The project iCareCoops no AAL-2008-1-(214-118) is funded under AAL JP.

D6.5 Mobilisation, publication and presentation status report

Project Title:
FOSTERING CARE COOPERATIVES IN EUROPE BY BUILDING AN INNOVATIVE PLATFORM WITH ICT BASED AND AAL-DRIVEN SERVICES

PROJECT
Acronym: iCareCoops
Coordinator: SYNYO GmbH
AAL Project No: 214-118
Project Start: 1 March 2015
Duration: 34 months
Report Covers: 34 months
Website: www.icarecoops.eu
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DETEREBLABLE
Number: D6.5
Lead partner: COOPEU
Work Package: WP6 Mobilise
Date: 31 December 2017
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1 INTRODUCTION

The iCareCoops project aims at enhancing and leveraging the cooperative model, and does so in providing mobile and web applications to enable easier management and task distribution within care cooperatives. Part of this objective was also to raise awareness on care cooperatives in general, and the iCareCoops approach in specific. In particular, task 6.3 aimed at the mobilisation of potential elderly care cooperative operators and the promotion of ICT-based and AAL-driven care cooperatives; and task 6.5 focused on the contribution of research papers and presentations to the scientific community, care organisations and practitioners.

This status report summarises all mobilisation, communication and dissemination activities conducted during the overall project period. This includes the mobilisation strategy, mobilisation and information materials, scientific publications and presentations. The aim of the mobilisation strategy was to have impacts beyond the project period to foster care cooperative culture and to trigger or mobilise new care cooperatives in Europe. This deliverable, therefore, is a key document to ensure the sustainability of the project achievements.

Mobilisation activities were implemented in the framework of Work Package 6, led by Cooperatives Europe (COOPEU). These activities were designed to enable an easy integration into regular project partners’ actions, in order to capitalize on existing tools and communities, so as to ensure that dissemination activities be conducted in an efficient way, and be eventually integrated into long-term actions – for sustainable exploitation of project outcomes.
2 SUMMARY OF MOBILISATION STRATEGY

The mobilisation strategy was developed around the three objectives of Work Package 6, defined as follows:

- Promote the care cooperative model in Europe;
- Raise awareness about the project achievements;
- Communicate its benefits to the targeted stakeholder community.

The full strategy is available in Annex 1. It intended to provide partners with clear guidance, in order to ensure the implementation of dissemination activities to be efficient, coordinated, and consistent with resources and regular activities of project partners. It specifies:

- General objective;
- Definition of target audiences;
- Specific objectives;
- Analysis of target audiences;
- Definition of communication channels, including blog, publications and events.

Aim of the dissemination activities was to establish links outside the iCareCoops project and make use of existing networks of the project partners to promote and raise awareness of the project’s achievements, and communicate its benefits to the targeted stakeholder community.

Below is an outline of iCareCoops main communication channels and activities. More information into partner activities can be found in Annex 3 – Dissemination overview.

2.1 iCareCoops Blog

A blog ([www.carecooperatives.eu](http://www.carecooperatives.eu)) was released in August 2016, aiming at improving visibility of care cooperative initiatives and encouraging exchange of information and resources among stakeholders in the field of elderly care and AAL. It was also an important communication channel to raise awareness on AAL in general, and to provide insights into current events, projects and their outcomes, and other relevant topics in the area of elderly care and independent living.

Blog entries were posted in four categories: Events & activities, stories & cases, research & insights, technologies & solutions, and were widely promoted through partner channels and the iCareCoops Facebook page. Notable authors include for example the International Labour Organisation, Age Platform Europe, but also local cooperators and cooperative start-ups.

Project partners were encouraged to publish two articles, and mobilize their own partners to contribute to feed this blog. A total of 30 posts were posted by 16 different authors. The blog was also a source of attraction for the Facebook followers based on the top monthly posts on Facebook and
blog website traffic analytics. Though not every post received comments, the blog generated 13 comments in total. The Key Performance Indicators (KPI) of 100 unique visitors per post was not met, yet the blog did receive a total of 4,955 visits.

The blog can be seen as a very successful communication tool due to the quality of articles by the authors mobilized. For a small amount of posts, it was widely visited. The expectations for the blog were adjusted after one year. Initially, the expectation was a production of four posts per month, but since this number was not being met, either due to time constraints or commitment, the number of posts per month was readjusted to 1. Another factor contributing to the difficulty of reaching the follower KPIs was the fact that the IT solution was not ready, resulting in lack of promotion of the IT side of the project and a difficulty of attracting relevant audience interested in this aspect of the project. Most blog entries can be seen in the Annex 2 – content plan.
2.2 Facebook Page

A Facebook page\(^1\) was set up and has been regularly fed by Cooperatives Europe. Facebook was chosen as the main social media channel for the project due to a previous analysis of the social media activity of other care cooperatives and managers, which stated that Facebook was their preferred channel. A content plan was then set up to allow partners to contribute to the content shared. The page concentrated on distributing relevant material concerning care cooperatives as well as sharing project achievements and objectives to any relevant calls for the care and IT community. Facebook was also used as the main communication tool for the blog. The page saw 12 posts per month and attracted 275 followers to date.

![iCareCoops Facebook Page](https://www.facebook.com/icarecoops)

In terms of KPI’s, for Social Media (mainly Facebook), the indicators were as follows: 3 posts per week, 350 likes and 0.10% engagement rate. All KPI’s except for the number of likes, which remains at 287, were met.

Regarding social media, though the number of likes has not been met, it has been noted that the share of experts and activity of the persons belonging to the target group among the followers on the Facebook page is quite high based on their interests and the engagement indicators, as well as messages received. Facebook proved to be a useful tool for driving traffic to the blog, and through the contacts established on Facebook, new authors contributed to the blog.

The content plan for Facebook can be seen in Annex 2. Please note that not all Facebook posts are reflected in the content plan, as the page was at times updated spontaneously with the latest information.

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\(^1\) [https://www.facebook.com/icarecoops](https://www.facebook.com/icarecoops)
2.3 Twitter Channel

Additional to the Facebook page, a Twitter channel\(^2\) was released in May 2015, mostly aiming to reach the research community. During the project time, 106 followers could be gathered. In the last half year of the project, an average of 1.3K impressions could be achieved. Twitter was used mainly during events to promote and disseminate current information, as well as to share insights about the latest and most important project outcomes and project information. Most interaction about news and current updates happened on Facebook, the preferred channel for our target group.

