# SIforAGE:
## Social Innovation for Active and Healthy Ageing

**Proyecto y Guía de recomendaciones para Elaboración de Políticas Públicas**

**Barcelona, 15 de Octubre de 2015**

# The Challenge

SIforAGE (**Social Innovation on Active and Healthy Ageing for sustainable economic growth**) aims at **promoting Active and Healthy Ageing** (AHA) in society by **strengthening cooperation** between researchers, product- and service-developers, policy-makers, and civil society organizations across the social spectrum.
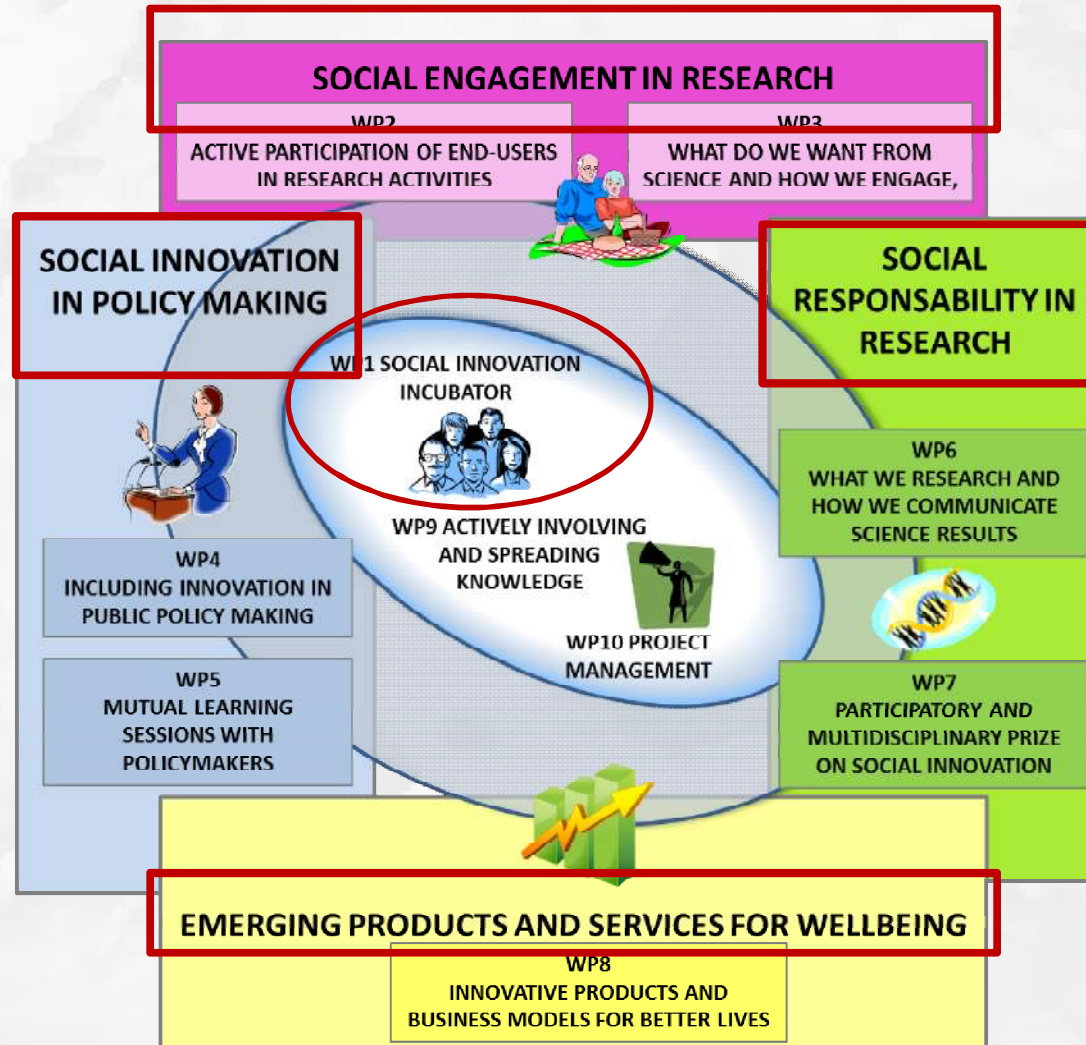
Some of the key challenges of SIforAGE are:
- to **promote the inclusion of knowledge coming from science into the society**, through policy-making and the development of innovation and technologies;
- to **promote the involvement of society in research**, in order to allow end-users to shape future research that can improve AHA;
- to improve existing mechanisms for the **introduction into the market of innovative products** and service solutions for older persons.

