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## **DELIVERABLE**

*D6.11 – Plan for the communication, dissemination and exploitation of results.  
Year one activities*

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**Project Acronym: UNCAP**

**Grant Agreement number: 643555**

**Project Title: Ubiquitous iNteroperable Care for Ageing People**

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P	Public	<b>X</b>
C	Confidential, only for members of the consortium and the Commission Services	

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### Revision history

Rev	Date	Author	Organization	Description
<b>0.1</b>		Mariolino De Cecco, Luca Maule,	UNITN	Integration of contributions from the various partners
<b>0.2</b>	04.06.2015	Julian Furnea	FIDA	Integration of contribution from FIDA
<b>0.3</b>	13.06.2015	Saso Koceski	GDU	Integration of contribution from GDU
<b>0.4</b>	15.06.2015	Georgios Spyroglou	BioAssist	Further input on individual activities and strategy of BioAssist
<b>0.5</b>	18.06.2015	Panagiotis Bamidis	AUTH	Integration of contribution from AUTH
<b>0.6</b>	18.06.2015	Tiglea Laura Anca	SIM	Integration of contribution from SIM
<b>0.7</b>	25.06.2015	Luca Maule	UNITN	Contributions integration
<b>0.8</b>	25.06.2015	Mariolino De Cecco	UNITN	Contributions integration
<b>1.0</b>	26.06.2015	Giuseppe Conti	TRILOGIS	Final review for submission
<b>2.0</b>	29.08.2015	Martin Ford, Anne Wilson, Lynn Calder	GiSt	Review incorporating PO comments
<b>2.01</b> <b>-</b> <b>2.04</b>	30.08.2015	Martin Ford, Anne Wilson, Lynn Calder	GiSt	Aligning document with DOA Formatting and restructuring
<b>2.05</b>	30.09.2015	Mariolino De Cecco	UNITN	Review incorporating PO comments
<b>2.06</b>	02.11.2015	Mariolino De Cecco	UNITN	Review incorporating partners contributions (except FIDA)

### Statement of originality

*This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.*



## 1. Scope

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UNCAP will create an ICT platform based on open standards, enabling monitoring, assisting, training and diagnosing health and psychological status of an ageing population. To ensure a successful uptake within this project, in line with Horizon 2020, this will be achieved by a robust and focussed dissemination plan.

An effective dissemination campaign showcasing successful technical activity will ensure maximum impact for the project. Software and hardware developers, including SME's, clinicians, researchers and other key stakeholders will be targeted in a variety of settings using a variety of methods, including conferences, journal articles and workshops. UNCAP will encourage the development of other technologies compatible with the UNCAP platform. Key actions include the development of relevant standards and the use of existing standards to support the innovative nature of the project. Robust standardization activity and linkage with standardization bodies will be fundamental to the introduction of new technologies to enable an ageing population to live in safety and with dignity in a suitable environment.

This document provides a report on all dissemination activities to date in the context of Task 6.2 "Organization of conferences, workshops and other awareness activities" and 6.4 "Publications and awareness (including actions towards the general public)".

These tasks comprise a number of activities which are covered in this deliverable:

- workshops addressing SMEs and entrepreneurs;
- dialogue sessions with SMEs to maximise transfer of results;
- annual conference;
- UNCAP Challenge;
- press releases;
- project newsletters;
- general public publications and
- technical and scientific publications.

This deliverable does not cover:

- project media pack (see D6.7, D6.8, D6.9, and D6.10) and
- standards.

## 2. References

Number	Full Reference
1	MIRo ( <u>M</u> Measurement <u>I</u> Instrumentation and <u>R</u> obotics) laboratory website: <a href="http://www.miro.ing.unitn.it/">http://www.miro.ing.unitn.it/</a>
2	Serious games available from the website of UNITN from: <a href="http://www.miro.ing.unitn.it/index.php?option=com_content&amp;view=article&amp;id=122:student-games&amp;catid=26&amp;Itemid=174&amp;tmpl=component&amp;print=1&amp;layout=default&amp;page=">http://www.miro.ing.unitn.it/index.php?option=com_content&amp;view=article&amp;id=122:student-games&amp;catid=26&amp;Itemid=174&amp;tmpl=component&amp;print=1&amp;layout=default&amp;page=</a>
3	Technopolis, L'ospedale diventa intelligente, grazie agli oggetti connessi, 5 December 2015 [3] <a href="http://www.technopolismagazine.it/cont/news/l-ospedale-diventa-intelligente-grazie-agli-oggetti-connessi/3860/1.html#.VXVves_tIBd">http://www.technopolismagazine.it/cont/news/l-ospedale-diventa-intelligente-grazie-agli-oggetti-connessi/3860/1.html#.VXVves_tIBd</a>
4	SPHERA Urban Izziv, thematic issue, Smart Trentino: An inclusive territory for the wellbeing of all number 1, 2015. <a href="http://urbani-izziv.uirs.si/Portals/uizziv/posebne_izdaje/UI-thematic-issue-2015-1.pdf">http://urbani-izziv.uirs.si/Portals/uizziv/posebne_izdaje/UI-thematic-issue-2015-1.pdf</a>
5	White paper on Smart Citizens for Healthy Cities, IEEE Smart Cities collection. <a href="http://smartcities.ieee.org/articles-publications/trento-white-papers.html">http://smartcities.ieee.org/articles-publications/trento-white-papers.html</a>
6	Website of FBK where the project was advertised: <a href="http://www.fbk.eu/events/interoperable-and-location-based-healthcare-services-citizens">http://www.fbk.eu/events/interoperable-and-location-based-healthcare-services-citizens</a>
7	Corriere della Sera, Da casa all'ospedale «guidati» dal telefonino, 24 November 2014. <a href="http://www.corriere.it/salute/14_novembre_24/ehalth-trento-geolocalizzazione-9b5ca3b8-73c5-11e4-a443-fc65482eed13.shtml">http://www.corriere.it/salute/14_novembre_24/ehalth-trento-geolocalizzazione-9b5ca3b8-73c5-11e4-a443-fc65482eed13.shtml</a>
8	UNCAP page within AUTH Medical Physics Laboratory website: <a href="http://medphys.med.auth.gr/content/uncap">http://medphys.med.auth.gr/content/uncap</a>



### 3. Terms and definitions

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## 4. Table of acronyms and abbreviations

Acronym	Description
<b>AAL</b>	<i>Ambient Assisted Living</i>
<b>AHP</b>	<i>Allied Health Professional</i>
<b>BPO</b>	<i>Business Process Outsourcing</i>
<b>CA</b>	<i>Certificate Authorities</i>
<b>CEN</b>	<i>Comité Européen de Normalisation</i>
<b>CENELEC</b>	<i>Comité Européen de Normalisation en Électronique et en Électrotechnique</i>
<b>CEP</b>	<i>Complex Event Processing</i>
<b>CI</b>	<i>Critical Infrastructure</i>
<b>CIP</b>	<i>Critical Infrastructure Protection</i>
<b>COPD</b>	<i>Chronic Obstructive Pulmonary Disease</i>
<b>DWG</b>	<i>Domain Working Group</i>
<b>ECC</b>	<i>Elliptic Curve Cryptography</i>
<b>EIP-AHA</b>	<i>European Innovation Partnership on Active and Healthy Ageing</i>
<b>EIT</b>	<i>European Institute of Technology</i>
<b>EN</b>	<i>Norme Européenne, or in English, European Standard</i>
<b>ENISA</b>	<i>European Network and Information Security Agency</i>
<b>EP</b>	<i>ETSI Project</i>
<b>ETSI</b>	<i>European Telecommunications Standards Institute</i>
<b>F2F</b>	<i>Face to Face</i>
<b>GIS</b>	<i>Geographical Information System</i>
<b>ICT</b>	<i>Information and Communications Technology</i>
<b>IEC</b>	<i>International Electrotechnical Commission</i>
<b>ILA</b>	<i>InLocation Alliance</i>
<b>IMT</b>	<i>Innovation Management Team</i>

<b>IoD</b>	<i>Institute of Directors</i>
<b>IoT</b>	<i>Internet of Things</i>
<b>IP</b>	<i>Intellectual Property</i>
<b>IPR</b>	<i>Intellectual Property Rights</i>
<b>IPR</b>	<i>Intellectual Property Rights</i>
<b>ISG</b>	<i>Industry Specification Group</i>
<b>ISO</b>	<i>International Organization for Standardization</i>
<b>KNX</b>	<i>A standardized (EN 50090, ISO/IEC 14543), OSI-based network communications protocol for intelligent buildings.</i>
<b>M2M</b>	<i>Machine to Machine</i>
<b>NWI</b>	<i>New Work Item</i>
<b>OGC</b>	<i>Open Geospatial Consortium</i>
<b>OS</b>	<i>Operating System</i>
<b>OSI</b>	<i>Open Systems Interconnection</i>
<b>PaaS</b>	<i>Platform as a Service</i>
<b>PII</b>	<i>Personally Identifiable Information</i>
<b>PKI</b>	<i>Public-Key Infrastructure</i>
<b>PPP</b>	<i>Public-Private Partnership</i>
<b>QC</b>	<i>Quantum Computing</i>
<b>RoI</b>	<i>Return on Investment</i>
<b>RSA</b>	<i>Rivest Shamir Adleman</i>
<b>RTLS</b>	<i>Real-Time Localization System</i>
<b>SE</b>	<i>Societas Europaea</i>
<b>SLA</b>	<i>Service Level Agreement</i>
<b>SME</b>	<i>Small and Medium Sized Enterprise</i>
<b>SRoI</b>	<i>Social Return on Investment</i>
<b>TC</b>	<i>Technical Committee</i>





<b>TC CYBER</b>	<i>Technical Committee (TC) Cyber Security</i>
<b>TETRA</b>	<i>Terrestrial Trunked Radio</i>
<b>TR</b>	<i>Technical Report</i>
<b>UNCAP</b>	<i>Ubiquitous iNteroperable Care for Ageing People</i>
<b>VC</b>	<i>Venture Capitalist</i>
<b>WI</b>	<i>Work Item</i>
<b>XACML</b>	eXtensible Access Control Mark-up Language

## 5. Workshops addressing scientific community, carers, SMEs and entrepreneurs

### 5.1. Outreach

- project website, in-house partner websites, media & press outlets, official EU dissemination channels, scientific and medical journals, newsletters, project flyers, posters, articles and presentations will be used to attract the target audience.
- GiSt has developed a wiki to promote the project. This is being regularly updated and is available to all via the internet at [uncap.gistandards.com](http://uncap.gistandards.com).
- The IoD Nottingham has promoted the UNCAP conference through the internet.
- Experience Nottingham have promoted the UNCAP conference on their website at <http://events.experiencenottinghamshire.com/uncap-conference-exhibition-at-the-mercure-hotel/>.

### 5.2. Target audience

- dissemination targeted to technical developers or stakeholders potentially interested in the project outcome, including software and hardware manufacturers, SMEs, expert-stakeholders;
- dissemination targeted to the scientific community including medical practitioners and health allied professionals working in related areas of interest;
- dissemination targeted to carers, end-users, citizens, non-expert stakeholders, other interested bodies and
- dissemination targeted to policy makers, standardization bodies.

**Table 1: Past activity**

Partner	Name of the event	Date	Location	Type of dissemination
TRILOGIS	OGC TC Meeting - Urban Planning DWG	9/3/15	Barcelona, Spain	Presentation
TRILOGIS	OGC TC Meeting - Health DWG	10/3/15	Barcelona, Spain	Presentation
TRILOGIS	ICT Days 2015	19/3/15	Trento, Italy	Other
TRILOGIS	ELEVIT 2015	8/5/15	Athens, Greece	Presentation
TRILOGIS	Health DWG meeting	02/06/15	Boulder, Colorado	Use cases and profiles, standards

				implementation (via video conference)
TRILOGIS	Workshop "Hybrid (indoor and outdoor) location based services and mapping" at INSPIRE/GWF 2015	28/05/15	Lisbon, Portugal	Presentation
GDU	TV Show "New day is beginning " at National Alfa TV station	29/01/15	Skopje, Macedonia	TV Presentation
AUTH	World Congress of Medical Physics and Biomedical Engineering	12/6/15	Toronto, Canada	Presentation
AUTH	ICT4AgeingWell 2015	20-22/5/15	Portugal	Presentation
AUTH	Thessaloniki Science Festival	14-17/5/15	Thessaloniki, Greece	Presentation
AUTH	9 <sup>th</sup> Panhellenic Conference on Alzheimer's Disease and 1 <sup>st</sup> Mediterranean on Neurodegenerative Diseases	14-17/5/15	Thessaloniki, Greece	Presentation
AUTH	ELEVIT 2015	6-8/5/15	Athens, Greece	Presentation
AUTH	4 <sup>th</sup> Mental Health Innovation Forum	13-15/5/15	Athens, Greece	Presentation
SOCIALIT	Atlante/ InterRAI training sessions	15-17/06/15	Trento, Italy Web-conference	Other
FBK	Tecnica Medica. 3 regioni, 1 missione!"	13/3/15	Bolzano, Italy	Presentation
FBK and APSS	Interoperable and location-based healthcare services for citizens	13/1/15	Trento, Italy	Conference
VOG	Internal presentations	January-June 2015	Maribor, Slovenia	Presentation

VOG	Meeting with different associations	February-March 2015	Maribor, Slovenia	Presentation
VOG	Dnevi DANica	May 2015	Maribor, Slovenia	Presentation
VOG	Večer newspaper		Slovenia	Newspaper coverage
VOG	International meeting of nursing homes		Slovenia	Presentation
UL	ITNG 2015	15/4/15	Las Vegas, USA	Presentation
FUTURE	BIT's 2 <sup>nd</sup> ICEI 2015	19/4/15	Shenzhen, China	Presentation
UNITN	Workshop "Tecnologie luminose innovative a supporto dell'indipendenza degli anziani" organized by the TIS Bolzano.	23/04/15	Bolzano, Italy	Presentation
Combain	Mobile World Congress	2-5/03/15	Barcelona, Spain	Presentation
CREATE	Hybrid (indoor and outdoor) location based services and mapping	28/05/15	Lisbon, Portugal	Presentation

**Table 2: Planned Activity**

Partner	Name of the event	Date	Place	Type of dissemination
ALL	UNCAP Conference	14/09/2015	Nottingham, UK	Presentation
TRILOGIS	OGC technical meetings and Health and Mobile Location Services Domain Working Groups meetings	quarterly	Various	Presentation
AUTH	EMBC2015	25-	Milan, Italy	Presentation

		29/8/2015		
AUTH	MEDICON2016	31/03- 2/04/2016	Paphos, Cyprus	Presentation
AUTH	IMCL2015	19- 20/11/2015	Thessaloniki, Greece	Presentation
AUTH	MIE2016	28/8- 2/9/2015	Munich, Germany	Presentation
AUTH	ICT4AgeingWell_2016	21- 22/4/2016	Rome, Italy	Presentation
SocialIT	InterRAI conference	23/09/2015	Rome, Italy	Presentation
INI- Novation	Matchmaking event with UNCAP partners, innovative SMEs in eHealth sector and	29/07/2015	Darmstadt, Germany	UNCAP award for innovative eCare solutions, press release, newsletter, posters, presentations, social media news
INI- Novation	Establishment of the UNCAP Innovation Management Team	29/07/2015	Darmstadt, Germany	Newsletter, press release, social media news
INI- Novation	Establishment of a collaboration with EIT Digital in a long term	29/07/2015	Darmstadt, Germany	e-mails, matchmaking events, presentations
VOG	Promotional activities in high schools and universities	September 2015	Maribor, Slovenia	Presentation
VOG	UNCAP information point		Maribor, Slovenia	Presentation
VOG	Donor conference	September	Montenegro	Presentation
VOG	Promotion on local radio, TV and in local newspapers		Slovenia	Presentation
ATOS	ATOS Social Network (ZEN)	periodically		Publications in Internal Social Network

Combain	CTIA	9-11 September 2015	Las Vegas, USA	Presentation
Combain	ION GNSS+	14-18 September, 2015	Tampa, USA	Presentation
Combain	Mobile World Congress	22-25 February, 2016	Barcelona, USA	Presentation

## 6. Dialogue sessions with SMEs to maximize transfer of results

This activity will involve all members of the consortium, however partner INI will lead on this task. Aims include;

- increasing awareness of the UNCAP project and the desired results among innovative SMEs and other stakeholders in the eHealth sector;
- linking UNCAP exploitation activities with the Health and Well-Being Business Community of EIT Digital and to build a partnership contributing to the international innovation ecosystem;
- increasing awareness about the project results among VCs, business angels and other financial networks through personal meetings and e-mail communication and
- raising awareness. Dialogue session with SMEs, to be organised in cooperation with other EC projects in which partners are involved, INI will organise a set of roundtable events with key representatives from SMEs in the field of references. In addition virtual feed-back sessions with SMEs will be organised by the means of Social Media Communication.

