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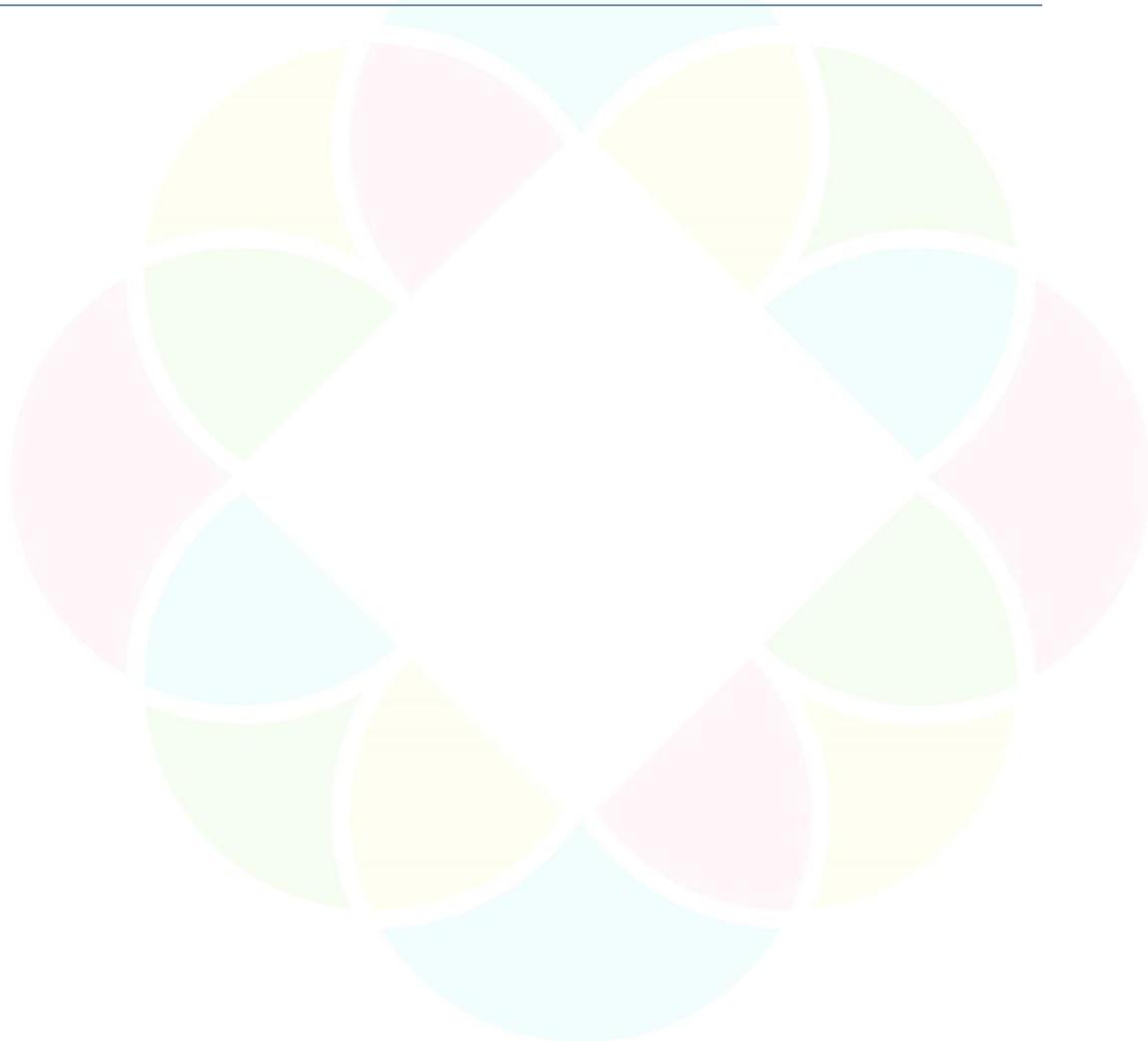| Abstract: |
|---|
| This deliverable is a compilation of the activities carried out by each pilot site to inform interested stakeholders about the demonstration activities and to raise awareness among the general public, in order to ensure the involvement and participation of a high number of users. |

