



RECO – Regions in Collaboration finding innovative ways for organizations to jointly provide services for elderly people

Workshop dedicated to the development of policy recommendations

SUB-PROJECT RESULTS

INTERVIEW WITH MR DARIO PIRONI, STEERING COMMITTEE MEMBER, BRESCIA



European Union
European Regional Development Fund

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Seven European regions have joined force, in terms of seeing an ageing population as an opportunity to regional economic development. CREATOR mini-programme provides unique opportunities to search for new possibilities by learning from each other and finding solutions together.

Projects in cooperation

Within four years CREATOR will implement seven projects with at least three cooperative participants/organisations from three participating regions.

Needs of an ageing population

Projects shall concern the possibilities emerging from the needs of an ageing population, for instance: innovations, products and services or enabling increased cooperation between the private and public sector in producing well being services."

Policy strategies

Final results will include recommendations and guidelines to design policy responses to demographic change.

Cooperating regions:

Västerbotten – Sweden, Häme – Finland, Wielkopolska – Poland, Lorraine – France, Brescia – Italy, Asturias – Spain, North Hungary – Hungary

www.creator7.eu

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Programme manager corner



One of my favorite phrases in the English language is kill your darlings. Normally used in writing by authors but I think we can apply it to our work as well. It basically means that you shouldn't keep your favorites objects, phrases or methods just because it's great on its own or has been great in the past. Think differently. On the whole, it may not be the best option - it may ruin the overall picture. Sadly you may have to kill their darlings. Working in bigger groups like we do, it's important to stay humble. Don't beat yourself blue over a concept only you believe in. (Unless it's absolutely called for of course, then by all means, stand your ground.)

Many of our sub-projects are reaching the end of their projects and I am sure they've had both one and two discussions and disagreements in their groups. But I'm confident they've grown. In the end they've come out on the other side an experience or two richer.

In this edition you can read about the sub-project progress beyond their group discussions. Also you will get an insight into the beautiful Italian region of Brescia.

I enjoyed CREATORs workshop in Häme in October. Not only because so many could participate but also because we were getting closer to the core of CREATOR. We looked at the work we had done, and tried to find solutions to the wall (some call it a tsunami) of elderly Europe is facing. Some 20-30 recommendations were discussed during that afternoon and it is time for us to make sure policymakers hear what we have to say.

Over the next couple of months regional coordinators will work on their own territory trying to accomplish change, and we all know it's not easy but we must believe it can be done. Through our means and through the willingness of regional politicians we are paving way for a more sustainable future.

Susanna Lantz
Programme manager of CREATOR

BIO-LIFE - Business Innovation Opportunities related to healthier nutrition

BIO-LIFE sub-project have been tackling challenges in relation to needs of ageing population regarding healthy nutrition and, on the way to present the most interesting achievements

A nutritious daily diet is one factor that may assist 55+ in maintaining optimal levels of health and preventing diseases. BIO-LIFE has been distinguishing these needs in some items: food safety, food intake, nutrition, packaging, food delivery, eating and home service. The sub-project is aimed at increasing networking and economic activity across Europe through bringing new knowledge into food industry by specifying methodologies for better exploitation of innovation opportunities. Cooperating partners have specific competences and represent different type of organizations including universities, development centers and business support organizations. In parallel to deep analysis of

seniors' eating habits and to studies on existing solutions and good practices in each region, a practical tool have been jointly developed for the identification of such companies in the food industry that have appropriate means and capacity for food innovation leading to additional benefits of senior citizens. The knowledge gathered on real needs and commercial potentials are concluded in the major outcome of this sub-project: a White Book, actually being published, targets such stakeholders that can promote legislative changes and provide governmental support to innovative initiatives in this field. The final symposium of BIOLIFE is going to be held in Lorraine, in early 2013, whereby innovative approaches and results of the projects, incl. the White Book, are to be presented.

For more information, please, look for the next edition of CREATOR Newsletter or visit www.biolife.eu.com

PARTICIPANTS:

- AGRIA Lorraine (Lorraine region, France) – Lead Participant
- INNO8 Think Tank (Lorraine region, France)
- HAMK University of Applied Sciences, Department of Nursing Education (Häme region, Finland)
- Hungarian Authority for Consumer Protection - Regional Inspectorate of North-Hungary (Észak-Magyarország region, Hungary)
- Fundacion PRODINTEC (Asturias region, Spain)
- Centro Europeo de Empresas e Innovación del Principado de Asturias (Asturias region, Spain)
- Department of Food and Nutrition, Umeå university (Västerbotten regions, Sweden)
- Poznan University of Life Sciences (Wielkopolska region, Poland)

Brescia – responding challenges posed by ageing population

PROVINCE OF BRESCIA, having over 1.26 million inhabitants, is the second most populated province of Lombardy region which is considered to be the most developed area in Italy. 206 municipalities are located inside its territory which amounts to nearly 5 000 km².

