# DIGITAL HEALTH, ACTIVE AGEING AND WELL-BEING.

## Expertise and Skills

**Providing Established Concepts for Your HORIZON EUROPE Project Proposal**

www.synyo.com

SYNYO

# SYNYO in Horizon Europe
## Designing Solutions for Personalised Health and Care.

Modern day technical innovation in the field of health and ageing is currently moving towards pluralization of expertise requirements, incorporating an ever- growing community of experts with highly different background. Through continuous advancement in means of ICT, novel ways to tackle health- and age- related problems are enabled, while further challenges are created. Current trends are set out to address various stakeholders, covering end user, businesses and decision makers in medical and care sectors as well as municipalities. Therefore, topics like patient empowerment, active and healthy aging, eHealth and mHealth, personalized medicine as well as the so-called Silver Economy are increasing in relevance among researchers across the world.

Due to our broad expertise in analysis, research and development, we at SYNYO are able to tackle challenges in developing novel Active and Assisted Living (AAL) solution, to foster digital literacy of end users and policy makers as well as to handle health-related data, covering relevant know-how on big data, open data and information aggregation, harmonization and visualization. Our strong commitment to responsible research design with special respect to security and privacy led to SYNYOs huge success as one of Europe's leading research and development SME in the field of active and healthy ageing.

**About SYNYO**

We are an established partner of several research and innovation projects with profound experience in H2020 and further programmes. As a company located in Vienna, Austria, we are focusing on research, innovation and technology. We explore, develop and implement new approaches, methods and technical solutions with a particular focus on tackling the core societal challenges of our time. The interdisciplinary team of SYNYO consists of social scientists, engineers, developers and creatives, who are experienced in delivering high-impact outcomes for all phases of projects.

www.synyo.com/projects/  |  www.synyo.com/partners/

**Contact**

SYNYO GmbH
Research // Development // Advisory
Vienna, Austria, www.synyo.com

**Please reply to contact@synyo.com**

The following sections provide an overview on our main concepts including dedicated showcases:

# SYNYO´s related Research and Innovation Projects

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Smart Health & AAL | Safety & Security | Information Technology | Social Science & Society | Smart Cities | Mobility & Transport | Sustainability & Energy | Education |

## iProcureSecurity PCP

*Pre-Commercial Procurement of Innovative Triage Management Systems Strengthening Resilience and Interoperability of Emergency Medical Services*

Programme: H2020
Number: 101022061 | Role: Coordinator | EU

## iProcureSecurity

*Strategic Partnership of Emergency Medical Service Practitioners for Coordination of Innovation Procurement*

Programme: H2020
Number: 833291 | Role: Coordinator | EU

## BIOMATDB

*Advanced Database for Biomaterials with Data Analysis and Visualisation Tools extended by a Marketplace with Digital Advisors*

Programme: Horizon Europe
Number: 101058779 | Role: Coordinator| EU

## AAL Vision

*Development of an AAL Vision 2025 for Austria including all stakeholders and international trends*

Programme: BENEFIT
Number: 862036 | Role: Coordinator | EU

## iCareCoops

*Fostering Care Cooperatives in Europe by Building an Innovative Platform with ICT-based and AAL-driven Services*

Programme: AAL EU
Number: 802030 | Role: Coordinator | EU

## TAALXONOMY

*Development of a Feasible Taxonomy for Efficient Classification of Active & Assisted Living (AAL) Products and Services*

Programme: BENEFIT
Number: 846232 | Role: Coordinator | AT

## SMARAGD

*Smart Aggregation and Visualisation of Health Data*

Programme: IDEEN LAB 4.0
Number: 872575 | Role: Partner | AT

## COVINFORM

*COronavirus Vulnerabilities and INFOrmation dynamics Research and Modelling*

Programme: H2020
Number: 101016247 | Role: Coordinator | EU

## PlatformUptake.eu

*Assessing the State of the Art and Supporting an Evidence-Based Uptake and Evolution of Open Service Platforms in the Active and Healthy Ageing Domain*

Programme: H2020
Number: 875452 | Role: Coordinator | EU

## DEXSAGE

*Daily Experiences of Successful Ageing*

Programme: H2020
Number: 840113 | Role: Coordinator | EU

## AAL+Healthcare Data

*Exploration of Usage Scenarios, Dataset Structures, Legal Considerations and Business Models for the Data Market Austria*

Programme: IKTdZ
Number: 869789 | Role: Coordinator | AT

## FollowMe

*Living actively and independently at home*

Programme: AAL EU
Number: 2015-108 | Role: Partner | EU

## ActiveAdvice

*Decision Support Solutions for Independent Living using an Intelligent AAL Product and Service Cloud*

Programme: AAL EU
Number: 851908 | Role: Coordinator | EU

## SmartCareBase

*Web-based Information and Collaboration Platform to Support Independent Living of Elderly People*

Programme: BENEFIT
Number: 840699 | Role: Coordinator | AT

# Research
## Interdisciplinary Expertise for Strong Insights.

At SYNYO we focus on the intersection between Information and Communication Technologies (ICT) and society to provide smart solutions to citizens, consumers and decision makers. Our team consists of highly motivated employees specialized in various technical fields, including software engineering, social media analytics and information visualization. This technical expertise is applied to tackle contemporary societal challenges in various disciplines such as big/open data research, smart technologies, web entrepreneurship, citizen inclusion, and urban security.

Understanding society, processes of social, cultural, economic and political change and social phenomena in general, are indispensable prerequisites for identifying technological demands as well as for designing and implementing new technologies. Therefore, SYNYO connects available data to a wide array of research fields from which valuable insights into issues of societal relevance can be deduced and for example social inclusion of marginalised groups can be fostered.

Instead focusing on particular area in regards to ICT and society, SYNYO assigns great importance to interdisciplinarity and considers the whole range of social and technological research, which enables to view and analyse issues of interest from various perspectives.

### Roles

+ eHealth, mHealth, sHealth

+ Stakeholder Surveys

+ Ethical and Privacy Assessment

+ Dissemination Channels

+ Market-ready support

+ Demonstration Activities and Pilots

# Research
Interdisciplinary Expertise for Strong Insights.

**A Strong Foundation for Stronger Solutions**
Basic literature research, best practice analyses and comprehensive technical investigations form a powerful evidence base for a successful end-solution exceeding state of the art. Over the years SYNYO has established an all- encompassing knowledge base on AAL and health services enabling quick decision making and project planning.

**eHealth, mHealth, sHealth Research**
Building on the expertise and a network of experts and solution providers in the field of AAL and Smart Care, SYNYO is continuously engaging in new projects, exploring different related sectors like eHealth, mobile and social Health or inclusive work life, providing innovative software solutions as well as intelligent mobile applications.

**Stakeholder Surveys with AAL Vendors**
SYNYO's software projects are based on a profound requirements analysis and negotiation approach, which helps to address the specific needs of the clients and the end-users. In order to refine the specifications collected within this phase, we strategically employ various quality assurance techniques (i.e. expert surveys) in all stages of our projects.

**Co-Create, Collaborate, Share**
The idea of providing cooperative informal care in the community is not new and there are a number of best practices in the "offline world" which are already demonstrating the virtues of a community-based care approach. SYNYO is translating these advantages into the health and care context with intelligent ICT-solutions fostering cooperation and optimizing the coordination of care services.

**Providing APIs for Seamless Communication**
SYNYO aims to integrate existing AAL gateways, devices and services where ever possible. Our web-solutions serve as technical triggers for care actions and promote AAL solutions over an agent-based directory to established care organizations. Open APIs enable the seamless communication between the SYNYO core solution and third party applications.

Technical Expertise and Thought-leadership
Our technological portfolio is built around our analytical expertise to transform user requirements into technical concepts. Starting with system architecture and conceptual platform design we develop and code novel software solutions keeping in mind current interface trends and aiming for an open platform providing open data and APIs.

