

Wellbeing and Healthy Choices for Older Adults and their Carers

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Introduction

Sustainability is very important to further extend the use, implementation and development of the materials produced for the project *WHOLE – Wellbeing and Healthy Choices for Older Adults and their Carers*. To facilitate the sustainable use of the material, to better reach the target group and to allow a proper financing, an international market and business study was conducted (Intellectual Output 5 – Market and business study: reach, finance model), considering local preconditions of all participating countries. All partners therefore conducted national market and business studies that contributed to the present final report, following the actions mentioned below:

1. *Business Study*: Each partner completed a business study first, analysing the local situation in each partner country in relation to the project's services. An adapted version of the 'business model canvas' from Osterwalder was used. The model analyses potential users, key activities of an organization, value propositions, key partners, key resources, dissemination channels as well as the cost structure of an organization (internal documents).
2. *SWOT Analysis*: A SWOT analysis was done to detect strengths, weaknesses, opportunities and threats of the project (Annex I).
3. *Sustainability Plan*: Each partner submitted an individual action plan with the national sustainability strategy (chapter 6).

The following final report gives an overview of the WHOLE program (chapter 1) and its vision (chapter 2) and establishes a connection with other relevant initiatives (chapter 3). Chapter 4 and 5 present the overall sustainability framework, the target group and financing possibilities, before the national sustainability plans are presented in chapter 6, also describing individual financing options and strategies to reach the target group. Additionally, all sustainability strategies are summarized in a table (see document 'Market and business study: overview national sustainability plans').

Acknowledgements

Each partner organisation conducted national research to contribute to this market and business study. This document was compiled by ATOM.

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1 OVERVIEW OF THE WHOLE PROGRAM

As it is widely known, the share of the population aged 65 years and over rises from 17 % in 2010 to 30 % in 2060, with those aged 80 and over being the fastest growing age group, increasing from 5 % to 12 % over the same period [1]. Ageing is one of the greatest social and economic challenges of the 21st century for European societies. Several European policy initiatives are focusing on active ageing, while EU pilot action European Innovation Partnership on Active and Healthy Ageing [EIP AHA] aims to increase average healthy life years in the EU by two years till 2020. One of its main objectives is to manage functional decline and frailty through targeted intervention in physical fitness, nutrition status, cognitive function, chronic conditions and diseases and on the social or psychological wellbeing of older people [2].

WHOLE – Wellbeing and Healthy Choices for Older Adults and their Carers project's main scope is to develop a basic training package of physical exercises accompanied by nutrition counselling, in order for the formal/informal caregivers to use it as an integral part of the home care services they provide, and as a measure against the prevention of functional decline and frailty of their elderly beneficiaries. Especially the EIP AHA Action Plan on 'Prevention and early diagnosis of frailty and functional decline, both physical and cognitive, in older people' [3] highlights the importance of programs for the prevention of functional decline focusing on nutrition, physical activity and cognitive impairment in older people.

Being physically active and eating a healthy diet can have a positive effect on the health and wellbeing at any age. Regular physical activity has a host of health benefits, including: improving cardio-respiratory and functional health, strength and balance, and reducing the risk of diabetes and heart disease. Furthermore, it can alleviate stress, depression, and anxiety and therefore improve overall wellbeing and quality of life. This applies to both carers and care recipients, including those who are frail or affected by disabilities and/or other medical conditions. For care recipients, introducing regular activity can help to maintain their autonomy and live independently for longer. Nutrition is also an essential component of improving or maintaining health and functionality and becomes increasingly more important as we age. A healthy diet can help manage and reduce the risk of developing chronic conditions like heart disease and diabetes [4-9]. *WHOLE*, by implementing a programme of physical activity and healthy nutrition, can bring variation and diversity to the daily routine and can be a fun and interactive method of spending quality time together in a way that benefits both, carers and care recipients.

The purpose of the *WHOLE* programme is to bring these benefits to the homes of care recipients and their carers by creating an easily accessible e-learning programme (www.project-whole.com) containing elements of physical activity and healthy nutrition. There are many circumstances that can make it difficult for older people to access external health promotion programmes, including lack of mobility and cost. *WHOLE* can help carers and care recipients to overcome these obstacles by providing a comprehensive and customisable programme, which is available for free online. This programme allows carers to train themselves as instructors in physical activity and nutrition for older people using videos, pictures, and downloadable info sheets. Exercises are provided in different versions, sitting or standing, so even those who cannot stand will be able to take part. A nutrition module covering some of the main dietary issues encountered by older people is also available in downloadable .pdf format and includes methods of monitoring nutrition, meal suggestions, and templates for meal planning.

2 VISION

The WHOLE project envisions the promotion of healthy living and ageing well for elderly people and their caregivers through the promotion of physical activity and nutrition counselling. The basic innovation of WHOLE is that the training contents (physical exercises) are designed to be implemented in the home environment of the beneficiary.