Province of Brescia is, not exceptionally, facing the economic issues surround the phenomenon of ageing population which is basically in line with the general trends emerging both at national and EU level. Although specific data on over 55' is not

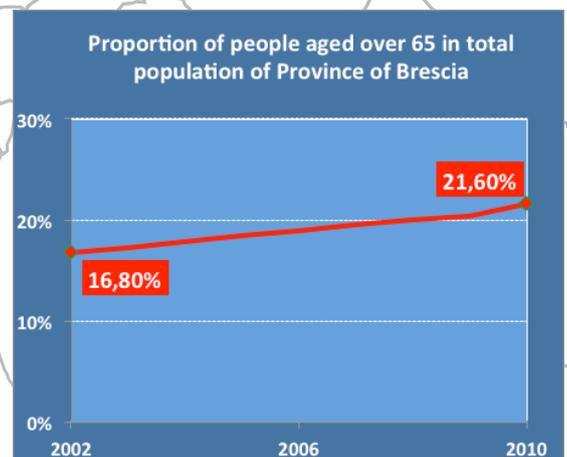
available, a constantly growing number of over 60' and over 65' has been registered: the ratio of seniors above the age of 65 has increased by 25% in the past ten years.

Especially since the millennium, application of the subsidiary principle has resulted in significant expansion of the Province's competences including definition of strategic policies aimed at developing local territory, community and the collective welfare. Thus, besides providing direct services to citizens and communities, the Province has also been entitled to carry out

strategic planning and administrative tasks related to territorial and inter-municipal affairs covering a wide range of development angles such as environment, infrastructure and territorial management. In addition to initiatives focusing on the development of wellbeing sector, have been implemented for a decade, specific pilot programmes for the reemployment of senior workers have been launched recently and become the major priority."



ITALY



PRESENTATION OF BRESCIA PROVINCE BY SC MEMBER:

Interview with Mr Dario Pironi, director of "settore economico e politiche negoziali", Provincia di Brescia

Mr. Pironi, what are the main challenges connected with an ageing population that the European Union is demanded to respond to in a sound and sustainable way?

Given the complexity of the issue, first of all, I would premise a crucial effect of the problem on the EU's economy which has become self-evident, especially, during the financial recession: the huge impact of latest demographic trends on all member states' wel-

fare expenditures cannot be disregarded anymore. Nowadays, upon responding to this challenging socioeconomic situation, many countries are raising the retirement age in order to prolong economic activity of seniors, both men and women, who are considered to be increasingly important resource of the labour market. Meeting the needs of a lifelong learning society has become extremely urgent for countries, such as Italy, which is strongly affected by a neg-

ative demographic trend. The challenges we are demanded to respond require, first of all, a cultural change results in an appropriate approach and mentality. To give you an example from Brescia: by now, the number of elderly job seekers exceeded the number of younger ones. These conditions drive us to shift our perception on ageing population from being a weakness factor of our economy to considering it as a source of competitiveness for the whole society.

Secondly, we need a change regarding the direction towards which we are putting efforts and making investments. After deep analysis of actual labour market processes going on, a new priority must be added to the development of wellbeing services: it is due time to redraw the attention of both public and private sectors to reasonable employment and re-employment measures.

What are the initiatives that a public body, either regional or local, can carry out in the field of active ageing?

Lombardy region has introduced very effective policies addressing active ageing including re-employment measures and targeted incentives for the promotion of senior trainings in order to increase employability of the target group, particularly, in the productive sector. It is also important to highlight investments launched in favor of wellbeing services. For instance, the “voucher” for social-health care assistance needs, launched in 2003, is an instrument which allows elderly people to receive socio-assistant services carried out by qualified professionals. This way, free access is guaranteed to services for local seniors who represent an increasing demand related to medical needs and social isolation. Indeed, social factor is recognized as fundamental as the health-care one: the “social voucher” provides access to all home-care services elderly people require such as mobility, meals preparation, cleaning services. In this respect, there are various initiatives carried out by authorities representing lower administrative levels. Although these local actors cannot do much in terms of policies, they are closer to the local needs arisen in their territory. For instance, The BIRD Pilot initiative (BIRD = green building, inclusion, energy, home automation) is carried out by Comune di Brescia and co-funded by the Lombardy Region. The intervention, with its 57 apartments found in different parts of the city of Brescia, addresses those elderly people who are at risk of social exclu-

sion, unable to live independently without social/health protection and require for a secure environment. On one hand, this is a clear example of a well-working, cost efficient initiative aimed at avoiding social exclusion. On the other hand, it also shows how local authorities of different administrative levels can effectively cooperate in order to achieve better results.

