

**Seniors Go Rural** (SenGoR)

Meeting in Leuven, Belgium

16-17 November-2015

**MINUTES, 16th November 2015**

Asnate's presentation on the results achieved.

**Reporting process and feedback from the commission:**

Asnate reports that there has not been feedback from the commission. But comments from the commission from the last time. Partners went trough the comments answered in the last report.

**Finances:**

Partners spending: Total spending is 43% for now. It is a little bit low.

If you know that any lines won't be spend – tell now, so that we can reshuffle that money so that other partner can use for the similar activity.

The partners still can use promotional money disseminating seniors' product for the general public because as we find out the testing target market was chosen too narrow. It should go in cooperation with senior organization in your countries.

**Partners presents:**

Eurogites presentation

On 17th Nov is a meeting DG Grow about how to do different projects under one labelling and who is going to manage this. We are the only ones who tried to do testing without financing, other projects doing paid testing.

Card: Which approach are we taking? Commercial (benefits and marketing) or product security (orientation and confidence) or do we mix these principles or probably we need to stick just with one? Escape project is ready to jump on our suitcase logo, Rail project is too specific orientation, Social project is much wider and they are strong by themselves.

Tina:

In Brabant there already is their own logo for seniors, which everyone understands and which is well promoted. Why to change them to something else now?

National OuderenFunds presentation

Dutch people did not recognized the rural concept, they more associate it with being in the nature.

Those who applied for card but did not go said the reason - it was health reason or when they looked properly – did not find attractive or the travel period did not suite them.

In our promotional materials there is not clear the fitness level. Some felt too young for this special accreditation, some said they – no too fit any more.

It was not also clear for how long time the card would work. If its only for test period only then people felt that there is no point of applying.

There is a group which does not want to do all the arrangement themselves. So accommodation only did not work well.

We should have adapted the marketing material for each group separately.

We should remember that we wanted to work with active seniors because we don't have so much facility for disables. We should really be focused.

Operative system did not work out we can not explain reasons but have to.

We keep theoretically the card open for travel until the end of the project. (except. X-mas)

What we should do?

Check guidelines and criteria if they are relevant:

1) OuderenFund sends questionnaire to their association members for feedback

2) LC, Lithuanian Rural Tourism Association, Haanen gets feedbacks from senior clients through their members – clients can be local or international ones.

3) LC distributes card to the local people in Latvia in cooperation with Seniors' Federation and finds out how operational system works this way.

Tina interviews some clients on phone but not with paper questionnaire on site since they are not members' organization.

Questionnaire:

Linas presenting their prepared test period questions in case the test would have happened.

We need to do it that way that clients can tick appropriate answers and they don't need to write much.

We should ask several questions about Silver Suitcase. Would they like to be part of it, where they want to receive the card, what benefits would be relevant (discounts, other benefits, security...)

Questionnaire will be in google form. Klaus and Linas will prepare it.

About summary report:

- LC creates template and send everyone to fill in

- Everyone puts in the word format today's presentations.

-We should explain to the commission which things did not work out but that we find the ways how to test these results anyway.

Questionnaire can be distributed also during Green Week in Berlin.

**Deadlines:**

* **Questionnaire ready- 23.11. Linas & Klaus,**
* **partners translate questionnaire, if necessary, to their language to distribute to providers or making phone interview with guests (totally minimum: 15 LV, 15 LT, 20 NOR, 20 BE)**
* **Questionnaires filled in Google system by each partner (Klaus provides link): 8th January**
* **Evaluation of the questionnaire by 15 January: Linas & Klaus**
* **Total summary document ready: 20 January**
* **Template for findings of testing pilot products sent to partners for input– 27.11. LC**
* **Partners send back the template filled in by 15.12.**
* **PP of the total summery document to present at the final meeting: February 4th**

**Finances:**

Money should be reported in the correct lines otherwise when it is reported wrongly – you won' t get back what is overspent.

Age Platform – need to change contractors name. Maybe could spend connecting with dissemination, not necessary research etc.

OuderenFund – should come back to Asnate with solution.

Kristine(LC) sends to partners budget spent and forseen by 20.11.

**If anything needs to be changed in the budget considerably send to Asnate: 4 Dec**

**Next meeting:**

Klaus:

We can not link to the Steep platform because it doe not work.

The idea is that we change our meeting to Italy in Florence where we join to the conference with two similar projects and then we can make our project meeting too.

Invitation from Escape: 4 -5 February

Sengor project meeting should take place on 3 February, afternoon 14.00 – 18.00.

On 4th February morning 9.-13.00 Sengor project meeting, if needed

14.00 – 18.00 common senior-project conference.

On 5th February Eurogites workshop and board meeting

**Remaining project tasks:**

- we postponing test results as agreed before

- criteria and agreement with providers which we can use also for reporting

- Creation of transnational, national and regional level product for seniors - should be put online for all receiving partners and have to make connecting link to the products in other countries – **beginning of January, 2016**

-Promotion and marketing per each partner: until the **29 February, 2016**

- Brochure for providers in Eurogites– Klaus. Only in electronic format (4 languages – en, fr, de, es), **15 january 2016.**  LC will do design for it to be presented by 4th February.

- Brochure for clients. We can make it like we did it for Latvian clients. LC will translate Latvian text to English. **LC** translates – **26 November.** Klaus adds Eurogite aspect in the text. Klaus send back brochure text by 10.12.15.

Tina need to adjust it in their own design. Asnate will send a design file + EN text so Tina can adjust by 15.12.15.

**Brochure ready: end of January in EN**

Seniors photos needed. Please send all to LC.

Print 500 copies (for Florence and Eurogite)

**Exploitation plan**

That we could answer after brainstorm meeting at the Florence. Klaus responsibility to put it togeather. Promotion of the project at the end can be done also on Facebook targeting those over 55.

Meeting on 17/11

Agreeing on the structure of the evaluation paper

Testing period had to be started 1/2 year earlier – that would have changed the test results but because of EC it had to be rushed and took place at not very favourable period of the year.

Criteria for providers meant improving their services, adjust it to fit mainstream senior persons needs. But those criteria is not necessarily for showing to the public. It' s not the marketing message. Otherwise it might turn away those who doesn’t feel that old that they need special criteria.

“Silver” is softer form to call the target group rather than seniors. Because younger seniors does not want to be associated with seniors or old ones.

In promotional materials we should stress ambiance, character, attractions not to stress technical details which are specially for senior clients.

**Girts (LC)** – sends to everybody in JPG “silver suitcase” logo.

We should look what is other values rather than just discounts for the senior card.

Accreditation is more related with inspections and criteria but different thing is promotional label. Which means providers don't need to prove that they fit the set criteria. Entrepreneurs can choose promotional labels themselves and self-value accordingly.

For international market we need to add extra value – for example, small things like luggage transfer, airport transfer.

Perhaps we need to work also with service providers – to provide more comfortable and easier travelling.

**Proposal for Evaluation of the product test results** (to be elaborates in template to be sent out for the partners). Content points:

1) Product creation process

Product ideas-feasibility study from three countries, market research, segmentation, description of the target audience – first draft of guidelines,

2)     criterias, operative system,

3)     accreditation system

4)     product development for testing

5)     promotion by senior organizations and preparation of the material

6)     testing process with websites, brochures etc

7)     test results and conclusions why it did not work out

8)     another way of testing results

 – criteria, s surveys of target groups

-       promotional tools, channels

-       senior card testing in Latvia (Operational system)

7) testing of all the dissemination

Explanation of the process:

