STREAMING OF THEATRE AND ARTS FOR OLD aGE ENTERTAINMENT

D4.1.1 FIRST YEAR UPDATE

OF DISSEMINATION PLAN

VERSION NUMBER: 0.3
DISSEMINATION LEVEL: CO
LEAD PARTNER: ASM – MARKET RESEARCH AND ANALYSIS CENTRE
DUE DATE: M12
TYPE OF DELIVERABLE: REPORT
STATUS: FINAL

Published in the framework of:

STAGE – Streaming of Theatre and Arts for Old Age Entertainment
STAGE website: www.stage-aal.eu

Authors:

Agnieszka Kowalska, ASM Market Research and Analysis Centre Ltd.

Paweł Nowakowski, ASM Market Research and Analysis Centre Ltd.

Nicolò Paraciani, CNR

Francesca Picenni, CNR

Revision and history chart

Version	Date	Editors	Comment
0.1	29/06/2016	Paweł Nowakowski, Agnieszka Kowalska	
0.2	30/06/2016	Nicolò Paraciani, Agnieszka Kowalska	minor changes in the deliverable list and layout
4.1.1 v.0.1	24/02/2017	Paweł Nowakowski	update of D4.1
4.1.1 v.0.2	28/02/2017	Nicolò Paraciani, Francesca Picenni	update and revision of ch. 7.2.8., adding a section on contacts with local cultural institutions, completing a few missing details in Table 7, editorial changes
4.1.1 v.0.3	28/02/2017	Paweł Nowakowski	update of Table 7, general review, editorial changes
	13/10/2017	Paweł Nowakowski	added data and a forecast on website visits and Twitter performance

Disclaimer:

The information in this document is subject to change without notice. Company or product names mentioned in this document may be trademarks or registered trademarks of their respective companies.

Table of content

List of figures:

List of tables:

1. Executive summary

This Deliverable 4.1.1. First Year Update of Dissemination Plan has three functions: 1) it serves as a background and framework document supporting all dissemination and communication activities within the project "Streaming of Theatre and Arts for old Age Entertainment"; 2) it reports disseminating activities carried out by the Project Consortium in the first year of the project duration; and 3) it presents further dissemination activities planned in the next nine months. It is the second version of Deliverable 4.1, which will be updated in accordance with the Description of Work (DoW), that is in 21st and 30th month of the project duration.

The document starts with project overview, description of dissemination strategy according to DoW and definition of objectives of the document.

Subsequently, the document defines key dissemination goals: raising awareness, promotion and engaging in action; specifies detailed target groups (divided into two segments: potential users and business stakeholders) and defines key messages suited to the respective target groups.

STAGE identity and branding is presented in chapter 6. It includes project name and acronym, project logo, colour palette and document and font style as well as project document templates.

The most important parts of the document are chapters 7 and 8. The first defines and describes dissemination channels that will be used during the project dissemination (i.e. Internet, media, own printed promotional materials and events), dissemination tools and techniques (e.g. project website, newsletters, press articles, leaflet, and conferences). The latter presents detailed dissemination activities with timing, place, objectives of particular actions, expected audience etc.). It also mentions the importance of evaluation.

The report ends with conclusions.

The following updates of the dissemination plan will not only provide an update to Partners' dissemination activities, but they will also include strategy and action plan connected more with marketing aspects (especially based on outcomes of market analysis done in WP4) in order to support the commercialisation process.

2. Introduction

2.1. Project Overview

Streaming of Theatre and Arts for old Age Entertainment (STAGE) is a European research project within the Active and Assisted Living Research and Development Programme, funded under 2015 Call Challenge "Living actively and independently at home. Support more older adults to live longer in their homes with the contribution of ICT based solutions". The Project started in March 2016 and will end in August 2018. The STAGE Partners are:

Participant organization name	Participant short name	Organization type	Country
National Research Council, Construction Technologies Institute (Coordinator)	CNR ITC	Research Organisation	Italy
CEDEO di Chiariglione Leonardo EC	CEDEO	SME	Italy
Accademia Nazionale Cultura Sportiva	ANCS	End User	Italy
SIVECO Romania SA	SIVECO	Large Company	Romania
Georama LLC	GEO	SME	Cyprus
ASM Market Research and Analysis Centre Ltd.	ASM	SME	Poland
Pannon Business Network Association	PBN	End User	Hungary
KARMA Interactive Ltd[1].	KARMA	SME	Hungary
Materia	MAT	End User	Cyprus

Table 1. List of project partners

The rationale for STAGE is the lack of satisfactory services allowing older people to comfortably and sufficiently enjoy high culture. For to take part in this sort of events, several elderly people must overcome many different barriers, from economical to physical ones, and overcoming them is often not feasible. STAGE has an ambition to provide a solution by developing suitable cultural offer for older people. The main objective of the project is to develop a co-designed and easy-to-use ICT platform which will be available on digital devices and allow the elders to enjoy cultural events from home. The platform will be provided via streaming technology by a European network of stakeholders and all content will be available in four languages, i.e. Greek, Hungarian, Italian and English. The offer will include in particular theatre and opera performances, and concerts and museum exhibits. In addition to that, STAGE will provide a dedicated social network which will be a part of the project platform and enable the users exchanging opinions on different cultural events offered by STAGE. Thus, STAGE will encourage the elderly to higher social participation and improve their engagement in the society. It will make their life more active and healthy as well.

Nevertheless, STAGE is not addressed exclusively to older people, since different cultural stakeholders (e.g. theatres, operas), and – after the project end – associated subjects (intermediary agencies, software developers) will be also engaged in the STAGE platform. This makes the STAGE platform not only social, but mainly a commercial undertaking aimed at doing successful business.

---

[1] KARMA is going to be formally engaged in the project from March 2017. It will replace Informatix.

2.2. Dissemination according to Description of Work

This dissemination strategy document is an updated version of D4.1. deliverable of Task 4.1. "Dissemination" in Work Package 4 "Dissemination, exploitation and business development". The main purpose of this D4.1.1. version of the Dissemination Plan is to add a description of disseminating activities that were conducted during the first year of the project, to plan further dissemination of the project and its results, as well as to adjust and revise some points in the dissemination strategy.

WP4 states that dissemination is to be carried out by all project partners (including end users who will share their opinions on the ICT platform), both in their countries and at European level.

This document will be updated in 21st, and finally in 30th month of the project duration, and all versions will enumerate the dissemination activities of all project partners. This will include, among other things, events and publications, contacts with stakeholders, website updates, and the project promotion in social media.

