 This project is co-funded by the European Union

**Seniors Go Rural** (SenGoR)

4th project partner meeting in Florence Italy

3rd February -2016

Hotel Pitti Palace al Ponte Vecchio

Via Borgo S. Jacopo, 3, Firenze, Italia

**MINUTES**

Current status and next tasks Final date for the report to be finished – 29th of Feb.

Current status of the project and the remaining tasks were presented by Asnate.

From WP1

* Klaus will do the update for criteria and guidelines after the 4 project meeting with the deadline 20th of Feb. Klaus will finalise the updated product guidelines and will send round to all the partners for translation/adoption with changes in track-changes regime.
* All the partners have to send the information on the senior products available in the partner countries to Klaus by Feb 15 in EN for insert in the Eurogites website.
* All the partners have to prepare the info on the best product example in EN for Senior Guidelines and send to Asnate by due date 15th of Feb.

WP2 Klaus does the presentation of the upcoming events of 4 project meeting on the 4th and Sengor seminar on the 5th of Feb. Partners agree that Klaus does the presentation of Sengor project activities during the 4 project meeting on the 4th of Feb. It was also discussed and agreed that the info of all four senior project will be link over the Eurogites website.

3rd interim report and comments received from the Commission were presented by Asnate. Special attention was stressed to the specific points on testing in the received feedback.

It was agreed that Klaus will be responsible for linking the project to the Calypso, AGE and any other third party global sites which would relevant for the Sengor project.

Testing report was carefully presented by Asnate. All partners have contributed to the report with clear and details explanation how testing was organised and what has been learned. Asnate has stressed the parts where partners should pay attention. All partners agreed that during the testing it was clearly learned that customers’ feel far much more comfortable traveling nationally first and trying new products for seniors locally before they start feeling free and begin looking for similar products in the foreign countries.

It was agreed that every partner does the review one more time and updates were needed. More input is required from Hanen. All partners comments/corrections for testing reports should be sent to Asnate by 25.02.16.

Consumer survey report was presented by Linas. Total number of the responses received – 70. The report was discussed among the partners. Clear indication what the hospitality services were well appreciated as well as clear indication to the points which were not relevant. Full report presentation will be uploaded to the Sengor files.

All partners do the marketing activities in each partner country. Partners presented the activities in PPT will send the files to Asnate for the upload in the Sengor files. It was agreed that Tina sends a short summary of google analytics and summery report of their marketing in end Feb.

Klaus presents the Brochure “Rural Tourism for Seniors – A new opportunity for business” – in four languages.

Asnate presented the developed promotional leaflet which was done with all partners contribution. The leaflet will be finally available in PDF. Some partners will develop the printed version of it.

Klaus will send the translated text in FR and DE to Asnate and Celotajs will do the design.

In the leaflet the Belgium partner logo has to be updated.

All partners did the presentations of the Sengor product section in their websites. Some parts need some fine tuning but in for most of the partner websites with the products and the Sengor project are well presented and linked with other countries. Hanen should put most efforts for their website improvements.

Klaus does the exploitation plan presentation. It is agreed that it has to be extended after the Friday seminar.

Financial situation of the project, reporting requirements was presented by Kristine. The reporting period, budget realisation and remaining activities discussed. All partners have to review their project financial realisation and inform Celotajs if any changes are needed.

Celotajs will check with the national agency if the payment of the February invoices in March is eligible. All partners will be informed.

Kristine will send the latest version of the excel file for the final report.

Final report deadlines agreed:

1. Financial excel filled and supporting documents scan to be ready by 10th of March
2. Monthly time sheets after approval by Kristine to be posted no latter 18th March
3. Technical report for comments by 10.03.16 will be sent to partners. All activities, where finances are involved should be mentioned in the report from partners. Back from partners by 15.03.16.
4. Final report to be submitted by the 31st of March.