SEACW DELIVERABLE D.7.5
"Report on the pilot's execution"

Project Acronym	SEACW
Grant Agreement No.	325146
Project Title	Social Ecosystem for Anti-aging, Capacitation and Well-Being
Deliverable Reference Number	SEACW_D7.5
Deliverable Title	Report on the pilots execution
Revision Number	1.1
Deliverable Editors *(main redactors)*	ALIAD, SIGLA, ES, NIB

Project co-funded by the European Commission within the ICT Policy Support Programme	
Dissemination Level	
PU	Public

Revision	Date	Description
0.1	15th Jan 2015	First draft of the report
0.2	02th Feb 2015	Review of the report
1.0	23th March 2015	Final version
1.1	28th March 2015	Review of the final version

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Abstract

This deliverable summarizes the quality indicators defined during the project definition.

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1 Introduction

This deliverable provides complete information on the execution of Pilot Phase

Pilot Phase has followed the procedures and activities described in Grant Agreement and previous deliverables, and therefore, metrics of the Ecosystem *Action for Healthy Ageing pilot phase have been measured*. These metrics are shown as result of all these activities and as a summary of the Pilot Phase Execution; these metrics will be compared with the quality indicators proposed in the project´s Document of Work (DoW).

In order to explain the metrics, we will use the data that provide information on the **success of the Ecosystem among its users**. These data are mainly related to what has been achieved in the Ecosystem´s use by users, as number of visits, most visited sections, registrations, inscriptions in training courses or return rates, etc.

It's important to introduce this document by saying that the **results of the metrics are positive**. This shows evidence that the Ecosystem has had successful results, highly increasing the possibilities to succeed in its commercial life. Once the suggestions and changes resulting from the pilot phase are introduced in the Ecosystem, the commercial phase begins and a big effort will be done to extend the Ecosystem diffusion, following the launching plan. We have strong confidence that "Action for Healthy Ageing" will become a reference site in the sphere of Active and Healthy Ageing and Information and Communication Technologies.

2 Summary of activities

In order to present very briefly the Pilot Phase Execution, we resume main features:

Table 1. Summary of Pilot Phase

Feature	Definition	Comment
Schedule	From September 2014 to 26th January 2015	Extension asked due to holidays period
Pilot Partners	Bulgaria: NIB	
	France: ESE, UTT and GIP	Amendment to include all French partners, not only ESE
	Italy: Gruppo SIGLA	
	Malta: EXOR	No data available
	Spain: Aliad	UC3M and Uvic have supported dissemination
Pilot Partners Team	Coordination and Leading Team	All partners except Exor
Activities	▪ Sessions in presence and on line as specified in Deliverable 7.1 ▪ JIRA tool for changes and suggestions (UC3M) ▪ Partners have records available	In March 2014, during 2nd review in Brussels, an extension was asked due to summer holidays period
	▪ Level 1 pilot activities: People hired by Partners	During June-July (August) Ecosystem A4HA positioned in Internet Search Engines after Level 1 comments
	▪ Level 2 pilot activities: Mainly with Allied Entities and Collaboration Entities	During September-October Many new entities during this phase, mainly in France and Italy
	▪ Level 3 pilot activities: Open to all users; rewarding systems depending on local needs; records asked to be either on line registration or in paper (sessions)	From October 2014 to end of January 2015 In November 2014, simplification of Registration System due to request of all AE and Partners In December an extension was asked due to Christmas holidays period

3 Quality indicators

3.1 Registrations in the Ecosystem (pilot registration)

	FRANCE	BULGARIA	ITALY	MALTA
5.445	2.645	2.495	2.018	0
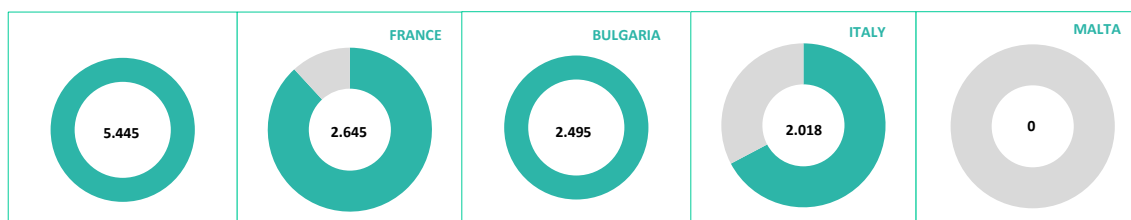
We must start this section reminding the initial number of pilot users that we intended to achieve in each Ecosystem: see Table 1.

