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## Amendment to the RAPP Dissemination Plan: Actions plan to improve dissemination until the end of the project.

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## Abbreviations

**NOI:** Network of Interest

**KPI:** Key Performance Indicator

## Introduction

### Purpose of this document

The present document complements the RAPP Dissemination plan (D7.1) to ensure that the project research findings and outputs are properly disseminated to the appropriate target communities, at appropriate times, via appropriate methods. This dissemination plan has been designed towards the exploitation of the project results, and follows the comments received after the project Year 1 review.

### Comments related to dissemination following the Year 1 review

The comments listed below have been made regarding the dissemination of the RAPP project:

- The project should **have more scientific publications**, targeting the Social Inclusion communities instead of robotics ones only (*REC 5*)
- The project should **deliver best practices and failed approaches** to serve other research projects and initiatives in the field (*REC 6*)
- The **dissemination plan should be specified** with clear actions conducted towards the different target groups (industrials/researchers/clinical professionals/end-users) and their KPIs (*Recommendation WP7*)
- **More scientific dissemination** should be done instead of communication (*Recommendation WP7*)
- **More international events** should be targeted instead of local events (*Recommendation WP7*)
- **More links with related FP7/H2020/AAL projects** in Robotics (*Recommendation WP7*)

### Role of SIGMA (WP7 leader) and other partners in dissemination

While SIGMA leads the dissemination workpackage, all partners from the RAPP consortium will use their industrial partnerships, standardization activities and long-standing experience in EU funded projects, to contribute to the communication and dissemination activities over the project duration. Partners' roles are not always specifically defined in this document, however, their contribution is of major importance as the consortium is formed by a well-balanced group of research institutes, universities, industries and SMEs, thus able to reach a diversified audience.

## 1 Defining target groups & key content to deliver them

All RAPP targets have been gathered in 4 groups, who will be delivered specific messages that answer their needs. These groups are detailed below, as well as the interactions we expect to have with them. KPIs are not set per group, and the ones defined in the dissemination plan remain.

NB: The RAPP project highly values **end users**, as solutions provided will be adapted to their needs, based on user requirements and appropriate evaluation procedures, to ensure a high level of user acceptance. However end users are not the main focus of dissemination activities as, given their condition of people at risk of exclusion and their current average level of technology literacy, they are unlikely to be the main potential customers of the RAPP solution.

## 1.1 Researchers and developers in the field of robotics -for social inclusion-



Who they are:

- Researchers and software developers in the robotics field, ideally interested in the social inclusion market (e.g. working at INRIA, AUTH, WUT or CERTH...)

What we will send them:

- Information about project technical developments (website articles on the RAPP architecture, RAPP platform, Robot platform, RAPP Store, RIC, agents...)
- Information about project outputs (deliverables, robotics-oriented scientific papers)
- Information about events related to robotics, in particular robotics for social inclusion
- Access and documentation to the open source code of the RAPP software platform
- Guidelines for future research (best practices and failed approaches)
- Requests for feedbacks on development activities
- Requests for inputs on research findings, existing tools and best practices

## 1.2 Healthcare professionals



Who they are:

- Researchers in the field of Social Inclusion, gerontologists
- Medical staff, social workers, care assistants, etc. looking for ICT solutions for ageing well, in particular in the field of robotics

What we will send them:

- Information about project user-oriented developments (website articles on pilot cases, user tests, user requirements, user feedback, etc.)
- Information about project outputs (deliverables, inclusion-oriented scientific papers)
- Information about events related to robotics for social inclusion
- Guidelines for future inclusion research (best practices and failed approaches)
- Requests to help raising robotics technology acceptance in healthcare centers

## 1.3 Business oriented profiles: industrials, developers, investors...



Who they are:

- Industrials, investors, providers of healthcare centers, software developers interested in developing RApps
- Manufacturers of robots that may support the elderly

What we will send them:

- Information about how RAPP can be of great value for them (RAPP store, market opportunities...)
- Information about business-related events around ICT and robotics for ageing and social inclusion (e.g. *growing the silver economy*)

## 1.4 End-users, large public and other interested folks



Who they are:

- Elderly people, disabled people, family members, friends, neighbors
- Associations of people at risk of exclusion
- Related EU-funded projects
- Third parties interested in robotics for social inclusion

What we will send them:

- Information about project user-oriented developments (website articles on pilot cases, user tests, user requirements, user feedback, etc.)
- Information about large public events on robotics for social inclusion

## 2 Finding the targets and driving them to the NOI

In order to complete our database and build a solid network of interest composed by the target groups listed above, we have listed key actions to be conducted within a defined timeframe. Among other things, this NOI will hopefully constitute the audience of the final RAPP workshop.

- 1. Clean and maintain the RAPP contact database (emails), indicating target group, first name, last name and organization. (M20)
- 2. Ask RAPP partners to complete this database with contacts from their personal networks. (M21)
- 3. Regularly invite people to join our 'Robotics for Social Inclusion' newsletter via Twitter, LinkedIn, emails, events, physical meetings, etc. (until M36)
- 4. On LinkedIn, invite people from various projects and initiatives to publish their content in the group, and to interact in this discussion place. (until M36)
- 5. On Twitter, share more news from various projects and initiatives to federate communities' enthusiasm around common interests. (until M36)
- 6. On the website, improve the NOI entry points in terms of design, and increase their number. (M20)
- 7. Design and print a flyer to invite people to join our community of Robotics for Social Inclusion. (M22)

### 3 Sending specific newsletters to each target group

Beyond the quarterly newsletter that will be sent to the whole database of contacts, we have planned to send three other specific newsletters, targeting our different groups of readers. These specific newsletters will be quarterly or bi-yearly depending on project developments.

- **Main newsletter – for everyone:** General news about the project and ‘robotics for social inclusion’ in general such as events, important achievements, etc.
- **Technical newsletter – for researchers & developers:** Technical news, project developments, milestones reached by technical partners, etc.
- **Solution-oriented newsletter – for healthcare professionals:** Robotics solutions for ageing well, opportunities for healthcare centers, etc.
- **Market oriented newsletter – for business profiles:** Business opportunities around the RAPP platform, events related with growing the silver economy, etc.

### 4 Improving the RAPP website experience for the target groups

The RAPP website will be improved to better answer the expectations of the identified target groups.

Both navigation and content will be adapted. The focus will be made on the content added-value for each target group (for instance, a given page will present the RAPP architecture to researchers, as well as the various way they can benefit from the project (best practices and failed approaches, scientific papers, technical deliverables, etc.) potentially directing them to other pages.

Papers and public deliverables will be highlighted in the main navigation menu. An abstract will be added for each of them in order to give an overview of its content.

News will be categorized to be accessed from specific pages and to further be sent to the appropriate user groups via different newsletters.

New links to pages for each target group (researcher, health care professional, etc.) will be added to the homepage, in order to better address the RAPP various targets’ needs.

Search engine optimization will be performed on key words such as “social inclusion robotics”, “robots for elderly”, “healthcare robotics”, etc. The website traffic will be analyzed in order to know more about our audience expectations, and to constantly improve the user experience.

### 5 Establishing contact with all related FP7 / H2020 / AAL projects

The list of FP7, H2020 and AAL projects that are related to RAPP has been established. We will directly contact all of these projects by email (either coordinator, partners, or contact email address) to invite them to discover the RAPP website, join the network of interest, and find cooperation opportunities. Related projects identified under WP6 are part of this list.

