

IMPLEMENTATION GUIDE

For Regional Developers



In the beginning of the CREATOR mini-programme, the regional partners agreed on a common goal:

CREATOR will focus on maintaining and further enhancing the competitiveness of the regional economies and ensuring the regions' long-term social cohesion, mainly through a deeper exploration of the specific challenges resulting from increased ageing of the regional populations and through proactively addressing distinct economic development opportunities that emerge from the new needs of an increasingly ageing population.

The twice yearly mandatory workshops enabled the partnership - including all sub-project participants - to explicitly discuss the difficulties and opportunities that come with an ever ageing population. In the workshops we were fortunate to have the opportunity to invite participants from many different professional areas working with these questions on a daily basis. This gave relevance to our discussions and allowed us to further explore the challenges related to this population segment.

It was these workshops, together with the individual assessments from each regional coordinator and inter-regional discussions, that resulted in a substantial number of regional policy recommendations. In order to both minimise and concretize these recommendations, their significance was determined by their relevance to demographic trends identified by an independent study. The recommendations are written down and presented to regional politicians to assist them in making proactive decisions, in respect of the future demographic challenge.

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General Acknowledgements

The regional partners and coordinators would like to thank all participating regions and local actors, without whom this mini-programme would be much less relevant and interesting. A special thanks goes out to the steering committee which has been our guiding star in this endeavour and kept us on the right track.

Thank you!

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Welcome!

Demographic change is one of the major societal challenges for the European Union. As such, it must be tackled collectively across the European continent.

However, while there is clear consensus that climate change is a challenge that must be managed on a European and on a global scale, there are still some hesitations we must address in Europe in order to meet the challenge of ageing populations.

This is because throughout Europe, we all have different cultures, bureaucracies, levels of economic development, family structures and ways of supporting our ageing populations.

We must remind ourselves of what motivated the Founding Fathers to build an increasingly united and prosperous Europe, capable of meeting the major challenges. We are “United in Diversity” to use the EU’s motto. It is therefore up to us to face our differences and move forward together by sharing knowledge and expertise and developing effective practices.

The cross-regional cooperation programme INTERREG IV C 2007-2013 has allowed us to do this. It financed the current CREATOR project between 2009 and 2013. For this project, seven European regions pooled their resources in order to transform the challenge of ageing populations into a real economic opportunity.

Over four years, local and regional authorities, universities, economic agencies, innovation and technology centres and community organisations have worked together in order to learn from each other’s methods, refine their policies and draw-up a new development strategy.

Over the course of numerous themed workshops, site visits, expert discussions, debates and joint experiments, more than sixty public organisations from seven European countries have developed strategic priorities and a set of common guidelines for the future.

Seven sub-projects have been financed by the INTERREG IV C CREATOR project. These have helped us gain an understanding of diverse but highly complementary topics: keeping seniors in the workforce, the professionalisation of services for the ageing population, developing of new information technologies (ICT), creating new and innovative products, improving well-being amongst the elderly (nutrition, access to leisure activities, health tourism etc.)

Through this shared work, several of the partner regions clearly saw progressive development, or even effective improvements in their regional policies.



This guide presents the experiences, good practices and discussions that came out of the CREATOR project events. In it you will find a refresher on the various issues linked to an ageing population and also some concrete proposals for meeting the challenges we face. Practical measures for implementation are given for each policy recommendation. Each measure corresponds to a set of good practices which have been identified within the seven partner regions or elsewhere in Europe.

However, this project does not stop at this report and its recommendations. It is not limited to the real improvements that have already been seen in our local and even regional and national policies.

It is up to all of us to live up to our commitments. It is crucial that we go beyond what the INTERREG IV C has allowed us to achieve and broaden our political, societal and economic ambitions. We must use the new European policies taking effect in 2014-2020, to create practical, functional solutions, both for our ageing populations and for the economic actors who will support the major changes to come. This is the reason the present guide lays out the new opportunities available to us in 2014-2020, which were also addressed at the final conference for the CREATOR project, held on 7 November 2013 in Hungary.

We must create an increasingly united, effective and ambitious world. It is together, working with our differences, that we can enrich each other and meet tomorrow’s challenges.

Mrs. Josiane Madelaine

Vice-president of the Regional Council of Lorraine

Short Introduction to CREATOR

Few could argue against the fact that the European Union is undergoing a demographic change. The regions active in the CREATOR mini-programme have seen this coming challenge and chosen a proactive approach and begun working to prepare for it.

CREATOR has been a four-year joint effort by seven European regions which are all experiencing demographic change - more specifically, their populations are growing older. Each of the participating regions has identified good practices in the field of active ageing, health care, products for the elderly and volunteer services, among other things – and together we have found solutions for regional demographic difficulties. These good practices have then been paired with trends in the field of demographic change and ageing. The goal of CREATOR has been to identify and / or come up with creative regional policies addressing economic development opportunities related to ageing societies. This means that CREATOR has tried to find ways in which one can take advantage of the new population structure in order to create regional economic growth. This has been done in two separate ways, directly by market research, new products and services or indirectly by keeping the ever ageing population healthy.

Our focus has been to maintain and/or further enhance the competitiveness of the regional economies and ensure the regions' long-term social cohesion, mainly through exploring the specific challenges coming from an ageing of the regional populations and additionally through proactively addressing economic development opportunities that emerge from the new needs of an increasingly ageing population. In relation to our goal, two sub-objectives have been pursued through exchange of experience and joint work:

To further adapt and diversify the care and wellbeing sector to meet the needs of the ageing population.

To encourage SMEs working with innovation and technology to develop products or services which meet the needs of an ageing population.

All of our work has come together and resulted in this Political View and Implementation Guide you hold in your hands or read on your screen. Here we have looked at trends identified in an independent study, the good practices identified in each region and from this created seven political recommendations, all presented with specific measures connected to them.

Cooperating Regions and Sub-projects

Seven regions in the European Union have worked together in this endeavour to proactively meet the coming demographic change. These regions are: Västerbotten (Sweden), Lorraine (France), Häme (Finland), Wielkopolska (Poland), Brescia (Italy), Észak-Magyarország (Hungary) and Asturias (Spain). All of these regions all face an ageing population in its own way.

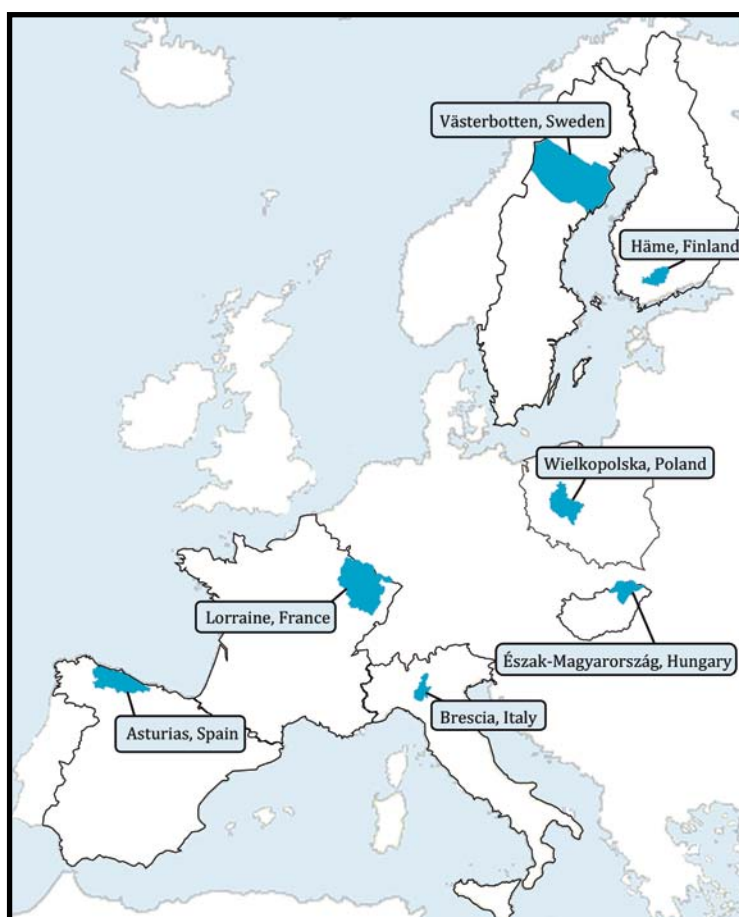
In addition to regional actors, the mini-programme has also involved local actors from each region in sub-projects. Each sub-project is active under the umbrella that is CREATOR mini-programme but has different themes or topics. We were fortunate enough to have seven sub-projects with one lead participant in each region. Here follows a short list of the sub-projects in order of approval.

EFFECT

Has developed a multi-producer model which brings out a better customer orientation in wellbeing services for elderly people.

BIO-LIFE

Has surveyed, exchanged and extended good practices regarding food and food intake for the ageing population.



SILHOUETTE

Has supported an active and social lifestyle of seniors around the concept of health safety, novel communication and out-of-home support.

RECO

Has, through enhanced cooperation between public authorities and other organizations - such as volunteers - discovered best practices regarding the service to elderly people.

SILVER ECONOMY

Has focused on developing, promoting and disseminating strategies especially regarding to technology services for wellbeing and health monitoring such as robotic assistance, electrical mobility or health sports, including health tourism and green care.

ENSURE

Has established an intelligent database consisting of senior experts which links to the needs of companies, authorities, training organizations and other stakeholders who wish to use this knowledge.

GENERATIONS

Has promoted the dissemination of best practices and implemented 6 pilot phases on: permanence/reinsertion of elderly workers, active role of ageing workers into companies generational transfer.

Role of Steering Committee

The CREATOR mini-programme has had, from the beginning, a Steering Committee which overlooks the process of the mini-programme and keeps the working group on the right track. The Steering Committee makes decisions on major budgetary changes as well as making the selection of the sub-projects.

The Committee consists of regional politicians from all regions involved in CREATOR. In this way, the mini-programme has made sure that politicians are involved from the very start of the mini-programme and are thus familiar and active with the programme even before the final recommendations have been written. In this way CREATOR avoids the problem of writing recommendations which have no relevance for regional politicians.

The group of politicians meets each spring for the annual Steering Committee meeting in one of the seven participating regions. In extraordinary cases the Steering Committee has had extra meetings over the phone to decide on issues which they were unable to during the physical meeting.

The Steering Committee members are representing the following organisations in their regions:

County Administrative Board of Västerbotten, Sweden

Mr. Lars Lustig, Vice Governor of Västerbotten,
Chair of the Steering Committee
Mr. Roger Marklund, regional politician,
Steering Committee member

Regional Council of Häme, Finland

Mr. Timo Saviniemi, Vice Chairman of the Managing Board, Häme,
Steering Committee member
Mr. Matti Lipsanen, Vice Executive Director, Häme
Steering Committee member

Regional Council of Lorraine, France

Mrs. Josiane Madelaine, Vice president of the Regional Council of Lorraine,
Steering Committee member

Marshal Office of the Wielkopolska Region, Poland

Mrs. Beata Joanna Łozińska, Director of the Department of Economy of the Marshal Office of the Wielkopolska Region, *Steering Committee member*

The Province of Brescia, Italy

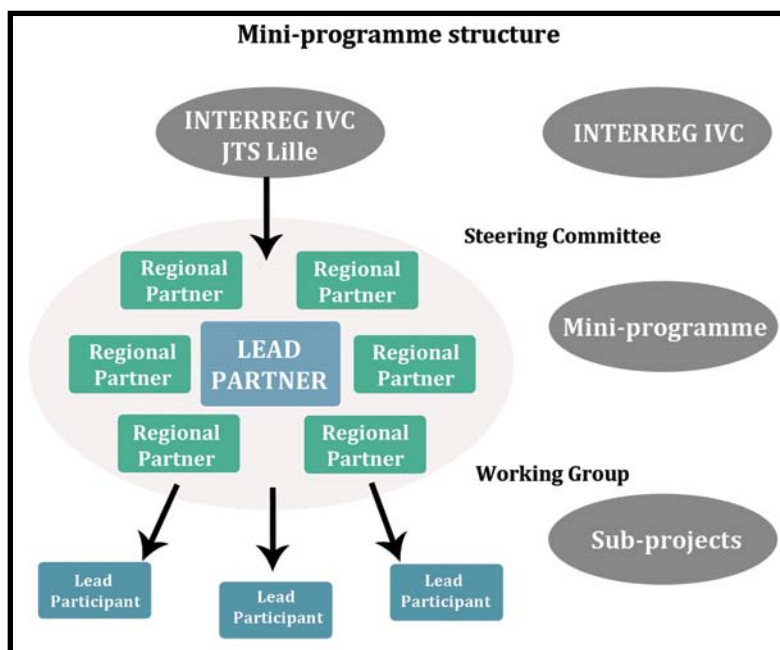
Mr. Giorgio Bontempi, Councillor for Productive Activities, Job Measures, Employment Service Centre, Economy and Negotiating Policies, Vocational Training,
Steering Committee member

Regional Development Agency of Észak-Magyarország, NORDA, Hungary

Mr. András Lenártek, Head of Department of Management and Entrepreneurship, *Steering Committee member*

Economic Development Agency of the Principality of Asturias, IDEPA, Spain

Mr. Jaime Fernández Cuesta, Deputy Director of Competitiveness and Innovation, IDEPA,
Steering Committee member



How to read the Trends and Recommendations?

In the following pages, you will see 7 trends which are based on the “Expert study on anticipation and pro-motion of the service markets as part of the CREATOR mini-programme”. The expert study was made by KPMG Oy Ab, one of the leading expert companies in this sector in Finland. The aim of the study was to find out the future trends to which the political recommendations should respond to. Seven trends have been used as a frame- work for presenting the results (Policy recommendation, measures, sub-project and regional good practices) of the CREATOR mini-programme. The study originally identified 8 trends, but for this framework two trends (Health status and Increase of health awareness) were combined together under trend number 3. Under each of the 7 trends, you will find a short description of the trend, which is based on the expert survey mentioned above and in the context of CREATOR mini-programme.

POLICY RECOMMENDATION

This is the main or key policy recommendation under each trend. The CREATOR mini-programme political manifesto will consist of these 7 policy recommendations.

MEASURES

These are the measures or actions by which the policy recommendations will be implemented in practice. Measures have been created in 1) CREATOR inter-regional workshops with sub-project participants, 2) regional workshops with regional sub-project participants and the regional key stakeholders and 3) CREATOR Working Group meetings and workshops. Some of the measures are related to several trends.

SUB-PROJECT GOOD PRACTICES

Selection of the sub-project good practices included in the Implementation Guide was made by evaluating all sub-project good practices. Each regional coordinator was responsible for evaluating the sub-project good practices of one sub-project coordinated by the Lead Participant from their own region. The evaluation was made by marking how many connections the sub-project good practices had to the challenges and trends presented in the above mentioned expert study.

