PERIODIC REPORT

February 2013 – August 2013

Publishable Summary

Proposal acronym: **SEACW**

Proposal full title: Social Ecosystem for Anti-Aging, Capacitation and Wellbeing

Proposal draft number and date of preparation: v 2012-12-11
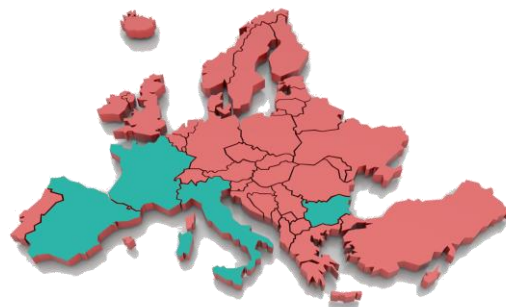
Name of coordinating person: Ana María Rodríguez de Viguri

Tel: 0034 618 408 452

Fax: 0034 91 141 31 06

E-mail: seacw@aliad.es

Project website address: www.seacw.org

Total budget: 3.546.000 €

List of participants:

no.*	Participant organisation name	short name	Country
1	ÁLIAD CONOCIMIENTO Y SERVICIO S.L. (Co-ordinator)	ÁLIAD	Spain
2	GRUPPO SIGLA S.R.L.	SIGLA	Italy
3	FUNDACION UNIVERSITARIA BALMES	UVIC	Spain
4	E-SENIORS: INITIATION DES SENIORS AUX NTIC ASSOCIATION	ES	France
5	EXOR GROUP LTD	EXOR	Malta
6	UNIVERSIDAD CARLOS III DE MADRID	UC3M	Spain
7	INSTITUTE OF NEUROBIOLOGY, BULGARIAN ACADEMY OF SCIENCES	NIB	Bulgaria
8	UNIVERSITÉ DE TECHNOLOGIE DE TROYES	UTT	France
9	GIP EFTLV	GIP	France

1   Project objectives

The project, funded by ICT-PSP-2012, will create a **Digital Ecosystem** as a **meeting point** for all those interested in **active and healthy ageing and ICTs**. This Ecosystem will provide training, information, tools and interactive media for giving awareness and fostering Active and Healthy Ageing and promoting e-inclusion.

The project addresses two main Flagships of Europe 2020: Innovation Union and Digital Agenda.
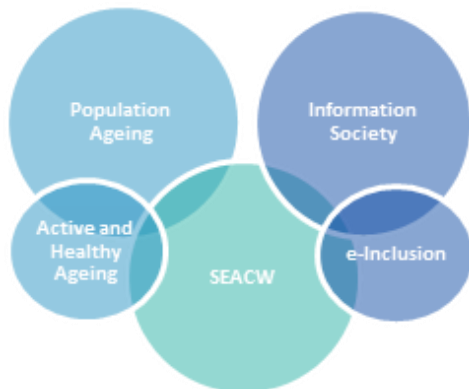
SEACW is focused on three social target groups with the following objectives:

➡   **Social Inclusion Agents:** they have a fundamental role for social and digital inclusion of European Society. They will learn and teach/motivate others. SEACW will give them knowledge, tools, information, qualification, employability enhancement, jobs and contacts.

➡   **Elderly people:** as one of the main social groups excluded on the use of ICT´s, SEACW will give them a digital Ecosystem adapted to their needs, fostering their employability, intergenerational cooperation through social networks, and training in digital literacy to remain active and benefit from ICT´s and tools for monitoring their own health. Also, apps and tools for self-management of health will be provided.

➡ **People in general:** as European ageing process is a challenge that needs the awareness and involvement of all society in order to avoid/reduce political and socio-economic issues, all citizens will be able to use the Ecosystem for getting preventive medicine information, resources for self-health monitoring and empowerment, promotion of intergenerational solidarity and promotion of new business models in an aged society.

The platform is based on open technologies, flexible and sustainable, and will include an interactive component based on three premises: **LEARNING**, **SEE**, **INTERACT**.

SEACW aims to create, adapt and assemble as much as possible European and world information available on AHA using ICT: digital literacy, preventive health information for self-heath management, materials to motivate the acquisition of new habits, new skills, new intergenerational relations and tools enabling users to immediately apply the skills they have

acquired. In summary, SEACW will foster health promotion and active and healthy ageing knowledge through ICT.