## 6 Growing the NOI constantly

The RAPP Network of Interest (NOI) is based on 3 pillars: A **newsletter**, to push information to subscribers; A **LinkedIn group**, to allow members to publish any information or content they would like to share; A **Twitter account**, to recruit new followers and members interested in Robotics for Social Inclusion. The discussions will deal with 'robotics for social inclusion' in general (and not only on the RAPP project). Sources of content could be Twitter, related websites or LinkedIn groups, partners' updates, related newsletters (ICT for ageing, AAL forum...). A publication planning has been set for the different channels:

**RAPP Twitter account** – *target: at least 2 tweets a day* – The place to publish project updates, events and latest developments, answer people's questions, give them the word and retweet them. Tweets should relay website news, related articles from external websites, events (announcements or reports, from the EC or any third party), scientific papers, photo albums (e.g. RAPP use cases) Twitter should be a place to engage new people (follow related groups' followers, interact with them (@), use thematic hashtags...). It is also a good way to invite people to join the LinkedIn group.

**RAPP LinkedIn group** – *target: 1 post a week* - A place for stakeholders to discuss with RAPP partners about their developments and various other news on related topics to envision business opportunities. LinkedIn can be used to publish anything related to 'Robotics for social inclusion' (not exclusively content developed by partners).

**LinkedIn groups** – *target: 6 posts a year* - We will publish in LinkedIn relevant groups to raise awareness on RAPP and invite people to join our NOI. A list of LinkedIn groups related to the field of Robotics for Social inclusion will be made available to the public.

**Publications on related websites** – *target: 2 publications a year* - We will publish blog posts on relevant related websites (projects, initiatives, associations, etc.) to raise awareness on RAPP and invite people to join our NOI. We will write a specific article and provide it to the website editor every time we target a new blog/site. Targets will be well chosen.

**RAPP newsletters** – *target: 1 newsletter every 3 months* - The RAPP newsletter highlights the main achievements of the project and draws an overview of what happened in the last quarter. Specific newsletter will also be sent regularly to highlight major upcoming/pasts events or milestones. People can subscribe to the newsletters on the website. RAPP partners should also add their contacts to the mailing list.

**ICT 4 Ageing newsletter** - *target: 1 contribution a year* - The RAPP major announcements (platform prototypes or releases, RAPP workshop, etc.) will –hopefully– be announced in the ICT 4 ageing newsletter.

**Website** - *target: once a week* – A post on the RAPP website will be published every week, in order to keep feeding our readers with fresh news. These website news will be the website entry point for most of the visitors.

## 7 Organising the RAPP final workshop with key stakeholders from all target groups

One registration-free workshop on the RAPP activities and results, targeting 40-70 participants will be organized around M30-M35. Among other things, this event will involve target user groups in networking sessions enhancing opportunities for exploiting the project results. The RAPP workshop will ideally involve participants from the NOI. Project partners

should receive useful inputs from the audience to further improve future project activities. This event will ideally be live streamed, so it can be followed remotely, and may be collocated with a big event, such as the AAL forum.

## 8 Publishing more scientific papers

RAPP partners aim at publishing over 10 scientific papers during year 2 and as many during year 3.

A list of journals and events that can be targeted by the RAPP project partners for scientific publications is available online, and regularly updated. Every 6 months, SIGMA reminds partners to use this list.

Partners will do their best to provide Open Access to their publications.

## 9 Targeting more international events

A list of events that can be interesting for RAPP partners is available online and regularly updated. Every 6 months, SIGMA reminds partners to use this list. SIGMA also designs the collaterals for partners' events (e.g. flyer, NOI business card, etc.). Project partners' participation to external events aims at raising key stakeholders' awareness and facilitating knowledge sharing, thus increasing the project impact.

## 10 Conclusion on the impact

The dissemination measures described above complete the actions ongoing for maximizing the impact of the RAPP project, targeting more research stakeholders in the field of robotics (and in particular of robotics for social inclusion) as well as elderly care professionals. Associated to the quality of the project publications and their quantity (described in the present document), the number of members of the Network of Interest and the 'stakeholder category' to which they belong will be key performance indicators of the project impact, which will be presented in the next editions of the RAPP dissemination report.