

 SEVENTH FRAMEWORK PROGRAMME	Project Acronym: GiraffPlus Project Title: Combining social interaction and long term monitoring for promoting independent living Grant agreement no.: 288173 Starting date: 1st January 2012 Ending date: 31st December 2014
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D7.4

First Report on the Dissemination Activities

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Deliverable Summary

This document summarizes the dissemination efforts done in the project during the first 18 months. In particular the dissemination strategy and the dissemination tools are presented. The evaluation of criteria of success is then presented and finally a number of appendices show our connection to related projects, press releases, brochures and newsletters.

Table of Contents

1	Introduction	5
1.1	Scope of the document	5
1.2	Deliverable structure	5
2	Dissemination Strategy	6
3	Dissemination Tools	7
3.1	Internal Communication	7
3.2	GiraffPlus Website	7
3.2.1	Structure	7
3.3	Print Materials	8
3.4	Standard Presentation	8
3.5	Newsletters	8
3.6	Press Releases	9
3.7	Articles	9
3.8	Social Networking	10
3.8.1	Facebook	10
3.8.2	Twitter	11
3.9	Participation in External Conferences and Events	12
3.10	Contribution to Standards	18
3.11	Strategy for testsite specific dissemination	18
4	Evaluation of Criteria for Success	19
4.1	Website	19
4.2	<i>Publications</i>	23
4.3	<i>Events</i>	23
4.4	<i>Newsletters</i>	23
4.5	<i>Testsites</i>	23
	Appendix A: Related projects	24
	Appendix B: Press Releases	25
	Appendix C: Brochures	28
	Appendix D: Newsletters	29

List of Figures

Figure 1 screenshot from the GiraffPlus website	7
Figure 2 Screenshot GiraffPlus Facebookpage	11
Figure 3 Screenshot GiraffPlus Twitterpage	11
Figure 4 Click analysis Jan 1 2013-June 13 th 2014.	22
Figure 5 Popular brochure, Front and back, English version	28
Figure 6 Popular brochure, Front and back, English version	28
Figure 7 1 st Newsletter May 2012	29
Figure 8 2 nd Newsletter October 2012	29
Figure 9 3 rd Newsletter December 2012	30
Figure 10 4 th Newsletter January 2013	30
Figure 11 5 th Newsletter April 2013.....	31

List of Tables

Table 1 Summary of dissemination activities	13
Table 2 Evaluation criteria for dissemination.....	19
Table 3 Number of visitors per month Jan 1 2013-June 14 2013.....	20
Table 4 Returning and new visitor data January 2013- June 14 2013.....	20
Table 5 Location of visitors Jan 1 2013-June 14 2013	21
Table 6 Analysis of traffic	21
Table 7 Statistics of news events.....	22
Table 8 Number of accepted papers for Journals, Conferences/Workshops and Abstracts per anum	23

1 Introduction

1.1 Scope of the document

The purpose of the first report on dissemination is to provide a summary on the dissemination activities within the project and to evaluate how they meet the evaluation criteria for success outlined in D7.3 Communication and Dissemination Plan.

1.2 Deliverable structure

The report provides detailed updates on the use of the various outlined dissemination tools in D7.3 in Section 2. The dissemination strategy and the dissemination tools are presented in sections 2 and 3 respectively. The evaluation of criteria of success is presented in section 4. Appendix A shows our connection to related projects, Appendix B collects the press releases, Appendix C presents the brochures and Appendix D presents the newsletters.

2 Dissemination Strategy

A number of key aspects and target groups were outlined in D7.3. In the following, we report on how this has been achieved in the project.

- 1) To raise the awareness of the GiraffPlus objectives in the **EC-ICT community** and to foster collaborations and exploit synergies between projects. => Appendix A: Connection to Related projects outlines the current collaborations.
- 2) The results on a technological and business level are communicated and promoted to the **industrial community** at regular basis. => Dissemination events to stakeholders and industry are listed in Table 1 Summary of dissemination activitiesTable 1.
- 3) To raise overall awareness on the project and partners to a **wider/general public** to local media and to announce the general objectives of the project. => There have been two press releases at M0 and M18 in the project. The project is also promoting results when they become available using the website, Facebook and Twitter.
- 4) To raise the awareness of the project with specific focus on how it impacts the field of health and care. => The opinion of **health care professionals** have been collected in the user requirement analysis performed in WP1. They will also be part of the evaluation in WP6. Further, the project strives to publish papers in media relevant for the target group.
- 5) To promote the project results to specific groups which include journalists and online forums. => There have been two press releases at M0 and M18 in the project. The project is also promoting results when they become available using the website, Facebook and Twitter.
- 6) To disseminate the results to the **scientific community**. => Dissemination events to academia are listed in Table 1 Summary of dissemination activitiesTable 1. The scientific publications are presented in Section 3.7.

3 Dissemination Tools

3.1 Internal Communication

For internal communication, the project consortium uses a tool called Basecamp (<https://orebrouniversity.basecamphq.com/clients>).

A wiki page about the GiraffPlus system has been set up (<http://wnlab.isti.cnr.it/giraffplus/start>). The wiki page contains information about how to install, configure and develop a GiraffPlus system and may be continuously updated by in particular the partners involved in the technical development of the GiraffPlus system.

3.2 GiraffPlus Website

The public GiraffPlus website is dedicated to dissemination and is one of the main promotional tools of the project. Here, the news and latest information about the project are made available.

The domain name <http://www.giraffplus.eu> is used for accessing the website of the project. The website is multilingual. The full website is provided in English while selected content is also provided in Italian, Spanish and Swedish.



Figure 1 screenshot from the GiraffPlus website

All partners of the consortium are responsible for providing information regarding updates and news to the GiraffPlus website when publications, events, news clippings and articles occur.

3.2.1 Structure

The current structure of the English version of the GiraffPlus website is outlined below. The items marked with an * is also provided in Italian, Spanish and Swedish.

- **Home*** provides a short summary of the project with the main points of the project activities.

- **Project*** provides a more in-depth description of the project and its contents. Information relating to the novelty of the project is given on this page. Links to relevant infrastructural components to the project, e.g. the test apartment, are provided here. A link to the work packages is also provided here.
 - **Deliverables** provides a description of each work package. The page contains a link to every approved deliverable of public dissemination level. Each link contains a brief description of the deliverable and a link to the deliverable itself.
- **Team*** provides a list of the consortium partners. Only the partners listed in the official project list of partners are here with their associated logos. Partners which are subcontracted or have strong affiliations to the project partners are not represented by a logo. For each project partner one or more contacts in the respective organization are provided.
- **News** provides a linked list of news items sorted chronologically. It is the intention to provide a continuous flow of information to the general public.
- **Publications** provide a list of publications accepted within the scope of the project.
 - **Brochures** contain links to a popular brochure about the GiraffPlus project in English, Italian, Spanish and Swedish.
 - **Newsletters** contain links to the five newsletters that have been prepared and sent approximately every 4 months.
- **Contact*** details to the project coordinator and the scientific & technical manager are provided here.
- **Related projects** contains information about (and links to) related projects.