Please notice that **NOT all pilot users will be registered**: some users have used the Ecosystem on in presence sessions with records on paper, specially elderly and social inclusion agents coming from HealthCare sector.

In fact, the overall pilot users are very close to the target, though no data form Malta have been gathered

Table 2. Pilot users

	Target	Registered users	Not registered users	Total pilot users
Total	15.000	12.659	152	12.811
Bulgaria	2.000	**2.495**	Not reported	2.495
France	3.000	2.645	Not reported	2.645
Italy	3.000	2.018	Not reported	Not reported
Malta	2.000	No data	No data	No data
Spain	5.000	**5.445**	152	5.597

As we can see, Spain and Bulgaria have successfully exceeded the number of users established as target. In the case of France, we can observe that the target number of registrations in the Ecosystem is lower but the result has been very close. Italy reports 1.014 registered users at the date the pilot phase was supposed to end, but there are 1.000 more to be registered at the date of this report; despite Italy has not reached its 3000 users, it is quite important to remark that efforts for achieving success have been enormous, but the results of Italian survey show more unsatisfied users than the rest of the countries.

3.2 Visits to the Ecosystem

It is needed to highlight that during the pilots phase, the Ecosystem was not positioned in search internet engines, so it is remarkable the effort done in platform´s dissemination among allied entities and social networks for achieving these numbers.
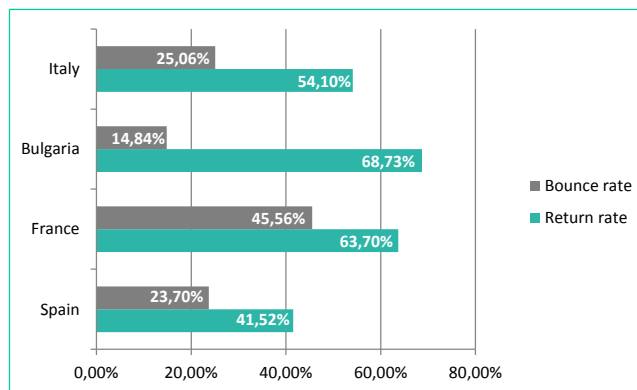
Figure 1. Visits to the Ecosystem
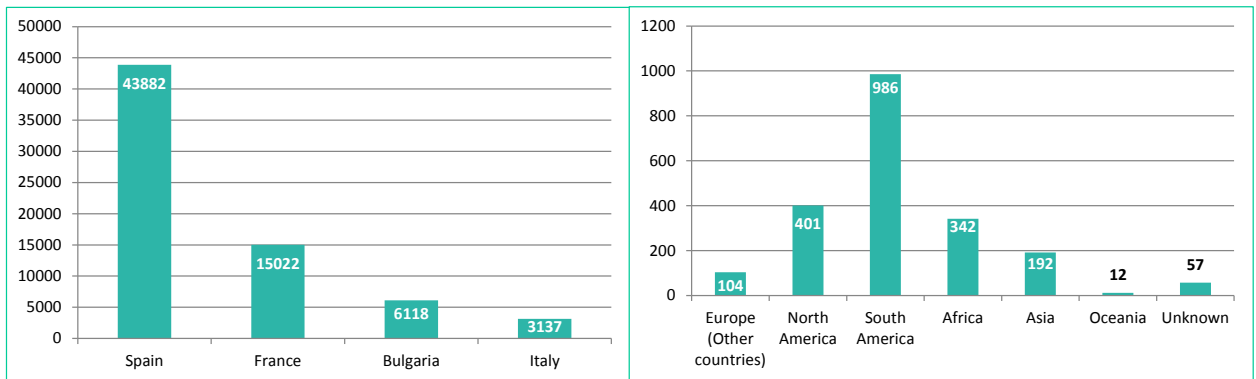
3.3 Return and bounce rates

As it is showed before, bounce rate is especially problematic in France, where almost the half of visitors abandons the site; however, it is quite good the return rate in that country.

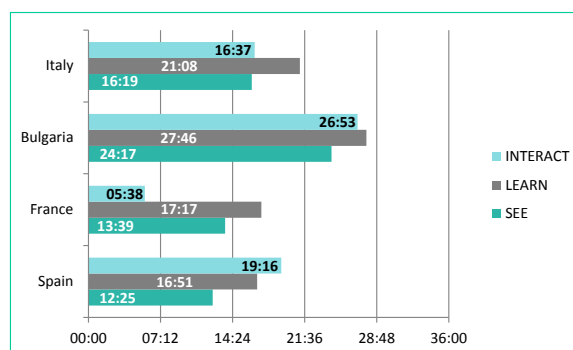The best metrics are evidenced in Bulgaria and Spain.

