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Abstract:

The following document describes the objectives for the dissemination activities of the **AgeingWell** network. It presents the overall project dissemination strategy, explains some of the tools and techniques deployed to facilitate dissemination, and it introduces some of the dissemination activities that have already occurred or are planned.

The communication and dissemination strategy is based on four main categories: web-based; print based; media and press; and events/networking. All these categories aim at increasing visibility of the network and attract interested parties to the project activities.

The **AgeingWell** website will be the main communication and dissemination channel as it is intended to become the leading portal for ICT & Ageing in Europe. Other promotional materials, as brochures and newsletters will be produced to present the project and its achievements to the network stakeholders. Concerning face-to-face actions, the project has planned a set of events fully supported by the network members. As such, 3 international events and 11 national events will be promoted and organized to raise visibility and generate synergies among actors in ICT & Ageing fields.

The evaluation of strategic impacts shows that a managed dissemination policy is highly important for reaching long term project targets, and therefore both qualitative and quantitative indicators have been established and will be assessed.

Revision History:

Revision	Date	Author	Organisation	Description
V.01	28/03/2012	Miguel Sousa Jerome de Barros	INOVA+	First draft of the Deliverable
V.02	05/07/2013	Ana Solange Leal	INOVA+	Update of the manual according to the results from the project review meeting, in particular sections 2.2 and 3.1.2.
V.03	25/07/2103	Pascal Garel	HOPE	Update of information and proof reading

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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

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1 Introduction

1.1 Background

The aim of the **AgeingWell** Network is to build and animate a European network focused on improving the quality of life of older persons by promoting the market uptake of ICT solutions for Ageing well.

To achieve its aim, the following five **main objectives** of the **AgeingWell** project are:

- **Develop** guidelines for deployment and sharing of best practice between key competence centres;
- **Build** an ICT for Ageing Knowledge Centre with the aim to share the results with the Ageing Well Community;
- **Develop** an ICT for Ageing Society Strategic Agenda, with the aim of providing a study on options for future structure and implementation of EU innovation funding;
- **Promote** the European innovation reinforcement between innovative ICT industries & Ageing (in particular SMEs) and Venture Capital firms, Business Angels and other;
- **Raise awareness** within the European community of ICT & Ageing stakeholders through web-based communication, and the organization of 3 international events and 11 national events.

1.2 Summary

The following document describes the objectives for the dissemination activities of the **AgeingWell** project, it presents the overall project dissemination strategy, explains some of the tools and techniques deployed to facilitate dissemination, and it introduces some of the dissemination activities that have already occurred or are planned.

1.3 Role of the deliverable

The purpose of the **AgeingWell** manual for dissemination is to:

- Identify dissemination objectives and goals;
- Define the content to be communicated;
- Identify key audiences for the project results and supporting efforts;
- Choose the more appropriate communication tools to be used for the targeted audience;
- Identify the sources of content, thus to evaluate sources and channels where relevant information can be found and used.

1.4 Structure of this document

The following items are identified and thoroughly explained in this document:

- The objectives and the target audience of dissemination actions for the **AgeingWell** project are described in section 2;
- The tools and the instruments for dissemination, and the rationale for their use, in section 3;
- The activities planned for Year 1, Year 2 and for Year 3 in section 4;
- The methodology for the evaluation of the dissemination activities in section 5.

2 Dissemination in AgeingWell

The dissemination activities play a key role in the **AgeingWell** project, as it aims at *building and animating a European network focused on improving the quality of life of older persons by promoting the market uptake of ICT solutions for Ageing well*. In this chapter, the main objectives of dissemination actions to be undertaken on the **AgeingWell** project are described. In addition, the target audience of these actions is also presented within this section.

The aim of Deliverable D6.1 “Manual for Dissemination” is to present the overall project dissemination strategy, to explain some of the tools and techniques deployed to facilitate dissemination, and to introduce some of the dissemination activities that have already occurred or are planned.

2.1 Dissemination Objectives

The **AgeingWell** dissemination strategy intends to:

- Raise awareness about the project activities and results, as well as about European Commission’s work on ICT & Ageing, among stakeholders in the ICT & Ageing sectors;
- Promote a closer relationship between ICT industries & Ageing (in particular SMEs) and Venture Capital firms, Business Angels and other;
- Increase visibility and traffic to the **AgeingWell** website (<http://www.ict-ageingwell.net/>) so to establish it as the leading portal for ICT & Ageing in Europe and the world; that is, the main portal dealing with all ICT & Ageing related information conducted at European and National levels, and eventually also to those actions carried out by non-European countries;
- Place the **AgeingWell** website amongst the three top websites in the ICT & Ageing area to be listed by the major search engines (Google, Yahoo and Altavista);
- Reach 20 000 pages hits on the **AgeingWell** website.

2.2 The Target Audience

AgeingWell Network addresses all stakeholders in the ICT & Ageing sectors. These may be categorized according to the following criteria (Figure 1):

