



MobileAge

D5.1 Communication and Dissemination Plan

Project acronym:	Mobile Age
Project full title:	Mobile Age
Grant agreement no.:	693319
Responsible:	Vassiliki Zalavra – Government To You (Gov2u)
Contributors:	WP5 partners
Document Reference:	D5.1
Dissemination Level:	PU
Version:	Final
Date:	12/04/2016



History

<i>Version</i>	<i>Date</i>	<i>Modification reason</i>	<i>Modified by</i>
0.1	02.03.2016	Initial draft	Vassiliki Zalavra (Gov2u)
0.2	06.04.2016	Second draft	Vassiliki Zalavra (Gov2u)
0.3	07.04.2016	Review – additions	Ophelie Durand (AGE)
0.4	08.04.2016	Finalisation	Vassiliki Zalavra (Gov2u)
0.5	08.04.2016	Review and last additions	Ophelie Durand (AGE)
0.6	12.04.16	Quality check and final edits	Bev Abram (ULANC)
1.0	12.04.16	Final reviewed deliverable	

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List of abbreviations

Abbreviation>	Explanation
AGE	AGE Platform Europe AISBL
AUTH	Aristotelio Panepistimio Thessalonikis
B2B	Business to Business
DoW	Description of Work
EC	European Commission
EIP AHA Ageing	European Innovation Partnership on Active and Healthy
EIP SCC Communities	European Innovation Partnership on Smart Cities and
FTB	Evangelische Stiftung Volmarstein
Gov2u	Government To You
H2020	Horizon 2020 Programme
ICT	Information and Communication Technologies
Ifib	Institut Fur Informationsmanagement Bremen GMBH
KPI	Key Performance Indicator
M12	Month 12
OSCPEP	Open Senior Citizen Public Service Engagement Platform
RCM	Region of Central Macedonia
TT	Tingtun AS
ULANC	Lancaster University
UPM	Universidad Politecnica De Madrid
WP	Work Package
Y2	Year 2
ZGZ	Ayuntamiento De Zaragoza

Executive summary

Starting in February 2016 and running for 36 months, Mobile Age is a H2020 EU co-funded project that targets to a group of citizens that are usually marginalized as far as contemporary, technical innovations are concerned: seniors. Thus, Mobile Age will focus on open government data, mobile technology and the provision of public services by developing methodological and technological innovations which address the difficulties older persons often face when using open government.

Taking into consideration that senior citizens often do not enjoy the same level of Internet connectivity and use less Information and Communication Technologies (ICT), they are consequently often excluded from the design and use of open government data. As the use of open government with Europe is increasing rapidly, it is crucial to ensure that no one is left behind. Mobile Age will then develop together with senior citizens mobile-based open government services focused on senior citizens' needs and expectations, following a co-creation methodological approach. Towards this aim, four pilots for personalised, mobile access to public services for senior citizens will be developed in collaboration with public authorities in Germany (Bremen), United Kingdom (South Lakeland), Spain (Zaragoza) and Greece (Region of Central Macedonia).

D5.1 Communication and Dissemination Plan aims to outline, on the one hand, the communication and dissemination strategy and actions that will be implemented throughout the project's lifetime in order to achieve the project's widest promotion, greatest visibility and awareness to the external audience. On the other hand, it states clearly the methods and tools of internal communication within the work package.

As also mentioned in the DoW, *"The Communication and Dissemination Plan will provide the framework and structure of all project information, communication and activities; will define the communication goals, the objectives and timelines; will allocate responsibilities for WP5 partners and, finally, will define a set of key performance indicators (KPIs) to explain how dissemination activities' success will be measured"*.

So, the current deliverable includes the following chapters:

- Introduction – the introductory presents the Mobile Age project in detail focusing on WP5 Communication, Dissemination and Exploitation and the current deliverable "D5.1 Communication and Dissemination Plan". Moreover, the scope and objectives of the deliverable; the methodology, the structure and the intended audience of the deliverable are mentioned; finally, the first part is completed with the relation of the current deliverable with other WP5 deliverables, the quality and risk management presenting the potential risks that may threaten WP5 work and also the mitigation actions that would be undertaken to face them.
- External Communication – the second part of the deliverable is dedicated to the dissemination and communication of the project to the external audience. The definition of the target groups which are important to approach and with which it is essential to establish relations of acceptance and trust are presented in a detailed way. Based on the project's objectives and the definition of stakeholders, we define the dissemination strategy that will be implemented by all WP5 partners in order to achieve the objectives. This section explains in detail this strategy, the phases of the dissemination process throughout the project's duration, the channels and tools that will be used for wider dissemination and promotion of the project, the actions based

on the strategy, the actions to reach the identified target groups as well as the ways to measure the effectiveness of the communication and dissemination activities.

- Internal Communication – the third part of the current deliverable focuses on the internal communication of the project partners because dissemination is a total effort made by WP5 partners and it can be successful only if it is done in a proper way and if there is efficient and effective communication and collaboration among partners. Therefore, this part clarifies the WP5 internal workflow by defining clearly the roles and responsibilities of WP5 partners. It also indicates the way that dissemination activities should be properly and effectively reported.
- WP5 partners' action plan – the fourth part of the deliverable presents the WP5 action plan explaining in detail the WP5 tasks, the subtasks, the responsible partners per task as well as the actions to be undertaken in order to successfully complete each task throughout the project's timeline.
- Conclusions are included in the last part of the deliverable.

Introduction

This introductory sections aims to briefly present: the project; the WP5 on Communication, Dissemination and Exploitation; the deliverable, its structure, its methodology and objectives; as well as the management of potential risks.

1.1 The project: Mobile Age

Mobile Age is a H2020 EU co-funded project which will complete its project cycle in 36 months. The project will be implemented by a consortium comprised of ten partners, namely: Lancaster University (ULANC), Tingtun AS (TT), AGE Platform Europe AISBL (AGE), Evangelische Stiftung Volmarstein (FTB), Government To You (Gov2u), Institut Fur Informationsmanagement Bremen GMBH (ifib), Aristotelio Panepistimio Thessalonikis (AUTH), Universidad Politecnica De Madrid (UPM), Ayuntamiento De Zaragoza (ZGZ) and Region of Central Macedonia (RCM).

The project will focus on open government data, mobile technology and the provision of public services for senior citizens across Europe. Aiming at an inclusive ageing society, the project will offer innovative ways for senior civic engagement with open government through personalized mobile-based technologies and services. A co-creation methodological approach will be followed so as to discover the requirements of senior citizens together with them and develop services that will increase their involvement in digital and open government.

Thus, Mobile Age will achieve the co-creation of such services by pursuing the following specific objectives:

- Explore and implement innovative ways to support senior citizens to access and use public services through personal mobile technologies and based on open government data
- Develop and deploy co-creation approaches and methodologies to engage senior citizens effectively in order to realize the benefits of open government data and mobile technologies for the ageing population
- Develop a situated, practice-based understanding of accessibility, mobility and usability of services for older persons. Based on this knowledge we will develop a best practice guide and toolkit for service and technology design together with senior citizens
- Develop a framework for impact assessment and evaluation for co-creation approaches to open service development for the ageing population.