What initiatives are carried out by the Provincia di Brescia to respond to the issue of an ageing population?

Several initiatives have been introduced during the last years addressing this demographic challenge. Apart from the one mentioned above, I would highlight the publication “Sempreverdi” which is a collection of story tales from elderly people hosted by different Retirement Homes located in the territory of the Province. This collection testifies the great attention to our rich experiences and histories to pass on. The commitment and capacity of participating elderlies are highly appreciated in the work which is considered as an instrument of knowledge transfer, especially for the youngest people: it is a great opportunity to get to know the significant aspects of elderly life as well as to learn about the past of our country which has gone under several transformations so far. Our great and forefathers, with their story tales, are important social and cultural fundamentals of our future. Moreover, a theatre was built up by people living in the Retirement Homes in the Province of Brescia, which is famous for using typical dialect of this area in order to prevent and transmit memories and traditions of the territory. Another initiative undertaken by the Province of Brescia is aimed at re-employment measures for unemployed aged over 55 who are not covered anymore by neither job mobility measures nor unemployment benefits. The target choice comes from a deep analysis of the labour market in Brescia area and from the need to shift the action of the Province beyond the crisis that heavily hit

the companies and the workers in the area. For each beneficiary it is offered a global financial endowment of 7.700,00 EUR which covers professional integration, training costs and incentives for the companies only if they will stipulate a labour employment contract lasting at least 12 months.

What are the benefits that a project like CREATOR can bring to its participants, and, in a wider context, other public authorities at national level?

The potential of this project is really high. Upon starting CREATOR, we were not fully aware of the quality and quantity of competencies that could be shared within the 7 European regions. Given various differences, there are certainly many approaches to respond to different needs. However, this is exactly what brings new experiences and know-how. Working together is really not only a constraint, but rather an opportunity to deliver added value resulted by our common work. In fact, it is not always easy. The first obstacle we need to overcome in everyday life is the “language barrier”. Then, transferability of certain best practices implemented in other countries is often a challenging issue because of evident differences in socio-economical contexts. However, there is still much room for achieving concrete results. Some best practices, especially those that are really impressive in terms of innovative content and effectiveness, can certainly be taken into account and tested locally through pilot initiatives. While some participants are already working on the implementation of new policies, we are, being a NUTS 3 entity, disadvantaged in this respect. Nevertheless, besides the one described above, we have already carried out many actions and will keep on enhancing the most valuable initiatives. Additionally, one of our objectives is to have the Region Lombardy involved in the dissemination phase, and I strongly believe that many other local authorities can also learn from our experience.

COORDINATORS' CORNER



Reetta Sorjonen lives in Hämeenlinna, Finland, where she works as a project advisor in Regional Council of Häme. She has been working full-time for ESF project called HOC Häme Open Campus, but now she has also joined the Creator Working Group. As for earlier work experiences, Reetta worked with HAMK University of Applied Sciences where she was dealing with different kinds of development projects and marketing tasks in several fields such as educational marketing, development of health care, metal and industrial branches and engineering education. Besides her work, Reetta is currently studying as Master of Business (MBA) in the Degree Programme in Business Management and Entrepreneurship in HAMK University of Applied Sciences. The studies provide Reetta with good additional skills to the international project since the courses are held entirely in English and have students from all over the world.

Workshop dedicated to the development of policy recommendations

With the active participation of more than 70 people representing different types of organizations and administrative levels from seven European regions, the 5th Workshop of CREATOR mini-programme was held on 4 October 2012 in Aulanko, a wonderful suburb part of Hämeenlinna, hosted by the Regional Council of Häme region, Finland.

Opportunities, provided through local study visits and partner meetings held prior to the Workshop in the same area, had been taken by Sub-Project Participants to discuss management and communication issues arisen during the implementation of particular sub-projects, as well as to exchange their latest experiences on sub-themes addressed. Participants could also share preliminary opinions of their own in the subject of the Workshop topics announced.

