Ambient Assisted Living Joint Programme
Call 2

D 7.1: Dissemination and training report

Project full title:

VIRTUAL NETWORK TO EMPOWER THE INTEGRATION OF SENIORS INTO AN ACTIVE COMMUNITY IN THE POST RETIREMENTYEARS

Project acronym:

SENIORENGAGE
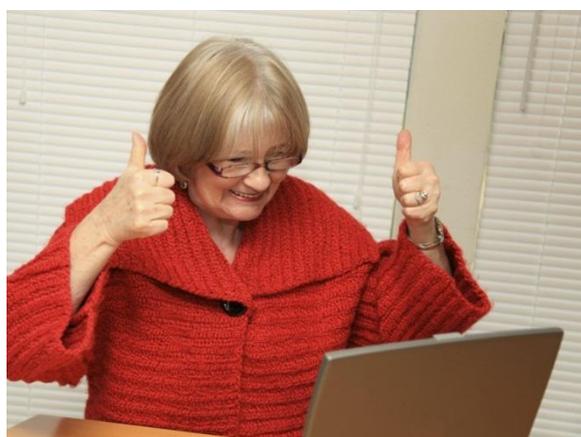
List of participants:

Participant no.	Participant organisation name	Participant short name	Organisation type	Country
1 (Coordinator)	Centre de Recerca i Innovació de Catalunya)	CRIC	SME	ES
2	MFKK Feltalálói és Kutató Központ Szolgáltató Kft.	MFKK	SME	HU
3	Center for Usability Research and Engineering	CURE	R & D	AT
4	JAMK University of Applied Sciences	JAMK	University	FI
5	Microlink PC ltd	MICROLINK	SME	UK
6	Association of Care Giving Relatives of Jyväskylä Region	CAJYR	End-user organisation	FI

Control Versions of D7.1:

Version	Date	Description	Description of Changes	Author
A	9.9.2011	Template for the delivery WP7 draft		JAMK
B	19.11.2012	Draft for comments		JAMK
C	22.11.2012	Comments		CURE
D	23.22.2012	Comments		CAJYR
E	27.11.2012	Comments		MFKK
F	30.11.2012	Final report		JAMK

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References
1 (http://ec.europa.eu/eahc/management/Fact_sheet_2010_10.html)
2 Creating an Effective Dissemination Strategy, An Expanded Interactive Workbook for Educational Development Projects by Sally Harmsworth, Sarah Turpin, TQEF National Co-ordination Team, July 2000, additions by Alexandra Rees & Godfrey Pell, Bridging the Gap – Innovations Project 2001
3 Basecamp, Project management software. http://basecamp.com

Summary

The work plan of SeniorEngage project comprises nine work-packages of which the seventh work package deals with the topic "Dissemination". The objective was to disseminate activities beyond the consortium to a wider audience. The duration of this work package was from 1.12.2010 to 30.11.2012.

The dissemination activities were focused on increasing knowledge of the whole project as well as to familiarize the audience with the new social media environment. The target groups for dissemination activities were end-user organizations, general public and authorities as well industry, SMEs, academia and research centres. Dissemination was executed in direct and indirect forms. In addition, the innovative forms of dissemination like Facebook and Twitter were used. Evaluation of dissemination activities was carried out at M24.

The dissemination activities have been expanded and intensified in the second year of the project. All partners have presented SeniorEngage project in their countries, and the project organized also tutorials and workshops for real end-users. Partners participated in several national, international conferences, exhibitions and forums with posters, presentations and demonstrations. Written materials like professional articles, brochures and leaflets have also been produced. Products like project website and introduction videos have been created as well.

The goals of disseminating the project and its results have been achieved successfully with fruitful cooperation of European partners, although at the end of the project the SeniorEngage prototype does not reflect the final platform perfectly. The contacts made during the dissemination activities will be valuable for finalizing the business plans and premarketing promotion which is envisaged to take place in further technical development stage of the SeniorEngage platform. Each partner country will need more time to develop it further and complete translations and business plans as well as sharpen their dissemination activities. The launch of SeniorEngage product will take place within 10 months after the end of the project. Thereby, the usable SeniorEngage platform will be available for real end users at different ages in Europe.