Community Roles and Flows
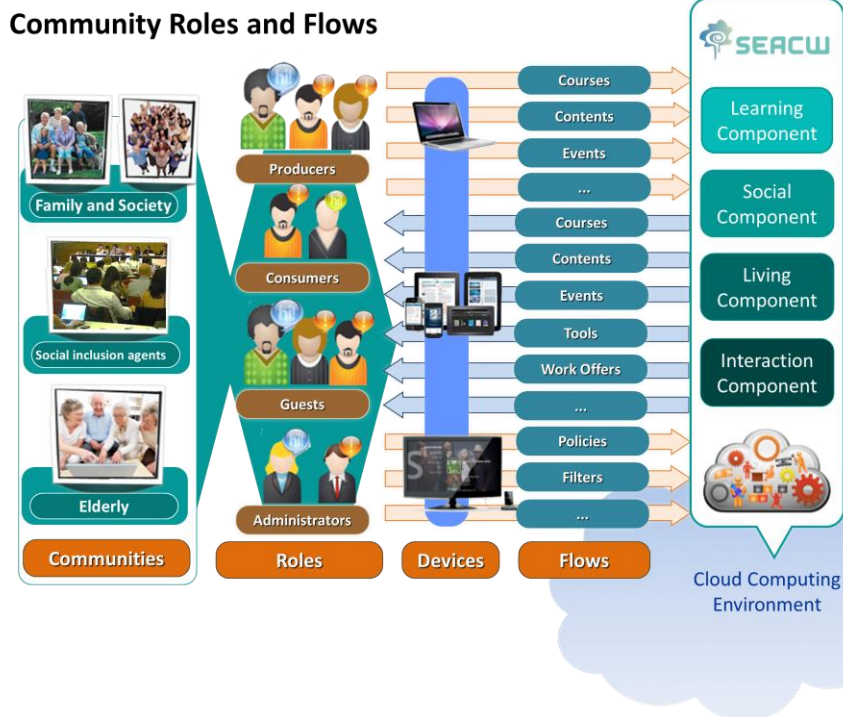
Finally, the project includes an ambitious pilot implementation in 15 regions and with **15.000 users**.

2 Work performed since the beginning of the project

The first semester of the project or inception phase has mainly been focused on the following areas, each of them with their own list of work performed:

Coordination

➡ Consortium consolidation
➡ Working methodologies
➡ Project Planning
➡ Aligned strategies
➡ Identification of managment tools

Prerequisites of the Ecosystem

➡ Elaboration of an innovative **State of the Art in Active and Healthy Ageing and ICTs**
➡ Identification of **Skills needed for using the Ecosystem** by target groups
➡ Preanalysis of **functional and technical requirements of the Ecosystem**
➡ Analysis of **requirements of the apps** to be designed
➡ **Methodological design of contents** to be developed for the Ecosystem
➡ **Planning of pilots** for 15.000 users

Dissemination

➡ 40 press releases
➡ 4 important events
➡ Social Media Dissemination
➡ Development and upgrading of SEACW´s website (www.seacw.org)
➡ Contacting experts willing to participate in the project
➡ Contacting allied entities willing to participate in the project

3   Main results of the first semester

The work done during the first semester of the project, basically based on the results of the **State of the Art**, allows us to confirm the following **conclusions**:

Coordination	Prerequisites of the Ecosystem	Dissemination
➡ 16/16 deliverables submitted on time ➡ Teams constituted and working ➡ 16/ 71 tasks completed ➡ 0 conflicts detected ➡ No time deviations	➡ SEACW will be the **first European Digital Ecosystem** in the field of **Active and Healthy Ageing and ICT**. ➡ SEACW will be the **first project providing certified training** in ICT´s and AHA, contributing to enhance digital literacy and, therefore, European competitiveness. ➡ SEACW will be the **first European project with 15.000 users** in a **pilot phase**. ➡ **Requirements** of the **platform** and **apps** designed	➡ **Great dissemination** campaign through media and social media ➡ More than **34 important NGO´s, Multinational companies and Associations** supporting the project through all Europe. ➡ Involvement of **experts and international personalities** from many different fields (medicine, social inclusion and computer sciences) in the review of contents produced by the project ➡ SEACW advertising **Video**

4   The expected final results and their potential impact and use

Enhancement of social inclusion agent's competences and employability based on ICT for AHA for promoting:
- **E-inclusion** of target groups and intergenerational solidarity
- **Active and Healthy Ageing**

Contribution to New European Society
- Older people as producers of knowledge and services for the new society
- European **competitiveness** through ICT extended use
- **Reduction** of healthcare and social care expenditures
- **Market opportunities** creation for a new ageing society
- Creating **social innovation**