The project will be implemented in four pilot sites, which are very complementary in terms of local/regional authority, urban/rural features, and the presence of experts/new comers on e-government: South Lakeland (UK); Bremen (Germany); Region of Central Macedonia (Greece); and Zaragoza (Spain).

These four pilot sites will each work on a specific use case of relevance for seniors' citizens: social inclusion (Bremen), extending independent living (South Lakeland), a safe and accessible city for seniors (Zaragoza) and personal health information (Central Macedonia).

1.2 WP5 Communication, Dissemination and Exploitation

WP5 is a subset of the Mobile Age project, led by Government to You (Gov2u) and in which all the partners (ULANC, TT, AGE, FTB, ifib, AUTH, UPM, ZGZ and RCM) participate. The successful implementation of the WP5 objectives and tasks is highly dependent on the coherent, effective and fruitful collaboration of WP5 partners as well as on their active role.

As clearly stated in the DoW, this work package aims to:

- Ensure that Mobile Age project will achieve the widest impact and effective exploitation of the project results through:
 - An effective internal and external communications strategy while coordinating and assisting other work packages to meet their objectives regarding dissemination and communication
 - Raising visibility and awareness of the project's objectives, developments and expected results
 - Stakeholders' engagement, motivation and interaction
- Promote the project's exploitable results to all potential users and interested stakeholders at local, national and European level after the project's completion.

In this context, WP5 will design and will be in charge of implementing the overall dissemination and communication strategy, while it will be also responsible to coordinate and report on dissemination activities undertaken to promote the project and its platform. WP5 will work towards the establishment of a wide network with audiences with vested interest in the project so as to raise awareness and visibility of Mobile Age and its services encouraging senior citizens – mainly – to test them throughout the platform's function.

The implementation of WP5 is structured around the following tasks:

- Task 5.1 – Planning and Coordination of Communication and Dissemination Activities (Leader: Gov2u, duration: M1-M36)
- Task 5.2 – Implementation of Communication and Dissemination Activities (Leader: Gov2u, duration: M1-M36)
- Task 5.3 – Transferability, Sustainability and Business Plan (Leader: ifib, duration: M17-M34)
- Task 5.4 – Uptake of Mobile Solutions and Demonstrator Application by City Information Providers and Public Authorities (Leader: UPM, duration: M33-M36)

Moreover, a number of deliverables are related to this work package and they are presented in detail in subsection 1.3.5 of the current deliverable.

1.3 The deliverable: D5.1 Communication and Dissemination Plan

1.3.1 Scope and objectives of the deliverable

The current deliverable aims to outline the communication and dissemination strategy, the online and offline tools that will be used to raise visibility and those actions that will maximize the promotion of the project's objectives and final results.

Moreover, the deliverable aims to develop strategies that will ensure that the project and its findings are widely disseminated to the appropriate target groups and at the appropriate time and via the appropriate methods. In this context, the deliverable will include also a comprehensive and detailed action planning (what has to be achieved, by which means, when, by whom, results, monitoring) so as to prepare the ground for further exploitation of the final results.

Finally, the deliverable will set the guidelines that partners will be asked to follow within WP5 in order to ensure and maintain smooth collaboration and communication throughout the project's timeline, while it will also make sure that WP5 leader will always work closely with partners and support their dissemination activities.

1.3.2 Methodology of the deliverable

The deliverable has been created based on the detailed description of WP5 objectives and tasks in the DoW and the close collaboration of WP5 leader with the project coordinator and the partners. Gov2u as the WP5 leader is responsible for the content of the deliverable which produced and shared with partners for review, feedback and contributions in certain sections. The final version is submitted to the project officer for final approval.

1.3.3 Structure of the deliverable

The current deliverable is structured by taking into account the external and the internal aspects of communication and dissemination. The first part – external – will describe the communication and dissemination plan and strategy on how to target the identified stakeholders (see section 2.1) and the second part – internal – will present how the partners need to interact within the WP in order to ensure the smooth development and successful task implementation of the project given that the internal communication is of utmost importance for the successful implementation of the project.

Thus, the document is structured as follows:

- Introduction
- External Communication
 - The typology of the target groups – identification of the key target groups that should be targeted during the project's implementation as they are expected to be particularly interested in the project and potential users of Mobile Age services.
 - Communication and Dissemination Objectives and Strategy – we define the objectives of the communication and dissemination strategy, its phases, as well as the channels and tools used to achieve the objectives set.
 - Dissemination actions – we define the actions to reach the identified target groups.
 - Measurement of effectiveness of the communication and dissemination actions – presentation of Key Performance Indicators (KPIs) that will be estimated to measure the effectiveness of the actions in during the project's timeline.
- Internal Communication – presentation of how the internal communication will flow within the consortium regarding the WP5 tasks, what each partner will be expected to do throughout the project's lifecycle, the way we need to report on dissemination activities using the correct template, etc.
- WP5 Action Plan – the plan of activities for all WP5 partners analyzing the tasks, the responsible partner per task, the actions to be undertaken to complete the task as well as the timeline.
- Conclusions

1.3.4 Intended audience of the deliverable

The following table defines the intended audience of the current deliverable:

<i>Intended audience</i>	<i>Reasons for interest in reading</i>
Mobile Age Consortium partners	To be informed on the communication and dissemination strategy for the project and the actions that will take place throughout the project's timeline as well as their role in WP5
European Commission	To review and assess this deliverable as a required report based on DoW of Mobile Age
Identified stakeholders	To be informed on the project, its communication and dissemination activities and tools, as well as to find out how they could benefit from the services offered by Mobile Age
Partners participating in similar projects	To share knowledge, information, best practices and activities that could be utilized in their projects as well as to find common ground on which they could establish a potential collaboration of cross-dissemination with Mobile Age

Table 1 : Intended audience of the deliverable

1.3.5 Relation to other WP5 deliverables

D5.1 Communication and Dissemination Plan closely relates to the following WP5 deliverables:

- **D5.2 First Communication and Dissemination Report (M12):** this will be the first report on communication and dissemination activities that will be implemented during the first year of the project and will be following the initial action plan of activities as described in D5.1 deliverable
- **D5.4 Update of the Communication and Dissemination Plan (M24):** this is the update of D5.1 deliverable and it will include the updated action plan for Y3 of the project. Moreover, the dissemination strategy will be enhanced given the developments that will be performed till M24 of the project and taking into account the objectives that will be set for Y3.
- **D5.6 Final Communication and Dissemination Report (M36):** this is the final report on communication and dissemination activities that partners will undertake during the last year of the project.

1.3.6 Quality of the deliverable

The initial ideas about the communication and dissemination plan of the project as well as the online and offline tools used for its implementation were presented to the consortium partners during the Kick off meeting in Lancaster in February 2016. The draft of the deliverable has been prepared by Gov2u and additions made by AGE, after which it was sent to project coordinator for review and final submission to EC. The deliverable is written in English, is included in the correct template of the project and a language quality control has been performed.

1.4 Risk management

The following table indicates some possible risks that we might face during the project's duration, as well as the relevant mitigation actions to reduce these risks.