Keywords:
Local dissemination, events, pilot sites

Revision History

Revision	Date	Description	Author (Organisation)
0.1	29-10-2015	Document Template	Alberto Ferreras (IBV)
0.2	14-12-2015	Introduction. Compilation of events and activities reported by pilot cities	Alberto Ferreras (IBV) Eva Muñoz (ETRA)
0.3	21-12-2015	Document Review. Conclusions	Eva Muñoz (ETRA)
0.4	29-12-2015	Annex 1. Member of User Group	Eva Muñoz (ETRA)
1.0	20-01-2016	Document ready for submission	Eva Muñoz (ETRA)

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1. INTRODUCTION

1.1. PURPOSE OF THE DOCUMENT

D9.7 "Pilot sites launch events" outlines the preparation of pilot launch events in the three SIMON cities: Madrid, Lisbon and Parma. After the completion of WP4 ICT Services and Applications for Access-right management and navigation, SIMON has implemented a set of ICT-based services which will be piloted in large scale demonstrations. In order to recruit and engage user to participate in the pilot phase, many dissemination activities at local level have taken place since the project beginning. Once the starting of the demonstrations becomes a reality, different launch events need to be organised by each pilot site.
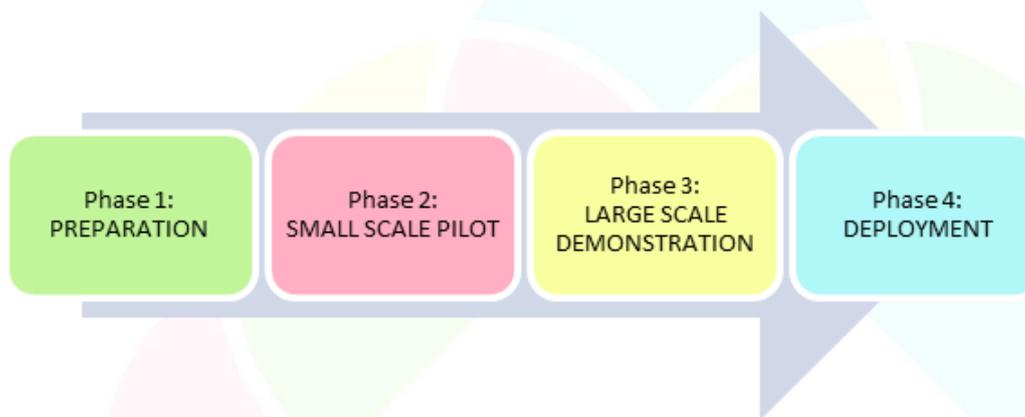

Figure 1 - SIMON Project Phases

Pilot launch events have a threefold aim: to inform interested stakeholders of the test taking place, to engage them in testing the SIMON platform and to raise awareness among the general public on the accessibility policies and control mechanism being proposed. This will be done by means of a concrete showcase illustrating in practice what will be tested over a longer period during the pilot phase, also inviting the audience to try out the applications.

1.2. SCOPE OF THE DOCUMENT

This document is aimed to gather and detail the different local activities that have been carried out during the development of the project (last update is December 2015, but they keep going).

These activities are intended to inform, raise awareness and engage to the different stakeholders at a local level. To do that the local partners have arranged meetings, workshops, focus groups, interviews and others with disabled users, professionals, associations, public institutions and companies.

It is not within the scope of this document to provide detailed information about some other meeting with the User Group, such as:

- focus group meetings carried out to define the app conceptual design and requirements, which were already reported in WP4 deliverables

- activities and meetings in the small scale pilot phase, which have been deeply described in WP5 deliverables.

2. The SIMON User Group

A SIMON User Group has been established, consisting of key stakeholders of the private and public sector as well as citizens associations. This group is being extended during the life-time of the project. It is following SIMON developments from nearby to monitor the project's progress, providing end-user feedback and validating the results the project is producing. This group ensures that SIMON outcomes meets the requirements of an even larger and representative group of stakeholders, beyond the stakeholders already involved in the project.

