



DELIVERABLE

Project title: ElderHop

Project reference number: AAL-2010-3-037

D6.51 – Report on dissemination activities

Revision: 1.1

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Date: [31/01/2013]
Dissemination Level: Public

REVISION HISTORY

Revision	Date	Author	Organisation	Description
1.0	25/01/2013	Alexandra Horváth Gabriella Kiss	MMO	The first draft of the deliverable
1.1	31/01/2013	Barnabás Málnay	MMO	Revision of the document

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1. INTRODUCTION

The ElderHop project aims to provide a complex solution to help elderly people keep up their daily activities outside of their homes, and in particular their active participation in one of the most important social activities they do on a daily basis – shopping. The elderly frequently face physical and psychological difficulties related to shopping, arising from health problems and anxiety due to restricted mobility or chronic ailments. Nonetheless, going out shopping is an essential part of many elderly people's life, something they would by no means want to give up. ElderHop therefore offers a package of targeted applications that seeks to facilitate, rather than obviate, shopping. The solution will be available from app stores, and it increases the sense of security, comfort, and self-esteem of elderly people through providing them easy-to use technologies.

ElderHop provides a distinctive concept based on two pillars. On the one hand, by offering a carefully assembled set of easy-to-use services, it enables the elderly to stay active in shopping, thereby increasing their sense of efficacy and independence. On the other hand, the system is devised so that its use creates frequent opportunities for social interaction between its users: sharing of information, joint use of the product, synchronization of shopping activities.

Most of the individual services envisioned in the project are separately available in the market already, but not in the comprehensive and optimized combination that ElderHop aspired to devise, focusing on the specific needs of the elderly. This unique combination meets the requirements of modern – aging – societies, and provides a specific, tailor-made solution based on smart devices. The NFC-based payment solution built into ElderHop offers a secure and comfortable payment opportunity.

The product is designed for the specific needs of the elderly, but should also be attractive to younger generations seeking to enhance their shopping experience with select features of the system.

In short, ElderHop provides a single, coherent, and sleek bundle of services that takes into consideration the specific needs of the elderly, enhancing their shopping experience, while sparing them of the daunting task of finding their ways in the complicated menus of smart phones and the arcane mazes of their app stores. Further expected benefits include the increased digital inclusion of the elderly through user-friendly interfaces adapted to their needs, and the

assistance provided to the elderly in the search for special deals and discounts (i.e., helping them to save money).

ElderHop consortium member

NO.	PARTNER ORGANISATION NAME	PARTNER ORG. ACRONYM
1	Mobility and Multimedia Coordination Office Nonprofit Ltd. (Hungary)	MMO
2	KIBU Innovation Nonprofit Ltd. (Hungary)	KIBU
3	Center for Usability Research and Engineering (Austria)	CURE
4	COOSS Marche (Italy)	COOSS
5	create-mediadesign GmbH (Austria)	CREATE
6	Intergrasys SA (Spain)	Intergrasys

1.1 Scope and objectives of the deliverable

This document provides a summary of dissemination, impact and awareness activities implemented by ElderHop consortium members during the first period of the project implementation process (between M1 and M16). This deliverable collects all the relevant activities and formulates some suggestions and directives for the second period of the project implementation process.

1.2 Structure of the deliverable

The documents includes the details of all relevant information of ElderHop public appearances grouped by the theme of this occasions.

2. LIST OF IMPLEMENTED DISSEMINATION, IMPACT AND AWARENESS ACTIVITIES

2.1 List of implemented activities

Project partner	Activity	Date
MMO	Project kick-off meeting held in Budapest	13-14/09/2011
Integrasys	Participation at the AAL Forum 2011 with an ElderHop poster	26-28/09/2011
KIBU	Presentation of results of the ethnographic results on McLuhan Conference	26-28/10/2011
KIBU	HiTech Test Budapest – presentation of ElderHop project and collection of feedbacks	16/02/2012
COOSS	Production of a Project Leaflet in English and Italian devoted to project targeted users	19/06/2012
COOSS	Production of a Project Leaflet in English and Italian devoted to ICT experts and researchers.	19/06/2012
MMO	Press release on the project implementation	25/06/2012
COOSS	Keynote presentation about ElderHop regarding elderly shopping activities at AAL Summit 2012, in Bilbao (Spain)	27-29/06/2012
Integrasys COOSS	Presentation of ElderHop project by Integrasys and COOSS on AAL Summit 2012	27-29/06/2012
COOSS MMO	Project consortium meeting held in Ancona (Italy)	02/07/2012
KIBU	Presentation of Kitchen Budapest's ElderHop video ethnographic research at the EU Screen annual conference	13-14/09/2012
MMO Integrasys	Participation on AAL Forum 2012 in Eindhoven (The Netherlands) as	24-27/09/2012

	exhibitor with an ElderHop demo	
COOSS	Poster in Italian Language for FORITAAL 2012 (Parma, Italy)	17-19/10/2012
COOSS	Participation as speakers of Dr. Lupini Lorenza and Dr Antomarini Marco at FORITAAL 2012 presenting the project preliminary findings and the perspective on the Italian Market	17-19/10/2012
ElderHop consortium	ElderHop project's website (www.elderhop.com)	ongoing

3. CONSORTIUM MEETINGS

Within the period covered by this report, two physical/personal consortium meeting were held for the project partners. These meetings are really important for the common understanding of project objectives and goals, as well as they foster the effective cooperation between ElderHop project partners.

