

June 2013

Midterm Magazine



e-inclusion
in ageing
Europe

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iAge: e-inclusion in ageing Europe

Until 2030 the number of people of 65+ will rise by more than 50% affecting the sustainability of our communities, especially in areas in decline. At the same time, today's senior people are healthier, more mobile and qualified, ICT skilled and dispose of more purchasing power than any generation before. Their needs and expectations are diverse, but all of them aspire to a high quality of life and high quality services. The North Sea Region can benefit from this potential and develop dynamic and successful communities.



In the Interreg IVB NSR project iAge: e-inclusion in ageing Europe 10 regions in 6 countries around the North Sea work together from 2012 until 2014 to improve the regional development of areas in decline that are affected by an ageing population

through promoting and increasing economic and social e-inclusion. The Province of Drenthe is Lead Beneficiary.

'Transnational activities and joint analyses lead to positive achievements towards the EU 2020 objectives for innovation and employment.'

iAge develops new approaches to service delivery and economic development through joint development of ICT innovation. iAge promotes the use of ICT to prevent people from exclusion, improve employment

opportunities, quality of life and social participation. Transnational activities and joint analyses create an economy of scale to allow positive achievements towards the EU 2020 objectives of 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;
- Communicate the iAge project and its outcomes to other ageing communities in and beyond the North Sea region.

iAge Partners

There are 18 partners and sub-partners from 6 countries in the North Sea Region.

The Province of Drenthe is Lead Beneficiary and responsible for project management.

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 Sorlandet
 - University of Agder

Germany

- Wirtschaftsakademie Schleswig-Holstein

Belgium

- Provincie Oost-Vlaanderen
 - ERSV Oost-Vlaanderen
- Intercommunale Leiedal
 - Mentor VZW

Denmark

- University College of Lillebaelt

What is Interreg?

The Interreg B programme has been initiated by the European Commission to stimulate cooperation between the regions and has a budget of € 138 million for the duration up to 2013. Lead Partners can apply through the programme's 'calls' for project funding. If they comply with the programme requirements, half of their investments will be covered by the European Regional Development Fund (ERDF).

Interreg IVB

The Interreg North Sea Programme consists of three strands – A, B, and C. The iAge project falls under Interreg IVB. Projects focus

on transnational cooperation in the North Sea Region and the programmes is currently in its

fourth phase (2007-2013), hence the name Interreg IVB.

Transnational

Transnational cooperation implies the cooperation of various regions across countries. Each partner contributes to the project's development and financing.

The issues that cross national borders require a transnational approach.

A good example is flood management, where measures

taken in one country affect neighbouring countries.

The Interreg IVB North Sea Region Programme

The North Sea Region includes regions in Sweden, Denmark, Germany the Netherlands, Belgium, Norway, England and Scotland. The Interreg programme sets strategies, priorities and socio-economic analyses for the North Sea Region (NSR) for 2007-2013. The aim of the Programme is to make the North Sea Region a better place to live, work and

invest in. The future development of the North Sea Region, however, will be determined by its ability to achieve economic progress through shared development objectives and shared resources, building on individual regional strengths and territorial potentials.

The Programme has four Programme priorities:

- Increase the opportunities for innovation
- Enhance the quality of the environment in the North Sea Region
- Improve the accessibility of places in the North Sea Region
- Delivers sustainable and competitive communities

Sustainable Employability in Drenthe

The iAge pilot in Drenthe is called ‘sustainable employability in Drenthe’ and is focussing on finding ICT solutions in support of the working caregiver in SMEs. In the near future we think this group of employees will be significantly important to the functioning of the labourmarket in Drenthe, due to demographic, economic and political developments. A first draft of preliminary conclusions of our research (‘Memo: research phase 1’) is now available on the website.