The Group will meet three times throughout the project, with virtual conference calls in between. An initial kick off meeting took place by the beginning of the project in Lisbon, a second workshop has been held in Parma by the mid of the second year to show the first SIMON prototype, and finally a last workshop will be held in Madrid to present the results of the large scale demonstration, by the end of the last year of the project.

The involvement and presence of the SIMON User Group is indispensable and fundamental to ensure the dissemination of the project results. The pilot sites launch events are part of these important activities and thus, all the actions carried out with regard to the promotion and presentation of the pilots, have been closely carried out with the SIMON Users Group.

Annex 1 provides the updated list of SIMON User Group members, which has been increased during this second year of project.

3. Activities at the pilot sites

3.1. PREVIOUSLY TO THE PILOT PHASE

Since the SIMON project started in January 2014, many activities have been carried out in order to inform the SIMON Users Group about the progress at each stage of the project, namely the preparation phase and the small scale pilot phase.

The following sections present a compilation of meetings and events in which SIMON project was presented to the SIMON User Group in order to obtain their feedback, as well as working meetings with members of the User Group to discuss about the pilot site particularities.

3.1.1. Madrid

Date and Place
08/04/2014 - Valencia
Title
Special session at the Second Consortium Meeting
Participants
SIMON Consortium, User Group representatives (Spain: FAMMA, CERMI – Portugal: ACAPO)
Results /Conclusions
• Update of the activities involving the User Group, especially regarding recruitment and participation at the pilot phase.   • A specific session was carried out in which the user representatives indicate information about their problems, needs and expectations. This information was added into the system requirements.

Date and Place
14/07/2014 – Madrid
Title
Meeting with the user group
Participants
SIMON Consortium: MAD, ETRA, CRTM. User Group representatives: FAMMA, CERMI, ONCE
Results /Conclusions
• Associations were informed about the progress of the project as well as about the important role they play both for the requirements phase and the recruitment of users for the pilot phase.   • The consortium provided responses to the questions from the Users Group.   • There was a commitment to continue in September, by conducting workshops that involve all the stakeholders in order to achieve some of the objectives for the User Group in the first year of SIMON Project.

Date and Place

20/05/2015 - Madrid

Title
Special session at the Course on "ICT applications for people with intellectual disabilities."

Participants
IBV and Disabled associations and technicians

Results /Conclusions
• One of the main problems of people with intellectual disabilities is the orientation and mobility. In this context the SIMON project was presented. SIMON LEADS application can improve mobility and location of these individuals, as well as facilitate parking of family members and caregivers who are responsible for them. The tool was well received by the attendees, many of whom expressed their interest in participating in the pilot tests to be held in Madrid.

3.1.2. Lisbon

Date and Place
07/02/2014

Title
Presentation of the SIMON Project in Lisbon

Participants
EMEL and IMT Instituto da Mobilidade e dos Transportes – (Institute for Mobility and Transport, it is the Central Administration state body responsible for issuing the parking card for persons with disabilities).

Results /Conclusions
• Meeting with Isabel Seabra - Director of Planning, Evaluation and Innovation Department and Catarina Marcelino and Sergio Pinheiro
• Full support to SIMON Project, to them an added value for persons with reduced mobility. They offered to give information about the Project to end-users.
• The IMT wishes to be actively involved in the project, in the meetings, user group, Lisbon Local Support Group, etc.

Date and Place
21/02/2014

Title
Presentation of the SIMON Project in Lisbon

Participants
EMEL and Câmara Municipal de Lisboa (Lisbon City Council)

Results /Conclusions
• Meeting with Elisabete Portalegre, Paulo Vieira, Tiago Cruz and Bento Ventura from Mobilty Department of CML

- CML is already a SIMON user group member, so we can count on the full support in all SIMON activities to develop in Lisbon

Date and Place
21/02/2014
Title
Presentation of the SIMON Project in Lisbon
Participants
EMEL and ANEA – Associação Nacional de Espondilite Aquilosante (Disability: Anklosing Spondylitis)
Results /Conclusions
- Meeting with the President Justino Romão   - Show great interest in the SIMON Project, the main needs for the mobile application are location of parking spaces for disabled people in Lisbon and information about lifts in metro stations in Lisbon

