



D7.3

See Far communication tools 3

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Delivery Slip

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List of Abbreviations

USE	UNIVERSIDAD DE SEVILLA
FORTH	FOUNDATION FOR RESEARCH AND TECHNOLOGY HELLAS

Preface

The Deliverable 7.3 is all about communications tools and it is an incremental type of report. The project handbook suggests updating the previous document and adding the new material produced. Accordingly, this is an updated version of the previous one (Deliverable 7.2) and the new content is added in the sections:

2.4 Updated website pages

4.5 See Far activity on social media networks

5.1 Video about See Far project on the Spanish television

6.3 Roll up

7.2.1 Use of the template

9. Collaboration with other EU projects

The Report of the performed activities by partners until now is updated also.

Executive summary

This document describes the Communication tools to be used in order to carry out strategic communications by the project and corresponds to the first deliverable of the Work Package 7: Dissemination, exploitation & socioeconomic analysis, led by MustHave.

Task 7.1, led by Quantitas, has as its main objective, all activities which are related to the dissemination of the project and to granting access to innovative results for the wider public and the scientific community.

To guarantee efficient communication, both external and internal, we designed a number of communications tools and materials as a part of the project communication tools. This deliverable, D7.3, describes these tools, the process of their discussion with the consortium



and their approval, as well as their current and future implementation within the project dissemination and communication strategy.

Without going into too much detail in this summary, it must be noted that the communication is identified as an important part, vital for implementation and the success of the See Far project, which is why we continue to discuss the relevant tools to be used in the previously formed dissemination group.

This document includes the references to the project website, project logo, PowerPoint presentation and deliverable templates, the project poster, brochure, roll up, lay summary, Twitter account, Facebook account, LinkedIn account, YouTube account, first press releases, activities done by partners, collaboration with other projects, etc.. This deliverable will be 'incremental' throughout the project, in the sense that it will be frequently updated as the project progresses, alongside the intensification of the dissemination and communication activities of the See Far Consortium.



Introduction

The project logo was designed in order to make the project easily recognisable and it will be used in every dissemination activity. In addition, the project brochure, poster and template materials were also produced with the intention to provide information for the wider public and to attract their attention. The See Far website is the main communication tool for the dissemination and communication related to the project. The website presents the information about the project, to the wide public and it is regularly updated with the content produced until the present day. The project website will continue to be operational for a year after the project completion. All visitors can request information on the project and Google analytics will be used to analyse visitors' behaviour and to provide associated statistics. The See Far project will maintain a profile in the different social media networks, in order to communicate the project's results to the wider public, inform society and the scientific community, as well as, promote the commercial exploitation of the See Far main components and exploitable products/results. In this deliverable, we describe all the social networks opened and discussed in the dissemination group of the consortium. A dissemination plan has been developed by the consortium and will be reviewed and upgraded on a 12-month basis, to include any work-plan alterations and the communications means to reach new targets.



1. See Far project logo and colours

1.1 Logo proposals

Two versions of the logo were designed and proposed by Quantitas at the Kick-off meeting in Sevilla. Most of the partners voted for the second version (Proposal2 –Figure1) but they also wanted another logo proposal in order to resemble more the logo used in the Project Proposal number: SEP-210513113 (Proposal3 –Figure1).

Therefore, Uqido suggested to prepare, after the meeting, several graphic alternatives for the logo. We received four versions and carried out a poll in Basecamp, where the partners voted for proposal number 4 (Proposal4 –Figure1). Other proposals from Uqido put to the vote, are represented in Figure1, as Proposal5, Proposal6 and Proposal7.



Figure 1: Logo Proposals



1.2 Use of logo

The logo was designed to help the external audience to easily identify the See Far project and contributes to the project visibility by providing a corporate identity from the very beginning of the project.

Having a professional looking, well-designed logo, builds trust, and that is why we chose to design a super clear and readable logo with two essential colours accustomed to the team. The use of simple colours and a high resolution were considered for different situations that the logo will be used in.

The logo may appear on screens, business cards, letterheads, posters, eyeglasses, product packaging, newspaper adverts, templates, presentations, papers, and we are sure that the use of the simple logo design will help us with different printing technologies and the correct visibility on any screen.

For varying usage and different backgrounds, we produced three different variations of the logo, as follows:

1.2.1 The Standard Logo

The project name is clearly identified and easy to read from a distance. As the logo will also appear on the eyeglasses, the choice made was for a rectangular logo, rather than a square one.





Figure 2: The standard logo



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1.2.2 Logo on dark backgrounds

When the logo is used on a dark background, we will inverse the type colour to light grey for better legibility.



Figure 3: Logo on dark backgrounds



1.2.3 Black and white logo

Sometimes, often due to production costs, only one colour of ink readily available for 'mass' printing and for such cases a See Far version of only black colour tones was also produced (see below).



Figure 4: Black and white logo



2. See Far Project Website/ www.see-far.eu

2.1 Overview

The project website was developed to offer the wider public information on the project and updates on its scientific and technical achievements. The website follows the simple line of the graphic adopted from the very beginning and is accessible on all devices. The site's colours, typography, images and content blocks were all elaborated in full harmony with the project logo. The partners provided QUANTITAS with their feedback and the content, along with the design, went through a number of revisions until it fully 'polished' by the team.

The See Far website constitutes the main dissemination channel for the project and it:

- Provides general information about the project its mission and objectives;
- Provides information on the partners;
- Provides the possibility for partners to express themselves in the blog area openly;
- Will provide regular updates on the project in the website "Results" section, on associated publications, papers, findings and on the participation at industry events;
- Offers anyone the possibility to get in contact with the project and its representatives.

It is already possible to review and experience the project website, as far as its structure and initial content, which is also summarised in this section of the deliverable. Please access the website (<https://www.see-far.eu>) while reading this document to enrich the comprehension of this section of the deliverable.



