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D6.5 Mobilisation, publication and presentation status report

Project Title:

**FOSTERING CARE COOPERATIVES IN EUROPE BY BUILDING AN INNOVATIVE PLATFORM WITH ICT
BASED AND AAL-DRIVEN SERVICES**

PROJECT

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Website: www.icarecoops.eu
E-Mail: diotima.bertel@synno.com

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Date: 31 December 2017
Authors: Louis Cousin, COOPEU
Elis Rosenberg, COOPEU
Diotima Bertel, SYNNO
Contributors: Anja Kollmar, ZHAW
Reviewers: Flora Strohmeier, SYNNO



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1 INTRODUCTION

The iCareCoops project aims at enhancing and leveraging the cooperative model, and does so in providing mobile and web applications to enable easier management and task distribution within care cooperatives. Part of this objective was also to raise awareness on care cooperatives in general, and the iCareCoops approach in specific. In particular, task 6.3 aimed at the mobilisation of potential elderly care cooperative operators and the promotion of ICT-based and AAL-driven care cooperatives; and task 6.5 focused on the contribution of research papers and presentations to the scientific community, care organisations and practitioners.

This status report summarises all mobilisation, communication and dissemination activities conducted during the overall project period. This includes the mobilisation strategy, mobilisation and information materials, scientific publications and presentations. The aim of the mobilisation strategy was to have impacts beyond the project period to foster care cooperative culture and to trigger or mobilise new care cooperatives in Europe. This deliverable, therefore, is a key document to ensure the sustainability of the project achievements.

Mobilisation activities were implemented in the framework of Work Package 6, led by Cooperatives Europe (COOPEU). These activities were designed to enable an easy integration into regular project partners' actions, in order to capitalize on existing tools and communities, so as to ensure that dissemination activities be conducted in an efficient way, and be eventually integrated into long-term actions – for sustainable exploitation of project outcomes.

2 SUMMARY OF MOBILISATION STRATEGY

The mobilisation strategy was developed around the three objectives of Work Package 6, defined as follows:

- Promote the care cooperative model in Europe;
- Raise awareness about the project achievements;
- Communicate its benefits to the targeted stakeholder community.

The full strategy is available in Annex 1. It intended to provide partners with clear guidance, in order to ensure the implementation of dissemination activities to be efficient, coordinated, and consistent with resources and regular activities of project partners. It specifies:

- General objective;
- Definition of target audiences;
- Specific objectives;
- Analysis of target audiences;
- Definition of communication channels, including blog, publications and events.

Aim of the dissemination activities was to establish links outside the iCareCoops project and make use of existing networks of the project partners to promote and raise awareness of the project's achievements, and communicate its benefits to the targeted stakeholder community.

Below is an outline of iCareCoops main communication channels and activities. More information into partner activities can be found in Annex 3 – Dissemination overview.

2.1 iCareCoops Blog

A blog (www.carecooperatives.eu) was released in August 2016, aiming at improving visibility of care cooperative initiatives and encouraging exchange of information and resources among stakeholders in the field of elderly care and AAL. It was also an important communication channel to raise awareness on AAL in general, and to provide insights into current events, projects and their outcomes, and other relevant topics in the area of elderly care and independent living.

Blog entries were posted in four categories: Events & activities, stories & cases, research & insights, technologies & solutions, and were widely promoted through partner channels and the iCareCoops Facebook page. Notable authors include for example the International Labour Organisation, Age Platform Europe, but also local cooperators and cooperative start-ups.

Project partners were encouraged to publish two articles, and mobilize their own partners to contribute to feed this blog. A total of 30 posts were posted by 16 different authors. The blog was also a source of attraction for the Facebook followers based on the top monthly posts on Facebook and

blog website traffic analytics. Though not every post received comments, the blog generated 13 comments in total. The Key Performance Indicators (KPI) of 100 unique visitors per post was not met, yet the blog did receive a total of 4.955 visits.

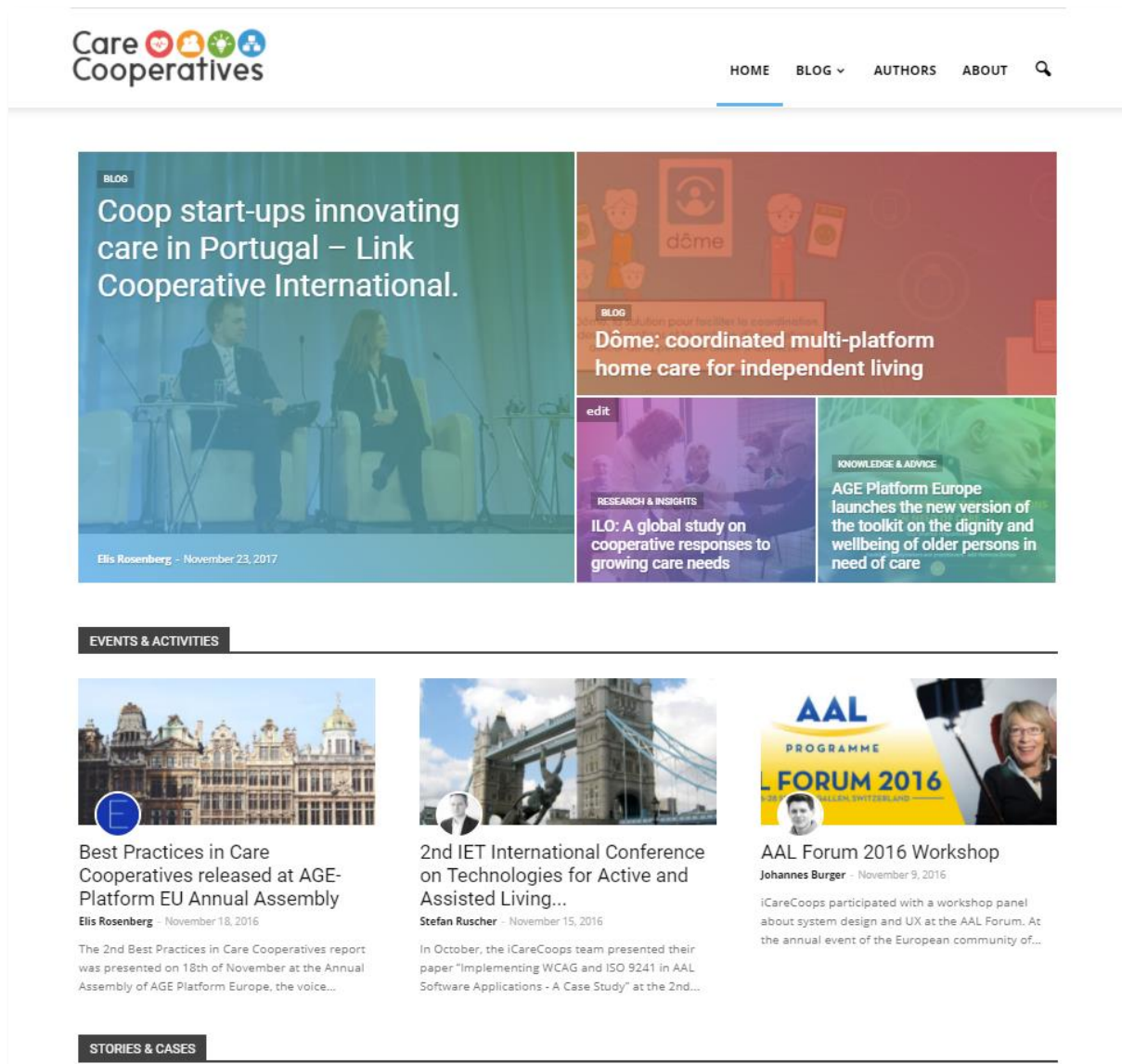


Figure 1: CareCooperatives Blog

The blog can be seen as a very successful communication tool due to the quality of articles by the authors mobilized. For a small amount of posts, it was widely visited. The expectations for the blog were adjusted after one year. Initially, the expectation was a production of four posts per month, but since this number was not being met, either due to time constraints or commitment, the number of posts per month was readjusted to 1. Another factor contributing to the difficulty of reaching the follower KPIs was the fact that the IT solution was not ready, resulting in lack of promotion of the IT side of the project and a difficulty of attracting relevant audience interested in this aspect of the project. Most blog entries can be seen in the Annex 2 – content plan.

2.2 Facebook Page

A Facebook page¹ was set up and has been regularly fed by Cooperatives Europe. Facebook was chosen as the main social media channel for the project due to a previous analysis of the social media activity of other care cooperatives and managers, which stated that Facebook was their preferred channel. A content plan was then set up to allow partners to contribute to the content shared. The page concentrated on distributing relevant material concerning care cooperatives as well as sharing project achievements and objectives to any relevant calls for the care and IT community. Facebook was also used as the main communication tool for the blog. The page saw 12 posts per month and attracted 275 followers to date.

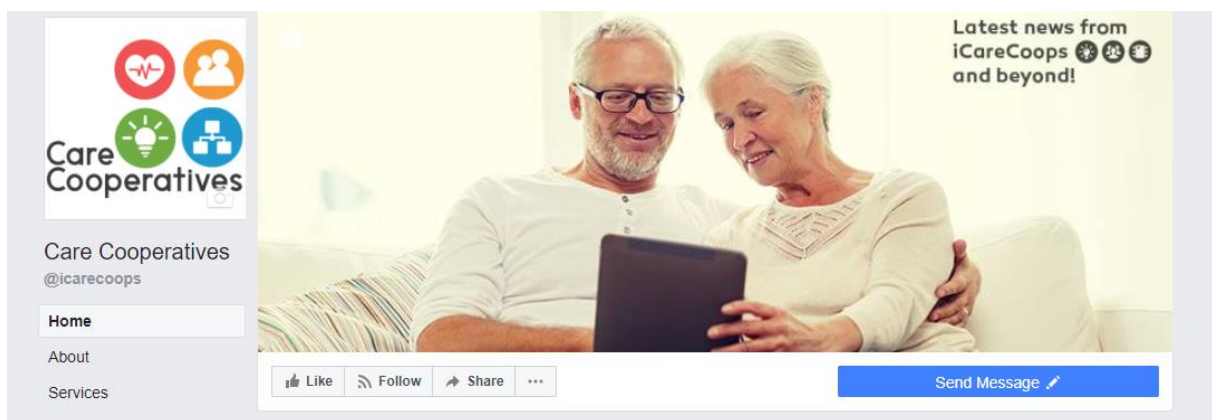


Figure 2: iCareCoops Facebook Page

In terms of KPI's, for **Social Media** (mainly Facebook), the indicators were as follows: 3 posts per week, 350 likes and 0,10% engagement rate. All KPI's except for the number of likes, which remains at 287, were met.

