



AMBIENT ASSISTED LIVING, AAL

JOINT PROGRAMME

ICT-BASED SOLUTIONS FOR ADVANCEMENT OF OLDER PERSONS'
INDEPENDENCE AND PARTICIPATION IN THE "SELF-SERVE SOCIETY"

D5.4 Dissemination
Final Version

Project acronym: **ProMe**

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TERMINOLOGY & ABBREVIATIONS

M.Month

INV.....Inventya

TAG.....Target Audience Group

1. EXECUTIVE SUMMARY

1.1 Link with the objectives of the project

This document details the dissemination strategy, plan, tools and guidelines for ProMe's consortium members throughout the three-year project lifecycle and reports about dissemination activities led by Inventya Ltd (INV). Dissemination strategies throughout the lifetime of the ProMe project supported validation and exploitation activities arising from system and platform design. The dissemination plan was used to create a vibrant stakeholder network, to help inform technical feasibility and validation activities, as well as exploitation and commercialisation activities.

1.2 State of the art

Throughout the project dissemination activities progressed well, with partners promoting the project through various activities.

Table 1 below summaries the dissemination objectives, KPIs and progress at M36 of the project.

Table 1: Summary of Y3 dissemination objectives, KPI's & progress

Dissemination objectives	KPI	Progress
Raise awareness	Reach 3 audience groups by M18	Five target groups reached: 1 (end users), 2 (national charities), 3 (health care providers), 4 (health care providers) & 6 (academia)
Raise awareness	Reach an audience of over 500 people by M18	Total audience reached (conferences, workshops, interviews, surveys and social media): 1,309
Raise awareness	Blog articles published None set in the M6 report	7 blog articles published
Raise awareness	Write and present/published 3 papers by M18	3 papers written/published
Engage with technology and clinical experts	Create a stakeholder network containing 50 people by M18	Creation of a Stakeholder group database of 500 contacts

2. INTRODUCTION

Dissemination activities within the ProMe project were used to facilitate the later commercial exploitation and deployment of the ProMe platform. This report covers the dissemination plan as well as dissemination activities that have been carried throughout the project. Between April 2014 and April 2017, the ProMe project aimed to develop, validate and take to market an open source technology platform which enabled mentoring & knowledge-sharing between older and younger people.

The aim of the platform is to enable older adults to manage the transition from full-time employment to retirement, supporting their mental health and quality of life throughout the process. Equally important is the continuity provided for younger people who do not lose out on acquiring valuable experience and expertise gained by others throughout a working lifetime.

3. DISSEMINATION STRATEGY FOR THE PROJECT DURATION

3.1 Objectives

The following KPIs were set in the M6 D5.4 report and have been followed through each stage of the project with an update report provided on month 6, 18 and 36:

- Raising awareness of the project within **at least three** target audience groups per year throughout the project duration, aiming to reach a **total per annum audience of at least 500 people**
- Creating a valuable stakeholder group for informing dissemination, validation and exploitation activities, aiming to **identify and engage with at least 50 expert stakeholders by end of year one**
- **Fostering a culture of collaboration and knowledge-sharing** within the consortia, backed by expert guidance from WP9 leader on all dissemination and exploitation activities

3.2 Target audience and dissemination channels

The following target audience and dissemination channels were identified in M6 D5.4 report and have been followed through each stage of the project with an update report provided on month 6, 18 and 36:

- The general public – older people themselves, and charitable/voluntary/civil society associations which represent the interests & needs of older people
- Specific occupational and industry sector groups where lifelong experience and tacit knowledge are critical factors for growth and innovation
- Universities & other higher education actors for whom the integration of young graduates into the labour market
- Organisations with large staff numbers and a large human resources department which can use the platform to integrate new staff or provide access to experience staff
- Organisations which have an early retirement age i.e. fire service, police force, armed forces which can use the platform to match those coming up to retirement age or already retired with younger inexperienced members

The following table identifies ProMe target audience groups, their likely communications needs and the dissemination channels required to reach them.