This report presents the summary of activities in the WP7. These activities were performed throughout the whole project cycle in co-operation with other work packages coordinated by the coordinator or exploitation manager.

1. Introduction to dissemination activity

The overall goals of dissemination activities are to raise awareness, to increase understanding and to ensure sustainability of the product [1,2]. Multiple promotion strategies, a variety of methods have to be utilised to disseminate information concerning the SeniorEngage project and its products. The input and feedback from end-users are highly recommended within the iterative process, and the community and end-users should also be educated for the use of platform. Different kinds of distribution mechanism and media should also be used to reach out to the wider public and business areas. The emphasis of the dissemination activities lies within the existing communities/environments in each partner country. Partners are responsible for dissemination activities in their own countries, because these activities are tightly culture-bound.

The initial planning for dissemination started at 2010 by JAMK and CAJYR. These early activities prepared the ground for work package 7. The dissemination plan was defined and agreed upon by all the partners.

According to the application the two tasks for dissemination are the creation of materials (Task 7.1) in different formats for example: Newsletters, Electronic Bulletins, Mailings, Publicity material, leaflets and posters, CD Rom. Furthermore, articles will be elaborated and published in various different magazines, brochures and other relevant publications EU-wide, including associated countries. Mailing of information regarding the project to government authorities and interested parties will be carried out at intervals to be determined by the consortium. Information and exhibition stands will be set up and manned at various events.

Task 7.2 concentrates on building up links with third parties; building up links with relevant third party societal stakeholders who are interested in tapping into the resources offered by willing senior citizens. In the setup of the pilot sections, links will need to be built up with companies and enterprises, community centres and initiatives, as well as institutes and universities interested in forming part of this pilot initiative with the goal of tapping into senior citizen resources for their mutual benefit. A database of interested parties will be built up and profiles for each will be hosted in the relevant sections of the SeniorEngage platform.

By M24 a report of how the initial dissemination plan was implemented and its results will be produced, including consideration of impact and the creation of potential agreements or collaborations arrived at with organisations beyond the consortium, etc. and dissemination report will be delivered.

2. Dissemination strategy and plan

The dissemination will be carried out throughout the project cycle. Dissemination activities will be scheduled from M1 to M12 (Dec 2010-Nov 2011) and from M13 to M24

(Dec 2011-Nov 2012), as well as the evaluation of activities. On the first project year the dissemination strategy and plan with evaluation will be prepared and the needed material is designed in each country. The links to third parties are searched. On the second year the links to third parties are secured and the database of interested parties will be finalized. When the technology will be available demonstration events for SMEs will come true. Each partner is representing a target group to be addressed and will deliver information to these groups.

At the first phase the dissemination activities are focused on the end-users and general public to attack attention and to motivate them to participate in to this project. After having preliminary results from the WP1 the findings will be delivered to the scientific community. Finally when the prototype is prepared the industrial entity and markets will be ready for accepting the product. The dissemination strategy is presented in figure 1.
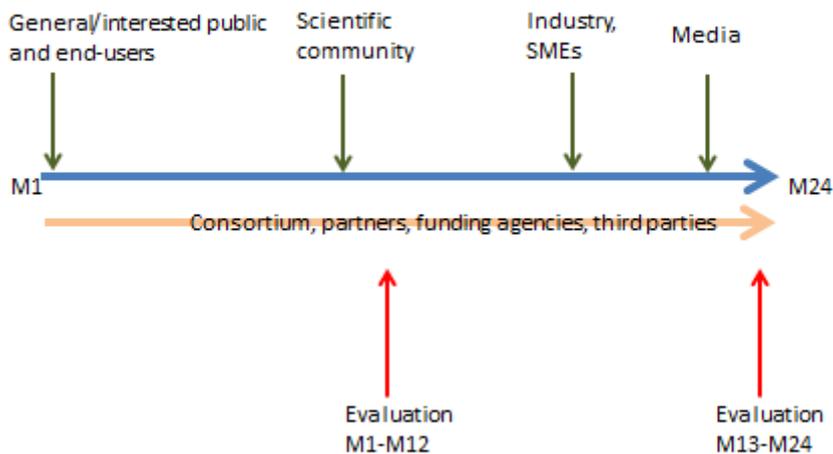
Figure 1. Dissemination strategy

The main dissemination channels and activities are as follows:
1) Consortium, partners, funding agencies and third parties: several annual reports will be delivered in each country and the coordinator will have flexible connection to the CMU concerning any changes at this project. Partners will participate in several events organized by their national funding agencies.