Figure 2. Return and Bounce rates.

3.4 Average visits time per section

Below it is showed the average time that users remain in the different sections of the Ecosystem. In general, Bulgaria shows more time per visits in each section.

Figure 3. Time per section

3.5 Visits and registers in the Ecosystem per month

Despite the pilot phase was initiated in July 2014, there was very low activity within the Ecosystem because of the summer period and holidays. Contacts with level 2 were too recent at that moment. The main activity with level 2 started during September and October of 2014, and with level 3 during months of November to January, which corresponds with the higher levels of visits and registers. The sharp drop from January is due to the cessation of promotional activities whenever the Ecosystem is being adapted in response to the feedback from pilot users. The visits during February and March are exclusively due to individual seekers of the Ecosystem.

It must to be said that the Ecosystem is still young and has almost have not references and position in Google, so the consortium agrees that values and results gathered during pilot phase are very optimistic.
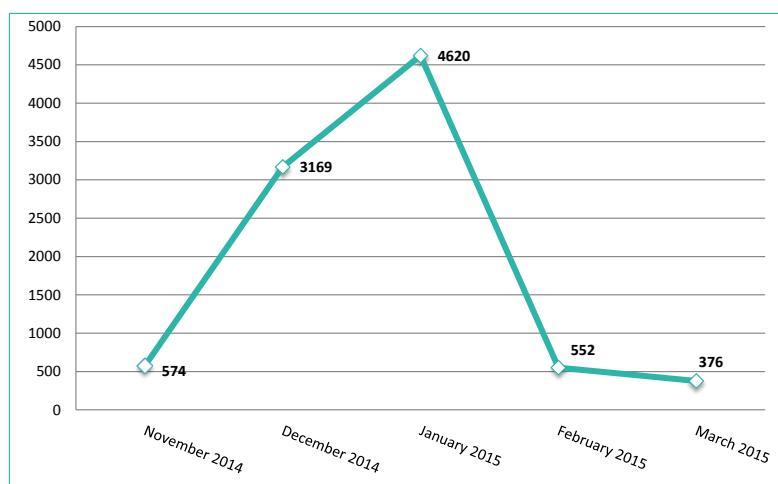
3.5.1 Visits per month

Figure 4. Monthly visits.
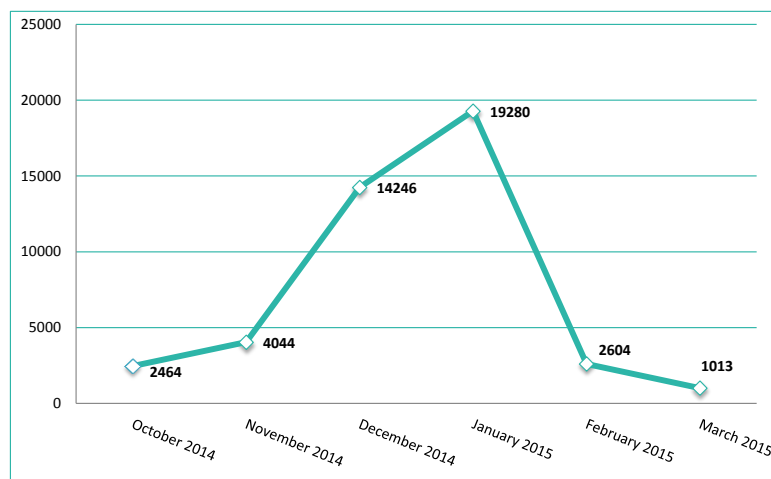
### 3.5.2 Registrations per month

Figure 5. Monthly registrations

3.6 Downloaded materials from the Ecosystem

Bulgarian users are the main downloaders of resources in the Ecosystem. The fact that in that country there are not Ecosystems of active and healthy ageing could be the main reason of the interested evidenced in Bulgaria with downloadable materials of the platform.