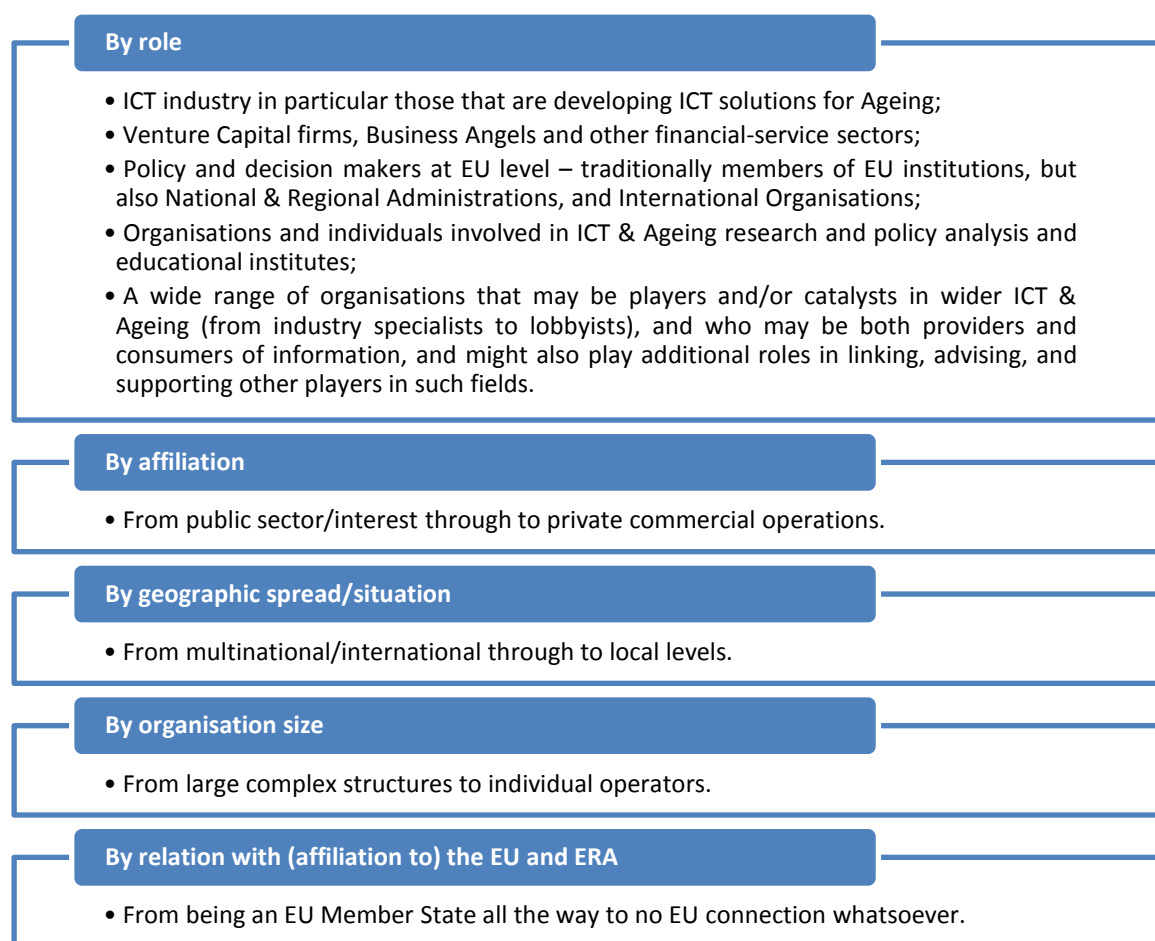


Figure 1 – AgeingWell target audience

The target-groups of the **AgeingWell** Network have different interests and needs, so the communication actions within the project implementation need to consider these differences in order to become effective and raise interest. In this sense, according to the network's perspectives, the dissemination initiatives will consider the main interests and needs of target-groups (by role), as follows:

ICT solutions providers/Industry: this group is one of the main targets of the network as it one of the objectives of the **AgeingWell** Network is to promote the market uptake of ICT solutions for Ageing. Thus, this group will be interested in seeing good practices that can inspire them and gather a wider understanding of what is being introduced into the ICT4Ageing market. Information about the current barriers to enter a new market and also about existing funding/financing opportunities is relevant for this target group.

This group will benefit from the dissemination actions of the network (e.g. newsletter) in which they will have the opportunity to communicate their projects, products and services.

Investors: this group will be interested in receiving information about ICT4Ageing projects/ideas and end results of on-going projects that can mean interesting investment opportunities. Also, accessing information about innovative and new products/services on

ICT4Ageing market can be of relevance for this group. By participating in the **AgeingWell** events, the representatives of this target group can meet ICT solutions providers and/or entrepreneurs whose ideas might be worthy to support.

Research Centres: this group can be interested in the existing projects related to ICT4Ageing and also in their end results, as this can support the definition of future research projects. Also, by understanding the current actors in this field it might be possible to identify institutions and organisations with which might be beneficial to work with. In addition, information about current calls and/or existing funding programmes is important as these constitute one of the sources for financing the research activities.

This group will benefit from the dissemination actions of the network (e.g. newsletter) in which they will have the opportunity to communicate their projects and end results.

Public Authorities: this group will benefit from the good practices examples gathered as well as from information concerning national and regional initiatives related to ICT4Ageing and Ageing Well. Raising awareness among this target group about the current state-of-the-art of Ageing Well community can influence their decisions about new initiatives and policies for the benefit of the elderly population and the support to industry, promoting benefits and added-value for the overall community

End-users organisations (and individuals): this group will benefit from information about the latest ICT4Ageing solution that can facilitate their daily life. By working closely with the elderly population, this group can contribute to share the needs and expectations of end-users to the industry and ICT solutions providers that can result in new products/services able to respond more effectively to the existing needs. Also, initiatives promoted by public authorities can be relevant for this target group as they might be able to participate and get involved in their promotion, for the benefit of the elderly.

To reach all the **AgeingWell** target-groups a wide range of dissemination instruments, tools and activities are planned and being developed. A more detailed description of these actions is presented on the next section.

3 Dissemination instruments, tools and activities

The activities of raising public participation and awareness are at the basis of project success. To achieve this objective the dissemination strategy for the **AgeingWell** project is based on four components of communication (see Figure 2):

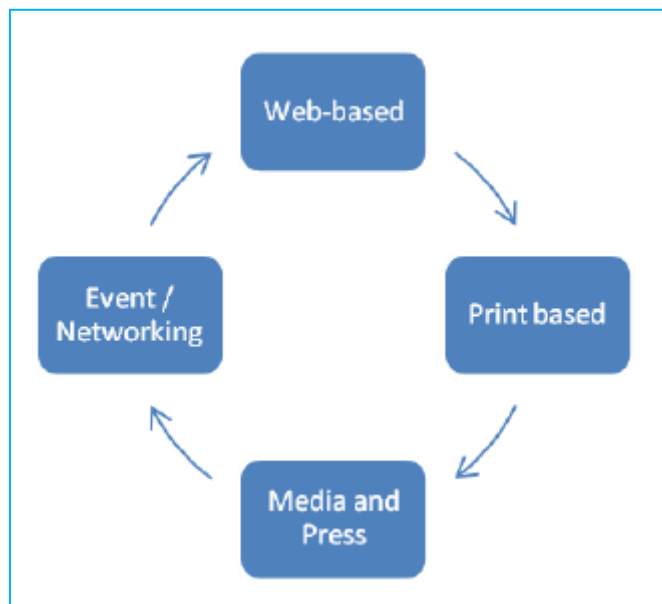


Figure 2 – AgeingWell communication components

- **Web-based activities:** through the **AgeingWell** website and an active presence in social networking;
- **Print based activities:** awareness-raising material, hard-copy publications and presentations;
- **Media and press activities:** press releases, newsletters, articles, press clippings, photos, videos, etc, will be sent regularly to newspapers, ICT & Ageing magazines and journals;
- **Event/Networking activities:** **AgeingWell** will organize a set of events fully supported by network members, in a total of 3 international events and 11 national events.

All the activities listed aim at contributing for reaching the overall objectives of the **AgeingWell** dissemination strategy, and are further detailed next.

3.1 Web-based

Web-based dissemination activities will be mainly carried out through the **AgeingWell** website and an active presence of the project in different social networks.

