

**Co-creation Recruitment and Engagement Planning for Trial Sites**

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**D3.1 Recruitment and Engagement Plan Zaragoza and Central Macedonia**

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<b>&lt;Abbreviation&gt;</b>	<b>&lt;Explanation&gt;</b>
IS	Information System
ISD	Information System Development
IT	Information Technology
OAP	Old Aged Person
PSD	Participatory System Design
SLDC	South Lakeland District Council
UML	Unified Modelling Language

### Executive summary

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Mobile-Age will develop mobile open government services that will allow for substantial participation of senior citizens and other stakeholders (such as intermediaries). The focus of the project is on the production, use and joining up of open data/services for cities, towns or rural areas. Through the co-creation of open data-based services for and with older citizens, Mobile-Age aims to develop a technological and a methodological innovation. This approach exceeds traditional ways of user participation. We will invite older citizens and other relevant stakeholders (e.g. local government, intermediaries working with older citizens) to generate, conceptualise, design and implement a functioning prototype of an mobile open government service dedicated to older citizens. By making older citizens aware of different kinds of services, allowing them to reveal their needs of services, inviting different groups of older citizens and employing different methods of co-creation, it will be possible to achieve a differentiated picture of variations of co-creation and its contingencies.

This report describes the preparation activities for the co-creation process in Zaragoza (Spain) and Central Macedonia (Greece). The report includes activities to identify and recruit co-creators, set up an organisational structure for the co-creation process, define the services to be co-created, discover data sources, define requirements for the services and design of prototypes. For each site, we outline a co-creation recruitment and engagement plan for the development of open government services for and with older citizens.

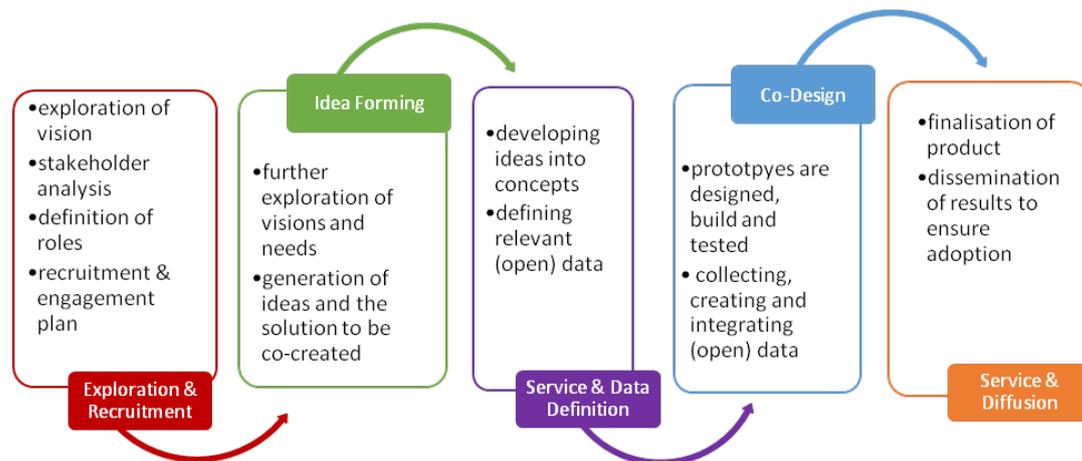
This deliverable is based on the insights gained during the co-creation activities in the 1<sup>st</sup> project year in Bremen and South Lakeland, as described in D1.1 (Interim Study on Accessibility, Digital Mobility and Open Data) and D1.2 (Interim Study on Co-Creation Practices).

## Introduction

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For an introduction to our work and co-creation process please see deliverable D6.3 in which we have provided an overview of what we take co-creation to be and set-out a plan for our first two field sites: Bremen and South Lakeland.

This deliverable is based on the insights gained during the co-creation activities in the 1<sup>st</sup> project year in Bremen and South Lakeland, as described in D1.1 (Interim Study on Accessibility, Digital Mobility and Open Data) and D1.2 (Interim Study on Co-Creation Practices).



**Figure 1: Co-creation process as updated in D1.9**

In the following sections we will provide a plan for the field sites in Zaragoza and Central Macedonia.

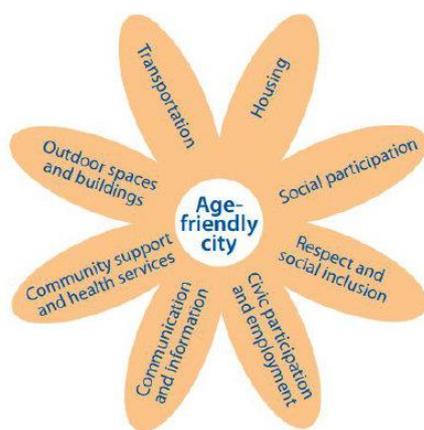
## 1 Field Site Zaragoza

### 1.1 Objective

**Zaragoza** is the capital city of the Zaragoza Province and of the autonomous community of Aragon, Spain. In 2010 the population of the city of Zaragoza was 701.090 inhabitants, ranking fifth in Spain and 35th in the European Union. The municipality is home to more than 50% of the Aragonese population, and almost 20% of its population is older than 65 years old.

Zaragoza has been a member of the WHO (World Health Organization) network of age-friendly cities (Age friendly cities) since 2013. According to WHO, an age-friendly city should provide policies, services, settings and infrastructure to enable people to age actively by:

- recognizing the wide range of capacities and resources among older people;
- anticipating and responding flexibly to ageing-related needs and preferences;
- respecting their decisions and lifestyle choices;
- protecting those who are most vulnerable; and
- promoting their inclusion in and contribution to all areas of community life.



One requirement to be a member of this network is carrying out a diagnosis of the age-friendliness of the city. For this reason, several focus groups for older people were conducted with public and private stakeholders to obtain their opinion regarding the main eight dimensions identified by WHO (as shown in the figure opposite).

These focus groups produced 25 proposals to construct a safer and more accessible city for elderly people. Many of these proposals were related to security, mobility and accessibility aspects in the urban environment, such as walking areas, parks, street furniture and traffic issues.

Taking these proposals into account, a project proposal called "Routes and discover a safe and accessible city" was developed, which will be one of the main pillars of the co-creation work that will be undertaken in this project. The main objective of this project is to create an age-friendly map of the daily routes of older adults.

Furthermore, it is also important to notice that the Zaragoza city council has had a Web presence since 1994 and has one of the most important open city data platforms in Spain. And older adults are increasingly using ICT tools for accessing and managing information from their cities.

Therefore, the objective of our field site in Zaragoza will be **the redesign of the current Web portal for older adults<sup>1</sup>**, which provides information and services that are of general interest to them. And in the context of this ambitious objective, work will also focus specifically on the **design of age-friendly routes (and associated services and tools) in three districts of**

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<sup>1</sup> <http://www.zaragoza.es/ciudad/sectores/mayores/>

**Zaragoza**, which will be made available in that website together with services associated to them.

Redesign of the Web portal, including the part related to age-friendly routes, will follow a set of principles:

- Respond to the needs and expectations of older adults in Zaragoza, providing public services that are interesting and useful for them.
- Promote active and healthy ageing.
- Promote the participation and co-creation of a more age-friendly city design.
- Improve and educate older adults in information and communication technology (ICT) so as to reduce digital divide.
- Promote equal opportunities for older adults.
- Offer collaborative tools so that older adults are able to improve the quality of existing information.
- Inform and train older adults in the use of open data.

