

eTEN 2006 Call Negotiation Workshop



Dissemination Strategy and Mandatory Requirements

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Communication Activities

- **How eTEN promotes projects**

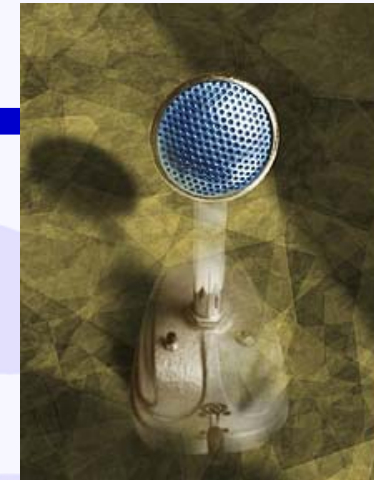


- **What eTEN needs to promote projects**

- **Dissemination strategy**
- **Mandatory requirements**
- **Additional material**

- **Tools & templates**

- **Overview**



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How eTEN promotes projects

eTEN has an active communication policy and tries to raise awareness of its projects in several ways:

- **eTEN website**
- **Online Project Database**
- **Monthly Newsletter**
- **Project of the month and project of the year**
- **Conferences**
- **eTEN and other Commission publications**

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Website & Online Project Database

- **eTEN website including “eTEN Newsroom”**
- **Online Project Database contains relevant information about all eTEN projects**
- **Search functionalities by various keywords**
- **Project “identity card” including abstract, fact sheet, contractual information and other relevant links and documents**

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Online Project Database



eTEN Project Database

See all projects starting with the letter ALL @ A B C D E F G H I K L M N O P R S T U V W .

Or pick a theme:

eGovernment eHealth eInclusion Learning and Culture SMEs Trust and Security services

Or use the free text search:

Search

Search in: Keywords: Title: Acronym: Abstract:

Or define your search criteria below (you can combine several criteria). Results will display automatically.

Status	<input checked="" type="radio"/> All <input type="radio"/> Running (1)
Keywords	Keyword 1: Pick a theme: <input type="text" value="All"/> Or a technical keyword: <input type="text" value="All"/> Keyword 2: <<Select Keyword 1 first>> Keyword 3: <<Select Keyword 2 first>>
Participant Country	<input type="text" value="Select Country"/> List of Participant Organisation(s) in the selected country: <<Select the country first>>
Call	<input type="text" value="All"/>
Project Type	<input type="text" value="All"/>

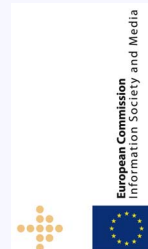
- eTEN Home
- About eTEN
- eTEN Legal Reference Documents
- eTEN Calls
- eTEN Contacts
- eTEN FAQ
- eTEN How To
- eTEN Library
- eTEN News Room
- eTEN Projects
- eTEN Site Map
- eTEN Users Database (experts, partners, guests)

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Online Project Database



eTEN Home

About eTEN

eTEN Legal Reference Documents

eTEN Calls

eTEN Contacts

eTEN FAQ

eTEN How To

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Project Factsheets :: eTEN :: PARKSERVICE

A telematics application for people with Parkinson's disease

ParkService will validate the European market for a new service supporting people with Parkinson's disease in their own homes. ParkService combines the secure exchange of video and messages through a simple television interface with "INDIGO" a unique mobility aid for people with Parkinson's disease.



Coordinated by Oxford Computer Consultants Ltd, UNITED KINGDOM

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Project Website <http://www.parkservice.biz/>

ParkService supports people with Parkinson's disease living at home through the use of media technologies that allow them to connect with medical professionals and other people with Parkinson's.

People with Parkinson's suffer from periods of limited mobility or paralysis with severe effects on their physical and emotional health, leading to social exclusion. New technologies are needed to help them be members of an inclusive society.

Through ParkService, people with Parkinson's disease (PD) are provided with ParkWalker, a simple to use, wearable aid. By targeting specific effects of PD, ParkWalker acts as a mobility aid, using tailored visual stimulation to dramatically increase mobility in suitable users. In this use ParkWalker builds upon an earlier IST project, PARREHA, and can achieve startling results - allowing people to walk where before they were paralysed. Moreover ParkService extends support to sources of exclusion not specific to PD by providing wireless home connectivity to specialised carers and also off-line services such as reminders to the user of their personal drug regime.

ParkService and ParkWalker have been implemented using widely available technology as far as possible.

