

# POSEiDON

PersOnalized Smart Environments to increase Inclusion of people with DOWn's syNDrome

## Deliverable D7.2 Dissemination Plan

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## Contents

1. Acknowledgment .....	3
2. POSEIDON Objectives .....	3
2.1 General Objectives .....	3
2.2 Specific Objectives.....	4
Virtual Reality (VR) .....	4
Tablet PC.....	4
Interactive Table.....	5
3. POSEIDON Results.....	6
3.1 Expected Results.....	6
3.2 Exploitable Results .....	6
4. Dissemination Objectives.....	7
4.1 Awareness activity.....	7
4.2 Target user groups for dissemination .....	8
4.3 Dissemination activities .....	8
5. Key Milestones.....	9
5.1 Information streams.....	9
5.2. Dissemination archive .....	9
6. Key Messages and Design .....	9
6.1 Key messages.....	9
6.2 Design .....	10
7. Implementation of the dissemination plan .....	11
8. Evaluation of Success.....	11
9. Software and Systems Modelling Journal.....	19

## 1. Acknowledgment

This report is a deliverable of the “POSEIDON Project” which has received funding from the European Union’s Seventh Framework Program FP7-ICT-2013 under grant agreement 610840. The community is not responsible for any use that might be made of the content of this publication.

This report is a live document and the initial version was prepared in 2014 by Vanda Ridley from UK Down’s Syndrome Association with support from the Poseidon Consortium.

The aim of the POSEIDON Project is to create technology which will support people with Down’s syndrome achieve a greater level of independence in their lives. The project started in November 2013 and will run through to November 2016. The consortium is composed of 10 partners and is co-ordinated by Karde (Norway). More information on the project can be found at <http://www.poseidon-project.org/>

## 2. POSEIDON Objectives

### 2.1 General Objectives

Most people with Down’s Syndrome (DS) experience low integration with society. There is a perception that they can achieve less than they really can. Recent research and new opportunities for their integration in main stream education and work provided numerous cases where levels of achievement exceeded the (limiting) expectations. Contrary to common belief, there is considerable variety and richness between individuals with DS. However, society tends to simplify their view of people with DS, usually in a way which is detrimental to them and in a way which reduces their chances to achieve their potential as citizens, despite having exactly the same rights as everybody else. POSEIDON aims at developing a technological infrastructure to help people with DS to:

- become more **integrated**
- be supported in their **development** as citizens
- enable them to make a greater **contribution to society**

This project will focus on a wide range of issues including supporting education, work, leisure and socialization.

The infrastructure to be developed will provide an environment which other organizations can use as a stepping stone to develop more new services for inclusion in the future. We are conscious that people with DS have their own strengths, preferences and needs so POSEIDON will focus on using their strengths to provide support for their needs whilst allowing each individual to personalize the solution based on their preferences. POSEIDON will be co-designed by final users. It has been user-centred from its inception and will give all main stakeholders ample opportunities to shape the output of the project, which will ensure a final outcome which is of practical usefulness and interest to the intended users.

## 2.2 Specific Objectives

The project's main objective is to increase the inclusion of people with Down's Syndrome. The project team will do this through the following:

- Identifying opportunities to increase inclusion for people with Down's Syndrome through **the use of ICT**.
- Providing **personalised solutions** in such a way that maximizes people with Down's Syndrome's strengths and which allows adaptation to each individual.
- Creating **smart environments** which can intelligently, and tactfully, provide support to people with Down's Syndrome at different stages of daily life.
- Providing an **innovative technological solution** which is flexible (e.g., can be used with different machines from different brands, for users in different regions of the EU).
- Generating a **development environment** which can attract and support the interest of different organisations, which can contribute to create a wider market of products (e.g. new apps and devices) for this sector of the society. This will include the use of Open Source.

Our system will be supported with a combination of devices and software specifically designed for people with Down's Syndrome and those who interact with them. The technological infrastructure has three main components:

### Virtual Reality (VR)

We will develop a VR system based on a big screen TV, connected to PC, most possibly supported by Kinect for recognition of users to enable interaction between virtual characters and a user self-representation. Our VR system use state-of-the-art graphical representations that will be combined with contextual information stored in the user profile or gathered on-the-fly to provide support and guidance using virtual characters and realistic representations of the outside world.



*display with computer where Virtual Reality (VR) can be produced;*

### Tablet PC

There is solid evidence that our primary users can use tablets and they feel very comfortable with them. A tablet allows for intuitive, natural interaction with a GUI and is available in various form factors and price categories.

# POSEIDON

POSEIDON will provide an easy-to-use application making use of both web services and sensor data to provide a personalized, effective user experience. Relying on off-the-shelf hardware we will innovate in creating adaptive interfaces tailored for persons affected by DS.

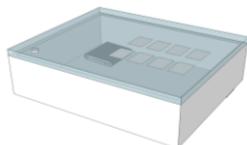


*a tablet PC supporting mobility and integrated access to all services.*

## Interactive Table

An interactive table is based on capacitive proximity sensors which allow the detection of gestures performed by conductive bodies that move through their generated electric fields. Such interaction devices have been in development at Fraunhofer IGD in recent years and successfully tried with elderly people.