Regarding social media, though the number of likes has not been met, it has been noted that the share of experts and activity of the persons belonging to the target group among the followers on the Facebook page is quite high based on their interests and the engagement indicators, as well as messages received. Facebook proved to be a useful tool for driving traffic to the blog, and through the contacts established on Facebook, new authors contributed to the blog.

The content plan for Facebook can be seen in Annex 2. Please note that not all Facebook posts are reflected in the content plan, as the page was at times updated spontaneously with the latest information.

¹ <https://www.facebook.com/icarecoops>

2.3 Twitter Channel

Additional to the Facebook page, a Twitter channel² was released in May 2015, mostly aiming to reach the research community. During the project time, 106 followers could be gathered. In the last half year of the project, an average of 1.3K impressions could be achieved. Twitter was used mainly during events to promote and disseminate current information, as well as to share insights about the latest and most important project outcomes and project information. Most interaction about news and current updates happened on Facebook, the preferred channel for our target group.

2.4 Project Website & Newsletters

The **iCareCoops project website** (<http://project.icarecoops.eu/>) was the backbone communication tool of the project, providing an overview on the project, the project consortium, events, media and materials created within the consortium, and an overview on all (public) deliverables. Over the project runtime, it received 2.327 visitors, meeting the KPIs of 100 visitors per month for most months. The four editions of the iCareCoops newsletter, however, received only 25 subscriptions instead of the planned 100.

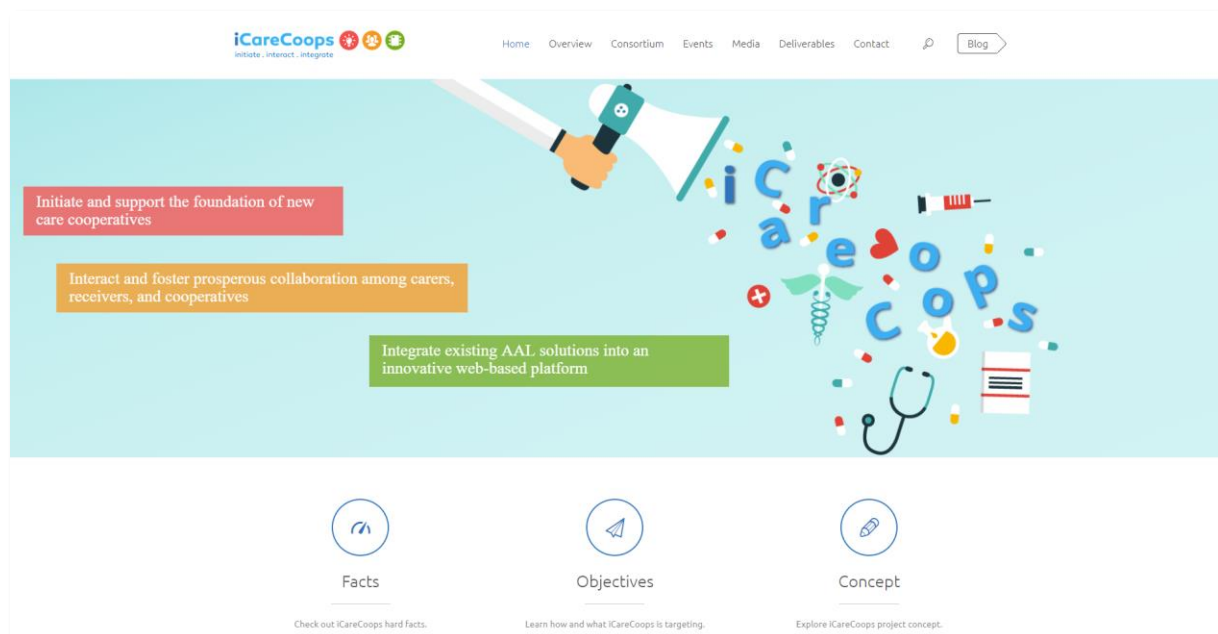


Figure 3: iCareCoops Project Website

The **project website** was used for project-centered information and publications such as public deliverables, factsheets, and the Foundation Guide. For the **newsletter**, the vast amount of information available on the blog, Facebook, and to some extent, Twitter, made the newsletter itself less relevant to potential followers, leading to a lower number of subscriptions than initially expected.

² <https://twitter.com/icarecoops>

3 OVERVIEW OF PUBLISHED MATERIALS

The following section presents an overview on all the published material, scientific publications, project presentations and any other material or events in which iCareCoops was presented.

3.1 Scientific Publications

Within the framework of iCareCoops, three scientific papers were written; one published (Ruscher et al.), one submitted (Biehl et al.), and one currently under review (Kofler et al.). Furthermore, four posters were presented at different congresses and symposia.

The first paper, written by Ruscher, S.H., Burger, J., Sauli, E. & Kofler, A. Ch. (2016), presented *Implementing WCAG and ISO 9241 in AAL software applications – A case study*, at the *2nd IET International Conference on Technologies for Active and Assisted Living (TechAAL 2016)* in London, United Kingdom. The paper summarizes a literature analysis, a standard and guideline study, as well as a paper prototype evaluation conducted to optimise the user interface implementation and the user tests of the iCareCoops web-platform solution. The results lead to the suggestion of a best practice approach for AAL solution development, employing a mix of quantitative questionnaires, qualitative, semi-structured interviews, thinking aloud tests, goal-driven evaluation with clear usability criteria, measurements, and pass-fail indicators.

The second paper is written by Biehl, V., Becker, H., Ogrin, A., Reissner, A., Burger, J. & Glässel, A. (2017) with the title *Fostering care cooperatives in Europe – Users’ perspective on developing a web-platform*. The manuscript which is submitted for publication, describes the implementation and the results of a qualitative study with six focus groups, conducted to identify potential stakeholders’ needs and requirements for the user-centered development of the iCareCoops web-platform solution. The results revealed the need for seniors’ individual contact with the cooperative and the possibility to coordinate routine services on the platform.

The third paper by Kofler, A. Ch., Biehl, V., Burger, J., Goba, K., Meidert, M., & Becker, H. (2016), *Care cooperatives actors in national social systems: Today hard to conceptualize – Tomorrow welcomed partners in care*, is in preparation. It summarises the most crucial background information on how, why and where social and care cooperatives have become important partners in the social and care systems. The gathered information is based on a literature analysis and a stakeholder analysis of cooperatives across Europe. The results show that while the needs for care cooperatives across Europe are growing, they vary in meaning, formats, and stakeholders.

Members of the iCareCoops project consortium presented the implementation and the results of the qualitative study with four posters at different congresses and symposia, further disseminating the project’s outcomes:

- Biehl, V., Glässer, A., Meidert, U., Ogrin, A., Reissner, A., Burger, J. & Becker, H. (2016). *Development of a web-platform for cooperatives – a new model for occupational therapy in health care collaboration*, presented at the COTEC-ENOTHE Congress in Galway, Ireland.
- Biehl, V., Becker, H., Ogrin, A., Reissner, A., Burger, J. & Glässer, A. (2016). *Entwicklung einer Web-Plattform für Seniorengenossenschaften – Ein neuer Weg der Zusammenarbeit für Therapieberufe [Development of a web-platform for seniors' cooperatives – A new way of collaboration in therapy professions]*, presented at the Swiss Congress for Health Professions (SCHP) in Lugano, Switzerland.
- Biehl, V., Glässer, A., Kofler, A., Burger, J. & Becker, H. (2017). *iCareCoops – Entwicklung einer Internetplattform für Seniorengenossenschaften in Europa [iCareCoops – Development of a web-platform for seniors' cooperatives in Europe]*, presented at the AAL Forum in Wädenswil, Switzerland.
- Biehl, V., Glässer, A., Kofler, A., Ogrin, A., Reissner, A., Burger, J. & Becker, H. (2017). *iCareCoops – Nutzerbedürfnisse für die Entwicklung einer Internetplattform für Seniorengenossenschaften in Europa [iCareCoops – users' needs for the development of a web-platform for seniors' cooperatives in Europe]*, presented at the uDayXV- Umgebungsunterstütztes Leben (AAL), in Dornbirn, Austria.

3.2 Project Presentations

Project outputs were presented in 28 events across Europe, including the annual AAL forum (2016 and 2017) and AGE annual conference 2016, enabling the consortium to establish a wide network of interested stakeholders. In Brussels, a two-day dissemination event was organized on 28 and 29 November, following the last consortium meeting (held in Brussels on 28 November morning) and together with an online campaign on care cooperatives. More details are provided in Section 3.3. The table below, including all reported events of project partners, can be found in Annex 3 – Dissemination overview. As can be seen, the number of project presentations exceeds the KPIs by a large number, being initially planned with 10 project presentations in total.