Date and Place
25/02/2014
Title
Presentation of the SIMON Project in Lisbon
Participants
EMEL and ASBIHP – Associação Spina Bifida e Hidrocefalia de Portugal (Disability: Spina Bifida and hydrocepehalus)
Results /Conclusions
- Meeting with Board members Luís Quaresma and Filipe Pereira   - Show great interest in the SIMON Project, they intend help us to promote the project to its members.   - The main needs for the mobile application are location of parking spaces for disabled people in Lisbon and information about lifts in metro stations in Lisbon.   - Link for the meeting: http://www.asbihp.pt/wp/?p=765

Date and Place
05/03/2014
Title
Presentation of the SIMON Project in Lisbon
Participants
EMEL and Associação Salvador – Associação Particular de Solidariedade Social (Disability: physically impaired)
Results /Conclusions
Meeting with Project Managers: Mariana Lopes da Costa and Renato Farinha

- Show full support to Simon Project, and suggest the creation of a Survey to identify requirements/suggests of its members.
- They had already experienced this type of service (mobile apps): Portugal Acessivel (www.portugalacessivel.com) is a guide in information on physical accessibility in different types of public spaces.

Date and Place
05/03/2014
Title
Presentation of the SIMON Project in Lisbon
Participants
EMEL and APPACDM Lisboa - Associação Portuguesa de Pais e Amigos do Cidadão Deficiente Mental (Disability: mentally impaired)
Results /Conclusions
• Meeting with the President Nuno Soares Franco • Show full support to Simon Project , they intend to help to promote the project to its members.

Date and Place
10/03/2014
Title
Presentation of the SIMON Project in Lisbon
Participants
EMEL and IPCVI (Promote active citizenship)
Results /Conclusions
• Meeting with Pedro Nuno de Oliveira - President of Executive Board • Show full support to SIMON Project, they intend to help to promote the project to its members.

Date and Place
12/03/2014
Title
Presentation of the SIMON Project in Lisbon
Participants
EMEL and ADFA – Associação dos Deficientes das Forças Armadas (Armed Forces disabled people)
Results /Conclusions
• Meeting with Jose Arruda - President of Executive Board • Show full support to SIMON Project, they intend to help to promote the project to its members.

Date and Place

21/03/2014
Title
Presentation of the SIMON Project in Lisbon
Participants
EMEL and Fundação LIGA (Disability: Motor)
Results /Conclusions
- Meeting with Maria Lorena – Coordinator   - Show full support to SIMON Project, they intend to help to promote the project to its members.

Date and Place
27/03/2014
Title
Presentation of the SIMON Project in Lisbon
Participants
EMEL and ANDAR - Associação Nacional de Doentes com Artrite Reumatóide (Disability: rheumatoid arthritis)
Results /Conclusions
- Meeting with Arsisete Saraiva – President   - Show full support to Simon Project , they intend help us to promote the project to its members.

Date and Place
21/04/2014
Title
Presentation of the SIMON Project in Lisbon
Participants
EMEL and APELA - Associação Portuguesa de Esclerose Lateral Amiotrófica (Disability: Amyotrophic lateral sclerosis)
Results /Conclusions
- Meeting with Susana Pinto - Coordinator   - Show full support to SIMON Project, they intend to help to promote the project to its members.

Date and Place
28/04/2014
Title
Presentation of the SIMON Project in Lisbon
Participants
EMEL and SPEM - Sociedade Portuguesa De Esclerose Multipla (Disability: multiple sclerosis).
Results /Conclusions

- Meeting with Manuela Duarte Neves
- Show full support to SIMON Project, they intend to help to promote the project to its members.
- http://www.spem.pt/noticias/noticias-2014/514-emel-pede-colaboracao-para-projeto-com-distico-de-estacionamento

Date and Place
29/04/2014
Title
Presentation of the SIMON Project in Lisbon
Participants
EMEL and ACAPO (Disability: blind and partially-sighted)
Results /Conclusions
- Meeting with Board of Directors   - Show full support to SIMON Project, they intend to help to promote the project to its members.