Available at all pages is also a slideshow which allows the website visitors to make a virtual visit in the showcase apartment Ängen, Örebro, Sweden. The slideshow also links to a video showcasing the GiraffPlus system at M12 in the project.

3.3 Print Materials

A popular brochure in four languages (English, Italian, Spanish and Swedish) has been produced and printed. It is available for download from the GiraffPlus website (Publications->Brochures). Screenshots of the English brochure is found in Appendix C: Brochures.

3.4 Standard Presentation

A standard presentation of the GiraffPlus project and a standard template to be used for GiraffPlus projects have been developed and are available at Basecamp. The standard presentation is updated in connection to the reached milestones in the project.

3.5 Newsletters

A regular newsletter about the GiraffPlus project is produced and made available in electronic form at the GiraffPlus website (Publications->Newsletters) and distributed via a mailing list. In

total, five newsletters have been produced in: May 2012, October 2012, December 2012, January 2012 and April 2013. Screenshots of them are provided in Appendix D: Newsletters. A selection of newsletters will also be distributed in print, and where appropriate translated to different languages.

3.6 Press Releases

Two press releases have been produced during the project; one at the start of the project and one during M18 covering information about the first test site round. They can be found in text format in

Appendix B: Press Releases.

3.7 Articles

A number of articles have been accepted for journals and conferences. These are outlined below. Additional papers which are currently under review have been submitted to journals and conferences. There is also ongoing work with a number of papers regarding the results of in particular WP1.

2013

G. Koshmak, M. Lindén, A. Loutfi

Evaluation of the Android-Based Fall Detection System with Physiological Data Monitoring

To appear at the 35th Annual International IEEE EMBS Conference, Osaka, Japan, 2013.

J. Gonzalez-Jimenez, J.R. Ruiz-Sarmiento, C. Galindo

Improving 2D Reactive Navigators with Kinect

To appear at the 10th International Conference on Informatics in Control, Automation and Robotics (ICINCO), Reykjavic, Iceland, 2013.

J. Gonzalez-Jimenez, C. Galindo, F. Melendez-Fernandez, J.R. Ruiz-Sarmiento

Building and Exploiting Maps in a Telepresence Robotic Application

To appear at the 10th International Conference on Informatics in Control, Automation and Robotics (ICINCO), Reykjavic, Iceland, 2013.

A. Cesta, L. Corachi, G. Cortellessa, R. De Benedictis, A. Orlandini, F. Palumbo and A. Stimec

Steps Toward End-to-End Personalized AAL Services

To appear at the 8th Workshop on Artificial Intelligence Techniques for Ambient Intelligence (AITAmI'13)

S. Coradeschi, A. Cesta, G. Cortellessa, L. Coraci, J. Gonzalez, L. Karlsson, F. Furfari, A. Loutfi, A. Orlandini, F. Palumbo, F. Pecora, S. von Rump, A. Štimec, J. Ullberg and B. Östlund

GiraffPlus: Combining social interaction and long term monitoring for promoting independent living.

In Proceedings of HSI 2013, Gdansk, Poland, June 2013. [\[pdf\]](#)

2012

S. Coradeschi

GIRAFFPLUS: Combining social interaction and long term monitoring for promoting independent living.(Abstract)

In Proceedings of Medicinteknikdagarna 2012, Lund, Sweden, October 2012.

G. Koshmak, M. Ekström and M. Lindén

A smart-phone based monitoring system with health device profile.(Abstract)

In Proceedings of Medicinteknikdagarna 2012, Lund, Sweden, October 2012.

S. Frennert, B. Östlund and H. Efring

Would Granny Let an Assistive Robot into Her Home?

In proceedings of the 4th International Conference on Social Robotics (ICSR 2012), pp. 128-137, Chengdu, China, October 29-31, 2012.

S. Coradeschi, A. Loutfi, A. Kristoffersson and A. Wärn

GiraffPlus: Social integration i kombination med långsiktig bevakning för att främja ett självständigt liv.(Abstract)

In Proceedings of Vårdforskningens dag 2012, Örebro, Sweden, November 2012.

M. Lidskog, L. Almquist, A. Forsberg, C. Fredriksson, I. Pettersson and H. Tholin

Tidig upptäckt av risk för ohälsa och behov av stöd hos äldre personer, vilka faktorer är viktiga att uppmärksamma?(Abstract)

In Proceedings of Vårdforskningens dag 2012, Örebro, Sweden, November 2012.

J. Ullberg and F. Pecora

Propagating Temporal Constraints on Sets of Intervals.

In ICAPS Workshop on Planning and Scheduling with Timelines (PSTL), 2012.

A. Cesta, G. Cortellessa, F. Fracasso, A. Orlandini and M. Turno

Monitoraggio ed Interazione per l'assistenza. Analisi dei requisiti utente nel progetto GiraffPlus.

In "AAL in Italia - Primo Libro Bianco" pp. 89-94, tgbook editore, 2012.

3.8 Social Networking

The GiraffPlus project is disseminated in a couple of media for social networking; Facebook and Twitter. Both are updated regularly with pictures and information about what is going on within the project. The news items posted at the web site are also posted at Facebook and Twitter.

3.8.1 Facebook

A GiraffPlus Facebookpage was created during 2013. On June 12th 2013 it had 49 likes.



Figure 2 Screenshot GiraffPlus Facebookpage

3.8.2 Twitter

The GiraffPlus twitter account was created end of 2012. On June 14th 2013, there were 36 tweets and 35 followers.