From a technical viewpoint, this will also require changing the architecture, navigation and visualization layout of the current Web portal, following premises like mobile first<sup>2</sup> or open data by default, which are now generally being applied to other parts of the Zaragoza website.

### 1.2 Work Plan

In order to realize the aforementioned objectives, the Zaragoza City Council plans to take advantage of its strong network of centers for older adults (currently 31 in Zaragoza), which are distributed across the whole city, and where a large set of the older adult population is already registered and actively participating in many of their activities.

More specifically, we will make use of the set of volunteers who are already working in the computer labs from some of these centers (approximately 10), and who will act as facilitators in many of the co-creation activities that will be carried out, especially with respect to the overall goal of redesigning the Web portal for older adults. For the specific part of age-friendly route creation, we will also recruit three representative groups of older adults from three districts that have different characteristics (socio-economic, education, etc.).

In the following, we describe the recruitment phase for Zaragoza for the first perspective.

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<sup>2</sup> Mobile first means that instead of building a site thinking of a desktop version first, the objective is to think about the mobile version first, and as a progressive enhancement build the corresponding desktop version afterwards.

### 1.1 Recruitment Plan Zaragoza

<i>Stages of co-creation of open government services</i>	<i>Tasks/sub-tasks</i>	<i>Methods</i>	<i>Involved stakeholders</i>
<b>I Exploration</b>			
<p><b>1. Scoping of the project</b> and securing interest of stakeholders who work or deal with older adults</p>	<p><b>1.1 Define service domain and geographical coverage</b>                      Domain: services provided by the current Web portal for older adults, with a special focus on age-friendly routes                      Coverage:                      - The Web portal redesign will be focused on providing support to the whole city                      - The pilot on age-friendly routes will be focused on three districts, which have been selected because of their diversity and because they guarantee good-quality collaborations: Almozara (3640 members), Centro (10680 members) and Oliver-Valdefierro (2370 members).</p> <p><b>1.2 Perform a preliminary analysis over existing services in the selected domains, locally and elsewhere</b>                      - Municipality websites dedicated to older adults across Europe.                      - Age-friendly routes that are based on the opinion and participation of older adults, promoting adapted environment for their daily life that supports active and healthy ageing.</p> <p><b>1.3 Stakeholder analysis</b>                      Target user group: All Spanish-speaking older adults from the city (older than 60 years old, which is the minimum age to register in a center for older adults in Zaragoza).</p>	<p>Desk research                      Meetings</p>	<p>Local government, older adults, directors of centers for older adults, other project partners</p>

	<p>Relevant stakeholders for the specific pilot on age-friendly routes:</p> <ul style="list-style-type: none"> <li>- Trekkers: people who enjoy walking and participate in physical activity groups.</li> <li>- Older adults with an interest and some skills on ICT tools.</li> <li>- Directors of centers for older adults.</li> <li>- Members of the city council.</li> </ul> <p>Relevant stakeholders from the whole Web portal redesign:</p> <ul style="list-style-type: none"> <li>- Facilitators (older adults currently helping others on the computer rooms/labs).</li> <li>- Older adults with no skills, but some interest, on ICT tools (those who have just registered to the initial training course)</li> <li>- Older adults with basic ICT skills (those who attended some training courses or who appear on computer labs on open-discussion sessions).</li> <li>- Directors of centers for older adults.</li> <li>- Members of the city council.</li> </ul>		
<p><b>2. Secure access to senior citizens</b></p>	<p><b>2.1 First definition of targets, outputs and value propositions</b></p> <p>For the city of Zaragoza</p> <ul style="list-style-type: none"> <li>- Co-created data collection</li> <li>- Co-created map-based application containing comprehensive and regularly updated information relevant to senior citizens</li> <li>- Improving orientation in, enhancing the identification with, and strengthen social inclusion within the local district</li> <li>- To improve the information available through the web such as: parks, pedal banks, cultural spaces, streets and age-friendly shops.</li> <li>- To improve the age-friendliness of the city by giving older adults the opportunity to propose changes to the physical environment of the city.</li> </ul>	<p>Meetings with relevant stakeholders</p> <p>Desk research</p>	<p>Local government, communal center, senior citizens</p>

	<ul style="list-style-type: none"> <li>- To improve the participation of older adults.</li> <li>- To improve the quality of physical activity areas for both the elderly and other types of citizens.</li> </ul> <p><b>2.2 Assemble a project team</b></p> <p>To bootstrap the project team formed by local champions (ICT-focused facilitators from different senior citizen centers, non-ICT-focused representatives, external experts, and members from the municipality), so as to establish the mechanisms for cooperation on the implementation of the co-creation process, as well as for reflective evaluation.</p>		
<b>3. Agreement on service (area)</b>	<p><b>3.1 Survey available datasets (open and not-yet-open data)</b></p> <p>Generate a report about a set of datasets that are relevant for the projects (e.g., benches, age-friendly shops, open-air gyms, barriers) and start the process of data acquisition for those datasets that are not yet available as open data.</p> <p><b>3.2 Preliminary definition of feasible objectives and results</b></p>	Data collection on senior citizens' needs, topic identification, definition of general requirements, value proposition	Local government, senior citizens
<b>4. Plan inclusive activities</b>	<p><b>4.1 Define the systems development method and the kind of co-creation</b></p> <p>See engagement plan below</p> <p><b>4.2 Advertise and select participants</b></p> <ul style="list-style-type: none"> <li>- Selection through the network of senior centers and groups of computer volunteers, trekkers, etc.</li> <li>- Communication via email lists, social networks, seniors' portal and informational meetings.</li> <li>- Prepare the participant information sheet</li> </ul>	Interviews, workshops, information events	Local government, NGOs, senior citizen
<b>5. Recruitment of</b>	<b>5.1 Cooperation agreement (Consent Form)</b>	Collaboration	Local

<b>co-creators</b>	Ensure stakeholder engagement through informed consent	agreement	government
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*Table 1: Recruitment Plan Zaragoza*

### 1.3 Engagement Plan Zaragoza

The following figure gives a high-level overview over the co-creation process to be implemented in Zaragoza.

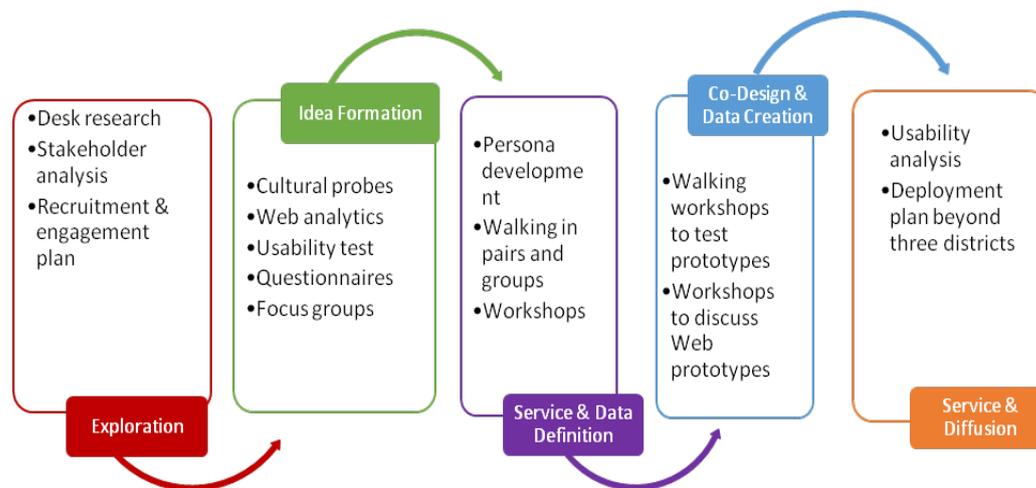


Figure 2: Planned co-creation methods in Zaragoza

#### 1.3.1 Idea Formation

Older adults are the experts of their everyday-life; they know the features of their city that are relevant to their life situations. But their life situations vary to a high degree, depending on social status, mobility etc. For example, there are 14 districts in the city of Zaragoza and many of the older adults do not know much about the other districts, even if they may offer opportunities to satisfy their needs. This is also supported by the field work in Bremen as reported in D1.2: Many older citizens participating the co-creation activities in Bremen stated how surprised (and delighted) they were to learn about so many interesting and age-friendly places in their neighborhood.