2.4 Project Website & Newsletters

The iCareCoops project website (http://project.icarecoops.eu/) was the backbone communication tool of the project, providing an overview on the project, the project consortium, events, media and materials created within the consortium, and an overview on all (public) deliverables. Over the project runtime, it received 2,327 visitors, meeting the KPIs of 100 visitors per month for most months. The four editions of the iCareCoops newsletter, however, received only 25 subscriptions instead of the planned 100.

![Figure 3: iCareCoops Project Website](image)

The project website was used for project-centered information and publications such as public deliverables, factsheets, and the Foundation Guide. For the newsletter, the vast amount of information available on the blog, Facebook, and to some extent, Twitter, made the newsletter itself less relevant to potential followers, leading to a lower number of subscriptions than initially expected.

\(^2\) https://twitter.com/icarecoops
3 OVERVIEW OF PUBLISHED MATERIALS

The following section presents an overview on all the published material, scientific publications, project presentations and any other material or events in which iCareCoops was presented.

3.1 Scientific Publications

Within the framework of iCareCoops, three scientific papers were written; one published (Ruscher et al.), one submitted (Biehl et al.), and one currently under review (Kofler et al.). Furthermore, four posters were presented at different congresses and symposia.

The first paper, written by Ruscher, S.H., Burger, J., Sauli, E. & Kofler, A. Ch. (2016), presented implementing WCAG and ISO 9241 in AAL software applications – A case study, at the 2nd IET International Conference on Technologies for Active and Assisted Living (TechAAL 2016) in London, United Kingdom. The paper summarizes a literature analysis, a standard and guideline study, as well as a paper prototype evaluation conducted to optimise the user interface implementation and the user tests of the iCareCoops web-platform solution. The results lead to the suggestion of a best practice approach for AAL solution development, employing a mix of quantitative questionnaires, qualitative, semi-structured interviews, thinking aloud tests, goal-driven evaluation with clear usability criteria, measurements, and pass-fail indicators.

The second paper is written by Biehl, V., Becker, H., Ogrin, A., Reissner, A., Burger, J. & Glässel, A. (2017) with the title Fostering care cooperatives in Europe – Users’ perspective on developing a web-platform. The manuscript which is submitted for publication, describes the implementation and the results of a qualitative study with six focus groups, conducted to identify potential stakeholders’ needs and requirements for the user-centered development of the iCareCoops web-platform solution. The results revealed the need for seniors’ individual contact with the cooperative and the possibility to coordinate routine services on the platform.

The third paper by Kofler, A. Ch., Biehl, V., Burger, J., Goba, K., Meidert, M., & Becker, H. (2016), Care cooperatives actors in national social systems: Today hard to conceptualize – Tomorrow welcomed partners in care, is in preparation. It summarises the most crucial background information on how, why and where social and care cooperatives have become important partners in the social and care systems. The gathered information is based on a literature analysis and a stakeholder analysis of cooperatives across Europe. The results show that while the needs for care cooperatives across Europe are growing, they vary in meaning, formats, and stakeholders.

Members of the iCareCoops project consortium presented the implementation and the results of the qualitative study with four posters at different congresses and symposia, further disseminating the project’s outcomes:
3.2 Project Presentations

Project outputs were presented in 28 events across Europe, including the annual AAL forum (2016 and 2017) and AGE annual conference 2016, enabling the consortium to establish a wide network of interested stakeholders. In Brussels, a two-day dissemination event was organized on 28 and 29 November, following the last consortium meeting (held in Brussels on 28 November morning) and together with an online campaign on care cooperatives. More details are provided in Section 3.3 – Dissemination overview. As can be seen, the number of project presentations exceeds the KPIs by a large number, being initially planned with 10 project presentations in total.

