

# KMU 4- Social innovation in community partnerships for active and healthy ageing

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## Introduction

KMU4 is led by Commune di Torino. KMU4 seeks to explore the trend lines in the domain of social innovation. This purpose may seem, at first view, an operation of simple observation of what is changing in the way we relate to people in a particular field of human activity. In fact, the theoretical and practical implications that this banal action implies must not be taken for granted. Demographic or population ageing is an absolute novelty in the history of humankind. This can mean that the categorizations necessary to understand this phenomenon are not clear to all and / or not shared. It is therefore useful to summarise some features, relevant to clarify the conceptual framework within which is developed the KMU.

- From the point of view of historical analysis, there has not been any earlier period of such growth of the population's longevity, neither in the life expectancy, nor in the progression per unit of time;



Graph 1 - The line shows the upward trend in life expectancy of the population in the last two centuries, while the increasing inclination demonstrates the increment per unit of time. These factors are very important because they may (partially) explain the relative lack of cultural, categorical, and experiential instruments, on which to base the interventions. They can also justify the necessity of improving and share the knowledge on the related topics.

- In parallel, there is also an increase of period in which elderly people exhibit conditions of not self-sufficiency;
- The number and percentage of elderly people living alone is increasing, partly due to the changes in the socio-economic structure of societies;
- In most society, the birth rates are decreasing, creating an entirely new demographic composition of the population;

- The economic globalization and the new communication tools have connected very different people, cultures and situations, boosted migration processes, and a necessity of new understanding and learning about this "novelty". Many societies, especially the most advanced ones in the global North, have found themselves deprived of traditional cultural resources when trying to respond to emerging issues and contradictions that these changes have brought up. This phenomenon has led to the proliferation of conflicting decisions, often based on different and/or partial visions by those who have the power to influence decisions concerning policies on ageing.

During the last few years, major international organizations (UN, WHO, European Union) have set out guidelines and strategic guidance on interventions. In order to consolidate these policy guidelines, they need to be distributed across the territory and turned into concrete measures that promote sustainable practices and adaptation to specific local characteristics.

KMU4 will explore this complex set of situations, trying to identify trends, best practices and shared / divergent conceptualizations with particular attention to three relevant sub-domains: social protection systems, social inclusion systems, care models. These sub-domains will be explored at three levels (local, national and European) and in three areas (public, private for-profit organisations, and not-for-profit associations). This is to evaluate also the degree of implementation of the principles of vertical and horizontal subsidiarity.

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## **General and specific objectives of the KMU**

### ***General objectives***

- To build some local "virtuous circles", involving policy makers, private-public sectors and civic organisations in a network on evidence-based studies and discussions;
- To explore successful and innovative practices and strategies of local governments, in particular good practices in integrating the private sector in an "age-friendly community";
- To organize an exchange on impact assessment of "age-friendly business" initiatives at the local level;
- Provide a community for dissemination and innovation (incubator, training material, web and social media).

### ***Specific objectives***

- To identify critical, contextual factors leading to success through the involvement of key stakeholders in narrating successful experiences in Active and Healthy Ageing (case studies);
  - To build a set of interrelated concepts based on the analysis of the case studies;
  - To build a collaborative platform for discussing, improving and exporting good practices in an international network;
  - To offer elaborated materials to the WPs.
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## **Methodology for building the KMU**

### *Collecting and analyzing "Case studies"*

The crucial information will be collected by using the most important experiences across the territory covered by the project partnership. Each experience consists of a story, enclosed in a narrative scheme, used as a case study. Each case study is a short description of a successful and innovative process of intervention in one of the three topics declared in the KMU4:

- **social protection** system,
- **social inclusion** system,
- **care models.**

All topics are addressed with regards to the population of people aged 65 and older. Nevertheless, the first topic is more general and it belongs to what can be called the "prevention area", which aims to the entire population, with a substantial impact on seniors.

