

SoCaTel

**A multi-stakeholder co-creation platform for better
access to Long-Term Care services**

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Duration: 36 months

Deliverable: D9.1 **Project Website**

By TCD

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CI	Classified, information as referred to in Commission Decision 2001/844/EC	

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Introduction

This deliverable explains how a central part of the SoCaTel dissemination strategy - the web pages - were developed, starting with the design of the logo and proceeding to the structure and functions of the website (available on <http://www.socatel.eu/>). It gives details on the steps taken to develop the website and illustrates the different pages it contains. The document also outlines the 'SharePoint' that has been set up to promote interaction among the project partners. The website constitutes a key communication tool to increase the project's visibility and impact among stake communities, researchers and general public. It is also a key tool for sharing information between all SoCaTel partners.

The main objective of the website is to successfully disseminate the project results arising from all Work Packages during the lifetime of the project. Therefore, all partners are engaged in maximizing the utility of the website:

- 1) all team members should contribute to the contents of the website
- 2) team members are asked to share all the documents necessary for the project with the whole consortium via the SharePoint
- 3) team members are expected to support the SoCaTel website by disseminating it through their own websites/social media/presentations

Starting point: SoCaTel logo development

SoCaTel project engaged the services of a design company, Amor de Marca, to develop a project identity and logo that clearly communicate the nature of the work undertaken by the team. We wanted to utilise the project acronym, in order to make it widely-used and easily recognisable. We also wanted to signal the centrality of communication to our work, and hence three speech bubbles were incorporated into the logo. The diversity of colours in the logo signifies the team's commitment to serving a diverse population of service users and stakeholders, and also creates an approachable, welcoming feel; this is important in a project that works with technology, yet aspires to be of practical relevance to audiences that might not be very familiar with it.



Following the successful development of the logo and associated products such as the project letterhead, Amor de Marca was further engaged to develop the website. Technically, the initial plan was for the pages to be customizable with graphic elements (buttons, boxes, icons, maps, etc.) and the possibility to create 2nd level pages in case more information has to be added in the future – very important for a project that is just starting out. We engaged in intensive communication with the company, to ensure that the website will serve both the diverse external audiences with an interest in the project, and the needs to the project team. For this reason, from the start, the website was to have an ‘external’ and a ‘team-only’ component. The latter is sometimes called Sharepoint, but for clarity it was labelled ‘For members’.

Regarding the ‘For members’ area, a structure was developed in a collaborative process between the coordinating institution, leader of WP9 at TCD, and the design company. This structure reflects the needs of team members for materials that are more detailed and in some cases more confidential than what is suitable for public access:

- SOCATEL main documents

Grant Agreement
Consortium Agreement

- Meetings

Agenda
Practical arrangements (location, hotels)
Presentations (PowerPoint slides)
Minutes of the meeting
Follow-up actions

- Work Packages

WP1, WP2, WP3, ...WP11
Related documents

- Deliverables

D 11.1

D 11.2... Several documents PDF (about 50 or more)

- Scientific literature

Open-access collection of relevant articles

- Contacts

Excel with all contacts

- Logos

SoCaTel

European Commission

-Images

Photos

- SOCATEL Handbook

PDF doc

- Templates

Deliverable template (PDF, Word)

Informed consent (Word)

Other

- Financial guidelines

Templates

Overall SOCATEL budget

Several PDF doc

SOCATEL / For Members

[Add File](#)
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[Logout](#)

Search

Home »

Name	Date	Type
01. SOCATEL main documents		Folder
02. Meetings		Folder
03. WPs		Folder
04. Deliverables		Folder
05. Scientific literature		Folder
06. Contacts		Folder
07. Logos		Folder
08. Images		Folder
09. SOCATEL Handbook		Folder
10. Templates		Folder
11. Financial guidelines		Folder

Factual content – website copy

The essential elements of the ‘copy’ that was generated by the WP Leader (Virpi Timonen) to populate the factual components of the website at project outset are as follows. Needless to say, the text will be and is being updated, extended and adapted as the project progresses towards findings and outputs and as stated above, this is a collective endeavour by all partners. Nonetheless, the ‘copy’ represented the starting point in communicating the nature and aims of SoCaTel with a wider audience:

The societal challenge we are addressing

Around one-quarter of the European population will be aged 65 and over by the middle of this century.

This great achievement in longevity has also brought about multiple challenges for European social welfare and financial systems.

