STREAMING OF THEATRE AND ARTS FOR OLD aGE ENTERTAINMENT

D4.1.3

DISSEMINATION PLAN (UPDATE)

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1. Executive summary

This document is the final update of D4.1. Previous versions served as background and framework documents supporting all dissemination and communication activities within the project "Streaming of Theatre and Arts for old aGe Entertainment", that is STAGE. They also reported activities of that kind carried out by the Project Consortium, and presented plans for next periods. In case of this final update, the main purpose is to report activities carried out from M22 to M35. Naturally, further actions are not planned in this version of the document, however it can be still used for the purpose of market and scientific dissemination after the project end.

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, press articles, leaflet, and conferences). The latter presents detailed dissemination activities with timing, place, objectives of particular actions, expected audience etc.).

The report ends with conclusions.

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 January 2019. 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

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

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.

2.2. Dissemination according to Description of Work

This dissemination strategy document is the final update of D4.1. deliverable of Task 4.1. "Dissemination" in Work Package 4 "Dissemination, exploitation and business development". The main purpose of this D4.1.3. version of the Dissemination Plan is to add a description of disseminating activities that were conducted from M22 to M35.

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 is the final update which enumerates the dissemination activities of all project partners. These 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 and its 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).

By decision of the STAGE consortium the status of a number of deliverables was changed. Changes were made in order to make some reports publicly available so that researchers, stakeholders and everybody interested in the project progress and results can get familiar with them. According to DoW as of April 2018 the updated list of deliverable is as indicated in Table 2.

Del. no.	Deliverable name	WP	Type of deliverable	Dissemina-tion level	Delivery date
D1.1	Report on users involvement and preferences	1	R	PU	6
D1.2	User requirements definition and analysis	1	R	PU	6
D1.3	Definition of technical specifications to meet user requirements	1	D	CO	8
D1.4.1	Ethics and privacy guidelines	1	D	PU	14
D1.4.2	Report on ethics and privacy issues	1	R	CO	31
D2.1	System architecture, technical requirements and specifications	2	D	PU	12
D2.2	Integration plan	2	R	RE	13
D2.3	Release of first STAGE prototype	2	SW	RE	15
D2.4	Testing plan	2	D	CO	15
D2.5	Final STAGE prototype	2	SW	PU	34
D3.1	Report on cultural organisations involvement	3	R	PU	15
D3.2	Evaluation report	3	R	CO	21
D3.3	Training and applications	3	D	CO	29
D3.4	Final field evaluation report	3	R	PU	33
D4.1	Dissemination Plan	4	D	CO	4
D4.1	Dissemination Plan (update)	4	D	PU	12
D4.1	Dissemination Plan (update)	4	D	PU	21
D4.1	Dissemination Plan (update)	4	D	PU	35
D4.2	Market analysis report	4	R	PU	15
D4.3	Draft Business plan/business model	4	D	RE	17
D4.4	Exploitation plan	4	D	RE	20
D4.5	Public project website	4	SW	PU	6
D4.6	Final business plan/business model	4	D	RE	33
D5.1	Kick off meeting report	5	R	PU	1
D5.2	Intranet website	5	SW	RE	4
D5.3	Project management plan	5	D	PU	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	35

Table 2. Deliverable overview list

Following this significant change, public reports were uploaded to the project website and can be downloaded from using a new bookmark "Public reports" (https://stage-aal.eu/en/media-center/public-reports).

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 were also aimed at presenting dissemination results, planning future activities, as well as adjust and revise, if needed, some elements of the dissemination strategy.

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[2]**
  - 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

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[2] According to D4.6, primary target market was revised in such a way that institutions providing care for older people were put in the same level as individual users. See D4.6 for more elaboration.

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)

In particular, D4.2 Market analysis report[3], D4.3 Draft business model/ plan, and D4.6 Final business model/ plan deliver extended knowledge of the market and business approach in terms of all potential end users, including direct consumers and business stakeholders.

