AAL
PROGRAMME

TSBank
Time and Skill Bank for Active Aging

D5.5 Dissemination Plan

Project Identification	
Project Number	AAL 2015-099
Duration	27 months (1st June 2016 – 31st August 2018)
Coordinator	Gil Gonçalves
Coordinator Organization	IncreaseTime
Website	http://www.tsbank.eu/

Document Identification	
Deliverable ID	D5.5 Dissemination Plan
Leader of the Deliverable	SUPSI
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Deliverable Information	
Deliverable Description	It describes the dissemination activities of the TSBank planned during the project execution and carried out by the project partners
Dissemination Level	Public
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Versions of deliverable

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V-1.0	07/07/2016	Simone Pellegrini (SUPSI)	First Draft
V-2.0	04/08/2016	Simone Pellegrini (SUPSI)	Project website description
V-3.0	11/08/2016	Simone Pellegrini (SUPSI)	Introduction and Methodology
V-4.0	07/10/2016	Simone Pellegrini (SUPSI)	Events calendar
V-5.0	27/09/2017	Dina Gomes Dias (SUPSI)	Global update
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V-2.1	25/01/2018	Dina Gomes Dias (SUPSI)	Update the document with the new Template
V-2.2	11/04/2018	Simone Pellegrini (SUPSI)	Events, video
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V 2.4	01/08/2018	Dina Gomes Dias (SUPSI)	Events, Workshops
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Editor	Dina Gomes Dias (SUPSI)		
Partners Contributing	Luisana Carvalho (iTime), Mircea Marzan (ANA)		
Reviewed by	Simone Pellegrini (SUPSI)		

Table of Contents

Executive Summary

This document, entitled "Dissemination Plan" is prepared in the context of the Work Package 5 (WP5) - "Dissemination and Exploitation" and it describes the dissemination activities of the TSBank planned during the project execution and carried out by the project partners.

SUPSI is work package leader and responsible of this deliverable supported by all partners.

Various dissemination activities organized during the run of the project, such as participation on events, newsletters, dissemination on social networks, and targeted mailing using the consortium's vast network of contacts in the elderly area. The targets of these actions will primarily be the elderly with the objective to enable them to feel active, which will greatly contribute to their well-being.

As part of the dissemination effort the consortium will organize at least 2 workshops, one in each of the pilot countries (Switzerland and Romania), to create awareness for the project results and prepare its future commercial exploitation. These will be half a day events with extensive presentations and demonstrations of the TSBank system. In addition, there's also a strong possibility to participate in an international event, to be determined at the start of the project.

Document Context

Role of the Deliverable

This deliverable (D5.5) assembles together all the relevant materials to promote and disseminate the project and the platform silverskills.

This document, besides the executive summary and the conclusion, has been structured in three main sections:

Section 1 - Strategy and partner contributions:

provides relevant information about the strategic dissemination plan followed by an introduction of the target groups, means and tools to disseminate the project and the partner contributions to do these activities.

Section 2 – Silverskills platform name

the name of the platform differs from the project name, in this chapter explains the reasons of this choice.

Section 3 – Dissemination tool and activities

shows all the dissemination material (logo, website, presentation, brochure, mailing, newsletters, Scientific Papers, video and presence on the social networks) that have been created with the aim of disseminating both: the project and the platform.

This section provides also all the international and local events, and the workshops that has been organized in the two pilot countries: Romania and Switzerland.

Relationship to other project deliverables

Deliverable	Relation
D5.1	*Title*: Project web-site *www.tsbank.eu*
D. 5.2	*Title*: Project presentation *The project presentation is required to disseminate the project and the product.*
D5.4	*Title*: Final business plan/business model *To disseminate the project , it is necessary to take in consideration the Ideas of the business plan.*

1. Project Description

1.1 General Description

The core concept of the TSBank is to give the elderly a way to use their time and skills in a way that is useful to society, enabling them to be active and feel needed, which will greatly contribute to their well-being and reduce their dependence on the caregiving infrastructure. The matching process follows a series of steps to ensure a correct match is made:

1. The elderly register with the online tool via a simple interface and inserts the tasks they are willing to help on, thus ensuring they are adapted to their capabilities.
2. People looking for a specific service looks in the platform, and the system matches their request with the available elderly support work, putting both in contact.
3. Once the support is done both parties are requested to vote/comment on each other, creating a "trust rating" that enables future help requesters to make a better selection.

The TSBank project is built upon the concept of helping the elderly help others, in the process improving their self-esteem and social engagement, which in turn improves their wellbeing.

While existing social networks can also be used to provide the proposed matching of volunteer work/needed service, such solutions are too generic and difficult to use for the suggested target demographic. The TSBank solution differs from them in that it is focused on the elderly and their volunteer work, allowing to have a greatly simplified interface and more efficient match-making capabilities.

1.2 System Description

TSBank will develop, validate, and deploy an online platform – silverskills - that allows the elderly to volunteer their skills and time to perform work on a set of areas. People looking for support can then consult the platform for volunteer elderly that match the sought needs, and the platform puts both parties in contact.

The TSBank platform will be built on a modular system, where there's a single base core of features on top of which there are a series of modules dedicated to specific volunteer work areas. The platform can be expanded to include virtually any area for the elderly to volunteer on, while the TSBank project will implement three areas to serve as the start points for the system: Tourism, Pet Sitting and Consultancy. With these three modules, TSBank contributes for an increase of the quality of life, autonomy and participation in social life of elderly people. At the same time, it serves as a starting point for self-confidence in the use of ICT tools through the use of perception of knowledge and experience transfer by making skills and competencies visible in local communities, boosting elderly acceptance and perceived value of ICT solutions. Other important aspects of the system will be the usability and design, which will have to be developed according to the limitations of the elderly users.

2. Strategy and partner contributions

2.1 Strategy

The dissemination of knowledge and capabilities resulting from the TSBank project is an essential activity to both raise awareness to the project results and future commercialization, and to collect feedback for the post-project business plan. During the course of the TSBank project, disseminating information about the project is a responsibility of all partners and an integral part of WP5.