2) The general/interested public and end-users: Dissemination will also concentrate on education and training activities among care giving relatives to guarantee the basic level of skills in ICT. Education of care giving relatives will rest on task specific exercises and learning by doing principle. This training will produce the base for the use of the

SeniorEngage environment. Popular articles for end-users will be written and SeniorEngage is presented in exhibitions and a website will be created.

3) The scientific community: SeniorEngage project and the product will be on display in international scientific conferences by posters, presentations and demonstrations. Academic partners, educational institutes and research centres will integrate information and results of this project into their Bachelor/Master programs, courses, lectures, seminars, Summer Schools to improve the sustainability and maintenance of SeniorEngage environment. In addition this project will be subject to learning tasks and theses at different educational levels.

4) Industry and SMEs, media: Direct collaboration with industry and SMEs will be substantial. The prototype is demonstrated on seminars and lectures and also personal networking will take place. In the final phase of the project press releases and media events are carried on. These dissemination activities are in close connection to the exploitation work package (WP8) and exploitation potential will be boosted by using computer programs and advertisement potential on the product site.

There exist some challenges during the dissemination. The cultural differences have to be overcome already during the development process. The commitment of third parties is essential for assuring the sustainability of SeniorEngage and securing sufficient user base. In addition the involvement of decision and policy makers is prime important and will need to be taken into consideration by the partners. Problems on technical creation will delay the time schedule for dissemination activities automatically.

Plan for the evaluation of dissemination activities

The dissemination activities should be evaluated. Each partner may follow-up their own activities with a spread sheet (Appendix 1). Indicators of progress will be the number of activities and materials executed. In addition also the amount of target audience will be estimated. The evaluation will be carried out at M12 and at M24.

3. Realisation of dissemination activities

The next tables (tables 1-4) document the main results of dissemination activities. Cooperation with all the project partners was on regular basis and they participated on scheduled consortium meetings. Skype discussions and Basecamp[3] environment assured the flexible and real time knowledge transfer. In addition, during many dissemination activities several different target groups were contacted, like in congresses also the policy and decision makers were achieved. The table 1 presents the fulfilled dissemination activities within consortium, partners, funding agencies and third parties.

Table 1. Dissemination activities: Consortium, partners, funding agencies, third parties

Event, date, place	Program, content, aim	Attendants
15.12.2010	Skype-discussion with Project Coordinator CRIC	JAMK Kuukkanen Tiina, Cajyr, Mustonen Sami CRIC, Llamas Alex
20-21.1.2011 Barcelona, Spain	Kick off meeting	Llamas Alex, Project Manager, CRIC Tena Llani, Project Manager, CRIC Woodard Jennifer, Project Manager, CRIC Bobeth Jan, HCI Researcher, CURE (Center for Usability Research & Engineering), Austria Prost Sebastian, HCI Researcher CURE, (Center for Usability Research & Engineering), Austria Bartal Peter, R & D Engineer, MFKK (MFKK Intenvention and Research Center Services Co.Ltd.), Hungary Swatzell Gabriel, Microlink PC Ltd., United Kingdom Mustonen Sami CAJYR, Association of Care Giving Relatives of Jyväskylä Region Norvapalo Kare, JAMK University of Applied Sciences Kuukkanen Tiina, JAMK University of Applied Sciences
31.1.2011	Foundation of Basecamp for internal communication	CRIC,all
2010, 2011, 2012	Skype discussions with partners, Bimonthly	A mixed collection of partners
24.2.2011 Jyväskylä, Finland	Discussion of co-operation with Jyväskylä City -to drum up for target group (senior professionals)	JAMK Kuukkanen Tiina Jyväskylä City Malkki Pertti, Manager of Personel in Jyväskylä City
3.2.2011 24.2.2011 Jyväskylä, Finland	Living Lab workshops -to disseminate information of project	JAMK Kuukkanen Tiina
30.3.2011 14.9.2011 11.1.2012 16.5.2012 13.9.2012 January 2013 Jyväskylä, Finland	The objective of national steering group is to direct the execution of SeniorEngage project and follow-up its progress.	Mr. Hannu Korhonen, Director of Planning and Development, Implementation of EU development programs , in Regional Council of Central Finland Ms. Elisa Järvenpää Chairman, Association of Care giving relatives in Jyväskylä region, Mr. Risto Kinnunen Director, Service Sector and Municipal Relations in Jyväskylä Regional Development Company, Jykes Ldt Ms. Tuire Saukkonen Social Welfare employee Social Affairs and Health, City of Jyväskylä Ms. Merja Salanko-Vuorela Executive Manager, Association of Care Giving Relatives in Finland, Mr. Pekka Kahri Development manager, Tekes, The Finnish Funding Agency for Technology and Innovation Ms. Anne Kaarnasaari , expert, Nordic Healthcare Group Oy Kare Norvapalo R & D Manager, JAMK Tiina Kuukkanen, Principal Lecturer, JAMK
2-4.5.2011 London, Great Britain	M6 Consortium meeting, -WP1 results and report	Tena Llani, CRIC Woodard Jennifer, CRIC Bobeth Jan, CURE Schmehl Susanne, CURE Bartal Peter, MFKK Swatzell Gabriel, Microlink PC