While access to long-term care (LTC) for older populations is one of the social benefits that Europe takes pride in, due to barriers - digital, cultural, bureaucratic and geographic - access to these services is not optimal. Furthermore, most social services systems have yet to fully enter the digital era and embrace the benefits offered by technology.

This situation affects all stakeholders involved in LTC services, but especially service users and social service professionals. From the point of view of older adults, their families and professional caregivers, many social service systems across Europe seem rigid, non-transparent, and hard to access, and generate a bureaucratic burden and frustration.

Currently, most if not all LTC systems are lacking in giving tools for social inclusion and adaptability to vulnerable populations, such as older people at risk of social exclusion. From the point of view of social service professionals, populations in need are not always easy to access and communicate with, and the provision of ongoing social support and monitoring is challenging.

In terms of government spending, additional expenditures are generated due to complex bureaucratic processes, clerical errors and user errors; therefore, more efficient systems that represent better value for money are needed.

As European societies are ageing, it becomes critical that our systems and services adapt to the needs of older adults and are able to provide accessible and high quality LTC services that promote values such as equitable access to services and ageing-in-place.

European governments need to ensure that their ageing populations are valued assets to society, and to encourage social care professionals to work with technology for the benefit of service users. Furthermore, these efforts should be directed towards the goal of promoting an integrated care approach wherein health care and LTC services are interlinked.

Our response to the challenge

The SoCaTel project proposes an approach that will cater to the needs of the growing ageing populations in Europe by improving the accessibility, responsiveness, efficiency, and transparency of social care services for older adults.

SoCaTel aims to address gaps in the area of social services by introducing a multi- stakeholder platform for the co-creation, and later deployment, of long-term care services.

The project will incorporate into its processes the key values of user-centred design, accessibility, transparency, accountability, civic participation and social inclusion.

The SoCaTel platform will be designed and conceived through a co-creation process, which will allow and encourage users to interact with ICT in a straightforward way. SoCaTel will address the current lack of coordination among primary and community services, hospitals, and other care providers, in order to make accessing and using LTC services easier for older adults, their family carers, and care professionals.

[Sub-heading:] Co-creation

Co-creation gives people the opportunity to express their needs and to make decisions about how they would like to receive and provide care services. Although technological innovations are an important tool for improving older people's lives, they cannot be imposed. With a co-creation process, citizens have more choice, control and flexibility in using ICT solutions, and they are part of the decision-making process in designing and implementing services. By making the access to social care systems across Europe more transparent, responsive and open to public feedback, the efficiency of the LTC system can also be improved.

- *The practice of co-creation: how does it work?*
- *Illustrative examples of co-creation from the pilot sites*

Tackling the challenge

SoCaTel integrates a range of stakeholders and citizens involved in the process of co-creating useful, feasible and cost-efficient ICT solutions, using a bottom-up process.

During the project, services pertaining to the provision of LTC to older adults will be co-created and piloted in four countries - Finland, Ireland, Spain and Hungary - representing different social care models and legislative frameworks.

SoCaTel will create, implement and pilot a multi-module and multi-stakeholder co-creation platform, which fosters ageing-in-place in a friendly environment and community.

The SoCaTel platform will improve end-users' access to LTC services according to their needs, and will empower service users and their representatives.

Following a quadruple-helix (QH) approach, service users, care professionals, researchers and innovators will collaborate throughout the process: from design through to development and testing, and onto implementation - facilitating the co-creation of improved services to address emerging needs and opportunities, while encouraging innovation.

Via communication, exploitation and dissemination activities, as well as a series of Hackathons to bring forth new and innovative ideas, SoCaTel will be scalable and replicable to locations all over Europe.

The project comprises of three main stages, fully incorporating the QH approach:

- 1) ***The design and creation of a digital co-creation platform*** via a set of co-creation workshop and relying on off-the-shelf open source components, as well as newly created ones;
- 2) ***Co-creation of public services*** within the realm of long-term care services, involving hackathons with innovators, and using face-to-face co-creation methodologies as well as the digital SoCaTel co-creation platform, with the aim of developing a new technology more adapted to service users' needs;
- 3) ***Service publishing and impact assessment*** on the open source platform, supported by extensive change management activities.

Key deliverables

Each of our pilot sites will involve a co-creation phase and a later service deployment phase in which the co-created service will be deployed in a real-life environment.