<i>Possible Risks</i>	<i>Mitigation Actions</i>
Possible deliverable delays	Each partner will be asked to deliver input at least 3-4 weeks before the final submission day of the deliverables. Partners will be notified by reminders sent on the internal collaboration platform (Admin project) about the work pending. Deadlines will be set by WP5 leader.
Lack of communication and coordination among tasks and partners	WP5 partners will communicate via regular skype calls, emails and via Admin platform. Each one of WP5 partner will define a main contact point for dissemination issues and a press focal point for dissemination of press releases and other issues related to press coverage. Gov2u will be always working in close collaboration with the partners, will supervise the implementation of tasks, will ask for partners' reporting on dissemination activities and will communicate with the project coordinator for any difficulties in communication with partners.
Limited interest in the use of Mobile Age services	WP5 will collaborate closer with WP1 and WP3 in order to prepare press releases and dissemination materials targeting each stakeholder group to inform them about the project and its services. Activities will be planned by partners and strategies will be restructured.
Failure to mobilize partners in communication and dissemination activities	WP5 leader will highlight to partners & sensitize them to the importance of taking part in awareness raising activities at European, national and local level. WP5 will provide them with events list in order to invite them to attend important events; will ask them to circulate press releases to their media lists; will ask them to report on dissemination activities according to the deliverables.
Dissemination plans fail to reach the identified target groups	The Consortium will identify possible new dissemination routes and will review the planed dissemination activities.
The dissemination of project results is not satisfactory	As mentioned in the DoW (p.45), the timetable provides for results to be disseminated throughout the project. Gov2u as well as AGE have a longstanding experience in dissemination activities.

Table 2 : Risk management

2 External Communication

In this section we will analyse the external communication strategy that will be followed in order to guide the dissemination of project information to the specific target groups we want to reach. The objective of this strategy is to identify and organise activities that will promote the broadest dissemination of the project's developments, results and knowledge.

In this context, this chapter addresses the various aspects of the communication and dissemination strategy:

- Who: the audience(-s) to whom we address our activities
- Why: the objectives that urge us to approach this(-ese) audience(-s)
- What: the matters
- How: the media, the online and offline dissemination tools and media that will be used
- When: the timeline in which we will perform the activities

All these issues will be taken into consideration in order to develop a realistic dissemination plan for Mobile Age.

2.1 The typology of the target groups

The identification of the stakeholders and target groups who will be approached during the project's implementation is one of the major steps in developing a successful and effective communication and dissemination strategy adapted to the project objectives.

These groups will be first invited to provide insights and feedback on the project's development. Their involvement will bring a major added-value to the performance of the project. In the longer term will play a key role in the exploitation of Mobile Age tools and methodologies after the end of the project. Given that communication is an active, two-way process, the dissemination strategy as a "push out" towards the target groups and audience is essentially effective when you manage to get feedback from the target audiences. This feedback enables evaluation prior to progression to the creation of the next set of dissemination actions and the updating of our strategy.

Based on the project's identity and objectives, the strategic stakeholders' groupings that have been identified for the dissemination and communication of the project are listed below:

- **Citizens, in particular older citizens**, who would be interested in following Mobile Age activities, and if possible participate in the workshops organized in the UK, Germany, Spain and Greece. Having feedback from grassroots citizens is crucial to make Mobile Age address the right needs and expectations in its activities.
- **Civil Society organisations** which represent older persons and give insight on older persons' needs and expectations towards the use of ICT, the access to public services and the challenges faced in the four topics addressed by the pilot sites [social inclusion (Bremen), extending independent living (South Lakeland), a safe and accessible city for seniors (Zaragoza) and personal health information (Central Macedonia)]. The project targets AGE Platform Europe as the umbrella organisation and its national members, in particular in the 4 countries of Mobile Age pilot sites (for example AGE UK, BAGSO, 50+ Hellas, Age Concern España). Civil society organisations will also be key partners in dissemination in order to share Mobile Age methodologies and findings on citizens' engagement.

- **Researchers** who are working on ageing, social inclusion, provision of public services, open data, ICT, e-government, open government, participatory approaches, citizens' engagement, etc., and who would like to benefit from Mobile Age tools and methodologies as well as contribute to the project development by bringing external insights.
- **ICT businesses** that want to use Mobile Age tools to develop services based on open data. Reaching out to ICT businesses is also key to obtaining their insights as to how to build the Mobile Age business and exploitation plan.
- **Open Data advocates** who might be interested in Mobile Age activities and outcomes. Reaching out to them would enable benefiting from their knowledge and insights to place Mobile Age in open data discussions at European and national levels.
- **European Commission - Directorate General for Communications Networks, Content and Technology (DG CONNECT)** as it supports innovation in Europe by fostering the development and use of Information and Communication Technologies (ICTs) for the benefit of all citizens. The European Commission also play a leading role in the European Innovation Partnership on active and healthy ageing, in addition to and the partnership on Smart Cities and Communities. They have considerable influence throughout Europe and beneficiate from enhanced visibility. It is therefore important to make them aware of the progress of the Mobile Age project to facilitate participation in various activities and events promoted by DG CONNECT.
- **European Commission – Directorate General for Employment, Social Affairs and Inclusion (DG EMPL)** as demographic change, social inclusion and social affairs in general are included in their policies and activities. DG EMPL recognizes that it is important to address population ageing by ensuring that older persons remain included in the society.
- **European Commission – Directorate General for Justice and Consumers (DG JUST)** as they are responsible for the implementation of the Charter of fundamental rights, stating in its article 25 that older persons have the right to lead a life of dignity and independence and to participate in social and cultural life. By ensuring that older persons have access to online public services is essential and Mobile Age can therefore contribute to the implementation of the Charter.
- **European agencies, networks and organisations with interest in health, ageing, mobility, social inclusion, urban planning, etc. such as:**
 - European Joint Research Centre
 - European Innovation Partnership on Active and Healthy Ageing
 - European Innovation Partnership on Smart Cities and Communities
 - European consumer voice in standardization - ANEC (Association européenne pour la coordination de la représentation des consommateurs pour la normalization)
 - European Health Telematics Association
 - Community of Regions for Assisted Living
 - AAL Programme (Active and Assisted Living Programme)
 - Digital Europe

- **International and national policy makers and other public authorities responsible for social affairs, demographic change, digital affairs, public services at regional or national level**, such as:
 - WHO Global Network of Age-friendly Cities and Communities
 - The European Parliament Intergroup on Active Ageing
 - The European Parliament Urban Intergroup
 - NHS (National Health Service) in the UK
- **Local public authorities and their European networks** that are at the forefront of the implementation of open public services. Particular attention will be paid on reaching out to those who are dealing with population ageing on the one hand, in addition to those who are involved in open data related initiatives. Mobile Age partners will make use of existing networks, such as EUROCITIES, CEMR, AER, the Covenant on Demographic Change, etc. to reach out to them. Their involvement will be instrumental in two ways: firstly by providing the project with insights and feedback about their needs and the challenges they face, and secondly to use Mobile Age outcomes to provide their citizens with co-created and inclusive open public services.
- **Media outlets** related to European issues and developments on social affairs, demographic change, digital affairs, public services, etc.

