

SEVENTH FRAMEWORK PROGRAMME

ICT and Ageing



D5.2

Final plan for the use and dissemination of foreground

January 2010

D5.2 – Final plan for the use and dissemination of foreground

Edited by: SKILL: Antonio del Cura, Patricia del Cura
WLP: Jim Playfoot, Will Leonard

Contributors: UNINOVA: Luis M. Camarinha-Matos, Filipa Ferrada, Ana Ines Oliveira, J. Rosas
UvA: Hamideh Afsarmanesh, Simon Msanjila, Ekaterina Ermilova
SECOT: Carlos Díez

Date: January 2010

Distribution level: Public

Abstract:

This document describes the plan for the dissemination of the objectives and of the results of the ePAL Project.

The objective of ePAL is to develop a roadmap to involve senior professionals in maintaining their active life and to define the way in which ICT Technologies can help in this specific field.

The involvement of all relevant actors and stakeholders, is not only important in the initial phases of building the roadmap, but also important in involvement in future stages of the Project. In this line, it is also important to involve these stakeholders in the validation of scenarios definition and in the results of our analysis.

To reach the awareness level intended, dissemination has been supported by communication mediums, such as a web site, newsletters as well as inclusions of the results in mass media, like newspapers and magazine both general and related with elderly people.

In addition to this, project members have participated at conferences and workshops, and such activities have been arranged within the scope of the project. In this line, ePAL plans a much wider, regional and some international dissemination through a number of complementary channels such as international conferences, publications, a user group and direct contact with institutions and initiatives concerned with the project's main aims.

TABLE OF CONTENTS

1. INTRODUCTION	Page 4
2. DISSEMINATION ACTIVITIES REALISED IN THE PAST	Page 5
2.1 ePAL Community	Page 5
2.2 Other dissemination activities	Page 8
3. DISSEMINATION ACTIVITIES PLANNED FOR THE EXTENSION PERIOD	Page 11
3.1 Goals for each stakeholder type	Page 11
3.2 Global Plan	Page 12
4. INDIVIDUAL DISSEMINATION ACTIVITIES PLANNED FOR AFTER PROJECT COMPLETION	Page 15
4.1 Objectives of the dissemination activities	Page 15
4.2 Dissemination Individual plans	Page 16
5. CONCLUSIONS	Page 21

1. INTRODUCTION

A widespread dissemination of the ePAL project's results is considered an important task. ePAL should become a reference plan for the extension of the active life of senior professionals, involving a wide range of stakeholders.

The purpose of this deliverable is to specify the planned dissemination activities throughout and for the last period of ePAL project and after its completion, describing the dissemination channels to be used and an outline schedule for these actions. Furthermore, by providing an overview of the various associated dissemination activities, it enables their coordination.

The target groups for external dissemination activities are on the one hand seniors and on the other intermediary organizations along with additional stakeholders with the potential to play an important role in the extension of professional active life.

2. DISSEMINATION ACTIVITIES REALISED IN THE PAST

2.1 ePAL community

As has been described in previous deliverables a wide range of stakeholders should be involved in allowing senior professionals to continue their professional life after retiring. These stakeholders can be classified into three main categories:

Senior Professionals are retired elderly, early retired or people in the process of retiring who wish to continue to participate actively in society by offering their experience or transferring their professional knowledge. Various subcategories can be defined based on the form in which they supply their services:

- **Single Senior Professionals (SP)**, which offer their services individually or through intermediaries or associations of senior professionals.
- **Teams of senior professionals (TSP)**, temporary teams of elderly professionals who are specialized in various fields and jointly provide a composite / complex service to a recipient. This type of organization is usually supported by an association of senior professionals.
- **Communities of Seniors Professionals (CASP)** constitutes an association or group of retired elderly people in the process of retiring, who are interested in providing a service to the market. These associations are made up of a heterogeneous group of senior professionals who are independent and geographically dispersed but who share a common objective in wanting to continue contributing to the socio-economic system. When mainly supported by computer networks to facilitate their operation as a community, they constitute a virtual community.

Intermediaries are organizations or people whose principal function is to form a point of contact and facilitator of interaction between senior professionals and the market and society. There are two categories depending on their objectives:

- **Brokers** are organizations or people whose principal objective is of making it possible for senior professionals to supply their services (experience and knowledge) to the market and society. This type of entities plays a very important role in extending professional active life of seniors. This type of intermediary can include, among others, the associations of senior professionals, government organizations such as regional development agencies, time banks or large companies.