2.2 Main Features

Some associated technical details regarding the project website include

- Servers/hosting: Linux based Apache
- Content Management System (CMS) type: **WordPress** (Content Management), Smarty based CMS website is made with CSS3, HTML5, PHP, MySQL and Smarty templates

2.2.1 Design

Web design is a process of abstracting, planning, and building a collection of electronic files that determine the layout, colours, text styles, structure, graphics, images, and use of interactive features that deliver pages to site visitors. The graphic design of the website has aided in solidifying the general identity of See Far project. We used the approved logo and colours, along with fonts and high-resolution images purchased and designed to accomplish this. The website structure was established in such a way, so as to be fully responsive and we started the work considering W3C guidelines accessibility. Content organisation was divided into subsections, reachable from the main menu, on every page.

There are no legal requirements/limitations on where the Privacy Policy information should be placed, and hence we used the footer section of the website, where the disclaimer, contact and twitter card were also included



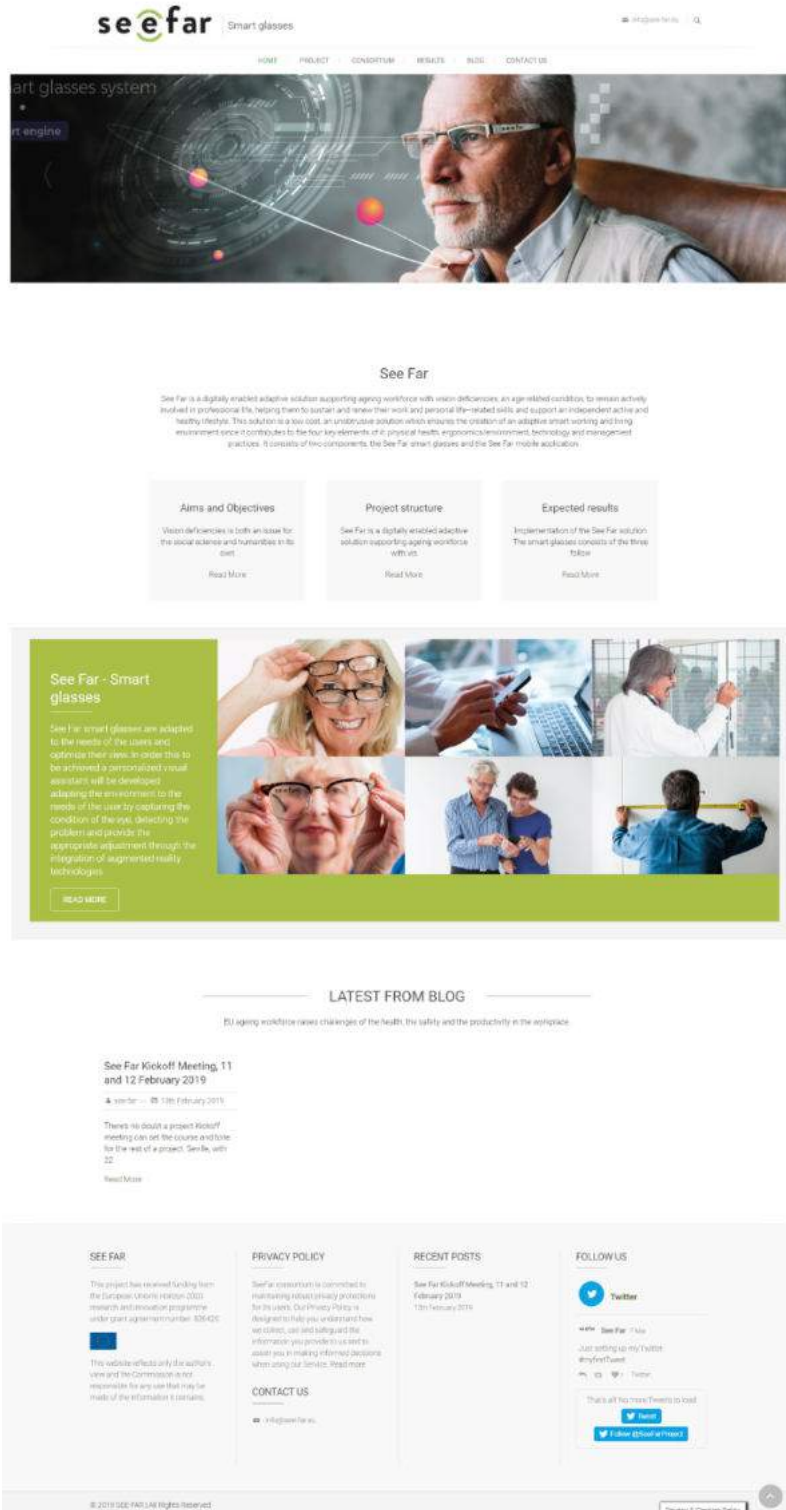


Figure 5: Website design



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2.2.2 SEO (Search Engine Optimization)

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results, often referred to as "natural", "organic", or "earned" results. This will be achieved by optimising every page and images on the site, regarding the target and keyword plan of the consortium as a whole.

According to Hubspot, SEO refers to techniques that help your website rank higher in search engine results pages (SERPs). This makes your website more visible to people who are looking for solutions that your brand, product, or service can provide via search engines like Google, Yahoo!, and Bing.¹

2.3 Website content

2.3.1 Home page

The home page contains the abstract of the general information of the See Far project and is divided into 5 sections:

- Header and main menu section, with the logo and the contact email address
- Abstract of the project, as well as a summary of the aims & objectives, project structure and expected results
- A small visual part with headlines and descriptions of the project
- Latest blog posts
- Footer section with the disclaimer, privacy policy, contact details, recent posts and recent tweets.