**Beyond the Project**
Health applications go beyond the project scope. Sustainable strategies for the rollout of the innovative concepts of care are vital fostering care efficiency and further distribution of AAL solutions. This includes defining specific adaptation measures according to given local conditions (legal, cultural, etc.) as well as elaborating opportunities for commercial exploitation.
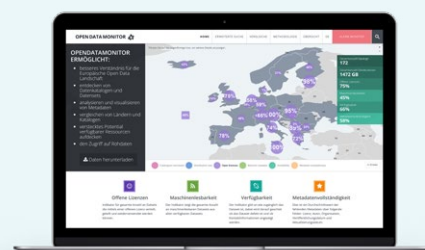


SYNYO, with its interdisciplinary approach, has accumulated a rich Active and Assisted Living (AAL) project expertise through a thought-leading team. In addition to that, SYNYO has been able to deeply dive into the network of AAL partners and affiliates from governments, industry and research sectors to ensure wide-reaching impacts of proposals and projects. Understanding social, cultural, economic and political dynamics within a society are indispensable prerequisites for identifying technological demands, and for implementing inventive solutions. SYNYO builds social collaborative platforms to improve approaches in the fields of AAL, bringing state-of-the-art solutions to Connected Care and Health Communities, as realised with iCareCoops.

# Development
## Technical Excellence for Smart Solutions.

Modern software solutions require knowhow in more than one technology to be effective. At SYNYO, we have the skills and knowledge to turn your idea into a project which will include all the technologies needed and which will meet the highest standards in your industry. We offer the best realization of your project with the implementation of the latest and most advanced technologies.

Our experience in different business areas allows us to suggest the technologies that work best for your research project and business. We are here to listen to your requirements and provide best of breed solution for your particular web and mobile application to create something outstanding across you (research and industry) sector.

SYNYO evaluates user requirements and transfers them to comprehensive use cases which drive both design conception and technical implementation activities. Our digital solutions help turn ideas into the actions required to mobilize individual and collective engagement for the co-creation of a sustainable future.

**Software Engineering Expertise**
+ Requirement Analysis
+ Use Case Definition
+ Architecture Design

+ Database Processing Architecture
+ Design and Mockup
+ Usability Engineering

+ Application Testing
+ End User Validation
+ Visualisation Dashboards

# Development
Technical Excellence for Smart Solutions.

## Software Engineering and App Development
SYNYO delivers outstanding web and mobile applications, collaborative platforms, open information hubs and decision support solutions to tackle emerging societal challenges and to support different stakeholders including decision-makers, businesses and citizens.

## Requirements Analysis and Use Case Specification
To uphold consistent high quality standards, SYNYO emphasizes thorough and iterative communication techniques between all partners during the stages of requirements engineering.

## Data Processing Architectures
Creating powerful and flexible architectures using state-of-the-art technologies are a key competency of SYNYO. We not only work with proven relational database solutions (e.g. MySQL), but also with new, innovative approaches to store and process an extremely high amount of data like NoSQL databases or scalable, distributed frameworks respectively solutions like Hadoop or HBase.

## Design and Mockup
SYNYO's broad experience in the fields of rapid prototyping and interface design allows the quick creation of sophisticated yet intuitive applications. Extensive knowledge on human-computer interaction as well as user experience testing complete the usability engineering package.

## Programming and Usability Engineering
SYNYO's broad experience in the fields of interface design, prototyping and mockup creation allows the quick creation of sophisticated yet intuitive applications.

## Testing and Validation
In order to provide high quality software we place a strong focus on quality assurance during the testing of our applications. Techniques like Continuous Integration and Automated testing help to incorporate the evaluation process into our software development life-cycle.

## Open Information Hubs
Raising awareness on relevant topics and starting participatory processes with the community is often a key element in research and business projects. SYNYO holds many years of experience in designing and developing Open Information Hubs that provide knowledge to a broader audience and create awareness among particular target groups.

## Information Visualisation Dashboards
Using latest technologies and knowledge on intuitive user interaction and information visualisation the team of SYNYO is able to deliver outstanding solutions to tackle emerging societal challenges and provide useful applications for various stakeholders as proven in projects such as OpenDataMonitor and UrbanData2Decide.
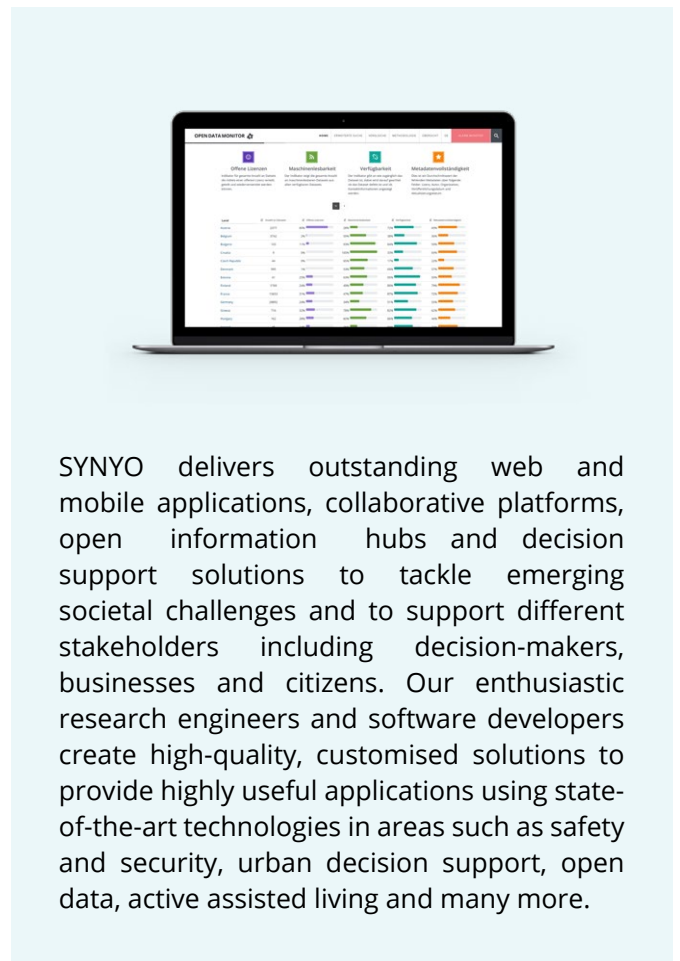


SYNYO delivers outstanding web and mobile applications, collaborative platforms, open information hubs and decision support solutions to tackle emerging societal challenges and to support different stakeholders including decision-makers, businesses and citizens. Our enthusiastic research engineers and software developers create high-quality, customised solutions to provide highly useful applications using state-of-the-art technologies in areas such as safety and security, urban decision support, open data, active assisted living and many more.

# Advisory
## Customised Services for Project Success.

The team at SYNYO has invaluable experience in managing and coordinating research and development projects at national and European level. The primary goal of our project managers, dissemination specialists and researchers is to partner with collaborators and clients to deliver strong value and support to their projects.

Particularly international project proposals often require the composition of a large topic-attuned consortium including research, development and demonstration partners, as for example from academia, industry, NGOs public authorities and law enforcement agencies. SYNYO supports you in consortium construction activities such as structured scoping for potential partners establishing contacts, and clarifying content-related, financial and administrative questions.

Besides scientific and technical reports funding agencies generally require transparent, comprehensible and accurate financial and administrative reporting. SYNYO advises on the elaboration of respective project documentations and therewith contributes to the successful operational management of your research or development project.

**Project Support Services**

+ Proposal Setup

+ Project Management

+ Reporting


+ Research Marketing

+ Project Websites

+ Social Media Channels


+ Quality Assurance

+ Science Events

+ Exploitation Strategies

# Advsory
## Customised Services for Project Success.

### Project Proposal Setup
SYNYO supports the partners in building a consortium through a structured mapping and screening of potential partners, establishing contacts, and clarifying content-related, financial and administrative questions. SYNYO provides efficient proposal management and helps to systematically develop national and international proposals for a broad range of topics.

### Project Management
SYNYO provides you with experience in holistic project management and supports you professionally in implementing administrative, financial and coordinative tasks. SYNYO additionally provides quality assurance services for a successful project and elaborates roadmaps for establishing an ideal project- structure.