SoCaTel will deliver:

- 1) an **Open Source co-creation platform** adapted to the needs and preferences of key stakeholders involved in long-term care,*
- 2) **improvements in long-term care service processes** co- created following the QH approach and using SoCaTel platform, and*
- 3) a set of **best practices and methodologies** to promote and support the transferability, scalability and replicability of SoCaTel's outcomes, while maintaining its core values.*

To ensure its long lasting impact, SoCaTel will also create and release

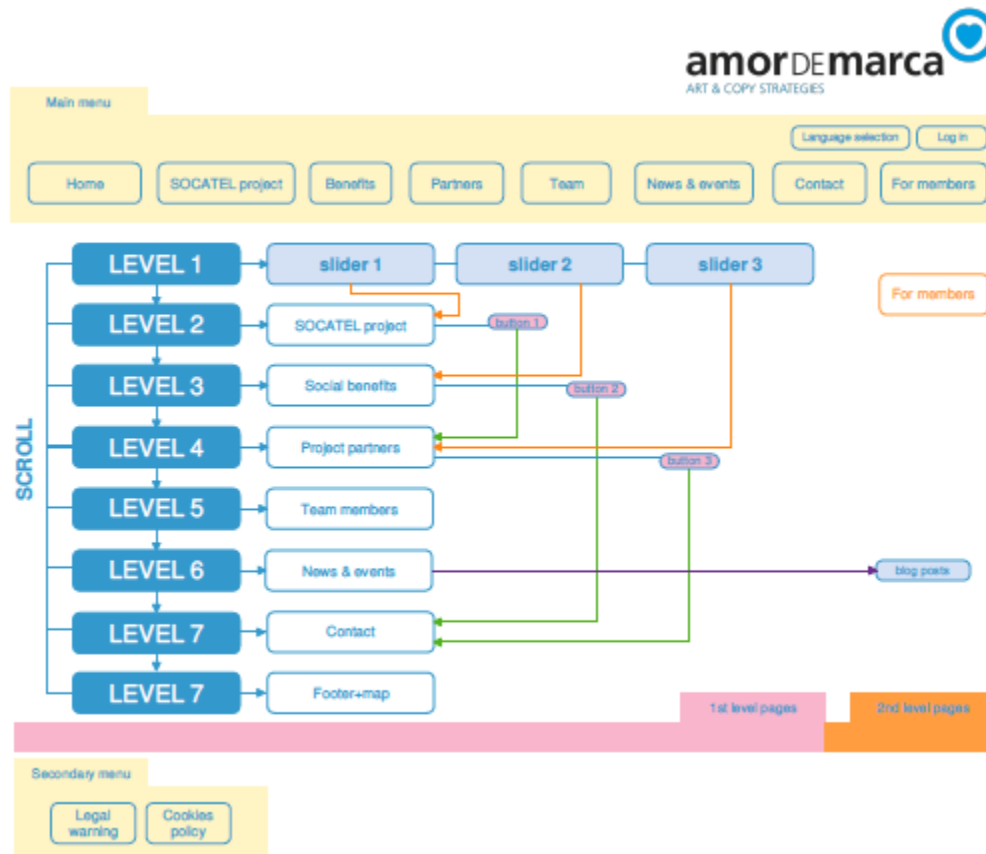
- 4) a **MOOC (Massive Open Online Course)** to be used by higher education institutes training the next generation of social care professionals and policy makers.*

SoCaTel's service deployment platform will be an open source and fully configurable platform, allowing different actors – including public administration – to design and deliver new or improved services.

SoCaTel will work towards an accessible service design generated through the collaborative co-creation process among service users and professionals. SoCaTel will focus on a needs-led care (bottom-up approach) rather than a service-led care (top-down approach), offering an integrated tool of care services, accessible for people with care needs and/or at risk of social exclusion. SoCaTel will improve care service users' satisfaction and be cost-effective, while simplifying the paperwork requirements and thereby reducing the bureaucratic burden on service users and professionals.

