AAL Project no: AAL-call-2017-077

IOANNA

Integration Of All stores Network & Navigation Assistant

D5.6 Final report on dissemination activities and their impact

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Other contributors	
Author(s)	**Idoia Muñoz**
Keywords	**Dissemination, promotion, marketing, stakeholders**
Abstract (for dissemination)	Analysis of the strategy, results and impacts of communication activities. The following report collects the impacts of the communication actions in the period 2/4/2018 - 4/7/2021.

[1] L = Legal agreement, O = Other, P = Plan, PR = Prototype, R = Report, U = User scenario

[2] PU = Public, PP = Restricted to other programme participants (including the Commission Services), RE = Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)

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Table of Content

Summary

The "D5.6 Final report on dissemination activities and their impact", is a public document delivered in the context of WP5 Dissemination and exploitation, Task 5.4 Dissemination activities for IOANNA project.

To maximize the impact and achieve the project objectives, IOANNA had a detailed plan for dissemination which was outlined in deliverable D5.1 Dissemination strategy, materials, plans and project website submitted in M4 of the IOANNA project.

The dissemination plan of the IOANNA project has been led by ESK together with collaboration from all partners with the objective to increase the receptiveness of target groups and stakeholders identified, and to secure their successful engagement at an early stage in order to maximize the impact of the project to these groups. Stakeholders are an essential point to consider when defining dissemination and communication plans not only to spread the word about IOANNA activities, but also to create demand and promote the market uptake of its results.

This deliverable, D5.6, reports all dissemination activities for the project including the workshops organized, as well the participation in different official events like AAL Forum:

- Project website and social media,
- Project leaflet,
- Conference posters and presentations,
- Publications,
- Attendance at non-academic events,
- IOANNA Workshops,
- Interaction with other projects and forums,
- Dissemination KPIs

Furthermore, IOANNA provides possibilities for spreading of its results beyond the project duration, to support further investigation and development of the topics related to shopping management, assistive mobility and social engagement for the older people. IOANNA project believes that its results can be scaled up and very relevant for future works in the domain, so there is a clear need of making them available even after the project's end. Therefore, this deliverable also provides an overview of IOANNA partners' future dissemination activities including, but not limited to, using of own partners resources (e.g. partner's websites) to publish and distribute the outcomes.

With reference to all above stated, the main conclusions regarding the project performance in terms of dissemination as well as lessons learnt over it are presented.

Abbreviations

AAL   Ambient Assisted Living

ANA   Ana Aslan International Foundation

D   Deliverable

ESK   Eskilara S. Koop. Txikia

IDE   Ideable Solutions

M   Month

AGE   AGECARE

SLRO   Singular Logic

WPWork Package

KPIs   Key performance indicators

IOANNA   Integration Of All stores Network & Navigation Assistant

ICT   Information and Communication Technology

1. Introduction

A key objective of the IOANNA dissemination strategy is to spread project findings as widely as possible and to ensure that Stakeholders and end-users take account of these findings when considering assistive ICT tools for everyday management in the older people.

The dissemination strategy provides means and platforms for stakeholders to interact and discuss the project's findings and recommendations, and the interaction between the stakeholders is encouraged to enhance uptake of the project's results.

The IOANNA dissemination process consists of two parts: the first, strategy and assessment, and the second, implementation. The strategy and assessment have two key elements - the dissemination strategy and plan, and the efficacy of dissemination. Implementation covers two aspects: execution, measurement and tracking of the progress of the dissemination.

At the start of IOANNA, the initial dissemination strategy and plan was elaborated (D5.1 Dissemination strategy, materials, plans and project website) and agreed with other Consortium partners. This strategy and plan are continually monitored, updated and reported during the course of the project.

1.1 Objectives – Purpose of the deliverable

This deliverable is a follow-up to deliverable D5.1 IOANNA Dissemination strategy, materials, plans and project website. Deliverable D5.1 was initially submitted in M4 providing details on the approach for compilation of dissemination activities and outcomes, as well as details of some of the early activities. Following recommendations received after the revision of the IOANNA Intermediate Review, and adjusting the project dissemination policy, some changes have been introduced in the preliminary dissemination plan, as well as some additional activities have been undertaken to improve the KPIs.

This deliverable aims to describe the main results of the work carried out as part of the task 5.4 Dissemination activities. Their validation and the final conclusions with lessons learnt are shown in the present report.

1.2 Scope of the deliverable

The dissemination and communication report is a living strategy that evolves over the course of the project, learning from the IOANNA dissemination experiences and adapting to its changing needs. The final dissemination deliverable (the present report) will provide a detailed version of the dissemination and communication activities carried out by the IOANNA Consortium and present the results of all the dissemination activities during the lifecycle of the project.

Qdeliverable D5.6 is organised as following:

- Sections 2 – 6 outline the final dissemination report including the review of dissemination activities across the different dissemination channels of the project.
- Section 7 evaluates the dissemination activities against previously defined dissemination plan.
- Finally, conclusions and future directions are discussed in section 8.

2. IOANNA Stakeholder and Audience

Stakeholders are an essential point to consider when defining the IOANNA dissemination and communication plans as they are the key target from the outset of the project not only to spread out the word about IOANNA activities, but also to promote the market uptake of our project results.

For dissemination purposes, the focus was on:

−   Creating the right channels for stakeholder engagement and establishing first contact with such audiences
−   Accelerate this engagement with the availability of IOANNA prototypes for piloting and subsequent available pilot findings that allowed us to focus better our dissemination tactics.

In D5.3 and D5.4, we identified the key stakeholders that were deemed important to engage with IOANNA for dissemination success. At the end of the project, the stakeholder groups initially identified remain the same. Below we describe these segments we have targeted:

−   **Primary end-users**: in this group with have included not only older adults (people over 65 years) but also the care takers of the senior adults and the relatives that are in charge of them so as the relatives that don't take care directly but are in constant contact with them. The main focus of *IOANNA* platform is the **senior adults who mostly need a unified platform that will help them with their everyday life activities, so that they remain active citizens and avoid frailty and apathy that leads to unwanted situations, mental and physical diseases.**

−   **Secondary end-users.** Secondary end-users comprise **the stores, companies, other local professionals and local merchant associations** that can benefit from IOANNA, being a unified system where each professional can promote his products or services promises to leave its mark in the market and have better access to the niche market of the senior adults.

−   **Tertiary end users.** The tertiary end users are the **public sector, administration**. This includes **town councils** and Seniors Club as administrative units responsible for Social Security, **as well as local, regional and national governments** in partners countries: Cyprus, Romania and Spain.

3. IOANNA Dissemination and Communication Process

Effective communication was key so that the IOANNA dissemination strategies outlined in D5.1 could achieve the envisaged impact and contributions to the success of the project.

3.1 Aims of Dissemination process

Our dissemination process aimed to raise awareness by:

- Promoting and positioning the project results
- Reaching and engaging society at large (mostly primary end users)
- Getting a critical mass of "early adopters", starting from the pilots with primary end users and local stores.
- Disseminate the results among the potential stakeholders to support the exploitation of the project results.

3.2 Dissemination planning

The formats of events for dissemination were determined and outlined by M4 in the Deliverable D5.1 Dissemination strategy, materials, plans and project website to best encourage and involve each particular stakeholder group. The outcome expected from this planning was to transform IOANNA from an innovation project to an innovative community of practice by the end of the project.

Awareness raising among decision makers about the value of IOANNA proposition referring the reduction of public expending, the help to reduce the intergenerational gap, the promotion of health, wellness and social inclusion and the increase of social engagement of the elder among others has been done via informational activities (e.g. organization of IOANNA workshops within the duration of the project, as part of relevant to social innovation and industrial conferences or events); seminars; publication on the project's main website etc. Dissemination platforms and activities are described in detail in Section 4 below.

3.3 Dissemination instruments and material

Main materials being used for IOANNA dissemination included:

- AAL Programme dissemination channels (Twitter, LinkedIn, AAL Forum Event);
- Project website with public areas;
- A dedicated Newsletter and brochure;
- IOANNA related dissemination channels: such as EIP on AHA
- Promo videos of IOANNA solution;
- Scientific publications;
- IOANNA partners' dissemination channels and networks.

4. Dissemination and communication platforms

4.1 Website build and dissemination report

The fully-functional web-site (www.ioanna-project.eu) was registered and fully built in M4, acting as the principal portal to all interested stakeholders for IOANNA. It currently contains comprehensive information on the IOANNA project aims and objectives, IOANNA App, news, dissemination materials, contact details. It is characterised by a "brand-aware", user-friendly interface that allows the users (and relevant stakeholders) access to all the relevant information relating to IOANNA (see Figure 1).
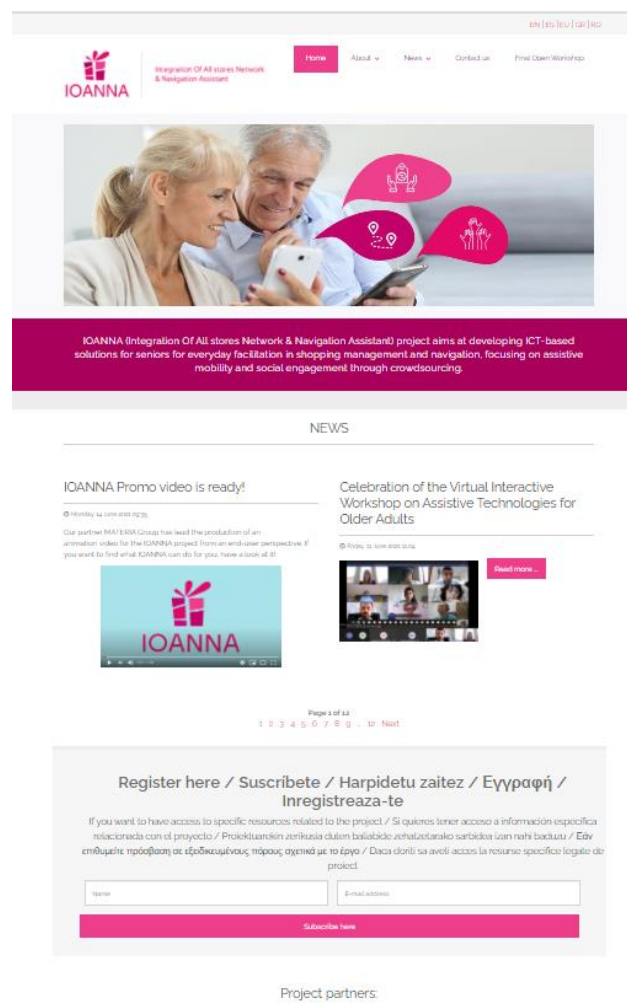
Figure 1 IOANNA Homepage

IOANNA project has been using the website as an essential tool for information, participation, brokerage, follow-up, management and evaluation-related activities for all stages of the IOANNA project. This is most evident in the active use and update of the News Section (Figure 2) where we share any project progress and team activities from the

IOANNA team using this News channel – relevant news updates are provided via the website from the IOANNA team.
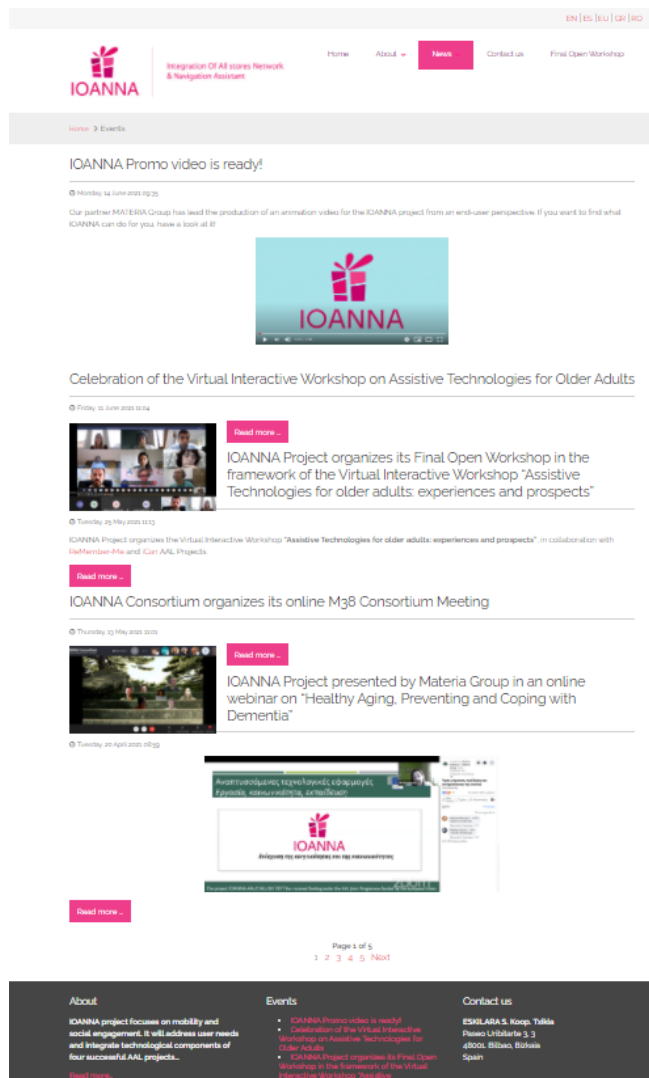
Figure 2 IOANNA news section in www.ioanna-project.eu

The website was also used in May and June 2021 to disseminate information, including the registration link for the Final Event of the project, in the framework of the Virtual Interactive Workshop "Assistive technologies for older adults: experiences and prospects", as a synergy between IOANNA, iCan and ReMember-Me AAL funded projects, and in collaboration with other projects like frAAgiLe Project, GUIDed, DigiAgeing, H2HCare and ReMIND.

