



## COMPETITIVENESS AND INNOVATION FRAMEWORK PROGRAMME

### ICT PSP call for proposals 2008 - ICT PSP/2008/1

Project Acronym: **Long Lasting Memories**  
Project Number: **238904**  
Project Type: **Pilot Type B**  
Project Full Title: **Long Lasting Memories**

ICT PSP Main Theme addressed: **1.4: ICT for ageing well with cognitive problems, combining assistive and independent living technologies**

### D2.6 Qualitative analysis of the mailing list/network of interest

Nature:	R
Dissemination Level:	P
Version #:	1.1
Delivery Date:	M12
Deliverable Leader:	AUTH
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Status:	Final
Reviewed on	14 July 2010
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## Document History

Version <sup>1</sup>	Issue Date	Stage <sup>2</sup>	Content and changes
#0.1	September 2009	Draft	Communication manager sends to the partners the template of the Nol (attributes to be included) and partners agreed on its structure
#0.2	November 2009	Draft	Communication manager receives from all partners the completed excel file containing individual contacts that will be included to the Nol
#0.3	March 2010	Draft	The connection between the Nol and the LLM community is discussed and agreed
#0.4	April 2010	Draft	The communication manager request from partners to update the contacts of the Nol
#0.5	May 2010	Draft	The utilization of the Nol is agreed
#0.6	May 2010	Draft	Issue the template of the deliverable
#1.0	June 2010	Draft	Final version is ready for review
#1.1	July 2010	Final	Final version is ready to be sent to PO

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<sup>1</sup> Please use a new number for each new version of the deliverable. Add the date when this version was issued and list the items that have been added or changed. The ~~what~~ new column will help the reader in identifying the relevant changes. Don't forget to update the version number and date on the front page and the header.

<sup>2</sup> A deliverable can be in either of these stages: ~~draft~~ or ~~final~~. For each stage, several versions of a document can be issued. *Draft*: Work is being done on the contents. *Final*: All chapters have been completed.

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## **1 Introduction**

The purpose of this document is to analyze the LLM Network of Interest (NoI) developed within the first year of the project. The communication manager coordinated this task, asking partners to gather a list of relevant emails to include to the LLM mailing list and a list of personal contacts to include to the LLM NoI.

This document describes the purpose of the NoI (section 2), analyses the NoI (section 3) and concludes with the utilization and actions that will be taken for its best use (section 4).



**Direct user or group:**

- É National/Regional/Local Public Administrations, strengthening care services for the elderly.
- É Private Social-Sanitary Care Services Providers, offering new care services to the elderly.
- É Elderly (cognitively healthy people aged 65 years and older), elderly (people aged 65 years and older suffering from cognitive decline, dementia, or deteriorations physical condition).

**Indirect user or user group:**

- É Industrial partners, offering new products and services to elderly citizens.
- É Public and private insurers, providing (medical) precaution and early interventions in order to avoid a later increase in costs of care for patients with cognitive/physical decline.
- É Business investors, gaining access to new investment ventures.
- É NGOs, citizens and society, providing or autonomously performing validated methods to increased cognitive abilities and self-esteem.

**Other interested parties:**

- É Universities, extending their research and development portfolio.
- É Researchers, gaining fundamentally new research insights and results.
- É The Commission Research Programmes, clustering results.

## 2.3 NoI Purpose

The purpose of the NoI is twofold:

1. to focus dissemination activities to those that might have maximum benefits and to those who might influence LLM project outcomes and later product marketing commercialization.
2. to involve SMEs and industrial partners to the piloting phase, not to miss the opportunity to bring the service to the market.

### 2.3.1 Focus dissemination activities

The purpose is to start a discussion with a number of 360 individuals ó interested parties in the field (i.e., day care centres, clinical centres for people with mental disabilities, insurance companies, public authorities or elderly people or their relatives, etc). That will allow us to focus dissemination activities to those on which they might have maximum benefits from LLM outcomes and it will be an absolute priority.

The NoI dissemination activities will focus on informing about:

- 
- a) the deployment and operation activities, thus demonstrating the significant potential of the LLM service. The aim is:
- to inform the NoI about the three versions of the LLM service: a) at Home, b) Day care, c) Formal care,
  - to demonstrate the potentially positive impact of the service,
  - to start a discussion about the deployment,
  - to receive feedback from multiple resources that will assist in better implementing the pilots and in better evaluating the results.
- b) the planning for sustainability of the LLM service with the aim:
- to involve stakeholders in the development of the business plan,
  - to receive feedback about the business plan,
  - to approach part of the NoI for financing the service in the framework of a PPP model and the development of strategic commercial alliances
  - to ensure financial contributions and real customers for the service.

In general the NoI aims at creating e-mail lists and offline contacts that will facilitate the effective publication of our prospective, current and future work.