Table 1: target audience groups, their information needs and dissemination channels

Target audience group	Likely information needs	Dissemination channels
1. End users – older and younger adults	What benefits can ProMe bring to older and younger people; how easy is it to use; what safeguards are in place to protect data & user identity.	Website, social media, blog articles, press releases, videos, leaflets, user testing
2. National charities/voluntary groups supporting the lives of older people		EU conferences (presentations, exhibiting, networking), seminars and workshops
3. Health care providers		

4. Human Resources specialists /Personnel units within large companies (public and private sector)	How can ProMe platform help employees transition out of full time work; how can it be used to support training & professionalization of younger employees; what does it cost to purchase or can it be licensed. May be more interested in mentoring.	National and local conferences (presentations, exhibiting, networking), networking events, direct contact, social media, surveys and questionnaires
5. National occupational membership institutes e.g. UK's Chartered Institute of Marketing, UK's Society of Professional Engineers, Chartered Institute for Professional Development (CIPD)	What is ProMe's unique selling proposition for experienced people; how will it add value to members and the association; what does it cost to purchase or can it be licensed. May be more interested in mix of mentoring & coaching	National and local conferences (presentations, exhibiting, networking), social media, surveys and questionnaires
6. Academia	Scientific evidence behind intergenerational cooperation and how ProMe is assisting	Conferences and trade shows (paper presentations and exhibitor opportunities)

4. DISSEMINATION ACTIVITIES AND ACHIEVEMENTS BETWEEN M19 AND M36

4.1 KPIs, activities and results

During M19 to M36 the consortium has focused on developing a final ProMe platform and undertaking an in the field pilot study, plus continuing to raising awareness of the project by presenting at events, writing blog articles for the website and writing papers. Table 2 provides an overview of the KPIs set in the M6 D5.4 report, the dissemination activities undertaken by project partners and the results of the activities.

Table 2: Overview of KPIs, activities and results

KPI	Activity undertaken	Results
<p>1. Raising awareness within at least three target audience groups, aiming to reach a total per annum audience of at least 500 people</p>	<p>Dissemination activities undertaken by project partner have reached target audience groups 1 (end users), 2 (National charities/voluntary groups) 3 (Health care providers), 4 (public and private sector) and 6 (Academia). These are shown in table 3. Dissemination activities included participation at conferences and workshops, undertaking interviews and surveys, unique (human) visitors to the website and presence on social media (Twitter).</p> <p>WP2 engaged with end users by undertaking the following activities:</p> <ul style="list-style-type: none"> • 16 users participating in lab studies • 88 users participating in field trials 	<p>Total audience:</p> <ul style="list-style-type: none"> • Five target groups reached: 1, 2, 3, 4 & 6 (table 3) • Total audience reached (conferences, workshops, interviews, surveys and Twitter): 5,491 <p>User evaluations:</p> <ul style="list-style-type: none"> • 16 users participated in lab studies • 88 users participated in the field trials <p>Conferences:</p> <ul style="list-style-type: none"> • Audience at conferences, exhibitions and events: 1,175 (table 3) • Attendance at 19 conferences, exhibitions and events (table 3) • 4 papers written/published (table 5) • 8 presentations at events (table 3)

	<p>Partners hosted and participated in events showcasing technical aspects of ProMe at 19 international conferences and events during Y2.</p>	<p>Website:</p> <ul style="list-style-type: none"> • 16 blogs published on the ProMe website (table 4) • 4,210 unique visitors to the website <p>Social Media:</p> <ul style="list-style-type: none"> • Tweets made: 15 (table 6) • Twitter followers: 2 added 16 in total (table 6)
<p>2. Create a valuable stakeholder group for informing dissemination, validation and exploitation activities, aiming to identify and engage with at least 50 expert stakeholders</p>	<p>INVENTYA has built a stakeholder database of 500 contacts during the project. The database mainly represents target audience groups 3 (healthcare providers), 4 (public and private sector) and 6 (academic). The database was developed by undertaking extensive contact searching and adding key contacts identified during partner dissemination activities. The contacts new to the project will be contacted and asked for their feedback about the project.</p>	<p>Creation of a Stakeholder group database of 500 contacts from all target groups</p>
<p>3. Foster a culture of collaboration and knowledge-sharing within the consortia</p>	<p>INVENTYA developed a reporting framework to ensure that the information collected from each dissemination activity is consistent.</p> <p>Templates have been created to collect details of partners participation at conferences, the publication of papers and the creation of articles (blogs and social media alters)</p> <p>Partners are also required to create a 150 word article after each dissemination activity. These article have been used to create new content on the website and social media accounts</p>	<p>Templates created for partners to:</p> <ul style="list-style-type: none"> • Report details of conferences and events attended • Write short blog articles for website and Twitter • Dissemination is a standing agenda item for partners to report activities