<table>
<thead>
<tr>
<th>Partner</th>
<th>Title</th>
<th>Date</th>
<th>Info</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCOPEU</td>
<td>Une app technologique innovante pour améliorer la qualité de vie des personnes âgées</td>
<td>1-Aug-16</td>
<td>Conference aiming to present an AAL project being finalized: ACCESS. Intervention from COOPSEU to present iCC. Working relations created with Dôme (cooperative Groupe Up) and Pour la solidarité (European think tank).</td>
<td><a href="http://www.pourlasolida">http://www.pourlasolida</a> rite.eu/fr/event/une-app-technologique-innovante-pour-ameliorer-la-qualite-de-vie-des-personnes-agees</td>
</tr>
<tr>
<td>CCOPEU</td>
<td>Bilateral meeting with Febecoop</td>
<td>1-Jul-17</td>
<td>Presentation of iCC outcomes. Decision to co-host the final dissemination event. Febecoop commits to mobilize its own network of coops</td>
<td></td>
</tr>
<tr>
<td>CCOPEU</td>
<td>Bilateral meeting with Red Cross</td>
<td>1-Jul-17</td>
<td>Presentation of iCC outcomes. Red Cross expresses its interest in this tool to improve the triangulation relation between beneficiaries, professionals and volunteers</td>
<td></td>
</tr>
<tr>
<td>CCOPEU</td>
<td>Bilateral meeting with Maison Biloba</td>
<td>1-Jul-17</td>
<td>Presentation of iCC outcomes. Maison Biloba offers to host the final dissemination event.</td>
<td></td>
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<tr>
<td>CCOPEU</td>
<td>AAL Forum 2017</td>
<td>2-4-Oct-17</td>
<td>Presentation of the iCareCoops project within the workshop &quot;Enhancing the social impact of AAL projects through the starting up of local communities and the cooperative model&quot;</td>
<td><a href="http://www.aalforum.eu/fullprogramme/">http://www.aalforum.eu/fullprogramme/</a></td>
</tr>
<tr>
<td>CCOPEU</td>
<td>Final event Cooperatives and Innovation – Building the Future of Care in Europe</td>
<td>28-29-Nov-17</td>
<td>2-day conference presenting the iCareCoops project outcomes</td>
<td><a href="http://project.icarecoops.eu/uncategorized/icarecoops-final-dissemination-event/">http://project.icarecoops.eu/uncategorized/icarecoops-final-dissemination-event/</a></td>
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<tr>
<td>SYNYO</td>
<td>Vienna business agency business event</td>
<td>22-Nov-16</td>
<td>Presentatino of the project and interview with focus on business planning.</td>
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</tr>
<tr>
<td>SYNYO</td>
<td>FFG info event about bringing AAL solutions successfully to the market, Vienna</td>
<td>20-Jan-2017</td>
<td>Presentation of the project and its involvement of end-users</td>
<td></td>
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<tr>
<td>SYNYO</td>
<td>Ageing and Technology, COST-AAL</td>
<td>14-Feb-17</td>
<td>Workshop with 100 participants.</td>
<td><a href="http://www.cost.eu/events/ageingtech">http://www.cost.eu/events/ageingtech</a></td>
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<tr>
<td>Organization</td>
<td>Event Description</td>
<td>Date</td>
<td>Details</td>
<td></td>
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<tr>
<td>MYBL joint workshop</td>
<td>&quot;More Years Better Lives&quot; info event, Vienna</td>
<td>14-Feb-17</td>
<td>Presentation of an SME's experiences in AAL projects</td>
<td></td>
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<tr>
<td>SYNO</td>
<td>AAL Coordinators' Day 2017 Presentation</td>
<td>27-Apr-17</td>
<td>Summary of the project and lessons learned for coordinators</td>
<td></td>
</tr>
<tr>
<td>SYNO</td>
<td>AAL Forum 2017</td>
<td>2-4-Oct-17</td>
<td>Presentation of the iCareCoops project within the workshop &quot;Enhancing the social impact of AAL projects through the starting up of local communities and the cooperative model&quot; [<a href="http://www.aalforum.eu/fullprogramme/">http://www.aalforum.eu/fullprogramme/</a>]</td>
<td></td>
</tr>
<tr>
<td>VIA</td>
<td>Center for Health Technology</td>
<td>1-Oct-16</td>
<td>Presentation of the iCareCoops project at meeting in Center for Health Technology, VIA University College</td>
<td></td>
</tr>
<tr>
<td>ZDUS</td>
<td>DiscOver55 project (senior tourism) pilot testing Izola</td>
<td>2-Apr-16</td>
<td>Presentation of iCC project, as example of ZDUS' projects as end users</td>
<td></td>
</tr>
<tr>
<td>ZDUS</td>
<td>DiscOver55 project (senior tourism) pilot testing Izola</td>
<td>12-Nov-16</td>
<td>Short presentation, visit of GEFAS-NGO for seniors from Graz; short presentation of iCC project – discussion about cooperatives</td>
<td></td>
</tr>
<tr>
<td>ZDUS</td>
<td>Meeting with seniors and Zadrugator, at Trubarjeva hiša literature, Ljubljana</td>
<td>14-Dec-16</td>
<td>About cooperatives, how could they benefit older persons, presentation of housing cooperative Zadrugator</td>
<td></td>
</tr>
<tr>
<td>ZDUS</td>
<td>iCC and housing cooperatives</td>
<td>21-Mar-17</td>
<td>Short presentation on the future of cooperatives for seniors, meeting with ISRAA Treviso (care institute) representatives</td>
<td></td>
</tr>
<tr>
<td>ZDUS</td>
<td>Volunteers’ Festival</td>
<td>1-Jun-17</td>
<td>Presentation at the annual volunteer’s day and fair in the centre of Ljubljana: iCC leaflets on ZDUS’ stand</td>
<td></td>
</tr>
<tr>
<td>ZDUS</td>
<td>Traditional Days of cooperatives</td>
<td>Jun-Jul-17</td>
<td>Presentation of the iCC project</td>
<td></td>
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<tr>
<td>ZHAW</td>
<td>Congress on AAL in ZHAW Wädenswil</td>
<td>18-Mar-16</td>
<td>iCareCoops project presentation with focus on results from the focus groups (poster presentation) [<a href="https://www.zhaw.ch/storage/lsfm/upload/ifm/Netzwerktreffen_FM_Perspektiven_2016.pdf">https://www.zhaw.ch/storage/lsfm/upload/ifm/Netzwerktreffen_FM_Perspektiven_2016.pdf</a>]</td>
<td></td>
</tr>
<tr>
<td>ZHAW</td>
<td>iCareCoops Task 2.4 Focus groups results</td>
<td>1-Jun-16</td>
<td>Presentation of the results of the focus group study for cooperatives linked to benefits and challenges for [<a href="http://www.conference.ie/conferences/menu.as">http://www.conference.ie/conferences/menu.as</a>]</td>
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In the following, three of the main events – the AGE Annual Conference 2016, the AAL Forum 2016, and the AAL Forum 2017 – are described in more detail. In chapter 3.3, the final dissemination event in Brussels is additionally presented.

AGE Annual Conference 2016
The AGE Annual Conference is organized aside of AGE General Assembly. “Open to external stakeholders, the event [was] the opportunity to discuss among our member-organisations, policy-makers and external guests how the EU should address age discrimination, while strengthening both economic and social rights of older people in order to empower them as equal citizens”, as stated on the AGE website.³ It represented the first opportunity for the iCareCoops consortium in general, and for Cooperatives Europe in particular, to establish workflows and operational discussions with AGE Platform, as a key actor to think and shape the future of the care sector.

Louis Cousin (Cooperatives Europe) was invited as a speaker to the final session, “Examples of older people’s contributions to an age-friendly and inclusive society”. The intervention aimed at providing a general understanding about the iCareCoops project, and focused more particularly on some relevant

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<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Description</th>
<th>Link</th>
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<tbody>
<tr>
<td>Lugana SCHP Congress</td>
<td>1-Aug-16</td>
<td>iCareCoops Task 2.4 Focus groups results (poster presentation)</td>
<td><a href="http://www.schp.ch/de/postersessions/">http://www.schp.ch/de/postersessions/</a></td>
</tr>
<tr>
<td>ZHAW Meeting with EVS and Kanton Aargau</td>
<td>3-Apr-17</td>
<td>Discussion of concept, and of options of collaboration</td>
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case studies extracted from Deliverable 2.2 “Best practice report on cooperatives”. It sought to demonstrate the relevance of the cooperative model to create democratic and participative frameworks, enabling older people to become actors of their own care according to a principle of self-help. The intervention also highlighted examples of care cooperatives set up at the initiative of established care actors, hereby inviting members of AGE Platform to consider exploring the potential of the cooperative model to improve and reinforce their own actions and services.

