

D6.3.1. Pilot Action Evaluation Report

including

updated **D6.2.1. Workshop Progress Report**



Reporting period 6

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1. INTRODUCTION

Abbreviations:

UL: University of Ljubljana (WP6 lead)

WU: Vienna University of Economics and Business

W1: Day 1 workshop (Campus & Connect, led by UL)

W2: Day 2 workshop (Coach, led by UL)

The following report is the result of the WP6 (Pilot actions) task under the lead of UL. The report includes two deliverables from WP6 - *D6.3.1. Pilot Action Evaluation Report (PAER)* and *6.2.1. Workshop Progress Report*. The main goal of WP6 is to evaluate the feasibility, user-friendliness, acceptance, and learning impact of the educational strategy on key target groups and to determine country-specific differences.

The aim of *D6.3.1. Pilot Action Evaluation Report* is to offer an overview of the pilot workshops, delivered in 4 countries (Bulgaria, Romania, Slovakia and Slovenia) under the lead of UL (Campus/Connect) and WU (Coach). Workshops were organized in the period September 2020 – January 2021 in cooperation with local INDEED teams, and were significantly influenced by the Covid-19 pandemic.

6.2.1. Report has partially been delivered in Period 5. The first version of this Report included only report on workshops delivered in September 2020 in Slovenia, and is now extended with reports from the other 3 countries.

2. OVERVIEW

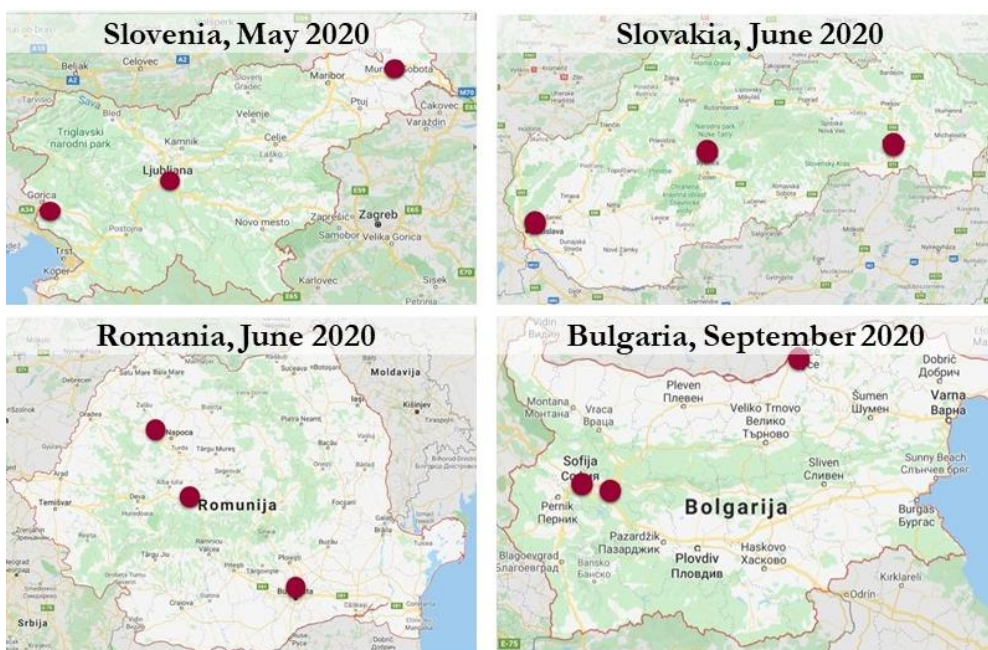
Initially 24 workshops were planned to be delivered in 4 countries, in Bulgaria, Romania, Slovakia and Slovenia. With the workshops we wanted to present the platform to potential users, provide them with a hands-on experience and give them an insight on how the Indeed platform is beneficial for them, for their patients with dementia and for their caregiver's and relatives.

To ensure standardization of procedure we decided that all workshops will be led by a main moderator, coming from UL and WU teams, and by local co-moderators, who will be responsible to adjust the workshop to the local features. For Campus and Connect, each project partner was responsible to select the most appropriate co-moderator in their country. For Coach, the co-moderator was organised by WU.

In the first plan, six workshops were planned for each country. Two separate workshops, one covering Campus & Connect (W1), and the second covering Coach (W2), were planned to be delivered in 3 cities in each country, resulting in 24 workshops with up to 600 attendees.

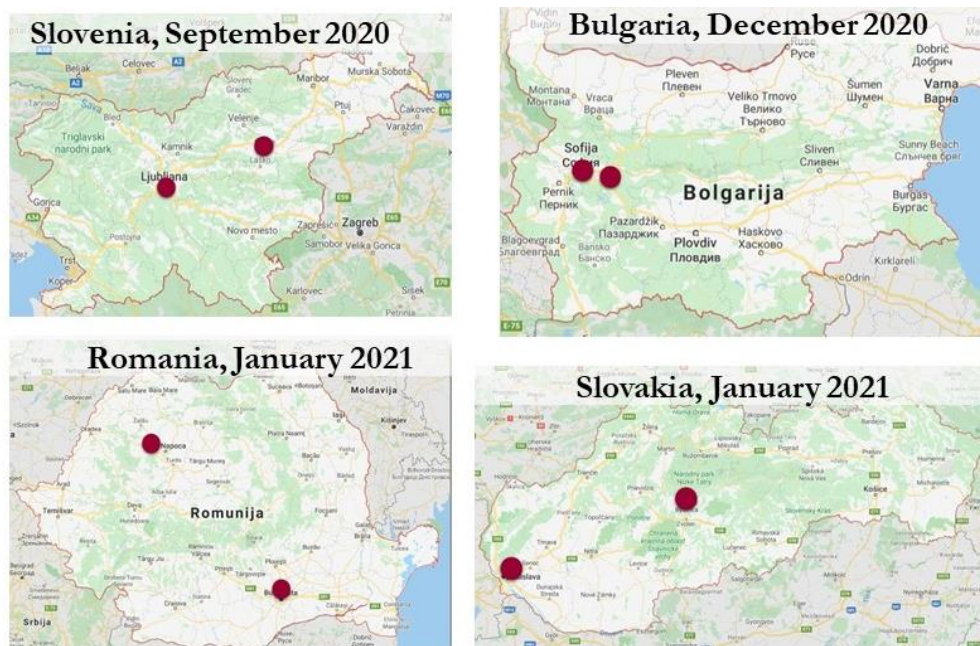
In January 2020 the dates were set, starting end of May 2020 in Slovenia and finishing in September in Bulgaria and Slovakia.

Picture 1: Venues for workshops in all 4 countries (Plan 1)



In March 2020, the Covid-19 pandemic resulted in cancellation of *Plan 1* and by Summer 2020 a new schedule with additional adjustments was set. The number for workshops was downsized to 16, there were 2 workshops in 2 cities in each country. The dates were set for the period between September 2020 and January 2021.

Picture 2: Venues for workshops in all 4 countries (Plan 2)



In September 2020 the Covid-19 pandemic started to deteriorate again. Workshops in Slovenia were initially delivered in an onsite version, however due to the high drop-out rate and consequently low number of participants, the decision was made to proceed with online workshops in the other 3 countries. The first online workshop was tested and delivered in November 2020 in Slovenia and was then followed by 12 online workshops in Bulgaria, Romania, and Slovakia.

Altogether 22 participants attended the on-site workshops in Slovenia and more than 240 participants were present in the online workshops in all 4 countries. The final number of attendees in online workshops is unknown, as in many cases there were several participants attending the workshop “behind” one computer or Zoom account, especially in Slovakia and Romania. The number 240 thus refers to the number of users connecting to one of the workshops and is not the final number of actual attendees.

Additional details, including evaluations, can be found in the chapters 4. – 4.4.3.

Table 1: Number of participants per country

COUNTRY (nr. of workshops)	NUMBER OF PARTICIPANTS (date, workshop)
Slovenia (6)	~ 22 On-site (28. - 30.9.2020; W1 & W2) ~ 55+ Online (20.11.2020, W1) ~ 50+ Online (8.3.2021, W1)
Bulgaria (4)	~ 60+ Online (3.- 8.12.2020; W1 & W2)
Slovakia (4)	~40+ Online (25. – 29.1.2021; W1 & W2)
Romania (4)	~35+ Online (19. – 22.1.2021; W1 & W2)

2.1. STRUCTURE OF THE WORKSHOPS

With the workshops we wanted to provide participants with an overview of the platform and hands-on experience on Indeed related issues and solutions. The initially set structure for the on-site workshop has been adjusted to better fit the online delivery; however all the important aspects were the same for the on-site and online workshops.

The overall satisfaction about the workshops was assessed by online questionnaires. After each W1 participants received the link and responded to the questionnaire in their local language. W2 satisfaction was assessed with 2 questionnaires (prior and after the workshop), both in local languages.

2.1.1.W1: Campus & Connect workshops

W1 was divided into 2 parts, with the first part covering the Campus and the second covering the Connect module. After welcome speeches by moderators, local Indeed representatives and local policy makers, the Indeed project was presented, including a more detailed presentation of the Campus part of the Indeed platform.

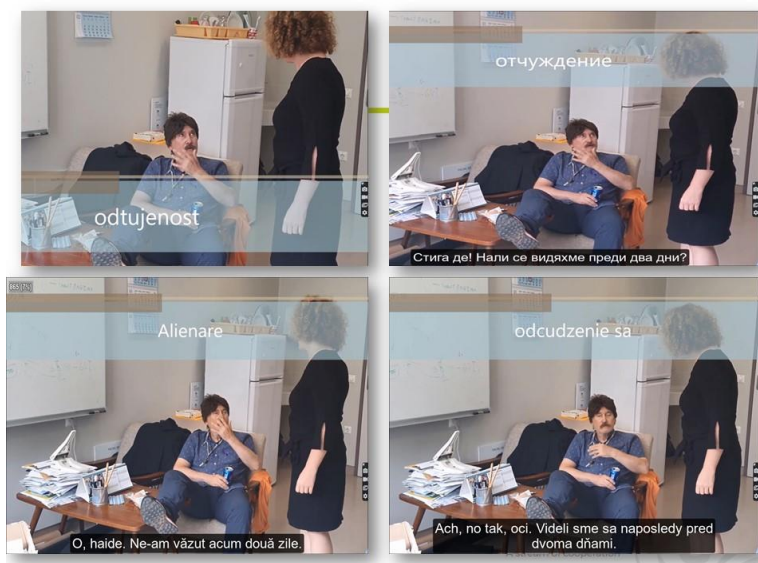
The PowerPoint presentation was prepared by UL and translated in local languages; the structure of the workshop and presentation remained the same in all 4 countries. Each local team received an introductory lesson prior to the workshop and 2 or 3 UL staff members participated in all workshops. Even though moderators had to follow the same structure, they were able to adjust the topics to local needs and issues, which proved to be very beneficial for the discussion sessions and contributed a lot to the overall satisfaction.

Picture 3: Agenda for a) on-site and b) online workshop

Time	Content	Time	Content
9:00 – 9:30	Welcome speech	9:00 – 9:15	Welcome speech
9:15 – 9:30	Presentation of the Indeed project	9:15 – 9:30	Presentation of the Indeed project
CAMPUS		CAMPUS	
9:30 – 9:45	Introduction and Campus presentation	9:30 – 11:30	Group work, discussion
9:45 – 10:30	Group work	11:30 – 12:00	Lunch break
10:30 – 10:40	Break	CONNECT	
10:40 – 12:00	Discussion	12:00 – 12:15	Group work, discussion
12:00 – 12:30	Lunch	13:45 – 13:50	Brief presentation of social innovations and Coach content
CONNECT		13:50 – 14:00	Feedback and closing speech
12:30 – 12:45	Introduction and Connect presentation		
12:45 – 13:30	Group work		
13:30 – 13:40	Break		
13:40 – 14:30	Discussion		
14:30 – 14:40	COACH presentation and invitation		
14:40 – 14:45	Feedback & closing speech		

The group work was based on an 8-minute-long video about Mr. Novak, who has early-stage frontotemporal dementia and lives alone. His daughter lives in a different city and comes to visit him a few times per week. Mr. Novak shows several signs of dementia (i.e. personality change, mood disorders, language problems, etc.). Video mimics the real-life situation of one of these visits. The video was translated, and videos with subtitles in local languages were used in all workshops.

Picture 4: Scene from a video in a) Slovenian language, and with b) Bulgarian, c) Romanian and d) Slovakian subtitles



Participants were divided into 3 – 7 groups (depending on the number of participants per workshop) and each group had to respond to 1 or 2 questions, related to the Campus or Connect part. Participants had to find the answer on these questions on the Indeed platform and to present their results in a discussion session, that followed the group work. Participants were encouraged to share their screens and show other participants where in the platform they found the answer.

Tasks/ questions for the Campus part:

1. *question:* What type of dementia does Mr. Novak have?
2. *question:* At what stage of dementia is Mr. Novak?
3. *question:* Which pharmacological interventions are suitable for Mr. Novak?
4. *question:* Which non-pharmacological interventions are suitable for Mr. Novak?
5. *question:* How can you adapt the environment to Mr. Novak?
6. *question:* What support is recommended for caregivers?
7. *question:* What support is recommended for relatives?

Tasks/ questions for the Connect part:

1. *question:* How can a social worker help Mr. Novak?
2. *question:* How can a psychologist help Mr. Novak?
3. *question:* What other professionals, institutions or individuals can help Mr. Novak and how can they connect?
4. *question:* What other professionals, institutions or individuals can help daughter of Mr. Novak and how can they connect?
5. *question:* Which profession should be included in the treatment of Mr. Novak at this stage? (it is not defined on the platform)
6. *question:* What experts and what kind of care can you offer Mr. Novak (give concrete suggestions according to his place of living)?
7. *question:* What experts and what kind of care can you offer to his daughter (give concrete suggestions according to the place of residence)?

During the discussion sessions all of these questions were answered through Indeed platform usage and participants were encouraged to think further – why knowing this particular information is good for them and how they (or their customers/relatives) can benefit from having this knowledge about dementia.

2.1.2. W2: Coach workshops

In line with the overall objectives of Coach, the pilot workshops aimed at fostering social innovation and interdisciplinary cooperation in the field of dementia. For this, the participants should learn about business topics and social entrepreneurship/ innovation by being presented the main contents of the Coach part of the Indeed platform. Moreover, the participants received the opportunity to develop new ideas for services or products in the field of dementia. This enabled them to directly apply the new knowledge and to experience multiprofessional work.

In order to reach these objectives, WU designed the six-hour pilot action workshops as follows:

Picture 5: Agenda for a) on-site and b) online workshop

Agenda for on-site workshop	
Time	Content
08:45-09:00	Arriving and evaluation sheets
09:00-09:30	Welcome and introduction to Indeed and the topic of dementia
09:30-09:35	Introduction to the team work
09:35-09:50	Short presentation of project ideas and formation of groups
09:50-10:00	Coffee break
10:00-10:50	Theoretical input & Group work: Idea, Target Group, Market and Impact
10:50-11:20	Theoretical input & Group work: Marketing
11:20-11:30	Coffee break
11:30-12:05	Theoretical input & Group work: Organizational Structure and Partners
12:05-13:00	Lunch
13:00-13:40	Theoretical input & Group work: Costs and Finance
13:40-13:50	Coffee break
13:50-14:30	Presentation of the results of the group work
14:30-14:45	Presentation of the INDEED Online Platform
14:45-15:00	Evaluation sheets and Good Bye

Agenda for online workshop	
Time	Content
1 day before	Evaluation sheets
09:00-09:30	Welcome and introduction to Indeed (platform) and the topic of dementia
09:30-09:50	Introduction to the workshop objectives & group work
09:50-10:20	Theoretical input: Idea, Target Group, Market and Impact
10:20-11:10	Group work, incl. 10 minutes coffee break
11:10-11:30	Theoretical input: Marketing, Organizational Structure and External Partners
11:30-11:55	Group work
11:55-12:00	Get-together
12:00-13:00	Lunch
13:00-13:25	Theoretical input: Costs & Finance
13:25-14:00	Group work, incl. 10 minutes coffee break
14:00-14:40	Presentation of the results of the group work & discussion
14:40-15:00	Goodbye & Feedback (incl. Evaluation sheets)

The moderators first welcomed the participants and introduced them to Indeed, specifically to Coach, and to the topic of dementia. Afterwards, the participants received several theoretical inputs on the most relevant topics of the Coach Business Development, namely *Idea*, *Target Group*, *Impact*, *Market Analysis*, *Marketing*, *Organizational Structure and External Partners*, *Costs* as well as *Finance*. The inputs were based on the materials of the Coach platform (concepts, videos,...). After each theoretical input, the participants were asked to apply the input on their own project idea in small teams. Hereby special attention should be put on the multidisciplinary composition of the teams (e.g. team members with different professional backgrounds such as general physicians, social workers, entrepreneurs ...). The participants could either develop a new idea, discuss an already existing idea or use the fictitious example of the dementia café, which is being presented on the Indeed platform. After all theoretical input and group work sessions, the teams presented their ideas developed and discussed them in the plenary. At the end of the workshop, the participants were asked to give feedback on the Coach part of the Indeed platform and on the workshop.

The workshops were first designed as on-site workshops, and due to the Covid-19 pandemic adopted to an online format. This only caused small adaptations in the workshop agenda, e.g. making less shifts between the plenary and the group sessions or already presenting the Indeed platform at the beginning of the workshop. For the online workshops, the videoconferencing platform ZOOM was used. Otherwise, the structure of the workshop remained the same in all four countries.

The workshop materials were prepared by WU and translated into the four local languages by the local project partners. Therefore, WU created an English master version of a PowerPoint presentation for moderating the workshop and for presenting the theoretical inputs, which were then slightly adapted to country-specific needs. For the group works, WU designed the *Indeed Business Plan Canvas* template. This template is based on the Business Model Canvas, which is a widely used management tool for structuring business ideas. The template contains different fields

that cover the topics addressed during the theoretical input as well as guiding questions that help by filling them out.

The participants were asked to apply the Indeed Business Canvas to their project idea during the group works, and were thus provided with a useful tool to structure it. During the on-site workshops, the participants were given a paper version of the Canvas, while they used Google Docs for the online workshop format.

Picture 6: Coach workshop materials



Local co-moderators moderated the workshops in the respective national languages. They were supported by local project partners and at least one team member from WU. Prior to the workshops, each local co-moderator was trained on the contents of Coach and given detailed instructions on conducting the workshop. Similar introductory lessons were held with the local project partners, as they were also present during the sessions and especially helped moderating the group work sessions.

3. REPORT ON THE PILOT ACTIONS

3.1. SLOVENIA - REPORT ON AWARENESS EVENT AND PILOT WORKSHOPS

3.1.1. Short overview

In September 2020 UL, as the lead of WP6, and WU organized first pilot workshops in Slovenia. An awareness event and two workshops have been delivered at the end of September 2020, and were followed by another online workshop at the end of November 2020.

In March 2021 the second online workshop was delivered in collaboration with the *Association of centres for social work in Slovenia*. All together around 25 participants attended the on-site workshop and another 100+ the online ones.

3.1.2. Awareness event

On September 25th 2020 *Spominčica – Alzheimer Slovenia* organized an annual national event *V ritmu človeških možganov* (“In the rhythm of the brain”) together with *Coallition for neurodegenerative diseases* and 3 other national societies. The event has been conducted in the premises of Faculty of Medicine UL with a limited nr. of attendees and has been streamed online by the Slovenian press agency (STA). The event has been broadcasted on several YouTube/Facebook channels and received 2000+ views throughout the day.

In the afternoon programme *Prof. dr. Zvezdan Pirtošek* delivered a presentation of the Indeed project and platform. The information about the platform has been shared on the big screen also during the round table on cognitive decline (~ 45 minutes).

Picture 7: Awareness event, Ljubljana; presentation by Prof. dr. Pirtošek



Picture 8: Awareness event, Ljubljana; presentation by Prof. dr. Pirtošek



The event, including the Indeed project/platform has been mentioned in several articles in Slovenian newspapers (i.e. Delo).

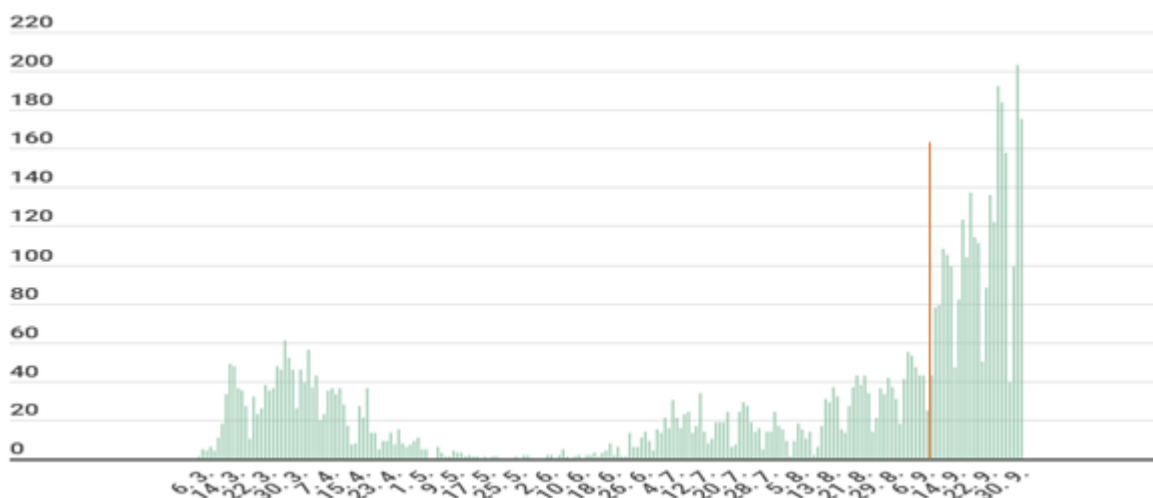


Picture 9: Article in newspaper Delo

3.1.3. On-site workshops: Ljubljana & Celje, 28. & 30.9.2020

According to the development of the Covid-19 situation the decision on the workshop scenario (on-site, hybrid or online) has been made two weeks prior to the event (~14.9.2020). The situation in Slovenia at that time seemed stable and we decided to go with an on-site workshop. In the days before the workshop, the situation started to deteriorate severely. In the week prior to the workshops the numbers of people with Covid-19 increased significantly which led to a number of cancellations of registration.

Picture 10: Number of Covid-19 confirmed cases per day in Slovenia in the period March – September 2020 (red line marks the date, when the decision on the on-site workshop has been made)



In the last days prior to the workshops, we asked the registered participants for a confirmation of their registration. Because of the small number of received confirmations, we additionally boosted the invitation process with several calls and e-mails.

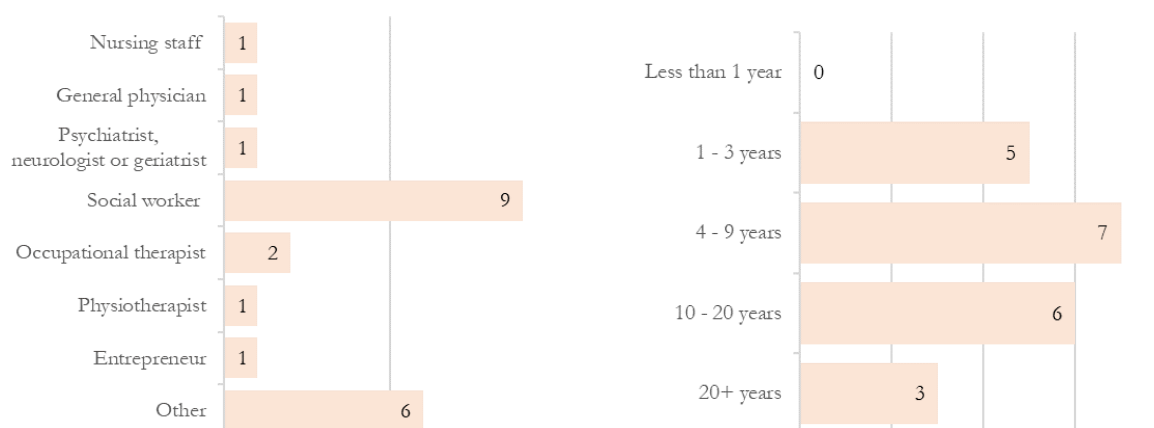
On Monday, 28.9.2020, during the event in Ljubljana, we continued with calls and mails and we were able to increase the number of participants for the workshops in Celje, however the number in Ljubljana remained very low also on Tuesday.

