Interreg BSR OSIRIS

PROJECT PERIOD 5-6
GA 2.6 Joint Development of Knowledge Diffusion Toolkit

REPORT

GA 2.6 Lead Partner: Lithuanian Innovation Centre
LITHUANIA

CONTENT

1. INTRODUCTION

Objective

Knowledge diffusion toolkit is an instrument developed in order to improve innovation actors' capacity to learn, transfer and use knowledge resources at regional and transnational level. Main purposes of the toolkit are to share tools for efficient knowledge dissemination at regional and transnational level and diversify the communication channels based on the target audience characteristics. Besides, knowledge diffusion toolkit is meant to be a learning platform and good practices sharing place which helps end users to communicate and cooperate in more efficient way and to use knowledge assets in order to generate innovative products and services. Knowledge diffusion toolkit is published on project website with free open access.

2. WORK PLAN

With the scope to create a knowledge diffusion toolkit that will be used for transferring project outputs, structures and pilot frameworks to other Baltic Sea regions and to share knowledge assets in order to generate innovative products and services, it was decided to create a collection of information tools and communication channels relevant to all quadruple helix actors, using methods of co-creation, transnational and joint working groups. To succeed, the activity leader PP5 Lithuanian Innovation Centre created five initial milestones to be accomplished, and produced a working plan for their sequential completion.

- **Milestone 1:** Identification of different communication channels, instruments and methods in partners regions.
- **Milestone 2:** organization the 1st knowledge transfer workshop for identification of common matrix of available tools for knowledge dissemination and sharing.
- **Milestone 3:** testing the draft version of knowledge diffusion toolkit and developing recommendations for improvements.
- **Milestone 4:** organization of the 2nd knowledge transfer workshop for presenting knowledge diffusion toolkit testing results and recommendations for improvement from partners' regions.
- **Milestone 5:** online workshop presenting completed list of reviewed and recommended tools, methods and instruments for knowledge dissemination and launching knowledge diffusion toolkit on Silver Hub platform.

Originally, two transnational knowledge transfer workshops were foreseen in Latvia and Denmark followed by launching knowledge diffusion tool online workshop, but due to the Covid-19 virus, the first workshop was organized online, the second workshop was organized in Denmark as it was planned originally together with WP 2.6. seminar. The last workshop and launching of knowledge diffusion toolkit was organized during the final project conference in Finland.

Milestone 1: Identification of different communication channels, instruments and knowledge transfer methods in partners regions

Before starting WP 2.5. activities, activity leader PP5 organized online partners meeting on January 29th, 2021 where the purpose of the knowledge diffusion toolkit was presented together with working methodology. It was pointed out, that the aim of the toolkit is to serve quadruple helix actors to share and disseminate knowledge, good practices and project outputs to other Baltic Sea regions. During the meeting partners have discussed how the knowledge diffusion toolkit should look like and how to collect the information. Partners have agreed on common structure to be used for tools, instruments and methods collection in the regions. Activity leader with co-leaders PP6 and PP8 have agreed to develop the matric and to present it to partners. It was also agreed, that tools, methods and instruments have to be selected by each project partner in his region based on their efficiency and usefulness for each end users' group.

Milestone 2: organization the 1st knowledge transfer workshop for validation of joint matrix of available tools for knowledge dissemination and sharing;

Before the knowledge transfer workshop, project partners had to explore different communication channels, instruments and knowledge transfer methods in their regions in order to elaborate a knowledge diffusion toolkit for enabling replication of knowledge and project outputs. The 1st knowledge transfer workshop was organized on 19th May, 2021. The workshop was dedicated to present initial findings, constrains, to discuss difficulties and to elaborate on knowledge diffusion structure improvement. After the workshop, the structure was improved introducing 5 new categories (conferences, exhibitions, trade events, trainings, media), 2 levels (national and translational) and 4 quadruple helix actors (business, academia, government and end users). All previously collected information had to be adopted to newly established categories accordingly and activity leader was responsible for completing this activity before the next step.

Milestone 3: testing the draft version of knowledge diffusion toolkit and developing recommendations for improvement

Activity leader has updated collected information from all project regions into one unified matrix structure which was agreed among all partners. Besides, activity leader has developed the methodology for testing and validation of knowledge diffusion toolkit. Testing and validation process should have been done during June – August, 2021. All partners had to conduct interviews with 8 stakeholders representing all 4 quadruples helix actors. The methodology included two scenarios and questionnaire for interviews:

1st scenario - the representative of QH decided to organize the event based on their daily activities: conference, fair, forum, exhibition, etc.
Please go through all mentioned tools and indicate which tools would be most useful for event dissemination and which are not relevant at all.

We suggest a list of test questions:
Which tools are useful for the QH participants?
Which tool is missing for the QH participants?
How well do QH actors understand the naming and description of tools?
Which tools are problematic or irrelevant?