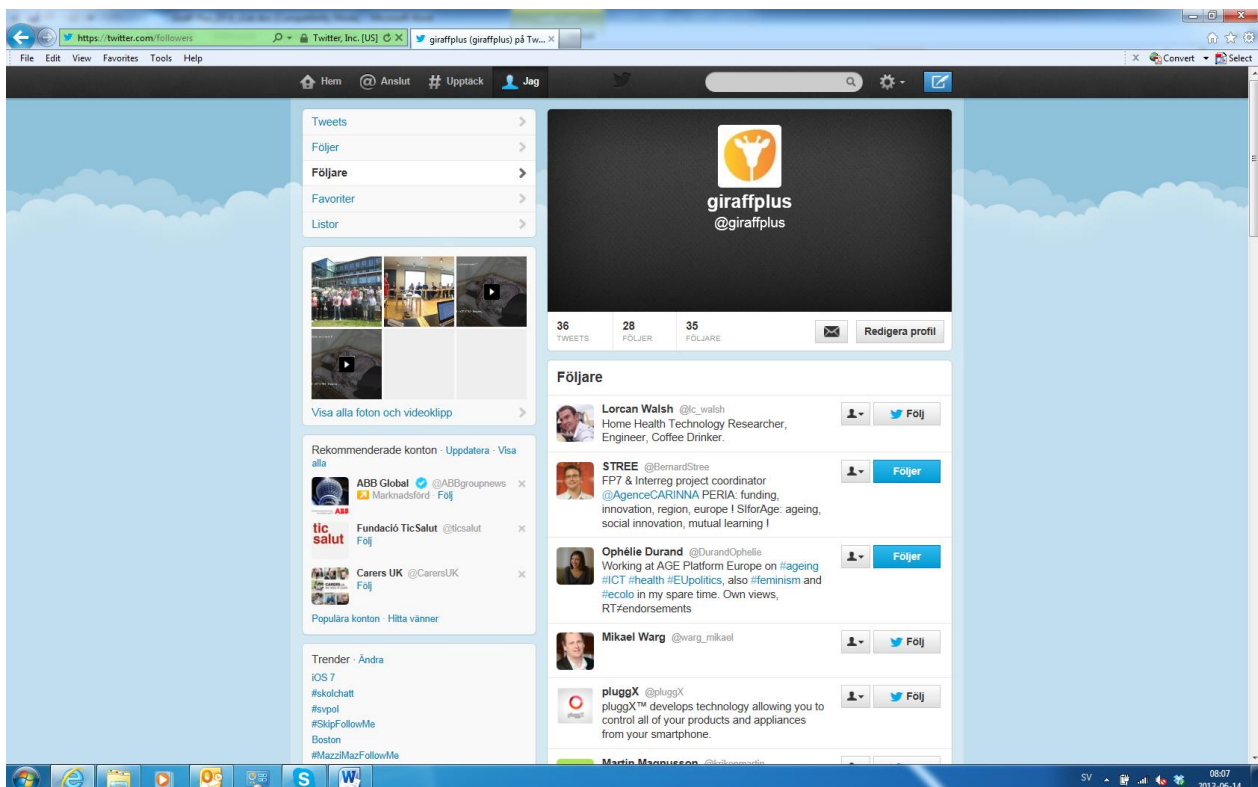


Figure 3 Screenshot GiraffPlus Twitterpage

3.9 Participation in External Conferences and Events

The table contains information about how the project has been represented at external conferences, events, on the web and in books. The activities listed for 2012 are included also in D9.2.

Table 1 Summary of dissemination activities

Summary of dissemination activities to date Date	Place	Event Name	Target Audience	Scope	Partner Involved	Type of Participation
2012-04-03	Brussels	Concertation Meeting: EU funded ICT projects (FP7, AAL, CIP) on fall detection/prevention for elderly persons.	Institutions/Academic/Industrial	European	CNR-ISTC	speaker
2012-06-01	Copenhagen	Participatory Design Conference	Academic	European	ULUND	speaker
2012-08-13-15	Roskilde	Participatory Design Conference	Academic	European	ULUND	speaker
2012-09-21	Malaga	The Spanish partners describe the GiraffPlus project in a promotional video	General Public	Spain	UMA, SAS	advertisement
2012-10-03	Lund	GiraffPlus presented at Swedish Conference on Medical Technologies	Academic/Industrial	Sweden	ORU,MDH	speaker
2012-10-27	Rome	GiraffPlus Represented in Telemedicine Training Days in Rome	Academic	Italy	CNR-ISTC, ASL	speaker
2012-10-30	Rome	End User Representatives Provide Input on Visualization Services	End-Users	Italy	SAS,ASL, CNR-ISTC	
2012-11-07	Parma	The GiraffPlus Project was Presented at the Forum on Ambient Assisted Living	All	Italy	CNR-ISTC	speaker
2012-11-08	Katrineholm	Eastern Sweden Chamber of Commerce Conference in Katrineholm	Industrial	Sweden	GRF	speaker
2012-11-13	Esbjerg	Rehabilitation Care Trends Conference, University of Southern Denmark in Esbjerg	End-Users	Denmark	GRF	speaker
2012-11-14	Örebro	The GiraffPlus Project was Presented on The Health Research Day 14th November in Örebro	Academic/End User Organizations	Sweden	ORU	speaker
2012-11-15	Aalborg	AAU Robotics Workshop @ Aalborg University	Academic/Industrial/End-Users	Denmark	GRF	speaker
2012-11-29	Helsinki	IRBC Conference 2012, Helsinki	Academic/Industrial/End-Users	Finland	GRF	speaker
2012	Web	Robotdalen Giraff- a mobile solution for the home	All	international	GRF	N/A

2012	Web	Novamedtech GiraffPlus Project – Project Description and Link on Front Page (Fall 2012) www.novamedtech.se	All	Sweden	MDH	N/A
2012-15-06	Web	Party leader for Social Democrats in Sweden is told about GiraffPlus via a special visit to Ängen. Receiving a lot of media attention. http://www.sisp.se/nyheter/2012/stefan-l%C3%B6fven-bes%C3%B6kte-%C3%B6rebro-science-park-och-inkubera	All	Sweden	ORU	N/A
2012-12-07	Web	Giraff robot featured in “10 robots that could change healthcare”. IW healthcare article. http://m.iwhealthcare.com/135368/show/50bbce2476f12345bf4cc48e5b5469ce&t=esvg7ocahfaj2dg4c0vtfa3cf0	All	International	GRF	N/A
2013	Book	Una notte senza luna. Manuale di base per l'orientamento degli operatori psicogeriatrici (A moonless night. Basic textbook for psychogeriatrics operators) Second edition.	Academic	Italy	Marcello Turno (ASL RM/A)	A paragraph in the textbook " <i>New perspectives for the aging and live independently: the project GiraffPlus</i> " is dedicated to GiraffPlus.
2013	Book	Teknik, IT och åldrande : hur fungerar det för patienter, omsorgstagare och äldre medborgare?	All	Sweden	Britt Östlund (LU)	A book paragraph is dedicated to GiraffPlus
2013-01-14	Rome	19 French students and 2 professors visiting CNR-ISTC	Academic	Italy	CNR-ISTC	Speaker
2013-01-23	Västerås	Regional conference on welfare technologies in eldercare organized by the Swedish Institute of Assistive Technologies	Stakeholders	Sweden	GRF	Speaker
2013-02-07	Gothenburg	Regional conference on welfare technologies in eldercare organized by the Swedish Institute of Assistive Technologies	Stakeholders	Sweden	GRF	Speaker

