



**Interreg**  
**Latvija-Lietuva**

European Regional Development Fund



Project LLI-1 **Joint competence center for smart elderly care social services development**,  
Joint smart social services

### **Strategy for the communication plan**

The project LLI-1 Joint competence center for smart elderly care social services development seeks achieving members from different social/education/institutional levels and want to make a high impact in Region development in social care area. In order to disseminate and promote achieved project main outputs and results to project target groups, relevant stakeholders and general public the Project implements the special Workpackage “Communication”.

The main ideas communication objectives for our project is:

1. to rise awareness of the social exclusion problem in the cross-border region by creating a new network among social care homes, scientists and students by establishing Joint Competence Center. The center will enable to stimulate improvement of accessibility and efficiency of new generation smart social services. It will raise awareness between project target groups, relevant stakeholders and general public.
2. To change behavior of the cross-border society as the created new equipment infrastructure installations in partners institutions will enable developing and implementation of new smart social eldercare services. It will change behavior of elderly care in social home institutions. Also the behavior will change in the project target groups including social care specialists, social workers, researchers and city authorities enabling inclusion of socially vulnerable persons.
3. To increase knowledge. The project will improve the competencies of specialists who provide social services in the Ventspils and Klaipeda social homes, researchers, health care and social specialists and also elderly persons and students by creating material for training courses and providing and creating smart social services. Using the created



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material, it will be implemented 3 training courses in Ventspils and Klaipeda and members of the target groups will get theoretical knowledge and practical skills for working with the socially vulnerable persons, providing and creating new generation smart social services.

The main communication channel for the project results and progress will be:

1. **The developed project website.** It will be served in Klaipeda University partners webserver. The website will be used to disseminate achieved project results, publications, articles, prepared documents and other material. Also, the website will serve the created digital library where dissemination of documents of the achieved project results will be performed.
2. **Press releases.** PP2, PP\_3, PP\_4 partners will publish articles in Klaipeda city newspaper in Lithuania and in Ventspils city newspaper in Latvia. The LP will disseminate scientific results in national and international scientific journals and conferences. The
3. **Social media platforms.** Our project wants to reach as broad audience as possible. The younger generation often do not read regular newspapers so we will disseminate the project achievements using popular social media platforms including Facebook and Twitter.
4. **Posters.** Partners will be responsible for preparation of project posters for dissemination of the achieved project results in Latvian and Lithuanian languages. The posters will be hanged in the partners institutions and will be used on dissemination events and conferences. The broader public can be reached as all the partners institution are often visited by different persons.
5. **Final conference.** The PP\_3 will organize the final project conference for the project results presentation, discussion and share with broader audience. Members from target groups, stakeholders and other



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interested parties will be invited to participate in the conference in the end of the final project period.

All the outputs of the project will be made freely available to general public. All the prepared material will be marked according to the requirements of Interreg V-A Latvia – Lithuania Programme 2014-2020. These actions will ensure that the project will have the positive impact disseminating project and Programme results and will have an important effect in raising the awareness of the social exclusion problem in the cross-border region which leads to changed behavior impacting members of vulnerable social group not only in partner's institutions but in all region. It will increase knowledge of the ability to use new generation smart social services between project target groups, relevant stakeholders and general public.

The Lead partner is responsible for coordinating the proper Project communication and dissemination. All the partners are responsible for communication activities and results achievement as it was planned in the Application form.

Project coordinator

prof. dr. Arūnas Andziulis