Figure 3 Final Workshop Page on the IOANNA website

Website updates by the group were coordinated and implemented by ESK when updates were necessary. IOANNA website activity has been regularly monitored by ESK from M4 onwards using Google Analytics at the backend to identify website's visits, unique visitors, time per visit, traffic source and other key metrics that will enhance visitors' experience and engagement.

Since the website setup to June 2021, the IOANNA website has had 1,369 site hits and 4,887 Page views with over 10% of visitors returning to the site.

With 1,372 unique visitors to the site, visitors' sessions averaged at 2 minutes in length with visitors perusing 2,58 pages per session.
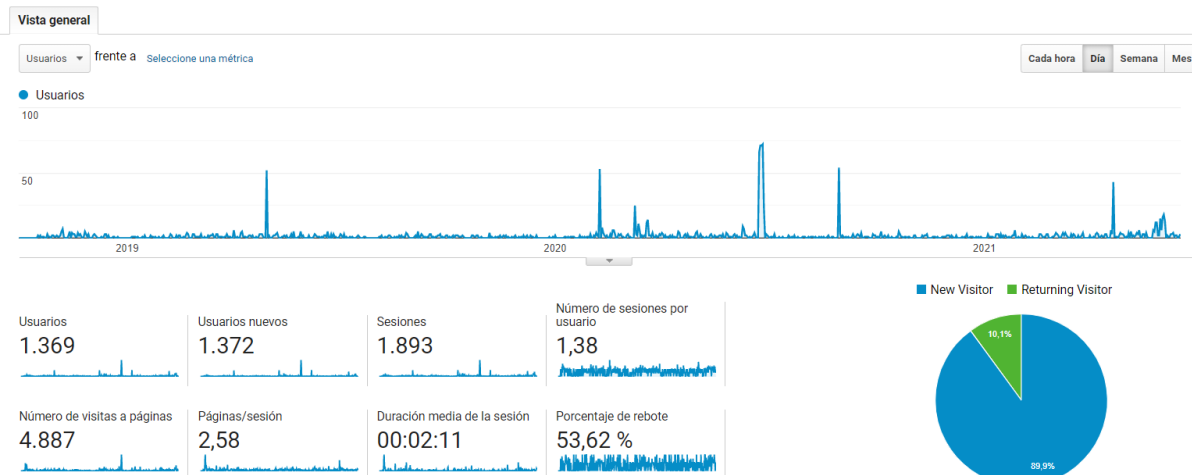
Figure 4 website audience overview

Users were referred to our website directly with the IOANNA home page, being "what is IOANNA" and "IOANNA App" the most popular referred pages with the highest hits.

Figure 5 Website page favourites access since the beginning of the project to June 2021

Most users originate in Spain, with Desktops as the preferred device of choice (figures 6 and 7)

Figure 6 Demographics of user sources

Figure 7 Dispositive category

4.2 Social media

Online social networks have become truly significant in communication and interaction patterns and may have a very good impact in the dissemination of project processes and results, as well as provide a platform for discussion of project outcomes for all engaged parts.

These Social networks are motivating forms of social interaction, dialogue, exchange and collaboration. Social networking sites enable users to exchange ideas, to post updates and comments, or to participate in activities and events, while sharing their wider interests.

IOANNA social media include:

− **LinkedIn**
  By creating a IOANNA LinkedIn profile, building connections and keeping IOANNA account updated, it was possible to get the attention of stakeholders and end-users: https://www.linkedin.com/in/ioanna-aal-project-190824170/
  LinkedIn is best fit for sourcing academic, industrial tech and domain expert stakeholders (see Figures 8 and 9); it has demonstrated high impressions but a slower growth in onboarding followers but this was to be expected as we expect this higher engagement on LinkedIn linked to dissemination activities around pilot outcomes, publications and workshops, all scheduled to roll out towards the end of the project.

Figures 8 and 9 LinkedIn post and generated engagement example

− **Twitter**

IOANNA project is using Twitter to disseminate its activities, create awareness, find like-minded projects, customers and influencers/media by searching keywords that relate to AAL and assistive technologies for senior adults:

https://twitter.com/AalIoanna

Twitter has our key end user stakeholders and is topping the metrics as the social media driver of traffic to the website and is leading as the most effective social media tool for engaging IOANNA stakeholders and raising brand awareness with no paid or boosted posts.
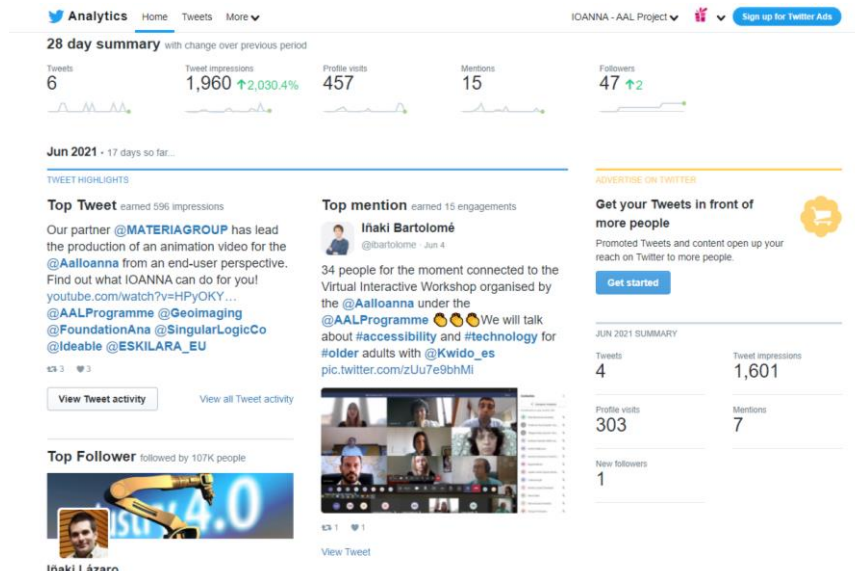
Figure 10 IOANNA Twitter metrics and content examples

Social media channels have been useful for the project in several ways. This includes pushing instant updates (e.g. project news, multimedia content, announcements on upcoming project events etc.) from the project to external contacts (in different stakeholder groups) and on different platforms. Furthermore, social media has enabled the project to interact with the contacts through messaging features in the channels, monitor the feedback and sentiments of each update and leveraging the social connectedness of the contacts to amplify the dissemination of the updates, as the contacts would share IOANNA updates within their own professional or social networks.
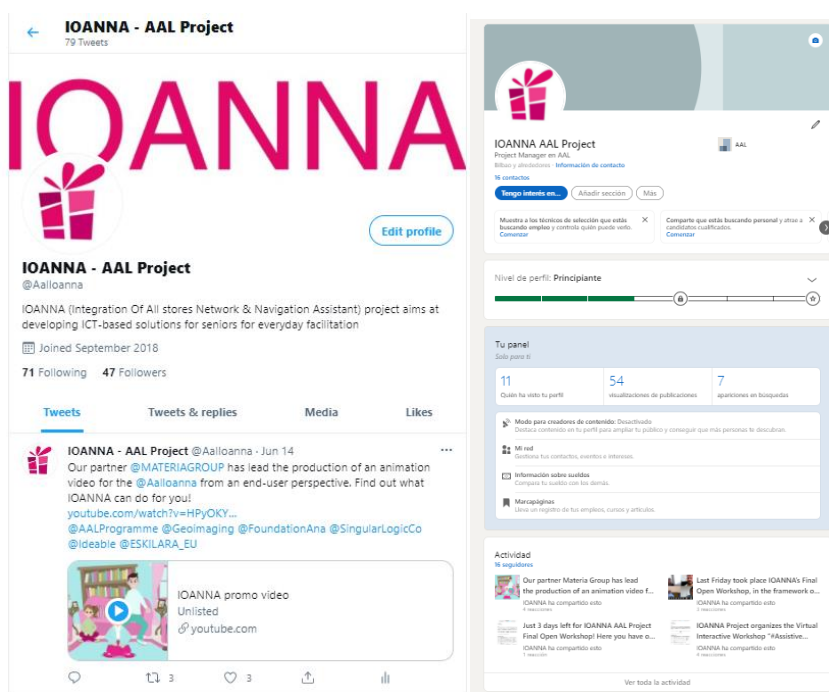

Figure 11 IOANNA social media

In the "Annex 1 IOANNA social media posts", the list of the LinkedIn publications and twits diffused through IOANNA social media tools can be consulted, as well as the ones done through each partner's social media tools (mainly Facebook, Twitter and LinkedIn).

4.3 Project communciation material

A softcopy of the leaflet describing IOANNA project (see Figure 12) was prepared and published on the publicly accessible 'Dissemination' area of the project's website. The hardcopy versions were printed and distributed in various events, including those organised by the project. Additionally, the project's poster (see Figure 13) was developed and placed in the same 'Dissemination' page of the website.

Figure 12 IOANNA project leaflet

Figure 13 IOANNA Poster

4.4 Publications

The IOANNA project consortium includes partners from both a research-focused and SME- oriented organisations dedicated to promoting the latest research innovations and technological advancements related to older adults, longevity and healthy aging, or independent living. Being IOANNA results of interest to improve the quality of life of the elderly and combat their isolation, but also help businesses and professionals in the city who cannot compete with Amazon to reach another niche market, the need has been detected to share with stakeholders and communities of interest the presentations, blog posts and papers presented in conferences and published through easily accessible dissemination platforms in the areas relevant to the project.

We aimed to make the projects findings known and available to the scientific community, policy makers and stakeholders by using scientific language, advancements, and latest news on technology for the elderly. Furthermore, we intent to share knowledge to academics and scientists about the results of our research. And last but not list, through the publications we intent to raise awareness of the stakeholders who are interested about the results of IOANNA Project.

In "Annex 2 IOANNA publications", the list of scientific papers and attended conferences can be found. We targeted interdisciplinary conferences and events with tracks related to the project field like: eHealth initiatives, Health Informatics & Medical Systems, assisted living, etc.

In "Annex 6 Articles published and/or presented at Conferences" we present the published articles and posters.

Furthermore, in the section 5.1, the list of external events participations where IOANNA has participated are listed.

In addition to already published or submitted works, further research outputs are expected to be published beyond the project lifetime.