- **Supporters** are organizations that have as their principal objective the maintenance of an active life for the elderly and improvements in their quality of life, providing a range of services that allow the elderly to provide a service in a more structured manner.

Recipients are made up of people or organizations that need the services and experience that may be provided by senior professionals, either individually or through teams of, or associations of, senior professionals. Depending on their internal characteristics these may be further subdivided into:

- **Clients**, any organizations or people that are in the position of being able to pay cash for services from senior professionals.
- **Beneficiaries**, those people or organizations with low incomes which do not have the necessary revenues to pay for services such as assessment and mentoring.

The ePAL consortium has involved a large number of external entities through various activities e.g. brainstorming sessions, workshops, bilateral meetings, surveys organized in different geographical regions.

The following table provides a list of the target groups (experts, visionaries and thought leaders) that were involved in the initial phases of the project, the trends and requirements identification and the consensus building and roadmap revision, for the ePAL project.

Table 1: Type of stakeholders and global involvement

Type of stakeholder		Represented in ePAL by	
Senior Professionals (end users)	Single senior professionals-Freelancer	Cecilio Ortega , Harry Gray, Laszlo Nemes, Gus Olling, Marianne Ziekemeye, JMJ Severijns, Henk Langes	
	Senior professional association	CONFEMAC, SECOT, SHARE, APCS, REACH, Skilled Worker, Retired Worker, Dinosaur Exchange, Emeritus Club, Age Concern, Prime Business Club, Fundetec (virtual community of seniors), ATEGAL, Associação VIDA, Age proof, voluntarios BBVA, PUM (NL), AgeProof (NL), ASEP (Austria), SENA (Belgium), SES (Germany), RSVP (UK)	
Intermediary	Brokers	Policy decision maker	Fundación Red Andalucía Emprende (consejería de Innovación), Ayuntamiento de Sevilla, Gemente Maastricht (NL), Gemente Amsterdam (NL)
		Social care decision maker	Dirección general de las personas mayores (SP), Prog. Potencial Humano - N.R. Norte (PT), ISSSP (PT), REAP (PT), Province Gerlderland (NL),
		Socio-economic actors	Cámara de Comercio de Sevilla, Confederación de empresarios de Sevilla, Comisiones Obreras, Ayuntamiento de Sevilla, Agencia Idea, Business Link, Medcom International GmbH, MSRT, ETICOM, Fundetec, Fundación Alares, UNITE Union, Confederation of British Industry (CBI), Pensions Policy Institute, Working Families, Transaction Focus, ABC, The Work Foundation, Make Your Mark
	Supporters	Industry sector	Éfeso Consultores, Avanza S.L, FIDETIA, Local Europe, Grupo Cartuja Informática, AA Central Management (NL), RWTH Aachen, Verve Media, ISEL, Revista senda senior, MaisIS, Province Gerlderland, AA Central management, RWTH Aachen, Verve Media, ISEL, Revista senda senior
		Focused research group	ETICA, Univ. Complutense de Madrid, Univ. Autónoma de Madrid, Fundação Filipe Figueiredo (PT), Faculdade Educação e Psicologia (UCP) (PT), UnIFai (PT), Univ. Senior Eugénio de Andrade (PT), New University of Lisbon, Technical University Delf, University of Limburg (NL), University College London, Univ. Coimbra, Maastricht University (NL), RWTH – Web-based applications, RWTH - Mobile applications, New University of Lisbon, RWTH – communication science, Coventry University (UK), NIACE (UK), University of Wolverhampton (UK), The Human Condition, 20plus30 Consulting
		Technology Experts	Univ of Sussex Interact Lab, INESC Porto (PT), Univ. Minho (PT), Agilus (PT), MAISIS (PT), ISR (PT), Univ. Aveiro (PT), INNOVA, Queen Mary University, City University London, The Social Network Company, Logica CMG (NL), RWTH – Web-based applications, RWTH - Mobile applications, HCS- University of Amsterdam (NL), ETICA, University of Sussex Interact Lab
		Clients & Beneficiaries	Comfort Keepers, Select Vedior, Logica CMG, Abogados ESVAL, Anagrama (SMEs), Logica CMG, Verve media, AAL Central Management (NL), Skilled People, European Association of Innovative SMEs, EurExcel (European Association of Innovative SMEs)

2.2 Other dissemination activities

Efficient dissemination requires making use of a variety of dissemination tools to involve a significant number of each target group. The ePAL activities realised in the period of the project up until the extension period agreed are summarised in the following paragraphs.