2013-02-13	Article	ISA desenvolve solução de telesaúde para robot sueco (Aicep) [Download (pdf)]	All	Portugal	Intellicare	Descriptions of the GiraffPlus system in general and in particular the parts Intellicare is responsible for in Portuguese media.
2013-02-14	Article	ISA desenvolve solução de telesaúde para robot sueco (DC Saúde) [Download (pdf)]	All	Portugal	Intellicare	Descriptions of the GiraffPlus system in general and in particular the parts Intellicare is responsible for in Portuguese media.
2013-02-20	Örebro	Sweden's Minister for Children and the Elderly, Maria Larsson visited the Ängen apartment. Amy Loutfi presented the research and development of the GiraffPlus system.	Stakeholders	Sweden	ORU	Speaker
2013-02-20	Umeå	Regional welfare conference on welfare technologies in eldercare organized by the Swedish Institute of Assistive Technologies	Stakeholders	Sweden	GRF	Speaker
2013-03-25 -26	Manchester	Andrea Orlandini attended the ProFouND Kick Off Meeting and presented the GiraffPlus project highlighting the connections with Falls Prevention issues	Stakeholders, Institutions/Academic/Industrial	United Kingdom	CNR-ISTC	Speaker
2013-04-11	Vienna	UniversAAL Open Day, Andrey Kiselev gave an introduction to GiraffPlus mostly focusing on motivation and objectis of the project and the results achieved during the first year. Of particular interest in the discussion was the collaboration and competition between UniversAAL and GiraffPlus.	Academic and Stakeholders	Austria	ORU	Speaker
2013-04-16	Karlskoga	Annica Kristoffersson talked about the process of gathering user requirements at a seminar on usability	Industry	Sweden	ORU	Speaker
2013-04-30	Örebro	As a result of the user evaluation	End users	Sweden	Orebro Municipality	Speaker

		group in Sweden, Lena Almquist and Malin Nilsson were invited to talk about development of new information and communication technologies, welfare technology, challenges with an ageing population and ongoing work in the project.				
2013-05-14-16	Bologna	Amedeo Cesta provides an invited talk at the special session “Smart Living and Ageing: Assistive Networks, Homes and Objects” at PTE Expo. The project was also visible during the exhibit.	Academic, Industry, Stakeholders, End-users	Italy	CNR-ISTC	Speaker, Exhibit
2013-05-16	Article	The Robot and the GiraffPlus concepts were also included in an article related to the PTE EXPO event published on "Resto del Carlino" newspaper, the main newspaper in the Bologna area.	Academic, Industry, Stakeholders, End-users	Italy	CNR-ISTC	
2013-05-17	Coimbra	António Damasceno talked about the project at a telemedicineconference	Academy/Industry	Portugal	Intellicare	Speaker
2013-05-29	Berlin	Stephen von Rump presented the GiraffPlus system at the “Innovative Proposals for an Efficient Elderly Care” conference The event, aims to increase awareness and visibility of Swedish solutions among care providers, key opinion leaders and decision makers on the German market.	Stakeholders	Germany	GRF	Speaker
2013-06-05	Brussels	AndreA Orlandini attended the C2 Action Group “Action Group C2: Development of interoperable independent living solutions, including guidelines for business models” of the European Innovation Partnership on Active and Healthy Ageing.	Stakeholders, European Commission	Belgium	CNR-ISTC	Attendee, Speaker
2013-06-07	Gdansk	Stephen von Rump presented a GiraffPlus system overview paper at	Academia	Poland	Consortium	Speaker

		HSI 2013.				
2013-06-17	Gardemoen, Oslo	Stephen von Rump spoke about and exhibited Giraff and the GiraffPlus project.	Academia, Stake holders	Norway	GRF	Exhibit

3.10 Contribution to Standards

It is the aim of the project to allow plug-and –play use of sensors/actuators and other equipment which is already available on the market. Our objective is to design and develop a system compliant to the results of the most promising research projects in the field and to be UniversAAL compliant.

GiraffPlus sponsored the 2nd EvAAL Competition (Evaluating AAL Systems through Competitive Benchmarking) by offering to pay the registration cost at AAL Forum in Eindhoven, Netherlands for participants where the award ceremony took place. As a result, the GiraffPlus logo was made visible during the AAL Forum. The main objective of the competitions organized by EvAAL is to enable the comparison of different Ambient Assisted Living solutions, by establishing suitable benchmarks and evaluation metrics. EvAAL aims at the evaluation of complete AAL systems.

The GiraffPlus consortium has been accepted as an associate member of "Prevention of Falls Network for Dissemination" (ProFouND), call ICT PSP (CIP-ICT-PSP-2012-6, Objective 3.4: Fall Prevention Network for Older People) with an official start date of 01/03/2013

GiraffPlus has signed a protocol for collaboration with the AgeingWell Thematic Network (<http://www.ict-ageingwell.net/>). The collaboration is aiming at enhancing dissemination activities of both projects by sharing and informing about project progress and results, relevant public events that the projects are organising and sharing and inform about ICT4 Ageing fields. The AgeingWell Thematic Network is co-funded by the European Commission, Information Society and Media Directorate-General, under the ICT Policy Support Programme (ICT PSP) as part of the Competitiveness and Innovation Framework Programme.

As a result of the participation in events organized by the European Innovation Partnership on Active and Healthy Ageing (EIP-AHA) at the European Commission in Brussels during 2012, a request for commitment was presented by CNR-ISTC for allowing the GiraffPlus consortium to join the EIP-AHA. The GiraffPlus project has now been invited to join "Action Group C2: Development of Interoperable Independent Living Solutions, Including Guidelines for Business Models". Andrea Orlandini (CNR-ISTC) attended the action group meeting held in Brussels on 5th June 2013.

3.11 Strategy for testsite specific dissemination

The first six testsites have been selected and the users at each of them will be requested to give their consent for using the information about the specific testsite in dissemination material of the project. For each individual testsite, a work plan for how to best spread information will be made. It is expected that the next newsletter will showcase the deployment at testsites and that results will be promoted via e.g. newsletters, the web site, Facebook and Twitter.

4 Evaluation of Criteria for Success

D7.3 outlined a number of evaluation criteria for success for the dissemination activities which are shown in Table 2.