In our project we want to discover what specific needs and wants the working caregiver has with regard to the combination of work and care. Are there specific ICT solutions for this group – what are they waiting for? We started with research in two ways: getting to know more about the employer’s side and getting insight into problems experienced by these ‘double-tasking’ employees. We held interviews with the target group and representatives of SMEs on the subject of caregiving whilst holding down a paid job. In the field we discovered a high level of unawareness regarding the role, position and problems of working caregivers, as well as a low consciousness of associated future labour market problems. When asked for solutions to their problems in combining work

and care, we didn’t discover a lot of enthusiasm for IT-oriented solutions amongst our end-users. But a lot more research ought to be done before drawing firm conclusions..

We recently finished a literature-review in which we made an inventory of all the ICT-instruments useful for the working caregiver. Solutions to unburden the working caregiver can be found in three places: the patient, the working caregiver and the employer. A lot of ICT solutions in de care-sector do exist (websites, special hardware and software, systems-domotics etc etc.), with functionalities useful for caregivers, but no tailor-made instrument was discovered. As there is an abundance on the market, the advice from the literature review is to adapt existing instruments to the

needs of the end user, instead of developing something completely new. (See article on our website ‘Paid work and caregiving: from problems to solutions’ <http://www.iageproject.eu/results/results-2013/working-informal/>)

And last but not least we started to test the ‘Doeboek’ (in combination with EDR project ‘Vitaldorf der Zukunft’), a tablet application with several selected functions, on a group of 8 couples (caregivers and clients), to get a better view on the user-friendliness of this application for our target group. First conclusion: a lot has to be done to create enthusiasm for this kind of tool!

The main conclusion of this first phase of research and testing is that there is a long road ahead

provincie Drenthe

The province of Drenthe is a rural area containing 12 municipalities with altogether almost 500.000 inhabitants. In the next 20 years, the population share of elderly (65+) will increase with almost 50% and the share of youngsters will decrease with almost 25%. This demographic transition has a great influence on many aspects of the Drenthe society. The structure of the population in urban and rural areas changes, care services and social cohesion change, and the environment and living conditions change. These days 1 out of 8 employees is double-tasking – in a sense that they take care on a structural basis besides having a paid job – in the next decade this figure will rise to 1 out of 4! We know that this group is (partly) heavily burdened, both physically and mentally – and might have problems in keeping the job going and staying healthy. We assume this poses a possible threat to the labour market participation which has to stay at a certain level (especially amongst the elderly) to keep the SMEs in Drenthe on the move.



'There is a long road ahead before we can successfully implement supporting technology for caregivers who work.'

before we will be able to successfully implement (any) technology on an important scale in the field of supporting the combination of work and care. This is due to the high level of unawareness in terms of present and future problems (SMEs and care-givers themselves), resistance to 'high'-tech solutions from the elderly target group and the enormous diversity in needs and wants with regard to the specific situation of the caregiver.

At the same time we strengthened the international partnership of iAge by exchanging knowledge about our pilots and learning to get the most out of it. We found close 'partners in crime' in ZIF/CMO Groningen/Oosterlengte and Hardenberg because of their pilots dealing with elderly, care-givers and telecare. With Hardenberg we discussed a stakeholder-

inventory and the possibilities of combined promotion of the iAge project in the region. With ZIF/CMO-Groningen we agreed on sharing and discussing outcomes of research on care-givers and telecare initiatives.

The iAge project in Drenthe is a cooperation of the Province of Drenthe and its subpartners: STAMM (research institute on society-issues), Municipality of Aa en Hunze and Hanze Institute of Technology.



Grandma on the web

The pilot 'Grandma on web' is the Norwegian project within iAge and carried out in two municipalities in the Kristiansand Region, Lillesand and Vennesla. They are both conducting courses for the elderly population on ICT-issues, using young students as teachers. The municipalities have worked closely with the University of Agder in designing a questionnaire which has been sent out to 500 elderly people to gain more knowledge about ICT use by the elderly, about what motivates them to use ICT, and about their needs for training in ICT. In addition, the University will evaluate the ICT-courses for this user-group. The University is also doing research on the user-friendliness of ICT-applications.

The Norwegian pilot is mainly focused on ICT-courses for the elderly and research connected to the use of ICT by this group. The pilot will involve young people as 'teachers' for the elderly.

The main aim of the Norwegian pilot is to teach the elderly how to use important web-portals and evaluate what motivates them to use the web, increase ICT competence among the elderly, to promote inclusion in society and enable independent control of personal web-portals. Last, but not least the engagement of young people with older people in a teaching situation is important.

The issues that the Norwegian pilot wants to address are:

- A survey of the use of computer and internet (ICT) in people who are 65 years and older

- An implementation and evaluation of computer courses for grandparents/the elderly
- An evaluation of user-friendliness (usability) on applications/web-portals

The expected results of the pilot are an increased knowledge on ICT among elderly and their use of web-portals to enhance their possibility to live independently longer. What motivates the elderly to increase their ICT-competence? The pilot will enhance the knowledge on usability on public web-portals.

Young entrepreneurs (18 years old) from the local Secondary school in Lillesand municipality conducted their first computer training course for persons 65+ in February 2013, and training course no 2 in April. One lesson learned

is that it is necessary to have enough instructors present during the training. This is to take care of the needs of each trainee because the knowledge differs a lot from person to person.

In Vennesla municipality they have completed the course 'Grandma on web' twice. This is a course where young people teach older people how to use computers and the internet. In addition to the course, they have also created a user manual for the course.

The course was held at a local school and the young students were at 9th level, 14 years old.

A questionnaire, consisting of 36 questions with sub-questions, was made by the University of Agder and sent out to 500 people above 65 in Lillesand municipality in February this year. Approximately