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[3] D4.2 Market analysis report, available at: https://stage-aal.eu/images/deliverables/D4.2-Market-analysis_v0.2.pdf.

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"[4] 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[5].

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

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[4] 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].
[5] *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

The figures below present an introductory slide and a template for next slides:
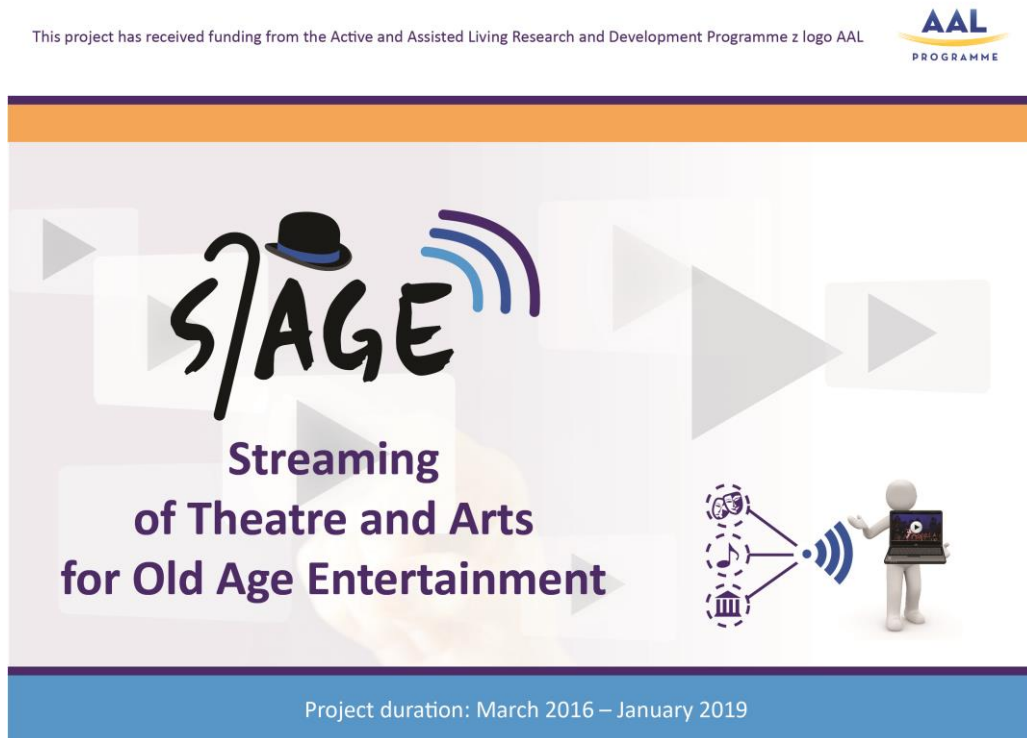
Figure 3. PowerPoint presentation – an introductory slide