		Järvenpää Elisa,Cajyr Kuukkanen Tiina, JAMK
28.9.2011 Lecce, Italy	M9 Consortium meeting, -WP 2 & 3 content	Woodard Jennifer, CRIC Avila Pedro, CRIC Bobeth Jan, CURE Bartal Peter, MFKK Swatzell Gabriel, Microlink PC Lahti Pirkko, Cajyr Kuukkanen Tiina, JAMK
Oct 2011 Barcelona, Spain	Meeting with Seniorlab,	Woodard Jennifer, CRIC Avila Pedro, CRIC
13-14.12.2011 Vienna, Austria	M12 Consortium meeting, Mid-term review of Project	Tena Llani, CRIC Woodard Jennifer, CRIC Avila Pedro, CRIC Bobeth Jan, CURE Schmehl Susanne, CURE Bartal Peter, MFKK Vástyán Zoltán, MFKK Swatzell Gabriel, Microlink PC Lahti Pirkko, Cajyr Kuukkanen Tiina, JAMK Representatives from CMU
25.1.2012 National AAL networking session in Tekes, Helsinki, Finland	Networking with other AAL- projects/partners in Finland	JAMK, Cajyr
23.2.2012 ELTE Innovation, Hungary	-to disseminate the platform to policymakers	MFKK
28-29.3.2012 Bu- dapest, Hungary	M15 Consortium meeting	Woodard Jennifer, CRIC Avila Pedro, CRIC Bobeth Jan, CURE Vástyán Zoltán, MFKK Swatzell Gabriel, Microlink PC Lahti Pirkko, Cajyr Kuukkanen Tiina, JAMK
Autumn 2011 and spring 2012, sev- eral occasions	Planning tutorials for end- users and the process of piloting the platform	JAMK, Cajyr
13-14.6.2012 Jy- väskylä, Finland	M18 Consortium meeting	Woodard Jennifer, CRIC Avila Pedro, CRIC Schmehl Susanne, CURE Vástyán Zoltán, MFKK Palicska Krisztina MFKK Lahti Pirkko, Cajyr Kuukkanen Tiina, JAMK
Meeting with MA- TISZ (Hungarian Association of Content Industry)	Establishing contact with relevant stakeholders	MFKK
July 2012 Dublin City University	Meeting with Trudy Corri- gan to discuss SeniorEngage	Woodard Jennifer, CRIC