Table 1: Project Presentations Overview

Partner	Title	Date	Info	Link
CCOPEU	Une app technologique innovante pour améliorer la qualité de vie des personnes âgées	1-Aug-16	Conference aiming to present an AAL project being finalized: ACCESS. Intervention from COOPSEU to present iCC. Working relations created with Dôme (cooperative Groupe Up) and Pour la solidarité (European think tank).	http://www.pourlasolidarite.eu/fr/event/une-app-technologique-innovante-pour-ameliorer-la-qualite-de-vie-des-personnes-agees
CCOPEU	AAL Forum 2016	1-Sep-16	Conference aiming to present AAL project being finalized. Workshop Building Engaging Web and Mobile Solutions for the Diverse End-User Groups of Care Cooperatives: Hands-	http://www.aalforum.eu

			on Workshop on the iCareCoops System Design Process.	
CCOPEU	AGE 4 th Annual Conference	1-Nov-16	Conference aiming to present an AAL project being finalized. Presentation of iCareCoops objectives and key takeaways of D2.2 Baseline report	http://www.age-platform.eu/age-news/age-invites-you-its-4th-annual-conference-18-november-2016
CCOPEU	Bilateral meeting with Febecoop	1-Jul-17	Presentation of iCC outcomes. Decision to co-host the final dissemination event. Febecoop commits to mobilize its own network of coops	
CCOPEU	Bilateral meeting with Red Cross	1-Jul-17	Presentation of iCC outcomes. Red Cross expresses its interest in this tool to improve the triangulation relation between beneficiaries, professionals and volunteers	
CCOPEU	Bilateral meeting with Maison Biloba	1-Jul-17	Presentation of iCC outcomes. Maison Biloba offers to host the final dissemination event.	
CCOPEU	AAL Forum 2017	2-4-Oct-17	Presentation of the iCareCoops project within the workshop "Enhancing the social impact of AAL projects through the starting up of local communities and the cooperative model"	http://www.aalforum.eu/fullprogramme/
CCOPEU	Final event Cooperatives and Innovation – Building the Future of Care in Europe	28-29-Nov-17	2-day conference presenting the iCareCoops project outcomes	http://project.icarecoops.eu/uncategorized/icare-coops-final-dissemination-event/
SYNYO	AAL Forum 2016	26-28-Sep-16	Conference aiming to present AAL project being finalized. Workshop Building Engaging Web and Mobile Solutions for the Diverse End-User Groups of Care Cooperatives: Hands-on Workshop on the iCareCoops System Design Process.	http://www.aalforum.eu
SYNYO	Vienna business agency business event	22-Nov-16	Presentatino of the project and interview with focus on business planning.	
SYNYO	FFG info event about brining AAL solutions successfully to the market, Vienna	20-Jan-2017	Presentation of the project and its involvement of end-users	
SYNYO	Ageing and Technology, COST-AAL-	14-Feb-17	Workshop with 100 participants.	http://www.cost.eu/events/ageingtech

	MYBL joint workshop			
SYNYO	"More Years Better Lives" info event, Vienna	14-Feb-17	Presentation of an SME's experiences in AAL projects	
SYNYO	AAL Coordinators' Day 2017 Presentation	27-Apr-17	Summary of the project and lessons learned for coordinators	
SYNYO	AAL Forum 2017	2-4-Oct-17	Presentation of the iCareCoops project within the workshop "Enhancing the social impact of AAL projects through the starting up of local communities and the cooperative model"	http://www.aalforum.eu/fullprogramme/
SYNYO	ICT Proposers' Day	9-10-Nov-17	Informal promotion of the iCareCoops project	https://ec.europa.eu/digital-single-market/en/events/ict-proposers-day-2017
VIA	Center for Health Technology	1-Oct-16	Presentation of the iCareCoops project at meeting in Center for Health Technology, VIA University College	
ZDUS	DiscOver55 project (senior tourism)	2-Apr-16	Presentation of iCC project, as example of ZDUS' projects as end users	
ZDUS	DiscOver55 project (senior tourism) pilot testing Izola	12-Nov-16	Short presentation, visit of GEFAS-NGO for seniors from Graz; short presentation of iCC project – discussion about cooperatives	
ZDUS	Meeting with seniors and Zadrugator, at Trubarjeva hiša literature, Ljubljana	14-Dec-16	about cooperatives, how could they benefit older persons, presentation of housing cooperative Zadrugator	
ZDUS	iCC and housing cooperatives	21-Mar-17	Short presentation on the future of cooperatives for seniors, meeting with ISRAA Treviso (care institute) representatives	
ZDUS	Volunteers' Festival	1-Jun-17	Presentation at the annual volunteer's day and fair in the centre of Ljubljana: iCC leaflets on ZDUS' stand	
ZDUS	Traditional Days of cooperatives	Jun-Jul-17	Presentation of the iCC project	
ZHAW	Congress on AAL in ZHAW Wädenswil	18-Mar-16	iCareCoops project presentation with focus on results from the focus groups (poster presentation)	https://www.zhaw.ch/storage/lsfm/upload/ifm/Netzwerktreffen_FM_Perspektiven_2016.pdf
ZHAW	iCareCoops Task 2.4 Focus groups results	1-Jun-16	Presentation of the results of the focus group study for cooperatives linked to benefits and challenges for	http://www.conference.ie/Conferences/menu.as

			occupational therapists as a new model of care (cotec Ireland)	p?menu=1767&Conference=182
	Lugana SCHP Congress	1-Aug-16	iCareCoops Task 2.4 Focus groups results (poster presentation)	http://www.schp.ch/de/postersessions/
ZHAW	13. Schweiz. Kongress für Gesundheitsökonomie und Gesundheitswissenschaften, 21.10.2016, Universitätsspital Bern	1-Oct-16	Keynote presentation: "iCareCooperatives – Multistakeholder Genossenschaften als ein Modell der integrierten Versorgung älterer und chronisch kranker Menschen"	
ZHAW	1. Winterthurer Ergo-Gipfel 2017	4-Feb-17	Lecture and workshop	https://www.zhaw.ch/de/gesundheit/institute-zentren/ier/winterthurer-ergo-gipfel/1-winterthurer-ergo-gipfel/
ZHAW	Meeting with EVS and Kanton Aargau	3-Apr-17	Discussion of concept, and of options of collaboration	

In the following, three of the main events – the AGE Annual Conference 2016, the AAL Forum 2016, and the AAL Forum 2017 – are described in more detail. In chapter 3.3, the final dissemination event in Brussels is additionally presented.

AGE Annual Conference 2016

The AGE Annual Conference is organized aside of AGE General Assembly. "Open to external stakeholders, the event [was] the opportunity to discuss among our member-organisations, policy-makers and external guests how the EU should address age discrimination, while strengthening both economic and social rights of older people in order to empower them as equal citizens", as stated on the AGE website.³ It represented the first opportunity for the iCareCoops consortium in general, and for Cooperatives Europe in particular, to establish workflows and operational discussions with AGE Platform, as a key actor to think and shape the future of the care sector.

Louis Cousin (Cooperatives Europe) was invited as a speaker to the final session, "Examples of older people's contributions to an age-friendly and inclusive society". The intervention aimed at providing a general understanding about the iCareCoops project, and focused more particularly on some relevant

³ See: "AGE invites you to its 4th Annual Conference on 18 November 2016", AGE website. <http://www.age-platform.eu/age-news/age-invites-you-its-4th-annual-conference-18-november-2016>

case studies extracted from Deliverable 2.2 “Best practice report on cooperatives”. It sought to demonstrate the relevance of the cooperative model to create democratic and participative frameworks, enabling older people to become actors of their own care according to a principle of self-help. The intervention also highlighted examples of care cooperatives set up at the initiative of established care actors, hereby inviting members of AGE Platform to consider exploring the potential of the cooperative model to improve and reinforce their own actions and services.

Although the intervention had to be concise because of time constraints, it marked an important cornerstone in Cooperatives Europe and iCareCoops consortium’s dissemination activities. It confirmed a lack of awareness from existing care actors and representatives of senior organisations about the cooperative model and the diversity of opportunities it represents to set up respectful and sustainable care models. It also confirmed the capacity from the iCareCoops consortium to be able to enter ongoing debates on future of care, through appropriate data and case studies addressing existing concerns and needs faced by care actors.

AAL Forum 2016

At the AAL Forum 2016 in St. Gallen, Switzerland, a workshop with the title *Building Engaging Web and Mobile Solutions for the Diverse End-User Groups of Care Cooperatives: Hands-on Workshop on the iCareCoops System Design Process* was held in the topic area “Satisfy the expectations of all AAL stakeholders”. The workshop was moderated by Johannes Burger (SYNYO GmbH), Andrea Ch. Kofler (University of Applied Sciences, Zürich) and Louis Cousin (Cooperatives Europe). Aim of the workshop was to provide participants with a better understanding of end-user involvement throughout the system engineering process in the diverse AAL landscape, and to further show them methods and tools to employ in their own projects.

The workshop started with an introduction to the iCareCoops approach and care cooperatives in general, to spread the word about the cooperative model and what makes it special, pointing out the social benefits that care cooperatives can provide to communities. In a next step, the user-centered system engineering approach of the iCareCoops project was presented, guiding the participants through the process of gaining an understanding of our user groups with the use of interviews and focus groups, as well as personas, to translate their needs into functional and technical requirements and a basic architecture. Lastly, the paper prototype testing was presented, a methodology that can provide first feedback on usability issues of the concept, and the process of creating and optimizing the technical specification and user interface design of the prototype.

In a next step, an expert walkthrough with heuristic evaluation was conducted with the workshop participants, aiming to identify usability problems of the current prototype. After the group sessions, the top-3 findings were presented before all workshop participants, to discuss the lessons learned. The participants evaluated the prototype in detail, and were able to identify a total of 47 issues, 10 of which

were categorized as major. These inputs were used to further optimize the prototype for the next phase of end-user testing.

AAL Forum 2017

The iCareCoops project was also presented at the AAL Forum 2017 in Coimbra, Portugal. Diotima Bertel (SYNYO GmbH) and Louis Cousin (Cooperatives Europe) presented the cooperative approach and the iCareCoops project in the workshop *Enhancing the social impact of AAL projects through the starting up of local communities and the cooperative model* which was part of the topic “Enhancing impact of AAL projects”. This workshop combined two AAL projects, iCareCoops and SOCIALCARE, both aiming at a community-based approach in order to share the two projects’ experiences with the audience, and highlighting the potentials of embedding AAL projects in communities (especially through the cooperative model). The workshop aimed at the start-up of local interactive communities among both AAL projects; to collect output from participants about perspective of both AAL projects and defining next steps; and to generating discussions among AAL project partners, to consider ways for them to better disseminate their project results among local communities in the EU.