▪ Website

An interactive and accessible project web site was developed and made available on Month 4 of the ePAL project.

The website's address is www.epal.eu.com and includes both a public and a restricted intranet.

Public area

Objective: To inform the different stakeholders concerning the results obtained by the ePAL project and also concerning events and conferences organized.

- Provide a brief project summary highlighting the objectives, the contents and the structure of the ePAL Project
- Provide a short profile of each of the ePAL Partners and a link to their web sites.
- Disseminate the project's Public Deliverables.
- Announcements of ePAL events.
- Sign up to receive a newsletter covering the progress of the ePAL Project.

Extranet

Objective: An online "ePAL Community" allowing stakeholders, those with interest in active aging and extending professional active life to contribute to discussions around the themes of the Project, providing feedback and contributing to the theme our work as well as connecting with other ePAL "Community members".

Intranet

Objective: To facilitate coordination and knowledge transfer among ePAL consortium.

▪ Workshops

The following table describes the workshops organised by the ePAL consortium, which were attended by and featured input and presentations from various stakeholders in a number of fields relevant to the ePAL Project. These meetings provided valuable feedback at every stage of the Project. A full report on the 5 Consensus Building Events run by each partner can be found in the series of Deliverables **D5.1a** to **D5.1g**.

Table 2: Workshops organised

Workshops	Place	Date
TRE workshop Porto + Portuguese Senior Association	Porto (Portugal)	28 th February 2008
TRE workshop Seville	Seville (Spain)	14 th May 2008
TRE workshop Maastricht	Maastricht (Netherland)	14 th July 2008
Workshop in Poznan	Poland	10 th September 2008
TRE workshop London	London (UK)	22 th October 2008
Workshop in Coimbra	Coimbra (Portugal)	23 th October 2008
Workshop held with at inaugural meeting of The Emeritus College and presentation of Project ePAL	London (UK)	November 2008
Spanish senior association SECOT	Madrid (Spain)	11 th of December 2008
CBE Porto	Porto (Portugal)	17 th June 2009
CBE Seville	Seville (Spain)	7 th July 2009
CBE London	London (UK)	16 th July 2009
Portuguese senior association SHARE	Lisbon (Portugal)	17 th September 2009
CBE Maastricht	Maastricht (Netherland)	24 th September 2009
CBE Madrid	Madrid (Spain)	30 th September 2009
CC.OO Spanish trade Union	Seville (Spain)	16-23th October 2009
SWIIS worshop	Bucharest (Romania)	30 th October 2009

- **Bilateral meetings**

The following table describes the bilateral meetings of ePAL consortium with different stakeholders.

Table 3: Bilateral meetings realised

Meetings	Place	Date
Young retired network Canada	London (UK)	March 2008
Meeting held with Chief Executive at REACH (A UK Senior Volunteer Association)	London (UK)	March 2008
Meeting held with Young Retired Network Canada (A Canadian Senior Volunteer Association) at White Loop Office to describe project and receive feedback	London (UK)	March 2008
Spanish senior association CONFEMAC	Seville (Spain)	May 2008
Sen@er	Seville (Spain)	May 2008
Meeting held with The Social Network Company (UK Social Network Software Company)	London (UK)	July 2008
Portuguese senior association APCS	Lisbon (Portugal)	July 2008
The Social Network Company (UK Social Network Software Company)	London (UK)	July 2008
Social network company	London (UK)	July 2008
Other ICT & Aging roadmapping projects	Brussels (Belgium)	January 2009

▪ **Participation in external events**

In conjunction with the events organized by the consortium, ePAL partners have participated in other external European events related to active aging. These events are the following:

- Participation in 45+ Valuing Age in Business Conference, City University, London on the 4th of April 2008.
- Session on ePAL at PRO-VE'08 international conference in Poznan, Poland on the 9th of September 2008.
- Participation in a Portuguese workshop on research strategies for elderly support with the main aim of developing a national strategy for the usage of ICT in the elderly support. Coimbra, Portugal, on 23rd of October 2008.
- Organization of a special track on ICT and Ageing at the PRO-VE'09 international conference in Thessaloniki, Greece, on the 7th of October 2009 (5 papers from ePAL (Uninova - 4) + 4 papers from other projects).
- Participation in the workshop on the socio-economics of ageing 2009 in Lisbon, Portugal, on the 30th of October 2009.
- Participation in 45+ Valuing Age in Business Conference, City University, London

▪ **Contribution on papers**

- Contribution of a paper to DEST 2009 – IEEE International Conf on Digital Ecosystems and Technologies (**Best Paper Award**), Istanbul, Turkey, 31 May – 3 June 2009.
- Contribution of a paper to SWIIS 2009 – IFAC Workshop on Supplementary Ways for Improving International Stability (**invited**), Bucharest, Romania, 28-30 Oct 2009.
- Blog entry in Retired Worker Canada blog, broadcasting ePAL
- Contribution of 5 papers to PRO-VE'09, as mentioned above.

