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**Elders Up!: Adaptive system for enabling the elderly collaborative  
knowledge transference to small companies**

AAL-2013-6-131

<b>Deliverable</b> <b>D5.5</b>
<b>Dissemination &amp; Exploitation Activities</b>

Public

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**VERSION HISTORY**

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1	Harvey Beilinson	04/02/17	Original
2	Janna Alberts	27/02/17	Reviewed and updated
3	Harvey Beilinson	28/02/17	Final Version

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## 1. Executive Summary

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The EldersUp! Consortium received funding from the European Commission to design and develop a platform for senior citizens to interact with SMEs. The interaction would allow for but not be restricted to volunteering and ensuring skills were transferred from old to young.

RedNinja's role in the consortium was to use our design and commercial experience to enhance the platform and to exploit and disseminate the project. RedNinja were not members of the consortium from the start but joined the project half way through in 2016

The Consortium focused its efforts on content creation in the form of videos to support social media and events. The external website was redesigned including a full rebrand. The application was also supported by design research, integration with the website and ad hoc design for the Consortium.

This dissemination and exploitation deliverable report will show the reader what activity was undertaken, the result and recommendations for the product.

## 2. D&E Report

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### 1.1. Introduction

On entry to the consortium, RedNinja produced an internal analysis on what sectors could be targeted with material, events and social media.

- Health
- Local Government
- Enterprise
- Innovation

The Consortium already has good relationships with key members in all of these sectors. The challenges would be the relatively short time remaining on the project and that content would need to be created quickly. The brand we inherited was also tired, social media interaction was stagnant and the website was not very user friendly. A plan was created to address all of these issues including a refreshed dissemination plan which focused Q1 and Q2 2016 activities on content creation and rebranding activities. Although this report does show dissemination and exploitation activity across the life of the project.

The Plan for dissemination and exploitation was agreed by the consortium in 2016 to focus on the UK with the additional aim of creating a user community. The benefit of this was to focus as much resource as possible on this task to make it a success. An additional benefit was to enable a community model to be tested and then rolled out across the other participating European countries after the project completed.

## 1.2. Stakeholder Engagement

The following key stakeholders were identified in the UK;

- The National Health Service (UK) - Health
- Liverpool City Council (UK) – Local Government
- The Baltic Triangle Community (UK) – Enterprise & innovation
- U3A (Worldwide) – Senior Citizen Stakeholders

Each stakeholder represented an already identified sector e.g. the NHS represented health and all stakeholders were in the UK which is the same country that RedNinja is based in. It was decided to focus D&E in the UK given the short project time remaining and the added requirement of building a community. Social media and internet dissemination was obviously still worldwide with a European focus.

RedNinja made contact with all parties across Q2 & Q3 2016 and received a lot of support. More parties were brought into the stakeholder list. This list was then expanded on again to setup meetings, talks and events which you will find in a table in the next section of this document.

What is elders-up?

**Elders-Up! is an Ambient Assisted Living (AAL) project, combining the efforts of five EU countries to plan, develop, test and launch the Elders-Up! platform.**

The project's primary aim is to create an adaptive application that allows retired, elderly people to connect and collaborate with start-ups and small companies.

Incorporating adaptive technology to ensure the best possible experience for users, the platform includes a sophisticated skills matching service and an interactive collaborative workspace.

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**Simple system overview**

Here is a simple user journey illustrating the path for both senior user and SME user

Elder User registers on system and inputs skill profile

SME User registers on system and inputs company profile

The whole user journey is based on extensive research into the cognitive processes and motivations of the target audience.

Elder User adds job opportunity on to Elders Up system

SME adds job opportunity on to Elders Up system

Above all, it is designed to be easy to use and to encourage seniors and SMEs to continue collaborating through the platform.

Elder User accepts job opportunity

System produces skills matches SME invites best matched user

Both Senior user and SME join in collaborative workspace and complete job

**Innovative system components**

The Elders-Up! system uses the following system components allowing for a truly interactive adaptive collaboration tool.

**Skills matching service**

The skills matching service is key to creating successful partnerships that satisfy the needs of both parties. Seniors select their skills from an extensive list of specialisms, and SMEs choose their requirements from the same options.

Each time a new opportunity is added, the system produces a ranked list of the most suitable collaborators, based on their selected skills and areas of expertise.

**Collaborative workspace**

The collaborative workspace is where seniors and SMEs 'meet' to discuss ideas, plan activities and complete tasks.

Though seniors may choose to visit businesses in person, the system allows users to work completely remotely if they prefer, or if mobility issues make travelling difficult.


This interactive space allows both parties to share documents, set up meetings, allocate tasks and chat in real-time.

**Adaptive technology**

The Elders-Up! platform features an adaptable interface that can be altered to meet the individual needs of each user. Extensive research and planning has been carried out to ensure that the design combats common issues faced by elderly users, but further adaptations are available to assist with ease of use.

Self-reporting sensors capture data from the user's activities, allowing the system to offer additional options to improve functionality, such as larger text, increased contrast and simplified layouts.

If you would like more information regarding the Elders-Up! project, please visit [www.eldersup-aal.eu](http://www.eldersup-aal.eu) or email [lat\\_info@soin.es](mailto:lat_info@soin.es)



### 1.3. Dissemination & Exploitation routes

#### MATERIAL

The following material was created to support this deliverable;

- Time to Share Brochure
- Standard Presentation deck
- Videos (2gb)
- YouTube Channel
- Website collateral
- EldersUp! Poster (right)

You can find this material throughout this document, on our website <http://time2share.eu/>, our YouTube channel [https://www.youtube.com/channel/UCLKtn9mvqE3\\_C3jrc1m8sJQ](https://www.youtube.com/channel/UCLKtn9mvqE3_C3jrc1m8sJQ) or in the appendix of this document.