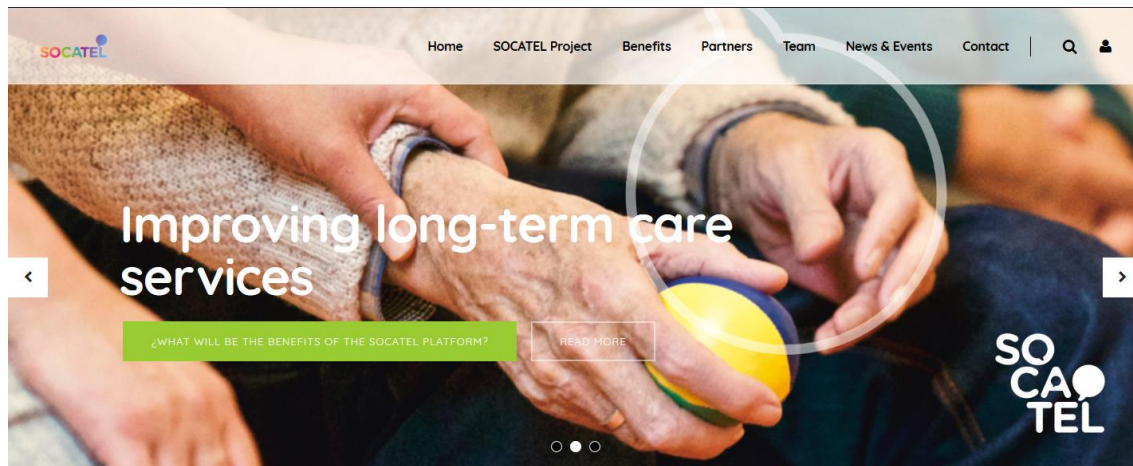
Visuals / presentation of the web pages

The site map for the SocaTel web pages was agreed to take the following structure:



To illustrate the progress from early version to final product, here are some early design concepts provided by Amor de Marca (supplied on Friday 23rd of February 2018):

This opening page image was changed, on the basis of feedback to the design company, to a more dynamic slide-show style home page with diverse images (at which point the site was made 'live' for the first time on the 28th of February 2018), for instance:



The SOCATEL project

Around one-quarter of the European population will be aged 65 and over by the middle of this century. This great achievement in longevity has also brought about multiple challenges for European social welfare and financial systems. While access to long-term care (LTC) for older populations is one of the social benefits that Europe takes pride in, due to barriers, including digital, cultural, bureaucratic and geographic, access to these services is not optimal. The SOCATEL project proposes an approach that will cater to the needs of the growing ageing populations in Europe by improving the accessibility, responsiveness, efficiency, transparency and transferability of social and care services. We will develop a useful, transparent and easy-to-use platform following a quadruple-helix (QH) approach, in which service users, care professionals, researchers and



The SoCaTel homepage depicts general information about the project, its mission and objectives. The site is available in Spanish and English, and limited sections may be translated into Hungarian and Finnish.

The SOCATEL project

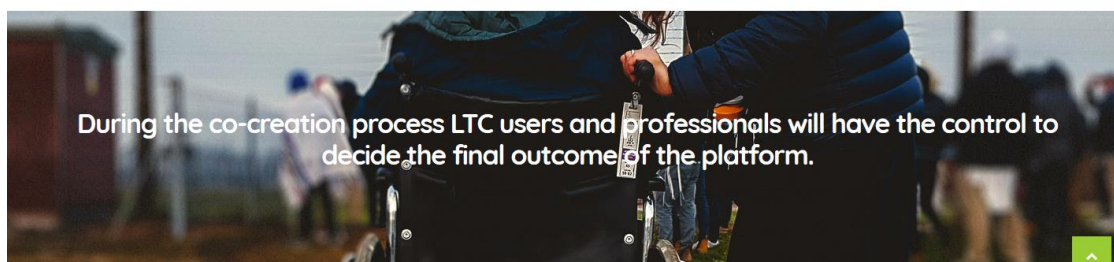
Around one-quarter of the European population will be aged 65 and over by the middle of this century. This great achievement in longevity has also brought about multiple challenges for European social welfare and financial systems. While access to long-term care (LTC) for older populations is one of the social benefits that Europe takes pride in, due to barriers, including digital, cultural, bureaucratic and geographic, access to these services is not optimal.

The SOCATEL project proposes an approach that will cater to the needs of the growing ageing populations in Europe by improving the accessibility, responsiveness, efficiency, transparency and transferability of social and care services.

We will develop a useful, transparent and easy-to-use platform following a quadruple-helix (QH) approach, in which service users, care professionals, researchers and innovators will collaborate throughout the process.

During the process we will know first-hand the needs of all the people involved and they can choose how to receive or give this services. They will have the control to define the outcome of the platform because they are part of the decision-making process.