Table 3: conference & event dissemination activities

Conference Name and weblink	Location	Date	Activity	Audience reached	Partner(s) involved	Target Audience
European Knowledge Tree Group (EKTG) eHealth Symposium http://www.aal-europe.eu/european-knowledge-tree-group-ektg/	London, UK	18/01/16	Exhibited ProMe at a conference discussing the building of a European digital health environment	20	Inventya	TAG 2, 3 & 6: Policy makers, ICT developers, manufacturers, health professionals, commissioners, businesses, venture companies, technologists, academics and designers
Health lecture "Train your brain" http://www.eurag.at/termine.htm	Vienna, Austria	23/02/16	Seniors that are interested in staying active, fit and healthy) – distribution of in info flyers, short presentation of ProMe	150	EURAG	TAG 1: End users
Mentoring Summit organised by MentorProgramme Friesland http://www.mentorprogrammefriesland.nl/pageid=681 www.europeanmentoringsummit.nl	Leeuwarden, NL	17-18/03/16	An international event to share and exchange experiences and best practices in the field of mentoring. NFE visited the event to get in touch with experts to tell them about the ProMe project and to get tips and tricks to organise the pilots and to set-up a real setting project	>165 guests from 15 countries >49 students supporting the organisation >3 keynotes & 21 subsessions > Potential reach of 15.000 people through (social) media.	NFE	TAG: 1, 2, 3, 6. End users, national charities, health care providers and Academia

AgeCamp 2016 https://johnpopham.wordpress.com/2016/02/07/agecamp-putting-flesh-on-the-bones/ https://www.youtube.com/watch?v=KEw4HPojdoc	Halifax, UK	04/04/16	Exhibiting ProMe at this national unconference for older people and those who work with older people. The project idea of ProMe was presented and the participants got insights about the different communication and collaboration possibilities the platform provides	50	Inventya	TAG: 1, 2, 3 End users, national charities, health care providers
Technological Progress - Result of Research, 11 th Edition <a -editia-a-xi-a_5259.html"="" href="http://www.agir.ro/univers-ingeresc/numar-10-2016/simpozionul-stiintific--progresul-tehologic---rezultat-al-cercetarii">http://www.agir.ro/univers-ingeresc/numar-10-2016/simpozionul-stiintific--progresul-tehologic---rezultat-al-cercetarii"-editia-a-xi-a_5259.html	Bucharest, RO	22/04/16	Are discussed punctual results in strictly defined areas or syntheses inter and multidisciplinary, theoretical ideas, practical experience and achievements definitive, from laboratory companies, educational institutions and research institutes. ProMe was exhibited in round tables, through flyers and poster	46	AGIR	TAG: 1, 4, 6 AGIR members, students, representatives of companies, educational institutions and research institutes
Education - an Essential Component of Environmental Policy, 10 th Edition http://www.agir.ro/stiri/simpozion-%C5%9Ftiintific-educatia---componenta-esentiala-a-politicii-de-mediu-477.html http://www.agir.ro/univers-ingeresc/numar-12-	Bucharest, RO	2/06/16	Innovation and creation are crucial in engineering and not only. Must be promoted human and institutional capacity building. Are required curricular and pedagogical reform in education and continuing professional development to cover a wider range of social and ethical issues. This will enhance the attractiveness of engineering among young people. It was projected a presentation of ProMe.	52	AGIR	TAG: 1, 4, 6 AGIR members, students, representatives of companies, educational institutions and research institutes