## 7. Annual conferences

T6.2 Organization of conferences will be led by partner GiSt. A yearly conference on Interoperability for care services will be planned. The first conference is being held in Nottingham England 17/09/15. The target audience will be care givers, end-users, AHPs, health experts, local health care providers, including private and public nursing home managers, social services representation, procurement officers, standards experts, representation from Nottingham IoD and consortium members. The event will be opened by the Lord Mayor of Nottingham. As part of the event, there will be the opportunity for developers to showcase technology, either in physical or video format, relevant to UNCAP. This conference is being held adjacent to the OGC meeting, and it is expected that many opportunities will arise for cross meeting activity and dissemination.

## 8. UNCAP challenge

The UNCAP challenge will be an integral part of the annual conference, and an award will be given to the most innovative solution/idea based on UNCAP. Information regarding the winner of the first UNCAP challenge will be available in the next project newsletter.

## 9. Press releases

At least one press release is expected per country; however there has already been a great deal of activity in this area, see table below. As part of the annual conference in Nottingham, GiSt has undertaken a special edition of the UK magazine Geo Professional to showcase the project and has invited members of the consortium to provide UNCAP related articles for publication in the journal. This journal will be available in its entirety for the next review meeting.

**Table 3: Press releases**

Partner	Type <sup>1</sup>	Name of Publication	Title	Author(s)	Further information (web page etc.)	Status <sup>2</sup>
-	M	Technopolis	Il computing ubiquo per i cittadini meno abili. Grazie alla ricerca italiana	Gianni Rusconi	<a href="http://www.technopolismagazine.it/cont/news/il-computing-ubiquo-per-i-cittadini-meno-abili-grazie-alla-ricerca-italiana/3909/1.html#.VPnCjY51zQO">http://www.technopolismagazine.it/cont/news/il-computing-ubiquo-per-i-cittadini-meno-abili-grazie-alla-ricerca-italiana/3909/1.html#.VPnCjY51zQO</a>	P
-	N	Il Giornale di Vicenza	Alzheimer, l'assistenza è online	Franco Pepe	<a href="http://www.ilgiornaledivicenza.it/stories/1722_arzignano/1040064_un_progetto_europeo_per_lalzheimer/">http://www.ilgiornaledivicenza.it/stories/1722_arzignano/1040064_un_progetto_europeo_per_lalzheimer/</a>	P
-	E	L'Adigetto.it	Il Trentino si prepara ad affrontare le sfide lanciate da H2020	-	<a href="http://www.ladigetto.it/permalink/40992.html">http://www.ladigetto.it/permalink/40992.html</a>	P
-	E	L'Adigetto.it	«Tecnologie innovative per una vita autonoma»	-	<a href="http://www.ladigetto.it/permalink/43489.html">http://www.ladigetto.it/permalink/43489.html</a>	P
APSS	E	Fast News-APSS notizie	Communication about UNCAP kick-off and	-	N/A	P

<sup>1</sup> J=Journal, C=conference proceedings, W=workshop proceedings, M=magazine, E=webpage, O=other (specify)

<sup>2</sup> R=Review pending, A=accepted (in press), P=printed

Partner	Type <sup>1</sup>	Name of Publication	Title	Author(s)	Further information (web page etc.)	Status <sup>2</sup>
			conference.			
INI- Novation	O	Internal news distribution channel – local newspapers and social media	UNCAP newsletter No:1	Angela Ivanova, Wolfgang Kniejski	<a href="https://www.facebook.com/media/set/?set=a.945393805491987.1073741831.903303599701008&amp;type=3">https://www.facebook.com/media/set/?set=a.945393805491987.1073741831.903303599701008&amp;type=3</a> <a href="https://www.facebook.com/ininovation/posts/941227819241919">https://www.facebook.com/ininovation/posts/941227819241919</a>	P
FBK	M	Corriere della Sera	Da casa all'ospedale «guidati» dal telefonino	Ruggero Corcella	<a href="http://www.corriere.it/salute/14_novembre_24/ehalth-trento-geolocalizzazione-9b5ca3b8-73c5-11e4-a443-fc65482eed13.shtml">http://www.corriere.it/salute/14_novembre_24/ehalth-trento-geolocalizzazione-9b5ca3b8-73c5-11e4-a443-fc65482eed13.shtml</a>	P
GDU	E	Idila Terzieva Facebook Page	UNCAP, Ubiquitous iNteroperable Care for Ageing People	Meri Terzieva	<a href="https://www.facebook.com/domidilaterzieva/posts/1700496693509920">https://www.facebook.com/domidilaterzieva/posts/1700496693509920</a>	P
ATOS	E	ATOS Social Network (ZEN)	Several news related to UNCAP	Miguel Rodríguez, María Guadalupe Rodríguez	N/A	P





**Figure 1: First official joint press release**

## 10. Project newsletters

A quarterly newsletter is produced by GiStandards Ltd's publications department in both hard copy and electronic format. Published issues are available from the project website [www.uncap.eu](http://www.uncap.eu) and the UNCAP wiki at [uncap.gistandards.com](http://uncap.gistandards.com). The first newsletter has already been widely disseminated at project meetings, the OGC meeting in Barcelona and downloaded from the project website. It provided a concise summary of the project technical implementation so far.



**Figure 2: Project newsletters**

The second newsletter promoted the UNCAP conference which will be held in Nottingham on 17<sup>th</sup> September 2015.

The third newsletter will be published following the UNCAP Conference and will showcase the activity on the day as well as provide a report on UNCAP involvement in the Urban Planning DWG at the OGC meeting, also being held in Nottingham.

The fourth and final newsletter of the year will provide an update on the project.

## 11. Publications

Partners will be expected to contribute to electronic and paper articles appearing in scientific journals, medical journals, or other relevant publications.

Publications will include:

- HCist - International Conference on Health and Social Care Information Systems and Technologies;
- European Social Services Conference (ESSC);
- International Digital Health and Care Congress;
- Informatics for Health and Social Care Journal;
- International Journal of Migration, Health and Social Care;

- Health & Social Care in the Community International Journal;
- Journal of Health and Social Care Improvement and
- Geo Professional Magazine.

This list is not exhaustive and will continue to grow through the life of the project.

**Table 1: Publications - submitted or published**

Partner	Type <sub>1</sub>	Name of publication recipient	Title	Author(s)	Further information	Status <sub>2</sub>
TRILOGIS	C	FOSS4G 2015 Conference	Indoor location and sensor technology to improve quality of life and independency of elderly people	Leonardo Plotegher, Giuseppe Conti	N/A	A
TRILOGIS	M	Healthcare Technology Letters	The detection of falls in Assistive Living: the UNCAP project solution	Irene Facchin, Ilias Maglogiannis, Charalampos Ioannou, Leonardo Plotegher, Giuseppe Conti, Stefano Piffer, Christl Lauterbach, Panayiotis Tsanakas	N/A	R
TRILOGIS	M	Geomedia	UNCAP, Ubiquitous iNteroperable Care for Ageing People	Irene Facchin, Giuseppe Conti		R
AUTH	C	Proceedings of the 6th Panhellenic Conference on Biomedical Technology	Beyond Active and Healthy Aging	Panagiotis Bamidis	<a href="http://elevit.org.gr/index.php?option=com_content&amp;view=article&amp;id=171&amp;Itemid=197&amp;language=el">http://elevit.org.gr/index.php?option=com_content&amp;view=article&amp;id=171&amp;Itemid=197&amp;language=el</a>	P
AUTH	C	Proceedings of the 6th Panhellenic Conference on Biomedical Technology	Active and healthy aging applications ecosystem for independent living and quality of life	Evangelia Romanopoulou, Vasiliki Zilidou, Evdokimos Konstantinidis, Antonis Billis, Panagiotis Bamidis	<a href="http://elevit.org.gr/index.php?option=com_content&amp;view=article&amp;id=171&amp;Itemid=197&amp;language=el">http://elevit.org.gr/index.php?option=com_content&amp;view=article&amp;id=171&amp;Itemid=197&amp;language=el</a>	P
FBK	M	Technopolis	L'ospedale diventa intelligente, grazie agli oggetti connessi	Giandomenico Nollo	<a href="http://www.tecnopolismagazine.it/cont/new/s/l-ospedale-">http://www.tecnopolismagazine.it/cont/new/s/l-ospedale-</a>	A

Partner	Type <sub>1</sub>	Name of publication recipient	Title	Author(s)	Further information	Status <sub>2</sub>
					<a href="#">diventa-intelligente-grazie-agli-oggetti-connessi/3860/1.html#.VXVves_tIBd</a>	
FBK	J	Urbani izziv, thematic issue	Smart Trentino: An inclusive territory for the wellbeing of all	Mario CONCI Luca MION Elisa MORGANTI Giandomenico NOLLO	<a href="http://urbani-izziv.urs.si/Portals/uizziv/posebne_izdaje/UI-thematic-issue-2015-1.pdf">http://urbani-izziv.urs.si/Portals/uizziv/posebne_izdaje/UI-thematic-issue-2015-1.pdf</a>	P
FBK	O	IEEE Smart Cities white papers	Smart Citizens for Healthy Cities	Giandomenico Nollo et al.	<a href="http://smartcities.ieee.org/images/files/pdf/ieee_sci_tn_white_paper_health.pdf">http://smartcities.ieee.org/images/files/pdf/ieee_sci_tn_white_paper_health.pdf</a>	P

**Table 5: Publications - planned**

Partner	Type <sub>1</sub>	Name of Publication	Title	Authors	Further information
TRILOGIS	O	Fall 2015	AHA Markup Language	Leonardo Plotegher, Giuseppe Conti and Stefano Piffer	OGC engineering report. Note: this will be the first formal step in the standardisation process that will be carried on within UNCAP
FBK	C	Convegno Nazionale Associazione Italiana Ingegneri Clinici	To be decided	To be decided	

## Annex A - Exploitation

UNCAP is an innovation action whose goal is to produce a technological ecosystem ready for the market. Exploitation strategy is essential for the sustainable development of all products and services, created during the UNCAP project, and after its implementation. It is associated with the use of the UNCAP results at different levels, involving the target groups of end-users and other stakeholders in order to transfer the UNCAP products and services into their professionals' scope with the best possible advantage on different geographical markets.

Based on the experience of the partners in the UNCAP consortium, they have built a comprehensive exploitation strategy on three main pillars:

- **What:** UNCAP partners define the products and services designed and developed during the project that can help the consortium achieving exploitable assets.
- **Who:** UNCAP technical partners and pilots will develop innovative products and services for the eHealth and eCare sector. Therefore it is essential to identify all target groups interested in the exploitation of UNCAP including, but not limited to, decision makers, supporters, end users, regional/national/international policy makers, and share our knowledge with them.
- **Where:** the consortium will analyse the markets, identify market potential, market entry barriers and requirements, thus supporting the commercial use of UNCAP results.

All activities, contributing to this action like valorisation, spin-off, or sustainability, are implemented into the project's tasks and deliverables.

### A.1 Intellectual property rights

Among the measures influencing exploitation there will be the development of effective ways to protect IPR globally while encouraging the adoption and use of certified UNCAP products and services by organizations across Europe.

Therefore, it is important to define the project's results in terms in innovative services and products and to analyse their IPR situation and their influence on the UNCAP BOX, the UNCAP CLOUD and UNCAP certification suite as well as related direct and indirect services. Freedom-to-operate analysis has to be conducted to assign IPR to the owners accordingly, especially in terms of existing pre-emptive rights.

License agreements shall be developed to govern IPR management, IPR use and IPR transfer accordingly. The type of Open Source license will be defined (within the project task 5.4) while the technology will be made publicly available through GitHub, SourceForge (sourceforge.net) or other similar repositories. Pre-existing background products and solutions will be protected through specific provisions within the agreement.

In addition, INI-Novation will assist all partners within UNCAP from the outset towards future sustainable exploitation with knowledge management and IP protection support, as follows:

- provision of information and protection awareness on the IPR aspects in the eHealth and care market;

- training workshops for SMEs on IPR and the importance of IPR in commercialisation of intellectual properties in the ICT care and eHealth market will be organised;
- a set of terms and conditions for care services will be offered, taking into consideration the specific needs of end users targeted in different contexts - citizens, visitors, carers and patients in a variety of locations and scenarios;
- definition of specific templates of Service Level Agreement (SLA);
- development of a set of standard licensing templates and agreements to be used with businesses and public agencies interested in operating or offering after the termination of the project and;
- development a set of agreements to be used with businesses or institutions that may be interested in further developing, or integrating UNCAP products into their own service or technology offer. A package with Business Development agreements, License agreements and reseller agreements will be prepared or refined so as to adapt to specific needs of care and health operators, users, potential clients or distributors in a specific industry or context.

## A.2 Exploitation strategy

The main goal of the overall exploitation is to ensure real market take-up of the achievements accomplished by the project in terms of new service models, new products, new business models, or new procurement models.

The exploitation strategy of the UNCAP project is based according to the proposal, and various exploitation activities are imbedded through its implementation. It has also built on the:

- direct involvement of projects pilots and other SME's associated in the project consortium;
- partners' well-established networks in the participating countries and beyond and
- set of documents that have been produced for this purpose.

In order to achieve the strategic goal, the exploitation strategy has included several objectives:

- **Make innovation happen** through identifying new business and service delivery models, which can be enabled by UNCAP. The analysis will account for market size, demand and possible obstacles. The different market segments will be estimated according to the best practice models of market forecasts.
- **Providing base for a real market take-up** and sustainable development through business planning and market scalability - identification of business scenarios, target markets, competition and internal competencies; definition of a long-term sustainability plan, based on traditional as well as new business and procurement models, aimed at the exploitation of the project's main results, involving all industrial partners.
- **Guaranteeing quality of service** after the project end, covering all key parameters on terms of precision, accuracy, availability, performance, service ability, etc.

- **Assuring awareness and support** through creating a comprehensive innovation ecosystem, involving partners, investors, industrial players etc., based on a sound innovation management strategy, covering the three stages of the innovation - from concept, through development to business, with the goal of maximising innovation transfer.

### **The effects from applying our exploitation strategy include:**

- Positive reputational effects for the participating organisations,
- Increased awareness on the UNCAP results and area of work,
- Increased financial support by other supporters or donors,
- Raising transparency for required skills in applying the UNCAP products and services across different countries in Europe,
- Increased influencing on policy and eHealth practice.

The main UNCAP tools and channels of dissemination that have been or will be established during the project implementation shall be used for the purpose of exploiting project results.

### **A.2.1 Target Audience**

Several target groups are important for bringing to the market the UNCAP BOX package, the UNCAP cloud service, the various UNCAP complementary technologies and additional value-added services:

#### **Target Groups**

#### **Interest of UNCAP Exploitation:**

<b>Pilots in the project</b>	Improving the portfolio of products and solutions, they already have with market higher quality, interoperable products.
<b>Technical partners in the project</b>	Bringing their current technologies to the market through embedding into commercial products and solutions, delivered by UNCAP.
<b>Public health system</b>	Reducing hospitalisation time and improper access to hospital. To maximise proper use of health system
<b>Private/public health system</b>	Defining new services for tele-assistance (as part of overall telemedicine domain) within formal and informal care environments, ensuring safety and control of frail subjects.
<b>Care service providers</b>	Definition new profitable business models across the value chain (from logistics, to cleaning, to personal services and supply to assistance and care).
<b>ICT companies</b>	Creation reusable/scalable value added cloud-based services based on interoperable platforms for health & care applications.
<b>EU manufacturers</b>	Fighting the competition from low-cost Asian manufacturers



<b>of equipment and software</b>	<b>medical and</b>	and from major US corporations who may impose proprietary solution in the consumer market.
<b>Real estate market</b>		Creation of intelligent housing systems specifically targeting elderly people (for new constructions or refitting of existing ones) which can be integrated within health and care systems to deliver new services.
<b>Insurances</b>		Detection of potential risks that could activate proper insurance processes (e.g. insurance companies which cover the loss of self-sufficiency can use this information to build a prevention plan)
<b>Public players (such as public administration organizations, municipal authorities, police departments, universities, etc.)</b>	<b>sector</b>	Contributing to the regional and national development of own eHealth strategy and collaboration between the health and ICT sectors, both public and private, which is central to this effort.
<b>Policy and decision makers (including the EC) at the EU.</b>		Awareness and support all project's activities, contributing to the delivery of health care around the Europe today, and making health systems more efficient and more responsive to people's needs and expectations.
<b>VC, Business angels, etc.</b>		Providing access-to-Finance opportunities for UNCAP results, especially for the start/up initiatives to be established. The ultimate goal is to leverage the publicly funded UNCAP achievements into private use and acceleration.

**Table 6: various target groups and related exploitation drivers**

Being based on open specifications and being released as open source, it will be possible to introduce further extensions of the UNCAP services well beyond its initial set. this will help maximising market take-up, especially from SMEs, who will be able to build on top of a ready-to-use open toolkit to create entirely new organisational or on business models based on new hardware (e.g. sensors) or software solutions, thanks to wide support for standards.

### **A.2.2 Engagement of Users and Stakeholders**

In particular, the consortium is committed to widely share knowledge, best practices and lessons learned with other industry-related communities across Europe. This will be essential to foster further business opportunities, a strong need for the number of SMEs involved in the project.