Table 2: Number of registrations/ attendees per workshop

		Number of registered participants	Number of confirmed registrations	Number of attendees
28.9.2020	CAMPUS/CONNECT - Ljubljana	20	6	5
29.9.2020	CAMPUS/CONNECT - Celje	17	20	15
	COACH - Ljubljana	16	8	5
30.9.2020	COACH - Celje	9	12	13

Attendees had different professional backgrounds and a different level of experience in working with people with dementia (1/3 with 1–3 years, 1/3 with 4-9 years and 1/3 with more than 10 years of experience). 60% of attendees were coming from a more urban area (> 10 000 inhabitants), and the other 40% from more rural or intermediate cities in Slovenia. The vast majority of attendees was working in the social and health care system, however also some representatives of the entrepreneurial field were present.

Picture 11: Structure of participants by profession (n=22) and years of experience (n=21)



Several governmental representatives have been present at our events and/or gave a welcome speech to the participants, including:

- *dr. Tina Bregant*, State Secretary Ministry of Health,
- *Vlasta Nussdorfer*, Senior Adviser to the President of the Republic,
- *prof. dr. Tomaž Marš*, Vice-Dean of the Faculty of medicine,
- *mag. Nadja Čobal*, representative of Ministry of health,
- *Janja Romih*, representative of Ministry of labour, family, social affairs and equal opportunities, and
- *dr. Ivan Eržžen*, representative of National institute for public health.

3.1.4. CAMPUS & CONNECT on-site workshops, 28. & 29.9.2020

Prof. dr. Zvezdan Pirtošek, the lead of Indeed project at UL, and *David Krivec*, Spominčica – Alzheimer Slovenia, hosted the CAMPUS/CONNECT workshop.

The overall results of the evaluation forms (*Tables 3, 4*) show that participants expressed a high level of satisfaction with the structure, duration, mode of presentation and group work, with only a minor difference in satisfaction between Ljubljana and Celje. Discussion was the core part of both workshops, and both modes of practical work (individual or group) proved to be suitable and efficient to present the platform and to emphasize the benefits of its usage.

Picture 12: Evaluation of the on-site workshops in Ljubljana and Celje; (a) CAMPUS part and (b) CONNECT part; Average score (Scale 1-Completely disagree to 5-Completely agree, n = 22)

	CAMPUS	CONNECT
I will recommend the workshop to my colleagues.	4,8	4,8
The workshop met my expectations.	4,9	4,9
The structure of the workshop was appropriate.	4,9	4,8
The duration of the workshop was appropriate.	4,8	4,9
The content of the workshop was well presented.	4,9	4,9
The workshop enlarged my knowledge about dementia.	4,8	4,8
The workshop deepened my understanding for people with dementia and their carers.	4,7	4,8

Picture 13: Evaluation of the platform; (a) CAMPUS part and (b) CONNECT part; Average score (Scale 1-Completely disagree to 5-Completely agree, n = 22)

	CAMPUS	CONNECT
The platform is visually appealing.	4,7	4,8
The the multimedia design is engaging.	4,8	4,8
The scope of topics covered is appropriate.	4,8	4,9
The level of detail is appropriate.	4,8	4,8
The structure of this part of the platform was clear.	4,7	4,8

We received the following recommendations/comments on the **CAMPUS/CONNECT** part:

- Each topic should have a short introduction/summary at the beginning of the content (not only at level 1 (Modules – i.e. CAMPUS) or level 2 (Chapter – i.e. Understanding dementia), but also on Level 3 (Topics – i.e. Causes)
- Implementation of the **search tool** to make it easier to find the information
- CAMPUS part should have a better structure/overview
- In Slovenia, the *Zarit Burden Interview* (CAMPUS/Treating dementia/Carer support) can only be applied by psychologists and cannot be purchased for personal use (should be removed from the SI platform)
- If possible, remove the login part
- Contacts, which will be added to the contact list, have to be checked and confirmed prior to being published in order to avoid fake entries and non-reliable services/institutions
- Participants expressed the need to translate all possible content/texts in Slovene language, including templates, background in Powtoons, etc., as not all of them are fluent in English
- Several participants expressed the need/wish to publish information about the platform (including login link) on their web pages and other social media channels

We received several requests for a shorter version of the workshop/presentations to be organized in several (national) organizations and/or institutions from different regions. This idea should be discussed in the future, as we see the need to expand the awareness on the platform and its benefits to more people/organizations, and we think that an online presentation course for CAMPUS/CONNECT should be implemented.

Picture 14: CAMPUS/CONNECT workshop, Ljubljana; welcome speech by Vlasta Nussdorfer, Senior Adviser to the President of the Republic



Picture 15: CAMPUS/CONNECT workshop, Celje



Additional outcomes/findings on the CAMPUS/CONNECT part:

- The local moderator must have a very strong knowledge and broad experience in working with people with dementia, their caregivers and professionals. Examples from real life situations proved to be the most efficient tool to boost the discussion and engage all participants into sharing their concerns, thoughts and experiences.

3.1.5. COACH on-site workshop, 29. & 30.9.2020

The COACH workshop has been hosted by *prof. dr. Mojca Marc* from the Faculty of Economics of the University of Ljubljana and *Julia Wögerbauer* from the Vienna University of Economics and Business.

The group in Ljubljana dealt with the already existing project *ELLI*, which is a web assistant (software) for people with dementia. Two workshop participants had developed the first prototype version, and the interdisciplinary exchange with their group members helped them to further specify their product. In Celje, the first group focussed on the establishment of a local Dementia café, while the second group worked on a program aiming to increase the involvement of the local community and relatives in retirement homes. The third group discussed an idea related to *educating and labelling dementia experts* as part of a dementia-friendly community project.

The overall results of the evaluation forms (*Figure 11*) show that participants were satisfied with the structure, duration, content and mode of presentation of the workshops. The opportunity to collaborate in a multiprofessional team was highly appreciated and participants stated that they met people who might be useful for them in their future work context. Moreover, participants were inspired to try something new and enlarged their knowledge in business-related aspects of providing services or products for people with dementia.

Table 3: Evaluation of the workshop; Average score (Scale 1-Completely disagree to 5-Completely agree, n = 13)

	Ljubljana	Celje	Total
N	2	11	13
The platform is visually appealing.	2,00	4,50	4,08
The multimedia design is engaging.	3,00	4,30	4,08
The scope of topics covered is appropriate.	3,50	4,50	4,31
The level of detail is appropriate.	4,00	4,30	4,23
The structure of this part of the platform was clear.	3,50	4,40	4,23
I will recommend the workshop to my colleagues.	3,50	4,70	4,54
The workshop met my expectations.	4,00	4,50	4,38
The structure of the workshop was appropriate.	4,00	4,70	4,62
The duration of the workshop was appropriate.	5,00	4,60	4,69
The content of the workshop was well presented.	3,50	4,90	4,69
I found the multiprofessional group work inspiring.	5,00	4,70	4,77
The workshop enlarged my knowledge about business-related aspects of providing services/products for people with dementia.	3,50	4,50	4,31
The workshop was useful for my work.	4,50	4,40	4,38
I met people who might be useful for my work.	5,00	4,50	4,54
The workshop inspires me to try something new.	4,50	4,50	4,46

As demonstrated in *Table 3*, satisfaction with the workshop was appreciably higher in Celje than in Ljubljana. This can be explained by the low number of participants in Ljubljana, and especially by the fact that very few attendees from the social and health care sector as the main target group of the workshop participated there.

Table 4: Evaluation for the COACH part - skills & knowledge before and after the workshop (Scale 1-Completely disagree to 5-Completely agree, n = 13)

	Ljubljana		Celje		Total	
N	2		11		13	
Please rate...	Before	After	Before	After	Before	After
...your overall knowledge on dementia.	1,5	3,5	3,5	3,9	3,2	3,8
...your overall knowledge on business-related aspects of providing services or products for people with dementia.	1,5	2,0	2,6	3,5	2,5	3,3
...your skills on developing ideas for new products or services in the field of dementia.	1,5	3,0	3,4	4,0	3,1	3,8
...your skills on working in a multiprofessional team.	2,5	3,5	4,0	4,2	3,8	4,1
...your knowledge and skills on defining a target group for a dementia-related project	2,5	3,0	3,5	3,9	3,3	3,8
...your knowledge and skills on conducting a market analysis for services or products	2,0	2,0	2,8	3,5	2,7	3,2
...your knowledge and skills on analyzing the impact of services or products.	2,5	2,5	2,8	3,4	2,8	3,2
...your knowledge on aspects related to marketing.	3,0	2,5	2,7	3,2	2,8	3,1
...your skills on identifying key partners for a dementia-related project.	2,5	2,5	2,6	3,3	2,6	3,2
...your knowledge on aspects related to earnings and expenses as well as cost calculation.	2,0	2,0	2,5	3,3	2,5	3,1
...your knowledge on aspects of financing a (social) business or nonprofit organization.	2,0	2,5	2,3	2,9	2,2	2,8
...your knowledge on creating a business plan.	2,0	2,0	2,9	3,5	2,8	3,2

According to the evaluation forms on skills and knowledge assessment, which have been filled out by the participants before and after the workshop (*see Table 4*), the biggest improvements of skills and knowledge have been overall demonstrated in the following areas:

- overall knowledge on business-related aspects of providing services or products for people with dementia (+0,8)
- skills on developing ideas for new products or services in the field of dementia (+0,8)

- overall knowledge on dementia (+0,7)
- knowledge on aspects related to earnings and expenses as well as cost calculation (+0,6)
- knowledge on aspects of financing a (social) business or nonprofit organization (+0,6)

The occupational groups that benefitted the most in terms of skills/knowledge improvement were occupational therapists, physiotherapists and nursing staff with more than 10 years of working experience. In line with this outcome, improvement of skills and knowledge has been higher among participants in Celje.

These results show that the contents of COACH are especially relevant for representatives of the social and health care without prior business knowledge. On the other hand, entrepreneurs, who want to set up a business in the field of dementia, mainly benefit from the contents presented in CAMPUS and CONNECT (incl. contact list). However, entrepreneurs stated that the good practice examples and the institutional links presented in COACH are useful for them.

We received the following recommendations/comments during the COACH workshops:

- If possible, remove the login part.
- It should be easier to find the platform on Google.
- The platform should have a more appealing design.
- All content/texts should be translated in Slovene language.
- The INDEED Business Plan Canvas should be made available on the platform.
- Information on national legal regulations and information on how to approach possible financiers could be added to COACH.
- Several participants expressed the need/wish to publish information about the platform (including login link) on their web pages and other social media channels.

Both entrepreneurs as well as social and health care professionals expressed their interest in and need for networking events that enable interdisciplinary cooperation in the field of dementia. For entrepreneurs, it is especially relevant to better understand the needs of their target group and to have specialist contacts, whereas social and health care professionals seek practical advice on how to set up new projects/ businesses.

Additional outcomes/findings on the COACH part:

The local co-moderator must have a very good knowledge and overview on the business contents presented in COACH, and be very experienced in holding interactive workshops. The invitation policy should focus on social and health care professionals.

Picture 16: COACH workshop, Ljubljana



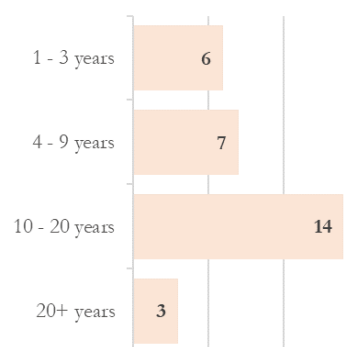
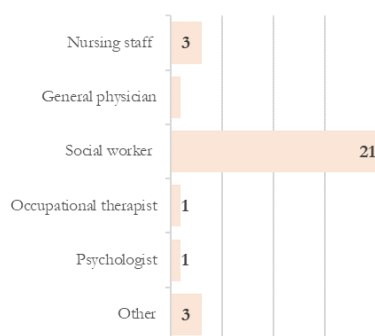
Picture 17: COACH workshop, Celje



3.1.6. CAMPUS & CONNECT Online workshop: 20.11.2020

On November 20th 2020, the first INDEED online workshop was delivered in Slovenia. 55 participants attended the workshops, with the majority of them coming from social service.

Picture 18: Structure of the participants by profession (n=30) *Picture 19: Structure of the participants by years of experience (n=30)*



The workshop was delivered by the ZOOM platform. The participants received instructions on how to connect and use the platform, and no major difficulties with usage or connection were reported.

The structure of the workshop remained the same as in an on-site version; after the initial presentations, groups work was performed and it was based on the same video, as in the online event. Participants were divided into 7 separate groups, each group was working on one question.

Picture 20: Evaluation of the online workshop (a) CAMPUS part and (b) CONNECT part; Average score (Scale 1-Completely disagree to 5-Completely agree, n = 30)

	CAMPUS	CONNECT
The workshop met my expectations.	4,9	4,9
The structure of the workshop was appropriate.	4,9	4,8
The duration of the workshop was appropriate.	4,9	4,9
The content of the workshop was well presented.	4,8	4,9
The workshop enlarged my knowledge about dementia.	4,9	4,8
The workshop deepened my understanding for people with dementia and their carers.	4,8	4,8

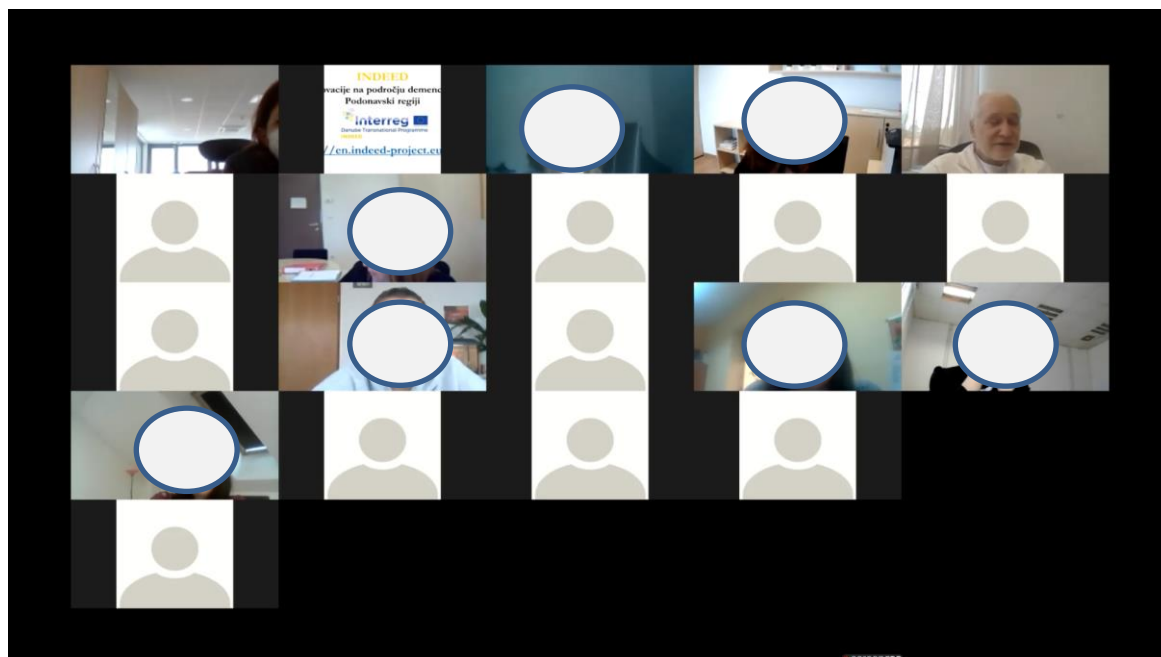
Picture 21: Evaluation of the platform; (a) CAMPUS part and (b) CONNECT part; Average score (Scale 1-Completely disagree to 5-Completely agree, n = 30)

	CAMPUS	CONNECT
The platform is visually appealing.	4,7	4,8
The multimedia design is engaging.	4,8	4,8
The scope of topics covered is appropriate.	4,8	4,9
The level of detail is appropriate.	4,8	4,8
The structure of this part of the platform was clear.	4,7	4,8

We received the following recommendations/comments on the CAMPUS/CONNECT part:

- Additional professions should be included
- Extended workshops with additional details should be delivered for each part

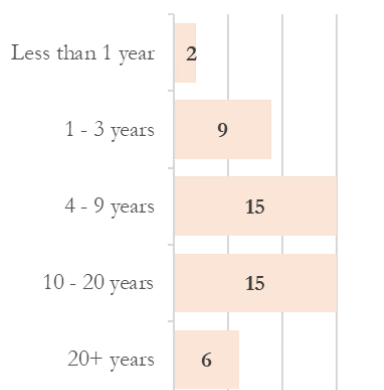
Picture 22: Online INDEED workshop, 20.11.2020



3.1.7. CAMPUS & CONNECT Online workshop: 08.03.2021

On March 8th 2021, another INDEED online workshop was organized in collaboration with the *Association of centres for social work in Slovenia*. 52 participants attended the workshops, coming from Centres for social work from all regions of Slovenia.

Picture 23: Structure of the participants by years of experience (n=30)



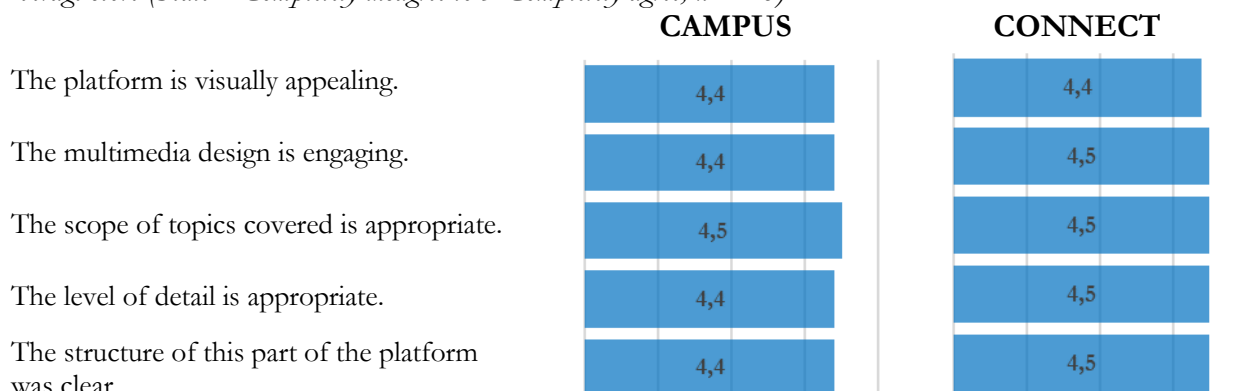
The workshop was delivered by the ZOOM platform. Participants received instructions on how to connect and use the platform, and no major difficulties with usage or connection were reported.

The structure of the workshop remained the same as in previous online workshop; after initial presentations, groups work was performed and it was based on the same video as in an online event. Participants were divided into 7 separate groups, each group was working on one question.

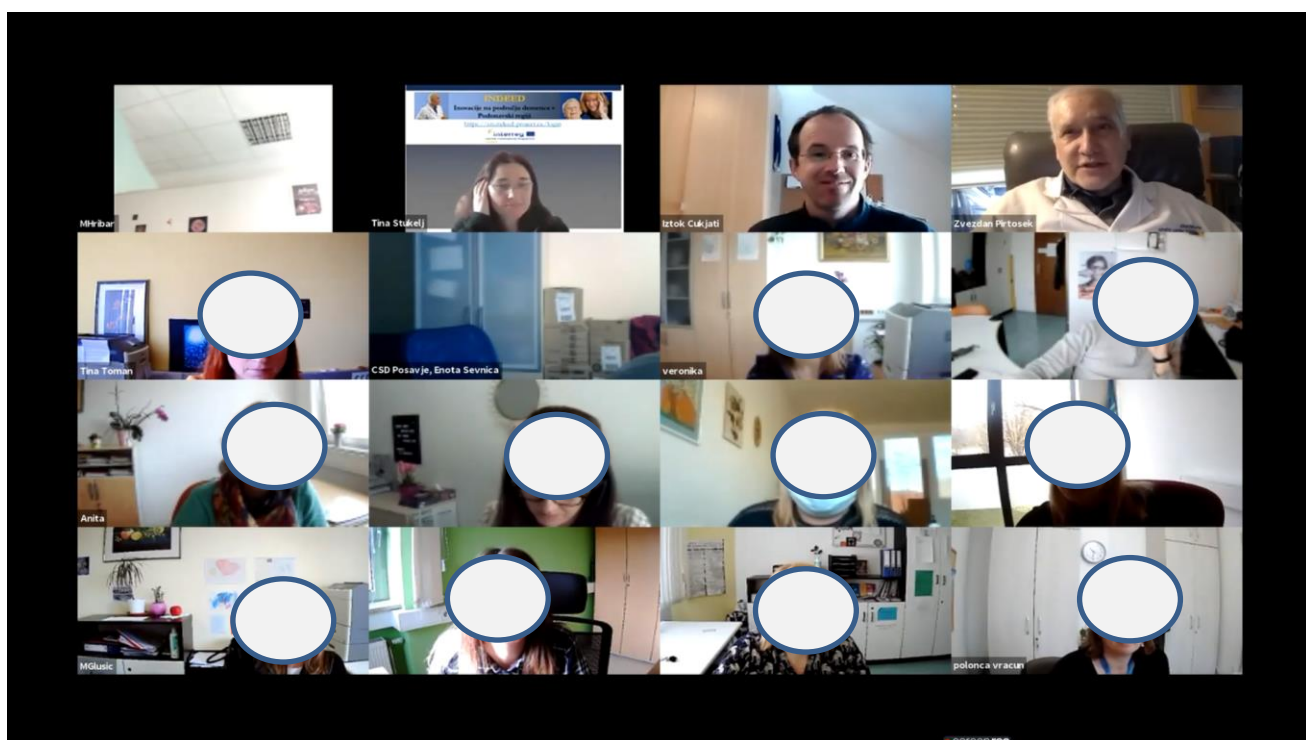
Picture 24: Evaluation of the online workshop (a) CAMPUS part and (b) CONNECT part; Average score (Scale 1-Completely disagree to 5-Completely agree, n = 46)

	CAMPUS	CONNECT
The workshop met my expectations.	4,4	4,5
The structure of the workshop was appropriate.	4,4	4,5
The duration of the workshop was appropriate.	4,5	4,3
The content of the workshop was well presented.	4,3	4,5
The workshop enlarged my knowledge about dementia.	4,5	4,4
The workshop deepened my understanding for people with dementia and their carers.	4,3	4,3

Picture 25: Evaluation of the platform; (a) CAMPUS part and (b) CONNECT part; Average score (Scale 1-Completely disagree to 5-Completely agree, n = 46)



Picture 26: Online INDEED workshop, 20.11.2020



3.2. BULGARIA - REPORT ON PILOT WORKSHOPS

3.2.1. Short overview of the online pilot workshops

In the beginning of December 2020, two online workshops piloting the INDEED platform were organised in Bulgaria by the INDEED projects partners from UL, BSD and WU.

The workshops were very successful, as very positive feedback about the platform from the participants has been received. Participants reported that the CAMPUS/CONNECT/COACH workshops met their expectations to a very large degree (rating about 4.8 out of 5). The participants also mentioned that they enjoyed the interactive parts of the workshop. Moreover, representatives of the Bulgarian Ministry of Social Labour were very interested in the INDEED project and its outcomes. Additionally, *Radan Kanev* (Member of European Parliament) congratulated the Indeed team for its work.

All workshops were delivered by the ZOOM platform. Participants received instructions on how to connect and use the platform in Bulgarian language, and no major difficulties with usage or connection were reported.

Several important policy makers participated on one or more workshops, including:

- a representative of *Mr Radan Kanev* - Member of European Parliament, engaged with Commission of Public Health
- a representative of the Ministry of Labour and Social Politics of the Republic of Bulgaria
- a representative of the National Center of Public Health and Analyses

3.2.2. CAMPUS & CONNECT workshops – 04. & 07.12.2020

The workshop was led by Margarita Raycheva and Ivo Popivanov from the Bulgarian Indeed team with the short introduction and technical support by the Slovenian Indeed team (prof. Pirtošek, Iztok Cukjati, Tina Štukelj).

The structure of the workshop remained the same as in Slovenia; after initial presentations groupwork was performed and followed by a discussion. All the material (videos, templates, presentations) have been translated to Bulgarian and the majority of the workshops was in Bulgarian language.