2016/simpozionul-stiintific-%E2%80%9Eeducatia---componenta-esentiala-a-politiciei-de-mediului%E2%80%9C-editia-a-x-a_5292.html						
ProMe showcase event http://pro-me.eu/2016/07/07/287/	Salzburg, Austria	02/06/16	The Center for Human-Computer Interaction at the University of Salzburg presented a variety of projects for a group of older adults, who were alumni from a telecommunication school	30	PLUS	TAG: 1 End users
AAL Platform Experience http://eurocarers.org/Eurocarers-Annual-General-Meeting-Brussels-13-15-June-2016	Brussels, Belgium	13/06/16	ProMe was presented to and tested by members of the Eurocarers expert panel	43	Gluk and Inventya	TAG: 1, 3, 6 End users, Academia, Health care providers
The General Meeting of the Academy of Technical Sciences of Romania http://www.agir.ro/univers-ingenieresc/numar-13-2016/adunarea-general-a-academiei-de-stiinte-tehnice-din-romania_5308.html	Bucharest, RO	17/06/16	ProMe was exhibited through flyers and poster	111	AGIR	TAG: 1 ASTR members
Scientific Symposium of Romanian Engineers from Everywhere, 12 th Edition	Craiova, RO	8-9/09/2016	Collaboration framework between Romanian engineers from everywhere in order to identify	124	AGIR	TAG: 1, 4, 6 AGIR members, ASTR members, students,

http://www.agir.ro/univers-ingeresc/numar-19-2016/craiova-simpozionul-stiintific-al-ingerilor-romani-de-pretutindeni---singro-2016-editia-a-xii-a_5396.html			<p>solutions to the problems faced by contemporary society.</p> <p>ProMe was exhibited through flyers and poster</p>			representatives of companies, educational institutions and research institutes
<p>2015 AGIR Prizes, 22nd Edition</p> <p>http://www.agir.ro/univers-ingeresc/numar-18-2016/ziua-inginerului-roman-premiile-agir-pentru-anul-2015_5383.html</p>	Bucharest, RO	16/09/16	<p>Are publicized Romanian engineers achievements and are awarded the most valuable technical works, wich were designed, developed and applied and also original works published in volume. AGIR Prizes are awarded on sections.</p> <p>It was projected a presentation of ProMe.</p>	63	AGIR	<p>TAG: 1, 4, 6</p> <p>AGIR members, students, representatives of companies, educational institutions and research institutes</p>
<p>Fit and healthy till 120</p> <p>http://www.eurag.at/termine.htm</p>		28/09/16	Distribution of in info flyers, short presentation of ProMe	150	EURAG	<p>TAG:</p> <p>End users</p>
<p>AAL Forum 2016</p> <p>http://www.aalforum.eu/</p>	St. Gallen, Switzerland	26 – 28/09/16	Exhibition stand to disseminate the project and recruit participants in the pilot study	15	Plus, Gluk, NFE and Inventya	<p>TAG 2, 3 & 6: 450 delegates from Policy makers, ICT developers, manufacturers, health professionals, commissioners, businesses, venture companies, technologists, academics and designers</p>

<p>“Zukunft der Generationen” (Future of Generations)</p> <p>http://www.ifz-salzburg.at/salzburg-2016-konferenz-zur-zukunft-der-generationen-in-salzburg/</p>	Salzburg, Austria	18-19(10/2016)	Presentation of the project idea and the platform	50	PLUS	<p>TAG: 1, 4, 6</p> <p>End users, researchers, end user organizations</p>
<p>TechAAL 2016</p> <p>http://www.theiet.org/events/tpn/techaal/</p>	London, UK	24/10/16	Delivered a presentation on ProMe titled: ‘A Mentoring Platform for Older Adults Using Machine Learning Techniques for Supporting the “Live and Learn” Concept’.	40	Inventya	<p>TAG: 6</p> <p>University academics and research institutes</p>
Networking conversations exploring potential collaboration	Netherlands	Fall 2016	To organize the pilots properly, we had several conversations with institutions working with youngsters to explore possibilities for collaboration both during the project and in a potential follow-up program after termination of the ProMe project. Organisations included ‘Youngsters in the elevator’, PlusCoach, NewDutch Connections, Avans school for higher education, Fontys school for higher education, Jinc.	20	NFE	<p>TAG: 1, 2</p> <p>Organisations working in the domain of mentoring and coaching for (vulnerable) youngsters.</p>
Info event at EURAG English Club	Vienna, Austria	22/11/16	Distribution of in info flyers, short presentation of ProMe	40	EURAG	<p>TAG 1:</p> <p>End users</p>
European Summit on Digital Innovation for Active and Healthy Ageing	Brussels, BE	5-8/12/2016	Networking, promoting ProMe to target audience from Academia, Industry, Policy Makers		Gluk	<p>TAG: 6</p> <p>University academics and research institutes, Industry, Policy Makers</p>
Age fit	Lille, France	2-3/2/17	AgeingFit is the 1st European business convention dedicated to innovation in the healthy ageing	6 meetings took place with interested	Inventya	TAG: 1, 2, 3, 6