Within POSEIDON the interactive table provides a solution for interaction that can be invisibly integrated in the environment and supports controlling various applications by realizing intuitive gestural interaction, similar to tablet devices or gaming consoles. It will be integrated with the tablet PC and the Virtual Reality kits transferring information from each other seamlessly and complementing each other.



*interactive table which is under development by Fraunhofer*

The user can have specialized equipment in specific key contexts (e.g., home, school, work) which can help increase performance. The transition (mobility) between these places is supported by the tablet; for example, a person with DS can study at home better helped by the interactive table, then s/he can explore the environments to be visited during the day, for example: to do a rehearsal of the journey to school or to work. The system can save salient features of that rehearsal exercise (maybe helped by a family member). Once the person is out of the house, GIS drives the system through a step by step guide of each segment of the journey. If 3G/4G is not available the touch screen can be used to manually indicate each step of the journey system and provide guidance on the next one. The help offered will include reminders, images which help to identify places, and recordings from the VR component to give context to the person along the journey. Once at school or work the tablet can have reminders of the training done at home or if the same interactive table is available homework can be accessed and retrieved. This system also echoes in the family home or designated caregiver. For example if there is a situation where the person feels unsafe, an emergency button will provide the carer several dimensions of information: map with location, video image, voice through phone in the tablet, and a list of latest places visited. Once back at home different material produced during the day can be accessible again through the different devices from a repository.

## 3. POSEIDON Results

Since this a user-centric project we will not be able to fully describe the expected results until the requirement gathering stage is completed. Expected results based on the available information at the time of the report submission will be based on requirement data and market research analysis. As the project develops, we will record available results. At the later stages of the project we will also discuss commercially exploitable results. Data will be gathered as POSEIDON develops. (Form 2)

### 3.1 Expected Results

Below describes the infrastructure that is expected to be used to create the intended technology for the Down’s Syndrome Community. As this infrastructure develops, we can extract results:

<b>Smart Environment</b> (technology infrastructure layer)	Tablets + Interactive Table + Virtual Reality Set
<b>Ambient Intelligence</b> (software layer)	
<b>Type of Services required</b>	Friendly Interfaces, Personalization Options, Activity Planner, Mobility Support, Safety, Privacy, support for learning, work training, communication and socialization.
<b>Areas to be used and further developed</b>	<u>Human-Computer Interfaces, Virtual Reality, Context-Awareness, Software Engineering, Artificial Intelligence, Cloud Services, Client-Server, Social Computing, Standardization, Ethics, Privacy.</u>

The technology can help to increase participation in education, work, socialisation, and greater freedom of mobility. All of these will vary case by case and we will get different degrees of success, but the project will be the first of this kind and this scale (that we are aware of) and as such it can produce a tangible product as well as important insights which will nurture future developments.

### 3.2 Exploitable Results

The POSEIDON system will aim at meeting several desirable features of universal design and inclusion:

# POSEIDON

- as flexible as possible: it adapts to the user, it learns from its more frequent uses and learns to anticipate needs,
- as clever as possible, to (a) retrieve information which is context-aware and to (b) restructure its look according to the context
- multiregional: language translations for different countries
- across ages: it has to be personalized for children, teens, adults and elderly
- across ability: it has to be tailor-made for the intellectual capability of the user
- across platforms: work in tablets from at least three different providers (e.g. Samsung, Apple and Toshiba), which means the system should be portable across a variety of Operating Systems like Android, IOS and perhaps more

The completion of the requirement gathering stage will help further define what technology is needed and how it would be further developed to help people with Down's syndrome with their daily lives. These exploitable results will be gathered as POSEIDON develops. (form 2)

## 4. Dissemination Objectives

The objectives of the dissemination of POSEIDON are:

- to raise awareness of the potential to increase inclusion for people with DS
- to prepare for and encourage Exploitation and Deployment
- to produce important research insights to feed into future developments

### 4.1 Awareness activity

Due to the rather small primary user group, it is of immense importance to have European wide awareness activity and dissemination of results from POSEIDON. This will increase the interest group of persons, organizations and businesses who could contribute to the development and uptake of POSEIDON services and also potentially create links which can help market deployment in the future. This will include liaising with companies who may be interested in developing business, by extending the development framework and/or developing inclusion services based on the POSEIDON infrastructure.

Other potential organizations to be contacted are local authorities, schools and business association representatives. Part of the dissemination effort will be to inform and also educate key players in wider society who can have an impact on increasing inclusion for people with DS.

The combination of dissemination plans from consortium partners will:

- raise awareness across user groups about the possibilities of technology helping to integrate people with DS in our society
- contribute to the scientific body of knowledge in the technical literature

- promote awareness of POSEIDON to relevant industry and business sectors to pave the way for market deployment
- facilitate awareness and collaboration with related European initiatives.

## 4.2 Target user groups for dissemination

Potential target user groups for this POSEIDON dissemination plan include the following:

- Primary users of the technology (*people with Down Syndrome*)
- Secondary users of the technology (*family, parents and formal carers of people with Down's Syndrome*)
- Tertiary Users of the technology (*teachers, employers, social workers*)
- Learning disability community (*including learning disability charities*)
- Policy makers and government departments
- Research community in IT
- Business community in IT
- Journalists as intermediators

In the early stages of the project the primary, secondary and tertiary users will be involved in the requirements gathering so early awareness of the project is key and can be done through the National Down's Syndrome Associations.