This will allow spreading the knowledge about and competencies on technologies, standards, successful business models and market opportunities far beyond the



consortium members and will encourage further European businesses to develop and offer services to a very large pool of national and international customers.

Main part of the networking activities is establishment a network of potential financing actors, such as business angels, early stage funds or VC funds, as well as considering alternative funding sources, as following:

- Establishing a close link into the identified UNCAP markets - primarily health and care, for instance in pitching and matchmaking events.
- In addition, on-going EU projects will be linked to UNCAP. Although their result will not be necessarily used by the project, they will however ensure building of synergies, exchange of best practices, transfer of knowledge and dialogue among of pools of experts etc.

Furthermore, based on existing practices and new service offers, business models will be developed to exploit the results into sustainable use in the market. Accordingly, market entry and expansion strategies have to be illustrated, which will be built on open-innovation methodologies, user-centric collaboration approaches and traditional communication elements of the marketing mix. For this international alliances and associations will be contacted, including:

- The Continua Health Alliance (a consortium of 100 companies).
- IHE - Integrating the Healthcare Enterprise.
- EHTEL - European Health Telematics Association.
- EDMA - European Diagnostic Manufacturers Association.
- EHPM - European Federation of Associations of Health Product Manufacturers.
- EFPIA - European Federation of Pharmaceutical Industries and Associations.
- COCIR - the European Coordination Committee of the Radiological, Electrometrical and Healthcare-IT Industry, a consortium of 30 enterprises and national industry associations.

To strengthen exploitation towards industry, UNCAP will promote:

- Meeting with local industry representatives through a showcase session, to be organised in the context of each project meeting.
- Dialogue session with SMEs, to be organised in cooperation with other EC projects where they are involved, INI will organise a set of roundtable with key representatives from SMEs in the field of references. In addition virtual feed-back sessions with SMEs will be organised by the means of Social Media Communication.
- Project workshops on topics such as license schemas and SLAs for creation of care services. Workshops with SMEs or sessions will be also promoted within international events and conferences. IN particular the target groups will include SMEs potentially interested in developing new technologies (hardware and software) for UNCAP.
- Creation of a comprehensive innovation ecosystem, involving partners, investors, industrial players etc., based on a sound innovation management strategy, covering the three stages of the innovation - from concept, trough development to business, with the goal of maximising innovation transfer.



- Establishment of an Innovation Management Team (IMT) made of engineers and market experts.
- Establishment of a network of relevant partners (e.g. market experts, key market players, potential investors, etc.) in an open innovation environment.

## Annex B Standardization

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### B.1.1 Overview

In undertaking responsibility within the project for activities with impact on standardization, GiSt will look to take opportunities to address future developments and techniques to achieve harmonization of standards within healthcare and related sectors within an urban planning environment.

Other activities by GiSt within UNCAP include the development of quarterly newsletters, annual conferences and challenges as well as ad-hoc workshops. This will include an international identity for European companies to exploit markets outside Europe. To create longevity after UNCAP has finished, a network of liaisons and relationships will be developed.

### B.1.2 Standardization activities

GiSt is responsible for CEN/TC 287 as Secretary for Geographic Information and is also responsible for establishing the Urban Planning Domain Working Group within the Open Geospatial Consortium working closely with healthcare and bringing about new harmonized standards that meet the UNCAP requirements.

The exploitation of UNCAP's results through the development of standards has been centred on key Technical Committees in CEN, Open Geospatial Consortium - OGC and ISO.

### B.1.3 Training course development and delivery

As part of the output of GiSt it has been decided to develop some training material where examples from UNCAP and similar projects are used in illustrating the benefits of harmonized standards.

## Annex C - Dissemination and exploitation strategy by partner

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Besides the overall general dissemination and exploitation methodology, as detailed in the first part of the document, this report also provides a detailed description of the various activities planned by each partner.

### C.1 Trilogis Srl (TRILOGIS)

Trilogis is in charge of the coordination of the whole project. In addition, from a technical standpoint, Trilogis has contributed to the design (WP1) and development of the UNCAP system, in particularly developing the components of the UNCAP BOX necessary for video-based tracking and for the interfaces to visualise mapping data.

D6.11 – Plan for the communication, dissemination and exploitation of results - first year activities
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File: D.6.11 - First dissemination and exploitation plan rev 2.06 (1).docx
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At the UNCAP CLOUD level, Trilogis is in charge of the guiding service as well as the geofencing service. Furthermore, Trilogis is in charge of supervising WP3 (as leader) being responsible for the overall coordination of the pilots. In addition, further contributions will be given to exploitation and market replication activities (WP5), with particular attention being paid to contribution to standardisation, as well as dissemination and openness (WP6).

### **C.1.1 Past activities**

Within these six months TRILOGIS has disseminated the project to both a technical/scientific audience and the general public.

#### ***Activities targeted to the general public***

Concerning the dissemination activities made towards the general public, TRILOGIS has ensured that both the project website and the LinkedIn Group page constantly updated. The LinkedIn group, which counted +130 member up to now, is ensuring a significant visibility within the community of reference.

Moreover, a number of press releases has been made and then published on national and international magazines, newspapers, etc.

#### ***Activities targeted to final health and care stakeholders***

Trilogis has already presented the project to companies providing services to hospital and health care infrastructures as well as to health care facilities (hospitals and houses for the elderly) with whom Trilogis has business relationships. This includes, most notably, the largest house for the elderly in the Trentino province.

#### ***Activities targeted to technical or scientific communities***

Trilogis has organised the International Conference "Interoperable and Location-Based Healthcare Services for Citizens" organized by Trilogis, which took place in January 2016 in conjunction with the kick-off meeting of the project, in Trento, at the premises of partner APSS. During the conference a number of presentations, from within and from outside the project, were given.



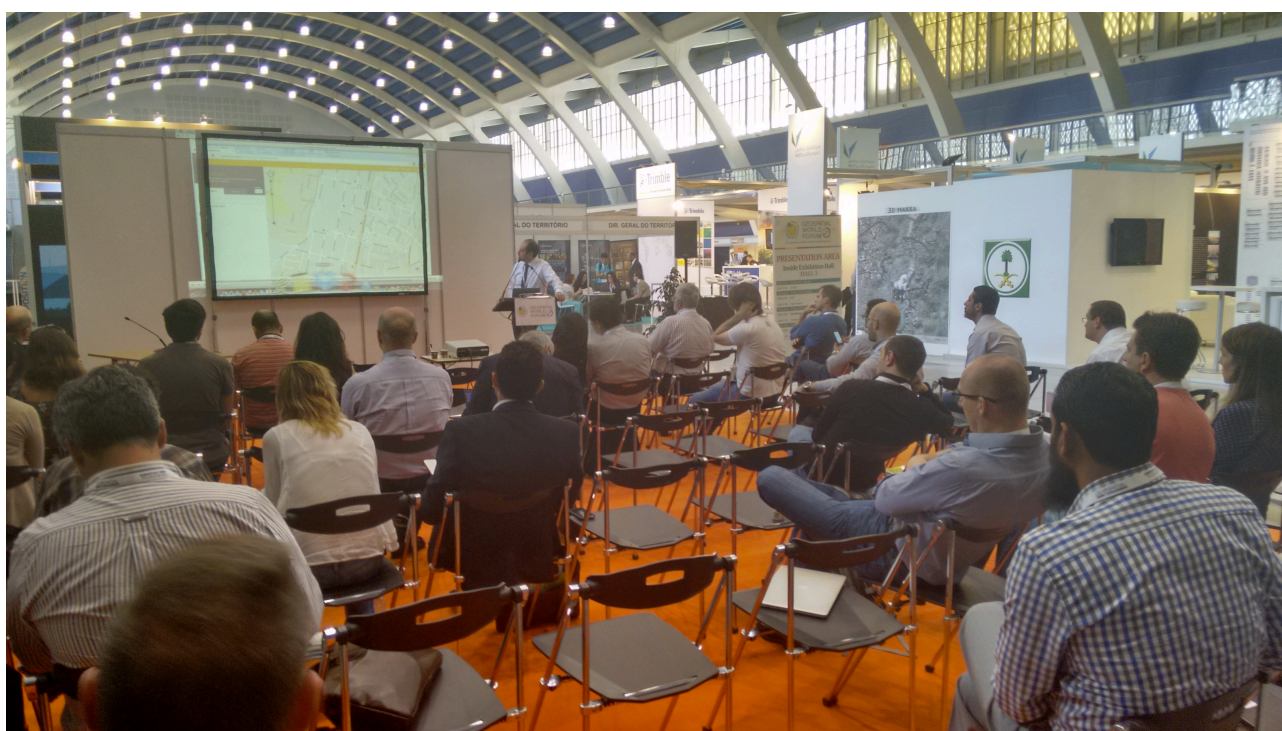
**Figure 3: pictures of the conference on “Interoperable and Location-Based Healthcare Services for Citizens”**

The project has been presented at the keynote given by the project coordinator at the **Elevit 2015 conference (6th National Congress of Biomedical Engineering)**, which was held in Athens (Greece) on the 6<sup>th</sup> of May 2015. Dr. Giuseppe Conti made



his talk on "Extending Location based Technologies for Hospital Asset Management into Active and Healthy Aging Services for the future: the UNCAP approach".

Moreover, a workshop has been organised at the **INSPIRE / Geospatial World Forum 2015** in Lisbon (Spain) the 28<sup>th</sup> of May 2015, one of the most important event in the geospatial community. The workshop entitled "Hybrid (indoor and outdoor) location based services and mapping" has seen the presence of two representatives of the standardisation body OGC (Open Geospatial Consortium), i.e. Athina Trakas and Bart De Lathouwer, as well as presence of Mr Granholm Leif from Tekla, a key representative of the ILA – InLocation Alliance, the most important industrial grouping worldwide in indoor location, which is one of the key enabling technologies used in UNCAP.



**Figure 4: Photo of the workshop at INSPIRE/GWF 2015.**

Last, but not least, Trilogis has disseminated the project within the standardisation community, specifically at OGC, in the context of several relevant technical meetings of several working groups, in particular the **Mobile Location Services Domain Working Group - DWG** and on **Health DWG**.

With particular regard to the latter DWGs, the use cases defined in UNCAP are being introduced as official use cases of relevance within the standardisation group, in the context of a specific activity promoted by the DWG on definition of use cases of relevance within the health and care domain.

Locally, Trilogis has presented the project at the **ICT Days 2015**, organized in Trento (Italy) from the 18<sup>th</sup> to the 20<sup>th</sup> of March 2015. This event was dedicated to the broad subject of Information and Communication Technology.



**Figure 5: ICT Days 2015 in Trento (Italy)**

With regard to publications, TRILOGIS has promoted a number of dissemination actions, as detailed in the tables included at the end of this document.

### **C.1.2 Activities planned for the next period**

#### **Activities targeted to the general public**

The dissemination activities towards the general public planned for the next period are related to publishing articles within newspapers and magazines as well as the continuous update of the UNCAP website and of the project LinkedIn page.

#### **Activities targeted to technical or scientific communities**

One of the most important dissemination activities to be made within the following period will be the **UNCAP conference**, which will be held in Nottingham (UK) on the 17<sup>th</sup> of September 2015. The conference will also be held in the context of the OGC TC meeting taking place in the same city in that week, this to ensure the maximum visibility of the project.

Moreover, a presentation of the project and of the results so far achieved will be made within the **OGC TC meetings**. Particular attention will be paid to attend the activities of the **Health DWG meetings** in the context of which Trilogis has started the editing of an engineering report on possible new profile for the O&M (Observation and Measurement profile) which will represent one of the outcome of the project.



The profile, whose candidate provisional name is AHA-ML (Active and Healthy Aging Markup Language) will include specifications of a number of specific parameters of relevance for the active and healthy aging encoded in a standardised way. A first engineering paper is currently planned by Trilogis to present the idea to the technical committee of OGC to eventually promote the start of the standardisation activity.

### ***Activities targeted to final health and care stakeholders***

Trilogis will organised meeting with hospitals and houses of the elderly which are current and prospect customers of Trilogis to present the project and its activities/results.

## **C.2 Create-net (create)**

CREATE-NET (Center for REsearch And Telecommunication Experimentation for NETworked communities) is an international non-profit research organisation that brings together some of the best research groups in all areas of networking and communications providing a unified global cooperative research platform.

CREATE role in the project is to coordinate Task 1.4 (UNCAP System Architecture definition), Task 2.2 and WP2 on UNCAP software integration activities.

Related to development roles, CREATE will look after all aspects related to data exchange and interoperability between various modules of the UNCAP system architecture. It plans to exploit these assets by applying results on an internal platform being setup as an interoperable middleware for interconnecting different application domains and making data collected through different activities and projects available across these application domains boundaries.

### **C.2.1 Past activities**

#### ***Activities targeted at scientific and innovation communities***

Activities in the first period have focused on contributing to the execution of WP1, with a leading role in the production of the deliverable D1.3 describing the UNCAP System Architecture. As part of dissemination activities, the System Architecture was presented at INSPIRE Geospatial World Forum in Lisbon on 28<sup>th</sup> May 2015 as part of the "Hybrid (indoor and outdoor) location based services and mapping" workshop.

### **C.2.2 Activities planned for the next period**

#### ***Activities targeted at exploitation of results***

The activities planned for the next period will entirely focus on coordination of the first alpha release of the UNCAP software and on the production of the software elements related to the data broker and to the data communication amongst various architecture building blocks. This will be done with focus on integration into existing internal project for exploitation purposes, aiming to create a middleware platform for data interoperability reusable in many different application contexts where there is the need of interfacing and integrating a heterogeneous variety of data sources.

#### ***Activities targeted at scientific and innovation communities***





CREATE will also attend the F2F meeting and conference planned in Nottingham (UK) for dissemination in September 2015

Moreover CREATE will liaise as applicable with the activities of the Alliance for IoT Innovation ([www.aioti.org](http://www.aioti.org)) in the Working Group dedicated to fostering innovative, IoT-supported, Ambient Assisted Living large scale pilots and solutions.

### **C.3 Cadzow Communications Consulting limited (C3L)**










#### **C.3.1 Overview**


In undertaking responsibility within the project for activities with impact on privacy and security C3L will look to take opportunities to address future developments and techniques to achieve security in a smart city environment, with special emphasis on achieving a trusted eHealth environment where citizens are truly considered.

The starting point for C3L in looking at exploitation has been to use the Business Model Canvas approach to assist in identifying where the strengths, weaknesses and capabilities of the company can be exploited. The model document is shown in Figure 6 and can be found in various forms across the internet with reference to the initiator of the technique, Alexander Osterwalder of Austria. The value of the technique in UNCAP and similar projects is in C3L's view twofold: When used at the start of the project it indicates to other partners what the participant considers its business; When used at the end of the project it can be used to indicate where the participation in the project has re-directed the participant. This examination is the first time this is being used in the UNCAP project.

## The Business Model Canvas


Designed for:
Designed by:
Date:
Version:

<b>Key Partners</b>  Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? <b>KEY PARTNERSHIP BENEFITS</b> Distribution and services Acquisition of key resources and activities Reduction of operational risks and activities	<b>Key Activities</b>  What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? <b>KEY ACTIVITIES</b> Production Problem Solving Performance	<b>Value Propositions</b>  What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? <b>VALUE PROPOSITIONS</b> Benefits Performance Customization Convenience Design Reliability Price Risk Reduction Self-Realization Accessibility Convenience/Usability	<b>Customer Relationships</b>  What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? <b>CUSTOMER RELATIONSHIPS</b> Personal assistance Concierge/Personal Assistant Self-Service Automated Services Co-creation Co-creation	<b>Customer Segments</b>  For whom are we creating value? Who are our most important customers? <b>CUSTOMER SEGMENTS</b> Mass Market Niche Market Segment Diversified Each other/Platform
<b>Key Resources</b>  What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? <b>KEY RESOURCES</b> Physical Intellectual Financial Human Potential		<b>Channels</b>  Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines? <b>CHANNELS</b> 1. Direct sales 2. Indirect sales 3. Partners How do we help customers evaluate our organization's value proposition? How do we allow customers to purchase specific products and services? 4. Self-serve How do we deliver a value proposition to customers? 5. Other sales How do we provide post-purchase customer support?		
<b>Cost Structure</b>  What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? <b>COST STRUCTURE</b> Cost of Key Resources and structure, low price value proposition, maximum automation, extensive outsourcing Fixed costs (rental of value chain, premium-price proposition) <b>KEY COST STRUCTURES</b> Fixed costs (rental, rent, utilities) Variable costs Economies of scale Economies of scope		<b>Revenue Streams</b>  For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How much do they prefer to pay? How much does each Revenue Stream contribute to overall revenues? <b>REVENUE STREAMS</b> Fixed fee Usage fee Subscription Fee Licensing/Franchise fee Advertising <b>REVENUE STREAMS</b> License fee Royalty Customer segment Revenue dependent <b>REVENUE STREAMS</b> License fee Royalty Customer segment Revenue dependent How much do they prefer to pay?		