KNOW THE THREE MAIN STAGES OF THE PROJECT



The factual content ('copy' outlined above), is broken up with summaries and visuals in order to make it more accessible.

Under 'Benefits', we requested some sub-categories, and this resulted in the following improved version:

And what are the benefits?



The creation of an inclusive tool in order to make accessing and using LTC services easier for older adults and care professionals.



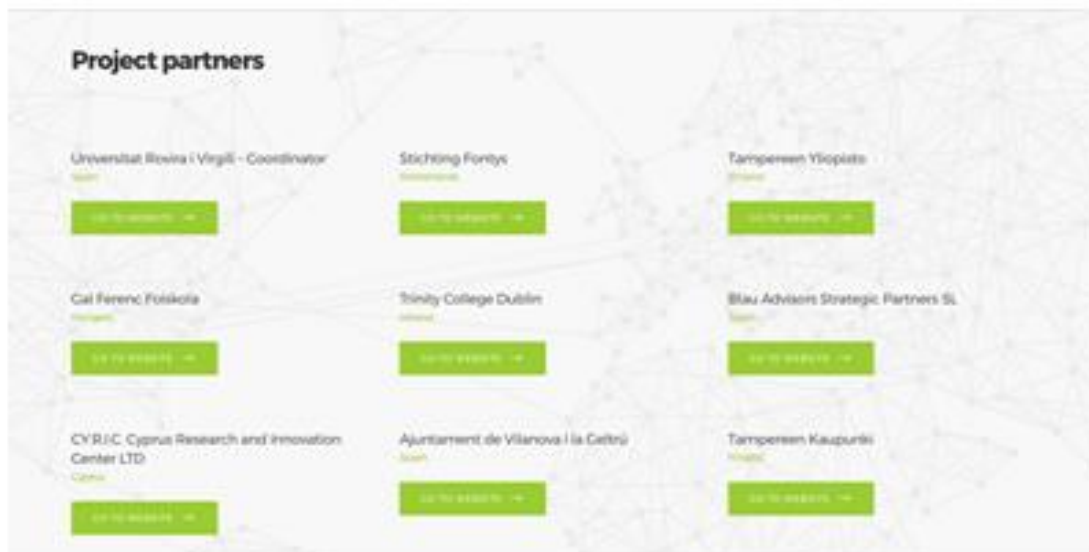
An improvement on the efficiency, transparency and responsiveness of the social services.



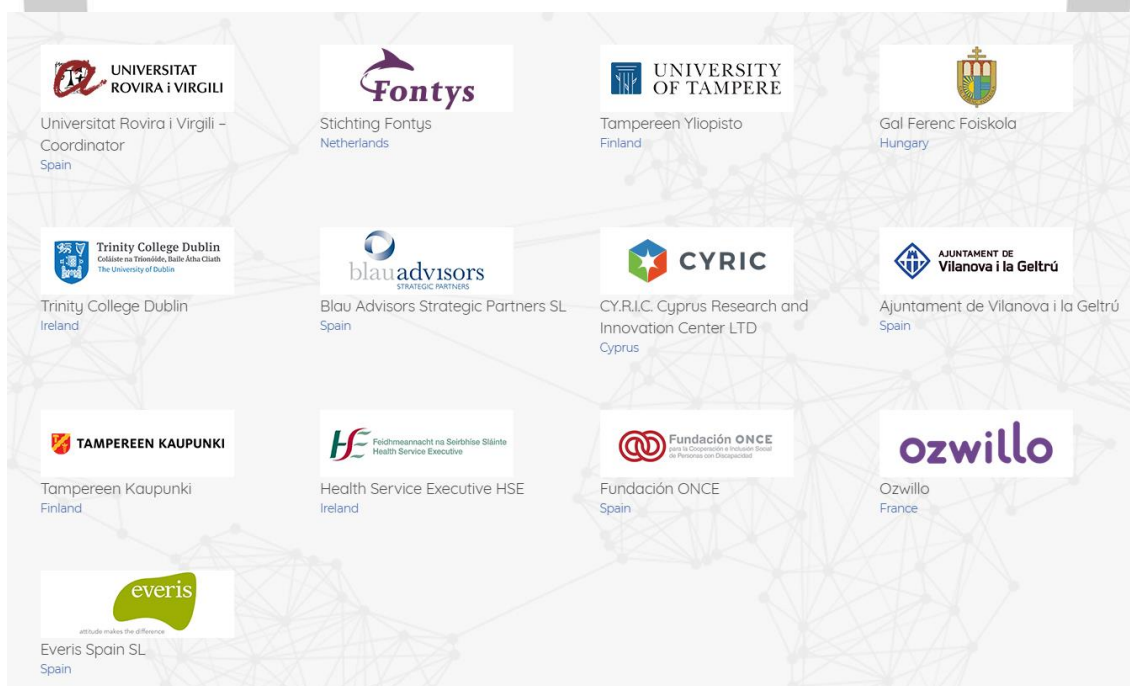
A solution to the lack of coordination between hospitals, social services and LTC professionals that has a direct impact on the end users of this services.