### Scientific and Technical Reporting
Delivering reports and informing funding agencies continuously about the project status is an integral part of research and development projects. SYNYO provides comprehensive support regarding scientific reporting, including literature exploration, technical reports and the presentation of social-scientific research.

### Budgeting and Financial Reporting
Funding agencies generally require a transparent and accurate financial and administrative reporting. SYNYO advises on the elaboration of financial documentations and contributes to the successful operational management of your research or development project.

### Exploitation Planning and Implementation
It is vital that the project's exploitation potential is accurately assessed and that the business models, on which the innovative products or services will be based, are analysed. SYNYO develops exploitation plans, performs detailed analyses of possible business models and provides assistance in writing business plans.

### Dissemination Planning and Execution
SYNYO offers the setup of websites, the creation of newsletters, factsheets, policy briefs, or user manuals. Additionally, the setup and maintenance of social media appearances are crucial for a successful knowledge and technology transfer within your initiative. These activities aim at an implementation according to the strategy defined in your project.

### Science Events
In order to complement the research and development activities, SYNYO provides support in setting up events and conferences. In addition to rather classical formats, we are creative in meeting your expectations regarding other formats such as science events or product launches.

# EXPERTISE FOR SMART AND HEALTHY LIVING AT HOME



## PROVIDING ESTABLISHED SOLUTIONS

SOLUTION A: CATAALOG

SOLUTION B: AWARENESS HUBS

SOLUTION C: PROJECT WEBSITES

## PREFERRED ROLES IN PROJECTS

ROLE A: SCREENING & ASSESSMENTS

ROLE B: AWARENESS RAISING & DISSEMINATION

ROLE C: EXPLOITATION & COOPERATION

# CATAALOG: A worldwide catalogue for smart health solutions for the ageing society

## Concept Summary

The CATAALOG is a curated **catalogue for AAL and smart health solutions and technologies**. It provides an overview on existing and upcoming smart solutions for active and healthy ageing. The term CATAALOG includes "AAL" for Ambient Assisted Living, as well as "AA" for Active Ageing – it is "The Catalog with the extra A for Ageing".

Stored in a powerful backend, the CATAALOG contains a **comprehensive collection of AAL products and solutions**, and relevant suppliers. Both market-ready and near-market ready products are collected to allow investors and innovation procurers to gain an overview on upcoming and promising products and solutions. Other consumers will be provided with market-ready products only, and can search for the best solution for their needs.



## Adaption for your project

**The CATAALOG and its flexible framework allows to add all kinds of products, services and suppliers/organisations** in a vast number of domains within and outside the health care sector. Thus, it can provide the much-needed market overview and information within this area and others. The CATAALOG is furthermore applicable for other areas; and the information provided by the smart environment can be used for a vast number of use cases.

## What SYNYO offers

As the coordinator and the main developer of the CATAALOG, SYNYO offers organisations, which intend to apply for a project in the area of AAL, health or healthcare to develop – together with us – new areas of application for the CATAALOG, tailored to your field of expertise and work, and the specific use case or scenario. By combining your thematic expertise with our concept and technical skills, we are sure that under your coordination we can submit a competitive proposal together. Furthermore, depending on the topic, we can also bring in further partners and networks that provide additional expertise and increase the chances for a successful proposal.

# Showcase CATAALOG
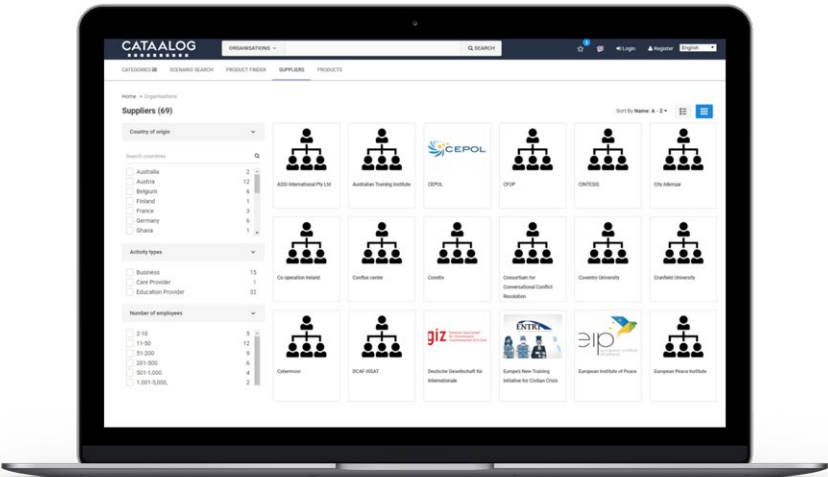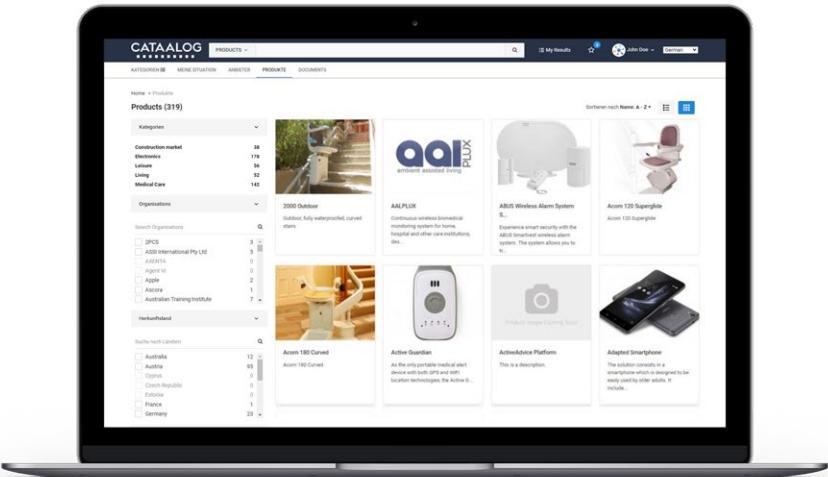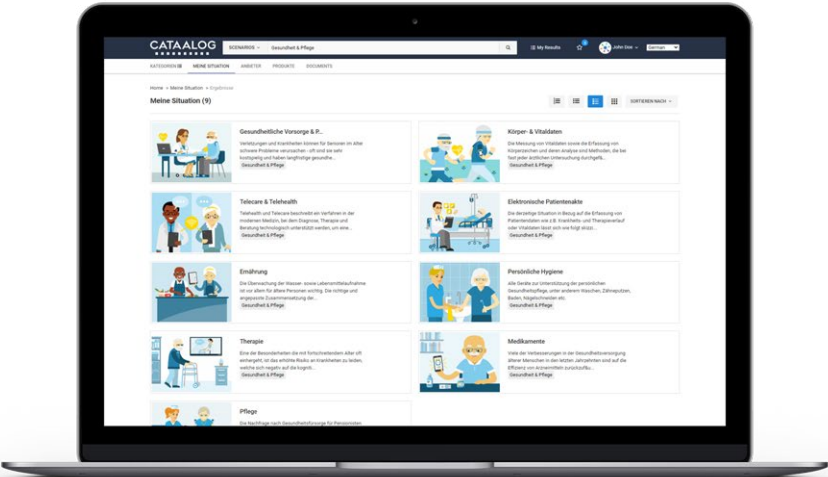
# Awareness Hubs: A modern web platform to engage audiences, distribute information, share knowledge and solve problems

## Concept Summary

The increasing digitalisation of our life has reached every domain of our life. A majority of people – at least in societies with access to the internet – obtain information relevant for a variety of aspects of their life from websites, social media and digital platforms. However, information on particular issues is often fragmented or distributed across the internet, and hence it is requiring a lot of time for collecting information in order to get a profound overview combined with in-depth insights. **Awareness Hubs** intend to meet the requirements for increasing the accessibility of information through one dedicated entry point by combining information from different online instances. They are modern web-based platforms to create awareness for current and future societal challenges among the general public or particular segments of society.
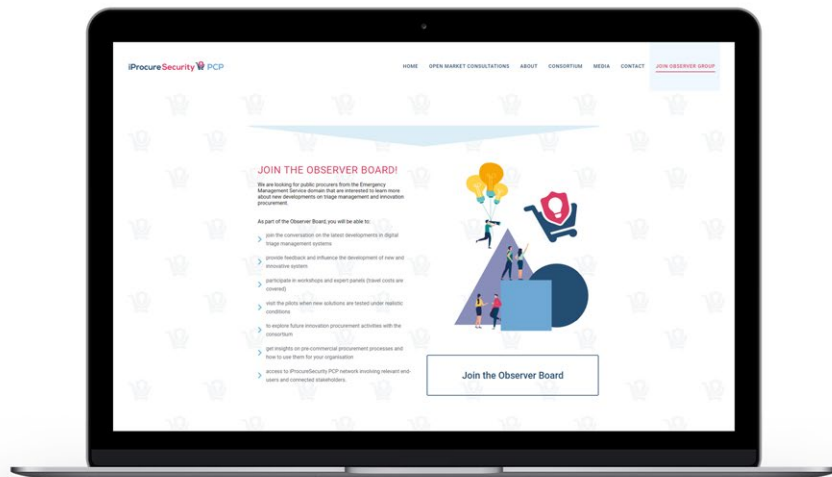


## Adaption for your project

Our approach for developing **Awareness Hubs is based on a flexible software** architecture and on a set of modules, which can be adapted for different purposes. Depending on the topic of your project, we could for example create a digital hub for boosting awareness smart solutions and technologies for older adults and caregivers, and the possibility to get informed about relevant products and services within the specific context of the user. Another suggestion would be an awareness hub bringing together different stakeholders, creating the possibility to share experiences and user stories, allowing knowledge exchange. However, this is primarily a list of ideas and the focus needs to be adapted to your overall project concept..

## What SYNYO offers

We offer to conceptualize, programme and set-up Awareness Hubs with a dedicated content management system and several other modules to be defined. We are therefore looking forward to work collaborate as a partner in your proposal. **We can take over the conception of the awareness hub** tailored to the topic and target groups of your project. By combining your thematic expertise with our concept and technical skills, we are sure that under your coordination we can submit a competitive proposal together.

# Showcase iProcureSecurity PCP

*pcp.iprocuresecurity.eu*

iProcureSecurity PCP

# Showcase COVINFORM

*www.covinform.eu*
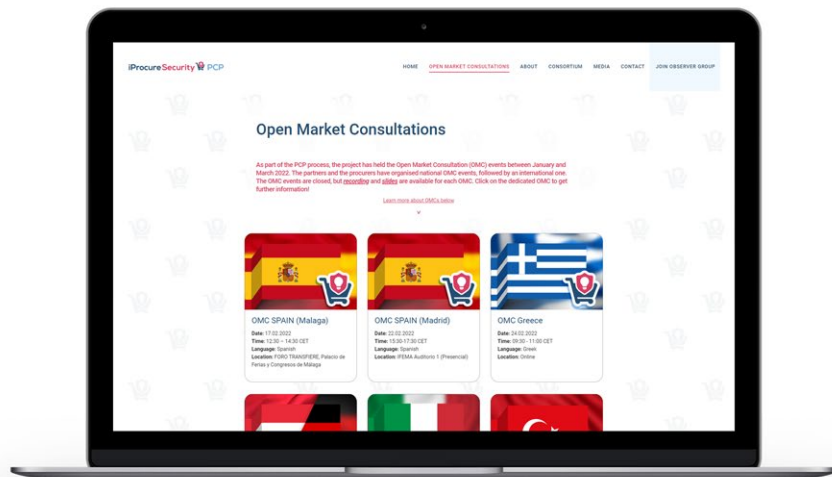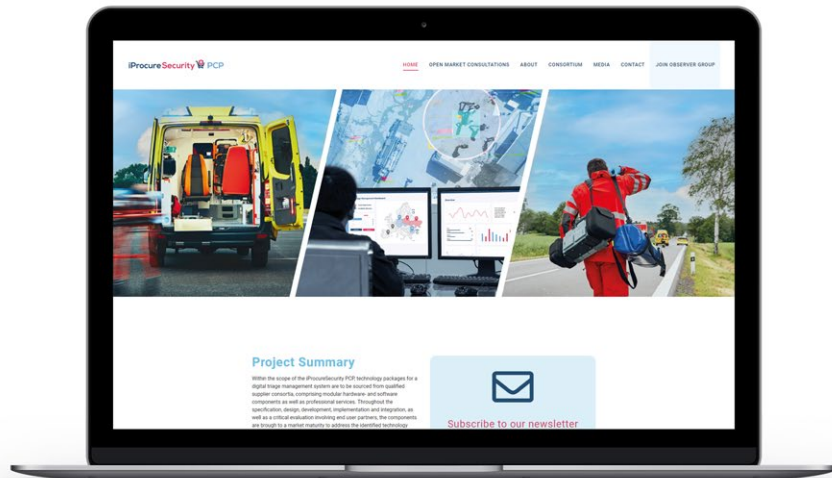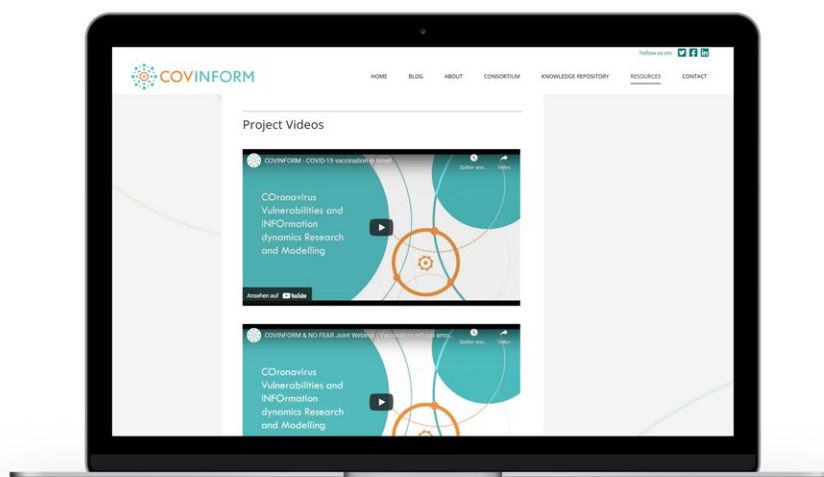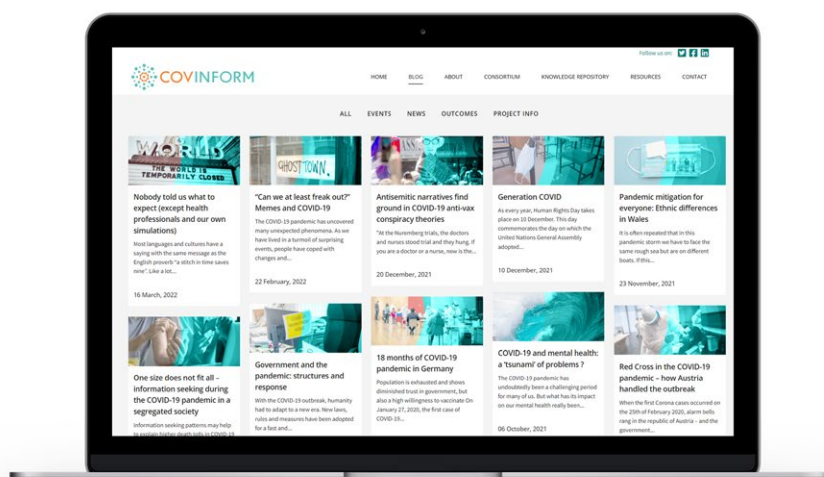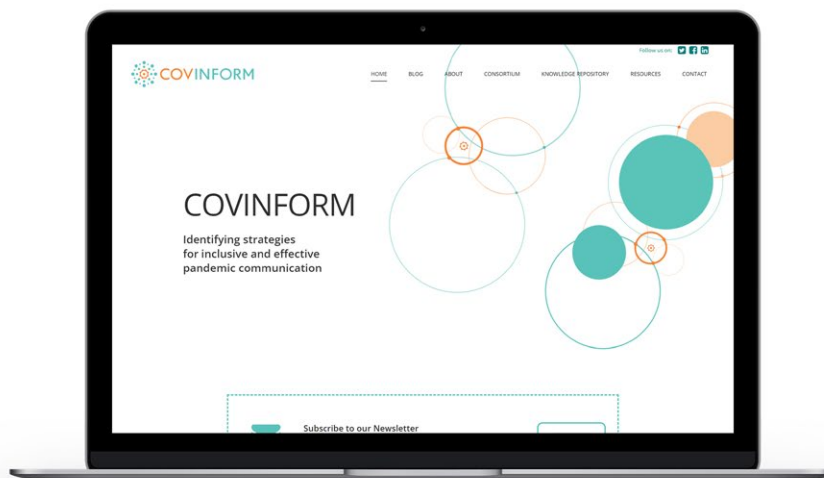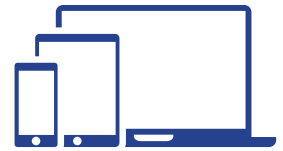
# Project Websites: Improving the Project's Visibility and the Impact through State-of-the-Art Web Design