Figure 4. PowerPoint presentation – a slide template

In turn, the last slide is presented below.
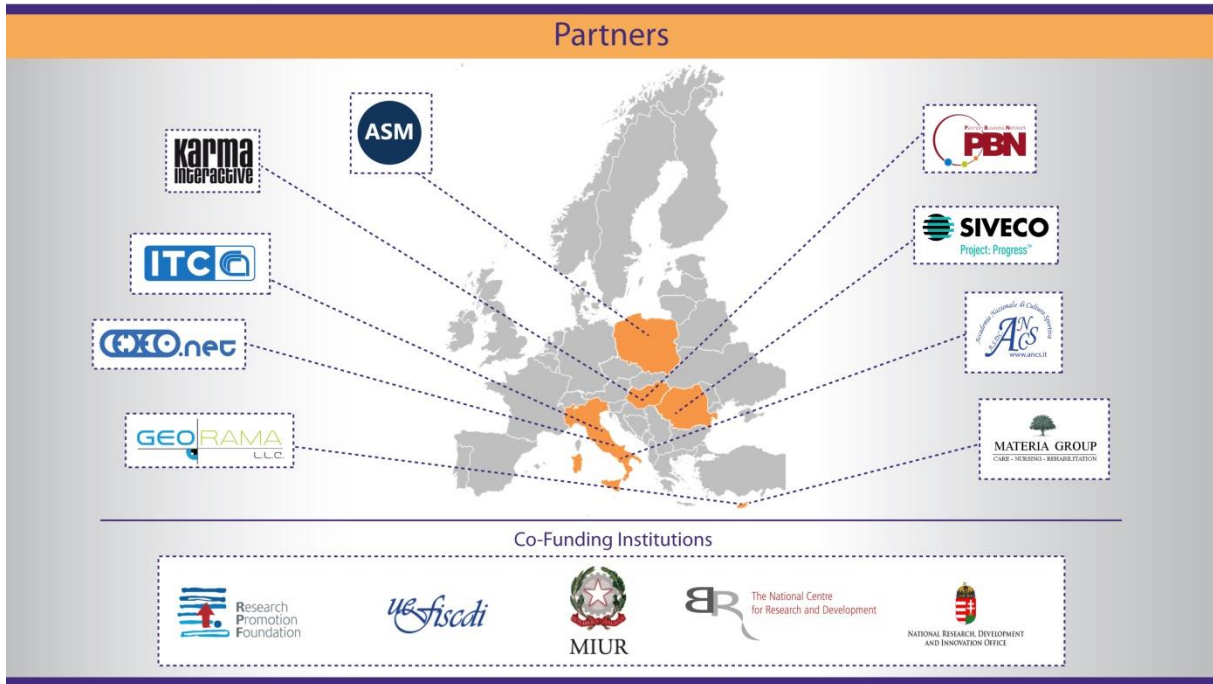
Figure 5. PowerPoint presentation - the last slide

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, business/cultural stakeholders (target group B)	Promotion, engagement
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 consider using traditional means of communication, i.e. paper media. It seems a 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. 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.

The most important event from the project's perspective is the AAL Forum. Consortium members presented the STAGE posters at the AAL Forum 2016, 2017, and 2018 during poster sessions, and promoted the project and its results through leaflets distribution and direct talks. The STAGE was also presented at the Forum through a visualization prepared by the project partners. Added to this, project members took part in workshops at the AAL Forums that were a very good chance for exchanging ideas and networking with other projects.
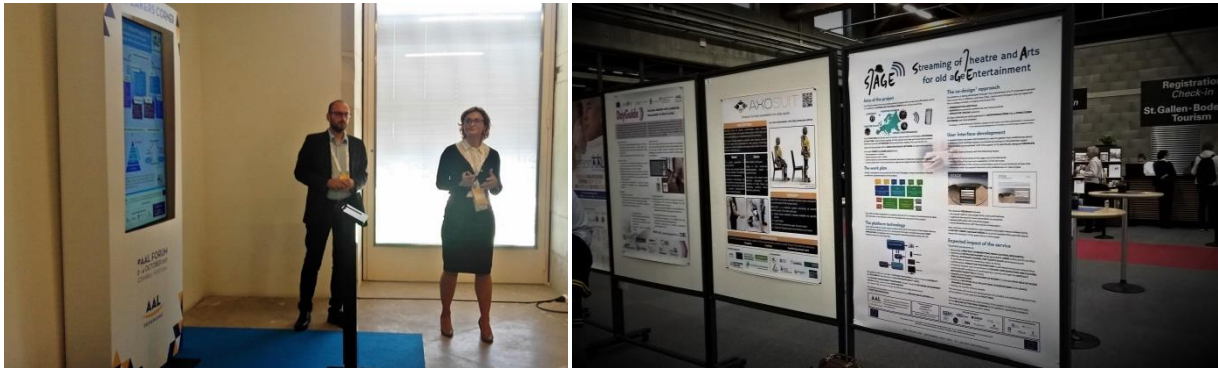
STAGE posters presented at the AAL Forum 2017 (left) and 2016 (right).