**elders up!** Connecting people, sharing expertise.

Elders-Up! will create a platform for retired, elderly people to keep them active as long as they will and give them the chance to connect, collaborate and share knowledge with start-ups and small companies

**Elders-Up! is an Ambient Assisted Living (AAL) project, combining the efforts of five EU countries to plan, develop, test and launch the Elders-Up! platform.**

The project's primary aim is to create an adaptive application that allows retired, elderly people to connect and collaborate with start-ups and small companies.

The platform includes a sophisticated skills matching service and an interactive collaborative workspace that incorporating adaptive technology by means of sensors and feedback from the user, ensure the best possible experience for users.

**Elders-Up! aims to:**

- Give SMEs and start-ups access to knowledge, support and expertise
- Allow retired individuals to maintain their professional standing
- Create valuable partnerships across generations
- Safeguard skills for the future and support new businesses

**For more information on Elders-Up!, visit [www.eldersup-aal.eu](http://www.eldersup-aal.eu)**

The Elders-Up! consortium is made up of the following partners:

This project is supported by funding from the Ambient Assisted Living Joint Programme (AAL)

idener  
ISOIN  
STOCKPORT  
ALUMNI LAW CENTER "AVIA MARINA"  
connectedcare  
GEO  
TECHNICAL UNIVERSITY  
AAL



## **Brand**

From previous research performed in the UK, Cyprus, and the Netherlands, it was found that a rebranding of the platform was needed to improve the user experience even before using the platform. A number of workshops were set-up. In order to set-up the rebranding strategy, a brief was created for the design team. The design team used the design brief to respond on some key themes and research and design new branding options.

The brief given to the design team was;

Elders Up! aims to connect small, start-up businesses with the knowledge and experience of people who have worked in their industries for years, and wish to carry on sharing their skills through retirement. We aim to break negative stereotypes surrounding ageing, as well as give those who want to share their knowledge and skills a platform to make connections, meet businesses and volunteer their time. The platform is designed to be easy to use for those who may have age related problems, or be unfamiliar with technology. Simply sign up, input your skills and we will automatically match you up with businesses looking for your expertise.

The initial response from the design team was a number of themes;

- Respect
- Empower
- Action
- Wisdom
- Collaboration
- Wanted

The options were discussed at the consortium telco meeting. A theme was chosen and a detailed design was created.

## Design

### TIME<sub>to</sub>SHARE

Inspired by hand-painted signage associated with places of work, has a human touch.

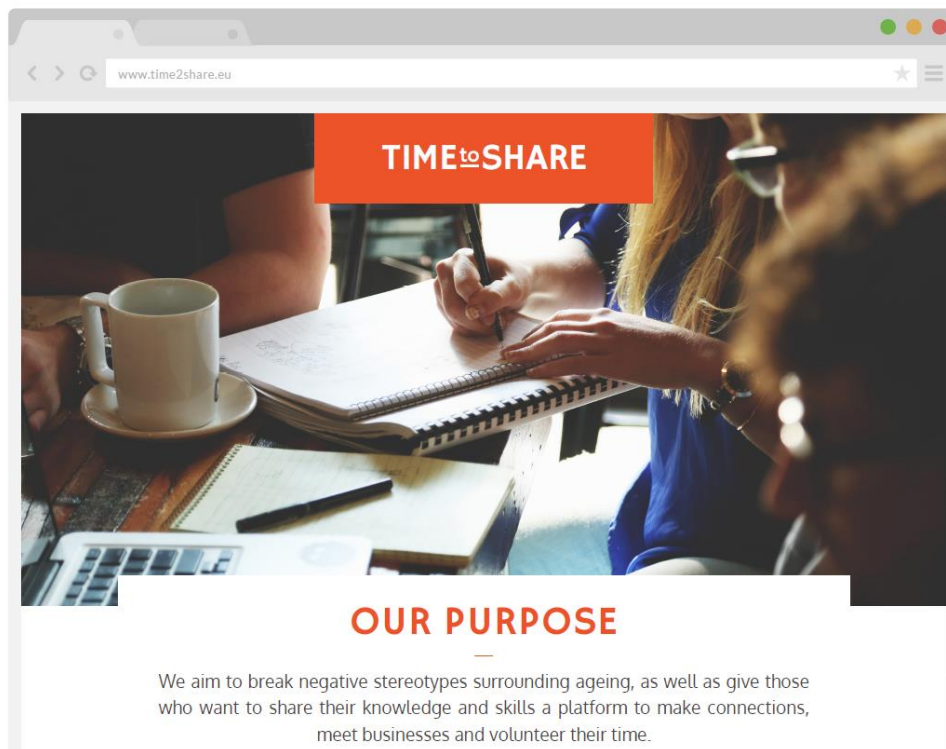
A strong call-to-action, appropriate for campaign based marketing.