The consortium will explore several different dissemination routes to reach parties which will have interest in the TSBank technology, including potential investors for new systems. A preliminary plan for use and dissemination of the foreground has been made which includes the following methods:

- Establishing a project Web-page in 3 different languages: English, Italian and Romanian where presentation of the project and relevant results are presented and updated as the project progresses;
- Strengthen the cooperation with relevant stakeholder organizations in order to use their network, including their home page, for spreading information and results from the project;
- All partners will be promoting the technology development through their networks of industrial contacts;
- Building links with related funded projects & Thematic Networks;
- Consortium partners will publish consortium approved papers on the TSBank technology;
- Participation in related events, such as the AAL, eHealth and Med-e-Tel Forums;
- Organization of at least 2 dissemination workshops in the countries where the pilots will take place (Romania and Switzerland). In addition, there's also a strong possibility to participate in an annual event, to be determined at the start of the TSBank project.

A large part of the dissemination activities will be at the European level, and will include:

- Building up a web-site with the objective to organize and manage internally the project information (in a separated area restricted to consortium partners) and with a public area updated periodically;
- Disseminating technological and other research results through international scientific journals, conferences and patents;
- Participating in conferences to show results from this project
- Making the results of the project known when TSBank project is completed.

Besides the previously described actions, the partners involved in the consortium will spread the results achieved among their clients and contacts. This will be probably the most effective way of disseminating the project results.

2.2 Target groups, means and tools of dissemination

The table below summarizes the dissemination effort:

Dissemination activity	Target Groups	Means and Tools
Local dissemination of the project results	• Academic or CME education Lectures • Private or public care-giving organisations • General public	• Lectures • Personal contact • Meetings • Press releases • Web-site • Workshops
Dissemination of commercial potentials	• Venture capitalists • Medical organisations	• Partners contact networks • Newsletters • Personal contact • Meetings
Dissemination of the scientific results	• Scientific community • Companies interested in the developed products	• Scientific papers • Special congress activities • Patents

2.3 Partner Contributions

This dissemination plan was prepared by SUPSI, WP5 leader. All project members are expected to contribute by recording information about individual contributions to dissemination activities, to training events, conferences and workshops where the objectives of the project will be presented. Project partners are also expected to contribute to the initial identification of dissemination opportunities in their countries. Representatives of all project partners will be given the opportunity to contribute to this document as well.

SUPSI and Ana Aslan International Foundation will be responsible for the Italian and Romanian translations of the TSBank website.

2.4 Silverskills - Platform name

The name of the online platform is **silverskills,** a name that was selected for commercial reasons for branding and marketing. The name TSBank for the platform did not met the expectations for commercializing the product. In an initial phase it was collected different suggestions from all partners, deciding the name from a poll with active participation of all partners.

3. Dissemination tools and activities

3.1 Project logo

The project logo has been designed before the project start by IncreaseTime.

TSBank

Time and Skill Bank for Active Aging

Colors:	Blue: R 52, G 171, B 244	Hex: 34ABF4
	Grey: R 168, G 172, B 173	Hex: A8ACAD

3.2 Platform logo

For the silverskills platform we use similar colours to refer to the logo of the project.

silverskills

Colors: Blue: R 44, G 141, B 199   Hex: 2C8DC7

Grey: R 188, G 191, B 192   Hex: BCBFC0

3.3 Project website

The project website http://www.tsbank.eu is the first development of the WP5, created with all the relevant information about TSBank, as a tool for dissemination to the whole stakeholders in our project, highlighting technical, economic and societal challenges.

The web-site http://www.tsbank.eu/will be continuously improved over the lifetime of the project in order to reflect its evolution and serve as the permanent entry-point for the project dissemination.

3.3.1 Information architecture

The following image describes the future architecture of the site when it will be completed.
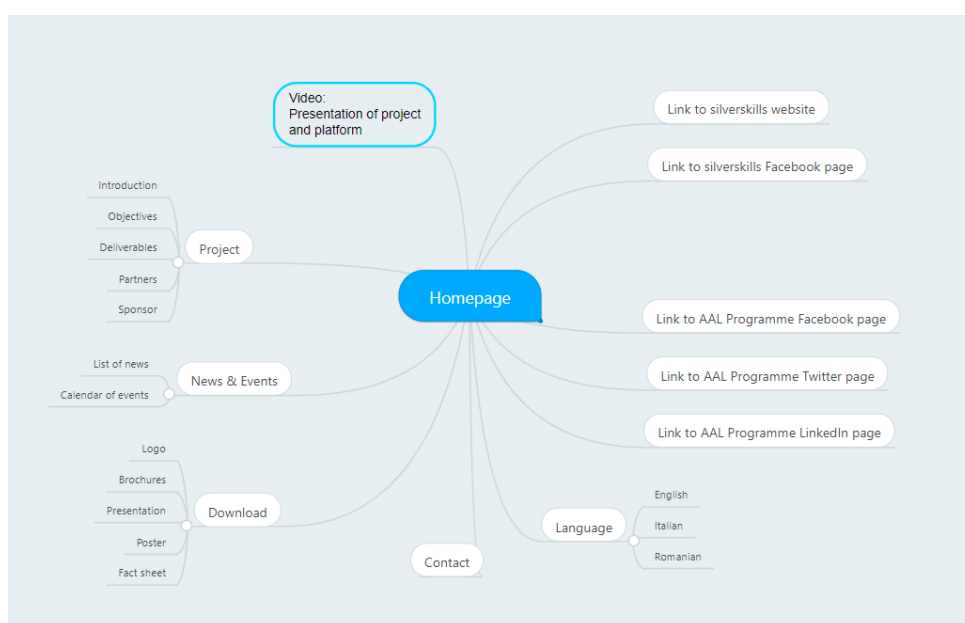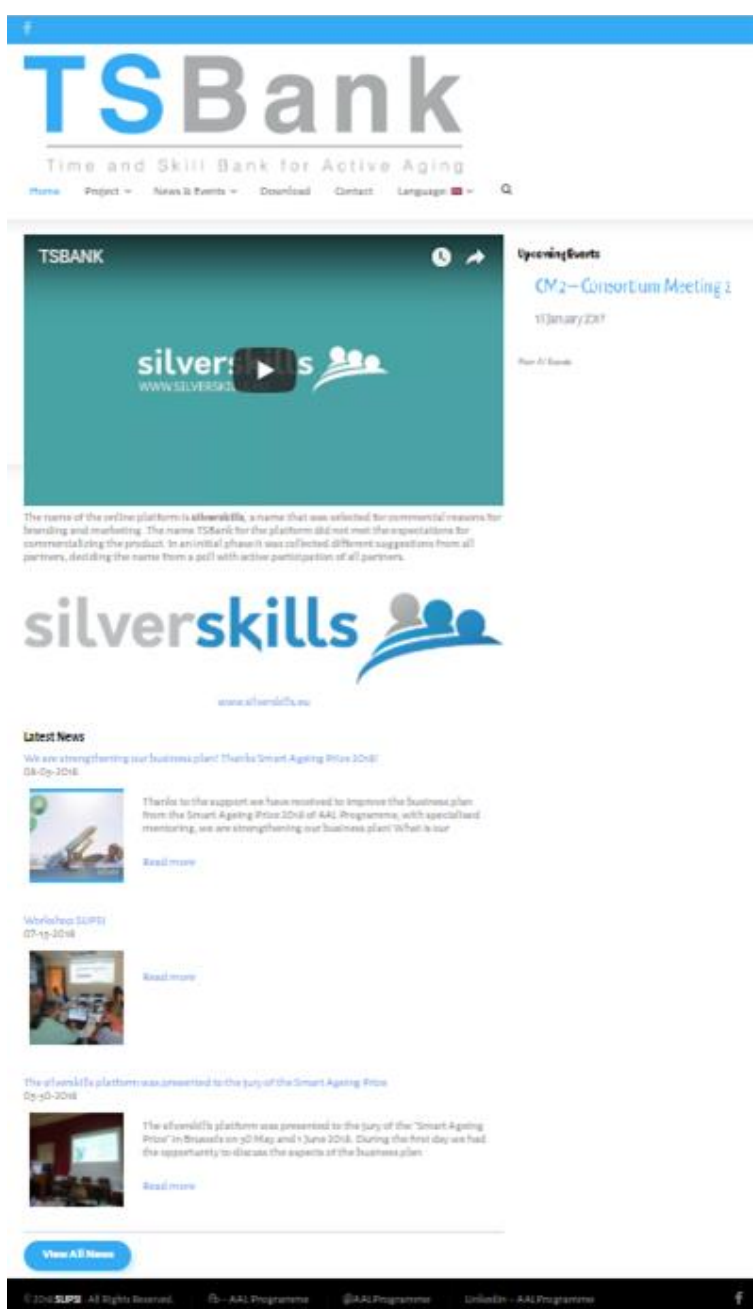
The site is available in English, Italian (from SUPSI) and in Romanian (from the Ana Aslan International Foundation).