According to the WHO Global recommendations on physical activity for health [9], “older adults with poor mobility should perform physical activity to enhance balance and prevent falls on 3 or more days per week. Even when older adults cannot do the recommended amounts of physical activity because of health conditions, they should be as physically active as their abilities and conditions allow” (p. 8).

Many elderly (or disabled) people are unable to attend any kind of physical activities or exercising for a variety of reasons such as physical restrictions and mobility problems, chronic diseases, environmental factors, absence of escorting person, or even financial issues. WHOLE offers them a complete package of well targeted physical exercises and nutrition tips, in simple and basic form, that could be implemented within the home environment with or without involving simple everyday objects in a standing or sitting position.

Introducing physical activity and healthy diet into the homes of the beneficiaries will provide the opportunity for healthy living for many more elderly people and their caregivers. We should not forget that making informal care (offered by family members) sustainable and improving health and wellbeing of those in need of care, as well as of their caregivers, is one of the most significant priorities of the healthy ageing policy [10].

WHOLE project aspires to engage as many elderly people and caregivers as possible into simple physical activity and exercising for the benefit of their health status and – especially for the caregivers – for the better application of their services and interventions.

3 RELEVANT INITIATIVES

The applicability of the WHOLE project is extremely wide mainly because of the fact that it's addressing two big target groups: the elderly and their caregivers.

In all partner countries as well as across Europe, numerous projects and initiatives in national and local context exist, that are realized by either public or private organizations for the promotion of active ageing and healthy living. In the same context as WHOLE project, there are some European research projects aiming to create the preconditions for the physical activity of elderly people. The major differentiation point of WHOLE in comparison with other projects promoting physical activity for elderly is its concept to be executed in the homes of the elderly by the tutorship of the caregivers themselves.

This is a very innovative development and one of the reasons why WHOLE stands alone beside some important projects aiming to the promotion of physical activity of the elderly as it is:

- The European Network for Action on Ageing and Physical Activity [EUNAAPA] is a thematic, collaborative network aiming "to improve the health, wellbeing and independence of older people throughout Europe by the promotion of evidence based physical activity." <http://www.eunaapa.org/>
- PROMISS project "aims at conducting research on prevention of malnutrition among older persons living at home, thus providing concrete recommendations for an active and healthy life-style also in later years." "These recommendations will be optimally adapted to the specific characteristics of the EU Member States in order to increase the potential of reaching all older EU citizens and their healthcare providers." <http://www.promiss-vu.eu/senior/>
- "The Promoting Physical Activity and Health in Ageing [PAHA] project is a tailored intervention for older adults with different functional capacities. Through a supervised and structured exercise programme for senior citizens (55-65 years old), PAHA intends to convert currently inactive people into regular exercisers at a level that is beneficial to their health, supporting the EU Guidelines on Physical Activity and the European Week of Sport." <http://www.europeactive.eu/project/health-ageing-paha>
- The KIFLI (Keeping Fit in Later Life) project addresses physical activity, teaching and learning in later life and also inter-generational learning. The project is aimed at older people who would like to maintain their health and physical activity and also trainers who can help older people to reach these objectives. <http://www.kifli.eu/>
- Credits4Health [C4H] is a "Social Innovation and Health Promotion Project aimed at developing and testing a system effective in engaging, nurturing and keeping people committed in the adoption of personalised wellness paths and healthy life-styles. The main goal of the project is to develop a sustainable system that encourages people living in Euro-Mediterranean Countries to enhance their level of physical activity and adopt healthy eating habits by means of a person-centric approach and a variety of incentives." <http://www.credits4health.eu/index.php>
- SITLESS is a Horizon 2020-funded project that will carry out a multicenter clinical trial to evaluate the effectiveness of an intervention to reduce sedentary behaviour in the elderly. Three arms will be compared: 1) intervention group with physical exercise supplemented by self-management strategies, 2) intervention group with physical exercise only, and 3) control group with usual treatment. <http://sitless.eu/>

4 SUSTAINABILITY PLAN FRAMEWORK

The primary goal of the WHOLE sustainability plan is twofold: to further extend the use, implementation and development of the WHOLE platform and services, and to propose specific actions which promote its further exploitation and viability in long term.

Sustainability can be defined as the quality of a project to promote and maintain its operations and benefits during and beyond its projected life time. Sustainability has to be carefully prepared and is shaped by the socioeconomic context and needs to be felt as continuously justifiable.

The sustainability plan aims to ensure that the outcomes of the project remain widely used and available to all stakeholders. In this document, we describe the consortium's action plan, which will have two main goals:

1. To ensure the further use of WHOLE tools and services after the completion of the project works.
2. To propose both commercial and non-commercial cases for exploitation of the WHOLE outcomes following the project's end.

