SenApp - Seniors Learning with Apps

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1.   About the Project SenApp

The project SenApp - Seniors Learning with APPs - aims at developing a Training App for seniors in four European countries to support them effectively and individually to become competent ICT user. This project focuses on the need for eInclusion of senior citizens in Europe, the latter still being very much under-represented when it comes to competent and self-directed use of ICT. The digital divide still concerns, to a major extent, the older population. The primary goal of the proposed project is to develop and implement a mobile learning training Approach (eLearning environment for Tablet-PCs) in four European countries [DE, ES, FR,RO] motivating and supporting senior citizens engaging in the digital society by accessing the digital world the very popular, less expensive and easy to handle tablet-computers (IOS and Android system). The project aims at optimally supporting seniors in the process of accessing and becoming involved in the information and knowledge society, by applying the well-proven formula of using ICT as a learning medium as well as a learning content. In the project, the potentials of ICT for the older generation will be utilised by developing a non-formal, flexible and accessible App-based ICT qualification course (meaning in ICT skills and especially ICT competences) that matches the very specific needs of this highly heterogeneous target group. Furthermore, the use of eLearning as training mode will best support flexibility of content and learning schedule, which is a fundamental requirement of training offers for this large and much diversified group. To this end, the project will develop a) a mobile learning environment dedicated to Tablet-PCs, i.e. a learning and management system adapted to the requirements of seniors and mobile learning and offered to the seniors as a training App; b) develop 25 learning units conceived and tailored to the learning needs of seniors in four European countries. In order to cope with the diverse impairments and disabilities of seniors, special focus will be given to multimedia-enriched didactic elements (demonstrations, audio-visual elements, interactive exercises). The segmentation of the content will be adapted to the seniors' learning pace and attention span. The modular course concept makes it possible to choose and aggregate a variable number of learning units into one course in the training App environment, to respect prior knowledge, demands and preferences. The training course will be developed and offered on a fully adapted open source learning and management system that obeys the rules and principles of accessibility. The open source approach will be a key aspect for the long-term sustainability of the project.

In this way the SenApp project wants to contribute in an innovative way to the eInclusion of Seniors. The effective and flexible App-Training Approach will be designed and developed in a way that makes it possible to localise the training system to every country and language interested in using it. Furthermore for a long sustainability of the project outcomes the learning contents will be divided into two main development areas: the ICT concepts, which are timeless and will last over a long time and the application of concepts for a certain system, which have a limited actuality time, but should be easy to update. In this way it will be easy to readapt the contents to new market developments in an economic way. Authoring guidelines and an implementation eBook will guarantee that every interested organisation can take over the approach and adapt it to specific requirements. The project expects to highly contribute towards the digital society and the Europe 2020 goals.

2.   Propose of D7.1 Dissemination Plan

The objective of this document is to describe and outline the Dissemination Strategy of the project SenApp. The strategy forms the foundation for WP7 - Dissemination, and provides the partnership with guidelines to conduct the activities described within this WP.

This document is Deliverable D7.1 - Dissemination Plan.

3.   The Dissemination Strategy

The Strategy described in this document will respond to the following questions:

a.   Why to disseminate?
b.   What to disseminate?
c.   Who to disseminate to?
d.   Who will do it?
e.   When will it be done?
f.   How will it be done?
g.   How will it be evaluated?

a.   Why to disseminate

Dissemination in general is a planned process of providing information to the target group and key-actors in regard to project process, activities and result by the use of different dissemination channels at local, national and EU level.

Promotion and awareness-raising is an important part of the dissemination process from the very beginning to the end of the project. Dissemination is the key to exploitation of the project results and is already embedded in the project development process.

The European Commission defines dissemination as: "a planned process of providing information on the quality, relevance and effectiveness of the results of programs and initiatives to key actors. It occurs as and when the results of programs and initiatives become available."

Even though dissemination and exploitation are two different work packages with different aims and activities, they are very much related and it is important to consider the whole process of valorisation, and this term cover both dissemination and exploitation.

Dissemination is of vital importance to the success of a project and is the key to exploitation of the project results. Both processes are already embedded in the project development process. It is crucial that all partners participate actively in this work package, and not only within the planned activities, but also that each partner proactively and on their own initiative disseminate the project at each given opportunity. Close collaboration between the project consortium and the senior organizations is a guarantee for reaching the maximum possible audience.

In summary dissemination and exploitation aim to achieve following objectives:

- to promote and raise awareness in regards to the project contents and developments;

- to provide information on the quality, relevance and effectiveness of the results;
- to successfully transfer the results to appropriate decision-makers to achieve their sustainable promotion and support;
- to convince individual end-users to adopt and/or apply the results, also after the project and support by its partnership has ended.

b. What to disseminate?