The ZGZ City Council has a network of 30 centers for older adults, with more than 60,000 members who participate in activities and projects that promote active and healthy ageing. One of the projects that are currently being developed is called "+Mayores en la Red", and in that project a group of 40 volunteers participate in the computer classrooms, bringing ICT closer to non-ICT-skilled older adults. There are also several groups of older adults who practice trekking in different weekly routes through urban areas. These older adults will be the participants of co-creation activities in developing age-friendly routes that meet their needs and interests.

The combination of more technology-savvy older adults and older adults with specific knowledge about the age-friendly trekking routes also corresponds to the insights from D1.2 (Interim Study on Co-Creation Practices). One of the key suggestions was to define the different roles within the co-creation project better. The two different groups of older adults (computer clubs and trekking groups) will hence contribute to the different stages of the co-creation process at different levels of involvement.

Based on the recommendations from D1.2 we will use cultural probes (in particular maps, cameras as used in Bremen) for understanding everyday walking routines and practices of our participants better. The probes will be complemented with a co-creation workshop in which the participants agree on important points of interest/relevance in their district.

### 1.3.2 Service and Data Definition

In this phase, we will conduct workshops to develop and define the types of information and services to be provided on the redesigned Web portal, as well as some initial set of age-friendly routes. For the workshops, we will use personas to prompt and facilitate discussion (e.g. with respect to information needs). These personas are based on our insights from the idea formation phase and synthesise different aspects of how inclusion is practiced and may be practiced in Zaragoza. Furthermore, some of the activities will not just be done in a room, but by making people walk around the city (in the routes initially selected during idea formation), first in pairs and then in groups, and with additional discussions in workshops to gather experiences.

In accordance with the insights from D1.1 (Interim Study on Accessibility, Digital Mobility and Open Data) the personas will regard the following important dimensions:

<i>Factors influencing access and social inclusion</i>	<i>How factors will be considered in our personas</i>
Demographic/personal	Age, gender, living arrangements, household type, mobility, relationship, health & well-being
Socio-economic	Income, employment/retirement, urban
Social and political	Social networks, social capital, charity work and political participation
Use	Needs for access/motivations, relevance, existing practices
Device and content	Media repertoire (type of devices owned)
Infrastructure	-
Attitudes/feelings	Trust in technology, confidence, self-attitude
Skills and support	Family members, time used, knowledge of options

**Table 1: Considering social inclusion and accessibility systematically through personas**

Based on the recommendations from D1.2 the personas will be used to create user stories/scenarios and form an important basis also for the following co-creation stages.

### 1.3.3 Co-design and Data Creation

The (virtual) needs of the personas and the availability of the open data form the basis for the discussion of potential **application scenarios**. It is essential that the process of co-designing the applications will be done in several cycles, starting with general aspects and giving room

for ideas, and then leading to the concretisation of ideas and finally to the point where decisions on the design will be made.

In order to support the concretisation of potential scenarios towards the imagination of real applications, we will build mock-ups of applications, visualise alternative approaches, and show exemplary realisations of similar applications. This will help both the older citizens to express their ideas and thoughts and the technical developers to show what is possible and demonstrate using simple 'mock-ups how their ideas can be translated in to prototype.

During the co-design process, the older citizens' ideas will continuously evolve throughout each cycle and the consecutive technical realisation will develop **from simple mock-ups to functional prototypes** of user interfaces and services.

### 1.3.4 Evaluation

The focus of evaluation will be on those parts of the service that have been co-designed with the older adults: **the usability and accessibility of the user interfaces**, and the usefulness of service functionality and combination of data. The quality and completeness of the provided data will not be evaluated.

Applied methods will comprise, where appropriate for the mobile services, a **field test**, the execution of predefined tasks with either data logging or observation and questionnaire, and **semi-structured interviews**.

The following table gives an outline of the activities that will be conducted at the field site Zaragoza.

<i>Stages of co-creation of open government services</i>	<i>Task</i>	<i>Planned methods</i>	<i>Involved stakeholders</i>	<i>Lead in MobileAge project team</i>
<b>II Idea formation</b>				
<b>6. User and provider needs and value proposition</b>	<ul style="list-style-type: none"> <li>Define needs, including points of interest and potential routes, relevant to older adults in the three districts.</li> </ul>	<p>Age-friendly routes:</p> <ul style="list-style-type: none"> <li>Cultural probes (using neighbourhood maps, cameras/tablets)</li> <li>Co-creation workshop (review maps and determine agreed points of interest)</li> </ul> <p>Website:</p> <ul style="list-style-type: none"> <li>Initial work using Web analytics to find services that are not commonly used plus a usability test</li> <li>Individual questionnaire about existing services (including open questions about services that may be missing).</li> <li>Focus group to analyse answers</li> </ul>	ZGZ, senior citizens, intermediaries	ZGZ

<i>Stages of co-creation of open government services</i>	<i>Task</i>	<i>Planned methods</i>	<i>Involved stakeholders</i>	<i>Lead in MobileAge project team</i>
<b>III Service Definition</b>				
<b>7. Service definition and requirements (rough concept)</b>	<ul style="list-style-type: none"> <li>• Age-friendly routes: Define routes together</li> <li>• Web: define service/information needs</li> </ul>	<p>Age-friendly routes:</p> <ul style="list-style-type: none"> <li>• Create pairs of walkers, taking pictures and defining routes as they walk (with some indications of criteria to consider)</li> <li>• Discuss results together in a workshop (using personas)</li> <li>• Groups of walkers</li> <li>• Workshop to discuss (using personas)</li> </ul> <p>Website</p> <ul style="list-style-type: none"> <li>• Persona creation workshop with intermediaries</li> <li>• Discuss on the personas and their information/service needs (including ICT and non-ICT skilled persons)</li> <li>• Workshop to use and discuss examples from existing websites (with or without clear scenarios/tasks)</li> </ul>	ZGZ, senior citizens, intermediaries	ZGZ
<b>8. Availability of relevant open data (feasibility study)</b>	<ul style="list-style-type: none"> <li>- Identification and examination of relevant open data repositories</li> <li>- Identification of proprietary data that is required for the proposed services</li> </ul>	Web-search of open data repositories, analysis of open data catalogue, interviews with data owners within the relevant organisations	ZGZ	ZGZ

	(availability, accessibility, maintenance)			
<b>9. Use case description</b>	Write scenarios as user stories	Analysis of scenarios, applicable data; description of user stories	ZGZ	ZGZ