## Concept Summary

Communication is a crucial task in digital health, active ageing and well-being related projects in order to increase the impact of the research activities. The work, which is usually combined in a dedicated work package, starts with the development of the project identity (logo and color scheme) and continues as an ongoing activity throughout the entire project lifetime. Major milestones are the implementation of the **project website** as well as the launch of a dedicated communication and dissemination plan, which all partners follow. The **project website** serves as a central information point of the project, providing information like contact details, an overview of the project and its objectives as well as dissemination materials. It also enables interested parties to get into contact with the consortium and engage with its organisations. All outcomes from the knowledge collection, including documentation and comprehensive reporting of the activities as well as the networking is available on the **project website** to other projects and entities also beyond the funding period.
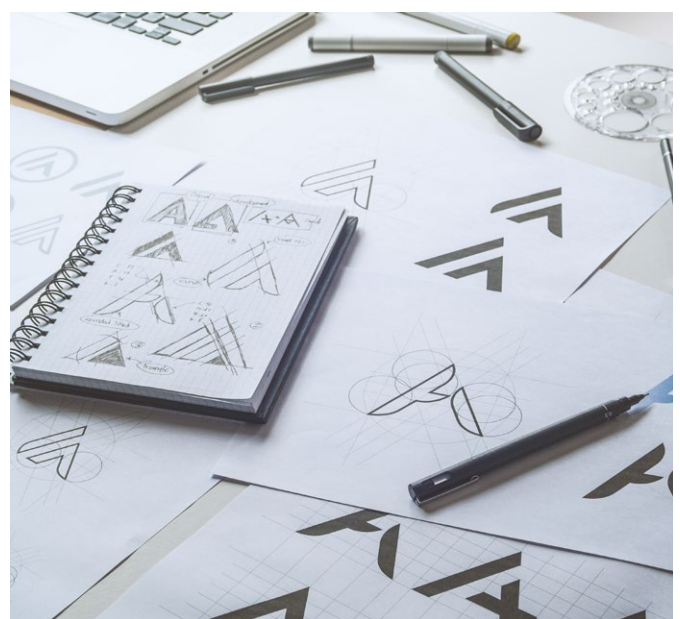
## What SYNYO offers

SYNYO offers organisations, which intend to apply for a digital health, active ageing and well-being related project, to take over the lead of the dissemination and communication. SYNYO has several years of experience in these fields and has furthermore graphic designers in-house. This allows direct communication between the project managers and the graphic designers, which ensures quick workflows. The designers of SYNYO are furthermore closely working with our in-house developers, who are setting up the **project websites**. The triangulation of the involved staff ensures a common project identity and high quality of the public outputs and channels for representation.

# Showcase BIOMATDB
*biomatdb.eu*
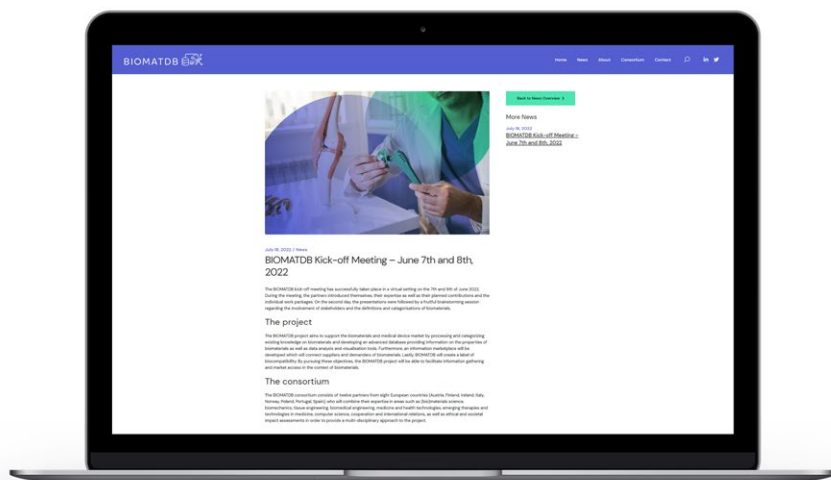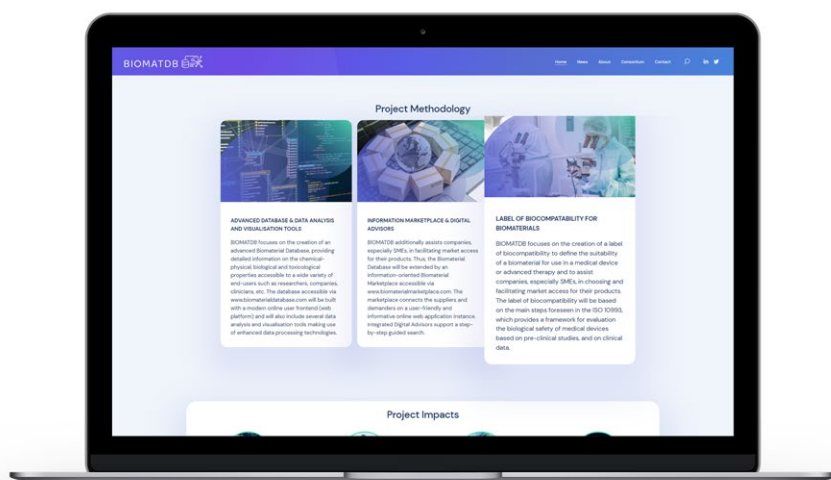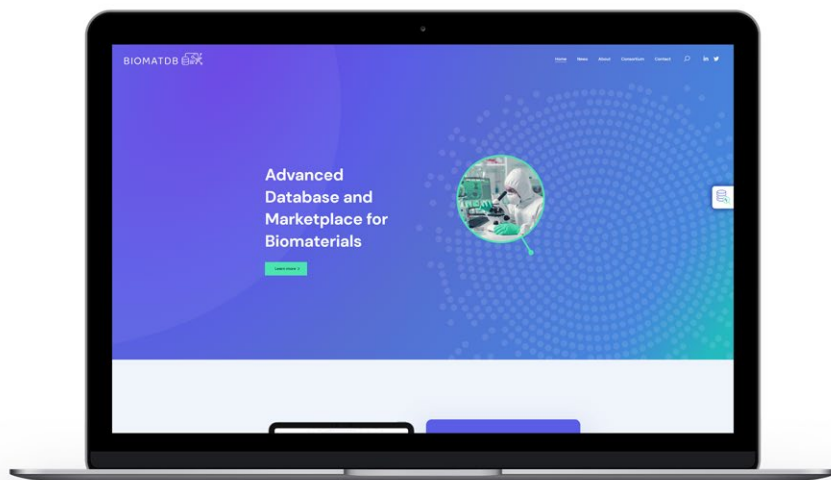
# Screening & Assessment

We perform extended market screening and assessments based on predefined triggers and criteria providing...

