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<p>Abstract:</p> <p>The dissemination activities play a key role in the AgeingWell project, as it aims at <i>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.</i></p> <p>This document presents the promotional elements produced and the dissemination activities carried out from January to October 2012, in order to raise awareness about the AgeingWell Network and to communicate project' objectives and results to relevant stakeholders. In addition, the dissemination efforts are evaluated considering the objectives initially planned, and recommendations are provided for future actions on disseminating the AgeingWell Network.</p>	Responsible partner: INOVA+	
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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This deliverable contains original unpublished work except where clearly indicated otherwise.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 and Ageing (in particular SMEs) and Venture Capital firms, Business Angels and other;
- **Raise awareness** within the European community of ICT and Ageing stakeholders through soft measures (web-based communication), and hard measures (organization of 3 international events and 11 national events).

1.2 Summary

This document reports on the dissemination activities that took place between January and October 2012 as organized by WP6 and also in conjunction with other WPs.

After a short recapitulation about the dissemination rationale in **AgeingWell** Network (section 2), the activities and results achieved in the project, during the period referred above, are presented. Then, a short evaluation of the results achieved with the dissemination activities carried out at the initial phase of the project is made, considering the indicators established in D6.1 Manual for Dissemination.

2 Dissemination in the AgeingWell Network

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*. This section presents the main objectives of dissemination actions to be undertaken on the **AgeingWell** project, as well as the target audience to be reached.

2.1 Dissemination Objectives

The dissemination actions carried out within **AgeingWell** project aims at:

- Raising awareness about the project activities and results, as well as about European Commission's work on ICT and Ageing, among stakeholders in the ICT and the Ageing sectors;
- Promoting a closer relationship between ICT industries and Ageing (in particular SMEs) and Venture Capital firms, Business Angels and other;
- Increasing visibility and traffic to the **AgeingWell** website (<http://www.ict-ageingwell.net/>) so to establish it as the leading portal for ICT and Ageing in Europe and the world;
- Placing the **AgeingWell** website amongst the three top websites in the ICT and Ageing area to be listed by the major search engines (Google, Yahoo and Altavista);
- Reaching 20 000 pages hits on the **AgeingWell** website.