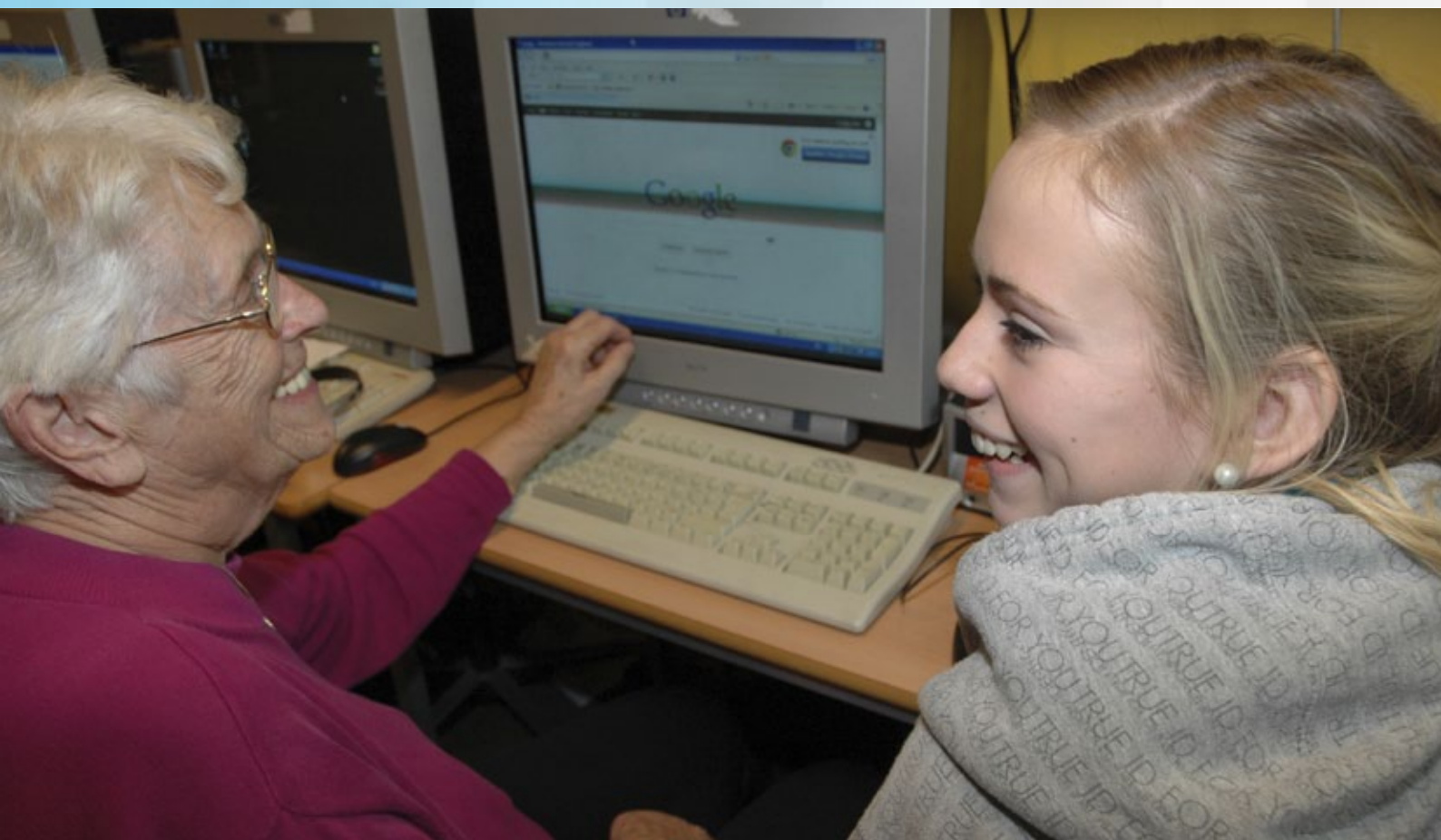


Knutepunkt Sørlandet (Kristiansand Region) is an inter-municipal cooperation between the city of Kristiansand and six surrounding municipalities. The area, located in the southernmost part of Norway, covers 2150 square km and has about 125.000 inhabitants. Kristiansand, with more than 80.000 inhabitants, is the main city in the area with very good connections to the continent, both by ferries and by airplane.

The cooperation Knutepunkt Sørlandet was established to coordinate the inter-municipal teamwork and take an active part in activities, which will create effective and good solutions both for the inhabitants and for the commercial trade.

Knutepunkt Sørlandet was also a partner in the Interreg IV B project Demographic change, which terminated 31 December 2011.

Two of the municipalities, Vennesla and Lillesand, are taking part in iAge. Vennesla is situated 25 km to the north of Kristiansand and Lillesand 30 km to the east.





180 persons responded by the closing date 18th of February. The University will now gather and analyze the results of the survey and hopefully gain more knowledge regarding the use of computers and the Internet amongst people aged 65 and older. The followings step is to improve the course design for future training.

The University of Agder is the coordinator for Work package 4 and is in this respect connected to all the other partners involved in this WP. Contributions and exchange with other partners on-going through the whole project.

The University plan to arrange a joint PhD-course in Usability together with University of Abertay Dundee and Hanzehogeschool Groningen. They started the planning process with a workshop in Norway in March this year..

The University of Agder, Campus Grimstad, is the Norwegian sub-partner and responsible

for the Norwegian pilot and for the coordination of WP 4. The University is based in two cities, Kristiansand and Grimstad, 40 km east of Kristiansand. The Centre for e-Health and Healthcare Technology is the driving motor in this project; this center is an interdisciplinary faculty collaboration.

E-health has an important focus in Norway, both seen from a national perspective and also as an area of commitment among the counties, municipalities and public organizations in South Norway. In this respect iAge will give an important contribution to other projects in the same field.

The Norwegian partner and sub-partner are responsible for the mid-conference in June 2013.

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Mobile technology and e-inclusion

The University of Abertay Dundee aims, within the scope of iAge, to encourage dynamic and successful communications through increasing the accessibility of ICT and the mobility of the aging population. This is done through development of Persona templates of Scottish users to provide a faithful representation of end-user needs for ICT designers. We then apply ad-hoc Co-Design methodology adapted for elderly users, to design and test prototypes using a User Centred Design approach.

This pilot is framed within Work Package 4 Life Long Living. It is designed to encourage dynamic and successful communications through increasing the accessibility of ICT and the mobility of the aging population. It supports the promotion of sustainable communities by keeping the older population economically active, using services and keeping healthy; thereby contributing to regional economic development.

