DELIVERABLE

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D1.13 Draft dissemination Strategy

Revision: Draft

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Actual submission date:

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Duration: 36 months

Organisation name of lead contractor for this deliverable:
FDCGO

<table>
<thead>
<tr>
<th>Dissemination Level</th>
<th></th>
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<tbody>
<tr>
<td>P Public</td>
<td>x</td>
</tr>
<tr>
<td>C Confidential, only for members of the consortium and the Commission Services</td>
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</table>
Revision History

<table>
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<th>Date</th>
<th>Author</th>
<th>Organization</th>
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<td>FDCGO</td>
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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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

Authors

Renzo Andrich, Sabrina Vincenti (FDCGO)
Executive Summary

The overall goal of the ETNA thematic network is to establish a European web portal able to provide information on assistive products based on ICT (information and communication technologies) and e-accessibility solutions which are available in Europe, and on related organizations and services. The Portal will be developed in collaboration with ATIS4all (Assistive Technologies and Inclusive Solutions for All) – another Thematic Network belonging to the same cluster.

The Portal – expected to be released at the end of 2013, in agreement with the EASTIN Association – will evolve from the current EASTIN system. It will include the *ETNA information system* – a search engine that aggregates information from various providers and repositories – and a *community* connecting all stakeholders. Implementing the information system is responsibility of the ETNA network, while the community (more properly called *collaborative portal*) is responsibility of ATIS4all.

This present document doesn’t belong to the list of deliverables initially foreseen in the ETNA Description of Work (DoW). However, the need for a clear dissemination strategy gradually appeared in the course of the project and was also recommended by the project reviewers at the First Annual Review (“...devise a dissemination strategy as soon as possible, so as “to both guide the Dissemination effort while at the same time be in a position to monitor and measure the effectiveness of the dissemination actions currently planned for the project...”).

Therefore, the aim of this deliverable is to set a dissemination plan, as detailed as possible especially in relation to the last year of activity. Indeed this last year represents the most critical phase. The project is close to conclusion, thus efforts should be addressed maximising its impact; on the other hand, this is the time in which the results are actually becoming tangible and ready to be disclosed to the public.

This version is still provisional because a dissemination strategy is under discussion also within the ATIS4all Consortium: it is important to know what the other Consortium thinks in order to achieve coordination in the dissemination.

The *first Chapter* (Dissemination Scope - DS) gives an overview of the general goals of the ETNA dissemination plan, regarding the circulation of knowledge about the project, its outcomes and their future implementation and application.

The *second Chapter* (Target Audience Groups - TAG) describes the three main target groups of the planned dissemination activities: the *users* of the future Portal (TAG1), the *information providers* (TAG2) and the *EU-wide actors* (TAG3).

The *third Chapter* (Dissemination Channels - CH) first explains the responsibilities allocation among the various Consortium partners in relation to dissemination activities, then describes the media that will be used to disseminate information on the project and its outcomes.

The *fourth Chapter* (Dissemination Objectives - DO) identifies seven specific objectives in dissemination activities, clustered round three subsequent steps: Raising Awareness, Informing and Engaging.

The *fifth Chapter* (Dissemination Actions – DA) identifies the activities to be carried out in relation to each DO and each TAG.

Finally, the *sixth Chapter* (Performance Indicators - IN) identifies a set of indicators for each DO to be used for monitoring the Consortium’s performance in each DA.
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ANNEX 1  Dissemination Leaflet for the Public  
ANNEX 2  Draft Fact Sheet for Prospective Information Providers
Dissemination scope (DS)

The European Commission defines dissemination as “a planned process of providing information on the quality, relevance and effectiveness of the results of programmes and initiatives to key actors. It occurs as and when the results of programmes and initiatives become available”.

As the ETNA project is moving towards conclusion, its results are gradually becoming tangible, which makes it possible to better identify exploitation prospects, and address the dissemination effort in such a way to ensure success and future long-term sustainability.

Due to the timing of this deliverable – the final stage of the project – and the nature of the project itself – which is not just staying in a network but building up a service: a European web Portal providing access to information and knowledge on ICT-based assistive technologies and e-accessibility solutions – from now onwards we are going to focus on the dissemination of the results of the project, rather than on the project activities themselves.

Basically, the scope of dissemination efforts is threefold:

• to widely disseminate knowledge about the existence of the Portal to all target audience groups, in such a way that they are attracted and motivated to use it;
• to reach out to all prospective knowledge providers and motivate them to connect their Internet resources to the Portal, in such a way to enrich it and maintain its contents continuously up-to-date;
• as a side effect of the above, to raise awareness of the potential of ICT assistive technology beyond the circle of AT or disability experts, so as to attract interest of new actors that can contribute to the advancement of the field (mainstream industry, public policy, individual developers and consumers etc.).

Some of these activities are related to improving the Portal contents, effectiveness and usability within the timeframe of the project (involve users and providers in the testing and validation phase); some others are related to preparing the ground for the best exploitation of the Portal after it achieves the final version (increasing the number of users and providers, optimizing visibility on the web, setting up contacts points in each Country, etc.).