As measurement instrument of the effectiveness of these consortium meetings we can use the common understanding of project partners participating personally on these events. Important – hidden – knowledge could be lost on the processes ensuring the successful project implementation based on the absence from such a meeting. Meeting minutes of such events and later direct communication activities could not help to get all the relevant information coming out through a personal/direct communication process.



These consortium meetings were closed, only project partners could participate at them. They offered a perfect platform for creation and actualization of project's communication messages to be used to a wider public audience.

Further physical consortium meeting are planned for the second part of the project implementation period.

4. PARTICIPATION AT EVENTS ORGANIZED BY AAL OR NATIONAL FUNDING AGENCIES

4.1 AAL Forum 2011

This AAL event was held in Lecce (Italy), where our Spanish consortium partner (Integrasy) represented ElderHop consortium with a poster presentation. Poster used on the event:


ELDERHOP
 Solution Assisting the Shop Hopping of Elderly
 

The ELDERHOP project aims to provide a complex solution to elderly people wanting to be able to keep up active participation in one of the decisive, important and social activities they like doing on a daily basis - SHOPPING.

Features



APPLICATIONS

ELDERHOP applications are designed for mobile devices and TV. A revolutionary accessory device will provide inputs needed for the applications. Easy-to-use interfaces will ensure easy navigation for elderly users.

for travelling

For shopping




For security





- Public transport schedules (and through analysing the schedule focusing on the closest departure and arrival time of the public transportation vehicle).
- Location & Navigation based services, displaying of expected delays, "granny POIs", etc.

- The user can view at home on the TV or PC where and what products have discounts the given day, how much saving can be realized if one store is selected instead of another (price comparison).
- Social neighborhood and family support.
- Elderly people will be assisted by the accessory device for reading prices and related information inside the shop.
- User identification for easy payment.

- Emergency call, automatic / on demand, either through sending the activation of the emergency button on the accessory device or due to detecting a fall with the mobile devices accelerometers. "Call me back" service to reduce elderly anxiety.

CONSORTIUM

francisco.fornes@integrasy-sa.com
<http://www.elderhop.com>
dan@el.elder@evanklactier.com

4.2 AAL Summit 2012

On AAL Summit 2012 event both Italian and Spanish consortium partners were presented ElderHop from different point of view.

Dr. Lorenza Lupini (researcher at COOSS) presented the general mission of the project, its role within the society and problems trying overcome with the new development implemented within ElderHop project.



COOSS marche
COMUNITA' ITALIANA

a. User Centred Approach

The "user-centered approach" is the basis for the system design and is applied according to the needs and lifestyles of the older people

The research on users needs and requirement is fundamental to find the evaluation criteria of usability, accessibility and adaptability of the system

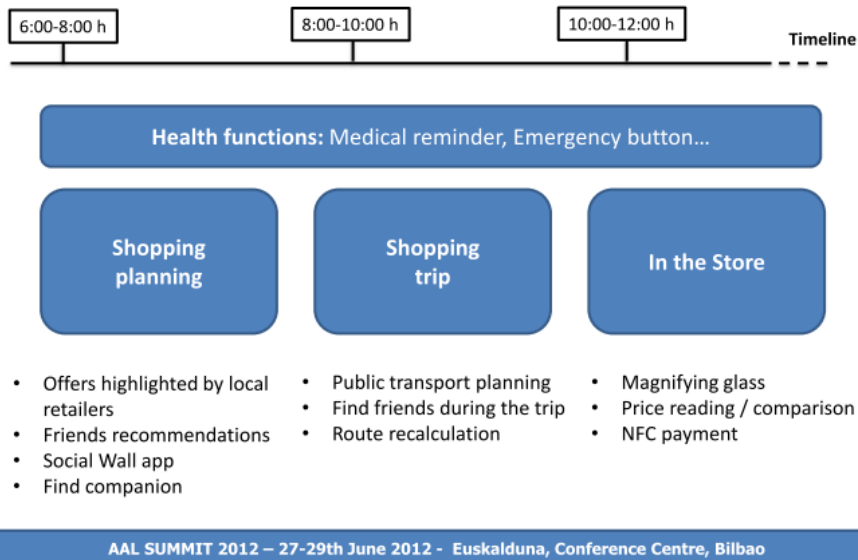
Digital Mediators:

1. help users in approaching ICT
2. provide technicians with users feedback

AAL SUMMIT 2012 – 27-29th June 2012 - Euskalduna, Conference Centre, Bilbao

Mr. Francisco Fornes (from Integrasys) presented parallel the direct implementation of ElderHop project the describing the ElderHop scenario in details.