2.2 The Target Audience

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

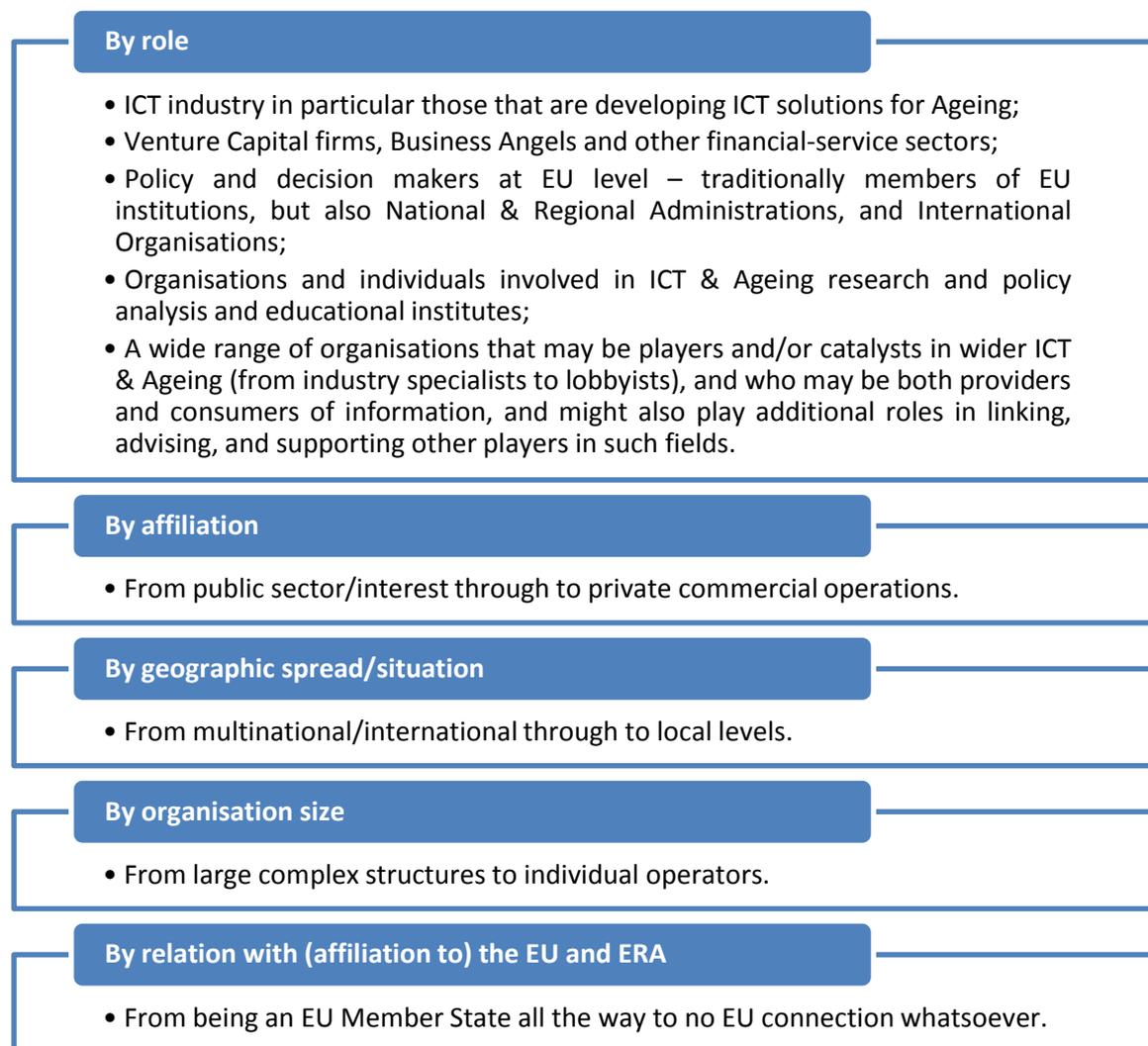


Figure 1 – AgeingWell target audience

2.3 Contributions of partners

Most partners carried out dissemination activities throughout the first year of project duration to raise awareness among the stakeholders of ICT and Ageing areas, and the broad public, about the **AgeingWell** Network.

3 Dissemination Activities of the AgeingWell Network

The activities of raising public participation and awareness are at the basis of project success. To achieve this objective, four components of communication (Figure 2) are taken into consideration by the **AgeingWell** partners regarding the dissemination of the project:

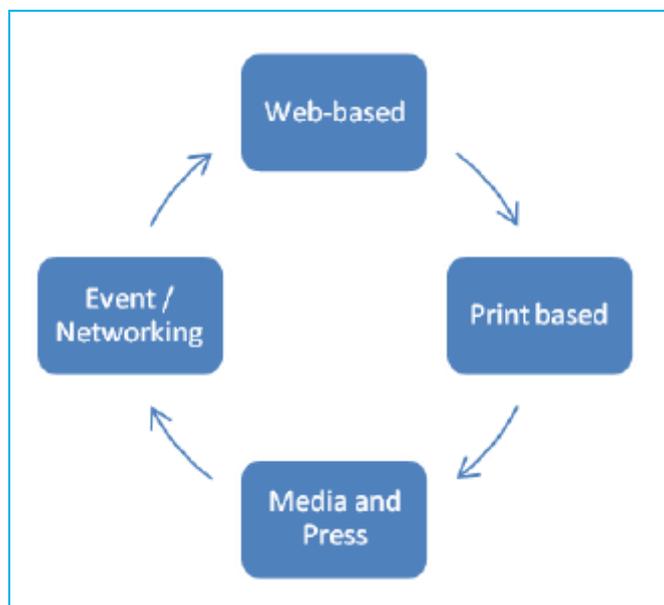


Figure 2 – AgeingWell communication components

Next, the activities delivered and outcomes achieved, in each one of the components, will be illustrated.

3.1 Web-based activities

Web-based dissemination activities are being mainly carried out through the **AgeingWell** website and by an active presence of the project in two social networks. As presented in Table 1, the planned dissemination objectives for the initial stage of the project consisted exactly in launching the network website and ensuring the inclusion of the **AgeingWell** Network on social networks.

Table 1: Action Plan (year 1) | Web-based activities

Name of Action	Planned/Actual date	Information to Disseminate / Objective
Website	M3 / M3	All information about the project, its ongoing activities, public deliverables, newsletter, etc.
Social Networks	M3 / M3 (Twitter), M8 (LinkedIn)	Project communication tool.

3.1.1 AgeingWell Website

The **AgeingWell** website is the major “show-window” of the network activities and can be accessed at: <http://www.ict-ageingwell.net>. Managed by INOVA+, the website is regularly updated with information of the project’s ongoing activities and results. All partners are directly involved in the development of the website, through collecting valuable elements, as data for the Knowledge Center (e.g. key documentation), as well as, information on important events being held in ICT and Ageing areas.