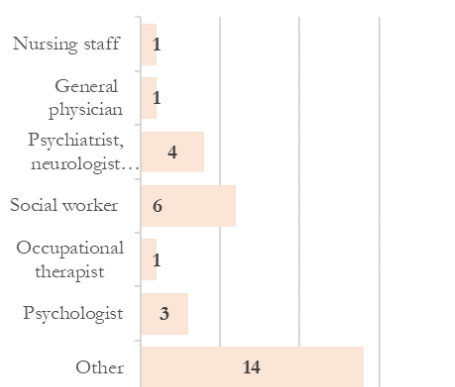
There were 30 participants coming from the health and social sector (Figure 25), including a molecular biologist, music therapists, medical students and a manager of social patronage. 60% of participants came from urban areas and 40% came from rural regions.

A lot of participants during the first workshop were representatives of local social services (residential services or day-care centres). Some of the topics discussed were:

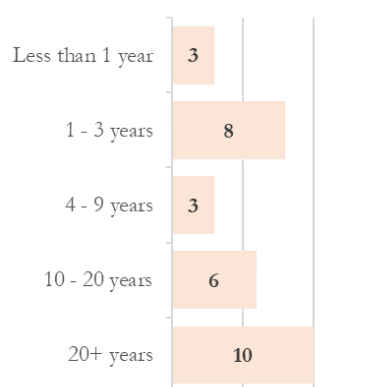
- the role of the social services and social workers in providing care services for people with dementia;

- more specifically, new regulations (introduced since 2020) according to which the local social service institutions are responsible for evaluation of the individual needs of people with disabilities (including people with dementia);
- the role of social workers as case managers, coordinating the work of different institutions;
- the necessity of respite care facilities for people with dementia was discussed; since during the second workshop a lot of the participants came from a particular rural area, the participants commented on the actual possibilities for creating such a service.

Picture 27: Structure of the participants by profession (n=30)



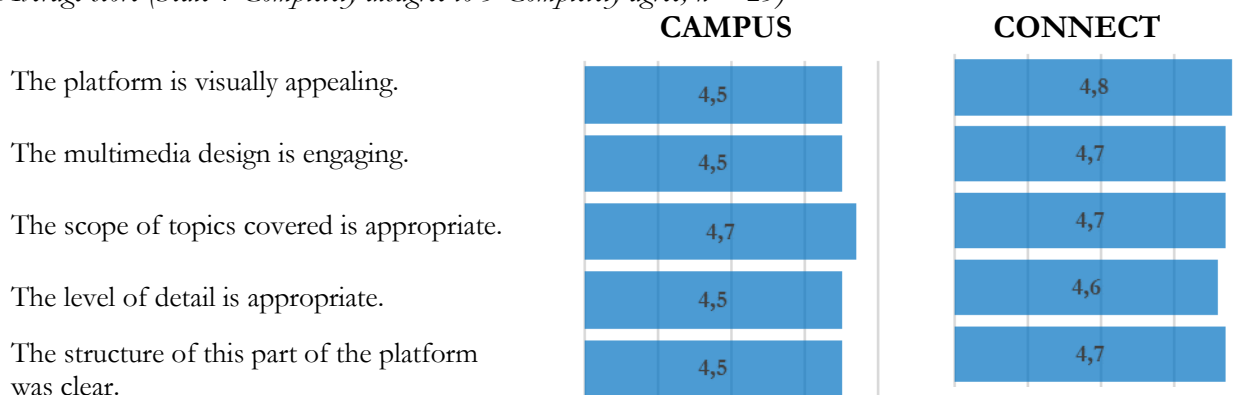
Picture 28: Structure of the participants by years of experience (n=30)



Picture 29: Evaluation of the online workshop (a) CAMPUS part and (b) CONNECT part; Average score (Scale 1-Completely disagree to 5-Completely agree, n = 25)

	CAMPUS	CONNECT
The workshop met my expectations.	4,6	4,6
The structure of the workshop was appropriate.	4,6	4,6
The duration of the workshop was appropriate.	4,6	4,3
The content of the workshop was well presented.	4,4	4,6
The workshop enlarged my knowledge about dementia.	4,6	4,5
The workshop deepened my understanding for people with dementia and their carers.	4,6	4,5

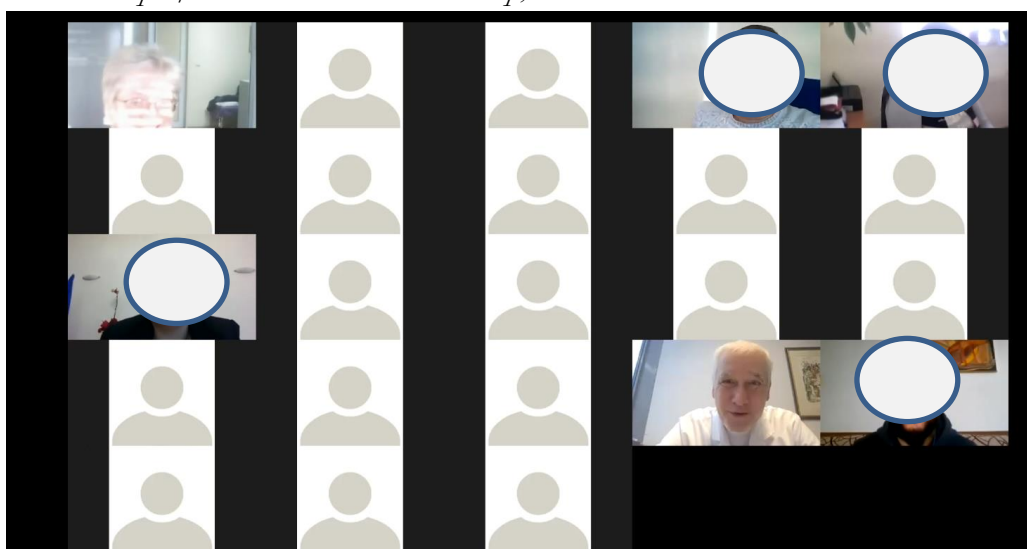
Picture 30: Evaluation of the platform; (a) CAMPUS part and (b) CONNECT part; Average score (Scale 1-Completely disagree to 5-Completely agree, n = 25)

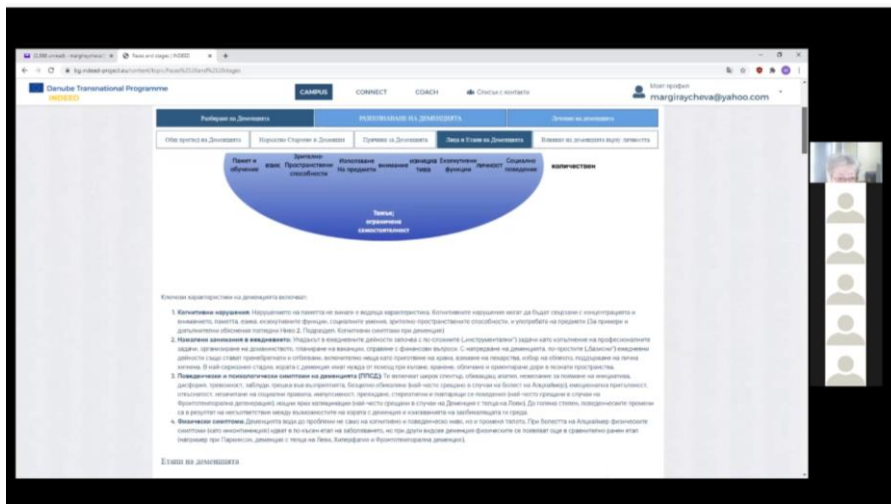


Additional feedbacks on the platform and workshops that we received via the online questionnaire:

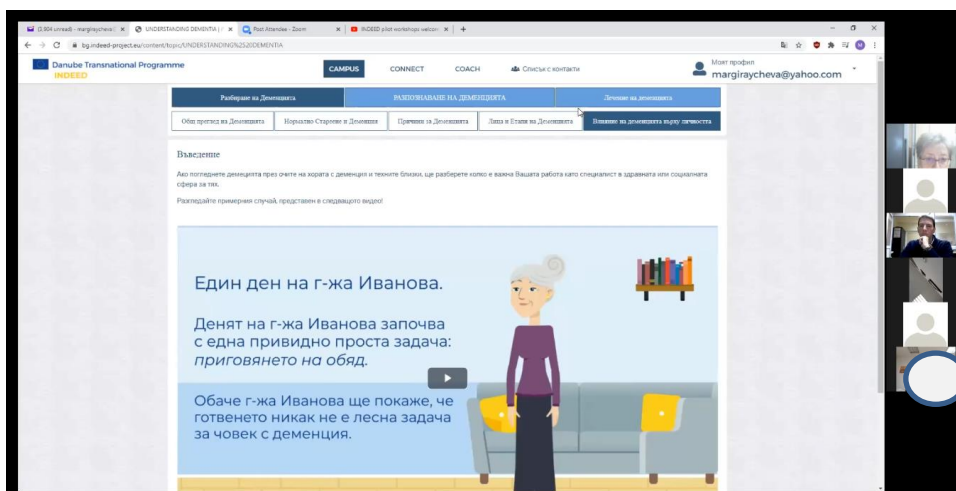
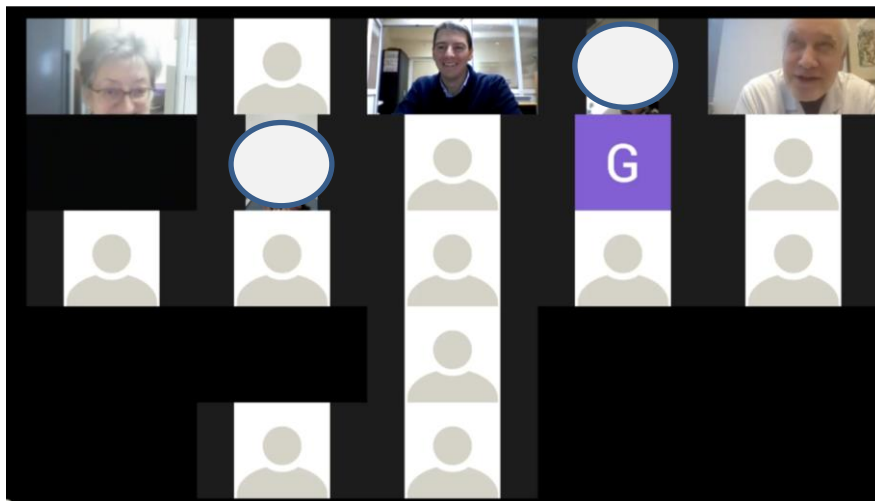
- some of the diagrams have a lower resolution
- the sub-menus of the sub-sections would make it easier to navigate the site. \ "varieties and stages \ " or something similar sounds more understandable than \ "persons and stages \ "
- From the workshop, I learned the importance of collaboration between professionals.
- At the end of the workshop, I know more about the role and contribution of other professions in caring for people with dementia.
- if the preview of the videos for the professions is a little smaller in size, it will be more pleasant. the 13-inch laptop does not look optimal.
- The training program is a valuable addition to my training.

Picture 31: Online Campus/Connect INDEED workshop, December 4th 2020





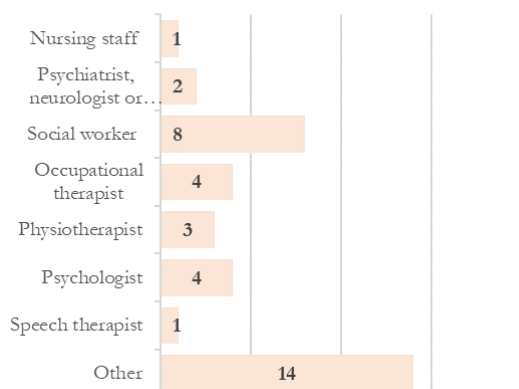
Picture 32: Online Campus/Connect INDEED workshop, December 7th 2020



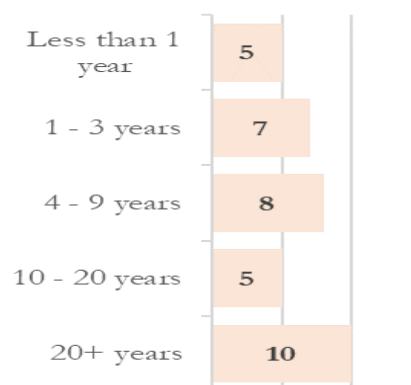
3.2.3. COACH workshops – 5. & 9.12.2020

The local co-moderator Ivan Paspaldzhiev, who works as a senior consultant at denkstatt Bulgaria, hosted the COACH online workshops. INDEED project partners, namely *Margarita Raycheva* and *Ivo Popivanov* (BSD) as well as *Constanze Beeck* and *Julia Wögerbauer* (WU), supported him throughout the workshop (e.g. through INDEED input, support during group works, technical support).

Picture 33: Structure of the participants by profession (n=37)



Picture 34: Structure of the participants by years of experience (n=35)



The workshop was delivered via the videoconferencing software Zoom. Each online workshop started with a greeting of the participants by BSD, an initial presentation of the local co-moderator and the team from WU and finally with an introduction to the COACH contents of the INDEED platform. Once the objectives and agenda of the workshop had been presented to the participants, they proceeded to practical work. The attendees were divided into multi-professional groups (4 groups on 05/12, 2 groups on 09/12) and given the opportunity to develop their own project ideas in the field of dementia. For the group works, the attendees were assigned to Zoom breakout rooms. Each group was given the task to fill in the *INDEED Business Plan Canvas* handout prepared in Google Docs.

In the further course of the workshop, the participants were introduced to essential topics of the Business Plan Development in the plenary session, and then applied this knowledge step-by-step to their own project idea in the Zoom breakout rooms. A special focus was put on the topics *Idea*, *Target Group*, *Market and Impact*, *Marketing*, *Organizational Structure and External Partners* as well as *Costs* and *Finance*. At the end of the workshop, the groups presented the project ideas they had elaborated by using the *INDEED Business Plan Canvas*. Moreover, participants received the opportunity to ask questions about the content delivered during the workshop and about the INDEED project.

Projects ideas that attendees developed during the workshop on 05/12 dealt with offering community (health) care services for people with dementia and their caregiving relatives in Sofia or with a therapy programme for people with dementia including growing and selling flowers. Another group addressed the development of an art coffee for people in the early or moderate stage of dementia. On 09/12, one team worked on a project aiming to improve the quality of life

of caregivers of people with dementia, e.g. by offering psychological care, therapies and information services. The second group focussed on a programme offering *holiday care* for people with dementia with the aim of giving caregiving relatives the possibility to relax and rest.

The overall results of the evaluation forms (*Table 5*) show that participants were highly satisfied with the structure, duration, content and mode of presentation of the workshops, whereas satisfaction was slightly higher among attendees from December 4th.

In response to the open questions, many participants stated that the collaboration and development of project ideas in a multiprofessional team was most interesting or useful for them. A great majority of attendees indicated that the workshop has enlarged their knowledge about business-related aspects of providing services or products for people with dementia. This is also reflected in the qualitative answers given, in which participants indicated that they found it very valuable to learn how to create a business plan, while some had a special interest in marketing.

Table 5: Evaluation for the COACH part – workshop/platform (Scale 1-Completely disagree to 5-Completely agree, n = 34)

	05/12	09/12	Total
N	16	18	34
The platform is visually appealing.	4,4	4,7	4,5
The multimedia design is engaging.	4,4	4,8	4,6
The scope of topics covered is appropriate.	4,6	4,8	4,7
The level of detail is appropriate.	4,4	4,6	4,5
I will recommend the workshop to my colleagues.	4,8	4,5	4,6
The workshop met my expectations.	4,6	4,6	4,6
The structure of the workshop was appropriate.	4,8	4,7	4,8
The duration of the workshop was appropriate.	4,8	4,8	4,8
The content of the workshop was well presented.	4,7	4,6	4,6
I found the multiprofessional group work inspiring.	4,6	4,6	4,6
The workshop enlarged my knowledge about business-related aspects of providing services or products for people with dementia.	4,8	4,6	4,7
The workshop improved my knowledge of creating a business plan.	4,8	4,7	4,7
The workshop was useful for my work.	4,6	4,6	4,6
I met people who might be useful for my work.	4,2	4,6	4,4
The workshop inspires me to try something new.	4,5	4,4	4,5

The results regarding the evaluation of the INDEED online platform (visual appearance, multimedia design, scope of topics, level of detail) and the usefulness of the workshop in a work context were also very satisfying. Interestingly, participants from December 9th were slightly more satisfied with the COACH part of the INDEED online platform than participants from December 4th (*see Table 5*).

According to evaluation forms on skills and knowledge assessment, which have been filled out by some participants before and after the workshop (see Table 6), knowledge and skills on business-related aspects of providing services or products for people with dementia have improved in almost all areas examined. The biggest improvements of skills and knowledge have been demonstrated in the following areas:

- knowledge on creating a business plan (+1,2)
- overall knowledge on business-related aspects of providing services or products for people with dementia (+1,0)
- skills on developing ideas for new products or services in the field of dementia (+1,0)
- knowledge on aspects of financing a (social) business or nonprofit organization (+1,0)
- knowledge on aspects related to earnings and expenses as well as cost calculation (+0,8)

Table 6: Evaluation for the COACH part - skills & knowledge before and after the workshop (Scale 1- Completely disagree to 5-Completely agree, n = 8)

Please rate...	Before	After	Δ
...your overall knowledge on dementia.	3,5	4,0	+0,5
...your overall knowledge on business-related aspects of providing services or products for people with dementia.	2,3	3,3	+1,0
...your skills on developing ideas for new products or services in the field of dementia.	2,8	3,8	+1,0
...your skills on working in a multiprofessional team.	4,5	4,3	-0,2
...your knowledge and skills on defining a target group for a dementia-related project	3,6	4,1	+0,5
...your knowledge and skills on conducting a market analysis for services or products	3,3	3,8	+0,5
...your knowledge and skills on analyzing the impact of services or products.	3,4	4,0	+0,6
...your knowledge on aspects related to marketing.	2,8	3,4	+0,6
...your skills on identifying key partners for a dementia-related project.	3,1	3,8	+0,7
...your knowledge on aspects related to earnings and expenses as well as cost calculation.	2,6	3,4	+0,8
...your knowledge on aspects of financing a (social) business or nonprofit organization.	2,4	3,4	+1,0
...your knowledge on creating a business plan.	2,4	3,6	+1,2

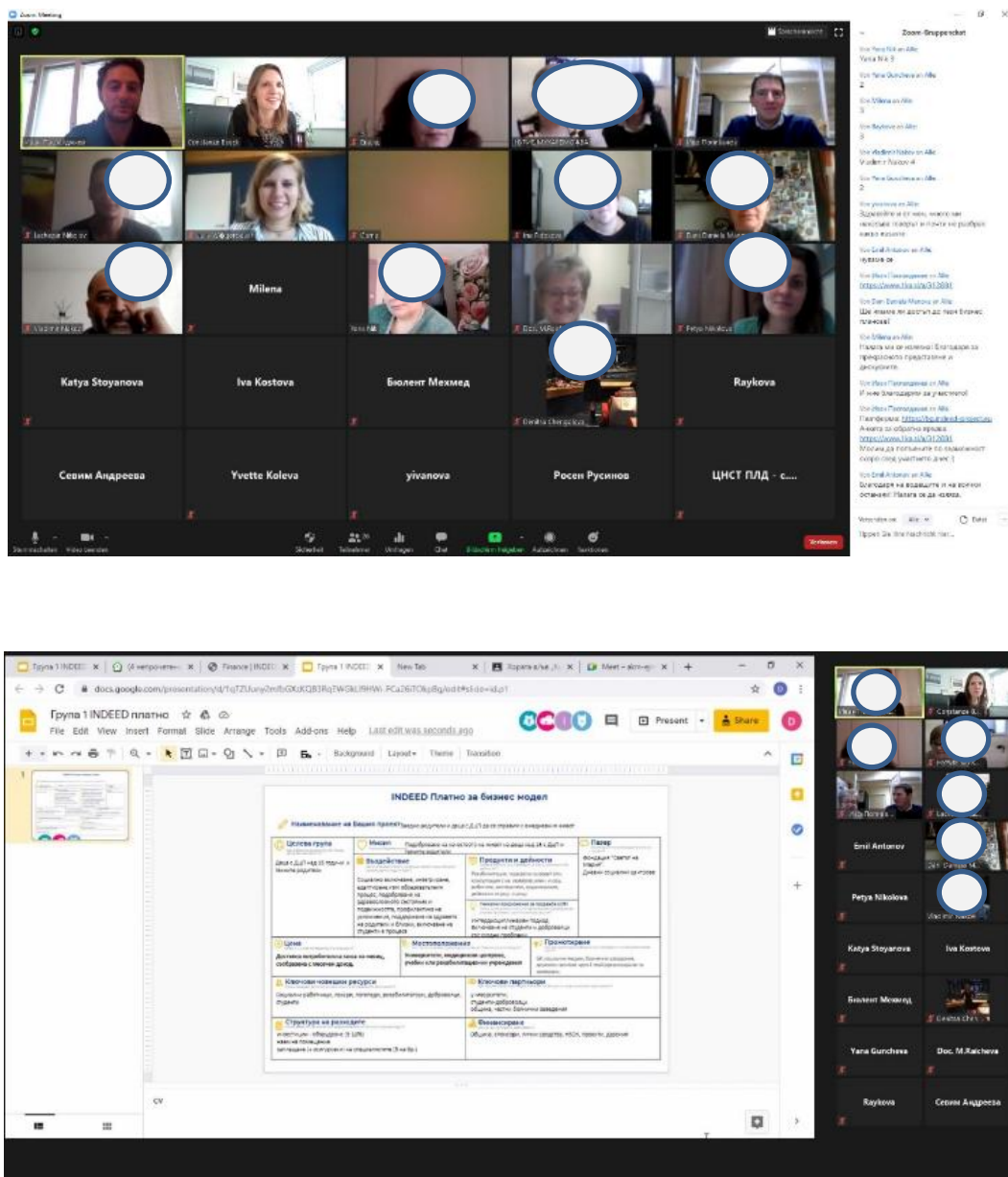
Additional outcomes/findings on the COACH online workshops:

When conducting the COACH workshops in an online format, it is important to have additional co-moderators for each group work/ Zoom break out room. These co-moderators (e.g. local project partners, WU team) should ensure that there are no technical difficulties, answer open questions from the participants and keep an eye on the time schedule. In the meantime, the main

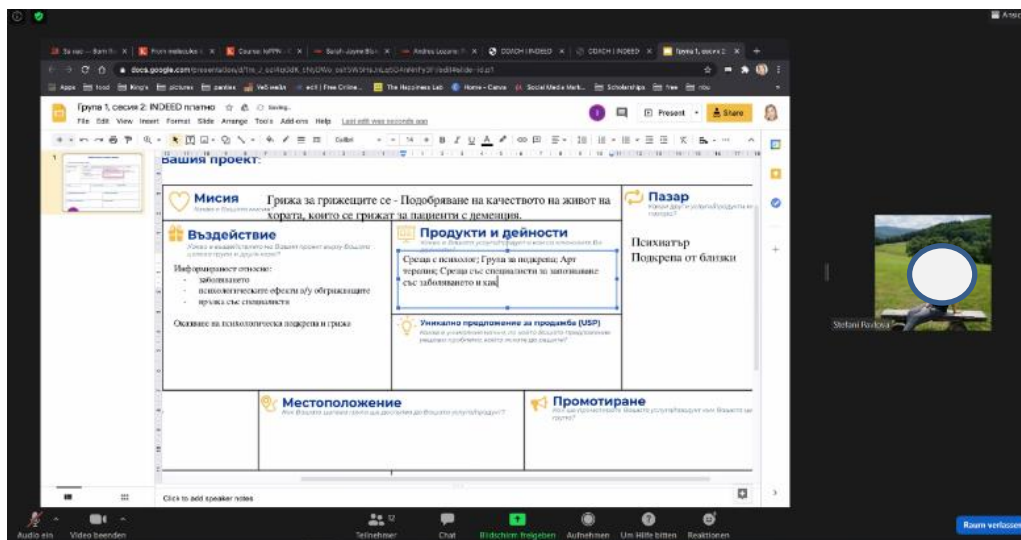
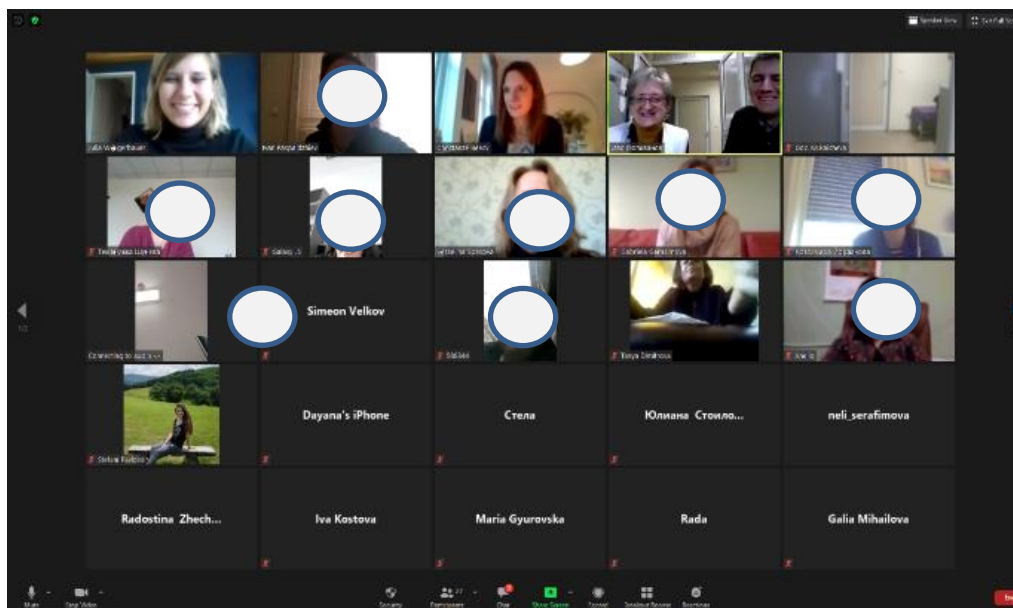
moderator can jump between the groups to answer additional questions and to challenge the participants while they work on the *INDEED Business Plan Canvas*.