### **2.3.2 Involve all partners into all project phases**

SMEs and industrial partners external to the project by definition cannot follow closely the piloting phase and might miss the opportunity to bring the service to the market. What is more, industrial partners need to be monitored and surveyed during the development of the business plan in order to be able to present a service that includes all important technical details (standardisation issues, etc need to be tackled).

The LLM NoI will involve contacts by LLM partners during the whole phases of the project since all partners separately will enact discussions with their NoI. These contacts will aim at identifying and selecting the main industrial actors who could take up the LLM results and bring the LLM service to the market, together with the LLM project partners. The LLM NoI is being periodically updated and it is used to distribute the most relevant information to LLM project and NoI members and to keep the most active and interested contacts. The NoI members will benefit from the up-to-date information on the LLM pilots progress, the LLM service deployment, as well as from their potential involvement for validating the LLM service.

### 3 NoI Analysis

The first version of the NoI contains a number of 360 contacts. 41% (148) of these contacts belong to the indirect user or group category, 30% (108) belong to direct user or user group category and 29% (104) to other interested parties (Fig. 1) with most of the NoI members being localized in the largest pilot sites: France, Greece, Spain and Austria (Fig. 2).

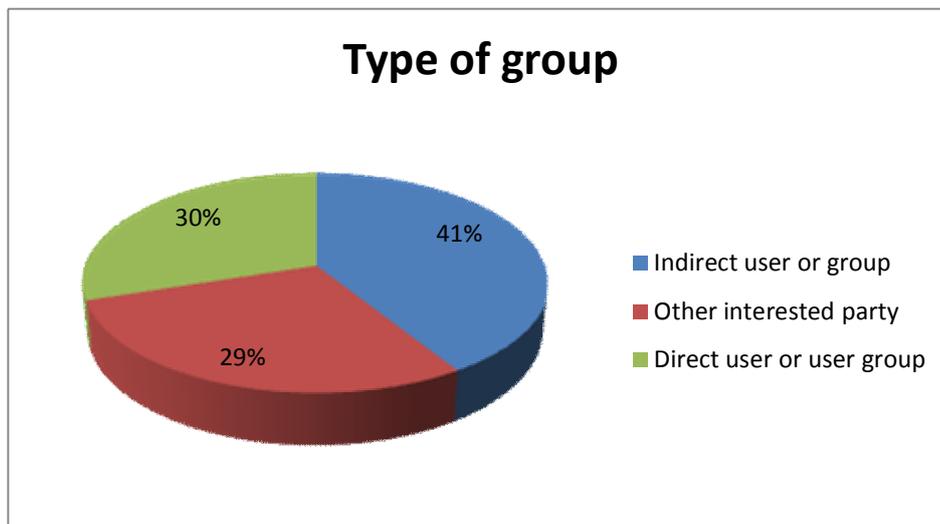


Fig. 1: Distribution of LLM NoI members among NoI types (group of interest)

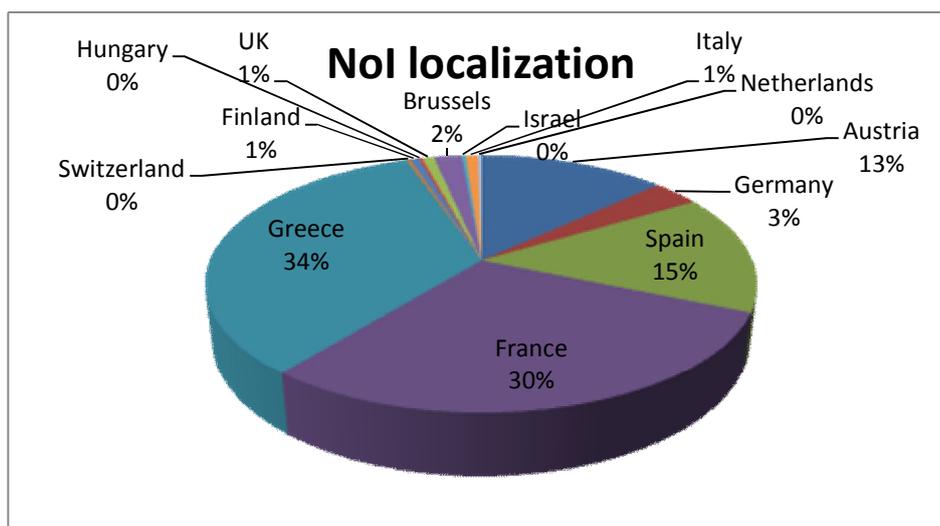


Fig. 2: LLM NoI member localization among Europe

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## 4 Utilizations and Actions

This section describes how the NoI will be used during the progress of the LLM project and which are the actions that should be taken from the consortium for better utilizing these contacts.

