

T.A.A.F.E.

Towards Alpine Age-Friendly Environment

INTERREG
Alpine Space Programme

WP Communication

Communication Strategy

DELIVERABLE
D.C.1.1.

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1.2.

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STAND
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AT A GLANCE

A growing ageing population and increasing number of isolated older adults demand new approaches and political commitment. Therefore, the WHO developed the concept of sustainable age-friendly environments (AFE), using an integrative approach to optimize the social and physical environments and promote active, healthy ageing and participation in society. The T.A.A.F.E. project uses this concept to build a participatory framework - T.A.A.F.E. model - for developing an age-friendly environment and an improved delivery of services in the Alpine Space (AS).

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Timeliness of the information in the document

The information in this document is subject to change without notice.

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COMMUNICATION OBJECTIVES

T.A.A.F.E. addresses the challenges of ageing societies in the settings of today by defining its project specific objectives. The WP communication (WPC) supports the project specific objectives by linking WPC activities to the three communication objectives:

a) increasing knowledge, b) influencing attitude and c) changing behavior.

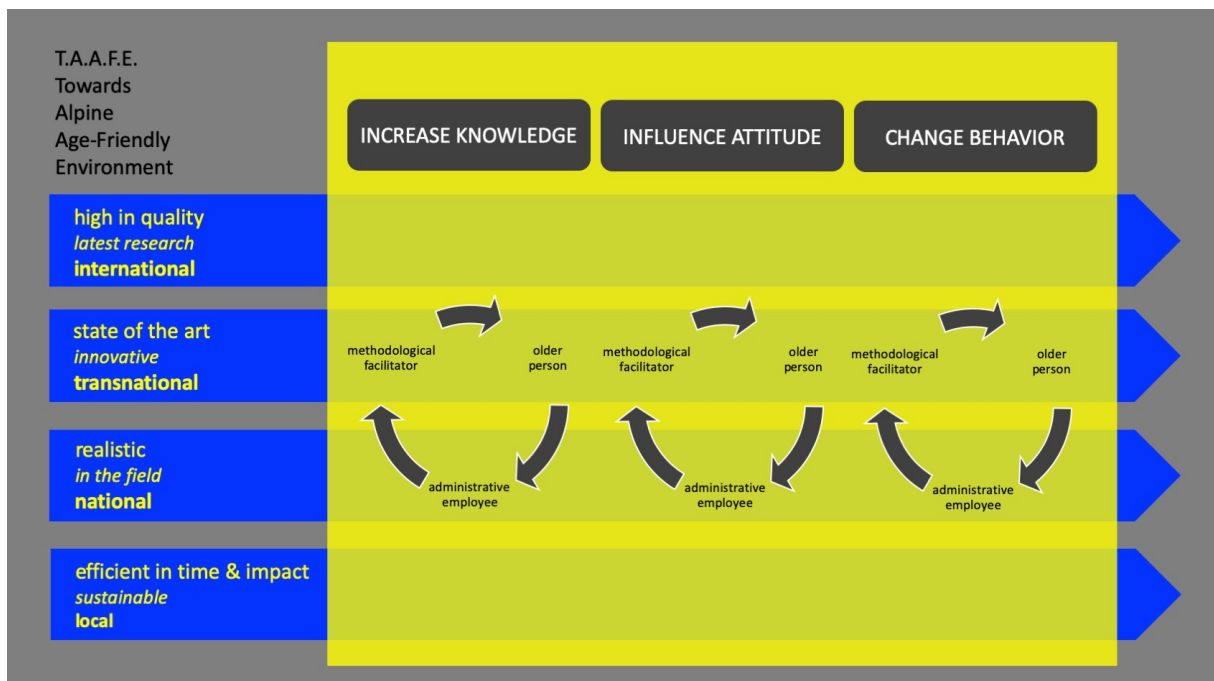


Chart 01: Added values (linked to aims) of T.A.A.F.E.

The chart 01 is showing the two main communication directions:

- High level (blue background): To increase the visibility of EU projects.
- On sight (yellow background): To attract interest for T.A.A.F.E. in long term.

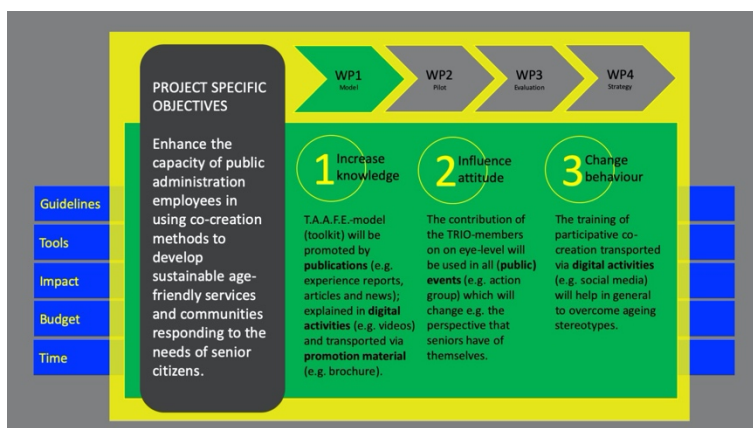


Chart 02: WPC support in WP1

The communication activities are roughly categorized in 5 areas:

- Branding
- Publications
- Digital activities
- Events
- Promotion

Activities within the 5 categories are customized to the phase of the project, the target group(s) and the specific aim of each the activity.

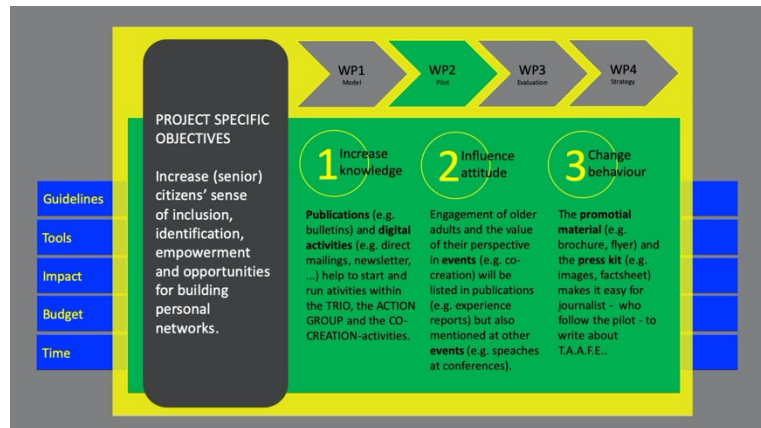


Chart 03: WpC support in WP2

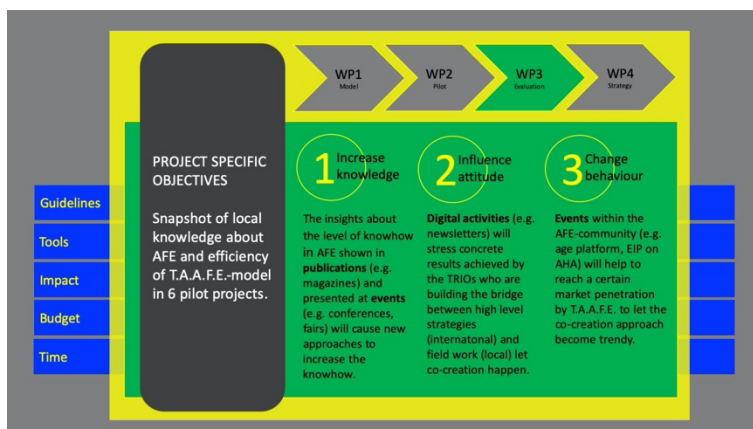


Chart 04: WpC support in WP3

As of having older adults as one of the main target group on board, communication is focused on digital and analog channels.

Addressing B2A, B2B and B2C requires a broad range of vocabulary and different approaches (see communication mix).

B2A = Business to Administration
 B2B = Business to Business
 B2C = Business to Customer

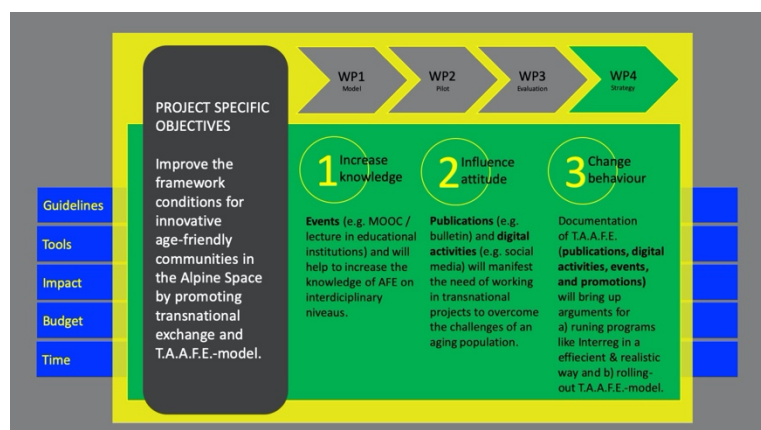


Chart 05: WpC support in WP4

UNIQUE (SELLING) PROPOSITION

T.A.A.F.E. is not profit oriented but is unique in its approach. The Unique (Selling) Proposition (USP) of T.A.A.F.E. is the TRIO which is built by a representative of the older population (older person), a representative of policy makers (administrative employee) and a multiplier (methodological facilitator). All three members meet on eye level in the project by increasing their knowledge (mainly linked to AFE) and by overthinking their attitudes regarding ageing and what comes with it in a broad range.

The Trio is trained on transnational level while the local action group(s) cause a change on national level by letting happen co-creation.