2.2 Communication and Dissemination Objectives and Strategy

In this subsection of Chapter 2 we clearly state the communication and dissemination objectives and the strategy, as well as the means that will be used to effectively fulfill them.

2.2.1 Communication and Dissemination Objectives

The communication and dissemination objectives of WP5 are the following:

- to establish a consistent and distinctive project identity creating the project's logo and its website as the main information source;
- to create visibility, awareness and understanding of Mobile Age general aim, benefits, expected results and their wider societal implications;
- to ensure that the project and its findings are widely disseminated to the appropriate target audiences, within the appropriate timeline and using the appropriate dissemination tools;
- to identify, raise interest and encourage the participation of the appropriate target groups and key stakeholders to the project and its platform effectively informing them on the project's mission, developments, co-creation methodology, innovations and final results;
- to prepare the ground for further exploitation of the project results;
- to plan, coordinate and report on the communication and dissemination activities that will be performed by WP5 partners, especially those related to the pilot sites' workshops;
- to produce the dissemination deliverables and any other project reports related to communication and dissemination activities as foreseen in the DoW;
- to raise visibility and awareness of the project's objectives and results at local and European level by participation in third party events and other events organised by partners;

- to implement effective online and offline dissemination activities throughout the project's duration that will increase the impact of the project at local, national and European level;
- to establish and maintain a positive reputation of the project, as well as gain trust and acceptance of its results by networking with other similar EU projects.

2.2.2 Communication and Dissemination Strategy

Based on the abovementioned objectives, this strategy will set the guidelines and the overall framework for the successful alignment of objectives with the necessary online and offline communication and dissemination activities. To this aim, the strategy will foresee the dissemination activities, methods, tools to inform the target groups about the project's objectives and developments as well as the testing of the Open Senior Citizen Public Service Engagement Platform (OSCPEP) and co-creation workshops in South Lakeland, Bremen, Zaragoza and Region of Central Macedonia. Thus, it is expected that we will achieve an effective network that will support the exploitation planning and ensure a sustainable uptake of the project's results by other European countries.

The strategy will be structured as follows, taking into account the communication and dissemination objectives:

- **Promotion, raising awareness, visibility:** all the online and offline dissemination tools and activities will be planned by the WP5 leader and all partners participating in WP5. The tools will be updated during the project's timeline so as to promote the respective objectives of each dissemination phase, the results achieved, the OSCPEP platform, in addition to the co-creation events that will ensure real-life experiences of the services offered to senior citizens.
- **Identify target groups and encourage their participation, engagement of services' users:** dissemination activities and tools will ensure communication with key target groups that will be identified as potential users of the services and will subsequently be invited to participate in co-creation process, provide feedback, and be informed of the project results, thus gaining an understanding as to how they will benefit from Mobile Age services.
- **Networking:** connecting with other similar thematic networks which support the development of innovative solutions for enhanced ageing of senior citizens and other similar EU projects is crucial. AGE will promote the project objectives and results among the European Innovation Partnership on Active and Healthy Ageing¹, the European Innovation Partnership on Smart Cities and Communities², and the European Covenant on Demographic Change³. However, as described in the DoW, several partners (TT, ULANC, ifib, FTB, UPM, ZGZ) will use their own networks and research communities (such as scientific publications and top journals, consultation

¹ The European Innovation Partnership in Active and Healthy Ageing (EIP on AHA) is a pilot initiative launched by the European Commission to foster innovation in the field of active and healthy ageing. AGE is one of the leaders of its Action Group on age-friendly environments https://ec.europa.eu/eip/ageing/home_en

² The European Innovation Partnership on Smart Cities and Communities (EIP-SCC) brings together cities, industry and citizens to improve urban life through more sustainable integrated solutions. AGE is active in the Citizens' Focus Action Cluster <http://ec.europa.eu/eip/smartcities/>

³ The Covenant on Demographic Change gathers European public authorities, at local, regional and national level, and other relevant stakeholders, committed to develop environments that support active and healthy ageing, enhance independent living and well-being of older persons, and create a society for all ages. AGE holds the Secretary General of the Covenant <http://agefriendlyeurope.org/>

with public authorities, etc.) to present the project and its results. They will also organise workshops on co-creation and will participate in third party conferences for networking. It is expected that establishing a robust and wide network, and building strong relationships will be beneficial to successful dissemination, and will help the project to boost its performance, win trust and sustain acceptance even after the end of its duration.

Finally, having identified the communication and dissemination objectives, as well as the strategy to achieve them, the action plan outlined in section 4 will describe tasks and activities, the means to reach the target groups and achieve the activities as well as key performance indicators (KPIs) to measure the success of the WP5 activities.

2.2.3 Dissemination phases

Communication and dissemination will start from the beginning of the project and will be a continuous process during the project implementation. However, the communication process is defined in three phases (as explained also in the DoW, p.43/70) based on the objectives of the project, ensuring that project developments are communicated efficiently. Online and offline dissemination tools and activities are relevant to each phase.

The phases are analysed below:

- **Initial/First phase (M1-M6):** this phase is focused on the general promotion of the project, putting emphasis on awareness raising, ensuring that the project is appropriately recognised on a wide scale and securing interest and engagement of key stakeholders. The project's visibility will be achieved by: designing the project logo which is the project's unique identity, designing and developing the project website, launching the social media profiles of the project, setting a clear communication and dissemination strategy and an action plan, designing and creating the first communication materials, announcing the launch of the project website via press release and monitor the press coverage, start mapping the dissemination efforts, as well as identifying the target groups and start informing them about the project.
- **Second phase (M7- M20):** during this phase of the project the technical specifications and requirements of the OSCPEP will be studied and the planning of the first co-creation workshops in the pilot sites will be planned. So in this context, WP5 will place emphasis on dissemination of the platform and the services offered to senior citizens, encouraging them to participate in the workshops. Moreover, WP5 will disseminate the interim results and will encourage further engagement with key stakeholders to motivate their participation. Finally, WP5 will continue establishing contacts and relations with new stakeholders and initiate knowledge sharing with other similar projects. Within this phase, an updated set of various promotional materials will be prepared (press release, brochures per co-creation event, posters, newsletter, etc.) will be created focusing on OSCPEP platform and the co-creation events.
- **Final/Third phase (M21-M36):** this phase involves the wide and effective dissemination of the final results via online and offline activities, building on the project's favorable reputation and established relationships with the target groups. The final conference that will be held in Brussels, a promotional video addressing policy makers in M34, the "Co-creation Best Practice Guidebook" and the "Key Findings Summary" brochure which will be printed for the final conference are some of the most important activities that to be highlighted in this phase. Moreover, WP5 will motivate further participation of stakeholders in the project events and promote

exchange of experiences and knowledge sharing with related initiatives and take-up of the project results. All findings of the project, the OSCPEP platform and its services will be disseminated to media outlets at national and European level and via Mobile Age online tools to gain more visibility, trust and acceptance for future take-up.

The table below indicates briefly the phases, the goal of each phase and the dissemination tools to be used during the respective phase.