In the global picture, the Portal will consist of two major components:

• the information system (i.e. the search engine with its user interfaces and maintenance tools) which is responsibility of the ETNA Thematic Network, and
• the community (the virtual space connecting all stakeholders) which is responsibility of the ATIS4All Thematic Network.

The two components already work closely linked to each other, in that jumping from the information system to the community and vice-versa can be done whenever needed: for instance, searching for an AT product while discussing in the community marketplace forum, or moving from an AT product to the community products rating facility to express a judgment or read other users’ judgments.

Thus the dissemination strategies of both networks need to be strongly coordinated, and the same was done with public information on both projects in the first two years (joint paper brochure; same graphics in the institutional websites www.etna-project.eu and www.atis4all.eu; joint communications in public events; etc.).

At this point in time, the ETNA information system is almost finished (only two functionalities are missing but on the way to be completed: the advanced search by detailed dataset and the

The system already provides access to a remarkable amount of data (over 10,000 ICT AT products, plus related companies, literature etc.) and is about to include even additional information providers within the project timeframe, from both inside and outside the Consortium. The future exploitation and long-term sustainability scenario is also clear, in that there is internal consensus on having the EASTIN Association taking over the results of the project, and continue maintaining the Portal after the end of the project.

The situation is different for ATIS4all, in that the first release of the collaborative portal has just been published, and work is in progress to make the community come alive. Prospective exploitation scenarios are still under discussion and it is still unclear how the community is going to be maintained after the end of the project.

While waiting for the ATIS4all prospects becoming clearer – hopefully they will be so in some months –this deliverable will concentrate on the specific dissemination issues related to the ETNA Information system, in view of its future incorporation in the EASTIN Portal.

**Target Audience Groups (TAG)**

As far as dissemination activities are concerned, two main targets are addressed: those who make use of the information contained in the Portal (users), and those who feed the Portal with contents (providers). A third target (EU wide actors) is considered, which includes other EU projects or EU-wide organizations that can take advantage of the results of the ETNA project.

**TAG1 - USERS**

The prospective users of the Portal range over a wide variety of actors, dealing at various levels with ICT AT: end-users, family members and primary caregivers; professionals in health care, social services and education; assessment centres, agencies and officers involved in service provision; researchers and developers; manufacturers and suppliers; policy makers. This audience has been described and categorised in Deliverable D2.2 “Map of the information need”. Based on the specific information needs or search behaviour of each category of stakeholders, the portal users can be clustered round five main target audience groups:

- TAG1.1 End-users
- TAG1.2 Professionals & user organizations
- TAG1.3 Manufacturers/suppliers
- TAG1.4 Researchers/Developers
- TAG1.5 Policy makers

Overall, they represent the macro-target “users”, with little internal differences as far as dissemination strategy is concerned.

**TAG2 – INFORMATION PROVIDERS**

The second macro-target can be identified in the information providers, i.e. organizations or communities able to upload relevant information, or make their internet resources available to the Portal search engine. They include institutions operating web sites or databases in the assistive technology or e-accessibility domain, whether in the European Union or outside, that are willing to make available their resources to the ETNA search engine by means of automatic procedure (webservices), or organizations also availing relevant resources but preferring to upload them manually through the ETNA upload tool instead of developing webservices.

In the previous ETNA deliverables, the former are labelled “providers type A” while the latter are labeled “providers type B”. Therefore we can distinguish two target audience groups within this macro-target:
• TAG2.1 Providers type A
• TAG2.2 Providers type B

TAG3 – EU WIDE ACTORS

The availability of a single European information system on AT – especially optimized for ICT based assistive technology but also having the added value of being framed within a wider information system on the whole AT world – will offer a tremendous knowledge basis to any further EU initiative in these fields, whether at scientific, technical and policy level. That’s why dissemination efforts should also be addressed to EU-wide actors, such as European Commission Bodies, EU projects and networks, EU-wide user or professional organizations who have a voice in the development of EU policies.

In turn, this macro-target can be divided into three target audience groups:

• TAG3.1 EU Bodies
• TAG3.2 EU projects
• TAG3.3 EU-wide users and professional organisations

Dissemination Objectives (DO)

Our strategy aims to promote awareness of the project results both within and outside the AT ICT community at European level and involve all relevant stakeholders. A strong dissemination effort is expected in this last year of project, in which outputs are becoming tangible and available, in order to maximize the impact and the effectiveness of the ETNA project.

The dissemination strategy will be implemented through a three-steps approach, by addressing the above mentioned target audience groups first at a wider level (raise awareness), then more in depth for those who show specific interest (inform), and eventually establish structured agreements with those who are willing to collaborate (engage) (Table 1). Each step involves a number of dissemination objectives (DO), as shown in Table 2.