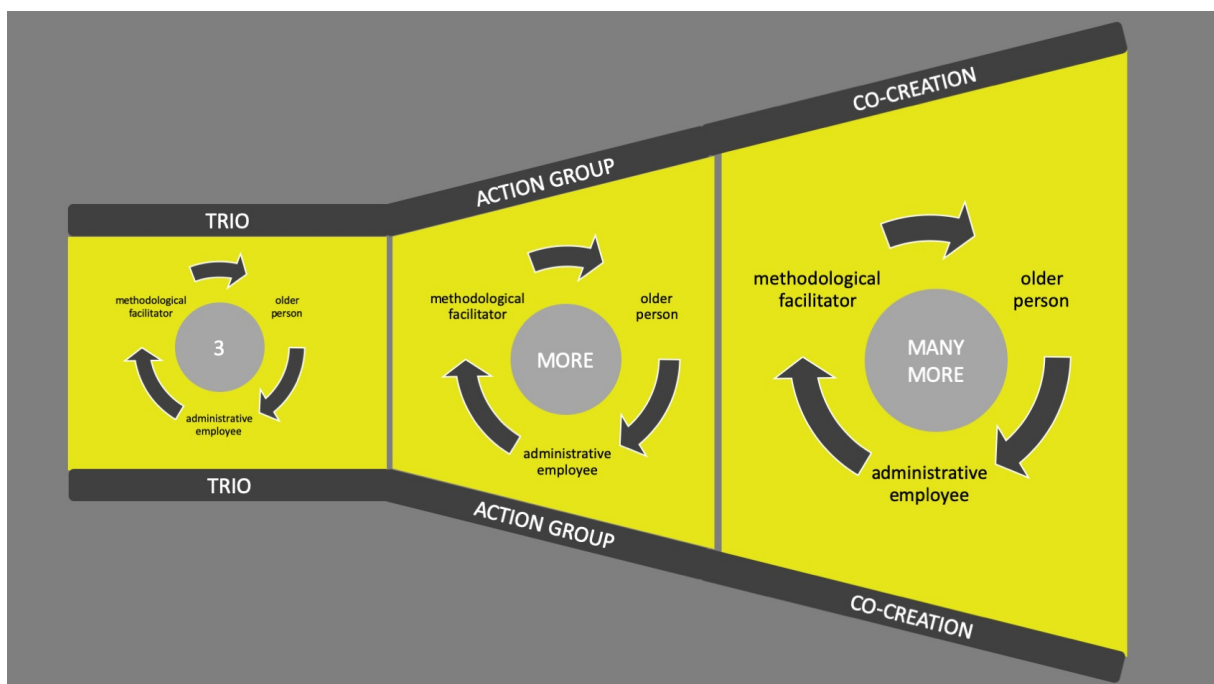


Chart 06: USP

STATEMENT

T.A.A.F.E. goes the intergenerational and interdisciplinary way. This means more than one generation of different backgrounds sit at the same table as researchers and actors from the business world, public sector and NGOs.

MISSION

T.A.A.F.E. stands for an equal exchange (push & pull) between the parties "older adults, administration employees and methodological facilitators" to further develop the living space of an aging population.

VISION

To provide access to knowhow, influence attitude and change behavior.

VALUES

T.A.A.F.E. is focusing on the AFE concept (sustainable age-friendly environments) developed by WHO which considers next to other criteria the human rights. The T.A.A.F.E. model is implementing in its participative approach ...

Article 01: All people are equal and free from birth

Article 02: No one must be discriminated against

Article 12: Everyone has a right to privacy

Article 19: Freedom of expression

Article 29: We all bear responsibility towards others

... which are transferred into the communication of T.A.A.F.E. project.

TARGET GROUPS

T.A.A.F.E. is targeting three main target groups: B2A, B2B and B2C. Within these target groups there are people with different age and education level. This means the communication needs to go through all three channels: print, offline and online.

B2A = Business to Administration B2B = Business to Business B2C = Business to Customer

COMMUNICATION CONCEPT

The communication concept is focusing on direct -, online – and analog communication to avoid wastage but reaching out to the targeted audience in the most efficient way.

COST-BENEFIT RATIO

Each WP-leader is expert in its discipline. His/her experience is needed to reach the next milestone and to meet the aim of the project. The WPC provides tools to support the T.A.A.F.E. project and help to ensure that it can be implemented within the given time frame. Therefore a) given framework from Interreg Program, b) standards and c) local circumstances and experience must be considered. The most important rule is here cost-benefit ratio by keeping the aim of the project (added value, time and budget) in mind.

UNEXPECTED EVENTS

Upcoming events which cause new circumstances as the COVID-19 requires different tools, new procedures and partially delays. Safety comes first, especially when target groups at risk are involved. The focus on online communication will be recommended when feasible and effective. The support to get access to relevant tools will be given.

RESPONSIBILITIES

To ensure a lean but efficient realization of the activities within the WP Communication a responsible person in each country has been defined to manage relevant actions.

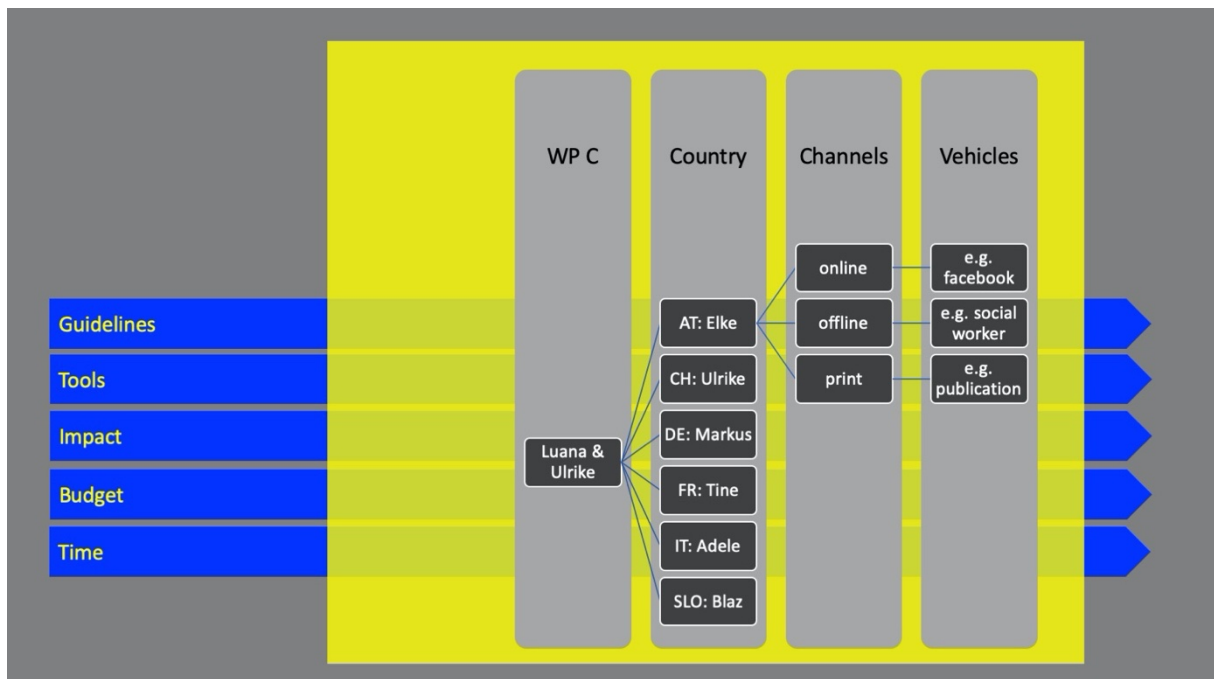


Chart 07: Responsibilities

TIMELINE

	Deadline	
Deliverable D.C.1.1	2020.03	Strategy & Press Kit
Deliverable D.C.1.2	2020.03	2 Social Media Accounts (LinkedIn & Twitter)
Deliverable D.C.1.3	2020.03	1 Website
Deliverable D.C.1.4 a	2020.03	1 Poster (high level)
Deliverable D.C.1.4 b	2021.03	6 Pilotposter
Deliverable D.C.1.5	2020.03	Visuals & Templates
Deliverable D.C.2.1	2022.04	30 Press Releases
Deliverable D.C.2.2	2022.04	18 Articles
Deliverable D.C.2.3	2022.04	24 Bulletin news (Church / Village/city's district)
Deliverable D.C.3.1	2022.04	14 Multinational Events
Deliverable D.C.3.2	2022.04	1 Transnational Events
Deliverable D.C.3.3	2022.04	8 Regional Events
Deliverable D.C.3.4	2022.04	12 Local Events
Deliverable D.C.3.5	2022.04	1 Final Event
Deliverable D.C.4.1	2022.04	1 Flyer
Deliverable D.C.4.2	2022.04	1 Brochure
Deliverable D.C.5.1	2022.04	10 Newsletter
Deliverable D.C.5.2	2022.04	8 Videos
Deliverable D.C.5.3	2022.04	5 MOOC ¹

COMMUNICATION MIX



Chart 08: Press Kit – Logo

¹ Under the actual circumstances (COVID19) it might be the case that only the Swiss pilot will proceed as scheduled which can lead to a MOOC / lecture in an educational institution.