- **Collections** of market players like manufacturers, vendors, or providers of AAL solutions, products, and services for selected markets presented with structured lists and profiles

- **Mappings** of local, European or international AAL landscapes and markets including stakeholders, end user organisations, implementers, and associated decision makers.

- **Assessments** of selected products, services, or integrated solutions based on AAL-relevant concepts, classifications, technologies, features, interfaces, and further criteria.

# Awareness Raising & Dissemination

We provide professional support for the positioning of your project, product, or service with focus on...

- **Visibility** by creating digital and printed materials like leaflets, data sheets, brochures or newsletters to raise awareness on your project, solution, product or service.

- **Distribution** via various online channels and social media using as well our networks and mailing lists to ensure your project outcomes are reaching the right target groups.

- **Engagement** of required networks, stakeholders, end users, app developers, industries, and potential clients by leading mobilisation measures along the whole project lifecycle.

# Exploitation & Cooperation

We initiate exploitation and commercialisation measures considering the specific conditions of the AAL ecosystem in Europe and potential further markets creating...

- **Strategies** for effective exploitation activities and sustainable market development measures using established plans, methodologies, tools, and instruments.

- **Cooperation** with vendors, white label distributors, and commercialisation partners providing detailed solution sheets, vendor profiles, and running networking activities.

- **Opportunities** in the investment community by developing investment sheets, reports, and presentations and sharing them with potential investors and strong accelerators.

SHOWCASES FOLLOWING

## Pierre
51
Male
Belgian
AAL2C-3

**Pierre likes:**
- His job, he is in a good team, likes the human contacts linked to sales
- Sports club; he plays tennis; his son has played soccer in CLB till he was 17, and Pierre is still active in that club and part of the leading team.
- Travelling. He takes regular short holidays with Dorien, and they will most of the time try to discover new places.

**Health**
His father is getting old but is still in good health. Yet, his mother and Pierre are very concerned that he is still driving a car. They consider he is not fit to drive anymore due to slow reflexes and difficulty with multi-tasking. His sight isn't as good as it once was. None of them dare to tell him this however.
His mother is in excellent physical health for her age, but is showing early signs of cognitive decline.
Pierre himself is in good health but he was diagnosed with diabetes type 1 when he was 27. He is therefore very conscious of his health, having to cope with his disease daily, the importance of an active lifestyle and compliance to his prescribed diet.

**Pierre fears:**
- His father driving a car
- He is very concerned about his mother's cognitive decline, and what this would mean for his father.
- His inability to assist them when needed from a distance. It takes him in theory one hour to drive to his parents, but in practice it often takes him two+ hours as he has to pass both Antwerp and Brussels ring roads.

Use of ICT

Readiness to act as informal caregiver

Capacity to act as case coordinator

Mobility

Social network of his parents

---

## EVA
85
Female
German
AAL2C-2

**Eva likes:**
- Gardening, taking care of her garden.
- Her chickens.
- Going on day-trips with the ladies club of the village.

**Health**
Eva's health is excellent for her age. She has no chronic disease and is fit due to her regular activities. She still drives her car. Her husband is less fit and cannot drive the car anymore. He is taking half a dozen of medicines each day for various reasons (cholesterol, heart, …).

**Eva fears:**
- She is concerned about the growing dependence of her husband.
- Afraid of becoming injured.
- Being alone (feeling insecure when alone). This fear is linked to her living in the countryside, and as a girl/woman, always having been warned of dangerous people.
- Having one day to move out of her house.

Use of ICT

Readiness to act as informal caregiver

Capacity to act as case coordinator

Mobility

Social network

---

## Anna
Wmo consulant
43
Female
Dutch
AAL2G-1

**Case:**
**Criteria:**
Use of ICT

Readiness to contribute to WS

Local (1)  National (10)

Opportunities (1) vs neutral (10)

**Ambition:**

**Limitations:**

---

## Caroline
35
Female
Belgian
AAL2G-4

**Ambitions:**

**Limitations:**

**Caroline is looking for:**

**Criteria:**
Use of ICT

Readiness to contribute to WS

Local (1) vs National (10)

Opportunities (1) vs Neutral (10)

---

## XT&C - app developer
2 years, 4 employees
Belgium
AAL2B

**Management:**

**Communication/Marketing:**

**Ambition:**

**B2C Characteristics**
Driven by own community

Open to E-commerce (webshop)

Open to public feedback

End user support

| None (passive info) | Remotely (e.g. by phone) | Direct (on-site) |

**Business characteristics**
Type of organisation

Startup | Product developer | Service provider | Distributor/ integrator | Research/ Innov. Org.

Business target group

Distributors | Care organisations | End users

Market scope

Regional | National | International

**General end-product/service characteristics**
End-product/service robustness (comfort/leisure vs. life-saving)

Level of training for use required

Customizability level

Ease of installation (low score = complex)

End-product classification

Service | Hardware | Software (app)

---

## Udego
14 years, 50 employees
Switzerland
AAL2B

ETHICS AND TECHNOLOGY

**Management:**

**Communication/Marketing:**

**Ambition:**

**B2C Characteristics**
Driven by own community

Open to E-commerce (webshop)

Open to public feedback

End user support

| None (passive info) | Remotely (e.g. by phone) | Direct (on-site) |

**Business characteristics**
Type of organisation

Startup | Product developer | Service provider | Distributor/ integrator | Research/ Innov. Org.

Business target group

Distributors | Care organisations | End users

Market scope

Regional | National | International

**General end-product/service characteristics**
End-product/service robustness (comfort/leisure vs. life-saving)

Level of training for use required

Customizability level

Ease of installation (low score = complex)

End-product classification

Service | Hardware | Software (app)

---

## Rostütz GmbH
<1 year, 8 employees
Austria
AAL2B

**Management:**

**Communication/Marketing:**

**Ambition:**

**B2C Characteristics**
Driven by own community

Open to E-commerce (webshop)

Open to public feedback

End user support

| None (passive info) | Remotely (e.g. by phone) | Direct (on-site) |

**Business characteristics**
Type of organisation

Startup | Product developer | Service provider | Distributor/ integrator | Research/ Innov. Org.

Business target group

Distributors | Care organisations | End users

Market scope

Regional | National | International

**General end-product/service characteristics**
End-product/service robustness (comfort/leisure vs. life-saving)

Level of training for use required

Customizability level

Ease of installation (low score = complex)

End-product classification

Service | Hardware | Software (app)

---

## Triparato
17 years, 100+ employees
Portugal
AAL2B

**Management:**

**Communication/Marketing:**

**Ambition:**

**B2C Characteristics**
Driven by own community

Open to E-commerce (webshop)

Open to public feedback

End user support

| None (passive info) | Remotely (e.g. by phone) | Direct (on-site) |

**Business characteristics**
Type of organisation

Startup | Product developer | Service provider | Distributor/ integrator | Research/ Innov. Org.

Business target group

Distributors | Care organisations | End users

Market scope

Regional | National | International

**General end-product/service characteristics**
End-product/service robustness (comfort/leisure vs. life-saving)

Level of training for use required

Customizability level

Ease of installation (low score = complex)

End-product classification

Service | Hardware | Software (app)

# AWARENESS

*www.platformuptake.eu*

Awareness materials such as infographics, posters, factsheets, brochures, roll-ups, social media banners and presentations are some of the major dissimination materials of PlatformUptake.eu project, ranging from different themes such as benefits of open platforms in the Active and Healthy Ageing (AHA) domain for their end users, ecosystem of open platforms, capability gaps and innovation needs, tools… etc. Throughout the project, we publish such materials to raise awareness when we create an outcome which might be of interest to the specificallity and the stakeholders who are involved profesionally in the field or can benefit through the technology of open platforms for AHA.

