



SEACW – ICT-PSP N° 325146



SEACW DELIVERABLE D.8.4 **“Project Presentation Draft”**

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Abstract

The present deliverable provides a detailed presentation for the SEACW Project, describing the main general objectives, activities, target groups, general dissemination impact and all the partners.

PROJECT PRESENTATION

SEACW is funded under CIP-ICT-PSP Work Programme 2012 of the European Commission, and it addresses to the Theme 3 “ICT FOR HEALTH, AGEING WELL AND INCLUSION”, objective 3.3.a) “Digital Capacity and Skills building of health, social care and social inclusion actors”. Total costs for the project are 3.546.000 euros with an EU contribution of 1.773.000 euros.

The project will last two years and will start next 4th February 2013.

A balanced consortium between small and medium enterprises, Universities and non-profit organisations, ensures the knowledge sharing and commercial sustainability of the project. Nine partners, led by the Coordinator –Aliad knowledge and Service LTD (Spain, www.aliad.es)-integrate the consortium:



It also has the support of International NGOs and a large number of different health enterprises, experts and specialized organisations.

SEACW contributes to the objectives of the European Innovation Partnership for Active and Healthy Ageing (EIP AHA) and the e-Health action plan through the promotion of active and healthy ageing under the support of ICT’s. The project objective is to create a digital Ecosystem -user friendly, attractive and adapted, based on open technologies and cloud computing- that will be a meeting point for all those interested in active and healthy aging. Also, this Ecosystem for digital inclusion will be a living environment with training, information, tools and apps, and social networking that will trigger social initiatives, new jobs, and new businesses, related with ICT for AHA.

The Ecosystem will be focused on three target groups: social inclusion agents, both professional and non-professional, elderly people and general population.

- **Social Inclusion Agents** will use the Ecosystem for e-learning (acquiring digital literacy and skills for active and healthy ageing) but also for tools, information, qualification, employability enhancement, jobs and contacts.

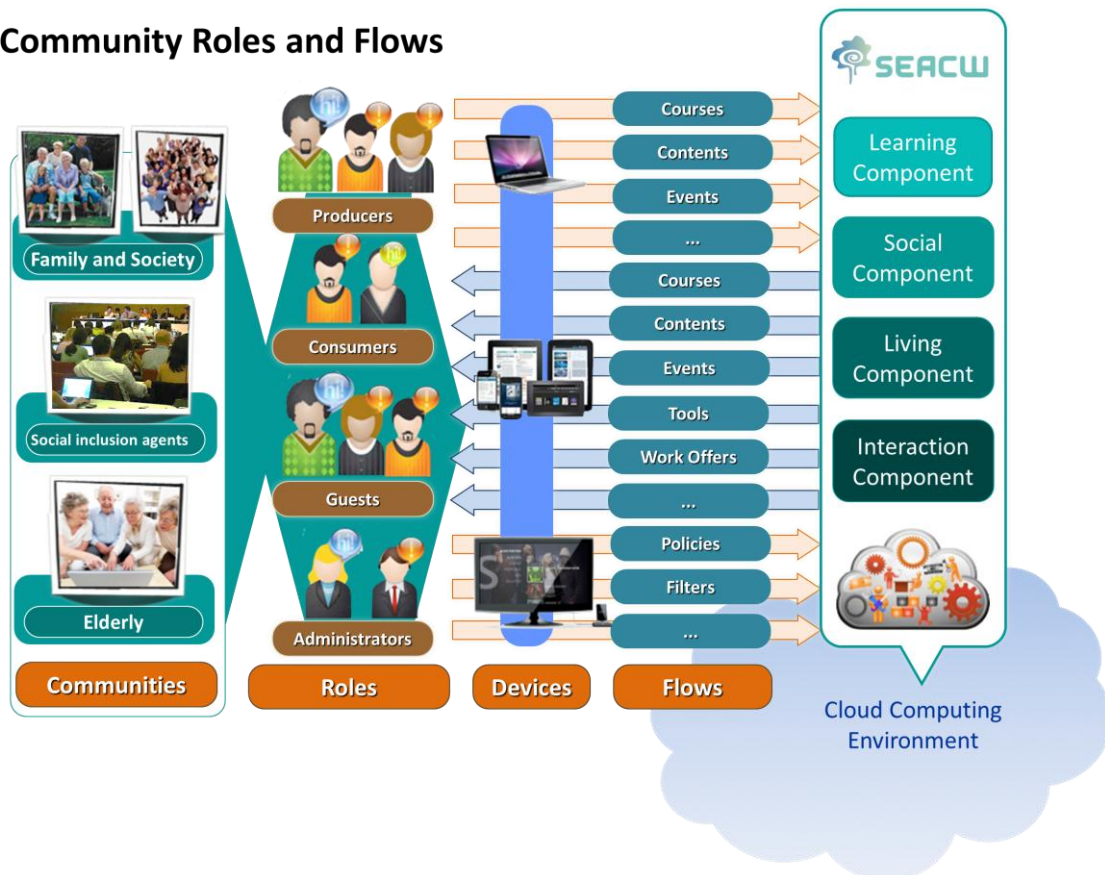
- **Elderly people** will use the Ecosystem as a meeting point for training and communicating on the Internet, promoting their digital inclusion. Products and services for this group will be adapted to their special needs (i.e. interfaces will be adapted).
- Finally, **people in general** will use the Ecosystem to look for information not only about ICT and active and healthy ageing, but also to promote intergenerational solidarity through social networking with elderlies.

Social inclusion agents such as NGOs, associations and coordinators of digital inclusion initiatives are the primary target, because of their motivational and wide-reaching roles. These actors are positioned to make the link between technologies and excluded people. They will definitively help to extend the project's ICT and active and healthy aging awareness and they will contribute to a spill-over effect on society as a whole and will trigger an innovation in social dynamics.

SEACW is intended to have a wide dissemination, 15.000 final users from 15 regions (6 countries and the UK) will use the Ecosystem in a pilot phase that will validate contents and tools for their commercial exploitation.

In summary, SEACW will promote a behavioural change in European population in the field of Active and Healthy Ageing, thanks to the promotion of ICT's skills and ICT's use among the target groups.

Community Roles and Flows



More information may be obtained at seacw@aliad.es or +34 91 3571550, Mr. Jorge Alarcón.