STAGE representatives also took part in the workshop organised in May 2017 under AAL2Business - business support action for AAL projects and companies within AAL projects. The workshop was entitled 'How to build viable business models in AAL projects'. STAGE was one of two case projects for the workshop. The idea and objectives of STAGE had been presented to all participants who were then divided into two groups one of which tried to develop a primary business model for STAGE using the Business Model Canvas method. It was a valuable experience for the STAGE consortium members which was represented by as many as three persons, including the project coordinator. STAGE was very well received by AAL experts.

Presentation of STAGE at the AAL2 Business workshop

Moreover, STAGE business model workshops that were carried out with external experts for the purpose of business modelling can also serve as an example of dissemination and communication activities. In this framework, half-day meetings with national experts were held on the premises of CNR (Italy), PBN (Hungary) and Materia (Cyprus), and were carried out under the lead of ASM that manages market analyses and business development in the STAGE project. The workshops took place in the following order:

- Milan, 3 July 2018
- Szombethely, 5 November 2018
- Nicosia, 23 November 2018[6].

In January 2019, the final project event took place in Nicosia. Apart from a standard presentation of the project and its results, guests had a possibility to watch a live event streamed from Materia's premises. A Q&A session followed in which market opportunities were discussed. Participants received project communication materials and were invited to a light lunch. The event was organized by Georama and Materia[7].

Presentation of the STAGE market approach

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[6] Read more in *Stage business model workshops*, https://stage-aal.eu/en/media-center/press-articles/125-stage-business-model-workshops.

[7] Read more in *After the STAGE demonstration event*, https://stage-aal.eu/en/news-events/122-after-the-stage-demonstration-event.

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
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
Roll up	Potential stakeholders, research community	Promotion, engagement
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 presents the main idea of the project, its objectives, scope, activities, results as well as articles and contact information, news and progress of STAGE. It contains promotional materials and describes all partners involved in STAGE. Project Partners are responsible for delivering the information on their activities, news or events that they intend to publish on the website. After making some reports public, another subpage was created for accessing public reports.

The STAGE website 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;
- "Reports and Media Center", which aims at gathering and presenting to a broad audience particular dissemination activities of the STAGE project consortium, like: articles, communication materials, scientific papers, videos;
- "News", which shows the latest information – e.g. summaries of events and meetings;
- "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;
- "Survey", which redirects to a survey for cultural institutions that are asked to answer a few questions about their experience with live streaming and readiness to cooperate with the STAGE Platform.

Moreover, the STAGE website contains three additional areas:

- "Project in progress", where everybody can read 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.

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.

Importantly, the STAGE website is responsive and meets the accessibility standards of WCAG 2.0 and WAI-ARIA.
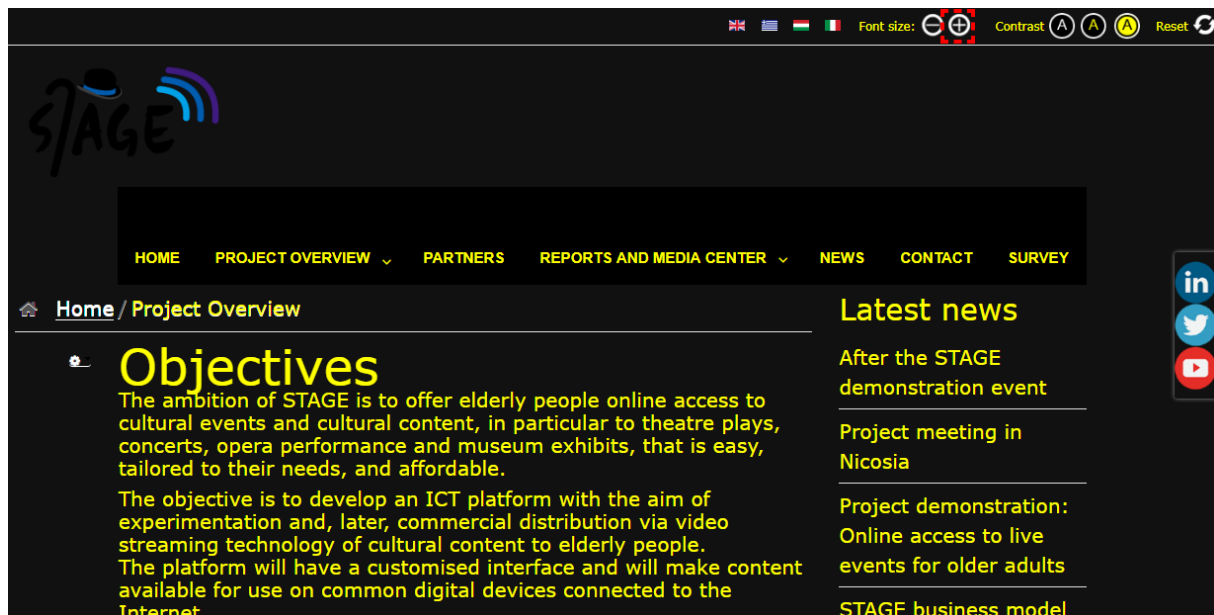
Figure 7. Screenshot from the STAGE website in contrast and with larger letters