## 4.3 Dissemination activities

Dissemination objectives will be different according to the target user group. The consortium partners (as appropriate) will achieve these objectives by:

- including DS associations from several European countries in the Advisory Committee of the project
- participating in high quality relevant conferences, forums, seminars and exhibitions and other relevant events (including annual and/or topical meetings organised by the Commission). Every partner must consider these events to ensure a spread of information across both technologically oriented (e.g. related to context-awareness or to HCI) and more user oriented (e.g. focused on design for all and events on Down's Syndrome)
- Creating and publishing relevant articles and documents to be accessed by multi-platform audiences
- Identifying specialised journals and industry publications
- Using all appropriate social media outlets to update and record results
- Using existing company websites to channel information (incl. intranets to assist internal dissemination)

All dissemination activities will be recorded in a central hub (potentially on <http://www.poseidon-project.org/> or in the cloud).

## 5. Key Milestones

### 5.1 Information streams

Although the majority of dissemination activities will be focused towards the completion of the project, in order to ignite and maintain the interest of the user groups and business sectors, consortium partners should disseminate information at appropriate intervals and milestones. The initial inception and requirement gathering stages have provided enough information of sufficient interest to users to maintain a regular information stream. (*e.g. 1 article re. VR system overview, 1 presentation re. Tablet PC overview, 1 blog re update on VR system development etc*). As milestones are reached and work packages are developed, updates can be created and incorporated into information streams as appropriate.

### 5.2. Dissemination archive

The dissemination activities of all consortium partners will be curated by DSA UK as per the project timetable. Dissemination documents will be archived enabling access for all consortium partners (potentially via <http://www.poseidon-project.org/> or cloud project management e.g. Basecamp). Documents and information can be reformatted and used as part of the ongoing individual dissemination plans.

It is vital that all consortium partners make dissemination activities available to DSA UK to archive, not only for tracking purposes, but so that information can be shared and checked for conflicts. This will bolster information exchanges and could reduce time and costs attached to dissemination for all. DSA UK will compile a record of all activities as completed by each partner (form 9). Consortium partners must update this as appropriate.

## 6. Key Messages and Design

### 6.1 Key messages

Consortium partners should direct target user groups and external contacts to the website for general information: <http://www.poseidon-project.org/>  
Throughout the individual dissemination plans, the following key messages must be incorporated as appropriate:

- As most people with Down's Syndrome experience low integration with society due to the perception that they can achieve less than they really can, the POSEIDON project aims at developing a technological infrastructure which can foster a growing number of services developed to help people with DS to:

# POSEIDON

- become more **integrated**
- support their **development** as citizens
- enable them to make a greater **contribution to society**
- The project's main objective **is to increase the inclusion** of people with Down's Syndrome and will:
  - Identify opportunities to increase inclusion for people with Down's Syndrome through **the use of ICT**.
  - Provide **personalised solutions** in such a way that maximizes people with Down's Syndrome's strengths and which allows adaptation to each individual.
  - Create **smart environments** which can intelligently, and tactfully, provide support to people with Down's Syndrome at different stages of daily life.
  - Provide an **innovative technological solution** which is flexible (e.g., can be used with different machines from different brands, and is useful to users in different regions of the EU).
  - Generate **a development environment** which can attract and support the interest of different organisations, which can contribute to create a wider market of products (e.g. new apps and devices) for this sector of the society. This will include the use of Open Source.

## 6.2 Design

To ensure continuity across the project, it is important that POSEIDON has an easily identifiable logo:



This logo is used on <http://www.poseidon-project.org/> and should be used on all dissemination activities.

All publications based on the dissemination strategies should acknowledge their affiliation to POSEIDON and bear recognition that the project has received funding from the European Seventh Framework Programme FP7-ICT-2013 under grant agreement 610840 and that the consortium is not responsible for any use that might be made of the content of the publication further to its initial purpose as part of the official dissemination plan.

It is essential that key messages are designed appropriately for both the target user group and the communication platform (e.g. traditional publication versus online). This is especially important when communicating with the primary and secondary user groups.

## 7. Implementation of the dissemination plan

All consortium partners will provide their individual strategies to be included in this document.

All consortium partners will re-evaluate their strategies as necessary during project development and inform DSA UK.

All consortium partners will make available their dissemination activities for archive on relevant web portals.

The overall and individual strategies are adaptable, flexible and subject to changes as key milestones are reached.

## 8. Evaluation of Success

At the end of each year of development, DSA UK will evaluate the dissemination strategies. This report will assess the scale and reach of dissemination and identify any weak areas. This report will be shared with consortium partners.

The report will also examine whether the target groups should be broadened and additional groups added. 3 important success indicators will be:

- that all target user groups have been given sufficient information concerning key milestones during the development process
- the use of external feedback across all dissemination strategies
- that the ongoing dissemination has been captured efficiently enough so as to immediately inform the final exploitation strategy

A successful final outcome will be a working system with basic services to support inclusion which will illustrate the effectiveness and potential of our proposal. This can be evaluated in 3 distinct ways:

- the commercial consortium partners see the outcome of POSEIDON as one way to increase their leadership through innovation
- the academic consortium partners see the value of developing innovation adopted by society
- the DS Associations have something tangible which can start the adoption and exploration of technology to help people with DS and their families in practical, daily life situations.