<table>
<thead>
<tr>
<th>Raise awareness</th>
<th>Inform</th>
<th>Engage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Let the public know about the project outcome</td>
<td>Provide thorough information to those who show specific interest</td>
<td>Establish structured collaboration with interested parties</td>
</tr>
</tbody>
</table>

Table 1 – A three-steps dissemination strategy

<table>
<thead>
<tr>
<th>Step</th>
<th>DO</th>
<th>Description</th>
<th>TAG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raise awareness</td>
<td>DO1</td>
<td>Make aware of the existence of the Portal and of its potential in meeting the information needs of all stakeholders all over Europe and beyond</td>
<td>TAG1</td>
</tr>
<tr>
<td></td>
<td>DO2</td>
<td>Make aware of the existence of the Portal and of its potential in circulating knowledge on ICT AT and accessibility solutions all over Europe and beyond</td>
<td>TAG2</td>
</tr>
<tr>
<td></td>
<td>DO3</td>
<td>Make aware of the existence of the Portal and of its potential as a knowledge base for other international R&amp;D or policy initiatives</td>
<td>TAG3</td>
</tr>
<tr>
<td>Inform</td>
<td>DO4</td>
<td>Attract all potentially interested people to use the Portal, by ensuring that it can be easily found, accessible and understood</td>
<td>TAG1</td>
</tr>
<tr>
<td></td>
<td>DO5</td>
<td>Provide clear instructions for those who consider becoming information providers to the Portal</td>
<td>TAG2</td>
</tr>
<tr>
<td>Engage</td>
<td>DO6</td>
<td>Involve appropriate organisations in participating actively in the Portal community, and in turn promote participation of stakeholders at local level</td>
<td>TAG1</td>
</tr>
<tr>
<td></td>
<td>DO7</td>
<td>Involve and support appropriate organisations in becoming information providers</td>
<td>TAG2</td>
</tr>
</tbody>
</table>
Dissemination channels (CH)

Roles and responsibilities

In order to achieve a multiplier effect, each DO requires a different approach customized on stakeholders, involving specific actions depending on the addressed target. Most actions need to be carried out at national or local level – thus are responsibilities of each partner – while some actions need to be centralised – thus are responsibility of the project coordinator.

The project coordinator will serve as supervisor and will be responsible for coordinating, facilitating and monitoring the aggregated dissemination activities; for keeping partners informed; for operating the Portal and maintaining the project institutional website; and for all activities targeted at EU-wide actors.

Each partner will be responsible for carrying out dissemination activities at national or local level, according to the planning agreed with the project coordinator. Those partners that are international networks themselves (EASPD and AAATE) will have a dissemination role also at European level.

In the preparatory stage, they are responsible for sharing the calendar of forthcoming events/activities with the other partners, in order to enhance collaboration within the Consortium. Once a dissemination action has been carried out, they are responsible for filling-in a concise report according to the template provided by the project coordinator (this will include data such as: name of the responsible partner, name of the activity/event, date, place, type of audience, short description of the activity/events, and results/impact). Partners are also responsible for collecting the related materials produced – if any – in order to make them available to the project coordinator and to all other partners.

Dissemination Channels (CH)

Besides the Portal itself – designed in such a way to fully exploit its visibility to the major search engines, which is enhanced by its enormous number of links, multiplied by all its linguistic layers – a variety of dissemination channels will be used. These are briefly described in Table 3.

<table>
<thead>
<tr>
<th>CH</th>
<th>Channel</th>
<th>Scope</th>
</tr>
</thead>
<tbody>
<tr>
<td>CH1</td>
<td>The institutional ETNA website</td>
<td>The ETNA website <a href="http://www.etna-project.eu">www.etna-project.eu</a> provides the key information on the project, allows access to all public deliverables, news, announcements of events and other relevant information of the Consortium. Authorized users have access to restricted or confidential documents with previous authentication. Currently the website links to the trial versions of both the ETNA information system and the ATIS4all Community, so that anybody can freely take a look and get an idea of the features and the potential of the future Portal.</td>
</tr>
<tr>
<td>CH2</td>
<td>Partners’ official channels (websites, bulletins etc.)</td>
<td>Care will be taken by all partners to have the ETNA project mentioned in their websites and media (bulletins, magazines, etc., if any) with information regularly updated and localized according to the language, the format and the target, and with link to the ETNA institutional website and Information</td>
</tr>
</tbody>
</table>
In addition to the partner’s official channels and websites, other specialized blogs, forums, websites and online communities shall be used to raise awareness of the project and disseminate its results.

The project partners are expected to participate in the most relevant meetings, conferences and workshops close to the thematic areas of the project, and take advantage of them to spread information about the project and the future Portal.

Visual material has already been produced in the course of the project, in conjunction with ATIS4all (leaflets and newsletters). In 2013 a new release of the leaflet will be produced, along with exhibition material and an information package for prospective information providers.

Press releases have already been issued in several occasions in the course of the project. As the project approaches its closure, each partner will take care to provide national and local media with Press releases in national language and - whenever possible – to approach journalists and encourage them to publish full articles.