Additionally, the website was partly translated into end-user countries' languages, i.e. Greek, Hungarian and Italian. Translated parts include: main page, objectives, technology, results, work plan.

Figure 8. Screenshot from a Greek version of the STAGE website

As of 25 March 2019 the project website has reached the total number of **77.170 article hits** which is almost two times more than forecasted in M21.

7.2.2. 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 9. Project PowerPoint presentation – example slide 1

Figure 10. Project PowerPoint presentation – example slide 2

7.2.3. Social media and videos

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 and using the STAGE materials and content of the website.

As of 25 March 2019, around **138 tweets** have been published on the STAGE Twitter account. In the reporting period, that is between M22 and M35, the STAGE tweets have been viewed **33.400 times**, which gives an average of **2.385 times a month**. As of 25 March 2019, STAGE has **88 followers**.

The first video promoting the STAGE idea and project was produced in June 2017. It is addressed to general public with a special emphasis on older people. It can be found at: https://www.youtube.com/watch?v=xCn7FNA5T0U.

Figure 11. Screenshot of the first STAGE video

In November 2018, the second video was produced that is focused on a market dimension. It aims to encourage cultural institutions to enter the STAGE platform after the project end, in the https://www.youtube.com/watch?v=NqciIVWkQAU&t=5s.

Figure 12. Screenshot of the second STAGE video

The third video will be addressed to main target groups: individual users and institutional users, and will be released after project end. It will include contact details to the platform management.

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. It is much less popular than other media, and includes only 21 members. However, personal LinkedIn accounts of project managers are used with much more success in disseminating the STAGE materials.

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

A press article "Accessible culture online – the STAGE platform" has been written and will be published after the project end in online media. It will present in an accessible way the STAGE platform as an attractive offer.

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 was published, its bibliographic address is:

Biocca L. et al. (2017) The STAGE Project: Tailored Cultural Entertainment for Older Adults via Streaming Technology. In: Zhou J., Salvendy G. (eds) Human Aspects of IT for the Aged Population. Applications, Services and Contexts. ITAP 2017. Lecture Notes in Computer Science, vol 10298. Springer, Cham. https://doi.org/10.1007/978-3-319-58536-9_39.

Source: http://www.bookmetrix.com/detail/chapter/cef63976-09b7-4b31-93e1-f0a707b0d8b6#downloads.

Yet another paper was prepared, more advanced than the first one. It was submitted to "Journal of Society of Gerontechnology" in February 2018.

7.2.6. Posters

In the first period of the project a general poster was developed which presents the project: its objectives, activities, technology used to develop the platform, co-designing and its results as well as expected impact of the platform. It includes contact details and the website address. It aims at raising awareness about the project and a service it develops. The poster can be downloaded from the project website: https://stage-aal.eu/media/dissemination_materials/STAGEposter.pdf.