As WP4 description states, main dissemination activities which will be performed within this work package include the following:

- Definition of a dissemination plan;
- Development of public project website and regular updates on the project work progress;
- Conferences and meetings open to partnership members and larger audiences;
- Raising awareness of the project scope among stakeholders, actors and involved parties also through personal contacts, information and consultations.

According to WP4, dissemination activities will include conferences, meetings, and marketing sessions with cultural entities or associations. In order to reach as widest audience as possible, brochures and demo videos have also been planned. Furthermore, this document aims at providing an internal Dissemination Guide for partners, which will describe project branding rules.

The key part of the dissemination process is also Task 4.4. "Website development" which was planned as a separate task. The main aim of the regularly updated web site http://www.stage-aal.eu/ is to disseminate STAGE results to the wide public. The project website will be active for at least one year after the project end.

ASM is the leader of the whole WP4 as well as of Task 4.1 "Dissemination" and Task 4.4 "Website development". All partners will be engaged in conducting Task 4.1, and Task 4.4 will be carried out by ASM and CNR however with contribution from Partners, especially WP Leaders. It should be added that the relevance of publication of the project website and of dissemination plan has been strengthened by recognizing them as milestones (respectively: M4.1 and M4.2).

Moreover, dissemination strategy is associated with all deliverables, which are enumerated in a table below (as stated in the DoW):

Del. no.	Deliverable name	WP	Type of deliverable	Dissemina-tion level	Delivery date
D1.1	Report on users involvement and prefer-ences	1	R	RE	4
D1.2	User requirements definition and analysis	1	R	RE	6
D1.3	Definition of technical specifications to meet user requirements	1	D	CO	8
D1.4.1	Ethics and privacy guidelines	1	D	CO	10
D1.4.2	Report on ethics and privacy issues	1	R	RE	26
D2.1	System architecture, technical require-ments and specifications	2	D	RE	10
D2.2	Integration plan	2	R	RE	8
D2.3	Release of first STAGE prototype	2	SW	RE	12
D2.4	Testing plan	2	D	RE	14
D2.5	Final STAGE prototype	2	SW	CO	29
D3.1	Report on cultural organisations involve-ment	3	R	CO	11
D3.2	Evaluation report	3	R	RE	18
D3.3	Training and applications	3	D	RE	21
D3.4	Final field evaluation report	3	R	CO	24
D4.1	Dissemination Plan (and updates)	4	D	CO	4, 12, 21, 30
D4.2	Market analysis report	4	R	CO	15
D4.3	Draft Business plan/business model	4	D	RE	17
D4.4	Exploitation plan	4	D	RE	15
D4.5	Public project website	4	SW	PU	6
D4.6	Final business plan/business model	4	D	CO	29
D5.1	Kick off meeting report	5	R	RE	1
D5.2	Intranet website	5	SW	RE	4
D5.3	Project management plan	5	D	RE	6
D5.4.1	First calendar year report	5	R	RE	12
D5.4.2	Second calendar year report	5	R	RE	24
D5.5	Midterm review questionnaire	5	D	RE	15
D5.6	Final report	5	R	RE	30

Table 2. Deliverable overview list

The strongly commercial character of STAGE implies that only D4.5 "Public project website" will be open to the public, as the project's know-how needs to be protected against potential competitors on the market. However most crucial results and outcomes, summaries of some deliverables (paying attention that no confidential data is transferred) will be disseminated to the wider audience.

2.3.   Objectives of the document

The general objective of this document is to define and plan a dissemination strategy that will be used during the STAGE project. The key objectives are:

- to define dissemination goals,
- **WHO - what are the target groups?** - to define detailed target groups – it is a very important objective due to the wide scope of STAGE, which is directed to the elderly and to business environment, which can be recognized as totally different groups (see chapter *4. Target groups*)
- **WHAT** - **what is the main message we want to communicate?** - to describe the directions of key messages tailored to the particular target groups (see chapter *5. Key Messages*)
- **HOW** - **through what channels and tools will we reach the target groups in the most effective way?** - to define dissemination channels, tools and techniques which must be also suited to different audiences of STAGE (see the chapters: *6. STAGE identity and branding and 7. Dissemination channels, tools and techniques*)
- **WHEN - what is the time planner for the implementation of particular activities?** - to present the action plan (please see the chapter 8*. Action Plan*).

Dissemination is one of the key elements of STAGE, since well-developed communication, promotion and marketing activities determine reaching older people who are not easy to reach. Therefore, well-thought-out dissemination of the project is a necessary condition to successfully release the STAGE platform to the market place.

Moreover, updated versions of the Dissemination Plan, including this D4.1.1. version, are also aimed at presenting dissemination results, planning future activities, as well as adjust and revise, if needed, some elements of the dissemination strategy. The document will be updated again in 21st and 30th month of the project duration.

3. Dissemination goals

As DoW states, one of the expected results of WP4 is:

- raising awareness of the project scope among stakeholders, actors and involved parties also through personal contacts, information and consultations

Hence, dissemination strategy should be focused on high-quality **raising awareness** of STAGE and its ambition and results, in particular among the primary target groups (which are defined in chapter 4.). The previous European projects that we took part in showed that people tend to be more interested in ICT tools, as they are convinced that using high-technology is profitable. Potential users become much more friendly to new opportunities that ICT provides and start actively seeking for the solutions and services which successfully fulfil their needs. Therefore the STAGE Consortium intends to raise awareness of the elderly people and thus to cause some changes in practice and the way of life.

Raising awareness is associated with **promotion**, which is also a goal of a great importance. This is determined by the character of the STAGE platform, which will have not only societal, but mainly market (commercial) dimension and objectives. Hence, there is a strong need to popularize and promote the STAGE platform as a market service that can be very profitable to cultural stakeholders and other business stakeholders as well as to users. It should be clear that a commercial success of the STAGE platform is crucial for the success of the whole project and its exploitability. Thus the ultimate goal is to **encourage end-users** and **potential collaborators to action,** considered as using the STAGE platform as a successful alternative to traditional participation in higher culture.

The aforementioned goals, i.e. raising awareness, promotion and engagement to action (performed by end-users), define the dissemination strategy, including particular target groups as well as chosen methods, techniques and the scope of dissemination activities. At the same time, they will allow creating networks of potential STAGE customers and possibilities of cooperation beyond Consortium in the future and thus the dissemination activities will **support the exploitation of the project results.** It will be achieved by different tools, documents and activities of the whole consortium that are described in this document in the following chapters.