Figure 3 – Snapshot of the AgeingWell website (header)

The website is composed by eight sections, described next:

- **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 and Ageing is made available.

- **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.

- **THE NETWORK**

A presentation of the types of members of the network is clarified here. For each type a sub-section has been 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 will join the **AgeingWell** network during its enlargement phases is to be made available here, and follows the same presentation as the Founding Members sub-section;
- **Community:** the identification of supporters of the network that signed the Protocol of collaboration is listed in this section, and also all the persons who registered to the website in order to access the Network documents or receive the newsletter will be made available here.

- **KNOWLEDGE CENTRE**

This Knowledge Centre intends to be a key tool to help ICT and Ageing stakeholders, but also the general public, gain access to the latest information on the ICT and Ageing sector. Available for registered users, this section includes six sub-sections:

- **Database of EU funded projects:** presenting a list of projects in the areas of ICT4Ageing, 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 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 and Ageing is 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.

- **NEWS and 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.

- **NEWSLETTERS**

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

- **CONTACTS**

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

In addition, there is a private area (**INTRANET**), accessible only for partners after registration on the website (Figure 4). This section, gives access to a project management tool useful for uploading files, storing project documents and sharing them among the partners. Thus, through this section, partners have easy access to various outcomes resulting for project activities.

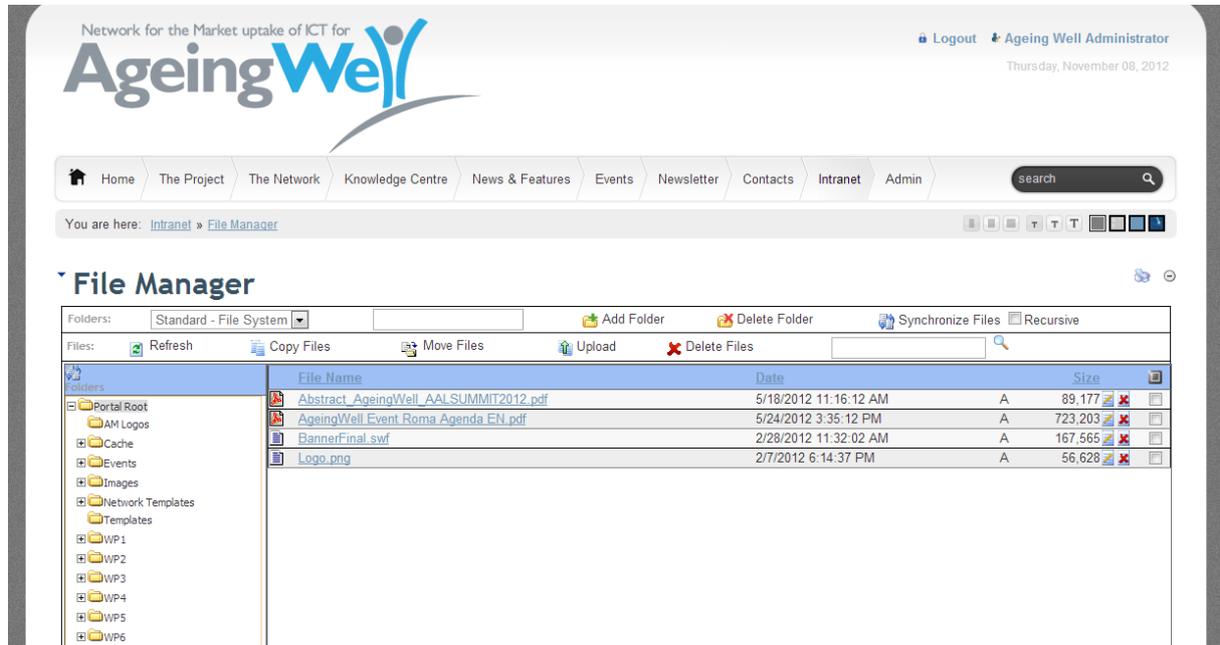


Figure 4 – Snapshot of the AgeingWell website (Intranet)

The visibility of the website can be assessed by the number of visits, and the interest of visitors can be analysed according to the most viewed pages (Table 2). Based on the registered visits (1748) it is visible that the main interest of the web portal visitors is on the Knowledge Center with 340 visits. This section will be continuously feed and intends to become a valuable source of information for those stakeholders engaged in the ICT and the Ageing areas, which is expected to generate more visits and return visits.