3. DISSEMINATION ACTIVITIES PLANNED FOR THE EXTENSION PERIOD

This section describes the main activities planned by ePAL consortium devoted to disseminating the results of the ePAL Roadmap over the period assigned for the extension of the project (from February 2010 to April 2010).

The main objective of this plan is to communicate the results of the project to all the different stakeholders, making a high effort on the role they can play and the benefits they can obtain.

3.1 Goals for each stakeholder type

As it is said in previous deliverables, the integration of senior professionals back into the socio-economic system and the maintenance of their professional active life require the integration of a range of stakeholders, carrying out different roles.

In order to achieve this integration and to obtain a real contribution from all stakeholders, a set of dissemination actions will be developed to communicate them both how they can contribute and the advantages they can obtain.

The following table describes the goals of the dissemination actions for each stakeholder type.

Table 4: Dissemination goals for each stakeholder

Type of stakeholder		Dissemination goal: inform about...
Senior Professionals	Freelancer	<ul style="list-style-type: none"> ▪ New opportunities of work. ▪ New ways of work.
	Senior professional association	<ul style="list-style-type: none"> ▪ New mechanism for the integration of senior professionals in their associations. ▪ New mechanism for their coordination.
Intermediary	Broker	<ul style="list-style-type: none"> ▪ The interest of the European Commission to involve them in the extension seniors' active life of. ▪ The important role they can play. ▪ New activities they can develop. ▪ Changes in some social security systems
	Supporter	<ul style="list-style-type: none"> ▪ New services they can offer to senior professionals. ▪ New opportunities of work that they can afford: R&D projects to develop new ICT products
Recipients	Client & Beneficiary	<ul style="list-style-type: none"> ▪ New forms of services that senior professionals can offer them.

3.2 Global Plan

The concrete actions planned for the extension period are the following:

- **Website**

The functions of the web site for the dissemination during the last month of ePAL project:

1. Disseminate the final results of the ePAL project. The extranet will be used to maximize distribution of the final ePAL roadmap, through the internal networks of Community members.
2. Ensure an ongoing communication and contact with the developing community. Following the end of the ePAL project, both the public website and the extranet will be continued to keep interested stakeholders informed of relevant EU funding calls, those related to ICT and aging. The extranet will be used to encourage partnerships between the multi-national Community members with a view to forming consortiums for the future research calls influenced by the ePAL roadmap.

- **Technical papers, press releases and other dissemination channels**

The results of the ePAL project will be made available through papers to be published in scientific and technical conferences, magazines or journals. Popular media (press, magazines, etc) addressed to the users and general public will be also targeted.

Table 5: Dissemination channels

Dissemination channel		Total number
Newspapers	Diario de Sevilla. Regional newspaper. ABC. National newspaper.	2
Technical papers	AGEmap'10	4

During and following the completion of the ePAL Project, White Loop will be targeting a number of mass media and press organisations with a view to disseminating the findings of the ePAL Roadmap. The target organisations that have been identified so far are:

White Loop Mass Media Dissemination Targets
Print & Online Press
BBC News website
Education
The Guardian
Technology Supplement Society Guardian Supplement
The Independent
Features
The Times Educational <i>Supplement</i> (TES)
Features Educational Supplement
The Telegraph
Video Games & Digital Life section.
The Evening Standard
Features
Daily Express
Features
Daily Mail
Features
Television & Radio
BBC
BBC Radio 4
BBC Radio 5

- **Other activities**

The following table outlines the dissemination activities planned for the extension period of the Project.