Dissemination within the project SenApp will combine traditional dissemination instruments with innovative ones. The project website will be a central instrument, including always up-to-date information and access to the main project outcomes and products in terms of reports (e.g. user needs analysis report), learning materials and courses (e.g. test phases). Print information will support the information process. Additionally, the interest of the press (print and broadcasting) will be promoted by publishing press-releases in different phases of the project. Former projects (e.g. eLSe E-learning for Seniors or E-VITA European life experiences, MobiSen Mobile learning for Seniors) have shown how interested mass media are in the topic of innovative (learning) technologies and senior citizens, therefore the consortium will dedicate a part of the dissemination work on attracting the press (radio, television, daily papers) for reporting on the project. This has twofold value: on the one side the interest of potential participants is captured and on the other site important stakeholders in the field of volunteering work and learning in later life will be motivated to learn more about the project and possibly participate to the project. This has already a very positive effect on the exploitation strategy.

Concrete dissemination materials will be:

- Web Site with information about the project in fife languages (all partner languages + English)
- Project brochure
- Reports and deliverable of project process and results:
    - D2.1 Pedagogical and tutoring concept (user needs analysis report)
    - D2.2 Training App concept
    - D3.1 Technical concept for SenApp
    - D3.2 Training environment and training App
    - D4.2 25 Learning Units
    - D5.2 Piloting design
    - D5.3 Piloting report
    - D6.3 Final Evaluation Report
    - D7.2 Project Website
    - D7. 4 Project brochure
    - D8.1 Exploitation Plan
    - D8.2 Implementation Guidelines (eBook)
    - D8.3 Exploitation report
- Learning materials (25 learning units)
- Courses
- Publications/project presentation

- Events
- Conferences-participation

To achieve these goals the strategy must respect the following key-aspects:

- Produce relevant results of sufficient quality to satisfy the demands of providers, policy-makers and ultimately society more generally;
- Ensure that results reach the right target audiences in a format and at a time, which enables them to benefit from them.

c. Who to disseminate to?

Target groups:

- Senior Citizen of all partner countries, who are still e-Excluded and can benefit most of self-learning abilities for ICT. A special focus is given to seniors with mobility restrictions and some types of physical impairments.

- Stakeholders / Senior organizations as multiplier of project results

d. Who will do it?

All partners will individual and jointly perform the dissemination of SenApp activities and dissemination materials. The partners will follow the instructions and planed activities provided in this strategy. Further activities (not- previewed activities) will be defined within the course of the project life time.

Dissemination is the key to exploitation of the project results and is already embedded in the project development process. The close collaboration between the project consortium and the senior organisations (as described under E1) is already a guarantee for reaching the maximum possible audience.

Dissemination and Exploitation will be focused on two main branches: a) senior organisations and their members to actively participate in the project and adopt the whole or parts of the qualification approach for their members. The project development is an answer to multiple requests of seniors and seniors organisations for a qualification ICT training for seniors with mobility restrictions and some unmotivated seniors, unmotivated due to lack of knowledge on the benefits of ICT use b) furthermore the outcomes of the project are most valuable and exploitable for the academic world, namely for research groups working in the areas of i) learning in later life, ii) Mobile learning iii) technology-enhanced learning in general. The project members will present the project at the key national and international conferences dedicated to the above mentioned research topics; b) research papers on the concepts and outcomes of the project will be written and submitted by the academic partners.

Additionally, the partnership itself (ILI, ESE, GIE and SCU) works and collaborates in different areas with the target group and partners are part of national and international networks consisting of individuals and associations of the target group, beneficiaries and key actors. These networks will be used throughout the project and post-project period to ensure the deepest impact and sustainability of the project and its results.

e.   When will it be done?

Strategies for dissemination (and exploitation) will consider ex-ante dissemination and exploitation and ex-post dissemination and exploitation phases, being the first one linked with planning, dissemination and exploitation of results from the beginning of a project (involving a continuing interaction with the target group and stakeholders and assuring more impact and sustainability of the results) and the second linked with dissemination and exploitation activities after the project has finished, when the results have been developed and are ready to be used.

Within the course of time of the project partners will continuously discuss and report additional possibilities to disseminate SenApp.

f.   How will it be done?