During the online workshops, some participants preferred to listen to the presentations/group works instead of actively participating in the development of an own project idea. Thus, it is recommended to form bigger teams (e.g. 7-10 participants) for the group sessions.

Picture 35: Online Coach INDEED workshop, December 5th 2020



Picture 36: Online Coach INDEED workshop, December 8th 2020



Picture 37: Group work INDEED Business Plan Canvas, 04.12.2020, Group 1 (translated to English)

Bulgaria, 04.12.2020, Group 1

INDEED Business Plan Canvas

Title of your project: Parents and children with cerebral palsy together to cope with everyday life

Target Group Who is your target group? What problem do they face? Children with cerebral palsy over 15 years and their parents	Mission What is your mission? Improving the quality of life of children over 15 with cerebral palsy and their parents	Market What other services/products are on the market? The World of Mary Foundation, Day care centers
Impact What impact does your project have on your target group and others? Social inclusion, integration, adaptation to the educational process, improvement of health and mobility, prevention of complications, maintaining the health of parents and relatives, inclusion of students in the process	Product & Activities What is your service/product and your key activities? Rehabilitation, support of parents, consultation with a school psychologist, social worker, art therapist, occupational therapy, gender activities	USP What is your unique way to solve the problem? Interdisciplinary approach, involvement of students and volunteers with similar problems
Price What is the price of your service/product? affordable user fee per month, tailored to monthly income	Place How does your target group access your service/product? Universities, medical centers, educational or rehabilitation institutions	Promotion How do you communicate your service/product to your target group? GP, social media, hospitals, direct contact via e-mail, organizing campaigns
Key personnel resources Which personnel resources do you need to implement your project? social workers, doctors, speech therapists, rehabilitators, volunteers, students	Key partners Which key partners do you need to implement your project? Universities, student volunteers, municipality, private hospitals	
Cost structure Which costs do you face when providing your service/product? investments - equipment (5-10%) rent of premises payment (+ insurance) of the specialists	Financing How will you finance the project? Municipality, sponsors, personal funds, NHF, projects, donations	

Picture 38: Group work INDEED Business Plan Canvas, 04.12.2020, Group 2 (translated to English)

Bulgaria, 04.12.2020, Group 2

INDEED Business Plan Canvas

Title of your project: Support for people with dementia and their loved ones












Target Group Who is your target group? What problem do they face? - people at risk for dementia - people with dementia; - people close to people with dementia	Mission What is your mission? Creating an environment in which people with dementia and their loved ones receive the necessary support to live an independent life	Market What other services/products are on the market? Civic associations; Social services: DHD Day centers
Impact What impact does your project have on your target group and others? - opportunity to achieve independence and control over one's own life; - social inclusion of risk groups; - support for people with dementia and their loved ones, aimed at achievable results	Product & Activities What is your service/product and your key activities? - Information on the number of people with dementia; - Health services; with social assistance; educational services aimed at relatives; - Therapies: occupational; art; musical; and others.	USP What is your unique way to solve the problem? Creating a comprehensive service in the community that will enable people with dementia to lead a full life in the environment in which they are accustomed to living for as long as possible
Price What is the price of your service/product? - 50% of the income of the people; - people with additional income besides pensions - 100% - for people without income - the maintenance is at the expense of the state budget	Place How does your target group access your service/product? Sofia, where there is a developed system of services in the community, the opportunity to provide specialized medical care; human resources; transport and communication links, accessible environment for people with disabilities	Promotion How do you communicate your service/product to your target group? - Social media; - Internet; - Promotional materials - Partners
Key personnel resources Which personnel resources do you need to implement your project? medical specialists: psychiatrists, neurologists, psychologists, rehabilitators, kinesiologists, social workers; health management specialists; therapists: art, labor, music	Key partners Which key partners do you need to implement your project? municipality, social assistance agency	
Cost structure Which costs do you face when providing your service/product? Remuneration costs for staff and specialists; Maintenance costs of the service: Overheads to create favorable conditions for stay; costs related to the activities; telecommunication costs - internet, telephone, etc.; costs for sanitary and hygienic materials; costs for stationery and materials for individual and group work; costs for training and supervision of specialists; marketing and advertising costs	Financing How will you finance the project? State delegated activity; co-financing; sponsorship; donations	

Picture 39: Group work INDEED Business Plan Canvas, 04.12.2020, Group 3 (translated to English)

Bulgaria, 04.12.2020, Group 3

INDEED Business Plan Canvas

 **Title of your project:** Flowers for health












<p> Target Group <i>Who is your target group? What problem do they face?</i></p> <ul style="list-style-type: none"> - patients with mild to moderate dementia who love flowers; - relatives of patients with dementia 	<p> Mission <i>What is your mission?</i> psychomotive toning for patients with dementia and their relatives</p> <p> Impact <i>What impact does your project have on your target group and others?</i></p> <ul style="list-style-type: none"> - psycho-emotional toning of patients with dementia - cognitive stimulation - stimulating social contacts between the patients themselves and their relatives - improving the quality of life - developing fine motor skills, concentration of participants; 	<p> Market <i>What other services/products are on the market?</i></p> <p>Sale of flowers in neighboring shops</p>
<p> Price <i>What is the price of your service/product?</i></p> <p>BGN 200 therapist's fee BGN 5 price per flower pot BGN 6 plus luxury packaging</p>	<p> Place <i>How does your target group access your service/product?</i></p> <p>Sofia / big city, accessibility - according to the place of residence of the patients or to the day center for people with disabilities, other social service</p>	<p> Promotion <i>How do you communicate your service/product to your target group?</i></p> <p>stand in a nearby flower shop; in a grocery store; ad in hospitals; advertising on the Internet - social networks</p>
<p> Key personnel resources <i>Which personnel resources do you need to implement your project?</i></p> <p>staff from the day care center team of occupational therapists plant specialist, social worker, psychologist, etc.</p>		<p> Key partners <i>Which key partners do you need to implement your project?</i></p> <p>specialized medical facilities for such patients, volunteers, flower shop</p>
<p> Cost structure <i>Which costs do you face when providing your service/product?</i></p> <p>costs for peat mixture, pots, seedlings, racks, heating, greenhouse, paper, production of advertising brochures - label, salary of the engaged staff, fee for the organizer</p>		<p> Financing <i>How will you finance the project?</i></p> <p>socially oriented programs, donations of necessary materials and raw materials, etc., EU funding self-financing, projects to institutions</p>

Picture 40: Group work INDEED Business Plan Canvas, 04.12.2020, Group 4 (translated to English)

Bulgaria, 04.12.2020, Group 4

INDEED Business Plan Canvas

 **Title of your project:** Art coffee for people with dementia, in the early or moderate stage of the disease

<p> Target Group <i>Who is your target group? What problem do they face?</i></p> <ul style="list-style-type: none"> - people with dementia, in the early or moderate stage of the disease - relatives 	<p> Mission <i>What is your mission?</i> helping people with dementia and their loved ones by creating positive emotions, finding the right environment</p> <p> Impact <i>What impact does your project have on your target group and others?</i></p> <ul style="list-style-type: none"> - to maintain the extent of the disease and relieve their loved ones - development and stimulation of creative abilities / preservation 	<p> Market <i>What other services/products are on the market?</i></p> <ul style="list-style-type: none"> - competition with limited capacity and limited access for visitors - we work with a variety of activities and materials
<p> Price <i>What is the price of your service/product?</i></p> <p>membership fees, other customers information from the platform</p>	<p> Place <i>How does your target group access your service/product?</i></p> <p>medium-sized to large municipality</p>	<p> Promotion <i>How do you communicate your service/product to your target group?</i></p> <p>GPs, brochures</p>
<p> Key personnel resources <i>Which personnel resources do you need to implement your project?</i></p> <p>We need to recruit people who not only have knowledge, but also have the practical experience to work with people with dementia.</p>		<p> Key partners <i>Which key partners do you need to implement your project?</i></p> <p>municipality, sponsors, relatives, university</p>
<p> Cost structure <i>Which costs do you face when providing your service/product?</i></p> <p>furniture and equipment, rent, consumables, drinks and small sweets, salaries of employees / coordinator/ student volunteers/ graduates and upcoming student internships, tax relief</p>		<p> Financing <i>How will you finance the project?</i></p> <p>European funds, donations, sponsors, charitable causes, manufactured materials are sold and additional funding is provided</p>

Picture 41: Group work INDEED Business Plan Canvas, 09.12.2020, Group 1 (translated to English)

Bulgaria, 09.12.2020, Group 1

INDEED Business Plan Canvas

 **Title of your project:** Care for caregivers














<p> Target Group Who is your target group? What problem do they face? Caring for people with dementia</p>		<p> Mission What is your mission? Improving the quality of life of people caring for people with dementia</p>		<p> Market What other services/products are on the market? Psychiatrist Support from relatives</p>	
<p> Impact What impact does your project have on your target group and others? Awareness of: - the disease - the psychological effects on caregivers - contact with specialists Providing psychological support and care</p>		<p> Product & Activities What is your service/product and your key activities? A club that offers psychological care and information services for caregivers with dementia Meeting with a psychologist; Support group; Art therapy; Music therapy; Yoga / dance (joint); Periodic meetings instead of specialists to get acquainted with the disease and what would be the impact on them / Guide for the caregiver; Joint groups; Care group</p>		<p> USP What is your unique way to solve the problem? Aimed at caregivers Service package Weekly schedule</p>	
<p> Price What is the price of your service/product? Package service Individual attendance at a class Individual consultation with a specialist → Income segmentation</p>		<p> Place How does your target group access your service/product? Big city; Premises for rent in DCC, close to public transport Friday, Saturday, Sunday</p>		<p> Promotion How do you communicate your service/product to your target group? Advertising in the building - poster Directly through GP, through other specialists Recommendations Caregiver's Guide</p>	
<p> Key personnel resources Which personnel resources do you need to implement your project? Neurologist, neuropsychologist, clinical psychologist - for consultation and / or round table - on Friday Coordinator - every day Art therapist, occupational therapist; Yoga and dance instructor - per class - 3 classes per day Volunteers (students, practice, internship) - assistants Group therapist for the self-help-group - once a month</p>			<p> Key partners Which key partners do you need to implement your project? GP, DCC Social services - delegation of activity Universities (for volunteers); volunteering platforms; NGO - promotion, financing (single donations) Media</p>		
<p> Cost structure Which costs do you face when providing your service/product? Rent, overhead (1 large classroom, consultation room / round table; common room) Staff - 1 coordinator; medical specialists; instructors; therapists; volunteers for relatives during the activities Furniture, supplies for the activities, creating a guide, posters and flyers (2 types) accounting, marketing</p>			<p> Financing How will you finance the project? European projects Social services; NGOs supporting people with dementia Revenues from services - occupation, consultation Group meetings - a recommended donation Student organizations - fundraising (once for start-up capital) Sponsors - corporate, food supplements</p>		

Picture 42: Group work INDEED Business Plan Canvas, 09.12.2020, Group 2 (translated to English)

Bulgaria, 09.12.2020, Group 2

INDEED Business Plan Canvas

 **Title of your project:** HOLIDAY CARE FOR PEOPLE WITH DEMENTIA

<p> Target Group Who is your target group? What problem do they face? PEOPLE CLOSE TO PEOPLE WITH MODERATE AND SEVERE DEMENTIA, TEMPORARILY OBSTACLED IN CARING FOR THEM</p>		<p> Mission What is your mission? HELPING AND SUPPORTING PEOPLE WITH DEMENTIA AND THEIR LOVED ONES, IMPROVING THEIR QUALITY OF LIFE</p>		<p> Market What other services/products are on the market? HOSPICES, SANATORIUMS, DAY CENTERS, HOMES FOR THE ELDERLY AND PEOPLE WITH DEMENTIA</p>	
<p> Impact What impact does your project have on your target group and others? OPPORTUNITY FOR REST, EMOTIONAL UNLOADING, ORGANIZATION OF PERSONAL TIME, TAKING OVER PROFESSIONAL COMMITMENTS OF PERMANENTLY ENGAGED IN THE CARE OF PEOPLE WITH DEMENTIA; INDIRECT EFFECT ON PEOPLE WITH DEMENTIA</p>		<p> Product & Activities What is your service/product and your key activities? GROUP ART THERAPY, NUTRITION THERAPY, REHABILITATION, 24/7 MEDICAL SURVEILLANCE, GROUP AND INDIVIDUAL PHYSICAL THERAPY, OCCUPATIONAL THERAPY</p>		<p> USP What is your unique way to solve the problem? POSSIBILITY FOR TEMPORARY ACCOMMODATION AND COMPREHENSIVE CARE FOR PEOPLE WITH DEMENTIA AT AFFORDABLE PRICES, WITHOUT ADMINISTRATIVE BURDEN</p>	
<p> Price What is the price of your service/product? BASIC PRICE FOR 24/7 MEDICAL CARE AND STAY PER DAY, PRICE FOR ADDITIONAL SERVICES, ACCORDING TO INCOME</p>		<p> Place How does your target group access your service/product? PROVINCES OF THE CAPITAL USING AN EXISTING MUNICIPAL BUILDING, NEAR A HOSPITAL</p>		<p> Promotion How do you communicate your service/product to your target group? PATIENT ORGANIZATIONS, MUNICIPAL SERVICES, SOCIAL SERVICES, ADVERTISING IN SOCIAL NETWORKS, COMPANIES, GENERAL DOCTORS</p>	
<p> Key personnel resources Which personnel resources do you need to implement your project? ADMINISTRATION, NURSES, NURSES, DOCTOR - HOURLY, THERAPISTS - HOURLY, ASSISTANT STAFF, DRIVER</p>			<p> Key partners Which key partners do you need to implement your project? MUNICIPALITY, DOMESTIC SOCIAL PATRONAGE, SOCIAL SERVICES, GPs, HOSPITALS, NGOS AND PATIENT ORGANIZATIONS, PRIVATE COMPANIES, VOLUNTEERS</p>		
<p> Cost structure Which costs do you face when providing your service/product? - INITIAL INVESTMENT: IDW - REPAIR, SPECIALIZED REPAIR OXYGEN SYSTEM, FURNITURE, EQUIPMENT, - SALARIES, INSURANCE - 2 ADMIN, 4 NURSES, 8 NURSES, 1 S CLEANER, 1 MAINTENANCE AND SECURITY, 1 PHYSIOTHERAPIST - DOCTOR, HOUR THERAPY SPECIALISTS / REHABILITATOR - OWNERS, ELECTRICITY, WATER, RENT, - SPECIALIZED TRANSPORT - RENTED - CONSUMABLES, FOOD, MEDICAL CONSUMABLES, HYGIENE M-LI - TAXES</p>			<p> Financing How will you finance the project? - SUPPORT FROM THE MUNICIPALITY - BUILDING WITHOUT RENT / LOW - NATIONAL FINANCING / ASA - CHARGES FROM VISITORS - SPONSORSHIP FROM COMPANIES - DONATIONS FROM FL AND NGOS - EUROPEAN FINANCING - MEMBERSHIP FEE</p>		

3.3. ROMANIA - REPORT ON PILOT WORKSHOPS

3.3.1. Short overview of the online pilot workshops

In January 2021 RAS in collaboration with UL - as the lead of WP6 - and WU has organized four pilot workshops in Romania. All activities and the outcome of the workshops have been under the strong impact of the current situation with Covid-19. However, the digital version of the workshops was well received and the feedback from the participants is encouraging.

The workshops on 19th and 20th of January have been organised and co-facilitated by the RAS team in Bucharest while workshops on 21st and 22nd of January have been organised and co-facilitated by the RAS team in Cluj-Napoca.

All workshops were delivered by the ZOOM platform. Participants received instructions on how to connect and use the platform in Romanian language, and no major difficulties with usage or connection were reported.

Participants were recruited via promotion posts on social media channels and by direct mailing to professional networks of the RAS team in Bucharest and Cluj-Napoca. The invitation consisted of a one-page word document - which included a brief description of the INDEED project and a presentation of the CAMPUS, CONNECT and COACH workshops - and a Google form registration link. The recruitment has started in the beginning of January and by the time of the meeting 83 participants have registered to the four workshop. Out of these, a total of 79 participants have finally attended the workshops as follows: 23 attended the CAMPUS and CONNECT workshop on 19th of January, 20 have attended the COACH workshop on 20th of January, 19 attended the CAMPUS and CONNECT workshop on 21st of January, and 17 have attended the COACH workshop on 22nd of January. The workshops on 19th and 20th of January have been organised and co-facilitated by the RAS team in Bucharest while workshops on 21st and 22nd of January have been organised and co-facilitated by the RAS team in Cluj-Napoca.

3.3.2. CAMPUS & CONNECT workshops – 19. & 21.01.2021

The workshop was led by Maria Moglan and Raluca Sfetcu (January 19) and by Eugen Baican & Dan Gadalean (January 21) from the Romanian Indeed team with the short introduction and technical support by the Slovenian Indeed team (prof. Pirtošek, Iztok Cukjati, Tina Štukelj).

The structure of the workshop remained the same as in Slovenia & Bulgaria; after initial presentations group work was performed and followed by the discussion.

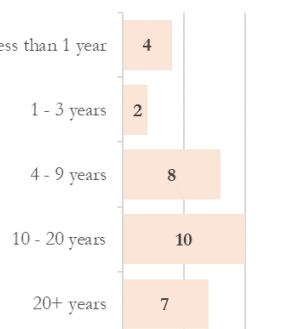
All the material (videos, templates, presentations) has been translated to Romanian language and the majority of both workshops was delivered in Romanian language.

There were 40+ participants coming from the health and social sector (Figure 36), among others. 87% of participants came from urban areas and 17% came from rural regions.

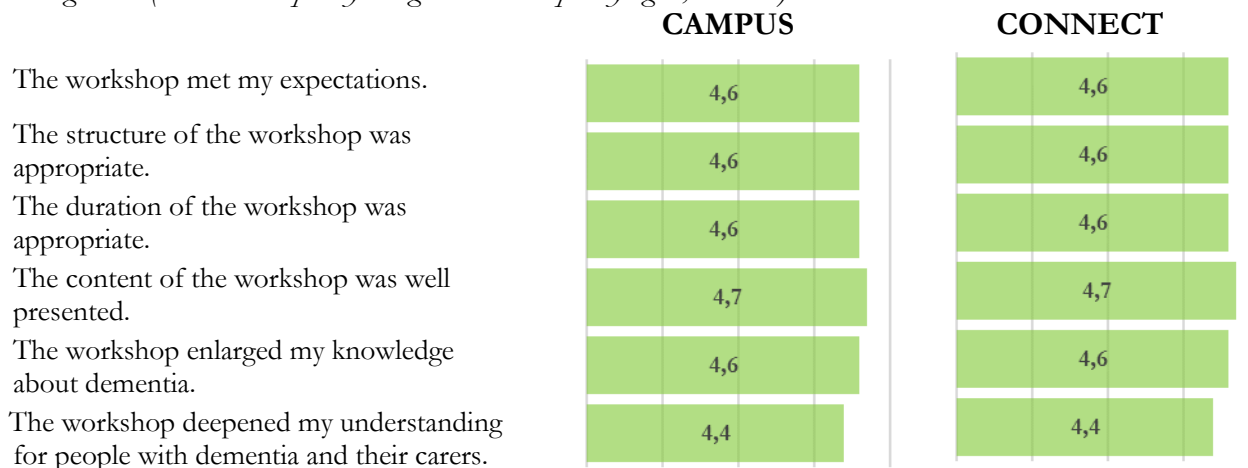
Picture 43: Structure of the participants by profession (n=31)



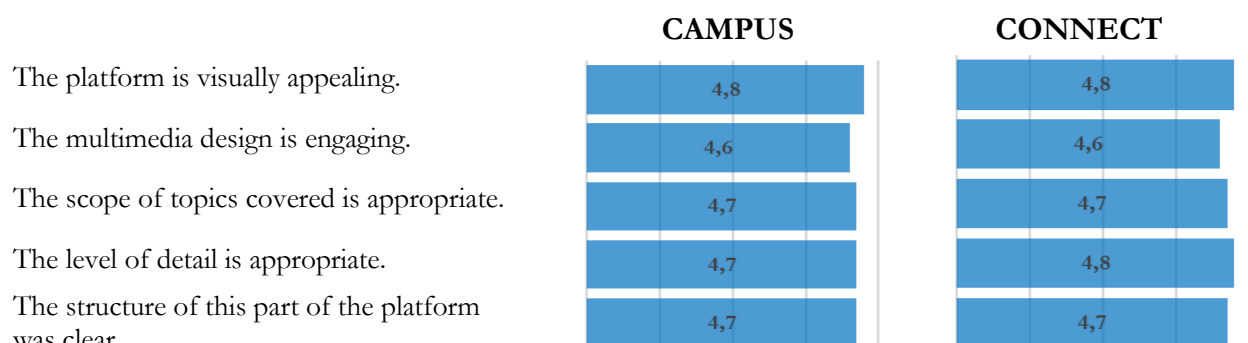
Picture 44: Structure of the participants by years of experience (n=31)



Picture 45: Evaluation of the online workshop (a) CAMPUS part and (b) CONNECT part; Average score (Scale 1-Completely disagree to 5-Completely agree, n = 29)



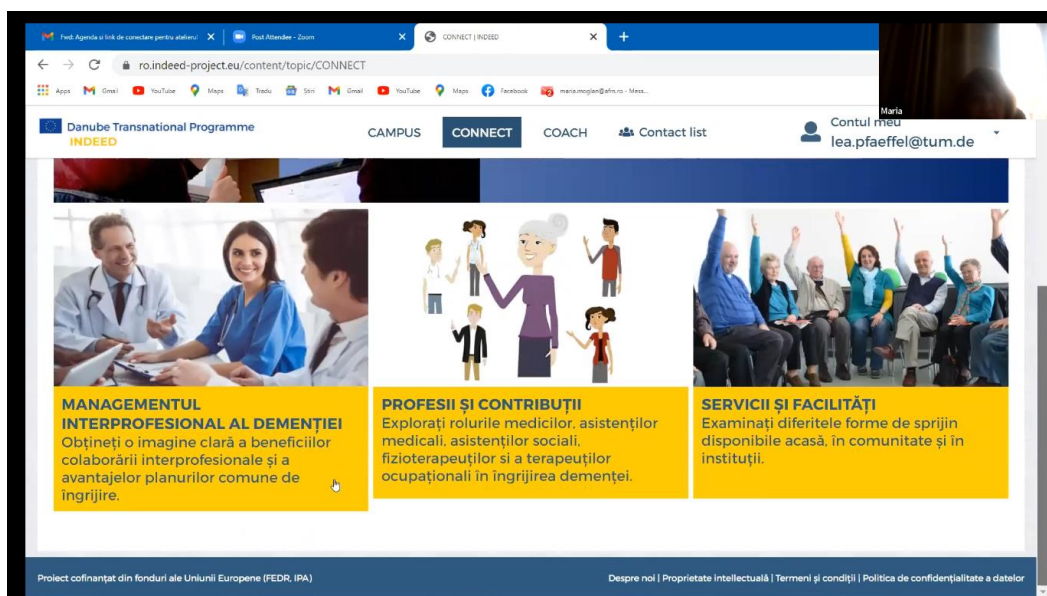
Picture 46: Evaluation of the platform; (a) CAMPUS part and (b) CONNECT part; Average score (Scale 1-Completely disagree to 5-Completely agree, n = 25)