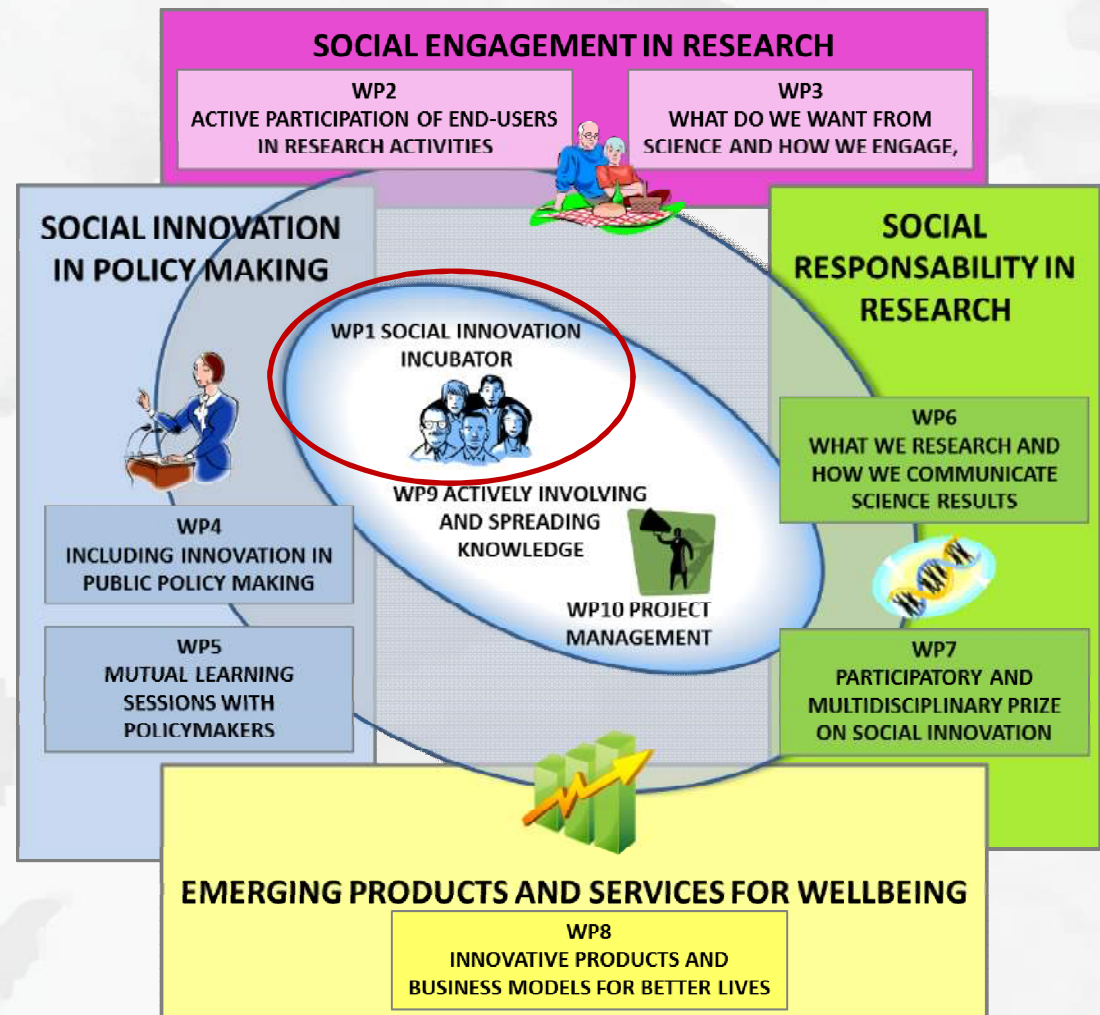# 18 partners in Europe, Turkey and Brazil