4.5 Promotional videos

Promotional videos are one of the best marketing tools. The objective of IOANNA consortium with the promotional videos is to generate leads and convert them to customers, since video content is uniquely able to build trust and increase conversions, thanks to its visual nature and its ability to potentially engage our audience.

Two promotional videos have been done by IOANNA consortium:

The first one, created by Ideable Solutions, is a video in which we present IOANNA App to the general public. The video, posted in the project's website, can be found in the following link:

http://www.ioanna-project.eu/wp-content/uploads/2020/10/ENGLISH-VIDEO-WITH-MUSIC.mp4

The second one, created by AGE, is a promotional video oriented to primary end-users, in which the added values of the IOANNA App are presented. The video, uploaded to YouTube, can be found in the following link:

https://www.youtube.com/watch?v=HPyOKYzhtoI

5. Participation in events

5.1 External events participation

All partners have identified events for the period of IOANNA project based on interests and importance for the project, potential impact, audience and availability.

In "Annex 3 IOANNA events participation" a detailed list describing the events attended by the consortium partners to date can be found.

5.2 Events organized by IOANNA (Workshops)

Awareness raising among potential stakeholders about the value of the IOANNA solution was done via the organization of two IOANNA open workshops within the duration of the project.

The **first IOANNA open workshop** took place on Thursday 20th of February 2020. The event, titled **"Innovative Technologies to transform the future of aging in Bizkaia"** was co-organized by IDEABLE and ESKILARA with the aim of bringing to the municipalities, companies and citizens cases of good practices around Silver economy or economy in Bizkaia, and more specifically, the success case of the IOANNA Project. The agenda of the event can be found in "Annex 4 IOANNA First Open Workshop".

Figures 14 and 15 photographs of the first IOANNA Open Workshop

The event had the participation of the Bizkaia Provincial Council, as well as other entities such as the SSI Group, the leading end user organization in Bizkaia and with experience in AAL programs. Likewise, a large group of potential stakeholders within the territory attended it, such as other end user entities, local businesses, municipalities, SMEs, and potential primary users.

Iurdana Izurza, advisor at the social action department of the Diputación Foral de Bizkaia, presented Etxetic Project, a project aimed to develop a pilot to test new formulas to take care of people who remain at their homes and promote their independence.

The IOANNA solution was afterwards presented by Iñaki Bartolomé (CEO from Ideable Kwido, expert in solutions e-Health Care, Silver Economy, digital transformation) to local municipalities and public entities, with the aim that they function as promoters of the tool, so that it is free for both professionals and older people and their families. "We offer a double benefit to the municipalities that we think are very interesting, improving the provision of services to the elderly and, therefore, their quality of life, and at the same time promoting the work of local businesses within the silver economy sector", explained Iñaki Bartolomé.

Next, Susana Romero, Psychogerontologist, Head of the Knowledge Management Area and Researcher at SSI Group, presented some of the projects in which SSI participates at both local and international level. The objective of this group is to provide a comprehensive response to the social needs of older people as well as the most vulnerable people residing in the Basque Country. For this, it focuses on 4 areas: social intervention, innovation, employment and entrepreneurship and finally knowledge management.

Finally, an open debate was held among all participants during which real needs of older people in in relation to promoting their autonomy and advanced proximity services following the example of IOANNA were discussed, as well as the added value of technological solutions around those needs.

The 2nd and **Final Open Workshop of IOANNA** took place on Friday 4th of June 2021, in the framework of a collaborative virtual interactive workshop with other two AAL projects, iCan www.ican-project.eu and ReMember-Me www.rememberme-aal.eu: **"Assistive technologies for older adults: experiences and prospects".** The agenda of the event can be found in "Annex 5 IOANNA Final Open Workshop".

The workshop was organized through Teams, due to the COVID-19 pandemic, and counted on with the participation of 52 participants. Below we can find the analysis of the demographic data of the participants (Figures 16, 17 and 18):
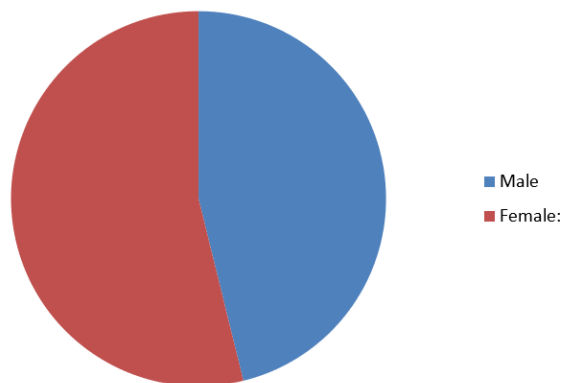

Figure 16 Gender distribution of the participants to the IOANNA Final Open Workshop
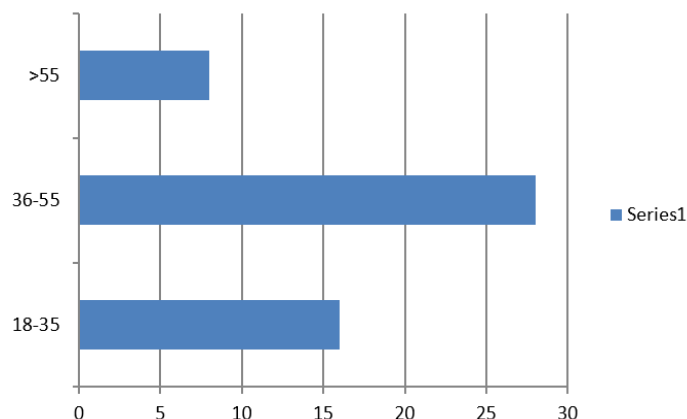
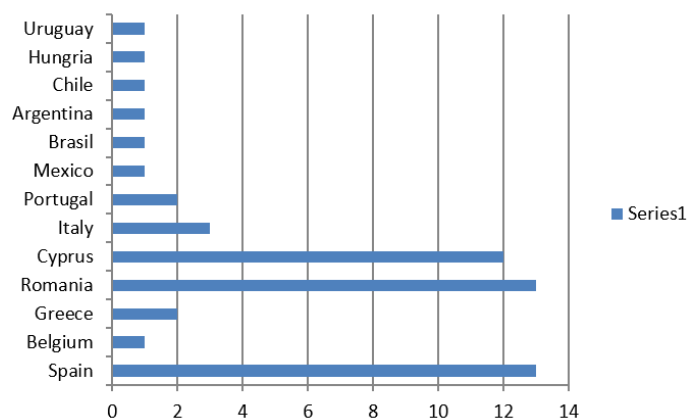Figure 17 Age distribution of the participants to the IOANNA Final Open Workshop

Figure 18 Country of origin distribution of the participants to the IOANNA Final Open Workshop

During the workshop we had the opportunity to learn from different AAL projects and other European initiatives, presenting the aspects ICT can help older adults with specific instruments and systems, as well as the benefits and older adults experiences, like the frAAgiLe AAL project, Kwido, 6-0! Football for health Erasmus+ project, GUIDed and DigiAgeing AAL projects, Prolepsis Erasmus+ project, and H2HCare and ReMIND AAL projects.
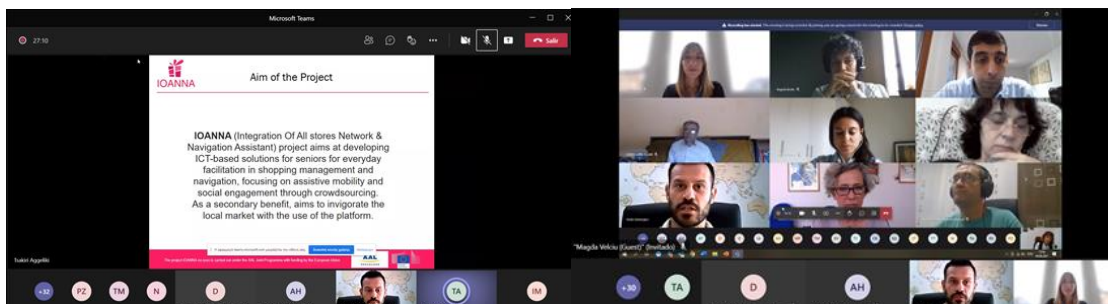
Figures 19 and 20 screenshots of the IOANNA Final Open Workshop

Then, end users experts from AgeCare, Ana Aslan International Foundation and Fundazione Santa Lucia discussed over the perception of older adults over digital technologies, as well as the obstacles the may find and how COVID-19 pandemic has helped overcome some of them.

Finally, we counted on with the presence of Dr Marios Kyriazis, who elaborated on the concerns and 'catches' related to the use of new technology.

The link to the workshop recording can be found in the IOANNA webpage: https://www.youtube.com/watch?v=SoR9n-TC49Q

6. Newsletters

All partners participated in the preparation of newsletters (with news and activities). This information started from September 2018 and ended in June 2021 with the last report related to project results.

The newsletters were publicly uploaded to the IOANNA website, together with all the project dissemination material: http://www.ioanna-project.eu/dissemination-materials/.

Next table shows the publication schedule followed:

Newsletter/Press release	Date	Status	Project months covered
Newsletter 1	October 2018	DONE	1- 6
Newsletter 2	May 2019	DONE	7 – 12
Newsletter 3	October 2019	DONE	13 – 18
Newsletter 4	April 2020	DONE	19 -24
Newsletter 5	October 2020	DONE	25 - 30
Newsletter 6	June 2021	DONE	31 - 39

Table 1 – Newsletters' schedule

7. Assessment against Dissemination plan

7.1 Assessment criteria

The interdisciplinary nature of IOANNA consortium required a dissemination and exploitation strategy that takes advantage of the different strengths of the partners in respective areas. While end-user partners (AGE and ANA) focus on covering more the scientific dissemination channels, other partners (IDEABLE and ESK) exploit their strengths in domain specific channels, administration of business contacts.

The heterogeneity in dissemination plans and priorities underlined the need of definition of appropriate assessment methodologies, enabling planning and validation of the level of success of the dissemination activities at partner or consortium level.

For this purpose, the dissemination activity assessment is based on the following processes:

- Template-based activity recording (included in D5.1). This template was created and shared to report individual dissemination actions taken by IOANNA partners.
- KPI assessment against specified success criteria and interpretation.
- Reporting to consortium and to EC.

The above processes and some of the interim checks were intended to help the consortium to achieve the desired targets. Partners were encouraged to enter planned dissemination activities as soon as possible, at least biannually, into the reporting document.

The status of the activities against KPIs was occasionally reported in plenary meetings to initiate proactive measures when targets were far from being met.

6.2 Assessment against initial roadmap and evaluation of KPIs

In the following table the assessment of the actions taken during the project are assessed the actions planned (GA and D5.1 Dissemination Strategy, Materials, Plans and Project Website)

Evaluation is performed in the following qualitative way:

- OK: action successfully implemented
- POK: action partially implemented.
- N/R: has been found not relevant/ not useful for the project.
- NOK: action relevant but not implemented.

Timeline	Action planned	Action performed	Evaluation
M4	Website visibility. Design, development	Website created (Reported in D5.1	OK

	and usage of a fully functional and user-friendly standalone website	IOANNA website)	
M1 – M4	Social media presence: set up, community building, on different social media platforms (Twitter and LinkedIn)	Twitter and LinkedIn setup	OK
M1 – M4	Brand image. Design of Project logo and templates for leaflets and poster to be given away at events or via the Web	Logo, templates for presentations, documents, web, project leaflet, etc. have been designed	OK
M1 – 39	Web publications of news related to the project outcomes or actions and partners' activities to disseminate the project and/or create awareness	23 news published	OK
M4 – M39	Social media presence: Message posting and interaction with users on a constellation of social media platforms	Twitter and LinkedIn setup ~ 80 posts	OK
M1 – M39	Two open workshops to be organized throughout the whole project duration	1st IOANNA Open Workshop: "Innovative Technologies to transform the future of aging in Bizkaia" Final IOANNA Open Workshop: "Assistive technologies for older adults: experiences and prospects"	OK
M1 – M39	Physical presence dissemination. Events (e.g., workshops, conferences) organised by the European Commission, AAL Programme, sectoral bodies, and Consortium Partners in their respective countries	See chapter 5.1	OK

M12 – M39	Media coverage at EU and national levels targeting sectoral newspapers/ websites	IOANNA Project was published within EIP on AHA website and LinkedIn (EIPonAHA RSCN) and got accepted to participate in Action Group D4. IOANNA Project was also followed, retwitted and got published by Geriatric Area, with more than ~17K professional followers and Expansion ~740K	OK
M39	Website visibility ~1K	~ 1,4K	OK
M39	Social media presence ~ 100	Direct followers: ~ 47 Indirect followers (not in the groups but regularly following updates): ~ 350	POK

Table 2 – Assessment of dissemination results and KPIs against initial roadmap

8. Conclusions and future actions

In the present chapter the conclusions about the work done and the future actions to assure mid-term and long-term sustainability of the project results are presented.