## Social media banners in different categories

Knowledge collection

Project results

Events

Open platforms in the AHA domain

Social media banners are created and based on the outcomes from our expert reports, interviews with key players in the field and discussions throughout our virtual webinars and workshops.

**Roll-ups and take away cards** are created based on the project identity and target audiences.

PlatformUptake.eu **brochures** are printed and dissiminated through all PlatformUptake.eu networking events.

# ENGAGEMENT

*www.platformuptake.eu*

PlatformUptake.eu has been organising series of virtual events such as workshops, webinars and matchmaking events as well as consultations and video interviews with stakeholders in the field from across Europe and beyond. Key players such providers of open platforms, developers of technology (apps, wearables, sensors etc.) for active and healthy ageing, care and healthcare organisations, policy makers and organisations representing the interest of the older people have been invited to these activities allowing the PlatformUptake.eu project consortium reach out this community in an informal setting.

### Types of stakeholders interviewed:

Open platform providers

Developers of technology for older people

Policy makers

Care organisations

Networks

Academia
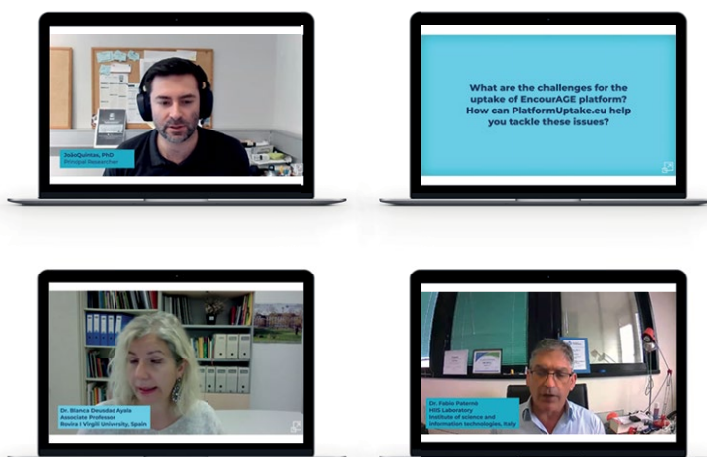


## PlatformUptake.eu workshops, webinars

As a part of the knowledge exchange and analysis of the ecosystem of open platforms for AHA, PlatformUptake.eu consortium conducts workshops and webinars with a broad range of stakeholders across Europe to provide valuable input for the development and evolution of future platforms in the field. The events seek among others to collect, assess and present best-practices and stories for the successful uptake and exploitation of existing platforms by their end-users, and facilitate future collaboration among the participating organisations.
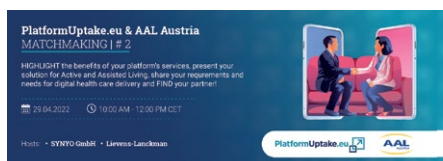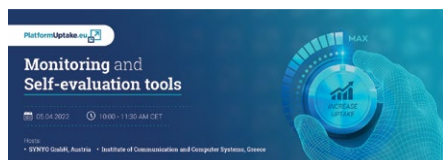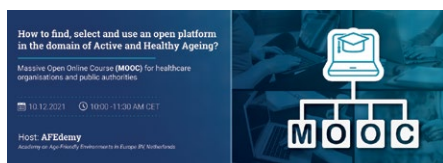


### Matchmaking

During these virtual events, providers of open platforms in the AHA/AAL domains, developers of technology for active and healthy ageing (apps, sensors, wearables, etc.), care organisations and policy makers make a pitch on their offerings, present and discuss their needs.

# DEVELOPMENT

*www.platformuptake.eu*

The PlatformUptake.eu Open Information Hub represents a centralized, searchable online space that stores multiple types of knowledge sources, aiming to make the open platforms and their benefits more visible and understandable to their user communities.

## Analysis

The technical framework of the platform is built on open source technology using modern and well established webservers, relational database management systems, server side scripting languages and Centos Linux-based operating systems and main CMS is WordPress. The extensibility of WordPress makes it possible to create various plugins as extensions, which can be added directly in the administration interface.

## DESIGN

The PlatformUptake.eu Open Information Hub wireframes are created to demonstrate the main concept and functionality. Furthermore, these wireframes are used as a starting point for design and programming the Hub.

## IMPLEMENTATION

For the final development iteration, a basic template was used to quickly provide a first transition from the designed mockups to a functional prototype. This allowed both the developers and the designers to get first insights on the underlying interaction and navigation concept. In addition, it enables the developers to focus on the programming of the main functionalities initially.

## TESTING

Developing testing is regularly applied for efficient quality assurance in order to improve the overall development and test process by building quality and security of the platform.

## PROJECT BEYOND IST LIFETIME

Consortium partners and external authors will be able to continously contribute to the development of the Hub, which is regularly revised and updated during the lifetime of the project and beyond, in order to maintain a coherent and up-to-date view on the open platforms' landscape.

**PlatformUptake.eu**

# EXPLOITATION

*www.platformuptake.eu*

PlatformUptake.eu project provides a repository for the commuinity, which incudes information on open platform providers, developers of technology for active and healthy ageing, care and healthcare organisations, policy makers, R&D organisations, best practices, gaps and innovation needs in the field to show who is doing what , what content is available and what is working successfully.

### PlatformUptake.eu Collections

Projects
Best Practices
Open platforms
Solutions for older people

The collection of PlatformUptake.eu stakeholders, projects related to PlatformUptake.eu, open platforms and solutions for active and healthy ageing provide a one-stop repository for the community, making PlatformUptake.eu developments more visible and eventually relating these to improvements in the uptake of open platforms in the AHA domain by their end users.

### PlatformUptake.eu project library
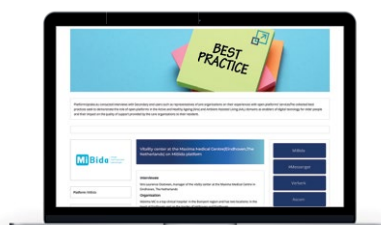
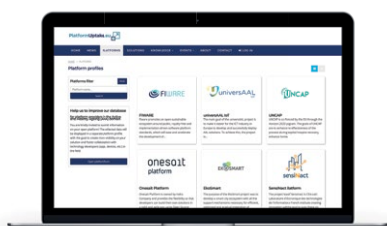Projects related to the European open platforms' landscape



### PlatformUptake.eu best practices

Best practices on the successful implementation of open platforms' services
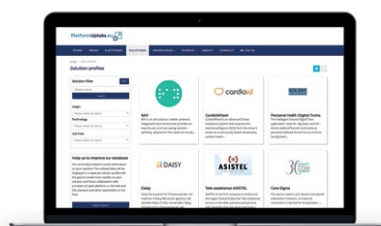


### PlatformUptake.eu open platforms library

Prominent exaples of open platforms in the field



### Examples of solutions for active and healthy ageing

Examples of solutions (apps, wearables etc.)  for older people

# OPEN INFORMATION

*www.platformuptake.eu*

The Open Information Hub provides different sections such as News, Knowledge, Events, Platforms and Solutions. The News page has different articles in various categories, with information on outcomes of PlatformUptake.eu, as well as on developments in the field of open platforms for AHA which are relevant for the scope of the project. The Events page list all relevant external conferences attended by the consortium and activities which are organised and conducted by PlatformUptake.eu such as webinars and virtual matchmaking events. The Platforms and Solutions pages constitue collection of technologíes which are developed by European companies to enable the independent and healthy living of older persons.

## Raising awareness in different categories

Community and events
Open platforms in the AHA domain
Digital solutions for older people
Best Practrices
Gaps and innovation needs
Insights and research
Recommendations and guidelines

## Raising awareness in different mediums

Newsletters
Tweets
Videos
Surveys
Workshops
Webinars
Matchmaking events
Complex visualisations

## News by different authors

By projects
By organisations
By authors

More than 30 videos are created including interviews with key players in the field, webinar and workshop recordings.