Although the intervention had to be concise because of time constraints, it marked an important cornerstone in Cooperatives Europe and iCareCoops consortium’s dissemination activities. It confirmed a lack of awareness from existing care actors and representatives of senior organisations about the cooperative model and the diversity of opportunities it represents to set up respectful and sustainable care models. It also confirmed the capacity from the iCareCoops consortium to be able to enter ongoing debates on future of care, through appropriate data and case studies addressing existing concerns and needs faced by care actors.

AAL Forum 2016

At the AAL Forum 2016 in St. Gallen, Switzerland, a workshop with the title Building Engaging Web and Mobile Solutions for the Diverse End-User Groups of Care Cooperatives: Hands-on Workshop on the iCareCoops System Design Process was held in the topic area “Satisfy the expectations of all AAL stakeholders”. The workshop was moderated by Johannes Burger (SYNYO Gmbh), Andrea Ch. Kofler (University of Applied Sciences, Zürich) and Louis Cousin (Cooperatives Europe). Aim of the workshop was to provide participants with a better understanding of end-user involvement throughout the system engineering process in the diverse AAL landscape, and to further show them methods and tools to employ in their own projects.

The workshop started with an introduction to the iCareCoops approach and care cooperatives in general, to spread the word about the cooperative model and what makes it special, pointing out the social benefits that care cooperatives can provide to communities. In a next step, the user-centered system engineering approach of the iCareCoops project was presented, guiding the participants through the process of gaining an understanding of our user groups with the use of interviews and focus groups, as well as personas, to translate their needs into functional and technical requirements and a basic architecture. Lastly, the paper prototype testing was presented, a methodology that can provide first feedback on usability issues of the concept, and the process of creating and optimizing the technical specification and user interface design of the prototype.

In a next step, an expert walkthrough with heuristic evaluation was conducted with the workshop participants, aiming to identify usability problems of the current prototype. After the group sessions, the top-3 findings were presented before all workshop participants, to discuss the lessons learned. The participants evaluated the prototype in detail, and were able to identify a total of 47 issues, 10 of which
were categorized as major. These inputs were used to further optimize the prototype for the next phase of end-user testing.

AAL Forum 2017

The iCareCoops project was also presented at the AAL Forum 2017 in Coimbra, Portugal. Diotima Bertel (SYNYO GmbH) and Louis Cousin (Cooperatives Europe) presented the cooperative approach and the iCareCoops project in the workshop *Enhancing the social impact of AAL projects through the starting up of local communities and the cooperative model* which was part of the topic “Enhancing impact of AAL projects”. This workshop combined two AAL projects, iCareCoops and SOCIALCARE, both aiming at a community-based approach in order to share the two projects’ experiences with the audience, and highlighting the potentials of embedding AAL projects in communities (especially through the cooperative model). The workshop aimed at the start-up of local interactive communities among both AAL projects; to collect output from participants about perspective of both AAL projects and defining next steps; and to generating discussions among AAL project partners, to consider ways for them to better disseminate their project results among local communities in the EU.

After a panel discussion with representatives of both projects – Diotima Bertel (SYNYO GmbH), Lenka Christiaens (Johanniter International), Louis Cousin (Cooperatives Europe), Stefan Schürz (LIFETOOL) and Marylo Verhagen (National Foundation for Elderly) – presenting the main outcomes of both projects, an interactive Q&A session with the participants took place, discussing the strengths and weaknesses of both the cooperative/community approach and each project’s way of targeting it. Furthermore, challenges and opportunities care cooperatives can provide for different stakeholder groups were discussed.

3.3 Additional Materials and Events

Cooperatives and innovation – Building the future of care in Europe - Brussels

The project dissemination event entitled “Cooperatives and innovation – Building the future of care in Europe” was held in Brussels over two days, 28 and 29 November, and split into two parts:

- 28 November afternoon targeted the Brussels and Belgian communities, especially actors (both care providers and care receivers) of the care sector;
- 29 November morning targeted European care actors (as above, both care providers and receivers).

The event followed a project meeting with the partners.

Mutualizing this meeting with the final dissemination event enabled to engage our project partners in this event, for them to better understand European challenges around care cooperatives, and discover
initiatives implemented in Brussels. The event was actively supported by Febecoop, Brussels-based cooperative umbrella organization.

Promotion activities of this event were targeting both EU institutions and local care actors. Three main channels were used:

- social media, through a visual campaign showcasing the speakers together with an inspiring quote about elderly care;
- emails, to our partners (especially thanks to the network established throughout this project), and to universities;
- mobilization of local actors through our Belgian members, i.e. Febecoop and Cera, which promoted the event towards their own partners.

Below are provided some key outcomes. A more extensive report, including pictures and programme, is available on our website at the following address: https://coopseurope.coop/resources/news/guidebook-creation-care-cooperatives-released

Day 1 (28 November), targeting Brussels actors of the care sector, was hosted by the cooperative E.MM.A / Maison Biloba Huis (in Schaerbeek). It counted with the participation of about 40 participants, including academics, entrepreneurs, representatives of local businesses, older persons (residents of Maison Biloba Huis), and iCareCoops project partners. It included three main activities:

- visit of Maison Biloba Huis, whose premises are owned by the cooperative E.MM.A;
- sharing of experience: cooperative entrepreneurs in the elderly care sector presented their projects, and umbrella organizations (Febecoop and Cera) presented their actions aimed at supporting the setting up of new care cooperatives;
- presentation and discussion around the iCareCoops app (user test), involving care providers, managers of cooperatives and older persons.

Day 2 (29 November), targeting European actors of the care sector, was held in Amazone congress center (also in Schaerbeek). 35 persons attended the event, including academics, entrepreneurs, representatives of European organisations, EU policy-makers, and iCareCoops project partners. It included four sessions:

- opening by representatives of Cooperatives Europe and Febecoop, presenting their strategic vision for the future of elderly care in general, and the long-term exploitation of iCareCoops outcomes in particular;
- presentation of iCareCoops outcomes and sharing of experience from iCareCoops partners;
- multi-stakeholder discussion aimed at setting the basis for a new dynamic in favour of a cooperative future for elderly care. Speakers involved representatives of AGE Platform, UNI Global Union, Dôme (as part of the cooperative group Up), Z-plus (a cooperative set up by Belgian mutualités), and the vice-mayor of Versailles (setting up a housing cooperative);
- messages from the European Commission and AAL programme.
Communication Material

Printed communication materials were produced in various languages and distributed online and at the final event.