Our pilot aims to create a software application that will enable the older generation (55+) to use mobile technology to support them in their daily lives. The application will help the users to utilize the technology efficiently, to their benefit and also aid them in communication, health and lifestyle. The

application aims to include a unique 'front end' to allow easier access to the application's features for a wide range of users. The functions of the application will allow for greater and easier communication between the user and their extended network, whether this be family, friends, healthcare professionals or other services they require – such as banking or shopping.

The application will contain the provision for members of the network to leave messages, such as health advice, or reminders for the user. The functionality to allow the user to record their life experiences and store or share this with their friends and family will also be included. The application will be developed with the target demographic through

a high level of engagement, thus ensuring that the application developed fully meets the needs of the end-users.

Although mobile devices, such as smartphones and tablet computers, are becoming more commonly used by the older generation, it is recognised from current research that there is little development of applications for these devices expressly tailored to this group's needs. In fact, the trend towards miniaturisation in computing devices impedes use by those with restricted vision and dexterity.



The City of Dundee is located in an ideal setting on the banks of the River Tay. It is easily accessed from almost all of Scotland's major towns and cities – 90% of the population lives within a 90 minute drive from Dundee. It has a knowledge based economy and the city accounts for 10% of the United Kingdom's digital-entertainment industry, with the University of Abertay Dundee as a national leader in digital games.



Lorna Retired - Housekeeper

"I would love to see my grandchildren"

Education **Primary School**

IT Skill **None**

Age **82**

Handicap **Hip Problems / One-ear deafness**

Computer Use

None

Computer Types

None

Key Goals

Lorna can barely use her phone to communicate with her family. They have all grown and they live far away. She would love to be able to use some sort of easy-to-use communication that would let her see, hear and communicate with her family, friends and carers from the adult care centre

grandchildren but they live far away. She has some problems with her hips and she uses a walker to walk everyday. She has only one functional ear, so her neighbours have to shout when speaking to her. She only regrets not having learned how to use technology that would simplify her life. She wonders whether she has still time and energy to do it, and if anybody would teach her how to.

A Day in her Life

Lorna has been a hard worker all her life. She couldn't finish the school because she was the only child and had to take care of her mum. She has seven

Tip

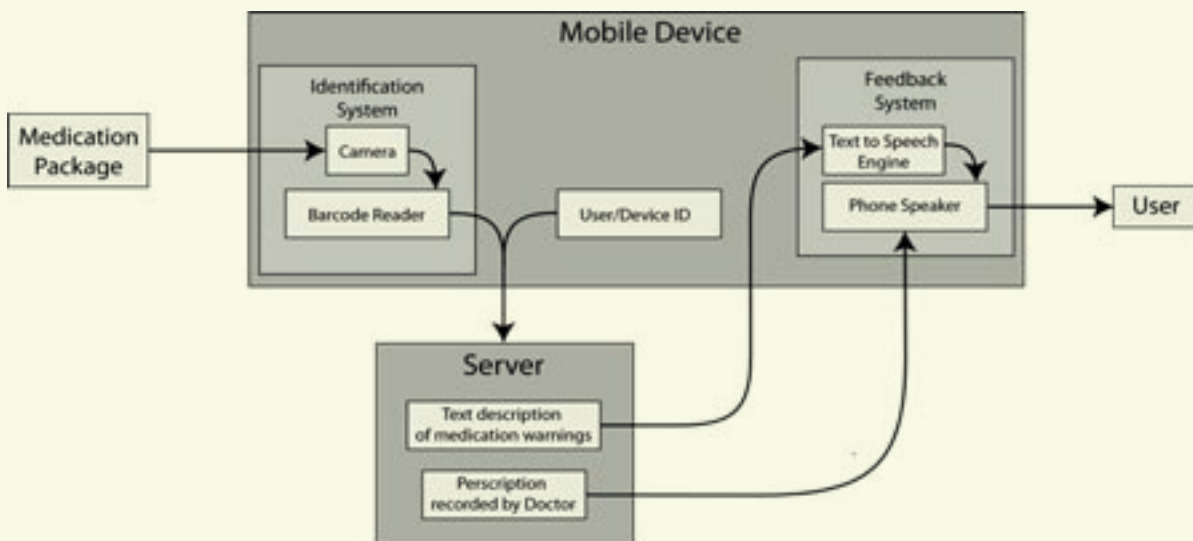
Lorna is willing to learn technology whether is worth it

Most mobile applications are developed for the younger generation – traditionally the first to adopt the newest technology. Some applications are created for the older user; however, there is little consultation during the development process and the

developed apps do not fulfil the needs of the target demographic.