# DISSEMINATION

*www.platformuptake.eu*

The PlatformUptake.eu Open Information Hub is the main dissemination channel besides mainstream channels such as Twitter and YouTube to raise awareness on PlatformUptake.eu developments and outcomes.

## Raising awareness in different categories and mediums | Digital & Print

Open Informatiomm Hub
Newsletters
Videos
Surveys
Workshops & webinars
Matchmaking events
Complex visualisations
Tweets
Conferences
Flyers
Brochures
Roll-ups
Posters
Infographics
Expert reports
Virtual consultations

| Open Information Hub views | YouTube subscribers | YouTube videos' views | Virtual consultations | Project events |
|---|---|---|---|---|
| >21.200 | > 340 | > 25.000 | > 70 | > 15 |

The PlatformUptake.eu Open Information Hub reached more than 21.200 views for less then an year. Additionally, dissemination of the projects is accomplished through more than 70 virtual consultations with relevant stakeholders in the field of open platforms for AHA, more than 15 self-organised PlatformUptake.eu projects and participation in various external networking and brokarage events.
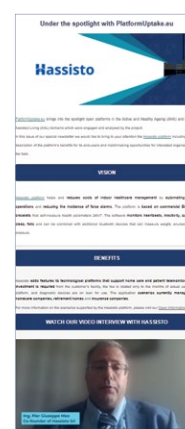
# ORGANISATION PROFILE
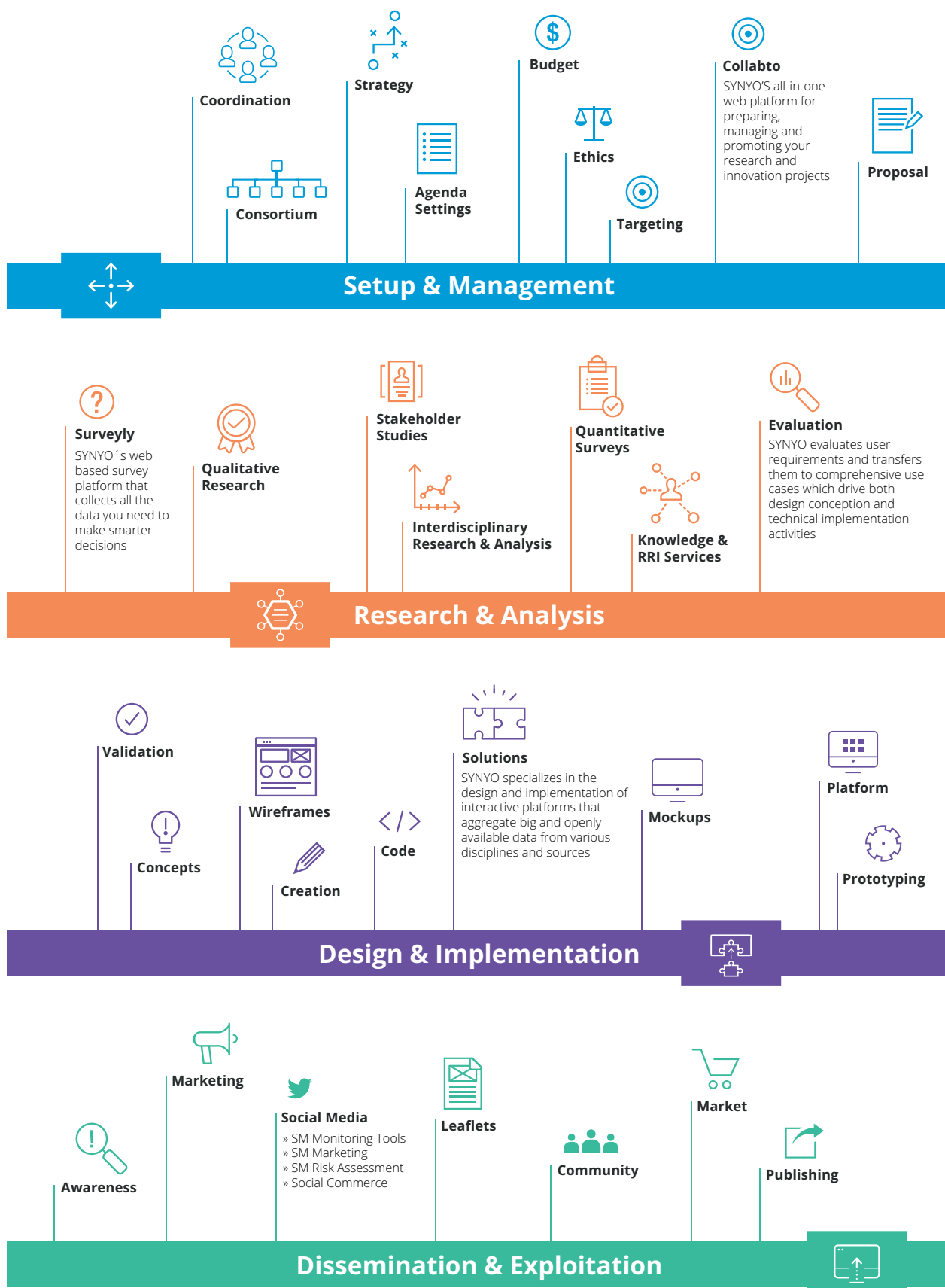
## SYNYO GmbH

**Vienna, Austria**
**30+ Employees | Researchers, Engineers, Developers, Creatives**

SYNYO GmbH, a leading SME based in Vienna, Austria, is an independent **research, innovation and technology organisation that explores, develops and implements novel technologies** to tackle major societal challenges. We focus on increasing the knowledge and understanding of social, economic and political dynamics within society as well as on the identification of related future technological demands and the development of creative solutions for addressing such challenges.

As such, the interdisciplinary team at SYNYO consists of high-skilled employees specialized in various social and technical domains, including **research, requirement analyses, application design, software engineering, data analytics, and information visualization.** This expertise is applied to tackle contemporary challenges in various disciplines such as **youth, education, radicalisation, deviant behaviour, science communication, big/open data research, digital futures, and smart technologies.** The innovation processes and proprietary methodologies are designed to **convert complex information into clear and precise insights** for developing definitive actions.

Beyond its research and innovation expertise, SYNYO has a dedicated software development team to carry out ICT related innovation from analyses to deployment. Key system attributes for SYNYO include collaborative systems operated by large end-user groups, **awareness hubs, open information platforms, and modern graphical interfaces** to transmit a bigger visual human perception, as well as keeping security and lean management as a baseline for successful solutions. Furthermore, SYNYO has access to a vast network of technology providers, industry leaders, academic institutions, practitioners and city networks.

# SYNYO Project Expertise

SYNYO

## Setup & Management

**Coordination**

**Consortium**

**Strategy**

**Agenda Settings**

**Budget**

**Ethics**

**Targeting**

**Collabto**
SYNYO'S all-in-one web platform for preparing, managing and promoting your research and innovation projects

**Proposal**

## Research & Analysis

**Surveyly**
SYNYO´s web based survey platform that collects all the data you need to make smarter decisions

**Qualitative Research**

**Stakeholder Studies**

**Interdisciplinary Research & Analysis**

**Quantitative Surveys**

**Knowledge & RRI Services**

**Evaluation**
SYNYO evaluates user requirements and transfers them to comprehensive use cases which drive both design conception and technical implementation activities

## Design & Implementation

**Validation**

**Concepts**

**Wireframes**

**Creation**

**Code**

**Solutions**
SYNYO specializes in the design and implementation of interactive platforms that aggregate big and openly available data from various disciplines and sources

**Mockups**

**Platform**

**Prototyping**

## Dissemination & Exploitation

**Awareness**

**Marketing**

**Social Media**
» SM Monitoring Tools
» SM Marketing
» SM Risk Assessment
» Social Commerce

**Leaflets**

**Community**

**Market**

**Publishing**

**Contact**

SYNYO GmbH
Research // Development // Advisory
Vienna, Austria, www.synyo.com

**Please reply to contact@synyo.com**