	Model to be replicated in a project they have	
July 2012 National Sun Yan Sen University	Meeting with Ting Fang Wei	Woodard Jennifer, CRIC
25.9.2012 Eindhoven, Netherlands	M22 Consortium meeting	Woodard Jennifer, CRIC Avila Pedro, CRIC Schmehl Susanne, CURE Swatzell Gabriel, Microlink PC Vástyán Zoltán, MFKK Palicska Krisztina MFKK Lahti Pirkko, Cajyr Kuukkanen Tiina, JAMK
21-22.11 London, Great Britain	M24 Consortium meeting	Woodard Jennifer, CRIC Avila Pedro, CRIC Schmehl Susanne, CURE Swatzell Gabriel, Microlink PC Vástyán Zoltán, MFKK Palicska Krisztina MFKK Lahti Pirkko, Cajyr , by Skype Kuukkanen Tiina, JAMK
27.11.2012 National AAL networking session in Tekes, Helsinki, Finland	Networking with other AAL-projects/partners in Finland	JAMK
WP3 D3.1 WP4 D4.1 WP6 D6.1 WP8 D8.1 WP9 D9.1, D9.2, D9.3	Restricted reports for consortium partners	CRIC MFKK CRIC Microlink CRIC

The dissemination activities among end-user groups have concentrated on senior and young professionals. The elderly uses were mainly care giving relatives from Finland and young professionals were university students from Finland and from Austria. In Hungary a database with around 20 domestic organisations for retired persons and senior platforms was established. Table 2. describes these activities.

Table 2. Dissemination activities: General/interested public and end-users

Event/Activity, date	Content, purpose, aim	Target group	Provided by	Numbers present
SeniorEngage Homepage February 2011			CRIC	
So called "Market places" at JAMK 31.8.2010 26.1.2011	Purpose: -to deliver information of the SeniorEngage project and to acquire target groups	Young professionals Teachers	JAMK Cajyr	4x100

30.8.2011 11.1.2012 Jyväskylä, Finland	Exihibition stand	R & D staff and co-workers of JAMK		
Exhibition "Ikämessut" 4.10.2010 Jyväskylä, Finland	Purpose: -to introduce the SeniorEngage to senior citizens in Jyväskylä Region Exhibition stand	Senior professionals in Jyväskylä region	JAMK, Cajyr	250
27.4.2011 Vienna, Austria	Presentation of SeniorEngage at ASEP (Austrian Seniors Expert Pool) to raise interest and to recruit test persons for the online survey and focus group	ASEP (Austrian Seniors Expert Pool)	CURE	
Exhibition "Seniorimessut" 3.10.2011 Jyväskylä, Finland	-to introduce the SeniorEngage to senior citizens in Jyväskylä Region	Senior professionals and senior citizens in Jyväskylä region	Cajyr	200
2010-2012 Several events for the members of the Association of Care Giving Relatives of Jyväskylä Region, Finland	- to inform the members of current and upcoming activities of the SeniorEngage Project	Care givers of Jyväskylä Region	Cajyr	20-50
16.2.2012 Lecture for young professionals	-to disseminate information of the platform	Students of Rehabilitation Study Programmes	JAMK	120
23.2.2012 ELTE Innovation, Hungary	-to disseminate the platform to students, educators, policymakers		MFKK	
18.4.2012 „Ilolla ei ole ikää" exhibition in Jyväskylä, Finland	-to introduce the SeniorEngage project and the platform	Senior citizens in Jyväskylä region, organizations representing the interest of seniors	Cajyr	1300
8-9.5.2012 Terve& Sos Congress & exhibition, Tampere, Finland	-to deliver information of SeniorEngage project to wider national audience		JAMK	5000
Tutorial courses in IT-skills for end-users (6.3., 20.3., 3.4 2012) Jyväskylä, Finland	-to provide end-users sufficient skills to pilot the platform	Care givers of Jyväskylä region	Cajyr JAMK	23
Workshop for end-users 15.5, 22.5, 19.6. 2012 Jyväskylä, Finland	sufficient skills to pilot the platform, translation	Care givers of Jyväskylä region	Cajyr JAMK	23
Usability testing	every participant evaluated the pro-	Retired and	CURE	48