After seven presentations on good practices and policy tools applied on local/regional/national level, provided by regional coordinators of all CREATOR regions, Participants were asked to take part in the work of smaller groups aimed at discussing and sharing ideas about such policy recommendations that facilitate the exploitation of economic opportunities related to ageing societies. The process started with individual work whereby Participants prepared their own notes regarding, on one hand, positive and negative experiences gained within the project which is considered as constructive feedback on the implementation of such mini-programme. On the other, individual ideas were expressed both about possible roles of public authorities representing different administrative levels, and rec-

ommendations addressing these bodies to more effectively deal with elderly challenge. Particular remarks and opinions were shared and discussed in sub groups of 4 people each, and were then summarized and harmonized by the group (18-20 persons). In the end, when integrated findings of each group were presented to Workshop Participants, most of the main conclusions drawn in terms of policy recommendations were related either to general attitude of policy makers towards treating elderly people as a valuable resource, or to legal and financial incentives for enterprises and public institutions concerned with direct links to the target group. For instance, all groups agreed on the necessity of intensification of cooperation between public and private organizations having different roles in elderly care and employment which should lead, in terms of employment, to a significant increase of seniors employed also as mentors in the EU. In particular, both the Union and Member States should invest

more in development of working conditions as well as in age-management and facilitate achieving this goal by legal and financial provisions and incentives enhancing potential employers' interest in working with elderly people. Simplification of the use of EU funds is an expressed need: while ideas were also shared regarding a possible framework programme dedicated to elderly-related topics, the importance of such smaller projects as study visits for professionals was also highlighted.

While sub-projects are kept on being implemented, the common work continues in the next months as well. In April 2013, Participants will come together in Lorraine for the next Workshop which is of crucial importance, as it will be a key step towards the joint Political Manifesto, final outcome of CREATOR project.

For more information, please, visit our website: www.creator7.eu



ENSURE – Building database of senior experts

ENSURE sub-project is aimed at supporting regional economies in exploiting advantages of elderly people's ready-to-use knowledge and expertise through providing interlinks for potential employers and ambitious seniors by an online database.

Elderly people want to be active members of society. Studies show that the mature generation (people aged 43–63) and elderlies increasingly feel needed to contribute to social cohesion. Indeed, regardless whether paid or not, activity of seniors is considered to have increasing importance as it also leads to such individual and socioeconomic benefits as maintenance of physical and mental fitness and, consequently, savings in public health expenditures. In most parts of the world, especially in the EU which is also characterized by ageing population pyramid, involvement of elderly people in economic activities is of crucial importance. "Economy needs seniors' unique and real experience" – this true phrase is also what ENSURE stands for.

This sub-project is operating in the area of emerging businesses and business ideas which bring up potential opportunities for senior people to actively take part in value creation. ENSURE intends to map out, collect, organize and utilize knowledge, expertise, experiences and competences unique for elderly people (aged 55+) having decades of work behind. Results of need analysis and regular interactive forums carefully conducted in each participating region show that one of seniors' preferred roles is to support younger generations in developing their specific knowledge and skills.

In order to facilitate (re)integration of elderly people into daily work, a well-structured online database, available at the website of the project, has been created. This database of senior experts is tailored to the needs of companies, authorities, training organizations and other stakeholders who wish to use the valuable resource represented by registered people. Professional data of these seniors, ready to work, will be easy to quote from the database

by companies and other stakeholders interested. Nonetheless, possibility of creating social networks and free-time activities will also be provided by the website which has already been made available in five languages (EN, HU, IT, PL, ES).

Starting from early 2013, the website is facing a four-month long test phase. During this period as well, you are also welcome to click on www.ensure55.eu



PARTICIPANTS

Local Enterprise Agency Heves County (Észak-Magyarország region) – Lead Participant
 Centro Europeo de Empresas e Innovación del Principado de Asturias (Asturias regions, Spain)
 Centro Formativo Provinciale Giuseppe Zanardelli (Brescia region, Italy)
 Regional Centre of Social Policy in Poznan (Wielkopolska region, Poland)



GENERATIONS' experts introducing their project to French stakeholders in Pont-à-Mousson on 3rd and 4th September 2012.

Intergenerational pact

GENERATIONS sub-project's main objective is to raise awareness at local level and promote the dissemination of best practices on permanence/reinsertion of elderly workers, generational transfer of skills and competences, innovative instruments supported by local PAs, networking initiatives on active ageing.