For this, we mainly base our strategy on the establishment of networks based in the local communities with stakeholders of similar interests. We will contact organizations that are active in the field which advocate for a more physical activity inclusive way of living.

Overall, sustainability for the WHOLE platform means achieving and ensuring:

- An efficient and effective set of activities for making WHOLE platform available to all the different target groups of the project.
- Continuous improvement and extensions of the WHOLE tools and services taking into consideration the feedback and the needs of the users.
- Intensified interest as well as boosted motivation of the participating organisations to use, promote and further improve WHOLE platform and services.

Hence, the sustainability planning of the WHOLE results will be performed at two parallel and complementary levels:

- Internally in the consortium organisations, i.e. through ensuring that all consortium participants will continue to use and expand the WHOLE platform following the end of the project. To this end, all consortium partners will act as end-users of the WHOLE platform intending to gradually involve more users.
- Externally through attracting and engaging local, regional and national third parties in the use of the WHOLE platform. The project's product will continue to be used through commercialization as well as by partners investigating sources of potential national governmental or public funding support, in order to purchase the platform so that it can be provided free of charge to the target group of care workers.

Overall the sustainability plan will help us organize the viability of our project through the following reflections and conclusions:

- a) The fact that the project's main outcome is a platform, with modules, guidelines, case studies, knowledge and recommendations to be used by our targeted groups – elderly people and their formal/informal caregivers – is one aspect that enhances the sustainability of the project. These guidelines are the answer to a necessity of practical materials to the direction of active ageing and healthy living. Therefore, they will be in use after the project finishes because the necessity won't be fulfilled in the timeframe of three years. We are

basically promoting a new innovative dimension of physical exercising and our educational toolkit is a stepping-stone in achieving this shift. The use of the WHOLE platform will be in essence the changes that we want to promote in physical activity and active ageing inclusion as part of the everyday life of the elderly people.

- b) The platform will be accessible on a website, which will still be available after the end of the project. Muenster University will be hosting the website and keeping it after the project. The information and news will be updated on a regular basis and there is no specific website maintenance needed. Materials produced in the project will be licensed under a common agreement (Creative Commons) between project partners, in order to enable their free distribution to anyone interested to read them and use them. The project outcomes will be disseminated as broadly as possible and will be available on the project's website.
- c) Regarding the sustainability scenarios, to enhance the usability of the platform in the future, we will establish solid and fruitful cooperative relations along the way with actors and institutions further listed in this document. These relations are meant to be work partnerships that will build upon the results of WHOLE project for the future. It means that we can think together how to wider spread the use of the platform, how we can contribute to make it bigger and richer, and explore possible funding. It is a key issue to make sure that the project partnerships will continue to be active in the coming years, making use of the existing and new funding channels in order to support or create new collaborations with interested stakeholders.

Three priorities have been stipulated in order to concretely define the specific actions that should be undertaken during WHOLE project's sustainability plan.

Priority 1: Communication strategy

Partners must provide constant communication of the project in order for the community - especially stakeholders - to understand and approve new knowledge and use of this knowledge. WHOLE platform must stay alive, and to do so, a communication strategy is needed to address international collaboration, national/cultural specifics, inter-professional collaboration, dissemination practices and communication channels.

Recommendation 1	Provide different communication channels through workshops, virtual classroom, conferences, and social media.
Recommendation 2	Contacting and meeting European, national and local authorities in the context of education, health and social care and presenting the concept of WHOLE (reasons for creation, content, simplicity of use and accessibility).
Recommendation 3	Contacting and meeting faculties.
Recommendation 4	Applying concept of WHOLE to all suitable and interested education levels (relevant professionals, VET stakeholders, adult education organizations etc.).

Priority 2: Promoting evidence and knowledge to practice

This domain is focused on incorporating the WHOLE research findings to practice with the aim of improving the quality of life and retaining the autonomy of frail elderly people and their caregivers.

Recommendation 1	To use the findings to develop evidence based resources on the benefits of physical training in elderly people.
Recommendation 2	To continue evaluating the education process and resources.
Recommendation 3	To ensure a variety of dissemination for a range of audiences including policy makers, the general public, caregivers, key stakeholders and elderly people.
Recommendation 4	To promote the use of evidence into practice through virtual learning, dissemination and education.
Recommendation 5	To equip the workforce of WHOLE partners through education and virtual learning to champion improvements in active ageing.

Priority 3: Encourage further research

The main purpose of WHOLE is to improve quality of care and support to elderly people and their caring families through the introduction of physical activity and nutrition into their daily routine. The goal of this priority is to develop an innovative inter-professional experiential learning solution to equip the European qualified elderly care workforce and the informal caregivers to be able to perform such sessions by themselves.

Recommendation 1	Encourage research, indicating priorities and opportunities.
Recommendation 2	Developing a culture of innovation, through the development of a constant collaboration channel between WHOLE partners facilitating the incorporation of new ideas and material.
Recommendation 3	Promote networks of knowledge to develop new insights and to overcome common barriers to innovation.
Recommendation 4	Motivate relevant stakeholders and academics to share knowledge, resources and competences to develop international projects.