Elderhop: Scenario

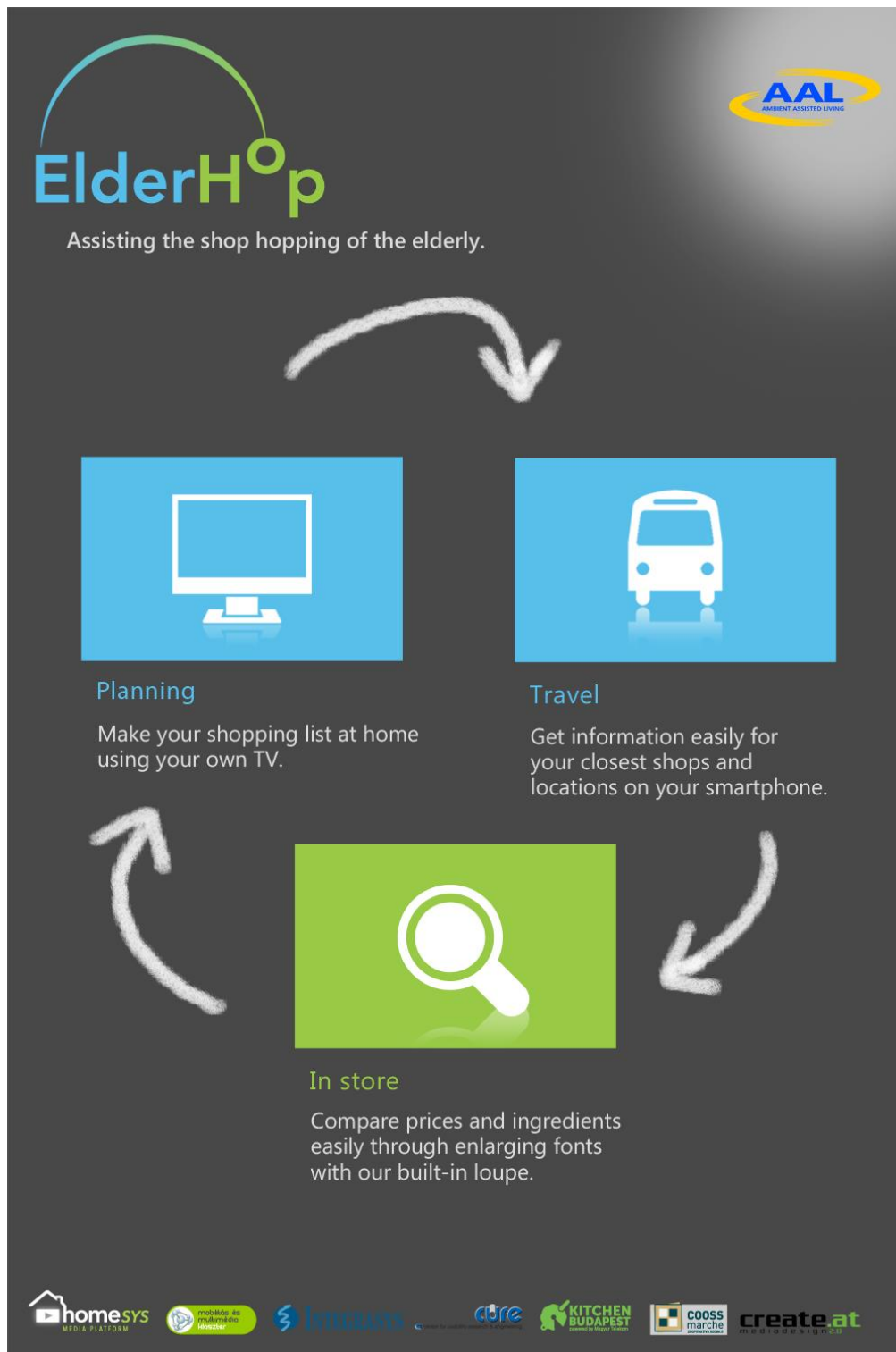


Unfortunately the two presenters used totally different design elements at their presentations (as the two presentations were held in different sections of the event, the disturbing factor of this situation could be decreased). After analysing these two presentation, ElderHop consortium realized the importance of the use of a common design which were created by CREATE later (within the first period of the project implementation).

4.3 AAL Forum 2012

On AAL Forum 2012 (held in Eindhoven, the Netherlands) MMO and Integrasys represented ElderHop consortium. Consortium members prepared for the booth presentation with an impressive poster and the demo application of final ElderHop solution (which was available on the tablet running on Windows8 platform). Both elements were using the new, creative design elements of ElderHop project which got excellent reviews by the participants of the event.

Poster shown at the event (can be used especially of potential target groups, first of all with end-users and their family members):



Screenshot of the demo application:






4.4 FORITAAL 2012

Dr. Lorenza Lupini and Dr. Marco Antomarini (researchers at COOSS) represented ElderHop project at the Italian national AAL event.