3.3.2 Interface structure

In all pages is always present

- Header: TSBank logo and link to silverskills Facebook page
- Menu
- Footer: link to AAL Programme Facebook, Twitter and LinkedIn page

The structure site is represented in the following image:

In the homepage are present the latest activities (news and events) of the TSBank.

3.3.3 Content

In the following chapters is written the initial text of the site at the start of the TSBank project.

3.3.3.1 Project

TSBank is a project of the Call 2015 of the Active and Assisted Living programme leaded by Increase Time with the participation of SUPSI and ANA Foundation.

3.3.3.2 Introduction

The elderly often have large amounts of free time and high skill in specific areas, which they have difficulty employing in a useful manner. The core concept of the TSBank proposal is to give **the elderly a way to use their time and skills in a way that is useful to society, enabling them to feel active, which will greatly contribute to their well-being.**

To this end, TSBank will develop, validate, and deploy an online platform that allows the elderly to volunteer their skills and time to perform work on a set of areas. People looking for support can then consult the platform for volunteer elderly that match the sought needs, and the platform puts both parties in contact.

3.3.3.3 Objectives

TSBank will develop and validate a web-based service that will match volunteer work with specific work needs, as well as prepare the exploitation of that service post-project. TSBank impact will include, among others:

- Improve the quality of life of the participant elderly by giving them a way to help others and use their time productively, which will increase their happiness and self-esteem;
- Give to the elderly a way to use their time and promote self-help that will stimulate social activities and solidarity;
- Develop an innovative matching service that serves as model for future similar services.

3.3.3.4 Partners

The TSBank consortium is composed of 3 leading organisations whose expertise complements each other and encompasses all needed areas of knowledge required to successfully develop the project. They are:

ITime: an SME with a large experience in ICT solutions for the elderly, they will provide the R&D work required to fulfill the technical parts of the project.

http://increasetime.pt/

ANA: organisation specialized in the care giving to the elderly, they will provide the end-user perspective, scientific accuracy, and facilities/staff required to perform the Romanian pilot.

http://brainaging.ro/

SUPSI: university specialized in research in applied sciences, they will provide research, and scientific accuracy, and facilities/staff required to perform the Swiss pilot.
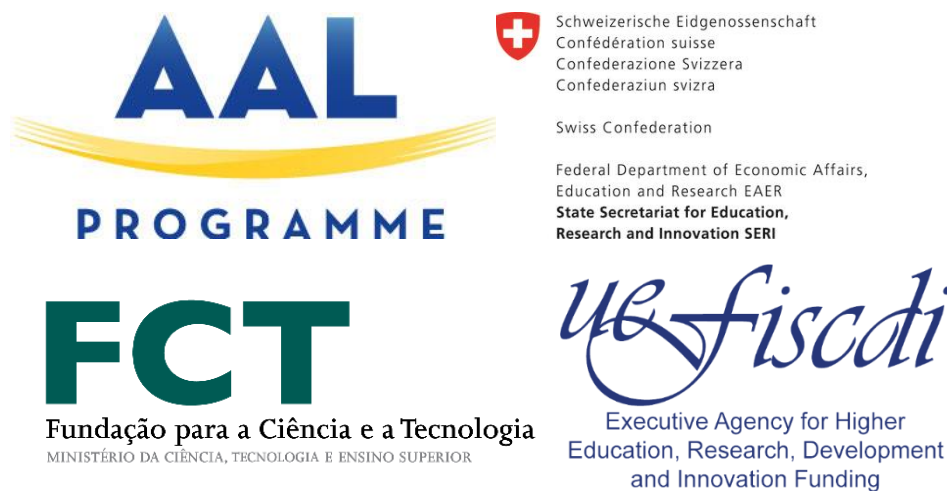
http://www.supsi.ch

University of Applied Sciences and Arts
of Southern Switzerland

SUPSI

3.3.3.5 Sponsor

Project Number: AAL-CALL-2015-099

Duration: 24 months

Starting Date: June 1, 2016

Total budget: 723,000.00 €

Public contribution: 621,900.00 €

TSBank project is co-funded by the European AAL Joint Programme and the National Funding Agencies.