3.1.1 AgeingWell Website

The **AgeingWell** website is the major “show-window” of the network activities and is available at: <http://www.ict-ageingwell.net>. In this sense, several requirements are being considered in its continuous development as attractiveness, accessibility, usability, functionality and engaging. The website intends also to be a flexible platform that grows with the user needs and developments in the ICT & Ageing domain.

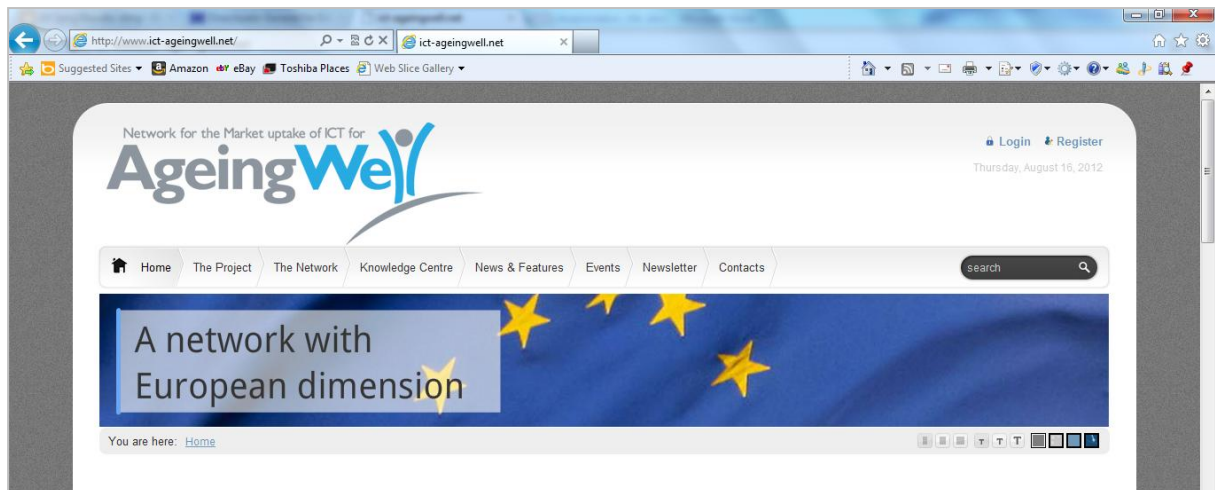


Figure 3 – Snapshot of the AgeingWell website (header)

INOVA+ is responsible for creating and maintaining the website which is composed by eight public sections, described next:

1. HOME

In this section a short introduction to the benefits for joining the **AgeingWell** network is presented and a list of events related to ICT & Ageing is made available.

2. THE PROJECT

A description of the network objectives and target groups is included here. This section has two sub-sections:

- **Benefits:** describing the benefits/outcomes of the network for the ICT and Ageing Community;
- **Public Results:** publishing the deliverables made available to the public.

3. THE NETWORK

A presentation of the types of members of the network is clarified here. For each type a sub-section was created:

- **Founding Members:** presenting the Founding partners with a logo of the respective organisation and a link to their website;
- **Associate Members:** the list of partners who are joining the **AgeingWell** network during its enlargement phases is made available here, and follows the same presentation as the Founding Members sub-section;

- **Community:** the identification of all of the persons who registered to the website in order to access the Network documents or receive the newsletter (to follow up on the activities developed by the **AgeingWell**) is listed here.

4. KNOWLEDGE CENTRE

This Knowledge Centre intends to be a key tool to help ICT & Ageing stakeholders, but also the general public, gain access to the latest information on the ICT & Ageing sector. This section will include six sub-sections:

- **Database of EU funded projects:** presenting a list of projects in the areas of ICT 4 Ageing, AAL, and any related topics;
- **Database of National and Regional initiatives:** listing national and regional initiatives taking place in founding members countries;
- **Good Practices Handbook:** including the Good practices handbook with 40 successful good practices to be produced within D3.7 (M24) will be made available for download here;
- **Opportunities for investors:** presenting the profile of SMEs/Start-ups looking for private and public funding for their activities, aiming to attract the attention of investors;
- **Searching for smart money:** listing investors (Venture Capital firms, Business Angels, etc.) and their description, preferences, and contacts, so organisations willing to find private and public funding can contact them;
- **Database of key documents:** key documentation such as policy documents, studies, reports, etc related to ICT & Ageing will be published here for consultation. Also, a list of useful links of organizations and web pages delivering relevant information on the topic of ICT and Ageing will be added here.

5. NEWS & FEATURES

This section presents recent news in the ICT for Ageing Sector, highlights on other projects addressing similar issues and challenges, as well as news concerning the progress made in the **AgeingWell** Network. It also offers a regularly updated list of events on ICT for Ageing and related themes.

6. NEWSLETTERS

The newsletters produced by the **AgeingWell** network are made available in this section, after a registration procedure.

7. CONTACTS

This section indicates how interested people can contact the **AgeingWell** network.

As mentioned before, the **AgeingWell** network intends to be flexible and growth over time. Therefore, further sections may be added on the website to answer to the needs identified along the

way. Finally, visitors may access to social media **AgeingWell** Network's profiles is possible from the homepage of the website.

3.1.2 Social Networks

Some of the most-widely accessed online communities include Facebook, LinkedIn, and Twitter. These websites allow businesses, organisations and individuals to electronically network and build associations through the use of the Internet. It is therefore considered essential by the project partners to be actively present on these social networks.



Figure 4 – Social networks

All these social networks (Figure 4) can help a great deal in spreading the word so that other people can find the content too and can be considered a set of useful tools that bring more traffic to the website while raising public awareness. Social interaction is a vital part of any dynamic website and represents an excellent way to keep the **AgeingWell** community up-to-date.

Next, a short presentation of the social media tools to be used by the **AgeingWell** network and the objectives concerning each tool are briefly described:

- **Twitter:** a **AgeingWell** network profile has been created (@AgeingWell_EU) aiming to be used to provide short news updates about the project or to share relevant information with stakeholders (e.g. events, studies, reports...). Members of the network and other key target-groups are encouraged to follow this account and to tweet about the **AgeingWell** network through their own Twitter account (where this exists) mentioning whenever possible the network account @AgeingWell_EU or by using *hashtags* such as #Ageing, #AgeingWell, #network, #ICT4Ageing, #ICT, etc. This account allows the network to be up to date with news from interesting actors (e.g. EIP AHA, AAL JP, etc) that can be easily re-tweeted and shared with the **AgeingWell** network followers, generating relationships with other stakeholder in ICT4Ageing and related fields. The Tweets published are integrated on the **AgeingWell** website through a widget.
- **LinkedIn:** a **AgeingWell** network group has been created at LinkedIn (http://www.linkedin.com/groups/AgeingWell-Thematic-Network-4599736?trk=myg_ugrp_ovr) to promote discussions and sharing of relevant information among the fields focused by the network. The objective is to engage professional people and to foster the discussion about the ICT4Ageing market and related themes. In addition, this group is also an open space where the network members (founding and associate) can share their projects and achievements with other people involved in this area. At this stage, the group is restricted and new members have to be approved by the group manager (INOVA+). To all new members a

welcome message is sent informing about the objectives of the group and inviting the new member to visit the network website¹.