After a panel discussion with representatives of both projects – Diotima Bertel (SYNYO GmbH), Lenka Christiaens (Johanniter International), Louis Cousin (Cooperatives Europe), Stefan Schürz (LIFETOOL) and Marylo Verhagen (National Foundation for Elderly) – presenting the main outcomes of both projects, an interactive Q&A session with the participants took place, discussing the strengths and weaknesses of both the cooperative/community approach and each project’s way of targeting it. Furthermore, challenges and opportunities care cooperatives can provide for different stakeholder groups were discussed.

3.3 Additional Materials and Events

Cooperatives and innovation – Building the future of care in Europe - Brussels

The project dissemination event entitled “Cooperatives and innovation – Building the future of care in Europe” was held in Brussels over two days, 28 and 29 November, and split into two parts:

- 28 November afternoon targeted the Brussels and Belgian communities, especially actors (both care providers and care receivers) of the care sector;
- 29 November morning targeted European care actors (as above, both care providers and receivers).

The event followed a project meeting with the partners.

Mutualizing this meeting with the final dissemination event enabled to engage our project partners in this event, for them to better understand European challenges around care cooperatives, and discover

initiatives implemented in Brussels. The event was actively supported by Febecoop, Brussels-based cooperative umbrella organization.

Promotion activities of this event were targeting both EU institutions and local care actors. Three main channels were used:

- social media, through a visual campaign showcasing the speakers together with an inspiring quote about elderly care;
- emails, to our partners (especially thanks to the network established throughout this project), and to universities;
- mobilization of local actors through our Belgian members, i.e. Febecoop and Cera, which promoted the event towards their own partners.

Below are provided some key outcomes. A more extensive report, including pictures and programme, is available on our website at the following address: <https://coopseurope.coop/resources/news/guidebook-creation-care-cooperatives-released>

Day 1 (28 November), targeting Brussels actors of the care sector, was hosted by the cooperative E.MM.A / Maison Biloba Huis (in Schaerbeek). It counted with the participation of about 40 participants, including academics, entrepreneurs, representatives of local businesses, older persons (residents of Maison Biloba Huis), and iCareCoops project partners. It included three main activities:

- visit of Maison Biloba Huis, whose premises are owned by the cooperative E.MM.A;
- sharing of experience: cooperative entrepreneurs in the elderly care sector presented their projects, and umbrella organizations (Febecoop and Cera) presented their actions aimed at supporting the setting up of new care cooperatives;
- presentation and discussion around the iCareCoops app (user test), involving care providers, managers of cooperatives and older persons.

Day 2 (29 November), targeting European actors of the care sector, was held in Amazone congress center (also in Schaerbeek). 35 persons attended the event, including academics, entrepreneurs, representatives of European organisations, EU policy-makers, and iCareCoops project partners. It included four sessions:

- opening by representatives of Cooperatives Europe and Febecoop, presenting their strategic vision for the future of elderly care in general, and the long-term exploitation of iCareCoops outcomes in particular;
- presentation of iCareCoops outcomes and sharing of experience from iCareCoops partners;
- multi-stakeholder discussion aimed at setting the basis for a new dynamic in favour of a cooperative future for elderly care. Speakers involved representatives of AGE Platform, UNI Global Union, Dôme (as part of the cooperative group Up), Z-plus (a cooperative set up by Belgian mutualités), and the vice-mayor of Versailles (setting up a housing cooperative);
- messages from the European Commission and AAL programme.

Communication Material

Printed communication materials were produced in various languages and distributed online and at the final event.

- **Project factsheet v1 (English)**

At the beginning of the project, a factsheet was created, describing the project and giving an overview on the project’s aims and goals. It was distributed online and published on the project website.



Figure 4: iCareCoops Factsheet v1

- **Project factsheet v2 (English and French)**

The factsheet provided the basic information on the challenge of the future of care, the relevance of cooperatives and information about the iCareCoops project. A short overview of project achievements was also outlined with links to further information. The factsheet is available in English and French, and can be downloaded on the iCareCoops project website.⁴

⁴ <http://project.icarecoops.eu/media-centre/>



Figure 5: iCareCoops Factsheet v2

- **Foundation guide**

A Foundation Guide was released, establishing guidelines and providing practical advices and tools to set up an elderly care cooperative in six steps, and providing and overview of relevant resources and contact persons. It was officially released at our dissemination event on 28 and 29 November, and made available both in hard copy and online versions. It is available on the project website⁵ in English, German and Slovenia, as well as on the iCareCoops prototype.



Figure 6: iCareCoops Foundation Guide

⁵ <http://project.icarecoops.eu/>

4 EVALUATION OF RESULTS AND KEY TAKE-AWAYS

Communication activities provided a good overall promotion of care cooperatives and the project to the targeted community both online and offline through specific events, papers and presentations.

To keep track of online communications, a **monitoring tool** was created to monitor the project partner's activities (Annex 3) (an online Excel sheet, with regular reminders to partners) and partners were able to contribute to the overall content of various communication channels through the monthly content plan (Annex 2). When it comes to monitoring of dissemination activities from partners, their commitment was uneven. Some partners demonstrated a high activity and reporting regularly through the online tool; other partners made little (if any) reporting for this task.

Our online communication was overall successful. Though not reaching all KPIs as planned, we have largely reached our targets and created an online community of individuals and organisations interested in care, cooperatives and ICT solutions for active ageing. The blog provided a basis for building relationships with stakeholders and exploring the landscape surrounding care; and the prototype could raise the interest of cooperative managers and other stakeholders. The presentations of the project partners helped disseminate the information towards a varied audience of researchers, practitioners, ICT experts and cooperatives.

In terms of overall objectives, communication activities also successfully contributed to promote and foster care cooperatives in Europe. Research and development activities provided partners with sound data and knowledge about care cooperative models, potentials and needs, enabling them to step into current debates on population ageing and establish operational partnerships with relevant organizations. Streams of communication were established with cooperative practitioners, smoothing exchange of information between EU and local levels. Those exchanges providing positive ground for the development of EU strategies and demands meeting local expectations and concerns, which were communicated through iCareCoops communication channels and events, raising awareness from EU platforms and policy-makers, as well as national representatives of cooperative federations.

5 OUTLOOK

The communication strategy was designed around two key set of streams: one at iCareCoops level for EU-wide and institutional communication, and one at partner level for local and community-oriented communication. This approach allowed high-quality and consistent communication among partners at EU level, while embedding it into concrete and local needs and dynamics. As a consequence, the partners' communication channels got strengthened and adapted to care-related communication.

iCareCoops communication channels are not foreseen to be maintained after the end of this project. This is justified by the fact that iCareCoops partners are not aimed at working together regularly, given their very diverse backgrounds, scope of action and aims. Thus, the maintenance of an iCareCoops voice may lose relevance after the end of project activities.

However, thanks to the strategy design presented above, the iCareCoops communication outcomes are expected to be sustained through the partners' own communication channels. Namely, partners benefit from elaborated communication material and content, which is made available online, to support their activities related to care cooperatives. At EU-level, such outcomes are being integrated to the organic communication and advocacy activities of Cooperatives Europe, especially to feed its activities and messages related to digitalization and modernization of the cooperative movement, as well as support to cooperative entrepreneurship. Eventually, Cooperatives Europe working in close relation with its national members, it is expected that such content be endorsed, translated and adapted by national federations of cooperatives, streaming down to their own members, i.e. cooperative businesses.

Communications surrounding publications and the project results will be continued by partners through available means such as events, social media etc. The blog might be sustained as well given its success with the community of care cooperatives.

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ANNEX 1: MOBILISATION PLAN



Fostering Care Cooperatives in Europe by Building an Innovative Platform with ICT-Based and AAL-Driven Services

Work Package 6: Communication, promotion, dissemination and exploitation

Mobilisation Framework



Introduction

This document is intended to draft a framework for all activities foreseen in WP6.

Objectives of WP6

1. Promote care cooperative model
2. Raise awareness about the project achievements
3. Communicate its benefits to the targeted stakeholder community

We will describe the targets of our communication, the available communication tools and how each tool can help achieving the project's objectives.



General objective of iCareCoops Communication

Join a care cooperative or start a new one

Target audiences

Primary targets

- Managers of existing care cooperatives

Secondary targets

- Other AAL project partners
- Care receivers
- Formal and informal care givers

Specific objectives

The general objective can be translated into specific objectives, according to the target audiences.

- Provide **managers of care cooperatives** with a platform that can facilitate their work
- Attract the support from actors involved in **other AAL projects**
- Provide informal and formal **care givers** with the means to better organize their **work/support**
- Provide **care receivers** with the means to better organize their **lives**

Target analysis

To better understand our targets, we will refer to the personas built for the platform. Considering the persona and the objectives that we want to achieve, for each target we will define:

- **Call to Action:** (CtA) what do we want this target to do
- **Communication channels:** how do we reach this target audience
- **Messages:** which messages can I use to achieve the specific objectives?

