haivisio Newsletter

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

Editorial

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Best practice examples

HAIVISIO presents two examples to follow; develop a commercial website and organise a matchmaking meeting

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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.

Exploit further your project results

Access a list of chosen Coordination & Support Actions that may help you.

Empowering Patients through eHealth: the European Evidence

PALANTE project final Workshop!

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

Free webinar - 30 June and 3 July 2015F

The way to exploitation: how to enhance visibility and impact of AAL projects.

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Register NOW!

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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Editorial

The first successful project year has been completed and this period we are happy to promote the HAIVISIO set of tools and services which support impact assessment of a certain project. As far as we are aware of, there are no other initiatives providing such tools and services.

Very concretely, the project delivers:

❖ **on-line training facilities** to help identify and organise project assets, artefacts, models, deliverables and results, and to support self-assessment and improvement of project communication and exploitation. The expected result is to increase the commercialisation success.

❖ **a set of tools for the use of the projects**. The final goal of these tools is to increase the awareness about the projects, to give them visibility and consequently to improve their performance also in terms of impact.
  o **Tool 1: Critical success factors for the project:** This tool consists of a number of questions that can help to position the projects.
  o **Tool 2: Key messages to be communicated to the key stakeholders**: HAIVISIO has also produced a set of strategic recommendations for communication that could be used as tools by the projects.
  o **Tool 3: The HAIVISIO Framework: Where is your project positioned on the development pathways**: This tool is a pathway diagram that gives the projects the possibility of positioning themselves in the development pathway and analyze the different paths to increase their performance in different aspects.
  o **Tool 4: Developing a Business Model – The Business Canvas:** One of the troubles that the projects could have is the lack of Commercial expertise within the development staff. Therefore, we recommend a tool that may overcome that situation.
  o **Tool 5: The HAIVISIO Website:** HAIVISIO members can publish their projects and their results (assets) on the HAIVISIO website, which allows the project to indicate the IPRs, the type and the Technology Readiness Level (TRL) of its assets, and the type of collaboration that projects are seeking. Links to their websites, videos and dissemination materials can also be added.
  o **Tool 6: Measuring improvement:** It measures the improvement reached thanks to the introduction of new practices and recommendations.

Free webinar - 30 June and 3 July 2015

FREE WEBINAR
30th June 2015
The way to exploitation: how to enhance visibility and impact of AAL projects.
www.haivisio.eu

haivisio
Enhanced visibility for your projects!

This project has received funding from the European Union's Seventh Framework Programme under grant agreement no: 610419

The HAIVISIO project, in collaboration with AAL, is offering a free webinar on tools to improve AAL project communications. The webinar is divided into two sessions that are independent, yet complementary.

Tools to improve AAL projects' communications: Applying the HAIVISIO Reference Framework to improve communication and dissemination strategy.

ADDRESSED TO: AAL Project managers, project coordinators, dissemination work package leaders and all those partners interested in the exploitation of the results.

WHEN:
- Session 1: Identifying the value of your project. 30th June, 10:00-11:30 CEST
- Session 2: Practical tools to produce a good dissemination plan. 3rd July, 10-11:30 CEST

WHERE: this is an online seminar; attendees can join from their respective countries.

HOW TO REGISTER: Send your data before 24th June through the link below. Registration is free of charge.

ACCESS NOW our website to register: http://haivisio.eu/free-webinar-the-way-to-exploitation-how-to-enhance-visibility-and-impact-of-aal-projects/#.VYKZd_nzqUk

Best practice examples

Commercial website

All European Research funded projects have to develop a website to use as a communication mean for the dissemination activities and reach the expected impact. With the passage of time, the **project website structure has been evolved** as current projects main priority is the **sustainability** of the main outcome beyond the end of the project, in most cases by entering the market.

HAIVISIO is proposing you an example of a website structure to follow. Why this website is considered a best practice? KHRESMOI project is a multilingual multimodal search and access system for finding biomedical information and documents. It adapts to the user level of experience and can find similar images to one that you select. After the 3rd project year, the EC reviewers appreciated the high-quality dissemination materials that had been produced for the project. However, those materials were buried into a complex project website, very oriented to an academia audience. Then, they recommended that the consortium produced a more commercial and industry oriented website. The KHRESMOI consortium is committed to the sustainability, continuation and re-use of the components and services; all the information that has been supplied through this commercial website - components, videos and demos for download - will be maintained even after the project's end.

Matchmaking meeting

When project partners of a consortium are **organizing an event,** they shouldensure that the invited audience will react to the activities, provide feedback and be **engaged to the future project activities**. In the meantime, members working for EU Research and Innovation projects are usually from different organisations such as universities, hospitals, industrial firms, users patients' associations, etc. These members are represented mainly by researchers, officials, and general managers because the objective of the project is to do research, develop, test or implement and validate a new technology or product. Thus there are not always marketing or business experts actively participating in all projects.

Consortia need to take advantage from best practices in event organisation. HAIVISIO is proposing an example of a successful matchmaking meeting to follow in order to have greater impact to your dissemination strategy. This event was a great success with more than 180 attendees from 27 countries, 16 topics through the "Meet & Debate" tables, 20 short presentations in the Speakers' Corner and more than 200 matchmaking meetings.

Access the Blog to learn more about these best practices examples here: http://haivisio.eu/category/blog/

Exploit further your project results

EU research projects in the field of Ageing, e-Health and independent Living produce very interested outcomes which may enter the market. Therefore, when the funding period is finished, SME(s) of a consortium, or the entire consortium can establish a startup to continue. At this stage there are many Coordination and Support Actions which offer supportive services. HAIVISIO proposes a list of CSA projects that may suit to your demands. Then, if you are you looking for:

- ❖ **Business plan support, Funding opportunities, Global Support, Market opportunities**, then join **GET** project: http://www.get-ehealth.eu/
- ❖ **Legal support**, then join **iLINC** project: https://www.ilincnetwork.eu/
- ❖ **Acceleration services**, then join **OPEN AXEL** project: http://www.openaxel.com/
- ❖ **Cross border services**, then join **VOICE** project: http://www.voice-project.eu/
- ❖ **Investment**, then join **EIG** project: http://www.eig-project.eu/
- ❖ **Investment and support services**, then join **FIWARE** project: http://www.fiware.org/

For more information access our dedicated webpage: http://haivisio.eu/exploit-further-the-results-of-your-project/

Empowering Patients through eHealth: the European Evidence

PALANTE Project (https://www.palante-project.eu/) organizes on 23rd June 2015 the final project Conference. The conference will discuss challenges and opportunities in innovative services to empower patients, and will present the findings from the PALANTE project. Policy makers, health managers and health professionals are offered an excellent opportunity to learn about cutting- edge pilots and key lessons for better implementation.