8.1 Conclusions and lessons learnt.

The dissemination has noted increase in the scope and scale of activities after the first half of the project. This is attributed to the fact that the gradual realisation of the IOANNA aims and objectives produced a body of results which was considered worthy contributions to various dissemination events and publications.

The Twitter based tools have been considered an appropriate one to share the news and dissemination materials containing IOANNA results, and the increase of interest in the project has been measured by the quantity and peaks of visits to IOANNA website.

Another driver that provided impetus to the dissemination actions was the specification of dissemination roadmap and definition of a set of KPIs for different activities. These measures enhanced coordination and timely planning.

The aging and assistive technologies domains remained the most prominent areas for sharing of IOANNA results, where the main targeted audience consisted in older people, informal and formal caregivers, local businesses, merchant associations and administrations (local, regional and national). For this reason, the participation in the AAL Forum events have been targeted (AAL Forum 2018, AAL Forum 2019) and specific events at local and national level have been also targeted (e.g. Euskal Hiria 2020 Day, Agenda Nagusi).

The results of assessment are considered satisfactory, with the following activities already performed before and also after the project's end:

- IOANNA Final Open Workshop – a synergy between IOANNA, iCan and ReMember-Me AAL funded projects.
- Web publications of public deliverables. Release of public deliverables by means of the Project website. All the deliverables will be submitted once the official approval is received.
- Further academic dissemination of Project results. ANA is planning to prepare and publish scientific papers based on final IOANNA results.

The activities foreseen by the partners in relation to the dissemination after the project's end are explained in the next section.

8.2 Dissemination actions beyond the project lifetime

IOANNA partners are willing to continue keeping on with dissemination of project results even beyond the project lifetime to assure better sustainability and usability of the project results. For this reason, each partner will individually undertake dissemination activities according to their possibilities and profile.

In the present section the main future activities planned by partner so far are underlined:

Partner:	GEO Imaging	
Action	Yes/No	Remark
Publication of IOANNA deliverables on own web sources (e.g. company's web page)	Yes	
Maintenance of IOANNA website beyond the project lifetime	No	The IOANNA website will be maintained by ESK. Any content to be added to it will be forwarded to ESK.
Publication of relevant to IOANNA information on company webpage	Yes	
Presentation of IOANNA to partners, clients, collaborators, etc.	Yes	
Academic dissemination of Project results. Dissemination of Project results through various literary outlets (e.g., academic journals, conference proceedings, book chapters)	Yes	
Physical presence dissemination. Events (e.g., workshops, conferences)	No	
Other	No	

Table 3 GEO dissemination activities beyond the project lifetime

Partner:	IDEABLE Solutions	
Action	Yes/No	Remark
Publication of IOANNA deliverables on own web sources (e.g. company's web page)	No	(only to the Consortium)
Maintenance of IOANNA website beyond the project lifetime	No	The IOANNA website will be maintained by ESK. Any content to be added to it will be forwarded to ESK.
Publication of relevant to IOANNA information on company webpage	Yes	

Presentation of IOANNA to partners, clients, collaborators, etc.	*Yes*	Presentation through IDE own local, national and international networks and partners. IDE has already started presentations with local cities in the Biscay Region like Bilbao or Barakaldo to start pilots with them.
Academic dissemination of Project results. Dissemination of Project results through various literary outlets (e.g., academic journals, conference proceedings, book chapters)	*No*	
Physical presence dissemination. Events (e.g., workshops, conferences)	*Yes*	IOANNA will be presented in the conferences where IDE will participate (e.g. AAL Forum 2021).
Other	*Yes*	IDE will include IOANNA as a product in our portfolio for Kwido.com our division for the elder care sector. We will focus on town halls and public administrations to help offering services to elderlyes but also supporting the local economy.

Table 4 IDEABLE dissemination activities beyond the project lifetime

Partner:	ANA	
Action	***Yes*/*No***	**Remark**
Publication of IOANNA deliverables on own web sources (e.g. company's web page)	*No*	(*only to the Consortium*)
Maintenance of IOANNA website beyond the project lifetime	*No*	The IOANNA website will be maintained by ESK. Any content to be added to it will be forwarded to ESK.
Publication of relevant to IOANNA information on company webpage	*Yes*	Project description, logo, partners, the system and mainly activities, financing
Presentation of IOANNA to partners, clients, collaborators, etc.	*Yes*	Share information about the IOANNA system and the benefits for healthy aging
Academic dissemination of Project results. Dissemination of Project	*Yes*	Disseminate the scientific findings and important results

results through various literary outlets (e.g., academic journals, conference proceedings, book chapters)		to raise awareness about technology to support healthy aging
Physical presence dissemination. Events (e.g., workshops, conferences)	Yes	inform about the IOANNA system and the potential to bring it to market
Other Social Networking Sites (Facebook)	Yes	Focus on the benefits and the users' involvement and feedback

<div align="center">Table 5 ANA dissemination activities beyond the project lifetime</div>

Partner:	ESKILARA	
Action	**Yes**/No	**Remark**
Publication of IOANNA deliverables on own web sources (e.g. company's web page)	No	
Maintenance of IOANNA website beyond the project lifetime	Yes	1,5 years beyond the end of the project
Publication of relevant to IOANNA information on company webpage	Yes	Project description and brand
Presentation of IOANNA to partners, clients, collaborators, etc.	Yes	Presentation through Eskilara own local, national and international networks, like EnoLL (European Network of Living Labs).
Academic dissemination of Project results. Dissemination of Project results through various literary outlets (e.g., academic journals, conference proceedings, book chapters)	No	
Physical presence dissemination. Events (e.g., workshops, conferences)	Yes	IOANNA will be presented in the conferences where ESK will participate (e.g. AAL Forum 2021)
Other	No	

<div align="center">Table 6 ESKILARA dissemination activities beyond the project lifetime</div>

Partner:	AGECARE	
Action	**Yes**/No	**Remark**
Publication of IOANNA deliverables on own web sources (e.g. company's web page)	Yes	
Maintenance of IOANNA website	No	The IOANNA website will

beyond the project lifetime			be maintained by ESK. Any content to be added to it will be forwarded to ESK.
Publication of relevant to IOANNA information on company webpage	Yes		
Presentation of IOANNA to partners, clients, collaborators, etc.	Yes		
Academic dissemination of Project results. Dissemination of Project results through various literary outlets (e.g., academic journals, conference proceedings, book chapters)	Yes		
Physical presence dissemination. Events (e.g., workshops, conferences)	Yes		
Other	Yes		Exploring dissemination and exploitation opportunities for the IOANNA product specifically in the Cypriot market. Reaching commercial stakeholders, local experts and local EEN network for advice and assistance.

Table 7 AGECARE dissemination activities beyond the project lifetime

Partner:	SINGULAR LOGIC	
Action	Yes/No	Remark
Publication of IOANNA deliverables on own web sources (e.g. company's web page)	Yes	
Maintenance of IOANNA website beyond the project lifetime	No	The IOANNA website will be maintained by ESK. Any content to be added to it will be forwarded to ESK.
Publication of relevant to IOANNA information on company webpage	Yes	
Presentation of IOANNA to partners, clients, collaborators, etc.	Yes	
Academic dissemination of Project results. Dissemination of Project results through various literary outlets (e.g., academic journals, conference proceedings, book chapters)	No	

Physical presence dissemination. Events (e.g., workshops, conferences)	**Yes**
Other	*No*

Table 8 SLRO dissemination activities beyond the project lifetime

9. List of tables and figures

9.1 Figures

9.2 Tables

Annex 1 IOANNA social media posts

Press media	Date of publication	Type of media*	Partners involved
Twitter	15/06/2021	https://twitter.com/Geoimaging/status/1404798138343473164	GEO
Twitter	14/06/2021	https://twitter.com/ESKILARA_EU/status/1404374449177206785	ESK
LinkedIn	14/06/2021	https://www.linkedin.com/in/ioanna-aal-project-190824170/detail/recent-activity/	ESK
Facebook	10/6/2021	https://www.facebook.com/GeoImaging	GEO
Facebook	10/06/2021	https://www.facebook.com/GeoImaging	GEO
Twitter	10/06/2021	https://twitter.com/Geoimaging/status/1402901573156679682	GEO
Kwido Blog	31/05/2021	https://kwido.com/kwido-assistive-tecnology-elderly/	IDE
Twitter	27/05/2021	https://twitter.com/ESKILARA_EU/status/1397884006218280961	ESK
LinkedIn	27/05/2021	https://www.linkedin.com/in/ioanna-aal-project-190824170/detail/recent-activity/	ESK
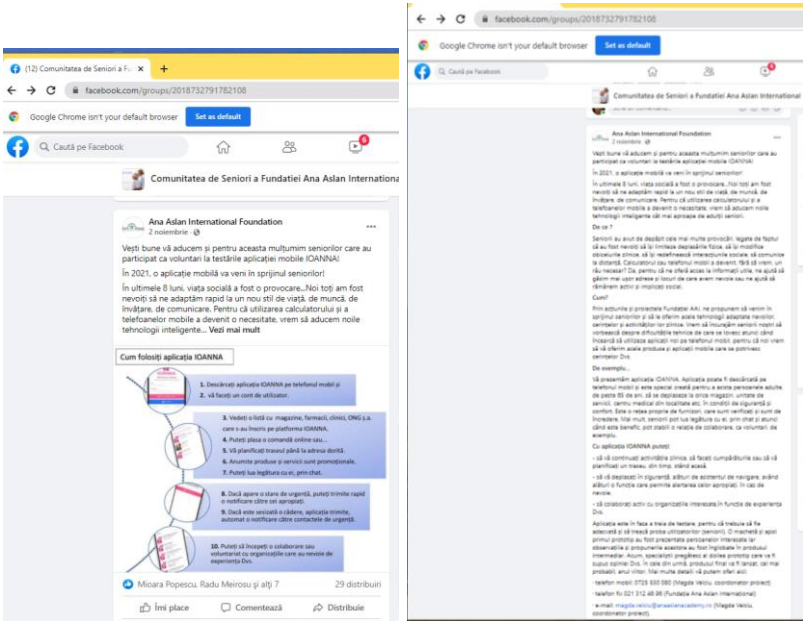
Twitter	27/05/2021	https://twitter.com/ESKILARA_EU/status/1397889072555859969	ESK
Facebook	26/05/2021	https://www.facebook.com/GeoImaging	GEO
Twitter	25/05/2021	https://twitter.com/AalIoanna/status/1397152290667126785	GEO
LinkedIn	20/04/2021	https://www.linkedin.com/in/ioanna-aal-project-190824170/detail/recent-activity/	ESK
Twitter	20/04/2021	https://twitter.com/AalIoanna/status/1384433762457595904	GEO
Twitter	18/03/2021	https://twitter.com/AalIoanna/status/1372337492171587587	ESK
LinkedIn	11/01/2021	https://www.linkedin.com/in/ioanna-aal-project-190824170/detail/recent-activity/	ESK
Twitter	11/01/2021	https://twitter.com/AalIoanna/status/1348650815536435201	ESK
Website	April 1, 2020	IOANNA Website http://www.ioanna-project.eu/aals-approval-of-a-6-month-extension-of-ioanna-project/	All
Twitter	April 16, 2020	IOANNA Twitter	IDEABLE