- **Facebook:** a **AgeingWell** network will be created during the second year of the project to reach a wider audience and the general public to whom more information about the network activities might be relevant, namely concerning the existing ICT solutions for Ageing that can support them taking care of the older members of their families. Also, this page will allow raising visibility of the network, but also of its member's activities and achievements. By the Facebook new timeline facility, the network will be able to present its activities and progress in a visually attractive way, incorporating video and images. Comments and inputs from the large community will also be welcomed and encouraged.

The **AgeingWell** network will publish announcements differently according to each social media tool and the target-groups that might be reached by each of the tools. The Table 1 presents an overview of the expected type announcements and tools to be used:

Table 1: Type of announcement by social media tool

Type of announcement	Twitter	LinkedIn	Facebook
Publication of Project Deliverables	X	X	
AgeingWell Knowledge Center updates	X	X	X
Release of the AgeingWell Network Newsletters	X	X	
AgeingWell Network Events	X	X	X
ICT4Ageing Events	X		X
Call for New Members	X	X	X
Entrance of New Associate Members / Supporters	X	X	
Consultations/Polls		X	
Videos on ICT4Ageing	X		X

¹ The message sent to all new members of this LinkedIn group is: "Hello, On behalf of the **AgeingWell** Network, welcome to our community on LinkedIn. This group intends to bring together different stakeholders working and/or interested in ICT for Ageing and promote the dialogue among them. Don't hesitate to contribute for this group by sharing interesting news, articles, information on events, ICT solutions for Ageing, etc. Do not hesitate to visit the **AgeingWell** website (<http://ict-ageingwell.net>) to find the main information about the network. Best regards."

3.1.3 Interactions on the **AgeingWell** Website

For increasing traffic on the **AgeingWell** website it is important to link it to external websites and to the social media tools of the network, using these links to generate news feeds on the general website and to attract new visitors.

A direct link to the website of all **AgeingWell** Network members is made available at the “The Network” section of the web-portal, which might lead visitors to member’s web-sites. Also, members of the network are encouraged to add the **AgeingWell** Network logo on their web-sites and include a direct link to its homepage, as a way of allowing interested stakeholders to access more information and follow the activities of the network.

Concerning social media tools, on the homepage of the web-portal a widget from Twitter is made available, allowing the web-portal visitors to keep updated with the latest tweets of the network and to access relevant information shared by other important actors in the field of ICT and Ageing. Also, a direct link to the **AgeingWell** Group on LinkedIn is available on the homepage of the web-portal, allowing visitors to access it and get to know more about the latest discussions between interested stakeholders. When posting a new topic / discussion at the LinkedIn Group, a tweet is automatically generated, which will be appearing not only at the Twitter page but also on the widget available on the web-portal, allowing a fast dissemination through the various tools.

Finally, as soon as the **AgeingWell** Network profile is set up on Facebook, a new widget will be added to the homepage of the web-portal to link the activity of both pages and to make it easy to share content.

3.2 Print-based

Print-based dissemination activities will include the definition of the visual identity of the network, which will be added to all tangible materials used to diffuse information about the **AgeingWell** network.

3.2.1 The logo

The design of the **AgeingWell** logo was crowd sourced by using the website LogoTournament (<http://logotournament.com/>). This website allows the users to launch a contest among a pool of designers, and select the one which they prefer.

A consensus among the partners was achieved during the kick-off meeting, and the logo chosen (Figure 5), will be visible in all network-related documentation, or web-based and print-based material used for the promotion of the network.



Figure 5 – AgeingWell logo

3.2.2 Brochure

The **AgeingWell** brochure will be produced at the beginning of the project with general information about the project and the activities that will be developed within the project. It will provide information about the network, the target-groups, the project objectives, benefits, and information about the consortium.

This document will be available in electronic format and used as communication material to be sent by email to better explain the **AgeingWell** project aims and objectives. A printed version of this brochure will also be used in order to ensure the promotion of the project by all the partners when participating in (or organising) events.

3.2.3 Poster

A poster is envisaged to be produced. It will inform about general actions of **AgeingWell** and will be used mainly in dissemination events, displayed during those organized by the network and other attended events.

3.2.4 Project presentation

In order to facilitate the presentation of the **AgeingWell** by all the partners, a PowerPoint presentation integrating all the relevant information regarding the project (summary, consortium, objectives, implementation, etc.) will be prepared and made available to all the project members.

3.3 Media & Press

The objective of using this strategy is to attract local interest by contacting local, regional and international media such as newspapers, ICT & Ageing magazines and journals, as well as journalists specialised in the ICT & Ageing field, to invite them to write and/or disseminate information about the **AgeingWell** network.

Press releases, newsletters, articles, press clippings, breaking news, photos, videos, etc, produced and published in the **AgeingWell** portal, will be regularly sent to the above so that they may publish them and/or forward them in turn to their target audiences.

3.4 Events/Networking

AgeingWell will organize a set of events fully supported by the network members. However, in order to raise visibility, an active participation in events of other networks, such as European funded projects, national networks, NGOs events, and other, will be pursued.

The events organized by the **AgeingWell** network are divided in international and national level events.

3.4.1 International events

The project foresees the organization of 3 events of international dimension, one each year, as presented next:

1st International Event - ICT for Ageing Well Finance Marketplace

To be organized in 2012, it aims to be the one-stop shop for the ICT SMEs meet investors (venture capitalists, advisors and representatives of large corporations) and other stakeholders, including keynote speakers and presentations. The event is training & coaching session where experienced coaches from the relevant industry areas will work very pragmatically with SMEs to prepare them for their pitching presentation to investors. The event will be for entrepreneurs looking to access international markets, as they will be provided with concrete information, tools and resources in order to successfully partner and grow their business.

Focus will be on how to meet strategic partners and potential investors' expectations. Participants will receive guidance on how their presentations and propositions compare with those of other participants, highlighting the strengths and weaknesses which need to be addressed and improved. The event is a "pitching event" between investors and SMEs.