Table 2 – Number of visits to the pages of AgeingWell website

From March to October 2012	
Page	Visits
Home	1748
The Project	260
Benefits	129
Public Results	236
The Network	195
Founding Members	259
Associate Members	195
Associate Members List	78
Community	135

From March to October 2012	
Page	Visits
Knowledge Center	340
EU funded projects	91
National and Regional Initiatives	43
Key Documentation at EU level	50
News and Features	249
Events	250
AAL Forum 2012	121
AAL Summit 2012	67
1 st AgeingWell National Event	107
2 nd AgeingWell National Event	69
Newsletter	159
Contacts	134

3.1.2 Social Networks

Social networks 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. At the initial stage of the project, a Twitter account and a LinkedIn Group have been created.

The Twitter account ([@AgeingWell_EU](https://twitter.com/AgeingWell_EU)) was created on March 2012 with the intention of sharing information about the **AgeingWell** network activities and of being able to follow other stakeholders in ICT and Ageing fields that can be of interest to the network aims. By the end of October, the status of the account was:

- 84 followers,
- 50 tweets,
- 100 users were being followed.

Concerning LinkedIn, the **AgeingWell** Network created, on August 2012, a group for gathering people with similar interests and to become a place to share information among its members. The group is called **AgeingWell Thematic Network** and it is available at: http://www.linkedin.com/groups/AgeingWell-Thematic-Network-4599736?trk=myg_ugrp_ovr. By the end of October 2012, the status of the group was as follows:

Table 3 – AgeingWell Group on LinkedIn - Status

Indicator	Status
Number of members	20
Number of discussions launched	11
Number of discussions launched by the AgeingWell Network	9
Number of discussions launched by members	2

Detailed information on the presence of **AgeingWell** Network on social networks is available in D6.3 List of **AgeingWell** Groups on Social Networks.

3.2 Print-based activities

Print-based dissemination activities included the definition of the visual identity of the network, which is added to all tangible materials used to diffuse information about the **AgeingWell** network. The planning of the **AgeingWell** Network for the development of print-based dissemination activities for the first year of the project is presented in Table 4.

Table 4: Action Plan (year 1) | Print-based activities

Name of Action	Planned/Actual date	Information to Disseminate / Objective
Logo	M1 / M1	Project communication tool
Poster	M3	Generic information about the project expected outcome and actions
Brochure	M3	
PPT Template	M1 / M1	Project communication tool

3.2.1 The logo

Partners agreed on the logo for the **AgeingWell** Network (Figure 5) at the kick-off meeting. This is the visual identity of the project and of the network, and therefore is included 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 (Appendix 1) was produced at the beginning of the project with general information about the project and the activities that will be developed within the project. It provides information on the network, the target-groups, the project objectives, benefits, and also about the consortium. It is available in English.

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

Also, members have been distributing the brochure among their clients and professional network of contacts that might be interested in the activities and objectives of the **AgeingWell** Network.

3.2.3 Poster

A poster has also been produced (Appendix 2), and similarly to the brochure, it provides information about general actions of **AgeingWell**. It has been used mainly in dissemination events, displayed during those organized by the network and other attended events.



Figure 6 – AgeingWell brochure (cover)

3.2.4 Project presentation

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

3.3 Media and press activities

The objective of promoting these activities is to attract local interest about the **AgeingWell** network and also to reach a wider dissemination of the project progress and results. The initial plan consisted in releasing a monthly newsletter (Table 5).

Table 5: Action Plan (year 1) | Media and press activities

Name of Action	Planned/Actual date
Newsletters	Monthly / M5 and M10

Till the end of October, two issues of the newsletter have been released and made available, for registered users, on the **AgeingWell** website. On the 1st issue, the topics covered were: the **AgeingWell** project, upcoming and past events, and news on ICT and Health. The 2nd edition of the newsletter focused on the latest developments on the project, the call for new members and future events promoted by the network and other entities.