#### KEY THEMES

Purpose through action

Pride in work

Respect skills and experience



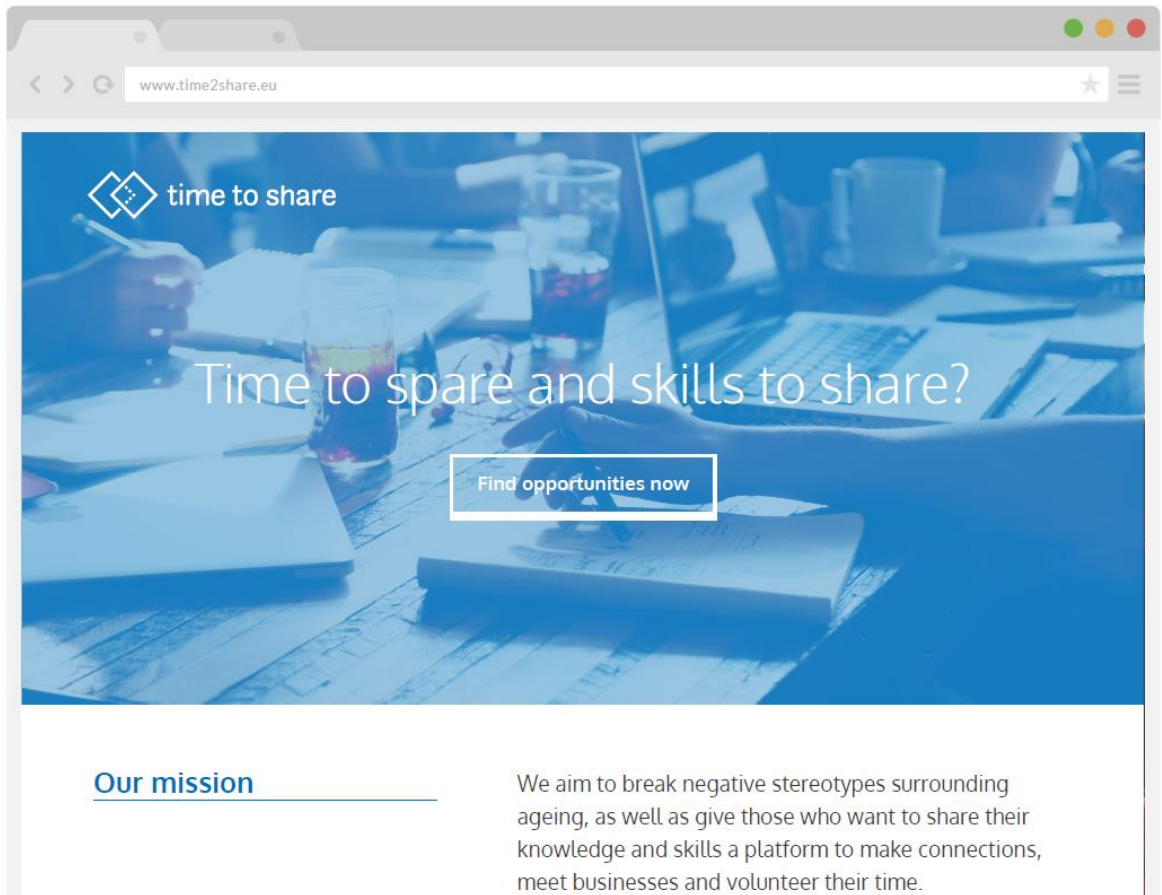
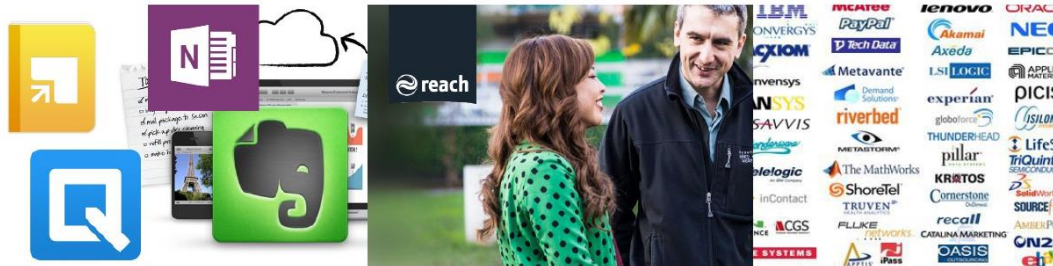


The graphic represents collaboration and how we can be greater than the sum of our parts when working together.

More of a traditional 'techy' feel, more in line with other SaaS offerings.

KEY THEMES

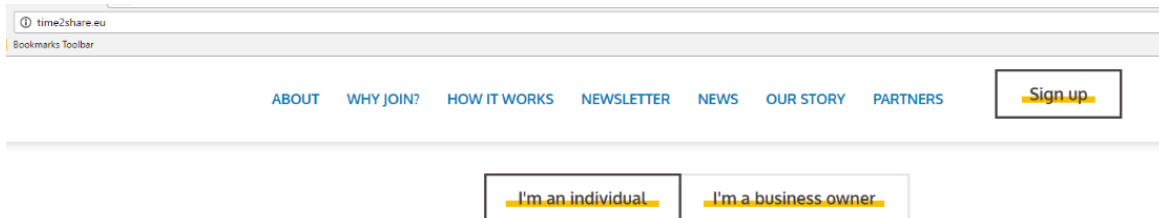
- Collaboration is symbiotic
- Embrace the future
- Building on experience



## Creation

Once the brand was chosen the team set to work using it for the website, brochures, presentations and the application itself.

Below are some examples of this and how the new brand links together messaging, the application and the user. The first is the use of the brand on our external website which is integrated into the EldersUp! platform



## Why volunteer?



Meet new people and **share** a lifetime of **knowledge**. You could impart necessary information about your industry to a team of people who are just starting out and your **skills** could help a **growing** business reach success.

## WEBSITE

As previously mentioned, in order to gain interest of the target groups, a redesign of the website was performed. The old project website was describing the projects brief and activities done in the project. Thus a landing page for the end-user was needed, based on research recommendations for the website were collected.

The old website read like a project brief and did not use language that would entice a potential user. For example “To overcome all of these problems it is under development Elders-Up!, an innovative ICT-based eco-system that enables people to contribute to society and share their expertise for those people who suffer from age-related cognitive limitations” did not flatter the users or is interesting to read.

The old website also does not showcase the project activity, as it is a static website. The overview provides a detailed summary of the potential of the project, however has not been updated to include the current phase. Again, the web page is very inaccessible to users as it has a lot of text, small images and a lot of project related jargon. In general, the old website did not explain the project from a consumer standpoint. There are no images of the platform shown, and no explanation of the platform either. The old website appears to be a stock template, with no particular branding or colours aside from the Elders up! Logo in the top left corner - the favicon is also not branded.