The second topic is more specific and includes the interventions specifically designed to promote the social inclusion of elderly people. The third, lastly, especially addresses older people in a situation of "frailty", often belonging to the so-called "fourth age"(persons aged 80 and over), who are at risk of hospitalization or of entering a care setting. In these cases some targeted interventions can help persons to stay in their homes and live a more dignified life

As declared in the project, we are required to explore interventions from the public sector, the private, and the third sector, with a particular attention to the interactions among the three areas. We are also committed to exploring the local, regional and national levels and to try to identify some Europeans guidelines.

## **Methodology for the inclusion of stakeholders (including the interest and the implication for the stakeholders for participating in the KMU)**

KU4 will collect testimonials written by some important actors of the innovative processes identified by each partner. These actors are clearly SiforAge stakeholders. They will be called "privileged witnesses", for their sensible role in the knowledge domain to be analysed (in the project approved by EC, they are also called "key stakeholders"). It is important to make clear to the witness the significance their testimonial can have to improve the quality of relations with the other actors involved, at each level, and the possible impact for modifying the directions taken in social and health policy.

It is equally important that each partner is able to engage with and to relate to other stakeholders in a local virtuous circle, regardless of their role within the project. Thus, it will be a task of the project to bring together the various local circles between them.

In some countries the lack of knowledge of the English language, as a common denominator, could make it difficult for some people to participate; in these cases, the mediating role of the project partner will be useful and/or the promotion of the role of intermediate structures (associations, private, public services...).

## **Data that is going to be collected**

CASE STUDY FORM

***To be filled by each partner***

- PARTNER: [Denomination and Country of the Siforage project partner]
- TOPIC: [ 1. social protection system | 2. social inclusion system | 3. care model ] (one only topic must be selected)
- LEVEL: [1. local | 2. regional | 3. national] (one only level must be selected)
- AREA: [1. public | 2. private | 3. association] (one only area must be selected)
- CASE STUDY: [Title]

**to be filled by the witness**

- AUTHOR: [Name and role]
  - DESCRIPTION: [brief exposition of the innovation considered successful and innovative, including
    - Actions (what),
    - Actors (who),
    - Scene (where),
    - Times (when),
    - Reasons of the innovation (why- causes and assumed purposes)not necessarily in that order]- CONTEXT: [Identification of the context aspects considered relevant]
  - KEY WORDS: [a set of 5 key words which are considered most relevant to describe the situation as presented in the description]
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### Methodology for data collection

The Case Studies Form includes all the information of the concrete example of social innovation needed. The methods of detection can be either through an interview with a researcher, or through the self-completion of the required fields.

In the first case it is important that the researcher writes the same words used by the witness, to facilitate the appropriateness of the semantic analysis.

The role of each partner involved is to firstly identify the innovative interventions at each level and area (eventually contacting local authorities, confederations and groups of associations, depending on the local situation and laws). The second step can be the identification of the key persons for each selected project and the direct contact with a request of testimonial.

The third step is to write the contribution of the witness and eventually translate it into English (if it is collected in local language). The fourth and last step is to send the file to the partner Comune di Torino – SFEP (Servizio Formazione Educazione Permanente)

Scheme for the identification of stakeholders For each topic (1. social protection system, 2. social inclusion system, 3. care models) the partners are required to differentiate the cases, as shown in the table below, among levels and areas

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Area \ Level	Local	Regional	National
Associations	X	X	X
Private	X	X	X
Public	X	X	X

Table 1 - *the scheme for stakeholders identification*

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### Methodology for data analysis

The purpose of KM4 is to explore the complex relationship between elements in the sentences (syntax) and the connection with concepts belonging to the same group (knowledge domain).

In order to analyse these relationships, the use of multiple exploratory paradigms is required. Likewise, there should be appropriate analysis tools, intellectual honesty in operating some choices among the many possible, stating on time one's own references and position as a researcher.

Due to the limited availability of academic literature and previous experiences of research on this specific topic, it was decided to proceed in a completely "bottom-up" study, starting with the most frequently used terms and then proceeding to the elements that characterize the individual assets of knowledge.