SIforAGE

SOCIAL ENGAGEMENT IN RESEARCH

WP2
ACTIVE PARTICIPATION OF END-USERS
IN RESEARCH ACTIVITIES

WP3
WHAT DO WE WANT FROM
SCIENCE AND HOW WE ENGAGE,

SOCIAL INNOVATION
IN POLICY MAKING

SOCIAL
RESPONSABILITY IN
RESEARCH

WP1 SOCIAL INNOVATION
INCUBATOR

WP6
WHAT WE RESEARCH AND
HOW WE COMMUNICATE
SCIENCE RESULTS

WP9 ACTIVELY INVOLVING
AND SPREADING
KNOWLEDGE

WP4
INCLUDING INNOVATION IN
PUBLIC POLICY MAKING

WP10 PROJECT
MANAGEMENT

WP7
PARTICIPATORY AND
MULTIDISCIPLINARY PRIZE
ON SOCIAL INNOVATION

WP5
MUTUAL LEARNING
SESSIONS WITH
POLICYMAKERS

EMERGING PRODUCTS AND SERVICES FOR WELLBEING

WP8
INNOVATIVE PRODUCTS AND
BUSINESS MODELS FOR BETTER LIVES

4

# Social Innovation Incubator

**SIforAGE**

Creation of a **social incubator** in which all stakeholders:

- exchange ideas, debate, and collaborate to promote AHA;
- collect and analyze examples of good practice across Europe;
- disseminate results amongst all stakeholders, through five Knowledge Management Units (KMUs).



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# Knowledge Management Units

Knowledge Management Units (KMUs) are **participation forums for stakeholders working in active and healthy ageing**, from researchers, civil society organizations, companies, public practitioners, think-tanks... . KMUs are the horizontal mechanisms that support and provide foundation data to Work Packages. Five KMUs are effective in SIforAGE:

**KMU1: Healthy ageing for healthier living years**

**KMU2: Mental capacity and Alzheimer's**

**KMU3: Active participation and inclusion in society. Inequalities associated with ageing**

**KMU4: Social innovation in community partnerships for AHA**

**KMU5: Services and technologies for better ageing at home**

# Focus on two Knowledge Management Units

**KMU1: Healthy ageing for healthier living years**
**To identify interventions which will support healthy life expectancy** and empower people to be responsible for their own healthy ageing.
1. To map the key concepts which underpin "Healthy ageing for healthier living years";
2. To understand the barriers to increasing healthy ageing and healthy life expectancy;
3. To gather examples of successful interventions across Europe which address these barriers.

**KMU5: Services and technologies for better ageing at home**
1. To achieve a better understanding of the specificities and requirements of innovation in care services and at home combining different points of view: user, stakeholder, ICT developers, gerontologist, etc.
2. To better understand how innovation in care services using ICTs is more than the mere use of a technological innovation. Technologies must be integrated in the home-based care model.
3. To identify / illustrate key elements to success when developing services and technologies seeking to keep older people in their homes.