5 SUSTAINABILITY TARGET GROUPS

Once the potential communities are mapped by each project partner, partners will contact them to raise awareness of the project and as a second step will try to involve them. For each country, a list of organizations that may be interested in making use of the project outcome will be prepared.

Here we present a basic list of the different communities of interest that will be addressed and involved to create partnerships in order to assure a good lifespan of the project's results.

Target groups of WHOLE platform	Benefits
Home Care Service Providers	Opportunity to offer new and innovative care service packages that include the active ageing aspect.
Healthcare Providers (Hospital, Public Care Centres, Private Care Centres)	Opportunity for the organization of individualized physical exercising sessions for their patients.
Rehabilitation Clinics	Opportunity for the organization of individualized physical exercising sessions for their patients.
Social Care Providers (Social Departments of Local Authorities, Nursing Homes, Respite Centers)	Promotion of active ageing and healthy living.
Insurance Companies	Innovative health care services for their customers.
Elderly People (Primary End Users) and their Families	Ageing well, autonomous living, active ageing.

Proactive marketing and promotion will be addressed to the various stakeholders, beginning with memberships in the EUNAAPA, the EIP AHA as well as the European Group for Research into Elderly and Physical Activity [EGREPA].

Caregivers will continue to be trained by partners (the cascade method), due to the partners' commitment to develop and enhance the skill base of carers in the area of e-learning and reflective learning methodologies. During the project life-cycle, we will explore the options and processes for accreditation within each partner country and also the overall European accreditation possibilities, with a view to increase and support sustainability. The members of the consortium will continue to work with each other after the project has finished, building on the good networking relationships which were developed through collaborating on the WHOLE project. It is also envisaged that the networks produced by the project on a local, regional, and where possible European level, will continue to exist post-funding. WHOLE European dissemination activities will ensure that the quality results developed will lead to the sustainability of project delivery structures and tangible outcomes after the project ends: strong partnerships, a network of target groups, the project website, and administrative processes for organising and delivering training programmes.

The sustainability of the WHOLE platform will be considered individually by the partners via 2 routes of exploitation and financing opportunities:

1. Subscription-based model: Each user/client would be allowed to access the web-platform for free. Notwithstanding, downloading or using the WHOLE platform might be restricted to the

special privileges of each user/client. Those privileges will be determined by the kind of subscription chosen (i.e. free trial or unlimited).

2. Advertising-based model: In the pure advertising-based model, the platform is offered for free and the profits come from the advertisements. These advertisements can be presented in a variety of ways, namely banners, sponsorships, promotions, and so on. In the case of WHOLE project, this model is interesting because the market niche is very specific and, due to the social implications of the project, it might be attractive to both commercial and socially-responsible entities (e.g. social care Foundations, Non-profit organisations, Governments).

Materials produced in the project will be licensed under Creative Commons in order to enable their free distribution to anyone interested to read them and use them.

6 NATIONAL SUSTAINABILITY PLANS

National sustainability plans refer to the individual plan of each WHOLE partner upon the best possible exploitation and dissemination of the WHOLE results through each partner's established collaborating networks. Furthermore individual plans scope to define a series of steps that will allow WHOLE to be used through the specific activities and expertise of each project partner in the timeframe of the following 3-5 years.

6.1 Muenster University Sustainability Strategy: Individual Action Plan (Germany)

For Muenster University, the sustainability of the WHOLE platform depends on the results of the pilot and validation study. With a positive evaluation of the platform and the training content in healthy nutrition and physical activity, there are several opportunities open for our university to sustain and exploit the results of the WHOLE project (that might, but don't have to build up on each other). This is

- 1) Step 1: A further scientific use of the material to support the exploitation with stable data of the usefulness and effectiveness of the program. This might be necessary to initiate Step 2. On the base of a scientific use, there are plenty of opportunities to test and also to develop the program.
 - a. One possibility (that is also a possible topic for a follow up project within the partnership) for example exists in the following ideas to expand the platform:
 - i. Development and evaluation of a physical activity module for care recipients that are bound to their bed.
 - ii. Disclosure of exercises to special chronic conditions. The last point would enhance the easiness of use and might contra-act to a possible fear of carers to hurt their care recipients by using 'wrong' exercises.
 - iii. Add a recipe section for the nutrition module.
 - iv. Expand the program with cognitive exercises.
 - v. Make the platform responsive for the use on Smartphones.
 - b. To also spread the word in the scientific community (conferences) and get the program included in the educational system, also a cooperation with other sciences is possible, e.g. nursing science or nursing schools. More concrete, the University of Osnabrueck and the University of Applied Science in Muenster in the area of Nursing Science will be contacted for a cooperation, e.g. for a seminar or a national project proposal.