The most significant ageing related challenges found in the study in terms of wellbeing are: 1) Loneliness, 2) Undeveloped wellbeing service markets, 3) Institution-centric care services, 4) Service funding and resources. According to the study, the more connections good practice has to the challenges, the more innovative the good practice is. Furthermore, the more connections good practice has to the trends, the more possibilities the practice has to influence the future development. Some sub-project good practices were added later in order to keep the contents of the Implementation Guide balanced and because some of the sub-projects finished later (in June 2013). Some of the sub-project good practices are related to several trends. The connections of the good practices to measures are marked after the good practice title.

REGIONAL GOOD PRACTICES

Regional good practices were selected for the Implementation Guide by the regional coordinators during the Umeå Implementation Guide workshop.

Co-operation Models

Regarding the growing number of elderly people all around Europe and consequently the growing demand for different kinds of care and wellbeing services, it is inevitable that the public sector is not able to provide all the services in the future. The availability of services and their correspondence to the changing needs of the ageing people requires the development of more flexible service processes and reformation of the service structures. Service providers from public, private and third sector will have to establish partnerships and other forms of co-operation. Focus should be on building trust and sharing resources and risks between parties to be more competitive.

POLICY RECOMMENDATION

Promote and support the creation and widening of thematic co-operations between public, private and third sector actors.

MEASURES

1. **Utilize and develop open processes to increase customer-orientation, innovations and effectiveness in public-private-third sector partnerships.**
Open development of processes and sharing resources and competences are the key elements of increasing the co-operation between public, private and third sector service providers and actors. Customer-orientation is the basis and it is important to directly involve the key policy and decision makers in the early stages of developing new co-operation processes.
2. **Create a regional umbrella-project or activities with many areas of implementation.**
As the approach to community-led local development (CLLD) has proven an effective and efficient tool at sub-regional level in the delivery of development policies over the past years, more room is foreseen for the EU support of integrated and multi-sectoral area-based local development in the upcoming programming period. To duly exploit this opportunity, local and (sub-)regional municipalities should strongly consider setting up and leading balanced local action groups which involve both public and private entities into a partnership dedicated to the implementation of complex projects addressing diversified problems arising from ageing population. Since the community-led umbrella projects can include many areas of interventions and a great variety of interconnected tasks implemented by different partners, meaning a more balanced use of public and private capacities, these large projects have outstanding potential for delivering integrated solutions for territorial age-related problems.
3. **Develop and exchange the knowledge and good practices in the health sector in order to guarantee concrete systematic changes and/or bring results in terms of real improvement of elderly conditions in the socio-economic context.**
The different levels of care requirements that elderly people need should be taken into account. Exchanges of good practice and greater collaboration practice in health care sector are key means that enhance the quality and coordination of health care provided to older people. The introduction of new technologies requires that health workers are properly trained in their use, and re-skilled if necessary.
4. **Intensify the creation of private-public partnership activities to guarantee high quality housing services to**

elderly people.

In parallel with the increasing number of elderly, more and more seniors are in need of high quality housing services. The complete fulfilment of this escalating claim can be an infeasible task for public institutions as the capacity of room expansion and other developments are often limited by financial bottlenecks. In this regards, private companies should be considered as the ones bringing the solution for, on one hand, the capacity gap in a financially less stressful way – in the framework of PPP projects; depending on the PPP agreement, the establishment's right of the ownership is transferred to a public body in i.e. 20-25 years, but, already in the meantime, the fulfilment of public service obligations can be supported by the effectiveness, operating experiences and innovative solutions of the private economic sector. On the other hand, the involvement of for-profit actors in everyday services, as co-operative service providers, should also be considered as it can lead to more efficient fulfilment of specific needs connected to housing solutions for the elderly.

SUB-PROJECT GOOD PRACTICES

The Heartbeat Foundation, Észak-Magyarország, RECO (measure 3)

The Heartbeat Foundation has been involved in elderly care since 1999, mainly by supporting families which take care of elderly family members at homes. The foundation trains and helps families to professionally look after their old and sick handicapped relatives in their homes. The family members and volunteers receive training and mentoring to be able to help them cope with difficult situations. In situations in which families cannot afford to hire private care or put their relatives in a nursing home this kind of activity is crucial. The programme offered by the Foundation includes e.g. providing information about old-age illnesses, mental problems, nutrition, home-care problems

and advice related to actual care like how to move the patient or how to take care of hygiene. The programme is led by three professional carers and a team of twenty volunteers. The activity has been running since 2002 continuously, with some limitations on the activities depending on the financial support for the Foundation.

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Activity center Ägläntan, Västerbotten, RECO (measure 1)

In relation to the business plan in 2010 the staff at a home for the elderly wanted to start an activity center with such activities as: Spa pedicure with bath and hair care, creation of a senses room in which a feeling of peace and quiet could be experienced (within Snoezelen therapy), as well as, rooms for fitness and music classes. The new service was supposed to be available not only for the residents of the house, but also for seniors who lived in the neighborhood, in their own homes.

The project has three main stages: 1) starting the activity center, 2) coordinating the activities with the day center, volunteers and other organizations and 3) creating new applications for EU funds together with other municipalities. The main goal of the project is to create an open forum with a wide range of activities

that enable users and their relatives to experience a greater joy in life. The purpose is also to offer a wider range of activities for patients and to develop and test new ways of working. The application of new methods and activities will result in creating a higher sense of purpose among the elderly. By creating an open atmosphere, it is expected that residents and relatives feel safe. The project has been successful and the activity center is developing with both volunteers and NGO, who are now taking part in the project.

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National Wellbeing network, Häme (measures 1,2,3)

The goal of the network is to develop operating models and services in the wellbeing sector that are as user focused as possible, and to improve their availability both nationally and locally.

The Wellbeing Network develops a traditional wellbeing sector by unprejudiced use of new operating methods, service concepts and technological solutions to advance entrepreneurship. There are 23 sub-regions and 2 regions involved in the network and good practices are collected and utilized inter-regionally. Strategic themes of the network are:

1. Operating environment development (partnerships and co-operation)
2. Entrepreneurship and cooperation (entrepreneurial competence, service voucher practices and services, entrepreneurial concepts)
3. Contribution to health and wellbeing (prevention, sports and exercise for health and wellness, wellbeing tourism and green care)
4. Cooperation and internationality (good practices, experiences, learning partnerships)

National Wellbeing Network is financed by the Ministry of Employment and Economy through the Regional Council of Häme and the members of the network. True interregional added value can be found from the results of the operation of the network. Good practices related to the themes mentioned above have been distributed nationally in the network which has helped the regions in their own development work. Knowledge and competence have increased for those who have taken part in the training organized by the network.

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Tightening Competition of Competent Work Force

As the elderly have particular concerns and needs in such areas as the access to well-being and care services (medical and paramedical professions, personal services), there is a growing necessity to adapt existing services in order to meet the needs of the elderly. The well-being and care services are characterized by a number of stakeholders with various objectives and within different working frameworks. Several structural difficulties faced by this sector can be identified, such as the lack of development and diversification of the vocational education and training system in the well-being and care services for elderly persons. A real anticipation of future skills needs should therefore be promoted. In this regard, the access to the relevant information on existing training programs is crucial. Vocational education and training has an important role in producing a qualified workforce in the long run and also in activating well-being and care services for elderly persons.

POLICY RECOMMENDATION

Do not underestimate the power of human resources.

MEASURES

1. **Launch complementary trainings for staff working the closest with elderly people. With special regards to the key elements of providing high quality standards.**

There is a strong need to train people who work in the sector of services for individuals. In order to meet high quality standards in the well-being and care sector, the expansion of training opportunities for persons working closely with elderly people ensures them to update their skills and knowledge. Synergies are therefore necessary between initial and in-service vocational training activities in the field of elderly care services management. It is crucial to offer attractive and quality practical training and enable the validation of work experience.

2. **Increase usage of new technologies and the use of ICT.**

It is particularly important to give effective support to professionals in the well-being/ care sector, mainly through continuous and vocational training, as well as the access and use of new technologies such as ICT. In this regard, new technologies and ICT appear as appropriate instruments for anticipating market developments in the health care sector (remote-management system, digital notepads), and facilitating access to internet services and knowledge of online activities for the elderly.

3. **Raise status of social workers.**

It is crucial to promote careers in health and social care services. It ensures that the qualifications of social workers are in fact recognized in order to improve their working conditions. Therefore, the recruitment difficulties of companies can be solved by improving working conditions in the care sector and ensuring that jobs in this field are more highly valued.

4. **Increase or support life-long learning.**

An active life-long learning policy in the wellbeing/ care sector needs to be designed in order to increase potential growth, improve competitiveness and cultivate the intergenerational understanding upon which a long-lasting wellbeing can be built. It reinforces the employability and adaptability of the workers and contributes to securing health and welfare oriented activities and business needs of skilled staff.

5. Foster the creation of structures for learning in cooperation with the service providers at regional and local levels.

In college education and vocation training, young students and adults specialized in the care of older people should have more extended opportunity to gain deeper practical knowledge on their forthcoming occupational field, through regular professional practice i.e. as interns, in order to further improve their skills during their studies. In this regards, development of existing apprenticeship programmes should be considered with the involvement of public, private and charity organizations, as hosts, enabling them to experience working within care services for the elderly in nursing homes or at the homes of the older people in need. As such trainees can also take part in health and need assessments of seniors living independently, general prevention purposes can be more efficiently performed.

SUB-PROJECT GOOD PRACTICES

Cooperation between HAMK, wellbeing and Hämeenlinna municipality, Home care (including Valmis home visits), Häme, RECO (measure 5)

Home visits, made by students, in Hämeenlinna have improved cooperation between area Home Care and HAMK nursing training program. The aim is to provide the students with the opportunity to learn by encountering senior citizens in an authentic environment. In a real customer environment, the customer's home, the student meets the customer's reality, the related issues and their solutions. On the other hand the municipality is able to gain some extra resources for this kind of activity through the co-operation. The goal of the cooperation is to develop services targeted to the elderly at regional level with the support of international cooperation.

An employee of Hämeenlinna municipality has chosen the customers, called them and asked permission

for the home visit. A Home visit is made by a pair of students utilizing the questionnaire. During the home visit the students interview the senior citizen, make observations of the environment, measure blood-pressure, weight, waist measurement and determine the weight index BMI. Finally, every customer is basic information about elderly services in Hämeenlinna. During academic year 2012-2013 there were a total of 31 home visits. The clients have been happy with the home visits.

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EMERGE, Észak-Magyarország, SILVER ECONOMY (measure 2)

Delayed calls for emergency medical services (e.g. in case of physical or mental disorders resulting from strokes or falls) leads to increased hospitalization and movement of elderly people into nursing homes. This decreases their quality of life unnecessarily and causes considerable costs. This problem is addressed in EMERGE by supporting elderly people with innovative emergency monitoring and prevention. The approach is to use ambient and unobtrusive sensors to monitor activity, location, and vital data. Daily routine is tracked in order to detect abnormalities and to create early indicators for potentially arising emergencies.

EMERGE engineers a prototypical solution that treats emergencies with step-by-step assistance. The integrated EMS can resolve the situation through medical care, telemedicine counselling, activation of social services, or sending a rescue team.

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REGIONAL GOOD PRACTICES

The Lorraine Region aims to ensure the sustainable employment in the associative sector through several employment measures, Lorraine (measures 1,3,4)

The “Lorraine emploi” policy includes financial mechanisms which translate the awareness of the issues connected to demographic change. Indeed, the personal services sector is one of the priority sectors of activity highlighted through this policy. The employment aid is allocated to structures which carry out a public interest activity, in order to support them with the goal of creating new permanent jobs, or boost the sustainability of jobs already created. The “Lorraine Emploi” policy includes other types of subsidies such as the training subsidy which facilitates the full adaptation of the beneficiaries of the employment aid to their workstation or the “Regional fund for the development of an associative life” which supports training courses for volunteers in order to give them the opportunity

to acquire new skills. Lastly, the “Regional Initiative for Social Ties” policy- IRÉLIS - supplements the actions carried out within the framework of “Lorraine Emploi”. The aid scheme is exclusively dedicated to the structures in the social utility area (services to individuals, solidarity and integration) and supports the development of projects conducted with the aim of ensuring greater social cohesion and integration of vulnerable groups such as the elderly.

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Health

In European society, obesity, diabetes, dementia, malignant tumours and allergies are becoming more general, especially in the older age groups. Many diseases of affluence can be prevented or significantly delayed by changes of lifestyle, nutrition and by regular physical exercises which altogether contribute to longer life expectancy spent in healthier conditions; this, in the long run, also has a positive impact on health-related public expenditure.

In parallel to the increased need for seniors to preserve their physical and mental fitness, a large number of new business opportunities emerge.

For instance, growing demand of the elderly for higher quality food products, in particular for dietetic food, has been experienced and predicted for the following decades as well as seniors' need for accessing better information on specific parameters of nutriment, home delivery services and related support solutions which all represent interesting business areas. At the same time, as elderly people have more and more time to be spent potentially on recreation programmes, service providers should increasingly become aware of this growing need, and find ways for its fulfilment. Such developments come along with the generation of additional incomes and new work places, too, but also demands for further development of facilities and services. Therefore, the efforts spent on the development of this area, through policies adapted to local characteristics, can strongly contribute to the creation of new jobs, which is one of the key objectives of any European regions.

POLICY RECOMMENDATION

Implement preventive actions to increase quality of life.

MEASURES

1. Improve food supply for the elderly.

The specific needs of the elderly regarding nutrition require a larger amount of attention, especially in the product development process. Further research on the nutritional needs of older people would help the agri-food sector to develop and produce innovative new products, catering to the varying nutritional needs of the elderly. Aspects such as seniors' abilities to open packaging or the legibility and readability of food labels must be considered.

2. Create segmented trademark or quality label (+55) for food products for elderly people.

Through an adaptation to the qualitative requirements of the users, a quality label provides an extra degree of trust. Thanks to the quality label, the accessibility and visibility of services for senior citizens should be increased. Finally, the safety and reliability of the products will be assured to the elderly.

3. Create and increase sport activities for elderly people to guarantee healthy life.

The promotion of sport activities and wellness for elderly people should be strengthened. The physical exercise involved in active sports has a beneficial effect on older people's physical health and also generates significant cost-savings in health and social care. Actually, sport promotion and disease prevention should reduce the economic and social burden of age-related diseases in the long-term.

4. Open more recreation parks for elderly.

Communal recreation parks dedicated to elderly people help to improve their physical and mental health by fostering elderly mobility, in particular musculoskeletal stimulation and rehabilitation. Devices installed in a senior recreation park are designed to provide gentle stimulation for ageing bodies and are

equipped with signs containing instructions for use together with descriptions about the effect of the exercises. While such an establishment contributes to the maintenance and expansion of social contacts it also widely spreads the importance of active ageing at a local level due to its high visibility and public awareness. Occasionally, special training tutors and physiotherapists are needed, and that assumes the involvement of volunteers or the creation of potential new (part-time or temporary) jobs. Although the establishment of such parks requires some small scale investment, these facilities can, in the long run, result in significant savings in health-related public expenditures due to their positive physical and psychological effect on seniors..

5. Increase health awareness.

Local and regional media, including television, internet and newspapers, are considered as some of the key tools in spreading messages to masses of a wide age group on the importance of healthy lifestyles, in particular healthy nutrition, frequent physical and mental activities. Besides the use of these channels, there should be room for communal events and fairs, organized at the local level in a regular manner, that are dedicated to emphasizing the value of conscious prevention, healthiness and wellbeing. While middle-aged and senior people are consideration should be given to more actively instill proper eating and sporting habits among youngsters as well.

SUB-PROJECT GOOD PRACTICES

Senior act, France, BIOLIFE (measures 1,2)

Living at home is an essential aspect of the welfare of old people. In order to help seniors to maintain their independence -as long as possible- in the best conditions, the development of a food market dedicated to the elderly has to be encouraged.

The objective is to expand the choice of healthy food and make balanced meals accessible to the elderly. Senior act is designed to encourage companies in the food sector to innovate and adapt their products and services by informing them about the expectations and needs of the elderly.

The year long program consists of two different stages. The first stage was to make more information available concerning a food sector for the elderly; through a

study of their needs. This study examined the practices and problems of the elderly in several areas. The second stage was to contribute to the competitiveness and the strength of the food product market dedicated to the elderly by facilitating contacts with solutions providers, organizing training sessions on seniors' diets and workshops (in order to identify key development sectors for food product companies).

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MenuMAT, Häme, SILHOUETTE (measure 1)

This practice allows the seniors to eat, well and healthy, what they want and when they want at home. It helps the public and private sector to provide a better and more versatile service for the seniors living at home.

"MenuMAT" home meal equipment is a combination of a convection oven, a freezer, an intelligent shelving system and a control and steering unit. The control unit is a Linux machine with wireless Internet connectivity. The use of MenuMAT meal equipment is easy and safe. The meal equipment identifies what kind of meal is carried by each case. Meals can be selected through manually pulling the appropriate case or choosing it from the list. The oven automatically identifies the meal and heats it up accordingly. The machine announces with a speaker when the meal is ready and the oven shuts itself down automatically. The user of the meal equipment needs a catering service which takes care of the meal deliveries. Meals are pre-ordered from

the MenuMAT catering menu either once a week or every second week.

While the introduction of "MenuMAT" and the related catering service contributes to a public saving related to regular elderly care, this methodology of food supply for people in need brings business opportunities for companies and creates new jobs. Nevertheless, the elderly are given more flexibility and independence as they are no longer dependent on the time when food is delivered at home.

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Preventive home visits among healthy people, Västerbotten, EFFECT (measure 5)

The main objective of preventive home visits is to create security, promote health, support healthy lifestyles and thus postpone the need for regular care among healthy older adults. Civil servants from the municipalities and the county council contact all citizens at the age of 75 that haven't previously been in contact with the social welfare services. Those who give their consent are visited in their home for an informal chat, are provided with information about social and health services and social activities and take part in a semi-structured interview. The home visit takes between 1-1½ hours and has a common structure within the region of Västerbotten. The interview responses are registered on a communal web tool and the results are used by the municipalities and the county council to plan future needs and services. The participating stakeholders are Västerbotten County Council and municipalities within the county. It is important for the home visitor to be professional and to understand how the different coping strategies of older people work.

The preventive home visits in Umeå prevent isolation and provide social companionship. The home visits have created a relationship between the social welfare services and individuals that haven't been in regular contact with the municipality or the health care services. The home visits have raised awareness of the opportunities available, acted to prevent risk in the home environment, and have created a sense of security for those living independently. The results from the home visits are used as data for planning the future needs and activities within the municipal social welfare and the county council health care.

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Changing age structure

Longer life expectancy reconfigures the relations between the various generations. One of the consequences of an ageing society is increased generational diversity in at the workplace. The transfer of knowledge and skills acquired on the job raises key questions concerning social and economical aspects. It increases mutual understanding and solidarity between the generations. Moreover, the promotion of exchanges between the generations at work stresses the value of older people to society.

The wellbeing and lifestyle of the elderly include the development of skills as well as the knowledge of service and products to prevent social exclusion.. Freedom of choice is seen as essential in order to maintain older people's autonomy.

POLICY RECOMMENDATION

Put special attention on the promotion of lifelong learning opportunities and extended employment of seniors.

MEASURES

1. Cultivate lifelong learning.

The lifelong learning recommendation aims to reinforce the employability and adaptability of the workers. Learning opportunities should be available to all citizens on an ongoing basis. By increasing employees capabilities they will be able to work longer. It is essential that loss of certain skills accepted and renewal of others encouraged. It is crucial to offer useful and attractive continuous training to ensure the quality of work experience.

2. Let people come back after the retirement as mentors and encourage the culture of mentors playing an active role in the labour market.

A proactive attitude should be adopted with regard to the process of making population ageing one of the engines of economic growth. A system of age diversity management supports people in their work careers throughout their lives and ensures that older people have greater flexibility in the final years of their working life. There are also expanding opportunities for our society in the transmission of knowledge and the experience of senior citizens. The new forms of tutoring and mentoring arrangements complement and add value to other sources of learning, development and support. They contribute to the renewal of the collective representation of the elderly.

3. Implement integrated age-management strategies, including the development of working conditions and prolongation of seniors' working opportunities, that support older age groups in planning and managing their work careers in order to increase the general employability of senior citizens.

As older workers are approaching their retirement age, they need special attention and a particularly co-operative attitude from employers. Both parties have interests in smooth transition within the retirement process and beyond, regarding predictability of working conditions, transfer of knowledge and experiences gathered by senior professionals to younger workers. Age-management strategies should promote the prolongation of work careers for the ones willing to continue taking part in value production, and should also prevent losing know-how of the leaving ones by the introduction of knowledge transfer systems, such as mentor programmes.

4. Launch incentives for the re-employment of (retired) seniors.

Address both the demand and supply side of the market and in this way more widely spread the culture of mentors in business life and society. In this framework, encourage SMEs to increasingly consider elderly people as a resource.

5. Promote a new culture of ageing; make the meaning and importance of the social relations better known.

By creating social relations in which neither one of the generation suffers discrimination, social diversity aims at improving mutual help, developing social ties and achieving solidarity between generations. The promotion of social relations and intergenerational solidarity should ensure a full integration of elderly people into society and improve individual and collective wellbeing.

6. Promote centers of expertise for wellbeing of the elderly.

Centers of expertise ensure access to appropriate services and products for the elderly. They play a decisive role in the design and development of new products and technologies in different fields such as housing, care and leisure.

7. Take the ageing population sufficiently into account.

Generally, town planning doesn't take into consideration the difficulties encountered by the elderly. Cities have to better adapt their townplanning for the aging population.

8. Better protection of civic rights of seniors.

The elderly need to stay fully integrated into society, with their rights recognized and fulfilled. It is crucial to support initiatives that raise public awareness of the rights of seniors.

SUB-PROJECT GOOD PRACTICES

Mentoring in Valtrompia, Brescia, GENERATIONS (measure 4)

This initiative implemented by ACB Servizi aims at activating the passage of competences between older workers and young apprentices in a business sector where this type of action is particularly needed: the sporting weapons field where the progressive ageing of artisan masters (gunsmiths in particular) resulting in their early retirement, does not match the influx of young inexperienced people to be able to "learn the trade" in time. In addition it has shown that the local professional system is not able to respond adequately to this problem. Therefore it has shown to be necessary to implement a training program aimed at transferring

skills of older workers to young apprentices. The added value is not only related to the ability to foster the prolongation of traditional activities by introducing a young workforce, but also to give a new life and new incentives to older workers who leave the labour market with a wealth of knowledge and have very significant experience to transfer.

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Business angels, Asturias, ENSURE (measure 6)

The main objective of this good practice is to bring together those entrepreneurs of innovative business projects and informal investors (Business Angels) who may be willing to take part in these projects and contribute to regional economical development.

This network is targeted both to Asturias innovative entrepreneurs and private investors, especially senior investors, since they have wide experience, knowledge and contacts in markets. In this sense, young innovative entrepreneurs in Asturias are well qualified but they have to deal with some difficulties such as a lack

of finance to set up the company, lack of experience or knowledge about marketing, contacts, etc... Therefore, all those seniors interested in being active, in being involved in a startup, can transfer not only their money but also their knowledge, sector experience and network. That is the gap that seniors fill thanks to ASBAN.

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Active seniors and dogs, Wiekopolska, GENERATIONS (measure 6)

The project is planned as group meetings for seniors actively participating in day-long sessions of dog training. Seniors participated in a day-long session on training dogs. They were exposed to some theoretical knowledge presented in the form of a lecture and some practical training, where seniors were exercising with their dogs. The aim of the training was to present to the elderly the possibilities of “using” the dogs not only for daily physical exercise, but also to demonstrate how the dog can be used as a pretext for cognitive exercises as well as a method to make social links and

to maintain social contacts. The proposed training is useful in our region since this is a way of influencing the growing group of elderly people by transferring the knowledge from the younger generation to the older one. This initiative gained extensive media coverage in Poland.

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Departure questionnaire, GENERATIONS (measure 3)

In Umeå, most people retire at the age of 65. Those who retire before age 65 usually do so because their work is physically heavy, or they are “tired” of working. Those who retire after age 65 often do this because they enjoy their jobs or their economic situation demands that they continue to work. To develop the organization and the management, beneficial to both younger and older employees, the organization needs to be better prepared in collecting experiences and ideas from people who leave their jobs. Another purpose of the questionnaire is to take back on retired employees, for a short - or long - time.

With this as background, a departure questionnaire has been created that can continuously be used as part of a functioning departure routine. The comments from the survey can be used to improve the business activities and help the organization become a more

attractive employer. This study is valuable because the employer receives feedback and this can contribute to a better working environment for the employees who are still working there which can lead to that they will stay at work longer. This way we hope to become an attractive employer and solve some of our future recruitment needs. Especially combined with another pilot about enhancing and developing employee performance appraisals for employees 57-62 years old.

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University of the 3rd age, Észak-Magyarország, GENERATIONS (measure 1,2)

The “University of the Third Age in Miskolc Charitable Foundation” is a civil initiative launched in early 2010, the first of its kind in Hungary, with the aim of offering a wide range of activities primarily (but not strictly only) for local elderly people, including various forms of training and education programmes. The uniqueness of the Foundation is given by its specific features regarding training options: courses are initiated by volunteers and activists in line with the local needs monitored; competency-based modular system is applied in which interoperability between parallel training programmes is possible for the elderly students; flexibility of particular courses’ duration and timing is customized for participants’ needs; lectures are provided by university professors, either active or retired, and outstanding researchers or scientists, prominent theorists and practitioners of the concerned disciplines, on a voluntary basis. Accredited courses cover a wide scale of natural and social disciplines including, among others, business, art, ITC, foreign language, philosophy, communication or crime prevention. In addition, skill development in areas such as gardening or natural medicine also appear.

The operation of the Foundation is financed from sponsorship, individual grant awards, service revenues, intellectual property yields and public subsidies disbursed through development programmes. Coordination, communication and organizational tasks are performed by the Chairman of the Board with the cooperation of partners and volunteers.

Over the past years, the Foundation has been spending efforts on further extending the range of partners and cooperation among adult education institutions not only at the local, but at the regional and national level

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REGIONAL GOOD PRACTICES

The Regional council of Lorraine is enabled to present the “Regional initiative for social link” as a good practice in the field of social relations, Lorraine (measures 6,8,9)

The “Regional Initiative for Social Ties” policy- IRÉLIS- supplements the actions carried out within the framework of “Lorraine Emploi” policy. IRÉLIS supports the development of projects conducted by associations with the aim of ensuring greater social cohesion and integration of vulnerable groups such as the elderly. IRELIS provides two types of aid. The first aid encourages the achievement of the association project with emphasis placed on access to citizenship. The aim is to support a structuring project which enhances the social integration of the different target groups into society and promotes citizen initiatives. Indeed, some

projects are especially dedicated to relieving loneliness and isolation among the elderly such as inter-generational projects. The second aid supports the organization of events which meet the objective of social integration of vulnerable groups such as a Conference-Debate with citizens.

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Over 55 employment measures, Brescia (measure 5)

Over 55 reinstatement project 2012-2013 (approved on October 2012) is a new initiative launched during CREATOR implementation addressing over 55s who are not covered by job mobility measures or unemployment benefits. The new instrument has been designed on the basis of the successful experience of the incentives put at the disposal of seniors and enterprises in 2011 and 2012, and have been further customized according to the employee and employer needs in Brescia's Province. In comparison to the previous actions, the FINANCIAL ENDOWMENT is now higher (up to 8 000 EUR) which covers costs for its professional training, integration, and the incentive for the

employer in case of stipulation of a labor contract lasting at least 12 months. Moreover, in this programme there is now the inclusion of new forms of employment for seniors such as the “internship programme” which offers new possibilities for unemployed seniors to re-enter the job market

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Poznanskie senioralia, Wielkopolska, GENERATIONS (measure 3)

Initiated in October 2011 the “Poznań Senioralia” project is a series of cultural and educational events addressed to the citizens of Poznań and its surroundings. By making an analogy to the Polish students' festival called „Juwenalia” organizers tried to point to the fact that seniors are the second force in Poznań city, and that is why their presence and needs are worth noticing. The main aim of the initiative is the organization of time and space for seniors, as well as stimulating them to act with the use of education. The organizers would also like to manifest seniors' potential and resources. The project involves several fundamental actions, such as: monthly series of open lectures, developmental workshops and courses for 50+ people, open days in

organizations, clubs and institutions for older people in Poznań or “Senior-friendly place” action promoting places in Poznań, such as cafes, shops, public and cultural institutions, which satisfy the needs of older citizens by offering attractive products, services, discounts and adapting their architecture to the seniors' needs.

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Changes in size of households

The amount of single households increases while family values and communal engagement decreases. This leads to loneliness for elderly people who often live alone. This is supported by statistics which show that the most common household type in the EU-27 in 2011 was the single person living alone 31.4% in addition; almost 30 % of elderly people (55+) in Europe live alone. This leads to less care being given by the closest family and the elderly person is more reliant on communal/public or private care. This way they become more dependent and increase societal cost. In addition approximately one fifth of elderly people (above 65 years) in EU27 risk poverty or social exclusion.

POLICY RECOMMENDATION

Promote social activity among elderly
to decrease loneliness.