Poster presentation used at the event was similar to the original ElderHop poster, based on the fact that this type of poster is more informative and gives more opportunities to the interpretation of project results. Focus of poster presentation was the publication of project's scientific results and achievements instead of creating a marketing event of the project. Poster used at this national event was the following:

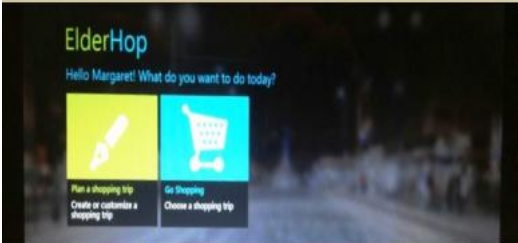


Presentation held on the same event focused on the different ways and types of users' involvement during the whole project implementation period:

Centralità dell'Utente






USER CENTRED APPROACH → base del *system design*

L'indagine sui **BISOGNI UTENTI** → criteri di **usabilità, accessibilità e adattabilità** del sistema

FACILITATORE → 1. verso gli anziani ad avvicinarsi alle **TIC**
2. **informare i tecnici** sui feedback degli utenti


TARGET

- over 65
- competenze **digitali** base, minime o nulle
- piccoli **problemi** di vista / udito / uso mani
- fanno abitualmente la spesa in autonomia
- Austria, Italia, Ungheria



Ambient Assisted Living
terzo forum italiano

www.elderhop.com







Analisi Bisogni



Strumenti differenti ed integrati di raccolta feedback

a. Austria ed Italia

- (1) **FOCUSGROUP** con esperti;
- (2) **QUESTIONARI** con utenti;
- (3) **INTERVISTE GUIDATE faccia a faccia** con gli utenti e gli operatori;

b. Ungheria

- (4) **RIPRESE VIDEO** delle interviste agli utenti.

Feedback



Ambient Assisted Living
terzo forum italiano

www.elderhop.com



5. PARTICIPATION AT OTHER CONFERENCES AND EVENTS

5.1 McLuhan Conference

Presentation Mr. Attila Nemes (researcher and project manager at KIBU) at the international McLuhan's Philosophy of Media Centennial Conference (in Brussels) is an official publication of first results of ethnographic research implemented within ElderHop project. The presentation was focused mainly the achieved scientific results used by this unique methodology.

The presentation of Mr. Nemes (prepared in Prezi) is available on the following link:

http://www.mcluhacentennial.eu/?page_id=307

5.2 HiTech Test 2012

HiTech Test 2012 event was a unique initiative in Hungary which provided a platform (meeting place) of ICT developers to present their newly developed app (before these developments were ready for market launch) to those (potential) users who were open for such initiatives and were willing to give useful feedbacks and suggestions to the developers' team. The event use the well-known LEAN methodology which offered a unique opportunity for the collection of the opinions of end-users with really innovative character.

On a poster presentation KIBU's experts presented the main features of ElderHop app and during interactive conversations they collected all the relevant feedbacks which could be used at the later development process.

Inspirative poster presented at the event:

ELDERHOP

Vásárlást támogató rendszer az idősek számára

Az Elderhop projekt célja, hogy egy korszerű eszköz és alkalmazás fejlesztésével segítséget nyújtsunk az idős embereknek vásárlásuk intézésében, kapcsolattartásuk hatékonyságában és biztonságuk növelésében.

UTAZÁS

TERVEZÉS	+ NAVIGÁCIÓ	+ FOURSQUARE
Előre látva tervez a bevásárlás helyét, idején, hogy mit vásárol.	Működik az útmutató a térképen, hogy hol kell menni, hogy hol kell várni, hogy hol kell várni.	Megmutatja a helyszíni állapotot, mutatja a helyszíni állapotot, mutatja a helyszíni állapotot.

BIZTONSÁG

VESZÉLYZET ESETÉN	+ EMLÉKEZTETŐ	+ SZEMÉLYES ADATOK
Ha veszélyes helyzetbe kerül, azonnal hívja a mentőket, vagy a rendőrséget, vagy a tűzoltóságot.	Emlékeztet a bevásárlási listára, hogy ne felejtse el a fontos dolgokat.	Tartalmaz egy NFC kártyát, ami tartalmazza a felhasználó adatait.

VÁSÁRLÁS TERVEZÉSE

SZÖRŐLAP	+ BEVÁSÁRLÓ LISTA	+ ÜZENŐFAL
Az előző lépésben a kiválasztott termékeket.	Bevásárlási lista, amely tartalmazza a szükséges termékeket, és a mennyiséget.	A felhasználó kommunikálhat a családjával, barátjaival, vagy a szomszédokkal.

VÁSÁRLÁS TÁMOGATÁSA

PÉZSÉZS	+ NAVIGÁCIÓ	+ ARÓSSZEHASONLÍTÓ
NFC kártyával történő fizetés.	Segít eligazodni a kereskedelmi központban, hogy hol kell menni, hogy hol kell várni.	A rendszer képes azonosítani a termékeket, és megmutatja a helyüket a kereskedelmi központban.



Photo of the event and the environment:



5.3 EU Screen Annual Conference

Presentation of Mr. Attila Nemes on the ethnographic research and its results implemented within ElderHop project.

The presentation is available on the link below:

<http://emc.elte.hu/studio/eu-screen/>

6. LEAFLETS

At this stage of the project implementation process only the Italian consortium partner prepared leaflets on the project implementation targeting (separately) end-users and experts. This communication instruments is important for them as significant parts of ElderHop field trials are planned to be implemented in Italy, so they need to cooperation and involvement of the audiences targeted by these leaflets.

Leaflets were printed both in Italian and English language, using the same design elements and content.