2.3.2 Project Page

The project page, in its first subsection, describes what the See Far aims are, and how these will be realized, through the corresponding objectives. In the second subsection, we are describing the structure of the project and its components, the four key elements being: physical health, ergonomics/environment, technology and management practices, which will ensure the creation of an adaptive smart working and living environment. Finally, the third subsection describes the expected results of this project.

¹ <https://blog.hubspot.com/marketing/what-is-seo>



2.3.3 Consortium Page

Consortium page provides a brief profile of all the participating partners, along with the map the partners' distribution across Europe. CV of the Project Coordinator, while every partner's logo and a description of their past activities/references, are also included.

2.3.4 Results Page

The Results page will be updated as soon as we have some more concrete results and have taken part in related industry events, conferences and workshops. The structure of this page consists of three subsections, namely: Publications, Events and Media.

2.3.5 Blog Page

The Blog page was created in order to give a chance to all the partners who are willing, to write and promote information regarding public project results, related workshops and meetings, and in general to express themselves about the See Far project and its progress.

2.3.6 Contact Page

This page includes the contact form. It is the easiest way to communicate directly with the Project team.

2.4 Updated pages

We worked very much on the blog page (<https://www.see-far.eu/blog/>) and it is constantly updated with the latest news from the project, meetings and progress. The blog posts are always informative toward public and wide target in order to be transparent and give more information about the progress of the project. The event page (<https://www.see-far.eu/events/>) has the latest events where the partners participated documented with the photos and the activity on the events. We also updated the page Media (<https://www.see-far.eu/media/>) with all the communication tools we produced.



3. E-mail account

3.1 See Far general email account

Email is important because it creates a fast, reliable form of communication that is free and easily accessible. Working in a team and having different email addresses, we decided that a single email address connected with the website domain is the correct way for a long-lasting communication with everyone interested in this project. This email address is: info@see-far.eu and Quantitas will be in charge of its management.

4. Social media

After short consultations, in the thread 'Social accounts' in our dissemination group, we decided to use the following Social Networks that are familiar to all the partners:

4.1 Twitter account @SeeFarProject

As part of the project's communication and dissemination strategy, social media are to play an important role in See Far. As discussed already, the website contains a Twitter card in its footer, allowing the website's visitors to share associated content or to follow us.

The official Twitter account for the See Far Project was opened in March 2019 and it is the only social account opened up by the project so far. Via this account, we will follow the main threads and hashtags with the following keywords: vision deficiencies of aging populations, ageing people with visual impairments, glaucoma and diabetic retinopathy, etc. We will also spread the word about our activities, results, interests and much more. The project hashtag is #SeeFarProject.





Figure 6: Twitter Account

4.2 Facebook account [/SeeFarSolution/](#)

The most famous social network of all reports has 1.32 billion daily active users and most of them are actively engaging with their networks on a daily basis: 65% of Facebook users frequently or sometimes share, post, or comment on Facebook. Despite the fact that Twitter is the social media platform that dominates among scientists, Facebook is still the most advanced and powerful in terms of capacity and features. As we want to reach the civil society as a Quadruple Helix target, we have created the Facebook account on 23rd April 2019, with corresponding See Far visible and content elements. We have already published 30 posts in less than a month that include the recent news from the ophthalmology field related to augmented reality and identification of the eye diseases. On the See Far Facebook page, we published our short story entitled: ‘The fundamental purpose of the project is to help ageing users with age - related vision impairments’.



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Figure 7: Facebook account

4.3 LinkedIn Account [/company/seefarproject/](#)

The LinkedIn account of the See Far will be focused mainly on the scientific and industrial communities, as it is a social network for professionals. Our activity on LinkedIn will centre the latest scientific and technical outputs of the project in order to involve other and share ideas. It does not replace the traditional methods like conferences but add to them. The profile summary talk about who we are and on what we are working so that algorithms can match us to people with similar interests and lead to opportunities and external contacts.

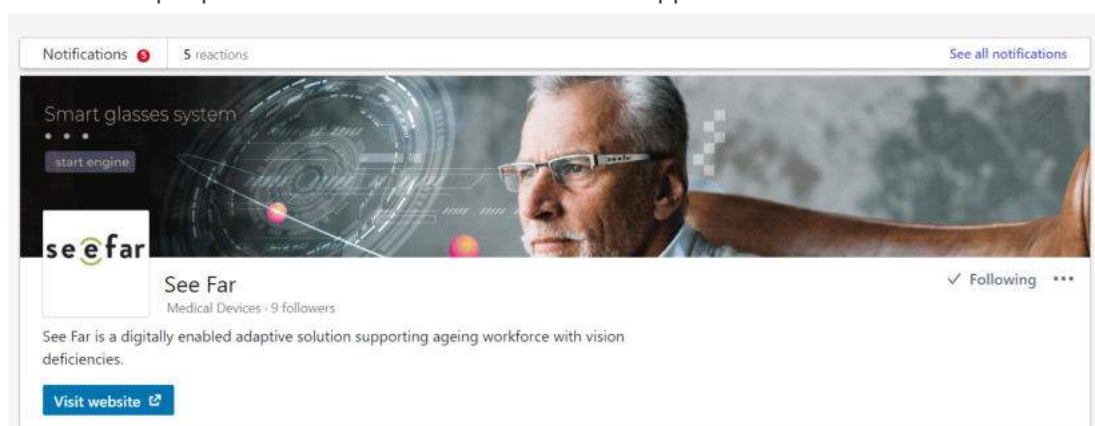


Figure 8: LinkedIn account



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4.4 Youtube Account

We have planned to produce a series of videos where the first explains, in a minute and a half, what the project is and where we want to arrive with this ladder:

- 60 seconds to explain the project (USE)
- 5 seconds to say it very short. (D-EYE)
- 20 seconds to answer the question: “How do you see the world changed in 10 years using the See Far Solution? (FORTH)

The partners will be involved as the actors in the video and Quantitas will edit and publish it on the YouTube channel we created for this purpose.

