is a problem when new technologies and ideas try to enter it, e.g. AAL projects are already commercial products in the market. Instead of creating new integrated solutions it is important to think about interfacing with different pieces of existing solutions. Healthcare is still a market where we need a change, it is important to look to other markets for best practices that may be applied to our market and make it exploit. The HAIVISIO project will continue the analysis of EU projects assets and barriers to market penetration, and will spread the information with all the registered members to the website.

The paper about: "***BRIDGING THE CHASM from research and innovation to sustainable socio-economic impact***" is available for downloading at: http://haivisio.eu/?smd_process_download=1&download_id=1951

Training Courses on dissemination and communication techniques

One of the core activities included in the HAIVISIO work plan is the organization of a training course aimed at giving the targeted consortia the necessary 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 messages to which these are likely to respond.

On 9th October 2013, the 2nd Training course on Dissemination and Communication Techniques and Tools for European projects took place in Brussels, Belgium, where we invited 50 contacts who are working on EC projects in the same domain.

The first session **"Exploitation and Valorization of project results"** focused on the main outcome of the dissemination activities and the last phase of the European project: the exploitation of results. The goal was 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. The next session "**CANVAS as a Business Modelling Tool**" topic was about the Business Model Canvas intuitive methodology to design Business and Market Scenarios. It is a very recent methodology (2004 - 2010) that supports graphically the building of business models.

It is a practical application for complex projects - involving ongoing development at the same time than the business model is built– requires different iterations and the completion of the model by parts. This allows the exploitation team to complete the different parts by prioritizing them over the time line.

This methodology divides the Business Model in blocks, translating the main business concepts in understanding language, without oversimplifying the complexity of how business model and market scenarios work.

During this seminar we taught participants how to use this tool in a project to collaborate and make their own business models. It was extremely funny and effective.

You can find all the training material of the 2st Training Course (videos, presentations, document) publicly available at the project website: http://haivisio.eu/haivisio-2nd-training-course/

HAIVISIO collaboration tool for "Active and Healthy Ageing at home"

ENGAGED Thematic network project (CIP ICT PSP – Grant 352172) organized on 21 October 2014 the Exchange Event and User Forum: Mutual Learning Strategies with the theme "**e-Health, independence and inclusion and the role of regions for active and healthy ageing policies**". The workshop's participants worked in groups to come up with suggestions for and make their own contributions to community-friendly plans, each of them from their particular perspective.

In the context of "**Active and Healthy Ageing at home**", the Working Group discussed about the overall context, the challenges need to be addressed, and decided upon common solutions. With regards to the next steps, **HAIVISIO project** website was chosen to be used as a collaboration tool in order to facilitate electronic discussions among project partners. The selected topics were focused particularly around:

- ❖ An exchange of good practices.
- ❖ Exploring how to get involved in pilots in e.g., the fields of education and training, regional development, "smart specialisation strategies", and technology.

The outcomes of this workshop will be presented during the ENGAGED conference in Brussels on 25 November 2014.

Featured News

One of the core reports we released the last period is the "**Communications and synergies Action strategy**". It presents a set of recommendations on those actions that might help enhance the communication content and methods of projects, enabling them to identify and reach their target audiences through appropriate channels, and address some of the identified improvements. It also discusses the utility of the method offered here in assessing extant communications, and suggests further steps for projects to develop and implement a successful communications strategy. All summited reports will be available for download at the project website by December 2014.
You can find all material available for download at: http://haivisio.eu/downloads/

Stay tuned to our Social media! New events are coming!