ETNA partners from academic environment will take care of identifying opportunities for publishing articles that deal with the thematic area of the Portal and mentioning it in scientific journals.

Table 3 – Main dissemination channels

<table>
<thead>
<tr>
<th>CH3</th>
<th>Specialized websites, forums, blogs, social networks</th>
</tr>
</thead>
<tbody>
<tr>
<td>System.</td>
<td>In addition to the partner’s official channels and websites, other specialized blogs, forums, websites and online communities shall be used to raise awareness of the project and disseminate its results.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CH4</th>
<th>Meetings, Conferences, Workshops</th>
</tr>
</thead>
<tbody>
<tr>
<td>The project partners are expected to participate in the most relevant meetings, conferences and workshops close to the thematic areas of the project, and take advantage of them to spread information about the project and the future Portal.</td>
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</table>

<table>
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<tr>
<th>CH5</th>
<th>Visual Material</th>
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</thead>
<tbody>
<tr>
<td>Visual material has already been produced in the course of the project, in conjunction with ATIS4all (leaflets and newsletters). In 2013 a new release of the leaflet will be produced, along with exhibition material and an information package for prospective information providers.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CH6</th>
<th>Media attention</th>
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</thead>
<tbody>
<tr>
<td>Press releases have already been issued in several occasions in the course of the project. As the project approaches its closure, each partner will take care to provide national and local media with Press releases in national language and - whenever possible – to approach journalists and encourage them to publish full articles.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CH7</th>
<th>Scientific Journals</th>
</tr>
</thead>
<tbody>
<tr>
<td>ETNA partners from academic environment will take care of identifying opportunities for publishing articles that deal with the thematic area of the Portal and mentioning it in scientific journals.</td>
<td></td>
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Dissemination Actions (DA)

Objective D01 (target TAG1): Key events at national level

The Consortium partners will have the key role in raising awareness of the Portal’s existence and its potential in meeting the users’ information needs. It is their responsibility to take advantage of any appropriate event or communication channel at national or local level to disseminate information about the Portal to the public at large. To this purpose, commitment is requested to each Consortium member to inform about the project in its website, and to promote the Portal at least at one major event at national level in 2013 (Conference, Fair, Workshop, Press Conference etc.), or through significant public communication initiatives (e.g. articles in the media, TV interviews, posts in widely-read websites etc.) able to effectively reach the intended audience.

In order to facilitate synergies in this task, each partner should draft a calendar indicating workshops and conferences that are close to the ETNA thematic area, so as to share knowledge on upcoming events in the nearby areas and coordinate activities without overlapping.

Partners working in academic environment are encouraged to make scientific submission in scientific journals, even if publication may actually take place after the project is finished due to the timing of the review process.

In order to support these activities, a dissemination leaflet has been prepared in conjunction with the ATIS4all network (Annex 1).

Objective D02 (target TAG2) – Attract prospective information providers

In order to reach out organizations operating web-based repositories, databases or information services on ICT AT and accessibility solutions, that could be prospective information providers of the Portal, the preliminary step will consist of identifying them through Internet searches and provide them with concise information about the existence of the Portal, the benefits of participating in the network and the involved technicalities. This activity is chiefly a responsibility of the project coordinator, however several Consortium partners will help by...
becoming information providers themselves or helping find out external information providers. A first inventory of such organisations has been already carried out (see Deliverable D3.2 Map of resources, which identified 30 candidates), most of them were contacted in autumn 2012 and the above information was provided via e-mail, phone talks and face-to-face meetings. They were provided with a short presentation of the project; the reasons why their web-based resources could be relevant for the Portal were analysed and discussed; the prospective social impact of their collaboration was highlighted, in that, by joining the network, they would help provide a useful service to citizens and contribute to raise public awareness on disability issues and on the potential of assistive technology. The contacts will proceed in 2013 to reach out all other candidates and possibly identify additional ones.

As soon the Portal takes its final shape, a Fact Sheet will be prepared and published to attract further prospective information providers in the future (see draft in Annex 2).

**Objective D03 (target TAG3) – Reach key actors at EU level**

In order to make EU-wide actors aware of the existence of the Portal and of its potential as a knowledge base for other international initiatives, either aimed at research and development or policy making, it is important to make information available through appropriate channels and at key EU-wide events. This task is responsibility of the project coordinator.

Two major dissemination actions have been carried out so far, by means of advertorial in specialised magazines targeted to EU policy makers: the *Parliament Regional Review* and the *Pan European Networks Science & Technology*. When the project will be completed and the Portal will be taken by EASTIN – in other words when a stable situation will be achieved - another advertorial of this kind is planned.