14 Best Practices from the five regions have been selected by all project partners and have been completed and published in a 70-page English publication which is currently available through the project website (<http://www.generationsproject.eu/>). The publication has been introduced at local level to more than 40 stakeholders interested in the field of active ageing ie local Public Administrations, social parties/workers, training bodies, companies or companies associations, Universities.

SENIOR RENTAL, A BEST PRACTICE FROM VÄSTERBOTTEN REGION

After retirement, people are taking employment at rental companies or they start up a company of their own. They choose for themselves how much they want to work and with what they want to work. Some continue in their professions, while others choose to do something completely different, such as gardening, housekeeping, babysitting, and other activities. "This is a win-win concept. I choose when I work and how much and with what. I get salary and that increases my pension. My employer pays only 1 / 3 of the employer's contribution to the state. I can consume more. My brain is trained and I get the chance to spend time with younger colleagues. Younger colleagues learn from seniors and vice versa".

MENTORING FROM REGION LORRAINE

This project deals with the transmission of knowledge in businesses by matching a person of experience, the mentor, with a young in transition, the mentee. Companies finance the implementation of the technique for the benefit of their employees. Mentoring is a dynamic learning programme based on interpersonal relationships of support and exchange, in which an experienced employee invests their expertise to optimise the development of another colleague who has skills to learn and personal objectives to attain. The specificity of the mentoring solution is that the support actively involves both the knowledge transmitter and the learner. Generally, knowledge transmission and training in businesses are largely based on the transmitter, who can sometimes find themselves with no support when they reach their pedagogical limits and have difficulty putting their knowledge into words. The "positive routine", which allows an employee to work efficiently and effectively without asking themselves too many questions, is often t when they try to access their own knowledge. Mentoring technique facilitates the extraction, explanation and transmission of knowledge and skills.

THE ROUND TABLES

After the collection of best practices, each partner organized at least one round table at local level involving a set of relevant

PARTICIPANTS:

ACB Servizi Srl (Brescia region, Italy) – Lead Participant
 Conseil de développement du Pays du Val de Lorraine (Lorraine region, France)
 The county of Västerbotten (Västerbotten region, Sweden)
 Municipality of the city of Miskolc (Észak-Magyarország region, Hungary)

stakeholders in order to introduce GENERATIONS and discuss the level of transferability of some of the best practices collected in terms of usefulness, potential of replicability, and constraints.

5 round tables have been implemented so far, involving more than 40 stakeholders interested in the field of active ageing: local Public Administrations, social parties/workers, training bodies, companies or companies associations, Universities. In some case, participants from other sub-projects of CREATOR were invited to participate, sharing experiences and discussing the possibilities of building some "bridges" with other similar initiatives.

At the end of each event, representatives of all stakeholders were asked to fill in a questionnaire analyzing 2-3 best practices that representatives have selected as the most interesting. Participants had to indicate how relevant the theme was addressed by the selected best practice in comparison with the specific needs in his territory, and how transferable the selected best practice was. In addition, they have been asked to indicate the major obstacle to overcome in order to facilitate the transfer. „Lack of a culture of valorisations of age diversity" was agreed as the top of the biggest obstacles to overcome for the implementation of any sound active ageing initiative. Thus, organizations seem aware of the need of a cultural change as a fundamental step to take, together or even before financial incentives, regulations and legislations.

NEXT STEP: PILOT ACTIONS

Participants design and implement pilot initiatives inspired by some of the BPs carried out in other regions, clearly demonstrating the added value of a transnational cooperation. Pilot phases will test innovative solutions on reinsertion, employment services and transfer of skills and competences involving at least 5 organizations and/or consortia and at least 40 seniors, considering both active workers (pool of competences for generational transfer) and unemployed people (instrument for the reinsertion). More to come in the next edition of CREATOR Newsletters.

GENERATIONS' experts introducing their project to French stakeholders in Pont-à-Mousson on 3rd and 4th September 2012.



Efficient division of tasks in SILVER ECONOMY

SILVER ECONOMY sub-project is aimed at developing, promoting and disseminating strategies to face new challenges related to population ageing, especially regarding technology services for well-being and health monitoring such as robotic assistant, electrical mobility or health sports, including health tourism and green care.

PARTICIPANTS HAVE JOINED THEIR FORCES

To achieve this goal, the project is focused on approaching new technology advances to the ageing community, strengthening the interregional collaboration by developing a community network and identifying key business opportunities in these fields that covers the elderly needs. In this sense, SILVER ECONOMY is a heterogeneous project where each partner mainly attacks one of the topic mentioned above.