Analysis of target audiences: Managers of existing Care Coops

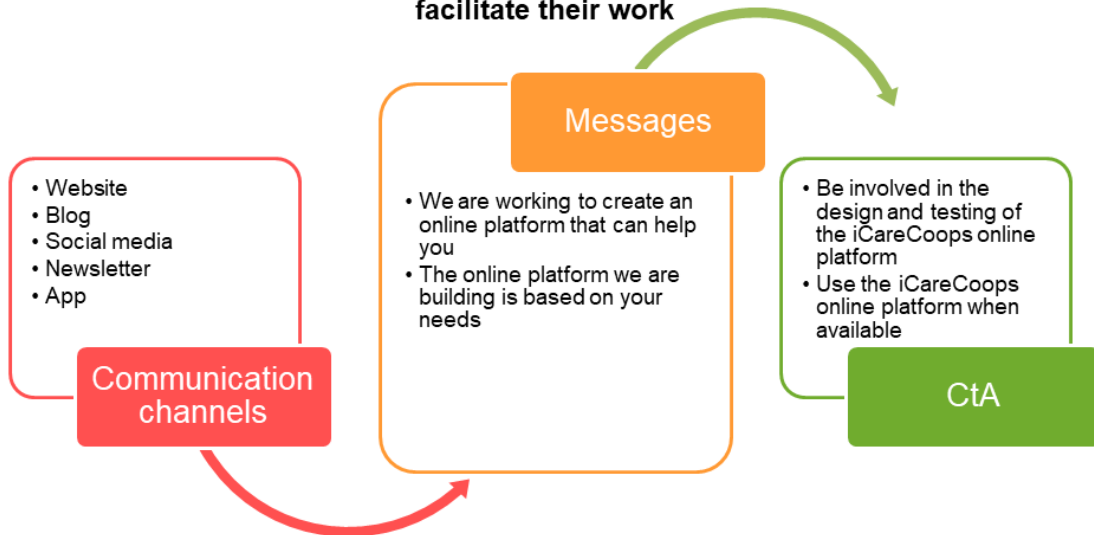
„Valentina“ – coop manager



- | | | |
|--|---|---|
| <p>LIKES</p> <ul style="list-style-type: none"> • Directly working with people • Meeting friends • Time with family <p>FEARS</p> <ul style="list-style-type: none"> • Losing market to private companies • Not enough time for kids | <p>DEMOGRAPHICS</p> <ul style="list-style-type: none"> • 47 years • Married • Director of care organisation with 100 members • Italy • 2 kids • Office software skills | <p>NEEDS</p> <ul style="list-style-type: none"> • Supporting tools to reduce administrative effort • Like-minded members <p>GOALS</p> <ul style="list-style-type: none"> • Quality of elderly support • Economic viability • Work-life balance |
|--|---|---|

Analysis of target audiences: Managers of existing Care Coops

Objective
Provide managers of care cooperatives a platform that can facilitate their work



Analysis of target audiences: Other AAL Project partners

Persona (Other AAL Project partner)

Elke, 40 years old, living in Germany, engineer working for as a researcher in Freiburg University, tech-savvy using her smartphone or tablet. She is working on an AAL project.

Likes: gardening, skiing, hiking.

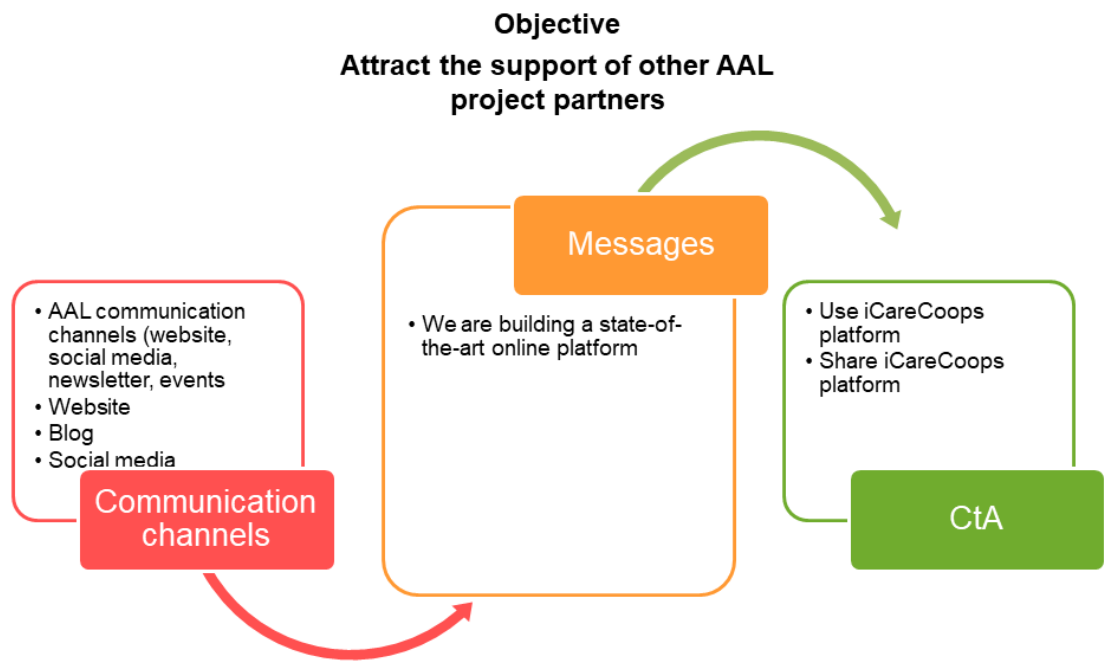
Fears: losing her job, accidents of family members.

Needs: care for her children, support in organising, free time.

Goals: successful project, stable environment/network, security



Analysis of target audiences – Other AAL Project partners



Analysis of target audiences: Care receivers

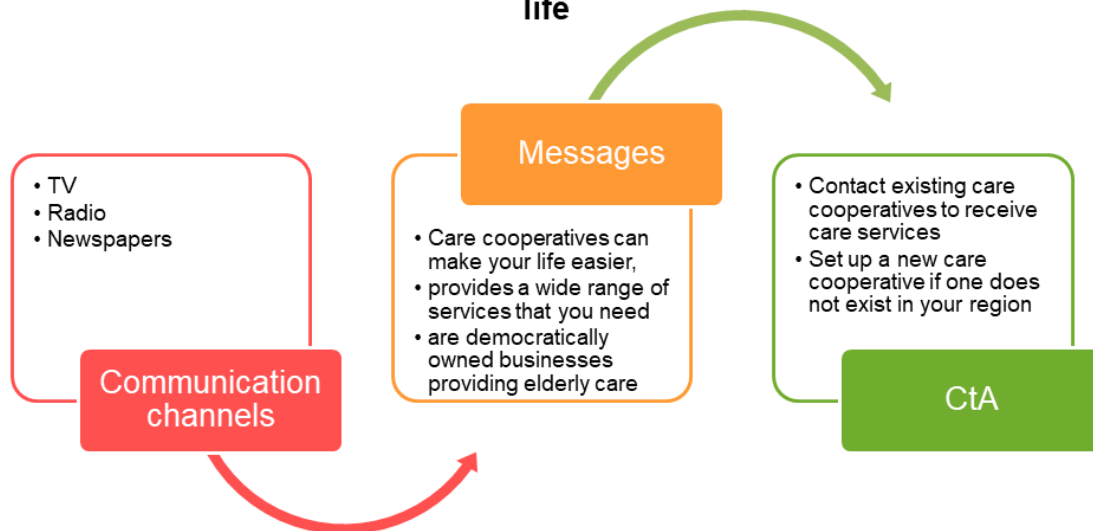
„Knud“ – receiving care



- | | | |
|--|--|--|
| <p>LIKES</p> <ul style="list-style-type: none"> • His dog • Watching TV • Short walks • Chats with neighbours <p>FEARS</p> <ul style="list-style-type: none"> • Social isolation • Technology • Being a burden • Medical emergency | <p>DEMOGRAPHICS</p> <ul style="list-style-type: none"> • 75 years • Widower • Retired farmer • Denmark • 2 children, 3 grandchildren, 1 younger sister • Dislikes technology and only has an old mobile phone for voice calls | <p>NEEDS</p> <ul style="list-style-type: none"> • Company • Basic care: cleaning, meals on wheels <p>GOALS</p> <ul style="list-style-type: none"> • Independent at home • Keep farm • Contact with family |
|--|--|--|

Analysis of target audiences: Care receivers

Objective
Provide tools to improve their life



Analysis of target audiences: Care givers

„Hildegard“ – takes care of her mother



<p>LIKES</p> <ul style="list-style-type: none"> • Gardening • Skiing • Hiking <p>FEARS</p> <ul style="list-style-type: none"> • Losing her job • Accidents of family members 	<p>DEMOGRAPHICS</p> <ul style="list-style-type: none"> • 54 years • Married • Academic researcher • Switzerland • 2 teenage kids • Heavily uses smartphone & tablet 	<p>NEEDS</p> <ul style="list-style-type: none"> • Care for her mother • Support in organising • More free time • counselling <p>GOALS</p> <ul style="list-style-type: none"> • Successful coordination • Stable environment • security
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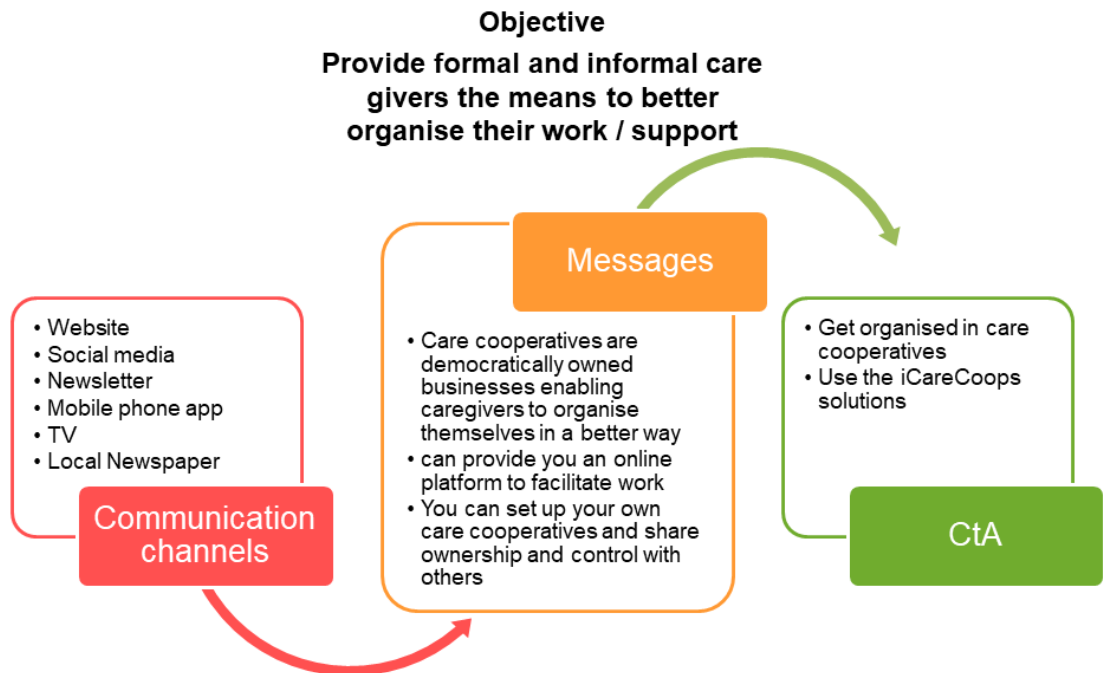
Analysis of target audiences: Care givers