In particular attendants will be offered:

- Direct feedback on strategic strengths & weaknesses & objectives of their business plans/prospects;
- Techniques on how to approach investors, how to improve their business's investment strategy;
- Insight into how venture capitalists and other (international) investors might perceive their business, and awareness of the necessity of seeking finance from many different sources;
- Knowledge on financing strategy for their company;
- A way to facilitate introductions to investors and relationship building;
- Feedback on market entry strategies / investment plans;
- Advice on how to present/handle IPR issues.

The event will be organized in Brussels a minimum number of 30 ICT providers will participate. The speakers will be members of the **AgeingWell** network but also external experts that will share their experience with the audience.

2nd International Event – Future policy framework for ICT & Ageing

The event, to be promoted in 2013, will contribute with a discussion forum to build recommendations for future ICT & Ageing policy directions. Some of the event agenda points will be:

- to continue and extend the EU Action Plan on Ageing Well in the Information Society;
- systematically introduce Open Method of Coordination in the field of ICT and Ageing, including development of useful indicators, systematic collection of statistics, benchmarking and policy learning;
- socio-economic impact assessment indicators and methodologies at European level, with involvement of Member States, Regions and Industry;
- impact and visibility of current pilot projects under the ICT Policy Support Programme at regions across Europe;
- public procurement guidelines and shared pre-commercial procurement exercises in collaboration between industry and the demand side.

The event will be organized in Europe. The speakers will be members of the **AgeingWell** network but also external experts that will share their experience with the audience.

3rd International Event – Independent Living in own home

Planned for 2014, this event will discuss the new trends for ICT solutions for home to improve the quality of houses aligned with the needs of elderly people.

3.4.2 National events

The 11 national events will cover 11 European countries and a wide range of key themes for ICT & Ageing, and will be organized by partners of **AgeingWell** network. The objective is to bring to national events an international perspective and intensify the network activity and common knowledge. The event dates is presented by Trimester, which gives an event occurring every three months. The following table summarises the planning for the national events:

Table 2: List of National events

Country	Theme	Host Organisation	Date
PT	Housing Options and Supports for Independent Living	HCP	1st Tri 2012
IT	Industry Barriers for ICT market uptake	Tecnopolo	2nd Tri 2012
FR	Market opportunities for ICT for Ageing and Wellbeing	Invent	3rd Tri 2012

Country	Theme	Host Organisation	Date
SP	Indicators and measurement methodologies for impact assessment	APM	4th Tri 2012
RO	Neurodegenerative Diseases	AAIF	1st Tri 2013
BG	eHealth	Arc Fund	2nd Tri 2013
PL	Patient Guidance Services (PGS)	COI	3rd Tri 2013
FR	Personal Health Systems	HOPE	4th Tri 2013
CY	Virtual Collaborative Social Living Community for Elderly	Citard	1st Tri 2014
LV	Elderly Mobility	DMG	2nd Tri 2014
GR	ICT for smart and personalised inclusion	ERCS	3rd Tri 2014

All the events will be measured the impact by a set of predefined indicators, such as: number of participants, level of speakers, visibility on media, etc.

3.4.3 Synergies and exchange of experience with supporting activities

AgeingWell will establish close links with running initiatives at regional, national and international level, generating mutual benefits for all and avoiding overlapping of activities. This cooperation will be formalized via protocols that will define the guidelines for a good cooperation.

Knowledge will be the “glue” that will link **AgeingWell** to the community of knowledge generators in the field of ageing. **AgeingWell** will share the project outcomes such as: “Guidelines Handbook”; “Database of EU innovation projects”; “Database of national and regional initiatives”; “Good Practices Handbook” and others. By other side, **Ageingwell** will expect that the networks act as multipliers of **AgeingWell** outcomes contributing this way to reach a wider audience from demand and supply side, including public in general.

The projects listed below present an initial sample of initiatives susceptible to be contacted for synergies and exchange of experience.

- **Age Aware- International Intergenerational Projects** - www.age-aware.org
- **Ageing Platform Brussels** - www.age-platform.org/EN/

AGE, the European Older People's Platform, aims to voice and promote the interests of older people in the European Union and to raise awareness of the issues that concern them the most. AGE is involved in a range of policy and information activities to put older people's issues on the EU agenda and to support networking among older people's groups. AGE was set up in January 2001 following a process of discussion on how to improve and strengthen cooperation between older people's organizations at EU level.

- **Ageing Research Online** - www.aro.gov.au/

Ageing research has become increasingly important in recent years as the trend towards the structural ageing of populations has become a significant concern for Governments. Ageing Research Online provides access to information on ageing relevant policy responses, research initiatives and much more.

- **Ageing Well Network – Australia** - www.ageingwell.org.au

Australian women lead busy lives, often juggling a variety of responsibilities that may include children, ageing parents, domestic duties, work outside the home and community involvement. The health of our families is a big priority, as is our own physical and mental health. We offer some essential advice to share with your friends, family and colleagues.

- **Ambient Assisted Living** - www.aal-europe.eu

The overall objective Ambient Assisted Living Joint Programme is to enhance the quality of life of older people and strengthen the industrial base in Europe through the use of Information and Communication Technologies (ICT). The AAL Joint Programme is implemented by the AAL Association, whose members are the funding organisations of the AAL Partner States.

- **Berlin Ageing Study** - <http://www.base-berlin.mpg.de/Introduction.html>

The Berlin Aging Study is a multidisciplinary investigation of old people aged 70 to over 100 years who live in former West Berlin. In the main study (1990-1993), a core sample of 516 individuals was closely examined in 14 sessions covering their mental and physical health, their psychological functioning, and their social and economic situation. Since then, the study has been continued as a longitudinal study, and surviving participants have been re-examined six times.

- **Centre for Aging Services Technologies** - www.agingtech.org

The Center for Aging Services Technologies (CAST) is leading the charge to expedite the development, evaluation and adoption of emerging technologies that can improve the aging experience. CAST has become an international coalition of more than 400 technology companies, aging services organizations, research universities, and government representatives.

- **Civic Ventures** - www.civicventures.org

Civic Ventures is leading the call to engage millions of baby boomers as a vital workforce for change. Through an inventive program portfolio, original research, strategic alliances, and the power of people's own life stories, Civic Ventures demonstrates the value of experience in solving serious social problems – from education to the environment and health care to homelessness. Founded in 1998 by social entrepreneur and author Marc Freedman, Civic Ventures works to define the second half of adult life as a time of individual and social renewal.