# Social Engagement in Innovation



**SIforAGE**
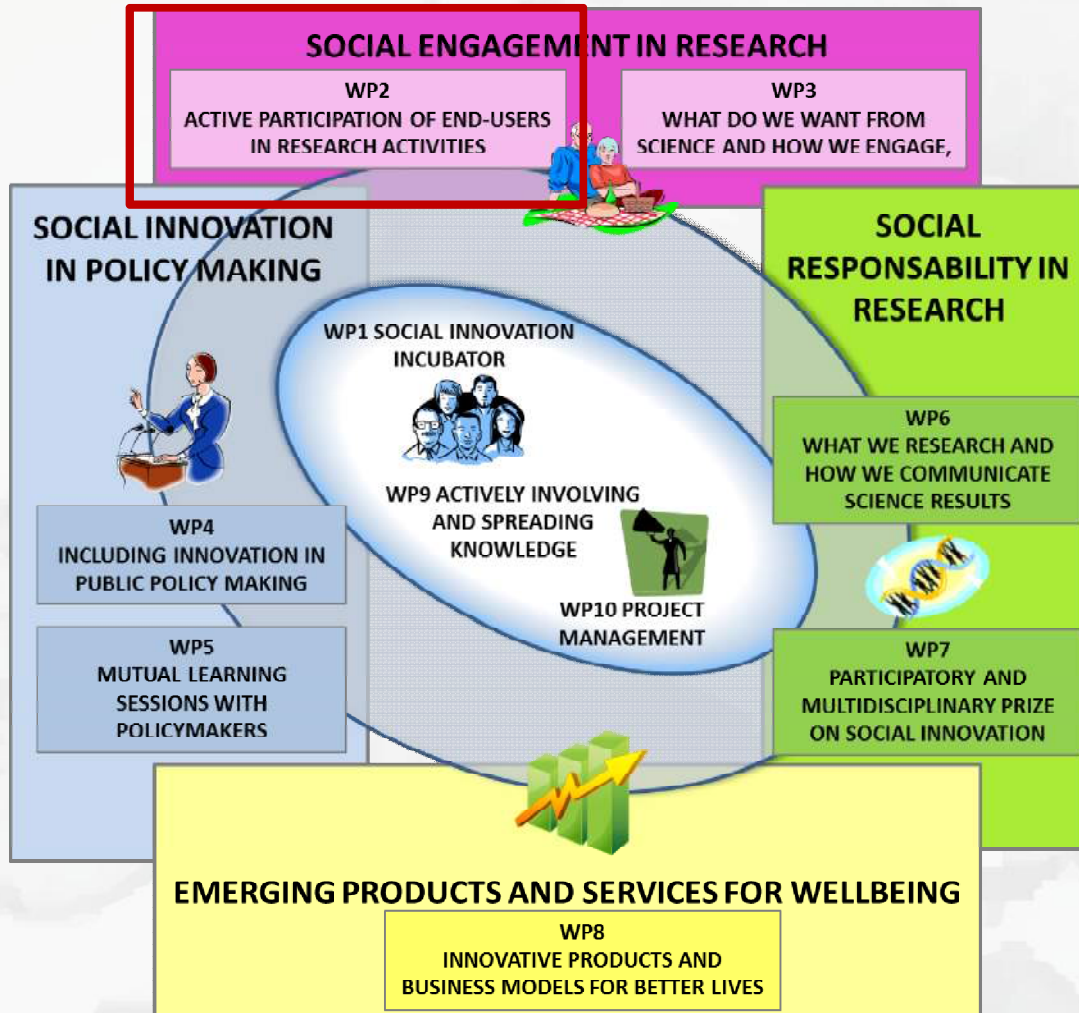
## Objectives of WP2

To enable the dialogue between older persons and representatives of assistive technologies designed for older users.

To engage in this dialogue all stakeholders involved in proliferation of new assisted living technologies to daily lives of older people.

# Technology Experience Cafés (TEC)
*for integrating end-users into technology-, product- and service-development*

**Objective:** to open research/innovation activities to older persons, who have the opportunity to directly speak to researchers and developers of assistive technologies, and test and give their opinion about recent devices, solutions and products offered on the market for them.

TEC is the place where **older people** gain an insight into the future technologies; get an aspiration to engage with the technology world and socialize. At the same time, **researcher** and **technology developers** can get an important feedback on their early prototypes to steer the further Research and Technological Development activities.

# Technology Experience Cafés (TEC)

France

Denmark

Photo: Diakonissestiftelsen

Italy

Germany

# Social Engagement in Research

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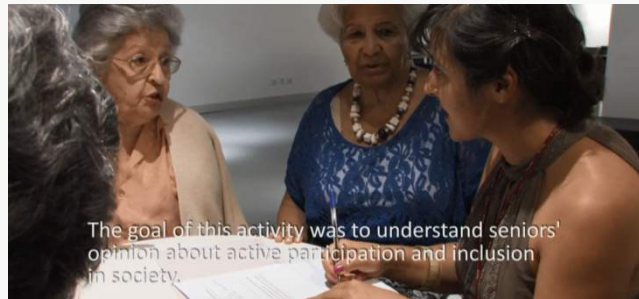BUSINESS MODELS FOR BETTER LIVES

## Objectives of WP3

o **Gain better knowledge** on the mechanisms that could facilitate cooperation of CSOs representing older persons and the society with research community.

o **Engage** the society, and especially older persons, in the definition of research needs and priorities, and to improve the channels of communication with researchers and decision makers.

