## iAge Partners

There are 10 partners and 8 subparnters from 6 countries in the North Sea Region.

**The Netherlands**
Provincie Drenthe (LB)
    STAMM-CMO
    Hanze Institute of Technology
    Municipality of Aa en Hunze
Zorg Innovatie Forum
    CMO Groningen
    Stichting Oosterlengte
Hanzehogeschool Groningen
Municipality of Hardenberg
**Scotland**
University of Abertay Dundee
**Norway**
Knutepunkt Sørlandet
    University of Agder
**Germany**
Wirtschaftsakademie Schleswig-Holstein GmbH
**Belgium**
Provincie Oost-Vlaanderen
    ERSV Oost-Vlaanderen
Intercommunale Leiedal
    Mentor VZW
**Denmark**
University College of Lillebaelt

www.iageproject.eu

**Contact**

Martien Haasjes, Project Manager
Provincie Drenthe
m.haasjes@drenthe.nl
+31652475085

# i Age
## e-inclusion
## in ageing
## Europe

**iAge is an international cooperation project focusing on the improvement of regional development in areas of decline affected by an ageing population.**

Partners from 10 regions in 6 countries around the North Sea all work together on new approaches to service delivery and economic development through ICT innovation. iAge promotes the use of ICT to combat social exclusion, improve employment opportunities, quality of life and community participation. This European project is co-funded by the Interreg IVB Programme for the North Sea Region and runs from 2012 – 2014. The Province of Drenthe (NL) is Lead Beneficiary.

Until 2030 the number of people of 65+ will increase more than 50%, resulting in a significant impact on pensions, health care, the labour market and the sustainability of communities. At the same time: today's senior people are healthier, more mobile, qualified, IT- skilled and have greater purchasing power than any generation before. The North Sea Region can benefit from this potential and develop dynamic and successful communities.
Transnational activities and joint analyses lead to positive achievements towards the EU 2020 objectives for innovation and employment.

## iAge objectives

- Increase active participation and productivity of the elderly in relation to the labour market;
- Increase and promote the use and accessibility of ICT in relation to lifelong living;
- Implement transnational strategies, demonstration pilots and concrete actions to increase the economic and social e-inclusion of the ageing population
- Communicate the iAge project and its outcomes to other ageing communities in and beyond the North Sea region.

## iAge activities

Developing dynamic and successful communities in times of economic and population decline is important for many regions around the North Sea.  The iAge partners will work together to raise awareness, find possible solutions and, in co-operation with stakeholders, implement strategies and actions to increase the economic and social e-inclusion of the elderly. iAge stimulates entrepreneurship amongst elderly by supporting SMEs using the opportunities of ICT.

In addition, iAge partners promote the adoption and use of ICT to assist in independent living, thereby focusing on the end-user's needs. ICT can also help to improve the working conditions for care workers and make the healthcare a more attractive sector to work in.

iAge will develop an 'ICT toolbox', a transnational framework which consists of training material and software applications, to be tested and evaluated by target users in different countries.
iAge is developing wikiAge - a web based encyclopedia of age related ICT knowledge - whereby all partners, interested groups and the general public will be able to contribute. Updates will be broadcasted automatically through mailing lists, twitter, and facebook.