2nd scenario – the representative of QH has produced the report based on their activity (the call related to silver economy, the scientific paper, presentation of newly developed product, etc.)
Please go through all mentioned tools and indicate which tools would be most useful for the report dissemination and which are not relevant at all.

We suggest a list of test questions:
Which tools are useful for the QH participants?
Which tool is missing for the QH participants?
How well do QH actors understand the naming and description of tools?
Which tools are problematic or irrelevant?

Milestone 4: organization of the 2nd knowledge transfer workshop for presenting knowledge diffusion toolkit

2nd knowledge transfer workshop was organized on 5th of October, 2021 in Denmark. During the workshop all project partners presented their knowledge diffusion tools results of testing and recommendations for improvement. (Report and/or presentation from partners are included to this Report as Annexes).

Among main findings presented during the workshop were emphasized importance of social media as useful dissemination channels. Besides, it was pointed out that it's necessary to add short description of each identified tool. It was agreed that all collected tools, channels and other instruments have to be presented both in national and English language in order to be useful for Silver Hub visitors from other countries. It was under the responsibility of each region to select which tools and instruments they want to have uploaded into Digital Silver Hub platform, so final improvements had to be done by each partner before the launching of the tool.

Milestone 5: Online workshop presenting completed list of reviewed and recommended tools, methods and instruments for knowledge dissemination and launching knowledge diffusion toolkit on silver hub platform.

Originally planned as virtual online seminar, the final workshop has held during the final project conference which took place on 30rd November, 2021 in Finland. Activity leader presented the finalized output which was already uploaded in the Silver Hub. Through some improvement (in terms of visualization or additional translation) is still required, partners had to finish it before the 31rd of December, 2021. The finalized version of Knowledge diffusion toolkit could be found online at https://silverhub.eu/

3. RESULTS – Regional Knowledge diffusion toolkits

3.1 Finland

INSIGHTS ON THE KNOWLEDGE DIFFUSION TOOLKIT
WHAT TOOLS WERE IDENTIFIED?
   Dominant categories:
- Media: In Finland, there are several popular and active websites and magazines related to the lives of seniors (health, wellbeing, lifestyle etc.). These websites and magazines are national.
- National fairs related to seniors are only a few, yet they are regularly organized and relatively big and visible events.
- All transnational fairs and conferences in the matrix are located outside of Finland. These events are not that actively promoted / visible in Finland.

National events

TITLE OF THE EVENT	TYPE OF THE EVENT (forums, exibitions, conferences, fairs, other)	TARGET GROUP	HOW OFTEN	Remarks (if any)
Hyvä Ikä and Physiotherapy & Rehabilitation joint fair	*This fair will be arranged in Helsinki in 2022*	Seniors, Business, General public	N/A	https://hyvaika.expomark.fi/
Elderly week and day	*Organized by Central Federation of the Elderly*	Seniors, Health Care Professionals and Companies	Annually	https://vtkl.fi/tapahtumat/vanhustenviikko
TERVE-SOS event	*The event is organized by the Department of Health and Welfare, the City of Jyväskylä and the Central Finland Hospital District.*	All helixes, general public	Annually	https://www.tervesos.fi/
Apuvälinemessut - A fair for assistive technology and accessibility	*This fair is organized by the Finnish Association of the Disabled, and Expomark*	Seniors, Business, Health Care Professionals, general public	Annually	https://apuvaline.expomark.fi/

Transnational events

TITLE OF THE EVENT	TYPE OF THE EVENT (B2B events, forums, exibitions, conferences, fairs, other)	TARGET GROUP	HOW OFTEN	remarks
Nordic Congress of Gerontology (Nordic Generontological Association)	*International Congress*	Academia	Bi-annually	https://www.ngf-geronord.se/
AAL Forum (Forum for the AAL (Active and Assisted Living) Programme)	*International Congress*	Academia/Business/End User Organisations	Annually	https://www.aalforum.eu/
Alzheimer Association International Conference	*International Congress*	Academia/Health Care	Annually	https://www.alz.org/aaic/overview.asp
Senior Fair	*International Fair*	Seniors	Annually	
Lebenslust Fair	*International Fair*	Seniors	Twice per year	https://lebenslust-messe.at/
Vitalis eHealth event: hybrid conference and virtual exhibition	*International Fair*	All helixes	Annually	https://en.vitalis.nu/