The key event at EU-level that has been chosen for a public launch of the Portal is the AAATE 2013 Conference to be held in Vilamoura, Portugal, on September 19-22. This will include a booth in the Conference Exhibition area and presentations in scientific sessions. All key actors from all over Europe in the assistive technology domain attend this event – and also key representatives of similar organisations worldwide such as RESNA (Rehabilitation and Assistive Technology Society of North America), ARATA (Australian Rehabilitation and Assistive Technology Association) and RESJA (Rehabilitation Engineering Society of Japan) – dissemination at this event will have a powerful multiplier effect.

**Objective D04 (target TAG1) - Search engine optimization**

The best cost-effective way to attract all potentially interested people to use the Portal is to maximise its visibility to the most popular Internet search engines, by means of search engine optimisation (SEO) techniques. This is definitely a responsibility of the project coordinator.

For this purpose, in the first year of the project the EASTIN search engine (on which basis the ETNA information system was later developed) was totally re-engineered according to state-of-the-art technology. The new structure fully exploits its great SEO potential provided by its enormous number of links (links to national information systems, in turn linking to companies, documents and other resources; every page appearing to the search algorithm as multiplied for the number of languages and cultures available; etc.). Thus it is realistic to expect the Portal to often appear among the “top ten” results of Google searches in response to terms related to the ICT AT and e-accessibility area.

**Objective D05 (target TAG2) – Providing technical instructions**

In order to provide clear instructions for those who consider becoming information providers to the Portal, two distinct approaches will be adopted, depending on whether they aim at becoming providers type A or providers type B. The information provided in DO2 is sufficient
for them to take this decision, as it basically depends on the IT skills available in their organisation, on the amount of data to be made available to the Portal, and to their willingness to invest in contents harmonisation and in webservices development.

For prospective providers type A, the final webservices specifications (Deliverable 6.2) will be made available on request (the partners who are currently working to join the Portal are using the first release of such specifications, already issued in January 2013, see Deliverable D6.1). This document is intended for a technical audience so it won’t need to be further edited.

For prospective providers type B, a friendly tutorial will be made available on the Portal in relation to the use of the data upload tool.

These activities are responsibility of the project coordinator.

**Objective D06 (target TAG2) – Active participation in the network**

In order to ensure long-term sustainability, a network of stable active participants in the community must be established. It is important to rely on organisations who look at the participation in the network not as just a voluntary activity, but as a commitment linked to their institutional mission.

Based on this assumption – and taking advantage of the lesson learned from the previous EASTIN experience – the core of the network will be represented by the information providers (either type A and type B) and by National Contact Organisations, one for each EU Country (chosen among Organisations that have a national acknowledged role in AT policies, whether governmental or non-governmental). If this network exists and efforts are spent to keep it strong, it is realistic to think that other organisations or even individuals (e.g. software developers) may be easily aggregated.

Currently, work is in progress to establish this network. The situation is quite varied. Some organisations that have been identified so far may be at the same time information providers, national contact organisations, and ETNA partners (which is the ideal situation in terms of commitment). Some others are external to the ETNA or the ATIS4all Consortium and may not be information providers, however they have a key acknowledged role at national level in AT policy that ensures strong commitment. EASPD, one of the partners operating at a European level across 31 countries, is currently actively assisting the partnership in finding the right national contact points in countries where this contact is still missing.

Table 4 summarised the situation to date.

<table>
<thead>
<tr>
<th>Country</th>
<th>National Contact Organisation</th>
<th>Contact person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>Still missing</td>
<td></td>
</tr>
<tr>
<td>Belgium</td>
<td>Flemish Agency For Persons With Disability, Brussel</td>
<td>Mr Marc Wouters</td>
</tr>
<tr>
<td>Bulgaria</td>
<td>Still missing</td>
<td></td>
</tr>
<tr>
<td>Cyprus</td>
<td>Europ.University Cyprus, Dept Education Sciences, Nicosia</td>
<td>Ms Katerina Mavrou</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>Still missing</td>
<td></td>
</tr>
<tr>
<td>Denmark</td>
<td>The National Board of Social Services, Odense</td>
<td>Mr Thomas Lyhne</td>
</tr>
<tr>
<td>Estonia</td>
<td>Astangu, Tallinn</td>
<td>Ms Tüna Kalevik</td>
</tr>
<tr>
<td>Finland</td>
<td>National Institute for Welfare and Health, Helsinki</td>
<td>Ms Tuula Hurnasti</td>
</tr>
<tr>
<td>France</td>
<td>Handicaps Et Cadre De Vie, Lille</td>
<td>Mr Yann Bertel Venezia</td>
</tr>
<tr>
<td>Germany</td>
<td>Institut der Deutschen Wirtschaft Köln, Köln</td>
<td>Ms Petra Winkelmann</td>
</tr>
<tr>
<td>Greece</td>
<td>Disability Now, Athens</td>
<td>Ms Anna Evangelinou</td>
</tr>
<tr>
<td>Hungary</td>
<td>Nemzeti Rehabilitációs Es Szociális Hivatal, Budapest</td>
<td>Mr Katalin Kollai</td>
</tr>
<tr>
<td>Ireland</td>
<td>Contacts in progress with Citizens Information Board, Dublin</td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td>Fondazione Don Carlo Gnocchi, Milano</td>
<td>Mr Renzo Andrich</td>
</tr>
<tr>
<td>Latvia</td>
<td>Ministry of Welfare of the Republic of Latvia, Riga</td>
<td>Mr Aivars Vetra</td>
</tr>
<tr>
<td>Lithuania</td>
<td>Contacts in progress with TPNC, Ministry Social Security</td>
<td></td>
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</tbody>
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Luxembourg Contacts in progress with ADAPTH
Malta Still missing
The Netherlands Vilans, Utrecht Ms M. Van Bubber
Norway Norwegian Labour and Welfare Service, Oslo Ms Inger Holstad
Poland Still missing
Portugal Contacts in progress with CRPG, Gaia
Romania Still missing
Slovakia Technical University of Košice, Košice Mr Dusan Simsik
Slovenia University Rehabilitation Institute Rep. Slovenia, Ljubljana Ms Mojca Debeljak
Spain CEAPAT, Ministry Social Affairs, Madrid Ms Reyes Noya
Sweden Still missing
Switzerland Still missing
United Kingdom Disabled Living Foundation, London Mr Warren Goodland