Leaflet used by COOSS:



ELDERHOP: an European Project

The project will be conducted by an international consortium led by a Hungarian company (Mobility and Multimedia Ltd) and consists of industries and research institutes from Austria, Hungary, Italy and Spain.



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Solution Assisting the Shop Hopping of Elderly
aal-2010-3-037

www.elderhop.com





<h3>Introduction</h3> <p>The ELDERHOP project is part of the AAL 2010 Joint Programme and aims to "provide innovative ICT-based solutions to older persons, which means innovative products, systems or services addressing identified wishes and needs of the end-users" in order to "prolong the time of the well-being in aging" (aging well). Today, in fact, the tendency is to propose solutions and services to increase the sense of independence in older people and their active participation in the benefits of a society, the digitization and the fruition, through the new technologies, of goods and services (self-serving society).</p>	<h3>ELDERHOP System</h3> <p>ELDERHOP offers an open-source technology applicable to a smart-TV interacting with a portable device that will help the elderly during the 'Shopping-Planning', getting offers from retailers, recommendations from other users and helping in creating a shopping list.</p> <p>ELDERHOP is a support in 'Travel': the portable device plans the route, shows it on a map, ensures that older people, will be able to know the exact timetable of public transport and latest information about delays, shares the user location with friends and family; an application with 'Health Functions', as an emergency calling list, a medical reminder or the medical ID will reduce the sense of anxiety during the period they are away.</p> <p>ELDERHOP will also help elderly 'in store' comparing prices and ingredients through enlarging fonts with our built-in magnifying glass and helping them remember the PIN, if forgotten, in order to pay with credit or debit cards.</p>
<h3>Main Goals</h3> <p>For many older people to go out for shopping is one of the decisive moments of the day and socialization which cannot be eliminated, but, rather, facilitated. The ELDERHOP project will aim to provide an integrated solution for older people who want to be able to take part in these essential, important and socializing activities of their daily life as shopping and making purchases of various kinds are. The intent of the project is to carry out specific industrial research aimed at finding a solution based on new technologies to foster the independence of older people and to promote their active participation in what is-called "self-serving society" i.e. the company that the EU defines as the place "access to the use of digital goods and services".</p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Planning</p> </div> <div style="text-align: center;">  <p>In store</p> </div> <div style="text-align: center;">  <p>Travel</p> </div> </div> <p>The solution will be based on a combination of two devices; through the smart-TV the user will interface in a simple and immediate way. The different applications are developed and customized according to the specific needs of end users. The system will also be equipped with a portable device that will allow you to easily control the main functions of the service.</p> <p>A key element of all applications will be their simplicity and immediacy of use and ergonomics.</p>

7. PRESS RELEASE

The creation and the publication of an official press release is one of obligatory communication elements in the case of funded projects required by the Hungarian national funding agency (National Development Agency).

The design of this press release is strictly bound by the requirements of the funding authority (with all the logos to be used within the text and their layout, font type, language etc.), as well as the main elements of the content, but the use of this communication instruments is considerable during the second period of the project implementation process (in a more modern way).