Media

TITLE OF THE MEDIA CHANNEL	TYPE OF THE EVENT	TARGET audience	HOW OFTEN	remarks
National Senior Association, Patina magazine	*Website and magazine*	Senior citizens	Magazine is published bi-monthly	https://www.senioriliitto.fi/
Eläkeliitto (pension union)	*Website and magazine*	Senior citizens	Magazine is published bi-monthly	https://www.elakeliitto.fi/
THL (Finnish Institute for Health and Welfare)	*Website, online publications*	All helixes	Regular publications	https://thl.fi/fi/
Terveyskirjasto (Health Library)	*Website, online publications*	Senior citizens, academia, health professional	Regular publications	https://www.terveyskirjasto.fi/
Muistiliitto (memory Union), Muisti magazine	*Website, magazine, online publications*	Senior citizens	Regular, magazine published 4 times / year	https://www.muistiliitto.fi/fi/etusivu
Ikäinstituutti (Age Institute)	*Website and online publications*	Senior citizens	Regular publications	https://www.ikainstituutti.fi/
Valli ry	*Website and online publications*	All helixes	Regular publications	https://www.valli.fi/tyomuotomme/ikateknologiakeskus/
Eläkeläiset ry	*Website, magazine*	Senior citizens	Magazine is published bi-monthly	https://elakelaiset.fi/
ET magazine	*Magazine*	Senior citizens	Twice per month	https://www.etlehti.fi/
Senioriterveys Magazine	*Magazine*	Senior citizens	Every month	https://www.lehtiluukku.fi/lehdet/seniori_terveys/
PTT Pellervon taloustutkimus (Pellervo Economic Research)	*Online publications regarding senior living*	All helixes	N/A	https://www.ptt.fi/julkaisut-ja-hankkeet/kaikki-julkaisut.html
Ympäristöministeriö (The Ministry of Environment) - Action Program for Housing	*Online publications & website*	All helixes	N/A	https://ym.fi/ikaantyneiden-asuminen
Vanhustyön keskusliitto, (Central Federation of the Elderly) Vanhustyö -magazine	*Website, magazine*	All helixes	Magazine is published 5 times per year	https://vtkl.fi/
Ministry of Social Affairs and Health	*Website, online publications*	All helixes	Regular publications	https://stm.fi/ikaohjelma, https://stm.fi/hyteairo

Trainings

Type of training	INSTITUTION (3rd age university, etc.)	TARGET GROUP	HOW OFTEN	remarks
Academical studies (Open university)		Social and health care professionals	on regularly basis	e.g. studies about the services of aging people
Academical studies (Open university)	University of the third age (e.g. Jyväskylä, Kuopio, Tampere, Lapland)	Seniors	on regularly basis	
Different thematic courses	Age Institute	*Professionals in social and health care services and physical exercise in municipalities and NGOs. Age Institute also train volunteers and peers.*	on regularly basis	
Academical studies	University for Aging people, Omnia (Ikääntyvien yliopisto)	Seniors	on regularly basis	
Thematic courses	Special topics concerning aging and getting old	open for all people	na	

VALIDATION PROCESS RESULTS

Which tools are useful for the QH participants?
- The online publications and websites were considered as the most effective, easy-to-use, and up-to-date dissemination tools.

Which tool is missing for the QH participants?
- The participants of the validation process did not suggest any additional tools.

How well do QH actors understand the naming and description of tools?
- The descriptions were generally well understood.

Which tools are problematic or irrelevant?
- None.

INSIGHTS AND RECOMMENDATIONS

There are many online sources of information as well as magazines aimed at seniors in Finland. There could be more events, fairs and conferences related to seniors' lives and silver economy.

3.2 Latvia

INSIGHTS ON THE KNOWLEDGE DIFFUSION TOOLKIT

WHAT TOOLS WERE IDENTIFIED?
- Policy makers rely much on traditional mass media;
- Business is gradually moving towards traditional media to digital;
- Academia adds internal tools, costs- and issue;
- Seniors rely on private contacts national vs international;
- Policy makers and seniors choose national;
- Business choice depends on operational scale;
- Academia – both categories.

PARTICIPANTS OF VALIDATION PROCESS

QH group 1: Policy makers:

retired/working 8 years municipal institutions, 5 various ministries and state institutions, PhD, male, 67;

Director Master's Program "Public Management", Faculty of Bus. Mgmnt. &Econ., University of Latvia, 20+ years experience municipalities, ministries, other public organizations, female;

QH group 2: Business

retired/working co-owner/CEO Training&Business consulting co., focus B2B, 20+ years experience in the field, male 65;

co-owner/CEO Wholesale co., safety equipmnt. & protective products incl. SE area, focus B2B, 20+ years experience, male 63'

QH group 3: Academia

University professor, Bus. Mngmnt ca. 15 years academia. Experience training seniors life-long learning, participation research projects - issues related to SE, 45, male;

 University professor, Econ., ca. 25 years, Experience life-long learning, research projects related to SE, female;

QH group 4: Seniors

 senior not working, higher education, female, 68;

 senior not working.

VALIDATION PROCESS RESULTS

Which tools are useful for the QH participants?