Additionally, members were able to publish news and press releases about the **AgeingWell** project, which contributed for raising awareness about the network. The information has been published both online and on periodic newsletters, as follows:

- Article in HOPE's Newsletter n°89 - January 2012
- <http://www.mwi.pl/aktualnosci/293-po-godne-starzenie-sie.html>
- http://www.citard-serv.com/index.php?option=com_content&view=article&id=48&Itemid=58
- <http://www.mwi.pl/badania-i-innowacje/projekty/ageingwell.html>
- <http://www.mwi.pl/aktualnosci/300-aal-forum-2012.html>
- <http://www.mwi.pl/aktualnosci/315-szukamy-partnerow-sieci-ageingwell.html>
- http://www.cip.gov.pl/index.php?p=new_pandidg=ictsp,1andid=871andaction=show

3.4 Event/Networking activities

The promotion and participation on events and networking activities are important for raising visibility on the **AgeingWell** network and for motivating other stakeholders to be involved in the

network activities. For the initial phase of the project implementation, the organisation of various events was planned; both at national and international levels (Table 6).

Table 6: Action Plan (year 1) | Event/Networking activities

Name of Action / Venue	Planned/Actual date
1 st International Event Eindhoven (NL)	2012 / M9
National Event Porto (PT)	1 st Tri 2012 / M4
National Event Rome (IT)	2 nd Tri 2012 / M6
National Event (FR)	3 rd Tri 2012 / M12
National Event (ES)	4 th Tri 2012 / M12

3.4.1 Events/networking activities promoted by the **AgeingWell** network

The first event promoted by the **AgeingWell** Network partners was a national seminar organised by Health Cluster Portugal (HCP) with the support of the partners INOVA+, TcP, and e-Unlimited. It took place on the 19 April 2012, at the Portuguese Institute of Oncology of Porto (IPO-Porto), under the scope of the 3rd Edition of HCP's Meetings with Health Innovation with the theme "**Innovation in the management of health services: opportunities and challenges**".

The initiative gathered around 150 participants to exchange knowledge and practical experiences and to discuss topics related to the challenges and opportunities underlying the demographic changes that Portugal and Europe are facing with special focus on the opportunities and impacts for ICT and Ageing technologies.



Figure 7 – 1st National Event of the AgeingWell Network, Porto (PT)

The second National Event promoted under the project **AgeingWell** Network was organized by TECNOPOLO with the support of the partners OPTIMUS, ARTICA and INVENT. The event took place in Rome on the 07 of June 2012, at La Pelanda – MACRO Testaccio of Rome, within the initiative “Capitale Conoscenza”.

This event focused on the showing, explaining and sharing of experiences and knowledge on e-Health and Active Ageing ICT Italian best practices. It also meant to give actors of the ICT/e-Health/Active Ageing world the opportunity to meet each other and to share their experience and knowledge in order to gather feedback and improvements for future successful strategies.



Figure 8 – 2nd National Event of the AgeingWell Network, Rome (IT)

More than 40 companies and organisations attended the event held in Rome, coming from many different public and private organisations and companies, such as and dealing with: Social Policies, Health, National Syndicates, Elderly People Associations and Foundations, SMEs, National Research Laboratories, Universities, Public Administration, Social Assistance Associations, etc.

Detailed information on the national events promoted by the **AgeingWell** Network partners is available in D4.4 Individual Reports on National Events.

The first international event of the **AgeingWell** Network devoted to the topic “ICT for Ageing well Finance Marketplace” took place as the AAL Venture Days, a sub-event focused on access to finance and growth organized under the banner of the EC Ambient Assisted Living Joint Programme and their annual AAL Forum. Held in Eindhoven, the Netherlands, the event had around 200-250 participants at the AAL Venture Days-sessions on the 25th and 26th of September. This event incorporated presentations (pitches) made by 20 high-growth entrepreneurs with ICT solutions that improved the (quality of) life of an ageing population, as well as presentations made by venture capital investors and corporate venture investors and allowed numerous personal meeting opportunities for entrepreneurs.



Figure 9 – 1st International Event of the AgeingWell Network, Eindhoven (NL)

Detailed information on the international event promoted by the **AgeingWell** Network is available in D4.1 Report on 1st International Event.

3.4.2 Events/networking activities attended by **AgeingWell** network members

Besides the events foreseen in the initial work plan of the **AgeingWell** network, members have been active and participative in different seminars and conferences, in which they have been both presenting the network and establishing contacts to enlarge the network. Next, in Table 7, a short description of the events, in which the **AgeingWell** network has been presented, is provided.

Table 7: Events in which the AgeingWell Network has been presented

Event	Location / Date	Member who attended / Description
Giornata Europea della Solidarieta Tra le Generazioni	Rome, Italy 29 April 2012	Tecnopolo / Organised by AGE Platform Italia, this event had count with the participation of public and private organisations and institutions concerned on Active Ageing issues.
<u>9th International Conference</u> on Wearable Micro and Nano Technologies for Personalized Health	Porto, Portugal 26-28 June 2012	HCP / The pHealth conference is an international meeting on wearable micro and nano technologies for personalized medicine. It collects a dynamic professional community from Europe and all over the world and gives visibility to the potential of micro and nano technologies not only for the future of medicine, but also for the improvement of healthcare processes today.

