

ASTURIAS, OVIEDO, SPAIN

A workshop to *exchange* inspirational ideas



European Union
Regional Policy



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Products

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A workshop to exchange inspirational ideas

In October of 2011 approximately 60 people gathered in the north eastern Spanish town of Oviedo. The reason: To meet and exchange experiences concerning the ever ageing population in Europe, and how regions in Europe can prepare for it.

Some of the key activities in the CREATOR mini-programme are the workshops held ever 6 months. The intention in these workshops is to exchange experiences between the active sub-projects. The sub-projects see this as an opportunity for them to share their findings and be inspired by others.

In Oviedo we had divided the workshop into three thematic seminars: Human resources, Products and Services. In these seminars each sub-project was represented and each representative gave a short presentation of their findings and achievements, how it relates to the specific topic of the seminar and finally the representative were asked to comment on their view on the future market when the older population will be significantly larger.

Researchers, municipal and elderly care representatives among others from CREATORs sub-projects gathered in CTIC's facilities outside Oviedo to discuss the issue at hand.

In this report you will find summaries of the three thematic workshops during the day, they were titled "Products", "Services" and "Human resources" and

were all aimed toward the ageing population and the challenges connected to it.

To open the workshop the mini-programme had invited 3 introductory speakers. These were Mrs. Tuula Loikkainen from the South Finland EU-Office in Brussels, Mrs. Lara Levis from the regional council of Limousin and Mercedes Saez Garcia, which is the lead partner of a similar mini-programme to CREATOR called PEOPLE.

What is CREATOR?

CREATOR is a mini-programme within EU's Interreg IVC programme. The mini-programme runs for four years (2012-2013) and will implement 7 sub-projects which each focus on a different aspects of how to prepare for the coming demographic change with an increasing elderly population. The sub-projects work with issues such as food, generational transfer of knowledge and ICT solutions. More information: www.creator7.eu

Asturias, Oviedo?

Asturias is located in northern Spain along the Bay of Biscay and is situated in between the regions of Castilla y León, Galicia and Cantabria. The region has an area of 10 604 square kilometres and a population of around 1,1 million with a population density of 101.9 inhabitants per square kilometres. Its main cities and towns are Oviedo, Gijón, Avilés, Mieres and Langreo. Lastly, the region is experiencing a fairly high average age where 22 percent of the population is 65 years and older.



Tuula Loikkainen



Lara Levis



Mercedes Saez Garcia

Key note speakers

Tuula Loikkainen

Mrs. Loikkainen works at the South Finland EU-office in Brussels and was invited to give a presentation about the general situation of the demographic development in the world and primarily the European Union, and also how the EU responds to it.

She presented the three main challenges we are facing:

- The ageing society in terms of budget constraints and an unsustainable care system in EU 27.
- Shrinking population and workforces poses difficulties to match the demand and supply of skills.
- Poverty and lack of social protection: Elderly single households will have a high risk of poverty.

The EU is primarily working with the Lisbon treaty and its new objective: Wellbeing. In addition there is the EU 2020 strategy which is EU's growth strategy.

Lara Levis – European project manager, regional council of Limousin

Lara was invited to talk to us about the situation in the European region of Limousin in France. Limousin is considered to be the oldest region in Europe. Not because of its history, but because of its number of people above 60. Mrs. Levis talked to us about what policies are implemented in Limousin to prepare for the future. In 2020-2030

36% of the population in Limousin will be 60 years old, or older.

In Limousin there is a lack of general practitioners, nurses and care takers. Therefore Limousin is trying to be one step ahead in Europe and use the region as a experimental field to evaluate and assess the coming and present needs.

One example is a their "Center of excellence" which is meant to improve education and training for professionals as well as create domestic clusters specialized in home automation.

Mercedes Saez Garcia – Junta de Andalucía

Mrs. Saez Garcia was invited to give us her perspective as she is the lead partner of another socially oriented mini-programme called PEOPLE.

