



**FINAL
PROJECT REPORT**

– STIMULATE –

Please send this report ELECTRONICALLY to the Central Management Unit (CMU) as well as a copy to the National Contact Persons (NCPs) of the coordinator and project partners

The coordinator of the project must submit this report within 60 calendar days after the final date of the project, on behalf of the consortium.

***If you have any additional question,
please contact the AAL CMU at CMU@aal-europe.eu,
or your NCP (see details on www.aal-europe.eu/aal-ncp)***

Report date	15/01/2014
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PUBLISHABLE PROJECT INFORMATION (TO BE USED BY AALJP)

1A. PROJECT	
Project full title	Sustainable E ² Mobility Services for Elderly People
Project acronym	STIMULATE
Project No.	AAL-2010-3-044
Project Website	http://www.stimulate-aal.eu
Project duration	<ul style="list-style-type: none"> •Starting date: 01/09/2011 •Termination date: 31/10/2013
Coordinator's name and details	Full name: Dr Djamel Khadraoui E-mail address: djamel.khadraoui@tudor.lu Telephone number: +352 42 59 91 2286

1B. PROJECT PARTNERS					
No.	PARTNER ORGANISATION NAME	PARTNER ORG. ACRONYM	TYPE*	PROJECT COSTS: PUBLIC GRANT IN EURO	PROJECT COSTS: PARTNER OWN CONTRIBUTION IN EURO
1 (coord.)	Centre de Recherche Public Henri Tudor	CRP	RTD	572 000€	0€
2	Cybercultus	CYB	SME	145 614€	97077€
3	Technische Universität Wien	TUW	RTD	142 770€	47 590€
4	<i>Utrecht School of the Arts</i>	HKU	RTD	114 330€	38 470€
5	<i>Au Fil des Cevennes</i>	AFC	End User	32 537€	32 537€
6	<i>E-Seniors</i>	ESE	End User	114 510€	114 510€
7	<i>Europäische Arbeitsgemeinschaft Österreich – EURAG</i>	EURAG	End User	101 916€	67 944€
8	<i>Dessine Moi Mon Répit – DMMR Tourism</i>	DMMR	End User	49 300€	49 300€
*Please select one of these options: SMEs, Large, END USER, RTD, other					

1C. PUBLISHABLE PROJECT RESULTS SUMMARY (1 PAGE)

STIMULATE product/service

STIMULATE has developed an online web based platform that allows the elderly to plan their trips according to their individual constraints and preferences, as well as a complementary «on the move» application to provide assistance while on the move. Already tested by seniors on four group trips in different locations around Europe. The platform has two parts: a dedicated web application for planning the trip and a hybrid «on the move» application to assist the elderly during their travel. The dedicated web application offers three travel options: "Special offer", which includes package offers, "Tailored travel", which is a customised offer based on criteria selected by users, and "Do it yourself", a bespoke package offer in which elderly users select a set of criteria and construct their entire holiday package. The information is then sent to the travel agency and then the package is optimised at the front end. At the back end, the agency can also use the system to create its own future offers.

The hybrid «on the move» application provides travel assistance tailored to the user's profile. For each day of the trip, the timetable of activities is shown, along with additional information such as pictures and a description. The user can also choose to see the route between his/her location and a selected activity or the closest health professional/institution, combining several means of transport (walking, driving, public transport) in real-time. The closest appropriate activities are also displayed. Also, a user can call emergency services (112) directly from the application in case of an urgent situation. Finally, the user can take photos and storing them on the right place (his/her account), as well as adding it comments.

Needs/problems that STIMULATE respond to

STIMULATE Platform is a textbook example of smart use of ICT in the sector of Travel and Tourism for Seniors. Simultaneously, it offers benefits for both the users and service providers. STIMULATE Platform acts as an intermediary between those who need more information on travel and tourism and those who can provide the information. It is well-known that persons with special needs are more interested in gathering information in advance. Age correlates with higher likelihood of suffering from various illnesses and normal impairment, thus, it is assumed that the elderly will be interested in gather additional information on health, wellness and accessibility when planning and booking their travel. By focusing its service on the needs of the elderly, STIMULATE Platform targets a growing market with identifiable, special needs.

STIMULATE target groups of users and payers

The main actors in the STIMULATE business model are senior travelers and their associations, tour operators, regional tourism agencies, and tourism attraction sites.

The end-users will gain access to purchase online personalized travel services via the STIMULATE Platform, and access to the mobile services. The end-users, tour operators, local, regional or national level organizations for the elderly or individual seniors, are charged a commission (a percentage of the total price) on the use of the Platform upon the purchase of travel services via the STIMULATE Platform integrated transparent in the travel price. In case of group travel organized by the associations, the fee is multiplied by the person count. The tour operators or other service providers in the travel industry are charged a fee, which allows them to have access to the information on the special needs and preferences provided by the end-users, to upload information on the STIMULATE Platform, and for the tour operators a right to validate information posted by other service providers on the STIMULATE Platform. These fees make up the revenues of the STIMULATE Platform.

STIMULATE technological innovation

ICT services specifically targeting the travel needs of older people are currently primarily limited to

web applications offering travel information and in some cases to offering fixed travel package. Most of the customised travel arrangements for seniors are still handled through physical agencies. With the advent of the information society and significant penetration of internet use by older people between 55 and 75, there is now an opportunity to provide “tailored”, “à la carte” and “assisted” travel services for seniors through a range of advanced and complementary information technologies. The use of innovative ICT will enable senior citizens to plan their trips “à la carte”, to personalise their assistance needs, to optimise their travel routes based on their profile and assistance requirements, to be provided with a full range of on-the-move support and assistance services ranging from real-time itineraries optimisation, daily organisation of the travel agendas, GPS-based cultural, travel and shopping information to health follow-up and local medical assistance when needed. All these innovative ICT services will foster greater mobility through adapted, personalised and safer travel for senior citizens. The system has been designed for both PCs and mobile devices including tablets and smart phones, while the user interface has been adapted to the requirements of the target users.

Type of end-users have been involved in the project

The STIMULATE approach is fully user-oriented. With a total of eight partners, of whom four are associations for the elderly, the requirements and limitations of the target users are clearly defined and evaluated.

Expected time to market and what are the main possible barriers

STIMULATE must align the newly developed services with the business needs of tourism operators that cater to the elderly. The challenge is to deploy the STIMULATE new business model and commercial offer that fit this market. The expected time to market is for about 24 months, the necessary period to convince tourism operators about the investment on the niche market of tourism for seniors.