Event	Location / Date	Member who attended / Description
AAL SUMMIT 2012 - Market and Policy Development for an Ageing Society Conference	Bilbao, Spain 27-29 June 2012	ARTICA / The main objective of this event were to analyze the mismatch between public policies and technological developments in order to encourage investment and enable deployment of AAL solutions. ARTICA submitted and presented a paper at this event.
Romania where? Health - a stake of 19.2 million lives!	17 July 2012	AAIF / This event intend to become a platform to launch the authorities and business partners' prospective on how to implement health care reform in an interactive, constructive and highly professional environment.
Network of regional municipalities LLL centers	25 July 2012	DMG / At this event, the AgeingWell project has been presented to representatives of 7 regions of Latvia: Ogre, Jelgava, Aizkraukle, Jekabpils, Liepaja, Ventspils, Preiļi.
NET-EUCEN Validation Workshop : "User Centricity in the eHealth Sector"	Brussels, Belgium 05 September 2012	INOVA+ / This event had a double scope to show a set of developed scenarios and refining of the indicators of application of the user-centricity in the eHealth sector.
Consultative Meeting for Developing the CONFIDENCE Community of Stakeholders	Bucharest, Romania 14 September 2012	AAIF / Meeting with near 30 stakeholders in the Ageing area to whom the AgeingWell network has been presented.
Presentation session of the Project Do IT	Porto, Portugal 19 September 2012	HCP / The event aimed at sharing best practices and boosting partnerships between Portuguese and Dutch companies and RandD institutions in the area of translational research.
22th Alzheimer Europe Conference	Vienna, Austria 4-6 October 2012	AAIF / This conference aimed at providing a platform for truly innovative solutions in the support, care and treatment of people with dementia and their carers.
7th Regional Conference on "Family Medicine: The first line in health care"	Braila, Romania 18-20 October 2012	AAIF / This event intend to discuss the medical performance and continuous development under demanding situations.

In addition, members of the **AgeingWell** Network attended many other events, where they had the opportunity to meet relevant stakeholders and present them, informally, the objectives and activities of the network, as well as distribute some promotional material, such as the brochure and the newsletter. Some of the events attended are listed next:

- **March 2012:**
 - Regional launching conference of the BRAINAGING project, Timisoara (RO)
- **April 2012:**
 - Sfide Demografiche e Solidarietà tra le Generazioni, Rome (IT)
- **June 2012:**
 - Regional launching conference of the BRAINAGING project, Brasov (RO)
 - 4.º Encontro de Quadros da Santa Casa da Misericórdia do Porto (4th Meeting of Oporto Misericórdia), Porto (PT)
- **September 2012:**
 - AAL Forum 2012, Eindhoven (NL)
 - INESPO - Innovation Network Spain-Portugal, 1º Fórum Transfronteiriço de Inovação, Coimbra (PT)
- **October 2012:**
 - Conference on “Saúde - Capital Humano e Internacionalização. Perspectivas para um Cluster de Futuro” (Health – Human Capital and Internationalization. Perspectives for a Future Cluster), Cascais (PT)
 - AAL event @ the EU Parliament, Brussels (BE)
 - Seminar on "Envelhecimento Activo, Solidão e Redes Sociais - Novos Desafios" (Active ageing, isolation and social networks - new challenges), Porto (PT)
 - Session on “Saúde e Ciência na Sociedade do Conhecimento” (Health and Science in a Knowledge Society), Covilhã (PT)
 - Health Tech International Meeting@Uporto, Porto (PT)
 - Working session on "O papel dos pólos e clusters na definição e implementação de estratégias de smart specialization" (The role of clusters in the definition and implementation of smart specialization strategies), Maia (PT)
 - BIN@FEUP (sessions on AAL and health topics), Porto (PT)

Members also used their participation in different meetings to promote the **AgeingWell** Network among relevant stakeholders and established contact to important entities/institutions active in ICT and Ageing areas, namely:

- TECNOPOLO contacted the Presidenza del Consiglio dei Ministri - Dipartimento Politiche della Famiglia (National Coordinator of the Active Ageing Year 2012);
- TECNOPOLO attend a meeting with 2 companies that participated at the National Event, held in Italy, and were interested in launching an Active Ageing joint-project;
- ERCS presented the **AgeingWell** project to various Greek entities, namely:

- the Lab of Medical Informatics, Medical School of the Health Sciences Faculty, Aristotle University of Thessaloniki;
- the Informatics and Telematics Institute- Centre for Research and Technology Hellas;
- the Incubator i4G S.A. (and its incubates);
- INVENT promoted networking activities towards the partners involved in international projects, namely:
 - inCASA project network, which is a telehealth/Telecare CIP project to deploy a web platform to manage health and care services;
 - Moving Life project network, which aims at delivering roadmaps for technological research, implementation practice and policy support with the aim of accelerating the establishment, acceptance and wide use of mobile eHealth solutions (mHealth);
 - Value-Aging project network, which aims to foster cooperation between non-commercial and commercial entities on a joint research project about the incorporation of Fundamental Values of the EU in Info-Communication Technology (ICT) for Ageing.
- DMG presented the **AgeingWell** Network to 2 Latvian associations: LSA - Latvian Association of Samaritians, which is directly involved in care services and employs 300 care workers, and LIKTA - Latvian ICT association, which is responsible for development of information society;
- ARTICA contacted and presented the **AgeingWell** Network to the IBV – Biomechanics Institute of Valencia, which is a research center specialized in biomechanics that has activity for ageing population;
- CITARD organized various sessions for presenting the network among stakeholders from ICT solution providers, RandD organizations, public authorities, end users organizations and Insurance Companies, as well as lectures at the University of Cyprus;
- HOPE presented the activities and progress of the **AgeingWell** Network at the HOPE's Liaison Officers Meeting and at the Meeting of Board of Governors, which had the participation of representatives from different European countries.

3.4.3 **AgeingWell** network participation at the European Innovation Partnership on Active and Healthy Ageing

The European Innovation Partnership on Active and Healthy Ageing (EIP-AHA) *brings together a wide array of stakeholders to work in a collaborative way on shared interests and projects geared towards achieving common goals and promoting successful technological, social and organisational innovation*¹.

The objectives of the EIP-AHA are in line with those of the **AgeingWell** Network and therefore, two members joined this partnership, INOVA+ and HCP, which are willing to contribute to the implementation of the Action Plan that were defined between the stakeholders involved. Both

¹ About the Partnership: http://ec.europa.eu/research/innovation-union/index_en.cfm?section=active-healthy-ageing

Grant: Agreement no. 297298

members are involved in Action Group C2 on Independent Living, INOVA+ being more engaged in the Socio-Economic Evidence Group and HCP in the Interoperability and Standardisation Group.

Both members have attended the meetings promoted under EIP-AHA and contributed for the definition of the Action Plan on *'Development of interoperable independent living solutions, including guidelines for business models'* which has been presented in Brussels, on the 6th November, at the Conference of Interested Partners. The participation in these meetings has allowed both members to meet representatives of various organisations engage in ICT and Ageing and to present to them the objectives and activities of the **AgeingWell** Network.

4 Evaluation of Dissemination Activities

The **evaluation of the Dissemination Activities** concerns both qualitative and quantitative indicators, as defined since the beginning of the project implementation. The results achieved by the **AgeingWell** Network, till the end of October 2012, are presented in Table 7:

Table 8: Indicators for evaluation

Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Progress	Results Achieved	Observations
				Year 1	October 2012	
1	Enlargement of the network	Associate Members, from ICT industry	Quantitative analyse	5	1	The enlargement and attraction of news members started in force in the beginning of October.
2	Enlargement of the network	Associate Members, from Investors	Quantitative analyse	3	0	
3	Enlargement of the network	Associate Members, from end users	Quantitative analyse	10	0	
4	Enlargement of the network	Associate Members, from housing and insurance	Quantitative analyse	3	0	
5	Enlargement of the network	Associate Members, from public authorities	Quantitative analyse	5	0	
6	Objective 1 ²	Guidelines handbook downloads	Quantitative analyse	0	0	
7	Objective 2 ³	Number of visitors to Knowledge Centre and information downloaded	Quantitative and Qualitative analyse	50	340	Number of visits to the page.

² Objective 1: Develop guidelines for deployment and sharing of best practices between key competence centres.

³ Objective 2: Build an ICT for Ageing Knowledge Center with the aim to share the results with the **AgeingWell** Community.

Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Progress	Results Achieved	Observations
				Year 1	October 2012	
8	Objective 2	Good practices handbook	Quantitative and Qualitative analyse	0	0	
9	Objective 2	Number of opportunities for investors	Quantitative and Qualitative analyse	3	0	
10	Objective 4 ⁴	Number of members of business community	Quantitative analyse	10	1	
11	Objective 5 ⁵	Number of international events	Quantitative analyse	1	1	
12	Objective 5	Number of national events	Quantitative analyse	4	2	The other 2 are planned for December 2012.
13	Objective 5	Number of participants in international events	Quantitative analyse	100	~200	
14	Objective 5	Number of participants in national events	Quantitative analyse	200	190	Related to 2 national events.
15	Dissemination	On-line subscription requests	Quantitative analyse	200	156	Number of registered visitors in the website, members on LinkedIn and followers in Twitter.
16	Dissemination	Returning visitors on the portal	Quantitative analyse	60%	53%	Only return visits from registered users has been considered for assessing this indicator.

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

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

Indicator No.	Relating to which project objective / expected result?	Indicator	Method of measurement	Expected Progress	Results Achieved	Observations
				Year 1	October 2012	
17	Network	Number of training sessions for the network	Quantitative analyse	4	0	

The results achieved so far within the **AgeingWell** Network are positive and partners are engaged in collaborating together in the achievement of the various objectives/indicators. The first year of the creation of a network is usually devoted to building and defining its *modus operandi* and to raising awareness about the goals and activities planned for the network.

Appendix 1 – Brochure

Outside pages.

- synopsis
- contacts

The aim of **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.

longer ● happier ● healthier

Europeans are living longer than ever thanks to economic growth and advances in health care, and ICT & Ageing well solutions have proved to be essential tools for improving quality of life of the ageing population. Relevant initiatives are being developed at European, National and Regional level, but they are still largely working in isolation. The aim of the **AgeingWell** network is therefore to create a community whose objective is to bring together the key national or regional initiatives in the field of ICT for Ageing well, and improve the communication and cooperation between them with a view to develop guidelines for deployment of such ICT & Ageing well solutions, share good practice and disseminate information to all the stakeholders across Europe, but also strengthen the dialogue with the investment community.

www.ict-ageingwell.net
info@ict-ageingwell.net

●

The **AgeingWell** network is composed of 16 experienced organisations in ICT for Ageing well, covering the industry, user organizations, public authorities, investors, housing and insurance companies and ICT solutions providers.

Coordinator

Partners

one LIFE ● make it BETTER

Inside pages.

● target groups
● benefits
● objectives

ICT Providers



Health Service Providers



Clusters / Networks



Insurance Companies



Investors



Entrepreneurs



Regions / Municipalities



AgeingWell Knowledge Centre offering key information on EU, National and Regional initiatives, key documents, and opportunities for investors and innovative ICT & Ageing SMEs;

-

Guidelines Handbook which intends to be a working tool to support all ICT & Ageing stakeholders in their decisions to develop solutions aimed at improving the quality of life of older persons;

-

Regular news on the ICT & Ageing sectors through the **AgeingWell** web portal, newsletters and social networks;

-

Networking opportunities through the organisation of 3 international events and 11 National events by a network of experienced ICT & Ageing organisations on relevant challenges (Funding opportunities, future policies, Independent living, etc.).



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

- 1** Develop guidelines for deployment and sharing of best practice between key competence centres;
- 2** Build an ICT for Ageing Knowledge Centre with the aim to share relevant information and results with the **AgeingWell** Community;
- 3** 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;
- 4** Promote the European innovation reinforcement between innovative ICT & Ageing enterprises (in particular SMEs) and the Investment Community;
- 5** Raise awareness within the European community of ICT & Ageing stakeholders.

Appendix 2 – Poster

Network for the Market uptake of ICT for

www.ict-ageingwell.net

one LIFE ● make it BETTER

The aim of **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.

longer ● happier ● healthier

Benefits

- AgeingWell Knowledge Centre
- Networking Opportunities
- Guidelines Handbook
- Regular News

Objectives

- 1** Develop guidelines for deployment and sharing of best practice between key competence centres;
- 2** Build an ICT for Ageing Knowledge Centre with the aim to share relevant information and results with the **AgeingWell** Community;
- 3** Promote the European innovation reinforcement between innovative ICT & Ageing enterprises (in particular SMEs) and the Investment Community;

- 4** 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;
- 5** Raise awareness within the European community of ICT & Ageing stakeholders.

Coordinator

Project n° 297298

Partners