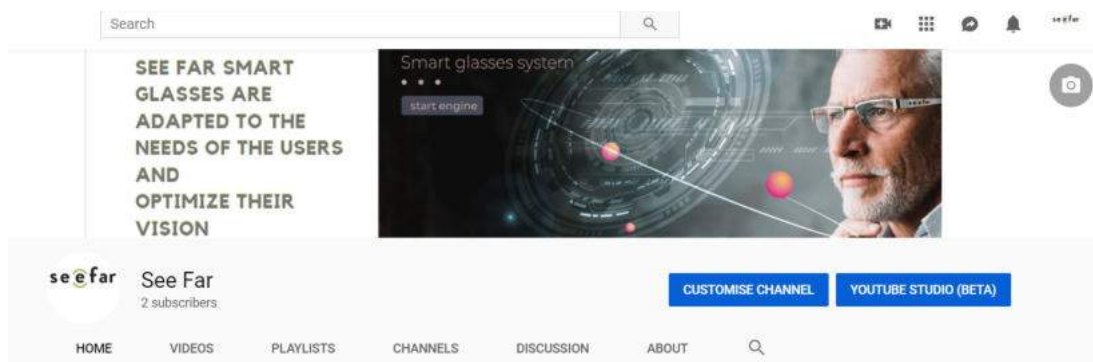


Figure 9: YouTube Account

4.5 See Far activity on social media networks

Facebook account @SeeFarSolution / 150 followers



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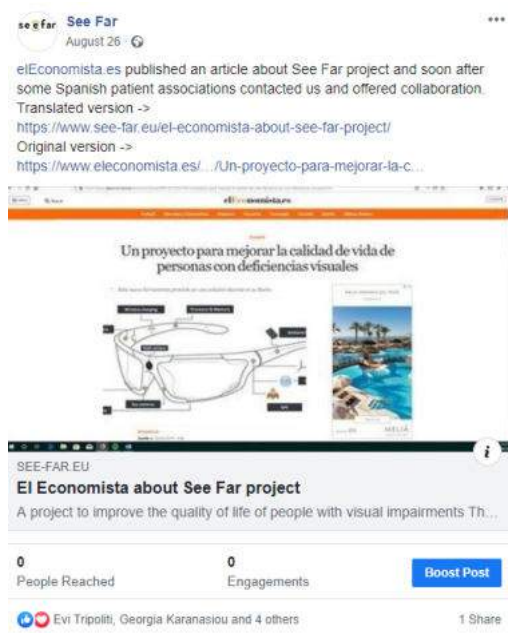
Content from different type of activities of the project and during the meetings.

Promoting the participation to events



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Press release sharing



Twitter account @SeeFarProject 26 followers

Retweeting when other channels speak about us



Tweet about latest news related to the eye diseases during the Covid19 lockdown



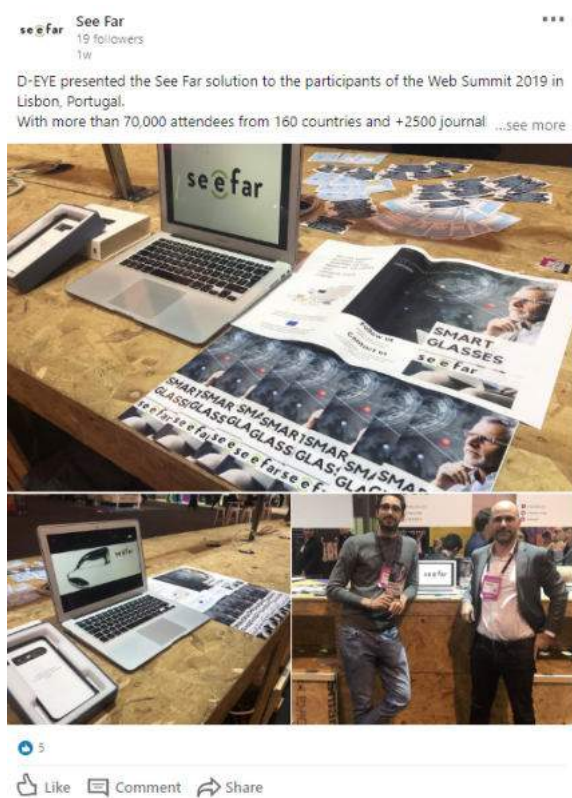
This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement **No 826429**

Spread information about our participation to the events



LinkedIn account @seefarproject 19 followers

Follow and post about partners' activities



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Write about
See Far
related issues



The YouTube account is opened and will be used as soon as we prepare the associated project videos.

Research gate account will be opened as soon as we have the first research results.

Table 1: See Far activity on social media networks

5. Press Release

Media and public community shall be aware of the See Far project objectives and progresses. At first hand, we need to raise the awareness about See Far project on the local level, writing in local languages. Accordingly, every partner will publish in their own websites one page or one section about See Far project in comprehensive language for the wide public reaching the end-users.

The main objective is to inform about the project and to share the results of general interest on living environments supporting active and healthy ageing. The opportunities of producing articles or press releases for the mass media (newspapers, magazines) need to be explored during the project's lifetime. It is expected that public will be informed also through the previously described web tools and by participating in the events. Partners will also contact the local press and publish the articles about the project in local offline or online magazines.



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5.1 Video about See Far project on the Spanish television

The See far project was presented on the local 7TV of the region Andalucía. The program *Nuevos Talentos* is devoted mainly to university themes: science, R&D projects, careers, etc.