<i>Phases</i>	<i>Goal</i>	<i>Dissemination tools to be used during the phase</i>
Initial/First phase (M1-M6)	<ul style="list-style-type: none"> • Raise awareness • Create online and offline tools • Announce the project widely • Define the dissemination strategy and the action plan • Identify the target groups 	<ul style="list-style-type: none"> • Project logo • Project website • Project social media • Project posters, factsheet, brochure, presentation, templates, newsletters • Project press release • Contact with other projects and networks • Project deliverables
Second phase (M7-M20)	<ul style="list-style-type: none"> • Better understanding of the project • Intensification of dissemination activities focused on the platform and the services • Dissemination of the interim results • Encouragement of further engagement with key stakeholders to motivate their participation in OSCPEP • Update of promotional materials 	<ul style="list-style-type: none"> • Organisation of events • Participation in third party events • Publishing activities (articles, interviews) • Co-creation workshops • Press releases and other promotional materials i.e. brochures in the languages corresponding to the pilot sites (South Lakeland, Bremen, Zaragoza, Region of Central Macedonia) focused on the OSCPEP platform and its services • Newsletters
Final/Third phase (M21-M36)	<ul style="list-style-type: none"> • Effective dissemination of the project results • Creation of the final promotional tools • Organization of the final dissemination activities • Support further take-up of the project's results 	<ul style="list-style-type: none"> • Final conference in Brussels • Policy Brief to be distributed at the final conference • Co-creation Best Practice Guidebook • "Key Findings Summary" brochure • Video produced for promotional purposes of the co-creation events • Commercial factsheet

Table 3 : Dissemination phases, goals of each phase and the respective dissemination tools

2.2.4 Dissemination channels and tools

The dissemination and communication strategy will be implemented using a wide range of channels and tools available. A combination of channels and tools will be used to achieve the best chances of success and will depend on the messages distributed and the dissemination objective that we need to achieve.

<i>Dissemination channels</i>	<i>Tools</i>	<i>Purpose</i>	<i>Description</i>
ONLINE	Project Website	Inform, raise awareness and	It is the most informational and resourceful dissemination tool. The most

		visibility	important information about the project is uploaded there and it is regularly updated.
	Social media profiles	Inform, raise visibility, interact, promote, engage with target groups, participate, share knowledge	Social media profiles play a promotional role for the project and manage to gain visibility to a wide range of audience. Posts on the project's developments, news and sharing project's findings increase the engagement of the interested audience and help to achieve interaction with the users.
	Partners' websites and social media profiles	Raise awareness and visibility, promote, inform, support dissemination	Partners' websites and social media profiles can support and enhance the visibility of the project website by including a link to and sharing news from the Mobile Age website, redirecting thus users to the project website.
	Newsletters	Inform, raise awareness, engage subscribers	The project's newsletters will be published on a quarterly basis and sent online to all subscribers announcing news and developments in an interesting way for all subscribers.
	Mailing lists	Raise awareness, inform, engage stakeholders	A database of contacts including stakeholders and interested parties from local, regional, national and European levels will be created. They will be used to make announcements related to the project as specific achievements, developments, event participation, etc.
OFFLINE	Project meetings	Engage, support, contribute	Meetings with other projects give the opportunity to expand your network and interact, engage to each other, learn from each other, discuss on common issues, share knowledge and best practices, as well as get feedback.
	Presentations in conferences and events	Raise visibility and interest, promote, engage	Participation and presentation of Mobile Age in events and conferences at national and European level will give visibility to the project, interested groups can get engaged and valuable feedback can be received.
	Co-creation workshops	Inform, promote, engage	Workshops will be organized with potential users of the OSCPEP platform in four pilot sites: South Lakeland, Bremen, Zaragoza and Region of Central Macedonia. The participants will be able to participate in the co-design process and give their feedback.

	Demonstrations	Raise visibility, inform	Demonstrations of the OSCPEP, Mobile Age mobile applications and offered services are really useful as they show to the audience what is being developed and can be used to get feedback on functionality, usability and look-and-feel.
	Project deliverables	Inform, build trust, share knowledge, show results to EC and stakeholders	Reporting is crucial as it shows the project's smooth running. Public deliverables can be useful for other similar projects or interested stakeholders as they present the objectives, the strategies, the efforts made, the action plans, the developments implemented, the requirements, technical studies, etc.
	Project promotional materials	Raise awareness and visibility, promote, inform	It refers to all the materials (in printed and digital version) that will be created during the project's duration to promote and disseminate project objectives and final results. These materials are: policy briefings, brochures (in English and translated versions), posters, factsheets, project presentations, video, Co-Creation Best Practice Guidebook, "Key Findings Summary" brochure, etc.
MEDIA	Press releases	Inform, promote, raise visibility	Press releases focused on the project launch, the progress made or when the project reaches its milestones will be released in national and EU media. Press releases will be uploaded on the project website and shared on social media. They will be circulated in English but also in partners' native language if necessary.
	Featured articles	Inform, promote, raise visibility	Featured articles in: magazines targeting R&D communities (e.g. Research*eu focus, Research*eu results, Horizon-The EU Research & Innovation Magazine, Futuris Magazine, Government Technology magazine), as well as in AGE Platform's newsletters will support the project's dissemination in all possible media outlets. Moreover, articles in specialized publications, newsletters and websites that target eInclusion, eHealth, open data practitioners – such as ePSI platform, Joinup platform, Innovation Europe newsletter, etc. will be important for an effective dissemination.
	Scientific papers	Inform, promote, raise visibility, share knowledge	Mobile Age academic partners will be able to write academic papers on Mobile Age technology, OSCPEP platform, services

			and project results. These papers can be submitted in journals and conferences as the main channels to disseminate research results to academic and scientific communities, for example European Conference on e-Government, e-Democracy and Open Government, European Journal of ePractice, International Journal of Electronic Government Research, European Data Forum, Open Government and Open Data Conference , International Conference on Information Systems, European Association of the Study of Science and Technology Studies Conference, Information and Organization journal, Association for the Advancement of Assistive Technology in Europe Conference, International Conference on Computers Helping People with Special Needs.
	Interviews	Inform, promote, raise visibility	Setting up interviews of partners with any local and European media will enhance the project’s good reputation.
NETWORKS AND COMMUNITIES	Collaboration with other ongoing projects	Inform, raise visibility and interest, engage	<p>Cross-dissemination of news, participation in common events, news sharing on social media, references of Mobile Age project in their newsletters and vice versa are some supportive actions that can raise awareness and visibility of the project online.</p> <p>Examples of projects to be contacted:</p> <ul style="list-style-type: none"> • Urban Health Centres for Europe • SUSTAIN • Prosperity4All • MOPACT • ROUTE-TO-PA
	Partners’ networks	Raise awareness and visibility, promote, inform, support dissemination, engage stakeholders	<p>All partners will reach out to distribute project results incorporated in newsletters and press releases through their contact databases.</p> <p>AGE will play an essential role in reaching out the older persons’ organisations and other organisations that comprises over 2000 contacts across Europe.</p>
	Online communities	Inform, raise visibility and interest, engage	<p>Other networks to activate include:</p> <ul style="list-style-type: none"> • Covenant on Demographic Change • EIP AHA

			<ul style="list-style-type: none"> • EIP SCC • Join up • EU eGovernment • Public Administration for the 21st century platform
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Table 4 : Dissemination channels and tools

2.3 Dissemination actions based on the strategy

This section presents how the communication and dissemination strategy will be implemented, how the objectives will be achieved and by what means the target groups will be approached.