SOCATEL will launch an accessible service design generated through the collaborative co-creation process among service users and professionals. SOCATEL will focus on a needs-led care (bottom-up approach) rather than a service-led care (top-down approach), offering an integrated tool of care services, accessible for people with care needs and/or at risk of social exclusion. This will improve care service users' satisfaction and be cost-effective, while simplifying the paperwork requirements and thereby reducing the bureaucratic burden on citizens and professionals.

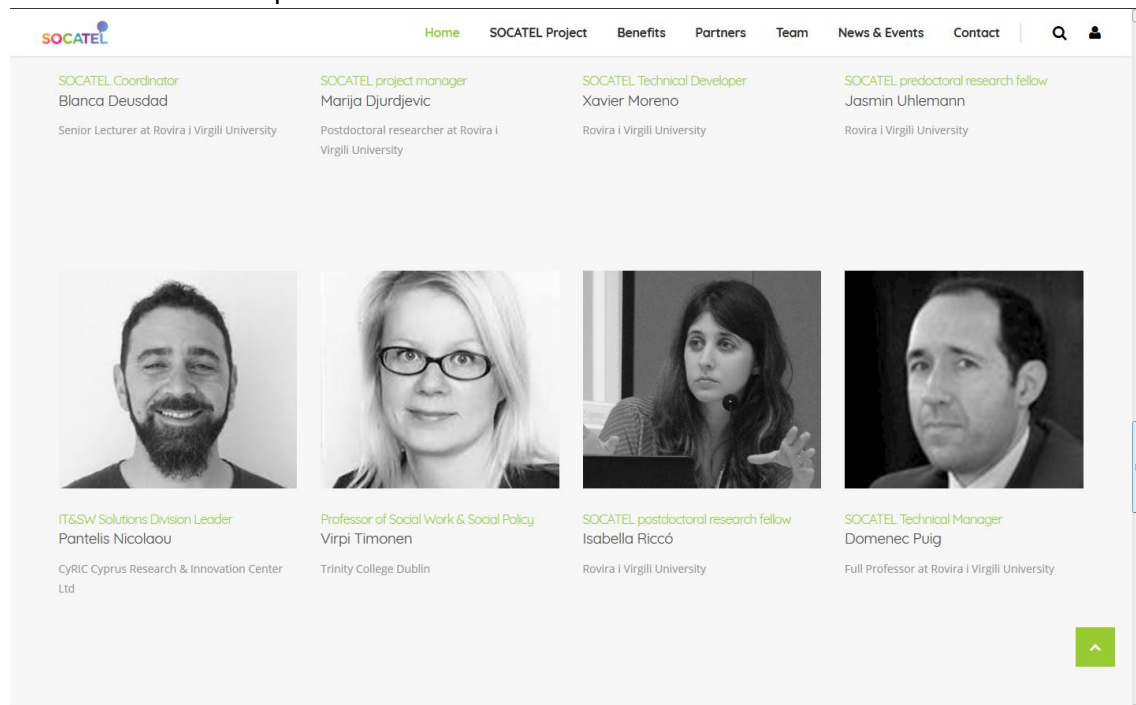
The initial presentation of partner organisations was as follows:



Again on the basis of the initial screenshots, we requested a clearer depiction of each partner organisation's visual identity, and this suggestion resulted in the following presentation:



Team members are presented as follows:




In order to achieve maximum consistency in photographs of team members, we decided to use images captured during team meetings. To complement images captured at the kick-off meeting in Tarragona, photographs were taken at a project meeting in Eindhoven (although not all team members could be present, due to adverse weather and cancelled flights).