Thus, the Lead Participant is willing to achieve information about electrical mobility and robotic assistant thanks to their jobs and experience developing projects in this area. The Hungarian Participant has been working on Intelligent Systems and Sensors, intelligent homes, Ambient Assisted Living solutions, telemedicine, tele-care solutions or intelligent clothes, jobs known by the entity due to their daily activities. On the other hand, health sport, including health tourism and green care were analysed by the Finnish Participant thanks to know that these topics can vitalize life and extend people's life, finding them new business opportunities related to well-being tourism and green care concepts. Finally, the Polish Participant provided the sociological vision. It is worth to mention that the needs of elderly do not differ much from the needs of younger generations. Thus, the work carried out during the first half of the project's duration gave to the consortium the possibility to obtain different issues such as technical reports (one per topic), project network, SWOT analysis and questionnaires in order to get to know needs and opinions of elderly, and to identify good practices.

In particular, these good practices show the way to exchange different possibilities among the countries: examples of success in particular regions than can be implemented across borders. Three of them are shown below.

ELDERTOY

Social Robotics is focused on the field of the interaction and communication between robots and humans, mainly in the case of assistant, information and companion robots. Thus, children, elderly and ill people are the main target of developments in this topic. In this sense, ELDERTOY is a project funded by the EC (FEDER) and the Spanish Government (MICINN) focused on building a technological toy for elderly people able to offers both recreational functions as gerontology. Launched in 2010, the project is being developed by four Spanish entities with the coordination of Treelogic. It's seeking to look into elderly needs in order to define and build the final toy with the appearance and functionalities according to listed needs.

ONLINE GRANDMAS

Many elderly people in Poland have no access to computers (and the Internet) and are simply afraid of them. There are very few training courses available to those people, and even fewer in the field of IT. Because of this, a large group of people is very much excluded from vast parts of everyday social

silver
economy

life. For this reason, the project is focused on the inclusion of elderly people into the modern and virtual society in order to avoid sociological and psychological problems. Furthermore, their inclusion would be a benefit to the whole virtual community as an interesting group of people with specific knowledge and experience would have a chance to enter the virtual world.

HEALTH EXERCISE MODEL FOR ELDERLY PEOPLE IN HÄMEENLINNA SUBURBAN AREA NAMED "KATINEN"

Exercise is an essential activity in the everyday life. Health sport in this point means a sport for keeping up a health (both physical and mental) and quality of life as long as possible in a person's life. This exercise is more important when persons are getting older. Then, their movements are getting slower and their weight is tended to increase. For this reason, the aim of the elderly people sports is to keep the ageing population fit so they could live and act as long as possible in their own homes and living environment, achieving a good result for both mental and physical condition.

PARTICIPANTS:

Fundacion PRODINTEC (Asturias region, Spain) – Lead Participant
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Sociology Department-Adam Mickiewicz University (Wielkopolska, Poland)
Bay Zoltán Foundation for Applied Search – Institute for Logistics and Production System (Észak-Magyarország region, Hungary)

SILHOUETTE: Exploiting opportunities

CREATOR mini-programme has been exploring the opportunities brought by ICT through enabling the SILHOUETTE sub-project. SILHOUETTE has been investigating the way innovative information and communication technologies are applied in CREATOR regions in order to bring about solutions influencing quality of life of the elderly citizens.

Information and Communication Technologies have for years been regarded as innovation drivers in many aspects of our lives. The Internet has changed the world forever, enabling to spread information, cultural experiences or money in no time across the whole globe. Computers help to control global air traffic and allow people from around the world to come together in virtual communities. Mobile phones, and more recently tablets, provide for “anytime and anywhere” connection with the global society. However, at the same time ICT supports us ever more locally. Computers watch for our cars, domotics help to automate our houses and digital personal medical devices allow to care for our health better. This potential has also received a lot of attention when it comes to assisting communities in tackling the growing challenge of ageing.

ICT ASSIST THE ELDERLY

SILHOUETTE has identified over 50 examples of using electronic devices and services to provide solutions assisting seniors in fulfilling their needs. The identified practices range from sophisticated research on new approached and methods in using ICT to assist the elderly, through pilot implementations of novel products and services, to practical, well-established use of ICT-based services maintained by local SMEs or communities. Various barriers in practical application of piloted solutions have also been identified and lead to formation of recommendations for local communities on how to better tackle the technology transfers.