with end users (June 2012)	totype individually (instructed by a supervisor)	young profes-sionals		
Workshop for end-users using the platform (8-9.8.2012, 15.8.2012, 5.9.2012, 1.11.2012) Jyväskylä, Finland	- to test the usability of platform prototype	Care givers of Jyväskylä re-gion, students and young professionals	Cajyr JAMK	52
Cajyr Homepage June 2012	-to deliver information of SeniorEn-gage		Cajyr	
www.50plus.at August 2012, Austria	Presentation of the project to 50plus		CURE	
Twitter July 2012	https://twitter.com/SeniorEngage Establishment of SeniorEngage ac-count to disseminate relevant infor-mation		CRIC	
"Hyvä ikä" exhibi-tion Sept. 2012 Tampere, Finland	to present the SeniorEngage project	leaflets	Cajyr	
Group of staff and students from JAMK Generator Business Incuba-tor 3.10, 10.10, 23.10,14.11, 28.11.2012	Presentation of the project and Sen-iorEngage Platform and discussion of future co-operation		JAMK	10
Group of Geron-tological Nurses Oct.2012 Jy-väskylä Finland	Presentation of the project and Sen-iorEngage Platform		JAMK	19
Introduction Video	-to present SeniorEngage platform		MFKK	
Dec 2012 University of the Third Age in Jyväskylä, Finland	Presentation of SeniorEngage plat-form in ICT-tutorial courses -to inform substantial end user group		JAMK	36
WP1 D1.1 WP2 D2.1 WP5 D5.1 WP6 D6.2 WP7 D7.1	Public reports for wider audience http://Seniorengage.eu Senior´s participation and roles Usability & ergonomics report Web Based System development E-Participation for senior citizens best practices Dissemination and training report		JAMK CURE CRIC Cajyr JAMK	

Dissemination activities for scientific communication were mainly executed by presentations and posters at European region conferences presented in the table 3.

Table 3. Dissemination activities: Scientific communities

Attended events	Description of activities	Partners involved
AAL Forum Lecce Italy 26.9.-28.9.2011 www.aal-forum.eu	Exhibition stand 2 posters: SeniorEngage project Senior´s participation and Roles. Use of Computer and the Internet among Senior and Young Professionals Presentation: Social Interaction- Focus on Social Community Networks and ICT-based Services	CRIC, Cajyr, Microlink, MFKK, CURE, JAMK
IJCAI Artificial Intelligence Conference Barcelona, Spain 16.6.2011 through 22.6.2011. http://ijcai.org/	Exhibition stand Posters: SeniorEngage informational project poster	CRIC
Sairaanhoitajapäivät (National Nursing Conference) 22 - 23.3.2012 Helsinki, Finland	Poster	JAMK
Terve & Sos messut (national exhibition) 8-9.5.2012, Tampere, Finland	Poster	JAMK
The 21st Nordic Congress of Gerontology June 10th - 13th, 2012 Copenhagen, Denmark	2 posters	JAMK
Active Aging "The potential for Society" conference, July 9-11.2012, Dublin, Ireland	Distribution of dissemination materials, networking	CRIC
Aug. 2012, The Annual Meeting of the Central Association of Carers in Finland. Tampere, Finland	Presentation : Information on SeniorEngage Project and the role of Care Givers	Cajyr
8th World Congress on Active Ageing 13-17.8.2012 Glasgow, Great Britain	Poster Journal of Aging and Physical Activity, Vol. 20, Supp. Aug. 12, S276. Pub. Human Kinetics ISSN 1063-8652	JAMK
IVSZ MENTA „The Changing World" Conference, ICT Association of Hungary, 13.8.2012 Hungary	To deliver information about SeniorEngage	MFKK
AAL Forum 24-27.9.2012 Eindhoven www.aal-forum.eu	Exhibition stand with demo Presentation "Intergenerational knowledge exchange-challenges and findings"	All partners, Jennifer Woodard
4th YR-RISE Revolutions Workshop 24.9.2012 Eindhoven	Scientific poster: SeniorEngage: Adapting social networks to empower the integration of seniors into an active community	CRIC

AAL Forum Styria 26.10.2012	Poster presentation	CURE
Application for the European Year for Aging 2012 Awards	http://europa.eu/ey2012/ey2012main.jsp?langId=en&catId=970&newsId=1719&furtherNews=yes	CRIC

At the first phase of project cycle the dissemination activities among industry and SMEs have been minimal and carried mainly out by the exploitation manager Microlink. Table 4 summaries these actions as well as media products.