We identified that the new website should change from a template based project website, to a website to capture interest and disseminate this project. We felt that an entirely new website must be developed in order to meet the needs of the end users and the project’s aim to create a successful and active digital platform. The consortium agreed that a one-page website should be created, as we felt that it is the best way to showcase the platform for both user groups; elders and SMEs. This type of website is the industry standard format for product pages as it allows the user to quickly browse the page and understand the offering clearly.

It can also still function as a hub for project activity, this is beneficial to the end-user groups and the overall appearance of the project. The showcased activities act as testimonials, which will further encourage visitors to join the platform. It is also beneficial for the page on Google web searches, as constant updates and links with social media not only improve consumer trust and show the project is active, but also improve the Google ranking of the webpage.

The new landing page acts as a hub to showcase project activity and is linked to social media. It features activity from Facebook, Twitter and YouTube to encourage people to follow the project and get involved. It also has a clear explanation of the platform, with the goal and mission made obvious to users. There are also explanations of the benefits of participation in the project for both user groups, with a particular focus on getting elderly volunteers, as the project's success depends on getting these volunteers on board.

Visitors to the website are able to see how each group can get involved, but the default focus is towards the senior citizens. The website directs visitors to either sign up on the platform or find out more about the project, with the aim of gaining more users. The website also showcases the project's partners; this will help to build trust in the platform by leveraging the reputation of the consortium who have delivered the project.

### Summary

In summary, the new website delivers the following;

- Inform visitors of the project
- Promote participation of the platform
- Engage users by showcasing the project's activity
- Gain new users (both businesses and retired volunteers)

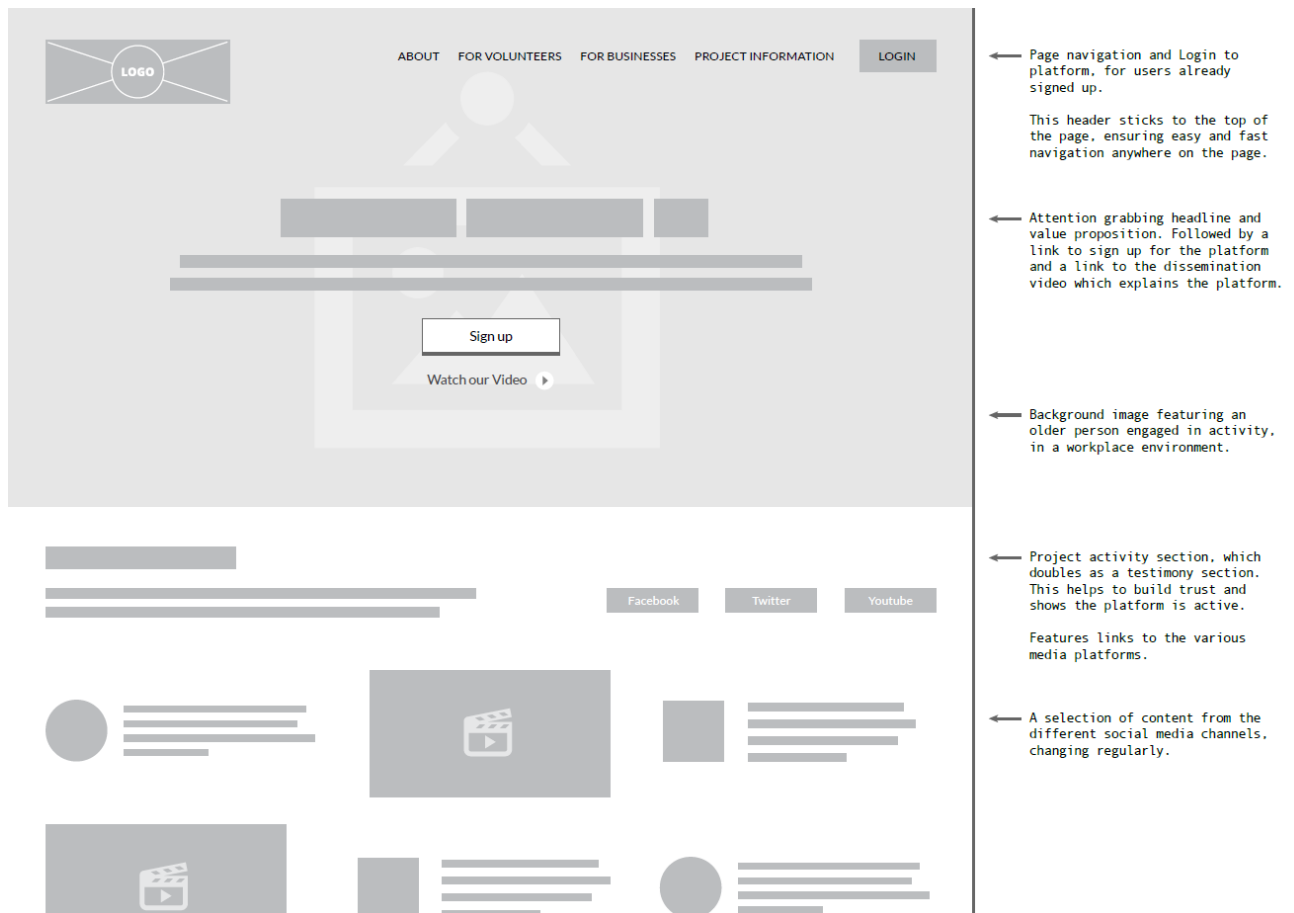
To give an idea of what we mean when we talk about a one-page marketing site, we have compiled a few examples during the research stage of the design activity:

- <https://cloudmagic.com/k/mac>
- <http://freshmail.com/freshform/>

- <http://sunrise.am/meet/>
- <http://www.google.com/calendar/about/>
- <https://indigy.org/>

Although each of these websites are selling a different product or service, they each use similar techniques and approaches. They explain the offering clearly, explaining the benefits to potential users, detail features (how the benefits are delivered) and use examples and testimonials to build trust. These are approaches we will employ to help to sell the Elders Up platform and get users signed up.