„Herbert“ – physical therapist at coop



<p>LIKES</p> <ul style="list-style-type: none"> • Football • Beer • Technology • Skiing and hiking <p>FEARS</p> <ul style="list-style-type: none"> • Gain weight • Not enough time for daughter • Death of a patient • Staying single 	<p>DEMOGRAPHICS</p> <ul style="list-style-type: none"> • 37 years • Divorced • Physical therapist at cooperative • Germany • 1 daughter • Very tech-savvy 	<p>NEEDS</p> <ul style="list-style-type: none"> • Recreation • Organisational support • Financial security • Acknowledgement and influence at coop <p>GOALS</p> <ul style="list-style-type: none"> • Quality of elderly support • Work-life balance • Become management member
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Analysis of target audiences: Care givers



Available communication channels

iCareCoops channels

- Website
- Twitter
- Facebook
- Newsletter
- Publications
- Conferences
- AAL channels

Partners' channels

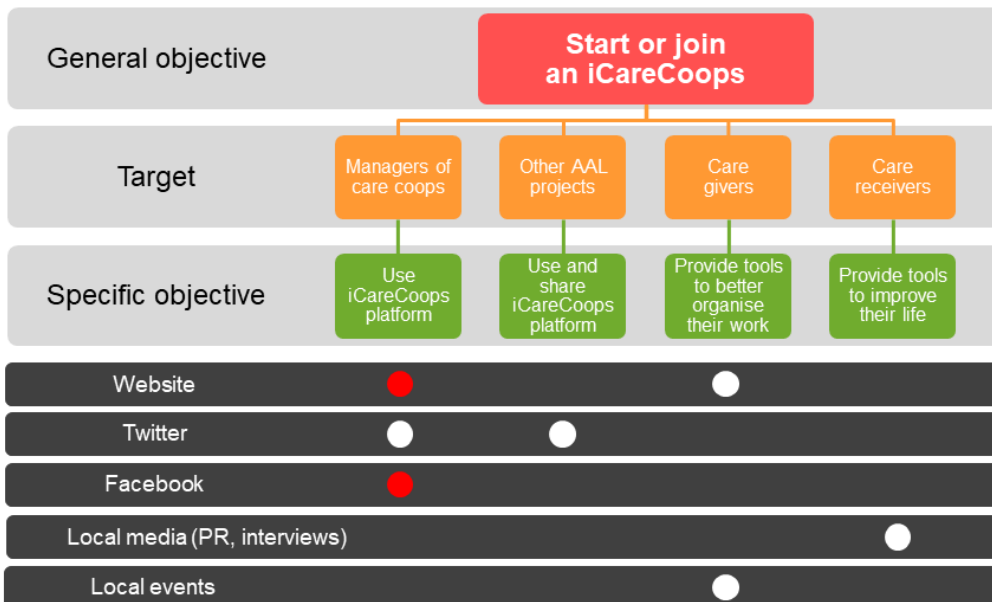
- Website
- Social media
- Local events and conferences
- Local media (newspaper, radio, tv)



Available communication channels (1/2)



Available communication channels (2/2)



iCareCoops Website

Target Groups: Care givers Other AAL projects

Objectives: ... Provide tools to better organise their work Use and share iCareCoops platform

KPIs and Targets:
 500 unique monthly visitors
 10 Deliverable downloads

- Measures:**
- General project information
 - Regular updates with Deliverables
 - Dissemination of updates via Social Media channels and newsletter

Lead: SYNNO
Support:



iCareCoops Newsletter

Target Groups: Other AAL projects

Objectives: ... Use and share iCareCoops platform

KPIs and Targets:
 > 4 newsletters
 100 Subscribers

- Measures:**
- Updates on project progress
 - Use our network, events

Lead: SYNNO
Support: COOPEU



iCareCoops Social Media (Facebook)

Target Groups: Other AAL projects Existing care coops

Objectives: Use and share iCareCoops platform Use iCareCoops platform

KPIs and Targets:
 > 3 Postings per week
 > 350 Likes
 > 0,10 Engagement Rate

Measures:

- Updates on project progress
- Networking with other projects/coops
- ...

Lead: COOPEU
Support: SYNYO



Care Cooperatives Blog

Target Groups: Care givers Other AAL projects Existing care coops

Objectives: ... Provide tools to better organise their work Use and share iCareCoops platform Use iCareCoops platform

KPIs and Targets:
 1 post / month
 100 unique visitors / post
 1 comment / post

Measures:

- Events
- Knowledge
- Insights
- Stories and cases
- Technology and solutions
- Networking with other projects

Lead: COOPEU
Support: SYNYO



Publications

Target Groups: 

Objectives: 

KPIs and Targets:
5 publications

Measures:

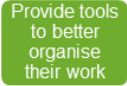
- Contribute to scientific community

Lead: SYNYO

Support: ZHAW

Events

Target Groups: 

Objectives: 

KPIs and Targets:
10 presentations

Measures:

- One main event to promote the project

Lead: COOPEU

Support: SYNNO, ZHAW, ZDUS...
ALL

ANNEX 2: CONTENT PLAN

Monthly stats

Posts	Views/Post	Total views	BLOG		Subscribers	NEWSLETTER		WEBSITE	
			Comments/Post	Top-Post		Newsletters	Subscribers	Visitors	Downloads
4	100		1	-	-	4	100	500+	10
1	60 (Best: 60)	248	0	Care for the future		1	25		
4	47 (Best: 80)	426	0	Aldia - fostering intergenerational solidarity		1	25		
				1.We take responsibility – apps for the older generation					
3	54 (Best: 59)	513	0	1.Open data principles		1	25	600	70
5	16 (Best: 37)	297	0	Are care cooperatives a model for integrated care?				286	12
3	40 (Best: 54)	444	1	The app for volunteers in the future of elderly care		1	25		
3	30 (Best: 41)	291		Cooperative for all, cooperator for life: creating an inclusive society one community at a time				314	12
2	26 (Best: 46)	319	1	Creating decent work and better quality services in the care sector through cooperatives				113	11
1	22 (Best:22)	254	0	SOCIALCARE – App building supportive networks enabling elderly people to stay home longer				96	13
1	29 (Best: 64)	265	0	Changing the Nature of Social Care: The Coop Way				68	10
1	44 (Best: 71)	366	5	Changing the Nature of Social Care: The Coop Way				113	5
1	11 (Best: 22)	230	1	Changing the Nature of Social Care: The Coop Way				81	4
1	56 (Best:144)	328	3	ILO: A global study on cooperative responses to growing care needs				69	5
1	15 (Best: 19)	211	0	The app for volunteers in the future of elderly care				81	3
1	17 (Best: 28)	234	0	Cooperative for all, cooperator for life: creating an inclusive society one community at a time				97	2
1	29 (Best: 31)	232	2	Will the iCareCoop app be a game changer?				174	15
1	32 (Best: 52)	297	0	Coop start-ups innovating care in Portugal – Link Cooperative International.				235	1
<u>30</u>		<u>4955</u>	<u>13</u>					<u>2327</u>	<u>163</u>

Contributors

NAME	ORGANISATION	JOB POSITION	POTENTIAL TOPICS	CONTACT	ADDED BY
Pantelis Kanellopoulos	MobileAge Project	Consortium Member	MobileAge Project	pantelis@gov2u.org	JB
Daniel Heery	Cybermoor	Coop Manager	Coop model in UK?	daniel.heery@cybermoor.org.uk	JB
Maurice Spiegel	SmartHomes	Manager	State of the Smart Home	m.spiegels@smart-homes.nl	JB
Estelle Huchet	Pour la Solidarité	Chargée de projet	SSE organisations, care and ICT in Europe	Estelle.Huchet@age-platform.eu	LC
Yoann Le Tiec	Dôme (Groupe Up)	Directeur commercial	AAL solution improving coordination between care providers	yoann.letiec@domicilien.fr	LC
Simel Esim	International Labour Organisation	Chief of cooperative unit	Cooperatives and the care sector	esim@ilo.org	LC
Nina van der Vaart	National Ouderen Fonds	Project manager	"Social care" AAL project	n.vandervaat@ouderenfonds.nl	LC
Hannah Toms	Mobile Healthcare Technology Congress			N/A	Thomas & Bodil
	Aeldre Sagen - irganisation representing older people in Denmark				Torsen
Ricard Babera	JBV				Heidrun
	WeTakeCare (AAL Project)				Heidrun
	Physiotherapy R&D - ZHAW				Anja
Mandy Scheermesser	AAL Project "Expert"				Anja
Marco	COOSS				Stefan
	Anziani e non solo Cooperative Sociale				Stefan

Additional information can be found in the supplementary Excel sheet.