Table 4. Dissemination activities: Industry, SMEs, Media

Organisation, industry, SMEs, Products, Date	Purpose, target groups	Provided by
Microsoft, spring 2012	Microsoft Senior PC project Meeting about SeniorEngage	Microlink
CeBIT, 5-9.3.2012 Hannover, Germany,	To deliver information to ICT markets	MFKK
INNOSKART Central TransDanubian Regional IT Cluster	To deliver information to IT community in Hungary	MFKK
University of Southampton, March 2012	Meeting about a special study to show the use of SeniorEngage site will make your life longer	Microlink
Alex OS, June 2012	Meeting for integration of project into Alex OS	Microlink
Banking Council, June 2012	Meeting to include SeniorEngage into computer recycle project	Microlink
ND 2012 Conference, June 2012	Showing SeniorEngage to public and private entities	Microlink
AbilityNet, July 2012	Meeting to organize computer giving campaign –computers to include automatic SeniorEngage Sign up	Microlink
Citizen Online, August 2012	Meeting to figure out best platform to disseminate SeniorEngage to government computer recipients	Microlink
EUROPE INNOVA, 23-24.10, 2012 Copenhagen, Denmark	Dissemination on MFKK stand	MFKK
Generator, Concept Lab Sept/Oct 2012	To support the service development and commercialization of SeniorEngage	JAMK
Brochure of Project (in Finnish) autumn 2010 seniorengage.eu	Senior and Young Professionals in Finland	JAMK
Description of project at JAMK website Jan 2011	Clients, partners and staff of JAMK	JAMK
Brochure of Project (in English) autumn 2011, seniorengage.eu	International partners of JAMK	JAMK
Leaflets to Care givers, (in Finnish), autumn 2010; spring and	Senior professionals, Care givers -to inform care givers about	Cajyr

autumn2011; spring, summer and autumn 2012 seniorengage.eu	current and upcoming activities of SeniorEngage Project (approx. 300)	
Article in newspaper "Vanhustyö" (in Finnish) 6/2011 seniorengage.eu	Computer and the Internet use among Finnish Care Givers	JAMK
Article in the Journal (Lähellä) of the Central Association of Carers in Finland 1/2012 seniorengage.eu	SeniorEngage Project and the role of Care Givers as end-users	Cajyr
Introduction Video	-presenting SeniorEngage platform	MFKK
JAMK Business Incubator and Generator Oct 2012	- presenting SeniorEngage platform to Business Administration and Wellness Technology students	JAMK
Media release for local newspapers Jyväskylä, Finland, Dec 2012	-presenting SeniorEngage project and platform	JAMK, Cajyr

4. Evaluation of dissemination

The initial plan was to evaluate dissemination activities at the first time at M12, but because of some delays and platform issues this evaluation was mainly implemented at M24. However, the preliminary draft for dissemination plan and activities was presented at the midterm review meeting at M12. The detailed evaluation is presented on table 5.

Table 5. Evaluation of dissemination activities.

Number of activities	M1-M24 Dec 2010-Nov 2012 (planned/realized)
Number of consortium meetings **Number of Skype meetings**	8/8 24/>35
Number of national steering groups meetings	6/6 (in Finland)
National funding agencies: **Number of reports**	10/10 5/4(in Finland)
Number of contacts: **Third parties**	3/3(in Finland) 2/1(in Austria) 2/3 (in UK)
Number of workshops/tutorials	5/ 12 (in Finland)
Amount of targeted audience -on workshops, conferences, direct contacts	>5000

Exhibition stands	4/7
Number of presentations	8/6
Number of scientific papers	2/1
Number of posters	10/9
Number of contacts: SMEs, industry, market	10/5
Number of contacts: Media, brochures, leaflets	6/10

The goals of dissemination plan have been achieved successfully. The creation of dissemination materials in different formats, such as brochures and posters has been realised. The public SeniorEngage Web site (www.Seniorengage.eu) was designed and implemented during the first months of the project. It provided the information of the project itself, and it was one of the main channels for wider public dissemination. The Web site was updated biannually, which was too seldom for delivering updated information to public. Project intranet environment in Basecamp and bimonthly Skype discussions assured flexible co-operation with the consortium partners. The introduction video of SeniorEngage was released at the end of project, and therefore its invocation at dissemination remained minimal.