MEASURES

1. **Promote or create alternative forms of accommodation solutions which proactively enable and promote possibilities of social and active relations for elderly people.**
This in turn will lead to increased independence for elderly people and decreased loneliness. The design of a new model of housing should provide suitable accommodation for elderly people. On one hand, cooperative housing offers a higher quality of care, safety and comfort with the establishment of a range of services to help elderly people manage the loss of autonomy. On the other hand, the intergenerational housing promotes contact between people of different ages, re-establishes a culture of helping one another, promotes a good atmosphere and social life and helps to preserve the collective memory of an area or specific place.
2. **Develop and promote prevention assets, applications and acts for elderly to prevent loss of independency, isolation and undetected fragility.**
3. **Support the development of new home automation products and services.**
The economic opportunities are based on innovative communication technologies for private houses and communal establishments. Home automation equipment and services are technical solutions for the future enabling elderly people to remain in their homes and to improve housing conditions.
4. **Facilitate the elderly people's access to internet and web-based communications and learning tools and launch training on the use of the most practical web-based tools.**
New technologies are an asset which must be highly considered in order to improve the daily life of seniors.
5. **Support installation of high technology appliances in the housing sector.**
There are new opportunities for an increased exchange between the health care staff and the high technology sector. High-tech appliances enhance safety with the use of video-surveillance and alarm systems the event of an emergency occurring, and secure better health monitoring with the installation of videophone and domestic system remote controls in the accommodation of older people.
6. **Stimulate the escalation of applied research on new home assistant solutions and on affordable mobility tools for elderly people.**
The demand of vulnerable people for home assistance, including intelligent robots and health monitoring tools, is foreseen to increase as much as the one for mobility supporting applications in the coming years. In this regard, regions can benefit from encouraging R&D institutions and companies, through

public tenders and funding programmes, to develop competitive, affordable products of high quality with direct involvement of seniors. Targeted incentives in this field will not only contribute to better fulfilment of local needs but has also a potential to increase the exports of these products to external markets.

7. **Promote cross-generational and intergenerational aspects to decrease loneliness among elderly people.**

This may also lower the risk of depression as the elderly are involved in social activities.

There are expanding opportunities for our society thanks to the experience of senior citizens. Indeed, the transmission of knowledge enriches the broader community around the elderly and also helps young workers to develop their potential. The promotion of exchange between the generations emphasizes the value of older people to society.

8. **Promote social and active participation of elderly people, helping them to create traditional and online networks to remain active and share their vital experiences.**

SUB-PROJECT GOOD PRACTICES

BIRD – small protected houses, Brescia, EFFECT (measure 1)

This pilot addresses older people or people at risk of social exclusion, who are unable to live independently without social and health protection, and who require a secure environment. The intervention consists of 57 apartments located in a specific area of the city of Brescia, where also volunteers' families live. Apartments are divided in two categories, according to different forms of protection provided:

- Low protection: support is provided 24 hours a day via a helpline, ensuring immediate help when necessary
- Medium protection: support is provided by a hosting centre close to where people live. Individuals can benefit from services such as home care, health assistance, cleaning, transports, etc.

This practice allows elderly people to stay in an independent environment and to take care of themselves, with the supervision of young volunteers. This solution enables the elderly to meet with people of different generations, fostering social inclusion and inter-generational exchanges.

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Retemencosi, Asturias, SILHOUETTE (measure 1)

The Retemancosi practice is an ongoing initiative focused on designing, deploying and testing innovative technological solutions and services aimed at improving social and health conditions of the elderly living in rural and sparsely populated areas who are in need of assistance. It aims to use advanced telecommunication and ICT technologies to improve home-care services and to provide a system enabling coordination and

management of several social services and care professionals from a single 'Coordination and Monitoring Center' (CMC).

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Agnes, Västerbotten, SILHOUETTE, (measure 1)

The AGNES project provides a user-sensitive ICT-based home environment that supports a person-centric care process by detecting, communicating, and meaningfully responding to relevant states, situations, and activities of the elderly person with regard to mild cognitive impairment. Central to the AGNES system is the combination and integration of home-based ICT and social networks, connecting the elderly person living at home with their families, friends and carers, on various levels. New ambient displays and tangible interaction

devices have been designed and prototyped in AGNES. These provide completely novel forms of interaction between the social network and the elderly person, especially tailored to their capabilities and needs.

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eSantra, Häme, SILHOUETTE (measure 1)

This e-Social communications pilot includes development of a webtouch application (the technical set-up included a touch screen computer with broadband internet connection). The application enabled web calls to one's relatives, nursing home personnel and municipality dementia unit personnel.

eSantra is developed for and with elderly people who have diagnosed memory impairments. The user interface on the computer located at the elderly person's home is designed to be simple and clear for an elderly user. Via touchscreen technology the elderly can communicate through webcalls or use video- and audio streams or email to communicate with care service providers and relatives. The computer unit at home uses a broadband connection to send information to the server. Depending on the information it can be sent further to either receiving computer (s) or to mobile

phones that are placed with relatives or community workers. The same message can be also delivered to several receiving units. Receiving units need the eSantra application to be able to communicate with the elderly.

The idea behind the application is to make elderly people feel safer and prevent them being completely isolated from their social connections. In Finland especially, where the rural areas have relatively long distances between houses and service units, communication systems play a vital role.

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Geolocation, Lorraine, SILHOUETTE (measures 2,3,4,5,6)

Remaining autonomous is an essential aspect of the welfare of old people, including those with memory impairments. ICT provides opportunities for maintaining the autonomy of the elderly such as the geolocation device, a new type of telecare.

This technology makes it possible to maintain the travel patterns of the elderly inside a security perimeter defined by their family. The equipment consists of a watch which emits a signal to the company when the old person leaves the security perimeter. Then, the company notifies it to the relevant person who can pick up the old person or stay informed on his moves. The geolocation device uses the GPS system to locate

the elderly person. It consists of one user interface and is triggered through the touch of a unique button. This technology supports elderly suffering from Alzheimer's disease and dementia when they are outside.

The device preserves the freedom of movement, ensures safety and provides protection in case of emergency. The continuing presence of a carer isn't required anymore.

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Breaking down distances, Asturias, EFFECT (measures 2,3,4,5,6)

The best practice is called the Integral Care Programme and is designed for elderly people living in rural areas in the Principality of Asturias. The aim of the best practice is to avoid the geographical discrimination suffered by elderly people living in rural areas through a flexible intervention which offers services and opportunities adapted to their needs.

The objectives of the programme include: Providing suitable support to dependent elderly people in their home environment; get services closer to

elderly people living in isolated areas with dispersed population; Boosting the participation and integration of elderly people in the community (avoiding loneliness and isolation).

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The strategy to recruit older volunteers in ONPA, RECO (measure 1)

Cooperation between social sector and voluntary service is a key to the wellbeing and health of the elderly. The local association “ONPA” is one of the main social actors in charge of prevention and actions dedicated to the elderly in Nancy and its rural surroundings. The organization follows a recruitment policy of finding new volunteers among young retirees. The involvement of older volunteers is valued through the recognition of their work. The essential part of the ONPA policy is to convince young retirees to consider voluntary service as a perfect way of self-development.

Longer life expectancy encourages young retirees’ involvement in voluntary actions providing greater access to education and culture for older people. The

activities also decrease the degree of isolation and vulnerability suffered by the elderly. The association cooperates closely with different structures: the Nancy Municipality on the one hand, and specialist organizations such as the Red Cross or the Ministry of Education on the other.

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REGIONAL GOOD PRACTICES

Invents Awards, Asturias (measures 2,3,6)

Industrial Design Competition at the Polytechnic School of Engineering to create innovations that improve the quality of life for people with disabilities.

The aim of this competition of ideas is to address the design of any type of invention, original and unpublished, to improve the quality of life for people with disabilities - trying to find the best technical solutions to solve problems of mobility, accessibility, communication and leisure. A more generic objective of this competition is to take a step further in spreading the concept of universal accessibility in society, looking for a company to be able to realize some of the best proposals. From an academic view this challenge aims to

promote a human and social perspective to the future engineering work helping students to approach their projects in a more sensitive way, as well as strengthening skills in all issues related to industrial design. About 50% of the inventions are suitable for elderly population (Data provided by the National Foundation for Blind People, ONCE).

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Research on People Centered Technology, Asturias (measures 2,3,6)

Research on the application of Information and Communication Technologies (ICT) to achieve universal access to information through technology and usable tools oriented to the needs and environment of users.

The 4U research group within the R&D and innovation department at CTIC Technology Center takes part in research activities mainly related to interaction technologies and user interfaces. The interaction technologies capability encompasses all activities associated with the use of devices, technologies and interaction mechanisms to design user interfaces that are more useful and usable. CTIC has experience in the design of interfaces based on different modes of interaction such as voice, gestures or tactile interfaces in different channels or media devices. Designing and developing

user interfaces tailored to the specific needs of a particular user group or applied to as many users as possible requires the use of techniques, methodologies and specific strategies. Two main application areas: intelligent environments and eHealth&Wellfare (e.g. through tele-health systems or wearable computing technologies, to promote independent living by developing environments and assistive technologies, or to experiment with new non-pharmacologic therapies based on the use of digital technologies).

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New service models

Life expectancy is growing because of the improvements in nutrition and health care. United Nations data predicts that by 2050, average life expectancy will be almost 80 years in developed regions and more than 70 years in less developed parts of the world. As people in Europe live longer, the proportion of the elderly in communities is increasing. This also means that the needs of the elderly population are going to increase in the future. The needs relate to the elderly who need more assistance and also to people who retire and are still more active and healthy and therefore have more demand for different kinds of new services and products. In order to follow this trend the service providers will acknowledge the growing demand of services and the potential to develop new business ideas for the silver economy.

POLICY RECOMMENDATION

Acknowledge the needs of the ageing population and stimulate a customer oriented approach in developing new services for the care and wellbeing sector.

MEASURES

1. Increase the customer's freedom of choice by developing customer-oriented products and services by supporting the development and use of service vouchers and new innovations.

The feeling of inclusion and freedom of choice for elderly in terms of wellbeing services facilitates active ageing. The service system should be developed into a more customer-oriented direction and an increase the opportunities for customers to choose the service providers of the needed services from as wide a selection as possible. This also has an effect on to the more diverse development and higher quality of the wellbeing service market including both public and private sectors. When adding freedom of choice for the customers, it is important to provide them enough with information, support and guidance concerning the different service provider possibilities.

2. Systematically develop preventive actions in a user focused way by producing operational models which guarantee effective and sufficient services.

Development of operating models should include customer-oriented actions that maintain functional capability and increase awareness of behavioral models that promote health. Strong emphasis must be placed on preventive services and actions that enable early intervention in order to be cost-effective and influential.

3. Improve the conditions of entrepreneurship in order to enhance economic activity of SMEs in the silver economy.

It is especially important to improve the conditions concerning the small service sector enterprises which will need more support in order to increase their business development and growth. There are a great number of small enterprises in the service sector which are closely connected to the silver economy.

4. Implement a regional innovation strategy for silver economy.

A regional innovation strategy should include regional priorities for ageing population and especially take into account the new business opportunities emerging from the silver economy. The cooperation between technological centers, SMEs, clusters and universities is essential for the successful implementation of the regional innovation strategy.

5. Support competitive clusters around the senior market.

Competitive clusters use a partnership approach and define joint, innovative projects through the geographical concentration of businesses, training centers, and public and private research units. In the field of home automation, the competitive cluster makes an ageing population an asset for economic development and a source of business and job creation.

6. Promote networking and develop partnerships between businesses.

There is opportunity to build and organize a network of local and regional businesses working together to resolve the challenges of the home automation market. The global network of a knowledge-based economy should enable local companies to raise their skills level in the field of home automation in order to develop a new service offers. Cooperation and the sharing of good practice within the network should be enhanced.

Moreover, the expertise of the elderly market should be enhanced through close partnerships with businesses, ensuring the transition of skills from the silver economy. In this way, certain business lines derive benefit from the possibilities offered by others, which is a clear illustration of the economies of scale which this complementarity entails.

7. Use volunteer work as part of the official service system.

Many volunteers are interested in working in this sector and the sector is often understaffed. Volunteers can contribute to a sector which is in need of staff by, for example, keeping the elderly company and at the same time prevent them from feeling isolated and lonely.

SUB-PROJECT GOOD PRACTICES

Enforcement of the Act on System of Choice in the public sector (LOV) into the area of home care services, Västerbotten, EFFECT (measure 1)

The national Act on System of Choice in the Public Sector was introduced with the purposes of empowering the citizens, strengthening freedom of choice and the influence of the citizens as well as stimulating a variety of care providers within the fields of elderly care, care of people with disabilities and health care services. METHOD: All private actors fulfilling the required conditions are listed as available care providers for people that have been granted home care services. The care receiver independently chooses the care provider based on the information available by the municipality and by the service providers. The care provider has 48 hours to set the service into effect. A care receiver has the possibility to change care provider at any time. The municipality has the responsibility to monitor and follow-up on reports of misconduct and breach of contract.

The administration and implementation of freedom of choice within the home care services are a joint

commitment that requires good communication between the municipality and the home care providers as well as within the municipality. New routines and activities are in development to make this commitment even more secure and qualitative for the end-users.

Cooperation among home care providers as well as between the municipality and the home care providers has been improved. The citizens that meet the criteria to be home care receivers now enjoy freedom of choice and the possibility to change home care provider at any time.

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REGIONAL GOOD PRACTICE

New health and Biotechnology sector, Lorraine (measures 5, 6)

The Health and Biotechnology sector focuses on the development of new activities in the field of new health technology. By developing links between companies and R&D centers, the Regional Council of Lorraine wishes to contribute to the establishment of a well-structured economic sector in order to foster the development of activities with a high added value. Moreover this strategy enhances the level of job creation in one of the key sectors of the future and builds a distinguished reputation in terms of know-how.

Looking for synergies between researchers, business leaders, representatives of beneficiaries and end-users should contribute to the development of new products, which will satisfy the current and future expectations of the population.

The three priorities and lines of action identified are connected, firstly, as to promote the development of the SMEs in the Health and Biotechnology sector; secondly, stimulate the sector by helping it to develop and, finally, support health services' economic development in the light of the evolution of medical practices.

These priority axes are being focused on three areas which are selected on the basis of the potential of the industrial and university framework of Lorraine. One of them is dedicated especially to disability, well-being, ageing and autonomy.

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Rapidly Growing Health Tourism

As a rule, people today are more mobile, travel a lot and achieve services from a distance have also increased the possibilities to use money on personal health. Today's pensioners are a group with large market potential. The so called silver economy has the resources and the time, and there is a need for the markets to adapt. Facilitating the development of the health tourism sector can led to better fulfilment of local people's need for wellness or other health-related services. At the same time it can generate significant additional incomes in the region by attracting residents living outside the territory driven by prevention or rehabilitation purposes. However, to further improve the performance of this branch, it is crucial to consider the reconstruction of existing abilities and develop new ones in line with the region's competitive advantages. In this regards, it is recommended to foster not only the establishment health facilities, but the creation of combined offers, seasonal and non-seasonal, for seniors. These should correspond with the education of health specialists such as masseurs, fitness trainers, physiotherapists or nurses.