We also wanted to make better use of the SoCaTel logo designed at the outset of the project, in order to get mileage from it for the purposes of 'branding', so at our request this was incorporated prominently into the updated version of the website.

Another important feature that was suggested at the revision stage was greater visibility and more dynamic feel around social media content. The view was communicated to the designer that websites of broadly similar projects that SoCaTel has been liaising with, such as the CoSIE website (another H2020 project on co-creation), had dedicated space for Twitter feeds and hashtags, an important feature of dynamic communications. Hence, Twitter feeds are incorporated as illustrated here:

Twitter

-  RT @socatel_co: SoCaTel meeting on creativity and co-creation @dafitsURV @bdeusdad #creativity #InvestEU #co-creation <https://t.co/UJMYWQBf...>
-  RT @socatel_co: Co-creation sessions with older adults @dafitsURV @bdeusdad #InvestEU #socatelco-creation <https://t.co/LS4jnPVYr4>
-  SoCaTel meeting on creativity and co-creation. 2nd day. @fontys @dafitsURV #creativity #InvestEU #co-creation... <https://t.co/rseBIOUHRP>

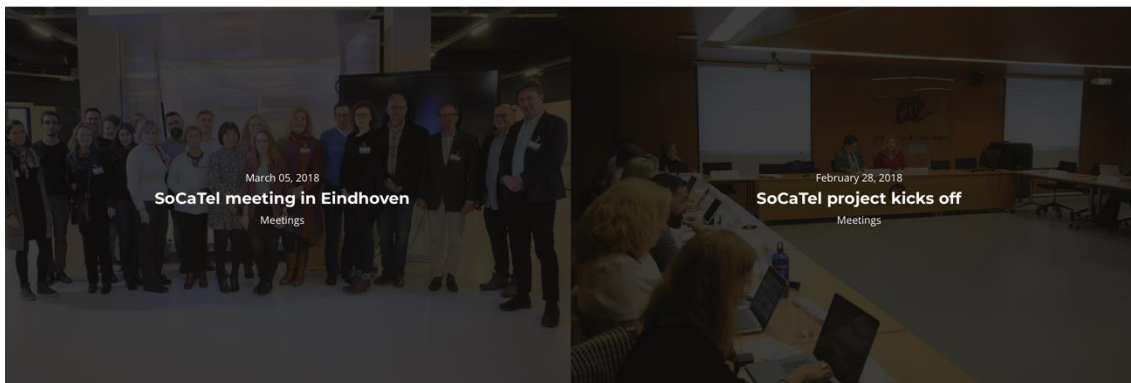
Co-created and piloted in:



To facilitate contact from interested members of the public, and website also incorporates a contact template.



Home SOCATEL Project Benefits Partners Team News & Events Contact  



Contact



28th February 2018 / In Meetings / By [socatel-admin](#) / 0 Comments

SoCaTel project kicks off

On 11 and 12 December the kick-off meeting of the H2020 project SoCaTel was held in Tarragona (Spain). The SoCaTel project aims to improve the accessibility, responsiveness, efficiency, transparency and transferability of social and care services by developing a multi-stakeholder platform for the co-creation, and later deployment, of long-term care services. The platform will be designed through a co-creation process, which will allow and encourage users to interact with ICT in a straightforward way.

Categories

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5th March / In Meetings
SoCaTel Meeting In Eindhoven

28th February / In Meetings
SoCaTel Project Kicks Off

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Instagram Feed

Summary / conclusions

The role of the website is to ease information exchange within project team, inform the general public about SoCaTel and its achievements, as well as to attract potential collaborators to the project. The success of a project such as SoCaTel depends on efficient dissemination, and the public site is an essential tool to achieve this goal. The site will be promoted through the social networks and during congresses where partners present the project. The domain name of socatel.eu will be registered for the site, and made available for all project partners, European Commission members, other research projects and any other interested parties.

The website is carefully designed to address the identified target groups in the most effective way, and it is the easiest way to ensure the visibility of the project for the EU as well as target audiences, stakeholders and the general public. The expected outcomes include a large number of stakeholders being more aware of ideas and technologies generated through the project. The SoCaTel website is designed as an interactive tool for public information and communication among partners and stakeholders. It will also be a repository for deliverables and a work area for the project participants to share information between each other. It can be continuously improved and updated, in order to maximize the results and share the results with target audiences.