STREAMING OF THEATRE AND ARTS FOR OLD aGE ENTERTAINMENT

D4.1 DISSEMINATION PLAN

VERSION NUMBER: 0.2
DISSEMINATION LEVEL: CO
LEAD PARTNER: ASM – MARKET RESEARCH AND ANALYSIS CENTRE
DUE DATE: M4
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.

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.

Disclaimer:

Table of content

List of figures:

List of tables:

1. Executive summary

This Deliverable 4.1 Dissemination Plan 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". It is initial version of Deliverable 4.1 which will be updated with accordance to Description of Work, that is in 12, 21 and 30 month of the project duration.

The document starts with project overview, description of dissemination strategy according to Description of Work 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 clients and business stakeholders) and defines key messages suited to the respective target groups.

STAGE identity and branding is presented in section 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 sections 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). And the latter presents detailed dissemination activities with timing, place, objectives of particular actions, expected audience etc.). The list of dissemination activities is preliminary and will be updated until M12 and along the project lifetime.

Finally, the report provides evaluation criteria and 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, 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 ends 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
InformatiX Hungary	InfoXHU	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 the culture. For to take part in this sort of events, dozens of the 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 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. 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 elders to higher social participation and improve their engagement in the society. It will make their life more active and healthy as well.

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

2.2. Dissemination according to Description of Work

This dissemination strategy document is D4.1. deliverable of Task 4.1. "Dissemination" in Work Package 4 "Dissemination, exploitation and business development". The main purpose of this deliverable is to describe dissemination activities that will be conducted during the Project. 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 12th, 21st, and finally in 30th month of the STAGE 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, ICT platform updates.

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 has been also planned. Furthermore, this document aims at providing an internal Dissemination Guide for partners, which will describe project branding rules.

The key part of dissemination process is also Task 4.4. "Website development" which has been planned as a separate task. The main aim of the regularly updated web site will be to disseminate STAGE results to the wide public. Due to meeting accessibility requirements specifications such as defined by WAI and ARIA guidelines, extended usability of the web site will be ensured. It is necessary considering elderly people as a target group. 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 Description of Work document):

Del. no.	Deliverable name	WP	Type of deliverable	Dissemination level	Delivery date
D1.1	Report on users involvement and preferences	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 requirements 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 involvement	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

A 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 need to be protected against potential competitors on the market. However most crucial results and outcomes, summaries of some deliverables will be (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 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 very important objective due to the wide scope of STAGE which is directed to the elders and to business environment, which can be recognized as totally different groups ((please see the 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 (please see the 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 (please see the chapter: *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 successful release of the STAGE platform to the market place.

The document will be updated in 12, 21 and 30 month of the project duration. As the project furthers, the strategy will be developed and the actions and responsibilities will be described in more details.

3. Dissemination goals

As Description of Work 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 section 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 seek for the solutions and services which successfully supply their needs. Therefore STAGE consortium intend 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 STAGE, which has not only societal, but mainly market (commercial) dimension and objectives. Hence, there is a strong need to popularize and promote 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 STAGE platform is crucial for the success of the whole project. Thus the ultimate goal is to **encourage end-users** and **potential collaborators to action** considered as using STAGE 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

Target audience of STAGE is very diverse. It is implied by 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 (and mainly) commercial dimension and needs to be communicated to business 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 clients:
- **Individual users at age 65+**
- **relatives of seniors**
- seniors below 65+ (i.e. 55+)
- care homes and associations
- general public

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 clients 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 will be also introduced to care homes and associations that can engage in secondary dissemination and also be interested in purchasing an access to some events. Last but not least, since STAGE has ambition to addresses its offer also to general public, the whole society should be well informed about the project and encouraged to STAGE services.

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 would be interested in putting adverts on the STAGE website and thus reach particular audience.

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 clients**, 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 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)

Since the project is in its initial stage, 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 *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 founding

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"[1] 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[2].

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

---

[1]   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].
[2] *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
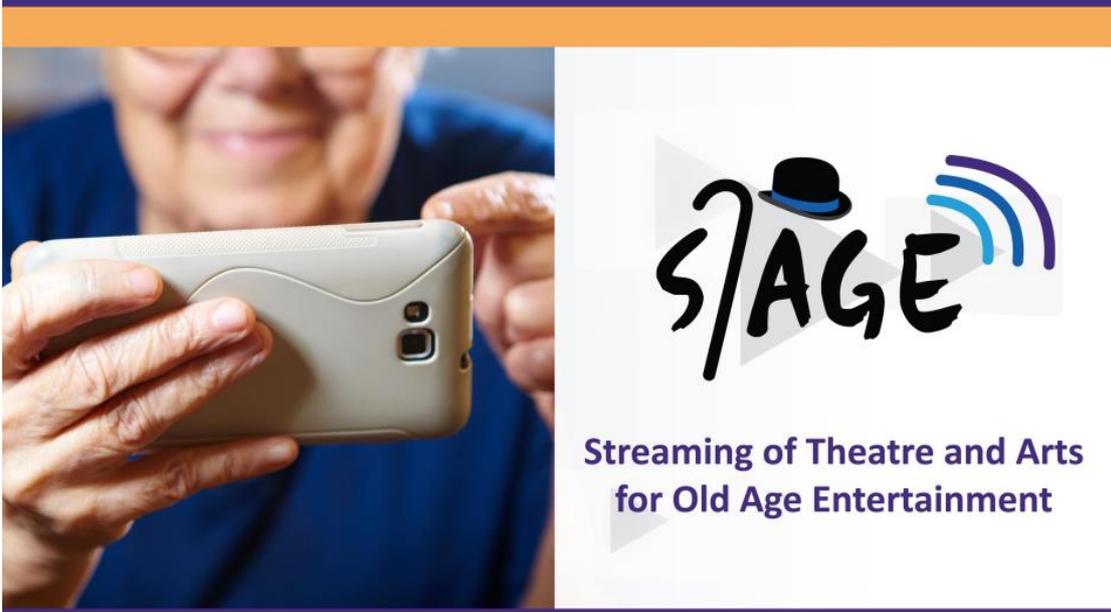- Agenda template
- Minutes template