2.3.1 Actions to achieve the communication and dissemination objectives and reach the identified stakeholders

The table below presents the target groups, the dissemination objectives that WP5 will fulfill by approaching and managing to engage each group, the actions and the tools to reach them, as well as when these actions will be undertaken.

<i>Target groups</i>	<i>Dissemination Objectives</i>	<i>Actions to achieve the objectives</i>	<i>Dissemination Tools</i>	<i>When</i>
Citizens, in particular older citizens	Engagement in the co-creation workshops AGE members are aware of Mobile Age tools	Prepare factsheet aimed at older citizens inviting them to participate in the workshops Send regular emails and articles in AGE newsletter on Mobile Age progress	Factsheet, emails, newsletters, AGE internal meetings, social media	Continuous
Civil Society organisations	Awareness raising about Mobile Age to develop inclusive mobile open public services Encourage dissemination of Mobile Age activities and outcomes throughout their networks	Prepare factsheet presenting Mobile Age Publish regular news on Mobile Age Organise peer-to-peer meetings	Factsheet, newsletters, peer-to-peer meetings, social media	Continuous
Researchers	Cross-feeding between different projects and research initiatives External input on Mobile Age research activities	Produce factsheet and poster presenting Mobile Age with a researcher’s perspective to be made available Participate to academic conferences Publish academic papers	Academic papers, participation in conferences	Continuous
ICT	Support the exploitation of the	Participate in fairs and other relevant forums throughout	Commercial	Continuous, with more

businesses	OSCEP platform Gain insight for Mobile Age business model and future exploitation	Europe Participate to B2B meetings Prepare a commercial factsheet on Mobile Age	factsheet	efforts to be made Y3 when results are available
Open Data advocates	Benefit from external expertise on open government development Integrate Mobile Age outcomes in discussions, papers, etc., published by open data advocates	Prepare a factsheet on Mobile Age Identify key stakeholders in this target group and organise peer-to-peer meetings	Factsheet, meetings	Continuous
Policy makers and public authorities	Inform policy makers and public authorities about challenges faced by older persons and about Mobile Age work Influence policy developments related to open government to make them more inclusive Make Mobile Age a reference for inclusive open government among policy makers Make other cities adopt Mobile Age methodologies and tools when implementing and running open government initiatives	Prepare a factsheet on Mobile Age Identify key stakeholders in this target group and organise peer-to-peer meetings	Factsheet, meetings, newsletters, conferences, social media	Continuous, with more efforts to be made Y3 when results are available

Table 5 : Actions to achieve the WP5 objectives and reach the identified target groups

2.4 Measurement of effectiveness of communication and dissemination activities

In order to estimate the effectiveness of the communication and dissemination activities undertaken by WP5 and the impact of the project’s dissemination to the external audience, the current strategy foresees some Key Performance Indicators (KPIs).

In the following table we define the KPIs that will be measured against the target established, when the measurement will take place and who is responsible of it.

Key Performance	Target established	When the	Who will be
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<i>Indicators (KPIs)</i>		<i>measurement will take place</i>	<i>responsible for the measurement</i>
Number of Newsletter subscribers	By M12: 200+ By M24: expected increase 60% By M36: expected increase 80%	M12, M24, M36	Gov2u
Number of visits on Mobile Age website	By M12: 1000+ By M24: expected increase 60% By M36: expected increase 80%	M12, M24, M36	Gov2u
Number of participants at the final conference	150	After the event	Gov2u, AGE Platform
Number of likes in Facebook, followers in Twitter and connections in LinkedIn	By M12: 100+ By M24: expected increase 30% By M36: expected increase 30%	M12, M24, M36	AGE Platform
Number of promotional materials distributed	By M12: 500+ By M24: expected increase 50% By M36: expected increase 60%	Per event	Each partner organizing the event in coordination with Gov2u
Media coverage of the project (press releases published at national level, articles, references on the project, partners' interviews, etc.)	By M12: 5+ By M24: expected increase 10% By M36: expected increase 20%	6 weeks after the publication of a press release Every six months in general	AGE Platform
Engagement with other similar projects	By M24-M36: engage with at least 10 projects and organize common meetings with 2-3 of them	M24-M36	Gov2u, AGE Platform

Table 6 : Key performance indicators – measurement of success

3 Internal Communication

Besides external communication of the project, the successful implementation of the project is also based on an efficient internal communication and workflow among the partners participating in the project. An effective internal communication ensures better understanding of the partners' role, responsibilities within each WP and their obligations linked to the project, while they are also encouraged to enhance their efforts for the project's success.

3.1 WP5 partners

All Mobile Age partners participate in WP5. The table below indicates the full name of the partners and their efforts in WP5 in person months.

<i>Participant No.</i>	<i>Participant's Name</i>	<i>WP5 effort</i>
1	Lancaster University (ULANC)	6.00
2	Tingtun AS (TT)	3.00
3	AGE Platform Europe (AGE)	9.00
4	Evangelische Stiftung Volmarstein (FTB)	5.00
5	Government To You (Gov2u)	18.00
6	Institut Fur Informationsmanagement Bremen GMBH (ifib)	6.00
7	Aristotelio Panepistimio Thessalonikis (AUTH)	2.00
8	Universidad Politecnica De Madrid (UPM)	5.00
9	Ayuntamiento De Zaragoza (ZGZ)	2.00
10	Region of Central Macedonia (RCM)	2.00

Table 7 : WP5 partners and efforts in person months per partner

Gov2u is the WP5 leader and, along with AGE, is responsible for planning, coordination and execution of the communication and dissemination plan. In detail, Gov2u as the Work Package leader and AGE are sharing the following typical tasks:

- Be responsible for the timely and effective execution of the WP5 work towards the communication and dissemination objectives;
- Ensure a smooth running and co-ordination with other WPs;
- Monitor the progress of the tasks with respect to task goals, milestones, and adequacy of results;
- Report to the project manager of any possible deviations identified due to scheduling, unsuitability or risks affecting the quality of project results and/or objectives;
- Close collaboration with the participants of WP5 and continuous communication;

- Transmission of any document or information to the partners concerned.

Moreover, all WP5 partners are responsible for implementing the action plan set by the Communication and Dissemination deliverable, contribute to WP5 reporting when it is necessary, contribute to the online and offline dissemination efforts, as well as monitor the project's success in their country and report back to Gov2u and AGE platform. More details on tasks, roles and responsibilities are described in the internal action plan in the following Chapter.

3.2 Internal workflow – roles and responsibilities within WP5

For successful internal workflow, the facilitation of communication among partners and their successful collaboration, a number of means will be used as listed below.