Twitter	April 24, 2020	IOANNA Twitter 	IDEABLE

Twitter	April 30, 2020	IOANNA Twitter 	IDEABLE
Website	May 1, 2020	IOANNA Website http://www.ioanna-project.eu/ioanna-project-selected-to-participate-in-the-lean-startup-academy/	All
Twitter	June 2, 2020	IOANNA Twitter 	ESKILARA
Website	June 2, 2020	IOANNA Website http://www.ioanna-project.eu/ioanna-project-selected-to-participate-in-the-lean-startup-academy/	ESKILARA
Twitter	June 4, 2020	ESKILARA Twitter	ESKILARA

Twitter	Oct 2, 2020	ESKILARA @ESKILARA_EU · Jun 4 Thank you! We will follow the guide and take into account all the recommendations to continue developing the #Exploitation Strategy of @Aalloanna project 🚀 AAL PROGRAMME @AALProgramme · Jun 3 AAL Programme newsletter for project participants is out: Read more about AAL2Business Market guidance, new webinars and more! - mailchi.mp/aal-europe.eu/... 💬 ↻ ♥ 1 ⬆ IOANNA Twitter ↻ You Retweeted EIP on Active & Healthy Ageing @EIP_AHA · Oct 2 📅 SAVE THE DATE: The European Online Week of Active & Healthy Ageing will take place on 2-6 November. @EIP_AHA is delighted to team up with @AALProgramme and @jpimybl for a deep dive on adapting to demographic change in Europe in the 2020s.More: eiponaha.eu/EWAHA2020 #ewaha2020 EUROPEAN ONLINE WEEK OF ACTIVE AND HEALTHY AGEING 2-6 NOVEMBER 2020 💬 ↻ 12 ♥ 24 ⬆	All
Website	Nov 30, 2020	IOANNA Website http://www.ioanna-project.eu/ioanna-project-in-the-euskal-hiria-2020-day/	ESKILARA
Twitter	Dec 1, 2020	IOANNA Twitter	All

Twitter	Dec 1, 2020	ESKILARA Twitter 	ESKILARA
LinkedIn	Dec 1, 2020	IOANNA LinkedIn 	ESKILARA
Website	Apr 20, 2020	Newsletter in Greek on the website and for the new features of the IOANNA platform	AGECARE

Facebook	Jun 11, 2020	Disseminated the Greek newsletter on social media	AGECARE
Facebook	Oct 27, 2020	Facebook post for the e-poster in Alzheimer conference	AGECARE
Facebook	Nov 2, 2020	Facebook, Seniors Community of Ana Aslan International Foundation 	ANA
Website	May 2020	https://portal.singularlogic.eu/en/page/18363/project-ioanna	SLRO
Webpage	April, 2020	2 years IOANNA project	GEO
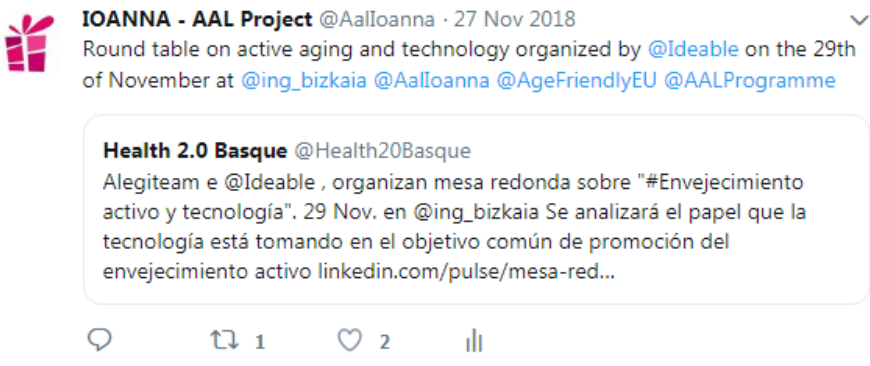
Webpage	Sept, 2020	Annual presentation of project involvement	GEO
Facebook	17 Sept, 2019	Web	GEO
Article	Dec 13, 2019	Web article – Presentation of the IOANNA project to Healthcare professionals	AGECARE
Article	Jan 17, 2020	Web article – Presentation of the IOANNA project to Healthcare students	AGECARE
Facebook	Mar 06, 2020	Materia Group Facebook page Promoting the project by informing the public of the Strovolos multifunctional centre's visit at Materia Group and the presentation of the IOANNA project	AGECARE
Facebook	May 13, Jun 14, Aug 12, 2019	ANA Community of Seniors on Facebook (presenting the IOANNA solution, raise awareness of seniors, recruitment of volunteers, feedback etc)	ANA, Romania
Facebook	Aug 27, 2019	ANA Facebook Promoting the project and informing the public opinion and specialists	ANA, Romania
Web	Jan-Dec 2019	ANA website Presenting the IOANNA project and up-dates	ANA, Romania
Web	Feb 21, 2019	IOANNA Website Presenting the first open workshop organized in Bilbao to present IOANNA solution to potential stakeholders	ESKILARA, IDEABLE
Twitter	June 3, 2019	IOANNA Twitter Informing about IOANNA's participation at a regional event to help define the Basque Strategy to support informal carers and promoting IOANNA project	ESKILARA

Twitter	July 9, 2019	IOANNA Twitter Informing about an Eurostat study and promoting IOANNA project	ESKILARA
Twitter	Sept 10, 2019	IOANNA Twitter Disseminating relevant articles about the elderly and promoting one of our partners	ESKILARA
Twitter	Sept 10, 2019	IOANNA Twitter Promoting EIP on AHA initiatives	ESKILARA
Twitter	Sept 16, 2019	IOANNA Twitter Informing about IOANNA's consortium meeting prior to the midterm review meeting	ESKILARA
Twitter	Sept 16, 2019	ESKILARA Twitter Informing about IOANNA's consortium meeting prior to the midterm review meeting	ESKILARA
Twitter	Sept 17, 2019	IOANNA Twitter Informing about IOANNA's midterm review meeting	ESKILARA
Twitter	Sept 19, 2019	IOANNA Twitter Informing about IOANNA's midterm review meeting and disseminating the project at regional level in Biscay	ESKILARA
Twitter	Oct 10, 2019	IOANNA Twitter Disseminating one of our consortium partners success stories	ESKILARA, SINGULAR
Twitter	Oct 14, 2019	IOANNA Twitter Disseminating one of our consortium partners success stories	ESKILARA, IDEABLE
Twitter	Oct 17, 2019	IOANNA Twitter Promoting IOANNA project and informing about our research work on marketing research	ESKILARA

Twitter	Dec 12, 2019	IOANNA Twitter Disseminating one of our consortium partners success stories	ESKILARA, IDEABLE
Twitter	Jan 23, 2020	IOANNA Twitter Disseminating our activities in relation to potential IOANNA exploitation activities	ESKILARA
Twitter	Jan 23, 2020	IOANNA Twitter Disseminating our participation in the AAL Programmes's IPR webinar and promoting IOANNA project	ESKILARA
Twitter	Jan 23, 2020	IOANNA Twitter Disseminating one of our consortium partners activities in the framework of AAL Programme and IOANNA project	ESKILARA
Twitter	Jan 23, 2020	ESKILARA Twitter Disseminating one of our consortium partners activities in the framework of AAL Programme and IOANNA project	ESKILARA
Twitter	Jan 28, 2020	IOANNA Twitter Disseminating one of our consortium partners activities in the framework of AAL Programme and IOANNA project	ESKILARA, IDEABLE
Twitter	Feb 7, 2020	IOANNA Twitter Disseminating first IOANNA's Open Workshop in Bilbao	ESKILARA, IDEABLE
Twitter	Feb 7, 2020	ESKILARA Twitter Disseminating first IOANNA's Open Workshop in Bilbao	ESKILARA
Twitter	Feb 17, 2020	IOANNA Twitter Disseminating first IOANNA's Open Workshop in Bilbao	ESKILARA, IDEABLE

Twitter	Feb 17, 2020	ESKILARA Twitter Disseminating first IOANNA's Open Workshop in Bilbao	ESKILARA
Twitter	Feb 19, 2020	IOANNA Twitter Disseminating first IOANNA's Open Workshop in Bilbao	ESKILARA, IDEABLE
Twitter	Feb 20, 2020	IOANNA Twitter Disseminating first IOANNA's Open Workshop in Bilbao	ESKILARA, IDEABLE
Twitter	Feb 20, 2020	IOANNA Twitter Disseminating first IOANNA's Open Workshop in Bilbao	ESKILARA, IDEABLE
Twitter	Feb 20, 2020	IOANNA Twitter Disseminating first IOANNA's Open Workshop in Bilbao	ESKILARA, IDEABLE
Twitter	Feb 20, 2020	IOANNA Twitter Disseminating first IOANNA's Open Workshop in Bilbao	ESKILARA, IDEABLE
Twitter	Feb 20, 2020	ESKILARA Twitter Disseminating first IOANNA's Open Workshop in Bilbao	ESKILARA
Twitter	Feb 20, 2020	ESKILARA Twitter Disseminating first IOANNA's Open Workshop in Bilbao	ESKILARA
Twitter	Feb 20, 2020	ESKILARA Twitter Disseminating first IOANNA's Open Workshop in Bilbao	ESKILARA
Twitter	Feb 20, 2020	ESKILARA Twitter Disseminating first IOANNA's Open Workshop in Bilbao	ESKILARA

Twitter	March 17, 2020	IOANNA Twitter Disseminating first IOANNA's Open Workshop in Bilbao and its impact at local level	ESKILARA, IDEABLE
Twitter	March 17, 2020	IOANNA Twitter Disseminating first IOANNA's Open Workshop in Bilbao and its impact at local level	ESKILARA, IDEABLE
Newsletter	October, 2018	IOANNA's 1st Newsletter http://www.ioanna-project.eu/?wysija-page=1&controller=email&action=view&email_id=3&user_id=0&wysijap=subscriptions	ESKILARA
Twitter	October 17, 2018	Tweet 	IDEABLE, ESKILARA
Twitter	November 22, 2018	Tweet	IDEABLE, ESKILARA

		You Retweeted **Iñaki Bartolomé** @ibartolome · 22 Nov 2018 Interview with @ibartolome, CEO at @Ideable, on Cadena Ser, to talk about @kwido_es @aalIoanna @zocaalo @aalprogramme #SilverEconomy **Interview with Iñak Bartolomé, CEO at Ideable, on C...** The CEO of Ideable, Iñaki Bartolomé, has been on the radio talking about Silver Economy and ambitious social projects such as zocaalo and IOANNA. kwido.com 💬 ⟲ 4 ❤ 4 ✉	
Website	November 26, 2018	News publication on IOANNA's website http://www.ioanna-project.eu/inaki-bartolome-ceo-of-ideable-presented-ioanna-project-together-with-other-aal-projects-on-cadena-ser-radio/	ESKILARA
Twitter	November 27, 2018	Tweet **IOANNA - AAL Project** @AalIoanna · 27 Nov 2018 Round table on active aging and technology organized by @Ideable on the 29th of November at @ing_bizkaia @AalIoanna @AgeFriendlyEU @AALProgramme **Health 2.0 Basque** @Health20Basque Alegiteam e @Ideable , organizan mesa redonda sobre "#Envejecimiento activo y tecnología". 29 Nov. en @ing_bizkaia Se analizará el papel que la tecnología está tomando en el objetivo común de promoción del envejecimiento activo linkedin.com/pulse/mesa-red... 💬 ⟲ 1 ♡ 2	IDEABLE, ESKILARA
Twitter	December 11, 2018	Tweet	ESKILARA

| Twitter | January 23, 2019 | Tweet | ESKILARA |

| Twitter | January 30, 2019 | Tweet | IDEABLE, ESKILARA |

Twitter	January 31, 2019		IDEABLE, ESKILARA
Website	February 5, 2019	Publication of IOANNA project information within EIP on AHA on-line portal https://ec.europa.eu/eip/ageing/commitments-tracker/d4/integration-all-stores-network-navigation-assistant-seniors_en	IOANNA
Twitter	February 5, 2019	Tweet	ESKILARA