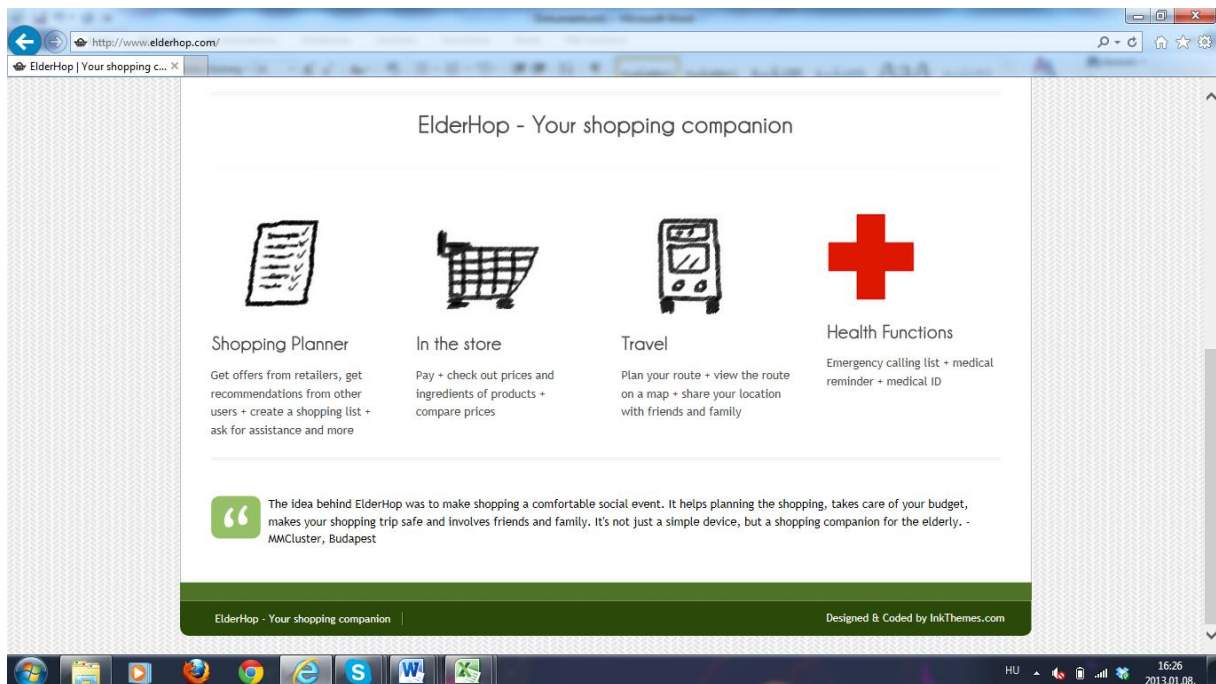
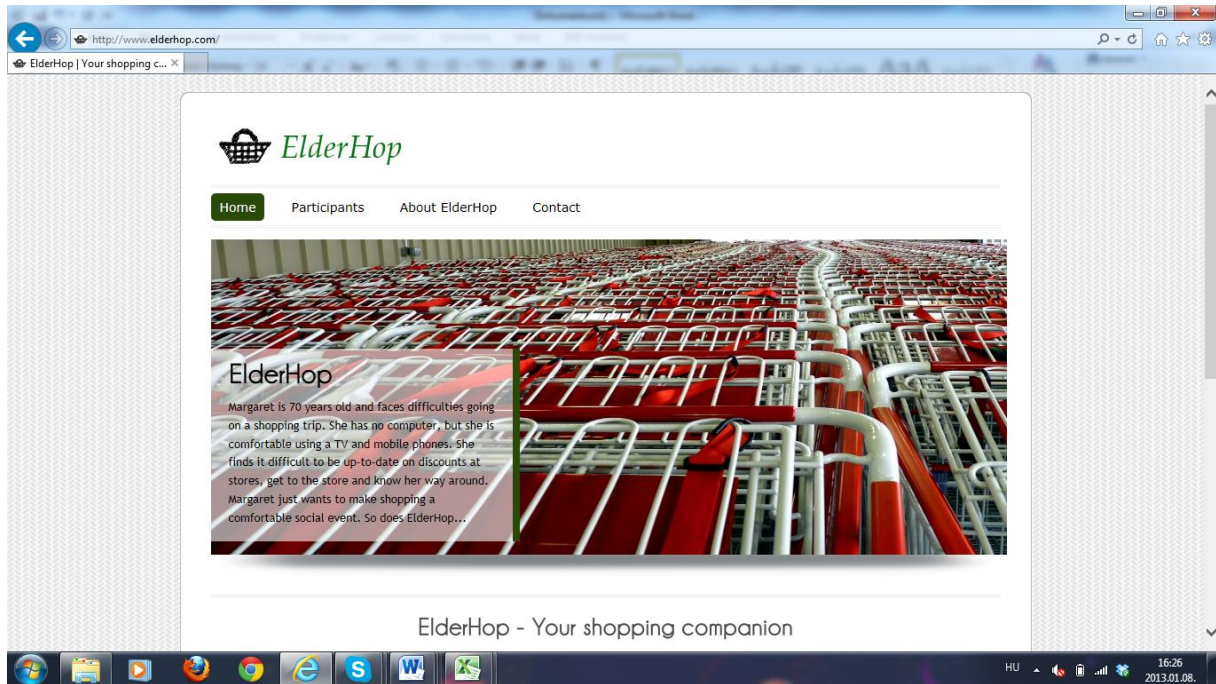
Press release created based on the regulations:

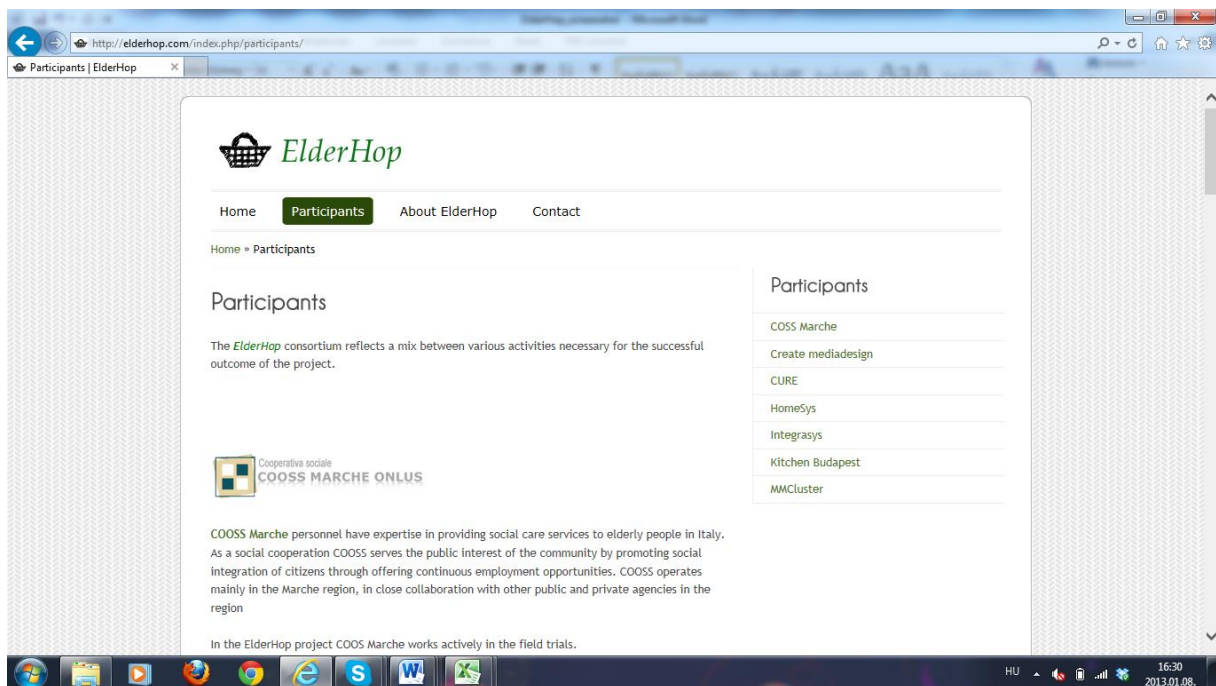
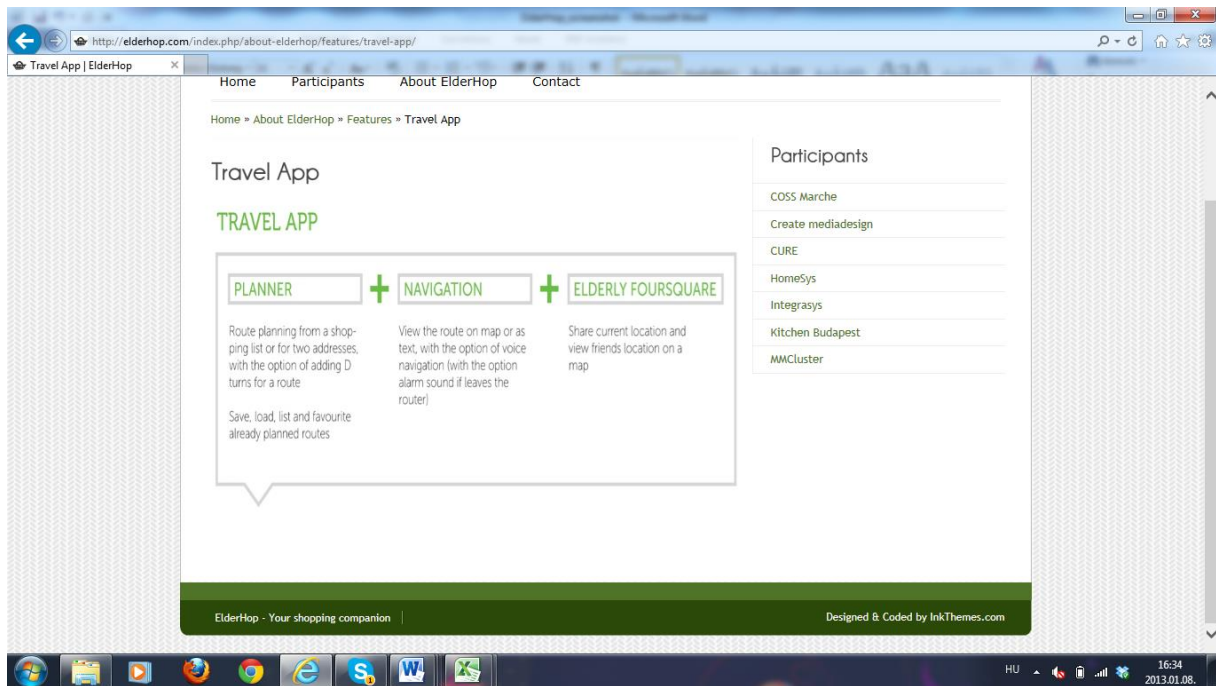
  <p>SAJTÓKÖZLEMÉNY</p> <p>„AZ IDŐSÖDŐ TÁRSADALOM SZÁMÁRA VÁSÁRLÁST SEGÍTŐ MEGOLDÁS” MEGVALÓSÍTÁSÁRÓL</p> <p>2012 / 06 / 25</p> <p>„Az Idősödő társadalom számára vásárlást segítő megoldás” című projekt az Ambient Assisted Living (AAL) Program keretében, nemzetközi együttműködés keretében valósul meg. A projekt nemzetközi azonosítója: ElderHop. A projekt keretében megvalósuló hazai tevékenységek teljesülése érdekében a Nemzeti Fejlesztési Ügynökség, a Kutatási és Technológiai Innovációs Alap forrásaiból összesen 61.873.000,- Ft visszatérítési kötelezettség mentes támogatás biztosít. A projekt megvalósításában közreműködő szervezet a MAG – Magyar Gazdaságfejlesztési Központ Zrt. Hazai projektazonosító: AAL_08-1-2011-0030.</p> <p>A projekt célja, hogy komplex megoldást nyújtson azon idős emberek számára, akik aktívak kívánnak maradni a meghatározó, fontos társas tevékenységek terén, pl. a napi bevásárlásban. A projekt megvalósítását végző nemzetközi konzorcium egy olyan, idősök számára optimalizált termékcsoporthoz kifejlesztést tűzte ki célul, ami a lakásból kimozduló idősök bevásárlását igyekszik megkönnyíteni és stressz-mentesebbé tenni, elősegítve ezáltal az idősök mobilitását, függetlenségét és saját aktív életük fölötti kontrollját.</p> <p>A szolgáltatás a tervek szerint:</p> <ul style="list-style-type: none"> - segít az idősöknek naprakész információ biztosításával a környezetükben lévő üzletek kedvezményes akcióiról; - segít az idősöknek abban, hogy megtalálják ezen üzleteket; - csökkenti az út folyamán gyakran felmerülő félelmeiket, azáltal hogy „egy gombnyomással működő” segélyszolgáltatást nyújt; - segít abban, hogy az idős emberek a tömegközlekedési eszközök menetrendjét jobban lássák, és azonnali információt kapjanak azok esetleges késéséről; - segít abban, hogy a termékek árát könnyebben el tudják olvasni; - abban, ha elfelejtették hitelkártyájuk kódját/jelszavát; <p>Mobilítás és Multimédia Koordinációs Iroda Nonprofit Kft. Cím: 1127 Budapest, Fehérvári út 90. Email: info@mmkiaszter.com www.mmkiaszter.com www.szechenyiterv.gov.hu</p> <p>Nemzeti Fejlesztési Ügynökség www.szechenyiterv.gov.hu Hatalmazott A projektet a Magyar Kormány támogatásával, a Nemzeti Fejlesztési Ügynökség keretében, a Kutatási és Technológiai Innovációs Alap forrásaiból nyújtottak támogatást.</p>	  <p>- és a jövőbe előrenézve a mobilkészítéssel való fizetésben is.</p> <p>A projekt megvalósításában közreműködő nemzetközi konzorcium tagjai:</p> <ol style="list-style-type: none"> 1. Mobilitás és Multimédia Koordinációs Iroda Nonprofit Kft. (www.mmkiaszter.com) – Magyarország 2. KIBU Innováció Nonprofit Kft. (www.kitchenbuda.hu) – Magyarország 3. HomeSys Media Szolgáltató Kft. – Magyarország 4. Center for Usability Research and Engineering (www.cure.at) – Ausztria 5. COOSS Marche (http://www.cooss.marche.it/) – Olaszország 6. create-mediadesign GmbH – (http://create.at) – Ausztria 7. Integrasy SA (http://www.integrasy-sa.com/) – Spanyolország <p>A projekt megvalósítása 2011. szeptember 1. óta zajlik, a közreműködő felek aktív kooperációja által. A projekt hazai támogatási szerződése nemrég került megkötésre (projektazonosító: AAL_08-1-2011-0030). A magyar konzorciumi partnerek elsődlegesen a projektmenedzsment biztosításáért, a fejlesztési feladatok irányításáért és lebonyolításáért, valamint a potenciális üzleti modell összeállításáért felelnek.</p> <p>A projekt céljairól, eddigi eredményeiről, valamint a projektmegvalósítás előrehaladásáról a konzorciumvezető Mobilitás és Multimédia Koordinációs Iroda Nonprofit Kft. munkatársaitól kérhető az info@mmkiaszter.com emailcímen.</p> <p>Mobilítás és Multimédia Koordinációs Iroda Nonprofit Kft. Cím: 1127 Budapest, Fehérvári út 90. Email: info@mmkiaszter.com www.mmkiaszter.com www.szechenyiterv.gov.hu</p> <p>Nemzeti Fejlesztési Ügynökség www.szechenyiterv.gov.hu Hatalmazott A projektet a Magyar Kormány támogatásával, a Nemzeti Fejlesztési Ügynökség keretében, a Kutatási és Technológiai Innovációs Alap forrásaiból nyújtottak támogatást.</p>
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8. PROJECT WEBSITE