IDENTITY CARD

Funded by:
eTEN
Total Cost: €1.18m
EC Contribution: €0.58m
Project Type:
eTen Market Validation
Call for proposals:
eTen - 2004-1
Execution:
From: 07/2005
To: 12/2006

READ MORE

Glasses make Parkinson's sufferers future look brighter.
[IST Results](#)
[Technical Details](#)

SEE ALSO

[Video: A new view of parkinson's](#)
[Leaflet](#)
[Indigo leaflet](#)

MORE PROJECTS

from eTEN
led by organisations from
UNITED KINGDOM
relevant to:
[eInclusion](#)

SEARCH PROJECTS

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Monthly Newsletter



- **Sent to the eTEN constituency electronically**
- **Disseminated in print at events, workshops and conferences**
- **“News from the projects” section - you can publicize your project news and workshops**
- **“Events” section - we can mention events that you are planning to attend on behalf of your project**
- **Subscription on the eTEN website**

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Project of the month

- Each month an eTEN project of the month is featured (eTEN website & Newsletter)
- At the end of the year an online election for the eTEN project of the year is organised
- **Criteria:**
 - After first positive project review
 - Consortium's capabilities to communicate the project's goals and achievements
 - Usability of the project's website

***If you believe your project would be a good candidate,
please inform your Project Officer***

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Conferences & Publications

- **Commission presentations at conferences**
 - Your project may be shown to a larger audience
- **Material produced by the Commission**
 - Your project may generate additional impact
- **eTEN printed material**
 - Brochure in English, French and German
 - Several leaflets on various themes
 - Printed version of the Newsletters



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What eTEN needs to promote projects

- **eTEN projects are encouraged to actively participate in the programme's communication activities**
- **Dissemination Letter and the Communication Guidelines for Projects are sent together with the Grant Agreement**
- **Main elements to consider:**
 - **Dissemination strategy**
 - **Mandatory requirements**
 - **Additional material**

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Dissemination strategy

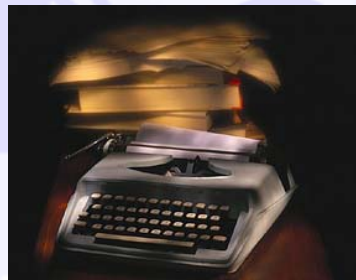
- **Dissemination strategy to be created at the beginning of the project**
- **Dissemination should be an activity throughout the whole project**
- **Certain dissemination material is considered as mandatory deliverable, so plan ahead**

The visibility of your project depends on how you promote it

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Press release (abstract & fact sheet)

- **Press releases are requested from all new projects when they sign the Grant Agreement**
- **Keep it short and add a picture**
- **They are published on the eTEN website and in the Newsletter**
- **Material will be used as input for:**
 - **Project abstract (Online Project Database)**
 - **Project fact sheet (Online Project Database)**
 - **Any other dissemination activity in the future**



Logo and website

- **Project website and project logo are required by month 2 of the contract**
- **Featuring on the project's "identity card" in our Online Project Database**
- **Include public project information on your website**
- **Any project publication and your website should include the eTEN logo and the logo of DG Information Society and Media**



Conferences and workshops

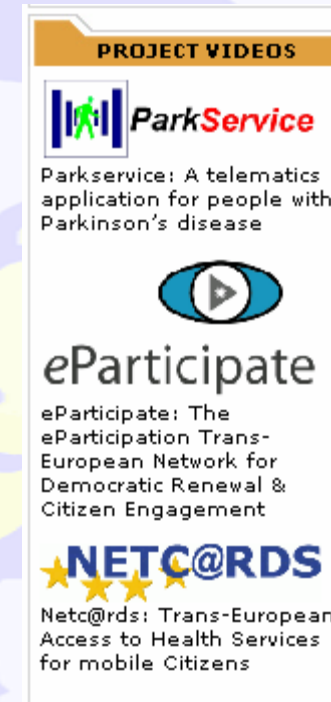
- **At specific milestones (mid-term, project end) a workshop should be organised**
 - **To disseminate your results**
 - **To seek commitment from potential users and investors**
- **Projects are requested to create a brochure for their workshops**
- **Attend at least one event sponsored or organised by the Commission**

Please inform us about these workshops, so we can publicise them on our website and in our Newsletter


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Additional material


- **Project description**
 - Longer, technical project information
 - Published in the Online Project Database
- **Photos and Graphics**
 - Showing the benefit to users
- **Success Stories**
 - Milestones, pilots, awards, customers, etc.
- **PowerPoint Slides**
- **Audiovisuals**
- **Promotional items**



PROJECT VIDEOS

 **ParkService**
Parkservice: A telematics application for people with Parkinson's disease


eParticipate
eParticipate: The eParticipation Trans-European Network for Democratic Renewal & Citizen Engagement


NETC@RDS
Netc@rds: Trans-European Access to Health Services for mobile Citizens

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Tools & templates

- **Communication Guidelines for Projects**
 - List of mandatory requirements and additional material
 - Tips for writing press releases
 - Press release template
 - Project description template
 - PowerPoint slide
- **Useful sources of information**
 - eTEN Website - <http://ec.europa.eu/eten>
 - Your Project Officer
 - eTEN Communications Team - info-eten@ec.europa.eu
 - Library – “Running a project documents”
 - Library – “Logos”

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Overview