PEOPLE is a mini-programme which is closing in on the end of their project period. This means that they have found several good practices within sub-objectives such as social entrepreneurship, e-health and silver economy. Among other things, the sub-projects have worked on ways to find employability of immigrants and ICT assistance for homeless people. One of its projects works with gender issues, and argues that poverty is feminised and that women enjoy less leisure and wages than men.



Seminar #1 Products

Altogether 6 sub-projects participated in the seminar:

The sub-project presented their best practices on the products dedicated to elderly that have been identified so far:

- out of home support i.e. in-house alarm, smart phones for safety and communications
- home care support based on ICT, enabling independent living, i.e. videoconferencing and social networks, food delivery based on ICT solutions
- mobility equipment meeting the needs of elderly people: electric wheelchair, walking sticks for safety and fall prevention,
- in-house equipment: special Hoovers, bathtubs, toilets, freezers, ovens etc,
- foods designed for the elderly – good taste and healthy; easy to chew and swallow; containing all necessary vitamins and minerals, with easy to open packaging, visibly labelled, containing necessary nutritional information, meeting different need of seniors,
- free time activities & sports: special travel agencies offers, electrical bikes, magazines (press) dedicated to elderly.

The main conclusions byt the sub-projects were:

1. products are clearly linked to the services offered for elderly and indirectly to creation of new jobs & professions: German best practice example – Fair for Seniors combining commercial and non-profit offer for elderly people,
2. use of ICT based solutions requires universal right for Internet access, raising awarness and training,
3. seniors need proper advice while choosing products: communication and advertising should be matched to customers' age and abilities; clear information is required, esp. with the use of easy to recognize and understand,
4. important issue is delivery of products to the elderly: they are not convinced that e-commerce is safe, but it also require Internet access and abilities (training),
5. rental of electronic equipment is a good way for testing and training, but also for not wealthy seniors that cannot afford to purchase it or for service providers as a new type of services;
6. elderly are not the only target group of products' campaigns and advertising, but also their families & relatives,
7. "Design for all" philosophy for designing universal products that can be easibly used by people of different age and abilities.



Seminar #2 Services

Arto Saarinen, regional coordinator from Häme, Finland, was the chair of the workshop about services. The workshop dealt with all issues concerning the services of an older population. All CREATOR sub-projects were represented and the group divided into sub-groups with the task of bringing two good practices and future trends to the table. These were the results:

Good practices:

- Special housing system in where 50 apartments of elderly and 5 for families and each family is responsible for 10 elderly.
- Café and meeting point for elderly in Umeå, Västerbotten.
- Preventive home visits in Västerbotten
- Voluntary work
- Video conferences which give the opportunity for contact on a daily basis.

Future trends in the service-field for the elderly

- Social networking
- Preservation of good physical and mental health
- Health enhancing physical activity
- User-friendly high-techonological solutions



Seminar #3 Human resources

The human resources workshop was lead by North Hungarian regional coordinator István Nagy. The discussion was centred around the new and future needs of human resources when the population is becoming increasingly older. Participants from all approved CREATOR sub-projects were present and discussed what they had noticed during their short endeavour in the world of the elderly.

A few of the main points mentioned were:

- The needs of human resources are equally relevant for the elderly as for the companies. In case the elderly want to stay in the workforce they become part of the human resource and companies which target the elderly.
- The development of already exiting professions is more important than emergence of new.
- With new professions comes a responsibility to

prepare the elderly as well as prepare the educational system.

- Knowledge transfer between younger and older generations is important.

A few example of new developments within the human resources field:

- Increased level of training
- Care producers need to be aware of the needs of the elderly.
- Care receivers need to be informed about the available technical solutions and services.

New professions foreseen:

- A knowledgeable person aware of all existing products/services available to elderly.
- Isolation breakers which, as the name suggests, bring elderly out of isolation.
- IT-support for elderly.



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