In the implementation both elements will be used: one for the quantification of sought phenomena (number of occurrences, number of interventions, number of sentences ...) and another for the qualification (position in the sentence, type of semantic bond, type of sentence ...).

In view of the first results we will try to reconstruct the analytical categories that may contain and explain them, starting from the general to come to more specific considerations. This type of analysis is usually called "multi-dimensional" and includes (among others) the disciplines of lexical linguistics, syntactic and semantic.

From the point of view of data processing, the analysis will start from narrations (in a single set), progressively differentiating more specific subsets that will be analysed separately in order to identify differences and uniformity. The limit in the depth of the analysis will be dictated by the availability of sufficient cases of study, so as to avoid the randomness of distribution of the frequencies and associations. To support the analysis, different software will be used, including Tropes and/or Atlas.Ti.

## **PHASES**

### ***A) Preparation of files for computer analysis***

1. Elimination of the questions and comments from the text.

In order to carry out textual analysis assisted by computer tools it is necessary to isolate the responses from the text the parts and comments that were written by the researchers (they will be used later, in the allocation of meanings).

2. Union of files by topic and division by type of stakeholder

The files will also be completely disassembled and reassembled by type of stakeholders and subject.

### ***B) Computer analysis***

There are at least three dimensions to be analysed in the text (corpus). These dimensions take into consideration the set of references: lexical, syntactic and semantic.

1. Lexical analysis: The breakdown of linguistic expressions into tokens (in this case, words).

- Develop and study of the frequency (Analysis of the distribution of the words)
  - Partitioning of lemmas in lexical groups
  - Choice of representative words with the higher frequencies
  - Construction of the first macro-categories (actors, actions, context)
  - Assignment of words (for each category) to each zone and verification of the existence of a common survey
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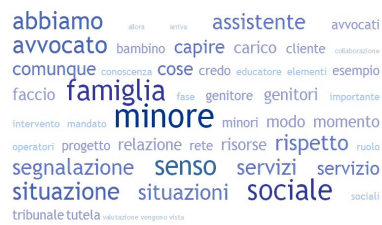


Figure 1 - Example of graphic representation of frequencies

## 2. Parsing: harmonization of the tokens in a syntactic structure

- Construction of star charts (for the study of words before and after)
- Selection of the relevant phrases for each token

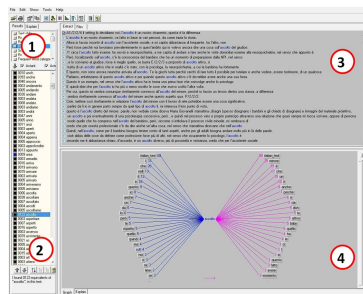


Figure 2 - The software Operating Environment supports the analysis. In the top left corner (1), there is the task pane, under of it (2), the pane of words used in the analysed text and the frequencies, right down (4), the graphical representation of the selected term (highlighting with a "star" preceding and following words and the relative frequencies), up (3), the window with all the sentences that contain the word selected in pane 2

## 3. Semantic analysis: assignment of a meaning to the syntactic structure and, consequently, to the linguistic expression

- development of more specific categorizations including conceptual sets
- comparison and harmonization with the keywords declared by the interviewed persons

### **C) Processing of statements**

representing the semantic relationships between the concepts identified during the previous sessions.

## **Methodology for dissemination**

KMUs are not entities in their own right, but they are deeply embedded into the overall activities of the SIforAge project.

It is important to promote the dissemination of online communication tools within the project (Wiki, website, social learning platform, newsletters, distribution lists ...) and also the opportunities to use them during meeting (presentations, technological coffees, debates ...). Continuous presence in the traditional media (newspapers, radio, television...) is foreseen.

The sense of virtuous circles, mentioned above, is necessary to engage stakeholders using

different tools in order to raise awareness and reach the greatest number of people.