Project leader prof. Ramon González Carvajal (from USE) and our clinician Dr. Luis Castellón (from OHSJD) presented the project. The name of the project, the EU H2020 program, and all partners are mentioned. images, mock-ups, demos, logos, components, are included. An overview of the whole project, including goals, approach, technologies, consortium, capabilities, development, clinical study, is given.

The documentary was broadcasted and re-broadcasted, at 3 levels:

City of Seville (population: 700.000)

Province of Seville (population: 2.000.000)

Region of Andalucía (population: 8.000.000)

It is also accessible through internet at the following address:

www.7tvandalucia.es/andalucia/nuevos-talentos/2-6-28022020-especies-raras-y-proyecto-see-far/52723/

It can be can accessed also on the link:

https://d15rh81rlnfrsy.cloudfront.net/2002281422_200228-nuevos-talentos.mp4



5.2 Report of the performed activities by partners until now:

Press release

Partner	Page on the website	Social accounts	Local magazines, TV/Press Release
FORTH	https://www.forth.gr/index_main.php?l=e&c=28&i=1511 https://www.forth.gr/index_main.php?c=28&l=g&i=1511&y=&in=	https://twitter.com/FORTH_Hellas/status/1121034004432662528 https://www.linkedin.com/feed/update/urn:li:activity:6526800608278773760 https://www.facebook.com/ITE.HELLAS/	www.creta24.gr www.news.makedonias.gr www.ert.gr www.cretalive.gr www.neakriti.gr
Quantitas	https://www.quantitas.it/lavori/h2020-see-far/	https://www.facebook.com/quantitas.it/posts/2264990593766616 https://www.linkedin.com/feed/update/urn:li:activity:6530022105269043201	
Lamda88	http://lamda88.com/	https://twitter.com/Lamda881 https://www.facebook.com/Lamda88-604235006760488/ https://www.instagram.com/lamda__88/ https://twitter.com/Lamda881/status/1212695582437003265	



		https://www.facebook.com/Lamda88-604235006760488/ https://www.instagram.com/p/B60MbrtgMfo/ https://www.linkedin.com/company/lamda88/ https://twitter.com/Lamda881 https://www.facebook.com/Lamda88-604235006760488/ https://www.linkedin.com/company/lamda88/	
Uqido		https://www.facebook.com/uqido/posts/2224919254212972 https://www.linkedin.com/feed/update/urn:li:activity:6530027595193413632 https://twitter.com/Uqido/status/1124266005117722624	
D-EYE	https://www.d-eyecare.com/newspaper/see_far-190.html https://www.d-eyecare.com/newspaper/_see_far_madrid-193.html	https://www.facebook.com/pg/deyecare/posts/?ref=page_internal https://www.linkedin.com/feed/update/urn:li:activity:6536533676178710528/ https://twitter.com/DEYE2015/status/1130767490710212608 https://www.instagram.com/p/BxuJVlIjtB/	https://www.italyatwebsummit.ice.it/italian-startups-ws



https://www.d-eyecare.com/newspaper/web_summit-197.html	https://www.facebook.com/deyecare/photos/a.1462686424023883/2136689559956896/?type=3&theater
https://www.d-eyecare.com/newspaper/see_far-201.html	https://www.linkedin.com/feed/update/urn:li:activity:6557936808468983808/
https://www.d-eyecare.com/newspaper/see_far-202.html	https://twitter.com/DEYE2015/status/1152168604953186309
https://www.d-eyecare.com/newspaper/see_far-203.html	https://www.facebook.com/deyecare/photos/a.1462686424023883/2134927660133086/?type=3&theater
https://www.d-eyecare.com/newspaper/see_far-204.html	https://www.facebook.com/deyecare/?__tn__=kC-R&eid=ARA5qjyBFN5DJvzeRJSfr8D250kuCs6un3-nlas-hAVUk1kB_20l8Rr83laOuWLIIRUmQ4gPMC2PGqq&hc_ref=ART2qc3wJKGZ3d9NiDvEycp5tdDGihmNdQyfygkKN1LzeFeUeALi2lhY32molbwz8k&fref=nf&__xts__[0]=68.ARBg_5Fyr1ahgV1R7BEXQfshbWY0Px34SQ0J70H9vEQg5LJgxDyuO5O1Ey5J0gFK5bPbiChkWWql7H7_hciRG4DyFmX-lrdYfJO_czp6z-0Lm9sTtCvyFipOieobeC12nXUaNaEkQT58j1SWqBkadAQcdGi-wbfX6WcUQf9leo2l71iWF6vGrUAjskd0YjiNnr0qfPIRC2v6fnUqw54W5KiNoWxFYAYFZDrMEeKbeNvFiBYkgipz7RYi3D5XgDBFAnxfrzPv4gGot-qZUfclbovwjaAS5rrlGeNQDwWdV1UZwqJX6nLSs1vyYjqg4_lztNy4lcr9PaAWKGuVYcOoyABI3Z5n
	https://twitter.com/DEYE2015/status/1167350297515241474
	https://www.linkedin.com/company/d-eye/
	https://www.facebook.com/deyecare/photos/a.1462686424023883/2179567289002456/?type=3&theater



	https://twitter.com/DEYE2015/status/1176773276611371008 https://www.linkedin.com/feed/update/urn:li:activity:6582540599566581760/ https://www.instagram.com/p/B4aZ4sXicZt/ https://www.linkedin.com/company/d-eye/ https://www.linkedin.com/company/d-eye/ https://www.instagram.com/p/B4xXBqoiUuU/ https://www.facebook.com/deyecare/ https://twitter.com/DEYE2015/status/1222099654579539970 https://www.linkedin.com/company/9488833/admin/ https://www.facebook.com/deyecare/ https://twitter.com/DEYE2015/status/1239955878406762497 https://www.facebook.com/deyecare/		
USE	https://comunicacion.us.es/centro-de-prensa/personal-docente-e-investigador/un-	https://twitter.com/unisevilla/status/1133337043923283968 https://es-es.facebook.com/UniversidaddeSevillaoficial/	<p>Official press release of the University of Seville.</p> <hr/> <p>Article in “El Economista” , one of the leading online business</p>



