Informal carers provide unpaid care, as well as practical and psychological support to dependent family member or friend. Carers' life is influenced gradually in different ways experiencing physical, psychological and financial burden.

In recent years, their role has been recognised worldwide, but still there are countries where legislation does not support carers. Moreover, in many EU member states very few contents and services for informal carers are currently available online: it is clear that the potential of the web are not yet exploited in all countries.

Indeed, a specific social innovation within the INNOVAGE project aims at developing a multilingual web platform addressing the most relevant informal carers’ needs, to be implemented in all 27 EU member states with both common and national-specific services. The platform include not only contents related to caregiving activities and coping strategies, but also interactive tools allowing informal carers and other target groups (i.e. care professionals and employers of working carers) to communicate, share their experiences and support each other.

Dissemination plan of the web platform initiates early in the lifetime of the project with the motivation of Eurocarers member organizations network. Users feedback is requested in all stages of development and design, investigating carers needs, user-friendliness, graphic design, contents development, sustainability and other dimensions.

As part of the dissemination activities, the web platform will be disseminated in all EU member states. Presentation and training of the web platform to carers, care professionals and employers is part of main dissemination plan. Scheduled activities include EU and national events with representatives of Eurocarers member organisations, users and relevant stakeholders.