<i>Stages of co-creation of open government services</i>	<i>Task</i>	<i>Planned methods</i>	<i>Involved stakeholders</i>	<i>Lead in MobileAge project team</i>
<b>IV Co-design</b>				
<b>10. Interface design (mock-ups)</b>	Co-design activities and creation of mock-ups	Design workshops, card based design, observation (15 – 20 senior citizens & intermediaries)	ZGZ, senior citizens	ZGZ
<b>11. Prototyping (iterative) &amp; open data creation</b>	Building the demonstrator	Age-friendly routes: Several walking workshops where prototypes are used and discussed as you walk (many things to check: barriers, lighting, other conditions, content, QR codes, etc.). Website: Technical development and implementation; small trials, observation (15 – 20 senior citizens & intermediaries)	ZGZ, senior citizens	ZGZ
<b>V Service and Diffusion</b>				
<b>12. Evaluation</b>	Perform qualitative & quantitative evaluations	Field test, execution of predefined tasks either with data logging or observation and questionnaire, and semi-structured interviews (15 – 20 senior citizens & intermediaries)	ZGZ, senior citizens, intermediaries	ZGZ
<b>13. Documentation</b>	Documenting the process	Deliverables, papers, dissemination material	ZGZ	ZGZ
<b>14. Sustainability</b>	Sustainability and business plan, migration plan	Deliverables and future action plan	ZGZ	ZGZ

**Table 2: Engagement Plan Zaragoza**

The particular phases are scheduled as the following timetable shows and in accordance with the Description of Work of MobileAge.

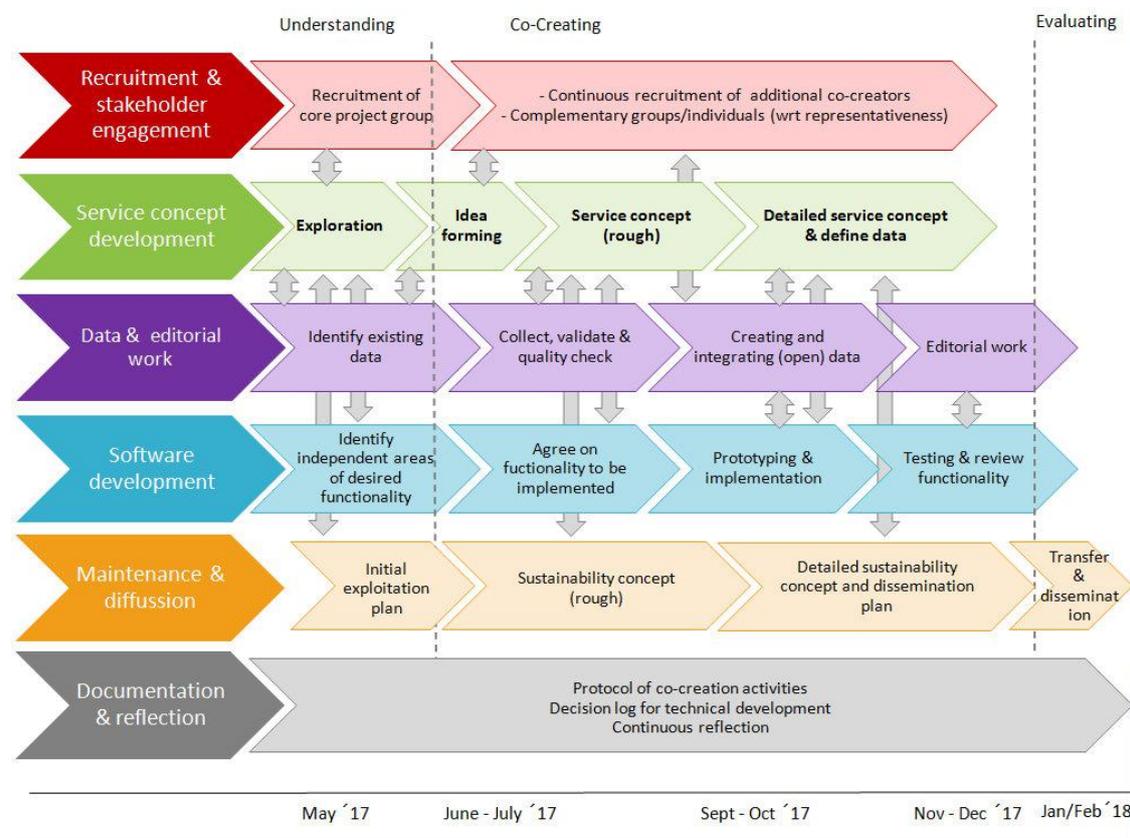


Figure 3: Time table Zaragoza

To conclude we add that this detailed recruitment and engagement plan will work towards our contribution to a number of the project's upcoming deliverables and particularly the following:

- D1.4 Final Study on accessibility, mobility & open data
- D1.5 Study on co-creation practices
- D1.6 Policy briefing: open data, mobile technologies and an ageing society
- D1.8 Final Guidebook on the design and deployment of co-creation approaches
- D2.5 Final OSCPSEP specifications
- D2.8 Final OSCPSEP release
- D2.10 Demonstration applications testing and deployment
- D3.5 Senior Citizen Engagement Report Zaragoza
- D3.6 Evaluation Report (as far as Zaragoza is concerned)
- D4.1 Technical requirements and specification of demonstrator applications
- D4.4 Prototype demonstrator applications at Zaragoza
- D4.5 Prototype demonstrator applications at Central Macedonia
- D5.5 Interim Exploitation Plan for Civic Open Data Engagement
- D5.7 Final Exploitation Plan for Civic Open Data Engagement

## 2 Field Site Region of Central Macedonia

### 2.1 Objective

Central Macedonia is the second most populated and the biggest region in Greece. It is considered to be the gateway of Greece towards the Balkan countries. Thessaloniki, the capital of Central Macedonia, is the second biggest city in Greece and the economic, trade, and transportation centre of Northern Greece. It is considered to be one of the two poles of development (along with Athens) in Greece.

Development in Central Macedonia has been at low levels during the last few years as an effect of the economic crisis. Gross Domestic Product (GDP) of Central Macedonia that represents approximately 15% of the national has been reduced. The economy is similar to the national one depicting a primary sector of 12, 10%, a secondary sector of 21, 70% and a tertiary sector of 66, 20%. The tertiary sector tends to grow bigger along with the number of people working in it.

With respect to Central Macedonia's innovation, few actions that have been undertaken in the last decade in order to strengthen local economy and improve Research and Innovation:

- The establishment of the Regional Innovation Pole of Central Macedonia
- The establishment of Thessaloniki Innovation Zone
- Technology Incubators
- The Technological Park of Thessaloniki

Academic institutions, e.g. Aristotle University of Thessaloniki (AUTH) the largest university in the country, and public and private research centres such as the Center of Research and Technology (CERTH) and URENIO also contribute to the development of innovation in the area.

Older citizens' independent living has become an important field of interest in the Region. However, the economic crisis is leading policy makers to turn into smarter and less expensive solutions to provide services to the older citizens. **Mobile technology**, as it is more familiar to a growing number of people, has been selected as the easier tool to introduce mobile services to older citizens. **Open government data**, not yet accessible to older citizens due to the low level of connectivity to the Internet, and **government services** provided through digital platforms, practically, exclude them from the design and use of such services.

In line with the Mobile-Age project, the project team in the Region of Central Macedonia will implement a co-creation methodological approach with various stakeholders, including older citizens, to improve the provision of services through development of simple mobile applications. In the Region of Central Macedonia, the Mobile-Age project will deal with **two key issues: health and environment**.