ElderHop's project website is now a simple website providing information on project's objectives, consortium members and future plans.

Screenshots of the current website:





As the content and the used design elements does not fit to requirement of AAL regulations and some national funding requirements, the website must be completely renewed in the second period of the project implementation process. CREATE (as a specialist of this field) will manage this issue with the cooperation of the project partners (especially MMO).

9. SUGGESTIONS

Suggestions for dissemination, impact and awareness raising activities of ElderHop project for the second period of project implementation process:

- (1) Renewal of ElderHop official project website based on the requirements of AAL and suggestions collected on the project mid-term review in October 2012. Content of website must be actual and dynamic (should be updated on a regular basis).
- (2) Use of the website of project partners own website for providing information for the wider audience.
- (3) Further participation at national and international AAL events where important feedbacks for funding authorities can be collected.
- (4) Direct communication with the potential end-users either on events organized for them or with the use of other communication instruments.
- (5) At the dissemination, impact and awareness activities the use of environment friendly communication instruments should be preferred (for example e-materials instead of traditional leaflets etc.).
- (6) At the creation of presentations on issues related to ElderHop project innovative solutions (like the use of Prezi tools etc.) can show the innovative approach of the whole project.
- (7) Use of small, interesting news (for example on project partners' websites) can help maintaining the interest for the project until the target groups.
- (8) Focus of the communication messages should be always positive.
- (9) Regular monitoring activity of the potential presentation and publication opportunities is suggested.