POLICY RECOMMENDATION

Increase use of growing health tourism in the silver economy and as complement to elderly care.

MEASURES

1. Promote health tourism sector for the silver economy
In many areas of Europe, health tourism is believed to represent an important breakthrough point for enhancing economic performance of an area. Structured financial support for developing attractive health tourism offers should be considered, from a strategic aspect, as the expansion of this sector has true potential for job creation and the increase in the number of guest nights also contributes to boosting the region's economy.
2. Incorporate local tourism into local elderly care
Elderly people can benefit from taking advantage of tourism activities available locally, as a complement to the regular elderly care. It has proved very successful in places where it has been used.

SUB-PROJECT GOOD PRACTICES

Health Tourism and Green Care for elderly people, Häme, SILVER ECONOMY (measure 1)

Ilorannan Maatila is a Finnish boarding house with a long history. It is located in countryside near a lake and surrounded by nature. They offer versatile services for tourists in different age groups but they also offer health tourism packages tailored for elderly people. The idea is to improve and maintain elderly people's health, quality of their life, ability to manage in everyday tasks and also make exercise a permanent part of their lives. Ilorannan Maatila provides many activities like the possibility to enjoy nature at its purest (green care) and guided exercise for the elderly. There is a place for group- exercise, well-equipped gym and premises for a many activities. Green care, enjoyment

of nature, is taken in consideration by making routes for Nordic Walk and regular walking or jogging. In Ilorannan Maatila elderly people can stay for shorter or longer periods of health exercise-oriented vacations. The meaning of the vacations is to make life enjoyable and to improve the person's physical condition, so he/she can manage with everyday tasks.

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Green care & occupational therapy for elderly, Häme, SILVER ECONOMY (measure 2)

In Ylitalo's farm in Hämeenlinna are alpacas and llamas which regularly visit in elderly people's homes to bring joy, a bit variety to everyday life and also a piece of nature with them. These animals are trained to be used in occupational therapy and there is always a therapist with them. Alpacas and llamas are kind and human-oriented, so are suitable to be trained and to work as therapy animals. Some of the elderly people can't move outside of the home and that is the reason for bringing animals to them. This practice is one part of the green care concept where animals are also included to be one part of nature. Good results have been achieved by using alpacas and llamas in occupational therapy. Petting and just being with animals for a moment relieves stress and brightens depressed minds. It

is also possible to visit Ylitalo's farm and pet, walk or ride with the llamas. There is an association of therapy alpacas and llamas, which supervises use of the animals in occupational therapy. Founders of this association are psychologists, veterinarians, nurses and other specialists. So, all operations are professionally carried out. There are a lot of experts involved in animal therapy, so this kind of activity creates job opportunities.

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REGIONAL GOOD PRACTICES

Regional plan for tourism, economy and leisure, Lorraine (measure 1)

The “2007-2012 Regional plan for tourism, economy and leisure” was focused on enhancing and promoting tourism in Lorraine. The overall objective was to increase the region’s attractiveness. In this regard, flag- ship tourist places such as health resorts have been identified.

Indeed, expanding tourism flows towards the Lorraine health resorts has been one of the main projects carried out by the Regional council of Lorraine. It has included assisting health resorts in their efforts to diversify their activities and helping them to position themselves in a complementary manner to the new growth markets such as the market for the over-sixties.

As senior customers offer a special interest in terms of potential economic benefits, the development of accommodation which meets their specific needs, particularly in terms of accessibility, has been encouraged through regional financial assistance.

The new framework of the tourism economy policy, adopted in December 2012 and validated through the “2013-2020 Regional plan for sustainable tourism development”, provides continuity for the actions undertaken during the period 2007-2012. It is organized around 13 thematic sectors including the Wellbeing sector linked to thermal activity.

The Regional council of Lorraine, well aware of the important potential for development in this sector, promotes and supports the modernization of health resorts in order to create a welcoming environment for elderly people and provide them with a “Hotel for Ageing Well “

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Own Time Program, Asturias (measures 1,2)

Own Time is a program to improve the quality of life and welfare of women over fifty, promoting social participation, improving their relationship to establish social female networks and the acquisition of habits on active ageing and healthy tourism. The main purpose is health promotion, not only the biological side, but also psychological, social and cultural factors that are part of our lives.

The program is organized around thematic workshops looking for participatory discussion and reflection of participants; besides the workshops, complementary tourism activities are organized throughout the year

in order to promote social networking among the participants and strengthen their participation in the program. The workshops will address the following topics: Ageing, healthy movement, Internet, encourage reading, creative writing, movies, health, history through women, women on stage.

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Focus on the COSME Programme 2014-2020

The new Programme for the Competitiveness of Enterprises and SMEs 2014-2020 (COSME) aims at encouraging the competitiveness of European enterprises.



As tourism is an important sector of the Union Economy, one of the main priorities of COSME is to create an environment favourable to SME creation and growth, including the tourism industry. The tourism companies are considered as new-job creating enterprises with a great potential for growth.

In this regard, the European Union also supports economic development of business networks within the tourism companies.

REGIONAL IMPACT OF CREATOR

The INTERREG IV C programme aims to improve the effectiveness of regional development policies in the areas of innovation, the knowledge economy, the environment and risk prevention as well as to contribute to the economic modernization and increased competitiveness of Europe. As far as regional impact goes, the change of regional policies concerning declining demographic trends and ageing population varies from one organization to another due to their different competencies and tasks.

VÄSTERBOTTEN, Sweden



Länsstyrelsen
Västerbotten

The role of the County administrative boards in Sweden is to be an actor in the region and create platforms which allow actors which do not normally meet to do so. In addition it is our job to make sure that national policies are implemented in the region. We are the link between the people, the municipalities and the state. Therefore we have a unique opportunity to bring these actors together. One of our tasks therefore includes projects which increase the cooperation between actors in the region.

CREATOR has facilitated the pilot implementation of a "leaving questionnaire" in the organization called Region Västerbotten which is a political organization with members consisting of all municipalities in the region. The leaving questionnaire is a simple form for employees about to leave their employment. In this form, the employee will state whether or not he/she will be available for the organizations after their retirement to help out in situations where the organization requires extra staff. This pilot has been incorporated into an elderly plan for Västerbotten for 2013-2020.

CREATOR sub-projects RECO and EFFECT invited EFFECT's Finnish partners to a study visit on the act of system of choice for home care services in Umeå. The study visit resulted in the system of service vouchers being introduced in several municipalities in Häme region and the system of choice is seen as the next step after their current service vouchers-system.

In Västerbotten CREATOR has also had an impact on the softer side. Although we cannot say that major political decisions have been made solely because of us, it is believed that some groundwork has been done which could possibly facilitate such decisions in the future. In addition, new partnerships have been formed which make it easier to transfer experience from one organization to another within the region.

First and foremost, CREATOR has created a platform for actors in the region which are working with these kinds of questions. These actors involved in CREATOR have asked to attend to mandatory workshops twice per year and thus found a forum to discuss these kinds of questions with similar actors.

This in turn has led to new partnerships to form within and outside the region. For many actors in the region, the mini-programme has put the ageing population on the agenda. The demographic change is so much on the agenda that it has been included as a horizontal goal into the regional development strategy in Västerbotten for 2014-2020.

CREATOR has allowed a "way-in" for actors which previously had not worked in European Union partnerships and projects. CREATOR has built bridges between actors in different countries and thus actively worked toward the European cohesion policy.

Approximately 10 employees in the county administrative board of Västerbotten have been involved in CREATOR and taking part to meetings. This has increased their competence when it comes to the topic of demographic change. This is especially good for the organization since this is not the normal area of responsibility for the county administrative board of Västerbotten and therefore the concerned employees' competence has increased dramatically.

Finally, CREATOR has helped to strengthen the cooperation between the county administrative board and actors in the region working in this area and thus facilitated the possibilities for future cooperation and exchange of experience within organizations in the region.



LORRAINE, France



The Regional Council of Lorraine works towards the economic, social and cultural development of the Lorraine region. Endowed with the authority and specializations in the domains judged essential for the future of the region, the Regional Council's major competencies include

- Economic development and employment
- Education, training and lifelong learning
- Infrastructure and transport
- Land-use planning

The proactive engagement of the Lorraine region is reflected in its interventions in several areas in which it has no obligation to act. In this way, even if the Lorraine region is not responsible for dealing with the issue of demographic ageing, their investment in these areas is such that the Regional Council has wished to bring it up and react by participating in the CREATOR project.

Thanks to three years (2009-2011) of exchange of experiences including the identification of best-practices, sites visits, workshops and the improvement of knowledge of its staff and members of its regional assembly, the Regional Council of Lorraine has improved five regional policies since 2012.

1. The "Lorraine emploi" policy is designed to support job creation in the voluntary service. The new regional employment strategy is directly linked to the exchange of experiences initiated in the framework of the CREATOR project. The recent awareness of demographic ageing, through the participation of the CREATOR project, has created a favourable environment for policy changes: the care sector for dependent persons (the elderly and people with disabilities) is now considered as one of the new priority economic sectors in Lorraine since 2012. Moreover, professional training sessions are being arranged for workers or future workers in the field of services for dependent people.
2. The "IRÉLIS" policy provides funding for projects supported by associations. The regional scheme takes into account the demographic change since 2012. IRÉLIS now supports a greater number of projects devoted to the ageing population including intergenerational projects, which aim to relieve loneliness among the elderly by improving access to culture and leisure or the availability and accessibility of services for dependent people. Numerous best practices identified through EFFETC, RECO and GENERATIONS sub-projects have served to improve and intensify the existing Regional strategy for demographic change.

3. The "Local health care services" policy is a part of the new health policy developed in the Lorraine 2020 Strategy: one of the objectives of this regional mechanism is to assist seniors so that they can continue living independently and longer in their own home. Several key measures aim to combat medical exclusion, including the reduction of disparities in the access to care services in rural areas.
4. "FRIFE" policy aims at ensuring the full participation of people over 50 in working life and contributing to a longer continuation of work activities. Active ageing was identified as a challenge within the Lorraine 2020 Strategy which has incorporated the experience gained in CREATOR project. New financial support may be awarded to the implementation of vocational training sessions for old workers in order for them to remain in the labour market as long as possible.
5. In 2010, Lorraine region identified 12 strategic sectors including the Health and biotechnologies sector which focuses on the development of new activities in the field of new health technology. Concerning this sector a third axis dedicated to disability, wellbeing, ageing and autonomy was integrated as a priority action thanks to the participation of many CREATOR sub-project participants within the Steering Committee. As a direct result of two-year discussion within the steering committee, a new economic strategy will be launched at the end of 2013.

Moreover, a strategic document called the "Lorraine Pact 2014-2016" was signed on the 17th of September 2013. It includes a specific and strategic action devoted to the "silver economy". The new strategy aims to structure the "silver economy" market by supporting the development of new ICT solutions for the elderly, new nanomaterial products, e-health processes and inter-firm networks in order to design new products for the elderly.



The signature of the Lorraine Pact in 2013.

HÄME, Finland



The Regional Council of Häme is responsible for the regional development in Häme region. The task is to manage and coordinate regional development work in the region. The Council plans and decides about the following regional development policies:

1. Regional Strategy for the next 25-30 years (each fourth year)
2. Regional Development Programme for the next 4 years (each fourth year)
3. Regional Implementation Plan for the next two years (each year)

Thanks to three years (2011-2013) of exchange of experiences including the identification of best-practices, sites visits, surveys, workshops and the improvement of knowledge of its staff and regional politicians in the CREATOR mini-programme, the Regional Council of Häme has improved regional policies and paved the way towards a more internationalized region.

1. Häme Regional Implementation Plan 2012-13

During the implementation of CREATOR the importance of preventive actions related to ageing population has increased. This kind of view was shared in all participating CREATOR regions. The perspective on how to affect to the ageing population has changed. The measures related to the ageing population were re-active rather than proactive in the previous Regional implementation plan 2011-12. There is one new measure called "Focus should be shifted towards health contributing wellbeing services" under the theme "Renew- ability of the public and private sector" in the Häme Regional implementation plan 2012-13. As part of the new preventive actions, health related sports was presented as one of the strategic projects by the Cooperation Region of Southern Finland in the negotiation process between the regions and the relevant ministries.

Developing preventive actions contributes to people's health and wellbeing and reduces the care costs in the future. Instead of paying attention to dealing with sicknesses, which is of course also important, the contribution to health and wellbeing has become more and more important in the regional development work. For example there is already lots of evidence already that health related sports and exercise have positive impacts on people's health and wellbeing. These kinds of health contribution services are predicted to be one of the business sectors with the most potential in the future. Therefore it is important to develop this sector for the regional economic point of view as well.

2. Häme Regional Strategy and Development Programme 2014+

The Regional Council of Häme is preparing regional long-term strategy until year 2040 and the development programme 2014 – 2017 for the region this year. The document including both of these policies is called the Häme Programme. It will be approved by the Assembly of the Council in November 2013. The CREATOR mini-programme has provided a unique opportunity to plan the future regional policies regarding demographic challenges together with six other European regions.

CREATOR has mainly influenced one to one of the themes in the Häme Programme, called Housing and wellbeing. Wellbeing services should be developed innovatively to be more preventive and cost-effective. The service structures should be more flexible, customer-oriented and organized in co-operation with public, private and third sector actors. Furthermore, it is important to raise people's awareness about ways of improving their health. All of these development guidelines, which are included in the draft of the Häme Programme, are either direct, or can be connected to, CREATOR recommendations.

3. Internationalization of the region

Häme is one of the least internationalized regions in Finland and one task of the Regional Council is to promote internationalization of the region. Considering this task and having already had some good experiences from Interreg IIIC Regional Framework Operation called STIMENT in the previous programming period, the Regional Council of Häme decided to take part in the CREATOR mini-programme as a regional partner.

The CREATOR mini-programme has offered excellent opportunities for regional organizations to implement international projects. This has been essential for the regional actors and developers in order to prepare themselves for the next programming period when the importance of the international financing instruments will increase. This is due to the fact that the funds in national structural funds programmes will decrease approximately 30%. CREATOR mini-programme has been able to provide an easier path to international co-operation for several organizations in Häme. The people working in the sub-projects have increased their skills and competencies to work in international projects. This has been one small but important step towards a more internationalized Häme region.

WIELKOPOLSKA, Poland



WOJEWÓDZTWO
WIELKOPOLSKIE

Wielkopolska in project Creator is represented by Marshall Office of the Wielkopolska Region, an institution which supports the Board of the Region, ensures substantial operation of the Board and cooperates with the Regional Parliament.

The Office is divided into 19 departments and 7 offices that perform their tasks while interacting with the Regional Parliament and its committees, the Board, the provincial local government organizational units, central and local government, social and economic organizations. Departments and offices project the statutes, regulations, orders, instructions and draft resolutions of Regional Parliament and the Board. Administrative proceedings are conducted, Departments preparing also draft decisions in individual cases, and developed draft contracts and agreements, including those that relate to ensuring that public duties are conducted in a trustworthy manner.

The basic benefits from the Creator project implementation in Wielkopolska are the exchange of experiences at the regional level and the joint works on designing specific political strategies and support tools, enabling the partner project regions to raise awareness about the needs and problems arising from the ageing of the society and to solve them actively.

As a part of the CREATOR project, to analyze the elderly situation in the region Marshal Office of the Wielkopolska Region has ordered report presenting results of surveys carried out during the "Active 50+" Fair at the Poznań International Fair on 17-18 March 2012 on a sample about of 300 respondents.

The survey carried out was of diagnostic nature – it allowed for recognising facts and opinions of the Wielkopolska inhabitants aged 50+ on four thematic areas: the use of the computer and Internet, food and

dietetics, health care and life experience.

The knowledge obtained in the course of the survey implementation was useful both for public entities (local authorities) and non-governmental entities creating and implementing the public policy with regard to supporting the elderly (eg. providing care to the elderly, professional development of persons over 50 years of age, organization of volunteering of persons 50+, etc.) and enterprises, for which the information on the senior citizens' attitudes may be useful in creating products and services aimed at this dynamically developing - for demographic reasons - consumer sector.

European demographic changes concern both Polish and Wielkopolska society. It is estimated that in 2030, the percentage of the social group 50 + in the country will be approximately 23.6%.

Taking into account this trend and out of concern for the life quality of the inhabitants of the region, as well as the economic development, Provincial Government of the Wielkopolska Region undertook to update the Wielkopolska Region Development Strategy 2020. The development of the "silver economy" has been recognized in this document as one of its operational objectives, extremely important from the point of view of social capital building for civil society, as well as the strengthening of professional activity, or business development and health services.

The promotion of social communication also took an important place in the updated strategy, including the extremely valuable intergenerational dialogue and the development of "silver education" "with Universities of the Third Age.

Wielkopolska as an economically strong, fast-growing region is faced with the need to address the phenomena taking place in the global economy, associated with increased competition in global markets, including competition between regions, the rapid development of emerging markets, the events related to the global economic crisis, but also the demographic changes that will inevitably change the social environment and economic conditions.

Activities undertaken in the project Creator in Wielkopolska Region has enabled to get reliable information on the silver economic aspect of life of the region and specific solutions tested as part of sub-projects "good practices". These have been an invaluable experience, which enabled the region to tackle the above-described phenomena by taking innovative actions and implementing effective, life-improving solutions to the region's inhabitants.



BRESCIA, Italy



The Province of Brescia is a local public administration responsible for taking care of local community interests and promoting and coordinating its development. The Province has competence in providing services for citizens and in defining strategic policies aimed at local development. At the EU level, the Province of Brescia has access to European funds, which represents a fundamental tool for the development of the local community and for enhancing systemic programmes. The Economy and Negotiating Policies Sector (Economic Development Area), has competences on the wide area of the Province, including 206 municipalities, and implements its activities in order to pursue the following objectives:

- promoting the strengthening of the local economic and productive sector by supporting local production chains
- guaranteeing direct support to local enterprises through the provision of funds for the implementation of innovation technology projects
- foreseeing the implementation of initiatives aimed at revamping the local economic development, such as the “MADE IN PROVINCIA DI BRESCIA” project, a registered trademark that represents a tool for recognizing the geographical origin and the productive specificities of Brescia territory
- ensuring the full implementation of the intervention programme for active policies, contained in the “Training and Job integrated framework 2011/2013”, in collaboration with the Job and Vocational Training Sector

As Brescia is a Province level public authority it is not permitted to deal directly with the legislative framework for active ageing. Nevertheless, Lombardy Region has identified the demographic change as one of the major challenges in its “Documento di Programmazione Regionale 2011-2013”, empowering all Provinces to take initiative. The Province of Brescia has acknowledged these requests producing a policy document, called “Documento di Programmazione Integrata Lavoro e Formazione 2011-2013”, which analyses the labour market in the Province of Brescia (actual dynamics and future trends), to enhance and promote instruments in its territory. Throughout the implementation of the CREATOR mini-programme, the Province of Brescia carried out a deeper analysis in this field of active ageing, highlighting a specific need of intervention in the field employment and re-employment of seniors: therefore, an initiative has been undertaken launching Over 55 Re-employment Measures addressing seniors and their professional requalification. In October 2012, a new instrument was launched addressing over 55s

who are not covered by either job mobility measures or unemployment benefits; the new initiative has been designed on the basis of the successful experience of the actions implemented in 2011 and 2012, and have been further customized according to the need of both employees and employers in Brescia’s Province. These initiatives are very significant as regards the influence on the labour market and hopefully they represent a sound example which will be followed by other local authorities in the very near future, as new active labour policies on intergenerational exchanges are already on the governmental agenda (<http://www.enricoletta.it/proposte/le-dichiarazioni-programmatiche-del-governo-letta/>).

In its area, the know-how of the 5 participating actors in the field of active ageing has grown through the international workshops, the exchange of BPs and experience gained in the sub-projects; under an operational point of view, the impact of CREATOR shows clearly within the experience of some of the sub-projects: in GENERATIONS the pilot phase “Mentoring in Valtrompia (a project aimed at realizing the transfer of skills between older workers and young apprentices) has been implemented, which shows how organizations - once they are aware of demographic change and sound age management actions - can take the initiative internally, even without financial incentives. Obstacles to the implementation of such initiatives seem rather located behind a lack of a culture of valorisations of age diversity, which has been tackled by the mini-programme CREATOR. And thanks to sub-projects such EFFECT where the Province of Brescia participated, awareness is also raised in seeing demographic changes as new investment opportunities for businesses.

A deeper analysis of results achieved has been discussed by key actors invited to the National Workshop “CREATOR: un Miniprogramma a Favore di Soluzioni per l’Invecchiamento Attivo” organized in Brescia on October 23rd 2013.



Észak-Magyarország, Hungary



NORDA
Regional Development Agency
of North-Hungary Non-profit LLC

Functioning as part of the system of institutions for regional development, the Agency was founded by Észak-Magyarország Regional Development Council in 1999 with the purpose of contributing to the development of the area, the Észak-Magyarország region, by promoting the utilisation of decentralised resources assigned to its management, and through its co-ordination and partnership activities. As indicated by its name, NORDA, working as an operative organisation, is not authorized in the establishment of regional policy; at the same time, it has the opportunity to execute supplementary activities – primarily within the framework of international co-operations – with the results of which it can widen the circle of factors taken into consideration by political decision-makers, and may contribute to the establishment and fine-tuning of individual regional strategies at the same time.

Hungary joined the European Union in 2004, thus the 2007-2013 development cycle is the first period in the history of Észak-Magyarország in which the sectoral and regional operative programmes extend the whole length of the period. Parallel with the operative programmes, the region may also participate in the implementation of different interregional projects as a beneficiary. Even though there were several international projects implemented in the region during the cycle, their size and complexity, and the number of domestic organisations involved in their implementation fell far beyond the similar characteristics of the CREATOR project. Therefore, another reason why CREATOR is an important station along the process of development of the region is that, thanks to the mini-programme, the knowledge - with the help of which our region can take a more successful role in the identification and dispersion of solutions aimed at the management of further common problems than before - has widened significantly. At the same time, also due to the topic under

examination, the mini programme has outstanding significance in Észak-Magyarország, characterised by a decreasing and ageing population and, in domestic and European comparison as well, a high unemployment rate.

NORDA – given its activity – is also involved in the creation of the national development programme. In the years 2011-2012, the Planning Team of the Agency participated in the preparation of the nationwide draft call for proposals entitled “Silver Economy Development”. According to the draft, it is primarily enterprises that can apply for the support of the development of products and services for the elderly. It is possible that – following further revisions – this measure will be included in the Regional Operative Programme to be implemented between 2014 and 2020. NORDA is expected to continue to cooperate in the development process of the call, thus it will be possible to take into consideration and integrate the latest experiences gained in CREATOR.

In previous years, the competent county and local self-governments were forced to manage regional problems of ageing mostly on their own. However, within the framework of CREATOR, such comprehensive exchange of experience and joint brainstorming could be realised, one effect of which is that the knowledge gathered in a wide range of elderly-related topics becomes accessible and can be integrated into the development processes of concepts to be established by the responsible bodies at territorial levels. As a result, during the reconsideration of prevailing regional strategies and the creation of action plans, it is possible to take into account targeted interventions successfully implemented in other regions, and adapt innovative solutions dovetailing most with local needs, features and possibilities.



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Addressing age-related challenges requires a series of interventions implemented which need cross-sectorial cooperation. Within the framework of the domestic project part of CREATOR, a partnership – exemplary among Hungarian circumstances – could emerge in which the representatives of several sectors (self-government, authority, university, enterprise development organisation, training institute, research organisation) could work together, in a parallel fashion, in the various areas of a complex topic.

It is important to note that the project could progress in an increasingly favourable medium as the Hungarian government put the comprehensive management of the ageing of society and people's generational problems on the agenda: several state-initiated programmes have appeared in the past years, for instance, the programme journey for life or contemporaries' ageing programme. The issue of preserving and utilising the knowledge and experience gathered by elderly citizens is on the government agenda, which is revolutionary also because the employment of those over 50 has been undeservedly put on the back burner after the change of regime. However, the treatment of this problem has been increasingly successful in recent years, for instance, through the channelling of older employees into vocational training or the reconsideration of the institution of a protected age.

It is to be mentioned that, through the strategic support of NORDA, the self-government of Miskolc (the seat of the region) – which was awarded the title “Elderly-Friendly Self-Government” in 2012 – made efforts aimed at the improvement of the situation of the elderly. On the one hand, the self-government actively participated in the implementation of the sub-project GENERATIONS has signed up to implement the IMPLEMENTATION GUIDE. The negotiations on the details of the transfer are expected to be clarified in December. Having seen the success of the adopted solution, hopefully several local and county self-governments will consider taking similar steps.

Based on the foregoing, we have substantial reason to trust that, after the introduction of the results of CREATOR, there will be strong receptiveness for the further utilisation of the experiences amassed within the framework of the mini-programme, the considering the recommendations, and the adoption of the innovative solutions introduced.



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ASTURIAS, Spain



IDEPA is the economic development agency of the Principality of Asturias, its mission is to achieve balanced and sustainable economic development of Asturias through the creation and consolidation of a competitive, diversified and modern business network. The Activity Plan 2013-2015 for IDEPA sets out the following priorities:

1. Support to finance business projects, especially among SMEs, so that they can meet their investment initiatives, innovation, internationalization and consolidation plans.
2. Development and improvement of industrial spaces to improve the supply of industrial land.
3. Leadership and specialization. Design of the regional smart specialization strategy (S3), agreements with leading companies, innovative public procurement and participation in ERANET networks.
4. New innovative business and diversification, supporting innovative entrepreneurship and the creative sector.
5. Absorption of technology and open innovation. Technology transfer and innovation through technology centers, technological guidance and ICT implementation in small business, Technology Park revitalization and promotion of business cooperation through clusters policy.

Because of the close relationship between IDEPA and Technological Centers in our region, we have used CREATOR to engage these centers in the implementation of the sub-projects, spreading throughout our innovation system the importance of the aging population challenge. Some of these centers, further to their role in CREATOR, have managed to be part of new European projects related to ageing societies. From the point of view of human resources involvement, about ten people have participated in the mini-program gathering knowledge and competencies in European Cooperation.

Another major benefit provided by CREATOR has been the Asturias final conference about "silver economy" organized under the annual business meeting initiative. These annual meetings call the attention of our business leaders on some relevant economic tendencies. This year we have analyzed the business opportunities in the seniors market and showed how some regional companies are developing products in this area, it was a wake-up call from our politicians to the business sector to develop products and services that meet the needs of an elderly population. At political level, it had the participation of the Regional Ministry

of Economy delivering the welcome speech, and six General Directors of our Government attended the event. This conference also gave us the possibility to talk about European Cooperation and the opportunities that will arise from the new programming period for an audience of more than 200 entrepreneurs.

Finally, bearing in mind that here CREATOR has had a very small impact, we should talk about the Government awareness on the importance of being prepared for the demographic change. In July 2013 our Government requested inclusion in the Demographic Change Regions Network to build alliances with other European regions on ageing issues. At national level, we recently initiated a process of alliances with three other neighboring regions, that besides Asturias, are the four most aged regions of Spain in order to jointly analyze demographic policies. Thus, we expect the work done in CREATOR can be used as a platform to channel this process of ageing alliances with other European regions.



Connection to Europe 2020

Demographic change constitutes one of the major challenges of the European Union. Taking this into consideration, it could have been efficient for the EU to implement a dedicated EU Framework program on Demographic Change including Human Resources, ICT, Innovation and Research and Development issues into the next programming period of 2014-2020.

The reality will be very different...

However, the scope of the CREATOR project might be extended over this four-year period by taking advantage of several European financial instruments which will be available for the future programming period of 2014-2020.

The next "INTERREG V" Program 2014-2020 constitutes one of the main financial instruments which will offer an important perspective to the development and intensification of all recommendations highlighted by the CREATOR project. European Territorial Cooperation projects could be focused on different thematic objectives such as the development of an economy based on knowledge, research and innovation, the promotion of a more resource-efficient and competitive economy or the fostering of high employment.

In addition, the new EU Framework Program for Research and Innovation called "Horizon 2020" aims to build an economy based on knowledge and innovation, while contributing to sustainable development. Horizon 2020 brings together all European funding for research, development and innovation. The program has set the objectives of strengthening the EU's position in science, including the support of future and emerging technologies (FET), strengthening the industrial leadership in innovation with a major support of key technologies such as ICT or nanotechnology, and supporting innovative projects, interdisciplinary approaches and research activities in socio-economics and human sciences areas dealing with the challenges of society such as health, demographic change and wellbeing.

The "Erasmus Plus" program provides the possibility to access stimulating learning opportunities throughout all stages of life. The common program still covers four levels of teaching including schools, vocational education and training, universities and adult education, as well as non-formal youth education and training. There will be three types of projects at each level: mobility, cooperation and support for political processes. The training and professional development of adult education staffs will be possible through professional mobility, as well as strategic partnerships for the adult education through the cooperation between organizations involved in the education of adults (i.e. associations, NGOs, cultural organizations, companies, public-law bodies). Therefore, Erasmus Plus aims at improving health-care staff skills through professional mobility.