The partnership collected first ideas on how to disseminate SenApp and its results. Three areas of dissemination activities have been foreseen but other ideas may also be added in the course of time:

- Cross linking information on SenApp to many web-presentations or institutions working with seniors
- Using existing contacts of project partners
- Presence at key conferences at regional, national and European level

Cross linking information on SenApp to many web-presentation or institutions working with seniors

First ideas for cross linking information on SenApp to many web-presentation or institutions working with seniors:

Cross-linking information	Web-presentation/ institutions	Foreseen date	SenApp Partner
Article in BAGSO-News possible	BAGSO	November 2014	ILI
Share of information	Age-platform, Platform of older people in Europe	End 2014 and 2015	ILI
Share of information	Adult learning platform of EU	End 2014 and 2015	ILI
Article in eLearning Europa	eLearning Europa	End 2015	ILI
Article	BSNF-Website Bavarian Senior Citizen Network	As soon as first results are available (end 2014 and 2015)	ILI

Share of information	Feierabend.de	End 2014 and 2015	ILI
Share of information	Seniorenbeiräte	End 2014 and 2015	ILI
Journal article	Presenting the results of the project, after the piloting pkase	End 2015	ILI
Internetsprechstunde	Ministry for Families, Seniors, Women and Youth	End 2015	ILI
http://www.agevillage.com/	Age village	To be confirmed	ESE
http://www.e-sen-iors.asso.fr/main.htm	E-Seniors website	To be confirmed	ESE
http://www.e-seniors.asso.fr/#	E-Seniors newsletter	To be confirmed	ESE
General information of the project	Website of the University (P3-SCU)	When first results available end 2014 and 2015 again	SCU
Share of materials and results	AEPUM network (Spanish Universities of the 3rd Age)	When first results available end 2014 and 2015 again	SCU
Publication of results in eLearningPapers	www.openeducationeuropa.eu	mid 2015	SCU
Regional newspapers	General public newspapers	When main events produce as conferences and testing	SCU
Publication the results of the project and inclusion in the own curricula of the university	University (P3-SCU)	End 2015	SCU
Posting info about the project on GIE's web-	www.gie.ro / Projects	Permanent, since 1st month	GIE -RO

site		of implementation	
Posting news about the project main achievements, events, outcomes on GIE's website	To be achieved	Periodically (every 3 months)	GIE -RO
Displaying a poster about the project at GIE's premises, at the entrance in the building, on the notice board	To be achieved	Permanent, since 1st month of implementation	GIE -RO
Issuing the project's newsletter (distributing it via email)	To be achieved	Periodically (every 6 months)	GIE -RO

Using existing contacts of project partners

Using existing (project) partners and collaborators, who could be interested in the activities and outcomes of SenApp. Potential key actors:

Key actor	Dissemination Activity	SenApp Partner
http://www.netzwerk-sii-bw.de/	Information/ presentation of SenApp	ILI
http://lsr-bw.de/hilfen-informationen/internet-fuer-senioren/	Information/ presentation of SenApp	ILI
ILIhttp://www.uni-ulm.de/uni/fak/zawiw/archiv/sites/www.lill-online.net/online/index-2.html	Information/ presentation of SenApp	ILI
http://lsr-bw.de/aktuelles/	Information/ presentation of SenApp	ILI
http://www.bagso.de/	Information/ presentation of SenApp	ILI
http://www.seniorenbildungsmesse.de/	Information/ presentation of SenApp	ILI
http://www.seniorenmarkt.de/	Information/ presentation of SenApp	ILI

http://www.eu-seniorun-ion.info/de/activities/conferences-n.htm	Information/ presentation of SenApp	ILI
http://www.eu-seniorun-ion.info/de/activities/conferences-n.htm	Information/ presentation of SenApp	ILI
http://www.emk-bildung.de/seniorenarbeit.html	Information/ presentation of SenApp	ILI
http://www.forum-seniorenarbe-it.de/index.phtml?&ModID=255&FID=1759.1513.1&object=tx|1759.1	Information/ presentation of SenApp	ILI
http://hamm-un-na.verdi.de/seniorinnen_senioren	Information/ presentation of SenApp	ILI
http://www.senioren-ahlen.de/sinn-netzwerk/sinn-netzwerk/	Information/ presentation of SenApp	ILI
http://www.wiwo.de/konferenzen-seminare/	Information/ presentation of SenApp	ILI
http://www.kooperationssysteme.de/workshops/workshop-senioren-medien-ubermorgen/	Information/ presentation of SenApp	ILI
http://www.mlr.baden-wuerttemberg.de	Information/ presentation of SenApp	ILI
EURAG network	Information/ presentation of SenApp	ESE
e-seniors.paris	Information/ presentation of SenApp	ESE
E-Seniors database (membership and partnership)	Information/ presentation of SenApp	ESE
Decision-makers	Information and support for courses implementation	P3-SCU(ES)