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

6.7.   Power point presentation template

Title and following slides:

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 will be used during dissemination (including communication and marketing) activities are listed in the Table 3 below and described in detail in the following subsections.

Dissemination channel	Target groups	Key objective
Internet	Both target groups segments as defined in section 3: A (potential clients) and B (business stakeholders); general public	Raising awareness, promotion, engagement
Media	Individual users at age 65+, care homes and associations, business 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 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 section 4, please see Table 3 above) will be 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 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 will also use 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 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 will be 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 will organize and 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 business meetings, have a possibility to clarify, better understand and even further the idea of the project, which is of 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 sections.

Dissemination tools and techniques	Target groups	Key objectives
Project website	General public, relatives of seniors, care homes and associations, potential business stakeholders (target group B)	Raising awareness, promotion
Project power point presentation	General public, seniors and their relatives, care homes and associations, potential business stakeholders	Raising awareness, promotion, engagement
Newsletters	care homes and associations, potential business stakeholders	Promotion, engagement
Social media	care associations, potential business stakeholders	Raising awareness, promotion
Press articles	Both target groups segments as defined in section 3: A (potential clients) and B (business stakeholders)	Promotion, engagement
Scientific publication	Business stakeholders	Promotion
Poster	care associations, potential business stakeholders	Promotion
Leaflet	General public, seniors and their relatives, care homes and associations, potential business stakeholders	Raising awareness, promotion
Marketing sessions	potential business stakeholders	Engagement, promotion
Conferences and meetings	Both target groups segments as defined in section 3: A (potential clients) and B (business stakeholders)	Engagement, promotion

Table 4. Dissemination tools and techniques

7.2.1. Project website

As it has been mentioned in the section 2.2., the project website is going to be a result of Task 4.4. "Website development". The website will meet accessibility requirements specifications (WAI and ARIA guidelines), ensure extended usability and will be regularly updated. It will be available also after the project ends, for at least one year.

The website is a very versatile tool – different target groups can find the information they might be interested in. What is more, the regular updates based on the content delivered by all the project partners will ensure better website positioning. It will make the project website more popular and increase its coverage. The important thing is that visitors interested in project progress will have a possibility to sign up for e-newsletter.

The website will be delivered in the 6th month of the project duration (August 2016) and will be available at: www.stage-aal.eu. It will include 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 will allow comfortable access to project documents, in particular deliverables and milestones. This area will be updated by project coordinator and WP/Task leaders. Furthermore Openproject application for project management will be also activated until end of M4.

Public area of the website will aim at presenting the project and the consortium, and at dissemination of the project objectives, scope, activities, results, and in particular at informing general audience on the news and progress of STAGE. It will contain demo videos, promotional materials and describe activities of the consortium in detail. It will present all partners involved in STAGE, work plan, calendar of events, information on media articles and contact information. Project Partners will be responsible for delivering the information on their activities, news or events that they intend to publish on the website. Therefore each month all Partners will be asked to send their proposals.

7.2.1. Project power point presentation

Two project power point presentations based on the template provided above will be prepared in M6 for the two different target groups – the elderly people and their relatives as well as business stakeholder. This tool will be available for project Partners in the project repository to be used during different events and meetings with the elderly, business stakeholders and scientific community. As the project progresses the presentations will be updated with new results and information on the proposed business model.

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.

7.2.3. Social media

The project will be disseminated also through social media: Twitter, LinkedIn and YouTube.

STAGE Twitter account will use the key and most popular hashtags to disseminate and promote the project news and results.

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

Using LinkedIn portal will allow disseminating the project in European project LinkedIn special groups. It will provide an opportunity for mutually beneficial cooperation with other project consortia or single stakeholders as well as will be a very promising way to reach a wide business audience.

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

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 STAGE 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 that will be used 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 focus of this activity will be at the project end when the results and outcomes of the project will be elaborated.