DESIGNED BY: Business Model Foundry AG  
The Master of Business Model Generation and Strategizer

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**Figure 6: The business model canvas template**

The completed, slightly modified, canvas is given in Figure 7 and contains the core analysis that is expanded in some detail in the sections that follow.

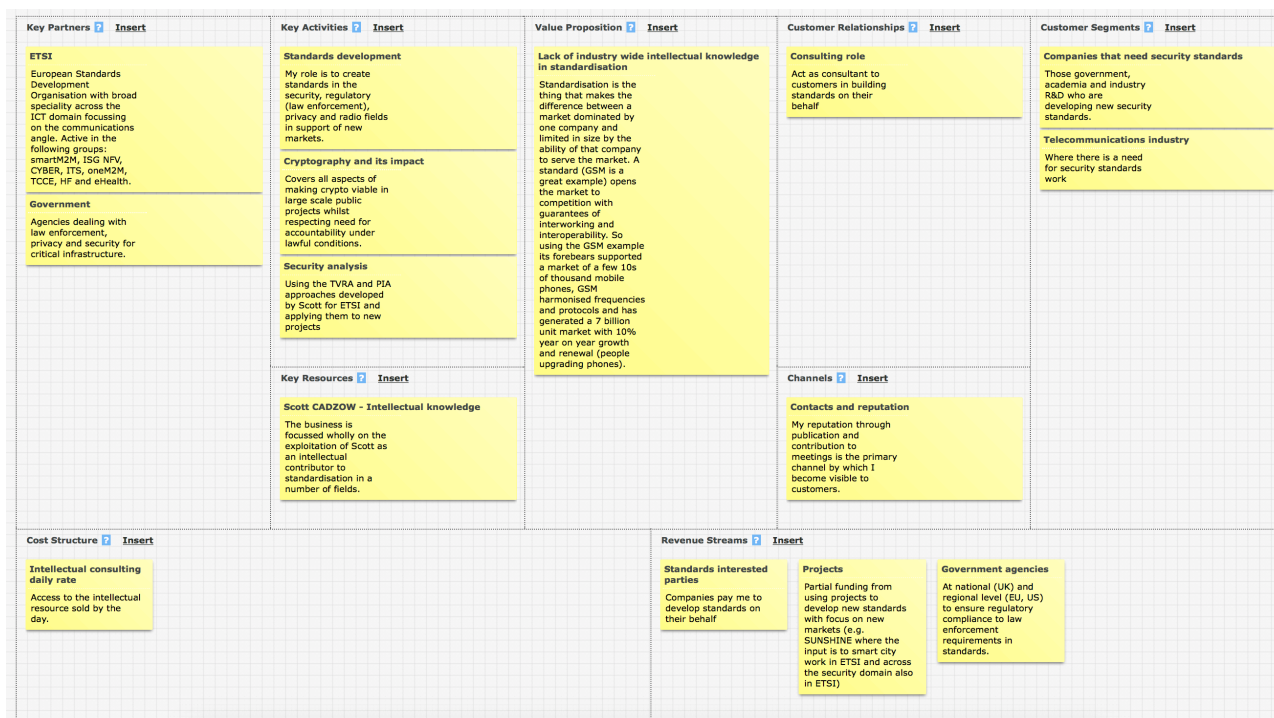


Figure 7: Filled in Canvas for C3L

### C.3.2 Security-related Standardisation

The Canvas analysis states that "... role is to create standards in the security, regulatory (law enforcement), privacy and radio fields in support of new markets" which is backed up by the value proposition entitled "Lack of industry wide intellectual knowledge in standardisation" that states "Standardisation is the thing that makes the difference between a market dominated by one company and limited in size by the ability of that company to serve the market, and a thriving competitive market. A standard (GSM is a great example) opens the market to competition with guarantees of interworking and interoperability. So using the GSM example its forebears supported a market of a few 10s of thousand mobile phones, GSM harmonised frequencies and protocols and has generated a 7 billion unit market with 10% year on year growth and renewal (people upgrading phones)." What this re-states is the focus on standards for C3L and below we examine the future goal of C3L in the development of standards and the push of lessons from UNCAP to standardisation.

The exploitation of UNCAP's results through the development of standards has been centred on key Technical Committees in ETSI (European Telecommunications Standards Institute) on the application security and privacy protections to a number of domains and shall include eHealth.

The primary concern is to ensure that frameworks for tracing Personally Identifiable Information (PII) across a long lifetime can be assured with a known level of confidence such that the obligations given by law can be met and proven and with the reasonable expectations of actors in the health, wellness and healthcare domains. This is not trivial and whilst the problems can be stated it is not clear if they can be solved both technically and through policy, and enforced. The aim of continued exploitation in



standards is to ensure that the debate and resulting technical discussion is maintained irrespective of the presence of UNCAP (and similar projects with finite lifetimes).

Taking note of the Canvas analysis effort for the specific privacy and security domains there are a number of standards paths that will be explored to maintain and develop the initial considerations made in UNCAP and these include:

- Non-repudiation of actions impacting PII.
- Current legislation for processing of PII requires that consent is given by the affected user, the aim is to ensure that the resulting proof of consent is maintained within a non-repudiation framework and that the proof of consent is a living document that ensures that both initial and derived (post processed) data can be traced with respect to the original granting of consent.
- Proof frameworks for the “right to be forgotten”. This is to ensure that data fed into a system is fully removed such that affected users can be given high assurance that their presence on the system is removed.

C3L is actively pushing the workplan of ETSI’s TC CYBER (Technical Committee Cyber Security) and C3L is both a major contributor to the work programme as supporter and rapporteur. The relevant work items are outlined below with a review of the main responsibilities of ETSI TC CYBER which are:

- To act as the ETSI centre of expertise in the area of Cyber Security.
- Advise other ETSI Technical Committees (TCs) and ETSI - Industry Specification Groups (ISGs) with the development of Cyber Security requirements.
- To develop and maintain the Standards, Specifications and other deliverables to support the development and implementation of Cyber Security standardization within ETSI.
- To collect and specify Cyber Security requirements from relevant stakeholders.
- To identify gaps where existing standards do not fulfil the requirements and provide specifications and standards to fill these gaps, without duplication of work in other ETSI committees and partnership projects.
- To ensure that appropriate standards are developed within ETSI in order to meet these requirements.
- To perform identified work as sub-contracted from ETSI Projects and ETSI Partnership Projects.
- To coordinate work in ETSI with external groups such as Cyber Security Coordination group in CEN CENELEC and ENISA (European Network and Information Security Agency).
- To answer to policy requests related to Cyber Security, and security in broad sense in the ICT sector.

The activities of ETSI TC CYBER include the following broad areas:

- Cyber Security.
- Security of infrastructures, devices, services and protocols.

- Security advice, guidance and operational security requirements to users, manufacturers and network and infrastructure operators.
- Security tools and techniques to ensure security.
- Creation of security specifications and alignment with work done in other TCs.

The relationship between ETSI TC CYBER and the exploitation of UNCAP's results is that the core cyber-security work should be done in cooperation with generic items dealt with in CYBER and very specific (and non-transferable) issues dealt with in the detail exploitation of UNCAP's results in software.

The outline in the following section identifies for each work item at ETSI of relevance that is supported by C3L, the work item reference and the official rapporteur (in the section title), the title and scope follow, then a short summary is given of how the output of UNCAP and similar projects will feed to the further development of the draft standard. Note that the hyperlink from the work item reference points to the official work item record at ETSI and indicates the timetable for the work and the set of supporting members.

#### ***DTR/CYBER-001 (TR 103 303), lead by Cadzow Scott***

**Title:** Protection measures for ICT in the context of Critical Infrastructure

**Scope:** The critical infrastructure protection addressed in the EU's published directive is essentially Power and Transport. It is clear to most casual observers that the global economic infrastructure is now composed of a huge set of ICT networks and services. It would not be a stretch to say that ICT capabilities now underpin all of the other critical infrastructures. This means food security, economic activity security, citizen safety and just about everything else. The purpose of the Technical Report (TR) to be delivered by this work item is to identify the role of ICT protections through the deployment of security technologies and security management to deliver effective Critical Infrastructures that are reliant on ICT technology.

The topics to be addressed by the work item include:

- Resilience (taking as input the ENISA reports on this topic and work from related national programmes);
- M2M communications (in close liaison with oneM2M and smartM2M);
- eHealth (in order to give assurance of access to ICT enabled eHealth systems).

The report is intended to highlight aspects of CI and ICT that have to be addressed to ensure that CI maintains its infrastructure role.

**Relevance to UNCAP and similar projects:** UNCAP addresses many aspects of the virtualised infrastructure of eHealth but is somewhat ahead of the curve in that it addresses a vision for shared control of that infrastructure. In this respect the contribution to the standards work is in opening out the use cases and examining the role of middleware and distributed frameworks in Critical Infrastructure (CI) and Critical Infrastructure Protection (CIP).

#### ***DTR/CYBER-002 (TR 103 304), lead by Bartolomeo Giovanni***

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**Title:** Personally Identifiable Information (PII) Protection and Retention

**Scope:** Essentially different than any previous scenarios where user data was accessible from network functional elements only, today even sensitive PII is directly accessible from terminals. Server-based data access control technologies are becoming less effective for PII protection. This new Work Item (WI) is intended to describe novel access control technologies that enable:

- data protection, based on policy rules, as soon as data leaves the boundary of terminal's Operating System (OS) and
- portability of protection settings when data moves from one service provider to another.

**Relevance to UNCAP and similar projects:** The outline treatment of Obligation of Trust protocols in UNCAP is enhanced through this work area as it addresses an alternative to the policy based dogma of XACML (eXtensible Access Control Markup Language) that has been proposed to UNCAP (as it is available and expedient) with alternative cryptographic attribute based control of PII (so addresses access control through the cryptographic combination of attributes as opposed to rule verification).

**DTR/CYBER-003 (TR 103 305), lead by Rutkowski Anthony**

**Title:** Critical Security Controls for Effective Cyber Defense

**Scope:** This Technical Report describes a specific set of technical measures available to detect, prevent, respond, and mitigate damage from the most common to the most advanced of cyber attacks developed and maintained by the Council of Cybersecurity. The measures reflect the combined knowledge of actual attacks and effective defences.

**Relevance to UNCAP and similar projects:** For the longer-term development and exploitation of UNCAP this is a background document that will be well placed in guiding the future technical framework for infrastructure and middleware protection.

**DTR/CYBER-004 (TR 103 306), lead by Rutkowski Anthony**

**Title:** Global Cyber Security Ecosystem

**Scope:** This proposed New Work Item (NWI) provides a structured overview of cyber security work occurring in multiple other technical forums worldwide. The overview includes global identification of Cyber Security Centres of Excellence and reference libraries. It is intended to be continuously updated to account for the dynamics of the sector.

**Relevance to UNCAP and similar projects:** Should be considered an essential reference by any project in ensuring that sources of best practice and knowledge is considered.

**DTR/CYBER-007 (TR 103 309), lead by Waller Paul**

**Title:** Secure by Default - platform security technology



**Scope:** A proposed Technical Report (TR) to describe the following: An approach to encourage development and adoption of 'secure by default' platform security technologies by showing how they can be used to effectively solve real business problems, and improve the usability of secure services. The intended audience is decision makers rather than engineering teams. These could be deciding which features to include in a new platform, or which are required as part of a procurement activity.

The analysis will first produce a structure for describing identified business requirements/issues for a particular set of users; detailing the characteristics required of possible solutions, and finally identifying existing or emerging standards which provide those characteristics.

The last two activities require technical expertise, hence the production of this TR within TC-CYBER. A particular example is to identify challenges relating to end user devices for large organisations. Currently adoption of device hardware security features is low, despite widespread agreement within the technical community that they are needed. This example will aim to show that a market for these features does exist, and that a strong case can be made for organisations to actively seek them out.

**Relevance to UNCAP and similar projects:** Significant in terms of framework for secure design.

***DEG/CYBER-008 (EG 203 310), lead by Cadzow Scott***

**Title:** Post Quantum Computing (QC) Impact on ICT Systems; Business Continuity and Algorithm Selection

**Scope:** The intent of the work item is to address business continuity arising from the concern that quantum computing is likely to invalidate the problems that lie at the heart of both RSA and ECC asymmetric cryptography. The current assumptions that underpin the security strength of Rivest Shamir Adleman (RSA), Elliptic Curve Cryptography (ECC) are that the solution to the prime factoring, and the discrete logarithm problems are infeasible without prior knowledge.

It has been widely suggested that the application of quantum computing to these problems removes the assertion of infeasibility. Whilst it is not known when quantum computing will arrive or how long it will be until the factorisation and discrete logarithm problems are themselves solved the report will review the nature of the algorithms when subjected to QC attack and why they become vulnerable. In addition the report will highlight the characteristics required of algorithms in order to be invulnerable under QC attack.

The report will consider a number of sub topics to be covered in considering the transition to the post-quantum era and they are not all algorithmic but many of the necessary considerations apply to business continuity. For example how to re-assert Certificate Authorities (CAs) in a Public-Key Infrastructure (PKI)? How to distribute new algorithms? How to distribute new keys?

**Relevance to UNCAP and similar projects:** Significant. The timetable for all ICT projects such as UNCAP and the reality of QC are such that there will be overlap. Thus

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all projects that consider using asymmetric cryptography have to consider in the initial design how to deal with the business issues as well as the base algorithm selection. NOTE: This is being supported by work in the new Industry Specification Group (ISG) on Post Quantum Crypto.

***DTR/CYBER-009 (TR 103 331), lead by Rutkowski Anthony***

**Title:** Structured threat information sharing

**Scope:** This work item will produce a Technical Report on means for describing and exchanging cyber threat information in a standardized and structured manner. Such information includes include technical indicators of adversary activity, contextual information, exploitation targets, and courses of action.

**Relevance to UNCAP and similar projects:** Critical particularly when UNCAP moves away from a pilot project to become a core infrastructure enabler. Paying attention to the content of this work will enable the future integration of UNCAP enabled projects/products with other secure products/projects and allow closer integration of a structured defence by information sharing.

### **C.3.3 eHealth standardisation**

In addition to the above listed standards work in ETSI's TC CYBER significant work is also being addressed in ETSI's ETSI Project (EP) eHEALTH group with the enhancement of the previously developed and the development of the new work item reference DTR/eHEALTH-007. The scope of the newer work item is stated as: *"To present a number of typical use cases in the eHealth domain and from their analysis to identify gaps in standardisation. The analysis should cover aspects of link connectivity, network interconnectivity, semantic and syntactic interoperability, security (risks and provisions), and the existence of standards to meet each aspect. Furthermore the analysis should clearly identify actors and their roles, for each of primary, secondary and tertiary involvement in the use case. Examples will be sought from industry, from existing and completed FP7 and H2020 projects and from current eHealth and Health industry practices."*

The examples hinted at in the scope as coming from FP7 and H2020 include extrapolation from UNCAP to generalised use cases. As part of this work it is also proposed to identify specific standards for cloud connected eHealth devices and to prepare technical guidelines on accuracy and sampling rates (e.g. to identify heart arrhythmia may require a sample rate of 10s of 1000s of samples per second whereas simple identification of heart rate may require sample rates of 10s of samples per second).

### **C.3.4 Training course development and delivery**

As part of the output of C3L it has been decided to develop some training material where examples from UNCAP and similar projects are used in illustrating security and privacy protection concepts. The initial results of this were delivered as part of a commercial training package for Terrestrial Trunked Radio (TETRA) Security but further material is under development for a number of training avenues including



web-delivery, on-site training, and as workshops in the context of conferences or other wider focused workshops.

## C.4 Univerza V Ljubljani (UL)

University of Ljubljana (UL) is a technology partner with roles ranging from requirements engineering to design and development of multiple building blocks of the UNCAP system, including the UNCAP Box master application and the web interface for carers. In addition, UL will support the UNCAP solution deployment, integration and trials execution in the Danica Vogrinc nursing home (VOG), Maribor, which is the largest gerontology facility in Slovenia.

### C.4.1 Past activities

Within this first six months of the project, UL has made a significant effort to disseminate the project to the general audience, healthcare stakeholders and to the technical/scientific audience, as outlined below.

#### Activities targeted to the general public

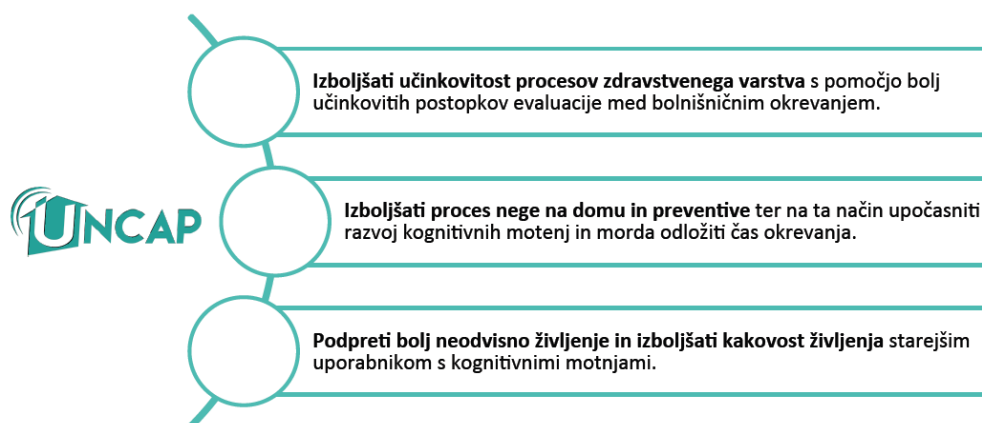
In the period from January to June 2015 UL has presented the UNCAP project to broader public through the Laboratory for telecommunications website<sup>3,4</sup> showcasing the project both in Slovenian and English language.



**Figure 8: www.ltfe.org website screenshot with two posts describing the UNCAP project**

<sup>3</sup> <http://www.ltfe.org/projekti/uncap-ubiquitous-interoperable-care-for-ageing-people/>

<sup>4</sup> <http://www.ltfe.org/aktualno/sporocilo-za-javnost-ubiquitous-interoperable-care-for-ageing-people-uncap/>



**Figure 9: A clipping of the project outline translated to Slovenian language, showcased through UL web properties**

### **Activities targeted to final health and care stakeholders**

UL has presented the UNCAP project and its aspects to various medical stakeholders, including the Rogaska Medical center, Diabetology center Kranj, and the medical device manufacturer VPD, d.o.o.

Additionally, UL has presented the UNCAP project and the technologies being developed in UNCAP to various business and research partners, among them the local telecom operators (Telekom Slovenije) and healthcare software providers (Marand, d.o.o.).

The overall goal was to raise awareness of service and solution providers that could benefit from providing such services, as well as local clinicians that could play a role in their delivery.

### **Activities targeted to technical or scientific communities**

UL has participated in the International Conference "Interoperable and Location-Based Healthcare Services for Citizens" organized by Trilogis. The title of the presentation was "M-health application design for diabetes management: lessons learned".



**Figure 10: Presentation at the Interoperable and Location-Based Healthcare Services for Citizens conference by Urban Sedlar**

Additionally, the UNCAP project was outlined in a presentation by Masa Isakovic, given at the special track of the International Conference on Information Technology (ITNG) conference on the future of digital health in Las Vegas in April 2015.

#### **C.4.2 Activities planned for the next period**

In the coming period, UL plans to extend the promotional and dissemination activities, both directly to R&D partners and local companies, as well as through academic talks and publications, and in promotional presentations on the web properties of the UL.

UL plans to publish at least two scientific publications covering the aspects of healthcare in elderly population, both from the privacy and usability points of view.

Regarding the exploitation of the project, UL will investigate possible business models for a specific building block of the UNCAP solution, the diabetes monitoring mobile application that integrates directly with a glucometer device. In that regard, UL has already kicked off the investigation with a business canvas shown below.

<p><b>Key Partners</b></p> <p><u>Solution providers.</u></p> <ul style="list-style-type: none"><li>Who are present on the market and offer digital health solutions to different customers, and who have an established customer base. Their need is to expand their portfolio with ready-made or custom digital health applications contributing to competitive advantage.</li></ul> <p><u>Providers of digital health sensing devices</u></p> <ul style="list-style-type: none"><li>Who offer digital health sensing devices (e.g. glucometer, smart scale), seek partners offering mobile apps and are interested in offering advanced digital health apps on the market.</li></ul> <p>Partners from both identified groups should be present on the digital health market, have an established user base and CRM services as well as available resources for certification service and quality management service. They should be registered medical device providers.</p> <p>Partners from both identified groups could also have an interest in partnership with mobile apps provider to</p>	<p><b>Key Activities</b></p> <p><u>Key activities</u></p> <ul style="list-style-type: none"><li>IPR transfer agreement if the offer is not within the university (i.e. establishment of a company) and a liaison team to ensure transparent business practice between the university and the company</li><li>Brand establishment activities and marketing activities</li><li>Establishment of business partnerships</li><li>Forming of a technical support team (recruitment of required experts, resolving legal possibilities for support services if the team is within the university)</li><li>Establishment of revenue streams<ul style="list-style-type: none"><li>Licensing and technical support service</li><li>R&amp;D funding</li><li>Contracts for custom design, development and integration of mobile app into a larger digital health solution</li></ul></li><li>Software development</li><li>Continuous investigation and compliance to legal and regulatory requirements</li></ul>	<p><b>Value Proposition</b></p> <p><u>Value</u></p> <ul style="list-style-type: none"><li>USER: A modern and attractive resource that helps the user in more efficient management of his/her diabetes condition in particular and healthy lifestyle in general</li><li>USER: Means to offer and support personalised patient treatment by enabling secure sharing of observations with medical personnel and/or integration of the app into a health system, with further possible secondary benefits, i.e. reduced number of doctor's visits, reduced health emergencies, decreasing treatment costs etc.</li><li>PARTNER: access to high-tech know-how in digital health, expanded competitive portfolio with ready-made product with further customisation and integration possibilities</li></ul> <p><u>Problems that we help solve</u></p> <ul style="list-style-type: none"><li>USER: Lack of health-related observations (or lack of solutions that would enable measurement thereof)</li><li>USER: Outdated or inconvenient ways of measuring relevant health parameters</li><li>USER: No tools/solutions that would offer user-friendly insights into the observations</li><li>USER: Manual recording of observations, which can be inaccurate, can get lost, or are not always consistently recorded</li><li>USER: No means to share the observations with a doctor other than at the in-person appointment</li><li>PARTNER: Achieving in-house high-tech</li></ul>	<p><b>Customer Relationships</b></p> <p><u>Expected customer relationships</u></p> <ul style="list-style-type: none"><li>SOLUTION/DEVICE PROVIDERS:<ul style="list-style-type: none"><li>Co-creation</li><li>R&amp;D cooperation</li><li>Technical support</li><li>Technical consulting</li></ul></li><li>END-USERS (only in combination with device providers)<ul style="list-style-type: none"><li>User assistance services</li><li>Community support</li></ul></li></ul> <p><u>Already established:</u> initiated cooperation with device provider; initial non-committing discussion with an EHR provider and a private healthcare establishment</p> <p><u>Integration with business model</u></p> <ul style="list-style-type: none"><li>Co-creation, R&amp;D cooperation: one-time deals</li><li>Technical support and counselling: part of the licensing model</li></ul> <p><u>Costliness</u></p> <ul style="list-style-type: none"><li>Co-creation, R&amp;D cooperation: business contract covering R&amp;D costs, own investment to maintain partnership (prototype demos, small consulting tasks)</li><li>Technical support and counselling: to be established, depending on licensing/purchase models</li></ul>	<p><b>Customer Segments</b></p> <p><u>Value created for</u></p> <ul style="list-style-type: none"><li>End-users/patients: want a solution that supports improved diabetes and healthy lifestyle management; knowledge empowerment; new means of communication with a doctor; modernised digital health products</li><li>End-users/medical personnel: want new means of communication with a patient; availability of information to deliver personalised treatment; modernisation of patient treatment</li><li>Device/solution providers: want improved portfolio with high-tech product; reinforcement of existing and creation of new business opportunities with an integrated product and digital health offer; access to high-tech resources</li></ul> <p><u>Most important customers</u></p> <ul style="list-style-type: none"><li>Solution providers and device providers</li></ul>
<p>engage in R&amp;D projects (possibly combined with commercial interest).</p>	<p><b>Key Resources</b></p> <p><u>Required resources</u></p> <ul style="list-style-type: none"><li>PERSONNEL:<ul style="list-style-type: none"><li>Business managers, IPR experts, legal personnel (business model/company, partnerships)</li><li>Product personnel: dedicated developers, quality engineers, technical support personnel</li><li>R&amp;D personnel</li></ul></li><li>PARTNERS:<ul style="list-style-type: none"><li>B2B partners, who provide certification, customer base, branding, marketing, CRM, sales</li></ul></li><li>ASSETS<ul style="list-style-type: none"><li>IPR</li><li>Product source code (DeSA)</li><li>Brand value</li></ul></li></ul>	<p>know-how requires time and resources</p> <ul style="list-style-type: none"><li>PARTNER: Lack of competitive products due to very fast developments in digital health</li></ul> <p><u>Bundles of products/services</u></p> <ul style="list-style-type: none"><li>Through MEDICAL DEVICE PROVIDERS: advanced mobile app integrating their medical device; technical support</li><li>Through SOLUTION PROVIDERS: ready-made mobile app for diabetes management and healthy lifestyle monitoring; R&amp;D services for app customisations according to customer requirements; technical support</li></ul> <p><u>Addressed customer needs</u></p> <ul style="list-style-type: none"><li>END-USERS: modern tool for diabetes management on a smartphone; use of modern sensing devices rather than old fashioned ones; possibility to share observations with a doctor in a more convenient way; possibility for better understanding of one's health status (graphs, logs, charts, etc.); digital recording of insulin applications, carbs, weight and stress level;</li><li>SOLUTION PROVIDERS: high-tech R&amp;D know-how in digital health</li></ul>	<p><b>Channels</b></p> <p><u>Reaching customer segments</u></p> <ul style="list-style-type: none"><li>App stores (Apple, Google, other)</li><li>Through B2B partners (solution providers, device providers)</li><li>Through established healthcare services</li><li>Online presence (website, social media)</li></ul> <p><u>Current ways of reaching</u></p> <ul style="list-style-type: none"><li>Apple store</li><li>Directly through an established partnership with device provider</li><li>Research community available through university</li><li>Website (desa.life.org)</li></ul> <p><u>Working best:</u> App stores, Established healthcare services</p> <p><u>Most cost efficient:</u> To be investigated.</p> <p><u>Integration with customer routines</u></p> <ul style="list-style-type: none"><li>App stores: established way of acquiring a new app on a smartphone, established routine</li><li>B2B partners: delivered to the user as part of purchasing a larger service/product package</li><li>Healthcare services: acquired as part of purchasing a particular health service</li></ul>	
<p><b>Cost Structure</b></p> <p>Costs are currently undetermined and will be decided upon once a business model is chosen. Some preliminary observations hereafter</p> <p><u>Most important inherent costs</u></p> <ul style="list-style-type: none"><li>PERSONNEL: technical support team (possibly bound by SLA for technical support, requiring 8/5 or even 24/7 helpdesk, as well as technical maintenance of the app – bug fixes, platform support updates etc.)</li><li>IPR TRANSFER: license/purchase cost to university</li><li>INFRASTRUCTURE: equipment and infrastructure for development and service provisioning</li></ul> <p><u>Most expensive activities:</u> technical support</p> <p><u>Most expensive resources:</u> technical support personnel</p>	<p><b>Revenue Streams</b></p> <p>Not yet investigated. Only B2B revenue streams are foreseen at the moment. Some preliminary observations are listed hereafter.</p> <p><u>For what value are our customers really willing to pay:</u> Improved product/solution portfolio with high-tech app that can be brought to market within a short timeframe; Increased customer base</p> <p><u>For what do they currently pay:</u> Business not yet established</p> <p><u>How are they currently paying:</u> Business not yet established</p> <p><u>How would they prefer to pay:</u> Revenue sharing</p> <p><u>How much does each Revenue Stream contribute to overall revenues:</u> TBD</p>			

**Figure 11: Business canvas for DeSA diabetes monitoring application**

## C.5 SIEMENS Srl (SIEMENS)

SIEMENS is active in the project as technology partner. The work carried is executed by Corporate Technology department based in Brasov, Romania. SIEMENS build its contribution on UNCAP on top of a technology foundation represented by current KNX

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product family and a number of outcomes of some Ambient Assisted Living (AAL), Internet of Things and Cloud Computing FP7 projects where involved team have been and it is active participant in projects like NITICS, iCORE, IOT.est, CityPulse, RERUM, COSMOS.

As per current view, SIEMENS team will enrich KNX ecosystems with close to real time features based on Complex Event Processing and security features managed on cloud. SIEMENS see as a valuable asset cloud based access security as being also used to build PaaS secure middleware adapted to distributed systems as the ones in building technologies.

### **C.5.1 Past activities**

SIEMENS is using his large internal research community and the connection towards the business and research partners to disseminate ideas, opportunities and to generate cooperation.

Involved team presented during first months project concept towards the internal community focused on Building Technologies focused on KNX ecosystems, Healthcare units interested in personalized healthcare solutions and towards sustainability project for Aspern Smart City Vienna, the current largest Greenfield urban development in Europe.

Exploitation plans gather both internal business partners portfolio support but also the generation of local opportunities in Romania, due to active involvement in Brasov IT Cluster of SIEMENS Corporate TEchnology department.

### **C.5.2 Activities planned for the next period**

For the next period of time SIEMENS team will follow those two lines of exploitation: personalized healthcare ecosystems and building technologies for smart cities applications.

First line of business may benefit from highly customized kit for monitoring, diagnostic and alarms in a secured way, since second one can the flexible extension of KNX ecosystems towards complex applications communicating data between building and hosted activities.

More specifically:

- For personalized healthcare Siemens team will correlate the outcomes of some existing IOT projects like RERUM, CityPulse and Cosmos and AAL project NITICS, and will implement an extended demonstrator regarding infrastructures indoor/outdoor for health monitoring and assisted people. This will represent the basis of 2 planned workshops that will involve business developers of healthcare business units and one targeting technical community
- For Smart Cities dissemination will target a demonstrator and a conference paper showing innovative approaches in Remote Assistance “as a Service”

## **C.6 Bioassist S.A. (BIO)**

BioAssist S.A. is a company focused on developing innovative technologies to ensure the senior population's life quality. BioAssist delivers monitoring and communication services through timely response and recording of vital signs and other critical

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information, serving the constantly changing needs of the health-centric communication services. Within the frame of UNCAP, BioAssist will implement the Athens pilot, focusing on elderly people with mild cognitive and/or other chronic diseases (Chronic Obstructive Pulmonary Disease - COPD).

BioAssist is involved in the design of the UNCAP system and provides some of its homecare platform's monitoring and communication features to the UNCAP BOX. BioAssist aims to gain significant experience from this involvement based on other partners' expertise in order to develop new added value services and integrate them into its current products.

### **C.6.1 Past activities**

Within this first six months of the project, BioAssist has made a significant effort to disseminate the project to both a technical/scientific audience and the general audience.

#### ***Activities targeted to the scientific public***

Concerning the dissemination activities made towards technical and scientific audience, BioAssist organized a presentation of the UNCAP project to Biomedicine Group of Companies on the 13<sup>th</sup> of February 2015 which was followed by a series of presentations of the project to BioAssist's potential business partners in order to identify opportunities of commercial exploitation of the UNCAP platform. Through interactions like these BioAssist wishes to eavesdrop the needs of its potential partners and identify these UNCAP capabilities that can be integrated in its commercial services.

Bioassist participated in the International Conference "Interoperable and Location-Based Healthcare Services for Citizens" organized by Trilogis. The title of the presentation was "Advanced Home Monitoring Services Promoting Independent Living and Ageing Well".

#### ***Activities targeted to the technical players***

Moreover, a series of one-on-one session with physicians of various specializations was organized in order to communicate the project activities and promote the use of the UNCAP platform once completed. The physicians that were debriefed are part of a larger network collaborating with BioAssist and promoting its current services to their own patients, by identifying the ones for which similar services would have maximum benefit. Via these communication efforts BioAssist tries to identify those features of UNCAP in which physicians see added value and to utilize this knowledge in the compilation of an exploitation and strategy.

Finally, BioAssist has updated its technical partners regarding UNCAP's aims and features and has mirrored on its website the press releases and the most important updates of UNCAP.

### **C.6.2 Activities planned for the next period**

In the coming year, BioAssist will continue its efforts to bring UNCAP to the attention of a general public through a variety of channels that include mainly newsletters and presentations, but also by communicating the project to its existing cliental base. The infrastructure of some of BioAssist's business partners (i.e. their commercial network)

will be utilized –once a thorough analysis of pros and cons has been conducted- to present the project’s outcomes to a very broad audience.

Regarding the dissemination activities to the general public, BioAssist also plans to further communicate the project’s main features through its promotional sessions to potential collaborators (i.e. physicians, pharmacists etc.) and through them to their patients/clients. These are sessions conducted by BioAssist’s representatives on a per-case basis, targeting individuals that A. are in great need of related services and B. can afford these on a commercial basis. During these sessions both printed and digital promotional material will be used.

Additionally, in the next year BioAssist will consider to submit at least one paper in a conference or journal.

## **C.7 ZIGPOS gmbh (ZIGPOS)**

ZIGPOS GmbH is an innovative company located in Dresden (Germany), exploring wireless sensor networks for future vision of Internet of Thing. The business objective of ZIGPOS is to offer its customers specific solutions for a variety of different applications. These are optimized in energy efficiency, form factor, complexity and interface design depending on customer’s requirements. Due to its modular approach, its well-designed user interfaces and easy handling, the dedicated ZIGPOS systems solutions can be applied in a variety of application areas. ZIGPOS data communication systems are also capable of providing real-time precise positioning of the modules indoors and outdoors, to be used in location and tracking of objects and persons for applications in logistics, ambient assisted living, e-health, public places and more.