In order to successfully realise the main WP4 objectives, the following partial objectives have been designed:

- to ensure that project dissemination and communication activities are well designed, planned, coordinated and implemented,
- to raise awareness and involvement of the key groups,
- to ensure wide social understanding of STAGE objectives and benefits.

4. Target groups

The target audience of STAGE is very diverse. It is a consequence of the scope and the objectives of the project. On one hand STAGE is a societal project which aims at improving the quality of life of older people and thus they are a natural target group. On the other hand, the project has also a commercial dimension and needs to be communicated to cultural stakeholders interested in the solution. Thus the project Partners need to reach several different target groups (primary audience is marked in bold), which can be divided into two segments.

- A. Potential users:
  - **Individual users at age 65+**
  - **relatives of seniors**
  - seniors below 65+ (i.e. 55+)
  - care homes and associations

- B. Business stakeholders:
  - **private cultural institutions**
  - **public cultural institutions**
  - software developers and providers
  - agencies selling tickets
  - web services related to culture and promotion of cultural events; advertising agencies

Regarding potential users, it should be noted that because of some health problems and general condition not every older person, who could be a potential client of STAGE, will be able to get access to the platform herself or himself. As it involves a quite complicated set of activities, it should be assumed that assistance of other people (e.g. relatives) will be often necessary. Thus, it is a good reason to consider relatives of the elders as a second target group who will have a possibility to purchase gift cards for senior members of their family. As health problems often occur also in younger seniors (55+), they should be included as a target group (secondary though) as well. However, the crucial issue for dissemination activities is that they should create the image of STAGE service user as an active, intelligent senior with self-esteem.

The STAGE project has been also introduced to care homes and associations that can engage in secondary dissemination and also be interested in purchasing an access to some events. Regarding business stakeholders natural target groups are cultural institutions, both public and private. Those are inter alia: theatres, museums, operas, philharmonics and cultural events organizers. Furthermore, as the STAGE requires advanced IT services (streaming, database, on-line payments etc.) it is also targeted on agencies selling tickets, cultural web services and advertising agencies who can be interested in putting adverts on the STAGE platform. However, these kinds of target groups can be engaged only after project end and the STAGE platform will be about to be released. Potential clients and stakeholders will be defined in detail in market analysis report that will be used for the future dissemination activities.

5. Key messages

There are a couple of general rules that should be respected when presenting the key messages. They ought to be clear and simple. They should not duplicate and should address the most important issues. The messages and their languages should be tailored to the respective audiences. Key messages of STAGE ought to be addressed to both segments of target groups separately.

As regard to **potential users**, the messages should address the following issues:
- what is STAGE platform, what it offers, how it works and information about the costs (message tailored to the elders);
- what are the benefits for older people using STAGE and why it is an important tool in supporting active, healthier, dignified and socially embedded life of the elders;
- how (and how easily) STAGE can be used by seniors.

And as regard to **business/cultural stakeholders** the messages should inform:
- what is STAGE platform, what it offers, how it works
- why STAGE is a novelty on the market and is better than other services
- what is the market potential of STAGE and what are prices trends
- what kind of Partners is the STAGE Consortium looking for, what is the purpose of involving those Partners and what are the potential costs of engaging in STAGE
- how can STAGE improve societal participation in higher culture (in particular addressed to institution with mission to promote culture, not necessarily for profit)

A full content of key messages will be developed as the realization of the project advances. An important contribution will be milestone D4.2 "Market analysis report" which will determine the size of market as well as end-users' needs and profiles. If necessary, the key messages will be then revisited, updated and detailed.

6. STAGE identity and branding

Project identity and branding are dissemination supporting elements that enable greater efficiency. They provide distinctive look and integrity of the project across different communication tools that are used during the dissemination process.

6.1.   Project name

The full name of the project is: "Streaming of Theatre and Arts for old aGe Entertainment".

The short name is STAGE.

The full name is to be always followed by its short name in brackets, that is: Streaming of Theatre and Arts for old age Entertainment (STAGE).
The exceptions are when preparing:
- typical *marketing* materials in the later stage of the project to support exploitation of the platform when short, simple and catchy words and text should be used to attract attention of potential clients and collaborators,
- materials targeted at *the elderly* when "old age" wording is not necessary the most appealing collocation.

The full name of the project should be used especially when writing about the project for the first time in a document (unless it is specifically listed in the list of acronyms/abbreviations). After, it is advisable to refer to the project by using its short name.

6.2.   STAGE logo

STAGE logo has been developed at the very initial stage of the project. The logo presents the acronym of the project and it is shaped according to the project dimension and purpose, that is to provide ICT cultural service to older people. This has been ensured by the T letter presented in a graphic form of a walking stick and a hat as well as by adding WiFi-like connection signal symbol.

Figure 1. STAGE logotype

6.3.   Colour palette

R: 35, G: 31, B: 32

R: 0, G: 114, B: 187

R: 83, G: 47, B: 145

R: 0, G: 178, B: 236

6.4.   Document and font style

Documents elaborated within the project need to be created using MS Word, MS Excel or Adobe Acrobat (for PC). Slide presentations must be created with MS PowerPoint.

The corporate typographic family of STAGE is Calibri, chosen for its clarity, modernity and good legibility. The documents produced within STAGE should follow these basic rules:

- Font: Calibri
- Titles/headings: size 24, 13 or 14
- Text: size 11
- Colour of Headings: R:0, G: 114, B: 187
- Colour of text: R: 35, G: 31, B: 32
- Spacing: 1.15

6.5.   Reference to AAL funding

STAGE project has received funding from the Active and Assisted Living Research and Development Programme. Therefore, it is required that documents and all dissemination and communication materials have to include the AAL emblem to acknowledge the support received under AAL programme.

As "AAL Programme Brandguide"[2] states:

> *The AALA logo should never be reproduced in a size smaller than 3 cm in horizontal length. Exceptions must be approved by AALA. For maximum impact and clarity, an area of clear space must be maintained around the AALA logo. This clear space provides a protective area surrounding the logo within which no other graphic elements such as typography, pictures, art or borders may intrude[3].*

STAGE consortium will meet all rules of dissemination activities as defined in the "AAL Programme Brandguide".

---

[2] AAL Programme Brandguide, October 2015, available at: http://www.aal-europe.eu/wp-content/uploads/2015/11/Brand-Guide-AAL-Programme.pdf [access date: 10.05.2016].
[3] *Ibidem*, p. 4

Figure 2. AAL logotype

All documents produced by STAGE consortium must include the reference to AAL funding in the following form:

 This project has received funding from the Active and Assisted Living Research and Development Programme.