- **Project factsheet v1 (English)**

At the beginning of the project, a factsheet was created, describing the project and giving an overview on the project’s aims and goals. It was distributed online and published on the project website.

**Figure 4: iCareCoops Factsheet v1**

- **Project factsheet v2 (English and French)**

The factsheet provided the basic information on the challenge of the future of care, the relevance of cooperatives and information about the iCareCoops project. A short overview of project achievements was also outlined with links to further information. The factsheet is available in English and French, and can be downloaded on the iCareCoops project website.4

4 [http://project.icarecoops.eu/media-centre/](http://project.icarecoops.eu/media-centre/)
A Foundation Guide was released, establishing guidelines and providing practical advices and tools to set up an elderly care cooperative in six steps, and providing and overview of relevant resources and contact persons. It was officially released at our dissemination event on 28 and 29 November, and made available both in hard copy and online versions. It is available on the project website\(^5\) in English, German and Slovenia, as well as on the iCareCoops prototype.

\(^5\) http://project.icarecoops.eu/
4 EVALUATION OF RESULTS AND KEY TAKE-AWAYS

Communication activities provided a good overall promotion of care cooperatives and the project to the targeted community both online and offline through specific events, papers and presentations.

To keep track of online communications, a monitoring tool was created to monitor the project partner’s activities (Annex 3) (an online Excel sheet, with regular reminders to partners) and partners were able to contribute to the overall content of various communication channels through the monthly content plan (Annex 2). When it comes to monitoring of dissemination activities from partners, their commitment was uneven. Some partners demonstrated a high activity and reporting regularly through the online tool; other partners made little (if any) reporting for this task.

Our online communication was overall successful. Though not reaching all KPIs as planned, we have largely reached our targets and created an online community of individuals and organisations interested in care, cooperatives and ICT solutions for active ageing. The blog provided a basis for building relationships with stakeholders and exploring the landscape surrounding care; and the prototype could raise the interest of cooperative managers and other stakeholders. The presentations of the project partners helped disseminate the information towards a varied audience of researchers, practitioners, ICT experts and cooperatives.

In terms of overall objectives, communication activities also successfully contributed to promote and foster care cooperatives in Europe. Research and development activities provided partners with sound data and knowledge about care cooperative models, potentials and needs, enabling them to step into current debates on population ageing and establish operational partnerships with relevant organizations. Streams of communication were established with cooperative practitioners, smoothening exchange of information between EU and local levels. Those exchanges providing positive ground for the development of EU strategies and demands meeting local expectations and concerns, which were communicated through iCareCoops communication channels and events, raising awareness from EU platforms and policy-makers, as well as national representatives of cooperative federations.
5 OUTLOOK

The communication strategy was designed around two key set of streams: one at iCareCoops level for EU-wide and institutional communication, and one at partner level for local and community-oriented communication. This approach allowed high-quality and consistent communication among partners at EU level, while embedding it into concrete and local needs and dynamics. As a consequence, the partners’ communication channels got strengthened and adapted to care-related communication.

iCareCoops communication channels are not foreseen to be maintained after the end of this project. This is justified by the fact that iCareCoops partners are not aimed at working together regularly, given their very diverse backgrounds, scope of action and aims. Thus, the maintenance of an iCareCoops voice may lose relevance after the end of project activities.

However, thanks to the strategy design presented above, the iCareCoops communication outcomes are expected to be sustained through the partners’ own communication channels. Namely, partners benefit from elaborated communication material and content, which is made available online, to support their activities related to care cooperatives. At EU-level, such outcomes are being integrated to the organic communication and advocacy activities of Cooperatives Europe, especially to feed its activities and messages related to digitalization and modernization of the cooperative movement, as well as support to cooperative entrepreneurship. Eventually, Cooperatives Europe working in close relation with its national members, it is expected that such content be endorsed, translated and adapted by national federations of cooperatives, streaming down to their own members, i.e. cooperative businesses.

Communications surrounding publications and the project results will be continued by partners through available means such as events, social media etc. The blog might be sustained as well given its success with the community of care cooperatives.
REFERENCES


ANNEX 1: MOBILISATION PLAN

Fostering Care Cooperatives in Europe by Building an Innovative Platform with ICT-Based and AAL-Driven Services

Work Package 6: Communication, promotion, dissemination and exploitation

Mobilisation Framework

Introduction

This document is intended to draft a framework for all activities foreseen in WP6.

Objectives of WP6

1. Promote care cooperative model
2. Raise awareness about the project achievements
3. Communicate its benefits to the targeted stakeholder community

We will describe the targets of our communication, the available communication tools and how each tool can help achieving the project’s objectives.
General objective of iCareCoops Communication

Join a care cooperative
or start a new one

Target audiences

Primary targets

- Managers of existing care cooperatives

Secondary targets

- Other AAL project partners
- Care receivers
- Formal and informal care givers
Specific objectives

The general objective can be translated into specific objectives, according to the target audiences.

- Provide managers of care cooperatives with a platform that can facilitate their work
- Attract the support from actors involved in other AAL projects
- Provide informal and formal care givers with the means to better organize their work/support
- Provide care receivers with the means to better organize their lives

Target analysis

To better understand our targets, we will refer to the personas built for the platform. Considering the persona and the objectives that we want to achieve, for each target we will define:

- Call to Action: (CIA) what do we want this target to do
- Communication channels: how do we reach this target audience
- Messages: which messages can I use to achieve the specific objectives?
Analysis of target audiences: Managers of existing Care Coops

„Valentina“ – coop manager

**LIKES**
- Directly working with people
- Meeting friends
- Time with family

**FEARS**
- Losing market to private companies
- Not enough time for kids

**DEMOGRAPHICS**
- 47 years
- Married
- Director of care organisation with 100 members
- Italy
- 2 kids
- Office software skills

**NEEDS**
- Supporting tools to reduce administrative effort
- Like-minded members

**GOALS**
- Quality of elderly support
- Economic viability
- Work-life balance

---

**Objective**
Provide managers of care cooperatives a platform that can facilitate their work

**Communication channels**
- Website
- Blog
- Social media
- Newsletter
- App

**Messages**
- We are working to create an online platform that can help you
- The online platform we are building is based on your needs

**CtA**
- Be involved in the design and testing of the iCareCoops online platform
- Use the iCareCoops online platform when available
Analysis of target audiences: Other AAL Project partners

Persona (Other AAL Project partner)

Elke, 40 years old, living in Germany, engineer working for as a researcher in Freiburg University, tech-savvy using her smartphone or tablet. She is working on an AAL project.