Table 4 – Current status or the National Contact Organisations network

Objective D07 – Plugging-in information Providers

The actual engagement of an information provider – beyond the experimental phase in which the candidate providers just make technical trials to check and fine-tune the procedures – takes place when an agreement is signed between the provider and the Portal administrator (in the future, the EASTIN Association). A formal agreement is needed to state each party’s responsibilities in relation to information quality, IPR and legal issues.

To this end, legal consultancy will be sought to define the texts of the agreement for both providers type A and B. Meanwhile, recruitment of providers A and B is in progress.

The network of providers type A includes not only the current EASTIN partners (who are currently considering to better adapt their webservices to the ETNA Taxonomy, although the system has been designed in such a way that is also retro-compatible with the old taxonomy), but also other organisations from within and outside the Consortium. *Table 5* summarises the situation to date.

The invitation to participate as providers type B is currently open to each other ETNA partner and to each National Contact Organisation. However, in case another organisation is already operating in the same Country as provider type A, agreements are encouraged between all organisations within the same Country in order to prevent duplication of efforts and maximise effectiveness. In relation to that, a success story deserving mention is the collaboration within the UK between the ETNA partners DLF and ACE. As DLF is managing a national assistive technology database (DLF-DATA) already connected as provider A to the ETNA network, and ACE is operating a specialised website on augmentative communication equipment (SpeechBubble), a web services communication has been established between the two databases. Thanks to that, DLF-DATA users see also SpeechBubble information, and both are conveyed to ETNA through the DLF-data webservices.

<table>
<thead>
<tr>
<th>Country</th>
<th>Organisation</th>
<th>Resource</th>
<th>status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>Fondazione Don Carlo Gnocchi Onlus, Milano</td>
<td>SIVA Portal <a href="http://www.portale.siva.it">www.portale.siva.it</a></td>
<td>Fully implemented, fully compliant with ETNA taxonomy</td>
</tr>
<tr>
<td>Germany</td>
<td>Institut der deutschen Wirtschaft Koeln</td>
<td>REHADAT <a href="http://www.rehadat.de">www.rehadat.de</a></td>
<td>Fully implemented, partially compliant with ETNA taxonomy</td>
</tr>
<tr>
<td>Denmark</td>
<td>Danish Board of Social Services</td>
<td>HMI-Basen <a href="http://www.hmi-basen.dk">www.hmi-basen.dk</a></td>
<td>Fully implemented, partially compliant with ETNA taxonomy</td>
</tr>
</tbody>
</table>


Table 5 – Information providers type A

<table>
<thead>
<tr>
<th>Country</th>
<th>Organization/Website</th>
<th>ETNA taxonomy</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>Disabled Living Foundation DLF-data</td>
<td>Fully implemented, partially compliant with ETNA taxonomy</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.dlf.org.uk">www.dlf.org.uk</a></td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>Hacavie</td>
<td>Fully implemented, partially compliant with ETNA taxonomy</td>
</tr>
<tr>
<td></td>
<td>HANDICAT <a href="http://www.handicat.com">www.handicat.com</a></td>
<td></td>
</tr>
<tr>
<td>Belgium</td>
<td>Flemish Disability Board VLIBANK</td>
<td>Fully implemented, partially compliant with ETNA taxonomy</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.vlibank.be">www.vlibank.be</a></td>
<td></td>
</tr>
<tr>
<td>The Netherlands</td>
<td>Vilans Hulpmiddelenbasen <a href="http://www.vindeenhulpmiddel.nl/">http://www.vindeenhulpmiddel.nl/</a></td>
<td>Not yet implemented</td>
</tr>
<tr>
<td>Spain</td>
<td>Ceapat - Imserso (Ministry of Health and Social Affairs) Catalogo de AT <a href="http://www.catalogo-ceapat.es">www.catalogo-ceapat.es</a></td>
<td>Not yet implemented</td>
</tr>
<tr>
<td>Sweden</td>
<td>DART Salgrenska Hospital OATSOFT <a href="http://www.oatsoft.org">www.oatsoft.org</a></td>
<td>Not yet implemented</td>
</tr>
<tr>
<td>Greece</td>
<td>CERTH-HIT OAEG <a href="http://www.oaeg.eu">www.oaeg.eu</a></td>
<td>Web service Implemented Integration and Testing phase pending</td>
</tr>
<tr>
<td>Italy</td>
<td>National Research Council, Educational Technology Inst. ESSEDIQUADRO <a href="http://www.sd2.cnr.it">www.sd2.cnr.it</a></td>
<td>Not yet implemented</td>
</tr>
<tr>
<td>US</td>
<td>Macro International (under NIDRR grant) ABLEDATA <a href="http://www.abledata.com">www.abledata.com</a></td>
<td>Not yet implemented</td>
</tr>
</tbody>
</table>