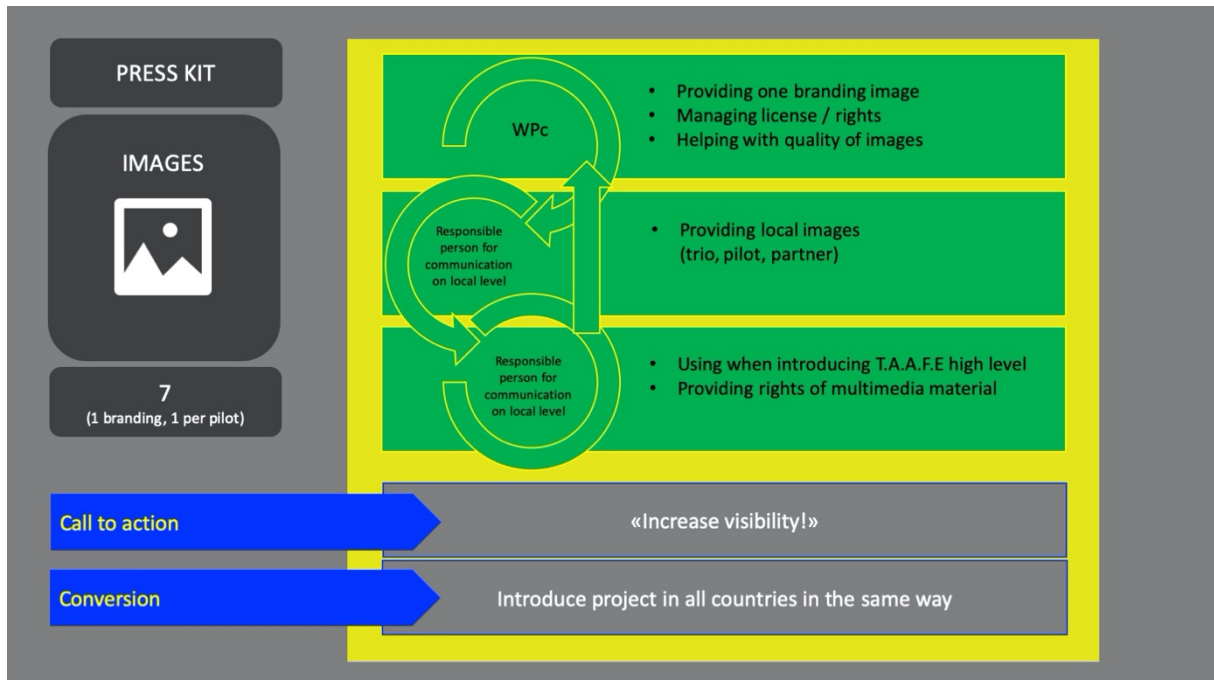


Chart 09: Press Kit – Images

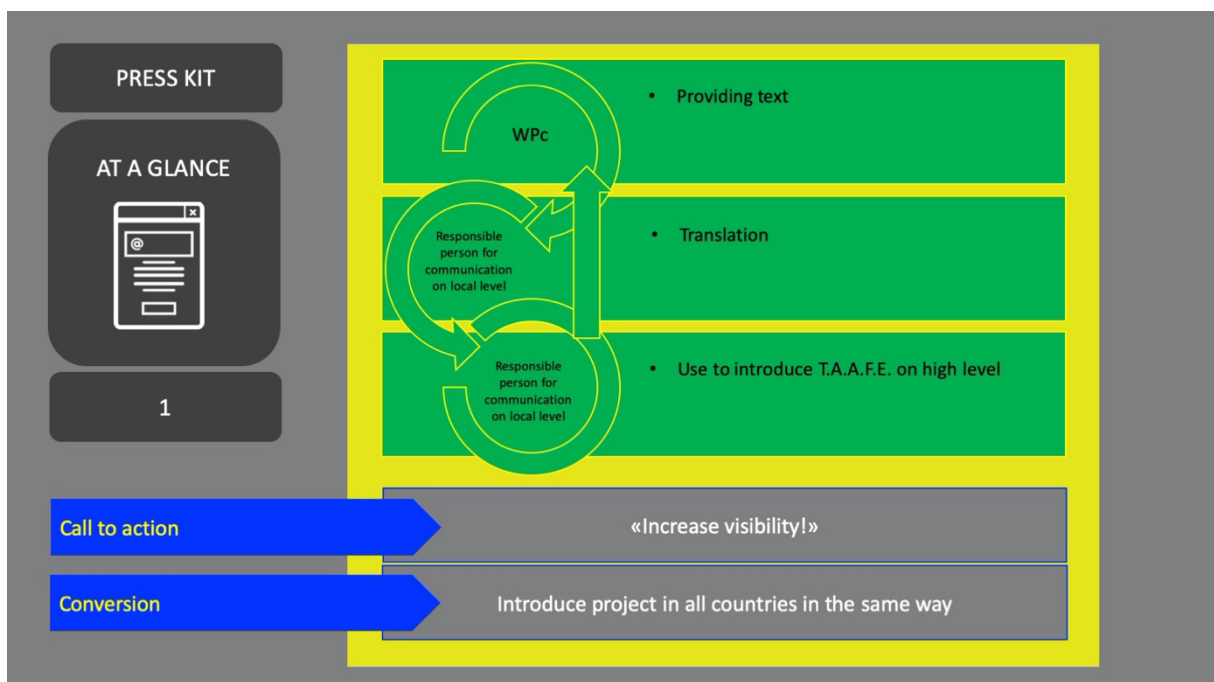


Chart 10: Press Kit – at a glance

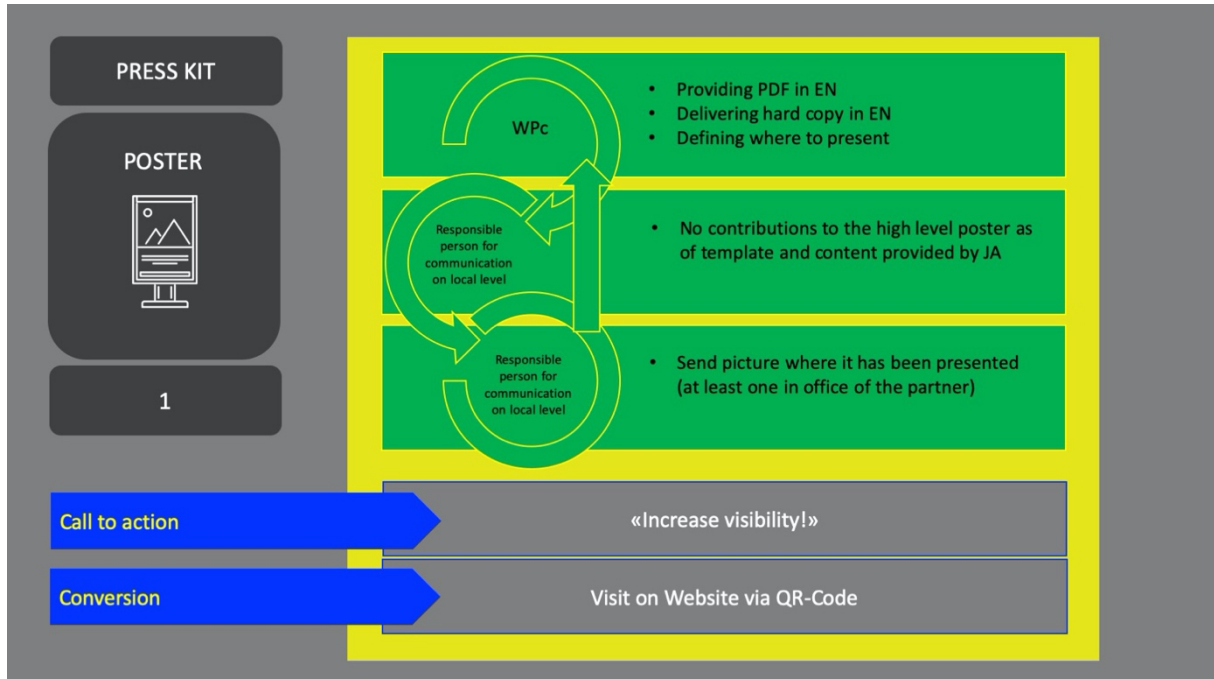


Chart 11: Press Kit – Poster

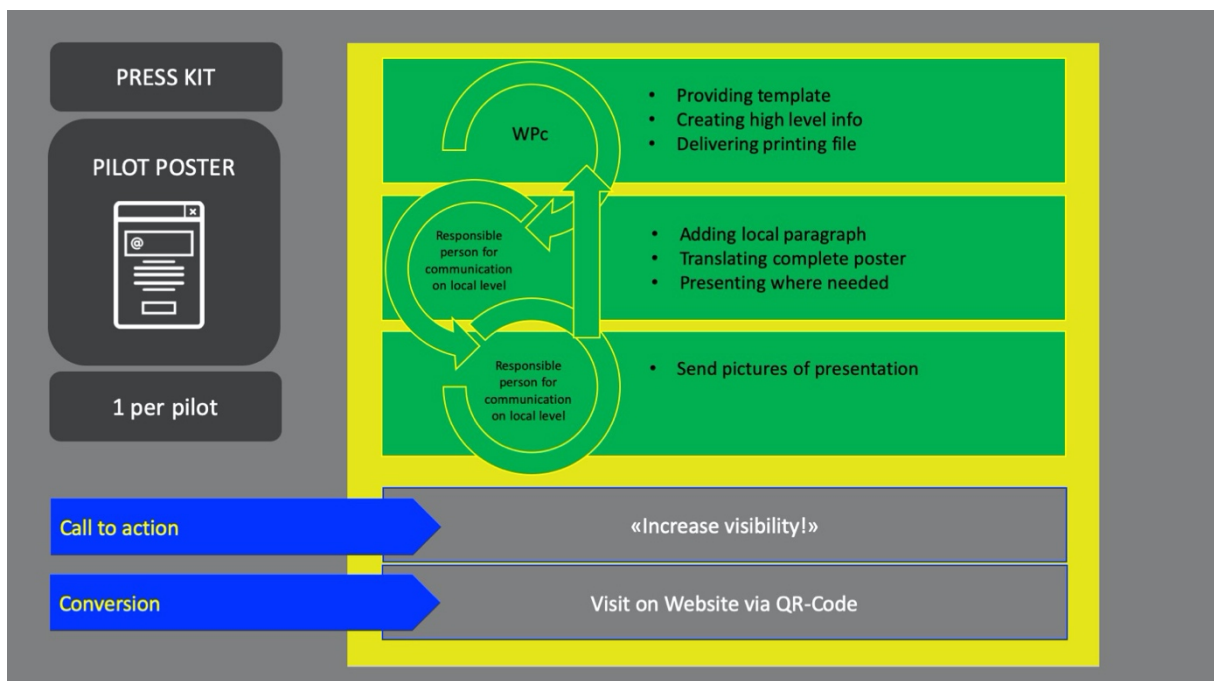


Chart 12: Press Kit – Pilot Poster

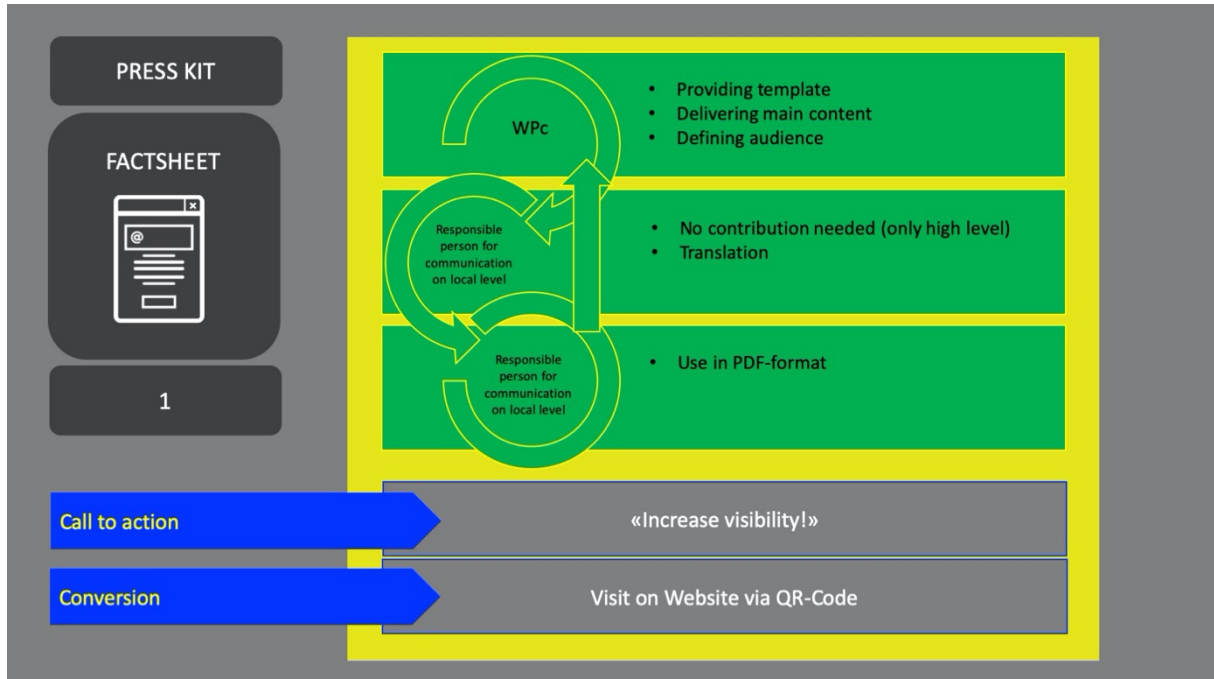


Chart 13: Press Kit – Factsheet (not as hard copy)