ANNEX 3: DISSEMINATION OVERVIEW

COOPEU

Title	Type	Date	Description	Link or Dropbox file name
Cooperatives Europe projects: iCareCoops	Website	Mär.15	News published on Cooperatives Europe official website	https://coopseurope.coop/resources/projects/icarecoops
Cooperatives Europe Facebook page	Facebook	08.Sep.15	#Europe is getting older and older, 37.9% of Europe's population is older than 50 and single persons over the age of 65 account for 5.7% of all households in Europe. In this scenario, there is an increasing need for #socialcare and we need to look for new ways of providing it. To this aim, we are taking part in a new project together with several partners across Europe in order to develop new ways of promoting and supporting elderly care #cooperatives as a model to organise elderly care in an efficient way.	https://www.facebook.com/coopseurope?fref=ts
Cooperatives Europe Twitter profile	Twitter	08.Sep.15	#iCareCoops project's new website is out! Have a look @ it & tell us what you think http://bit.ly/1Fw02Eo #coops	https://twitter.com/CoopsEurope
iCarecoops project meeting	Website	Nov.15	Newsletter - Communication over iCareCoops meeting amongst COOPEU's members	http://us.4.campaign-archive.com/?u=88396ac97cd12366085e65fe2&id=53ebf0f3d&e=655df73672#icarecoops
United4Health Joint Digital Healthcare Symposium. "Our Daily Digital Health: ... is everyone ready?"	Event	19.Jän.16	iCareCoops model was informally promoted during this event, as a potential solution to United4Health project's economic viability issues. Three organisations demonstrated high interest in integrating iCareCoops models in future projects: (i) Novartis institutes for biomedical research, (ii) LIST Luxembourg Institute of Science and Technology, (iii) Maggioli SpA	http://www.ehtel.eu/activities/ehtel-symposium/joint-digital-healthcare-symposium
Trilateral AAL information and matchmaking	Event	Jän.16	A network of organisations active in EU elderly care projects was constituted, and iCareCoops model was promoted as a relevant option for future AAL projects. Bilateral discussions were conducted with the following organisations: (i) Asbl Conectar vzw, (ii) Alzheimer Europe, (iii) u-sentric, (iv) LIST Luxembourg Institute of Science and Technology - LIST, (v) Conseil suisse des aînés, (vi) Comarg, (vii) Centexbel, (viii) Coherent Streams, (ix) Swiss foundation for rehabilitation technology - FST, (x) Domo safety, (xi) Haute école du paysage, d'ingénierie et d'architecture de Genève - HEPIA	https://www.b2match.eu/aalinfoday2016
Intergenerational linkages in the family - FamiliesAndSocieties Stakeholder Seminar	Event	Jän.16	This event was the opportunity to be introduced to the ongoing work on intergenerational solidarity, and to consider informal synergies with the iCareCoops model. Bilateral informal discussions were conducted with the following organisations: (i) AGE platform; (ii) Erasmus University Rotterdam.	http://www.age-platform.eu/events-by-years/icalrepeatdetail/2016/01/26/275/-/intergenerational-linkages-in-the-family-familiesandsocieties-stakeholder-seminar?filter_reset=1
iCareCoops - call for submissions	Website	Mär.16	Newsletter - Communication over iCareCoops project and call for contributions amongst COOPEU's members	http://us.4.campaign-archive.com/?u=88396ac97cd12366085e65fe2&id=7173246578&e=655df73672#icarecoops
AAL Info Day	Event	Mär.16	iCareCoops project was presented during bilateral match meeting with 11 organisations aiming at building consortia in the framework of 2016 AAL call: (i) MedVision, (ii) Cork city council, (iii) Nestor solutions, (iv) HabiPro, (v) Eerste Verdieping, (vi) Acti4Health, (vii) Virtual ware, (viii) University of Ljubljana, (ix) Istituto Universitario Salesiano Torino, (x) Université de Genève, (xi) Compexin	http://www.aal-europe.eu/info-day-call-consortium-building-2016/#thash.EhPVajaT.dpuf
iCareCoops mid-term review	Website	Mai.16	Newsletter - Communication over iCareCoops mid-term review meeting and call for contributions amongst COOPEU's members	http://us.4.campaign-archive.com/?u=88396ac97cd12366085e65fe2&id=0f924b76a&e=655df73672#icare
Promoting the cooperative model within the AAL programme	Website	Mai.16	Description of iCareCoops project in annual report -- disseminated among COOPEU's members (see p.14)	https://www.dropbox.com/s/a23f01tezn8dw/COOPERATIVESEUROPE-ANNUALREPORT.pdf?dl=0
Is your cooperative active in elderly care? iCareCoops is calling for submissions	Website	Jul.16	Newsletter - Communication over iCareCoops project and call for contributions amongst COOPEU's members	http://us.4.campaign-archive.com/?u=88396ac97cd12366085e65fe2&id=3cc12b3045&e=655df73672#icare
#Coops empower people.	Facebook	Aug.16	#carecoops #icarecoops	https://www.facebook.com/coopseurope/posts/548805288648731
By 2050, 30% of the European population will be over 65 years of age.	Facebook	Aug.16	By 2050, 30% of the European population will be over 65 years of age. LIKE the new Care Cooperatives page to find out how we're making elderly care more efficient through the #coops model & innovative communication technologies. #carecoops #icarecoops	https://www.facebook.com/coopseurope/posts/54681828849077
#Coops empower people.	Twitter	Aug.16	#Coops empower people. How coop model & tech increase quality of elderlycare -> http://bit.ly/2byYi3 blog by @icarecoops #carecoops	https://twitter.com/CoopsEurope/status/770599667281301504
We are making #elderlycare more efficient through #coops	Twitter	Aug.16	We are making #elderlycare more efficient through #coops & innovative communication #tech: http://bit.ly/2cdGr6Z	https://twitter.com/CoopsEurope/status/769103069980295168
Une app technologique innovante pour améliorer la qualité de vie des personnes âgées	Event	Aug.16	Conference aiming to present an AAL project being finalized: ACCESS. Intervention from COOPEU to present iC. Working relations created with D8me (cooperative Groupe Up) and Pour la solidarité (European think tank).	http://www.pourlasolidarite.eu/fr/event/une-app-technologique-innovante-pour-ameliorer-la-qualite-de-vie-des-personnes-agees
AAL Forum	Event	Sep.16	SCHEDULED	http://www.aalforum.eu
Blog	Twitter	Sep.02	RT: The #coop movement can breathe new ambition into the #care sector. #AAL @icarecoops @CoopsEurope http://www.carecooperatives.eu/blog/cooperatives-foster-social-innovation-in-the-care-sector/ ...	https://twitter.com/LouisCsn/status/771682836629876736
Blog	Facebook	Sep.02	Read what Cooperatives Europe Project Officer Louis Cousin has to say about the #coop movement breathing new ambition into the EU #care sector! #iCareCoops #carecoops Care Cooperatives	https://www.facebook.com/coopseurope/posts/550141651848428

Best practices: ALDIA	Twitter	Sep.15	RT:New post: discover care #coop @AldiaCoop fostering #interGen solidarity! #AAL @icarecoops http://www.carecooperatives.eu/blog/aldia-fostering-intergenerational-solidarity-through-ict-solutions/ ...	https://twitter.com/LouisCsn/status/776437388151099392
Best practices: ALDIA	Facebook	Sep.16	How does a group of young women wanting to create job opportunities in home care services end up with 500 employees, 11,000 beneficiaries and an integrated IT solutions? They start a care #coop! Meet Aldia Cooperativa Sociale. Our Project Officer Louis Cousin offers first look into the study of iCareCoops project on best practices of care cooperatives.	https://www.facebook.com/coopseurope/posts/556018824594044
AGE 4th Annual Conference	Event	Nov.16	Presentation of the D2.2 Best practices report on cooperatives (v2). Contacts created with (i) AGE platform, (ii) Healthy Community Association	http://www.age-platform.eu/age-news/age-invites-you-its-4th-annual-conference-18-november-2016
Best practices: grupo SSI	Facebook	Feb.17	Coops impress us every single day! (Best practices share=	
Coopseu #CoopPriority17 campaign	Facebook	Jän.17	When EU health systems come under strain, care cooperatives can be the solution! We work to empower older people and increase the quality of care through #innovative solutions!	https://www.facebook.com/coopseurope/photos/a.61970605825320.1073741840.150926558436608/61927721601538/?type=3&theater https://coopseurope.coop/about-us/2016-annual-report
Cooperatives Europe annual activity report	Publication	Apr.17	Presentation of iCC outcomes. Decision to co-host the final dissemination event. Febecoop commits to mobilize its own network of coops	
Bilateral meeting with Febecoop		Jul.17	Presentation of iCC outcomes. Red Cross expresses its interest in this tool to improve the triangulation relation between beneficiaries, professionals and volunteers	
Bilateral meeting with Red Cross		Jul.17	Presentation of iCC outcomes. Maison Biloba offers to host the final dissemination event.	
Bilateral meeting with Maison Biloba		Jul.17	presentation of the iCareCoops project within the workshop "Enhancing the social impact of AAL projects through the starting up of local communities and the cooperative model!"	http://www.aalforum.eu/fullprogramme/
AAL Forum 2017	Event	2-4 Oct 2017		
Final event communication		Oct - Nov 17		
Promotion campaign on social media - Facebook, Twitter		Oct-Nov 17	Promotion of iCareCoops and final event	
iCareCoops final event: "Cooperatives and Innovation – Building the Future of Care in Europe"		28-29 Nov 17	Final promotion of the iCareCoops project outcomes & presentation of the prototype	http://project.icarecoops.eu/uncategorized/icarecoops-final-dissemination-event/

IDEAL

Title	Type	Date	Description	Link or Dropbox file name
We take responsibility – apps for the older generation	Website	25.10.2016	Blogpost about designing apps for older generations on the iCareCoops blog (English)	http://www.carecooperatives.eu/blog/we-take-responsibility-apps-for-the-older-generation/
Vi tager ansvar - Apps til ældre	Website	17.10.2016	Blog post about designing apps for older generations on Ideals website (Danish)	http://idealdev.dk/vi-tager-ansvar-apps-til-aeldre/
Facebook post - Apps for the older generation	Facebook	17.10.2016	Facebook post about the blogpost on Ideals facebookpage	https://www.facebook.com/idealdev/?fref=ts
Article/Blogpost for the iCareCoops blog	Website	02.12.2016	Blog post about the app for volunteers in the future elder care (English)	
Appen til fremtidens ældrepleje	Website	02.12.2016	Blog post about the app for volunteers in the future elder care on Ideals webstie (Danish)	
Facebook post - Appen til fremtidens ældrepleje	Facebook	02.12.2016	Facebook post about the blogpost on Ideals facebookpage	
Will the iCarecoops app be a game	Website	29.09.2017	Blog post about the iCareCoops app	https://www.carecooperatives.eu/blog/technologies-and-solutions/will-the-icarecoop-app-be-a-game/
Facebook post about "Will the iCareCoops app be a game"	Facebook	03.10.2017	Facebook post about the iCareCoops app	https://www.facebook.com/idealdev/
Facebook post about meeting in Brussels	Facebook	28.11.2017	Facebook post about meeting in Brussels	https://www.facebook.com/idealdev/

SIVECO

Title	Type	Date	Description	Link or Dropbox file name
Leverage of ICT Solutions in Elderly Care Cooperatives	Website	14.12.2016	Blog post about the adoption of technology at the level of cooperatives	http://www.carecooperatives.eu/blog/leverage-of-ict-solutions-in-elderly-care-cooperatives/
Discovering Open Data principles in iCareCoops	Website	06.10.2016	Blog post about the Open data principles	http://www.carecooperatives.eu/blog/technologies-and-solutions/discovering-open-data-principles-in-icarecoops/