ZIGPOS main roles are to provide the indoor/outdoor localization technologies based on 802.15.4/ZIGPOS and Wi-Fi wireless communication system, integration of ZIGPOS energy efficient real-time localization system (eeRTLS) technology with UNCAP. ZIGPOS also plans to implement UNCAP Box software Stake in ZIGPOS smart home gateway. Further roles of ZIGPOS is to exploit the solution developed by UNCAP project.

### **C.7.1 Past activities**

During this reporting period, ZIGPOS has disseminated the UNCAP project objective and vision through ZIGPOS official website news.

In addition, ZIGPOS has also presented the UNCAP concept in several business meetings with their customer.

### **C.7.2 Activities planned for the next period**

In the next reporting period, the plan is to ensure continuous dissemination and exploitation opportunity to our network of clients. During meetings with clients, they will present the most updated results and business proposition of UNCAP.

#### **Activities targeted to policy makers, standardisation bodies**

Furthermore, ZIGPOS will also disseminate the UNCAP project at the IEEE Standardization: Real Time Location System conference. ZIGPOS regularly participates to the activities on IEEE RTLS standardization.

#### **Activities targeted to the general public**

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ZIGPOS plans to disseminate the project at Dreden Long Science Night to the citizen and people. This event takes place once a year in Dresden, where several thousands of visitors joining this event.

## **C.8 Università degli Studi Di Trento (UNITN)**

University of Trento is a medium sized University located in north Italy. Two departments have a role in the project: the department of Information science DISI and the Department of Industrial Engineering (DII).

UNITN main roles are: 1) to provide the physical/cognitive exercises (serious games) service suite based on touch technologies and video cameras and its integration within the UNCAP framework; 2) to manage pilots deployment & start-up also preparing training material; 3) to define the test plan.

Main exploitable result will be the serious games suite that the University will continue to apply for teaching and research purposes also after the end of the project.

### **C.8.1 Past activities**

UNITN, in the current reporting period, contributed to disseminate the project to both the technical/scientific audience and the general public.

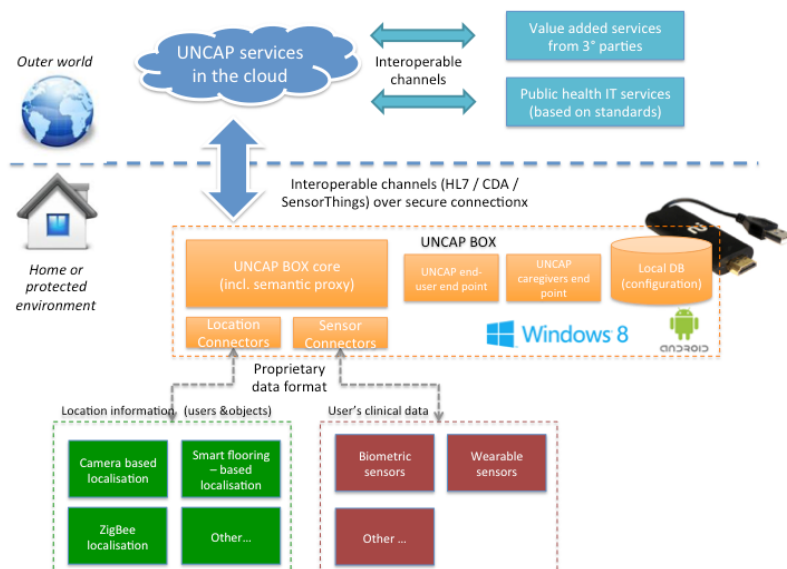
UNITN has exploited its laboratory **website** [1] as dissemination tools including the integration and publication of UNCAP summary, news and some serious games developed by some involved students. The following picture shows a screenshot of the website news section.



## UNCAP Atene Meeting

Written by Super User

Since yesterday the 5th of may, we met in Atene to discuss the UNCAP integration. The next months there will be a huge work to integrate in the UNCAP architecture all the consortia technologies.



**Figure.** UNCAP architecture

Hereafter a photo group of the consortium partners.



**Figure 12.** The following picture shows a screenshot of the MIRO website news section

### **Activities targeted to the technical/scientific and developers audience**

During the workshop of the 23<sup>th</sup> of april "Tecnologie luminose innovative a supporto dell'indipendenza degli anziani" organized by the TIS of Bolzano (Italy), prof. Mariolino De Cecco gave the oral intervention "UNCAP - un progetto di ricerca europeo sull'aumento di mobilità per gli anziani, Mariolino De Cecco, Università di Trento". During the same event there were several contacts with national and international colleagues for a possible participation with technologies within the UNCAP pilots.

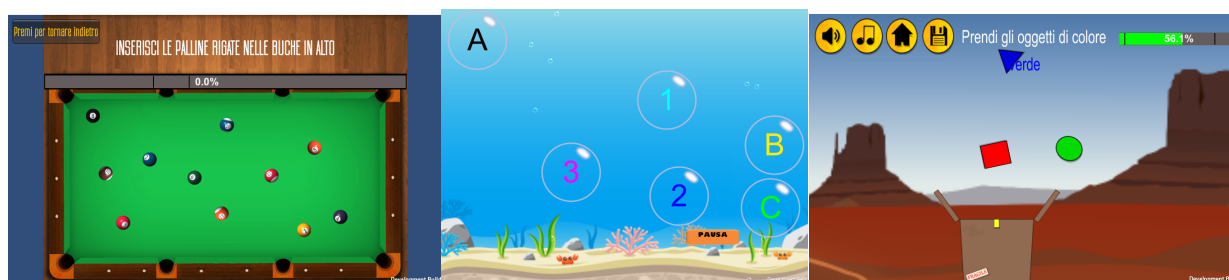
### **Activities targeted to the general public**

In the master course in Mechatronics “Measurement Systems and Applications” held from February till June 2015 the UNITN serious games suite for UNCAP was introduced and deeply employed.

Students had access to the instrument data in order to practice signal processing and exploit “gamification” methods through game/animation engines (Unity). For the course homework students were involved in the development of serious games for the UNCAP platform. In order to achieve the proactive participation of students UNITN collaborated with APSS, also partner of UNCAP, to provide basics of physical/cognitive rehabilitation and follow the games development during homework. This same collaboration was the occasion to organize a visit to the APSS Villa Rosa rehabilitation hospital the 20<sup>th</sup> of May. Hereafter some photo of the event.



**Figure 13: Villa Rosa (APSS) students visit during 20<sup>th</sup> of May in Rovereto (Italy)**



**Figure 14: some screenshots of the serious games developed by the students.**

As shown in the above figure preliminary results are very encouraging. Some of the first available serious games are already available online [2].

### **C.8.2 Activities planned for the next period**

For the next period UNITN plan to participate in a follow-up event of TIS at EURAC in Bolzano (Italy) and to scientific congress such as:



- XIV Mediterranean Conference On Medical And Biological Engineering And Computing (MEDICON2016- Paphos, Cyprus, MARCH 31<sup>ST</sup> - APRIL 2<sup>ND</sup> 2016)
- Medical Informatics Europe (MIE2016-Munich, Germany, 28 August - 2 September 2016)
- 2nd International Conference on Information and Communication Technologies for Ageing Well and e-Health (ICT4AgeingWell 2016 in Rome, Italy, 21-22 April 2016)
- PHealth 2016. EAI International Conference on Pervasive Computing Technologies for Healthcare

Moreover a further "AUSILIA" project, which perfectly complement UNCAP, should start in the next reporting period thus enabling the direct exploitation of UNCAP technologies within the regional health system. AUSILIA will be located within APSS Villa Rosa providing a service with one apartment fitted with home automation system and an engineering laboratory that will have to optimise assistive technologies after post acute treatment before patients return home.

## **C.9 Combain Mobile AB (COMBAIN)**

COMBAIN is a world leading provider of positioning solutions for connected devices. COMBAIN has one of the world largest databases of cell-id and Wi-Fi that is used for accurate indoor and outdoor geopositioning. The services is provided through a web-based API and a web-based device management and positioning platform. In the UNCAP project COMBAIN will provide the access to the positioning services to locate connected UNCAP devices. COMBAIN is also involved in the WP1 and the design of system architecture of the UNCAP Cloud and the UNCAP Box.

### **C.9.1 Past activities**

COMBAIN has, during the past six months, communicated their involvement in the UNCAP project through several channels and in several personal one-to-one meetings.

An UNCAP press releases has been distributed via their webpage and twitter feed. The UNCAP logo is included in their public presentation material available at Slideshare.

The UNCAP project was mentioned in their presentation at the Mobile World Congress in Barcelona, 2-5 March 2015. They have also spent significant effort to engage Region Skåne, County Council of Scania County in Sweden, to participate and run an UNCAP pilot.

They have also ongoing research project for accurate indoor positioning together with the University of Lund where the UNCAP project is a well defined end-user of the research results.





**Figure 15: Carl Bildt, former Swedish Minister of Foreign Affairs, Rikard Windh, Björn Lindquist from Combain Mobile (Mobile World Congress Barcelona, March 2015).**

## **C.9.2 Activities planned for the next period**

COMBAIN will continue to communicate our involvement in the UNCAP project through our web page, twitter feed, presentation materials and during one-to-one meetings at trade shows. COMBAIN will visit CTIA in Las Vegas, US in 9-11 September and ION GNSS+ in Tampa, Florida, 14-15 September, Mobile World Congress in Barcelona, Spain, 22-25 February 2016.

## **C.10 Social IT - software and consulting (SOCIALIT)**

SOCIALIT is a small company based in Trento, Italy, which develops and sells integrated and cutting-edge ICT solutions for the management of social and health care associations. The functionalities of its solutions include the management of the clinical and assessment data, as well as the management of the caregiver staff from an administrative point of view.

Within the UNCAP project, SOCIALIT is the leading partner of WP1 "Preparatory and planning", where the main goal is to identify all the preparatory aspects of the UNCAP system and its pilot. Moreover, SOCIALIT is in charge for the assessment instruments to be provided to the pilots. As such, SOCIALIT will provide, and extend according to the project constraints, its software Atl@nte, which is a web-native solution supporting the definition of care path, integrating the internationally acknowledged InterRAI<sup>TM</sup> instruments for assessment of effectiveness of health and care services upon the users from a clinical, psychological and cognitive point of view.

SOCIALIT will be also responsible (in the context of WP3) of the initial assessment of all the pilot sites, based on the extended Atl@nte technologies, and of the development of invoicing modules within UNCAP system. Furthermore, SOCIALIT will be involved in the impact analysis of the UNCAP technologies, within WP4.

SOCIALIT aims to spread both at national and European level the innovative governance model introduced by the Atl@nte system, together with its assessment instruments, in order to support all those changes in the health care organizations that are fundamental for adapting the care systems to modern needs, thus leading to improvements of both the social and the health care.

Moreover, SOCIALIT aims at gaining significant knowledge from the collaboration with other UNCAP partners, each one providing different expertise, in order to develop new added value services and integrate them into its current products.

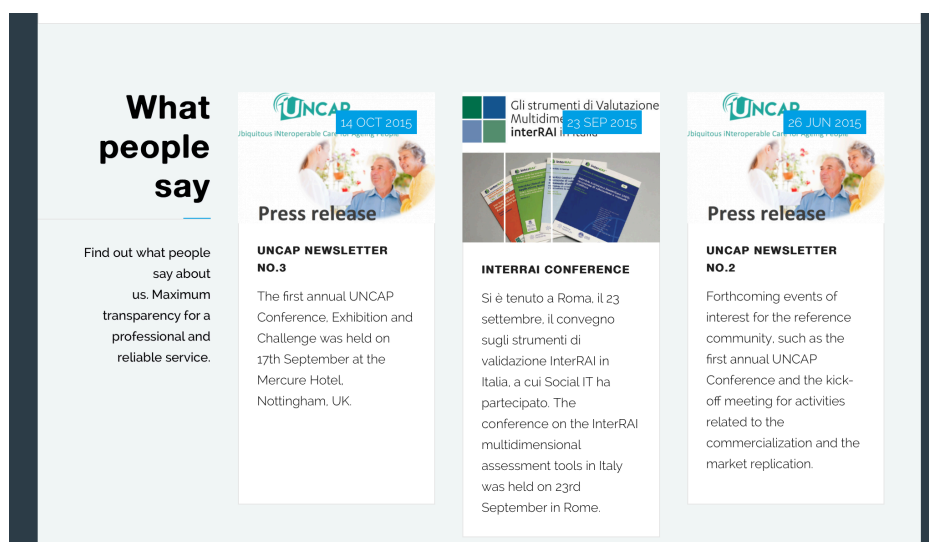
### C.10.1 Past activities

In the reporting period January 2015 – June 2015 SOCIALIT contributed to disseminate the project to both a technical/scientific audience and the general audience.

In particular, SOCIALIT has exploited its company website ([www.socialit.it](http://www.socialit.it)) as dissemination tools, publishing a summary of the UNCAP project (Figure 1), together with all the related newsletters (next figure).



**Figure 16: Summary of the UNCAP project on SOCIALIT website**



**Figure 17: UNCAP newsletter published in SOCIALIT website.**

Moreover, SOCIALIT has also presented the UNCAP project in several business meetings with their customers and clients.

Finally, SOCIALIT organized in June, 5 training session to teach the pilots the use of the InterRAI™ instrument, either via web conferences or physically (for Italian pilots). Such sessions were open to both UNCAP partners and general audience interested in the system (e.g., clinicians, formal caregivers, administrative staff).

### **C.10.2 Activities planned for the next period**

In the coming year, SOCIALIT will continue its dissemination activity to bring UNCAP and the exploited Atl@nte system to the attention of a broad general public through newsletters and presentations, but also by communicating the project to its existing cliental base. Moreover, SOCIALIT will maximise transfer of results from the project by keep discussing the topic with SMEs SOCIALIT daily collaborates with.

Key contribution from SOCIALIT will be given in terms of contributions to exploitation, through key marketing activities of UNCAP within the care market, and dissemination, through organisation of initiatives leveraging on InterRAI™ international community. In particular, SOCIALIT plans to participate to a conference organized by the InterRAI™ network, which will be held in Rome next 23<sup>rd</sup> of September, presenting the UNCAP project and its first results to the International InterRAI™ community.

SocialIT will also attend the WP5 kick-off meeting (Activities on commercialisation and market replication) in Darmstadt next July where UNCAP project will be disseminated to a general audience, including IET network. Moreover, SOCIALIT will participate to the F2F meeting and conference planned in Nottingham (UK) for dissemination in September 2015.

## C.11 Fida solutions srl (FIDA)

FIDA is developing and implementing IT solutions amongst which GIS based solutions, eLearning solutions, eHealth, Internet portals. They provide maintenance services, technical support, management and administration for computer systems and networks. Automated and manual software testing for quality assurance is yet another one of their main services, which they provide for major customers in Romania. Their company has a branch dedicated to personal training, providing licensed courses for adult training. Their project managers are specialized in business analysis and consulting services available for all our partners and projects. They have successfully implemented quality insurance standards for all our areas of expertise: ISO 9001:2008, ISO 14001:2004, ISO 27001:2005, OHSAS18001:2007.

Their role in UNCAP includes the development of the secure data repository module for the UNCAP BOX and for the UNCAP CLOUD, the development of the UNCAP validation suite, and the role of Technical Partners, offering technical support for Simleu and Baia Sprie Pilots. Lastly, FIDA will play an active role in terms of business exploitation of results of UNCAP.

FIDA will try to further implement in the market the technologies that will be developed in the project in medical field related companies. They will further promote the home care monitoring technologies and software.

### C.11.1 Past activities

Dissemination channels employed were:

1. Personal, personalised for the users, direct (seminars, organizational meetings) in a private medical clinic in Romania.
2. Personal, non-personalised for the users, direct (seminars, organizational meetings) in the Igualada conference in April 2015, in Spain.
3. Website: Fida Solutions web site ([www.fidasolutions.com](http://www.fidasolutions.com)).

FIDA has focused their dissemination on the available technologies and on their competencies in delivering related services and technologies.

They disseminated UNCAP project and future results in URBACT network, talking about UNCAP at the final 4D Health project conference in Igualada, in April 2015.

They have also talked about UNCAP project in Baia Sprie ULSG meetings, with actors in medical field in Romania and also with private clinics and private doctors in Romania.

### C.11.2 Activities planned for the next period

Dissemination tools that they foresee to use are presentations and direct talking describing the project and its main results, participation to trades, fair, organization of workshops.

Regarding exploitation they will leverage on the UNCAP pilots to refine the products and services that will be available on the market, thanks to UNCAP, after its completion.

## C.12 Future Shape gmbh (FUTURE)

Future-Shape GmbH is located in Höhenkirchen-Siegertsbrunn, nearby Munich in Germany and is specialized in large-area contactless capacitive sensor systems with a variety of applications. Main product is SensFloor® a sensitive underlay based on Smart Textiles and wireless data transmission. It can be installed underneath nearly all types of conventional flooring like parquet, laminate, PVC, lino and carpet. Persons walking across the floor produce sensor data with high spatial and temporal resolution. The SensFloor system is able to distinguish persons standing on the floor from a person laying on the floor. Therefore, Future-Shape's products and solutions offers a wide range of applications from healthcare, energy preservation, comfort, multimedia to security systems.