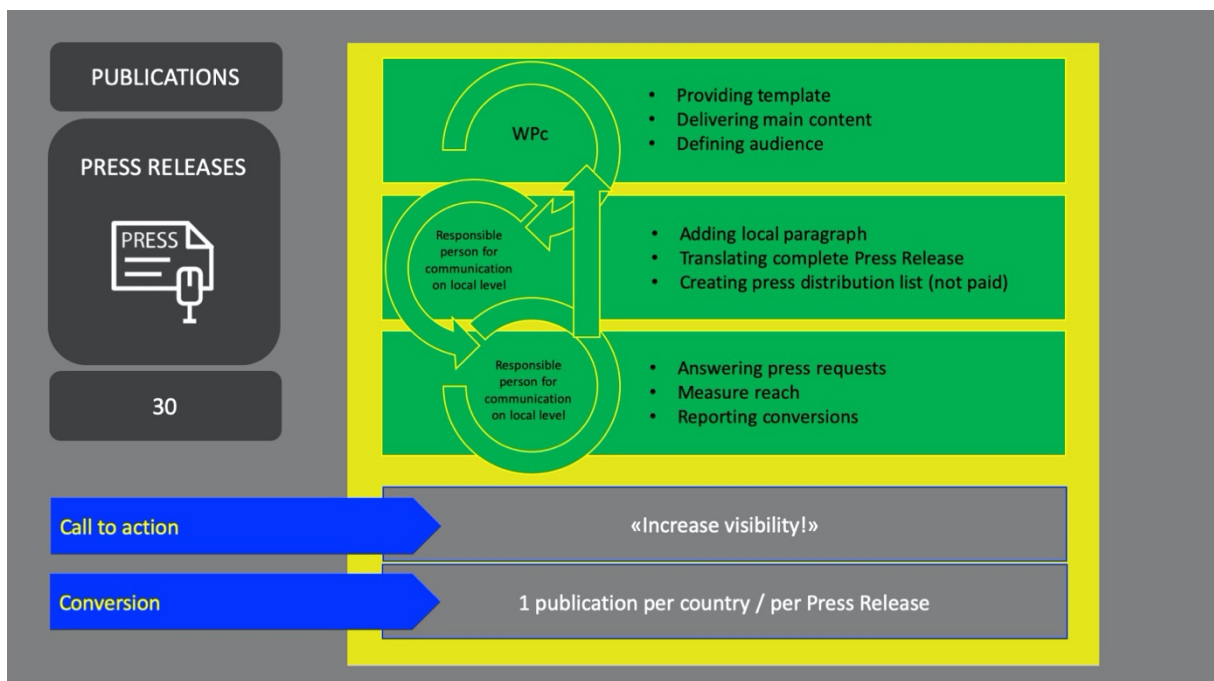


Chart 14: Publications – Press Releases

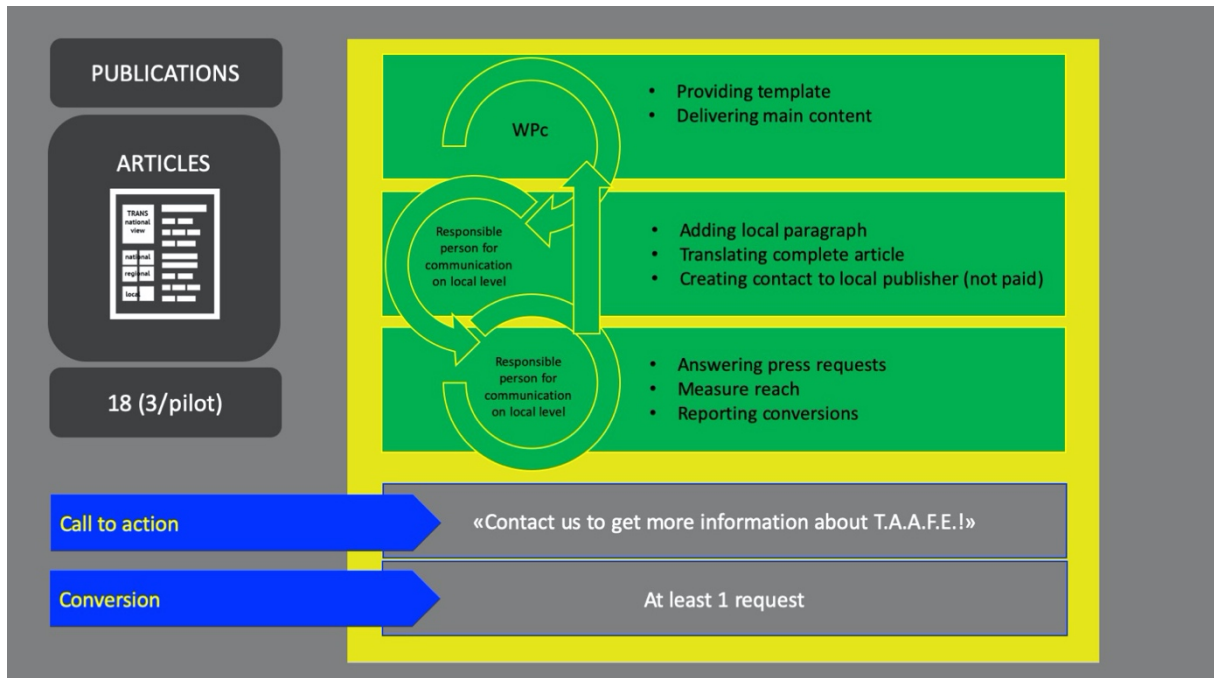


Chart 15: Publications – Articles

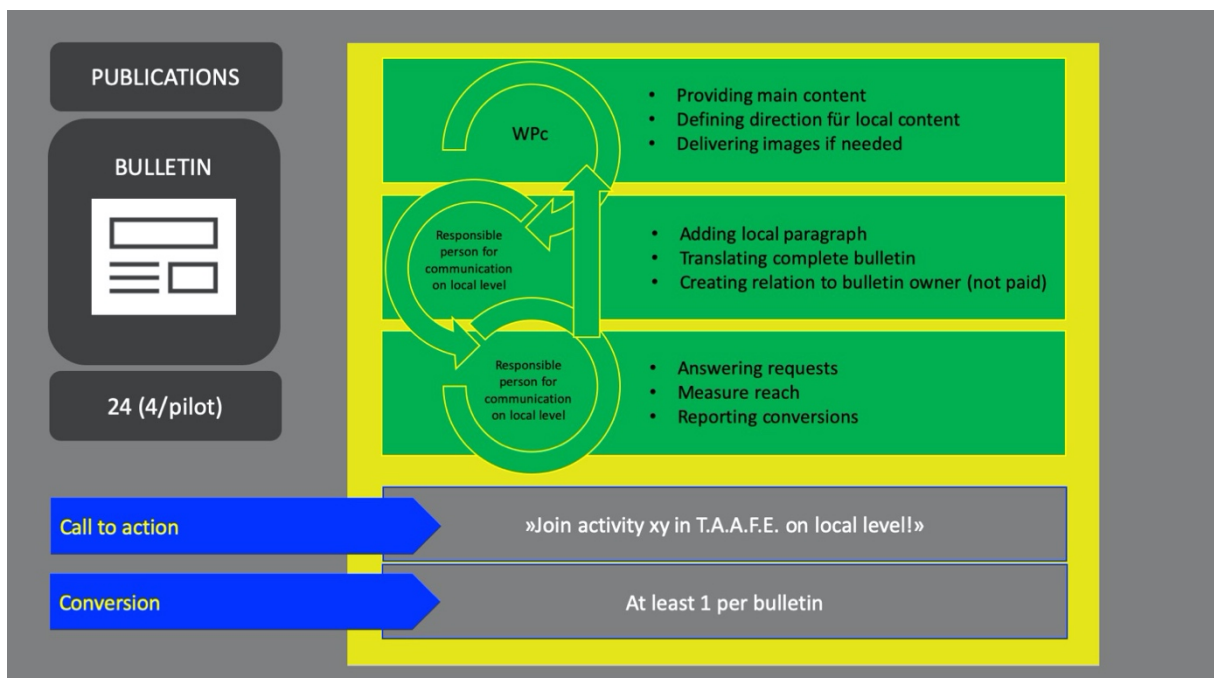


Chart 16: Publications – Bulletins

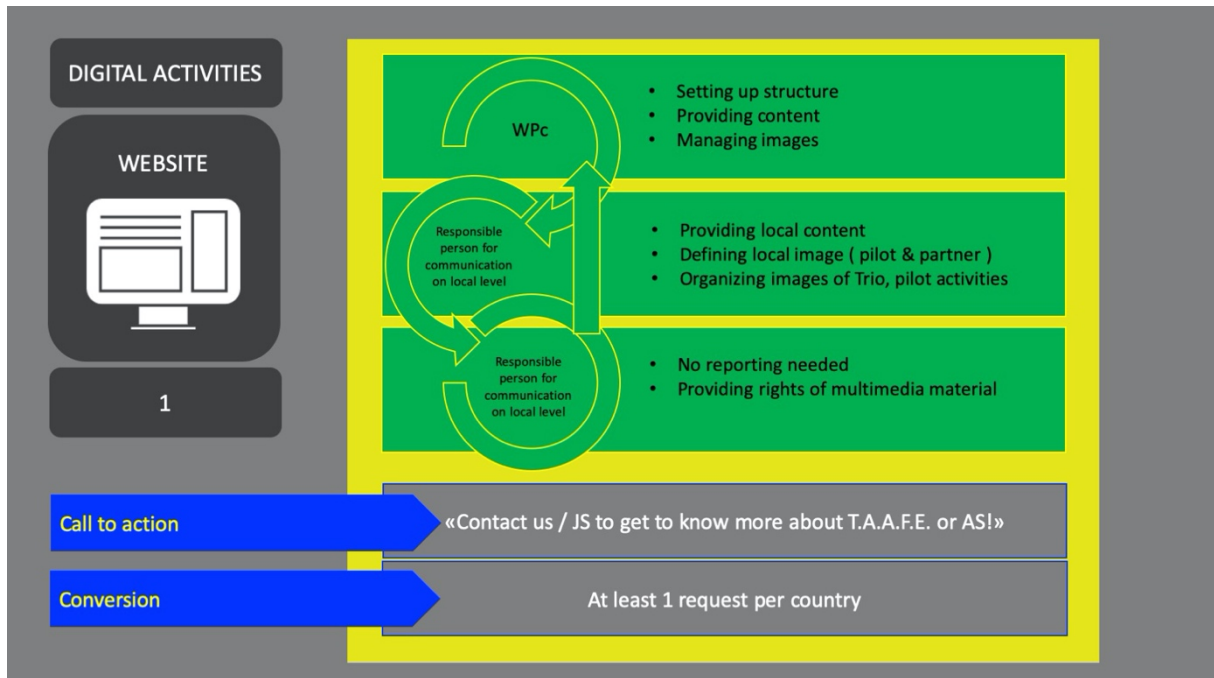


Chart 17: Digital activities – Website

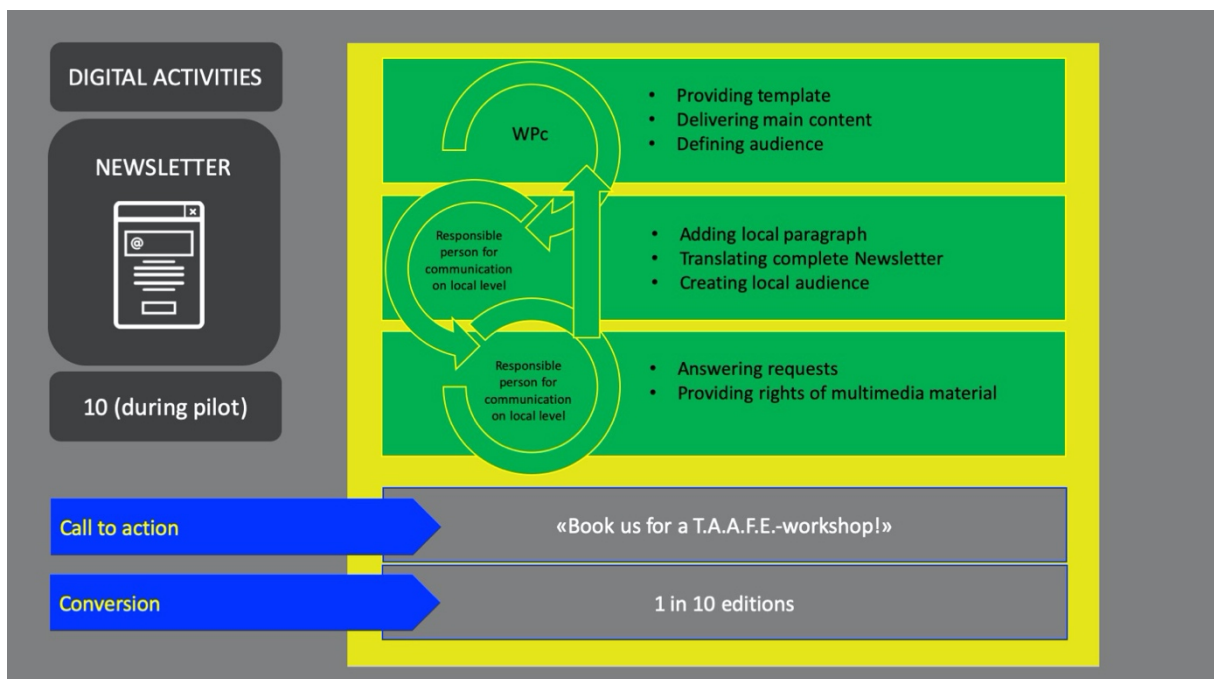