SYNYO

Title	Type	Date	Description	Link or Dropbox file name
ICT2015 Lisbon	Event	Oct 2015	Informal promotion through discussions and on flyers	
TechAAL	Publication	Oct 2016	Implementing WCAG and ISO 9241 in AAL Software Applications - A Case Study	
Project info	Website	Apr.15	Info about the project	http://www.synyo.com/projects
SYNYO news	Website	Sep.15	http://www.synyo.com/news/how-to-successfully-implement-a-cooperative-model/	
AAL Forum 2016	Event	26-28.09.2016	they promotes new innovative products ideas	http://www.aalforum.eu/
Vienna business agency business event. keynote by Peter about AAL and ICC	Event	22.11.2016	Presentation of the project and interview with focus on business planning	
FFG info event about bringing AAL solutions successfully to the market, Vienna	Event	20.01.2017	Presentation of the project and its involvement of end-users	
Ageing and Technology, COST-AAL-MYBL joint workshop	Event	9-10 Feb 2017	Workshop 100 participants	http://www.cost.eu/events/ag
"More Years Better Lives" info event, Vienna	Event	14.02.2017	Presentation of an SME's experiences in AAL projects	
AAL Coordinators' Day 2017 Presentation	Event	27.04.2017	Summary of the project and lessons learned for coordinators	
AAL Forum 2017	Event	2-4.10.2017	presentation of the iCareCoops project within the workshop "Enhancing the social impact of AAL projects"	http://www.aalforum.eu/full
ICT Proposers' Day	Event	9-10.11.2017	Informal promotion of the project	
Publication of Foundation Guide	Website	30.11.2017	Presentation of the Foundation Guide in EN, DE and SLO	http://project.icarecoops.eu/w

VIA

Title	Type	Date	Description
iCareCoops project presentation	event	Oct.16	Oral presentation at meeting in Center for Health Technology, VIA University College
Pilot study of care cooperatives of a telemedical hotspot	blog	Nov.16	Blog
Testing usability	Article	In preparation to be submitted	Scientific paper
Testing design for usability and functionality	Abstract	To be submitted dec 2018	Abstract for conference summer 2018

ZDUS

Title	Type	Date	Description
Kooperative za oskrbo starejših - morda kdaj tudi pri nas? (in Eng: Cooperatives for care for older people - maybe also in Slovenia?)	article in ZDUS plus monthly bulletin	apr.15	presentation of the iCareCoops project, it aims, partnership, first meeting in Vienna, about Riedlingen concept
Kooperative za oskrbo starejših - morda kdaj tudi pri nas? (in Eng: Cooperatives for care for older people - maybe also in Slovenia?)	article in Vzajemnost magazine	Mai.15	presentation of the iCareCoops project, it aims, partnership, first meeting in Vienna, about Riedlingen concept
Volunteers' Festival	presentation	09.Jun.15	annual volunteer's day and fair in the centre of Ljubljana: project presented with leaflets on ZDUS' desk
Festival of NGOs LUPA	presentation	24.sep.15	traditional festival and fair of NGOs, in the centre of Ljubljana: project presented with leaflets on ZDUS' desk
Festival of the Third Age in Cankarjev dom congress center, various events:		29 September/ 1 October	see below
1. meeting with Karina Marcus, director of AAL program	presentation	29.sep.15	A. Ogrin presented iCC project to K. Marcus, answered her questions about aims, deliverables
2. round table: Innovage platform	short presentation	29.sep.15	iCC mentioned, leaflets available
3. round table about AAL program and AAL projects in Slovenia	short presentation	29.sep	iCC mentioned, leaflets available
4. international conference			iCC leaflets available
5. round table about cooperatives for organization of centres for daily activities for older people	short presentation	30.sep	iCC mentioned, leaflets available
meeting of ZDUS program board	short presentation	18.Jan.16	summary of the project, its aims, expected results, about ZDUS' role
meeting of ZDUS executive board	short presentation	07.apr.16	summary of the project, its aims, expected results, about ZDUS' role
DiscOver55 project (senior tourism)	short presentation	26.apr.16	presentation of iCC project, as example of ZDUS' projects as end users
Volunteers' Festival	presentation	Jun.16	annual volunteer's day and fair in the centre of Ljubljana: iCC leaflets on ZDUS' stand
Zadružništvo se vrača (Return of the cooperatives)	article in Vzajemnost magazine	September issue	update on project developments and reasons for establishing coops
Kooperative uspešen model za oskrbo starejših? (Can cooperatives be a successful model for care for older people?)	article in ZDUS plus monthly bulletin	September issue	description of advantages of cooperatives for older persons, how to start them
Kooperative uspešen model za oskrbo starejših? (Can cooperatives be a successful model for care for older people?)	article for ZDUS website	September	
Festival of the Third Age in Cankarjev dom congress center, Ljubljana	short presentation	28/30 September 16	iCC leaflets available at ZDUS' info point and ZDUS' activities corner
Return of the cooperatives	contribution for iCC blog	Okt.16	
Cooperative housing: beyond traps of ownership and renting for profit, about Zadragator housing cooperative	contribution for iCC blog	01.11.2016	
DiscOver55 project (senior tourism) pilot testing Izola	short presentation	12.11.2016	visit of GEFAS - NGO for seniors from Graz, short presentation of iCC project - discussion about cooperatives
Meeting with seniors and Zadragator, at Trubarjeva hiša literature, Ljubljana	presentation at the meeting	14.Dez.16	presentation of housing cooperative Zadragator

About eTRI community, article by Lenka Puh	contribution for blog		Jän.17	about lifelong cooperative experience
Testing of iCC application in ZDUS	article in ZDUS plus monthly bulletin		Feb.17	report on testing of iCC pilot application, feedback from testers etc.
Testing of iCC application in ZDUS	article for ZDUS website		Mär.17	report on testing of iCC pilot application, feedback from testers etc.
Testing of iCC application in ZDUS	article for iCC newsletter		Mär.17	report on testing of iCC pilot application, feedback from testers etc.
iCC and housing cooperatives	short presentation		21.Mär.17	future of cooperatives for seniors, meeting with ISRAA Treviso (care institute) representatives
Article on iCC project meeting in Aarhus, about project developments...	article		Jun.17	to be published in ZDUS plus, website etc.
Volunteers' Festival	presentation		Jun.17	annual volunteer's day and fair in the centre of Ljubljana: iCC leaflets on ZDUS' stand
Traditional Days of cooperatives (location and dates of the event to be defined)	presentation	June/July 17		
Feedback about Days of cooperatives (see above)	contribution for iCC blog		Jul.17	
Festival of the Third Age in Cankarjev dom congress center, Ljubljana - round table "Cooperatives for seniors"	round table "cooperatives for seniors"		01.Sep.17	
About round table "Cooperatives for seniors"	contribution for iCC blog		Okt.17	
Achievements of iCC project	article	November 17		to be published in ZDUS plus months bulletin, website etc.

ZHAW

Title	Type	Date	Description	Link or Dropbox file name
iCareCoops project presentation linked with Facebook	Twitter	31.Okt.15	Twitter profil iCareCoops	https://www.facebook.com/zhaw.ch/
iCareCoops Task 2.3 Publication as scientific peer-reviewed article	Publication	31.Dez.15	quantitative study in a scientific journal (ZHAW Wädenswil Andrea Kofler as first author) The choice of the journal has still results of the focus group study for cooperatives linked to benefits and	
iCareCoops Task 2.4 Focus groups results and occupational therapy	Publication	31.Okt.15	challenges for occupational therapists as a	http://www.conference.ie/Conferences/menu.asp?menu=17678&Conference=182
iCareCoops project presentation with focus on results from the focus groups	Event	18. March 16	Congress on AAL in ZHAW Wädenswil (Poster	https://www.zhaw.ch/storage/ism/upload/ism/Netzwerktraffen_FM_Perspektiven_2016.pdf
Media news ZHAW Journal name "Impact"	Website	March 16	General information about the project group results as appreciation of the participants to join the study and for sending christmas greetings.	https://www.zhaw.ch/storage/hochschole/medien/zhaw-impact/zhaw-impact-3216.pdf
		June 16	Internal media of the partners (associations) will be used for printing or	
iCareCoops Task 2.4 Focus groups results Becker, H., Biehl, V., Meidert, U., Goba, K., Burger J., Kofler, A. (in review). Care Cooperatives as new Actors in National Social Systems: Today Hard to Conceptualize - Tomorrow Welcomed Partner. Journal of Co-operative Organization and Management.	Publication	in review		
		June 16	group study for cooperatives linked to benefits and challenges for occupational therapists as a new model of care (cotec for all participants of the focus groups in	http://www.conference.ie/Conferences/menu.asp?menu=17678&Conference=182
iCareCoops Task 2.4 Focus groups results	Event	June 16	Switzerland (sent by email)	
iCareCoops Task 2.4 Focus groups results	Event	Aug.16	Poster presentation in Lugana SChP Congress	http://www.schp.ch/de/postersessions/
iCareCoops Task 2.4 Focus groups results	Publication	Oct 16	Submission of scientific publication of results tasks 2.4 Focus groups	
13. Schweiz. Kongress für Gesundheitsökonomie und Gesundheitswissenschaften, 21.10.2016, Universitätsspital Bern	Event	Okt.16	Keynote presentation: "iCareCooperatives – # 200 experts	
uDay XY Umgebungsunterstütztes Leben 2017	Publication	Feb.17	Postersubmission - accepted	http://www.fhvat/forschung/nutzerzentrierte-technologien/uday/uday-xy-umgebungsunter
1. Winterthurer Ergo-Gipfel 2017	Conference	04.Feb.17	Lecture and workshop	https://www.zhaw.ch/de/gesundheitsinstitute/zentren/ier/winterthurer-ergo-gipfel/1-wint
Meeting with EVS and Kanton Aargau	Event	03.Apr.17	Discussion of concept, and of options of collaboration	