Likes: gardening, skiing, hiking.

Fears: losing her job, accidents of family members.

Needs: care for her children, support in organising, free time.

Goals: successful project, stable environment/network, security

Analysis of target audiences – Other AAL Project partners

Objective
Attract the support of other AAL project partners

Messages
- We are building a state-of-the-art online platform

Communication channels
- AAL communication channels (website, social media, newsletter, events
- Website
- Blog
- Social media

• Use iCareCoops platform
• Share iCareCoops platform

CtA
Analysis of target audiences: Care receivers

„Knud“ – receiving care

Likes
- His dog
- Watching TV
- Short walks
- Chats with neighbours

Dislikes
- Social isolation
- Technology
- Being a burden
- Medical emergency

Demographics
- 75 years
- Widower
- Retired farmer
- Denmark
- 2 children, 3 grandchildren, 1 younger sister
- Old likes technology and only has an old mobile phone for voice calls

Needs
- Company
- Basic care: cleaning, meals on wheels
- Independent at home
- Keep farm
- Contact with family

Objective
Provide tools to improve their life

Communication channels
- TV
- Radio
- Newspapers

Messages
- Care cooperatives can make your life easier.
- Provides a wide range of services that you need.
- Are democratically owned businesses providing elderly care.

CtA
- Contact existing care cooperatives to receive care services.
- Set up a new care cooperative if one does not exist in your region.
Analysis of target audiences: Care givers

„Hildegard“ – takes care of her mother

<table>
<thead>
<tr>
<th>LIKES</th>
<th>DEMOGRAPHICS</th>
<th>NEEDS</th>
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FEARS
- Losing her job
- Accidents of family members

GOALS
- Successful coordination
- Stable environment
- security

Analysis of target audiences: Care givers

„Herbert“ – physical therapist at coop

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<td></td>
<td>1 daughter</td>
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<tr>
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<td>Very tech-savvy</td>
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</table>

FEARS
- Gain weight
- Not enough time for daughter
- Death of a patient
- Staying single

GOALS
- Quality of elderly support
- Work-life balance
- Become management member
Analysis of target audiences: Care givers

Objective
Provide formal and informal care givers the means to better organise their work / support

Communication channels
- Website
- Social media
- Newsletter
- Mobile phone app
- TV
- Local Newspaper

Messages
- Care cooperatives are democratically owned businesses enabling caregivers to organise themselves in a better way
- can provide you an online platform to facilitate work
- You can set up your own care cooperatives and share ownership and control with others

Get organised in care cooperatives
Use the iCareCoops solutions

Available communication channels

iCareCoops channels
- Website
- Twitter
- Facebook
- Newsletter
- Publications
- Conferences
- AAL channels

Partners’ channels
- Website
- Social media
- Local events and conferences
- Local media (newspaper, radio, tv)
# Available communication channels (1/2)

## General objective

Start or join an iCareCoops

## Target

- Managers of care coops
- Other AAL projects
- Care givers
- Care receivers

## Specific objective

- Use iCareCoops platform
- Use and share iCareCoops platform
- Provide tools to better organise their work
- Provide tools to improve their life

### iCareCoops Website

- 

### iCareCoops Twitter

- 

### iCareCoops Facebook

- 

### iCareCoops Newsletter

- 

### iCareCoops Publications

- 

### iCareCoops Blog

- 

### AAL Channels

- 

# Available communication channels (2/2)

## General objective

Start or join an iCareCoops

## Target

- Managers of care coops
- Other AAL projects
- Care givers
- Care receivers

## Specific objective

- Use iCareCoops platform
- Use and share iCareCoops platform
- Provide tools to better organise their work
- Provide tools to improve their life

### Website

- 

### Twitter

- 

### Facebook

- 

### Local media (PR, interviews)

- 

### Local events

- 

iCareCoops Website

**Target Groups:**
- Caregivers
- Other AAL Projects

**Objectives:**
- Provide tools to better organise their work
- Use and share iCareCoops platform

**KPIs and Targets:**
- 500 unique monthly visitors
- 10 Deliverable downloads

**Measures:**
- General project information
- Regular updates with Deliverables
- Dissemination of updates via Social Media channels and newsletter

**Lead:** SYNYO
**Support:**

---

iCareCoops Newsletter

**Target Groups:**
- Other AAL Projects

**Objectives:**
- Use and share iCareCoops platform

**KPIs and Targets:**
- >4 newsletters
- 100 Subscribers

**Measures:**
- Updates on project progress
- Use our network, events

**Lead:** SYNYO
**Support:** COOPEU
iCareCoops Social Media (Facebook)

Target Groups: Other AAL projects, Existing care coops

Objectives: Use and share iCareCoops platform

KPIs and Targets:
> 3 Postings per week
> 350 Likes
> 0.10 Engagement Rate

Measures:
• Updates on project progress
• Networking with other projects/coops
• …

Lead: COOPEU
Support: SYNYO

Care Cooperatives Blog

Target Groups: Caregivers, Other AAL projects, Existing care coops

Objectives: Use and share iCareCoops platform

KPIs and Targets:
1 post / month
100 unique visitors / post
1 comment / post

Measures:
• Events
• Knowledge
• Insights
• Stories and cases
• Technology and solutions
• Networking with other projects

Lead: COOPEU
Support: SYNYO
MOBILISATION STATUS REPORT (D6.5)

Publications

Target Groups: Caregivers

Objectives: Provide tools to better organise their work

KPIs and Targets: 5 publications

Measures:
• Contribute to scientific community

Lead: SYNYO

Support: ZHAW

Events

Target Groups: Caregivers

Objectives: Provide tools to better organise their work

KPIs and Targets: 10 presentations

Measures:
• One main event to promote the project

Lead: COOPEU

Support: SYNYO, ZHAW, ZDUS... ALL

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ANNEX 2: CONTENT PLAN

Monthly stats

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<th>Posts</th>
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Contributors