http://www.ageingfit-event.com/			<p>sector, gathering all actors in the innovation cycle from research to market, along with the key players in regulation and evaluation.</p> <p>Inventya attended to meet with potential collaboration partners for ProMe</p>	<p>delegates and exhibitors</p>		<p>End users, national charities, healthcare provider and universities</p>
<p>Total reach</p>				<p>1,175</p>		

Table 4: Blogging (website articles)

Partner	Event/Article	Date Published	Target Audience
Inventya	Article announcing that the end user testing has started in the Netherlands http://pro-me.eu/2016/01/04/end-user-testing-starts-in-the-netherlands/	04/01/2016	Website visitors
Inventya	Article announcing that ProMe exhibited at the AgeCamp conference http://pro-me.eu/2016/04/07/promexhibits-at-agecamp-2016/	07/04/16	Website visitors
Inventya	Article announcing that ProMe participated in a Community of Practice event at UC Leuven Limburg – 24th March 2016 http://pro-me.eu/2016/04/11/community-of-practice-at-uc-leuven-limburg-24th-march-2016/	11/04/16	Website visitors
Inventya	Article on how ProMe can strengthen mentoring and coaching in organisations http://pro-me.eu/2016/04/11/community-of-practice-at-uc-leuven-limburg-24th-march-2016/	31/05/16	Website visitors
EURAG	ProMe article included in EURAG July 2016 newsletter	July 2016	EURAG Members
Inventya	Article showing that ProMe was presented at an alumni event at the University of Salzburg http://pro-me.eu/2016/07/07/287/	07/07/16	Website visitors
AGIR	http://www.agir.ro/univers-ingineresc/numar-13-2016/colaborare-activa-intre-generatii-relatia-mentor---mentorat_5314.html	15/07/16	AGIR members ministries, universities
Inventya	Article highlighting the start of the laboratory users studies http://pro-me.eu/2016/07/28/promexhibits-at-agecamp-2016/	28/07/16	Website visitors
Inventya	Article announcing that ProMe will be exhibiting at the AAL Forum http://pro-me.eu/2016/08/25/promexhibits-at-agecamp-2016/	25/08/16	Website visitors
AGIR	http://www.agir.ro/univers-ingineresc/numar-16-2016/colaborare-activa-intre-generatii-relatia-mentor---mentorat_5354.html	31/08/16	AGIR members, ministries, universities
AGIR	http://www.agir.ro/univers-ingineresc/numar-17-2016/colaborare-activa-intre-generatii-relatia-mentor---mentorat_5374.html	15/09/16	AGIR members, ministries, universities

AGIR	Mention of ProMe in AGIR Article for FEANI Annual Report 2014-2015 https://feaniyearbook.vandenbroele.be/#p=58	October 2016	FEANI Members
Inventya	Article following up on the ProMe platform exhibiting at AAL Forum http://pro-me.eu/2016/10/10/promo-unveils-latest-version-of-the-platform-at-ambient-assisted-living-forum/	10/10/16	Website visitors
Inventya	Article focusing on ProMe presenting at the TechAAL 2016 conference	09/11/16	Website visitors
Inventya	Article explaining that the lab user studies were continuing http://pro-me.eu/2017/01/31/user-studies-in-the-lab/	31/01/16	Website visitors
PLUS	Article announcing that the field trials started in Austria, Romania and Netherlands http://pro-me.eu/2017/06/06/field-trials-in-austria-romania-and-the-netherlands/	06/06/17	Website visitors

Table 5: List of scientific papers published/presented

Paper Title	Event	Date Published/Presented
Intergenerational Online Cooperation: Supporting Beneficial Relationships	IxD&A Journal (conditionally accepted) – final modifications required <i>It was originally submitted for publishing with CHI in 2015 but was rejected</i>	TBC
A Mentoring Platform for Older Adults Using Machine Learning Techniques for Supporting the “Live and Learn” Concept	TechAAL 2016	24/10/16
Supporting negotiation online	Short Paper for C&T – 8 th international conference on communities and technologies http://comtech.community/	15/02/17
Starting up an E-Mentoring Relationship. A User Study.	http://comtech.community/	01/05/17