3.3.3.6 News

Example of a news:

Kick Off meeting in Porto – 21st June 2016

To formalize the start of TSBank and elaborate the activity plan that will guide its development, two representatives of each partner travelled to Porto for the kick-off-meeting of the project.

After an introduction of each partner, particularities of the project, end-users and platform were discussed, finishing with details of the different work packages and activities.

3.3.3.7 Deliverables

Number	Name	from WP	Nature/type	Dissemination level	Delivery date
D1.1	Calendar year report	1	Report	Restricted	M12, M27
D1.2	Mid-term review questionnaire	1	Document	Restricted	M12
D1.3	Final report	1	Report	Restricted	M27
D2.1	Guideline of end-users recruitment and enrolment (M2)	2	Document	Restricted	M2
D2.2	Ethical and Legal Issues	2	Report	Public	M2
D2.3	Specification of users needs and preferences	2	Report	Restricted	M4
D2.4	Scenarios and use cases	2	Report	Restricted	M5
D2.5	System architecture and technical specifications	2	Report	Restricted	M6
D3.1	Base software	3	Prototype	Public	M16
D3.2	Mobile apps	3	Prototype	Public	M16
D3.3	Web-based interconnecting service	3	Prototype	Public	M16
D3.4	System content	3	Prototype	Public	M14
D4.1	Pilot plan	4	Report	Restricted	M12
D4.2	Training materials	4	Documents	Public	M18
D4.3	Service evaluation and adaptation report	4	Report	Restricted	M18, M27
D5.1	Project web-site	5	Website	Public	M3
D5.2	Project presentation	5	Presentation	Public	M6
D5.3	Draft business plan/business model	5	Report	Restricted	M12
D5.4	Final business plan/business model	5	Report	Restricted	M27
D5.5	Dissemination Plan	5	Report	Public	M27

3.3.3.7 Contact

<u>Coordinator:</u>	Increase Time, S.A.
<u>Name:</u>	Gil Gonçalves
<u>Email:</u>	gil.goncalves (at) itime.pt
<u>Phone:</u>	+351 229 396 355
<u>Address:</u>	Rua Dr. Afonso Cordeiro, 877
	4450-007 Matosinhos, Portugal
<u>Website:</u>	http://www.tsbank.eu

3.3.4 Others

<u>Fonts</u>

Font-family :	Alegreya Sans
Body text:	size: 20 px ; line height: 1.2
H1:	size: 80 px ; line height: 1.1
H2:	size: 70 px ; line height: 1.1
H3:	size: 50 px ; line height: 1.1
H4:	size: 30 px ; line height: 1.1
H5:	size: 30 px ; line height: 1.55; font style: italic
H6:	size: 20 px ; line height: 1.1

<u>Colors:</u>

Text:	#888888
Accent color :	#34abf4
Link hover color:	#2696f2
H1, H2, H4, H5 color:	#34abf4
H3, H6 color:	#151616

4. Platform website

The product website is https://www.silverskills.eu is available on English, Romanian, Italian, French and German. The platform is main "output" of the project, in addition of the services of silverskills, it introduces the TSBank project, the sponsors and promotes the benefits of the product and has a part dedicated to the FAQ.

5. Project Presentation

The first version of the project presentation has been released in October 2016 to introduce the idea and objectives of the project.

The presentation was updated when silverskills has been released, to promote the value, the mission, the benefits that the platform add to the society, the idea of the business plan and of course how the platforms works.

The Power Point presentation is available on the website.

6. Poster

A project poster has been created for the AAL Forum in St. Gallen, last 26- 28.09.16 and has been updated the 25.09.2017.

See Annex 1

7. Brochure

At first we disseminated the project using the following brochure with to goal to present the project, the vision and values.
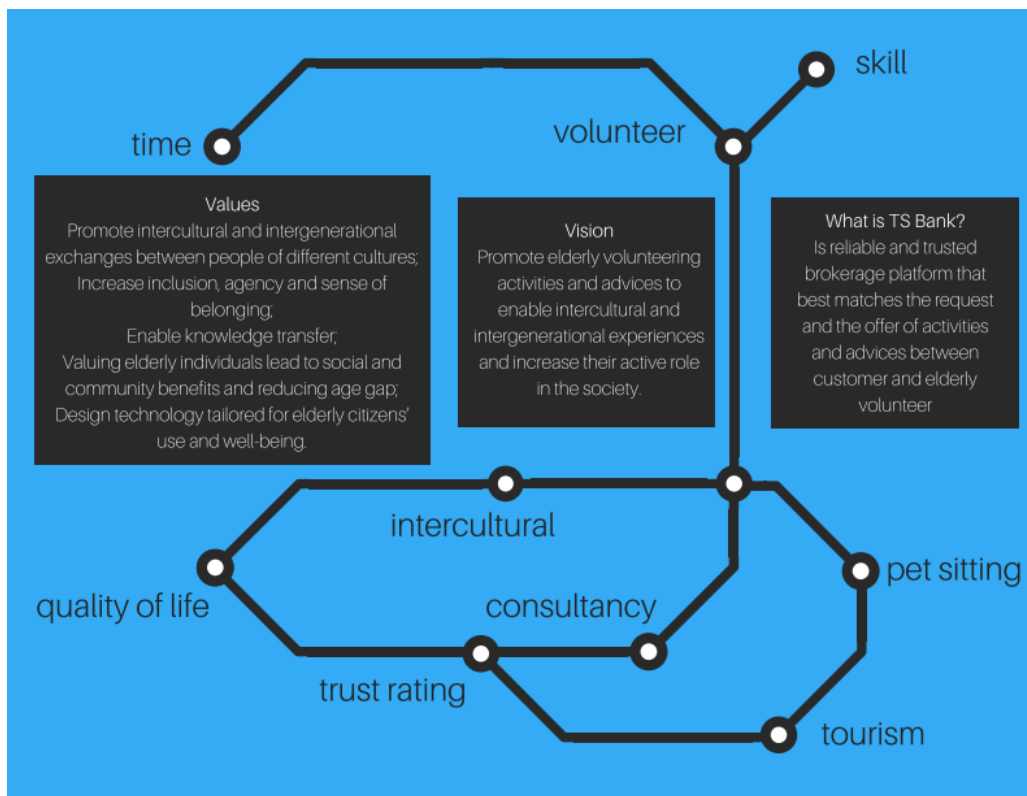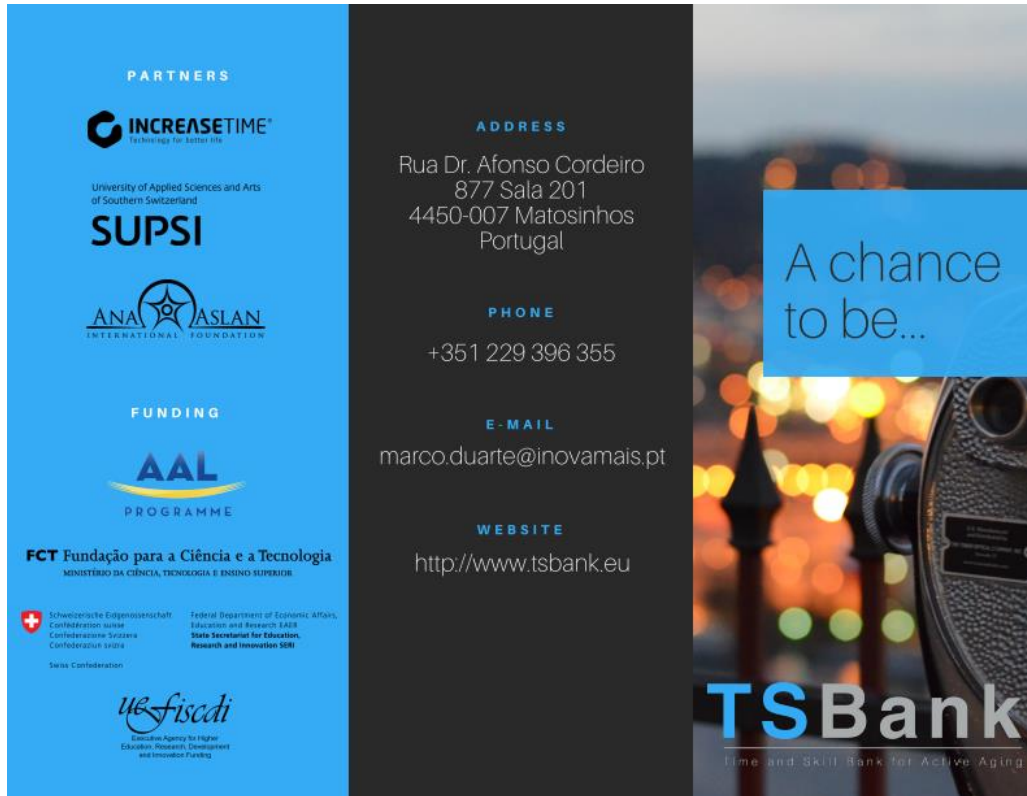
The brochure was also updated when silverskills has been released highlighting the potentiality of the platform:

Concept

The elderly citizens often have large amounts of free time and high skill in specific areas, which they have difficulty employing in a useful manner. The basic concept of the **silverskills platform** is to give elderly people the opportunity to use their time and knowledge in an advantageous way to society, enabling them to be more active contributing to their wellbeing and quality of life.

silverskills is an online platform that allows the elderly to volunteer their skills and time to perform work on a set of areas. People looking for support can then consult the platform for volunteer elderly that match the sought needs, and the platform puts both parties in contact.

INCREASETIME®
Technology for better life

ANA ASLAN
INTERNATIONAL FOUNDATION

University of Applied Sciences and Arts of Southern Switzerland
SUPSI

www.silverskills.eu

silverskills is the product of TSBank Project (co-financed by the Active and Assisted Living Joint Programme and the following National Authorities)

FCT
Fundação para a Ciência e a Tecnologia

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs, Education and Research EAER
State Secretariat for Education, Research and Innovation SERI

uefiscdi
Executive Agency for Higher Education, Research, Development and Innovation Funding

silverskills

AAL
PROGRAMME

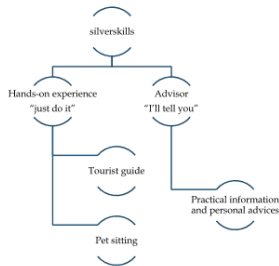### End-users

Demand Institutions and Individuals

Share of Knowledge and Experiences usually hard to find in the market.

Solution

Promote elderly volunteering activities and advices to enable intercultural experiences and increase their integration in the society.

Features

Integration of older age citizens in society

Cost and Time saving

Promote intercultural exchanges and the tourism sector

Chat, Allerts and Online Assistance

Automated matching system

Feedback rating system

Areas

Tourism / Pet Siting / Consultancy

Main Objectives

o Improve the quality of life of the participant elderly and use their time in a more productive way.

o Promote a more active role of the elderly in society.

o Offer an innovative matching service and a starting point for future similar services.

o Allow intercultural and intergenerational exchange of experiences.

See Annex 2

8. International events

The TSBANK has been participated at the following dissemination events:

Date	Event	Present partners / Invited Institutions	Present person	Location	Presented Document	Feedback/comments
26.09.2016 - 28.09.2016	The AAL Forum 2016 http://www.aalforum.eu	SUPSI, Increase Time	700 International congress participants -	St.Gallen, Switzerland	Poster	The event is described below.
22.02.2017 - 25.02.2017	CNAlz 2017 https://www.alzcongres.ro	Ana Foundation	Around 50	Bucharest, Romania	Poster	The event is described below.
14.03.2017	Course session for medical specialists with an interest in healthy aging https://umfcd.ro/en/disciplina/geriatrics-and-gerontology-elias-emergency-hospital/	Ana Foundation	Around 30	Bucharest, Romania	Presentation	The event is described below.
20.03.2017 - 24.03.2017	CeBIT 2017 http://www.cebit.de	Increase Time	Over 300'000 participants	Hannover, Germany	Poster	The event is described below.
2.10.2017 - 4.10.2017	AAL Forum 2017 http://www.aalforum.eu	Increase Time	700 International congress participants	Coimbra, Portugal	Poster	The event is described below.