<b>Form 3</b>		
<b>Version number: 1</b>	<b>Date of Issue:</b> xx Feb 2014	<b>Prepared by:</b> Vanda Ridley UK DSA
<b>Overview of dissemination activities</b>		

Identification in the dissemination plan	Activity, Dissemination channel (s) and tools	Specific results	Date	Target Audience								Responsible organisation/person		
				Primary Users	Secondary Users	Tertiary Users	Learning disability community	Government Departments	IT Research Community	IT Business Community	Press	Main	Contributions	
1	Awareness raising for DS community	DSA UK Website and Blog	Nov 2013	x	x	x							DSA UK	
2	Awareness raising for DS community	DSA Germany Website	Nov 2013	x	x	x							DSA Germany	
3	Requirement gathering	Questionnaire	Dec 2013		x								DSA UK, Germany Norway	
4	Requirement gathering	Interviews	Jan 2014	x									DSA UK, Germany Norway	
5	Requirement gathering	Workshop	Jan 2014	x	x	x							DSA UK, Germany Norway	

# POSEIDON

6	Awareness raising for DS community	The National Conference for Down syndrome in Norway	March 2014						x			Karde	
7	Technical Awareness	AAL Forum, Romania	2014						x			Karde	
8	Technical Awareness	UD, Sweden	2014						x			Karde	
9	Technical Awareness	SOR Welfare Technology Conference	October 2014						x			Karde	
10	Awareness raising for DS community	NDCS Conference (Oxford)	March 2014	x	x		x					DSA UK	
11	Awareness raising for main user groups	DSA Awareness Week	March 2014	x	x	x		x			x	DSA UK	
12	Awareness raising for main user groups	World Down's Syndrome Day	March 2014	x	x	x		x			x	DSA UK	

<b>Form 4</b>		
<b>Version number:</b> 1	<b>Date of Issue:</b> xx Feb 2014	<b>Prepared by:</b> Vanda Ridley UK DSA
<b>Partner Dissemination Strategy</b>		

Partner	Karde
Dissemination strategy	<p>Karde’s dissemination strategy will focus on:</p> <p>Scientific presentations at international conferences and seminars around HCI (Human Computer Interaction)</p> <p>Down’s Syndrome</p> <p>Persons with intellectual disability</p> <p>Persons with learning difficulties</p> <p>AAL (Ambient Assisted Living)</p> <p>Popular scientific publications/presentations will be submitted to similar fora.</p> <p>Journals for persons interested in persons with intellectual disability</p>
Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)	<p>The National Conference for Down's Syndrome in Norway</p> <p>March 2014</p> <p><a href="http://www.lk2014.no/">http://www.lk2014.no/</a></p> <p>AAL Forum 2014 in Romania.</p> <p><a href="http://www.aalforum.eu/">http://www.aalforum.eu/</a></p> <p>UD 2014 in Sweden</p> <p><a href="http://ud2014.se/">http://ud2014.se/</a></p> <p>SOR Welfare Technology Conference: “New possibilities, new challenges 27.-28. October 2014”.</p>
Papers, Publications & Articles	<p>Submission of a presentation (oral or poster) to AAL Forum 2014 in Romania. Topic : IADL support to elderly persons with DS. Deadline : Mid June 2014.</p> <p>Submission of a presentation (oral or poster) to UD 2014 in Sweden. Topic : HCI design issues of assistive technologies for persons with DS. Deadline :</p>

	<p>Mid January 2014.</p> <p>Article in « Samfunn for alle » (Society for all), the journal for members of The Norwegian Association for Persons with Intellectual Disability. No specific deadline.</p> <p>Article in Utvikling (Development), the journal for NAKU (The National Institute on Intellectual Disability and Community). No specific deadline.</p> <p>Article in Rapport (Report), the journal for The SOR Foundation. No specific deadline.</p>
Promotional Material Produced	<p>Project fact sheet.</p> <p>Newsletters?</p>
Other Dissemination Activities	<p>Web-page about POSEIDON on Karde’s company web.</p> <p>News and happenings on social media (Twitter, Facebook and LinkedIn).</p> <p>Web page for Norwegian Network for Down Syndrome.</p> <p>Web information on webpage for The Norwegian Association for Persons with Developmental Disabilities.</p> <p>Web information on webpage for EASPD (European Association for Service Providers of Persons with Disabilities)</p> <p><a href="http://www.easpd.eu/">http://www.easpd.eu/</a></p>
Available Budget:	
Estimated Cost:	
Estimated remaining budget:	
Success Criteria	
Other comments:	

**Form 5**

<b>Version number:</b> 1	<b>Date of Issue:</b> xx Feb 2014	<b>Prepared by:</b> Vanda Ridley UK DSA
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**Partner Dissemination Strategy**

Partner	Tellu
Dissemination strategy	Tellu is a small technology company, and usually don’t engage in much dissemination activity ourselves. In projects where we work with our sister company Karde, such as Poseidon, Karde handles most dissemination.