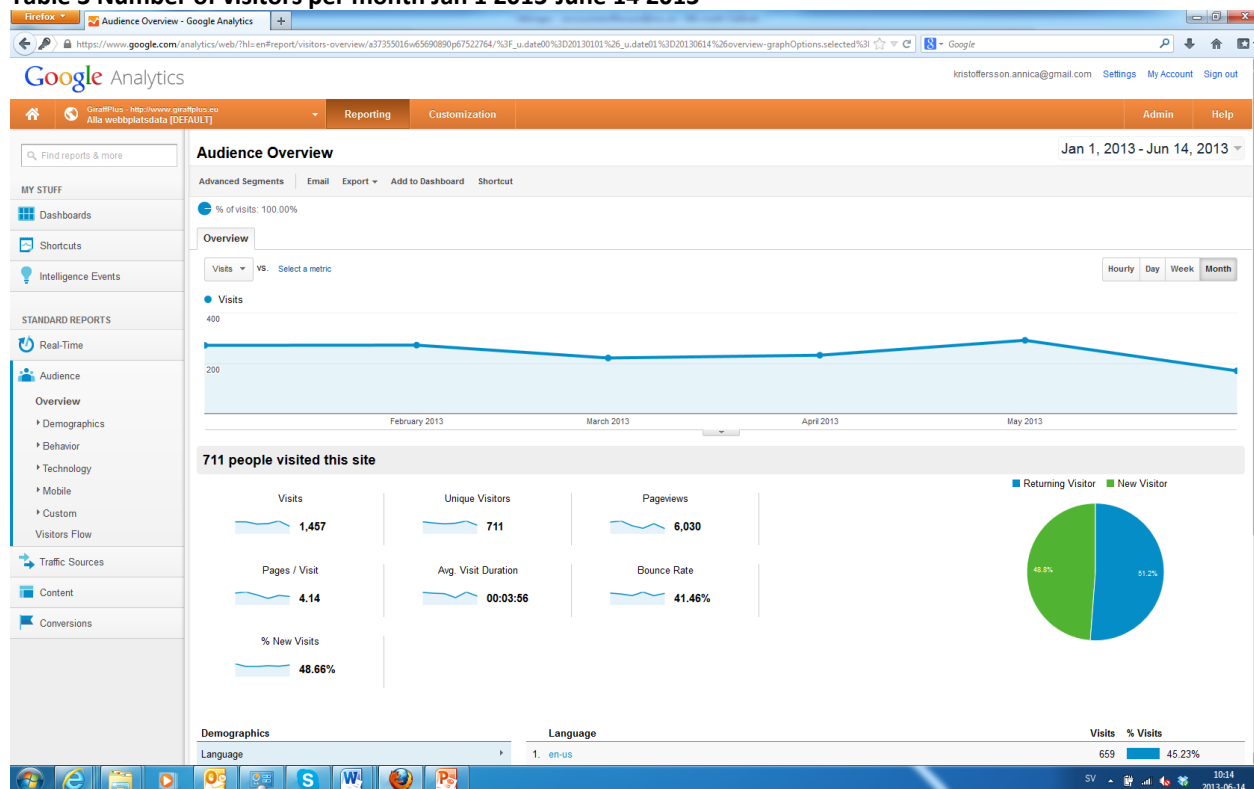
Table 2 Evaluation criteria for dissemination

	Measurement	Threshold	Contingency
Website	Number of visitors (monthly - average)	200	Promote aggressively website e.g. LinkedIn groups
	Number of Page Impressions	2	Create more dynamic content on the website
	Duration of visits	5 minutes (average)	Create more dynamic content on website
	Number of references from external web pages	100	Contact more stakeholders and promote project with special request for linking.
	Number of news events	4 per month	Systematic strategy of collecting and reporting news from each partner
Publications	Number of submitted articles to conferences	10 per anum	Encourage and promote publication amongst partners
	Number of submitted articles to journals	2 per anum	
Events	Number of attended events	10 per anum	Develop clear plan on which events are relevant for partners to attend
	Number of organized events	1 per anum	
Newsletters	Number of and mailing lists	100	Invite more subscriptions in correlation with attended events.
Testsites	Number of testsite Related news	12 per anum	Closely monitor testsite progress and reaffirm relation with testsite end-users

4.1 Website

A Google analytics account was set up in 2013 in order to analyze the evaluation criteria associated with the website.

As shown in Table 3 which shows the number of unique visits per month during Jan-March 2013, the **Number of visitors (monthly average)** exceeds the threshold of 200 during each month.

Table 3 Number of visitors per month Jan 1 2013-June 14 2013

As shown in Table 3 and Table 4, there is an equal share between returning and new visitors. Both the returning and new visitors exceeded the threshold for the **number of page impressions (2)**. The returning visitors saw in average 5.07 pages while the new visitors saw in average 3.16.

However, the **duration of visits** overall did not meet the threshold of 5 min in average. The returning visitors visited the website for in average 5.07 minutes but the new visitors spent only 2.41 minutes on the website. As seen in Table 4, the bounce rate (the amount leaving the website without clicking further) is higher among the new visitors. This indicates that there is a need for a more dynamic content on the website.

Table 4 Returning and new visitor data January 2013- June 14 2013

Frequency & Recency Engagement		Primary Dimension: Visitor Type			
		Visits	Pages / Visit	Avg. Visit Duration	Bounce Rate
		1,458	4.14	00:03:56	41.50%
		% of Total: 100.00% (1,438)	Site Avg: 4.14 (0.00%)	Site Avg: 00:03:56 (0.00%)	Site Avg: 41.50% (0.00%)
1. Returning Visitor		747	5.07	00:05:07	36.68%
2. New Visitor		711	3.16	00:02:41	46.55%

Show rows: 10 Go to: 1 - 2 of 2

This report was generated on 6/14/13 at 10:17:44 AM - Refresh Report

Analysing the traffic to the website, **Table 6** Table 5 shows that the visitors come from all the countries in which the consortium has partners but also from Germany, United States, Belgium and Netherlands. Further, as shown in Table 6, more than half of the visits were the result of visits

at other websites including Google. In total there were 36 sources of direct and referred traffic. GiraffPlus is continuously working on adding the number of references at external web pages, both on personal ones but also via co-operations with other projects.

Table 5 Location of visitors Jan 1 2013-June 14 2013

Country / Territory	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
	1,458	4.14	00:03:56	48.77%	41.50%
	% of Total: 100.00% (1,458)	Site Avg: 4.14 (0.00%)	Site Avg: 00:03:56 (0.00%)	Site Avg: 48.63% (0.20%)	Site Avg: 41.50% (0.00%)
1. Sweden	630	5.36	00:05:19	28.25%	37.14%
2. Italy	213	3.82	00:03:13	44.13%	35.68%
3. United Kingdom	80	2.90	00:01:44	66.25%	43.75%
4. Spain	75	2.68	00:01:23	74.67%	53.33%
5. Portugal	70	2.89	00:02:24	60.00%	50.00%
6. Germany	50	2.90	00:02:48	70.00%	52.00%
7. United States	46	2.61	00:00:45	93.48%	58.70%
8. Slovenia	38	3.68	00:02:20	57.89%	31.58%
9. Belgium	35	4.51	00:05:16	62.86%	37.14%
10. Netherlands	32	3.25	00:02:28	62.50%	43.75%