Lastly, the "European Social Fund" (ESF) aims to increase employment opportunities, promote education and lifelong learning, enhance social inclusion, contribute to combating poverty, and improve the capacity of public administrations in order to serve citizens and job-seekers more effectively. The demographic change will be taken into account by ESF through providing opportunities to promote active and healthy ageing and combatting age-based discrimination. The ESF could even finance European projects involving many European organizations in the future in order to exchange know-how and best-practices. Indeed the new article 87-3-d of the structural funds regulation opens up this opportunity for the first times.

Future cooperation possibilities

Demographic change constitutes a challenge for many European regions. It is vital to recognize the contribution of elderly people to economic and social development.

The process of demographic change has opened up new economic opportunities in the ageing market. The innovation and the development of knowledge have to be key elements in order to let Europe's ageing societies remain at their highest level of dynamism and competitiveness. There is a strong will from all European projects dealing with demographic change to exchange knowledge and develop initiatives. The process of capitalization on demographic change, which has been launched by the INTERREG IV C Program should continue.

Therefore, a new form of cooperation could be set up in the light of various European projects specifically devoted to this theme in 2014-2020.



CREATOR Final Conference in Észak-Magyarország

The Final International Conference of the mini-programme was held in Miskolc, Hungary, hosted by the Regional Development Agency of North-Hungary. The event was attended by a number of politicians from each of the participating countries, as well as by service providers, developers, NGOs and other experts active in elderly-related fields.



The conference was opened by Mr Péter Pfliegler, vice-mayor of the City of Miskolc which took part in GENERATIONS sub-project as well, and Mrs Katalin Csöbör, Member of Parliament. After some Hungarian experiences were shared by national commissioner for elderly affairs, Mrs Csilla Jenei Rubovszky, attendants also got an insight on the relevant European social and economic trends. As a part of this, M.Sc.R. Roos Galjaard, researcher and consultant of Bureau PAU, provided a comprehensive presentation on demographic change in the continent, and also shared her experiences from INTERREG IVC capitalization processes having been conducted in relevant fields. Mrs Erika Fulgenzi, project officer of INTERREG IVC JTS, presented some of the corner stones of INTERREG EUROPE Programme being actually developed, which was one of the participants' high interest, too.



Of course, the main aim of the event was to present the main results of CREATOR accompanied by some of the best practices found across the concerned regions. As a part of it, the sub-projects which addressed different issues of ageing, were given the opportunity at the Final Event to present their result to the participants in the framework of a mini-exhibition.

On the basis of the solutions identified in the seven regions over the past years, partners presented the Implementation Guide for Regional Developers which is aimed at providing additional technical support for regional and local policy makers in position to implement elderly-related strategies and policies. The Implementation Guide contains policy recommendations and measure proposals accompanied by several exemplary practices. At the Final Conference, the Steering Committee Members of CREATOR officially signed the Political View, this way verifying the main policy recommendations and measure proposals which are the key results of the joint efforts of altogether 43 European organizations.



Selection of Sub-projects including Criteria



The CREATOR sub-projects have been approved in three separate calls. All together seven sub-projects have been approved. Four sub-projects were approved in the first call, two were approved in the second call and one was approved in the third call. In all calls the same procedure, and application evaluation, has been used. This process is described below.

The first step to our sub-projects was writing the application form. The application form was based on the same application form the CREATOR partnership had submitted to the JTS and INTERREG. In addition the application included specific questions related to CREATOR's global goals and specific requirements from the INTERREG.

Secondly, regional coordinators worked individually in their regions to find suitable participants in their regions. In addition a partner search meeting was organized in Lorraine where potential participants from all regions were invited.



Evaluation of applications

Each application was evaluated based on the content of the application form. The evaluation was conducted using an online evaluation form. Each participating region evaluated each part of the application and gave it a score from 1-4. In addition, the evaluation form contained questions such as an overall opinion about the project, usability of the sub-project in CREATOR's final documentation and results and the reasonability of budget and activities.

After each regional coordinator's evaluation, some discussions and an agreement on further clarifications from the applicants, the working group made a preliminary selection.

The preliminary selection was then presented to the Steering Committee. Based on the preliminary selection and the competence and political view of the Steering Committee, they selected seven sub-projects which all worked toward the global goal of CREATOR. A description of all sub-projects can be found in the appendix 3.



European Efficient Wellbeing Service Production

Duration

01.01.2011 – 31.03.2013

Lead Partner

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3. CCAS – municipality of Metz (Lorraine, France)
4. Regional Council of Lorraine (Lorraine, France)
5. Oviedo Chamber of Commerce (Asturias, Spain)
6. Municipality of Umeå (Västerbotten, Sweden)

The aim of EFFECT is to further develop the multi-producer model in order to support European SMEs in providing higher quality and better customer orientation in wellbeing services for elderly people. The goal is to increase SMEs' opportunities to utilize new business opportunities more effectively. The main focus in EFFECT is to develop and support fluent cooperation between different organizations, regions and even countries within Europe.

To achieve these goals, the EFFECT project has increased cooperation by organizing site visits and learning from each region's best practices. The best thing in this cooperation model is that you don't have to reinvent the wheel, you can learn from others. The demographic change and the challenge of ageing populations creates pressure on municipalities and entrepreneurs and third sector organizations to cooperate, and increase the quality of service and the contribution of preventive actions. EFFECT tries to endorse innovative and transferable approaches.

The information on the future customer-oriented service needs of elderly people is valuable in terms of developing entrepreneurship promotion and disseminating best practices and innovative initiatives for wellbeing service companies. The ageing of the population is an opportunity. A growing number of elderly people in good condition are willing to use a variety of services. Service needs, collected by a survey done in Häme region, are used to find tips and ideas which could help to create successful business opportunities. By combining best practices and experiences in the wellbeing sector from participating countries and survey results regarding future service needs, EFFECT is able to promote multi-producer model development through local actions.

Each participant has its own theme:

- Service procurement, purchase process (Västerbotten, Umeå)
- Housing, solidarity, fight against isolation, information and proximity, mobility and accessibility (Metz)
- Development of service companies (Asturias)
- Supported living at home (Brescia)
- Enterprise approach (Lorraine)
- Cooperation between public, private and third sectors (Häme).

The collected best practices have been analyzed according to EFFECT's commonly agreed evaluation criteria. The reason for this toolkit is not only to discuss the whole best practice transfer from one region to another or from one organization to another. Instead, by mixing the different elements of best practice approaches from the toolkit to the actual working environment within an organization/region, the ideal innovative approach can be achieved in the European public-private partnership model. All the collected experiences from participating regions will provide valuable information for the PPP-model and how the cooperation model and its parts work in the participating regions.

EFFECT tries to identify examples of efficiency in the service production process via sharing experiences and best practice from different regions. In order to address the challenge of ageing people, we need wellbeing services to reach citizens more effectively. As a result of the EFFECT project, new information regarding senior citizens' future service needs and best practice collection will be provided. All results will be disseminated regionally. This best practice toolkit can be used to modify European wellbeing services with regard to elderly people.

The EFFECT project has been a good opportunity to lead participating regions towards higher levels of efficiency, internationalization and profitability. It has enabled each region to benefit from the partnership. Although the challenge is the same, the actions differ. This means that we were able to transfer value-added information between regions and the solutions we found were optimized and fitted to the situation in each region. The aim of the project was to improve the public/private partnership in order to mutualize the efforts at the financial, human resource and other levels. EFFECT has offered up a valuable opportunity for participating regions to encounter other officials and entrepreneurs from different regions and create important cooperation partnerships or even friendships across Europe. The ageing population can be seen as an opportunity and this is one step towards a brighter future.

Business Innovation Opportunities - Life Improvement and Food for Elderly

BIOLIFE project highlights the opportunities offered by demographic change through the creation of a new food market dedicated to an older population. The project is focused on improving innovation systems in which R&D performers are playing a key role in developing new formulas and products.

In doing so, networking and cooperation are promoted and strengthened in order to achieve innovation and meet the needs of ageing consumers.

Duration

01.01.2011 - 31.03.2013

Lead Partner

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3. PULS Poznan University of Life Sciences (Wielkopolska, Poland)
4. NFH Hungarian Authority for consumer protection (Észak-Magyarország, Hungary)
5. INNO8 (Lorraine, France)
6. PRODINTEC foundation (Asturias, Spain)
7. CEEI (Asturias, Spain)

BIOLIFE has three major objectives. As a first step, a comparison between forces and weaknesses was undertaken in each region including a study on the state-of-the-art of the regional regulation, the elderly needs and the products developed by the food companies. Then, the development of relationships between parties has enabled the creation of the European network dedicated to the deployment of competencies in order to support agri-food businesses. Finally, a guide was produced for regional bodies in order to facilitate food innovation for senior citizens.

Through the exchange of information and the development of good practices regarding food and food intake of the elderly, BIOLIFE has responded to the challenge of offering appropriate food to the elderly. The project has aimed to improve the efficiency of the innovation processes by bringing knowledge and expertise into the food industry. (A study was conducted in order to have a complete understanding of the elderly's behaviour and expectations regarding food. Transferable methodologies were established in order to approach these segments).

The project has showed that elderly people have specific food and nutritional needs which should be carefully considered in order to ensure a high level of health and welfare for them. For example, a nutritious diet is a crucial factor for maintaining the optimal level of health and preventing disease within the population.

In this framework, the specific difficulties encountered by the elderly (such as the reduction of their grip strength or the limitation in their movements) should be taken into consideration in order to design a wide variety of food suited to quality requirements which are appropriate for their age.

The actions carried out as part of this project have resulted in the raising of awareness of the elderly in respect of healthy and balanced nutrition.



SILHOUETTE



using novel information and communication technologies for the support of Elderly's active participation in the information society

Duration

01.01.2011 – 31.03.2013

Lead Partner

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6. University of Miskolc (Észak-Magyarország, Hungary)
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SILHOUETTE as one of Creator sub-projects, has focused on the use of information and communication technologies for the support of the activity of the elderly. The aim of Silhouette has been to identify and share practices, knowledge and tools facilitating wide adoption of ICT-based solutions enabling active, healthy and social lifestyles for the elderly. More specifically, the project has been initiated to focus on health safety, novel communication and out-of-home support.

The project was planned as a flow of activities with the following goals set before the working team: comparison of the needs and roles of the elderly in local communities in all Creator regions, evaluation of the effect of existing ICT solutions to support needs of seniors, pilot trial of transferable services and products, definition of common recommendations for regional development strategies.

To reach the above goals SILHOUETTE has employed several tools that allowed it to find what works and what does not, and map this knowledge onto the needs of the end beneficiaries (the elderly) and relevant stakeholders such as public administration, providers of care services or the business sector. The project started with analyzing regional and local strategies and policies in the context of enabling the use of ICT for supporting the needs of the elderly. Another initial task concerned identification of practices of using ICT to facilitate remaining active. Later it was decided to also include those practices that promote use of ICT by the elderly, increasing awareness of the novel technology

among this population group. Results of these analyses were communicated to the public via workshops in which the target audiences were local stakeholders in each of the participating regions. Along with the workshops, site-visits took place, allowing the practical experience of selected good practices. The next step concerned selection of those practices that could have been potentially transferred between regions and conducting practical experimental transfer of practices. At the same time, a couple of best practices identified by the project have been subject for demonstration. To demonstrate these best services and products Silhouette produced demonstration videos, clearly explaining their construction and use. Demonstration was again addressed to local stakeholders and was conducted within locally organized seminars.

The other stream of tools used by Silhouette concerned surveys of the end beneficiaries and stakeholders in all regions. The so called 'elderly questionnaire' was developed through performing 10 non-directive interviews with seniors aged 65+ in Lorraine followed by 30 semi-directive interviews with another group of Lorraine seniors. The final questionnaire was then tested on a group of 30 elderly people. The partners translated the questions into local languages and interviewed respondents. On the contrary, stakeholders were asked to express their thoughts within an open question survey.

Both above-mentioned streams of tools were used in comparing regions with each other and attempting at proposing recommendations concerning wider utilization of modern ICT within services and products for the elderly.

REgions in COllaboration for the improvement of methods promoting health and quality of life for an ageing population, through development of cooperative methods between municipality, volunteers, NGOs and universities

Duration

01.01.2011 - 31.03.2013

Lead Partner

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3. HAMK University of Applied Sciences (Häme, Finland)
4. TKKI (NH) (Észak-Magyarország, Hungary)
5. Centrum Inicjatyq Senioralnych (Wielkopolska, Poland)
6. Comuni della Valsavioire (Brescia, Italy)

The aim of the RECO-project is to find innovative ways for organizations which normally do not collaborate to do so. These organizations range from public authorities and universities to volunteer associations. Between these organizations, and between RECO's cooperation with European regions they share good practices regarding service to elderly people by study visits and workshops.

Welfare forecasts state the importance of adding voluntary commissions as a complement to the welfare system. Therefore voluntary work needs to gain a higher status in society. RECO has, during the project period, actively sought collaborations between public authorities and other organizations in order to create value and health promoting activities for the ageing population.

Through cooperation between public authorities and other organizations, including voluntary organizations the RECO project has found best practices regarding services to elderly people in the regions active in the sub-project.

Together the partners have discussed well know challenges such as limited resources and difficulties of recruitment and education. Specifically that there is a need to stay ahead of the curve and be prepared to take steps toward resolving the situation.

RECO has analysed the current situation and further identified interesting points and good practices which could be transferred from one region to another. There is a need for cost-effective methods to manage the increased demands on elderly care. It is for example well known that physical and/or social activities prevent the need for elderly care resources.

RECO has looked for methods that facilitate and enhance the ability for elderly people to stay at home as long as possible. And the project will as a start lean on earlier research showing four cornerstones for promoting healthy ageing: healthy eating habits, social interaction and support, meaningfulness and physical activity.

RECO has contributed to increase the number of people taking up voluntary work within the elderly care sector. This has also lead to a higher grade of understanding on how to work with quality of life and health promotion in relation to the needs of the ageing population.



SILVER ECONOMY



New business possibilities and innovative service/product concepts based on the future needs of ageing population

Duration

31.07.2011 - 30.06.2013

Lead Partner

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3. Bay Zoltán Foundation for Applied Research Institute for Logistics and Production systems (Észak-Magyarország, Hungary)

SILVER ECONOMY was a project focused on developing, promoting and disseminating strategies to face new challenges related to an ageing population, especially regarding technology services for wellbeing and health monitoring such as robotic assistance, electrical mobility or health sports, including health tourism and green care.

Over two years (July, 2011-June, 2013), the project was focused on approaching the new technology advances to the ageing community, strengthening the interregional collaboration by developing a community network and identifying key business opportunities in these fields which cover the elderly needs.