**Performance indicators (IN)**

At this point in time it is not easy to make exact forecasts of how many of the above dissemination activities will be actually completed within the short time left before the end of the project and within the limited amount of funding available within the Thematic Network. It is reasonable to expect that partners in the various Countries will show different performance in relation to their ability to reach the intended target. In order to monitor the dissemination process, Table 6 lists a number of indicators and suggests a reasonable threshold – for the whole Consortium – beyond which the dissemination efforts can be considered satisfactory.

<table>
<thead>
<tr>
<th>DO</th>
<th>Indicator</th>
<th>Description</th>
<th>Success Threshold</th>
<th>Done so far</th>
</tr>
</thead>
<tbody>
<tr>
<td>DO1</td>
<td>IN1.1</td>
<td># of key events at national or local level in which significant communication is provided to the public on the project (e.g. boots in exhibitions, invited talks, papers in Conferences etc.)</td>
<td>70</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>IN1.2</td>
<td># press releases on general media</td>
<td>30</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>IN1.3</td>
<td># of submissions to scientific papers related to the project results</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>IN1.4</td>
<td># of posts (news, announcements, etc.) on specialised blogs, forums and websites</td>
<td>30 (est.)</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>IN1.5</td>
<td># of announcements related to ETNA on the partners websites</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>DO2</td>
<td>IN2.1</td>
<td># prospective information providers directly contacted</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>DO3</td>
<td>IN3.1</td>
<td># of key events at international level in which significant communication is provided to the public on the project</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>IN3.2</td>
<td># of advertorials in international journal targeted to EU-wide</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>DO4</td>
<td>IN4.1</td>
<td># average visits/months in the future Portal (as monitored by Google Analytics) after one year of public availability (i.e. end 2014)</td>
<td>Tbd</td>
<td>Not applicable</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
<td>-----</td>
<td>----------------</td>
</tr>
<tr>
<td></td>
<td>IN4.2</td>
<td># of search engine referrals from the three main search engines</td>
<td>Tbd</td>
<td>Not applicable</td>
</tr>
<tr>
<td>DO5</td>
<td>IN5.1</td>
<td># of prospective providers involved</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>DO6</td>
<td>IN6.1</td>
<td># of National Contacts organization involved</td>
<td>25</td>
<td>17</td>
</tr>
<tr>
<td>DO7</td>
<td>IN6.1</td>
<td># of Partner agreements signed for providers type A</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>IN7.2</td>
<td># of Partner agreements signed for providers type B</td>
<td>13</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 6 – Performance indicators of the dissemination activities
ANNEX 1
Background
Information and Communication Technology (ICT) is a powerful driver for inclusion and quality of life of people with disabilities, as it contributes to remove barriers they may face in everyday activities.

However, ensuring access to ICT assistive technology (ICT-AT) equipment, systems and services is not straightforward as information is often patchy, not well-distributed or simply absent. This leads to market fragmentation. The future EASTIN 2.0 portal is expected to provide a solution to this information need.

What are ATIS4all & ETNA?
ATIS4all (Assistive Technologies and Inclusive Solutions for All) and ETNA (European Thematic Network on Assistive Information and Communication) are two EU-wide Thematic Networks, overall involving 43 leading Institutions from 16 European Countries. These networks are working together - also in cooperation with the European Assistive Technology Information Network (EASTIN) - to set up a user friendly joint portal on ICT-based assistive technologies and inclusive solutions, to be released at the end of 2013 (EASTIN 2.0).

The Portal will include a virtual community (the ATIS4all collaborative portal) and a comprehensive information service (the ETNA information system). It will take advantage of existing repositories and other Internet resources on ICT-AT to help you get information on ICT-AT products, comment and rate them and share knowledge.

Both networks strive hard to directly engage end-users, key persons (our gurus) and organisations (our supporters) in the future EASTIN 2.0.

Be part of our community
Any organisation working in any field related to ICT-AT and inclusive solutions can become a supporter.