Figure 13. STAGE general poster

Subsequently, the STAGE market poster was developed that presents the market value and market approach of the STAGE Platform. Using the Canvas Value Proposition the poster shows market advantages of the STAGE Platform. STAGE's place on the Maslow's hierarchy of needs as well as user requirements analysis and its results are presented. The poster can be downloaded from the STAGE website: https://stage-aal.eu/images/communication/STAGE_poster_AAL_Forum_2018.jpg.
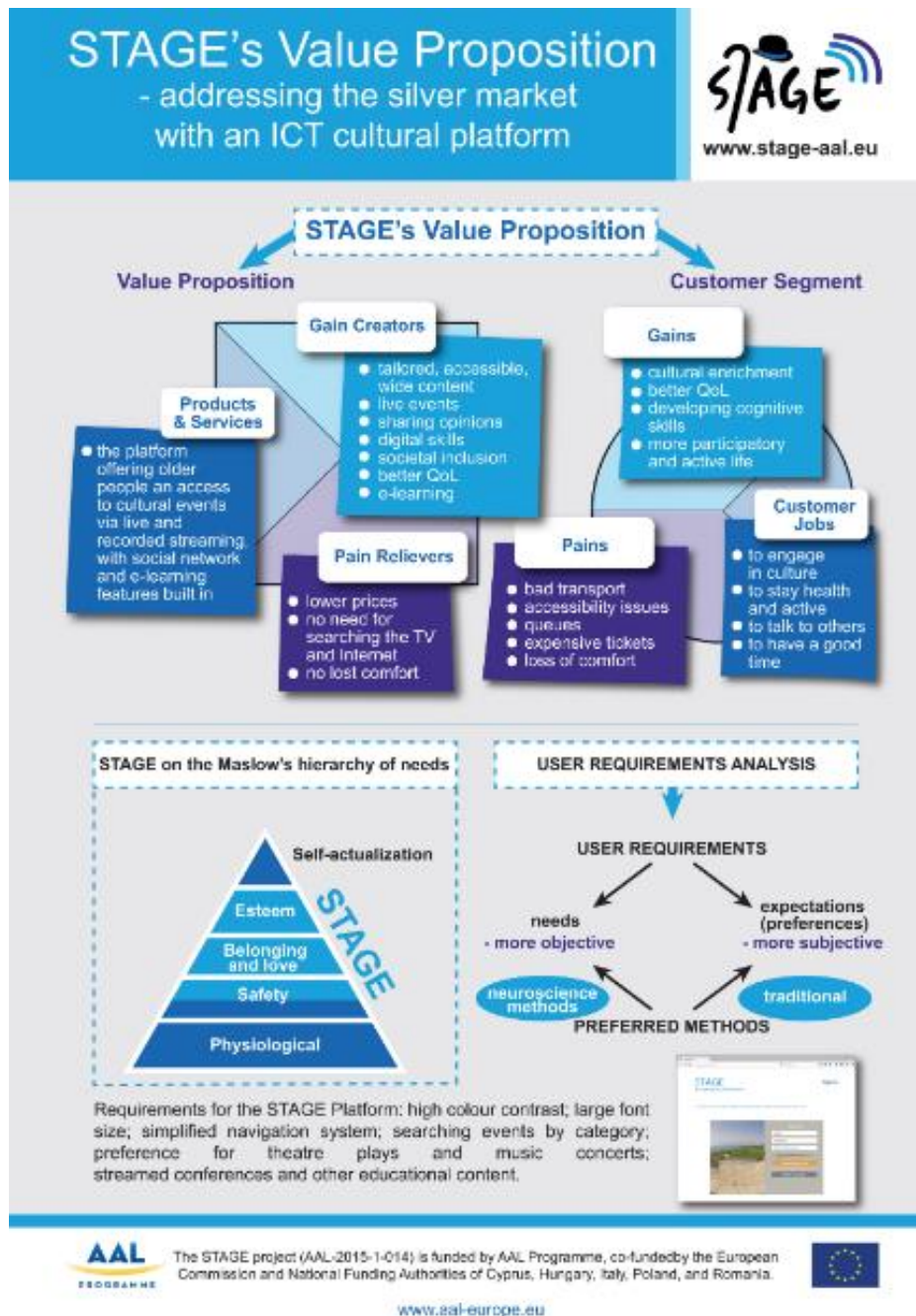
Figure 14. STAGE market poster