	<p>However, we do use our company web page, twitter and Facebook to spread awareness about our projects.</p> <p><b>Audience:</b> Technology stakeholders, potential partners and organisations interested in care and health technology.</p> <p><b>Medium:</b> Company web-site (<a href="http://www.tellu.no">www.tellu.no</a>) and social media.</p> <p><b>Message:</b> The technological and service development we are involved with and how it can be used.</p>
Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)	Nothing planned as of yet
Papers, Publications & Articles	
Promotional Material Produced	
Other Dissemination Activities	<p>Project description at company web-site.</p> <p>Post significant events and developments in social media.</p>
Available Budget:	
Estimated Cost:	
Estimated remaining budget:	
Success Criteria	
Other comments:	

<b>Form 6</b>		
<b>Version number:</b> 1	<b>Date of Issue:</b> xx Feb 2014	<b>Prepared by:</b> Vanda Ridley UK DSA
<b>Partner Dissemination Strategy</b>		

Partner	Middlesex University
Dissemination strategy	It is important for our organization to make available our achievements to other researchers and also to companies who can then realize of our potential to help them innovate.

We disseminate our results through publications in specialized journals and conference proceedings (a list of potential targets is included further down), through presentations at national and international events and through our institutional webpages.

Our aim is to facilitate the documents explaining our work to be accessible to anyone interested and also to promote our work outwards through events and the media.

**Conferences:**

International Conference on Computers Helping People with Special Needs

ACM/IEEE 16th International Conference on Model Driven Engineering Languages and Systems <http://models2013.lcc.uma.es>

European Conference on Modelling Foundations and Applications 2013

European Conference of the Association for the Advancement of Assistive Technology in Europe

International Joint Conference on Ambient Intelligence

International Conference on Intelligent Environments

International and Interdisciplinary Conference on Modelling and Using Context

AAL Forum

**Journals:**

9. [Software and Systems Modelling Journal](http://www.sosym.org)  
<http://www.sosym.org>

	<p>IEEE Transactions on Software Engineering  <a href="http://www.computer.org/portal/web/tse">http://www.computer.org/portal/web/tse</a></p> <p>Universal Access in the Information Society  <a href="http://www.springer.com/computer/hci/journal/10209">http://www.springer.com/computer/hci/journal/10209</a></p> <p>International Journal of IT Standards and Standardization Research (IJITSR)  <a href="http://www.igi-global.com/journal/international-journal-standards-standardization-research/1077">http://www.igi-global.com/journal/international-journal-standards-standardization-research/1077</a></p> <p>Pervasive and Mobile Computing  <a href="http://www.journals.elsevier.com/pervasive-and-mobile-computing">http://www.journals.elsevier.com/pervasive-and-mobile-computing</a></p> <p>Personal and Ubiquitous Computing  <a href="http://www.springer.com/computer/hci/journal/779">http://www.springer.com/computer/hci/journal/779</a></p> <p>Human-centric Computing and Information Sciences  <a href="http://www.springer.com/computer/communication+networks/journal/13673">http://www.springer.com/computer/communication+networks/journal/13673</a></p>
<p>Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)</p>	<p>It is difficult to predict exactly at this point which events in 2014 we will be attending, as it depends on when specific goals are achieved and on the conferences accepting our submissions.</p> <p>We will be updating this quarterly.</p>
<p>Papers, Publications &amp; Articles</p>	
<p>Promotional Material Produced</p>	
<p>Other Dissemination Activities</p>	
<p>Available Budget:</p>	
<p>Estimated Cost:</p>	

Estimated remaining budget:	
Success Criteria	
Other comments:	

## Form 7

<b>Version number:</b> 1	<b>Date of Issue:</b> xx Feb 2014	<b>Prepared by:</b> Vanda Ridley UK DSA
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### Partner Dissemination Strategy

Partner	Down's Syndrome Association (England, Northern Ireland, Wales)									
Dissemination strategy	<p>The DSA UK has access to primary (<i>people with Down's Syndrome</i>), secondary (<i>family, parents and formal carers</i>) and tertiary (<i>teachers, employers, social workers</i>) POSEIDON users and as such will directly:</p> <ul style="list-style-type: none"> <li>• Raise awareness of POSEIDON</li> <li>• Support understanding of POSEIDON</li> <li>• Bring about change for people with Down's Syndrome through the adoption of products and materials offered by POSEIDON</li> <li>• Provide training on POSEIDON products and materials to all user groups</li> </ul> <p>As well as the 3 main user groups noted above, we will consider external target groups also (listed below). The activities listed are subject to review as the project develops. As many primary users are not yet digital natives, disseminating to the main user groups and external target groups will require a multi-platform approach:</p> <table border="1"> <thead> <tr> <th>GROUP:</th> <th>DISSEMINATION ACTIVITY:</th> </tr> </thead> <tbody> <tr> <td>Primary, Secondary, Tertiary</td> <td>                     DSA UK Website                      DSA UK Website                      European DSA Website                      DSA UK/i/E Social Media                      DSA UK/i/E publications                      UK regional affiliated support groups                      Information exchange days                      Training events                      Conferences                      Presentations                 </td> </tr> <tr> <td>Health Organisations, medical experts</td> <td>                     DSA UK /i/E Website                      Social Media                      Project demonstrations                      Industry publications                      Conferences                 </td> </tr> <tr> <td>Care Service Providers</td> <td>                     DSA UK/i/E Website                      Social media                      Industry publications                      Training events                      Project demonstrations                      Exhibitions                 </td> </tr> </tbody> </table>		GROUP:	DISSEMINATION ACTIVITY:	Primary, Secondary, Tertiary	DSA UK Website DSA UK Website European DSA Website DSA UK/i/E Social Media DSA UK/i/E publications UK regional affiliated support groups Information exchange days Training events Conferences Presentations	Health Organisations, medical experts	DSA UK /i/E Website Social Media Project demonstrations Industry publications Conferences	Care Service Providers	DSA UK/i/E Website Social media Industry publications Training events Project demonstrations Exhibitions
GROUP:	DISSEMINATION ACTIVITY:									
Primary, Secondary, Tertiary	DSA UK Website DSA UK Website European DSA Website DSA UK/i/E Social Media DSA UK/i/E publications UK regional affiliated support groups Information exchange days Training events Conferences Presentations									
Health Organisations, medical experts	DSA UK /i/E Website Social Media Project demonstrations Industry publications Conferences									
Care Service Providers	DSA UK/i/E Website Social media Industry publications Training events Project demonstrations Exhibitions									