Figure 6. Downloaded materials
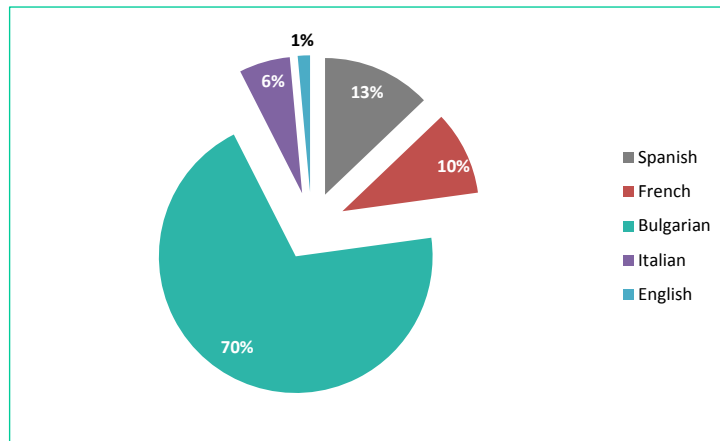
3.7 Enrolments in courses

Again, Bulgaria was the main country with presence in courses. Also, as it is showed in Deliverable 7.4, Bulgarian users showed a very high satisfaction with courses, so the lack of Ecosystems and websites related with active and healthy ageing in that country could be one of the main reasons for showing this tendency.

As in the last section, also in Spain users were active enrolling into digital courses, taking into consideration that other sites offers training in dependency and long term care, this is a very good percentage.

Figure 7. Enrolments in courses
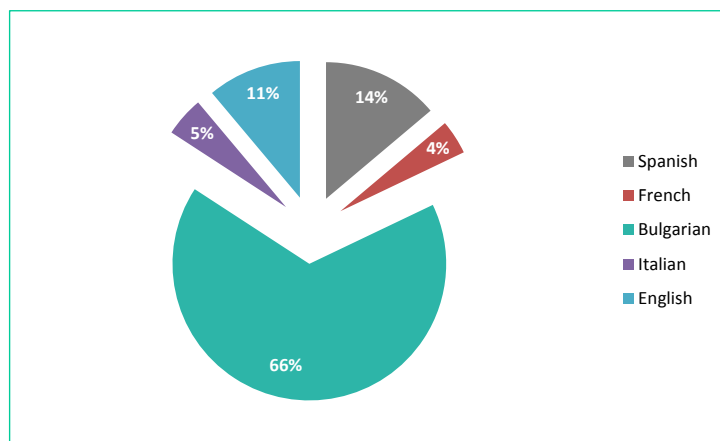
3.8 Participation diplomas in pilots

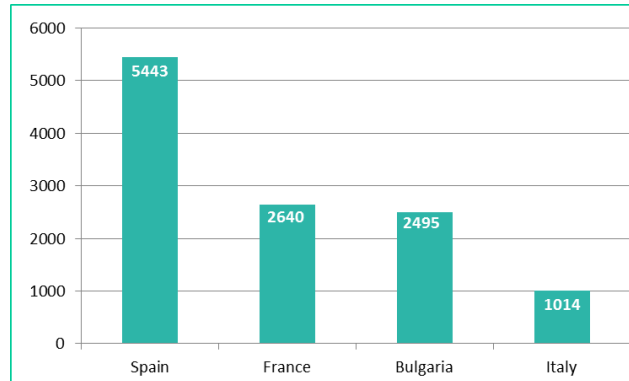All users logged online and participating in pilots received a Diploma of participation during the pilot´s phase. This diploma is sent to user´s address and can be printed.

Figure 8. Diplomas in pilots

3.9 Visits and interoperability

As it is showed below, interoperability of the Ecosystem is ensured with data gathered, having visits from tablets, Smartphones and PC´s. It couldn´t be analysed which contents are reviewed per system, but thousands of users came to the Ecosystem from them, especially from PC and Smartphones.

Figure 9. Visits and interoperability of the Ecosystem
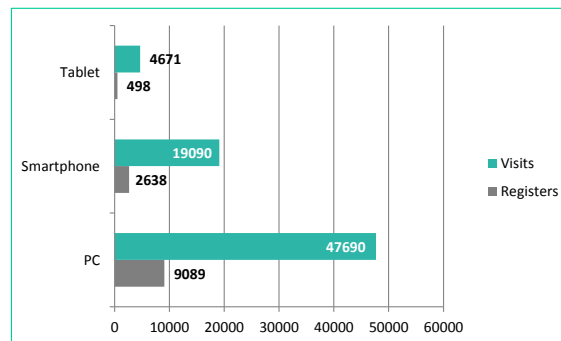
It is to be highlighted that PC had more return rate, 60% of users visiting the Ecosystem.
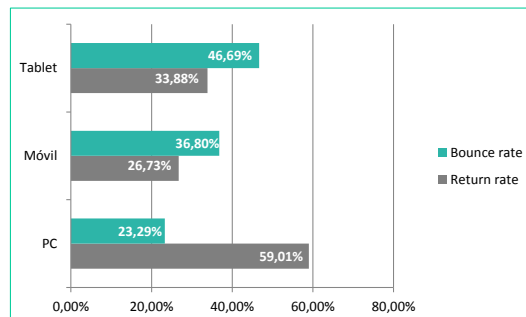
4 Summary of achieved indicators