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<tr>
<td>Pantelis Kanellopoulos</td>
<td>MobileAge Project</td>
<td>Consortium Member</td>
<td>MobileAge Project</td>
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<td>Maurice Spiegel</td>
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<td>Manager</td>
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<td>Pour la Solidarité</td>
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<td>Yoann Le Tiec</td>
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<td>Directeur Commercial</td>
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<td>yoann.le <a href="mailto:tiec@domicilien.fr">tiec@domicilien.fr</a></td>
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<td>Cooperative and equal chances in the workplace</td>
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<tr>
<td>Nina van der Vaart</td>
<td>National Ouderen Founds</td>
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<td>Hannah Toms</td>
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<td>Project manager</td>
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<td>Ricardo Babera</td>
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<td>Anitro Sagen – organisation representing older people in Denmark</td>
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<td>Stefan</td>
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Additional information can be found in the supplementary Excel sheet.
## ANNEX 3: DISSEMINATION OVERVIEW

### COOPEU

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<th>Description</th>
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<td>iCareCoops project meeting</td>
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<td>Intergenerational linkages in the family – FamiliesAndAssociations</td>
<td>Stakeholder Seminar</td>
<td>2-4 Oct 2017</td>
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<tr>
<td>GameCoops - call for submissions</td>
<td>Website</td>
<td>Mär.15</td>
<td>Newsletter - Communication over GameCoops project and call for contributions amongst COOPEU’s members</td>
<td><a href="https://www.cooperatives-europe.org/news/9029694044">https://www.cooperatives-europe.org/news/9029694044</a></td>
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<td>AAL Info Day</td>
<td>Event</td>
<td>Mär.16</td>
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<tr>
<td>iCareCoops mid-term review</td>
<td>Event</td>
<td>Mär.16</td>
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<tr>
<td>Promoting the cooperative model within the A&amp;K programme</td>
<td>Website</td>
<td>Mär.16</td>
<td>Description of iCareCoops project in annual report – documented amongst COOPEU’s members</td>
<td><a href="https://www.cooperatives-europe.org/news/9029694044">https://www.cooperatives-europe.org/news/9029694044</a></td>
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<tr>
<td>Is your cooperative active in elderlycare? iCareCoops is calling for submissions.</td>
<td>Website</td>
<td>Mär.16</td>
<td>Newsletter - Communication over iCareCoops project and call for contributions amongst COOPEU’s members</td>
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<tr>
<td>iCareCoops empower people</td>
<td>Facebook</td>
<td>Aug.16</td>
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<td>By 2050, 30% of the European population will be over 65 years of age</td>
<td>Facebook</td>
<td>Aug.16</td>
<td>By 2050, 30% of the European population will be over 65 years of age</td>
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<tr>
<td>iCareCoops empower people</td>
<td>Twitter</td>
<td>Aug.16</td>
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<tr>
<td>We are making Healthcare more efficient through iCareCoops</td>
<td>Twitter</td>
<td>Aug.16</td>
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<td>Une app technologique innovante pour améliorer la qualité de vie des personnes âgées</td>
<td>Event</td>
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<td>AAL Forum</td>
<td>Event</td>
<td>Sep.16</td>
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<td>Blog</td>
<td>Twitter</td>
<td>Oct.16</td>
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<td>Blog</td>
<td>Facebook</td>
<td>Oct.16</td>
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### IDEAL

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<tbody>
<tr>
<td>We take responsibility – apps for the older generation</td>
<td>Blogpost</td>
<td>25.10.2016</td>
<td>Blogpost about designing apps for older generations on the CareCoops blog (English)</td>
<td><a href="http://www.carecooperatives.eu/blog/we-take-responsibility-apps-for-the-older-generation/">http://www.carecooperatives.eu/blog/we-take-responsibility-apps-for-the-older-generation/</a></td>
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<tr>
<td>Vi tager ansvar - Apps til ældre</td>
<td>Blogpost</td>
<td>17.10.2016</td>
<td>Blog post about designing apps for older generations on Ideals website (Danish)</td>
<td><a href="http://idealsdev.dk/vi-tager-ansvar-apps-til-aelde/">http://idealsdev.dk/vi-tager-ansvar-apps-til-aelde/</a></td>
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<tr>
<td>Facebook post - Apps for the older generation</td>
<td>Facebook post</td>
<td>17.10.2016</td>
<td>Facebook post about the blogpost on Ideals Facebook page</td>
<td><a href="https://www.facebook.com/idealsdev/photos">https://www.facebook.com/idealsdev/photos</a></td>
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<tr>
<td>Article/Blogpost for the CareCoops blog</td>
<td>Blogpost</td>
<td>02.12.2016</td>
<td>Blog post about the app for volunteers in the future older care (English)</td>
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<tr>
<td>Appen til fremtidens ældrepleje</td>
<td>Blogpost</td>
<td>02.12.2016</td>
<td>Blog post about the app for volunteers in the future older care on Ideals website (Danish)</td>
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<tr>
<td>Facebook post - Appen til fremtidens ældrepleje</td>
<td>Facebook post</td>
<td>02.12.2016</td>
<td>Facebook post about the blogpost on Ideals Facebook page</td>
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**Mobilisation Status Report (D6.5)**

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<tbody>
<tr>
<td>Cooperatives Europe projects: iCareCoops</td>
<td>Website</td>
<td>Mär.15</td>
<td>News report</td>
<td><a href="http://project.icarecoops.eu/uncategorized/icarecoops-final-dissemination-event/">http://project.icarecoops.eu/uncategorized/icarecoops-final-dissemination-event/</a></td>
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<tr>
<td>Digital rejuvenation: Friday at 12 noon – What digital rejuvenation is</td>
<td>Website</td>
<td>Mär.15</td>
<td>Presentation of the prototype</td>
<td><a href="http://project.icarecoops.eu/uncategorized/icarecoops-final-dissemination-event/">http://project.icarecoops.eu/uncategorized/icarecoops-final-dissemination-event/</a></td>
</tr>
<tr>
<td>Final event communication</td>
<td>Event</td>
<td>2-4 Oct 2017</td>
<td>Dissemination of iCC outcomes</td>
<td><a href="http://www.paulycollins.com/finalprogramme/">http://www.paulycollins.com/finalprogramme/</a></td>
</tr>
<tr>
<td>Promotion campaign on social media - Facebook, Twitter – Cooperatives Europe Final event</td>
<td>Event</td>
<td>28-29 Nov 2017</td>
<td>Final promotion of the CareCoops project outcomes &amp; presentation of the prototype</td>
<td><a href="http://www.carecooperatives.eu/category/icarecoops-final-dissemination-event/">http://www.carecooperatives.eu/category/icarecoops-final-dissemination-event/</a></td>
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**SIVECO**