THE MENUMAT

Some of the most interesting practices identified in CREATOR regions include the ICT-supported meal-on-wheels service provided in the Häme region by MenuMAT and geolocation service available to the persons suffering of dementia in Lorraine. MenuMAT is a service based on intelligent equipment, which is combination of a convection oven, a freezer, an intelligent shelving system and a control and steering unit, located at the home of a senior. It allows seniors to dine independently which increases their quality of life. The system controls the dining activities of its user and can send automatic messages through the Internet.

GEOLOCATION SERVICE

A catering service accompanies the technology in food deliveries. The geolocation service that has been provided in Lorraine is organized around the concept of monitoring movement of person suffering of dementia within a designated area. The person wears a GPS –equipped electronic device which generates alarms each time the monitored person leaves that area. The event is registered by an alarm center which deals with it according to defined procedures. SILHOUETTE partnership works on facilitating transfer of Lorraine geolocation service experience to the region of Häme.

SEE, TEST, EXPERIENCE

The best practices of applying ICT to support the elderly identified in the CREATOR regions were site-visited by the SILHOUETTE working group. Site-visits were not only an opportunity to ‘see’, but also an opportunity to ‘experience’. A videoconferencing session with a senior resident of the Cider Shire using Retemancosi/Telegea infrastructure, participation in a meeting of the Agnes user group trying out new technology prototypes at the University of Umeå and tasting meals prepared by the MenuMAT smart oven have all added to understanding of benefits and potential that ICT brings. The elderly and various stakeholders involved in supporting them were asked for their opinions through surveys performed in all CREATOR regions. These activities have allowed to better disseminate knowledge and know-how across regions through a series of good practices workshops to which over 200 representatives of local communities attended expressing their interest in learning more about, testing, adopting and even transferring practices from other regions.



PARTICIPANTS:

Institute of Bioorganic Chemistry Polish Academy of Sciences - Poznan Supercomputing and Networking Center (Wielkopolska region, Poland) – Lead Participant
 University of Umea (Västerbotten region, Sweden)
 Fundacion CTIC - Centro Tecnológico de la Información y la Comunicación (Asturias region, Spain)
 Innopark Programmes Ltd (Häme region, Finland)
 Universite Paul Verlaine – Metz (Lorraine region, France)
 University of Miskolc (Észak-Magyarország region, Hungary)
 Valle Sabbia Solidale (Brescia region, Italy)

RECO – Regions in Collaboration

RECO wants to find innovative ways for organisations which normally do not collaborate to do so. These organisations range from public authorities, universities and volunteer associations. Between these organisations, and between RECOs cooperation European regions they share good practices regarding service to elderly people by study visits and workshops.

So far, RECO participants have visited Italy, Sweden, Poland and France. The study visits have been incredibly interesting for all participants and new ideas have been formed and good practices begun to be transferred from one region to another. One example of this is the good practice of story telling which the Polish participants found very interesting during their study visit in Sweden. The initial work in RECO was to find the lay of the land, i.e. what problems and solutions are there out there already? In several regions surveys were conducted where the needs, wishes and expectations of the elderly were analysed. In Finland they found that a friend or some company was one of the most important wishes for some elderly.

PRIMARY RESEARCH FOR ELDERLY PEOPLE'S NEEDS AND PREFERENCES

Based on the survey made in Finland a new kind of network between municipalities, church and other association has been established. This allows for students training to be nurses to engage with the elderly in starting activities with them at a day activity center in Olokolo. One example is guiding the elderly in computer skills, something almost necessary in today's society. The participants from both Poland and Italy have also done researches. In Poland, they researched the needs and expectations of the 50+ people, especially in the field of health, culture and education and defining the level of their participation in the social life. In Italy they did an extensive survey, 732 questionnaires were distributed and 213 of them were late collected door to door. But not only surveys were made, in the region of Lorraine an international conference called The relationship between carers and the cared: links between body, care and gender took place and discussed issues such as intimacy and privacy while working with elderly, the ageing body and the role of the volunteers in an environment based on social and medical professions. The Italian region has worked on developing diabetes training course and has now, thanks to RECO, added physical activity.

MOVIES

The polish partners took part in an active ageing fair with the aim of trying to improve the quality of the elderly life. Elderly which participated in the event were asked to take part in a short movie called "Dear 20-



year old me" in which they would be able to send a fictional message to themselves when they were 20 years old. The movie is a success on Youtube and has over 180 000 views. The movie has been posted on the official website of European Year of Active Ageing and solidarity between generations. Other regions have also created short movies describing some of their good practices: in Hungary, a movie about dancing and embroidery and, in Sweden, a movie about storytelling and its incorporation into the daily work.