**Health:** The Region of Central Macedonia selected the Health Sector as a general topic of public interest. Older citizens are often in need of health services and we are considering offering services which make use of the following datasets:

- 1 Thessaloniki Medical Association Record
- 2 Pharmacists Record of Thessaloniki
- 3 Physiotherapists Record of Thessaloniki
- 4 Opticians Record of Thessaloniki

## 5 Rehabilitation Centers of the Region of Central Macedonia

For example, location based services could be implemented directing the older citizen to a doctor, of a requested specialty (e.g., a cardiologist) and providing information on the exact address and appointment policy if such is available. The same could be implemented with other professional categories such as opticians, physiotherapists and even rehabilitation centers.

A further scenario of service provision could be the following: a medical prescription that is electronically sent through an application created by the Mobile-Age project to selected pharmacies near a doctor's office, so that the pharmacist can reply on the availability of the prescribed medication in their pharmacy in the required quantity. The older person could then make a reservation through this application at the pharmacy of their preference.

**Environment:** The effect of the environment on older citizens' everyday life and health, led us to the selection of the Environmental Pollution Sector. The aim is to upgrade and personalize the provided information on air quality, taking into consideration the individual medical history of the user.

The overall objective of the suggested application is to offer updated and easy to use information in order to improve the daily routine of the older citizens.

We intend to use a set of data concerning micro-particles in certain areas of Thessaloniki that is updated daily and could provide useful information to older citizens if for example high-levels of pollution indicators are reached, so that according to their medical history they could be advised not to visit a certain area on a certain day, or avoid a certain outdoor activity. Close co-operation with the Directorate of Environment, Industry, Energy and Natural Resources will be required, in order to ensure the availability of data. Characterization of such pollution indicators according to their impact on certain medical conditions will be managed by the Directorate of Health.

As far as the accessibility of services is concerned, some key issues are:

- Use of mobile devices such as mobile phones in RCM, especially in the urban area of Thessaloniki is high. This percentage is however lower when we refer to older citizens and when we refer to tablets, phablets or laptops. Thus, only some older citizens own a mobile device of their own and even fewer find it easy to handle smartphones and fully exploit the available services. Older citizens, especially those with impaired vision, mainly prefer simple mobile phones with big buttons and easy-to-read menus with comprehensive messages.
- In the ages of 60+, IT-literacy is another factor that influences accessibility of services. Most older citizens are not adequately IT-literate. Therefore, they mainly utilize e-services through the help of other people, e.g. younger relatives or other professionals such as accountants. There is also great difference between the approach of those slightly over 60 years old and those approaching 80 or more who did not have the opportunity to experiment with technology and various mobile devices when they were younger and could easily acquire new IT skills.
- Another issue arising here is confidence and trust in the services provided, which makes older citizens reluctant to enter any personal data and use services. However, due to the recent capital controls situation in Greece a higher percentage of elderly people got accustomed to using ATM machines and credit/debit cards more often.

Very few of them have also been initiated to the concept of web/mobile transactions but these were mainly the people who were already IT literate.

- Finally, free WI-FI access is easy to find in various Thessaloniki spots, mainly in the city center, whereas on the other hand, 3G/4G private network usage price rates remain quite expensive. Many people have internet access at home, if younger members of their family are living under the same roof, but not many in the opposite case. Therefore, we have to take into consideration the availability of internet access and definitely not take it for granted when we proceed with the workshops and the service testing and evaluation.

### 2.2 Work Plan

In order to achieve all the above mentioned objectives, RCM plans to use, the already well organized Elderly Care Centers, which are distributed across the whole Region. In those Centers a large number of adult population is already registered and actively participating in many other activities.

We expect to recruit 50-60 participants all above 60 years old, with a variety in age range. We will try to include people with moderate or above average IT skills. Since people of both sexes attend Open Care Centres we are expecting to recruit both men and women on approximately equal percentages.. We are going to get in touch first with the people in charge of Open Care Centres (through personal **interviews** at their premises) and organize **information events** in each one of them in order to encourage a large number of older people attend the first informational meeting, some of whom may later be recruited to participate in workshops at a later date. Other key stakeholders are AUTH and various professional associations.

### 2.3 Recruitment Plan Region of Central Macedonia

Co-creation requires extensive participation of different stakeholders throughout recruitment and engagement activities. Our broad steps of operation will start with exploration of the needs of older citizens which we can address through our organizational units and other cooperating stakeholders.

To capture the essence of a co-creation project, the whole procedure is accomplished by the multi-sectoral project team. All the participating bodies are represented in the project team and it is, constantly, enriched with new members according to needs. The engagement activities will be implemented with the cooperation of the Open Care Centres for the Elderly.

The methodology during the co-creation phase is meant to be a short range, smart implementation of the quadruple helix model for planning (as depicted in the diagram below). The Civil sector with the Region of Central Macedonia, the Scientific Community with the Aristotle University, the service providers along with the end users guarantee an integrated approach to the project.

### **Exploration**

The exploration phase is dedicated to the exploration of existing Open Data sets and the ways to approach older people who will be co-creators of services.

The Open Data research was executed by the Directorate of Transparency and E-Governance in the preliminary stage taking into consideration the information that is already open and easy to reach and information that should be reformed and combined so to be useful. As part of a collaborative endeavor, this research was conducted from June until October 2016 and comprised of several internal meetings with the Directorate of Public Health, a meeting with the Directorate of Environment, Industry, Energy and Natural Resources, 2 meetings with AUTH, meeting with the administrative and the technical people in Medical Association of Thessaloniki, getting samples of datasets and examining them, and getting written authorization of using datasets concerning their members from 5 different professional associations (Medical, Pharmaceutical, Opticians, Physiotherapists, Rehabilitation Centers) for non-commercial use. That last part was conducted through the Directorate of Public Health.

We are planning to get in touch personally with the older citizens who are going to participate in the co-creation of the services through the Open Care Centres. These Centers are established in the municipalities with public coordination and they provide preliminary health services, creative cultural activities, group amusing actions, psychological and emotional support and the prevention of social issues of the elderly.

On the 21<sup>st</sup> of February 2017 we had our first face-to-face meeting with the person in charge of Thessaloniki Municipality Open Care Centre. The municipality of Thessaloniki is a relatively large and densely populated municipality and is in charge of 14 Open Care Centres. RCM's headquarters are located within the area of Municipality of Thessaloniki. We agreed on a plan of action and we will acquire official Municipality ethical consent in order to contact the specific people in charge of two Open Care Centers close to RCM headquarters. Following consent from the Municipality, we will visit the people in charge of the specific centres to examine the details of the nature of our first group meeting with older people (location, purpose, number of people attending, age, interests) and to clarify any questions that the people in charge of the Open Care Centres may have, no later than first quarter of March 2017. Other Municipalities might also be contacted if needed.

As we have also learned from D1.2, co-creation activities with older participants work better within familiar environments and people. Open Care Centres will provide an environment stable and familiar to older people that will facilitate initial user recruitment and enhance user engagement, so that the result of the co-creation process will keep users active and satisfied.

Each of these steps of the Exploration stage, beginning with scoping our project and leading to recruitment (jointly performed with the stakeholders) is outlined in detail in Table 2.