Within the UNCAP project FUTURE will combine the large-area SensFloor system, as well as SensFloor mats, seat sensors and bed sensors with the UNCAP Box. Within the German pilot "Wohnen am Schlossanger" the large-area SensFloor system will be installed in 10 rooms (including the bathrooms), and 10 further rooms will equipped with SensFloor mats. The efficiency of the system for supporting the care of the residents, preventing falls, as well as detecting falls are evaluated and the results used for further improvements.

### C.12.1 Past activities

In the reporting period January 2015 – June 2015 FUTURE included the UNCAP project in its websites. During the UNCAP the kick-off meeting in Rovereto in Jan 2016, the SensFloor system and the German pilot was presented to the project partners.

#### Activities targeted to policy makers

The UNCAP project was presented to the Major of the village Höhenkirchen, the management of the senior residence, the residences and family members, as well as all companies involved in the later installation at the pilot site (electrician, floor installer, tile installer). FUTURE also had discussions with the following companies:

- UZIN and Kiesel, which are supporting FUTURE in finding the right installation materials for the pilot.
- MINOS which is developer of the SECARE system, which is used at the pilot received all necessary details for the adaption of the SensFloor system to the existing indoor call system, which will be used in parallel to the UNCAP Box.

#### Activities targeted to the scientific public

Christl Lauterbach had an invited presentation: "*Sensor Floor Applications for Health Care and Assisted Living*" at the BIT's 2nd Annual International Conference of Emerging Industry - 2015, April 2015, Shenzhen, China, and used this opportunity to present the SensFloor system and the UNCAP project in the context of Smart Cities and Public Infrastructure Innovation.

In May 2015 FUTURE presented the SensFloor transceiver and its possible interconnect to the UNCAP Box to the partners during the project meeting in Athens.



## **C.12.2 Activities planned for the next period**

In the coming year, FUTURE will continue its dissemination activity for UNCAP in legal organizations in Germany, with special focus on Smart City network groups in the areas of Munich, and Berlin for promoting cooperation.

On 10<sup>th</sup> September 2015, FUTURE will present SensFloor and its involvement in the UNCAP project during the CogAge kick-off meeting in Stuttgart, a new project funded by the German Ministry of Education and Research (BMBF).

FUTURE will also participate in the first uncap conference in Nottingham, September 16-19<sup>th</sup> 2015, presenting the SensFloor system and the pilot at the exhibition.

More opportunities for presenting the UNCAP project will arise at national and international conferences FUTURE will take part in during this period.

## **C.13 INI-Novation gmbh (INI)**

INI-Novation is an international business consulting company with a focus on innovation management and technology commercialization. The company has been providing tailored services to three different lines of clients:

- INI-Novation consults governments across Europe in the development of innovation policies and the development and implementation of concepts for technology and innovation entities.
- INI-Novation actively supports universities and R+D institutes to transfer research results to markets. INI-Novation develops individual commercialization strategies for carefully selected technologies and supports the creation of knowledge based spin-off companies.
- INI-Novation focuses on entrepreneurship qualification and supports the business development acceleration of high-tech start-ups, specialising on internationalization and softlanding support.

INI-Novation has a wide partnership network of financial, technology, market, IPR and entrepreneurship experts, who participate actively in the technology screening and exploitation processes. Thus, INI-Novation's Network opens a great opportunity to provide all partners with experiences for expansion of their business activities into other countries.

In UNCAP, INI is a leading partner of WP5 "Exploitation and market replication", where the main goal is to ensure real market take-up of the achievements accomplished by the project in terms of new service models, new products, new business models, or new procurement models.

INI is also involved in the activities of WP4 (impact analysis) and WP6 on dissemination and openness.

At the end of the project, INI will have the following exploitable results that will continue to apply and promote after the end of the project:

- IPR Toolkit for Entrepreneurs and Innovators - a comprehensive document containing all exploitation documents required for deploying and reselling UNCAP technology and services after the termination of the project.

- Guidebook for Innovators and Entrepreneurs in the eHealth Sector - collection of best practices in terms of new business and service delivery models and documentation of new business and service delivery models.
- Atlas of health and care business and financial models across Europe – collection of best practices of public, private or combined (PPP) financing and procurement models, tendering guidelines and obstacles.
- Process and methods to identify the best Open Source license model for innovators and entrepreneurs, and as well new Licensing Models, and SLA defined that can be applied in other economic sectors.
- Enriched network of experts and consultants in IPR and licensing that will continue to support start-ups in their future activities.
- A comprehensive international innovation ecosystem, involving partners, investors, industrial players etc. all over Europe.
- Recommendation for standards in eHealth sector with guidelines for the UNCAP Certification Suite.

### **C.13.1 Past activities**

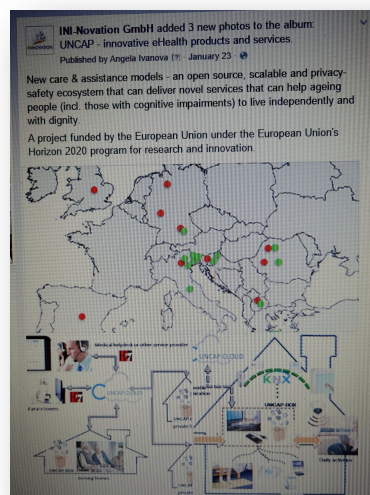
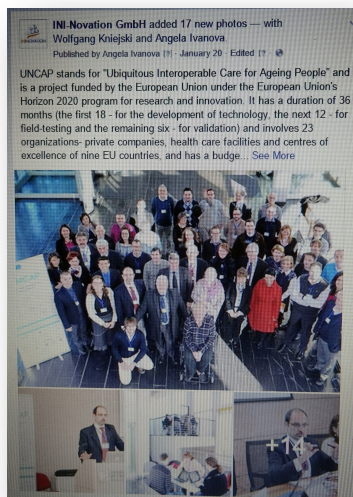
In the reporting period January 2015 – June 2015 INI was focused on the following communication activities:

- In order to increase the awareness about UNCAP project among stakeholders in the eHealth sector, INI-Novation GmbH held several meetings in May and June 2015 with innovative SMEs such as CHINO (Italy), Nelumbox pro (Germany), Seamlink (Portugal), discussing desired results and future collaboration.



- Presented UNCAP exploitation activities on a special meeting with the Health and Well-Being Business Community of EIT Digital. The goal is to build a partnership contributing to the international innovation ecosystem of the project.
- Increased awareness about the project results among VCs, business angels and other financial networks through personal meetings and e-mail communication in April and May 2015.

- Raising awareness about UNCAP through press releases and INI-Novation's media channels. On January 20th and January 23th were published the first press releases on the webpage and FB page of INI.



### C.13.2 Activities planned for the next period

#### **Activities targeted to the general public**

In the coming year, INI will continue to disseminate the UNCAP activities through continuous update of their website and social media pages – Facebook and LinkedIn. The UNCAP progress results will be communicated through INI's newsletters and press relies to different newspapers, other media channels, partners and clients.

The UNCAP logo will be positioned on many printed or digital communicational materials of INI like brochures, flyers, invitations, letters, questionnaires, presentations, etc.

UNCAP project and UNCAP results will be communicated as transforming healthcare services and changing lives innovation.

#### **Activities targeted to SMEs, business communities and other stakeholders**

INI will be focusing mainly on dissemination towards potential exploitation-related partners like SMEs, market players and business communities. It is planned to establish the UNCAP Innovation Management Team in July 2015, to organise a matchmaking event between UNCAP pilots and technology providing SMEs, and to create an UNCAP award for innovative eCare solutions. In addition, collaboration with EIT Digital as well as with recognised applied research organisations (e.g. Fraunhofer) are planned to be intensified.

The Innovation Management Team will be continuously involved in supporting quality delivery and exploitation, thus leveraging the international reputation of UNCAP.

## **C.14 Atos spain SA (ATOS)**

Atos SE (Societas Europaea) is a leader in digital services with 2013 pro forma annual revenue of €10 billion and 86,000 employees in 66 countries. Serving a global client base, the Group provides Consulting & Systems Integration services, Managed services & Business Process Outsourcing (BPO), Cloud operations, Big Data & Security solutions, as well as transactional services through Worldline, the European leader in the payments and transactional services industry. It has been the Worldwide Information Technology Partner for the Olympic Games. Atos Research & Innovation (ARI), R&D node of Atos, is a point of world reference in innovation for the whole Atos group.

In terms of development ATOS will be responsible for the features necessary to deal with complex event processing at the UNCAP middleware level and for deployment, integration and testing of the platform within the cloud services of ATOS, before the technology is deployed at the pilot sites. ATOS will be leader of "impact analysis". In particular they will be in charge of the Analysis of improved efficiency within the health and care systems, of the Analysis of improved quality of life of involved users and carers and of the Pilots' RoI and SRoI analysis. In addition they will be involved in WP5 to define new procurement models based on new service models allowed by UNCAP.

At the end of project, the main component resulting from UNCAP that ATOS is interested in exploiting is the real-time Complex Event Processing (CEP). This component is a state machine which is meant to execute the incoming events based on a set of rules defined in a declarative language (Dolce) and is used to correlate the events that are received.

### **C.14.1 Past activities**

ATOS has been focused on the following:

- Communication of the project by "[Blue Kiwi](#)". This is the ATOS Corporative Social Network. This tool connects 86,000 ATOS employees and provides the possibility of using spaces that encourage teamwork and sharing knowledge and innovation ideas.

Communication of the project to other areas of ATOS related to E-Health. There are teams in ATOS have worked or are currently working in E-Health sector. They have shown interest in our project and will help us to disseminate UNCAP project.

### **C.14.2 Activities planned for the next period**

ATOS will keep communicating the activities of UNCAP by its web page and social network platform (ZEN). Besides, a press release will be promoted to inform about the project.

ATOS is an important member in different initiatives and platforms related to E-Health like, EIT health, the eVIA for Health and Independent Life, Nanomed. ATOS will take advantage of this position for publishing UNCAP in these initiatives and platforms and future opportunities.

ATOS will promote the collaboration among other projects of HORIZON 2020 with similar subjects, for example the IKAAS (kaas.com) project or the HAIVISIO project (www.haivisio.eu) which is coordinated by ATOS and includes a platform where



different projects, related to E-Health, are integrated in order to promote different assets. Besides, the communication techniques will be improved by establishing collaborations with different organizations and making online workshops.

## **C.15 Gistandards LTD (GIST)**

### **C.15.1 Outreach**

Activities by GiSt within UNCAP include the development of quarterly newsletters, annual conferences and challenges as well as ad-hoc workshops. This will include an international identity for European companies to exploit markets outside Europe. To create longevity after UNCAP has finished, a network of liaisons and relationships will be developed.

#### ***Newsletter***

The quarterly newsletter is issued to all partners and subscribers and keeps people informed of the activities of UNCAP and product development.

#### ***Conference and Challenge***

The first annual conference and challenge will be held in Nottingham, UK in September 2015. At this conference there will be an exhibition hall for SMEs, Pilots, Technical Partners and others who will be able to show products relevant to the UNCAP Project. The UNCAP Challenge will be awarded to the best solution or idea exhibited.

The second annual conference and challenge will be held in Ispra, Italy in May 2016 and the final annual conference and challenge will be held in 2017 in Trento Hospital in Italy.

#### ***Workshops***

A series of workshops have been and will be run by GiSt to promote the UNCAP Project. This year there are four workshops planned and two have already taken place, one in Boulder (Colorado) and one in Barcelona. The following workshop will be held at the next OGC Meeting in Nottingham and the fourth this year has still to be decided.

#### ***Outside Europe***

GiSt is currently involved in an Indian project to develop a housing estate for the elderly which will include 2,000 bungalows, two swimming pools and a hospital with 20 beds. There are further amenities and facilities that other differently-able people will be able to access. GiSt will use this project as a model to franchise UNCAP technologies.

#### ***Liaisons and relationships with International organizations***

GiSt is developing a network of relationships and liaisons, both inside and outside the European community. This involves governments, projects, standards development organizations and other communities that UNCAP can outreach.



## **C.16 Dom Danice Vogrinec Maribor (VOG)**

The nursing home Danice Vogrinec Maribor is the largest gerontology facility in the Maribor region, operating as a public institution established by the Republic of Slovenia. Within the UNCAP project will host a pilot.

It offers institutional care services for elderly people and adults with special needs in four main units, together with a capacity of 809 residents, offering social services, health care and rehabilitation. In addition the institution offers home care services for elderly people living in their private homes in the Miklavž na Dravskem polju and Duplek municipalities, providing household help services, help with daily home routines (self-care, healthcare, personal hygiene), help with socializing and community integration, and support and companionship with urgent errands.

As support activities, the institution has an established knowledge base centre for practical education of high school and university students in catering and tourism, healthcare and cosmetics, as well as a culture centre and a long-standing practice of voluntary community. With its propulsive and visionary missions, the Danice Vogrinec Maribor nursing home will continue to develop and upgrade their established services as well as aim at introducing new advanced and technology-enabled care principles of the highest quality.

### **C.16.1 Past activities**

From January to June 2015, VOG organized meetings in their facilities for the presentation of the UNCAP project. The first meeting was in January and was intended for their employees. Considering the fact that there are 400 employees, they repeated the presentations because our employees are divided in different shifts and they wanted to ensure all their staff was acquainted with the project.

In February and March they organized meetings for Pensioners' associations and other associations that connect members over the age of 65 and operate in the Maribor area and wider. At these events they presented the UNCAP project and looked for potential users that would like to participate in the project activities.

In May they annually organize a festival called »Dnevi DANica«. During the week, various events occur geared towards their residents, their relatives, citizens and all home associates. This year, they took advantage of the festival to promote the UNCAP project which was very welcome by everyone.

They also ensured media coverage for the project. In cooperation with the Večer newspaper, they prepared a media campaign in which they presented the project. The campaign will also be continued during the continuation of the project activities and will help them keep the public informed.

A very special event was organized for their foreign partners from Croatia, Bosnia and Hercegovina, Serbia and Montenegro, etc. At the event, they presented UNCAP to the nursing home directors and the reception was extremely positive.

### **C.16.2 Activities planned for the next period**

In the upcoming year they plan to expand our promotional activities. Together with various healthcare organizations in Slovenia, they will give presentations in all other nursing homes. In September 2015 they are also planning to initiate promotion activities in high schools and universities in Maribor. A lot of high school and

university students perform their mandatory training in our home, but they also want to include other students. They will strive to include the UNCAP presentation in different lectures and conferences organized by their home. At the entrance, they will also organize an UNCAP information point.

As a special honour, they were invited by the Montenegrin government to present the project at a donor conference which will take place in September 2015.

All their promotional activities will include advertisement on the home's website, local papers, specialized literature, local radio and television, monthly promotional events and social media.

## **C.17 Azienda ULSS n. 5 Ovest Vicentino (ULSS)**

Azienda ULSS n. 5 is a public company deputy to manage public health services in an area bounded and well defined (21 local municipality) including prevention, care and treatment in low and high intensity.

Nursing homes "Villa Serena" in Valdagno, IPAB "La Pieve" in Montecchio M. and "Villa Serena" in Lonigo are facilities for the hospitalization of elderly patients with problems of fragility.

The nursing homes, will have two objectives:

- Ability to maintain longer a good cognitive level with the use of technologies that stimulate the brain such as the computer games.
- Network of interoperable computer connections that can help staff dealing with social and health activities, in their daily management of the patient hospitalized at facilities hosting elderly people.

This aid should be seen as improving the quality of care and not as a possibility of reducing the number of operators. The staff available at the facilities where the pilot will be located is already challenged to assist the elderly person hosted due to their limited number. The continuing demand for performance for increasingly complex subjects, from the point of view of care, can only aggravate the work load of the sanitary staff. UNCAP technology will help improve management of patients.

The technology should therefore help staff work better providing numerical indicators of measurements, allowing elderly people to stay at the designated centres rather than being sent to the local Hospital.

### **C.17.1 Past activities**

Several meetings and discussions between staff and Local Health Retirement Homes pilot have already occurred.

Publications of the project includes an article within the local newspaper (Giornale di Vicenza) and on the websites of the ULSS n. 5 and of the three pilots nursing homes.

### **C.17.2 Activities planned for the next period**

A number of training activities are planned to inform operators of nursing homes of UNCAP and to train them about the Atl@nte, which represents one of the first already available component that will be used in UNCAP.



## **C.18 Azienda Provinciale per i Servizi Sanitari (APSS)**

APSS is the public healthcare provider of the Autonomous Province of Trento, providing its services to the whole Trentino Region. Among other things, APSS has specific expertise on evaluation and pharmacological and non-pharmacological treatment of cognitive impairment, as well as on planning and implementing assistive and rehabilitative technologies for patients with severe motor and cognitive disability.

Concerning UNCAP project, APSS will be in charge for pilot activities within Villa Rosa Hospital. As pilot user partner, APSS will be involved throughout the project to define requirements and use cases, validate technical solutions, participate to training activities and support the pilot deployment. It will also participate to the assessment of improved efficiency within the health and care system and to the analysis of improved quality of life of involved users and carers.