Date	Event	Present partners / Invited Institutions	Present person	Location	Presented Document	Feedback/comments
8.1.2018	1st pilot presentation	ProSenectute	5	Lugano, Switzerland	Project presentation, pilot plan	Presentation of the solution for the involvement in the pilot activities
21.2.2018	Meeting	ATTE	1	Bellinzona, Switzerland	Product presentation	First presentation of the solution for the involvement in the pilot activities
2.3.2018	Meeting	Health promotion and evaluation service (Governative)	1	SUPSI, Lugano, Switzerland	Product presentation	First presentation of the solution to check the interest and have links with other potential partners
14.03.2018	Meeting	CVS - Swiss social volunteering conference	2	Lugano, Switzerland	Product presentation,	Potential patner
14.03.2018	1st pilot presentation	ATTE	4	SUPSI, Lugano, Switzerland	Product presentation, pilot plan	First presentation of the silverskills platform to the users
15.03.2018	2nd pilot presentation	ATTE	10	SUPSI, Locarno, Switzerland	Product presentation, pilot plan	Second presentation of the silverskills platform to the users

Date	Event	Present partners / Invited Institutions	Present person	Location	Presented Document	Feedback/comments
16.03.2018	Ageing Summit 2018 http://www.ageingsummit.pt	Increase Time	10	Porto, Portugal	Poster	The event is described below.
04.04.2018	Silverskills presentation	Red Cross	3	Lugano, Switzerland	Product presentation	Potential partner
27.04.2018 - 29.04.2018	Ageing Congress 2018 https://ageingcongress.com	Increase Time	About 50	Coimbra, Portugal	Product presentation and discussion	The event is described below
16.05.2018	Workshop 1	ProSenectute, Red Cross, Cantonal Health promotion and evaluation service	10	SUPSI, Lugano, Switzerland	Product presentation and discussion	The workshop is described below (in the respective section)
5.7.2018	Workshop 2	Third Age Ticinese Association, UNITAS, end users	10	SUPSI, Lugano, Switzerland	Product presentation and discussion	The workshop is described below (in the respective section)
31.07.2018	Final workshop in Romania	Representatives of stakeholders, end users and media	25	ANA, Bucharest, Romania	Product presentation and discussion	The workshop is described below (in the respective section)

Date	Event	Present partners / Invited Institutions	Present person	Location	Presented Document	Feedback/comments
21.09.2018-23.09.2018	The Romanian Medical Innovation Summit http://maie.ro/ro_RO/program-2018/	ANA / Participants from the medical community, entrepreneurs from IT healthcare, informal carers	Around 50 / More than 200 visitors	Bucharest, Romania	Oral presentation in the 3rd plenary session on the 21st of Sept 2018 / Booth with running movie on TSBank and other AAL Projects	The event is described below
25.09.2018	AAL2Business Venture Academy 2018 https://www.aalforum.eu/programme/aal2business-venture-academy	Increase Time, Ana Foundation	6	Bilbao, Spain	Presentation	The event is described below.
01.10.2018	"Best practices for getting old beautifully" Conference, organized by "Principesa Margareta de Romania" Foundation https://www.fpmr.ro/evenimente-si-campanii/conferinta-ziua-varstnicului	ANA / end users	More than 200 elderly people	Bucharest, Romania	Oral presentation of Silverskills / TSBank	The event is described below.
04.10.2018	"The right to age contemplation" Conference, organized by Medic Hub Media	ANA / top stakeholders involved in the area of active and healthy aging in Romania	About 30	Romanian Senate, Bucharest, Romania	Oral intervention with short presentation of the Silverskills movie	The event is described below.

8.1 The AAL Forum 2016

TSBank objective presented at the AAL Forum in St. Gallen

AAL Forum, the annual conference of the Ambient Assisted Living Joint Programme, took place in St. Gallen, Switzerland, from 26 to 28 September 2016.

TSBank was present at the stand of the Department of Innovative Technologies of SUPSI, where objectives and first steps of the project were presented. Increase Time also took part in the event as a visitor.

8.2 CNAlz 2017

CNAlz 2017 (Romanian National Congress on Alzheimer's Disease)

From 22-25 February 2017 Bucharest hosted the Romanian National Congress on Alzheimer's Disease. Prof. Luiza Spiru of ANA Foundation presented the TS BANK project to 50 Alzheimer's Disease specialists.

8.3 Course session for medical specialists with an interest in healthy aging

Course session for medical specialists with an interest in healthy aging

Prof. Luiza Spiru of ANA Foundation included a presentation of the TSBANK project (14-16 March 2017) in the teaching course on innovative technologies that help increase the QoL of elderly persons at the University of Medicine and Pharmacy.

8.4 CeBIT 2017

<u>The TSBank Project has been represented by IncreaseTime on CeBIT</u>

The TSBank Project has been represented by IncreaseTime on CeBIT which held in Hannover, Germany, between 20-24th of March.

8.5 AAL Forum 2017

<u>TSBank project presented at the AAL Forum in Coimbra</u>

The AAL Forum featured the latest advances in ICT technology for our ageing population, from robots and games to apps and sensors, products that focus on quality of life, increased independence and social life, and the reduction of health and social care costs. Meet those who develop the technology, those who use it and those who invest in it with a plethora of networking opportunities and social events.

TSBank has been presented, the 4th October 2017 by its coordinator, Gil Gonçalves, at the 15th Workshop "the Vision AAL beyond 2025".

8.6 Ageing Summit 2018
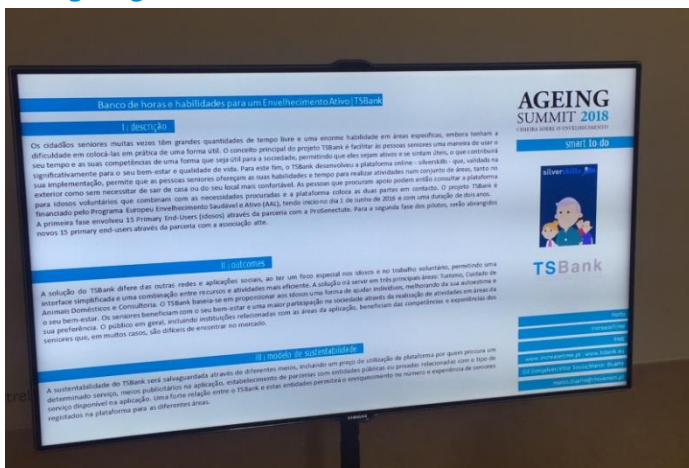
TSBank has been presented and disseminated by the Project Coordinator Gil Gonçalves in the first edition of the AGEING SUMMIT (Summit on Aging Demographic) in Misericórdia do Porto.

The event aims to bring together European leaders, experts and policy makers from the different areas related to the Demographic Aging process, namely in the areas of Health, Economy, Finance, Social and Innovation.

The summit aims to boost debate and explore the evolution of Aging in Portugal and Europe, by discussing the best strategies to adapt products and services aimed at this growing population.