<i>Stages of co-creation of open government services</i>	<i>Tasks/sub-tasks</i>	<i>Methods</i>	<i>Involved stakeholders</i>
<b>I Exploration</b>			
<p><b>1. Scoping of the project</b> and securing interest of stakeholders who work or deal with older citizens</p>	<p><b>1.1 Define service domain and geographical coverage of the application</b>                      Domain: Health &amp; Environmental pollution sectors                      Coverage: the region of Central Macedonia, mainly the area of Regional Authority of Thessaloniki</p> <p><b>1.2 First overview over existing services in this domain, locally and elsewhere</b>                      Meeting with the person in charge in the Municipality of Thessaloniki for all Open Care Centers is our starting point.</p> <p><b>1.3 Stakeholder analysis</b>                      Target user group: Older citizens older than 60 years old.                      Members Registered in Elderly Care Centers across Thessaloniki Municipality.</p>	<p>Interviews &amp; meetings with relevant stakeholders</p> <p>Desk research</p>	<p>Local government, University, Medical Association of Thessaloniki, Pharmaceutical Association of Thessaloniki, Medical Clinics, Physiotherapists of Thessaloniki</p> <p>Opticians of Thessaloniki</p> <p>Rehabilitation Centers of the Region of Central Macedonia , Open Care Centers for the Elderly</p>
<p><b>2. Secure access to older citizens</b></p>	<p><b>2.1 First definition of targets, outputs and value propositions</b></p> <ul style="list-style-type: none"> <li>- Ensure access to specific Open Care Centers of the Municipality of Thessaloniki in order to find a satisfactory number of participants for our workshops</li> <li>- RCM has the authority to provide open data</li> <li>- Co-created application containing comprehensive and regularly updated information relevant to older citizens</li> </ul>	<p>Meetings and written communication in order to get formal Municipality consent to access Open Care Centers,</p>	<p>Local government, Medical Associations, Open Care Centers for the Elderly,</p>

	<ul style="list-style-type: none"> <li>- To improve the information available through the web</li> <li>- To improve the participation of elderly people.</li> </ul>		
<p><b>3 Agreement on service (area)</b></p>	<p><b>3.1 First survey of existing open data and other relevant but not yet open data</b></p> <p>Generate a report about a set of datasets that are relevant for the projects (e.g., air pollution, pharmacists) and start the process of data acquisition for those datasets that are not yet available as open data.</p> <p>Relevant data sets may come from:</p> <ul style="list-style-type: none"> <li>• Thessaloniki Medical Association Record: the collection of updated data will be supplied through http request from Thessaloniki Medical Association directly to Aristotle University of Thessaloniki. It consists of data about doctor’s offices, specialties and their medical licenses.</li> <li>• Pharmacists Record of Thessaloniki: The Directorate of Public Health of Thessaloniki keeps a database (MS Access) with information of names, directions and telephones numbers of pharmacists, but there is no information of working hours or ‘on call’.</li> <li>• Environmental Pollution Information: Directorate of Environment holds a database (postgres) about the maximum rates of air pollution.</li> </ul> <p>The rest of data sets (excel files) can be provided from the Directorate of Public Health.</p> <ul style="list-style-type: none"> <li>• The Directorate of Public Health is responsible for setting the target groups, which mainly will result from interaction with the Elderly Open Care Centres.</li> </ul>	<p>Data collection (survey), memorandums of cooperation, and own data analysis</p>	<p>All Scientific Associations, Directorate of Industry, Environment, Energy and Natural Resources</p>

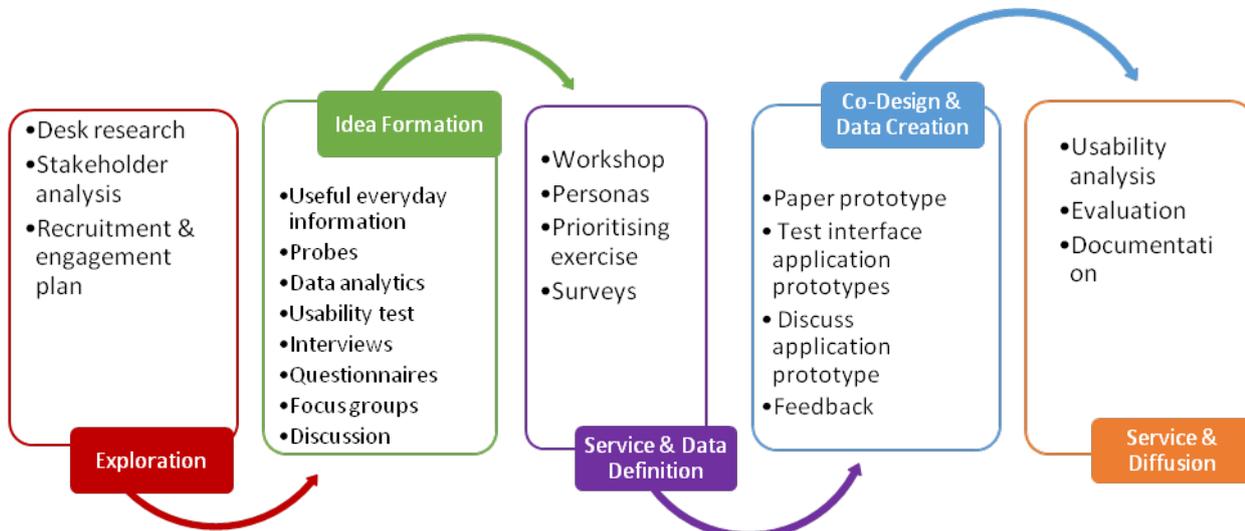
	<p>For a number of datasets it is up to the Region of Central Macedonia to characterize them as open data “publicly available for non - commercial use”.</p> <p><b>3.2 Preliminary definition of feasible objectives and results</b></p>		
<b>4. Plan inclusive activities</b>	<p><b>4.1 Definition of systems development method and the kind of co-creation</b></p> <p>See engagement plan below</p> <p><b>4.2 Call for participation: Required expertise of co-creators, number and rough content of workshops</b></p> <p>Prepare the participant information sheet</p> <p><b>4.3 Advertisement and selection of candidates</b></p> <p>Promotion of the information event in the Open Care Center Premises</p> <p>Communication via email lists, social networks, seniors' portal and informational meetings.</p>	<p>Interviews, Workshops / information events,</p>	<p>Health Department of RCM, Older people regularly attending Open Care Centres</p>
<b>5. Recruitment of co-creators</b>	<p><b>5.1 Cooperation agreement (including Consent Form)</b></p> <p>Ensure stakeholder engagement through informed consent</p>	<p>Collaboration agreement</p>	<p>Medical Association of Thessaloniki, Pharmaceutical Association of Thessaloniki, Medical Clinics, Physiotherapists of Thessaloniki</p> <p>Opticians of Thessaloniki, Rehabilitation Centers of the Region of Central Macedonia , Open Care Centers for the</p>

			Elderly Open Care Centres
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**Table 2: Recruitment Plan RCM**

## 2.4 Engagement Plan Region of Central Macedonia

The following figure gives a high-level overview of the co-creation process to be implemented in the Region of Central Macedonia.



**Figure 4: Planned co-creation methods in the Region of Central Macedonia**

The Region of Central Macedonia undertakes a huge field of intervention in both, the health sector and environmental sector. The Directorates of Public Health and Environment are collaborating with human resources and data in the implementation of the project.

The project team is actively supported by the Directorate of Transparency and E-Governance and supervised by the project management team of the European Union Department. Engagement of all the stakeholders identified being crucial to the success of the project, we have established a recruitment and engagement-planning team comprised of 9 people with various specialities (doctors, administrative personnel, computer scientists, engineers, marketing and advertisement specialists).