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Table 6 Analysis of traffic

Source / Medium	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
	1,460	4.13	00:03:56	48.77%	41.51%
	% of Total: 100.14% (1,458)	Site Avg: 4.14 (0.00%)	Site Avg: 00:03:56 (0.11%)	Site Avg: 48.63% (0.20%)	Site Avg: 41.50% (0.00%)
1. (direct) / (none)	639	5.18	00:04:44	39.75%	38.03%
2. google / organic	521	2.98	00:02:57	60.46%	46.83%
3. novamedtech.se / referral	55	5.75	00:06:45	9.09%	30.91%
4. giraff.org / referral	44	3.43	00:03:20	81.82%	38.64%
5. giraffplus.eu / referral	42	4.81	00:06:08	0.00%	26.19%
6. cordis.europa.eu / referral	25	4.72	00:03:05	84.00%	24.00%
7. istc.cnr.it / referral	23	3.43	00:02:46	17.39%	26.09%
8. research.xlab.si / referral	19	4.11	00:05:29	52.63%	31.58%
9. design.lth.se / referral	17	1.94	00:01:47	76.47%	58.82%
10. facebook.com / referral	15	2.13	00:00:22	66.67%	66.67%

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The GiraffPlus website became multilingual in March 2013. An in-page click analysis from March 13, see Figure 4, indicate that their visibility (or use) is so far low.



Figure 4 Click analysis Jan 1 2013-June 13th 2014.

Table 7 shows the **number of news events**¹ which have been posted on the website but also on the recently launched social media channels; Facebook and Twitter. Comparing the number of news events with the threshold set of 4 per month, the project is reaching its goal. It is expected that the number of news events will increase once the first testsites have been deployed and results are starting to come in.

Table 7 Statistics of news events

	Website	Facebook	Twitter
June 2013	4	9	16
May 2013	8	9	9
April 2013	4	3	3
March 2013	5	2	4
February 2013	4	7	5
January 2013	5	3	7
December 2012	2		1
November 2012	5		
October 2012	4		
September 2012	1		
August 2012	1		
July 2012	2		
June 2012	-		

¹ The number of posts on Facebook and Twitter tweets includes the sharing of links and photos.

May 2012	1		
April 2012	2		
March 2012	2		
February 2012			
January 2012			

4.2 Publications

Each partner in the consortium is encouraged to submit publications to journals and conferences. While the thresholds set regard the number of submitted articles to conferences and number of submitted articles to journals per annum, it should be noted that the reviewing time is a long process. As described in Section 3.7, a number of papers are currently under review for both journals and conferences. An additional number of papers are yet to be submitted. Many of the papers in the pipeline or under review focus on the results of WP1. Table 8 outlines the number of accepted papers that have appeared or will appear soon. The numbers for 2013 are expected to be updated in D7.5.

Table 8 Number of accepted papers for Journals, Conferences/Workshops and Abstracts per annum

Publication Year	Journal (N)	Conference/Workshop (N)	Abstract (N)
2012		3	4
2013 temp		5	

4.3 Events

As described Section 3.9, the project or results thereof was presented at 11 conferences during 2012. The threshold for the **number of attended events** per annum is 10 and already on June 14, the project was presented at 9 conferences in 2013.

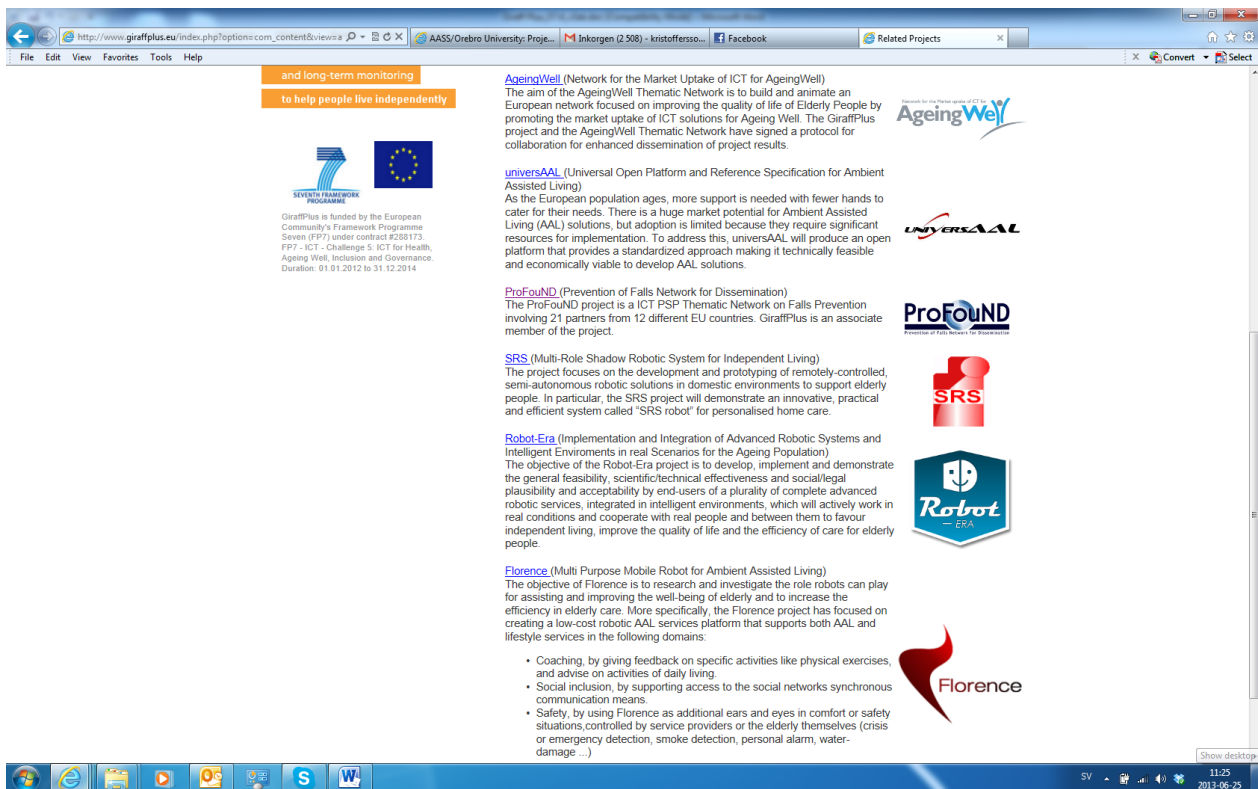
4.4 Newsletters

The current number of members on the email list for the newsletter is 66 people. To reach the threshold, an invitation for subscription will be posted at the website, Facebook and Twitter and in the next newsletter.

4.5 Testsites

It is expected that the number of testsite related news will reach the threshold of 12 per annum once the system is deployed.