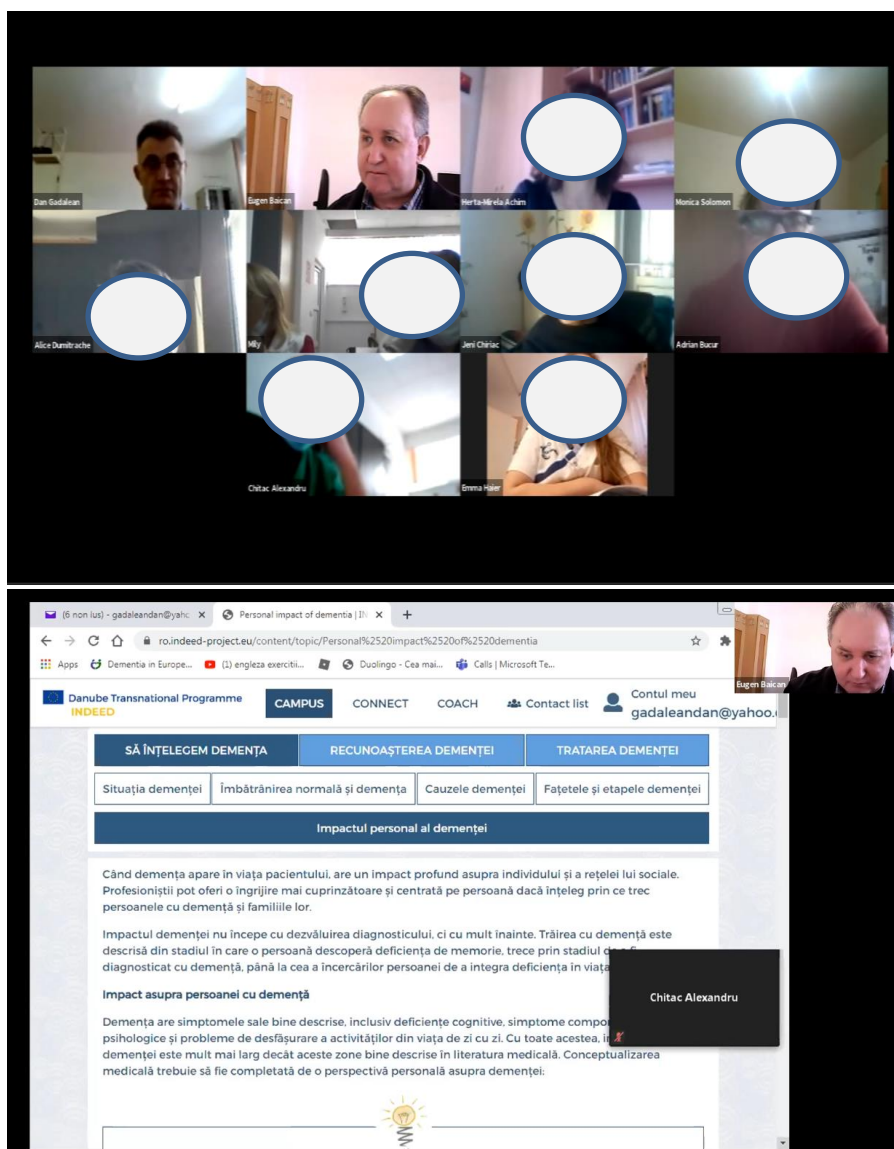
Additional feedbacks on the platform and workshops, that we received via online questionnaire:

- more detailed description of each profession, including info about working methods (evaluation-intervention), working tools, skills, legal framework
- more video items. pdf text support for deeper reading. change the menu, take up much of the screen. mobile-friendly platform
- The educational program is a valuable complement to my professional training.

Picture 47: Online Campus/Connect INDEED workshop, January 19th 2021



Picture 48: Online Campus/Connect INDEED workshop, January 21st 2021



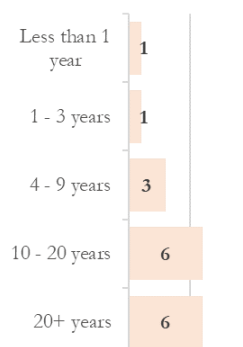
3.3.3. COACH workshops – 20. & 22.01.2021

The online workshops were hosted by Flavia-Elvira Bogorin, who works as a researcher at the Competence Center for Nonprofit Organisations and Social Entrepreneurship at WU Vienna. The local INDEED project team from the Romanian Alzheimer Society, namely Raluca Sfetcu and Georgeta Popovici (Bucharest branch) as well as Dan Gădălen and Eugen Băican (Cluj-Napoca branch), supported her throughout the workshop (e.g. through INDEED input, co-moderation of support with organisational issues and to answer questions regarding COACH).

Picture 49: Structure of the participants by profession (n=18)



Picture 50: Structure of the participants by years of experience (n=17)



The workshops were delivered via the videoconferencing software Zoom. Each online workshop started with a greeting of the participants by SRA, an initial presentation of the team from WU and a short video on the INDEED project by TUM MED. Subsequently, Flavia Bogorin introduced the objectives of COACH and presented the content of the INDEED platform. Once the objectives and agenda of the workshop had been presented to the participants, they proceeded to practical work. The attendees were divided into multi-professional groups (2 groups on 20/01, 3 groups on 22/01) and given the opportunity to develop their own project ideas in the field of dementia. For the group works, the attendees were assigned to Zoom breakout rooms. Each group was given the task to fill in the *INDEED Business Plan Canvas* handout in Google Docs.

In the further course of the workshop, participants were introduced to essential topics of the Business Plan Development in the plenary session, and then applied this knowledge step-by-step to their own project idea in the Zoom breakout rooms. A special focus was put on the topics *Idea, Target Group, Market and Impact, Marketing, Organizational Structure and External Partners* as well as *Costs and Finance*. At the end of the workshop, the groups presented the project ideas they had elaborated by using the *INDEED Business Plan Canvas*. Moreover, participants received the opportunity to ask questions about the content delivered during the workshop and about the INDEED project. Additionally, they had the chance to network and to set the groundwork for future cooperation. For instance, the participants of the second workshop in Cluj-Napoca agreed to continue meeting regularly and to share their ideas about how to advance their work in the field of dementia.

One project idea that attendees developed during the workshop on 20/01 dealt with the provision of information, counselling and supporting services for people with dementia and their informal family caregivers (online & on-site). The second project idea aimed at the development of a training and job placement program for professional caregivers of people with dementia. Both ideas stem from the perceived lack of specialized services for people with dementia in Romania (e.g. training courses for caregivers and support services for elderly persons are not focused on dementia explicitly). Moreover, participants also stressed the missing understanding of caregivers for the

specific needs of people with dementia and thus their inability to handle this condition adequately. Therefore, the developed actions also aim to raise awareness among caregivers.

On 22/01, the three projects developed by the workshop participants were linked to the idea of providing relief for (family) caregivers of people with dementia as well as to provide services that are tailored to the specific needs of people with dementia. For this, they followed different approaches: One group aimed to set up a day care centre for people with dementia in the Cluj-Napoca region; another group focussed both on training caregivers in providing mobile services and on developing daily home care services for people with dementia. The third group worked on a project offering a variety of integrated services and tools to relieve family caregivers, based on their individual needs (e.g. caregiving services outside their home, counselling, legal assistance, transport services...).

After the workshops, participants from the Bucharest and Cluj-Napoca workshop informed SRA that they are considering moving forward with the idea they developed. Another participant informed WU Vienna about planning to create a dementia-related project in Sibiu.

Table 7: Evaluation for the COACH part – workshop/platform (Scale 1-Completely disagree to 5-Completely agree, n = 17)

	20/01	22/01	Total
N	8	9	17
The platform is visually appealing.	4,75	4,78	4,76
The multimedia design is engaging.	4,75	4,67	4,71
The scope of topics covered is appropriate.	4,75	4,56	4,65
The level of detail is appropriate.	4,37	4,44	4,41
I will recommend the workshop to my colleagues.	4,88	5,00	4,94
The workshop met my expectations.	4,75	4,78	4,76
The structure of the workshop was appropriate.	5,00	4,78	4,88
The duration of the workshop was appropriate.	5,00	4,11	4,53
The content of the workshop was well presented.	4,88	5,00	4,94
I found the multiprofessional group work inspiring.	4,88	4,78	4,82
The workshop enlarged my knowledge about business-related aspects of providing services or products for people with dementia.	4,88	4,67	4,76
The workshop improved my knowledge of creating a business plan.	4,75	4,56	4,65
The workshop was useful for my work.	5,00	4,44	4,71
I met people who might be useful for my work.	4,88	4,38	4,63
The workshop inspires me to try something new.	4,75	4,44	4,59

The overall results of the evaluation forms (see *Table 7*) show that participants from both days were highly satisfied with the structure, content and mode of presentation of the workshops. Moreover, participants found the workshop and the people they met there useful for their work context. The

great majority of attendees stated that they have enlarged their knowledge on business (plan) related aspects of providing services and products for people with dementia. The results regarding the evaluation of the INDEED online platform (visual appearance, multimedia design, scope of topics, level of detail) were also satisfying.

In response to the open questions at the evaluation form, several participants indicated that the step-by-step presentation of each business topic followed by the implementation on a concrete case was most useful to them. One participant was especially impressed by the “*desire of all those involved [in the workshop] to make the life of people with dementia easier*”. The outlined findings are in line with the impression of the local co-moderators, who found that the main benefit of the workshop was that the participants received a structured guidance to think through all elements of business planning. Moreover, the local co-moderators from SRA had the impression that the workshops were suitable for participants with different levels of experience, as the contents were presented in a very comprehensive way.

Table 8: Evaluation for the COACH part - skills & knowledge before and after the workshop (Scale 1- Completely disagree to 5-Completely agree, n = 8)

	Total		
	9		
N	Before	After	Δ
Please rate...			
...your overall knowledge on dementia.	3,7	3,6	-0,1
...your overall knowledge on business-related aspects of providing services or products for people with dementia.	3,1	3,2	+0,1
...your skills on developing ideas for new products or services in the field of dementia.	3,0	3,4	+0,4
...your skills on working in a multiprofessional team.	4,2	4,2	0,0
...your knowledge and skills on defining a target group for a dementia-related project	3,6	3,9	+0,3
...your knowledge and skills on conducting a market analysis for services or products	3,0	3,3	+0,3
...your skills on analyzing the impact of services or products.	3,2	3,3	+0,1
...your knowledge on aspects related to marketing.	3,2	3,3	+0,1
...your skills on identifying key partners for a dementia-related project.	3,1	2,9	-0,2
...your knowledge on aspects related to earnings and expenses as well as cost calculation.	3,1	3,2	+0,1
...your knowledge on aspects of financing a (social) business or NPO.	2,7	2,9	+0,2
...your knowledge on creating a business plan.	2,9	3,0	+0,1

According to evaluation forms on skills and knowledge assessment, which have been filled out by some participants before and after the workshop (see Table 8), knowledge and skills regarding business aspects of providing services or products for people with dementia have slightly improved. The occupational groups that benefitted the most were general physicians, psychologists as well as psychiatrists/neurologists/geriatrists with a long-standing working experience. Across all

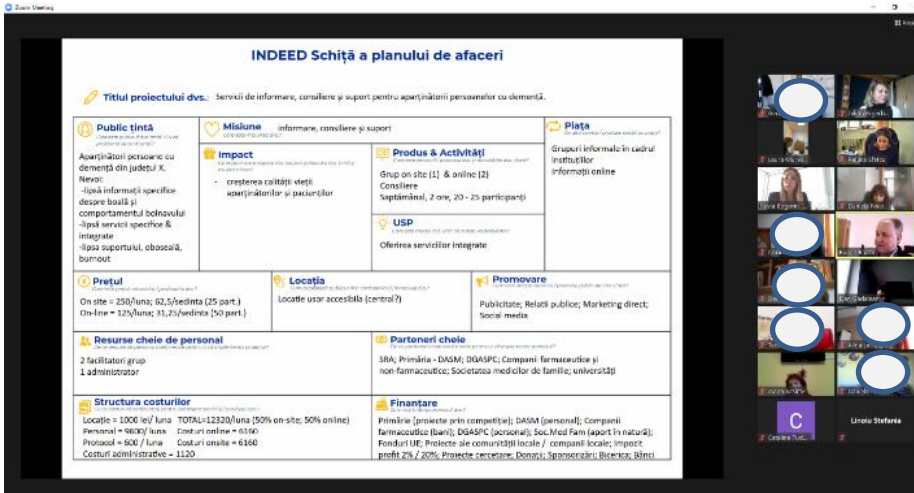
occupational groups (incl. entrepreneurs), the biggest improvements of skills and knowledge have been demonstrated in the following areas:

- skills on developing ideas for new products or services in the field of dementia (+0,4)
- knowledge and skills on defining a target group for a dementia-related project (+0,3)
- knowledge and skills on conducting a market analysis for services or products (+0,3)
- knowledge on aspects of financing a (social) business or nonprofit organization (+0,2)

Finally, we received the following recommendations for improvements in response to the Coach online workshops:

- The process of participant selection can be further developed (e.g. to submit a business idea during the registration process).
- Information on the social entrepreneurship scene in the workshop country should be provided during the presentation of the local co-moderator.
- Templates presented during the workshop (e.g. INDEED Business Plan Canvas, Financial plan) should also be available in an editable mode (Excel, Word) on the INDEED platform.
- List of possible financial sources in the workshop country should be presented as part of the Costs/Finance input (before proceeding to the group work).
- A cost-benefit analysis for investment projects could be added on the INDEED platform/in the INDEED Business Plan Canvas.

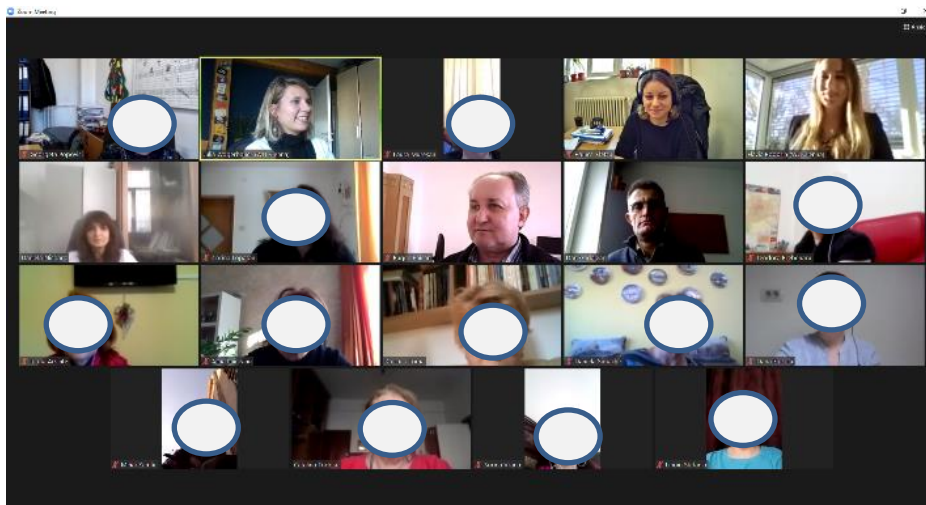
Picture 51: Online Coach INDEED workshop, Bucharest; January 20th 2021



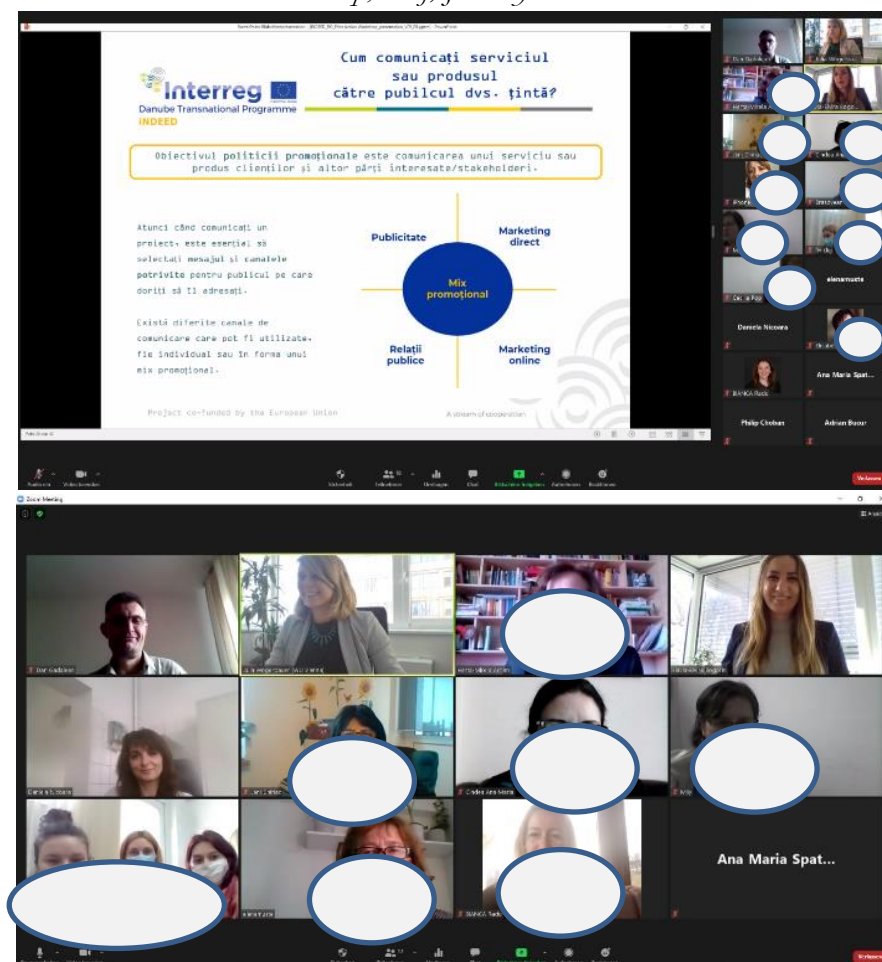
INDEED Schiță a planului de afaceri

Titlul proiectului dvs.: Servicii de informare, consiliere și suport pentru aparținătorii persoanelor cu demență.

Public țintă Aparținători persoane cu demență din județul X. Nevoi: - lipsă informații specifice despre boală și comportamentul bolnavului - lipsă servicii specifice & integrate - lipsă suportului, obaseală, burnout	Misioane - informare, consiliere și suport Impact - creșterea calității vieții aparținătorilor și pacienților	Produs & Activități Grup on site (1) & online (2) Consiliere săptămânală, 2 ore, 20 - 25 participanți USP Oferirea serviciilor integrate	Piața Grupuri informale în cadrul grupurilor de informare online
Prețuri On site = 250/ luna; 62,5/ sedinta (25 part.) On-line = 120/ luna; 31,25/ sedinta (50 part.)	Locația Locație ușor accesibilă (central?)	Promovare Publicitate; Relații publice; Marketing direct; Social media	
Resurse cheie de personal 2 facilitatori grup 1 administrator	Parteneri cheie SRA; Primăria - DASM; DGASPC; Companii farmaceutice și non farmaceutice; Societatea medicilor de familie; universități		
Structura costurilor Locație = 1200 lei/ luna TOTAL:12220/luna (50% on-site; 50% online) Personal = 9600/ luna Costuri online = 6150 Prosoace = 500 / luna Costuri on-site = 6150 Costuri administrative = 1120	Finanțare Primărie (ajustate prin competiție); DASM (personal); Companii farmaceutice (bar); DGASPC (personal); Soc.Med.Fam (aport în natură); Fonduri UE; Proiecte ale comunității locale / companii locale; Impact profit 2% / 20%; Proiecte cercetare; Donanzi; Sponsorizări; Biserici; Bănci		



Picture 52: Online Coach INDEED workshop, Cluj; January 22nd 2021



Picture 5 Bucharest, 20.01.2021, Group A

INDEED Schiță a planului de afaceri

(English)

Titlul proiectului dvs.: Information, counseling and support services for people with dementia

Public țintă <small>Cine este publicul dvs. țintă? Cu ce problemă se confruntă?</small> (Caregiving) relatives of people with dementia from county X Need: - lack of specific information about the disease and the patient's behavior - lack of specific & integrated services - lack of support, fatigue, burnout	Misiune information, advice and support <small>Care este misiunea dvs.?</small> Impact <small>Ce impact are proiectul dvs. asupra publicului dvs. țintă și asupra altora?</small> - increasing the quality of life of relatives and patients	Produs & Activități <small>Care este serviciul / produsul dvs. și activitățile dvs. cheie?</small> Group on site (1) & online (2) Counseling Weekly, 2 hours, 20 - 25 participants USP <small>Care este modul dvs. unic de a rezolva problema?</small> Providing integrated services	Piața <small>Ce alte servicii / produse există pe piață?</small> - Informal groups within institutions - Online information
Preț <small>Care este prețul serviciului / produsului dvs.?</small> Onsite = 250 / month; 62.5 / session (25 participants) Online = 125 / month; 31.25 / session (50 participants)	Locația <small>Cum accesează publicul dvs. țintă serviciul / produsul dvs.?</small> Easily accessible location (centre?)	Promovare <small>Cum comunicăm? Serviciul / produsul publicului dvs. țintă?</small> Advertising; Public relations; Direct marketing; Social media	
Resurse cheie de personal <small>De ce resurse de personal aveți nevoie pentru a vă implementa proiectul?</small> 2 group facilitators 1 administrator		Parteneri cheie <small>De ce parteneri cheie aveți nevoie pentru a vă implementa proiectul?</small> SRA; City Hall - DASM; DGASPC; Pharmaceutical and non-pharmaceutical companies; Society of Family Physicians; University	
Structura costurilor <small>Cu ce costuri vă confrunțați pentru prestarea serviciului / produsului dvs.?</small> Location = 1000 lei/month Total = 12320/month (50% onsite; 50% online) Staff = 9600 / month Online costs = 6160 Protocol = 600 / month Onsite costs = 6160 Administrative costs = 1120		Finanțare <small>Cum veți finanța proiectul dvs.?</small> City Hall (projects through competition); DASM (staff); Pharmaceutical companies (money); DGASPC (staff); Soc. Med Fam (contribution in kind); EU funds; Local community projects / local companies; Profit tax 2% / 20%; Research projects; Donations; Sponsorships; Banks	

Picture 54: Group work INDEED Business Plan Canvas, 20.01.2021, Group 2 (translated to English)

Bucharest, 20.01.2021, Group B

INDEED Schiță a planului de afaceri

Titlul proiectului dvs.: n.a.

