



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

## D4.3. Online and Offline material v1

<b>Project Acronym:</b>	HAIVISIO
<b>Project Title:</b>	Enhanced Visibility and awareness in eHealth, Active Ageing and Independent Living projects
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### D4.3. Online and Offline material v1

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## Revision history

Version	Date	Modified by	Comments
0.1	15/12/2014	VILABS	Deliverable structure created by VILABS
0.2	27/01/2014	VILABS	Draft Deliverable provided to coordinator for comments
1.0	30/01/2014	ATOS	Reviewed

### **Executive Summary**

The Deliverable "D4.3 Online and Offline material v1" describes the HAIVISIO dissemination material, including:

- The project logo.
- The brochure that provides essential information about HAIVISIO in a four page leaflet.
- The dissemination report that outline HAIVISIO dissemination activities and summarize collected information that will be useful for further analysis.

This material will be maintained and updated throughout the course of the project and will be used to support all HAIVISIO dissemination activities.

This deliverable does not contain any summary of the dissemination actions that has been performed until this date. Dissemination actions will be registered and summarised in D3.2, D3.3 and D3.4 Dissemination plan & progress report (M12, M18, M24).

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## 1 Abbreviations and acronyms

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AR	Assigned reviewers
CA	Consortium Agreement
DoW	Description of Work
EB	Executive Board
EDM	Exploitation & Dissemination Manager
ERAM	Ethical & Regulatory Aspects Manager
GA	Grant Agreement
MT	Management Team
PA	Project Administrator
PC	Project Coordinator
PM	Person Month
PO	Project Officer
QA	Quality Assurance
RE	Restricted to the consortium and other defined groups
SC	Scientific Committee
SM	Scientific Manager
WP	Workpackage
Tbd	To be defined
WPL	Workpackage Leader

**Table 1. Abbreviations and acronyms**

## 2 Logo

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In order to establish the project identity of HAIVISIO a logo has been created, which will be associated and included in all the documents (paper or electronic).

HAIVISIO project logo has been designed to serve as the flag for promoting the project in exhibitions and other events. This logo is intended to be used in the dissemination activities derived from the project in order to improve the HAIVISIO project visibility. The logo will be used in all the dissemination tools, ranging from the website to documentation sheets and brochures.



**Figure 1: HAIVISIO project logo**

### 3 Brochure

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The initial project brochure has been developed for the flow of every service to be implemented. We expect to use an effective and simple communication mood to explain the developed services in terms of benefits, besides the way to access them.

Brochure approach (format, language, style) is user-centred. The current brochure will be distributed by each partner in order to provide a common view of the project at any workshop, conference or meeting where they can present the HAIVISIO project.

The front page contains:

- Logo, acronym
- A welcome slogan to eHealth, Ageing and Independent Living projects
- A representative photo of the aforementioned domains
- The FP7 program logo and references to the underlying contract with the European Commission

The second page briefly summarises:

- The HAIVISIO project description and goals
- The benefits that HAIVISIO can offer to eHealth, Ageing and Independent Living projects
- A link to the HAIVISIO website

The third page shortly outlines:

- The different services of HAIVISIO to eHealth, Ageing and Independent Living projects.

Finally, the last page (the brochure's cover page) provides:

- Full contact details of the HAIVISIO coordinator
- Consortium members
- Project work programme information
- The HAIVISIO LinkedIn group
- The HAIVISIO twitter





Figure 2: HAIVISIO brochure photo

We encourage you to join our project!  
To receive updates and progress results  
please use the contact details below and our  
Social Media



#### Coordinator

**Atos Spain**  
Blanca JORDAN  
Albarracín, 25  
28037 Madrid  
blanca.jordan@atos.net

#### Social Media

Follow  
**HAIVISIO\_project**

Join Group  
**Haivisio-7415897**

#### Project details

**Project Reference:** 610419  
**Duration:** November 2013 –  
November 2015 (24 months)  
**Contract type:** Coordination  
and support action  
**Programme type:** Seventh  
Framework Programme  
**DG Connect Unit H1**  
**Health & Well-Being**