Table 6: Twitter

M6 – M18 Tweets	M6 – M18 followers	M19 – M36 Tweets	M19 – M36 Followers
16	14	15	2

Table 7: Website

Analytics	M19 – M36
Individual users	4,210
Pages per session	3.09
Avg session duration	01 minute 25 seconds
Bounce rate	14.6%

4.2 Dissemination performance for M19 to M36

During the period the project has performed well meeting each of the main KPIs outlined in the M6 report. Dissemination activities have increased as the project has moved towards its conclusion with a focus on recruiting participants for the ‘in the field trial’ and disseminating the outcome of the project to potential end users, mentoring networks and interested parties.

The total target audience reached by the project was 5,491, surpassing the target of 500 and the audience reached during the first 18 months of the project. This figure includes analytics data for the website, which had not been previously collected. Between November 2015 and March 2017 there were 4,210 unique visitors to the ProMe website which highlights the increase dissemination activities of partners has resulted in strong traffic to the website. The site had an excellent bounce rate of 14.6% which meant that visitors were interested enough by the website to click on more than one page and visitors were staying on the site on average for 1 minute 25 seconds, which is a good duration.

A Twitter account was created in March 2015 which again was sporadically used with 15 Tweets made and 2 additional followers. Although social media is a powerful tool it was difficult to gain momentum and attract new followers. The project decided to concentrate on physical activities, like exhibiting and presenting at events, rather than focus on developing social media followers.

The main exhibition attended by the consortium during the period was the AAL Forum 2016, which this year took place in St Gallen, Switzerland between from 26th and 28th September 2016. The forum was used to demonstrate the latest developments of the platform which included integrated communication tools (video, email and chat), improved content interface, mentoring guidance materials (tool pool) and a fully integrated matching system. The Forum attracted over 450 researchers, technologists, start-up companies, investors, policy makers, health professionals, care associations and older adults. This year the forum was a huge success, with 39 exhibitors, 39 matchmaking meetings, 30 interactive sessions. Attending the Forum gave the project a platform to further research opinions and showcase the development of the site. In total, the stand was visited by 15 individuals with all requesting further information and a follow up.

The consortium has continued to create and publish blog contents on the ProMe website and through partners publications. During this period partners created 16 blog articles.

4.3 Dissemination figures over the duration of the project

The table below shows the dissemination figures for the entire project to show the reach and work partners have undertaken to showcase ProMe.

Table 8: summary of M1 – M36 planned dissemination activities and KPIs

Total reach of the project	6,812
Audience reached at conferences	1,794
Unique website visitors	4,300
Twitter followers	18
Design workshop participants	20
Coaches interviewed	6
Survey respondents	650
Use study participants	16
Field trial participants	8
Conferences participated in	26
Presentations at events	11
Papers written and published	7
Blog posts written and published	23
Tweets made	21

5. CONCLUSIONS

Project participants have taken an active lead in disseminating the project, and engaging all TAG groups identified as the key audience groups to be targeted by the project. The introduction of reporting templates during the early stages of the project created a uniformed approach to recording dissemination activities and proved to be a valuable step to help guide, shape assess and report dissemination activities.

During the project, the dissemination activities of partners has reached a wide audience touching over 6,800 individuals. The majority of those reached have been through the website with over 4,000 individual hits. Project partners have also exhibited and presented at 26 conferences reaching over 1,700 individuals over the duration of the project.

However, there were a few areas that could have been improved upon. Website statistics were only collected for half of the project with website statistics not being collected until month 19 of the project. Also, the project has a limited presence on social media with sporadic Tweets and Twitter followers.

Partners have also targeted commercial stakeholders to explore opportunities for commercialising the platform after the projects conclusion. Participating at event like the CIPD conference, AAL platform experience, Age Camp 2016, European Knowledge Tree Group (EKTG) eHealth Symposium and Age Fit allowed partners to engage with companies interested in using the platform on a commercial basis. Also, Inventya contacting a number medium sized organisation in industries with aging work forces to gauge their views about using a platform to manage their staff mentoring programmes. These activities have created leads which the partners are following up now there is a minimum viable product available for demonstration.