7.2.6. Poster

STAGE poster will be developed and the project Partners will present it during all events organised by STAGE consortium and, if possible, also on conferences and other events that the project Partners will take part in. The poster should include all basic information on the STAGE project, in particular its objectives, scope, contact to coordinator, website address and should be eye-catching and encourage to participate in STAGE services. Also the project logo should be emphasized. As the poster are often to be adjusted to the conditions and specification of specific events the posters will be prepared ad hoc as soon as the decision is taken about the need to prepare such poster for particular event.

A general poster will be also prepared in M8 and published in printable format in the project repository so each Partner can download and print it whenever such need occurs.

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 3. STAGE leaflet - 1st page

Figure 4. STAGE leaflet - 2nd page

7.2.8. Marketing sessions

In the course of the project duration partners will organise a couple of marketing sessions. They will be organised by industrial project partners and will held in their respective countries: Cyprus, Hungary, Romania, Italy.

Marketing sessions will be a mean to present the project and promote STAGE platform among potential end-users – cultural content providers (public and private).

The sessions will have a form of workshops. Participants will be able to discuss STAGE business models and clarify different issues in cooperation with project partners.

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 that the partners will take part in is AAL Forum[3].

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 (electronical 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.

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

8. Action plan

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 5*) 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 are planned to be implemented until M12. As mentioned before 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.

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 5. Template for gathering and planning dissemination and communication activities

Partner responsible	Name od the activity	Objective of dissemination	Place	Date	Channel	Type of audience	Audience	Commercial contacts	Link to the website of the event	Other information, remarks	Status
ASM	STAGE project 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 public, potential users and stakeholders, seniors' relatives	no. of uniqe users: 4500	YES	www.stage-aal.eu		Planned
All Partners	Partners' websites	presentation of the project, its activities and results, Partners	Internet	08/2016 (after project website is set up)	Webpage	General public, business stakeholders, researchers, scientific community	tbc	NO	All Partners' websites		Planned
CNR/ASM	2nd IET International Conference on Technologies for Active and Assisted Living (TechAAL 2016)	presentation of the project, its activities and results, Partners	London, United Kingdom	24-25/10/2016	Conference	Senior organizations, scientific community, researchers, professionals with different expertise: technological, health, care and social sciences, business	not known	YES	www.techaal.org	Joint effort of Partners to elaborate the paper	Planned
ASM/CNR	European Summit on Innovation for Health and Active Ageing	presentation of project objectives and results, dissemination of scientific/technological knowledge derived from STAGE	Brussels, Belgium	6/12/2016 - 8/12/2016	Conference	Potential business stakeholders, senior organizations, media	tbc	YES	tbc	tbd	Planned
ASM	STAGE E-newsletter	presentation of the project objectives and results, promotion	International	09/2016 and every 6 months	Internet	Potential cultural and business stakeholders, senior organizations, scientific community	ca.350	YES	n/a		Planned
ASM/CNR	AAL Forum	presentation of the project objectives and results achieved so far, promotion	Brussels, Belgium	09/2016	Poster (poster session),speaker session or exhibition - tbd	General public, end users, potential stakeholders	tbc	YES	http://www.aalforum.eu/	ASM - poster; joint effort of Partners to elaborate the ppt. presentation	Planned
ASM	Publishing an article in "Głos Seniora" ('Senior Voice')	presentation of the project, raising awarness and promoting	Poland	2/2018	Press	The elderly and their relatives, senior organizations	ca. 8000	NO	http://glosseniora.pl/		Planned

ASM	Publishing an article in "Gazeta Senior" ('Senior Newspaper')	presentation of the project, raising awarness and promoting	Poland	11/2017 and 05/2018	Press	The elderly and their relatives, senior organizations	ca. 8000	NO	http://www.gazetasenior.pl		Planned
ASM	Publishing project news on eubusiness.com	presentation of the project, promotion, marketing	International	12/2016; 04/2017	Portal	business stakeholders	ca.10000	YES	http://www.eubusiness.com/		Planned
ASM	Publishing project news on healthyageing.eu	presentation of the project news, raising awarness and promoting	International	12/2016; 04/2017; 05/2018	Portal	The elderly and their relatives, senior organizations	ca.10000	NO	http://www.healthyageing.eu		Planned
ASM	Promotion of STAGE in social media	presentation of the project news, raising awarness and promoting	International	from 09/2016	Social media	business stakeholders, scientific community	tdb	YES	tbd	Contribution from all Partners	Planned

Table 5. STAGE Partners preliminary list of dissemination activities

9. Evaluation

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 (section 8.) includes information on the number of people involved in every listed activity. It states expected audience for planned activities and reached audience in case of finalised activity. The same regards to webpage visitors and newsletter recipients. What is more, action plan also indicates commercial contacts – established ones in case of finalised activities and expected ones in case of planned activities. Those are very useful and valuable indicators that allow monitoring the dissemination process.

Furthermore, in order to assess the quality of particular activities and to check if they meet target groups' needs some feedback is required. Therefore, the consortium will design questionnaires for STAGE events as well as use mailing surveys that will help to assess if dissemination/communication is satisfactory. In case of poor results, particular channels, tools or techniques will be improved or changed to overcome those difficulties.

10. 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 an initial strategy which will be further reviewed, revised and updated. 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.

11. 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/