Chart 18: Digital activities – Newsletter

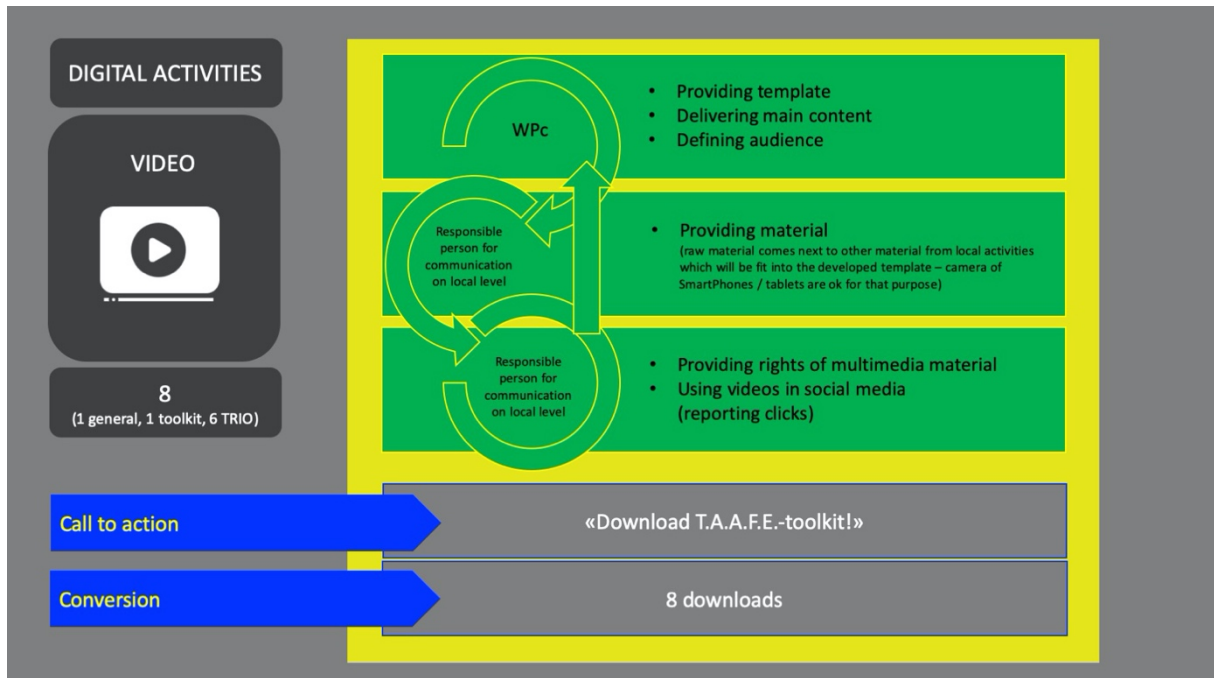


Chart 19: Digital activities – Videos

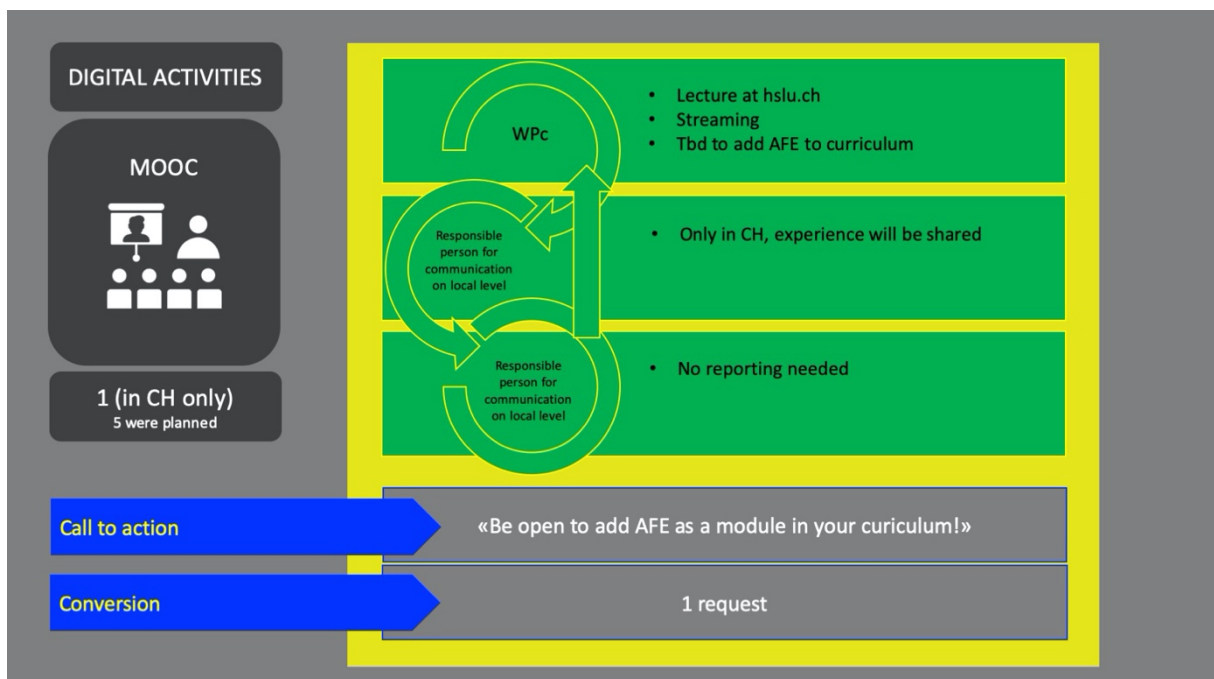


Chart 20: Digital activities – MOOC (5 were planned)²

² Under the actual circumstances (COVID19) it might be the case that only the Swiss pilot will proceed as scheduled which can lead to a MOOC / lecture in an educational institution.