Public țintă <small>Cine este publicul dvs. țintă? Cu ce problemă se confruntă?</small> <ul style="list-style-type: none"> caregivers / people who want to become caregivers beneficiaries: elderly people with dementia 	Misiune improving the quality of life for the elderly with dementia <small>Care este misiunea dvs.?</small> → objective: training of carers and motivation to offer services on the local / national market → objective: placement and provision of services for the elderly Impact <small>Ce impact are proiectul dvs. asupra publicului dvs. țintă și asupra altora?</small> <ul style="list-style-type: none"> beneficiaries: improved quality of life; access to appropriate services caregivers: gaining knowledge and skills; ensuring job opportunities on the local / national market; increased motivation 	Produs & Activități <small>Care este serviciul / produsul dvs. și activitățile dvs. cheie?</small> <ul style="list-style-type: none"> stage 1: training courses for people who want to become carers including certification (including internship) transition to stage 2: the search for beneficiaries, in the case of several series, the two stages can go in parallel stage 2: facilitating the provision of services by newly trained caregivers (e.g. by placement, services) USP <small>Care este modul dvs. unic de a rezolva problema?</small> creating opportunities for caregivers to train and operate on the local / national market through pricing policy	Piața <small>Ce alte servicii / produse există pe piață?</small> lack of specialized services for people with dementia (accreditation from the ministry for the elderly in general, training courses for caregivers are not focused on dementia explicitly)
Preț <small>Care este prețul serviciului / produsului dvs.?</small> <ul style="list-style-type: none"> stage 1: costs for training covered by financial contribution or by work for a period of time so approx. 800 RON / person for 10 weeks (370 hours of course, 122 hours of theory, the rest of practice, min. 10 students) stage 2: home care services (occasional services: 30 RON / hour; for permanent services other taxes) 	Locația <small>Cum accesează publicul dvs. țintă serviciul / produsul dvs.?</small> <ul style="list-style-type: none"> stage 1: in the organization that offers the course and in partner institutions where the practice is done stage 2: at the beneficiary's home 	Promovare <small>Cum comunicăm? Serviciul / produsul publicului dvs. țintă?</small> <ul style="list-style-type: none"> advertising, online marketing for training courses and provision of services (to potential caregivers and clients), information campaign for beneficiaries 	
Resurse cheie de personal <small>De ce resurse de personal aveți nevoie pentru a vă implementa proiectul?</small> <ul style="list-style-type: none"> accredited trainers practice guide secretariat, logistics, assistance service coordinator for stage 2 social worker / psychologist development possibility: internal partners / network of collaborators (eg accounting, legal advice, marketing, online technical support) 		Parteneri cheie <small>De ce parteneri cheie aveți nevoie pentru a vă implementa proiectul?</small> <ul style="list-style-type: none"> collaboration with care institutions for practical part development possibility: external partners (eg accounting, legal advice, marketing, online technical support) collaboration with a private recruitment and placement company (this should have knowledge in the field of dementia) 	
Structura costurilor <small>Cu ce costuri vă confrunțați pentru prestarea serviciului / produsului dvs.?</small> <ul style="list-style-type: none"> staff costs (min. 3 employees - stage 1; stage 2: min. 2 people for coordination, possibly also a social worker / psychologist) costs for promotion and advertising infrastructure costs (eg website, social networks, rents) material costs (eg consumables, transport costs) taxes and fees (eg bank transfer, income taxes) 		Finanțare <small>Cum veți finanța proiectul dvs.?</small> <ul style="list-style-type: none"> stage 1: people who want to become carers stage 2: co-financing fee for services; financing from the public administration 	

Picture 55: Group work INDEED Business Plan Canvas, 22.01.2021, Group 1 (translated to English)

Cluj, 22.01.2021, Group A

INDEED Schiță a planului de afaceri

Titlul proiectului dvs.: Alzheimer's day care center, Integrated services for people with dementia and their relatives

<p>Public țintă Cine este publicul dvs. țintă? Cu ce problemă se confruntă?</p> <p>Target group:</p> <ul style="list-style-type: none"> People diagnosed with early and moderate dementia Relatives / personal assistants of people with dementia <p>Problem:</p> <p>Isolation, loneliness, lack of activity / daily routines reluctance to such activity / stigma from the community Overuse of affiliations / physical, mental and emotional exhaustion</p> <ul style="list-style-type: none"> 8 Alzheimer's patients 8 members 	<p>Misiune Care este misiunea dvs.?</p> <p>Improving the quality of life of people with dementia and their relatives</p> <p>Impact Ce impact are proiectul dvs. asupra publicului dvs. țintă și asupra altora?</p> <ul style="list-style-type: none"> Development of a service system for people with dementia and their (caregiving) relatives Creating an occupational environment for people with dementia Changing the community mentality on people with dementia Increasing self-esteem of a person Improve verbal / nonverbal communication Socializing / networking / friends Slowing down cognitive impairment Maintain outstanding skills Increasing sentimental security Preventing burnout in relatives Develop new skills 	<p>Piața Ce alte servicii / produse există pe piață?</p> <ul style="list-style-type: none"> Lack of services on the market The existing services are not focused on this target group There is no competition
<p>Preț Care este prețul serviciului / produsului dvs.?</p> <ul style="list-style-type: none"> Staff costs (3 / full time x 4,000 = 12,000 / month) Material costs (arrangement / endowment, / equipment 15,000) (2,000 / month materials / 10 activities) Service costs (support group / protocol) (500 / month) 	<p>Locația Cum accesează publicul dvs. țintă serviciul / produsul dvs.?</p> <ul style="list-style-type: none"> Accessible in terms of means of transport Proximity to medical and social institutions 	<p>Promovare Cum comunicăți serviciul / produsul publicului dvs. țintă?</p> <ul style="list-style-type: none"> Direct marketing Social media
<p>Resurse cheie de personal De ce resurse de personal aveți nevoie pentru a vă implementa proiectul?</p> <ul style="list-style-type: none"> 1 social worker 1 psychologist 2 occupational therapists 2 volunteers 	<p>Parteneri cheie De ce parteneri cheie aveți nevoie pentru a vă implementa proiectul?</p> <ul style="list-style-type: none"> Local town hall DGASPC (Complex Evaluation Service) Family doctor Pro Vobis Center (volunteers) Market (supermarket, free market, craft fairs, social events / conferences) 	
<p>Structura costurilor Cu ce costuri vă confrunțați pentru prestarea serviciului / produsului dvs.?</p> <ul style="list-style-type: none"> Initial investment Arrangement, endowment Material costs Staff costs Infrastructure costs (rent, maintenance costs.) Taxes (taxes, fees, banks, etc.) 	<p>Finantare Cum veți finanța proiectul dvs.?</p> <ul style="list-style-type: none"> City Hall (Law 34) / Projects APIS European non-reimbursable funds Sponsors Participant fee (support group) Sale of products (2,000 / year) 	

Picture 56: Group work INDEED Business Plan Canvas, 22.01.2021, Group 1 (translated to English)

Cluj, 22.01.2021, Group B

INDEED Schiță a planului de afaceri

Titlul proiectului dvs.: We identify and jump to the rescue!

<p>Public țintă Cine este publicul dvs. țintă? Cu ce problemă se confruntă?</p> <p>family carers / relatives problems:</p> <ul style="list-style-type: none"> lack of information lack of support lack of acceptance lack of awareness lack of services (economic, practical) lack of interdisciplinary and inter-institutional communication → lack of family involvement 	<p>Misiune Care este misiunea dvs.?</p> <p>providing tools and proper arming of family caregivers to deal with dementia problems in the family; support</p> <p>Impact Ce impact are proiectul dvs. asupra publicului dvs. țintă și asupra altora?</p> <ul style="list-style-type: none"> family caregivers: improving family life, improving knowledge about dementia, relief people suffering from dementia: increased safety and security; increasing the quality of life community: raising awareness; increased safety and security, building trust (reducing social stigma) 	<p>Piața Ce alte servicii / produse există pe piață?</p> <ul style="list-style-type: none"> mobile teams of caregivers private and state centers (general focus, not promoted) private offices (services: assessment, counselling)
<p>Preț Care este prețul serviciului / produsului dvs.?</p> <ul style="list-style-type: none"> pricing strategy: accessibility price policy: offering service packages according to needs and possibilities; for cases with reduced possibilities, pro bono services can also be provided (eg for an essential, standard package) 	<p>Locația Cum accesează publicul dvs. țintă serviciul / produsul dvs.?</p> <ul style="list-style-type: none"> through a platform with reference to the various locations that offer concrete services, which can also present the demand and supply in the social field / with a focus on dementia access through collaborators who refer to the services of our project 	<p>Promovare Cum comunicăți serviciul / produsul publicului dvs. țintă?</p> <ul style="list-style-type: none"> clear and transparent communication of the benefits brought by the project online marketing based on tags / keywords that redirect interested people to the project (eg through promotional materials) promotion through word-of-mouth & by presenting personal experiences (social impact), eg. through family doctors direct marketing (approach of potential donors in public spaces, participation in specialized events of partners)
<p>Resurse cheie de personal De ce resurse de personal aveți nevoie pentru a vă implementa proiectul?</p> <ul style="list-style-type: none"> multidisciplinary team (eg social worker, psychologist, psychiatrist, general practitioner, architect, economists / accountants, plumbers, accountants, consultants of alternative methods eg chromotherapy, aromatherapy, melotherapy) → collaborators (as volunteers / consultants / contracted by the hour or session) interested volunteers, students, practitioners team coordinator / project manager 	<p>Parteneri cheie De ce parteneri cheie aveți nevoie pentru a vă implementa proiectul?</p> <ul style="list-style-type: none"> partner / consultant who supports the organization to receive sponsorships for implementation (eg advice on possible financiers, assistance for the creation of the business plan, writing of projects / applications) potential collaborators from different disciplines (eg laboratories for medical analysis, primary health care services) state institutions (inspections, public social assistance service in local communities, centers of influence, specialized medical colleges) family doctors, dental offices drug manufacturers 	
<p>Structura costurilor Cu ce costuri vă confrunțați pentru prestarea serviciului / produsului dvs.?</p> <ul style="list-style-type: none"> infrastructure costs (location for "breathing" centers, location for team / office / warehouse / archive) material costs (eg technical equipment, office, software, communication environment, hotline) staff costs (1-2 people → coordinators); the rest of the collaborators based on honorarium or contract or volunteer → legal obligation to have certain professional groups in the organization (eg doctors)? taxes and fees 	<p>Finantare Cum veți finanța proiectul dvs.?</p> <ul style="list-style-type: none"> donations (financial, in kind) from clients or other sensitized people from the community or volunteers, from the town hall (eg through spaces for the provision of services), from laboratories (eg through settlement, through the provision of services free of charge), to manufacturers of medicines (eg medical products) through project proposals to the public administration (eg mayors, ministry of health) forms of support for private providers (eg grants) co-payment scheme for customers who can afford it 	

3.4. SLOVAKIA - REPORT ON PILOT WORKSHOPS

3.4.1. Short overview of the online pilot workshops

In January 2021, the last of the four INDEED pilot workshops was organized by MCB in collaboration with UL as a WP6 leader and WU. Since the COVID-19 travel and meeting restrictions neither allowed the moderators to join the events, nor representatives from the medical field, the workshops were delivered in an online format.

At the time of workshop preparation and delivery, the situation with COVID-19 in Slovakia was dramatic, a lot of the medical staff were busy and exhausted from caring for the patients, doing testing and carrying out vaccinations. As in previous workshops, this has been significantly affecting our activities regarding the workshops, e.g. recruitment of the participants, but beside that we received positive and inspiring feedback from targeted people who had gained practical experiences with the Indeed online platform.

The situation about Covid19 dramatically worsened in December 2021 and at the beginning of January 2021. The health and social field was affected, as the decision about vaccinating and testing of citizens regularly came to a decision. We decided to inform our followers via MCB Facebook page and it was visible. The reach was about 270, and the click rate was 45.

The invitation was sent via mailchimp. The application form was part of the invitation as google form, where the participants were able to choose the exact date and workshop (CAMPUS/CONNECT and/or COACH)

We created the database with contacts for several months. The invitations had been sent to 128 professionals from January 13th to 15th 2021. During the week of January 19th - 22th we sent the invitations via email again to boost the process.

Table 9: Number of registrations/ attendees per workshop

		Number of registered participants	Number of attendees
25.1.2021	CAMPUS/CONNECT	27	18
26.1.2021	COACH	11	9
28.1.2021	CAMPUS/CONNECT	22	20
29.1.2021	COACH	15	9

Two policy makers attended the Indeed workshop. *Stanislav Sutovsky* (doc. MUDr. Stanislav Šutovský, PhD.neurologist), who is a government expert for dementia, welcomed the participants and fully enjoyed being part of our workshops. He expressed interest to cooperate with MCB and other professionals on such interesting projects.

The second important person was MUDr. *Adela Fiľarská* (psychiatrist), Department of mental health on Ministry of Health in Slovakia. This department is new in the structure of the Ministry

and preparing a new reform of the mental health system in Slovakia. We find these two contacts very important to start a cooperation.

3.4.2. CAMPUS & CONNECT workshops – 25. & 28.01.2021

The CAMPUS/CONNECT workshop was hosted and moderated by the Supervisor of the INDEED project at MCB PaedDr. Mária Čunderlíková, the main project coordinator Mgr. Sabine Gergely and the project manager Mgr. Alexandra Palkovič, both also based at MCB. Our event was supported by our project partners and by several national experts.

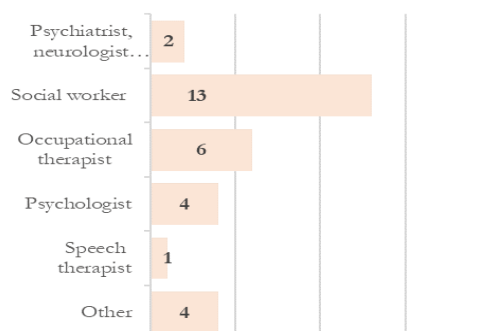
Firstly a short speech from our partners from TUM-MED was presented on the video. Next, Prof. dr. Zvezdan Pirtošek (lead of the INDEED project at UL) welcomed our guests live and the invitation to the workshops was also accepted by the Slovak neurologist Doc. MUDr. Stanislav Šutovský, PhD., an important representative of our national policy.

The structure of the workshop remained the same as in Slovenia, Bulgaria and Romania; after initial presentations group work was performed and followed by the discussion.

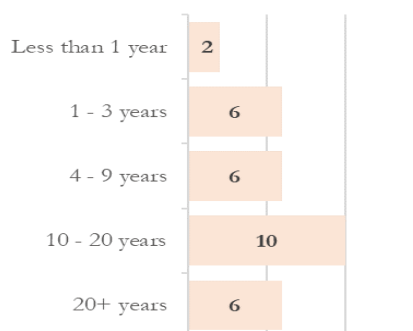
All the material (videos, templates, presentations) was translated to Slovakian language and the majority of both workshops was delivered in Slovakian language.

There were 30 participants coming from the health and social sector (Figure 57). 65% of participants came from urban areas and 35% came from rural regions.

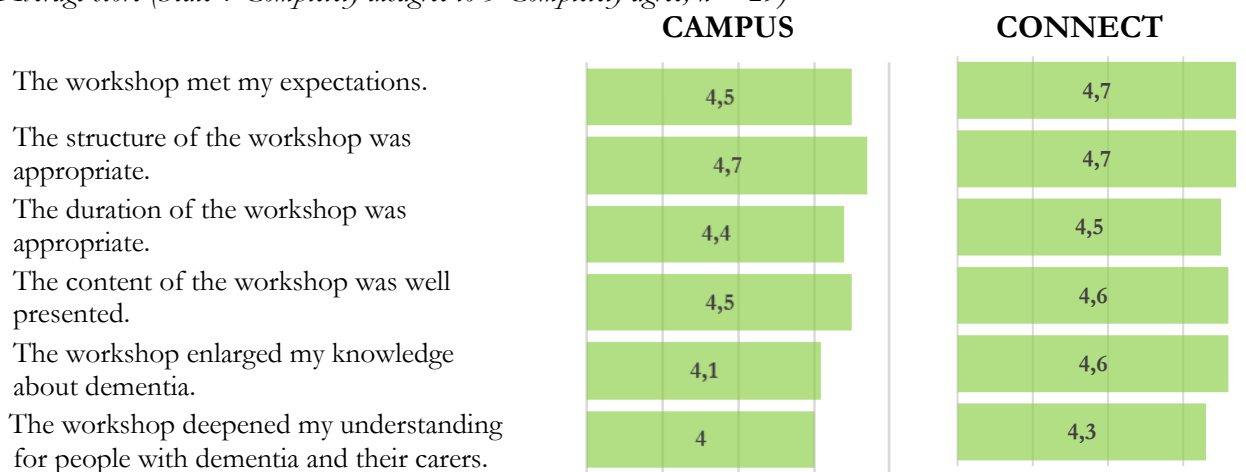
Picture 57: Structure of the participants by profession (n=30)



Picture 58: Structure of the participants by years of experience (n=30)

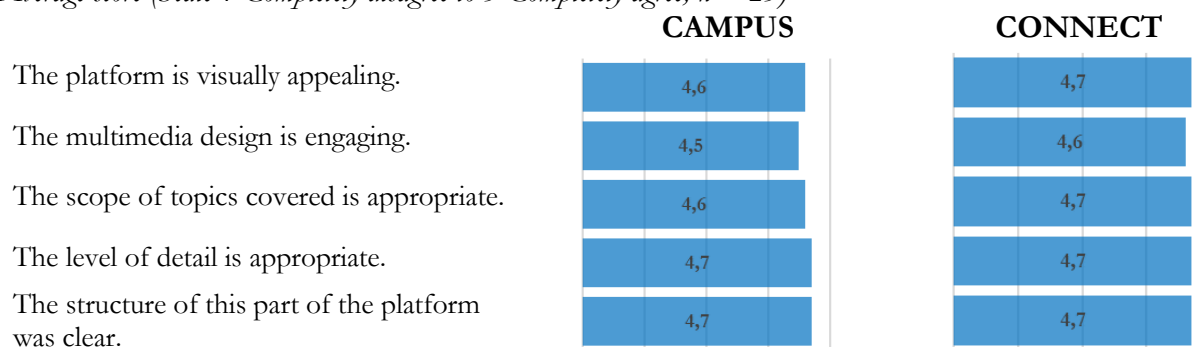


Picture 59: Evaluation of the online workshop (a) CAMPUS part and (b) CONNECT part; Average score (Scale 1-Completely disagree to 5-Completely agree, n = 29)



According to results from evaluation forms (Figure 51), all participants expressed high levels of satisfaction with the structure, duration, way of presentation and group work. This combined approach - short presentation of the platform with practical work seemed to be a good and useful way to increase the awareness about the platform and promote it.

Picture 60: Evaluation of the platform; (a) CAMPUS part and (b) CONNECT part; Average score (Scale 1-Completely disagree to 5-Completely agree, n = 25)



We received the following recommendations/comments on the Campus/Connect part:

- Contact list should be complemented / merged with contacts from an already existing database of providers of the social services created by the Self-governing Košice Region and other initiatives (e.g. Malina Portal).
- Participants suggested adding handouts in PDF form for family caregivers, which can be used by professionals in their practice or in facilities as educational materials.
- They discussed the need for systematic changes in Slovak healthcare system. Roles of professionals described in the module CONNECT - chapter PROFESSIONS AND CONTRIBUTIONS do not reflect the current situation in our country, there is a lack of

professionals who have skills or opportunities for coordinating the multidisciplinary team. Participants expressed the need for more country specific informations - in terms of accessible facilities and services.

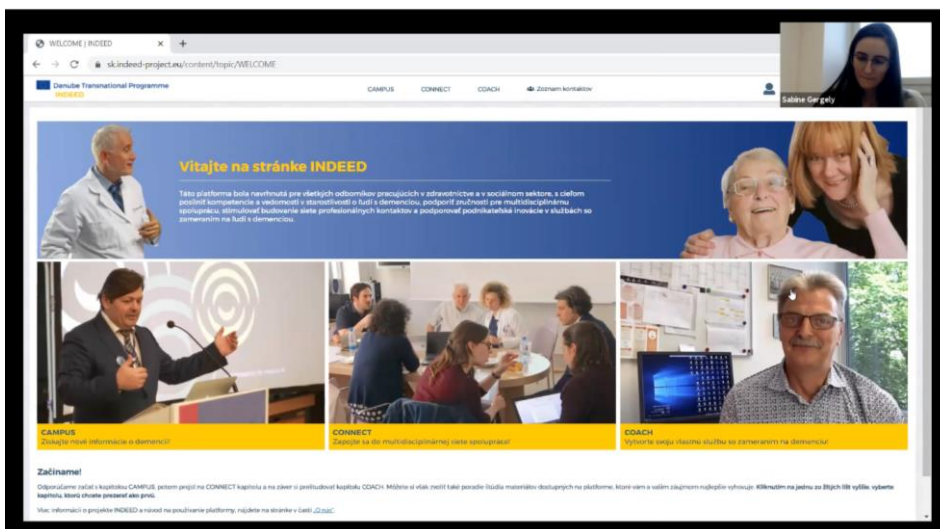
- Few participants expressed that they would welcome some tool for communicating between users of the platform, i.e. chat or messaging application.
- Participants suggested adding a chapter with more information on mental health of the professionals, burnout prevention etc.
- They prefer all content to be available in Slovak language, especially educational texts.

Additional feedbacks on the platform and workshops, that we received via the online questionnaire:

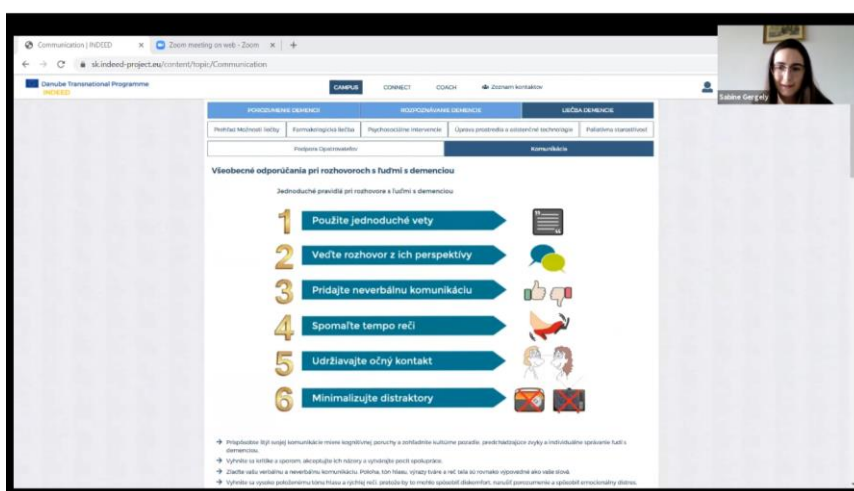
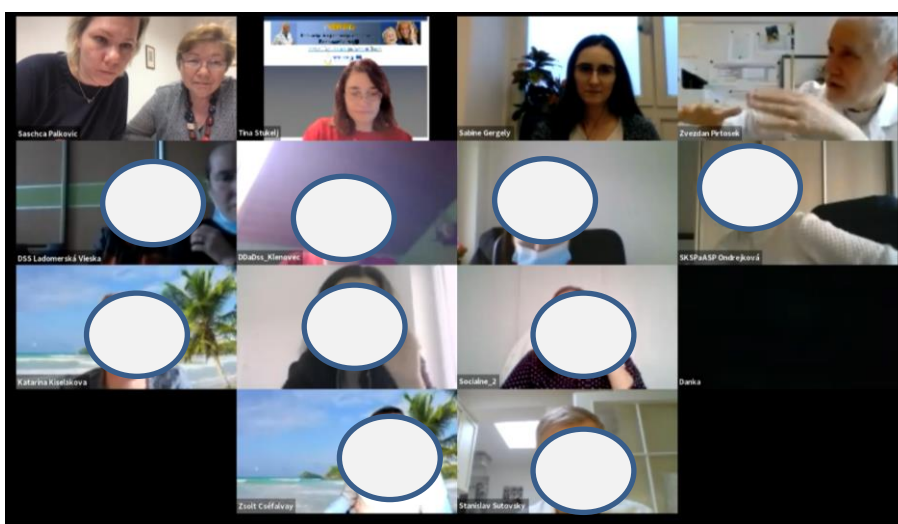
- adding more contacts and help options for experts
- I propose to add support for helping soc professionals. workers
- to complement the competencies and co-operation of self-government
- add-update to local context
- add information for the family, resp. add available links to such a form

Picture 61: Online Campus/Connect INDEED workshop, January 25th 2021





Picture 62: Online Campus/Connect INDEED workshop, January 28th 2021



3.4.3. COACH workshops – 26. & 29.01.2021

The COACH workshops in Slovakia took place in an online format on January 26th and 29th of 2021. Both workshops were hosted by Lenka Chovancová Ťupeková who works as a senior consultant at *centire*, a consulting company with a focus on social innovation and the public sector as well as with experiences in Interreg projects. The co-moderator Lenka Chovancová Ťupeková was a highly suitable facilitator for the target group of the workshops, as she is an expert in financial topics. The other INDEED workshops as well as the focus groups in the beginning of the INDEED project showed that financing is a very relevant topic for professionals in the field of dementia. The local INDEED project team from the Memory Centre in Bratislava, namely Alexandra Palkovič and Mária Čunderlíková supported her throughout the workshop, by introducing the INDEED project and by co-moderating the group work. From the WU Vienna team, Constanze Beeck presented the COACH part of the INDEED online platform, answered questions regarding COACH, gave insights to dementia care in Austria and supported with organisational and technical issues.