		IOANNA - AAL Project @AalIoanna · Feb 5 ⌄ Thank you @EIP_AHA for giving @AalIoanna the opportunity to part of your community! Looking forward to start collaborating with D4 action group @AALProgramme #elderly #SilverEconomy @AgeFriendlyEU **Iñaki Bartolomé** @ibartolome Our project @AalIoanna is already a part of the D4 group at @EIP_AHA for age-friendly environments ec.europa.eu/eip/ageing/com... #elderly #Silvereconomy #aging @AALProgramme 🗨 ♺ 3 ♡ 1 ⬚	
Twitter	February 14, 2019	Tweet	ESKILARA

		News publication on IOANNA's website	ESKILARA
Website	February 26, 2019	http://www.ioanna-project.eu/ioanna-accepted-by-eip-on-aha-to-participate-in-action-group-d4/	ESKILARA
Twitter	March 26, 2019	Tweet	ESKILARA

Twitter	April 9, 2019	Tweet	ESKILARA

Twitter	April 10, 2019	Tweet	ESKILARA

Twitter	April 10, 2019	Tweet	IDEABLE, ESKILARA

		You Retweeted Iñaki Bartolomé @ibartolome · Apr 10 Working for improving the quality of life and the mobility of #elderly people using technology in the @AaIIoanna @AALProgramme project	
https://www.anaaslanacademy.ro/ioanna	December, 2018	Site Ana Aslan International Foundation - IOANNA project webpage	Ana Aslan International Foundation

Facebook	November 2019		Agecare

Facebook, Twitter	4 Dec 2018			GeoImaging

Facebook	September 26, 2018	Facebook posts	Agecare – Materia Group
Facebook	September 17, 2018	Facebook post about the project meeting in Bucharest at Materia Group's page	Agecare – Materia Group
Twitter	October 11, 2018	Tweet 	ESKILARA
Twitter	October 4, 2018	Tweet 	ESKILARA
Twitter	October 1, 2018	Tweet	ESKILARA

Twitter	September 30, 2018	Tweet 	ESKILARA
Twitter	September 25, 2018	Tweet	ESKILARA

| Twitter | September 24, 2018 | Tweet | ESKILARA |

IOANNA - AAL Project
@AalIoanna

@AalIoanna today at #AAL2Business
discusión about business models together
with other interesting proffesionals
@AALProgramme

AAL PROGRAMME @AALProgramme
Discussing the business model canvas of #AAL2Business. Who are
the key partners/activities? What resources will you need? Through
which channels should you reach your customers? #innovation
#Aging #workshop #Business #AALForum

3:48 AM - 24 Sep 2018

1 Like

| Twitter | September 12, 2018 | Tweet | ESKILARA |
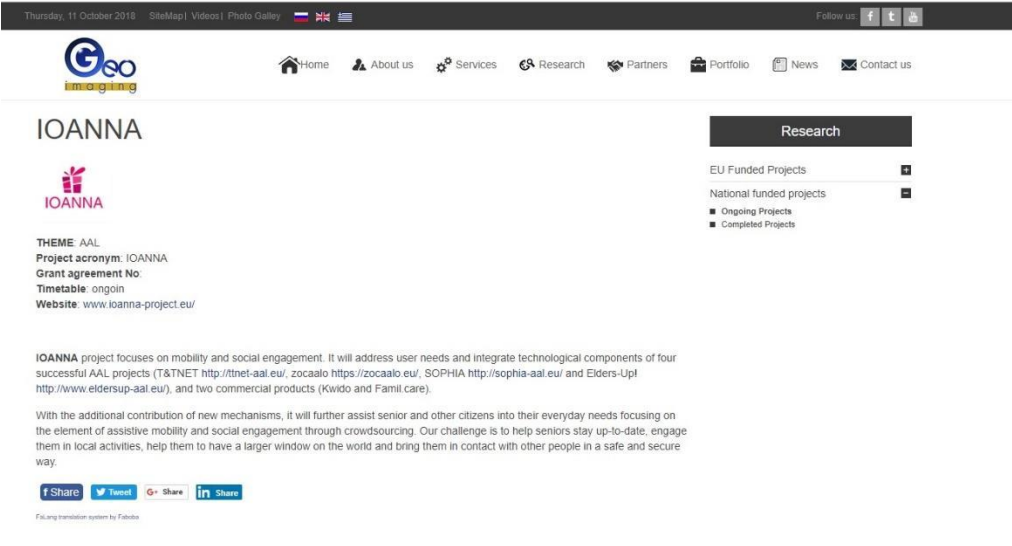
IOANNA - AAL Project @AalIoanna · Sep 12
Second @AalIoanna meeting going on in Bucharest. Making great progress!
#AALProgramme #SilverEconomy #europeancommission

Facebook	October 11, 2018		GeoImaging

Twitter	October 11, 2018		GeoImaging

Site	October 11, 2018		GeoImaging
LinkedIn	October 3, 2018	Final video summary of AAL Forum 2018 Bilbao. Ideable Solutions and IOANNA poster presentation appearing in minute 2'45''.	Ideable

		AAL Programme • 2° Non-Profit at Active Assisted Living Programme 2 semanas • Editado		
		Here it is! Super-Video-Summary of AAL Forum [24-26 September] Bilbao. THANKS TO ALL OF YOU FOR COMING, we had a fantastic Forum. We are really proud of all your energy and talent! 【AAL Programme is now working on 2019 Forum!】 #AALForum #BizkaiaSilverWeek ⊕ Ver traducción		
Radio	October 2, 2018	Radio program in the Basque public radio (Radio Euskadi) https://www.enriquerodal.com/2018/10/tecnologias-para-mejorar-la-calidad-de.html		Ideable Solutions
Interview by Basque Government (SPRI) for their Newsletter	September 27, 2018	https://www.spri.eus/es/teics-comunicacion/ideable-presenta-en-aal-forum-un-marketplace-de-servicios-locales-para-mayores/		Ideable Solutions

Annex 2 IOANNA publications

Nº	Title	Author(s)	Proceedings	Publication Date	Start Date of Conference	End Date of Conference	Publisher	Publisher location	Relevant Pages	Open Access	Status
	PAPERS AND PUBLICATIONS										
1	The reversed MOSCOW method. A general framework for developing age-friendly technologies	Spiru Luiza, Mărzan Mircea, Paul Cosmina, Velciu Magdalena, Adrian Garleanu	Proceedings of the International Conference on e-Health, 2019 (EH 2019) *indexed by Scopus, Crossref, IET´s Inspec database, EBSCO and EI Compendex.*	On-line	Jul 17 2019	Jul 19, 2019	IADIS Press (International Association for the Development of the Information Society)	Porto, Portugal	75-81	Open access http://www.iadisportal.org/digital-library	ISBN 978-989-8533-89-0
2	Understanding Elderly User Experience on the Use of New Technologies for	Luiza Spiru, Cosmina Paul, Magdalena Velciu, Andrei	Proceedings of the International Conference on Health Informatics & Medical Systems, 2019	Jul 2019	Jul 29, 2019	Aug 01, 2019	CSREA Press	Las Vegas, Nevada, USA	65-68	Open access	ISBN: 1-60132-500-2

	Independent Living	Voicu, Mircea Mărzan	(HIMS'19) *Ongoing indexation based on citation indexation*								
3	IOANNA - Technology for helping older adults to stay healthy at home and safe when going out	Magdalena Velciu, Vasilis Giannoglou, Evangelos Koulis, Marina Polycarpou, Idoia Munoz, Itziar Vidorreta, Cosmina Paul, Mircea Mărzan, Nelie Gospodinova, Oana Popoiu, Andrei Voicu, Andreea Stamate	e-poster e-STRESS CONGRESS 2020, Bucharest, Romania (online), 3rd edition: "Stress, Longevity, De-aging"	October, 1-3 2020	October, 1 2020	October, 3 2020	-	-	e-poster	Yes, during the Congress	Accepted, presented
4	The benefit of using indoor technology to decrease the complex effect of elderly social isolation	Magdalena Velciu, Vasilis Giannoglou, Evangelos Koulis, Idoia Munoz,	e-poster The 30th Alzheimer Europe Conference, Bucharest, Romania	October, 20, 2020	October, 20, 2020	October, 22, 2020	-	-	e-poster	Yes, during the Conference	Accepted, presented

		Cosmina Paul, Mircea Mărzan, Nelie Gospodinova, Oana Popoiu, Andrei Voicu, Andreea Stamate, Luiza Spiru	(online)								
5	Learning to use new technology for the elderly	Magdalena Velciu, Luiza Spiru, Vasilis Giannoglou Evangelos Koulis, Mircea Mărzan	Proceedings of ICVL (Print ISSN 1844 - 8933) Conference Proceedings Citation Index (ISI Proceedings via Web of Science) http://www.c3.icvl.eu/2020/papers2020	November 2020	October, 31, 2020	October, 31, 2020	Bucharest University Press,	Bucharest, Romania	373-377	Yes, https://ro.scribd.com/document/480527110/Proceedings-of-ICVL-2020-ISI-Proceedings#from_embed	Accepted, published, indexed

Annex 3 IOANNA events participation

Nº	Type of Activity*	Organization	Title	Main leader	Start Date	End Date	Place	Type of Audience	Size of Audience	Countries Addressed
1	Direct e-mailing	Ana Aslan International Foundation	Share information about the IOANNA system and the benefits for healthy aging, asking about their opinion and interest	ANA	February	April	online	targeted audience, NGOs with activities dedicated to elderly wellbeing and healthy aging, public or private,	3 NGOs	Romania. The organizations are: Magic Seniors, Niciodată singur (en. Never alone, Habilitas
2	Online, phone, and in-person communica-tion	Ana Aslan International Foundation	inform about the IOANNA platform and the potential to go to the market and exploitation, also the availability to collaborate	ANA	March	May	Online, by phone, and in-person	targeted audience, businesses	15 busines ses	Romania, Bucharest, Cluj Napoca
3	Online, phone, and in-person communica-tion	Ana Aslan International Foundation	inform about the IOANNA app. and the potential to tried and be part of the field trials	ANA	March	May	Online, by phone, and in-person	targeted audience (Elderly Users, Senior Communities, volunteers,	50 end-users	Romania, rural and urban areas

								caregivers)		
4	Social Networking Sites (Facebook)	Ana Aslan International Foundation	Raising awareness and promote the project activities and results especially to those who are interested to find out more about the IOANNA system. Sharing the video of IOANNA app and seniors` perspective	ANA	February, 23 March, 29 June, 14	June	Social networking Sites	targeted audience, (ANA followers and the Community of Seniors on Facebook) the impact[1]	>5000 followers, health-care professionals and end-users	Romania, rural and urban areas
5	Social media posts (Facebook, LinkedIn, Twitter, Instagram)	AGE	n/a	AGE	03/03/2021	N/A	Social media platforms	General public	>2000	Europe
6	Presentation	AGE	Presentation of the IOANNA project in a webinar organized by Materia Group	AGE	31/03/2021	N/A	Online (Zoom & Facebook live)	General public	>600	Greece, Cyprus
7	Business sessions	AGE	Held business sessions with commercial stakeholders at Materia	AGE	21/05/2021	21/05/2021	Physical at Materia	Commercial stakeholders	>5	Greece, Cyprus

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[1] Facebook, Ana Aslan International Foundation, post on February 23: 1423 views, 127 interactions, 23 distributions
Facebook, Ana Aslan International Foundation, post on March 29: 314 views, 13 interactions, 2 distributions
Facebook, Community of Seniors of AAIF, post on February 23: 433 views, 6 distributions
Facebook, Community of Seniors of AAIF, post on March 29: 635 views, 10 distributions