The goal of this activity was to understand seniors' opinion about active participation and inclusion in society.


The seniors' contribuitions helped to clarify and wire the research.

# Focus groups with older persons

**Identification of:**
- **the needs of older persons**
- **the barriers for contributing to research**
- **older persons' perspective on how research could contribute to their well-being**

Objective: identifying priority situations and fundamental needs that can become topics of scientific interest.


The participants felt that their views were taken into account for the future.

# Good practices examples

**Older persons' active participation and inclusion in society: How to overcome obstacles and barriers? Good practice example**

One of the main objectives to be achieved by collecting good practices – and bad practices – is to **identify truly innovative approaches** to the key issues of the WP3.
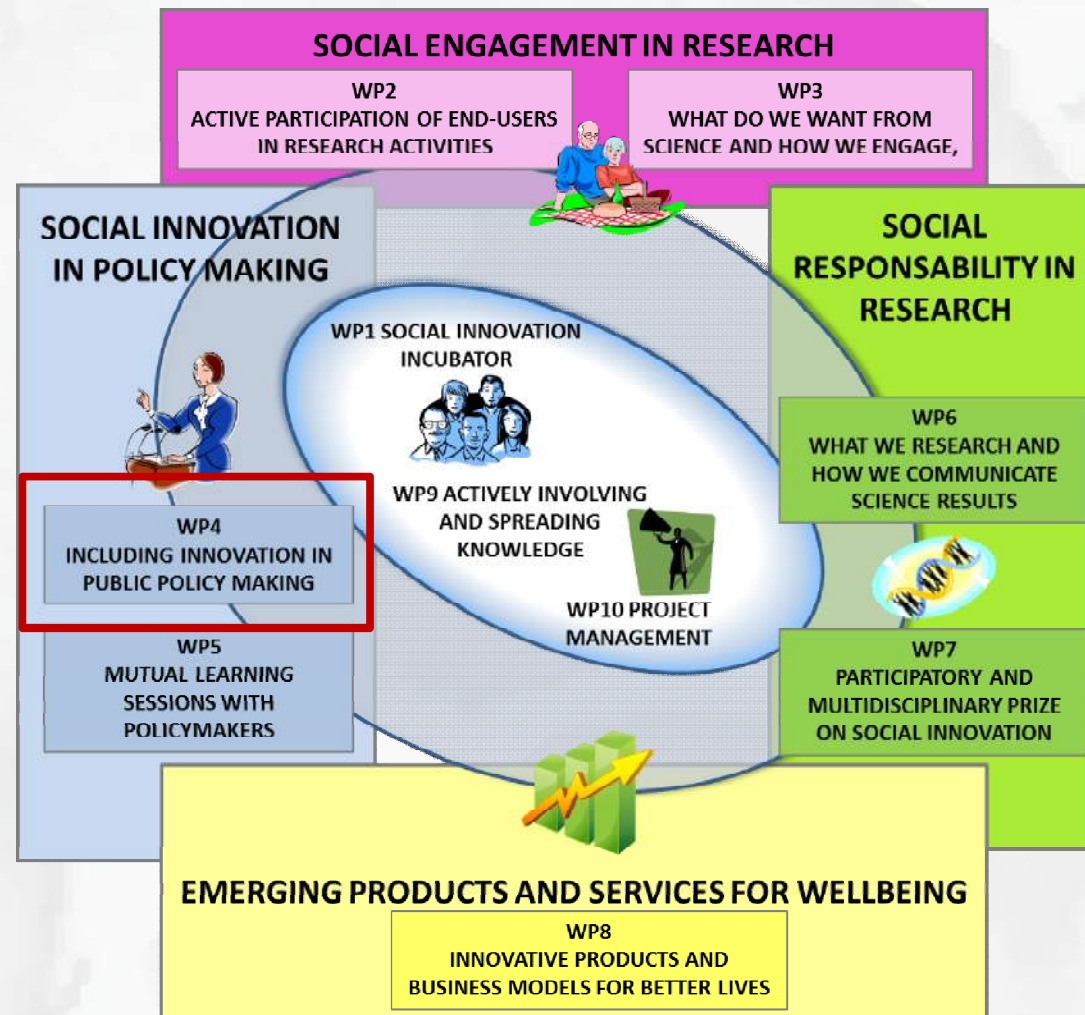
More than 100 good practice example collected / Examples related to food:

- Administrative support in the frame of the delivery of lunch at home
- Intergenerational  garden: sharing knowledge and know-how among generations while gardening and cooking.
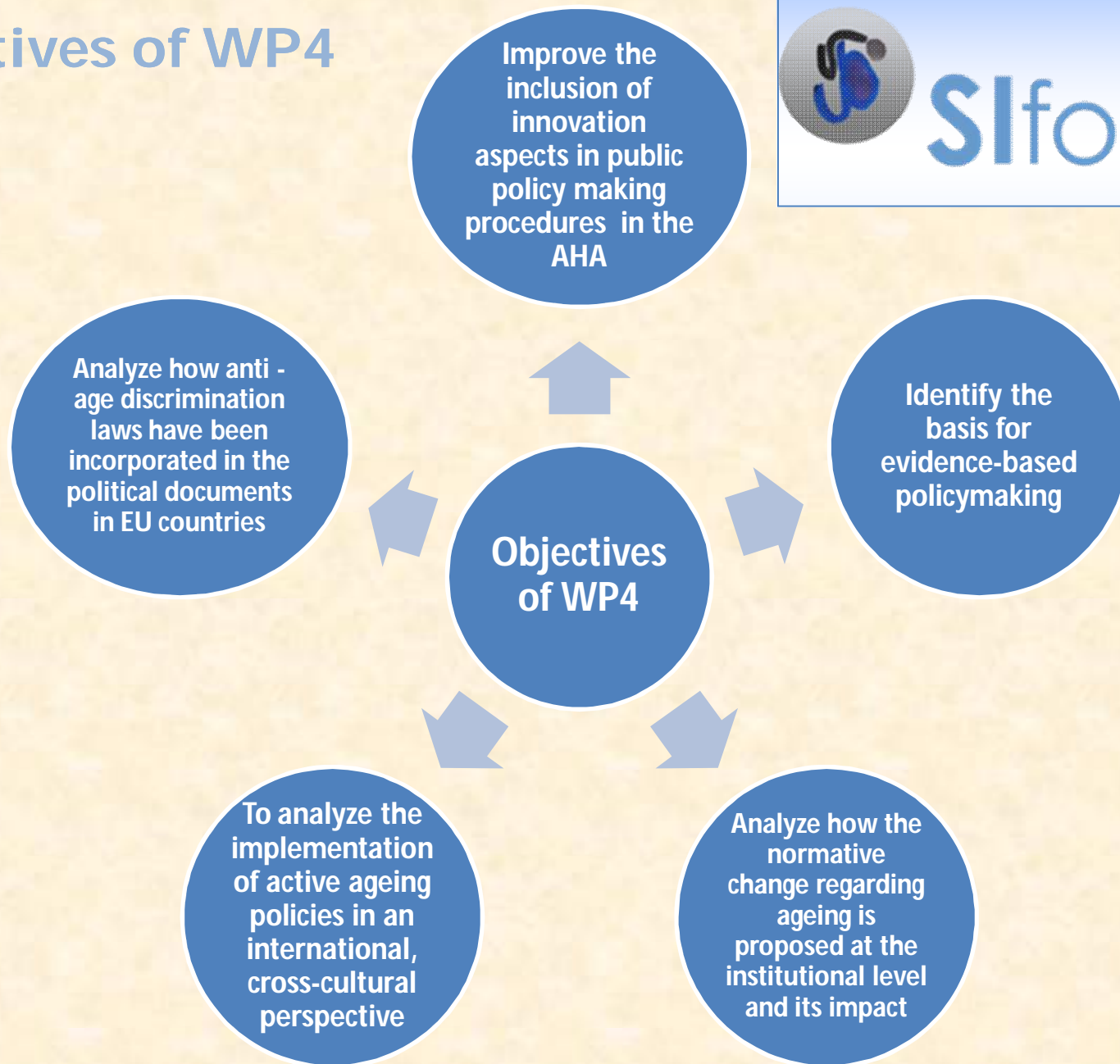- Social urban vegetable gardens: specific training in organic farming for older persons