Table 3. Resume of indicators

Objective	Indicator	Expected	Actual	Comments
Usage of ecosystem by Elderly (from 55)	Number of registered participants older than 65	33%	% 30 from 55 Older than 65 we estimate 15%, around 2000, mainly form in presence sessions. This group had been difficult because many of them have no e-email and cannot be validated	SEACW developed a first Register System including exhaustive information about users for filtering them among target groups, allied entities, age… However, due to the extension of this system, the level 2 target could not be reached on time and many complaints were received because it was very slow.
Usage of ecosystem by Social inclusion agents	Number of registered participants	33%	35% This Group has been the majority during the not simplified registration period, due to Allied Entities support;	So, the consortium had to reduce and simplify the Registration System and eliminate many fields from the first register that would be filled after by use of the Ecosystem. With that change, it was not possible anymore to identify age and target group.
Usage of ecosystem by citizens	Number of registered participants	33%	35% The majority during the Level 3 period, especially young people (<30)	
Number of delivered tools	Number of delivered tools	10	24	3 Sections full of resources included (SEE section: news, blog, market place, apps repository, resources section with videos and Wiky, publications section, events section / LEARN section: 1 eLearning platform developed. INTERACT section: 1 social network developed, forum. 10 apps produced and uploaded into the Ecosystem.

Training contents reusable health	Number of different training courses	25	50	50 courses have been developed so far (despite of that, 3 of them have not been included yet in the platform because of time execution overlapping). It has been also added courses of Digital and Social Inclusion.
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Training contents reusable digital literacy	Number of different training courses	25		
Pilot success	Number of people piloted	15.000	12.659 on line registration	No data form EXOR See Table 2
Participant regions success	Number of regions participating in pilots	15	+100	+100 regions from all Europe.
European balance	Number of countries participating in pilot experience	7	25	25 in Europe, 108 in the whole world
Successful training social inclusion agents	Number of certificates delivered to successful participants	4.000	7.428	Diplomas of participation plus diplomas of successful courses
Contribute to active and healthy aging	Number of visits to AHA part of Ecosystem	10.000	10.297	Visits to the SEE part of the Ecosystem with specific contents in AHA
Accelerating the wider uptake and best use of innovative digital technologies	Number of downloaded AHA tools or apps	5.000	4.776	4.776 accounted resources downloaded.
accelerating the wider uptake and best use of innovative digital technologies	Evolution of monthly number of connection (visits) by different people	200	Min: 1000	It was successfully achieved. Minimum number of visits: 1013; Maximum number of visits: 14246.
Development of high growth businesses, notably SMEs, in this field.	Number of collaborating SME in ecosystem (visiting, asking for workers, sending pupils, willing to participate...)	50	146	65 included in the Market Place of the Ecosystem, disseminating their activities and services and 85 Allied entities participating in the Project.
Focus and outcomes	Reusability : number of times that a product of the ecosystem has been given or sold to other entities outside the consortium	10	85	Ecosystem has been given to all Allied Entities supporting the project for own uploading contents, reviewing courses, etc…

5   Conclusions to this document

As it has been showed within above pages, dissemination among pilot users (level 1, 2 and 3) during pilot phase, according to pilots execution agreed in Deliverable 7.1, has been as wider as possible, reaching over 13.000 final pilot users.

Bulgarian users have shown especial interest in the platform and its resources, mainly because there is no other Ecosystem or website with information similar to "Action for Healthy Ageing" in that country. Other countries as, counts with important competitors, with less resources than A4HA but having more time in market and thus, with more dissemination among final users. Nevertheless, it is to be remarked that thousands of visits was coming from Spain, and many resources were used from the Ecosystem.

With data provided in this deliverable, the consortium must be positive and optimist on the future commercial phase of Action for Healthy Ageing; a large data base of users have been obtained during last months, and also, many Allied Entities have been contacted, thus, the critic dissemination work prior to commercial launch have been done.