During the 1<sup>st</sup> year we prepared the structure of the NoI, collected the first version and identified its purpose.

During the 2<sup>nd</sup> year we plan to regularly inform the NoI about the progress of the project setting up different topics of discussion (e.g., service deployment, service utilization, pilots, business plan, etc). Specific tasks that will be taken during the 2<sup>nd</sup> year of the project are:

1. Partners will inform their NoI about the LLM community asking them to join in order to benefit from the up-to-date information on the LLM pilots, service deployment and the potential to validate the LLM service. The LLM community is an online community available at the project's website where NoI members can register in order to have the following benefits:
  - a. to receive all newsletters and information material generated during the whole project time
  - b. to post a discussion or a problem to the community
  - c. to view the profiles of the other members of the community
2. Each partner will send to their NoI an e-mail (the NoI notification e-mail), initiating a discussion about all the different topics of the project. This e-mail will be prepared by the communication manager and will be reviewed by all partners. Each partner will be responsible for sending this e-mail to his/her NoI and will be responsible for translating the NoI if needed. This e-mail will be an information e-mail initiating a discussion and requesting feedback.
3. Partners will send to the communication manager the report with the feedback they received from their NoI.
4. The NoI will be updated and will include (external) partners that have been registered to the LLM community or have expressed their interest by sending feedback to any of the topics that were addressed. The new version of the NoI will have more details on the type of the contact e.g., elderly, business investor, or researcher, etc.
5. The NoI will be categorised based on the topics of interest (e.g. service deployment, pilots, business plan etc.) and will start a loop informing the NoI for the progress of these specific topics and requesting feedback from them.

Figure 3 presents the cycle of actions that need to be taken for the utilization of the Network of Interest.

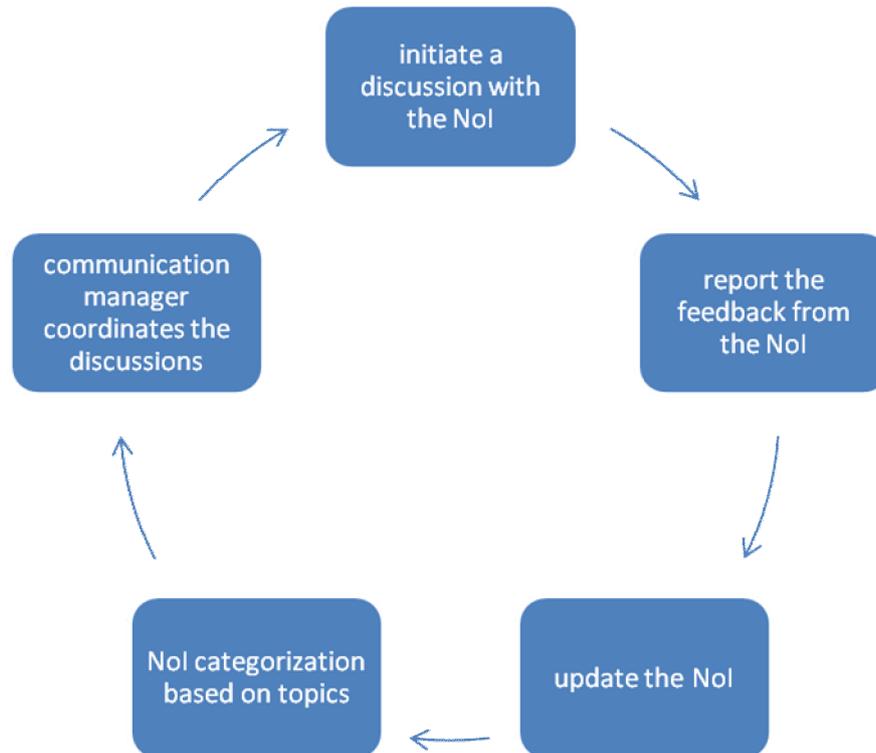


Fig. 3: Network of Interest cycle

In general the Network of Interest will allow us *a)* to focus the dissemination to contacts that are really interested in the project (without of course excluding other contacts) and *b)* to involve partners in all stages of the project.

At the end of the project, the NoI will be a network of 10-20 contacts that will be involved in the promotion of the LLM service to the market. All initial contacts will be filtered by all LLM participants according to their involvement and their interests (social care providers, insurance companies, industry, consultants, doctors and their associations, citizen groups, etc). The final scope of the NoI is to include contacts from all appropriate bodies that will be described in D5.3.

The NoI is related to the results of D5.2: identification of national stakeholders in terms of local health and social care public authorities related financial models. These tasks will be performed in parallel and the results of the actions taken in D5.2 will affect the composition of the final version of the NoI.