# Intervention programmes with children
# for preventing ageist attitude







Start activity on equality



This activity has changed the negative view that youngsters have about seniors

# Social Innovation in Policy making

# Objectives of WP4

**Improve the inclusion of innovation aspects in public policy making procedures in the AHA**

**SI**for**AGE**

**Analyze how anti - age discrimination laws have been incorporated in the political documents in EU countries**

**Objectives of WP4**

**Identify the basis for evidence-based policymaking**

**To analyze the implementation of active ageing policies in an international, cross-cultural perspective**

**Analyze how the normative change regarding ageing is proposed at the institutional level and its impact**

16

Analysis report on ways to design policies on active and healthy ageing

Comparison on the implementation of active ageing policies in an international and cross-cultural perspective

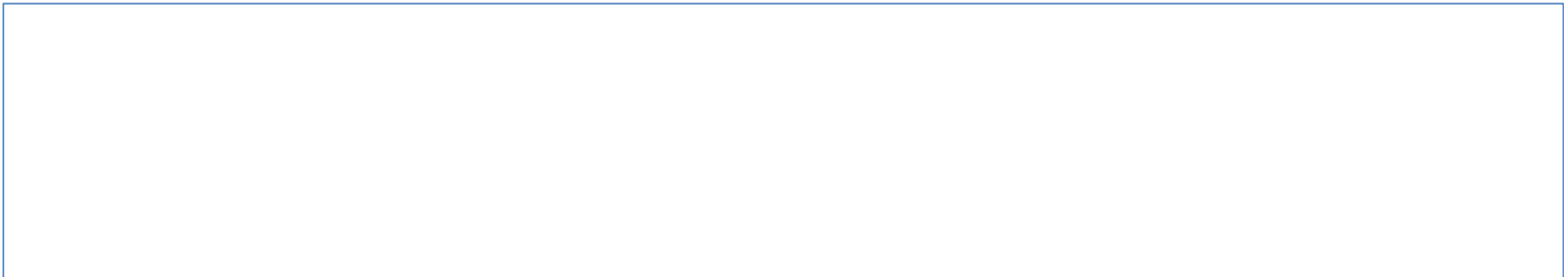Identification of innovative approach in policy making in ageing- Evidence-based policymaking