- The Admin project platform (<https://ap.adminproject.eu/>), emails, phone calls, conferences calls via skype or Webex will be used for daily communications, task assignment and exchange of information and documents among partners.
- Gov2u will ask WP5 partners to define a main contact point indicating one or two people of his/her organisation who will be responsible for the WP5 issues.
- Also, Gov2u will ask WP5 partners to define a Press Focal Point that will be responsible for the translation and distribution of the project's press releases to media outlets at national level, as well as for the media monitoring after the release of the press releases.
- WP5 partners will meet face-to-face during Project Board Meetings and will discuss the progress made and the next steps specific to WP5 as a standing agenda item.
- Gov2u will handle the info@mobile-age.eu email account and all the emails received there. For any queries related to other WPs or issues that need input from other partners, Gov2u will contact the respective partners to request support.
- Guidelines on "how to write a deliverable", media guidelines and events guidelines will be sent to partners to inform them about these procedures: how to reach media outlets when a press release is distributed and how to address the organisation of or participation in events.
- The reporting procedure is described below in section 3.3.2 of the current deliverable.

3.3 Reporting

3.3.1 WP5 Deliverables

The table below indicates the WP5 deliverables' titles, the type of deliverable, the delivery date and a short description.

<i>Deliverable No.</i>	<i>Title of the deliverable</i>	<i>Type of deliverable</i>	<i>Delivery date (project month)</i>	<i>Description</i>
D5.1	Communication and Dissemination Plan	Report	M2	It is the current deliverable and presents the strategy, actions, tools and channels for the successful communication and dissemination of the project. The target groups to whom this dissemination strategy will be addressed are also identified.

D5.1 Communication and Dissemination Plan

D5.2	First Communication and Dissemination Report	Report	M12	It will present the communication and dissemination activities implemented within Y1 of the project. It will also foresee some updates on the dissemination plan for the upcoming year.
D5.3	Initial Exploitation Plan for Civic Open Data Engagement	Report	M12	This deliverable considers different exploitation aspects of our technical and process innovation beyond the scope of the project: Market potential and business plan, transferability and sustainability. The initial exploitation plan will provide an outline for our exploitation and business plan based on the insights from our first co-creation activities in UK and Germany. This outline will present the structure according to which the market potential will be further analysed. In addition it will outline an agreement for how to collaborate among the partners concerning IPR.
D5.4	Update of the Communication and Dissemination Plan	Report	M24	This is the update of D5.1 deliverable and it will include the updated action plan for Y3 of the project. Moreover, the dissemination strategy will be enhanced given the developments that will be performed till M24 of the project and taking into account the objectives that will be set for Y3.
D5.5	Interim Exploitation Plan for Civic Open Data Engagement	Report	M24	The interim exploitation plan will be further refined in the second year after the implementation of our approach in Spain and Greece and explore the market potential. The interim business plan will provide a viable business model on how to reach out to the market. The interim exploitation plan will be quantitative with estimates for the full implementation costs, turnover, and expected profits for selected services.
D5.6	Final Communication	Report	M36	This is the final report on communication and

	and Dissemination Report			dissemination activities that partners will undertake during the last year of the project.
D5.7	Final Exploitation Plan for Civic Open Data Engagement	Report	M36	The final exploitation plan will review and critically assess the interim business plan and the actions taken in the final project year. Adjustments based on this critical review will be implemented. The final report hence comprises a specified business model, explaining the market potential of the technical and process innovation and paves the way for a rollout beyond the project partners and duration. The report will further summarise the challenges and requirements for a successful transfer of our co-creation methodology to other settings. It will define how the sustainability of our services and of the data will be ensured (including a business plan for the organisations involved in the maintenance and curation of our products).

Table 8 : WP5 Deliverables

3.3.2 Reporting procedure

Reporting communication and dissemination activities is very important for the successful implementation of WP5 and it demands the collaboration of all partners. Therefore, WP5 partners will be responsible for undertaking their activities and reporting back to Gov2u as the Communication and Dissemination Leader, and will include Gov2u all in final versions of relevant deliverables.

For this purpose, Gov2u will circulate a Dissemination Activities Reporting Template (see Appendix I) to WP5 partners requesting that they complete activities of the current semester within two weeks. Annual dissemination reports will then be easily drafted as the required information will be tracked. Tracked input from partners will be also used as content in the “Project News” section of the newsletters and on the relevant news section of the website to increase the project’s visibility.

4 WP5 partners' action plan

Successful implementation of the communication and dissemination action plan by WP5 partners is essential for the smooth implementation of WP5 tasks and effective collaboration among partners. The following action plan summarizes the most important communication and dissemination activities to be implemented by WP5 partners throughout the project's duration.

The table presents tasks and subtasks that are related to the objectives defined in previous sections. It defines the responsible partner per task, the actions related to the task and when the activity to be performed. The action plan covers the whole duration of the project and it sets the starting point of actions that will be further tracked and updated in the relevant reports on communication and dissemination activities in M12, M24 and M36.

<i>WP5 Tasks</i>	<i>Subtasks</i>	<i>WP5 Responsible Partner</i>	<i>Actions related to the tasks</i>	<i>When</i>
Website	Design and develop the website	Gov2u	Gov2u will design and develop the Mobile Age website and will share it for partners for review. During the project's implementation, Gov2u and AGE will be responsible for updating and addition of new sections if necessary. For example, new sections might be necessary to upload feedback related to the co-creation workshops that will take place in the pilot sites.	M2-M36
	Find news and interesting articles, press items for the News section	Mainly Gov2u and AGE but also other WP5 partners		
	Provide technical support	Gov2u		
	Manage queries received	Gov2u, AGE		
	Monitor the visibility (Google Analytics)	Gov2u		
Social media	Create social media profiles in Facebook, Twitter, LinkedIn, etc.	AGE	AGE created the profiles and will post news on a regular basis as soon as the website will be ready so that the first posts have to do with its launch. All WP5 partners should contact AGE about any interesting news that should be disseminated on social media.	M2
	Update content	AGE		M3-M36
	Provide updates	WP5 partners		M3-M36
Media	Create media list	Gov2u, AGE	Gov2u and AGE are responsible for managing media related issues. WP5 partners will be asked to address media queries at	M3-M36
	Manage media queries	Gov2u, AGE, ULANC		
	Facilitate the set up of	Gov2u, AGE,		

D5.1 Communication and Dissemination Plan

	interviews, articles, etc.	ULANC	national level. WP5 partners will be responsible for dissemination to media outlets at national level.	
	Contact media for press releases	WP5 partners		
	Media guidelines	Gov2u		
Events/ Workshops/ Conferences/ Press conferences	Create the events list	Gov2u, AGE	Gov2u will create an events list; AGE will make additions and then it will be circulated to partners to check their availability and define which events they can attend. WP5 partners should suggest other relevant events at national and European level and complete the events list. They should inform Gov2u and AGE on any events they intend to attend and present the project at least 2 weeks before the event's date so efficient dissemination can take place. All partners that attend an event should give feedback in the evaluation form. The events evaluation form will be included in the Events Guidelines that Gov2u will circulate to partners.	M6
	Update the events list	Gov2u, AGE		Every 5 months
	Create a general project presentation	Gov2u		M6
	Provide the events management guidelines	Gov2u		M3
	Update the general presentation	WP5 partners		Per event
	Printed giveaways (when necessary)	Gov2u		Per event
	Find speakers for events	Gov2u, AGE		Per event
	Events evaluation – reporting	WP5 partners		Per event
	Events dissemination on website and social media	Gov2u, AGE		Per event
Promotional materials	Create the logo and project templates	Gov2u	Gov2u will design and create of all offline project dissemination tools. AGE will review the materials produced. Updates will be made on an annual basis. For printed versions, partners should contact Gov2u.	M2
	Create and manage content for project brochure, poster, factsheet, press release, general presentation, Commercial factsheet, etc.	Gov2u, AGE		M5