For step 1a, a proposal for a follow up project will be prepared as funding will be crucial for these developments.
- 2) Step 2: Cooperation with health insurance companies or nursing care insurance respectively or other national associations as the Bundeszentrale für gesundheitliche Aufklärung [BZgA].
 - a. The BZgA runs a platform to share programs for health promotion and prevention of older adults. <https://www.gesund-aktiv-aelter-werden.de/projektdatenbank/recherche-von-angeboten-in-der-projektdatenbank/>
 - b. The 'Leitfaden Prävention' of the German Social Health Insurance gives qualitative criteria for preventive programs that has to be fulfilled to get financial support e.g. for the insured person to get support for a course.

As these cooperation's normally depend on strong data and/or good practice criteria, it has to be seen, whether the results will be sufficient for the envisaged organizations to include us in their repertoire. Once this will have happened, they can recommend our program to the target group and there might even be a chance for a national funding to keep the platform alive and develop it further.

Another point to exploit the results and sustain the project results is the translation in other languages and therefore the opening to more European countries. Muenster University is already in contact with a University in France that showed strong interest in such a translation.

Some of these ideas are more general ones. Of course, the project should also be kept sustainable on a local, regional and state level. Therefore, further training courses will be offered. We hope, that the difficulties experienced in the recruitment for the pilots will be decrease once the target group starts to spread the word.

Activity for sustainability	Time	Target group / organizations	Aim
Follow up project-proposal	Proposal in one of the Erasmus+ calls in 2018 (depends on the call)	Carers and care recipients	To further develop the program
Negotiation with BZgA and health insurance companies	June 2018-December 2018	BZgA and insurance companies (possible funding partners)	To find a proper funding to sustain the project
National advertisement	ongoing	Care service provider, family caregivers, universities, nursing school	To get attracted to the program and include it both in daily life and education system

6.2 Aphoi Koumanakou & SIA EE (ATOM) Sustainability Strategy: Individual Action Plan (Greece)

The sustainability of the WHOLE project in the case of ATOM Institution is mainly based on the validity and adequacy of the project's result (WHOLE e-learning platform), to serve as trustworthy solution in disposal of different stakeholders to start using it. The financial demands for the operation of the WHOLE platform beyond the project's lifetime are not significant, and under this condition ATOM can assume the expenses for creating a new section in the organization's website where to host the WHOLE platform. Apart from this the coordinator has assumed the responsibility to keep the website 'alive' for at least three years after the termination of the project.

Our Action plan is twofold:

- 1) The first part concerns the identification of suitable stakeholders that will help promoting the project while using it as multipliers: social and elderly care organizations, physical education and nutrition scientific community, formal and informal education communities and centers, other EU projects related to elderly care/health and other relevant sources. Once the potential beneficiaries of the project are mapped, ATOM will contact them to raise

awareness on the project and as a second step will try to involve them. We will rely on our collaborative network to complete the list which at this stage is mainly a map of domestic actors.

Based on the original scope of the Erasmus plus call for the development of free and open e-learning training materials, the wide exploitation and penetration of the WHOLE platform and of its benefits, can give impetus to its sustainability through:

- a. The organization of local and regional context events based on physical exercising and healthy nutrition, attracting this way various relevant commercial stakeholders as it is sports clothing, energy beverages and sport instruments industries, gyms, healthy nutrition institutes, and organizers of athletic events. All these stakeholders could offer funds to ATOM as Intellectual Property Rights [IPR holder] in Greece, for being advertised into any of the parallel activities based on the WHOLE platform.
 - b. To educational institutes and social care organizations that could use the training material for free in massive scale enhancing this way its sustainability as trustworthy and usable education tool.
- 2) The second part concerns students/professionals that would like to learn more about WHOLE training course and its usage, as a part of a relevant structured educational course, in combination with other training material, under a monthly fee.

Activity for sustainability	Time	Target group / organizations	Aim
Regional workshops on the usage and benefits of the WHOLE platform	Nov 2018 – May 2019	Social and elderly care organizations	To introduce WHOLE platform and to make practical sessions with users
Informative visits	Nov 2018 – May 2019	Physical education and nutrition scientific community. Formal and informal education centers.	To urge relevant stakeholders to start using the WHOLE platform, increasing this way its accessibility and visitors rate
Bilateral meetings	Nov 2018 – Nov 2019	Commercial stakeholders	To consider the possibility of attracting advertising offers
Development of training courses on home care including WHOLE platform	From Nov 2018 onwards	Social carers, nurses, formal/informal caregivers	To use WHOLE platform as part of specific training courses for the target groups
Follow up project	Jan-Dec2019	National and international organizations	To make the platform suitable for smartphones

6.3 Association Generations Sustainability Strategy: Individual Action Plan (Bulgaria)

Association Generations is an organization, working in the field of vocational and adult education. Our main topics are intergenerational work and themes connected to the age 50+. This is the reason for us to be a partner in project WHOLE. Our number of staff is not big but we have very good professional network. We are collaborating with many NGOS, education organizations, associations in social, cultural and health area.