	Policy makers and government departments	All Party Parliamentary Group Press releases Departmental publications Social Media Conferences
	Commercial companies providing products and services for people with Down's Syndrome	Social Media Industry publications Project demonstrations Exhibitions
	Learning disability community (including learning disability charities)	Social Media Industry publications Conferences Charity journals
	Journalists	Press releases Social Media
	Wider Society	Press releases Social Media

*DSA UK/i/E Websites = articles, blogs, 'The Poseidon diary'*  
*DSA publications = articles, 'The Poseidon diary'*  
*Social Media = blogs, 'The Poseidon diary', live chats, video feeds*  
*Demonstrations = live or video online*  
*Regional affiliated support groups = articles, 'The Poseidon diary', demonstrations*  
*Information exchange days = articles, demonstrations, training*  
*Events/Conferences/Presentations/Exhibitions = demonstrations, articles*

DSA UK will provide an area on their existing website which will explain the project. This will be linked straight to <http://www.poseidon-project.org/> which will provide access to public documents, videos and other educational material, connection to free apps repository etc. A section in this will allow people from around the world to provide their views and suggestions on how to increase integration through technology and how to further market deployment.

DSA UK will curate an online project management portal/site (e.g. <http://www.poseidon-project.org/> or Basecamp) to gather all partner's dissemination activities.

DSA UK will feedback project milestones within its organisation to assist internal dissemination.

<p>Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)</p>	<p>Initially raising general awareness of POSEIDON:</p> <ul style="list-style-type: none"> <li>January 25<sup>th</sup> Information Exchange Day (<i>Local Group Meeting London</i>)</li> <li>February 15<sup>th</sup> Info Ex Day (<i>Local Groups South East</i>)</li> <li>March 17<sup>th</sup> NDCS Conference (<i>Oxford</i>)</li> <li>March 17<sup>th</sup> - 23<sup>rd</sup> DSA Awareness Week</li> <li>March 21<sup>st</sup> World Down's Syndrome Day</li> </ul> <p>Other dates to be added as project develops.</p>
<p>Paper<sup>s</sup>, Publications &amp; Articles</p>	<ul style="list-style-type: none"> <li>Regular articles to be published throughout the project on all appropriate traditional and online platforms.</li> <li>Industry publications to include: <i>Learning Disability Today Magazine</i> <i>Enable Magazine</i> <i>British Journal of Learning Disabilities</i> <i>Skills for Care Magazine</i> <i>SEN magazine</i> <i>TES &amp; TESS</i></li> </ul> <p>Blogs:</p> <ul style="list-style-type: none"> <li>to introduce the project Dec 2013</li> <li>the questionnaire Jan 2014</li> <li>the interviews Feb 2014</li> <li>key elements overviews</li> <li>ongoing milestones updates</li> </ul>
<p>Promotional Material Produced</p>	<ul style="list-style-type: none"> <li>'Poseidon page' on DSA UK website with information and links. This hub will provide appropriate project overviews and headlines and feature regular milestone updates as the project develops.</li> </ul>
<p>Other Dissemination Activities</p>	<p>Ongoing activities:</p> <ul style="list-style-type: none"> <li>information seeded via All Party Parliamentary Group (APPG)</li> <li>training via our WorkFit initiative: direct to employers</li> <li>information seeded via our DSAActive programme and its commercial supporters</li> <li>information seeded via Down's Heart Group</li> <li>information/training via Down's Scotland</li> <li>information seeded via the Special Educational consortium</li> <li>information/training via our 'Tell it Right, Start it Right' training programme</li> <li>information seeded via the Disability Benefits Consortium</li> <li>information seeded via the Care and Support Consortium</li> </ul>
<p>Available Budget:</p>	
<p>Estimated Cost:</p>	
<p>Estimated remaining budget:</p>	
<p>Success Criteria</p>	
<p>Other comments:</p>	

<b>Form 8</b>		
<b>Version number:</b> 1	<b>Date of Issue:</b> 04. Feb 2014	<b>Prepared by:</b> Christine Schniersmeier ADS e.V.
<b>Partner Dissemination Strategy</b>		

Partner	Arbeitskreis Down-Syndrom e.V.	
Dissemination strategy	<p>The ADS has access to primary (<i>people with Down's Syndrome</i>), secondary (<i>family, parents and formal carers</i>) and tertiary (<i>teachers, employers, social workers, medical doctors</i>) POSEIDON users and as such will directly:</p> <ul style="list-style-type: none"> <li>• Raise awareness of POSEIDON</li> <li>• Support understanding of POSEIDON</li> <li>• Bring about change for people with Down's Syndrome through the adoption of products and materials offered by POSEIDON</li> <li>• Provide training on POSEIDON products and materials to all user groups</li> </ul> <p>As well as the 3 main user groups noted above, we will consider external target groups also (listed below). The activities listed are subject to review as the project develops. As many primary users are not yet digital natives, disseminating to the main user groups and external target groups will require a multi-platform approach:</p>	
	GROUP:	DISSEMINATION ACTIVITY:
	Primary, Secondary, Tertiary	ADS Webpage  Deutsche Stiftung für Menschen mit Downsyndrom Facebook  Down-Syndrom Netzwerk Deutschland e.V.  D - regional affiliated support groups  Information exchange days and family week-ends Training events Conferences Presentations
	Health Organisations, medical experts	ADS Webpage Social Media Project demonstrations Industry publications Conferences
	Care Service Providers	ADS Webpage Social media Industry publications Training events Project demonstrations Exhibitions
	Policy makers and government departments	All Party Parliamentary Group Press releases Departmental publications Social Media

		Conferences
	Commercial companies providing products and services for people with Down's Syndrome	Social Media Industry publications Project demonstrations Exhibitions
	Learning disability community (including learning disability charities)	Social Media Industry publications Conferences Charity journals
	Journalists	Press releases Social Media
	Wider Society	Press releases Social Media
	<p><i>ADS Webpage = articles, blogs, 'Poseidon-Tagebuch'</i>  <i>Social Media = blogs, Poseidon-Tagebuch'</i>  <i>Demonstrations = during presentations or on exhibitions</i>  <i>Regional affiliated support groups = articles, 'Poseidon-Tagebuch', demonstrations</i>  <i>Information exchange days = articles, demonstrations, training</i>  <i>Events/Conferences/Presentations/Exhibitions = demonstrations, articles</i></p> <p>ADS will provide an area on their existing website which will explain the project. This will be linked straight to <a href="http://www.poseidon-project.org/">http://www.poseidon-project.org/</a> which will provide access to public documents, videos and other educational material, connection to free apps repository etc. A section in this will allow people from around the world to provide their views and suggestions on how to increase integration through technology and how to further market deployment.</p>	
Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)	<ul style="list-style-type: none"> <li>• Conference "German Society of Humangenetics" in Essen (Germany) 19.-21.03.14</li> <li>• Down-Syndrom-Day "Bundesgartenschau" , Schwäbisch-Gmünd (Germany) 27.09.14</li> </ul> <p>Presentation/talk POSEIDON by Chr. Schiersmeier</p> <ul style="list-style-type: none"> <li>• Seminars and trainings from LAG &amp; BAG, location &amp; Date tbd.</li> <li>• Conference „Down-Syndrom-Netzwerk e.V. Fachtagung“, 2015, location tbd.</li> <li>• ADS Members Meeting (family weekend), location &amp; date tbd.</li> </ul>	
Papers, Publications & Articles	<ul style="list-style-type: none"> <li>• Members Magazine ( quarterly base)</li> <li>• Web Blog: <a href="http://www.blog.down-syndrom.org">http://www.blog.down-syndrom.org</a></li> </ul>	

	<ul style="list-style-type: none"> <li>• Deutsche Stiftung für Menschen mit Downsyndrom (facebook)</li> </ul>
Promotional Material Produced	<ul style="list-style-type: none"> <li>• Flyer about Down-Syndrom <a href="http://www.down-syndrom.org/literatur.html">http://www.down-syndrom.org/literatur.html</a></li> </ul>
Other Dissemination Activities	<ul style="list-style-type: none"> <li>• City Advisory Committee Disabled Persons, Bielefeld (Germany)</li> <li>• Regional Members Meeting (12.2.14 - 4x year), Bielefeld (Germany)</li> <li>• Meeting Advisory Committee of Disabled Persons "LAG SB NRW" (31.3.14 - 4 x year Regional support group)</li> <li>• Advisory Committee of Disabled Persons "LAG SB NRW Schule" (all about school), 4 x year Regional</li> <li>• Advisory Committee of Disabled Persons "LAG SB NRW Barrierefreiheit" (all about living without barriers), 4 x year Regional</li> <li>• Advisory Committee of Disabled Persons "Landesbehindertenbeirat NRW", 24.1.14 - 5 x year Regional</li> <li>• Advisory Committee of Disabled Persons "BAG Selbsthilfe", 25.-26.4.2014 Germany</li> <li>• Annual Meeting "Beauftragter für die Belange der behinderten Menschen der Bundesregierung", 3 x year, Berlin, Germany</li> <li>• Newspaper articles on „World Down-Syndrom Day“, 21.03.2014</li> <li>• Presentation/talk University Bochum, Germany (Humangenetics / Medcin) 28.4.14</li> <li>• Presentation/talk University Aachen, Germany (Humangenetics / Medcin) 20.6.14</li> <li>• Presentation/talk University Landau, Germany 2x year (special education)</li> </ul>

<b>Form 9</b>		
<b>Version number:</b> 1	<b>Date of Issue:</b> Feb 2014	<b>Prepared by:</b> Andreas Braun
<b>Partner Dissemination Strategy</b>		