### 2.4.1 Idea Formation

The first round of consultation is planned to be implemented by the end of February 2017. In particular, an appointment took place on the 21<sup>st</sup> of February with the person in charge of Open Care Centers in the Municipality of Thessaloniki. Specific Open Care Centers and intermediaries will be appointed for closer co-operation with the Directorate of Public Health. A first cycle of meetings with intermediaries will then be organized, in order to clarify the details of the workshops, the selection of the older citizens that would like to participate and relevant issues. If needed, people in charge of other municipalities Open Care Centers (Municipality of Kalamaria, Municipality of Neapolis-Sikies) will be contacted in order to broaden the number of participating Open Care Centers.

We will work from the principle that older citizens themselves, as well as our other stakeholders are knowledgeable about what is important to them individually and collectively with regard to their

health needs. Through **cultural probes**, we want to learn more about what they consider are the main issues associated with health (e.g. prescription service) and environment that they encounter in their day-to-day lives. We want to know what their current challenges may be, and any issues that they face that are not currently identified or provided for.

We will look at the experiences of mobile technology use amongst older citizens such as tablet PCs. We will also consider issues pertaining to **access** technology (internet access and IT literacy). The cultural probes that we will develop will primarily be done together with participants at our workshops. Early on in the project, we will ask participants to write a **journal** about any events / experiences that they have encountered which are relevant to their experiences with health and environment issues. We will also provide some **themes** for participants to consider between **workshops** and subsequent **interviews**. We will use this as the basis for future **discussion** with our participants. We are conscious that some participants may not feel comfortable undertaking such activities. We will take great care to ensure that all volunteers, but in particular older citizens, understand that this is optional.

In parallel, we will conduct **focus group** interviews and **individual semi-structured interviews** with older citizens, representatives of Elder Care Centres to identify challenges the elderly citizens face in relation to providing or experiencing access to health amenities. We will attend to any other key themes that emerge and build these into subsequent interviews and workshops. As well as feeding into the next stage with regard to service definition this will also lead to a potential refining of the project vision. This process will be iterative throughout the formulating of ideas phase.

#### **2.4.2 Service and Data Definition**

As part of our commitment to co-creation activities, information meetings and participant workshops are planned to be organized with the co – operation of the Public Health Department of RCM and the Open Care Centres for the Elderly. During these workshops, we will define what additional data may be required and how it may be obtained. For these workshops, we will use **personas** (from D1.2) to prompt and facilitate discussion (e.g. with respect to information needs). In accordance with the insights from D1.1 (Interim Study on Accessibility, Digital Mobility and Open Data) the personas will regard the following important dimensions:

<i>Factors influencing access and social inclusion</i>	<i>How factors will be considered in our personas</i>
Demographic/personal	Age, gender, living arrangements, household type, mobility, relationship, health & well-being
Socio-economic	Income, employment/retirement, urban
Social and political	Social networks, social capital, charity work and political participation
Use	Needs for access/motivations, relevance, existing practices
Device and content	Media repertoire (type of devices owned)
Infrastructure	-
Attitudes/feelings	Trust in technology, confidence, self-attitude
Skills and support	Family members, time used, knowledge of options

**Table 3: Considering accessibility, health and well-being systematically through personas**

These personas are also based on our insights from the idea formation phase and will synthesise different aspects of the current state of various older citizens' practices around health related services and their needs. We will draw up the personas to find the main representative categories of participants in Central Macedonia. Based on the recommendations from D1.2 the personas will be used to create user stories/scenarios and form an important basis also for the following co-creation stages.

Our co-creation workshops with participants will help us explore examples of potential services based on the open data that RCM or cooperating stakeholders can provide. This could be done through **surveys**. We will try to acquire any other datasets that may be of use if such datasets are appointed by the older citizens. We will ask them to comment on the specific services that we are considering and to suggest some others through **brainstorming sessions** with **focus groups** and **structured interviews** with specific Open Care Centres. We might then run a **prioritizing exercise** as run by South Lakeland and demonstrated in D1.2. Through this exercise, we will ask our participants to prioritise the services most relevant to them. We will then run these exercises with our other **stakeholders** at a **workshop** to narrow down and focus on a couple of the main services which we will concentrate on in the co-design phase.

In this phase, we will conduct workshops to develop and define the types of information and services to be provided.

### 2.4.3 Co-Design and Data Creation

Based on our prioritization exercise, further narrowed down for focus through stakeholder workshops, our chosen services relevant for older citizens will be focused on in this phase. Based on the personas we will begin **building our application**. Depending on the interest and abilities of the older citizens, we may offer **paper prototype** design activities (we are conscious of the experiences from D1.2). The members of the Open Care Centres will be asked to participate actively from the beginning of the process in order to obtain concrete and valuable **feedback** both for the personalized information and the front-end design depending on the degree of familiarity of the average group. **Questionnaires** will be designed in order to record and reclaim the information. We will furthermore have the following **consultation** with the target group:

1. **Presentation** of services to be offered and elderly people **feedback** / pre-evaluation

2. The pursuit of the proper front-end design
3. The evaluation of the model

The **draft application** will also be presented and tested to the predefined target group, and the final version will be then official.

In addition, we will create any relevant and missing data—as far as possible.

#### 2.4.4 Evaluation

As a commitment to co-creation, we will reflect and apply our learning and feedback from each step to revise our ideas, designs and operations along the way. Furthermore, we will use best practices that have arisen through the first phase in field sites of South Lakeland and Bremen, always keeping detailed logging according to the template provided (see Appendix I).

The application will be evaluated during the whole testing period by the users during workshops. Regular feedback will be provided. The ex-post evaluation is expected to contribute in fulfilling the target of active co-creation.

Older Citizens and other stakeholders (members of Thessaloniki medical association, Members of Thessaloniki Pharmacist association etc) will be asked to evaluate the whole procedure of co-creation, the application and the services offered. Below follow some example parameters which will be further refined and closely aligned with the overall Evaluation and Impact Assessment Framework, to be developed during Mobile-Age (D1.7):

##### Application

- 1) stability
- 2) privacy of personal data (and sensitive personal data such as a patient's medical record)
- 3) user-friendly interface
- 4) usability
- 5) speed

##### Services

- 6) usefulness
- 7) correctness of data provision
- 8) Overall user experience
- 9) Would they recommend these services to a 60+ year old friend of theirs?
- 10) Why?

##### Co-creation procedure

- 11) Degree up to which they feel their opinions and ideas have been incorporated
- 12) Have their expectations by participating in these workshops been met?

The evaluation will feed into the refinement of the system in the next phase of work.