	proyecto-para-mejorar-la-calidad-de-vida-de		newspapers in Spanish, about See Far: https://www.economista.es/ecoaula/noticias/9907527/05/19/Un-proyecto-para-mejorar-la-calidad-de-vida-de-personas-con-deficiencias-visuales.html
USE AND OHSJD	www.7tvandalucia.es/andalucia/nuevos-talentos/2-6-28022020-especies-raras-y-proyecto-see-far/52723/		7TV is a chain of local TV channels in region Andalucía. The program Nuevos Talentos is devoted mainly to university themes (science, R&D projects, careers, etc.)
MustHave	https://www.musthave.com.es/blogs/musthave-life/musthave-sunglasses-en-la-reunion-del-consorcio-seefar	https://www.linkedin.com/company/musthave-sunglasses-spain-si/?viewAsMember=true <hr/> https://www.linkedin.com/company/musthave-sunglasses-spain-si/?viewAsMember=true	

Table 2: Performed activities by partners until M18



6. Presentation material

6.1 Brochure

The See Far brochure was created in high quality print versions, for raising awareness at pertinent industry events. The material will be uploaded in the “Media” subpage (“Results” menu) of the website, to be available to anyone interested in obtaining further information on the project. The See Far brochure is designed in a way to capture the attention of the different target groups and to increase awareness on the project. It explains the project, its purpose and the key elements involved. The brochure was created to reflect the conceptual design of the project, its logo and website, and was the subject of several online discussions and improvements suggestions made by various members of the project consortium

SEE FAR SMART GLASSES ARE ADAPTED TO THE NEEDS OF THE USERS AND OPTIMIZE THEIR VISION

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement number: 826429

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SMART GLASSES

see far

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Twitter: @SeeFarProject

Contact us
Project Coordinator: Prof. Ramon Gonzalez Carvajal from University of Seville
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The fundamental purpose of the project is to help ageing users with age-related vision impairments.

See Far smart glasses are adapted to the needs of the users and optimize their view. In order for this to be achieved a personalized visual assistant will be developed adapting the environment to the needs of the user by capturing the condition of the eye, detecting the problem and providing the appropriate adjustment through the integration of augmented reality technologies.



Two components:

- See Far smart glasses
- See Far mobile application



Key elements

- ✓ **PHYSICAL HEALTH**
 - Minimizing the risks that vision deficiencies can cause (e.g. falls, eye strain, eye fatigue etc.) (Personalized visual assistant).
 - Providing recommendations and motivating users to follow appropriate lifestyle choices (Personalized visual recommendation).
 - Increasing the concentration and performance of the ageing workforce.
- ✓ **ERGONOMICS/ ENVIRONMENT**
 - The See Far solution, through the augmented environment that it creates, adapts the working and living environment, to the needs of the users.
- ✓ **TECHNOLOGY**
 - See Far is an unobtrusive ICT solution that supports the users to perform their daily activities at work, home or on the move since it minimizes factors that disrupt their concentration and reduce their performance.
- ✓ **MANAGEMENT PRACTICES**
 - The See Far solution ensures the work-life balance, enhances their social engagement, allows their participation in team working, as well as their career development, since it boosts self-esteem and self-confidence to cope with their everyday responsibilities.



Figure 10: Brochure

6.2 Poster

A poster is a visual communication tool and is particularly useful as both marketing and promotion tool. The project poster will also be uploaded to the “Media” subpage (“Results” menu) of the website, once more so as to be readily available to anyone interested in the project. For this first version, we opted for a simple poster with the visual components in clear evidence. Furthermore during the lifecycle of the project, we will propose informative poster versions.