6.6. Project internal document templates

A series of templates had been developed in the beginning of the project. All documents developed within STAGE shall be based upon the templates:

- PowerPoint Presentation Template (see chapter 6.7)
- Deliverable templates
- Simple document template
- Agenda template
- Minutes template

All forms are available in electronic form in the STAGE project repository.

6.7. PowerPoint presentation template

Title and following slides:

Figure 3. PowerPoint presentation - title slide

Streaming of Theatre and Arts or Old Age Entertainment

This project has received funding from the Active and Assisted Living Research and Development Programme

Figure 4. PowerPoint presentation - simple slide

The last slide:

Figure 5. PowerPoint presentation - the last slide

7. Dissemination channels, tools and techniques

After defining key assumptions of dissemination strategy, such as dissemination goals, target groups, key messages and rules for creating dissemination materials, we can describe channels, tools and techniques that should be used to achieve as good dissemination results as possible. This is one of the most important part of this document, since even the best assumptions and targeting cannot be successful, unless appropriate means are used. STAGE consortium will use a variety of channels, tools and techniques due to very different target groups and a few dissemination goals.

7.1. Dissemination channels

The main dissemination channels that have been used during dissemination (including communication and marketing) activities are listed in the Table 3 below and described in detail in the following sections.

Dissemination channel	Target groups	Key objective
Internet	Both target groups segments as defined in chapter 4: A (potential users) and B (business/cultural stakeholders); general public	Raising awareness, promotion, engagement
Media	Individual users at age 65+, care homes and associations,	Promotion, engagement

	business/cultural stakeholders (target group B)	
Own printed promotional materials	General public, seniors and their relatives, care homes and associations	Raising awareness, promotion
Events	seniors and their relatives, care homes and associations, business/cultural stakeholders (target group B)	Promotion, engagement

Table 3. Dissemination channels

7.1.1. Internet

Internet is the most popular dissemination strategy that is used in European projects and is a more and more common communication and marketing channel in general. However, reaching the key audience requires some well-thought-out and integrated strategies. The primary audience of STAGE (as defined in chapter 4, see Table 3 above) has been reached by suitable content, tailored language, appropriate layout and by choosing the most promising tools. It can be expected that the best results from dissemination via Internet will be achieved in case of business/cultural stakeholders (i.e. cultural content providers, software developers, intermediary agencies) rather than in case of the elders. Nevertheless, there are also particular channels dedicated to seniors, and STAGE will use them as well. Last but not least, Internet allows reaching general public, which is also an important dissemination aim of STAGE.

Furthermore, STAGE consortium have been using social media channels to better communicate the project's objectives, news and results.

7.1.2. Media

STAGE will also use traditional means of communication, i.e. paper media. This seems very suitable communication channel, when it comes to project's key audience: older people and business/cultural stakeholders. The elders are attached to traditional press and what is more, magazines for seniors are more and more popular (what is implied mainly by growing number of older people in Western societies). Also firm owners and managers tend to follow business magazines, as evidenced by their great popularity and importance in public opinion forming. Choosing this communication channels ensures that the crucial target groups will be reached. Moreover, STAGE consortium will publish papers in scientific journals to present its methodological, technical and societal importance.

Nowadays media are strictly related to Internet services, so it should be noted that dissemination through media often implies that particular information is presented in both the paper media and online.

7.1.3. Own printed promotional materials

One of the standard and popular dissemination channels is delivering physical promotional materials to potential end-users and to general public. Such materials have been also used by the STAGE consortium. The produced materials can be, among other things, leaflets, posters, brochures. Their main aim is raising awareness, but they are also an important means of disseminating project objectives and deliver many details on how to get more information about a project. They should be eye-catching and make people seek for more information themselves. Regarding STAGE the scenario might be that the elders will get into STAGE service and turn to their close relatives who would be able to gather more detailed information.

7.1.4. Events

The STAGE consortium have been and will take part in different events, such as conferences, workshops, meetings etc. Organizing and taking part in the events ensures reaching key audiences as well as enables high-quality dissemination. Participants of events, in particular in case of workshops and meetings with (potential) stakeholders, have a possibility to clarify, better understand and even advance the idea of the project, which is of a great importance and constitutes an added value. Workshops also allow stakeholders to test some draft solutions and business models.

7.2. Dissemination tools and techniques

After defining dissemination channels, now the detailed techniques and tools can be defined. They are listed in Table 3 and described in the following chapters.

Dissemination tools and techniques	Target groups	Key objectives
Project website	General public, relatives of seniors, care homes and associations, potential stakeholders (target group B)	Raising awareness, promotion
Project PowerPoint presentation	General public, seniors and their relatives, care homes/associations, potential stakeholders	Raising awareness, promotion, engagement
Newsletters	care homes and associations, potential stakeholders	Promotion, engagement
Social media	care associations, potential stakeholders	Raising awareness, promotion
Press articles	Both target groups segments as defined in chapter 3: A (potential users) and B (business stakeholders)	Promotion, engagement

Scientific publication	scientists, potential stakeholders, professionals in the field	Promotion, advancing the state of the art
Poster	care associations, potential business stakeholders, professionals in the field	Promotion, exchanging opinions, feedback
Leaflet	general public, seniors and their relatives, care homes and associations, potential business stakeholders	Raising awareness, promotion
Marketing sessions	potential business stakeholders	Engagement, promotion, feedback
Conferences and meetings	Both target groups segments as defined in chapter 4: A (potential users) and B (business stakeholders)	Engagement, promotion, feedback

Table 4. Dissemination tools and techniques

7.2.1. Project website

As it is mentioned in the section 2.2., the project website is a result of Task 4.4. "Website development". It is regularly updated and improved, and it will be available also after the project ends, for at least one year. The STAGE website was delivered in the 6th month of the project duration (August 2016) and is available at: www.stage-aal.eu.

It includes only public area as the project coordinator set up separate tools using an Alfresco implementation for storing internal documents in restricted area. This area is available only to project Members and protected by password (each partner will have his login and password). Restricted area allows comfortable access to project documents, in particular deliverables and milestones. This area has been updated by project coordinator and WP/Task leaders. Furthermore, the Openproject application for project management was also activated.

The public area of the website aims at presenting the project and the consortium, disseminating the project objectives, scope, activities, results, and in particular at informing the general audience on the news and progress of STAGE. It contains promotional materials and describes activities of the consortium in detail. It presents all partners involved in STAGE, work plan, calendar of events, information on media articles and contact information. Project Partners are responsible for delivering the information on their activities, news or events that they intend to publish on the website.