Both posters were presented at the AAL Forum (see section 7.1.4).

7.2.7. Roll-up

A project roll-up was created that presents both sides of the STAGE platform. It briefly presents advantages of the STAGE platform for both elderly people and cultural institutions. It can be accessed on the website at: https://stage-aal.eu/en/media-center/communication-materials.

Figure 15. STAGE roll-up

7.2.8. 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 and can be found at:
https://stage-aal.eu/images/communication/stage_leaflet_DL1_final_print.pdf.

Figure 16. STAGE leaflet - 1st page

Figure 17. STAGE leaflet - 2nd page

7.2.9. Brochure

At the end of the project a 12 page brochure was developed that presents STAGE, its co-designing approach and user requirements analysis, the Platform, the value proposition and project partners. It was printed and distributed among project partners for their dissemination purposes. The brochure is also available online at: https://stage-aal.eu/images/communication/STAGE_brochure.pdf.

Figure 18. STAGE brochure

7.2.10. Marketing sessions

Marketing sessions are conceived as meeting with cultural institutions to obtain their interest in the STAGE project and the STAGE platform.

In June 2017, when the platform had reached an appropriate level of usability, a phase of trial started. Trials consisted in having a number of cultural institutions offering video content (live events or recorded videos published on the STAGE platform), and end users accessing them for free. Besides testing the platform functionalities, the goal of trials was – and is – to collect feedbacks from both type of users (content providers and individual end users) so as to evaluate how appropriate and usable the STAGE platform is, and how it responds to users' expectations.

While other project partners worked for "recruiting" end users, CEDEO concentrated its effort in contacting and inviting cultural institutions to participate in the trial mode, meaning that all content is offered for free for the experimentation purposes.

Starting from June 2017, CEDEO contacted more than 40 cultural organizations using different channels: email, phone and social networks. The first important issue was introducing organizations to STAGE, explaining what the platform is, presenting its objectives and opportunities for cultural institutions associated with taking part in the project. CEDEO also showed those institutions how to

use STAGE and how to live stream events using simple equipment like a smartphone or a tablet. In some cases, in order to facilitate cultural institutions, CEDEO attended events and helped in live streaming.

As a result, 17 institutions entered STAGE, uploaded videos and published them. Only a minor part of cultural institutions offered live events which was due to the lack of familiarity of their personnel with video equipment and streaming. However, CEDEO assisted them.

From now on, the goals are two: to contact other cultural Institutions, take them in the STAGE community, and to encourage them to stream more live events, whose appeal is much higher than that of recorded videos.

7.2.11. 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.

The project coordinator submitted his proposal to the HCI International Conference Canada 2017. The proposal has been approved, and as a consequence the paper on the STAGE project has been publisher (cf. section 7.2.4.)

An event of a great importance is also a project final conference which will present the STAGE results, particularly the STAGE Platform. Digital presentations, videos, leaflets, brochures and a roll up will be used. Guests will be invited, including journalist, business leaders, cultural stakeholders and senior organization members and leaders. The consortium will conclude 35 months of the project and present further plans.

7.2.12. Contacts with local cultural institutions

The very nature of the project requires making contacts with cultural institutions that will be providing their content for the purpose of experimentation with end users (pilot trials). Therefore contacts with local cultural institutions have been established by five project members, 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 contacted 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).

8. Action plan: dissemination activities by project partners from M22 to M35

All partners will disseminate the project's results in their own countries and at European level. 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.