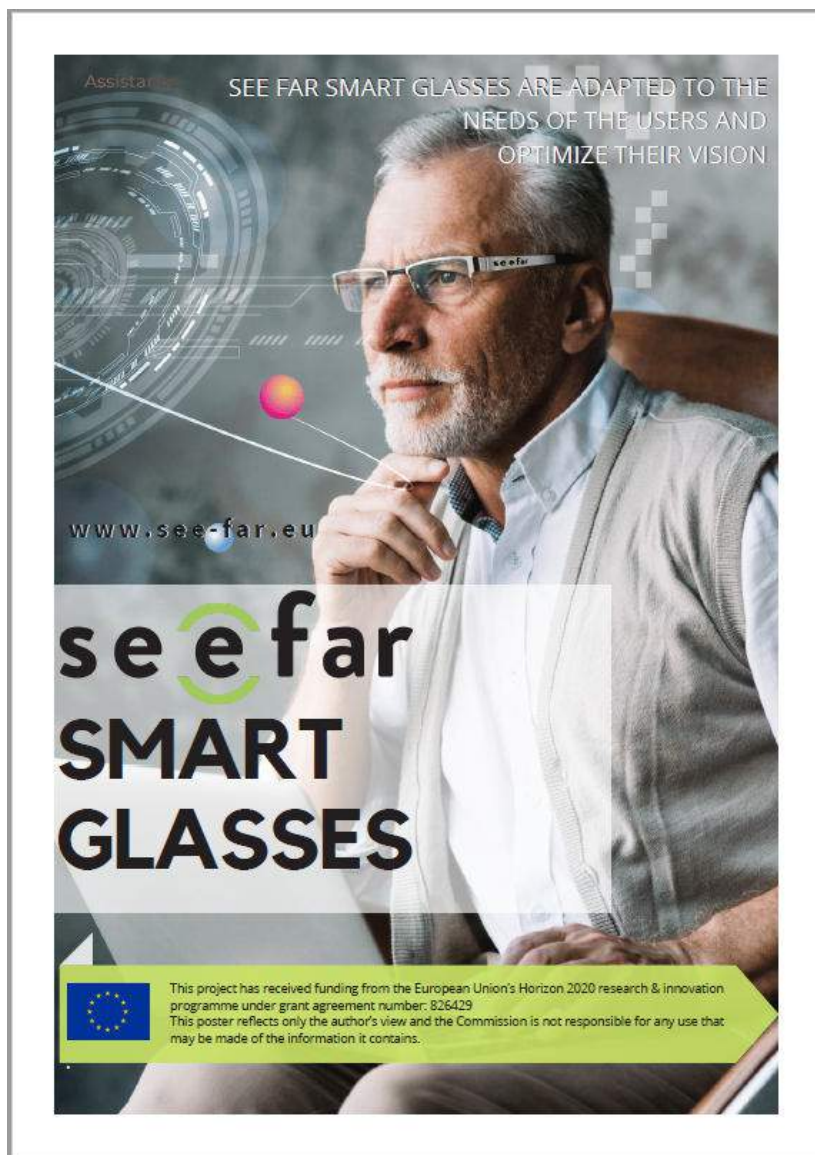


Figure 11: Poster



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6.3 Roll up

FORTH and Quantitas produced the roll up in order to be presented in BIBE2019 conference and it was used in the venues where the focus groups took place. The roll up was also translated in Danish and Italian.

A roll up in Spanish was made by Must Have and brought to the first focus group. It is kept by them and is at the disposal of the Spanish partners for any occasion.

We consider roll ups as a good communication tool as it explains the project and its benefits approaching in an informative way our targeted audience of ageing workforce. The design is in coordination with other materials we produced and we will update it every time we think it is necessary or we have to present it to different types of targets.



www.see-far.eu

see far SMART GLASSES

The fundamental purpose of the project is to help ageing users with age-related vision impairments.

See Far is a digitally enabled adaptive solution supporting ageing workforce with vision deficiencies, an age-related condition, to remain actively involved in professional life, helping them to sustain and renew their work and personal life-related skills and support an independent active and healthy lifestyle.

See Far smart glasses

See Far smart glasses are adapted to the needs of the users and optimize their view. In order for this to be achieved a personalized visual assistants will be developed adapting the environment to the needs of the user by capturing the condition of the eye, detecting the problem and providing the appropriate adjustment through the integration of augmented reality technologies.

The See Far smart glasses will:

- Allow you to zoom into details
- Allow you to distinguish obstacles
- Provide color annotation
- Provide color filtering
- Provide indoor and outdoor navigation
- Provide brightness & contrast enhancements
- Provide lifestyle recommendations

See Far mobile application

See Far mobile application allows monitoring of the central vision evolution and prediction of the risk for the presence of diseases.

It will capture retinal images, through a digital direct ophthalmoscope attached in the smartphone, analyze the images, and detect the type and the stage of vision impairment.

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 Facebook: /SeeFarSolution/
 LinkedIn: /company/see-far-project/

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Figure 12: Roll UP



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7. Templates

7.1 Deliverable template

In order to achieve and reinforce a common “project identity”, we produced together with Uqido, FORTH and USE, the Deliverable Template which shall be used as the ‘basis’ for the elaboration of all deliverable documents of the project.

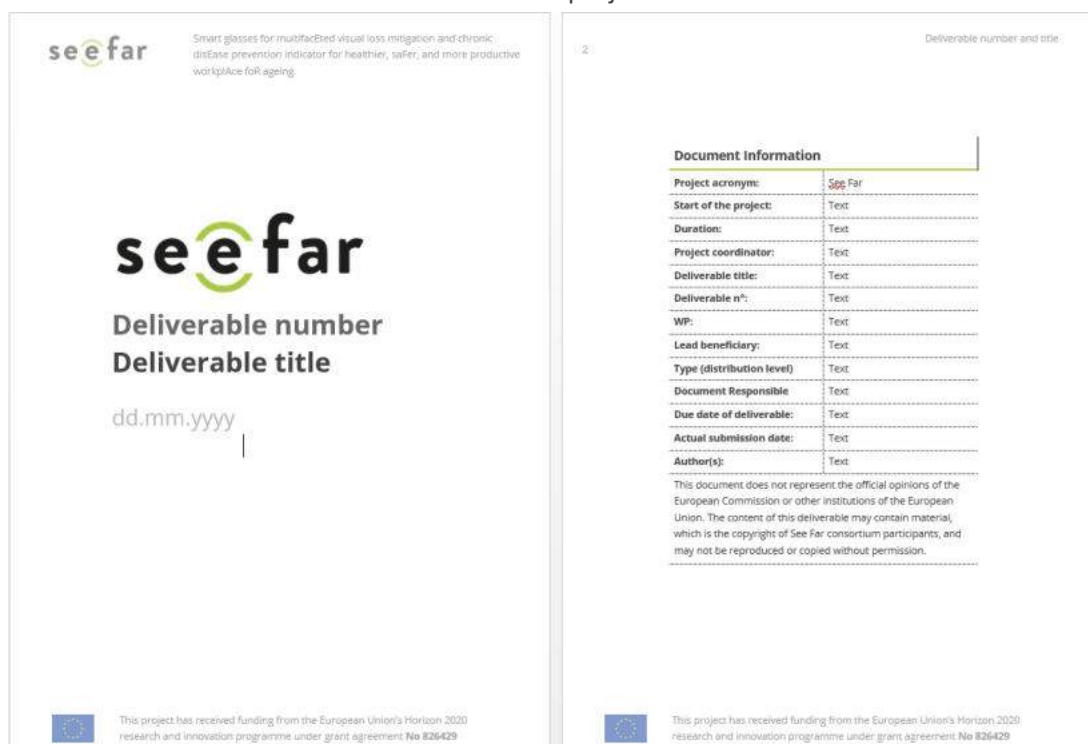


Figure 13: Deliverable Template

7.2 PowerPoint presentation template

This template is intended to be used for internal or external presentations regarding the See Far project