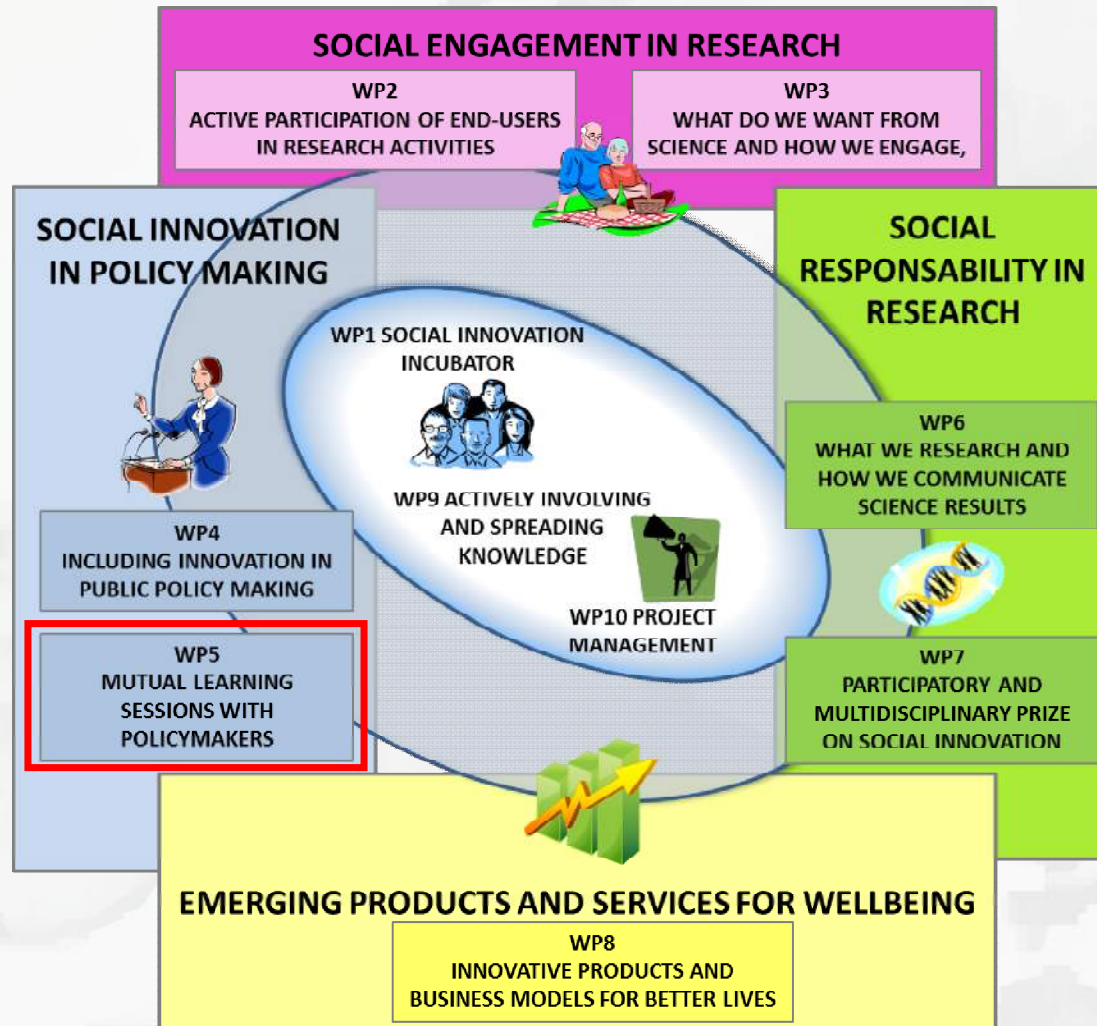**Best practices on evidence–based policymaking and policy recommendations on Active and Healthy Ageing**

Available here: www.siforage.eu

❑**get serious about ageing**

❑ **diversity of older people**

❑ **"nothing about us without us!"**

❑ **scaling up of pilot projects**

❑ **life-course approach**

# Social Innovation in Policy making

SIforAGE



## Objectives of WP5

- Improve the **participation of policymakers** at different levels in the research making process

- Increase awareness of the importance of their involvement for ensuring a higher **impact of research in society** and a better coordination with research policies

20

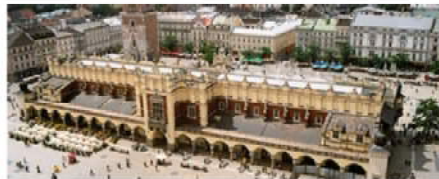## Public Events Location

## SIforAGE  Policy Makers Involvement Strategy

Mutual learning sessions for policy makers

TURIN

KRAKOW

LISBON

SAN SEBASTIAN

REIMS

SHEFFIELD

## Policy Makers Involvement

- **6 local events** for the presentation of the platform to Policy Makers.
- **Tutoring** and **monitoring** on line
- Specific **tools** to facilitate **interactions** and recording communications
- Extensive **involvement of stakeholders**

21

# Envisaged Impacts

- To **improve the governance** of research- and technology-development into AHA and on life-course perspective;
- To **facilitate sustainable and inclusive solutions** to the ageing challenge in European society;
- To **incorporate science in society issues** into the system of ageing research, by creating new forms of dialogue and cooperation at different stages of the research and innovation process;
- To **promote responsible research** innovation and ethics in ageing research;
- To **improve transnational cooperation** within the healthy ageing paradigm.

**MUCHAS GRACIAS!!!!**

**Elena Urdaneta,
Coordinadora Científica de SIforAGE**