### **C.18.1 Past activities**

APSS has adopted a joint strategy of dissemination with FBK and UNITN based on:

- articles on local and national newspapers with the aim of raising awareness about the project to the general public and to the policy makers;
- tutoring university students in the development of UNCAP technologies.

In addition to the activities listed within the FBK and UNITN sections, APSS has disseminated the starting of the project in its internal newsletter.

Furthermore, APSS, in cooperation with FBK, organized an International Conference during the kick-off meeting: "Interoperable and location-based healthcare services for citizens". Trento, Italy. 13 January 2015.

### **C.18.2 Activities planned for the next period**

APSS will continue to disseminate the project results to general public via local newspapers and websites. Great effort will be paid to consolidating networks on the territory for project dissemination and exploitation involving private companies, public institution and academic and research centres.

#### ***Activities targeted to policy makers***

In this respect, APSS will organize meetings with policy makers and healthcare professionals to present the preliminary project results and pilot stage and evaluate possible exploitation of UNCAP technologies in different contexts.

## **C.19 Orasul Simleu Silvaniei (SIM)**

The Elder Day-care Centre of the municipality of Simleu Silvaniei provides support to elder persons living in their homes, to improve their quality of life. The pilot will target elders frequenting the day-care centre, many of whom suffer from different health, age related, problems. Use of UNCAP BOX will reveal the level of interest users will have for the technology and the ways it helps improve their quality of life. The pilot will also help identify optimal means for the UNCAP BOX to interact with family members and social and medical assistants.



### **C.19.1 Past activities**

To disseminate the project APSS have used different messaging channels to ensure the target group promoting the project. As a succinct enumeration, methods of dissemination refers to:

- inclusion of the information about the proposed thematic project for the press conferences held in March and May;
- posting of information about the project on the UAT website of Simleu Silvaniei -[www.simleusilvaniei.ro](http://www.simleusilvaniei.ro);
- a project presentation at the inauguration of the Multifunctional Center for Social Services "Filantropia".

### **C.19.2 Activities planned for the next period**

Official presentations of the project at the local interest actions are planned:

- The City Days of Simleu Silvaniei, where will participate the delegates of the twinned towns of: Nyirbator - Hungary, Albertirsa - Hungary, Szarvas - Hungary, Riscani – Moldova.
- The International Day of Elder People.
- The inauguration of the National Centre for Information and Tourism Promotion Simleu Silvaniei.
- The press conferences that will be organized during this period.

## **C.20 Goce Delcev University (GDU)**

GDU will support UNCAP solution deployment, integration and trials execution, and will hold the role of leader of the pilot in Nursing Home Terzieva in Skopje, an institution for social protection which offers unique and personalized services for the elderly staying there for a longer period of time, in accordance with the EU standards from technological and social point of view.

### **C.20.1 Past activities**

In the reporting period January 2015 – June 2015, GDU, together with Nursing Home Terzieva, were mainly focused on dissemination activities oriented towards general public. Namely, the representatives from Nursing Home Terzieva (Ms. Meri Terzieva and Mr. Sashko Jovanov) have participated in a TV show at one of the national TV stations (Alfa TV) which is targeting the elderly. They have presented the UNCAP project in general, the outcomes of the first project, as well as expected outcomes of its implementations. The possibility to incorporate positive experiences from this project into the national legislation were also mentioned and discussed.



**Figure 18: two images of the TV Show, broadcast by Alfa TV, where UNCAP was presented.**

The Facebook page of the Nursing Home Terzieva was used as an additional channel for promotion among the general public. Details about the dissemination activities of UGD are given in the tables at the end of the report.

## **C.20.2 Activities planned for the next period**

### ***Activities targeted to the general public***

The dissemination activities towards the general public planned for the next period are related to publishing newspaper articles and the continuous update of the GDU and Nursing Home Terzieva websites and their LinkedIn and Facebook pages. Further TV presentations are foreseen at the time pilot will reach its operational phase.

### ***Activities targeted to technical or scientific communities***

D6.11 – Plan for the communication, dissemination and exploitation of results - first year activities

File: D.6.11 - First dissemination and exploitation plan rev 2.06 (1).docx

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One of the most important dissemination activities to be made within the period July 2015 – June 2016 will be the workshop planned to be organized in the framework of the conference ICT Innovations 2015 (<http://ictinnovations.org/>) that will be held in the city of Ohrid, Macedonia (1 October – 4 October 2015).

At this conference on Prof. Andrej Kos from UL will be a keynote speaker. It is planned that this workshop will attract the attention of two other similar EU COST actions (Enhanced Living Environments ELEMENT-2015 and Connected Health Technologies COHEAT-2015).

Prof. Saso Koceski is a lead guest editor of the special issue entitled “Emerging technologies for Connected Health” in the Journal of Medical Systems (ISSN: 1573-689X, ISI IF=1.372) published by Springer. It could be a possibility for the UNCAP consortium partners to promote the scientific research.

## **C.21 Fondazione Bruno Kessler (FBK)**

Fondazione Bruno Kessler is structured in centres of competencies and conducts research in different area of knowledge both in scientific and human disciplines.

FBK participates to UNCAP project bringing know-how in healthcare advancement and innovation with special regards in ICT development and application for health.

- The Centre for Information Technology at FBK focuses research on Software Systems, Knowledge Management and Next Generation Internet. In this context, eHealth Applied Research Unit is an interdisciplinary research group which studies methods and models for the design, implementation and evaluation of prototypic applications and ICT-based innovative services supporting the management of data, information and knowledge in healthcare domain.
- IRCS\_FBK (Healthcare Research and Innovation Program) established by Autonomous Province of Trento aims to coordinate and enforce Research, Innovation and Educational programs for Health, enabling fast tracks for transferring research findings from bench to bedside and vice versa. The implementation of the IRCS program has the primary goal of facilitating and stimulating the capitalization of clinical observations and demand for research to address biomedical research, clinical innovation and, last but not least, to promote new industrial and services activity.

The role and main responsibilities in the project are in WP1 Preparation and planning (in particular within T.1.2 Analysis of pilot-related regulatory constraints) and WP7 Management (T.7.3 Operational and data management, T.7.4 Privacy, security, ethical and gender issue management). In addition, Giandomenico Nollo and Claudio Eccher are members of the UNCAP ethical board.

### **C.21.1 Past activities**

FBK has adopted a strategy of dissemination based on the publication of articles in newspapers and magazines, and on the participation to meetings with private companies and health professionals.

- Newspapers and magazines:
  - Technopolis, L'ospedale diventa intelligente, grazie agli oggetti connessi, 5 December 2015 [3]

- SPHERA Urban Izziv, thematic issue, Smart Trentino: An inclusive territory for the wellbeing of all number 1, 2015 [4].
- White paper on Smart Citizens for Healthy Cities, IEEE Smart Cities collection [5].
- Meetings:
  - “Tecnica Medica. 3 regioni, 1 missione!” Bolzano, Italy. 13 March 2015.

In addition, FBK, in cooperation with APSS and Trilogis, organized an International Conference during the kick-off meeting “Interoperable and location-based healthcare services for citizens”. Trento, Italy on 13 January 2015.

The kick-off meeting and conference were also advertised in the FBK website [6].

UNCAP was also announced, after grant signature, before the official starting of the project at national newspaper and at international conferences:

- Giandomenico Nollo introduced UNCAP at the i-locate conference, Florence 20 November 2014 with a talk titled: “The role of location within the health and well-being design”.
- Corriere della Sera, Da casa all’ospedale «guidati» dal telefonino, 24 November 2014 [7].

### **C.21.2 Activities planned for the next period**

As mentioned in the section regarding APSS, FBK will continue engaging meetings with policy makers and professionals from the healthcare world, with particular attention being paid to the local province of Trento. In particular, they will organize dedicated meetings with healthcare professional operating in different departments and scientists involved in the project with the aim of activating new collaborations and exploitation paths. Moreover, they will be activated a link with the AUSILIA project to promote the effective transfer of UNCAP results on the territory.

Furthermore, it will present the project at national and international meetings such as the next Convegno Nazionale Associazione Italiana Ingegneri Clinici (AIIC).

## **C.22 Aristotelio Panepistimio Thessalonikis (AUTH)**

The lab of Medical Physics is located on the third floor of the main building of Medical School and consists of an ecologically valid active and healthy aging e-home/living lab including a living-room space, a bathroom-like space and a hall-kitchen space.

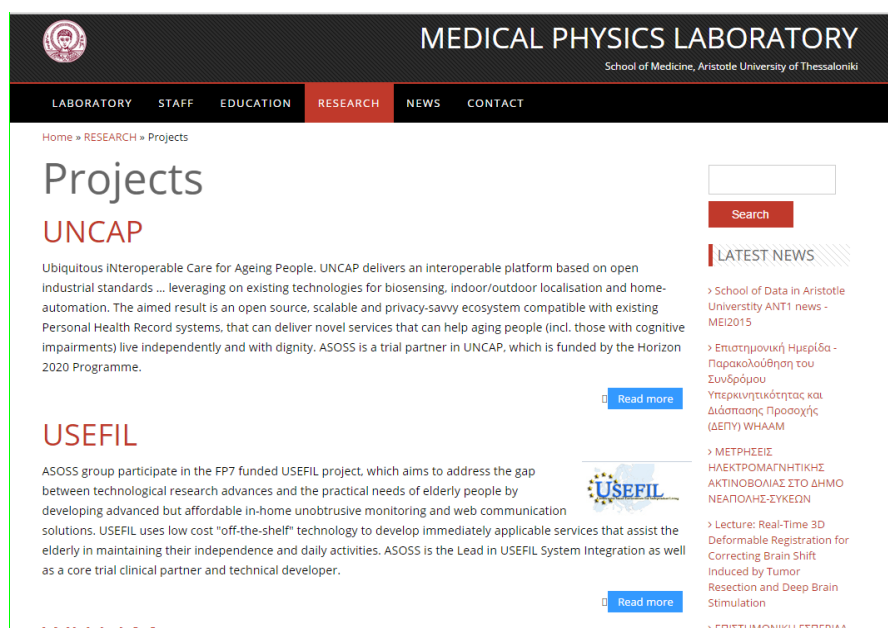
Seniors can visit the Active and Healthy Aging Living Lab and “live” for 1-2 hours as they relax and perform different daily activities while trying to utilize a smart watch (emergency button and heart rate measurement), a Smart TV (watching TV, menu navigation and calendar event creation), a Tablet (chat and navigation), health measurement devices (blood pressure monitor) and a set of cognitive tasks on the Smart TV.

Additionally, the participants may undertake a short, in terms of time, physical training session with wFFA (exergaming) through the Smart TV. The aim will be to investigate if exergames have an effect on the quality of life and their overall cognition independently of the gaming experience. The long-term goal will be to make this dataset a “reference dataset” for the whole region.



## C.22.1 Past activities (January 2015 – June 2015)

AUTH has specific dissemination activities including the integration and publication of UNCAP summary in the main tool the Medical Physics Laboratory website [8] main vehicle for dissemination. The following picture shows a screenshot of lab's website.



**Figure 19: UNCAP in the Medical Physics Laboratory website**

Well-known tools that are available through Social Networks such as Tweets and Facebook posts regarding UNCAP were completed by members of the AUTH team.

The AUTH team reinforces the links with the related conferences as members of the team are already very active in the organization of national and international conferences on the field of healthy aging. Dissemination activities that include various actions so as to increase the overall awareness of the UNCAP project to the public or to distribute knowledge contain various presentations in different conferences in the same field at national as well as international level.

### **Activities targeted to the scientific public**

Various presentations took place in different conferences:

- World Congress of Medical Physics and Biomedical Engineering, Toronto, Canada (6-12 June 2015) with the presentation on SP113.6 - Building neuroscientific evidence and best practices in active and healthy aging





**Figure 20: Picture from World Congress of Medical Physics and Biomedical Engineering**

- ICT4AgeingWell\_2015, Portugal (20-22 of May 2015) with the presentation on Exergames for Assessment in Active and Healthy Aging: Emerging Trends and Potentialities by Evdokimos I. Konstantinidis, Panagiotis E. Antoniou and Panagiotis D. Bamidis



**Figure 21: Pictures from the ICT4AgeingWell\_2015**

- The 6<sup>th</sup> National Congress of Biomedical Engineering (ELEVIT 2015) in Athens, Greece, the 6-8 of May 2015. More than 100 people had participated as the conference featured a number of prestigious keynote speeches from Giuseppe Conti, Trilogis SA, Italy, Stavroula Mougiakakou, ARTORG Center for Biomedical Engineering Research, Diabetes Technology Research Group, University of Bern, Switzerland, Stathis Konstantinidis, School of Health Sciences, University of Nottingham, UK; Northern Research Institute – NORUT, Norway, Theodoros Arvanitidis, Institute of Digital Healthcare, International Digital Laboratory, Warwick Medical School, University of Warwick, UK.



**Figure 22: Picture of the presentation at 6th National Congress of Biomedical Engineering (ELEVIT 2015)**

- The 4<sup>th</sup> Mental Health Innovation Forum, TeleCare, e-Health, m-Health, Help Lines, Internet Consultation, Psychoeducation, e-Learning, Virtual Reality, Games, Brain Research, Clinical Neuroscience, Neuroimaging, Neuropsychopharmacology, Pharmacoeconomics in Athens, Greece, the 13-15 of March 2015.



**Figure 23: Pictures from the 4th Mental Health Innovation Forum**

#### ***Activities targeted to the general public***

The following activities have been carried on targeting the general public:

- Thessaloniki Science Festival (14-17 of May 2015, Thessaloniki, Greece) with the presentation on Open Health Data



**Figure 24: Picture from Thessaloniki Science Festival**

- The 9<sup>th</sup> Panhellenic Conference on Alzheimer's Disease and 1<sup>st</sup> Mediterranean on Neurodegenerative Diseases (14-17 of May 2015, Thessaloniki, Greece)



**Figure 25: Picture from 9<sup>th</sup> Panhellenic Conference on Alzheimer's disease and 1<sup>st</sup> Mediterranean on Neurodegenerative Diseases**

### **C.22.2 Activities planned for the next period**

The dissemination activities to the general public are planned by AUTH pilot in order to communicate the key characteristics of the UNCAP system. These activities include the participation and presentation of UNCAP to different conferences, such as

- the 37<sup>TH</sup> ANNUAL INTERNATIONAL CONFERENCE OF THE IEEE Engineering in Medicine and Biology Society (EMBC2015-Milan, Italy, August 25-29 2015) with a scheduled presentation on "Building neuroscientific evidence and creating best practices for Active and Healthy Aging through ubiquitous exergaming and Living Labs"
- XIV MEDITERRANEAN CONFERENCE ON MEDICAL AND BIOLOGICAL ENGINEERING AND COMPUTING (MEDICON2016- Paphos, Cyprus, MARCH 31<sup>ST</sup> - APRIL 2<sup>ND</sup> 2016)
- International Conference on Interactive Mobile Communication, Technologies and Learning (IMCL2015- Thessaloniki, Greece, 19-20 November 2015)
- Medical Informatics Europe (MIE2016-Munich, Germany, 28 August - 2 September 2016)
- 2nd International Conference on Information and Communication Technologies for Ageing Well and e-Health (ICT4AgeingWell\_2016-Rome, Italy, 21-22 April 2016)

AUTH plans to create an Ecosystem of relative stakeholders based on the experience of many years gained from relevant projects like LLM. In addition, the exploitation and use of the UNCAP knowledge is planned to develop and research the outcomes gained from the UNCAP project through running PhD theses.

## **C.23 Unitatea Administrativ-Teritoriala Baia Sprie (BAIA)**

Baia Sprie administration is concerned with improving the quality of life of citizens by taking best practices from international collaborations that we have developed through the projects in which we were partners.

Baia Sprie Elder Nursing homes is a pilot partner and technical support is being provided by Fida Solutions. BAIA SPRIE presented UNCAP project, its possible benefits towards the general public in Baia Sprie and to their partners in the URBACT project, to MEDSPRIA SA, NGO's, and other private companies.

Our goal is that at the end of the project, we can provide elderly citizens with personalized monitoring equipment.

### **C.23.1 Past activities**

Through communication our aim was to inform all interested citizens and local economic players the purpose and benefits of the project

Targeted groups:

- Igualada Barcelona.
- Baia Sprie Local Support Group meetings.
- Through Urbact project "4D cities", they have developed a local action group and wrote a local action plan in health. In all national and international meetings at which they were present, they presented UNCAP to their partners.
- In the local action group are doctors, citizens, non-medical staff, businessmen and NGOs
- Institutional Internet Web-site: <http://www.baiasprie.ro/>

Dissemination tools already used:

- Press conference organized by the city hall

Meetings organized:

- Interested citizens.
- Doctors in the community.

### **C.23.2 Activities planned for the next period**

The dissemination activities towards the general public planned for the next period are related to publishing newspaper articles and the continuous update of the website in order to continue informing all interested citizens and local economic players.