RedNinja produced a wireframe to show how this approach will work with the Elders Up platform.



## SOCIAL MEDIA

### Growth

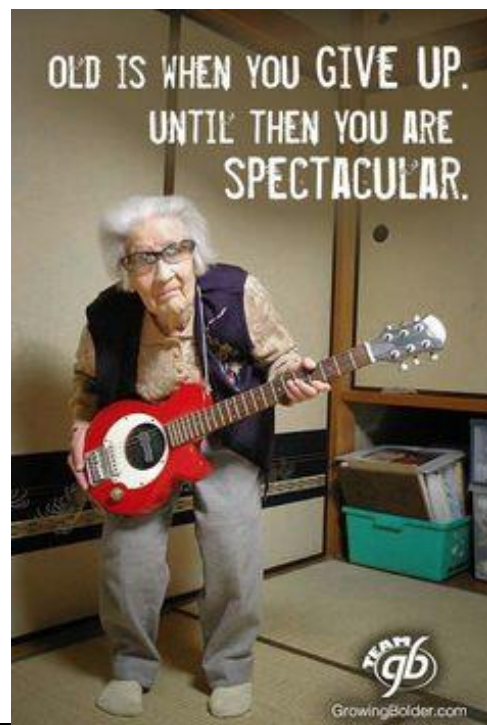
In 2016 the Twitter social media account didn't have much activity. What activity there was did not address any particular need and was not part of a wider social media strategy for growth.



The Consortium found our target market responds well to products that they feel are trustworthy and authentic, we created a social media strategy which focuses on the positive aspects of ageing. We mirrored the “I am not ageing, I am evolving” strategy used by AARP in America and made use of Facebook, as this is the social network most used by this age group, but with secondary support from Twitter. (<http://www.adweek.com/core/wp-content/uploads/sites/socialtimes/2014/05/older-generations.jpg>)

We also produced videos approximately one minute long for release fortnightly and monthly. The videos act as real case studies for the project.

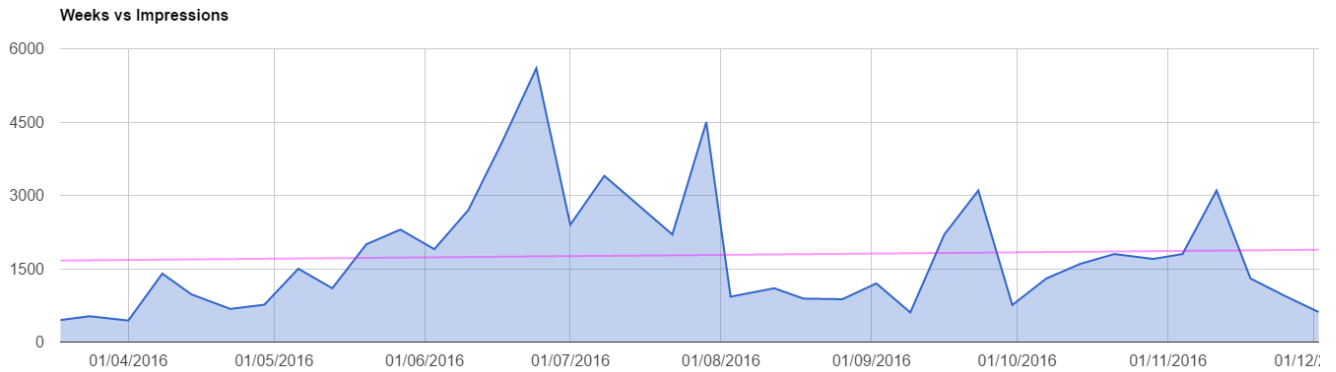
For daily content, we shared positive articles and images with a sharable quality surrounding ageing. An example article would be this Observer column as it uses older models and describes them as “distinguished” and “chic.” The images reflect a positive and individualistic attitude that this market likes. Other content has a memetic and





inspirational quality, making it highly shareable and promoting the platform.

We found that by using this strategy we saw Twitter impressions grow. When we had events or large presentations we saw our impressions spike which is when we released large amount of new content (videos, pictures, calls to action). Our peak impressions were over four times as large as what we inherited.



## Success Stories



Elders-Up! Project @EldersUp\_AAL · Nov 25



**Older people and SMEs should find time to share for the benefit of ...**

We believe that sharing information between older people and fledgling SME's is the key to long term benefits for both older people and SME...

medium.com

By executing our social media strategy, we were able to not only target sectors but also ask for participants.

Some examples of this are BNI a networking company

looking to review our model. Sporting Memories foundation also got in touch. They create stories to reignite connections and combat dementia and depression and are interested on how our system might be beneficial to them. We also used Twitter to drive attendance of events and supporting in the recruitment of users for testing the software. We have demonstrated that for a successful product to be commercially launched a marketing campaign with funding and substantial content would need to be created to drive awareness. There is certainly interest in the concept, its aims, brand and benefits. One challenge, which we will review later in this document, is finding the right partners and sectors to operate in and with.

**PRESS**

The plan was to focus on creating content, a new website and then drive awareness through events and social meeting, ultimately leading to gaining users and partners.