Date and Place
15/07/2014
Title
Working Meeting EMEL and CML
Participants
EMEL and Câmara Municipal de Lisboa (Lisbon City Council)
Results /Conclusions
- Meeting between EMEL and Pedro Homem de Gouveia   - Discussion with Lisbon Municipality about the use cases to be implemented in Lisbon pilot site

Date and Place
05/09/2014
Title
Working Meeting EMEL and CML
Participants
EMEL and Câmara Municipal de Lisboa (Lisbon City Council)
Results /Conclusions
- Meeting between EMEL and Pedro Homem de Gouveia   - Review and discuss about the use cases that will be implemented in Lisbon

Date and Place
17/03/2015

Title
Working Meeting EMEL and CML
Participants
EMEL and Câmara Municipal de Lisboa (Lisbon City Council)
Results /Conclusions
• Meeting between EMEL and Pedro Homem de Gouveia
• Discuss about the introduction of a Lisbon Guide about Accessibility Tourist in SIMON App

3.1.3. Parma

Date and Place
12/2/2014 - Parma
Title
Workshop with the associations
Participants
Infomobility and Parma
Associations: ANMIC, Department disabled students of University of Parma, ANGLAT, ANFFAS, AN-MIL (National Association of maimed and injured workers), La Mano di Scorta, AISLA, Polisportiva Gioco, UNMS (National Union of Maimed and Disabled people)
Results /Conclusions
• Information about the SIMON proposal and solutions. Feedback from the associations.
• Associations exposed their existing problems and possible solutions for improve the mobility of elderly and disabled people in urban areas.
• Creation of a network with the disabled associations with the institutional support

Date and Place
8/8/2014 - Parma
Title
Meeting in Parma municipality
Participants
Infomobility and Parma
Associations: ANMIC, Department disabled students of University of Parma, ANGLAT, ANFFAS, AN-MIL (National Association of maimed and injured workers), La Mano di Scorta, AISLA, Polisportiva Gioco, UNMS (National Union of Maimed and Disabled people)
Results /Conclusions
• We reviewed and discussed the use cases that will be implemented in Parma. We made a ranking of use cases we would like to develop and we want to show what to indicate which ones to develop first.
• We discussed how to develop the CL03 and the possibility of using the intelligent lighting sys-

tem that will be also equipped with wi - fi.

- The assessor of ICT introduced an argument about the geolocation system. We discuss whether it is possible to use google maps in the geolocation

Date and Place
12/02/2015 - Parma
Title
Meeting at the Parma city Council
Participants
Infomobility, Parma City Council, Representatives of associations
Results /Conclusions
• The main topics of the meeting were to explain the SIMON Project: structure, objectives and dissemination. Another important goal was to start the creation of a network with the disabled associations with the institutional support and also to gather their requirements regarding mobility and technology support at their displacements through the city

Date and Place
February – June 2015 - Parma
Title
6 meetings with associations (at the Municipality of Parma with the collaboration of the Operating Structure of Disability).
Participants
Associations: in total, 25 persons with disabilities
Results /Conclusions
• The meetings allowed to line up on the procedure to be followed and the answers to be given to the disabled to avoid mistakes or misunderstandings.
• During the meetings we have the exchange of opinion on different solution on the application of the software on the mobile device.
• Main issues raised by the users:
o To inform through the SIMON App the illegally occupied disabled stalls
o To use the SIMON App with at least 2/3 different Smartphones in particular if the disabled is underage
• All the users with disability, who attended the meeting, agreed to participate in the pilot phase.

Date and Place
13/03/2015 - Parma
Title
Meeting about architectural barriers problem
Participants
Infomobility with the presence of technicians and disability representatives

Results /Conclusions

- Infomobility speaks about the SIMON project during the workshop

3.2. PILOT SITES LAUNCH EVENTS

3.2.1. Madrid

The pilot launch event took place in Madrid last October 1st 2015 at the CERMI facilities. People with mobility impairments attended this workshop in which the SIMON project was explained and the tasks that are going to be part of the big scale pilot were detailed.