D5.1 Communication and Dissemination Plan

	Update content in all materials	Gov2u, AGE		Yearly
	Upload all materials on website and disseminate on social media	Gov2u, AGE		M3-M36
Newsletter	Manage newsletter registrations	Gov2u	Gov2u will approve subscribers' online registrations and will keep record.	M3-M36
	Edit content	Gov2u, AGE	Gov2u will provide the first draft; AGE will review and Gov2u will finalise the issue.	Per issue
	Provide content, review	WP5 partners	WP5 partners will provide their input within a timeline set by Gov2u.	Per issue
	Release to the distribution list	Gov2u	Gov2u will set the release date of the newsletter and will be responsible for sendout.	Per issue
	Upload on the project website	Gov2u	Newsletter issues will be disseminated on project website, social media, and any other networks we can post it.	Per issue
	Share on social media	AGE	WP5 partners will share the newsletter's link on their websites and re-post on their social media for wider visibility.	
Internal communication	Admin Project platform	ULANC, all partners	Gov2u uploads all WP5 files on Admin and informs partners.	M1-M36
	WP5 conference calls	WP5 partners	WP5 concalls will be organised by Gov2u in coordination with AGE to inform partners on WP5 issues or plan activities.	Monthly
	Emails	All		Daily
	WP5 meetings during the annual General Assembly (GA)	WP5 partners	WP5 meetings in GAs will be organised by Gov2u in coordination	One per year

			with AGE and they will also manage the meeting agenda and minutes.	
Mailing lists	WP5 main contact points	Gov2u	Gov2u will ask WP5 partners to define a person that will be responsible for dissemination issues in their organisation.	M3
	Press focal points	Gov2u	For an effective communication with media outlets at national level, Gov2u will ask each WP5 partner to define a press focal point per organization.	M3
	Newsletter subscribers	Gov2u	Gov2u will manage newsletter subscriptions registered on the website.	M3-M36
	Stakeholders' and target audiences	Gov2u, AGE	Gov2u will conduct a survey asking partners to share their contacts about potential stakeholders interested in the project. AGE will keep its lists of possible contributors, stakeholders and networks for dissemination of Mobile Age. All these contacts will be updated and will be invited in events organised by the project, while project materials will be also sent to them for visibility.	M4 and regular updates of the lists
Target groups' approach and stakeholders' engagement	Define groups	AGE	Gov2u and AGE, as well as partners will define the groups and create stakeholders' list to invite, inform them about and involve them in the project.	M3
	Promote the project to them	Gov2u, AGE		M4
	Invite them to get involved	Gov2u, AGE		Based on events' organisation

Deliverables	Write	Gov2u, AGE	<p>Gov2u is responsible for the delivery of WP6 reports. AGE will be closely working with Gov2u for the drafting of deliverables.</p> <p>WP5 partners will be asked to review or provide feedback within the timeline set by Gov2u.</p>	M1-M36
	Review, provide comments	WP5 partners		

5 Conclusions

Mobile Age is a H2020 EU co-funded project which will complete its project cycle in 36 months. The project will be implemented by a consortium comprised of ten partners, namely: Lancaster University (ULANC), Tingtun AS (TT), AGE Platform Europe AISBL (AGE), Evangelische Stiftung Volmarstein (FTB), Government To You (Gov2u), Institut Fur Informationsmanagement Bremen GMBH (ifib), Aristotelio Panepistimio Thessalonikis (AUTH), Universidad Politecnica De Madrid (UPM), Ayuntamiento De Zaragoza (ZGZ) and Region of Central Macedonia (RCM).

The project will focus on open government data, mobile technology and the provision of public services for senior citizens across Europe. Aiming at an inclusive ageing society, the project will offer innovative ways for senior civic engagement with open government through personalized mobile-based technologies and services. A co-creation methodological approach will be followed so as to discover the requirements of senior citizens together with them and develop services that will increase their involvement in digital and open government.

The current communication and dissemination plan described in detail the strategy to serve towards the objective of raising awareness and visibility. The strategy explained in detail throughout the document provides a clear understanding of the WP5 objectives, the activities that will be undertaken to fulfill the objectives, the roles and responsibilities of WP5 partners towards these activities and the timeline that these activities will be performed.

Moreover, the strategy is addressed to various defined stakeholders and the tools and activities that will be used to approach them are clearly defined. Thus they will also contribute to the project's wider promotion and recognition.

The project's performance will be measured based on the indicators set in this deliverable and it will be clear how successful and effective the communication and dissemination strategy has been throughout the project.

Finally, it is generally accepted that marketing of the project is a collective effort and depends on the efforts of all partners. Therefore, Gov2u as WP5 leader will be in close collaboration and direct communication with all project partners in order to effectively fulfill WP5 tasks throughout the project's timeline.

6 References

- [1] European Innovation Partnership in Active and Healthy Ageing: https://ec.europa.eu/eip/ageing/home_en
- [2] European Innovation Partnership on Smart Cities and Communities: <http://ec.europa.eu/eip/smartcities/>
- [3] Covenant on Demographic Change: <http://agefriendlyeurope.org/>

APPENDIX I – Dissemination Activities Reporting Template

A. Direct contact with stakeholders (face-to-face meetings)

<i>Partner's Name</i>	<i>Name and type of the contact</i>	<i>Date of the meeting</i>	<i>Venue/Location of the meeting</i>	<i>Activity description (short description of the outcome of the meeting, what we gained from it)</i>

B. Communication with stakeholders (via email, social media, phone, contact form of the website, etc.)

<i>Partner's Name</i>	<i>Name and type of the contact</i>	<i>Date of communication</i>	<i>Reason of communication</i>	<i>Activity description (short description of the outcome of the communication, what we gained from it)</i>

C. Organization of events (co-creation events, engagement workshops, etc.)

<i>Partner's Name</i>	<i>Name of the event</i>	<i>Date of the event</i>	<i>Location of the event (city, country)</i>	<i>Description of the event (type, aim, size of the audience, type of the audience)</i>	<i>Outcome of the activity</i>

D. Participation in third party events (conferences, workshops, seminars, meetings, etc.)

<i>Partner's Name</i>	<i>Name of the event</i>	<i>Date of the event</i>	<i>Location of the event (city, country)</i>	<i>Description of the event (type, aim, size of the audience, type of the audience)</i>	<i>Outcome of the activity</i>

E. Mobile Age Press Coverage (press release, article, interview, website link, reference on webpage, reference in news items, etc.)

<i>Partner's Name</i>	<i>Type of press item (press release, interview, etc.)</i>	<i>Title of the press item</i>	<i>Media where it was published</i>	<i>URL (if available)</i>

F. Collaboration with other projects

<i>Partner's Name</i>	<i>Name of the project you collaborated with</i>	<i>Contact person or organization</i>	<i>Date</i>	<i>Description of the collaboration activity</i>