Table 6: Extension Period Activities

Partner Dissemination Activities for Extension Period of Project	
February –April 2010	
Activity Description	Date
Presentation of ePAL Roadmap to the Confederation of British Industry (CBI) which has over 240,000 individual members and represents one third of the private sector workforce at their offices to discuss the needs of employers around active senior professionals and the relevance of ePAL to CBI policy.	6th of February 2010
Participation in a national consortium to prepare a project proposal in the area of ageing to submit to the national program QREN	Mar 2010
Organization of AGEmap workshop 2010 in Munchen, Germany (4 papers from ePAL + 3 papers external)	22 nd of March 2010
Presentation of ePAL roadmap to the president of ETICOM is the main ICT business association from Andalusia.	March 2010
Presentation of ePAL roadmap to the Managing director of CES, the Business association of Seville.	April

Presentation of ePAL Roadmap to UNITE (UNITE) is Great Britain's biggest union with two million members in every type of workplace discuss the needs of employees around active senior professionals and the relevance of ePAL to UNITE policy.	April 2010
Presentation of ePAL Roadmap to Eurexcel, the European Association of Innovative SMES.	April 2010
Presentation of ePAL Roadmap to the Spanish ICT industry.	April 2010
Participation in a new project within the ICT and Ageing objective (FP7): BRAID (Bridging the research in Ageing and ICT development). This EC-funded project which starts in March 2010	March 2010

4. INDIVIDUAL DISSEMINATION ACTIVITIES PLANNED FOR AFTER PROJECT COMPLETION

The consortium will continue developing dissemination actions after the ePAL Project ends. Each partner will develop specific plans in the future in order to achieve their own objectives in relation to the project.

4.1 Objectives of the dissemination activities

The main objectives ePAL consortium as for the future are the following:

- To continue maintaining relationships with all partners;
- To extend the existing relations across the development of new projects; and
- To develop new proposals for R&D projects in the line of the actions proposed in the ePAL roadmap.

In addition to the stated main objectives, the following paragraphs describe the specific objectives of each partner.

Skill has the aim of developing mechanisms and tools to facilitate and improve the relationships between seniors and small companies. In this sense, the dissemination actions will address the following collectives:

- Intermediary organizations, as potential clients of the tools and products developed.
- Industry sector, ICT companies and other services companies which can offer additional services to senior professionals.
- SMEs, as recipients of senior professionals' services.

White Loop will aim to further develop the contacts and consensus developed through the ePAL project through maintaining and developing new links with academia, industry and business. Follow up projects with members of the ePAL Community, Consortium and relevant additional parties will be actively pursued based on the recommendations of the ePAL roadmap. These projects will be developed both through commercial agreements with associations leveraging the skills of senior professionals and ICT developers, with a view to bring products and services to market, and also through EU funding proposals for research projects (with relevant partners), emerging from the ePAL roadmap.

Uninova, being an R&D institute, has as the main aim to be actively involved in R&D activities and related projects to explore the major results of the ePAL roadmap, with special relevance to the ICT related actions. Such as, a project proposal to QREN is being formalized and a new project in the area is starting in 2010. Moreover, technical papers and articles in the field shall be published in relevant conferences and journals indexed to the web of science. Furthermore, Uninova will actively explore the possibility of launching new initiatives with the senior associations that collaborated with ePAL, namely APCS and SHARE. Uninova will also disseminate project results through the international Society of Collaborative Networks (SOCOLNET).

Federated Collaborative Networks (FCN) group of the University of Amsterdam (UvA) is primarily involved in research and development activities, and therefore plans to further continue with: (1) dissemination and publication of the results that it has achieved in this project; (2) Prototypically developing some of the technological tools that were identified (through the in-depth study of the Technological perspective of ePAL) as being required to support communities of senior professional; (3) Explore the possibility of initiating new proposals related to the ePAL; (4) transferring the gained experience and know how to the new roadmapping project BRAID which starts in the first quarter of the 2010; and (5) keeping contact with the relevant senior professional associations, in the EU and otherwise, in order to promote their involvement in evaluating our R&D results in this area. Plans to establish new collaboration on research in the area of communities of senior professionals with other Universities, such as the current plans with Mzumbe University in Tanzania, so far focused on co-authoring research articles and preparing research proposals.

SECOT, as a non profit association with the main purpose of providing assessment to young people aiming to start up new business activities and to SMEs with problems in their management, and integrated by retired professional persons, will try to use the results of the ePAL Project to improve the experience and knowledge of their members to achieve a better role in the socio-economic field mainly in Spain and in the Latin American countries.

4.2 Dissemination Individual plans

Both during and after completion of the ePAL Project, both WLP and SKILL will develop individual dissemination plans to inform economic stakeholders (industry, intermediary and business) of the results of ePAL roadmap and the new opportunities it presents.

These individual plans are described in the following tables.