The Ageing Summit is a stage for the creation of strategic value through inputs aimed at the redesign of public and business policies, aimed at boosting economic growth and mitigating the difficulties and constraints generated by Aging Societies. This event will bring the stakeholders involved in the processes closer together, promoting an integrated intervention that promotes strategies for Positive, Active and Healthy Aging.

AGEING SUMMIT 2018 promotes smart to-do, good practices that promote the quality of life in aging. The initiative is carried out in close collaboration with the Porto4Ageing Consortium and the University of Porto, which scientifically support the 1st Edition of AGEING SUMMIT.

TSBank was selected as a best practice smart to-do, being presented with a digital poster (photos) and later will be part of an e-book which collects the best initiatives of the region.

8.7 Ageing Congress 2018

The paper "silverskills – a brokerage matching platform of older adults' skills" was presented during the Ageing Congress 2018

Ageing Congress is the international event, held in Coimbra, Portugal on the 29th of May, which encourages the participation of the professionals involved in ageing area across Europe and even globally, counting with a participation by dozens of international researchers.

A paper was submitted and presented on the event by Marco Duarte (IncreaseTime).

8.8 The Romanian Medical Innovation Summit 2018
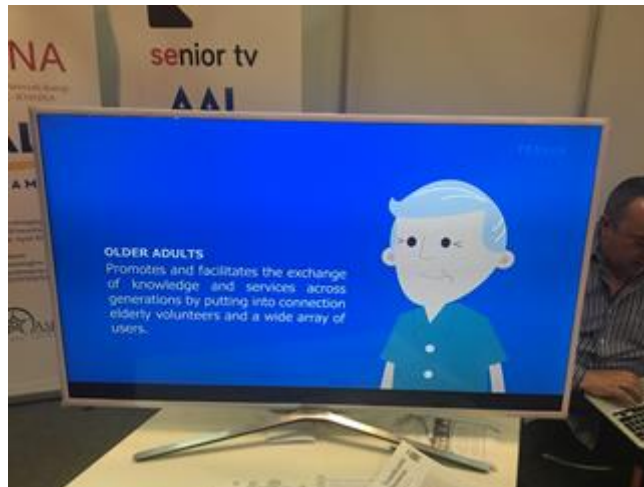
This event aimed to bring together participants from the medical community, entrepreneurs from IT healthcare and informal carers interested in finding novelties related to the medical field. It hosted national and international speakers and during this event we had an oral presentation in the 3rd plenary session on the 21st of Sept with around 50 attendants; also, during the 3 days of the Conference more than 200 participants visited our booth, where we ran continuously short movies including that of silverskills / TSBank.

8.9 AAL2Business Venture Academy 2018

The AAL2Business Venture Academy 2018 occurred on the 25th of September, in Bilbao.

The event joined inspiring AAL projects entrepreneurs and experienced investor coaches.

This support action combined experience and knowledge exchange with oriented approach for commercialization of the different solutions presented on the event.

Along with other participants, silverskills solution pitch was performed by Increase Time to a panel of coaches, experts, and peers who gave live feedback and specialised suggestions to work on their investment readiness and pitch.

8.10 "Best practices for getting old beautifully" Conference, 01 Oct 2018

This event (https://www.fpmr.ro/evenimente-si-campanii/conferinta-ziua-varstnicului/) was organized by "Principesa Margareta de Romania" Foundation, a prestigious NGO, run by the Royal Family of Romania, dedicated to charitable activities and sound projects for supporting the elderly persons (among others). Following our workshop for stakeholders, the representative of this organization was impressed by the innovation and value that a solution as silverskills might give to the elderlies and selected our project to be among the 6 best practices they decided worth for sharing with more than 200 elderly people. The presentation was welcomed by the participants and raised a good level of interest.

8.11 "The right to age contemplation" Conference, 04 Oct 2018

This Conference was organized by MedicHub Media, under the high patronage of the Senate Commission on Human Rights, Equal Opportunities, Cults and Minorities, with the support of the Commission for Public health and the Ministry of Labor and Social Justice, together with the White-Yellow Cross Foundation - ANA was invited as a recognized stakeholder involved in the area of active and healthy aging - we sustained a presentation on the unexplored potential of involving senior volunteers in the community activities, where we pointed Silverskills platform as a useful solution to support such initiatives.

During this meeting it was agreed to initiate a "Pact for the Care of Elderly People" which will contain the main issues identified at national level with agreed implementation deadlines between the Executive (e.g. Ministry of Labor, Health, Finance, Regional Development), Legislative, Private and State Service Providers, and Representatives of the civil society.

Press release:

https://www.medichub.ro/stiri/adoptarea-pactului-pentru-ingrijirea-persoanelor-varstnice-id-1968-cmsid-2

9. Workshops

The last year of the project, in **2018**, the consortium organized 3 workshops, two in Switzerland and one in Romania to create awareness for the project results and prepare its future commercial exploitation. These will be half a day events with extensive presentations and demonstrations of the TSBank system.

9.1 Switzerland

Workshop 1 - May 16th, 2018.

Attendees:
ProSenectute
Red Cross Switzerland
Cantonal Health promotion and evaluation service

Introduction:

ProSenectute and Red Cross have voluntary sections that provide services to elderly people but also to people in need or children.

We present a second hypothesis of business plan without the 5€ for each completed service because the principle of these organizations is that the volunteering service must be free. From the analysis, all the Swiss competitors have an annual fee (from 20.- to 50.- CHF) but the services are free.

Discussion about the implementation strategy of silverskills at the cantonal level in Switzerland

It is necessary to make a clear distinction and a choice between an economic or social orientation. Social orientation is may be favored, given the limited possibility of direct funding from free voluntary activities. For this option is necessary to find public founding, sponsoring or other forms of indirect revenue.

Reassess and redefine the types of services. Financial and legal advice can be dangerous. This has already been considered and the "CONSULTANCY" category could be transformed into "Advice for Do It Yourself".

ProSenectute emphasizes how the selection of the volunteers by their operators, who recruit the most suitable volunteers, is necessary and essential to guarantee the quality of the service. At the present time it is not conceivable a substitution of this process but perhaps silverskills could be useful as a support for the matching process?

Red Cross offers a long-term voluntary service with controlled and verified activities. Silverskill could be a complementary offer with voluntary punctual actions of differentiated services. For this we must carefully choose the services offered.

Conclusion:

The silverskills platform could be geared towards punctual and occasional performance of people who do not want to engage in overly demanding and long-term volunteering (e.g. moving house).