It is divided into a number of subpages:
- ▪ "Project Overview", which consists of the following areas: "Objectives", "Technology", "Results" and "Work Plan", presenting respective questions of the STAGE project in a familiar style in order to allow everybody interested in the project details to comprehend with ease

the information about the project idea, the consortium's goals, the impact the project is going to create, the technical side of STAGE platform that has been developed, as well as about work plan, according to which the partners conduct their project activities;

- "Partners", which describes partner organizations, their field of expertise, experience they have in the EU projects, and their particular role within the STAGE project;
- "Media Center", which aims at gathering and presenting to a broad audience particular dissemination activities of the STAGE project consortium, like: press articles, communication materials, scientific papers; in will also contain demo videos that are going to be created;
- "News & Events", which shows the latest information – e.g. short minutes from events and meetings – and presents a calendar of events, where the project partners are involved;
- "Contact", which shows the project coordinator's contact details and contains a contact form allowing getting in touch with the project consortium directly via the website.

Moreover, the STAGE website contains three additional areas:

- "Project in progress", where everybody can read the most important information about achieved results and what the partners have been working on recently;
- "User engagement", where a real co-design approach underpinning the STAGE project is presented and reported;
- "Cooperation opportunity", which aims mainly at engaging stakeholders, in particular different cultural entities (operas, museums, theatres), to take part in the experimentation phase of the STAGE platform, as well as to spread the information that STAGE platform will be looking for a business cooperation with other entities after the ICT platform is commercialized.

The project consortium finds the aforementioned areas very important, hence the website presents them separately in a form of interactive (clickable) circles.

Figure 6. Screenshot from the STAGE website

The STAGE website also contains a reference to funding by AAL JP with co-funding by the European Commission and National Funding Authorities of Cyprus, Hungary, Italy, Poland, and Romania. The

logos of the AAL Programme and the EU, as well as the AAL website address are dominant. Furthermore, there is a possibility for users to sign in for the STAGE Newsletter via a well visible module.

Until 14 October 2017 the project website has reached the total number of **19.887 visits** which is considered as a very good performance. It is forecasted that in six months' time, i.e. until mid-April, the STAGE website will have reached more than 30.000 total visits. The forecast is optimistic, since at this period many dissemination and communication activities will be carried out, including spreading a couple of attractive dissemination materials, such as a video and a brochure. It is also related to the fact that STAGE has been entering a decisive phase. Naturally, it will be the best chance for increasing and maximizing the reception of the project.

7.2.1. Project PowerPoint presentation

Two project PowerPoint presentations based on the template provided above were prepared for the two different target groups – the elderly people and their relatives as well as business/cultural stakeholders. The project partners decided it is important to tailor the presentations to the needs and interests of particular type of audiences, especially that there is a significant difference between the two main target groups STAGE intend to reach. Naturally, the "societal" presentation puts more emphasis on participatory, entertaining, active ageing promoting and inclusive character of the ICT platform, while the "commercial" one aims at interesting potential stakeholders – both in engaging in experimentation phase and in future commercial cooperation with STAGE platform owners.

The presentations are available for project partners in the project repository to be used during different events and meetings with the elderly, business/cultural stakeholders and scientific community. As the project progresses the presentations will be updated with new results and information on the proposed business model.

Selected slides are presented below.

Figure 7. Project PowerPoint presentation - example slide 1

Figure 8. Project PowerPoint presentation - example slide 2

7.2.2. Newsletters

Electronic newsletters will inform the recipients about the project progress. They will spread the project news and activities to target groups and everyone who will subscribe to newsletter by the project website. The content of newsletters (text, photos, and drawings) will depend on the materials delivered by the project Partners, who will be responsible for preparing articles published in newsletters. Newsletters will inform inter alia on major project activities and milestones, as they are achieved and reach a wide network of stakeholders. Also forthcoming project events will be announced. The contact database with addresses of national stakeholders (mailing lists) as well as EU wide organisations will be created and thus newsletters will be sent to selected contacts representing different target groups of STAGE.

Previously the first newsletter was planned on September 2016, but it was decided that the results of the project were not advanced enough to disseminate it through this communication channel. Hence, the first STAGE newsletter has been planned on March 2017. It will present in brief the project idea and ambition, the website, the consortium, and describe current works within WP1 and WP2, as well as report consortium meetings and the attendance at the AAL Forum in 2016. Scientific publications and conferences will be also mentioned.

7.2.3. Social media

The project has been disseminated also through social media: Twitter and LinkedIn, and will be disseminated via a YouTube channel, as a demo video is prepared.

The STAGE Twitter account is @STAGE_Project. It uses the key and most popular hashtags to disseminate and promote the project idea, news, results and communication materials, as well as aims at engaging people – in particular promoting subscribing to the newsletter, visiting the project website, downloading communication materials.

Until 14 October 2017, 64 posts have been published on the STAGE Twitter account. On average, STAGE profile is visited about 2.000 times a month. The STAGE has had 43 followers. It is expected

that in six months' time, i.e. until mid-April, STAGE account will have generated 100 posts, achieved ca. 3.000 total visits per month and gained 20 more followers. As in the case of website, the forecast is optimistic considering that many communication and dissemination activities will be undertaken by the Consortium in the decisive stage of the project.

Via Stage channel on YouTube the consortium will present demo videos showing up the prototype STAGE services and STAGE platform.

Using LinkedIn portal is aimed at disseminating the project via European project LinkedIn special group and within European research community, in particular involved in different European Projects. Its aim is to disseminate and communicate about project milestones and important news, and to provide an opportunity for mutually beneficial cooperation with other project consortia or single stakeholders. It is also a promising way to reach a wide business audience. The STAGE LinkedIn group is available at: https://www.linkedin.com/groups/12010131.

Of course, all social media are interoperating and the STAGE consortium will connect all accounts to create a synergy and thus improve the impact.

7.2.4. Press articles

The STAGE consortium will publish several articles in magazines for the elders and for business people (on national and European level). The special focus will be on encouraging potential end-users of the STAGE platform to engage in using the service – both as clients and as cultural content providers as well as software developers and Internet advertisement agencies. Moreover, news from STAGE will be also published on selected web portals.

Magazines, journals as well as web portals will be identified along the project lifetime and included in the dissemination activity template (described below) by each Partner.

7.2.5. Scientific publication

Another way of dissemination is publishing a scholar paper in scientific journal. This is a standard technique used in European project that shows the project methodological/technological/social credibility and proves that a project is based on solid knowledge and well-developed ideas.