WLP

DISSEMINATION PLAN	
Main Goal: To inform experts in active aging and business associations of the results of the ePAL roadmap, engage in knowledge transfer and help develop partnerships for future funding calls, develop products and services.	
Plan of actions:	
Action	Definition
Personal Presentation	White Loop will present the results of the ePAL Project to various interested parties within the United Kingdom: <ul style="list-style-type: none"> - London Development Agency (Regional Government) - EurExcel (European Association of Innovative SMEs) - Business Link (British Government's business advice and support service) - Age Concern (UK's largest charity working with and for older people) - Pension Policy Institute (Pension's think tank) - CBI (UK's leading business organisation/lobby) - Unite Union (UK's largest trade Union)
Narratives in Magazines	Inclusion of narrative in elderly magazine: <ul style="list-style-type: none"> - Young Retired (magazine about retirement planning for active Canadians) - Retired Worker

SKILL

DISSEMINATION PLAN	
Main Goal: To involve the ICT industry, intermediary institutions and policy makers in ePAL's results in additional proposals and in the actual market products and services related to ePAL in the future.	
Plan of actions:	
Action	Definition
Narratives in Magazines	Inclusion of narrative in elderly magazine: <ul style="list-style-type: none"> - Jubilo (Spanish magazine for elder people) - Alares (Spanish magazine for elder people)
Personal presentation	Skill will disseminate ePAL results to people, with high influence in the Andalusian and Spanish socio-economic system, from different intermediary organizations: <ul style="list-style-type: none"> - Director of Red Andalucía Emprende. Consejería de Innovación Ciencia y Empresa. - Director of Senior Programme - Managing director of CEA (Business association of Andalucía) - Managing Director Of Cruz Roja España - Managing director of new technologies business association - Town councillor of Social economy and elderly from Seville - Regional councillor of Social economy and elderly from Andalusia

Uninova and UvA will integrate ePAL dissemination on their own dissemination programs of R&D.

Researches from the universities related with ePAL will disseminate ePAL results through the publication of papers and other activities.

UNINOVA

DISSEMINATION PLAN	
Main Goal: To be actively involved in R&D activities that are related to the main results of the ePAL roadmap.	
Plan of actions:	
Action	Definition
Personal presentation	Uninova will maintain active collaboration with the senior network, namely SHARE and APCS.
Technical Papers	Uninova will develop technical papers and articles to be presented and published in conferences and journals indexed to the web of science
Specialized society	Uninova will disseminate results through the Society of Collaborative Networks (SOCOLNET)

UvA

DISSEMINATION PLAN	
Main Goal: To be actively involved in R&D activities that are related to the main results of the ePAL roadmap.	
Plan of actions:	
Action	Definition
Personal presentation	<ul style="list-style-type: none"> - UvA plans to establish new collaboration on research in the area of communities of senior professionals with other Universities, such as the current plans with Mzumbe University in Tanzania, so far focused on co-authoring research articles and preparing research proposals. - Involves in other dissemination activities: The University of Amsterdam (UvA) through its FCN (Federated Collaborative Networks) group, will be actively involved in R&D activities exploring the major results of the ePAL roadmap, with special focus and interest on the technological perspective of the ePAL related developments. FCN will continue its contact with the relevant senior associations in order to promote future collaboration in this area. Furthermore, FCN will continue its activity in this area also through the BRAID project, and will develop technical articles in the field, to be published in relevant conferences and prestigious journals with citation on the web of science.
Technical Papers	<ul style="list-style-type: none"> - PhD works focusing some of the technological actions of ePAL roadmap. - UvA will develop technical papers and articles to be presented and published.

SECOT

DISSEMINATION PLAN	
Main Goal: Organize internal activities related to explain the results of the ePAL roadmap.	
Plan of actions:	
Action	Definition
Presentation	Presentation to maintain collaboration with the European Senior network, the CESES.
Dissemination	Publishing information of the ePAL Project through a monthly newspaper distributed to 5.500 users.

5. CONCLUSIONS

The ePAL Project has looked to involve a wide group of external stakeholders in both the development and dissemination of its Roadmap for extending professional active life. Senior professionals and their associations along with those organisations with the capacity to support seniors in extending professional active life from across Europe have been included, as well as the involvement of those in wider EU society (namely SMEs) who stand to benefit from the increased potential of senior professionals. In so doing, we have begun the work of building a community around the key issues the project tackles, a community which all Consortium members intend to further advance after the ePAL Project's completion.

**ePAL
Deliverable D5.2**

www.epal.eu.com