- **Continua Health Alliance** - www.continuaalliance.org
The Continua Health Alliance mission is to establish a system of interoperable personal telehealth solutions that fosters independence and empowers people and organizations to better manage health and wellness.
- **ESA Research Network on Ageing in Europe** - www.ageing-in-europe.de/
The European Sociological Association (ESA) aims to facilitate sociological research, teaching and communication on European issues, and to give sociology a voice in European affairs. ESA is an academic association of sociologists and a non-profit Europe-wide association made up of over 700 members. It was established in 1992.
- **European Research Area in Ageing** - www.era-age.group.shef.ac.uk
European Research Area in Ageing (ERA-AGE) is a four year project funded by the European Commission, under the Sixth Framework Programme. The aim of ERA-AGE is to promote the development of a European strategy for research on ageing and, thereby, to enable Europe to gain maximum added value from investment in this field.
- **ICT for independent living for elderly** - <http://www.ict-ile.eu/>
- **International Federation on Ageing** - www.ifa-fiv.org/en/accueil.aspx
The International Federation on Ageing is a membership based network of organisations, bodies and individuals with a mission to improve the quality of the lives of older people around the world through policy change, grassroots partnerships and strengthening bridges between public and private sectors concerned with ageing issues.
- **National Center for Policy Analysis** - www.ncpa.org
The National Center for Policy Analysis (NCPA) is a nonprofit, nonpartisan public policy research organization, established in 1983. The NCPA's goal is to develop and promote private alternatives to government regulation and control, solving problems by relying on the strength of the competitive, entrepreneurial private sector. Topics include reforms in health care, taxes, Social Security, welfare, criminal justice, education and environmental regulation.
- **Social Science Research Council - UK** - www.ssrc.org
The Social Science Research Council is an independent, not-for-profit research organization founded in 1923. Based in New York City, it mobilizes researchers, policy makers, professionals, activists, and other experts from the private and public sectors to develop innovative approaches to issues of critical social importance.
- **Health ClusterNET (HCN)**
Health ClusterNET (HCN) is a non-profit European interregional knowledge hub. It is owned by its partners: EU regions and potential EU candidate country partners. The aim of HCN is to inform the contribution of health sector investment to sustainable regional development and ensuring quality of life. This means sharing practical “how-to” knowledge and innovative solutions between partners and stakeholders in ways that show health as an investment and not as a cost.
- **EUREGHA** - <http://www.euregha.net/home/>
EUREGHA represents the interest of regional and local authorities focused on public health. The EUREGHA Network was created on January 30th 2006 according to an opinion of the Committee of Regions to meet the needs of the European Commission regarding patient

mobility and open coordination on health quality care in 2004. It represents a platform of dialogue between regional and local authorities/organisations and the European Commission on health care issues.

- **Centre for Policy on Ageing** - <http://www.cpa.org.uk/index.html>
CPA is an independent charity promoting the interests of older people through research, policy analysis and the dissemination of information. The Centre aims to raise awareness of issues around all aspects of ageing and to support good practice. Its overarching focus is to discover and advocate what older people themselves want and need.
- **TRIL - Technology Research for Independent Living** - <http://trilcentre.org/>
TRIL's approach is to combine high quality clinical investigation with intensive qualitative research and develop technology solutions to address the consequences of ageing. Since 2007 the Centre's multidisciplinary teams of over 60 clinicians, scientists, technologists, designers and anthropologists have worked with more than 1,000 older adults to invent and test in real world contexts some of the new care paradigms and technologies of the future.

Similarly the work developed within ICT & Ageing EU project (running and concluded) will provide valuable inputs for **AgeingWell**. Areas such as ICT4Ageing, Ageing Well or Ambient Assisted Living have largely been supported by the European Commission through FP7-Health, AAL, Health, Eurostars, CIP-PSP funded initiatives. Some examples of these funded projects are:

- **AALIANCE – The European Ambient Assisted Living Association** - <http://www.aalliance.eu>
AALIANCE project was focused on Ambient Assisted Living (AAL) solutions based on advanced ICT technologies for the areas of ageing at work, ageing at home and ageing in the society. It created a network of associated partners (<http://www.aalliance.eu/public/partners/associated-partners>) which will be contacted with a view to integrate them as associated members of AgeingWell.
- **CE-AGEING** - Central European (CE) Knowledge Platform for an Ageing Society - <http://www.ce-ageing.eu>
The CE-Ageing Platform aims to jointly develop a CE-Ageing Strategy enabling partners to adapt to demographic change, thereby integrating lessons learnt from previous activities on the one hand and results and lessons learnt of innovative actions implemented by the CE-Ageing platform on the other.
- **CommonWell** - Common Platform services for Ageing Well in Europe - <http://commonwell.eu>
The CommonWell project aims to support independent living for older people and those with long term conditions, integrating and evaluating healthcare and social care services, thus significantly improving the quality of life for individuals and their families.
- **CLEAR** - Clinical Leading Environment for the Assessment of Rehabilitation protocols in home care - <http://www.habiliseurope.eu/?q=node/5>

The CLEAR Project proposed the implementation of a Telerehabilitation service in four Member States of the European Union (IT, ES, NL, PL). The ambition was to convert the project, after its completion, to a European platform for Telerehabilitation, and to contribute to the harmonization of e-health services in the EU. The project efforts culminated into **Habilis Europe**, a new company established in the framework of [CLEAR](#). It is conceived as a network of SMEs, public and private bodies with the mission, to “maintain, as long as possible, elderly people abilities to reach a better quality of life” well recalled by the name Habilis.

- **CONFIDENCE** – Ubiquitous Care System to Support Independent Living - <http://www.confidence-eu.org/>

The main objective of this project is the development and integration of innovative technologies to build a care system for the detection of abnormal events (such as falls) or unexpected behaviours that may be related to a health problem in elderly people.

- **DREAMING** – Elderly-Friendly Alarm Handling and Monitoring - <http://www.dreaming-project.org/>

DREAMING brings together a set of services which, packaged together, allow extending the independent life of elderly people while providing them with an equivalent level of safety as that they would enjoy in a protected environment such as an elderly home, and offering them a way of staying in touch with their loved ones even when the latter are away.

- **eAccess+** - The Accessibility Network - <http://www.eaccessplus.eu/>

eAccess+ aims at establishing and systematically developing a cooperative platform for coordinating, supporting and improving the implementation of eAccessibility throughout Europe. By involving all stakeholder groups it will analyse the state of the art and in particular the obstacles or missing links hindering a broader uptake of eAccessibility. The network will first identify and consult all relevant stakeholder groups, analyse and discuss with them the state of the art, support stakeholders in working on key issues to foster eAccessibility and disseminate experiences and knowledge all over Europe. Finally a roadmap should help to find appropriate future actions to support eAccessibility.

- **ETNA** – European Thematic Network on Assistive Information Technologies - <http://www.etna-project.eu/>

ETNA is an EU-wide network involving 23 leading Institutions in 13 Countries. It will work for three years to establish a web portal of ICT-based assistive technology products, accessibility solutions and related services.