The STAGE consortium members have prepared two scientific papers. The first one is entitled "The STAGE Project: Tailored Cultural Entertainment for older Adults via Streaming Technology" and it will be presented by the Project Coordinator at a conference in July 2017 (see section 7.2.9.). It will be published in the conference proceedings.

The second paper is more advanced than the first one. Currently the last modifications have been introduced, and the paper will be submitted to a scientific journal – most likely to "Journal of Ageing Studies" – in mid-March at the latest.

7.2.6. Poster

The STAGE poster was developed, which includes all basic information on the STAGE project, in particular its objectives, scope, technical side and contact details to coordinator, website address and is eye-catching and aims at encouraging to participate in STAGE services. Also the project logo is emphasized. The poster is can be download from the project website. It is presented below:

Figure 9. STAGE project poster

7.2.7. Leaflet

Using leaflet is a profitable and impact ensuring way of promotion. STAGE leaflet aims at giving basic information on the project (including logotypes of Active and Assisted Living Programme – AAL, Partner institutions and national co-funding institutions), raising awareness and promotion of the STAGE service among older people (or their relatives). It also aims to seek for stakeholders, in particular for cultural institutions interested in developing their offer.

THE STAGE LEAFLET is presented below.

Figure 10. STAGE leaflet - 1st page

Figure 11. STAGE leaflet - 2nd page

7.2.8. Marketing sessions

In the course of the project duration, the STAGE consortium will organise two to three marketing sessions involving cultural organisations providing content.

They will be organised by enterprise project partners, possibly with the assistance of end user partners, and will be held in at least two to three countries: Cyprus, Hungary, and Italy.

Partners involved will be, respectively, GEORAMA and MATERIA, PBN, and CEDEO and/or CNR, with the support of ANCS.

The purpose is to hold meetings with cultural organisations previously involved in the project as content providers for the experimentation with users. This will facilitate their involvement in marketing sessions, since contacts with them have already been established, and their active interest in the project already expressed.

The sessions will have the form of workshops, where an agenda will be previously agreed both with project partners and organisations taking part in the exercise.

Although the main purpose of the sessions will be to promote the continued cooperation of cultural organisations in the project after its end, suggestions about the STAGE business model and approach could also be sought.

The involvement of cultural organisations for the experimentation is still ongoing at the time of this update. It is conceivable that marketing sessions will be held within two to three months after the experimentation with users starts. Therefore, they will take place around M17-18, according to the latest project timetable.

7.2.9. Conferences and meetings

To better disseminate the project on the international level partners will submit to international conferences to present STAGE and its results, to raise awareness and promote the project idea. During conferences the STAGE printed materials (posters, leaflets) will be disseminated among the audience. What is more, during the events Partners will gather contact details from potential stakeholders, in order to inform them on the project news e.g. by providing them with in the newsletters.

The most important event from the project's perspective is AAL Forum[4]. The STAGE poster was presented at the AAL Forum 2016 during a poster session. It took place on 26-28 September 2016 in St. Gallen, Switzerland. The STAGE was also presented at the Forum through a visualization prepared by the project partners.

Moreover, the project coordinator submitted his proposal to the HCI International Conference Canada 2017. The proposal has been approved, and in July 2017 the project coordinator will present a paper during this conference.

An event of a great importance is also the project final conference which will focus on the results from project activities. Different project findings will be presented and the project results will be widely disseminated in attractive forms (digital presentations, videos). Many guests will be invited, including journalist, business leaders, cultural stakeholders and senior organization members and leaders. The consortium will conclude 30 months of common collaboration and share their views.

---

[4] Cf. http://www.aalforum.eu/

7.2.10. Contacts with Local Cultural Institutions

Among the heterogeneous dissemination activities carried out so far, a network of contacts with local Cultural Institutions (CI) is currently being built up for the purposes of the experimentation with end users.

At present, these contacts have been established by five of the Project Partners, in the Countries they are based in, namely:

1. *Materia* and *GEORAMA* in Cyprus
2. *PBN* in Hungary;
3. *CNR* in Italy;
4. *SIVECO* in Romania.

Cultural Institutions have been approached mostly via e-mail (sometimes also by telephone) and have been informed about the context and the general objectives of the STAGE Project and the ways and means of their potential involvement as cultural events providers for feeding the first prototype of the platform. The events they will provide will form a first set of cultural contents available to older users (for free) during the experimentation (see D3.1 for more details about this).

The results of this contacting activity are specified in the following table:

Nation	Contacts established	CIs that accepted to provide contents	Cis that are interested in providing contents	CI that are not interested in providing contents	No answers so far
Cyprus	5	3	1	0	1
Hungary	2	0	1	0	1
Italy	129	8	17	4	100
Romania	6	0	1 (with reservations)	0	5
Total	**142**	**11**	**20**	**4**	**107**

Table 5. Contacts with Cultural Institutions

These results are only provisional at the moment: they describe the current state of progress and are subject to constant change as long as this kind of dissemination activity is ongoing.

8. Action plan: dissemination activities by project partners in the first year of project duration and plans for the following nine months

Experience has shown that producing a coherent strategy does not necessarily result in effective implementation unless the strategy is articulated as a clear set of actions. Therefore, all partners will disseminate the project's results in their own countries and at European level.

In order to gather all communication activities a template (see *Figure 12*) has been prepared, circulated to Partners and published in the project repository. Partners are able to update the action plan ad hoc and the project coordinator as well as dissemination leader will be able to monitor the progress with regard to project dissemination and communication impact.

Table 6 below presents the list of dissemination and communication activities that were implemented until M12.

In turn, *Table 7. Preliminary list of dissemination activities until M21*presents those dissemination and communication activities that are planned for the next nine months of the project, that is, until the next update of the Dissemination Plan (M21). This is not a closed list as it will be updated by project partners in the repository along the project realisation and along finding out more opportunities at national, European or worldwide level to disseminate information about the project.

Evaluation of disseminative activities is an important element of dissemination strategy, since it enables to measure impact of a project and assess if dissemination strategy needs to be improved. Action plan includes information on the number of people involved in every listed activity, where possible. It states audience for finalised and planned activities and reached audience in case of finalised activity. The same regards to webpage visitors and newsletter recipients.