Appendix A: Connection to Related projects



Appendix B: Press Releases

Press release start of project

Below follows the press release text

Early detection and adaptive support to changing individual needs related to ageing is an important challenge in today society. The Giraff+ project aims at developing a system that addresses such a challenge. The system consists of a network of home sensors that measure e.g. blood pressure or temperature, or detect e.g. whether somebody occupies a chair, falls down or moves inside a room. The data from these sensors are interpreted by an intelligent system in terms of activities, e.g. the person is going to bed, and health and wellbeing, e.g. the person is tired or well rested. These activities can then trigger alarms or reminders to the person or his/her caregivers, or be analysed over time by a health professional. The system should automatically adapt to perform specific services such as checking the person's sleeping patterns. There is also a telepresence robot, the Giraff, which can be moved around in the home by somebody connected to it over internet, e.g. a caregiver. The Giraff is effectively a mobile communication platform, equipped with video camera and display, and microphone and speakers, and it helps the user to maintain his/her social contacts. Particular emphasis is put on user evaluation outside the laboratories. The Giraff+ system will be installed and evaluated in at least 15 homes of elderly people distributed in three European countries (Sweden, Italy and Spain). These evaluations will drive the development of the system. The concept of "usability" will be central in order to assure that the Giraff+ system provides services that are easy and worth using. In addition, by using existing and affordable components (besides the Giraff robot also sensors from two participating companies: Tunstall and IntelliCare) we strive to achieve a system that is affordable and close to commercialization.

Press release M18

Below follows the press release from Örebro University.

Smart homes technology tested in Örebro

2013-06-05

A safer and healthier old age – that is the aim of GiraffPlus, an international project led by researchers at Örebro University, Sweden. With a focus of developing sophisticated aids for the elderly in close collaboration with the intended users, the project is now about to test the new technology in real home.

The system has already been tested in a demo apartment in Örebro, but the next step is for researchers in Sweden, Italy and Spain to evaluate the new technology in real homes.

– Two users in Örebro are about to have the system installed. During the autumn, another three homes will be added. In the same way, the technology will be introduced in Malaga and in



Figure 1 A pressure sensor can monitor the time that a person has been located in e.g. the bed. They can also be placed under carpets, in sofas etc.

Rome. All in all, the GiraffPlus system will be tested in 15 different homes in the three countries, says Anette Forsberg, who is overseeing the primary healthcare aspects of the project.

Timely response in emergencies

GiraffPlus develops technical solutions that make it possible to continuously monitor, through a network of sensors in the home, an elderly person's health. The sensors can measure blood pressure and body temperature, register movements and detect if someone is lying still for an unusually long period of time, or takes a sudden fall.

The information from the sensors is analysed by an intelligent system, designed to quickly alert the caregiver in emergencies, but it can also be used for long-term assessment of the patient's health.

– The system is designed to be able to, for instance, chart an individual's sleeping pattern. By measuring the level of activity in the apartment during the night, the system helps both the patient and the caregiver to form a picture of the situation and adequate measures can be introduced, says Professor Silvia Coradeschi at the robotics research centre AASS at Örebro University, who is coordinating the project.



Figure 2 GiraffPlus system can monitor and visualize activities and a set of physical parameters, e.g. blood sugar and blood pressure.



Figure 3 The Giraff is a part of the larger system that will be tested.

– From a physiotherapist's perspective, this system provides us with simple and satisfactory ways in which to measure levels of activity and obtain reliable information, says Anette Forsberg.

A good complement

At the heart of the system is a remote controlled mobile robot, equipped with a display and loudspeaker, known as Giraff. With its help, caregivers can "visit" the patient to discuss and plan care measures based on the information that has been registered by the system.

– During testing, I and a primary healthcare physician will be using Giraff to pay virtual visits to the users based on their needs. In the future, we hope that this model will serve as a good complement to traditional methods as well as provide patients with a choice for their health visits. Some people prefer a visit to the health centre or the hospital, whereas others would rather not make that journey. We are all different, says Anette Forsberg.

Only those that the user has approved will have access to the system and no information will be forwarded without the patient's consent. The goal is to create a user-friendly system, offering services that are perceived as straightforward and of great value, while increasing the users' sense of security and improving their quality of life.

Concerned family members

- The user can opt to let others besides the caregiver have access to the information. Perhaps family members who for various reasons are concerned and want to make sure that everything is OK in the apartment or who simply want to pay a virtual visit using Giraff, says Anette Forsberg.
- Long-term evaluation and user interaction are a few of the factors that make our project a unique one. And that input is fundamental if innovative ideas are to bring real benefits to users, says Professor Silvia Coradeschi.

The GiraffPlus project, which is being coordinated by Örebro University, includes 12 collaboration partners in six European countries. The consortium consists of Consiglio Nazionale Delle Ricerche and Azienda Unita Sanitaria Locale Roma/A ASL RM/A from Italy, University of Malaga and Servicio Andaluz de Salud from Spain, Örebro County Council, Mälardalen University, Lund University and the company Giraff Technologies AB from Sweden and the companies ISA Intellicare (Portugal), Tunstall Healthcare (UK) Limited and XLAB (Slovenia). GiraffPlus is funded by the European Community's Framework Programme Seven (FP7) under contract #288173. FP7 - ICT - Challenge 5: ICT for Health, Ageing Well, Inclusion and Governance.