- **FUTURAGE** – A Roadmap for Ageing Research - <http://futurage.group.shef.ac.uk/>

FUTURAGE is a two-year project funded by the European Commission, under the Seventh Framework Programme, to create the definitive road map for ageing research in Europe for the next 10-15 years. Drawing on experts and specialists from Europe and beyond, the road map will represent the most extensive consultation ever conducted in this field and identify the main priorities on ageing and health from a multi-disciplinary perspective.

- **HOME SWEET HOME** - Health monitoring and sOcial integration environMent for Supporting Wide ExTension of independent life at HOME - <http://www.homesweethome-project.be/>

HOME SWEET HOME (HSH) will trial a new, economically sustainable home assistance service which extends elders independent living. HSH intends to achieve this by providing a comprehensive set of services which support elders in their daily activities and allows carers to remotely assess their ability to stay independent.

- **ICT & Ageing – European Study on Users, Markets and Technologies** - <http://www.ict-ageing.eu>

The ICT & Ageing – Users, Markets and Technologies study was funded by the European Commission. The primary aim was to identify existing market barriers that hinder uptake of technologies for independent living and identify recommendations for action in order to address older peoples' needs and market potentials.

- **inCASA** - <http://www.incasa-project.eu>

The inCASA project is a 30-months project funded by the European Commission with the aim to create and demonstrate citizen-centric technologies and a services network that can help and protect frail elderly people and prolong the time they can live well in their own homes. The goal will be achieved by a series of pilots across Europe that integrate solutions and services for health and environment monitoring in order to profile user behaviour.

- **INDEPENDENT** – Coordinated Healthcare - <http://www.independent-project.eu>

The INDEPENDENT project sets out to develop and pilot an integrated set of ICT- enabled services to deal with a range to threats to independent living common to older people. By means of innovative usage of ICT, current “silos” in service delivery are broken down to allow for cooperation across all relevant sectors and participation of family members.

- **ISISEMD** – Intelligent System for Independent living and SElfcare of seniors with cognitive problems or Mild Dementia - <http://www.isisemd.eu/>

The aim of the ISISEMD project is to provide a pilot of innovative intelligent set of scalable services that will support the independent living of elderly people in general and in particular the group of elderly with cognitive problems or mild dementia and at the same time to support the formal and informal caregivers in their daily interaction with the elderly.

- **LONG LASTING MEMORIES** – Mind and Body Fitness for Life - <http://www.longlastingmemories.eu/>

The project aims to achieve the full benefits of existing cognitive and physical training regimes while reducing the need for supervision and guidance. LLM will offer support to elderly people and their relatives by monitoring day to day activities of senior citizens and identifying imminent hazards, as well as by increasing their self-esteem and alleviate symptoms relevant to cognitive decline, their loneliness and potential depression.

- **NEXES** – Living Healthily at Home - <http://www.nexeshealth.eu/>

The objective of NEXES is the extensive deployment and sustainability of several integrated care services, representative of a broad spectrum of health problems, from those affecting citizens at risk or early stages of the disease to those characterising patients with advanced chronic disorders. The services that NEXES will deploy are grouped in four programs:

- Well being and rehabilitation
- Enhanced Care support
- Home hospitalisation & early discharge
- Support diagnostic and/or therapeutic procedures

- **OASIS** - Open architecture for Accessible Services Integration and Standardization - <http://www.oasis-project.eu/>

OASIS targets to utilise ICT and other key technologies in order to provide holistic services to older people to support their physical and psychological independence, stimulate their social or psychological engagement and foster their emotional well being. In doing so, OASIS thus addresses key areas of their activities encompassing: independent living and socialising, autonomous mobility, and flexible work-ability.

- **OLDES** – Older People’s e-Services at Home - <http://www.eldes.eu/>

OLDES is a EU co-funded project under the IST Programme that intends to offer new technological solutions to improve the quality of life of older people, through the development of a very low cost and easy to use entertainment and health care platform, designed to ease the life of the elderly in their homes.

- **RENEWING HEALTH** - REgioNs of Europe WorkINg toGether for HEALTH - <http://www.renewinghealth.eu>

RENEWING HEALTH is an European project, partially funded under the ICT Policy Support Programme, by the European Community. The project aims at implementing large-scale real-life test beds for the validation and subsequent evaluation of innovative telemedicine services using a patient-centred approach and a common rigorous [assessment methodology](#).

- **SOCIABLE** - Motivating platform for elderly networking, mental reinforcement and social interaction - <http://www.sociable-project.eu/>

SOCIABLE will integrate and pilot in several European countries (Greece, Italy, Norway, and Spain) an integrated service empowering the elderly to improve their mental ability, while at the same time boosting their social interaction. The service will overall target several individuals with mild dementia, as well as cognitive problems. It will be offered to end-users (aged individuals) at specialized care centres, but also within their home environment.

- **T-SENIORITY** - Expanding the benefits of Information Society to Older People through digital TV channels - <http://tsejiority.idieikon.com>

T-Seniority project aims to create a “user-centric” integration of services, especially focusing on assistance programs -including trans-borders services- for disadvantaged social groups. By focusing mainly in older people and people in the “early stages of getting older”, T-Seniority aims to cover a diverse range of care needs in a wide range of service situations (home care, tele-assistance, mobile telecom services, tele-alarms, nursing services....).

- **VERITAS** - Virtual and augmented Environments and Realistic user Interactions To achieve embedded Accessibility designs - <http://veritas-project.eu/>

The VERITAS project aims to develop, validate and assess tools for built-in accessibility support at all stages of ICT and non-ICT product development, including specification, design, and development and testing. The goal is to introduce simulation based and virtual reality testing at all stages of assistive technologies product design and development into the automotive, smart living spaces (buildings & construction, domotics), workplace, ehealth and infotainment applications areas. The goal is to ensure that future products and services are being systematically designed for all people including those with disabilities and functional limitations as well as older people.

4 Dissemination planning

In the next section summarizing tables divided into 3 years are used to present the next planned dissemination steps regarding the promotion of the project. The planning below is not static and will be updated with new actions throughout the life of the project.