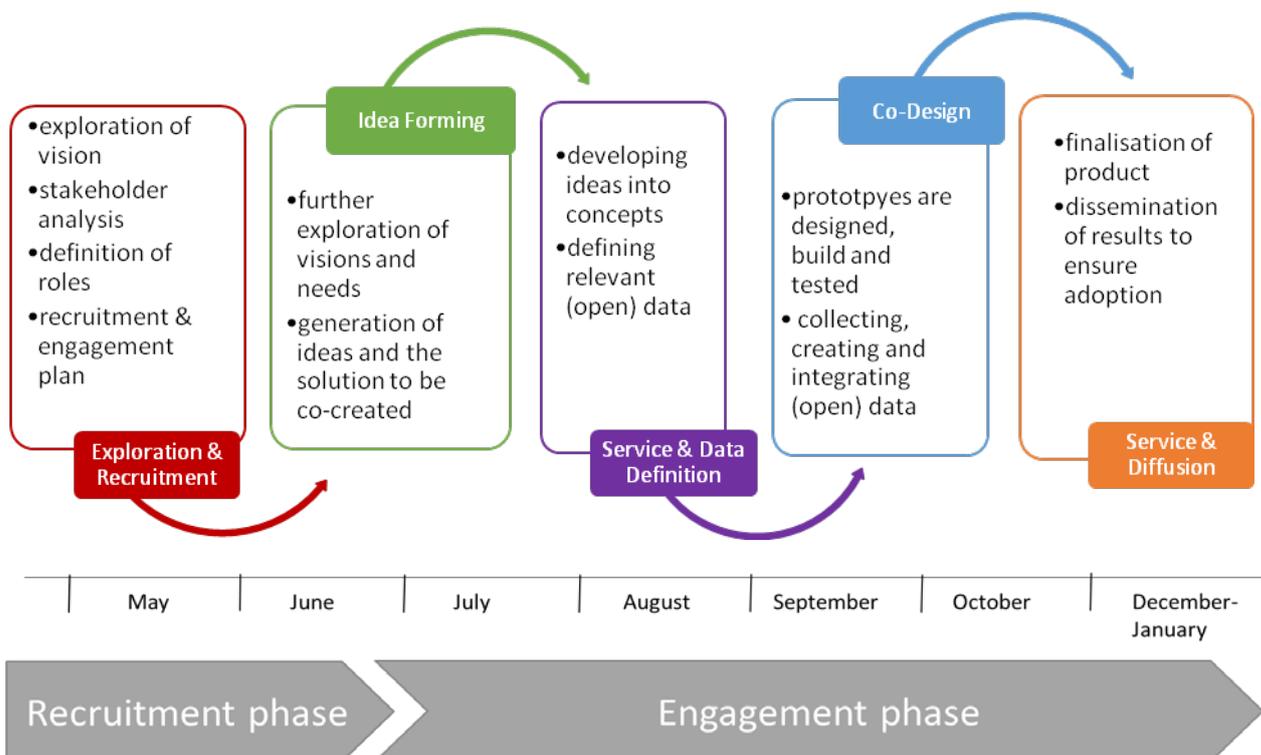
Table 4 outlines our detailed engagement plan for our key stakeholders: Older Citizens, Medical Association of Thessaloniki, Pharmaceutical Association of Thessaloniki etc

<i>Stages of co-creation of open government services</i>	<i>Task</i>	<i>Planned methods</i>	<i>Involved stakeholders</i>
<b>II Idea formation</b>			
<b>6. User and provider needs and value proposition</b>	Detailed survey in order to identify the needs of older citizens	Regular meetings, use of questionnaires, Cultural probes	Association of Thessaloniki, Medical Clinics, Physiotherapists of Thessaloniki Opticians of Thessaloniki, Rehabilitation Centers of the Region of Central Macedonia , Open Care Centers for the Elderly, RCM department of Environment and Open Care Centres
<b>III Service Definition</b>			
<b>7. Service definition and requirements (rough concept)</b>	Definition of content and functions	Meetings, survey, & prioritisation exercise Personas	AUTH, Scientific Records, Unit of Environment and Open Care Centres, older citizens
<b>8. Availability of relevant open data (feasibility study)</b>	Identification of relevant open data Form them as “ready to use”	Office work	Scientific Records, Directorate of Transparency and E-Governance
<b>9. Use case description</b>	Develop user stories or scenarios (based on personas)	Consultation, office work	Older citizens, RCM, AUTH

<i>Stages of co-creation of open government services</i>	<i>Task</i>	<i>Planned methods</i>	<i>Involved stakeholders</i>
<b>IV Co – design and Data Creation</b>			
<b>10. Interface design (mock-ups)</b>	Co-creation activities and creation of mock-ups		AUTH
<b>11. Prototyping (iterative) &amp; creation of services based on open data</b>	Regular iterations and adjustments on services and the actual platform based on the feedback of stakeholders		AUTH, Directorate of Transparency and E-Governance, Department of Public Health, Department of Environment, Associations
<b>V Service and Diffusion</b>			
<b>12. Evaluation</b>	Qualitative & Quantitative	On-going procedure of receiving feedback, testing, in person communication	Directorate of Innovation & Entrepreneurship , Department of Public Health, Directorate of Transparency and E-Governance, AUTH
<b>13. Documentation</b>	Documenting the process	Commitment in writing by the service providers, questionnaires for the users, draft manual for the app.	Directorate of Innovation & Entrepreneurship, AUTH, Directorate of Transparency and E-Governance
<b>14. Sustainability</b>	Sustainability plan to feed into (D5.5 & D5.7)	Record the conclusions	Directorate of Innovation & Entrepreneurship

Table 4: Engagement Plan RCM

We have planned our recruitment and engagement activities as highlighted in the diagram below. Our Exploration phase will run between February and May 2017, followed by the idea formation phase. This phase will run during May and early June, by which time we aim to start our service definition interviews and workshops involving all the stakeholders. We transition onto the engagement from the recruitment phase in mid-late July. Our actual co-design workshops will begin early in September 2017 where our iterative feedback-based building (of Prototypes and their refinement) will carry on alongside. We have planned to continue until end of October. With further reuse, tests and feedback from our stakeholders we will undertake the final dissemination in December 2017.



**Figure 5: Time table RCM**

To conclude, we add that this detailed recruitment and engagement plan will work towards our contribution to some of the project's upcoming deliverables and particularly the following:

- D1.4 Final Study on accessibility, mobility & open data
- D1.5 Study on co-creation practices
- D1.6 Policy briefing: open data, mobile technologies and an ageing society
- D1.8 Final Guidebook on the design and deployment of co-creation approaches
- D2.5 Final OSCPSEP specifications
- D2.8 Final OSCPSEP release
- D2.10 Demonstration applications testing and deployment

- D3.5 Senior Citizen Engagement Report Zaragoza
- D3.6 Evaluation Report (as far as Zaragoza is concerned)
- D4.1 Technical requirements and specification of demonstrator applications
- D4.4 Prototype demonstrator applications at Zaragoza
- D4.5 Prototype demonstrator applications at Central Macedonia
- D5.5 Interim Exploitation Plan for Civic Open Data Engagement
- D5.7 Final Exploitation Plan for Civic Open Data Engagement

## APPENDIX I: Documentation template

### Diary template for co-creation activities

<b>Stage</b>	
<b>Event</b>	
<b>Date</b>	
<b>Length</b>	
<b>Location</b>	
<b>Participants</b>	
<b>Intended goal/researchers agenda before intervention</b>	
	<i>Describe your intention/goal when setting up/planning for the interventions.</i>
<b>Activities/tasks</b>	
	<i>Describe how the intervention was conducted.</i>
<b>Observation notes</b>	
	<i>Note anything noteworthy about the event. Things that you surprised you, what worked well or not so well.</i>
<b>Reflection</b>	
	<i>Reflect on what worked well, did not work well with respect to your objectives/goal. Please also reflect on any decisions, deviations, plans for amendment or change.</i>

### Decision log for technical development

<b>Name:</b>	<b>Decision</b>
Description:	Brief description of topic (functional requirement, design feature)
History:	Causes and background of the need for a decision need
Available Options:	List of options with risks and benefits
Recommendation	Rationale for preferred option
Feasibility:	Time and resources needed

Decision:	Selected, recommended option
Next Steps:	Actions, which arise from the decision