The consortium did however acknowledge four sectors to focus our attention and content. They were Health, Local Government, Enterprise and Innovation. We identified Red Ninja's local council, Liverpool City Council as key stakeholders to support the aims of the deliverable. We engaged with a local councillor to get support for the project and he put us in touch with many local Government departments with the aim of networking and adding our project into the September newsletter.

Through our work making sure we were in the newsletter we also started talking to the local NHS which led to joint meetings with U3A (University of the third age) which we will talk more about, in this paper, in the Building the Community section.

### eHealth Cluster at WHINN Conference

The cluster will be presenting at the WHINN conference in Denmark next week as an example of regional ecosystems. You can find out more about the conference and events [here](#). We will be reporting back on the conference in the next newsletter

### EHealth Cluster at Northern Enterprise Conference 2016 - Final Reminder 13th October 2016

The Northern Enterprise Conference is a one-day event that brings together for enterprising, socially minded businesses from all sectors. As part of the conference, we are running a masterclass - New Models of Collaboration – Clusters with Impact, and the whole event aims to showcase innovation and best practice in the social sector. Full information [here](#). Or book a place at the conference [here](#)

### LCR European Health Innovation Network (EHIN)

Earlier this year the LCR European Health Innovation Network (EHIN) was formed, chaired by Liverpool CCG. The purpose of the Network is to support stakeholders to transform lives and create a high growth LCR economy through health innovation and transformation, accessing EU best practice and supporting transformation through EU funding streams. The cluster is represented in the meetings and we are working on providing a summary of the current EU funded projects that may be of interest to eHealth Cluster Members. If you have any questions, or want to highlight any programmes you are involved in to the Network please get in touch at [info@ehealthcluster.org.uk](mailto:info@ehealthcluster.org.uk)

### Digital Health Summit

Do you want to take part in the Digital Health Summit in Ireland? This is being run as part of [The Future Health Summit](#) 24-25 May 2017. The organisers have been in touch and would like to work with the cluster and encourage UK companies to attend. For more information and the opportunity to showcase your organisation contact [info@ehealthcluster.co.uk](mailto:info@ehealthcluster.co.uk)



### Damibu Success at EIT Health Headstart/Proof-of-Concept Awards

Congratulations to cluster member [Damibu](#), who are one of seven grant winners at the [EIT Health](#) Headstart/Proof-of-Concept Awards in Dublin on 5 September. The competition rewards creative thinkers with healthcare innovation ideas, and helps them turn their ideas into commercially viable businesses. Pitched against 22 innovations their winning idea is **Damibu-Team Screen**: A Cardiac Arrest Dashboard brings the team management of a cardiac arrest into the digital age by allowing for precise and speedy sharing of information among the diverse team of

clinicians addressing a cardiac arrest. Full information on the awards and winners can be found [here](#)

### Time to Share Expertise Offer

Cluster member Red Ninja are a partner in the EU project "time to share". The project aims to connect small, start up businesses with the knowledge and experience of people who have worked in their industries for years, and wish to carry on sharing their skills through retirement. Red Ninja are looking for local small businesses to get involved by offering volunteering opportunities. You can find more about the project [here](#) or email [info@ehealthcluster.co.uk](mailto:info@ehealthcluster.co.uk)



### Introductions .....

Through the Cluster we can introduce you to other cluster members in any of our membership categories. We have been busy with lots of introductions recently, helping members to work together. If you are looking for contacts in a particular field, just get in touch and we can make the introductions. Similarly, there may be people who want to talk to you – if you fill out your cluster membership form this will help us in directing people to you. You can find the membership form [here](#)

## PRESENTATIONS

RedNinja created some stock presentations for use for the consortium. The pack is designed with the new brand, content from social media and events and fits in with our user story on the website and



platform. The Consortium used this deck at the AAL conference. The image shows ConnectedCare at the AAL conference. RedNinja also used elements of the pack at the following events and meetings.

- Aberdeen Council and the City Standards Institute
- Liverpool City Region Adult Social Care Commissioners
- Berkeley Innovation Forum
- Media stakeholders including BBC at a British American Project event
- Delivered 45 minute lecture at ESRC Business Model seminar at Lancaster University. Explained the Red Ninja business model and Elders Up project to an audience that included 10 red brick universities knowledge transfer specialists and practitioners.
- Meeting to disseminate Elders up to stakeholders from Birmingham City University Innovation team.
- Presented Elders Up to 300 delegates at Smart City Conference at Siemens Crystal, Newham, East London. Follow on meeting with Mayoral Lead for Smart Cities to discuss Elders Up Project.
- Presented Elders Up at Summer School in East London over 2-day period
- Consultation with Digital Catapult CEO, exploring links for collaboration around data for Elders Up

- Design Strategy Meeting with external advisor SO Health to advise on wellbeing issues of the Elders Up target audience.
- Explore collaboration with Design Institute at Lancaster University for follow on funding post
- Meeting with Prof Samia to discuss collaboration on ageing solutions based on Elders Up insight
- Meeting with Strategy lead for TfGM to discuss Elders Up and collaboration
- Salford University Active Ageing collaboration post Elders Up
- Medilink
- Alder Hey hospital
- Walton NHS R&D department
- Trafford housing
- NHS Innovation Agency & NHS innovation Expo
- North West Academic Health network

We created an opening slide for the pack which is designed to appeal to all audiences and summarises what the project aims to achieve. The pack was well received at the events and was also used to explain to senior citizens who might be interested in joining the platform.

The Consortium also created a communication strategy for use on the website, press, meetings, events and presentations. There has been a nine percentage point increase in those aged 65+ ever going online in the UK (42% vs. 33% in 2012). While almost all age-groups are more likely than previously to use tablets to go online, use by those aged 35-64 has doubled, while use by 65-74s has trebled; from 5% to 17%. Six in ten UK adults (62%) now use a smartphone, an increase from 54% in 2012. This increase is driven by 25-34s and 45-54s, and those aged 65-74 are almost twice as likely to use a smartphone now compared to 2012 (20% vs. 12%).