Policy Makers 1st scenario: National conference and exhibition on the best achievements in senior education in the field of IT. 2nd scenario: Newspapers, TV, radio, information exchange platforms, social media, etc. as well as training seminars and lectures. Business 1st scenario: Conferences; forums, mailing, contacts list are daily routine for B2B, recently own interactive webplatform; key accounts, bus. intermediaries. 2nd scenario: New product for Business owners (senior citizens) N.B! Difficulties choosing tools (no proper tool); intl. fairs, LinkedIn. Academia 1st scenario: Academic/intl. conferences, traditional/social media; internal tools 2nd scenario: all available used (both cases) Seniors 1st scenario: National targeted forums, exhibitions, traditional media (for target group)/+intl. Forums/exhibitions, conferences special focus (for investors); ; traditional media 2nd scenario: Social media (both cases).

Which tool is missing for the QH participants?

Policy Makers 1st scenario: All tools are appropriate; 2nd scenario: Tools are appropriate, effectiveness is declining due to poor coordination between Policy makers and the rest of QH. Business 1st scenario: Appropriate 2nd scenario: No proper tool available (1st case); appropriate (2nd case) Academia 1st scenario: Appropriate 2nd scenario: Appropriate Seniors 1st scenario: Appropriate 2nd scenario: N.B! Private contacts.

How well do QH actors understand the naming and description of tools?

Policy Makers 1st scenario: Well understood 2nd scenario: Well understood Business 1st scenario: Well understood 2nd scenario: Well understood, n/a Academia 1st scenario: No problems identified 2nd scenario: No problems identified Seniors 1st scenario: Well understood 2nd scenario: Well understood

Which tools are problematic or irrelevant?

Policy Makers 1st scenario: International level activities would not be useful 2nd scenario: International level activities would not be useful Business 1st scenario: N.B! before pandemic – 20% of 'physical' tools/80% 'virtual' tools, during pandemic – 100% is digital; none 2nd scenario: No proper tool detected unless priviledged relationship; none Academia 1st scenario: Difficult to answer; costs matter 2nd scenario: Difficult to answer; costs matter Seniors 1st scenario: International level activities would not

be useful; social media (?!) 2nd scenario: International level activities would not be useful; social media (?!)

INSIGHTS AND RECOMMENDATIONS

Policy makers: coordinated action of QH actors needed ('silver policies') Business: The selection of tools depends on the event purpose, target group, scale, life cycle of the event, duration, etc. Digitalisation is the key! National safety regulations Academia: very much dependent on the purpose; costs! Seniors: purpose, target group, scale and life cycle.

3.3 Lithuania

INSIGHTS ON THE KNOWLEDGE DIFFUSION TOOLKIT
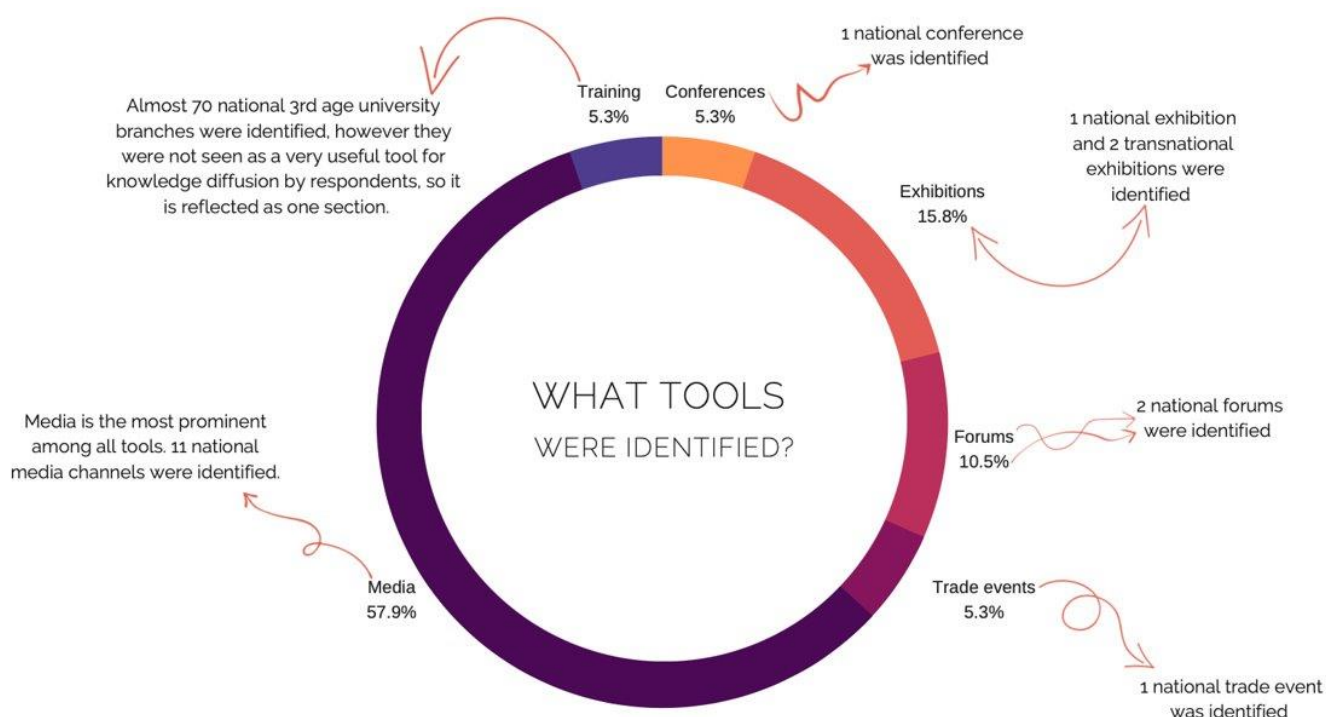
PARTICIPANTS OF VALIDATION PROCESS
QH1: Academia
Lithuanian University Of Health Sciences
(2 responses)