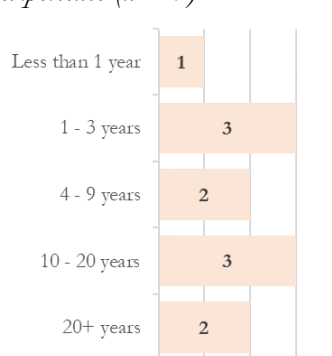
The workshops were delivered via the videoconferencing software Zoom in Slovakian. Each online workshop started with a greeting of the participants by Mária Čunderlíková from the Memory Centre Bratislava, who introduced the INDEED project. Following, Constanze Beeck from WU Vienna presented the COACH part of the INDEED online platform and explained its objectives. Afterwards Lenka Chovancová Ťupeková took over the moderation and explained the agenda of the day and the group work during the workshop. Throughout the workshops, participants were invited to work on the development of an innovative idea for a service in the field of dementia. The size of the group made it possible for all participants to work together on one project idea. The participants were given the task to fill in the *INDEED Business Plan Canvas* handout in Google Docs for their specific project idea.

In the further course of the workshop, participants were introduced to essential topics of the Business Plan Development, and then applied this knowledge step-by-step to their own project idea. A special focus was put on the topics *Idea, Target Group, Market and Impact, Marketing, Organizational Structure and External Partners* as well as *Costs and Finance*. At the end of the workshop, the participants presented the project ideas they had elaborated by using the *INDEED Business Plan Canvas*. Moreover, participants received the opportunity to ask questions about the content delivered during the workshop and about the INDEED project. Additionally, they had the chance to network and to set the groundwork for future cooperation.

Picture 63: Structure of the participants by profession (n=18)



Picture 64: Structure of the participants by years of experience (n=17)



On 26/01 participants of the workshop worked on the idea of a café that includes activities for people with dementia and their caregivers, based on the case study idea of a dementia café on the INDEED online platform. The mission of that café is to include people with dementia in society. It should cause destigmatization of dementia and support the independent living of people with dementia through therapy services for affected people, counselling of family caregivers and through integrating a community nurse that connects people with dementia with supporting services.

On 29/01 participants worked on an idea that was introduced by one of the participants. The participant introduced a specific diagnostic service that uses complex measurements to identify the present health status of a patient. The target group of such service are health professionals and indirectly their patients. Through a very individual diagnosis, the accurate therapy should be identified and the quality of health and life of people with dementia should improve.

The overall results of the evaluation forms (see *Table 10*) show that participants from both days were highly satisfied with the duration, content and mode of presentation of the workshops. Additionally, the workshop enlarged the knowledge of participants about business-related aspects of providing services or products for people with dementia as well as the knowledge of creating a business plan. Most attendees agreed or completely agreed that the multiprofessional group work during the workshop was inspiring and stated that they met people who might be useful for their work.

Participants also evaluated the INDEED online platform. They (completely) agreed that the platform is visually appealing, that the multimedia design is engaging and that the scope of topics and level of detail is appropriate.

Table 10: Evaluation for the COACH part – workshop/platform (Scale 1-Completely disagree to 5-Completely agree, n = 8-9)

	26/01	29/01	Total
N	4-5	4	8-9
The platform is visually appealing.	4,25	5,00	4,63
The multimedia design is engaging.	4,25	5,00	4,63
The scope of topics covered is appropriate.	4,25	4,75	4,50
The level of detail is appropriate.	4,25	4,75	4,50
I will recommend the workshop to my colleagues.	4,20	4,75	4,44
The workshop met my expectations.	3,80	4,00	3,89
The structure of the workshop was appropriate.	4,40	4,50	4,44
The duration of the workshop was appropriate.	5,00	5,00	5,00
The content of the workshop was well presented.	4,60	4,75	4,67
I found the multiprofessional group work inspiring.	3,75	4,50	4,13
The workshop enlarged my knowledge about business-related aspects of providing services or products for people with dementia.	4,20	4,00	4,11
The workshop improved my knowledge of creating a business plan.	4,20	4,25	4,22
The workshop was useful for my work.	3,20	3,75	3,44
I met people who might be useful for my work.	4,00	4,50	4,22
The workshop inspires me to try something new.	3,40	4,25	3,78

The positive results presented above were confirmed in the open question at the evaluation form. One participant stated that it was interesting to get information on the INDEED platform during the workshop. Additionally the information on crowdfunding and the interactivity during the workshop were praised.

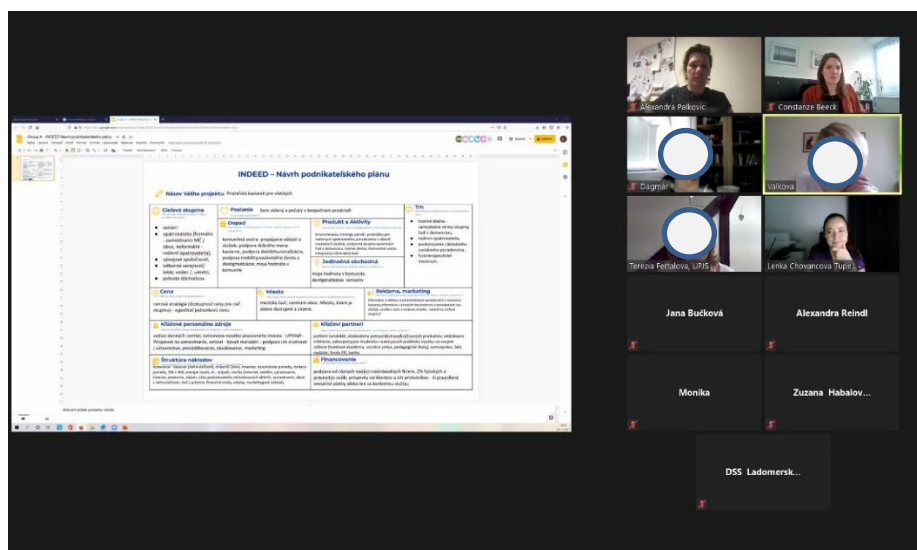
According to the evaluation forms on skills and knowledge assessment, which have been filled out by some participants before and after the workshop (*see Table 11*), knowledge and skills regarding business aspects of providing services or products for people with dementia have improved. Comparing the means before and after the workshops, participants learnt most in the field of defining a target group and creating a business plan.

Table 11: Evaluation for the COACH part - skills & knowledge before and after the workshop (Scale 1- Completely disagree to 5-Completely agree, n = 4-5)

	Total		
	4-5		
N			
Please rate...	Before	After	Δ
...your overall knowledge on dementia.	2,4	3,4	+1,0
...your overall knowledge on business-related aspects of providing services or products for people with dementia.	1,6	2,6	+1,0
...your skills on developing ideas for new products or services in the field of dementia.	2,4	3,4	+1,0
...your skills on working in a multiprofessional team.	3,5	3,8	+0,3
...your knowledge and skills on defining a target group for a dementia-related project	2,5	4,0	+1,5
...your knowledge and skills on conducting a market analysis for services or products	1,8	2,3	+0,5
...your skills on analyzing the impact of services or products.	1,8	1,8	0,0
...your knowledge on aspects related to marketing.	1,5	2,5	+1,0
...your skills on identifying key partners for a dementia-related project.	2,5	3,0	+0,5
...your knowledge on aspects related to earnings and expenses as well as cost calculation.	2,0	2,8	+0,8
...your knowledge on aspects of financing a (social) business or NPO.	1,8	2,8	+1,0
...your knowledge on creating a business plan.	1,3	2,5	+1,2

All in all, participants of both workshops were very satisfied with the design and the content of the workshops. They stated that the business content was completely new to them. However, it helped them to structure a project idea, to talk more confidentially about their idea and therefore, to be able to present it to investors. Latter is not only important for new ideas. Participants stated that the workshop also helped them to better present already existing services. The online format enabled the participation of people that had other responsibilities in the meantime. These participants only listened to the workshop but did not participated in the discussions.

Picture 65: Online Coach INDEED workshop, Bratislava, 26.01.2021



Picture 66: Group work INDEED Business Plan Canvas, Bratislava, 26.01.2021 (translated to English)

Slovakia, 26.01.2021 Group A

INDEED Business Plan Canvas


Title of your project: Friendly cafe for everyone

<p>Target Group Who is your target group? What problem do they face?</p> <ul style="list-style-type: none"> seniors caregivers (formal - employees of the district or municipality, informal - family caregivers), development companies, professional public/ doctor, scientist, artists, unity of pensioners 	<p>Mission What is your mission? Impact What impact does your project have on your target group and others?</p> <p>I am seen and heard in a safe environment</p> <p>community nurse - connecting areas and services, supporting the reputation of the café, supporting deinstitutionalisation, promoting mobility, independent living and destigmatization, my value in the community</p>	<p>Product & Activities What is your service/ product and your key activities? kinesiotherapy, memory trainings, lectures for family carers, counseling in the field of notary services, support group of people with dementia themselves, creative workshops, Community nurse - integration information point</p> <p>USP What is your unique way to solve the problem? my value in the community destigmatization of seniors</p>	<p>Market What other services/ products are on the market?</p> <p>creative workshops - independent outside groups of people with dementia, family carers, providing basic social counseling, physiotherapeutic minimum.</p>
<p>Price What is the price of your service/ product?</p> <p>pricing strategy (availability of price for the target group) - calculate the unit price</p>	<p>Place How does your target group access your service/ product?</p> <p>city district, village center. A place that is easily accessible and familiar.</p>	<p>Promotion How do you communicate your service/ product to your target group?</p> <p>information at doctors and medical facilities about the existence of a cafe, information in day hospitals and social facilities. services, social networks and a website - will it target the target group?</p>	
<p>Key personnel resources Which personnel resources do you need to implement your project?</p> <p>head of day centers, creation of a new job - UPSVar - Employment allowance, seniors - former managers - support of their skills (accounting, operation, supply, marketing)</p>		<p>Key partners Which key partners do you need to implement your project?</p> <p>political candidates, suppliers of food & diet & nutritional products, educational institutions, providing students implementing practical training in their field (hotel academy, social work, pedagogical schools), local government, SAS, foundations, EU funds, banks</p>	
<p>Cost structure Which costs do you face when providing your service/ product?</p> <p>equipment - coffee maker (real estate), material (coffee, inventory, office supplies, cleaning supplies, SW + HW, energy (water, electricity, waste), services (internet, telephone, cleaning, cleaning, insurance, rent, account, providers leisure activities), employees, real estate taxes, income tax, financial interest, depreciation, marketing costs</p>		<p>Financing How will you finance the project?</p> <p>support from various foundations of multinational companies, 2% of natural and legal persons, contributions from clients and their members - whether regular monthly payments or only for a specific service;</p>	

Picture 67: Group work INDEED Business Plan Canvas, Bratislava, 29.01.2021 (translated to English)

Slovakia, 29.01.2021 Group A

INDEED Business Plan Canvas

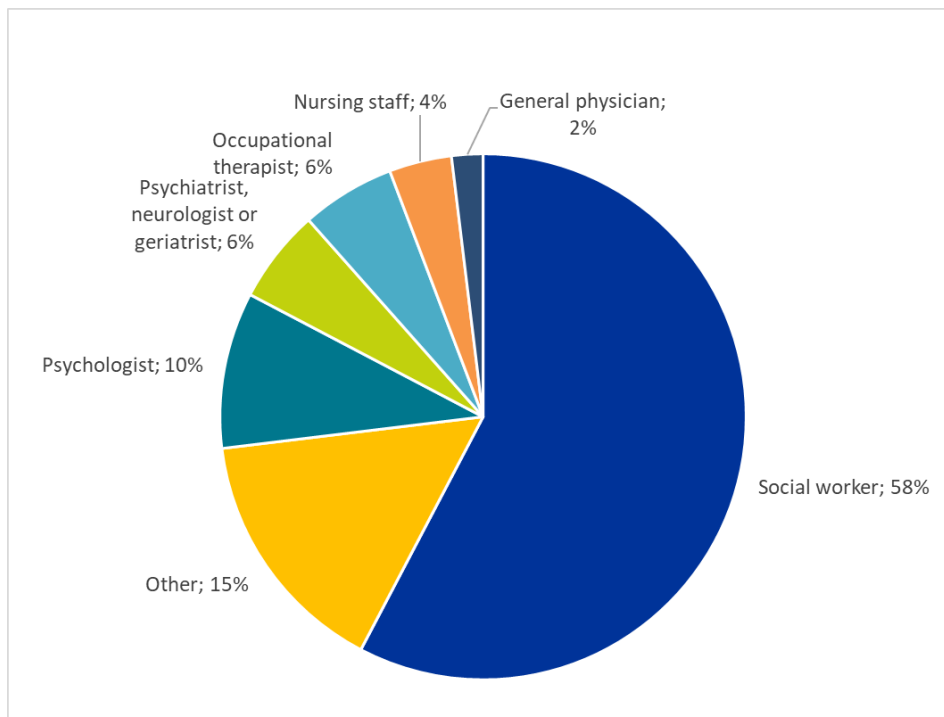
 **Title of your project:** Creation and testing of a comprehensive diagnostics device

<p>Target Group <i>Who is your target group? What problem do they face?</i></p> <ul style="list-style-type: none"> ● Primary: health professionals ● Secondary: patients (wide range - children with ADHD to people with dementia) including family members ● Tertiary: service providers who provide the service, municipalities and cities 	<p>Mission <i>What is your mission?</i> At one time, it will improve the quality of health and life</p> <p>Impact <i>What impact does your project have on your target group and others?</i> patient satisfaction; it is specifically focused on the problem that the individual has at the moment - there is no time delay (in time); highly individual approach; does not preclude medication it will be shown at the same time what needs to be done to improve the quality of health and life; achieving the maximum possible level of health</p> <p>Product & Activities <i>What is your service/ product and your key activities?</i> measures the somatic, psychological and spiritual level of the individual (no external data is needed; it is a complex measurement); sell a product that allows the diagnosis of a (complete) individual, comparative objectification of other measurements</p> <p>USP <i>What is your unique way to solve the problem?</i> it is a unique device - a device that objectifies the intuitive / experiential approach of the doctor</p>		<p>Market <i>What other services/ products are on the market?</i></p> <ul style="list-style-type: none"> • innovative products abroad (?) • there is no similar product worldwide
<p>Price <i>What is the price of your service/ product?</i> leasing - technology repayment gradual (cost price + investments from EU programs (Science and Research) pricing strategy depending on financing options, 100% of the costs will be paid by the client (or a new product from commercial insurance companies - "second opinion" - a second doctor from all over the world will look at the diagnosis</p>	<p>Place <i>How does your target group access your service/ product?</i> ambulance <u>zdr.</u> equipment; internists; general practitioners (adults / children / adolescents) prepayment in commercial insurance and the final client pays for it after consuming it (service</p>	<p>Promotion <i>How do you communicate your service/ product to your target group?</i> conferences for physicians (product demonstration), training courses (how to use the device and how to interpret the results of the output and link it to the clinical picture; commercial insurance companies as part of their strategy</p>	
<p>Key personnel resources <i>Which personnel resources do you need to implement your project?</i> 1x internal employee (expert guarantor of 1FTE verification - coordinator) employees at VPP / HPP (secondary / main PP, negotiators) => medical staff (translations of protocols, monitoring, contact with doctors)</p>		<p>Key partners <i>Which key partners do you need to implement your project?</i> leasing companies / bank (pre-financing); sponsor / investor; researchers, manufacturers of apparatus and components; design; educational institutions and medical staff</p>	
<p>Cost structure <i>Which costs do you face when providing your service/ product?</i> investment costs (prototype production); material costs, rental of premises, purchase of patents (IP rights); energy (water, heating, garbage); interest (on credit); personnel costs; supply services (cooperating organizations)</p>		<p>Financing <i>How will you finance the project?</i> bank / leasing company; <u>crowdfunding</u>; <u>doctors</u> (if they received the device for free during the verification period) commercial insurance company; medical device manufacturers</p>	

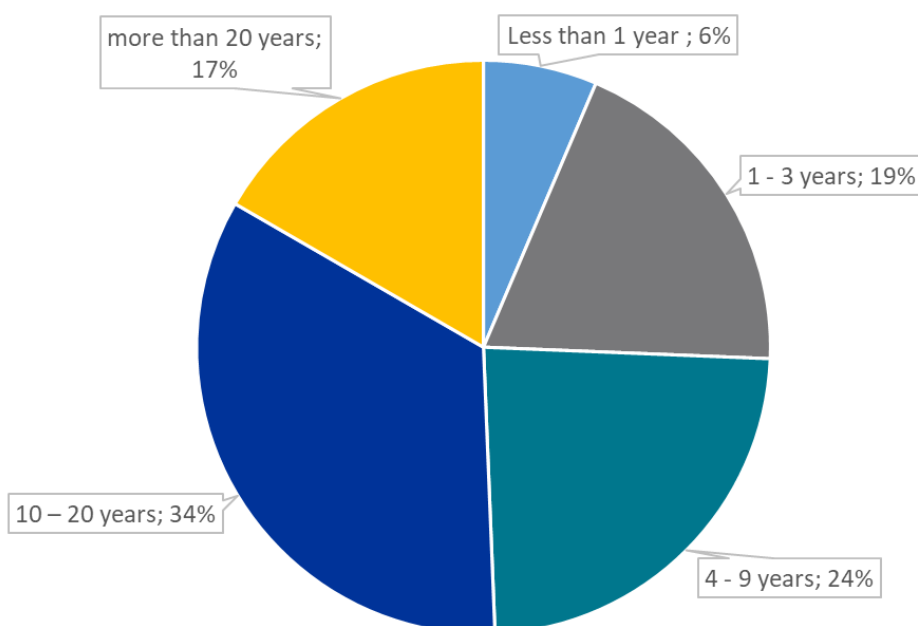
3.5. OVERALL EVALUATION

3.5.1. CAMPUS & CONNECT

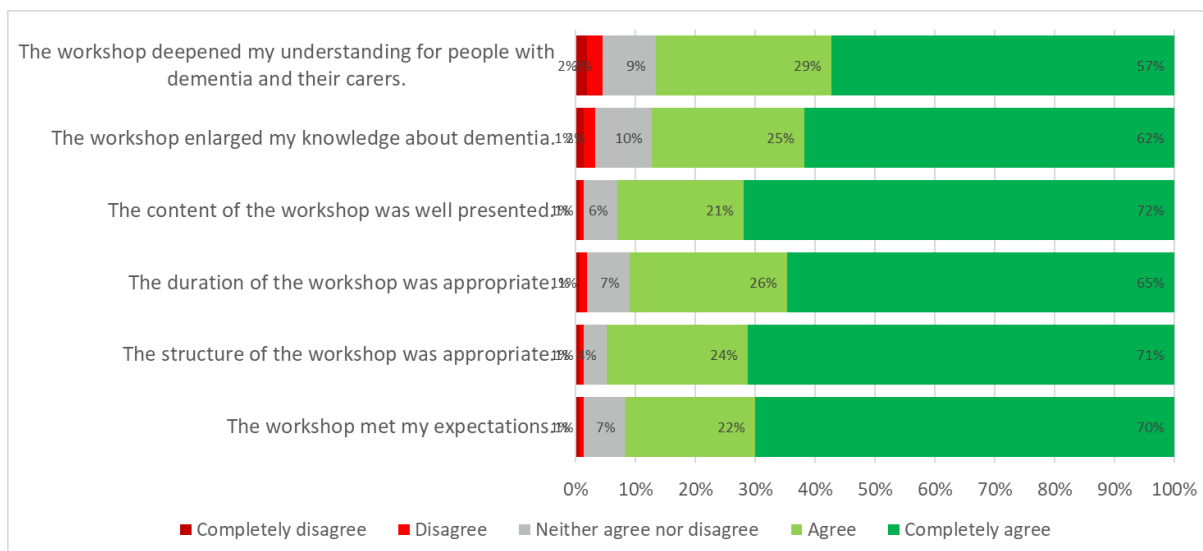
Picture 68: Professional background of participants of the Campus/Connect pilot actions (n = 156)



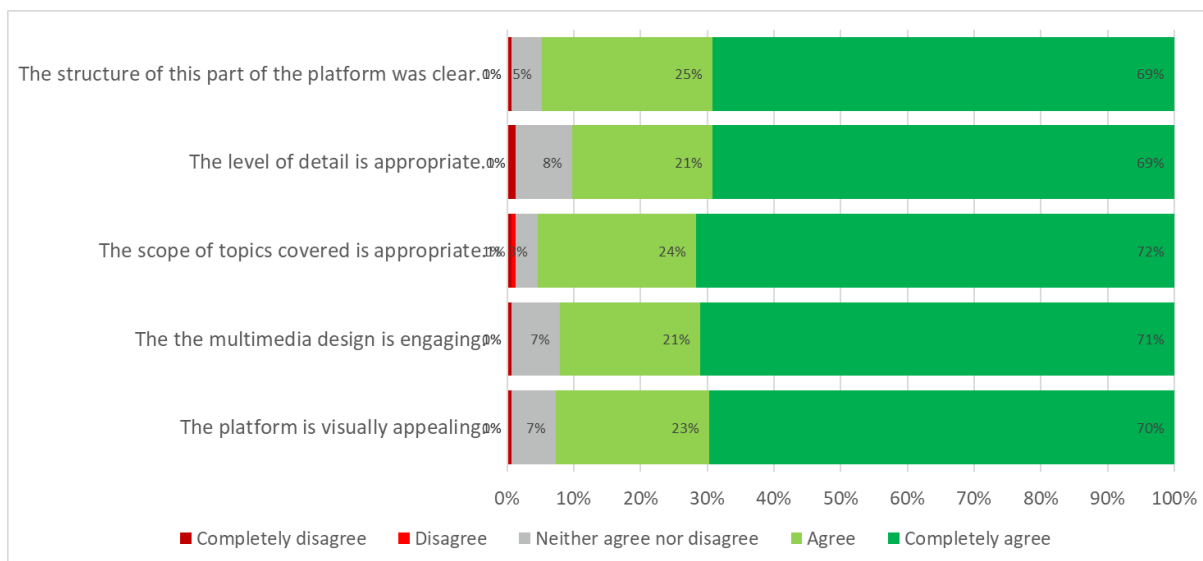
Picture 69: Years of experience of participants of the Campus/Connect pilot actions (n=156)



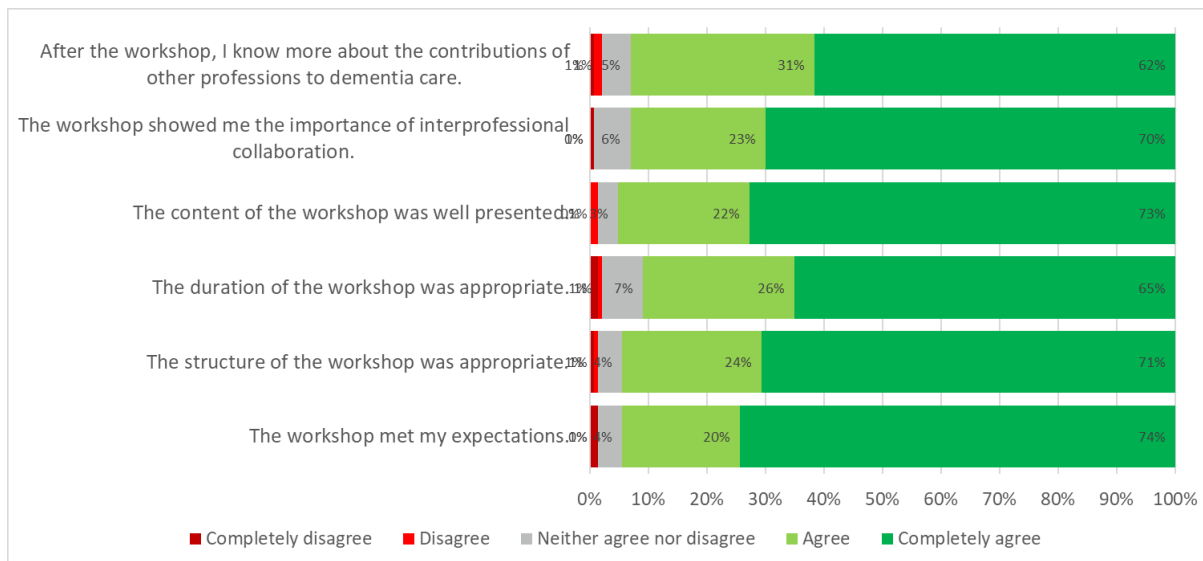
Picture 70: Overall satisfaction with Campus workshop (n=156)