The Spanish Committee of Representatives of Persons with Disabilities (CERMI)[1], is the Spanish umbrella organisation representing the interests of more than 3.8 million women and men with disabilities in Spain. The mission of CERMI is to guarantee equal opportunities of women and men with disabilities and to protect their human rights, ensuring they are fully included in society.

CERMI membership includes main Spanish NGOs representing the different types of disabilities, specialized organisations committed to disability issues and regional umbrella organisations of persons with disabilities. All of them gather more than 6.000 associations, representing more than 3.8 million persons with disabilities in Spain (10% of Spanish population).

Thus, people attending the event were heterogeneous and diverse, what can be expected in a project with the scope of SIMON. Different concerns arose regarding the effectiveness of using new technologies for fighting fraud and possible limitations of the proposed SIMON system.

Figure 2 – Pictures from the Madrid launch event

With this event the pilot tests in Madrid officially started. The users that attended the meeting will participate testing the applications and services offered by SIMON in different programmed activities.

3.2.2. Lisbon

The 3rd Conference "Cidades Inteligentes – Cidades do Futuro" (Smart Cities – Future Cities") took place in Lisbon last December 2nd. This event was taken as a great opportunity to launch the Lisbon pilot site in the presence of an audience really keen to hear new and innovative concepts related to smart cities.

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[1] http://www.cermi.es/en-US/QueesCERMI/Pages/Inicio.aspx

Nuno Sardinha, Senior Technician of the Mobility and Transport Directorate in EMEL presented the SIMON project and activities of the Lisbon pilot. The event was actually a great opportunity to disseminate the project results and encourage Lisbon potential users to download and install de "SIMON Mobile" app already available at the Google Play Store.

Lisbon E-Nova promoted this conference, emphasizing the economic competitiveness of cities, integrating issues related to innovation and entrepreneurship and also the demonstration of innovative European projects with great potential applicability and impact on cities in energy and environmental terms.

Among the audience: entrepreneurs, technicians and specialists in the fields of energy, environment and telecommunications and ICTs, policy-makers, members of the public administration, students and other participants interested in the field of smart cities.

Web site: http://www.lisboaenova.org/pt/conferencias/2015/item/3178-conferencia-cidades-inteligentes-cidades-do-futuro-02-12-2015.

Figure 3 – Pictures from the Lisbon launch event

3.2.3. Parma

In June 2015 Infomobility, jointly with the City of Parma and in collaboration with the University, organized the Second SIMON User Group Workshop, which also served as the launch event for the Parma pilot site.

The event was held at the Congress Center Paganini. Room for more than a hundred places overflowing and a succession of a dozen speakers with different backgrounds have maintained a strong pace and never boring for the duration of the conference.

The moderator was the Italian journalist Francesca Fogar Margherita, daughter of the famous explorer Ambrogio Fogar. She es a very coommited person with the world of disabilities, and she is also part of the SIMON User Group which ensures a broad promotion of the project along Italy.

The event was divided in three sections. In the first block of the conference, John Bacotelli, CEO Infomobility Spa, explained how a discussion table has been created in the context of the SIMON project in order that disability groups can share best practices on the mobility of vulnerable groups.

Following Gabriele Folli, Provincial Minister of Transport and Environment of the City of Parma, said: "The Municipality is currently working on drafting the Pums – Sustainable Urban Mobility Plan – which also affects the mobility of persons with disabilities. The project SIMON – said the Councillor – sees in new technologies, such as App, endless possibilities of development to facilitate the independence of people with reduced mobility."

Eugenia Capone, SIMON project manager for Infomobility, showed, after a brief overview on the project, the importance of the activities related to the involvement of local associations of disabled people to better understand the problems and the real needs end users have of these new technological tools.

Finally Eva Muñoz from ETRA, explained the applications developed during the project and the activities that will be carried out for the pilot tests. Alberto Ferreras from IBV, explained the communication activities and encouraged the audience to participate in the Parma pilot.

The second session, "Accessibility in the urban areas" was the turn for technical interventions such as Fabio Formetin, Director Local Public Transport of Emilia-Romagna and Cleto Carlini, Director of Mobility of the City of Bologna, Roberto Massa engineer and Director of ItCity, Emilia Caronna, Deputy Rector of 'University of Parma to the coordination of initiatives for students with disabilities, disadvantaged groups and with DSA, and Jessica and Matthew Borsi Salini who presented the guide made by them:"accessible hotels Parma surroundings".