QH2: Business
Ministry of Economy and Innovation (1 responce)
QH3: Business
(2 responses)
Company working in a field of innovation
Start-up working in food for seniors' sector
QH4: Society
Representatives of Lithuanian pensioners union "Bociai" (2 responses)
Representative of 3rd Age university (1 response)

VALIDATION PROCESS RESULTS
Which tools are useful for the QH participants?
- All media channels were mentioned at least by one respondent;
- Media channels varies depending on the knowledge type, purpose and message: what we want to deliver/disseminate?
- Conferences were mentioned as useful for business representatives, however science representatives mentioned more specific events.
- Conferences/forums/exhibitions were not specified by Government or Society representatives.
- Forums and exhibitions were mentioned as useful mostly for business representatives.

Which tool is missing for the QH participants?
- All QH Actors mentioned national media channels as important and missing from the tool;
- When discussing target audience of senior citizens, respondents highlighted that they would expect to reach this
audience through regional media outlets rather than specialised outlets just for seniors;
- Specific channels for Academia would be also useful;

How well do QH actors understand the naming and description of tools?
- All listed tools are well known;
- Short description would be useful for each of the selected tools;

Which tools are problematic or irrelevant?
- Participants mentioned that there are too many media and communication channels;
- Trainings were not identified as an effective channel for knowledge diffusion

INSIGHTS AND RECOMMENDATIONS
- It is important to include national media channels;
- The number of links is confusing, so it is recommended to select only a few conferences/exhibitions/trade events for each QH group by choosing specific ones;

- As training was not seen as a very important tool, it is recommended to delete it from the knowledge diffusion toolkit.

3.4 Russia

INSIGHTS ON THE KNOWLEDGE DIFFUSION TOOLKIT
WHAT TOOLS WERE IDENTIFIED?
- The main challenge is based on fact, that sources of information are very wide as well as number of events available in Russia and specifically in St. Petersburg.
- Some events, which were presented in the questionnaire are not exist anymore, or site was moved to another location.
- Experienced citizens are mainly focusing to the events, which has been planned for majority of age groups, but not to the 3rd age.

PARTICIPANTS OF VALIDATION PROCESS
QH group 1
Representatives of the Business
PavelVishnyakov - senior citizen, active public figure, businessman
Irina Dzuina - founder of digital silver age travelers club, senior citizen
QH group 2
Representatives of the public organisations and authorities
Margarita Turchenko, head of the vocational training and guidance sector of the Committee on Labor and Employment of the Leningrad Region
AlexandraSippo, Head of the Department of Methodological and Consulting Work in the Field of Social Services for the Elderly and Disabled People of Working Age
QH group 3
Representatives of the Civil Society
Olga Milovidova, Inclusion https://inclusioncenter.ru/ Working with Elderly people,
using inclusive methodology
Maria Gagarina, consulting in conflict management
QH group 4
Representatives of the Academic Society and Universities
Andrey Chugunov, Director of E-Government Center PhD in political sciences
Irina Grigorieva, Professor of St. Petersburg State University, Doctor of Sociological
Sciences, Department of Theory and Practice of Social Work

VALIDATION PROCESS RESULTS
Which tools are useful for the QH participants?
- Big International and Pan-Russia events are most recognized by interviewees
- Events, which are focusing to wider groups of the users were also recognized as most useful

Which tool is missing for the QH participants?
- In fact, the list of missing tools is as long as number of interviewees
- Variety of tools is demonstrating the decentralization of the services in Russia on all levels:
  - Academic
  - Governmental
  - NGO and civil society
  - Commercial
  - One interesting focus was targeted to cultural organizations: theaters, museums, libraries, etc., which are looking for new ways attracting the new and keep the regular visitors

How well do QH actors understand the naming and description of tools?
- The naming and descriptions of the tools are quite clear to all participants.
- Majority of tools were not familiar to the participants. Only few events, which are organized and supported by all QH players were recognized by majority of the participants.

Which tools are problematic or irrelevant?
- The tools, which are directly focusing the seniors, were last recognized by the interviewers.
- Another important issue is a regional focus of the tools. Majority of interviewers are familiar with local events vs interregional, which might be a specific of Russia.
- The most familiar tools are because of their intense advertising. This acquaintance does not mean that the interviewee is interested and motivated to participate in it.