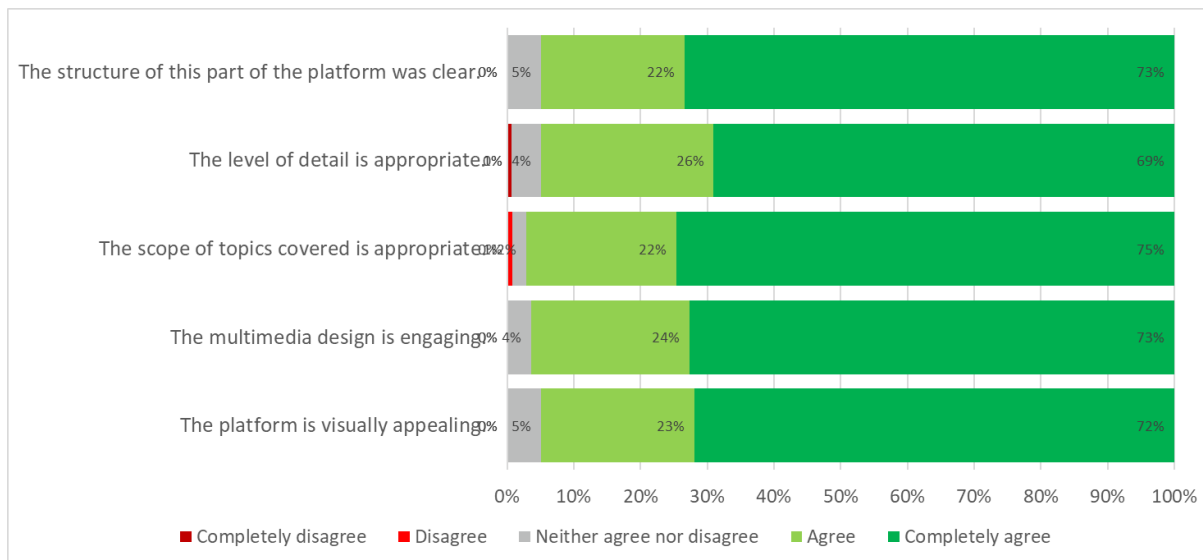
Picture 71: Overall satisfaction with platform - Campus part (n=153)



Picture 72: Overall satisfaction with Connect workshop (n=143)

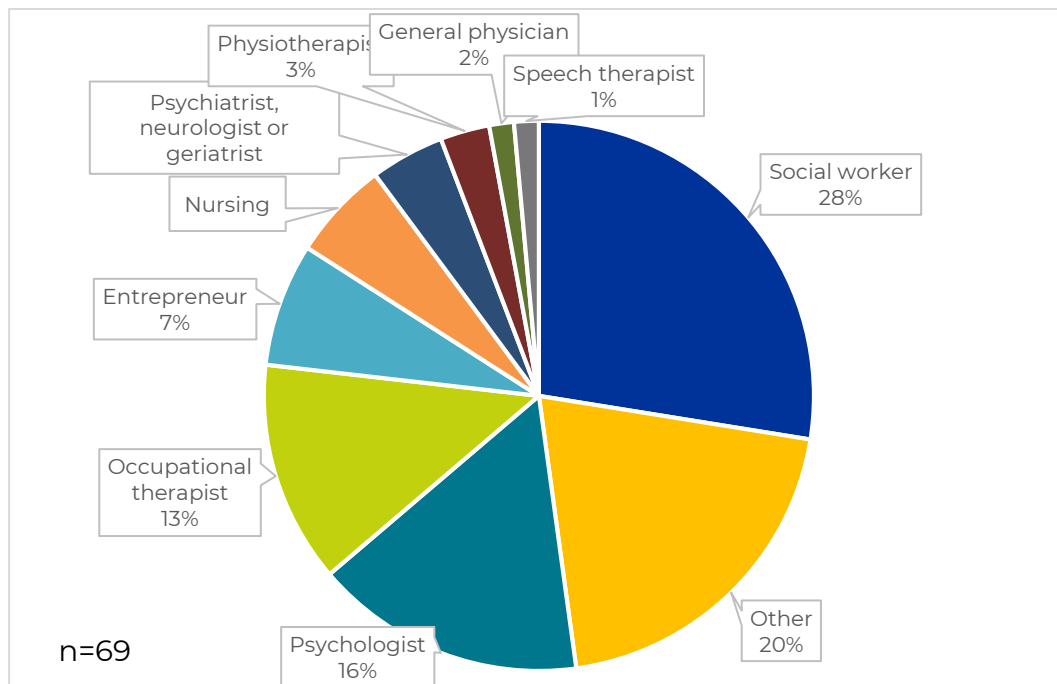


Picture 73: Overall satisfaction with platform - Connect part (n=139)

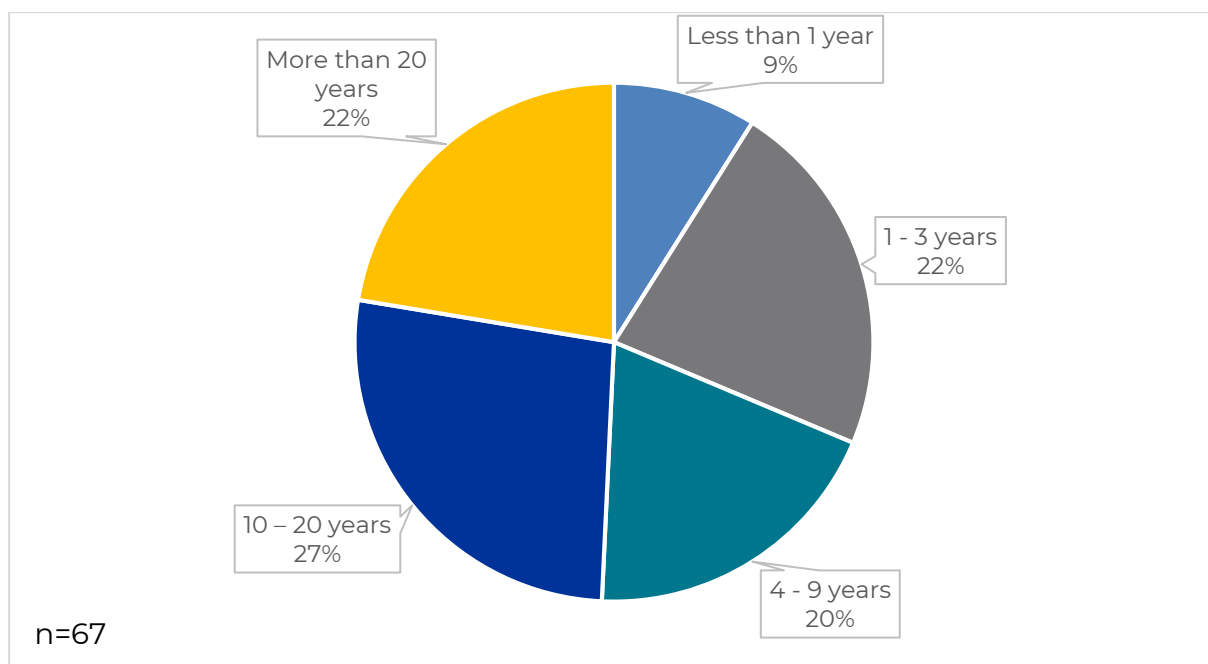


3.5.2. COACH

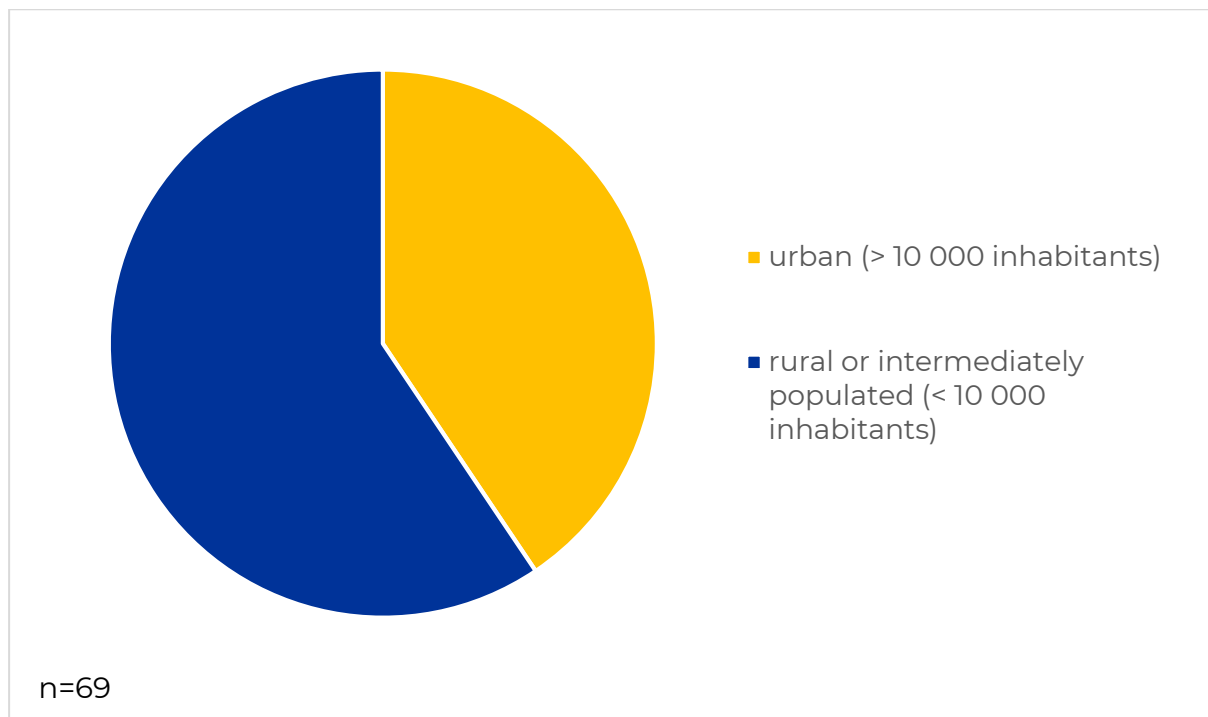
Picture 74: Professional background of participants of the COACH pilot actions



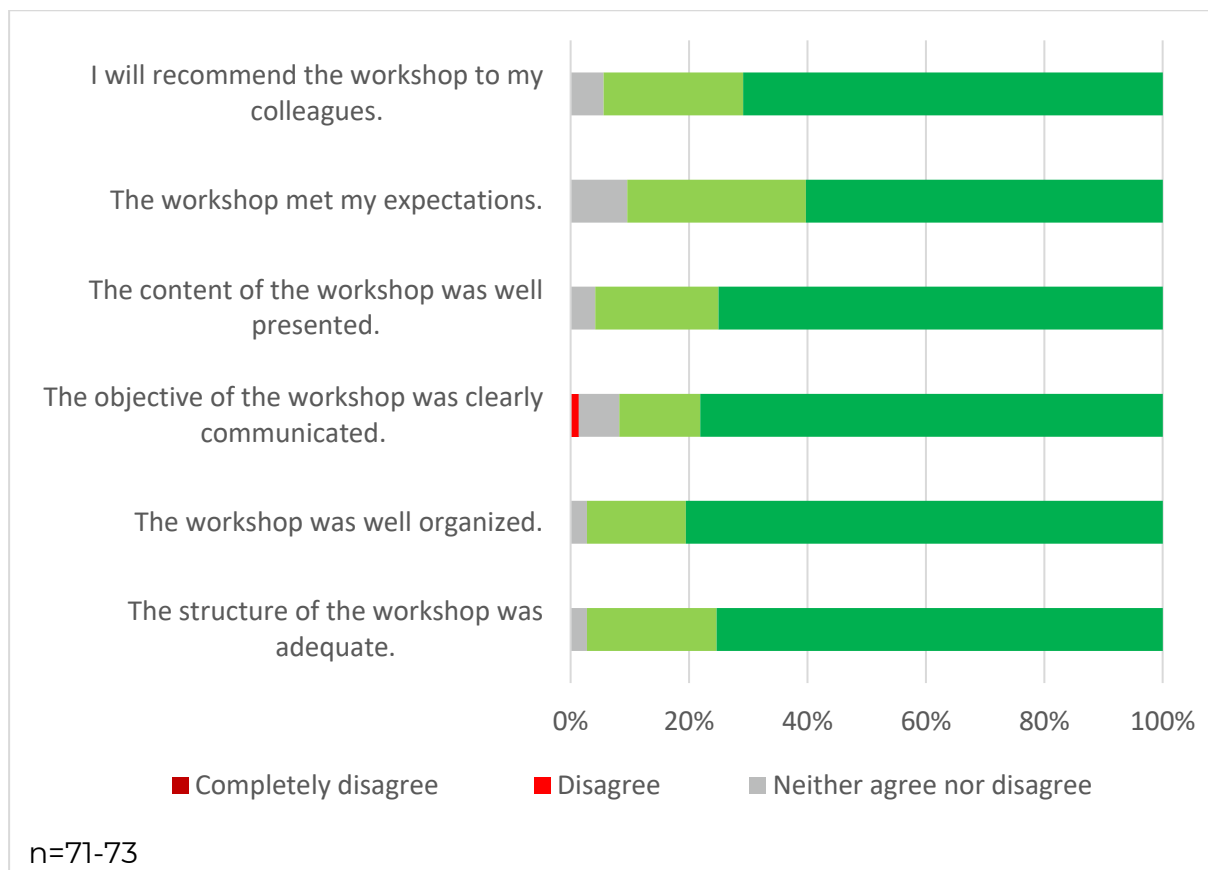
Picture 75: Years of experience of participants of the COACH pilot actions



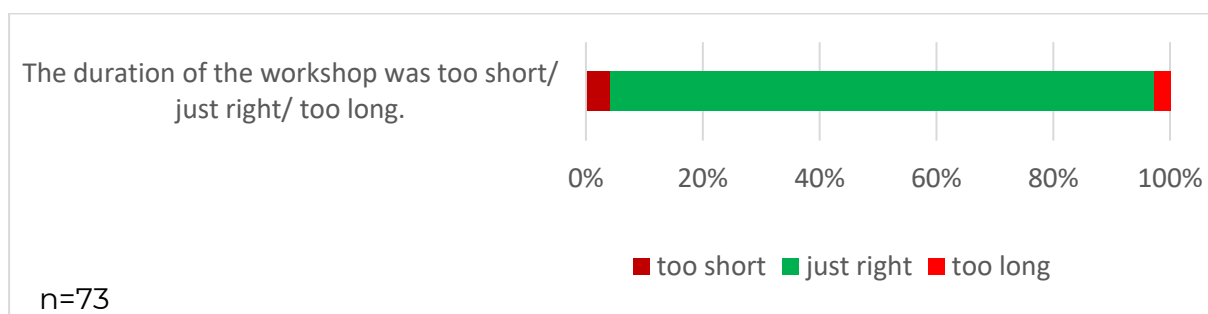
Picture 76: Region of workplace of participants of the COACH pilot actions



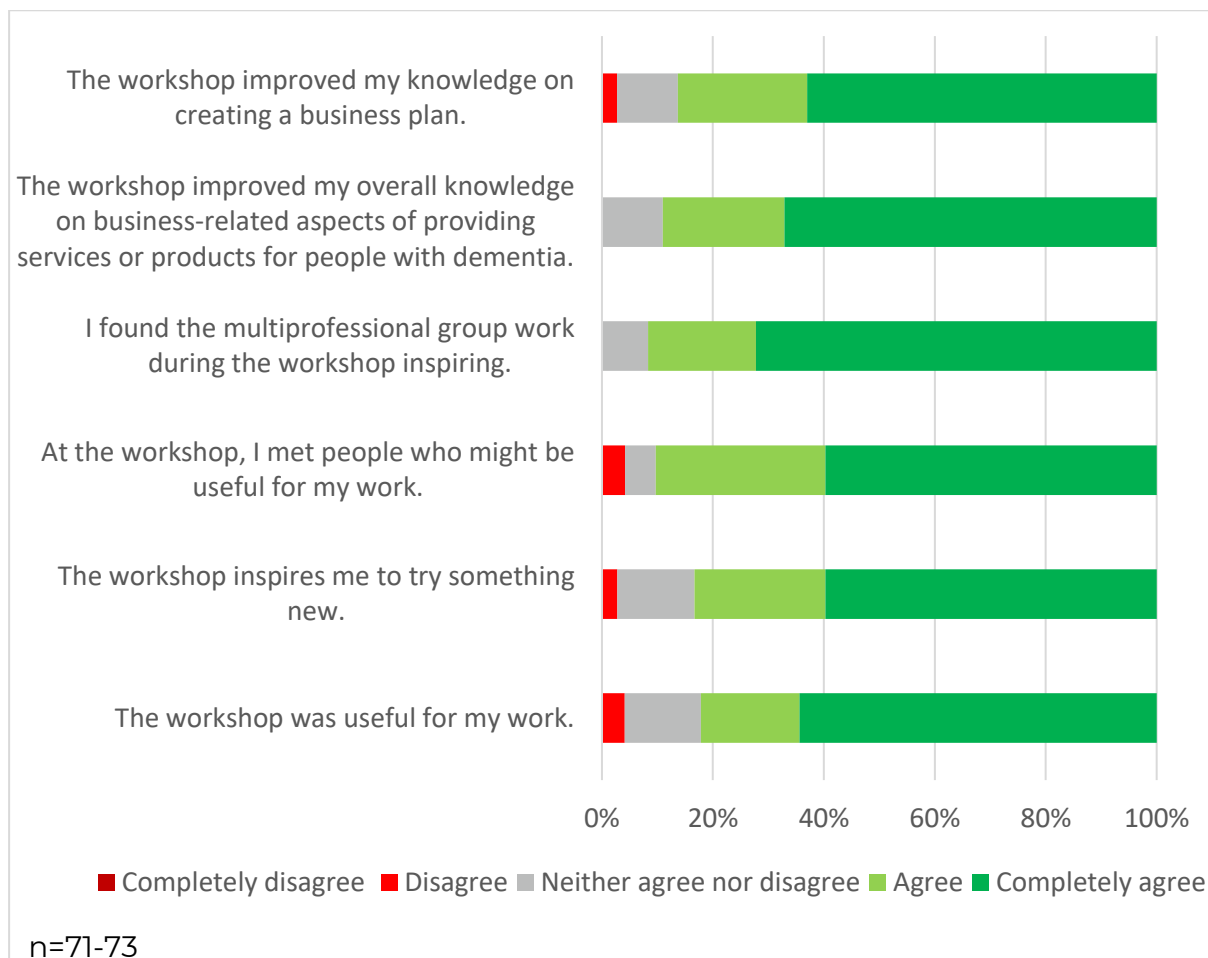
Picture 77: Overall feedback to the COACH pilot actions



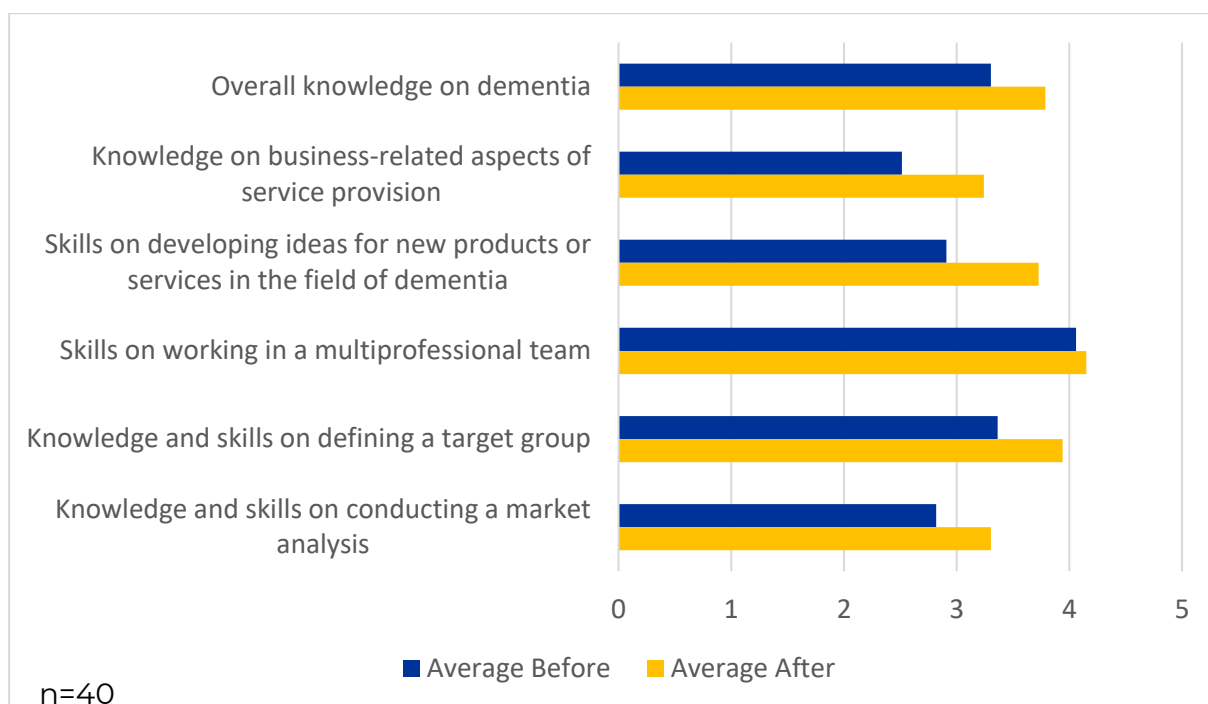
Picture 78: Overall feedback to the duration of the COACH pilot actions



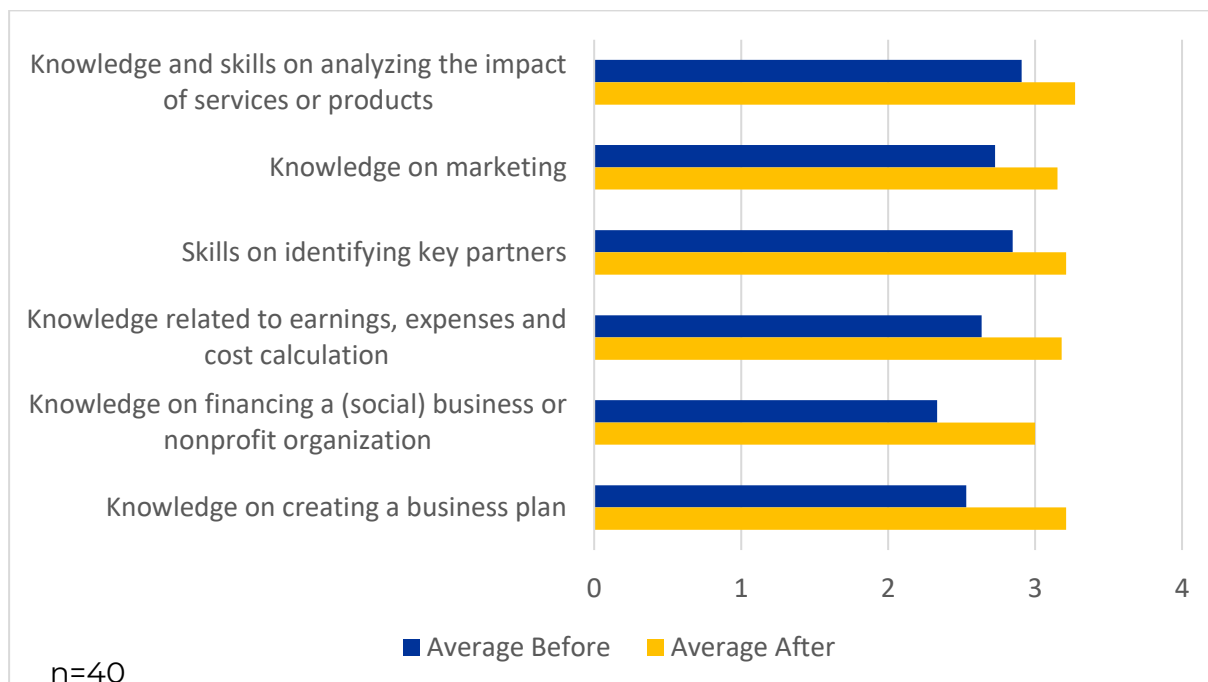
Picture 79: The overall impact of the COACH pilot actions



Picture 80: Impact of the COACH pilot actions on the knowledge and skills of participants (I)



Picture 81: Impact of the COACH pilot actions on the knowledge and skills of participants (II)



Picture 82: Overall feedback to the COACH multimedia platform