PLANNED AND PERFORMED DISSEMINATION ACTIVITIES

Partner responsible *Acronym*	Name od the activity	Objective of dissemination *(e.g. presentation of project results, raising awarness, dissemination of scientific knowledge derrived from STAGE, dissemination of case studies, demonstration of STAGE solutions, presentation of commercial results to gain interest in potential clients, networking with other EU projects, networking with local/regional entities Other - please indicate)*	Place *City, country*	Date *DD/MM/YYYY*	Channel *(press, event, conference, trade fairs, workshops, webinars or master classes, scientific publications, press releases, student course, visits to case studies, e-newsletter, e-/brochure, poster, webpage, videos etc.)*	Type of audience *(elderly people, business stakeholders, cultural institution, media, senior organizations, seniors' relatives, scientific community, researchers, general public etc.)*	Audience *No. of people for planned: expected; for finalised - no of people that participated)*	Commercial contacts *(for planned : please provide whether there will be possibility to establish commercial contacts during this event: YES or NO; for finalised - please write number of commercial contacts established)*	Link to the website of the event *(if available)*	Other information, remarks *(e.g. support needed from Partner, Dissemination Team)*	Text of the announcement *(if you would like to publish this information on the STAGE website, please write here the text of the announcement)*	Status *(P - planned / F - finalised)*

Figure 12. Template for gathering and planning dissemination and communication activities

Partner responsible	Name of the activity	Objective of dissemination	Place	Date	Channel	Type of audience	Audience	Link to the website	Other information, remarks	Status (F-finalized; P-planned)
PBN	presenting the project at the Hungarian AAL Info day	presentation of the project, raising awareness and promoting	Budapest, Hungary	03/2016	presentation to the audience	AAL community, researchers, professionals in the field	ca. 25	http://www.aal-europe.eu/national-info-days/	-	F
PBN	presenting the project to the Brain@Home project (AAL) partnership	presentation of the project, raising awareness and promoting	Milan, Italy	03/2016	kick-off meeting of the project partners	Brain@Home project partners	ca. 12-18	-	-	F
PBN	presenting the project to the FairCare project (AAL) partnership	presentation of the project, raising awareness and promoting	Winterthur, Switzerland	03/2016	meeting of the project partners	FairCare project partners	ca. 12-18	-	-	F
PBN	presenting the project to the ERUDITE project (Interreg) partnership	presenting the STAGE project as a good project practice	Brassy, France	04/2016	kick-off meeting of the project partners	ERUDITE project partners	ca. 12-18	http://www.ltfe.org/aktualno/erudite-interreg-project-kick-off-meeting/	-	F
ASM	creating a project leaflet	presentation of the project, raising awareness and promoting	Physical and computer	05/2016	Webpage, social media and direct distribution	General public, potential users and stakeholders, seniors' relatives	ca. 550	http://www.stage-aal.eu/index.php/media-center/communication-materials	-	F

PBN	presenting the project to the Regional Pensioner's Society for County Vas	presentation of the project, engaging, cooperation, raising awareness and pro-moting	Szom-bathely, Hungary	06/2016	meeting	older people – leaders of pensioner's clubs or homes	35	-	-	F
PBN	presenting the project to the FairCare project (AAL) partnership	presentation of the project, raising awareness and pro-moting	Inns-bruck, Austria	07/2016	coordina-tion meet-ing	FairCare pro-ject partners	12	-	-	F
PBN	presenting the project to the Weöres Sándor Thea-ter	presentation of the project, engaging, cooperation, raising awareness and pro-moting	Szom-bathely, Hungary	07/2016	meeting	Cultural insti-tution	2	-	-	F
PBN	presenting the project to the Agora Cultural Centre	presentation of the project, engaging, cooperation, raising awareness and pro-moting	Szom-bathely, Hungary	07/2016	meeting	Cultural insti-tution	3	-	-	F
ASM	building a STAGE pro-ject website	presentation of the project, its activities and results, Partners, information on the project progress and news	Internet	08/2016 and regular updates	Webpage	General pub-lic, relatives of seniors, care homes and associations, potential stakeholders	Ca. 5200	www.stage-aal.eu	With CNR contribution	F (with further up-dates)
ASM	publishing a press release on the ASM website	presentation of the project, its objectives and ambition	Internet (Polish)	08/2016	Webpage	General pub-lic, business stakeholders, researchers, scientific community	unknown	http://asm-po-land.com.pl/badania-i-projekty-miedzynarodowe/stage/	-	F

CNR/ASM	creating 2 project presentations with slides	involving users and stakeholders, presentation of the project objectives, scopes and expected results, raising awareness	computer, the project intranet	09/2016 (with subsequent updates)	Computer presentation to the audience	General public, seniors and their relatives, care homes/associations, potential stakeholders	-	-	Presentations will be used during future opportunities	F
ASM	Creating and managing a project Twitter account	promote the project idea, news, results and communication materials, engaging people	Internet	Since 09/2016	Twitter	Twitter community, business/cultural entities, senior organisations, AAL community, public influencers	3600	https://twitter.com/STAGE_Project	-	F (with regular updates)
ASM	creating and managing a LinkedIn group	promoting the project via European project LinkedIn special group,, discussions, feedback	Internet	Since 09/2016	LinkedIn	Research and professionals community	unknown	https://www.linkedin.com/groups/12010131	-	F (with regular updates)
CNR	Creating the STAGE poster	presentation of the project's idea, objectives and first results, raising awareness	Physical, internet, computer	09/2016	presentations to an audience; Webpage, social media	AAL Community, care associations, potential stakeholders, professionals in the field	-	-	With ASM contribution	F
CNR	Presenting the STAGE poster at the AAL Forum 2016 - Ageing well with technology – Innovations ready for breakthrough	presentation of the project's idea, objectives and first results, raising awareness, exchanging opinions, receiving feedback	St Gallen, Switzerland	09/2016	conference and workshops	AAL Community, care associations, potential stakeholders, professionals and researchers in the field, service providers	See http://www.aal-forum.eu/aal-forum-2016-event-closed-bang-massive-success/	http://www.aalforum.eu/downloadable-programme/	with contribution from SIVECO, CEDEO and GEORAMA that prepared a project visualization	F