A very special moment happened with the intervention of Norberto De Angelis, Paralympic champion, who made that attention and emotion arose in the audience when he shown a video autobiography about his life, an example of courage for all set between the United States and Africa. To conclude Angelo Catanzaro, National President dell'AIPS Onlus and creator of the new bike-sharing system dedicated to disabled inaugurated in Turin a few days before. The last speech was done by, Benedetta Squarcia, as responsible of Operative Sports Structure in Comune di Parma.

Figure 4 – Pictures from the Parma launch event

3.3. COMPLEMENTARY ACTIVITIES

Press releases were prepared for announcing the events and outputs, aiming at creating awareness of the pilot phase to be started at each of the cities.

Suitable communication material was be prepared and distributed to provide all the necessary information for the attendants to register and enjoy the events.

Dissemination and promotion of the launch events was also done through the SIMON Website and the SIMON project channels in the social networks. To complement the information of the launch events, the website also shows permanently a warning box to offer the interested participants all the details they might need.

Figure 5 - SIMON Website Home page

4. Conclusions

One of the SIMON project main strengths lies in its User Group and in a high level of involvement since the very beginning of the project activities. After eighteen months in which SIMON services and applications have been prepared and implemented, and once the adaptation to each of the cities has been done, the pilot launch events constitute the next step in the dissemination activities and in the user engagement.

Despite the different timing required by each of the pilot cities in the adaptation of the SIMON services, they all have done a significant effort to promote the pilot activities. Some of the launch events initially foreseen by September 2015 were a bit delayed, due to the fact that not all the uses cases were ready to be demonstrated and it was preferable not to burn the volunteers out with too many informative sessions before starting definitively to work with the SIMON Mobile app.

We can say at this stage of the project that this kind of activities are of a great benefit for the SIMON project but they have to be well calibrated, in order to keep the users engaged but not to overload them with too many meeting that could lead them to get bored before effectively starting the demonstration activities, which are really interesting for them and constitute the core task in the final phase of the project.

ANNEX 1. SIMON User Group

Name	User Group
AGE	Europe
EPA	Europe
POLIS	Europe
AISLA	Italy
ANFFAS	Italy
ANGLAT	Italy
ANMIC	Italy
ANMIL (National Association of naimed and injured workers)	Italy
Francesca Fogar	Italy
La Mano di Scorta	Italy
Norverto D'Angelis	Italy
Polisportiva Gioco	Italy
Struttura Operativa Disabili	Italy
Unione Italiana Ciechi	Italy
Unione Nazionale Mutilati e Invalidi Serivizio	Italy
Universita Degli Study di Parma	Italy
ACAPO - Associação dos Cegos e Amblíopes de Portugal	Portugal
ADFA – Associação dos Deficientes das Forças Armadas	Portugal
ANDAR – Associação Nacional dos Doentes com Artrite Reumatóide	Portugal
ANEA – Associação Nacional da Espondilite Anquilosante	Portugal
APD – Associação Portuguesa de Deficientes – SEDE	Portugal
APELA - Associação Portuguesa de Esclerose Lateral Amiotrófica	Portugal
APPACDM Lisboa - Associação Portuguesa De Pais E Amigos Do Cidadão Deficiente Mental	Portugal
ASBIHP – Associação Spina Bifida e Hidrocefalia de Portugal	Portugal
Associação Salvador	Portugal
Camara Municipal Lisboa	Portugal
FAPPC - Federação das Associações Portuguesas de Paralisia Cerebral	Portugal
Fundação LIGA	Portugal
IPCVI – Instituto Português para a Cidadania e Vida Independente	Portugal
SPEM - Sociedade Portuguesa de Esclerose Múltipla	Portugal
CERMI Comunidad de Madrid	Spain
Union Democrática de Pensionistas y Jubilados de España	Spain
FAMMA Cocemfe Madrid	Spain
Fundacion ONCE	Spain
CEAPAT IMSERSO	Spain