Since WHOLE started and we became clear with the main idea, outcomes and results, expectations and target groups, we decided to find out one most proper local partner which will help us to achieve the project goals. The target groups of WHOLE are formal, informal carers and elderly people. All educational measures offered to formal and informal carers are made by the Bulgarian Nursing Association [BNA] and the Bulgarian Red Cross. The BNA has about 50 000 members in the whole country – teachers, professors, trainers in the medical universities and colleges, nurses, carers and all other kind of experts in medical / care sector. This network is the best possibility for sustainable implementation of the project results in our country.

Association Generations has a good contact to BNA and after presentation of WHOLE we made a proposal for cooperation and further possible implementation of the project results into trainings and college programs. The cooperation agreement was signed and till now, experts from BNA are involved in all main project activities – development of the modules for healthy eating and physical activity, dissemination events, pilot training etc. Our sustainability plan is completely connected to the BNA network and we are sure this is the best solution in our case. Till now, the project was presented to the management, the National council of the BNA, docents from some medical colleges. Carers from one of the biggest hospitals in Sofia – the Military Hospital – took part in the pilot training.

After the above mentioned events, we got good feedback from the participants. They like the online platform, the modules and have shown big interest to the physical exercises. After our presentation of the WHOLE online platform and the two modules to the National council of BNA, the Director of the Center for vocational education and training [VET] by the Association send few important questions about using the WHOLE project results. The VET center would like to use the online platform as a training tool for its students. The idea is the use of it could bring some credits for the students and this could be a sustainable implemented project result into the training programs for the next years but there are some important questions appearing:

- Is there some kind of assessment tool for using of the platform (number of programs made – combinations from parts from the healthy eating module and fixed number of physical exercises)?
- Is there a possibility for automatically gained certificate by reached requested number of programs for healthy life (combinations between parts from both modules or from just one module)?
- Is there a possibility for following and counting of user numbers of the online platform?
- Will there be a possibility for registration and access of the online modules?

When we have answers to these questions we could think about more serious implementation of the project results.

In case the online platform remains free for all interested users, the only one possibility for presenting of the project results remains the dissemination. We could offer information about them to different VET centers, adult training organizations and NGOs. We could spread information about this via our e-mail network, colleagues' network and our website. In case some local partner organizations are interested to use the modules or have people who want to be trained to be carers, we could help them to organize the training. We also will organize trainings for carers for our organization or by invitation besides the BNA. We will inform about the outcomes of WHOLE the National Agency for Vocational Education and Training. Here the table with planned post project time events:

Activity for sustainability	Time	Target group / organizations	Aim
Local community meeting – Social entrepreneuring	May 2018	Non formal carers	Project presentation: Information about WHOLE online platform; How to use the online platform? Benefits for all
Information day	September 2018- September 2020	Formal carers and students from the Nursing College	Project presentation: Possibilities for combining of traditional and modern training approaches
Management Board BNA	September 2018- March 2020	Members of the Management Board BNA	Possible further collaboration and using of the project results in carers trainings

6.4 Wohlfahrtswerk für Baden-Wuerttemberg Sustainability Strategy: Individual Action Plan (Germany)

The Wohlfahrtswerk für Baden-Wuerttemberg, as a consortium partner, will ensure that the WHOLE-platform with its integrated tools is widely spread, sustainable and available to all interested stakeholders. Therefore the Wohlfahrtswerk für Baden-Wuerttemberg plans to include the WHOLE platform into the range of services for the elderly.

As a first step the project partner will provide the WHOLE-platform on its own website to guarantee a sustainable and free access for everyone who is interested. To further extend the use of the WHOLE-platform, several home care services are considering to integrate the WHOLE platform into their daily care. Within an offer, the care recipients and their relatives would be informed, guided and assisted in the correct use of the platform by professionals. If further support is required,

professionals may also prepare tailored training sessions to the needs of the care recipients or even complete jointed training sessions at home.

In addition, the educational institution 'Bildungszentrum Wohlfahrtswerk für Baden-Wuerttemberg' will offer training courses for formal and informal caregivers who would like to learn more about the usage of the platform, the development of training sessions and healthy diets.