Partner	Fraunhofer IGD
Dissemination strategy	<p>Fraunhofer-IGD is intending to use numerous available resources and affiliations to promote POSEIDON to the public, industrial partners and other scientific institutions.</p> <p>As spokesman of the Fraunhofer AAL Alliance, Fraunhofer-IGD will encourage other Fraunhofer institutes working in AAL and Personal Health</p>

	<p>to demonstrate POSEIDON in their laboratories. Fraunhofer-IGD is also in the steering committees for the AAL Kongress, the AAL Forum and the Aml International conference and will use their influence to promote POSEIDON at these events a main topic at these events.</p> <p>POSEIDON will be featured prominently on the Fraunhofer-IGD websites of the Interactive Multimedia Appliances research group (<a href="https://www.igd.fraunhofer.de/en/Institut/Abteilungen/Interaktive-Multimedia-Appliances/Projekte/POSEIDON">https://www.igd.fraunhofer.de/en/Institut/Abteilungen/Interaktive-Multimedia-Appliances/Projekte/POSEIDON</a>) and the Fraunhofer AAL Alliance (<a href="http://aal.fraunhofer.de/projects.html">aal.fraunhofer.de/projects.html</a>).</p> <p>As a research institute with several PhD candidates and post-doc researchers, the publication of scientific papers in journals, conferences and workshops is a common practice at Fraunhofer-IGD. The goal is the publication of at least 6 scientific papers throughout the project run-time, two each year.</p> <p>At the Darmstadt site Fraunhofer-IGD is running an AAL laboratory which will be used for demonstrating the interactive table of POSEIDON. It will be showcasing POSEIDON services in demonstrations for visitors from industry and scientific organizations. Those demonstrations occur monthly on average.</p>
<p>Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)</p>	<p>AAL Forum 2014</p> <p>Aml 2014</p>
<p>Papers, Publications &amp; Articles</p>	<p>HCII 2014</p> <p>ICCHP 2014</p> <p>AAL Forum 2014</p> <p>Aml 2014</p> <p>JAISE Journal Contribution</p>
<p>Promotional Material Produced</p>	<p>updates of POSEIDON related Fraunhofer controlled homepages at IGD and Allianz AAL</p>
<p>Other Dissemination Activities</p>	
<p>Available Budget:</p>	

Estimated Cost:	
Estimated remaining budget:	
Success Criteria	
Other comments:	

<b>Form 8</b>		
<b>Version number: 1</b>	<b>Date of Issue:</b> Feb 2014	<b>Prepared by:</b> Marian Dobrunz
<b>Partner Dissemination Strategy</b>		

Partner	BIS Berlin Institute for Social Research
Dissemination strategy	The BIS aims at reaching primary, secondary and tertiary users and thereby raises awareness of the POSEIDON project. The goal is informing and thus helping various user groups to understand what POSEIDON is all about and how it could help them. Furthermore the BIS gathers all available input from those user groups and hence includes them in the project. This practiced involvement assures an on going interest and conversation between the BIS and the intended users.
Participation at Exhibitions, Demonstrations, Forums, Seminars etc. (include date and venue)	
Papers, Publications & Articles	The BIS submitted a paper “Personalized Smart Environments to Increase Inclusion of People with Down’s Syndrome – Results of the Requirement Analysis” to the 14 <sup>th</sup> International Conference on Computers Helping People with Special Needs”. The paper was submitted on 30/01/2014 and the conference will be from 9 <sup>th</sup> -11 <sup>th</sup> July 2014 in Paris, France.
Promotional Material Produced	The BIS created a PowerPoint presentation to present the POSEIDON project to the intended user groups, while also showing first results of the requirement analysis. Furthermore the BIS created a flyer presenting the POSEIDON project featuring the link to the online survey.
Other Dissemination Activities	The BIS gave a presentation at the Kasper Hauser Stiftung in Berlin on 29/01/2014 which was attended by caregivers, relatives, persons with

	<p>Down`s Syndrome and care home managers.</p> <p>The BIS presented the POSEIDON project to SOZIALSTIFTUNG Köpenick (Berlin) a care home on 19/02/2014 attended by caregivers working with people with Down`s Syndrome.</p> <p>The BIS put the link to the online survey on its homepage, while informing about the POSEIDON project.</p> <p>The BIS put the link to the online survey on its Facebook page, also informing about the POSEIDON project.</p>
Available Budget:	/
Estimated Cost:	/
Estimated remaining budget:	/
Success Criteria	Having as many as possible completed online surveys, while maintaining contact to all contacted user groups. Getting access for possible usability studies/ workshops and more presentations.
Other comments:	There will be an on going flow of contacts to several caregivers and care homes in the area of Berlin. There also will be upcoming conferences attended by the BIS, since there will be several opportunities for presenting the POSEIDON project and raising awareness.

# POSEiDON

PersOnalized Smart Environments to increase Inclusion of people with DOWn's syNdrome

<b>Form 10</b>		
<b>Version number: 1</b>	<b>Date of Issue:</b> xx Feb 2014	<b>Prepared by:</b> Vanda Ridley UK DSA
<b>Record of communication &amp; dissemination activities by the consortium partners</b>		

No	Type of activities (Description)	Main leader	Title	Date	Place	Type of audience	Size of audience
1	Blog article	DSA UK	A sneak peek into the future. Changing the lives of people with Down's Syndrome for the better	25/11/2013	DSA blog through DSA website	DS community/ parents cares professional (primary/secondary and tertiary users)	large