Benefits
◆ Free to join
◆ No legal commitment
◆ Recognition of the supporter in the Community section of the portal
◆ Networking opportunities
◆ Access to restricted beta versions
◆ Opportunity to disseminate your initiatives to a wide community
◆ Possibility to obtain direct feedback from main European stakeholders
◆ Invitation to ATIS4all and ETNA events
◆ Publication of your own case studies, best practices and training materials
◆ Participation in our social media

How to become a supporter?
Just send an email to info@atis4all.eu with the following data:
◆ Subject: Application for supporter
◆ Name of the organisation
◆ Brief description of your organisation
◆ Country
◆ Contact person and e-mail
◆ Reason for your interest in being a supporter
◆ The main contribution you can bring in the network

Join Us!
Beta version and further information at:
http://collaborativeportal.atis4all.eu
http://www.etna-project.eu

Clustering for the future
Expected release in December 2013
Overcoming ICT-AT market fragmentation. Improved access to ICT-ATs and inclusive solutions. Meeting point for users, researchers and developers

In collaboration with: Funded by:

ATIS4all
Assistive Technologies and Inclusive Solutions for All

ETNA
European Thematic Network on Assistive Information and Communication
ANNEX 2
ARE YOU OPERATING AN INTERNET-BASED INFORMATION SERVICE ON ASSISTIVE TECHNOLOGIES?

THEN JOIN our PORTAL!

VISION

EASTIN (European Assistive Technology Information Network, www.eastin.eu) is the most comprehensive European information service on Assistive Technology products, aggregating the contents of the major national providers of AT information in the various European countries.

Now two EU-wide networks - involving 42 leading Institutions from 16 European Countries - are jointly working to further develop this European information system especially in the area of ICT-based Assistive Technology, creating the future EASTIN 2.0 Portal.

The Portal will include two major components: an Information System – a search engine that aggregates information from various providers and repositories, to be developed by the ETNA network (European Thematic Network on Assistive Information and Communication Technologies, www.etna-project.eu) – and a Collaborative Portal - a social network connecting all stakeholders, to be developed by the ATIS4All network (Assistive Technology and Assistive Solutions for All, www.atis4all.eu).

The EASTIN 2.0 is intended to become the major EU entry point for ICT-AT, providing unified access to all resources available on the Web, including information.
on European ICT assistive products, on related documentation, organisations and services, and repositories of freeware, open source software products and tools useful for e-accessibility.

If your organisation operates a web-based repository or AT information, you are welcome to join us in fulfilling this challenging objective, thus providing a useful, qualified and reliable service to all European citizens.

TARGET GROUPS

✓ Users of assistive technology (persons with disabilities, their families, formal and informal carers)
✓ Professionals in ATs field (with either clinical, technical, educational or administrative background)
✓ Manufacturers and suppliers, either in the mainstream or in the assistive technology industry
✓ Researchers and developers
✓ Policy makers

EXPECTED RESULTS

• make information on available AT and accessibility products and services offered across Europe more transparent and easily available to the users;
• connect developers, providers and suppliers of AT solutions from all over Europe,
• involve end-users of AT, thus injecting the users’ viewpoint and allowing users’ feedback;
• support mainstream IT developers, enabling them to create more accessible products;
• overcome fragmentation in AT and accessibility markets

HOW TO COLLABORATE

Until December 2013, the Portal will gradually take wing in a test environment, partially public and partially restricted to the collaborating organisations. When all components will be in place and the system will be successfully validated, it will go
public and will be continuously updated thanks to all the organisations who will freely decide to stay in the network and make available their information resources. In fact the system will not work as a centralized database and repository, but rather as a search engine embodied in a user-friendly multilingual interface. The resources will reside in the websites or portals of the various partners, and will be always accessible there; however, looked at from the EASTIN 2.0 entry point they will appear to the user as they were in a single database and repository.

The resources to be encompassed by the system may belong to the following categories:

- **Product information** (assistive technology products, e-accessibility solutions, resources for development, e-services etc.)
- **Literature/references** (articles, case studies, regulations, fact sheets, case descriptions, etc.)
- **Projects**, either in strict sense (e.g. a research project) or in broad sense (e.g. an AT assessment centre operated by an Organization, or an internet-based information system, etc.)
- **Forum-like information**, either in traditional sense (threads and replies) or in a broader sense (ideas, news, FAQs, etc.)

If you deal with this kind of information and you wish to collaborate with us, you can become a data provider to the Portal choosing one of these approaches:

- **PROVIDER A**
  Your make your resources available to our search engine in a standardized format by means of web-services, according to a set of specifications we can provide to your software engineers;

- **PROVIDER B**
  You manually upload the description of your resources onto our central database, according to a standardised taxonomy, by means of our dedicated online upload and editing tool

Of course, clear agreements will be established in relation to the intellectual property rights of the resources you are going to provide.
IF YOU ARE INTERESTED,

LEARN MORE

www.etna-project.eu

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