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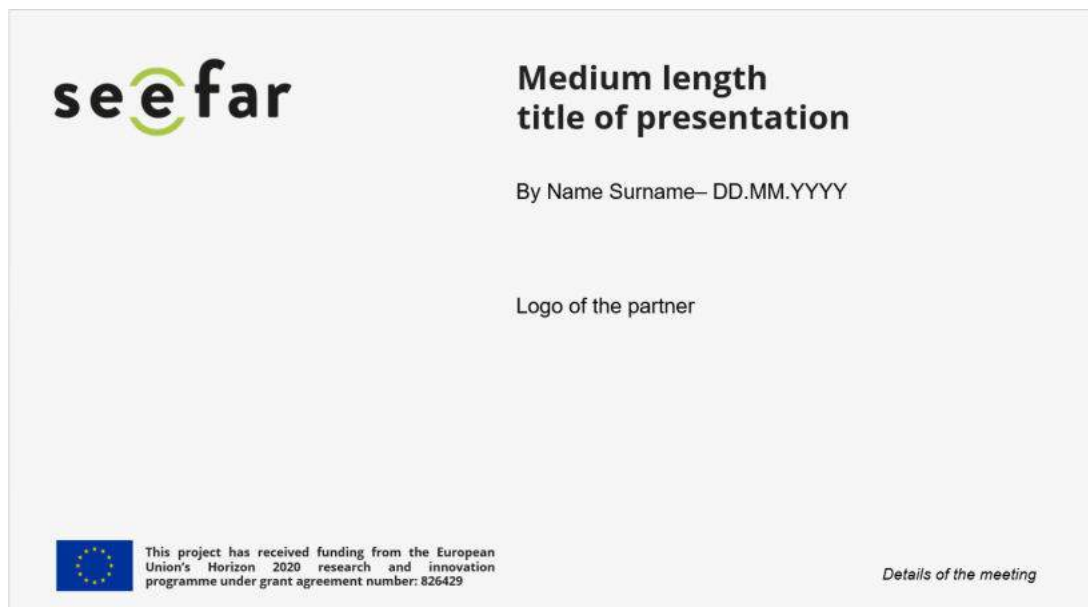


Figure 14: PowerPoint presentation template

7.2.1 Use of template

This is an example of how the template was used for the invitation in the 1st focus groups in Spain, Denmark and Italy:



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Figure 15: PowerPoint template use

7.3 Dissemination and Communications Activities Template

In order to register all the activities performed by the partners we circulated the Dissemination and Communication activities report template.



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Dissemination and communication activities				
		Partner: _____ Task: 7.1		
See Far Project				
ACTIVITY	DATE/S	TARGET	EVIDENCE KEPT	NOTES
Website, social, newsletter, press release, social research networks, participation to international events, participation to conferences, publication to scientific journals, organisation of workshops or special sessions, EU organised events, horizon 2020 events, liaison with other projects	Write one date or more if activity is repetitive	Ageing employees, employers, scientific/academic community, industrial/technological community, medical experts, and estimated number of persons reached	Link if available, photos, videos, texts, or any other evidence	Description or any other notes you would like to communicate

Figure 16: Dissemination and Communications Activities Template

8. Lay summary

See Far is a digitally enabled adaptive solution supporting ageing workforce with vision deficiencies, an age-related condition, to remain actively involved in professional life, helping them to sustain and renew their work and personal life – related skills and support an independent active and healthy lifestyle.

This is a low-cost unobtrusive solution, which ensures the creation of an adaptive smart working and living environment, since it contributes to its four key elements: physical health, ergonomics/environment, technology and management practices.

The See Far solution consists of two main components:

- The See Far smart glasses, that are adapted to the needs of the users and optimize their vision by employing a personalized visual assistant that captures the condition of the eye, detects the problem and provides the appropriate adjustment through the integration of augmented reality technologies.
- The See Far mobile application, which allows monitoring of the central vision evolution and prediction of the risk for the presence of diseases (e.g. diabetes risk, cardiovascular risk). It will capture retinal images, through a digital direct



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ophthalmoscope attached to the smartphone, analyse them, and estimate the type and the stage of vision impairment, by employing machine learning techniques.

The combination of the output of the See Far mobile application (indicator of the presence of a visual problem, or not), with that of the See Far smart glasses (type of daily visual issues the user has and his/her behaviour), will lead to the provision of suggestions/assistance, through augmented reality, to the user, supporting an independent, active and healthy lifestyle. The suggestions/assistance provided will be adapted to the profile of the user, through the personalised visual recommendation service. A combination of state-of-the-art techniques from the fields of computer vision, augmented reality and artificial intelligence will be employed in order to achieve the challenging objectives of the See Far Project.

9. Collaboration with other EU projects

See Far started the collaboration with other projects in the same call with basic support on social media, sharing project announcements and progress and work in the newsletters. It is an evolving activity that begins with early activities and over the course of the next year or two, where we will identify common grounds for interest and explore opportunities to collaborate and exchange research results, which would be beneficial for all projects.

In the specific, we made closer collaboration with Ageing@Work project where we aim to establish a strong liaison, in terms of bilaterally implementing the following agreed actions:

- Create a collaborative effort on dissemination and communication activities.
- Announce relevant news projects website and newsletter.
- Distribute relevant announcements on Social Media Platforms.
- Invite representatives to participate in suitable events organized by the projects.

The collaboration agreement was signed by the Evangelia Tsagaraku, Ageing@Work Dissemination Manager and WP8 leader and by Aaron Martin, See Far Dissemination manager and WP7 leader.