Email, as said before is the most commonly used form of communication and mobile devices are increasingly popular with this market, hence designs for communication should be

fluidly

designed

so they

can be

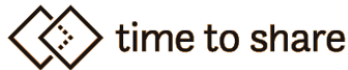
easily

read on

mobile.

Responsiv

e design



## Our story

The main idea behind the Time to Share platform is to bring knowledge, skills and experience that older people have cultivated over a lifetime of work to Small to Medium Enterprises (SME's).

There is a prevailing stereotype that older people are less efficient and productive in the work environment – however our research shows that many older people do not feel as if they are ready to retire and would not classify themselves as “old”. For many of our respondents, their jobs represented their way of feeling useful and part of wider society, and described their working life as adding “purpose” or even adding “years to their lives”.

We believe that sharing information between older people and fledgling SME's is the key to long term benefits for both older people and SME's. The SME's will receive a lifetime's worth of experience and skills and in return older people will have the fulfillment of volunteering their skills and stay connected with society. **It's time to share.**

(18%) is more popular than mobile aware design (16%) as a mobile email optimization technique. Click to open rates are 40% higher for brands that send exclusively responsive emails (14.1%) versus brands that only send non-responsive emails (10.1%). The biggest turnoffs people have with mobile email are: Receiving too many (44%), Not relevant (37%), Too small to read and interact with (32%), Website and landing pages not mobile optimized (26%) and Not well formatted for mobile phones (21%) – LiveClicker and The Relevancy Group “Exploring the Benefits Real-Time Email – Driving Marketing Effectiveness” (2015)

Hence communications for Elders Up should be:

- Text should be of a slightly larger size, with regular spacing and regular if not slightly increased line spacing
- Words should not break over two lines, even when hyphenated and figures such as 50 percent when written should also stay on the same line
- If possible, text size should be adjustable
- Hyperlinks should be differentiated and where possible colour should be use to show links that have already been visited
- Emails should make good use of whitespace and avoid using too much text

Smartphone use for reading email dominates throughout the day, desktop use peaks during the mid-morning hours and tablet use spikes at night and increases on the weekend. – Movable Ink “US Consumer Device Preference Report: Q3 2014” (2014)

Hence the preferred time for sending emails related to elders up should be in the mid-morning hours. With this age group checking their email on average every 51 minutes, we need to make sure that we are not overwhelming them. A suggested amount of email communications would be less than once a day, perhaps once every three days would be the optimum amount.

Shoppers have the most active click through for email, however this is under the provision that the email is responsively designed and that hyperlinks and calls to action are placed towards the top of the email. There should be a clearly designed user journey for email communications, wherein there is an overall good use of space and a defined journey for the user within the first few lines of text. Based on the existing research users of this age group are more likely to give up on interacting with a page and blame themselves, rather than the design of the page for their failure - this merely reinforces the idea that there should be a clear user journey.

Similarly, to previous strategies, language used for the communications should be clear, positive, inclusive and jargon free. Calls to action should be made clear and differentiated by colour if possible to make the user journey as smooth as possible and make sure that users do not get discouraged or give up using the service. Where possible, easy to follow steps should be provided and accessible at any time during any process, as this age group may need more reminders than others.

As previously defined, the content of the emails should have a clear purpose. However, it might be nice to add a positive or affirmational graphic or message at the end of the email for the enjoyment of this user group. Examples of purpose would be to remind users to update a part of their profile which they have not filled in, to reply to a message from an employer, to inform the user about a match from an employer and what



they should do next. Emails could potentially contain content pulled from the social media which contains positive messages.

The welcome email that is received when a user registers for the website should contain clear steps for what should be done next; however, the user should not be going back and forth between the website and email - the email should lead to webpages which have a defined journey and clear steps to a goal.

The welcome email should be responsively designed for the step in the registration process completed by the user - for example if the user has confirmed their email they should not be sent a second email when they complete another step. However, if a day has passed and a user has not completed a part of the registration process, then they should be sent a reminder email with helpful instructions. The best practice for these communications is that they should be purposeful and the user should always know what they're supposed to do next.

**1.4. Other Dissemination Activity**

Participant	Activity	Date	Medium	Coverage est.
CCare	Dissemination Activity	01/07/15	Internet Page	250
All	14 <sup>th</sup> International Conference on Computers Helping people with special needs	10/07/14	ICCHP 2014	500
Spain	Technical Paper	13/07/14	Journal "Iberamia"	-
GEO	Project Promotion via website	01/09/14	Website	300
All	Presentation of the project	09-12/09/14	AAL Forum	500
Stockport	European Funding news	01/10/14	Internet page	250
ISOIN	Dissemination Activity	31/10/14	"Evento de diffusion regional" CASA project	200
CCare	Dissemination Activity	01/07/2015	Internet Page	250
ISOIN	Open day in ISOIN premises	30/04/2015	Event	100
ISOIN	Workshop for companies and universities	27/05/2015	Event	500
SCC, ISOIN	AAL call launch 2015	12/05/2015	Event	200
SCC, ISOIN, CCare	Ageing summit Brussels	10/05/2015	Event	350
CCare	Booth at "Domotica & Slim Wonen" fair in Eindhoven NL	18/11/2015	Event	500
TUC	Conference Paper	23-25/09/2015	International conference (ICSLE 2015)	100
TUC	Conference Paper	03-05/09/2015	International conference (ICCP 2015)	100
TUC/ISOIN	Dissemination Activity	20-22/10/2015	Evet (ICT2015)	500
TUC	Dissemination Activity	11/12/2015	Event (Information & Stakeholders Day on Smart wearables)	200

## 1.5. Events

### STOCKPORT, UK



#### **Background**

Stockport City Council are another member of the consortium who were engaged with user testing. RedNinja offered a joint event on 8<sup>th</sup> June 2016 and booked the Robinson Brewery. Stockport City Council brought to the event some senior citizens, RedNinja brought some SMEs, filming equipment and some members of staff. The first half of the day was user testing on the platform allowing for both senior citizens and SMEs to feedback on the usability of the software. This was



invaluable as it has led to the refinement of the platform and offering of the platform. The second part of the day was for RedNinja to interview and film both senior citizens and SME's to create content and user stories for the website and social media.