#### Partners

**Atos** Atos Research & Innovation /  
Health Sector, Spain  
www.atos.net

**AGE** Platform Europe,  
Belgium  
www.age-platform.eu/

**HIM** Health Information  
Management S.A., Belgium  
www.himsa-info.eu

**vilabs** ViLabs, Greece  
www.vilabs.eu

**networkcentre** Dundalk Institute of  
Technology, Ireland  
www.dkit.ie

[www.haivisio.eu](http://www.haivisio.eu)





  HAIVISIO is financed by the Seventh Framework Research Programme of the European Commission (FP7), DG CONNECT, Health & Well-Being (Unit H.1)

Figure 3: HAIVISIO brochure, front and end page

### What is HAIVISIO?

Since the beginning of European funding programmes and initiatives, 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. However, 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.

HAIVISIO **Coordination** and **Support Action project** aims at helping those projects to set a common strategy for joint dissemination and exploitation activities, through the organization of events and the facilitation of an online community.

- HAIVISIO **identifies** best-practices, involving the most active partners and stakeholders and disseminating widely the added value and assets generated from projects.
- HAIVISIO **supports** synergy and establishes common strategies between projects and external stakeholders.
- HAIVISIO **facilitates** specific events to increase visibility of the impact and potential of current research and innovation projects results.

### What

 Tailored services to help you planning **dissemination** and **exploitation** activities through dedicated events.

### Get Advice and Training

### Benefit for your project

By sharing your project's experience and highlighting you evolving results, HAIVISIO can support you to:

- **develop** synergies across similar projects in ways that maximize complementarity and minimize overlap.
- **organise** your communications plans towards potential solution adopters, maximizing visibility and influence.
- **explore** alternative sustainable business models, adapted to the varying health and social care models throughout the EU.
- **promote** your project results, by participating in our events and through our online community.

### HAIVISIO

 Search for **partners** and **projects** through our online community to establish synergies for a new product or service.

### Establish Collaborations

### Join our online community! [www.haivisio.eu](http://www.haivisio.eu)

### offers

 **Enhance the visibility** and potential of your project innovation. Register your project's results at the HAIVISIO online community and participate in the dedicated events.

### Enhance Visibility



Figure 4: HAIVISIO brochure, inside pages

## 4 Dissemination reporting template

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Using the dissemination material all project partners are carrying out a number of dissemination activities, either to their countries or internationally. In order to document these dissemination activities, partners are able to use a common template which is structured as below:

- Event: title, place, dates
- Type of Audience, Target audience reached, size of audience, Coverage
- Type of involvement (for event as participant, presenter, organiser)
- Purpose of the activity and impact to the project
- Brief report and feedback gathered

 Edit this form

## Haivisio dissemination activities reporting template

Type of activity

Main leader

- ATOS
- VILABS
- AGE
- HIM
- DKIT

Title

Date (in case of Period: from)

In case of period: until

Place

Town, Country

Type of audience

- Scientific Community (Higher education)
- Scientific Community (Research)
- Large enterprise
- Medium enterprise
- Small enterprise
- S&T Ministry
- National ICT Association
- EU Policy Makers
- Innovation

- NGO
- Venture Capital / Investors
- FP7 - ICT Project
- CIP Project
- AAL Project
- Coordination and Support Action (CSA)
- Other EU projects
- Thematic network
- Civil Society
- Media
- General Public
- Other

**Size of audience**

In case of an event: number of attendees; if website: number of visits; if newspapers: provide an estimation.

**Countries addressed**

- Local
- Regional
- National
- EU
- Worldwide
- Other:

**URL**

**Type of involvement**

(only for events)

**Purpose**


**Impact**

- Create awareness about the project services
- Encourage involvement
- Create synergies with organisation or projects
- Collaboration agreements with third existing partners
- Consolidate exploitation position
- Coordinate the internal (with other projects) and external (with relevant stakeholders) communication activities
- Other:

**Results**

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**Figure 5: HAIVISIO online Dissemination reporting form**

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