INSIGHTS AND RECOMMENDATIONS
- Seniors prefer the general tools without special focus by age
- There is a balance on regional and interregional tools based on specific interests of target groups. Both shall be counted but split according to geographic location is needed
- Many respondents noted the low practicality of some tools (conferences, contests, festivals, Forums, congresses…) and advised them to be more focused on creating practical value for their target groups.
- Trainings and education are useful but time-consuming and often the form of their conduct does not correspond to the specific capabilities and needs of the silver age

3.5 Denmark

WHAT TOOLS WERE IDENTIFIED?

- For instance, it would be useful to present to the partners, which categories dominate in KDT (conferences, exhibitions, media, trainings, forum, other)?
- It would also be useful to differentiate between national and transnational categories;

PARTICIPANTS OF VALIDATION PROCESS

QH group 1
1 Senior Citizen Representative
(Chairman of a local Senior Citizen organisation)
QH group 2
1 Academia Representative
(Person teaching and researching in the University and the University College
QH group 3
1 Business Representative
(CEO of an innovative VR company working internationally)
QH group 4
1 Policy Representative
(Person working with business development in the Municipality of Aarhus

VALIDATION PROCESS RESULTS

Which tools are useful for the QH participants?

- The Senior Citizen representative could not see that his organisation would have any need for the tool – just want to know where to get information
- The Business representative said he did not mind having the information in an excel sheet (all the other representatives did not like it!!) – but his suggestions was to use AirTable as a co-operation tool and to add more interactivity
- The three helix representatives that might see a use for the tool all said it was hard to tell whether the other region tools were adequate and useful because there was too little information (also see next page!)

Which tool is missing for the QH participants?

- Social media channels were mentioned by all representatives as a very important source of information and as a dissemination tool
- Different regional/national/transnational specialized networks/clusters and the like for targeting the correct target groups (DK Life Science Cluster)
- Specific contact persons for some of the institutions – even though this calls for frequent updating

- The Academia representative said that you would never disseminate or research for information in this way. You would use international research databases or just google it for a start.
- A list of resources of information and information exchange that are updated, independent and reliable. Where you can find user reviews of products and services

How well do QH actors understand the naming and description of tools?
- "Trainings" is not a good term – in the academia context training courses are short courses in a particular methodology or subject
- There is a need to make the whole matrix easier to understand, visually – and to consider carefully how we make it available on the Silver Hub
- It is necessary to make a more detailed description of each of the links/entries
- If all regions are going to use it, it has to be in English (rather than in the national language)

Which tools are problematic or irrelevant?
- All the info needs to be "curated" to make sure that it is always up-to-date and useful – if not, it becomes irrelevant (and it should be revised and amended, before we make it available on the Silver Hub
- Anything added to the tools should be something that has the potential to be of benefit to the users – it should not be added just to make the list larger
- A link to a pdf is hardly of value
- We should be clearer about the intention of the tool – if it is for innovation and co-operation for SMEs, that might be good – but know it looks like just another tool for dissemination of academia knowledge, and without a good overview

INSIGHTS AND RECOMMENDATIONS
- Restructure the matrix to improve overview
- Subdivide the media heading into subgroups (type of media and different target groups)
- Add relevant social media platforms
- Revision of every tool – add **proper description** with link
- We do not need a lot of links – but **the right ones** that make sense and are **useful** for the users
- The list should be "curated" to ensure that the info is always **up-to-date and valid**
- Very often the QH representatives would need specific contact information in order to disseminate info
- The focus should be on how companies can get in contact with other companies or services - and with academia and end users
- What about the policy level – there is no tool to get in contact with or disseminate to decision makers on that level?

3.6 Estonia

WHAT TOOLS WERE IDENTIFIED?
- Estonian Knowledge diffusion toolkit consists of 49 tools;
- Estonian KDT is consisting mostly of international conferences (14) and national trainings (13);
- Media also got through interviews additions in different tools (added were 4, now 9 tools in total);
- Most valuable were found trainings for Senior citizens and society and also from transnational annual event called the Entrepreneurship Day which offers seminars in Estonian, English and Russian languages

PARTICIPANTS OF VALIDATION PROCESS
Business
Anneli Ustav – FinestMedia
Raivo Raestik – EnLife OÜ
Academia
Teona Gelashvili
Sidra Azmat Butt
Policy makers
Eha Lannes
Tarmo Kurves
Senior Citizens (society)
Two golden-age seniors were interviewed

VALIDATION PROCESS RESULTS
Which tools are useful for the QH participants?
- **Business:**
- Latitude59, which tackles many problems from our society giving opportunity to start-ups suggest solutions;
- Life in Estonia magazine – covers Estonia from business and innovation to culture, design and tourism.
- **Academia**
- eGa (eGovernment academy conference) as this is closely connected to their research field;
- **QH actors found most of the other tools new**
  Seniors:
- Most of mentioned tools were rather new for representatives;
  Policy makers
- „Mentioned local trainings are important. Many of them are happening in collaboration with public sector."