The number of scientific articles was restricted because the shortage of relevant data for scientific journals. When there will be more user experience of SeniorEngage platform and enough data for analysis has been generated the publication of scientific papers will be relevant. The aim is to publish scientific articles in the near future. Anyhow, partners participated in several national and international conferences with posters, presentations and direct contacts. In that way the information and awareness of SeniorEngage platform has been delivered effectively. In addition, the Website and video support enhanced public dissemination.

The goal to build up links with third parties like senior citizens has been achieved quite successfully. Connections to companies and enterprises in each participating country will need more powerful actions in the future. When the SeniorEngage platform is fully completed and there exist no more malfunctions the aim is to booster dissemination at all levels.

All partners have presented SeniorEngage project in their countries, and the project organised also tutorials and workshops for real end-users. In Spain the main organisation presenting the real end users was CitiLab´s SeniorLab and in Austria the ASEP. In Finland the senior end users were care giving relatives of Jyväskylä region and staff from JAMK University of Applied Sciences. The younger professionals were students from the JAMK University and persons from CURE´s database in Austria.

Several workshops for end-users were established and feedback with interviews and questionnaires from these activities were collected. The content and results of workshops have been reported more detailed in deliverable D6.2. The overall number of workshops for end user groups was minor outside of Finland, but in this project the role of Finnish partners centred on the end user perspective. The real goal of intergenerational co-operation between young and senior professionals was not reached yet,

because of the incompleteness of the platform. Hence, the users were not able or keen to start the proper mentoring processes with each other. Nevertheless, the young professionals committed themselves to these activities by lectures and in the future the effective involvement of younger users will come through education. Local and national dissemination activities were aspired to establish by all partners. This was a big challenger because the platform prototype was in English language almost to the end of project, and therefore the execution of dissemination activities in partner countries was a difficult issue. The translations are still in process. The shortage of the brand name for this platform and social media environment made it difficult to distribute the information significantly. The product will need an international name/brand name and a subtitle in national language for maximising the reputation.

The dissemination process became slower because of the delays in technical development. The prototype was completed in August 2012, but it didn't reflect the final platform and the existing malfunctions and bugs made it difficult to demonstrate all important features. The launch of the complete SeniorEngage product will need more time in each partner country.

This dissemination work package (WP7) was presupposed to pull together with the exploitation work package. Anyhow, the project plan did not point out any man power for the exportation to the leader of dissemination work package. Therefore these work packages did not succeed to maximise their co-operation.

In Finland the business plan will be realized during the year 2013. Then the contacts to industry, SMEs and markets will be more relevant and carried out. Students in Degree Programmes in Business Administration and Wellness technology guided by their teachers will evaluate the product, markets, develop further the business idea and create processes and tools for innovations and commercialization in JAMK-Business Incubator and Generator environment.

5. Conclusion

The goals of dissemination have been achieved successfully, although at the end of the project the SeniorEngage prototype did not reflect the final platform perfectly. The dissemination activities at the first phase concentrated mainly on raising awareness of this project among senior and young professionals, especially in Finland. In addition, increasing understanding by educating the elderly users to the ICT world was a prominent issue on the first phase dissemination. In the future, presenting this new social media environment to young professionals already during their studies will reinforce the usage. Anyhow, change of behaviour will need more time and longer duration of use with proper platform and facilities.

Towards the second phase of dissemination more powerful activities on scientific field as well as with markets took place. The dissemination activities and contacts made during these activities will be valuable for finalizing the business plans and premarket-

ing promotion. Each partner country will need more time to develop it further and to complete business plans as well as sharpen their future dissemination activities. The launch of viable SeniorEngage product will realise within 10 months after the project cycle.   Thereby, the usable SeniorEngage platform will be available for real end users at different ages in Europe.

Appendix 1.

Spread sheet for dissemination activities

	Timing	Goal/Theme	Actions	Target group	Communication channel	Person in charge	Resources	Costs	Product, date	Evaluation, further development
SeniorEngage										
Plan for communication and dissemination										
Year										
	January									
	February									
	March									
	April									
	May									
	June									
	July									
	August									
	September									
	October									
	November									
	December									