			Group to give us their opinion on the IOANNA project					Group		
8	Interview	AGE	Interview with a policy maker	AGE	28/05/2021	28/05/2021	Remote (phone)	General public published on website (published on website)	n/a	Europe
9	Interview	Ana Aslan International Foundation	Interview with a policy maker	ANA	May	May	By phone	Consortium	n/a	Consortium countries
10	Presentation	Municipality of Bilbao	Presentation about IOANNA	IDE	10/02/2021	10/02/2021	Bilbao Town Hall	IT Directors	5	Spain
11	Online Workshop	All partners	Interactive Virtual Workshop	ESK	04/06/2021	04/06/2021	Online	AAL ecosystem	53	Europe
12	Ethics expert speech	AGE	Recruited an ethics expert for the VCW	AGE	04/06/2021	04/06/2021	Online	General public	>50	Europe
13	Video	AGE	Generated the IOANNA promotional video (end-user perspective)	AGE	14/06/2021	n/a	Online	General public	n/a	Europe
14	Conference of experts to discuss and present ideas, good	ESKILARA	EUSKAL HIRIA 2020 Day	ESKILARA	Nov 25th, 2020	Nov 26th, 2020	Donostia, Spain	Municipalities, administrations, potential stakeholders, start ups and	Around 500 participants	Spain, Europe

	practices, projects and urban policies aimed at improving the conditions of older people in cities							SMEs, end user organizations, etc.		
15	Presentation of IOANNA project as a synergy opportunity within an Erasmus+ proposal and among 8 European partners (end-user organizations , technical partners, dissemination and exploitation partners)	AGECARE	Presentation of IOANNA project	AGECARE	April 20th 2020	April 20th 2020	Online	Start ups , SMEs, end user organizations, Universitties, public institutions etc.	15	Cyprus, Europe
16	Presentation of IOANNA project in event with psychologists and physiologists	AGECARE	Event with psychologists and physiologists	AGECARE	Sep 25th ,2020	Sep 25th ,2020	Nicosia, Cyprus	Healthy professionals (psychologists and physiologists)	10	Cyprus

17	Specialists share experiences and ideas on innovative solutions for seniors (e.g., IOANNA) and discuss about critical challenges	ANA	Symposium CARE & TECHNOLOGY – Active aging in the Digital Era	ANA	Oct 3, 2020	Oct 3, 2020	Bucharest Romania	Health care professionals (Medical Doctors, family doctors, psychologists) and local administration	250 participants; the newsletter reached about 2000 professionals	Romania, France, Italy, USA, Canada
18	Congress	SLRO	XII National Congress of Geriatrics and Gerontology with International Participation, "Challenges of Older People in Circumstances of Vulnerability"	SLRO	Oct 22	Oct 25	BucharestOnline	Administrations,end user organizations, Medical doctors, etc.	Around 300	Bucharest, Europe
19	Oral presentation and live demonstration - the IOANNA project – Goals, features and progress so far	AGECARE	Promotion and live demonstration of the IOANNA project to healthcare professionals from the University of Cyprus	AGECARE	Dec 02, 2019	Dec 02, 2019	Cyprus	Occupational therapists	Around 10	Cyprus
20	Oral presentation - the IOANNA project – Goals and	AGECARE	Promoting the IOANNA project and raising the awareness of healthcare students from the University of Nicosia	AGECARE	Jan 16, 2020	Jan 17, 2020	Cyprus	Healthcare students	Around 20	Cyprus

	progress so far								
21	Oral presentation - the IOANNA project – Goals and progress so far	AGECARE	Promoting the IOANNA project and raising the awareness of potential users/seniors from the Strovolos multifunctional centre	AGECARE	Mar 05, 2020	Mar 05, 2020	Cyprus	Strovolos multifunctional centre	12	Cyprus
22	oral presentation - IOANNA project – innovation in aging	ANA, Romania	Stress Congress 2019, section Innovation - Health, Science, and Technology in Longevity Medicine	ANA, Romania	Oct 31, 2019	Nov 02, 2019	Buchares t Romania	(scientists, M.D., general practitioners, specialty doctors, professors, nurses, etc)	over 400 particip ants	Romania, Canada,
23	oral presentation - the IOANNA project – new approaches in seniors' independent living	ANA, Romania	Symposium of the Family Physicians Association	ANA, Romania	Oct 19, 2019	Oct 19, 2019	Buchares t Romania	general practitioners, consultants, family doctors	up to 50 particip ants	Romania
24	paper presentation, IOANNA project – an innovative	ANA, Romania	Conference on New perspectives in Aging, presentation Innovative technologies for delaying cognitive impairment	ANA, Romania	Oct 12, 2019 Ploiesti, Romania	Oct 12, 2019	Buchares t Romania	general practitioners, consultants,	around 60 particip ants	Romania

25	Open Workshop – Innovative technologies to transform the future of aging in Biscay	ESK, IDEABLE	Innovative technologies to transform the future of aging in Biscay IOANNA Project and other success stories	ESKILARA, IDEABLE	Feb 20th, 2020	Feb 20th, 2020	Bilbao, Spain	Primary end users, municipalities, potential stakeholders (local businesses), start ups and SMEs, end user organizations, etc.	Around 30 participants	Spain
	solution									
26	Awareness	Agecare	Awareness week for third age	Cyprus Bioethics Committee	05-11-2018	09-11-2018	Nicosia	Professionals, academia, caregivers, seniors	N/A	Cyprus
27	Poster	AAL Forum 2018	IOANNA "Integration Of All stores Network & Navigation Assistant" http://www.itcpostergallery.com/aalforum2018/	IDEABLE, ESKILARA	25-09-2018	26-09-2018	Bilbao	Scientific, industry, etc.	500	Europe
28	Presentation and article on the project objectives and achievements on the site of SLG RO	SLG RO						Industrial, SMEs, general public, investors Romania		Romania

29	Awareness event	Agecare – Materia Group			26-09-2018	26-09-2018	Nicosia, Cyprus	Seniors and informal caregivers	Approximately 70	Cyprus
30	Workshop with stakeholders	Ana Aslan International Foundation			31-07-2018	31-07-2018	Bucharest, Romania	Top representatives of senior organizations, of public and private organizations providing social assistance and medical care to elderly people, senior volunteers	30	Romania

Tecnologías Innovadoras para transformar el futuro del envejecimiento en Bizkaia

Proyecto IOANNA & otros Casos de Éxito

20 de febrero de 2020, Bilbao

Lugar:

Edificio BBF
Paseo Uribitarte 3, 3º (*entrada por cafetería Dock o llamando a las oficinas de GAIA del tercer piso*).
Aula 313

Objetivos de la jornada:

Según las estadísticas, en 2061 tres de cada diez personas tendrán más de 65 años en Euskadi y **en 2028, por primera vez, la mayoría de la población vasca tendrá más de 50 años**. Encontrándonos con una población longeva con diferentes expectativas, necesidades y capacidades.

Estas **nuevas necesidades y consumos** de este sector de la sociedad abren un abanico importante de **nuevos proyectos económicos y empresariales** orientados a **influir directamente en la calidad de vida de la ciudadanía y que, al mismo tiempo, ofrecen también un retorno económico para la sociedad,** construyendo un nuevo sector industrial y de conocimiento basado en productos y servicios pensados para las personas mayores.

Bajo esta realidad, la jornada "**Tecnologías Innovadoras para transformar el futuro del envejecimiento en Bizkaia"** busca acercar a los **municipios, empresas y ciudadanía** casos de **buenas prácticas** en torno a la Silver Economía o economía de plata **en Bizkaia**, como el caso de éxito del **Proyecto IOANNA**, en el que se está desarrollando una **solución de comercio electrónico para acercar el comercio local a las personas adultas mayores, facilitando la gestión diaria de las compras, promoviendo el pequeño comercio y centrándose en la movilidad reducida**.

Así mismo, se **seleccionarán diferentes municipios de entre aquellos interesados en participar en el piloto a realizar dentro del marco de este proyecto**, cofinanciado por la **Diputación Foral de Bizkaia** y el **programa europeo AAL – "Ambient Assisted Living**", programa de investigación y desarrollo orientado a la mejora de la calidad de vida de las personas mayores mediante el desarrollo

y utilización de soluciones innovadoras sostenibles basadas en las TIC que realmente respondan a sus necesidades con un punto de vista multidisciplinar.

Finalmente, se presentarán otros proyectos innovadores y casos de éxito en el marco de la Innovación orientada a la economía de plata en Bizkaia.

Agenda:

9:30 - **Presentación y bienvenida.**

9:45 – 10:15 **Presentación proyecto EtxeTIC– Bizkaia** a cargo de **Iurdana Izurza Sarobe, Asesora Departamento de Acción Social de la Diputación Foral de Bizkaia**.

10:15 – 10:45 **Proyecto IOANNA** - **"Integration Of All stores Network & Navigation Assistant"**: market place para personas adultas mayores. Presentación del proyecto y solución desarrollada, a cargo de **Iñaki Bartolomé, CEO de Ideable Solutions.**

10:45 – 11:00 Pausa café

11:00 – 12:00 **Debate abierto entre diferentes municipios y empresas de Bizkaia asistentes sobre cómo afrontar los nuevos retos de la economía de plata**. Se hablará acerca de las *necesidades reales de nuestras personas mayores*, s*ervicios innovadores de proximidad* orientados a dicho sector y, por último, se discutirá acerca del *valor añadido de soluciones tecnológicas innovadoras* como IOANNA, *seleccionando finalmente aquellos municipios interesados en participar en el testeo de la solución*. Moderado de la mano de **Idoia Muñoz**, de **ESKILARA S. KOOP**.

12:30 – 13:30 **Presentación de otros proyectos innovadores y casos de éxito en el marco de la innovación en Euskadi**, a cargo de **Susana Moreno** (Grupo SSI), **Iñaki Bartolomé** (Ideable Solutions) e **Idoia Muñoz** (Eskilara)

13:30 - Conclusiones y cierre de la jornada.

Welcome to our Virtual Interactive Workshop

ASSISTIVE TECHNOLOGIES FOR OLDER ADULTS: EXPERIENCES AND PROSPECTS

A synergy between the IOANNA, iCan and ReMember-Me AAL funded projects

Date: **04.06.2021**

Time: **12:00-14:00 CEST**

INTRO:

New technologies are streamlining all of our everyday life activities. In this context, many ICT products, today, are developed to assist older adults. Our workshop is focused on **presenting the aspects ICT can help older adults with specific instruments and systems**, as well as **the benefits and older adults experiences**. Finally, **experts will elaborate on the concerns and 'catches'** related to the use of new technology.

Join our workshop for a glimpse in the world of assistive technology and many interactive surprises!

An attendance certificate will be provided to all attendees.

WORKSHOP PROGRAMME

12:00	Welcome: "Assistive technologies in our lives: How can they help people 65+?"	**Vasilis Giannoglou,** Geoimaging Ltd
12:10	**Socialization and access to services: The IOANNA project**	**Aggeliki Tsakiri,** Singular Logic
12:25	**Assistance, smart recreation and mobility: The iCan project**	**Begoña Benito,** InnovatekBi

12:40	**Brain training and wellbeing monitoring: The ReMember-Me project**	**Dr. Andreea Stamate,** Ana Aslan International Foundation
12:50	Success stories of innovative technologies and services for the elderlies going real: - *"Physical exercise and telecare: The **frAAgiLe Project"*** - *"Success stories on caring for the elderly using tablets with **Kwido.**"* - *"Football for health! Recreational football for persons 60+: success story in Gernika Silver Lab during COVID times".* - *"**GUIDed** Assisted-Living and Social Interaction Platform: a user-friendly, multimodular system aiming to assist older adults in their everyday life".* - *"**DigiAgeing**: supporting VET-Providers, Caregivers and elderly people to find solutions in preventing and coping with loneliness with the help of dedicated Training, Counselling and digital Tools".* - *"Caring for the ones who care: **Prolepsis** Project, an App to promote healthcare promotion and breast cancer screening in informal carers".* - *"Social robots for personalized care and virtual coaching: **H2HCare** and **ReMIND** projects"*	**Jonathan Bertolaccini**, University of Geneva **Iñaki Bartolomé,** Ideable Solutions **Itziar Vidorreta,** Eskilara **Sotiria Moza,** Materia Group **Andria Hadjicosta,** Materia Group **Dr Andreas Charalambous,** Cyprus University of Technology and University of Turku **& Dr Tsitsi Theologia,** Cyprus University of Technology **Dr. Ionut Anghel**, Technical University of Cluj-Napoca
13:25	"**How older adults use and perceive digital technologies**: **obstacles** they may find and how **COVID-19 pandemic** has helped overcome some of them"	**Materia Group, Ana Aslan International Foundation and Fondazione Santa Lucia,** moderated by **Idoia Muñoz,** ESKILARA
13:40	**New assistive technologies: Where is the catch?**	**Dr Marios Kyriazis,** Biomedical Gerontologist
14:00	**Conclusions-Goodbye**	**Idoia Muñoz,** ESKILARA

REGISTRATION

If you are interested in attending, you can register to the **Virtual Interactive Workshop** by clicking in the following **link**.