Activity for sustainability	Time	Target group / organizations	Aim
Meeting and brainstorming with CEO of Wohlfahrtswerk	May 2018	Management and decision makers	To introduce WHOLE platform and to plan the implementation at Wohlfahrtswerk
Informative visits	September 2018- September 2019	Management of education centers for formal and informal caregiver; Management of day care centers or nursing homes	To discuss how to use and implement the WHOLE-program, to increase the acceptability
Integrate the WHOLE-platform in the Wohlfahrtswerk website	September 2018- March 2019		
Bilateral meetings	Nov 2018 – Nov 2019	Commercial stakeholders, insurance companies	To consider the possibility of attracting advertising offers or including the WHOLE-program in their supply catalogue
Development of training courses for the WHOLE platform	From Nov 2018 onwards	Social carers, nurses, formal/informal caregivers	To use WHOLE platform as part of specific training courses for the target groups

6.5 Berufsfoerderungsinstitut Oberoesterreich (BFIOOE) Sustainability Strategy: Individual Action Plan (Austria)

The BFIOOE will work on three levels in the area of sustainability:

- First, the first Social and Health care congress in Upper Austria as a suitable platform to perform.
- Second, we think that with the Multiplier Event, we will lay the foundations for our sustainability.

- Third, we think that the BFI owned health care schools would be an excellent and sustainable promotor for the training.

1) Multiplier event social and healthcare congress in Linz in March 2017

BFI is one of four organizers of the first Social and Health Congress in Upper Austria. In the course of this, we as BFIOO will also present the project Whole in order to attract suitable partners for a long-term cooperation in the area of healthy home prevention for us.

2) The Multiplier Event

We are in the process of inviting the most important stakeholders in Upper Austria to our congress. In our congress, we want to highlight the possibilities of the Whole program and the website. Our guests will be from different opinion leading institutions.

- The OOE health insurance where we have a strong eye on the field offices. These offices of health insurance in Upper Austria have high contact with help-seeking beneficiaries. There we want to anchor the recommendation of our homepage so to speak. Another important aspect in the future cooperation is the project 'Relatives take time out from nursing' of the Upper Austrian Health Insurance Fund. In these holidays for carer, we want to become a fixed part of the lectures with the project Whole.
- The social centers in Upper Austria should also use the Homepage for their employees in the long term. They too will be an important contact institution at the congress. There is an association of self-help groups for full-time carer, which we will invite too.
- Finally yet importantly, we have the largest pensioner association of Upper Austria as a continuous partner. We will also invite the local group leaders to the congress from there. In the sense of the recommendation, we expect the pension association constantly refer to our homepage.

We will supply all of these associations with folders and training in dealing with the homepage.

3) The BFIOOE owns health care schools

BFIOOE runs health care schools in all over Upper Austria very successful and on a high level of professionalism. BFIOOE runs courses and certificates in the mentioned sections down here:

- | | |
|---|---|
| • School of Health and Nursing | • Disabled accompaniment |
| • Shortened education in general health and nursing | Specialist social care focus on disabled persons |
| Nursing assistant | Diploma social care focus |
| Training nursing assistant | Hygiene in nursing homes |
| Competency extension for nursing assistants - advanced training | Diabetes counselling |
| Social care professions | Interdisciplinary basic course in Palliative Care |
| Social care focus on old-age work | Various training courses, seminars and workshops and continuing and further education |
| Social care focus on work for the handicapped | |

As every year, BFIOOE runs courses for about 600 persons in these fields. BFIOOE wants to implement WHOLE training modules as a supplementary material for social and healthcare workers into our curricula.

Activity for sustainability	Time	Target group / organizations	Aim
Regional Congress for Social and health care in Upper Austria	8th of March 2017	Social and health care organizations, 450 stakeholder!	To introduce WHOLE platform and to make practical sessions with users
Multiplier event	May 2018	Physical education and nutrition scientific community. Formal and informal education centers	To introduce WHOLE platform and to make practical sessions with users
BFI OOE Development of training courses on home care including WHOLE platform	From Nov 2018 onwards	Social carers, nurses, formal/informal caregivers	To use WHOLE platform as part of specific training courses in the BFIOOE owned health care schools

6.6 The Academic College at Wingate Sustainability Strategy: Individual Action Plan (Israel)

- 1) Operation of the WHOLE platform beyond the project's lifetime. We will put the platform in the EGREPA (European Group for Research into Elderly and Physical Activity) website which is managed by the Wingate College website. It will be cared by a group of physical activity experts specializing in gerontology for at least three years.
- 2) Wingate College is an academic Institute majoring in exercise sciences and physical education. We have at the College an area of specialization of physical activity for older adults training physical education students to work with older adults. We will introduce the WHOLE platform to these students repeatedly for at least three years.
- 3) Students of the area of specialization are doing practicum in various elderly centers. We will make them use the platform in their practicum work in these centers.
- 4) Within the framework of the area of specialization we work with different agencies caring for older adults, as well as with stakeholders in municipalities and other authorities. We will introduce the platform to them. We know that they are looking for programs like that and it is expected that they will introduce the platform to caregivers and other people who directly work with older adults.
- 5) We are involved in international and local conferences focusing on physical activity and or aging. As we did in the last few years in the dissemination stage of the project, we will keep

doing theoretical lectures and workshops introducing the WHOLE in that conferences/workshops.