Which tool is missing for the QH participants?
- **Business:**
- Entrepreneurship day – knowledge sharing for companies and society through multilingual seminars and workshops;
- GreenEST summit - brings together public and private sector experts, cleantech companies and investors from all over Europe to discuss how to address the inevitable green revolution.
- **Academia**
- „Next Generation Government Symposium" It is new conference about innovation in various fields – also in society, governance and policy making;
- StarterTALLINN – training/event giving opportunity to everyone from elementary to senior to build their company.
- **Seniors:**
- Classic online news channels: ERR, Delfi, which broadcast news free of charge or subcription based.
- Estonian associations of Pensioners' Societies YouTube channel „VeebiTV", which live-broadcasts lectures or important regional news (what is happening (events, trainings) in different regions)
- **Policy makers**
- Tallinn City council has created webpage to disseminate knowledge about upcoming events in Tallinn called: huvi.tallinn.ee;

TAI (Health promotion institute- operating Under Ministry of Social Affairs) has also gathered together tools concerning social welfare and society wellbeing.

How well do QH actors understand the naming and description of tools?
- Relevant to all representatives: all of them found the naming and description understandable.
- For better visual, each region international and national tools could also be brought out as representatives asked about the logic behind of this tools list;

Which tools are problematic or irrelevant?
- Some tools were either in the wrong category (eGa conference under national conference;
- Some tools were irrelevant as they are not happening in Estonia anymore (TNC19;

INSIGHTS AND RECOMMENDATIONS
- The QH actors would also recommend adding under each category short description- what tools are gathered together in each domain
- Many tools were rather new for the test people. The business representatives liked the overall idea behind „event database creation" to collect all these tools together.
- "There is very hard to find information about events if you are starting in the field- without connections or industry network."
- "Now as everyone is using so many different platforms the information is scattered between apps, webpages and ads (online and printed)"

ESTONIAN KDT BEFORE

		ESTONIA		
conferences	Interdisciplinary Cyber Research Conference (A)		conferences	1197th International Conference on Advances in Business Management and Information Technology (ICAMIT) (A)
	Nordic Testing Days (B)			1193rd International Conference On Recent Innovations In Engineering And Technology (ICRIET) (A)
	Latitude59 (B)			1181st International Conference On Science, Innovation And Management (ICSIM) (A)
	Industry 4.0 in Practice 2021 (B, A, PM)			1010th International Conference on Green Energy and Technology (ICGET) (A)
	eGovernance (B, A, PM)			1010th International Conference on Science, Engineering & Technology (ICSET) (A)
forum	eID Forum (B, PM)			The Tenth International Conference on Model & Data Engineering (MEDI) (A)
other	Geekout (SS)			13th International Conference on Cyber Conflict (PM)
media	Invest in Estonia (B)			International Conference on Biosystems Engineering (A)
	Estonian Journal of Education (A)			46th International Symposium on Mathematical Foundations of Computer Science (A)
	Kesknädal (all)			25th European Conference on Advances in Databases and Information Systems (A)
	Elukaar (SS)			TNC19 (PM)
	KesKus (SS)			16th ISSA International Conference on Information and Communication Technology in Social Security (A, PM)
	Maaleht (SS)		other	StartUpDay (B)
trainings	Digital Training "e-community" (SS)		festival	Robotex International (PM, SS)
	"From the Customer of Technology to the Creator of IT" (SS)			
	Digital Literacy Training for Family Doctors (SS)			
	DigiABC" (SS)			
	In-service training for professional providing career services (SS)			
	Training to increase the availability of ICT hobby education (SS)			
	Smart Customer Training for Family Physicians (SS)			
	Retraining course "Choose IT" (SS)			
	Finest Smart City Mobility Workshop (PM)			
	Smart City Seminar (SS)			
	Practical Educational Workshop on Governance (B)			
	Foreign Invenstors' Council in Estonia (B)			

ESTONIAN KDT DURING

conference
- Nordic Testing Days (B)
- Latitude59 (B)
- Industry 4.0 in Practice 2021 (B, A, PM)
- "Kuldaja rock'n'roll" (SS,A,PM,B)
- eGovernance conference (B, A, PM)

forum
- eID Forum (B, PM)
- MELT innovation forum

other
- Geekout (SS)

media
- Invest in Estonia (B)
- Estonian Journal of Education (A)
- Kesknädal (all)
- Elukaar (SS)
- KesKus (SS)
- Delfi (all)
- EPUL VeebiTV (SS)
- ERR (All)
- Maaleht (SS)
- Digital Training "e-community" (SS)
- "Vanemaealiste huvikaitse võimekuse arendamine" (A,SS,PM)
- "From the Customer of Technology to the Creator of IT" (SS)
- Digital Literacy Training for Family