4.1 First Year Plan

Table 3: Action Plan (year 1)

Name of Action	Type of Action	Planned /Actual date	Information to Disseminate / Objective	Partner Responsible/ Involved
Logo	Print Based	M1	Project communication tool	INOVA+
Poster	Print Based	M3	Generic information about the project expected outcome and actions	INOVA+
Brochure	Print Based	M3	Generic information about the project expected outcome and actions	INOVA+
Website	Web Based	M3	All information about the project, its ongoing activities, public deliverables, newsletter, community forum	INOVA+ / All
PPT Template	Print Based	M1	Project communication tool	INOVA+
Newsletters	Print Based	Monthly	Project communication tool	INOVA+
Social Networks	Web Based	M3	Project communication tool	INOVA+
1 st International Event	Events / Networking	2012		INOVA+
National Event	Events / Networking	1 st Tri 2012		HCP / TcP, E-unlimited and INOVA+
National Event	Events / Networking	2 nd Tri 2012		Tecnopolo / Optimus, Invent and Artica
National Event	Events / Networking	3 rd Tri 2012		Invent / E-unlimited, COI and DMG
National Event	Events / Networking	4 rd Tri 2012		APM / INOVA+, eHealth and AAIF

4.2 Second year plan

Table 4: Action Plan (year 2)

Name of Action	Type of Action	Planned /Actual date	Information to Disseminate / Objective	Partner Responsible/ Involved
Newsletters	Print Based	Monthly	Project communication tool	INOVA+
Video	Web Based	M15	Project communication tool	INOVA+
Media & Press	Media & Press	2013	Generic information about the project expected outcome and actions	All partners
2 nd International Event	Events / Networking	2013		INOVA+
National Event	Events / Networking	1 st Tri 2013		AAIF / APM, HCP and ERCS
National Event	Events / Networking	2 nd Tri 2013		Arc Fund/ Optimus, Artica and ERCS
National Event	Events / Networking	3 rd Tri 2013		COI / Tecnopolo, Invent and INOVA+
National Event	Events / Networking	4 rd Tri 2013		HOPE / INOVA+, E-unlimited and Citard
Further Events / Workshops	Events / Networking	2013	Project developments, tools and activities	All partners

4.3 Third year plan

Table 5: Actions plan table (year 3)

Name of Action	Type of Action	Planned /Actual date	Information to Disseminate / Objective	Partner Responsible/ Involved
Newsletters	Print Based	Monthly	Project communication tool	INOVA+
Media & Press	Media & Press	2014	Generic information about the project expected outcome and actions	All partners
3 rd International Event	Events / Networking	2014		INOVA+
National Event	Events / Networking	1 st Tri 2014		Citard / TcP, HOPE and AAIF
National Event	Events / Networking	2 nd Tri 2014		DMG / INOVA+, APM and HOPE
National Event	Events / Networking	3 rd Tri 2014		ERCS / Optimus, DMG and APM
Further Events / Workshops	Events / Networking	2014	Project developments, tools and activities	All partners

5 Evaluation of dissemination activities

The **AgeingWell** partners have identified and set up tools and techniques which will help evaluate the dissemination activities, both online and offline.

The portal as a web-based communication tool provides with the advantage of using online analytics to essentially measure the impact of specific measures by obtaining information on Number of visits; Frequency of visits; Statistics on specific pages; and Referral visits. The task consists of collecting quantitative (i.e. numerical) data and the information must be compiled for every type of content monitored. The numbers, or quantitative data, that are generated tell only part of the story. To get a more complete picture we will analyse the quality of the web-based communication services related to the portal. This is the qualitative aspect of the monitoring. We will utilise several online databases that offer citation tracking information, including Google Scholar², ISI Web of Science³, CrossRef's Cited-by Linking Program⁴, and CiteSeer⁵, among others. With regards to mentions or comments in the blogs, these will be monitored via advanced search operators for Google and Google Blog⁶ searches as well as Technorati⁷ and WebTrends⁸.

The **evaluation of the Dissemination Plan** concerns both qualitative and quantitative indicators. The evaluation will be continuous or incremental as much as possible, in particular for non-repetitive actions. Finally the measurement of different actions must allow some degree of comparison with other actions and/or alternatives. Effective measurement of "impact" is vital if proper control is to be maintained over operations and if cost-effectiveness is an aim. Achievement is often more difficult to measure and compare, and thus needs to be carefully quantified and measured according to the specific type of action involved. In order to obtain more accurate impact-related information than what is given by the quantitative data (e.g. web monitoring, event attendance), higher levels of pro-activity on our part are necessary.

Table 5 provides an indication of qualitative and quantitative indicators to be used for the evaluation of the dissemination activities:

Table 6: Indicators for evaluation

Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Progress		
				Year 1	Year 2	Year 3
1	Enlargement of the network	Associate Members, from ICT industry	Quantitative analyse	5	10	30
2	Enlargement of	Associate Members,	Quantitative	3	8	15

² <http://scholar.google.com>

³ http://wokinfo.com/products_tools/multidisciplinary/webofscience/

⁴ <http://www.crossref.org/citedby.html>

⁵ <http://citeseerx.ist.psu.edu/>

⁶ <http://blogsearch.google.com/>

⁷ <http://technorati.com/>

⁸ <http://www.webtrends.com/>

Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Progress		
				Year 1	Year 2	Year 3
	the network	from Investors	analyse			
3	Enlargement of the network	Associate Members, from end users	Quantitative analyse	10	15	30
4	Enlargement of the network	Associate Members, from housing and insurance	Quantitative analyse	3	6	10
5	Enlargement of the network	Associate Members, from public authorities	Quantitative analyse	5	10	15
6	Objective 1 ⁹	Guidelines handbook downloads	Quantitative analyse	0	100	1.000
7	Objective 2 ¹⁰	Number of visitors to Knowledge Centre and information downloaded	Quantitative and Qualitative analyse	50	1500	15000
8	Objective 2	Good practices handbook	Quantitative and Qualitative analyse	0	40	10
9	Objective 2	Number of opportunities for investors	Quantitative and Qualitative analyse	3	10	15
10	Objective 4 ¹¹	number of members of business community	Quantitative analyse	10	20	50
11	Objective 5 ¹²	Number of international events	Quantitative analyse	1	1	1

⁹ Objective 1: Develop guidelines for deployment and sharing of best practices between key competence centres.

¹⁰ Objective 2: Build an ICT for Ageing Knowledge Center with the aim to share the results with the **AgeingWell** Community.

¹¹ Objective 4: Promote the European innovation reinforcement between innovative ICT industries & Ageing (in particular SMEs) and Venture Capital firms, Business Angels and other.

¹² Objective 5: Raising awareness to European Community of ICT & Ageing stakeholders.

Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Progress		
				Year 1	Year 2	Year 3
12	Objective 5	Number of national events	Quantitative analyse	4	4	3
13	Objective 5	Number of participants in international events	Quantitative analyse	100	100	100
14	Objective 5	Number of participants in national events	Quantitative analyse	200	200	150
15	Dissemination	On-line subscription requests	Quantitative analyse	200	2000	2000
16	Dissemination	Returning visitors on the portal	Quantitative analyse	60%	65%	80%
17	Network	Number of training sessions for the network	Quantitative analyse	4	2	2