Activity for sustainability	Time	Target group / organizations	Aim
Presenting the platform to students at the College during the academic years	Oct 2018 – June 2020	Students majoring in physical activity in old age	To make the students use the platform in their field work
Regional Workshops on the usage and benefits of the WHOLE platform	Oct 2018 – June 2019	Social and elderly care organizations	To introduce WHOLE platform and to make practical sessions with users
Development of training sessions of the WHOLE platform to be included in caring professional courses.	From Oct 2018 onwards	nurses, social workers, elderly centers directors, geriatricians	To use WHOLE platform as part of training courses for the target groups

6.7 Age Action Sustainability Strategy: Individual Action Plan (Ireland)

Age Action will condense the exercise part of the WHOLE project into a workshop which will be rolled out to our network of 31 University of the Third Age groups throughout Ireland. This will commence in October 2018 during Positive Ageing Week, a national event run by Age Action to promote positive stories of people engaging in activities which help keep the fit and active. It is hoped that this will generate further interest in the topic and that it can also be rolled out to the wider community into the future.

Activity for sustainability	Time	Target group / organizations	Aim
Workshops for the University of Third Age	From October 2018	Older adults and participants of the University of Third Age	To exploit physical activity to a wider community

Literature

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Annex I SWOT analysis

STRENGTHS

Innovative application:

- The WHOLE e-learning platform brings physical activity and nutrition counseling into the homes of the care recipients and caregivers.
- The video-based training material (physical activity) of the WHOLE e-learning platform introduces a meticulously planned and escalating physical activity program for the elderly and caregivers.
- The physical activity sessions are designed specifically to target a very wide range of elderly users and caregivers.
- The users can combine and vary the disposed exercises and will be able to develop a customized exercising program according to their (and the care recipients) preferences.
- The WHOLE e-learning platform flanks the physical activity sessions with the appropriate nutrition guidance in order to provide the users as much information of a healthy lifestyle as possible.
- Physical activity exercises are displayed from different positions, for varying preconditions and contains subtitles for individuals with hearing problems.
- The website offers a very good design for linking to other websites and relevant portals as well as networking with social media (facebook, twitter) for greater user access to information.
- Information will be updated continuously and enriched with more material.

Open access:

- WHOLE is designed to be user friendly and easily accessible taking into consideration possible limitations or attitudes of the users towards sophisticated technology applications.

Covering needs:

- Many elderly people due to frailty, disease, and disability or mobility limitations cannot get out of the home and attend physical exercising sessions. WHOLE comes to provide to all those people the opportunity to make physical exercising customized to their physical condition and living environment.

WEAKNESSES

Effectiveness of the sessions:

- The design of the platform is based on the capability of the caregiver to study and realize the sessions. WHOLE platform purposely designed the physical activity sessions to be on a basic easily executed level, nevertheless, the fidelity of the execution and the methodological correctness, despite the accompanying guidelines, entirely falls on the caregiver.

Motivation:

- The target groups of the elderly and of the caregivers might need the motivation by some professional to be consistently engaged into the implementation of the physical exercising sessions.

Risk of injury:

- Exercises are specifically designed and selected for the users to avoid any kind of injury. Nevertheless the frailty of the users along with possible incomplete execution of the exercises might result to some kind of muscle injury or fall.

Home environment:

- The home environment is not the most suitable place for the delivery of a physical training session. There is a clear need of exercising for those elderly who are unable to get out of their homes, nevertheless many homes do not have the required space or there should be a suitable modification of the space in order for the session to be accomplished effectively.

OPPORTUNITIES

Increase of elderly population doing exercises into their homes:

- With WHOLE platform all those elderly who would like to be engaged in some kind of physical activity will have this opportunity into their familiar environment.
- With each positive experience the awareness raises that physical activity and healthy nutrition can be beneficial and fun, even for people in need of care and caregivers.

Familiarization with Information and Communication Technology [ICT]:

- Elderly people and their caregivers through the WHOLE platform will have the chance to get acquainted with ICT applications

Social inclusion:

- Health is one of the priorities of the public health EU policy. The objective is to improve the health of European citizens and boost the competitiveness of health-related industries and businesses, as well as address global health issues. WHOLE will contribute to improve the activity level and well-being of elderly people. The project will also contribute to reduce social exclusion by improving motor skills, eliminate accessibility barriers allowing elderly people to have access to physical training for their benefit.

THREATS**Applicability of training contents:**

- The overall educational content of the platform to prove to be inadequate, non-applicable or indifferent to the users.

User friendliness of the platform:

- Elderly people are always reluctant concerning their introduction to ICT tools. This is mainly due to the perplexity of the function of the platform and also due to the usually required training sessions for acquiring the know-how for the manipulation of the application. Under these circumstances WHOLE although is designed to be simplistic in its usage, still has to overcome this knowledge – manipulation barrier.