### Aims



The aims of the day were two fold, firstly to conduct user testing on the prototype platform and test features and usability for both SME's and senior citizens. There was a pre-agreed script for the user test.

The second aim was to create content for user on social media and the web site. This was to be achieved by 8 interviews with senior citizens and SME's with some pre-agreed themes covering past careers, how free time was utilised, if volunteering was something they would consider, if an SME would consider taking on a senior citizen and why.

## **Content**

Around 30 good quality pictures were taken of which many made it on to Twitter and were shared with Stakeholders. About ~2Gb of video data was also captured and the edited and clips added to the website and YouTube channel.

Interviews were conducted with seniors during and after tests and a “match” conducted with an SME and a senior citizen with very similar skills in health care and wellbeing.

- 17 x 10-15 second clips
- 1 x 3 min “match” clip

**BUILDING THE COMMUNITY, LIVERPOOL, UK****Background**

The consortium agreed that RedNinja would not only conduct traditional dissemination and exploitation but during the final two quarters of the project, build a community of users. The aim was to prove a community approach could work in the UK and then be replicated in the other participating countries. The community would contain both SME's and senior citizens. RedNinja were set a target of between 25-50 senior citizens and 5-10 SME's. RedNinja accept this challenge but asked the consortium to note how difficult a task this was with only two remaining quarters. RedNinja created a plan that would leverage local



relationships. The plan was helped by the National Health Service's Innovation Agency which agreed to support a meeting in Liverpool of the University of the third age (U3A) which has many thousands of senior citizen members in the North West of England which is the region Liverpool is in. The second part of RedNinja's plan was to use the local business community situated in the Baltic Triangle and use a social media campaign to target interested parties.

### **Aims**

Meeting Aim - Gain buy in from U3A to create a community of 25-50 senior citizens from their membership.

### **Outcomes**

Calls and meetings held with the NHS's Innovation agency to share the projects aims. This included collateral, presentations and YouTube channel videos. The Innovation Agency was happy to support the EldersUp! Project. They already had existing relationships with the U3A and assisted RedNinja in workshop planning and creating the right environment to develop a relationship.

A workshop was held with U3A leads from across the North West and our presentations and videos shared with them. They asked lots of questions about the type of SME's who would be involved and seemed initially to like the idea of joining the community.

In Parallel to this a social media campaign was commenced to target local SME's with interest from 2 SME's, however the focus was kept to senior citizen recruitment.

## Summary

U3A pulled out of the project as their members wanted more volunteering for charitable causes. They did mention this in the meeting but they only fed back after a period of reflection on the community. U3A also said that they host about 300 events per week so it might not be suitable for their schedule.

We learnt some lessons from building a community;

- SMEs had very little free time to spend on the project due to often stretched internal resources
- 2 x SMEs signed up but again could not commit to more than 1-2 hours each on the platform
- 3 x Senior Citizens want to participate from a separate campaign but well under target
- SMEs must have a need to register and spend time on the platform. The Consortium's recommendation is to focus on a recruitment service.
- Senior Citizens want volunteering opportunities. The Consortium's recommendation is to add new sectors including Church and Charitable causes.
- Building a community is very difficult, we knew this when we agreed to run a campaign. More resource is required including a budget for multiple media campaigns.

As well as learning lessons from this activity we did disseminate the project and had some good feedback on the aims of the platform, the content we created and especially the videos which explain the project clearly and show real user stories.



## 1.6. Summary

This deliverable has been challenging as disseminating a prototype requires work to be carried out across the entire length of the project. RedNinja only came into the consortium for the final 12 months but we conducted 22 presentations, 2Gb of videos, ~30'000 twitter impressions, >50 pictures and many press articles and items of feedback/offers of support. Whilst agreeing to build a community was not something RedNinja thought it would be doing at the outset, by accepting this challenge we learnt a lot about the platform and have enough feedback to begin to plan for a future for the platform.

RedNinja did not just conduct social media campaigns, presentations and events. RedNinja went further by creating a social media, communication and language strategy. We also created a new brand, a new external website and developed opportunities with similar services. The consortium worked well together, communication was good and clear, we only wish we had more time on the project to execute a longer exploitation and dissemination plan.

Feedback was in general positive not just in the UK but all the participating countries. Feedback in the UK was more specific about creating opportunities to volunteer for charitable causes and the Church. For SME's they want a simple and quick experience as resource is scarce. Feedback from both parties focused on an application for tablets to increase user experience.

## 1.7. Future Opportunities

The Consortium identified four sectors to target, below we have given a statement on the feedback we have had and our analysis at the end of this deliverable;

- Health – many bodies, some interested, post project marketing may lead to support.
- Local Government – Low level of interest.
- Enterprise – Too early for enterprise to join the platform
- Innovation – Strong interest, the consortium could look for future funding or partnership opportunities

The innovation sector gave the most positive feedback and were willing to talk about future funding opportunities or partnerships with similar platforms.

Examples of future opportunities in the Innovation sector;

- Opening up the platform to be able to deliver any service and any match
- Looking at further funding to develop the technology and go to market strategy
- Targeting innovation agencies working with local council to automate already running manual offerings