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<tr>
<td>iCareCoops project presentation</td>
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<td>16.09.2016</td>
<td>Oral presentation at meeting in Center for Health Technology, VIA University College</td>
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</tr>
<tr>
<td>Pilot study of care cooperatives of a telemedical hotspot</td>
<td>Event</td>
<td>20.08.2016</td>
<td>25.08.2016</td>
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<tr>
<td>Testing usability</td>
<td>Article</td>
<td>01.07.2016</td>
<td>In preparation to be submitted in 2018</td>
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</tr>
<tr>
<td>Testing design for usability and functionality</td>
<td>Abstract</td>
<td>01.07.2016</td>
<td>To be submitted dec 2018</td>
<td></td>
</tr>
<tr>
<td>Article</td>
<td>Publication</td>
<td>01.07.2016</td>
<td>discovery of Care cooperatives in the future of cooperatives for seniors, how could they benefit older persons, description of advantages of cooperatives for older persons, how to start them</td>
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**SYNO**

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**VIA**

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**ZDUS**

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<tbody>
<tr>
<td>Cooperative in oskibro st armi - monto kaj bat pri nas? (In Eng: Cooperatives for care for older people - maybe also in Slovenia?)</td>
<td>Article</td>
<td>24.09.2015</td>
<td>presentation of the iCareCoops project, its aims, partnership, first meeting in Vienna, about Riedlingen concept</td>
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<tr>
<td>Cooperative in oskibro st armi - monto kaj bat pri nas? (In Eng: Cooperatives for care for older people - maybe also in Slovenia?)</td>
<td>Article</td>
<td>15.05.2015</td>
<td>presentation of the iCareCoops project, its aims, partnership, first meeting in Vienna, about Riedlingen concept</td>
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<tr>
<td>Volunteers’ Festival</td>
<td>Presentation</td>
<td>09.06.2015</td>
<td>traditional festival and fair of NGOs, in the centre of Ljubljana project presented with leaflets on ZDUS’ desk</td>
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<tr>
<td>Festival of NGOs LURA</td>
<td>Presentation</td>
<td>29.09.2015</td>
<td>see below</td>
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<tr>
<td>1. meeting with Karina Markus, director of AA program</td>
<td>Presentation</td>
<td>29.09.2015</td>
<td>A. Ogrin presented iCC project to K. Marcus, answered her questions about aims, deliverables</td>
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<tr>
<td>2. round table: Innogeo platform</td>
<td>Short Presentation</td>
<td>29.09.2015</td>
<td>ICT-mentioned, leaflets available</td>
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<tr>
<td>3. round table about AAL program and AAL projects in Slovenia</td>
<td>Short Presentation</td>
<td>25.09.2015</td>
<td>ICT-mentioned, leaflets available</td>
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<td>4. international conference</td>
<td>Short Presentation</td>
<td>25.09.2015</td>
<td>ICT-mentioned, leaflets available</td>
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<tr>
<td>S. round table about cooperatives for organization of centres for daily activities for older people</td>
<td>Short Presentation</td>
<td>25.09.2015</td>
<td>ICT-mentioned, leaflets available</td>
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<tr>
<td>meeting of ZDUS program board</td>
<td>Short Presentation</td>
<td>18.09.2015</td>
<td>summary of the project, its aims, expected results, about ZDUS’ role</td>
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<tr>
<td>meeting of ZDUS executive board</td>
<td>Short Presentation</td>
<td>18.09.2015</td>
<td>summary of the project, its aims, expected results, about ZDUS’ role</td>
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<td>DiscOver5S project (senior tourism)</td>
<td>Short Presentation</td>
<td>26.09.2015</td>
<td>presentation of ICC-project, as example of ZDUS’ projects as end users</td>
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<tr>
<td>Volunteers’ Festival</td>
<td>Presentation</td>
<td>15.06.2015</td>
<td>On-going volunteers’ day and fair in the centre of Ljubljana: project presented with leaflets on ZDUS’ desk</td>
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<tr>
<td>Zadnjihundvo sa ura (Return of the cooperatives)</td>
<td>Article</td>
<td>20.09.2015</td>
<td>actual volunteer’s day and fair in the centre of Ljubljana: ICT (leaflets on ZDUS’ stand</td>
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<tr>
<td>Cooperative support model as oskibro st armi? (Can cooperatives be a successful model for care for older people?)</td>
<td>Article</td>
<td>20.09.2015</td>
<td>description of advantages of cooperatives for older persons, how to start them</td>
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<td>description of advantages of cooperatives for older persons, how to start them</td>
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<tr>
<td>Festival of the Third Age in Gakrapodom congress center, Ljubljana</td>
<td>Short Presentation</td>
<td>29.09.2015</td>
<td>ICT-mentioned, leaflets available</td>
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<td>Festival of the Third Age in Gakrapodom congress center, Ljubljana</td>
<td>Short Presentation</td>
<td>29.09.2015</td>
<td>ICT-mentioned, leaflets available</td>
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<td>Return of the cooperatives</td>
<td>Contribution for Icc Blog</td>
<td>16.09.2015</td>
<td>contribution for Icc Blog</td>
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<tr>
<td>DiscOver5S project (senior tourism) pilot testing in Ljubljana</td>
<td>Short Presentation</td>
<td>12.10.2015</td>
<td>exist of GEFAS - NGO for seniors from Graz, short presentation of ICC-project - discussion about cooperatives</td>
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<tr>
<td>Meeting with seniors and Zadrugator, at Traktirjevka literature, Ljubljana</td>
<td>Short Presentation</td>
<td>12.10.2015</td>
<td>about cooperatives, how could they benefit older persons, presentation of housing cooperative Zadrugator</td>
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</table>
iCareCoops project presentation linked with Facebook

iCareCoops Task 2.3: Publication as scientific peer-reviewed article

iCareCoops Task 2.4 Focus groups results and occupational therapy

iCareCoops project presentation linked with Facebook

Kooperative za oskrbošč in oustihših (Care Coops for older people) - maybe also in our country?

Ljubljana: project presented with leaflets on ZDUS desk

About lifelong cooperative experience

Poster presentation in Lugano SCHP Congress 03. Apr. 17


keynote presentation: "iCareCooperatives – Multistakeholder Genossenschaften als ein Modell der integrierten Versorgung älterer und chronisch kranker Menschen". März. 17

Achievements of iCC project article November 17 to be published in ZDUS plus monthly bulletin, website etc.