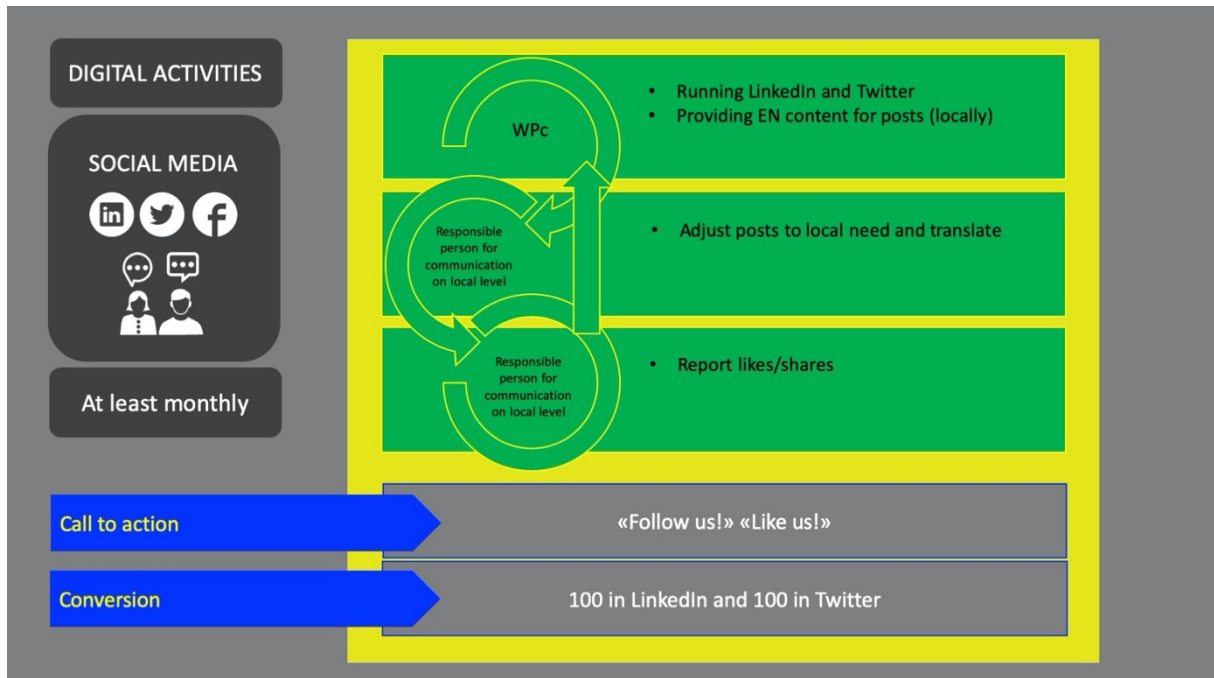


Chart 21: Digital activities – Social Media

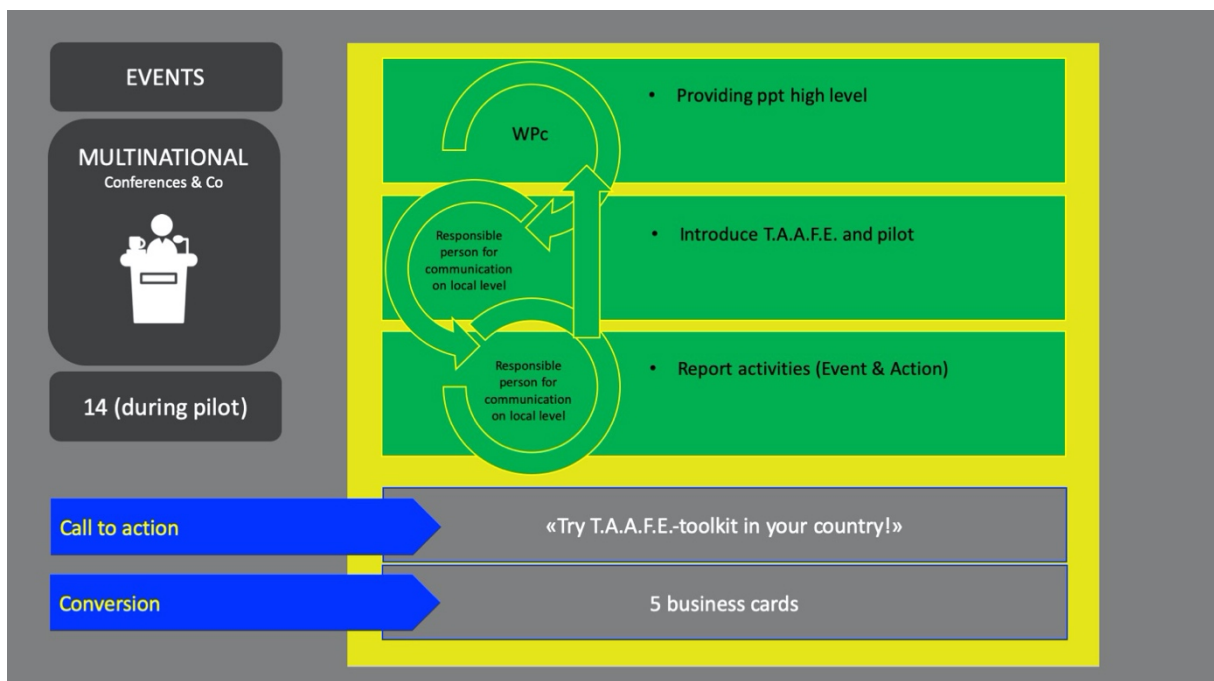


Chart 22: Digital activities – Multinational Events

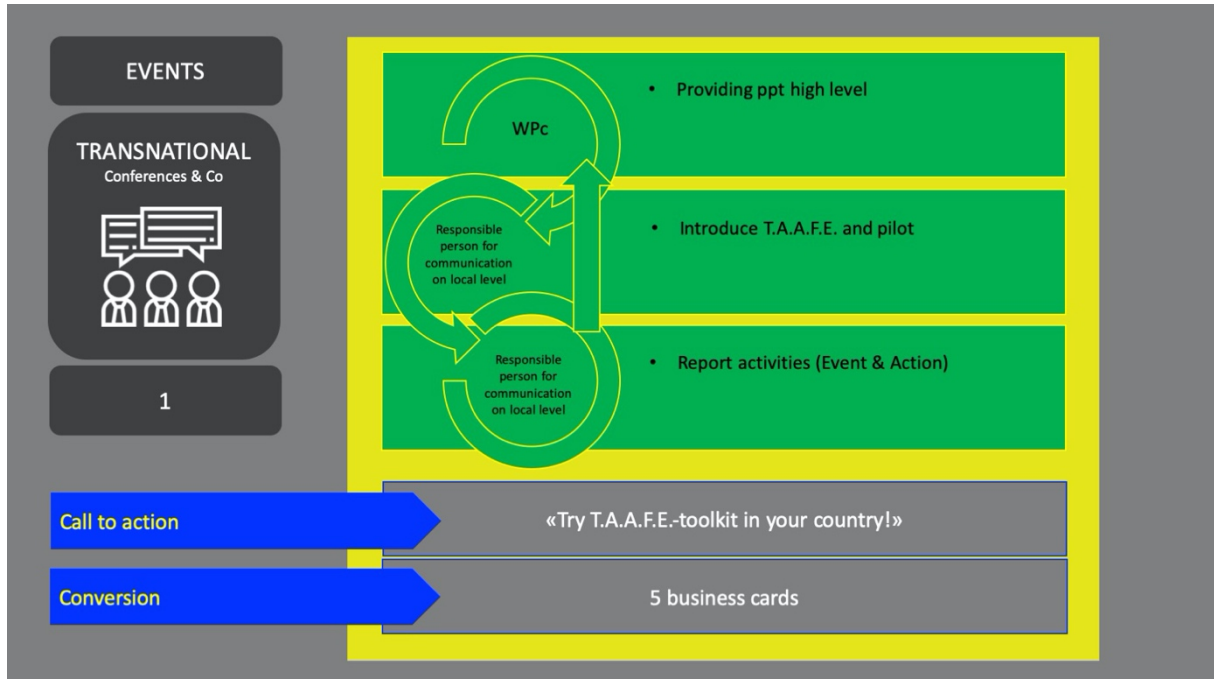


Chart 23: Digital activities – Transnational Events

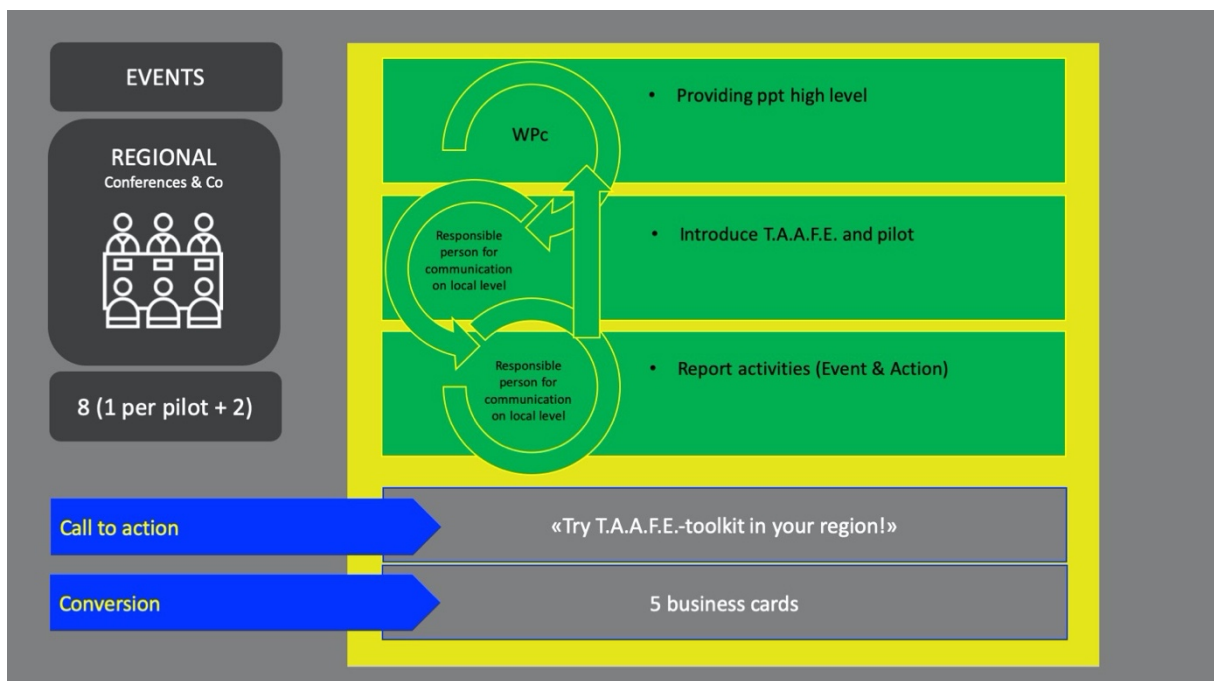


Chart 24: Digital activities – Regional Events

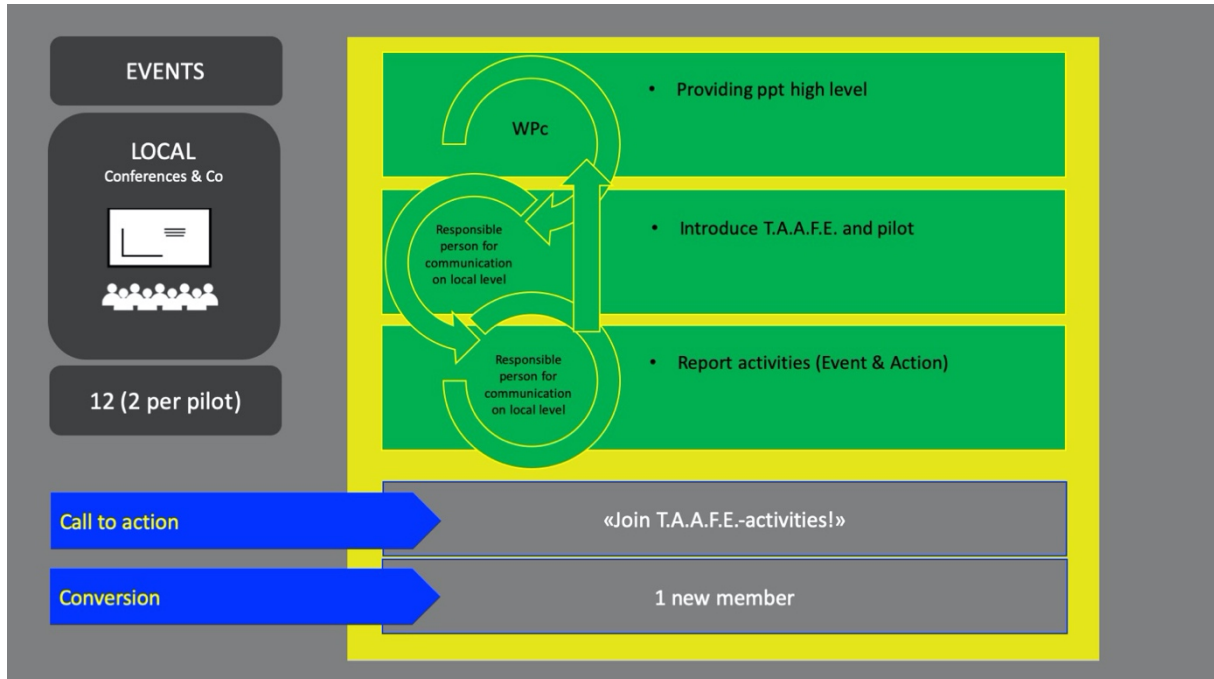


Chart 25: Digital activities – Local Events

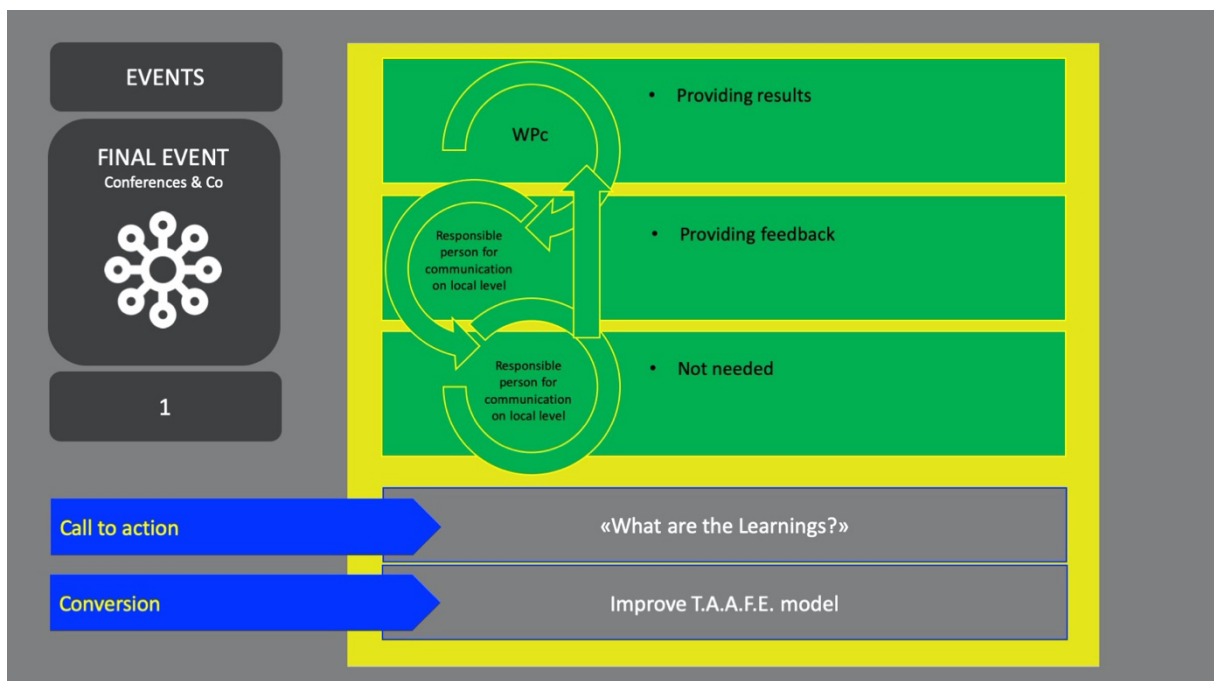


Chart 26: Digital activities – Final Events

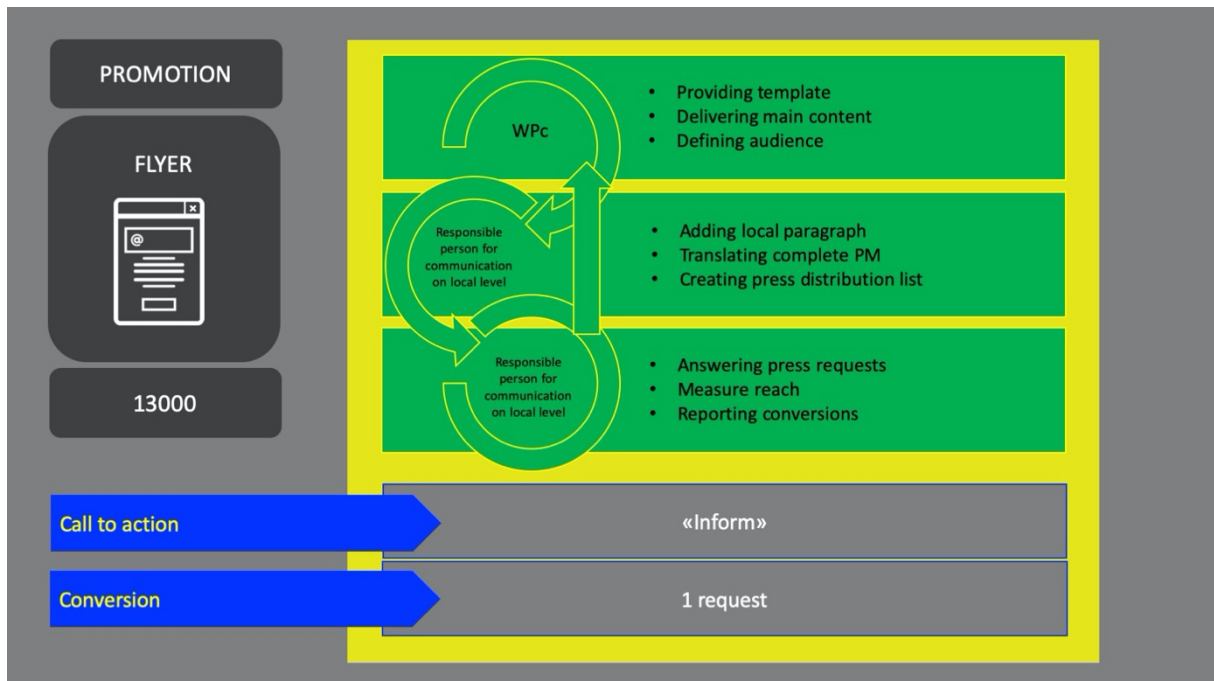


Chart 27: Promotion – Flyer

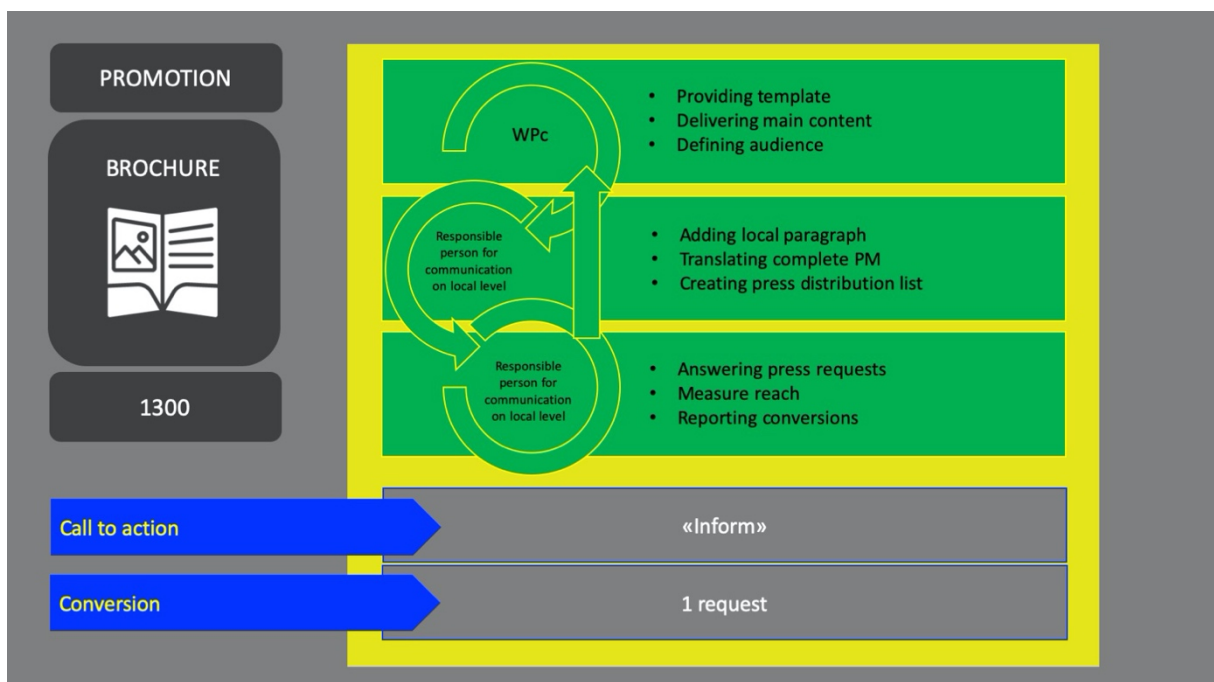


Chart 28: Promotion – Brochure

PRESS KIT

The press kit is available in the download area of the official T.A.A.F.E. website.



Logo

- RGB und CYMK
- Jpg, png und eps



Profile Image

(license is running under Generation 65 Plus GmbH, not for local use only on transnational level because a) the license and b) acceptance in cultural environments.)



Social Media Logo

(only in combination with the background image incl. link to Interreg and EU)

- RGB und CYMK
- Jpg, png und eps



Profile image for social media account
 (license is running under Generation 65 Plus GmbH,
 not for local use only on transnational level because
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 environments.)



Image of AT pilot

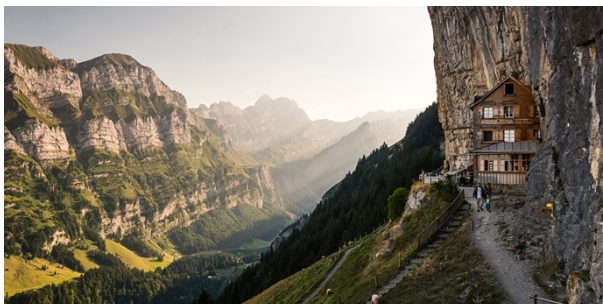


Image of CH pilot

Abstract:
 Development of a touristic product
 from elderlies for older persons.



Image of DE pilot
 (will change)



Image of FR pilot
 (will change)



Image of IT pilot (might change)



Image of SLO pilot

Factsheet

T.A.A.F.E.



Towards Alpine Age-Friendly Environment



Project duration: 10/2019 - 06/2022
 Supported by EU: 1.623.251 EUR
 Total eligible costs: 2.168.317 EUR

- PARTNER 01**
www.comune.treviso.it
 City of Treviso
- PARTNER 02**
www.israa.it
 Institute for Seniors Care and Retirement
- PARTNER 03**
www.cei.int
 Central European Initiative (Executive Secretariat)
- PARTNER 04**
www.umrpacl.fr
 University of Grenoble Alpes
- PARTNER 05**
www.pspaca.fr
 Pôle Services à la Personne
 Provence-Alpes-Côte-d'Azur
- PARTNER 06**
www.kreis-tuebingen.de
 District Office of Tübingen County
- PARTNER 07**
www.inst-antontrstenjak.si
 Anton Trstenjak Institute
- PARTNER 08**
www.ziri.si
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www.generation65plus.com
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www.wohnat80.ch
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- PARTNER 11**
www.ipc.uni-tuebingen.de
 University of Tübingen
- PARTNER 12**
www.feldbach.gv.at
 Municipality of Feldbach

A growing ageing population and increasing number of isolated older people demand new approaches and political commitment. Therefore, the WHO developed the concept of sustainable age-friendly environments (AFE), using an integrative approach to optimize the social and physical environments and promote active, healthy ageing and participation in society. The T.A.A.F.E. project uses this concept to build a participatory framework - T.A.A.F.E. model - for developing an age-friendly environment and an improved delivery of services in the Alpine Space (AS). To reach this objectives a co-creation approach will be used.

The driving force of this approach is the TRIO which is built by a representative of the older population (older adult), a representative of policy makers (administrative employee) and a multiplier (methodological facilitator).

The TRIO is supported by the Local action group(s). Each local action group is an advisory-working group that helps promoting age-friendly environment and building an age-friendly community.

To guarantee the sustainability, transferability and upscaling of the TRIOs methods and the co-created services a T.A.A.F.E. strategy for an age-friendly Alpine Space will be developed with concrete recommendation on age-friendliness and co-creation approaches.

Poster



T.A.A.F.E.

Towards Alpine Age-Friendly Environment



European Regional Development Fund

SUPPORT FROM THE EUROPEAN UNION: € 1.623.251

PROJECT SELECTED | FOR CO-FINANCING BY THE EUROPEAN UNION

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T.A.A.F.E. at a glance

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<https://www.alpine-space.eu/projects/taafe/en/downloads>



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