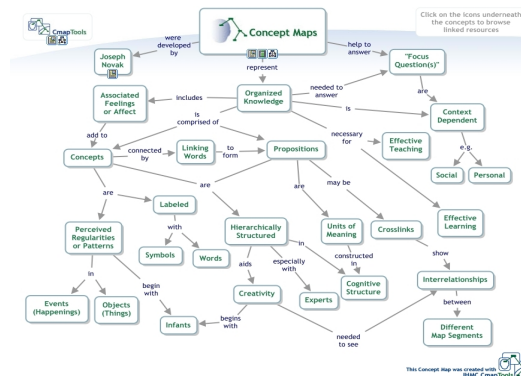
## Expected outcomes

The direct results (**outputs**) of the works planned for the KMU 4 are a set of inter-related concepts, organized in a formal ontology and graphically represented using the software c-map. This represents the last step of the exposed methodology. Firstly all interrelated concepts inferred from the case studies will be expressed in statements such as: main concept - related concepts - type of correlation as highlighted in the following table.

<i>Main concept</i>
Depends by, produce: (concepts with causal relationship)
Is a, is subdivided in: (concepts with taxonomic relationship)
Is related to: (concepts with horizontal relationship)
Other (concepts with other type of relations)

Table 2 - Concepts relations

Later the propositions of the tables will be combined through the software c-maps, generating a graph of the follow type:



Graph 2 - Concepts relations

This graph will represent the knowledge domain of the topic. Therefore in the outputs will be present 3 graphs, 1 for each topic.

The **Outcomes** are more extensive and are related to the development of knowledge based on scientific evidence in the domains of the 3 specific topics.

This knowledge will be mainly used in WP 4 and 5 to build the examples of good practices and the courses of mutual learning among policy makers. Case studies are, indeed, the starting point of the identification process of the good praxis to share among stakeholders and beneficiaries.

The process of identify praxis starting from case studies will not be direct nor linear because a "Good Practice" (1) is an intervention or project:

- Able to re-read a situation, the needs and roles of the actors involved;
- Able to integrate operations of the supply chain, for an approach capable of responding to beneficiaries global needs;

- Able to be effective in the short and medium term, to promote the welfare of the beneficiaries;
- Satisfactory and appreciated by intermediate and final beneficiaries;
- Presenting elements of standardization which make it reproducible in other contexts;
- Made by subjects that guarantee an economic and financial equilibrium, and therefore the sustainability of interventions over time.

A "good practice" is therefore different from "effective operational solution", which is what allows an individual to overcome a specific operating difficulty, but without taking a rethinking of the approach and / or the reorganization process. Summarising, the key elements of good practice are: sustainability, mainstreaming, innovation, transferability, reproducibility, reflection

The Expected **impacts** will consist in improving the awareness in the population and among policy makers of possible future scenarios and possible positive actions achievable on healthy and active aging of the population. It is precisely in terms of the impact that the role of the KMU 4 is relevant within the entire project. These activities will, in fact, be a result of the involvement of the actors (stakeholders) in the sections of mutual learning (based on case studies), in public events planned (TEC, participation in seminars and conferences, etc..), in the "active" dissemination planned in the project .

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## **Main collaborations with other WP or other activities of the project**

The relevance of the outcomes of KMU4 for WP4 and WP5 has been already stressed. In fact, the actions to be carried out have been agreed upon in the general assemblies, in the WPs meetings, in the video conferences and in the dense exchanges of e-mail correspondence so far occurred with all partners in the project.

Albeit expensive, these activities produce significant changes and improvements to the products and tasks being developed. The methodology used will ensure consistency between the parts of the project.

In particular, it is worth mentioning the relations with KMU3 and KMU5 so as to share best practices and the methods of collection and analysis of data. Significant interactions with WP1, WP2 and WP3 about the involvement of stakeholders and policy makers have taken place, too.

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NOTE:

(1) - ISFOL (Italian National Institute for the Development of Vocational Training of Workers), 2008- "La catalogazione delle buone pratiche Fse: lo scenario europeo"

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*Authors: Maurizio Lorenzatto, Elena Urdaneta*

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