ESTONIA

conferences
- 1193rd International Conference On Recent Innovations In Engineering And Technology (ICRIET) (A)
- 1181st International Conference On Science, Innovation And Management (ICSIM) (A)
- 1010th International Conference on Green Energy and Technology (ICGET) (A)
- 1010th International Conference on Science, Engineering & Technology (ICSET) (A)
- eGovernance conference (B, A, PM)
- The Tenth International Conference on Model & Data Engineering (MEDI) (A)
- Next Generation Government Symposium (NGGS2021) (A,PM,B,S)
- 13th International Conference on Cyber Conflict (PM)
- International Conference on Biosystems Engineering (A)
- 46th International Symposium on Mathematical Foundations of Computer Science (A)
- 25th European Conference on Advances in Databases and Information Systems (A)
- BMDA - BALTIC MANAGEMENT DEVELOPMENT ASSOCIATION 19TH conference (B,A,PM)
- 16th ISSA International Conference on Information and Communication Technology in Social Security (A, PM)

OTHER
- Entrepreneurship day (A,B,PM)
- GreenEST Summit (B,A,PM)
- StartUpDay (B)
- Robotex International (PM, SS)
- StarterTALLINN (A,SS,B,PM)

festival

training

The image is a diagram with "ESTONIA" in the center. Left side categories: conferences, forum, other, media, trainings. Right side categories: conferences, OTHER, training, festival.

conferences (left):
- Interdisciplinary Cyber Research Conference (A)
- Nordic Testing Days (B)
- Latitude59 (B)
- Industry 4.0 in Practice 2021 (B, A, PM)
- "Kuldaja rock'n'roll" (SS,A,PM,B)
- eID Forum (B, PM)
- MELT innovation forum (B)

forum:
- Geekout (SS)

other:
- Invest in Estonia (B)

media:
- Estonian Journal of Education (A)
- Kesknädal (all)
- Elukaar (SS)
- KesKus (SS)
- Delfi (all)
- EPUL VeebiTV (SS)
- ERR (all)
- Maaleht (SS)
- Digital Training "e-community" (SS)
- "Vanemaealiste huvikaitse võimekuse arendamine" (A,SS,PM)

trainings:
- "From the Customer of Technology to the Creator of IT" (SS)
- Digital Literacy Training for Family Doctors (SS)
- DigiABC" (SS)
- In-service training for professional providing career services (SS)
- Training to increase the availability of ICT hobby education (SS)
- Smart Customer Training for Family Physicians (SS)
- Retraining course "Choose IT" (SS)
- Finest Smart City Mobility Workshop (PM)
- Smart City Seminar (SS)
- Practical Educational Workshop on Governance (B)
- Foreign Investors' Council in Estonia (B)

conferences (right):
- 1197th International Conference on Advances in Business Management and Information Technology (ICAMIT) (A)
- 1193rd International Conference On Recent Innovations In Engineering And Technology (ICRIET) (A)
- 1181st International Conference On Science, Innovation And Management (ICSIM) (A)
- 1010th International Conference on Green Energy and Technology (ICGET) (A)
- 1010th International Conference on Science, Engineering & Technology (ICSET) (A)
- eGovernance conference (B, A, PM)
- The Tenth International Conference on Model & Data Engineering (MEDI) (A)
- Next Generation Government Symposium (NGGS2021) (A,PM,B,S)
- 13th International Conference on Cyber Conflict (PM)
- International Conference on Biosystems Engineering (A)
- 46th International Symposium on Mathematical Foundations of Computer Science (A)
- 25th European Conference on Advances in Databases and Information Systems (A)
- BMDA - BALTIC MANAGEMENT DEVELOPMENT ASSOCIATION 19TH conference (B,A,PM)
- 16th ISSA International Conference on Information and Communication Technology in Social Security (A, PM)

OTHER:
- GreenEST Summit (B,A,PM)
- StartUpDay (B)
- Robotex International (PM, SS)
- Entrepreneurship day (A,B,PM)

training / festival:
- StarterTALLINN (A,SS,B,PM)

4. CONCLUSION

Summary

Knowledge Diffusion Toolkit was developed by project partners in order to improve innovation actors' capacity to learn, transfer and use knowledge resources at regional and transnational level. The toolkit is useful to:

1) get tools at one place that make efficient communication and dissemination of knowledge at regional and transnational level;
2) to find diversified communication channels based on quadruple helix actors needs and capacities;
3) to get knowledge and inspirations from other regions;
4) to share their knowledge and find successful case studies for implementing RIS3 priorities related to silver economy;
5) implement cooperation models and platform developed under OSIRIS project.

Developed knowledge diffusion toolkit corresponds to the needs and requirements of all quadruple helix actors as it was validated during the development process and only the most valuable and important tools are presented in the Knowledge diffusion toolkit. As knowledge diffusion toolkit is published in both national and English languages on the website and has free open access it is a valuable tool to involve end-users to learn about RIS3 in different regions and to apply smart specialization approach in their activity.