APPROACHING THE FINAL STEP

In the end when the project period is over, RECO will put together all the good practices found in each region into one single document. The idea is that this document will inspire professionals but also individuals working in volunteer organizations and other types of associations dealing with elderly care of some sort. This way, a joint effort will enhance the health and quality among elderly people which was RECO's original goal.



PARTICIPANTS:

Umeå Municipality (Västerbotten region, Sweden) – Lead Participant
 GIP Formation tout au Long de la Vie (Lorraine region, France)
 HAMK University of Applied Sciences, Research and Development Centre for Wellbeing (Häme region, Finland)
 Türr István Képző és Kutató Intézet (Észak-Magyarország region, Hungary)
 Centrum Inicjatyw Senioralnych (Wielkopolska region, Poland)
 Unione dei Comuni della Valsavioire (Brescia region, Italy)

EFFECT has an effect

“EFFECT” stands for European Efficient Wellbeing Service Production. Indeed, EFFECT participants want to have an effect to wellbeing service production and customer orientation. EFFECT is aimed at bringing up new business opportunities to private sector but also give an efficient impact to public sector in wellbeing service production. This objective arises from the challenge of ageing population in these five participating countries and in Europe as a whole.

To meet the objective, the Consortium identified best practices from five different regions of Europe. On the basis of these practices, EFFECT project is expected to produce a common best practice toolkit which will be disseminated to all participating areas in English and in national languages. One of the best practices found in Västerbotten is the so called “preventive home visits” which was voted as top practice during the common workshop in Poznan held in March 2012. The preventive home visits among healthy seniors aim to prevent isolation, identify risks and needs that can be addressed at an early stage, provide information about help and support available from social and health services and NGOs, planning of needs and future services and is a cooperation between the municipal elderly care and the county council health care. In addition to this, EFFECT has identified other good practices which are further analyzed in its best practice toolkit. The evaluation criteria is as follows: long term effects, short term effects, transferability, cost effectiveness and possibilities for innovative initiatives.

ONGOING DISSEMINATION

In the end of November 2012, EFFECT team organized a “tool kit publishing seminar” in Brescia, Italy. It was an interactive event with active participation of project participants and local stakeholders. Each

participant had the possibility to invite participants from their own areas to join this interregional event. The elements of further activities will support the objectives before crossing the finish line of EFFECT-project. For this, to make to most of remaining time, the Participants are doing their best in each region to disseminate project results locally. Transnational cooperation, which clearly emerged as a real added value in this project, continues to be a fundamental element of EFFECT, hopefully, even after this closure of the sub-project.

Coming up in Spring 2013: the best ones of the good practices identified within this sub-project will be presented in detail in the next edition of CREATOR Newsletter.



PARTICIPANTS:

Häme Development Centre Ltd. (Häme region, Finland) – Lead Participant
 Comune di Brescia, Assessorato ai servizi sociali (Brescia region, Italy)
 Centre Communal d’Action Sociale, CCAS (Lorraine region, France)
 Conseil Régional de Lorraine (Lorraine region, France)
 Oviedo Chamber of Commerce (Asturias region, Spain)
 Municipality of Umeå, Social welfare services and Procurement office (Västerbotten region Sweden).

COORDINATORS’ CORNER



Dorota Naparta-Kupisz was born 1980 in Konin, Poland. Graduated in University of Adam Mickiewicz in Poznań, faculty of social sciences specialized in cultural studies. Dorota started her work in Marshal Office of the Wielkopolska Region in 2004, in the Promotion Division Department of Regional Development, where she was responsible for organization of national and international fairs, exhibitions and events, and took part in the preparation of promotional albums and folders about the region. Since 2007, she has been working with Entrepreneurship Division Department of Economy, and has been responsible for international cooperation between entrepreneurs, as well as for organization of international conferences and events dealing with economic and innovation issues. She has been working as a regional coordinator of mini-program CREATOR in Wielkopolska Region. Her main objective in Creator is to effectively contribute to the more efficient handling of challenges and risks related to demographic change, in particular aging population, by raising awareness on new opportunities for economy development, with special regards to labor market, in the Wielkopolska Region. In private life, Dorota is happy mother of two sons and author of unique handicraft jewellery.