Text: Linda Harradine

Foto: Örebro universitet

Translation: Charlotta Hambre-Knight

Appendix C: Brochures

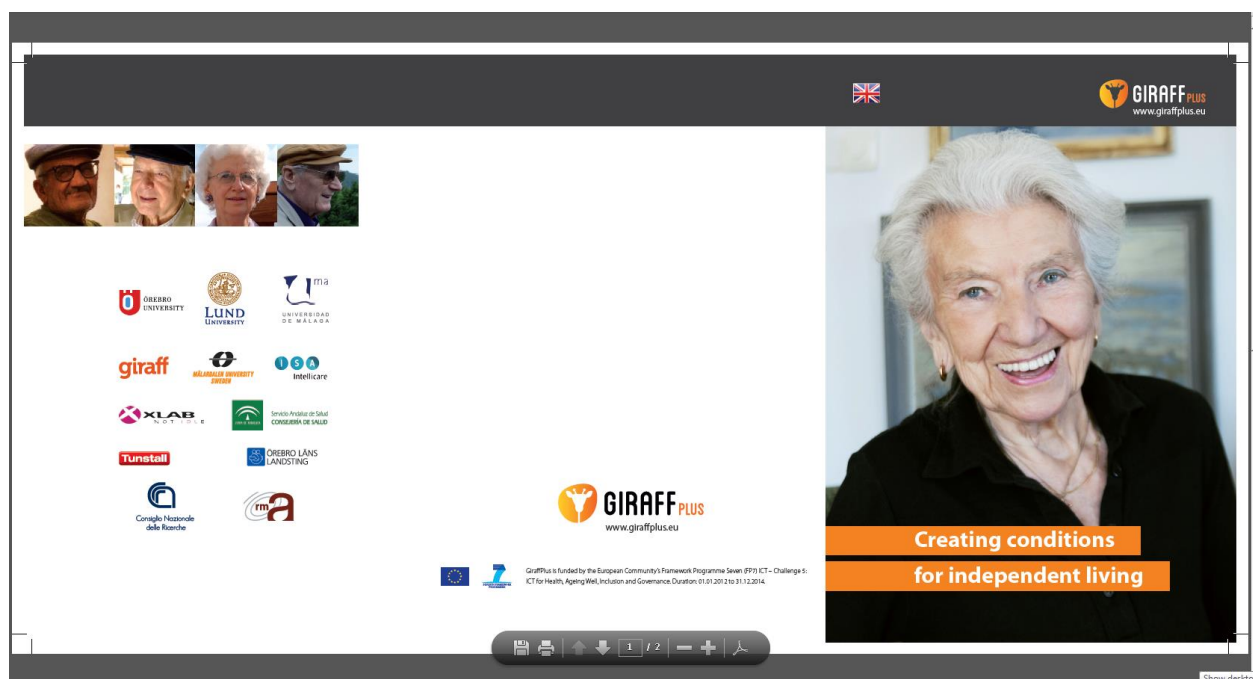


Figure 5 Popular brochure, Front and back, English version

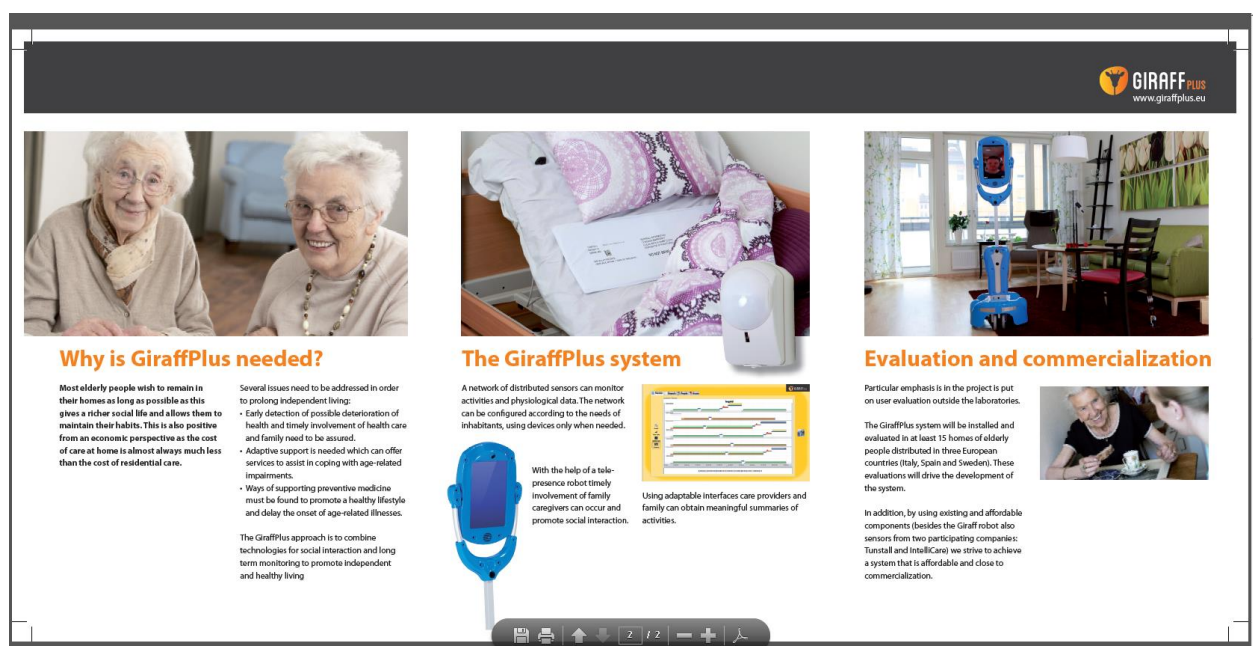


Figure 6 Popular brochure, Front and back, English version

Appendix D: Newsletters

This section collects screenshots of the newsletters administered throughout the project.



Figure 7 1st Newsletter May 2012

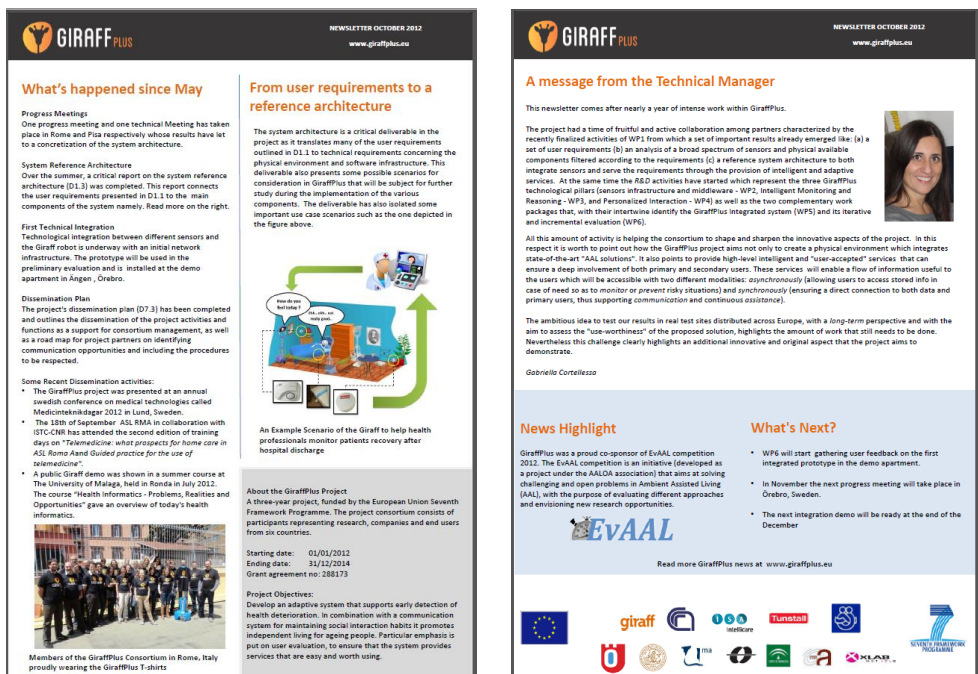


Figure 8 2nd Newsletter October 2012

Figure 9 3rd Newsletter December 2012Figure 10 4th Newsletter January 2013

Figure 11 5th Newsletter April 2013