The services must be redefined in the context of leisure activities, leisure time, hobbies, etc., such as the "TOURISM" category already offered by silverskills.

Re-contact ATTE (Third Age Ticinese Association) to understand if silverskills, with these characteristics, may be of interest to them.

Considering the social orientation and present the project to the municipalities.

Workshop 2, July 5th 2018

Attendees:
Elderly end-user volunteers
Representative of Association of Blind and Visually Impaired of Southern Switzerland - UNITAS
Representative of Third Age Association (ATTE)
Representative of Elderly Daily Center of the city of Lugano

Agenda:
Presentation of the project
Presentation of the platform
Use of the platform
Discussion about the implementation
Flayer:

See Annex 4

 and Annex 5

Unfortunately, during the workshop, we had a malfunction of the platform because of the server side being too slow.

Comments and suggestions of the participants:

- The stability must be guaranteed. During the use with the workshop's participants we had problems at platform responsiveness because of the server side being too slow.
- Facebook is an alternative in the consultancy area considered that a user can ask something to friends and receive back suggestions and comments.
- Improve the visualization of the different status of the services like an agenda.
- The after-school clubs where children or teens are assisted in the homework could be a new category to be added.
- Accessibility to the platform with other browser (EDGE, FIREFOX, SAFARI)
- Add the possibility to insert a link on the chat. Useful to send information during a consultancy.

- Improve the "differentiation" of the services by adding the their description
- Improve the Italian translation (Countries and Languages)
- Add the possibility to come back (with an arrow) from the requested service page
- The volunteer would like to look for requests (see a list of requests) and choose, not only receive a single request.
- The organizations would like to control and/or manage the different profiles of their associated volunteers.

9.2 Romania

Workshop, July 31st 2018

Attendees

Representatives of the General Directorate for Social Assistance of Bucharest Municipality
Representatives of the National Federation of Pensioners from Romania
Representatives of ''Habilitas'' Association
Representatives of ''S4'' and ''S6'' Seniors' Club
Representatives of ''CARP Omenia'' Association
Representatives of the "Niciodata Singur'' Association (Never Alone)
Representatives of the "AntiParkinson Romanian Association"
Representatives of ''Principesa Margareta'' Foundation
Representatives of the "White-Yellow Cross" Foundation
Representatives of the senior volunteers which tested the Silverskills platform (PEU's)
Representatives of ''Cariere Online'' Magazine

Flyer with the Agenda:

See Annex 4

Introduction

On the 31st of July 2018 we organized a workshop on TSBank Project where we put together a part of the Senior volunteers as well as members of different Seniors' Associations and our Local Social Assistance Service. We firstly presented them the history of ANA as well as our activity branches - medical facilities, EU Project, Education, etc. Then, we proceeded to presenting them TSBank and silverskills platform - we offered them a more in-depth look on what this project represents via two presentations; one about the project and the other one consisting of a demonstration on how the platform works.

Discussion on feasibility and implementation strategy of silverskills in Romania

One of the first questions that were raised immediately after the presentations referred to the three domains covered by the platform - tourism, pet sitting and consultancy. It was argued that more domains should be added to the platform in order to give seniors the possibility of finding more easily some areas in which they can offer advice and their time.

Another aspect worth mentioning was that the attendees feared that the platform might not be intuitive enough compared to the technological literacy of an average senior. Thus, more awareness on this topic should be raised in our country and basic technology skills workshops organized in order to train our Seniors. Moreover, on the same topic of platform accessibility,

a log in option using the phone number was proposed - this proposal has its fundament on the same low technological literacy of our seniors; many of them do not have an email address.

Last but not least, it was unanimously agreed by all our volunteers that the platform sends excessively too much emails, regarding every action taken on the platform; the volunteers found this aspect both impractical and disturbing.

The rewards that the platform should offer was also a topic that presented interest from the audience. A system that tracks the performance of our volunteers was proposed for implementation. In terms of rewards, it was agreed that vouchers, coupons or discounts for cultural and social events are among the best rewards that may offer senior a real incentive to volunteer even more.

Another subject debated was the dissemination plan. Several ways of promoting the platform were mentioned - for instance, pupils may advertise this platform to their parents, grandparents and other senior volunteers as well; in this respect, the acceptance and interest among seniors might be higher and the generation gap between them may as well diminish. On the same topic, closing partnerships with educational institutions regarding the platform advertisement was also mentioned.

Hand in hand with dissemination goes the financing. The main focus should be on attracting the municipality to finance as well as support this platform in order to be free of charge for its users – any type of fee was argued to lower the will of users to access this platform. Other parties interested in supporting the platform were thought to be travel agencies (as one of the platform domains is tourism), local authorities and Seniors' Associations - in a lower ratio.

10. Other Channels

10.1 Scientific Paper

For the Ageing Congress 2018 the paper ""**silverskills – a brokerage matching platform of older adults' skills"** was submitted and presented on the event by Marco Duarte (IncreaseTime). See Annex 1

10.2 Mailing

The mailing list was created through the web survey, only the people who would like to receive more information on the progress of the TSBank project will receive the newsletters.

10.3 Social network

The Facebook page is online with the new name of the platform: silverskills:

https://www.facebook.com/silverskillsplatform/

10.4 Video sharing

To promote and disseminate the project and the platform, we created a video in English and with the possibility to activate the subtitles in Italian and Romanian.

https://www.youtube.com/watch?v=lHEyaFU-MvM

Conclusion

The TSBank dissemination plan is an alive document that allows scheduling, checking and, if necessary increasing/improving the effort to achieve the expected goal.

The main goal of the dissemination is to diffuse the project and the platform with an accurate dissemination material (as the presentations, brochure, etc.), participate at the most relevant events to inform the investors, partners, associations, local agency, etc. and receive feedbacks to improve the silverskills platform and the business plan.

Most of the planned events and dissemination topics were spread which resulted in a good awareness and communication of the TSBank project and its product silverskills.

References

Project website:

http://www.tsbank.eu

Platform website:

https://silverskills.eu/

Annexes

Annex 1

TSBank poster

Annex 2

Silverskills Brochure

Annex 3

"silverskills – a brokerage matching platform of older adults' skills"

Annex 4

Flayer workshop SUPSI 5 July 2018 – normal size

Annex 5

Flayer workshop SUPSI 5 July 2018 – small size

Annex 6

Flyer Workshop Agenda ANA 31 July 2018