Aim

A vision for ICT and Ageing which will support wellbeing and socio-economic integration of senior citizens across Europe, characterising key research challenges and strengthening stakeholder consultation and engagement.
Objectives

1. Create a dynamic ICT and Ageing roadmap
2. Instantiate a strategic research agenda
3. Build a self-sustaining co-ordination mechanism
Bridging Research in Ageing and ICT Development
Main Tasks

1. Taxonomy and Trends
2. Stakeholder identification and needs analysis
3. Mechanisms for stakeholder co-ordination
4. Scenario development and consolidated Vision
5. Engaging Stakeholders
6. ICT and Ageing Roadmap
7. Impact Creation
Stakeholders

• **Primary stakeholders:** the actual users of ICT for ageing solutions

• **Secondary stakeholders:** involved in organising the processes and procedures for the primary stakeholders (health and care service organisations ...)

• **Tertiary stakeholders:** enabling ICT for ageing by supplying technology and services ...

• **Quaternary stakeholders:** defining the socio-economical and legal context for exploiting ICT for ageing (policy-makers, insurance companies, ...
Stakeholder identification

- Revised through the coordination mechanisms
- Further refined due to the aims of the project
  - Policy makers
  - Academics
  - Civil Society Organisations
  - Industry representatives
  - Private users of ICT
  - The media
Stages of Dissemination

• Stage 1: Awareness raising
• Stage 2: Access to early outputs
• Stage 3: Active engagement of stakeholders
• Stage 4: Widespread dissemination of results
Understanding the impacts

• Multiple dissemination methods used
• Relative success evaluated to understand impacts
• No universal method successful
• Most successful strategies were less active or face-to-face
Recommendations

• Develop ways of monitoring and evaluating stakeholder use of materials
• Have a clear plan for incentivising stakeholders active engagement
• Build in time to establish common ground
• Prioritise the integration of the media into dissemination strategies.
Questions?

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