AAL PROJECTS behind our Virtual Interactive Workshop:

IOANNA Project:

http://www.ioanna-project.eu/

IOANNA focuses on helping **elder people** in **shopping management** and feel safe **to walk around the city, find an interesting temporary job or find a community service opening**; continue being active citizens, also keeping their caregivers confident that if something happens, they will get notified. IOANNA partners will present its final outcomes and experiences after the testing and validation pilots with primary end-users and potential stakeholders, showing the importance of user experience methodologies in order to consider and understand the needs of older adults.

iCan Project:

https://www.ican-project.eu/

iCan Project tries to **foster escort and transportation services** with the aim to provide seniors and the disabled with **independence, freedom, and a better quality of life**. Encouraging **engagement and socialization, helping with mobility and providing emotional support throughout the process**.

ReMember-Me Project:

https://www.rememberme-aal.eu/

Did you know that **social robots help the elderly age in place better and longer**? If you want to want to meet James Robot and learn how assistive social robots could play an important role with respect to the **health and psycho-logical well-being** of the elderly, ReMember-Me partners from Cyprus, Romania, Italy, Spain, Hungary and Belgium will present you their smart system under development.

ReMember-Me consists of a smart system which specifically aims to address **the prevention and detection of cognitive decline, promote cognitive function and social inclusion** among older adults through the development and validation of a social robot and tablet that includes sleep, activity and mood assessment, detection and personalized training, being integrable in older adults' everyday life patterns.

Annex 6   Articles published and/or presented at Conferences

1) Proceedings of the 2019 International Conference on Health Informatics & Medical Systems, HIMS'19, Las Vegas, Nevada, U.S.A.

https://csce.ucmss.com/cr/books/2019/ConferenceReport?ConferenceKey=HIM

Understanding Elderly User Experience on the Use of New Technologies for Independent Living

Spiru L.[1], Paul C.[2], Velciu M.[3], Voicu A.[4] and Marzan M.[5]
[1,2,3,4,5] Ana Aslan International Foundation, Bucharest, Romania

Abstract - *The emerging of new technologies opens unforeseen horizons to growing ageing population and offers elderly people various opportunities to stay independent, healthy and live a quality life. The understanding of the elderly user experience is paramount in order to enhance their acceptance and adoption of the new technologies and gerontechnologies. The article presents our conclusions regarding elderly user experience emerged as a result of our empirical approach over four ongoing European projects. We carry out a user research methodology centered on a mixt of qualitative and quantitative research methods for analyzing elderly users' requirements, perceptions and acceptance about using apps in the case of seniors and soon to-be-seniors from various European countries. The insights reflect the important stage of validation of user experience with respect to the elders' behavior in real world tests.*

Keywords: elderly user requirements, gerontographics segmentation, new technologies adoption

1   Introduction

Implementation of new technologies and innovative applications designed to enhance active and healthy living is of focus today when ageing populations around the globe pose a challenge to both societies and governments. The early research and testing efforts were concentrated on the simple replication of the technology acceptance models used for the youth and management employees to the elderly-users [1], [2]. The simple replication of the models with no improvements and case specificities produced a long list of criteria that proved to be of little practical value for the seniors [3], [4]. For the last decade, research has significantly contributed to a better understanding of this process and its outcomes in relation with the seniors [5]. The adoption of the health new technologies for the institutionalized seniors has a high success rate, while the adoption of the new technologies by the independent seniors at home is much slower and costly and it is often met with reluctance and inadequacies. Here, we want to contribute by answering to the challenge of the elderly and how to encourage them to accept, make sense of, and be at peace with ageing. A holistic approach remains a challenge to help someone with cognitive decline [6] to live independently.

Gerontographics segmentation is a tactic which details the needs, attitudes, lifestyles and behaviors of the seniors and it is largely employed in analyzing and targeting adult market. The approach has been developed by Moschis [7], [8], and it is based on the assumption that elderly manifest similar behavior as long as they had encountered similar circumstances, experiences and past events. Conclusively, based on the type of aging experienced, there are four segments of the elderly: healthy indulgers, ailing outgoers, healthy hermits and frail recluses. The first group is independent and active, enjoy life and share similar behavior with those younger. The second group, in spite of a health decline, reflect a high-level of psychological well-being. The third group consists of seniors who have a quite well health condition but they insulate themselves socially and "feel" being old. The last group, frail recluses, are people with chronic health conditions and who encountered negative life events. They show a relatively low physical and psychological well-being alike.

2   Our Mission

Ana Aslan International Foundation (AAIF) focuses on promoting innovative ideas, integrated solutions and methods which are personalized and adapted to face new challenges in the field of ageing and well-being. Therefore, AAIF central involvement in various international and European projects aims to facilitate access and ensure a better experience for elder users while using innovative applications based on its mission to offer elder people the opportunity to benefit from advanced technologies and apps as well as use them to live a longer, safer and healthier life. Placing elderly in the center of our concern is essential for the development of an innovative product for holistic health and ageing well. Nevertheless, our work has a strong component of educating elderly on how to benefit from the new technologies and innovative apps in order to fight cognitive decline and live independently.

2.1   Introductory Remarks on Gerontechnology Acceptance Research Project

Our contributions to the elderly user experience emphasize empirical results from analyzing elders' requirements and experiences with new technology, in various European countries. We selected four projects which had been carried out under the AAL (Active and Assistive Living)

2.3   IOANNA - Integration of all stores Network & Navigation Assistant Section and subsection headings

The project (http://www.ioanna-project.eu/) develops the integrated solution IOANNA as a platform for facilitating mobility and social engagement of elderly. It helps them to feel safe to walk around the city, to look for best commercial offers, to plan route and movement and to stay active in their community. For evaluation users' requirements we used quantitative and qualitative research methods using tools like questionnaires as well as focus groups and interviews with seniors from Cyprus and Romania who know how to use ICT's and are interested in using the opportunities of IOANNA and their services. The results allow us to shape the seniors' attitudes and behavior and elderly user profile. Seniors feel comfortable using IOANNA solution and would be happy to benefit from its characteristics. Finally, they are determined to accept it, to be active and willing to volunteer, interested in features like movement, medical advice and healthcare. One issue is about doing online purchases because their behavior is conservative and only occasionally, they make purchases online and enjoy doing it. The safety is the main practical barrier that people perceive it to prevent the use a solution like IOANNA. Easy to use interface with friendly images and even a step by step tutorial is necessary, while a bigger screen would be highly appreciated.

2) 11-th International Conference on e-Health 2019, 17 - 19 July 2019, Porto, Portugal

THE REVERSED MOSCOW METHOD. A GENERAL FRAMEWORK FOR DEVELOPING AGE-FRIENDLY TECHNOLOGIES

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ABSTRACT

In the last decade, the number of new technologies which target independent and active seniors at home tremendously increased, though many failed to address seniors' expectations and needs. The purpose of this study was to construct and test a new framework for developing age-friendly technologies for independent and active seniors at home. The proposed framework is the 'Reversed MoSCoW Method', where MoSCoW stands for must, should, could and have requirements to accomplish business needs. The tool is a prioritization for reaching a common ground among the technology developers and designers on not to do requirements, when conceptualizing new technologies for independent and active seniors at home. The proposed model was grounded on the research findings from Senior-TV. Hence, a questionnaire survey was conducted with a sample of 148 seniors aged 65 and over in Cyprus, Romania and Slovenia, between February and April 2019, and the results are transferred and tested in a current ongoing European AAL project, IOANNA. The results showed that understanding the specificities of the relationship between technology and the independent and active seniors is crucial for understanding their habits and dispositions towards adopting new technologies. The findings show the most frequent mistakes when developing new technologies for active seniors: 1) age stigmatization, 2) the tendency to improve already domesticated products or services, such as TV watching or communication by phone, as seniors do not engage on Internet at the expense of TV watching or on social media instead of communication by phone, 3) asking for a continue or frequent logging in, 4) health oriented services, 5) services' complexity and others. These were found as better predictors of failing technologies than the conventionally assumed attitudinal factors, such as ease of use, disinterest or lacking technological abilities.

KEYWORDS:

age-friendly technology, independent seniors, "Reversed MoSCoW Method", gerontographics.

1. INTRODUCTION

idea of having all services in one product is very interesting and useful, and appreciate to have an easy to use application and save time. Independence and security are very important.

2.2.1 Applying the Reversed MoSCow Method for elderly-user requirements

After collecting the users' requirements, we employed the 'Reversed MoSCoW Method' to test the degree to which the product answer to the specified not requirements model. The MoSCoW method is a technique used in the development of new technology to identify the most important requirements to deliver and so, the involvement of targeted people is mandatory.

Must not have requirements have been met to a medium degree. The IOANNA application avoid age-stigma by developing an innovative advanced solution on mobile smart-phone in order to help people to stay active and by addressing elderly with respect. The findings show that the seniors' preference for using Internet on a personal computer and smartphone rather than a tablet may lead 1) to the perception that the already existing online information is duplicated and 2) to make seniors to prefer to connect on computer which is offering them the possibility of printing, which is shown as being highly appreciated by seniors, instead of using a permanent online connection, which refrains seniors from using a service.

Should not have requirements are met to a high degree. The IOANNA project followed the user needs analysis that was conducted in previous successfully Independent and seniors' involvement is a reliable mean to ensure that requirements and needs of elders are investigated and respected in every stage of the project in order to create a product which is useful, easy to use, with high acceptability. If addressing complexity, the project is meeting various expectations that decrease the acceptance of seniors who rather prefer simple and focused services.

Could not have requirements are met to a medium degree. IOANNA application is mobile which may affect the adoption of the application because of physical impairments. The fact that seniors prefer to have their app with them in order to be able to use the notification function if something happens to them implies the appealing to the service for emergency, which just a side feature. To permanently stay connected for checking the route planning is a presumption of experience in general technology abilities, which should not have been made.

Would not be nice to have requirements are met to a medium extent. Our results show that seniors order travel, transport ticket more frequently and less frequently for health issues, maybe because of the lack of trust. Tailoring IOANNA application that offers a verified network with a more secured link and limited access of unknown persons is just a presumed and not tested solution for countering seniors' lack of trust.

3. CONCLUSION

The present developed framework, 'the Reversed MoSCoW Method' refers to the prioritization of the 'Not to do requirements', when developing new technologies which target independent and socially active seniors at home. The here proposed method is meant to serve scholars and practitioners to deepen their understanding about developing technologies which potentate and maintain the well ageing of the independent and active seniors and their involvement in the society. Despite this positive contribution, there are two major limitations to the extant research. We discuss here just the universal requirements for the independent and active seniors at home, which are not transferrable to seniors who do not live independently and are insulated from society because of physical or psychological ill-being and who manifest a certain degree of dependency. Another limitation is that this framework does not account for culturally diverse factors and it might be relevant only to the Eastern and Southern Europe, as the Western Europeans seniors may exhibit a different relationship with new technologies. However, the wide application of the framework in new product development is of great relevance for supporting the decision process even from its very incipient phases.

3) Stress Congress 2020, Bucharest, Romania

4) **30th Alzheimer Europe Conference Dementia in a changing world / 20–22 October 2020** Online

Q&A