EduSenior Network	Sending mails and support (in case of interest)	P3-SCU(ES)
AEPUM network	Direct contact (in conferences) and support (if interested)	P3-SCU(ES)
Associations of retired people	Distribution of project's dissemination materials (leaflets, poster, newsletters)	GIE -RO
AE providers	Distribution of project's dissemination materials (leaflets, poster, newsletters) PPT, tutorials and face-to-face discussions on how to use project's deliverables	GIE -RO
Social operators, psychologists, counselors in AE	Distribution of project's dissemination materials (leaflets, poster, newsletters) PPT, tutorials and face-to-face discussions on how to use project's deliverables	GIE -RO
Centers of health care and social assistance	Distribution of project's dissemination materials (leaflets, poster, newsletters) PPT, tutorials and face-to-face discussions on how to use project's deliverables	GIE -RO

Presence at key conferences at regional, national and European level

First ideas concerning key conferences at regional, national and European level, where a partner will be presence or even present SenApp.

key conference	Where (regional, national, European)	When	Presence/ Presentation of SenApp	SenApp Partner
German Senior Day	national	May 2015	Information/ Presentation	ILI
BMFSFJ	national		Presentation	ILI
Online-Educa	national		Information	ILI
Seniorenkonferenzen	national	various	Presentation	ILI
Semaine bleue	Local - Paris	October 2014	Presentation	ESE

Galette des rois	Local - Paris	January 2015	Presentation	ESE
Salon de la santé et de l'autonomie	National - Paris	April 2015	To be confirmed	ESE
Salon des seniors	National - Paris	April 2015	To be confirmed	ESE
CNAV Forums	Regional – Ile de France	Waiting for information	Presentation	ESE
AEPUM international conference (Spanish Universities of 3rd Age conference)	National (ES)	Once a year	Presentation of results and impact. Benefits and proposal for networking	SCU
International Conference of Education, Research & Innovation	International (venue of 2015 not yet available)	2015	Presentation of testing phase results and impact	SCU
EDEN confernece	Europena conference (venue not yet available)	2015	Presentation of testing phase results and impact	SCU
Presenting a scientific paper **(To be achieved)**	National conference	Month 13/14	Publishing a paper about SenApp project	GIE -RO
Presenting a scientific paper **(To be achieved)**	International conference	Month 22/23	Publishing a paper about SenApp project	GIE -RO

Other ideas

Area of dissemination	Short description	When	SenApp Partner
	The idea is to present SenApp project when we feel that a person would be interested. So we'll add information all along the project.		ESE

	ESE-Seniors Newsletter		ESE
Regional maga-zine (with na-tional impact)	Renaixement magazine (focused to senior learners and adult education providers)	At the end of 2014 and mid 2015	P3-UJI (ES)
Senior learners through mailing, announces and posters	Call for participants in the testing phase	mid 2015	UJI (ES)
Paper publica-tion Ariande Journal	Ariadne journal: http://www.ariadnejournal.info	July 2014 (if first results available) or july 2015	SCU (ES)
Inclusion in the IMSERSO prac-tises	IMSERSO is the National institute (dependent of the Ministry) focused on the elderly	mid 2014	SCU-ES

g. How will it be reported and evaluated?

All partners will report accomplished dissemination activities in a template excel sheet (e.g. ESE_ Accomplished Dissemination or exploitation Activities_ SenApp.xlsx, stored in Dropbox and as at-tachment). The report includes following aspects:

- Activity type: D=dissemination; E=exploitation
- Short description of activity
- Date/Year
- Impact (numbers of stakeholders reached, etc.)
- Location/place
- Language
- Partner
- Target group
- Medium used
- Documentation available
- prove (file name)

Periodically (all 6 month) this documentation will be requested from each partner, in order to moni-tor and if necessary to moderate all activities and to integrate the report into the interim and final

Report. During each partners meeting accomplished and further dissemination activities need to be discussed and planed.

In order to prove and assess the impact of dissemination activities each partner should keep evidence of all documentation connected to each activity. This documentation can be: lists of participants, presentations, agendas, meeting minutes, photos, copies of documents such as emails, articles, etc.

It is thus very important that all partners regularly update the dissemination and exploitation plan both considered the activities that are already planned, but also the unforeseen ones that will be implemented throughout the project. It is considered very important to document all dissemination activities, since the documentation allows a continuous overview of the specific activities and provides data to measure the impact and ensure quality.