PBN	presenting the project to the CoMe project (AAL) partnership	presentation of the project, raising awareness and pro-moting	Szom-bathely, Hungary	11/2016	meeting of the project partners	CoMe project partners	ca. 12-18	http://come-aal.eu/index.php/2016/12/05/second-following-meeting-of-come-in-szombathely-hungary-november-2016/	-	F
SIVECO	Publishing a press release	presentation of the project, promotion	Internet (Roma-nian)	11/2016	Webpage	General public	-	http://www.siveco.ro/ro/despre-siveco-roma-nia/presa/comunicate-de-presa/stage; http://www.livepr.ro/comunicate-de-presa/itc/pana-in-2050-peste-doua-miliarde-de-oameni-vor-avea-peste-60-de-ani/20199; http://www.webpr.ro/stiri-it_c-21442073-pana-2050-peste-doua-miliarde-oameni-vor-avea-peste-60-ani.htm; http://www.anis.ro/member-article/pana-in-2050-peste-doua-miliarde-de-oameni-vor-avea-peste-60-de-ani-2/#.WK8RDjuGM2w	-	F
Consorti-um mem-bers (CNR – leading entity)	submitting a paper "The STAGE Pro-ject: Tailored Cultural	presentation of anal-yses and results from the survey of older users' preferences, expectations and	Vancou-ver, Canada	02/2017	Scientific literature/ confer-ence	scientific and professional community, potential stakeholders	-	http://2017.hci.international/	it will be presented in July 2017 (See *Table 7. Pre-liminary list*	F/P

	Entertain- ment for older Adults via Streaming Technology" to the HCI International Conference Canada 2017	needs as regards to new access mode to cultural events								*of dissemi- nation activ- ities until M21*)	
CNR	Participating at the AAL-COST-MYBL, Ageing and Technology – a European Workshop	Free discussion and networking among invited AAL, COST and MYBL project coordi- nators/partners on the ageing of the European population as related to the role and challenges of information and communication tech- nologies, as an inte- gral part of everyday life for everyone.	Brussels (Bel- gium)	02/2017	Joint workshop	Invited AAL, COST and MYBL project coordinators, partners and stakeholders	65	http://www.cost.eu/events/ageingtech	Networking on the roles of ICT and contribu- tion/awarene ss of STAGE for a better life quality	F
MATERIA	presenting the project to the Latsia Municipality Theater	presentation of the project, engaging, cooperation, raising awareness and pro- moting	Nicosia, Cyprus	TO BE COM- PLETED	meeting	cultural insti- tution	TO BE COM- PLETED	-	-	F
MATERIA	presenting the project to the Lakata- mia Munici- pality theater	presentation of the project, engaging, cooperation, raising awareness and pro- moting	Nicosia, Cyprus	TO BE COM- PLETED	meeting	cultural insti- tution	TO BE COM- PLETED	-	-	F

MATERIA	presenting the project to the Tseri Multicultural Center	presentation of the project, engaging, cooperation, raising awareness and promoting	Nicosia, Cyprus	TO BE COMPLETED	meeting	cultural institution	TO BE COMPLETED	-	-	F
MATERIA	presenting the project to the Paravan Productions	presentation of the project, engaging, cooperation, raising awareness and promoting	Nicosia, Cyprus	TO BE COMPLETED	meeting	cultural institution	TO BE COMPLETED	-	-	F
MATERIA	presenting the project to the Paravasi Lympion Theater Group	presentation of the project, engaging, cooperation, raising awareness and promoting	Nicosia, Cyprus	TO BE COMPLETED	meeting	cultural institution	TO BE COMPLETED	-	-	F

Table 6. List of dissemination activities until M12

Partner responsible	Name of the activity	Objective of dissemination	Place	Date	Channel	Type of audience	Audience	Link to the website	Other information, remarks	Status (F-finalized; P-planned)
Consortium Members (CNR – leading entity)	submitting a paper (tentative title: "Streaming of cultural events: the STAGE project as an action to complement the range of entertainment to older adults for an increasing leisure quality")	Demonstrating the role of implementing ICT-based leisure-at-home services as enhancer of older people quality of life in addition to standard participatory leisure channels	-	03/2017	scientific review "Journal of Ageing Studies"	scientific and professional community, potential stakeholders	-	-	-	P
ASM, CNR and all partners	STAGE E-newsletter	presentation of the project idea, objectives, news, results, promotion	International	03/2017 and 09/2017	Internet	Potential cultural and business stakeholders, senior organizations,	ca.350	-	-	p
ASM	Publishing project news on healthyage-ing.eu	presentation of the project news, raising awarness and promotion among end users	International	04/2016 and 09/2017	Web portal	The elderly and their relatives, senior organizations	ca.10000	http://www.healthyageing.eu		Planned

CNR	Presentation at the HCI International Conference Canada 2017	Presentation of the paper submitted (See *Table 6*)	Vancou-ver, Canada	07/2017	confer-ence	Scientific community, researchers, media	tbc	http://2017.hci.intern ational/	-	P
ASM	Creating and distributing a project bro-chure	presentation of the project results achieved so far, pro-motion,	Internet and direct contacts	08/2017	Internet and physi-cal distri-bution	General pub-lic, Potential cultural and business stakeholders, senior organi-zations,	tbc	-	-	Planned
ASM	Publishing an article in "Głos Sen-iora" ('Senior Voice')	presentation of the project and its results, raising awarness and promotion,	Poland	08/2017	Press	The elderly and their relatives, senior organi-zations	ca. 8000	http://glosseniora.pl/		Planned
CEDEO, SIVECO (tbc)	Developing a demo video	showing up the pro-totype STAGE services and STAGE platform	Internet and presen-tations to an audi-ence	09/2017	a project YouTube account	Potential cultural and business stakeholders, senior organi-zations	tbc	tbc	-	Planned
CNR – leading partner	Paper or poster presentation at the AAL Forum 2017	presentation of the State-of-the-art of the STAGE project and first outcomes from the pilot	Coim-bra, Portugal	10/2017	Confer-ence and/or work-shops	AAL Commu-nity, profes-sionals in the field, re-searchers, service pro-viders, care associations	tbc	http://www.aalforum .eu		P

Table 7. Preliminary list of dissemination activities until M21

9. Conclusions

This document includes all elements that are necessary in a successful dissemination plan. These are: describing dissemination goals, detailed target groups, key messages, project branding, dissemination channels, tools and techniques, timetable of dissemination activities, evaluation.

This dissemination plan provides the STAGE project with a solid framework against which to begin disseminating project results and activities. The STAGE consortium will use this as a strategy which will be reviewed, revised and updated in subsequent versions of the document. The document will be revisited in the light of experience, evaluation outcomes, market analysis outcomes, business models proposed and evolution of the STAGE exploitable results.

10. References

AAL Programme Brandguide, October 2015, available at: http://www.aal-europe.eu/wp-content/uploads/2015/11/Brand-Guide-AAL-Programme.pdf [access date: 10.05.2016].

Communicating EU research and innovation guidance for project participants, European Commission, Version 1.0, 25 September 2014 [access date: 14.06.2016]

Communicating EU Research & Innovation. A guide for project participants, European Commission, Directorate-General for Research and Innovation, 2012 [access date: 21.06.2016]

http://www.aalforum.eu/