In order to gather all communication activities a template (see *Figure 19*) 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 5 below presents the list of dissemination and communication activities that were implemented from M22 to M35.

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.

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 19. 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
ASM	STAGE website and social media management	Promotion of the project, its results and news	online	ongoing	Internet	General public, AAL community, potential stakeholders and end users	Twitter: >33.400; Website: >77.170 article hits; LinkedIn: unknown	STAGE social media	
SIVECO	Press releases	Promotion	online	01/2018	Internet	general public		http://www.siveco.ro/en/about-siveco-romania/press/press-releases/modern-technologies-connect-the-elderly-to-an-active-social-life[8]	In EN and RO
MAT	seminar for how to sustain memory active and non-pharmaceutical ways of coping with forgetfulness and dementia	dissemination of STAGE leaflet and information of public regarding the project	Nicosia	09/2018	Event, leaflet	older people and caregivers	ca.70		

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[8] Also published at: http://www.siveco.ro/ro/despre-siveco-romania/presa/comunicate-de-presa/tehnologiile-moderne-conecteaza-persoanele-in-varsta-la-o-viata-sociala-activa; https://www.softlead.ro/noutati-it-c/tehnologiile-moderne-conecteaza-persoanele-in-varsta-la-o-viata-sociala-activa.html; http://www.aries.ro/tehnologiile-moderne-conecteaza-persoanele-in-varsta-la-o-viata-sociala-activa/;https://pr2advertising.ro/tehnologiile-moderne-conecteaza-persoanele-in-varsta-la-o-viata-sociala-activa/.

MAT	informative seminars and workshops for one week by bioethics committee in Cyprus. The theme of the informative seminars were focused on third age	dissemination of STAGE leaflet and information of public regarding the project	Nicosia	5-9/ 11/2018	Event, leaflet	older people, family caregivers, healthcare professionals, academic professionals, institutions/organisations providing services for older people, general public			
ASM	STAGE market video no.1	Promotion of the STAGE platform, advertisement	online	11/2018	YouTube, Social media, Project website	cultural and creative industries, business stakeholders, investors, general public		https://www.youtube.com/watch?v=NqcilVWkQAU	The video disseminated with help of AAL social media
ASM	brochure	Dissemination of results	--	12/2018	Physical, Internet	General public, AAL community, potential stakeholders and end users	580 printed and shared between partners; also online views	https://stage-aal.eu/images/communication/STAGE_brochure.pdf	
ASM	Facebook post at ASM's site	Dissemination of the project brochure	online	01/2019	Internet	ASM followers and stakeholders		https://www.facebook.com/search/top/?q=asm%20-%20centrum%20bada%C5%84%20i%20analiz%20rynku%20sp.%20z%20o.o.&epa=SEARCH_BOX	

GEO	Roll-up	Promotion of the project and the platform	--	01/2019	Physical, project website				
MAT & GEO	STAGE final event	Presentation of the project results and the STAGE platform	Nicosia	01/2019	Event, roll-up	Research community, potential stakeholders	20		
ASM	Press article "Accessible culture online – the STAGE platform"	Dissemination of the STAGE Platform	online		Internet	Potential stakeholders, silver economy sector			To be published after project end
ASM	STAGE market video no. 2	Promotion of the STAGE platform, advertisement	online		YouTube, Social media, Project website	Older people and their relatives, institutions providing services for older people		https://www.youtube.com/channel/UCfHYN1F_oX9mZ8feCcAtClA	To be published after project end

Table 5. List of communication and dissemination activities from M22 to M35

9. References

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D4.2 Market analysis report, available at: https://stage-aal.eu/images/deliverables/D4.2-Market-analysis_v0.2.pdf.

After the STAGE demonstration event, https://stage-aal.eu/en/news-events/122-after-the-stage-demonstration-event.

Stage business model workshops, https://stage-aal.eu/en/media-center/press-articles/125-stage-business-model-workshops.

http://www.aalforum.eu/