Silver Economy was a heterogeneous project where each partner was working in one of the topics mentioned above. Thus, PRODINTEC (project leader in Asturias) was focused on gathering information about electrical mobility and robotic assistance thanks to their jobs and experience developing projects in these areas. Bay-Logi (Észak-Magyarország) has been working on Intelligent Systems and Sensors, intelligent homes, Ambient Assisted Living solutions, telemedicine, tele-care solutions or intelligent clothes. On the

other hand, health sport, including health tourism and green care were analysed by the Finnish Participant (HDC), showing new alternatives to extend & vitalize people's life and new business opportunities related to wellbeing tourism and green care concepts. Finally, AMU's job (Wielkopolska) was essential in order to obtain all sociological aspects including its survey coordination.

Thanks to that, the consortium has been covering different issues during the project life, obtaining technical reports (one per topic), a project network, a SWOT analysis, the identification of good practices or a survey analysis based on a selected questionnaire in order to know needs and opinions from the elderly.

In addition, different dissemination activities were developed by the consortium. Thus, website and communication plan updates, press notes, flyers and two thematic seminars were carried out during the project. On the other hand, the identification of good practice, the development of study visits and the exchange of experiences with other European projects gave to the project the social and cooperative aspect. In this sense, 18 good practices were selected during the project, 3 study visits were carried out using creator workshops as a natural link to the region and finally, an intensive exchange of experiences with other European initiatives related to the project areas were carried out. Thanks to this project, a new European proposal was submitted to SUDOE programme (Interreg IV B) titled "Innovative products and services to the senior market-SILVERSUDOE-" The project was selected for financing by the Commission and its kick-off meeting was carried out last July, 2013.

A final dissemination document was developed as a project guide, summarizing all the mentioned results and providing recommendations to every participating region in the following ways:

- Identifying crucial needs and problems for the senior's life related to the project topics.
- Caring alternatives capable of improving their way of life.
- Matching needs and existing solutions seeking to identify new market niches.
- Providing potential alternatives for new business opportunities.



Economy Needs Seniors' Unique and Real Experience

Duration

01.07.2011 - 31.07.2013

Lead Partner

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2. Centro Formativo Provinciale Giuseppe Zanardelli (Brescia, Italy)
3. Regional Centre of Social Policy in Poznan (Wielkopolska, Poland)

The interconnections of “ageing society” and “active ageing” terminologies lead to assume that regardless of the fact that society is ageing, elderly citizens intend to function as active members of the social and, as active members of the social and economic life”. Physical and social activities have proven to be useful not only for individuals, but also for the society, it is of each community’s responsibility and in their interest to find suitable ways for the exploitation of the valuable experiences gain, and held by elder fellow citizens, through which better division of labour and knowledge transfer processes can be achieved.

According to recent surveys conducted within the mini-programme, this segment of society does not only focus on economic activities but considers, it considers all kinds of activity important, whether it is paid or not. However, as far as economic aspects are concerned, in parallel with the increased ability and willingness of seniors seen over the past decades to extend their work career, it has become more and more challenging for the elderly to find and exploit suitable working opportunities with companies. Having understood this challenging situation, CREATOR also provided a room for making the implementation of the ENSURE sub-project possible within the mini-programme.

The “ENSURE” team declared its commitment to map, collect, organize and start utilizing the knowledge, expertise, experience and competences of citizens above the age of 55. More specifically, the Consortium, composed of organizations of four CREATOR regions, set the objective to provide better conditions for the employability of elderly citizens above the age of 55 by establishing an online tool that facilitates the creation of working connections between potential employees

and enterprises.

During the first phase of the project, Partners conducted an in-depth research in the regions concerned both among seniors willing to work and companies open to take elderly workers into account as a relevant resource, in order for the project team to be able to define ideal characteristics of an online database helpful in bringing together demand and offer. During this period and beyond, a large number of seniors were interviewed and invited to multilateral discussions in the framework of targeted focus group meetings with the aim to identify motivation patterns of users and to get to know individual preferences regarding the structure and outlook of the online tool from the potential employees’ perspective, assuring that the web interface is customized with the most user friendly approach possible. Similar methodology was applied also for private companies, key actors on the employer side: Partners were aware that certain specific features of the tool have to meet the potential employers’ expectations and preferences, in order for the companies to recognize the online database of employable seniors as a “low hanging fruit” for recruitment purposes.

The second year of project implementation was dedicated to further development and fine-tuning of the online tool with the continuous involvement of seniors and SMEs in website development. As a result of the joint efforts, the community site for seniors was finalized, and has been running under www.ensure55.eu, which is not only suitable for connecting offer and demand but also gives opportunities to create social networks and free-time activities.

Although the sub-project ended in July, Partners remained committed, on a voluntary basis, to spend additional efforts on spreading the use of the tool more widely. For instance, agreements have been prepared for placing the website’s banner on several other community sites frequently visited by seniors in order to increase the number of registered elderly.

To conclude, ENSURE has made the process of finding solutions as to how to easier recruit seniors. Moreover, the project also created opportunities for older workers to start establishing in their own businesses.

The website Ensure55.eu has prepared ground for facilitating the use of employment supporting tools for elderly people as well as employers.

Through combined efforts across borders and by comparing practices for active elderly, the project helped to undertake activities necessary to ensure the target group’s quality of life was increasing in the participating regions.

GENERATIONS

Work, competences and generational transfer. The value of aged work as a bridge between generations through knowledge and quality of work

GENERATIONS main objective is to improve awareness at local level and to promote the dissemination of best practices on: permanence/reinstatement of elderly workers, generational transfer of skills and competences, innovative instruments supported by local PAs, net- working initiatives on active ageing.

Duration

01.11.2011 – 30.06.2013

Lead Partner

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2. Region of Västerbotten (Västerbotten, Sweden)
3. Municipality of the city of Miskolc (Northern Hungary, Hungary)
4. Sociology Department-Adam Mickiewicz University (Wiekopolska, Poland)

Achievements:

Apart from comparative analysis of regional contexts in their socio-economic diversities and collection and study of relevant BPs carried out in each region with the direct involvement of relevant stakeholders, the core achievement of GENERATIONS was the organization and implementation of pilot phases in each region. All project participants manifested great interest in designing and implementing a pilot phase inspired by some of the BPs carried out in other regions or some interesting and innovative elements of those, clearly demonstrating the added value of a transnational co-operation.

Pilot phases tested innovative solutions on reinstatement, 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 reinstatement). In full accordance with the project plan as stated in the application form, the following were possible actions:

- Testing ageing workers reinstatement initiatives
- Test of active role of ageing workers in companies
- Test of generational transfer

The 6 pilot phases implemented are:

- A.C.B. Servizi Srl : “Mentoring in Valtrompia”
- Conseil de développement du Pays du Val de Lorraine : “Nos séniors VAL de LOR”
- Region of Västerbotten : “Departure questionnaire and Improve annual appraisals”
- Region of Västerbotten : “Enhanced annual employee appraisals”
- Municipality of the city of Miskolc : “Senior Experts”
- Sociology Department-Adam Mickiewicz University : “Active Seniors and dog training”

As a final part of the sub-project, project participants analyzed each initiative implemented and further studied their transferability potential in each socio-economic context. The aim of the evaluation was to assess the effectiveness, efficiency, utility and constraints on each Pilot phase as the basis for their further transfer to other Member states. This work involved the completion of a number of preliminary research tasks and a final desk-based review and stakeholder consultation on each Pilot Phase. The consultation with stakeholders took place through the organization of a round table in each participating region during which the pilot phases implemented by the partners have been analysed in terms of transferability through a questionnaire distributed during the mini-event. The results of the questionnaires have been gathered together in a final project report which describes the findings of the study.



Active seniors.

Sub-project Good Practices

EFFECT

Development of service companies

- Health and Care College (Västerbotten)
- Familiar Assistance Desk (Brescia)
- Voutila center (Häme)

Supported living at home

- Housing affordability: developing an evaluation grid (Lorraine)
- Preventive home visits among healthy older people (Västerbotten)
- Senior Card (pass senior) (Lorraine)

Cooperation between public, private and third sector

- Enforcement of the Act on System of Choice in the Public Sector (LOV) into the area of home care services (Västerbotten)
- Breaking down distances (Asturias)
- Heat-Health Watch Warning (Brescia)

Enterprise approach

- Innovation activities in day centres (LOV) into the area of home care services (Asturias)
- Keinusaari Senior Campus (Häme)
- Innovation gateway/Innovationssluss Västerbotten (Västerbotten)

Housing, solidarity, fight against isolation, information and proximity, mobility and accessibility

- Welcome in - social meeting spot and cafe for adults and senior citizens in Umeå (Västerbotten)
- Well-planned quality housing research (Häme)
- BIRD - Small protected houses (Brescia)
- Service procurement, purchase process
- Best practice guides care homes for elderly (Asturias)
- Pension Insurance Welfare Services, tailor-made action plan (CARSAT NORD EST) (Lorraine)
- Well-being cluster in Hämeenlinna and Forssa region (Häme)

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BIOLIFE

- National Nutrition Recommendations for the Elderly (Sweden, France, Finland)
- Menumat Meal Equipment and Catering Service for the elderly living at home (Häme)
- Meals on Wheels Service for the elderly living at home in the sparsely populated area (Västerbotten)
- University of Third Age, seminars and practice for the seniors (Wielkopolska)
- Medical Town for seniors (Lorraine)
- Senior Act for the food companies (France)
- Home Delivery Service for the elderly (Asturias)
- Jagoten Programme, courses and workshops for the elderly (Spain)
- Health Power Station for the elderly living at home (Asturias)
- Public Gardens for the retired people (Asturias)
- Restaurant Check +65 for the restaurants (Spain)
- Community Support Services for the elderly (Asturias)
- Groceries Services (Finland)

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Sub-project Good Practices

SILHOUETTE

- Retemancosi (Asturias)
- Teleassistance at home (Asturias)
- 3G for all generations and SocialTV for 3G (Asturias)
- Cognitive training based on TV (Asturias)
- Menumat (Häme)
- Interactive caring TV (Häme)
- eSantra (Häme)
- Sound Vitamins (Häme, Västerbotten)
- Safety phones (Asturias, Häme, Lorraine, Wielkopolska, Västerbotten)
- ICT trainings (Asturias, Häme, Lorraine, Wielkopolska)
- Public Internet Access Points (Wielkopolska)
- e-Troska (Wielkopolska)
- System Sensor (Wielkopolska)
- Centre for Senior Citizen Initiatives (Wielkopolska)
- Telemonitoring network Monte (Wielkopolska)
- Geolocation (Lorraine)
- Fall detector (Lorraine)
- Carephone (Lorraine)
- Minifone (Lorraine)
- Telephon'âge ("phone-age") (Lorraine)
- Providing second-hand computers to the elderly (Lorraine)
- Confidence (Västerbotten)
- Electronic lock (Västerbotten)
- E-inclusion for seniors (Västerbotten)
- Hjälpmedelscentralen (Västerbotten)
- Modern Families (Västerbotten)
- Senior net (Västerbotten)
- AGNES (Västerbotten)
- Mobile System for care professional (Västerbotten)

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RECO

- Active 50+ (Wielkopolska)
- Activity center Ågläntan (Västerbotten)
- Cooperation between HAMK, wellbeing and Hämeenlinna municipality home care (Häme)
- Cultural heritage in the country (Észak-Magyarország)
- Need questionnaire (Brescia)
- Storytelling (Västerbotten)
- The center for senior citizen initiatives (Wielkopolska)
- Training course for diabetic adults (Brescia)
- Valmis home visits (Häme)
- Valmis lessons in day care center (Häme)

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SILVER ECONOMY

- Eldertoy (Asturias)
- Online Grandmas (Wielkopolska)
- Health exercise model for elderly people in Hämeenlinna suburban area named Katinen (Häme)
- Robotterapia (Asturias)
- Activities for elderly people by voluntary work (Häme)
- Pannon mobil ekg projekt (Észak-Magyarország)
- eHealth8 (Észak-Magyarország)
- Silvergate-112 (Észak-Magyarország)
- ECO-LOGICA (Asturias)
- EMERGE (Észak-Magyarország)
- Bank accounts for seniors free-of-charge (Wielkopolska)
- Health tourism and green care for elderly people (Häme)
- Geoffrey (Asturias)
- BelAml (Észak-Magyarország)
- Green care & occupational therapy for elderly (Häme)
- Programme 60+ (Wielkopolska)

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Sub-project Good Practices

GENERATIONS

- No OUT Project (Brescia)
- PERSEO project (Brescia)
- Q-AGEING (Brescia)
- The support to workers, unemployed “adults” and over 55’s (Brescia)
- Each Age University (Wielkopolska)
- Poznańskie senioralia (Wielkopolska)
- Silver Academy (Észak-Magyarország)
- Foundation for the University of the 3rd age (Észak-Magyarország)
- Senior Rental Academy of homework (Västerbotten)
- Become entrepreneurs: generational shifts in small businesses (Västerbotten)
- Measures to promote labor demand towards older workers (Lorraine)
- Companies and professional federations agreements or action plans for employment of older Workers (Lorraine)
- TTEMM: Tremplin pour travailler en Meurthe-et-Moselle - Stepping-stone in local area - (Lorraine)
- Association and actions: E.C.T.I. (Lorraine)
- Mentoring - A tool for transmitting knowledge to businesses (Lorraine)

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ENSURE

- Business Angels (Asturias)

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Häme goes to Umeå

As a result of an exchange of good practices, the Swedish participant in the EFFECT sub-project (Municipality of Umeå) was happy to invite a number of Finnish guests to give a short presentation on the act on system of choice for home care services which has been implemented into the municipality of Umeå.

The guests from Finland included representatives from the Regional Council of Häme and the key stakeholders from the region, which included representatives from the City of Hämeenlinna, Häme Development Centre, Forssa Development Centre and Innopark Programmes Ltd. In addition a consultant from KPMG participated as part of an expert study which would analyse the trends and challenges in elderly care both currently and in the future. The visitors were introduced to the system by the representatives of Umeå municipality and they visited the day-care centre and one of the private service providers. They also had one internal workshop, led by the consultant from KPMG, after the visit day to summarize the experiences.

In short, the act on system of choice in home care services allows users in Umeå municipality to independently choose which provider of home care service

they prefer. If it is decided that a user is entitled to home care service, that user receives a booklet with a list of available providers which has been approved by the municipality. From this list the user can choose the provider which best suits their needs. The price is the same for the customers whether they choose the home care service from public or private sector. Private service providers take care of 35 % of the home care services in Umeå at the moment. Introducing system of choice has improved the quality of the home care services provided by the Umeå municipality.

The Finnish guests were very satisfied with the introduction to the system including the visits to service providers and have thoughts on a similar system themselves. Currently the system of service vouchers is being introduced in several municipalities in Häme region and the system of choice is seen as the next step after service vouchers. In addition the information received during the study visit was used in an expert study "Expert survey on anticipation and promotion of the service markets as part of the CREATOR mini-programme". The parts of the results of the study have been used as a framework for presenting the results of CREATOR.