There are many reasons why developing for the older generation is extra challenging; visual impairment, physical disability, colloquial language, to

name but a few. Moreover, some older people are still daunted by the latest technology. These problems are common across Europe to varying degrees, especially in countries where the older generations speak with a distinct dialect and not the



Medicine identification app

perfect language demonstrated on consumer devices. The process of developing the applications together with the target users will give an insight into how apps can be developed to suit and solve this wide range of problems. Transnationally this process can

be repeated with target users in different countries and the results compiled into a framework which can be shared among the project partners - defining a best practice in the development of applications for users 55+ users.



User testing

'There are many reasons why developing for the older generation is extra challenging.'

iAge in Dedemsvaart: Lifelong Living Online

The Lifelong Living Online project aims to provide, now and in the future, improved opportunities for the elderly to live independently for a longer period of time. For this purpose ICT is deployed as a tool. To achieve this goal the municipality of Hardenberg is starting up the LLL Online project in Dedemsvaart.

The municipality of Hardenberg participates in iAge with the project Lifelong Living Online. In order to achieve our goal we are starting a pilot in Dedemsvaart. In this pilot we want to teach a preselected group of 50 elderly people (75+) to live independently

longer supported by the new possibilities of ICT, domotics and social media. These means should pave the way to tailored care and offer access to social support. Moreover, a new social network is also created at the same time. In order to ensure that the elderly

can cope with these methods, a support group of 55-plussers will be trained. GP's, care providers, social workers and informal care givers and other volunteers must also learn to work with these new means and possibilities.

Research

The first step of the project involves an analysis of the needs of the target group and the people in their surroundings (including informal care givers). This step has just been completed. Now we know more about the target group we can take the next step

and start with an analysis of the care and welfare domain in which the elderly function and in which a platform of applications and services is offered. Furthermore, an inventory will be made of the technical possibilities.

When this analysis is completed, a realistic route and time path will be made to develop services that meet the needs of the elderly and their social surrounding, and that fit in with existing services.

Cooperation

To ensure that the instruments and methods to be developed acquire an adequate position in society, cooperation is sought – especially with local parties. With regard to iAge the municipality of Hardenberg

cooperates with associations for the elderly, local interest groups, local welfare organisations, housing corporations, general practitioners, Baalderborg (care for the handicapped), Saxenburgh Groep (primary care trust for

hospitals etc.), Carinova (home care providers), Buurtzorg (neighbourhood care group), TNO (knowledge institute), educational institutions, ICT companies and SMEs.

The municipality of Hardenberg is a rural community with an area of more than 300 km². Hardenberg is located in the north east of the province of Overijssel (NL) and has almost 60,000 inhabitants divided over more than 30 villages and towns. The pilot will be executed in Dedemsvaart, a community with about 13,500 inhabitants.

In the near future this region will be confronted with a population decline. This will also be true for the municipality of Hardenberg, especially in smaller communities. In the larger communities of Hardenberg and Dedemsvaart the population is expected to remain in balance. The number of elderly in the municipality of Hardenberg will increase significantly, while the number of younger people will decrease. This will make it harder to maintain the current level of care services and other facilities.





Results

At the end of the project 80% of the pilot group should be making use of the digital possibilities that are offered during the pilot. This should lead to a more efficient and effective provision of tailor-made care and services. By the end of 2014 the same percentage of our test group should also find that the conditions to continue living independently longer have improved.

By implementing the project in Dedemsvaart, the municipality of Hardenberg offers a pilot area for iAge. Linking our results with the transnational pilots of the Trimbos Institute (ICT needs and problems of elderly) and University of Abertay Dundee (development toolbox) will undoubtedly lead to

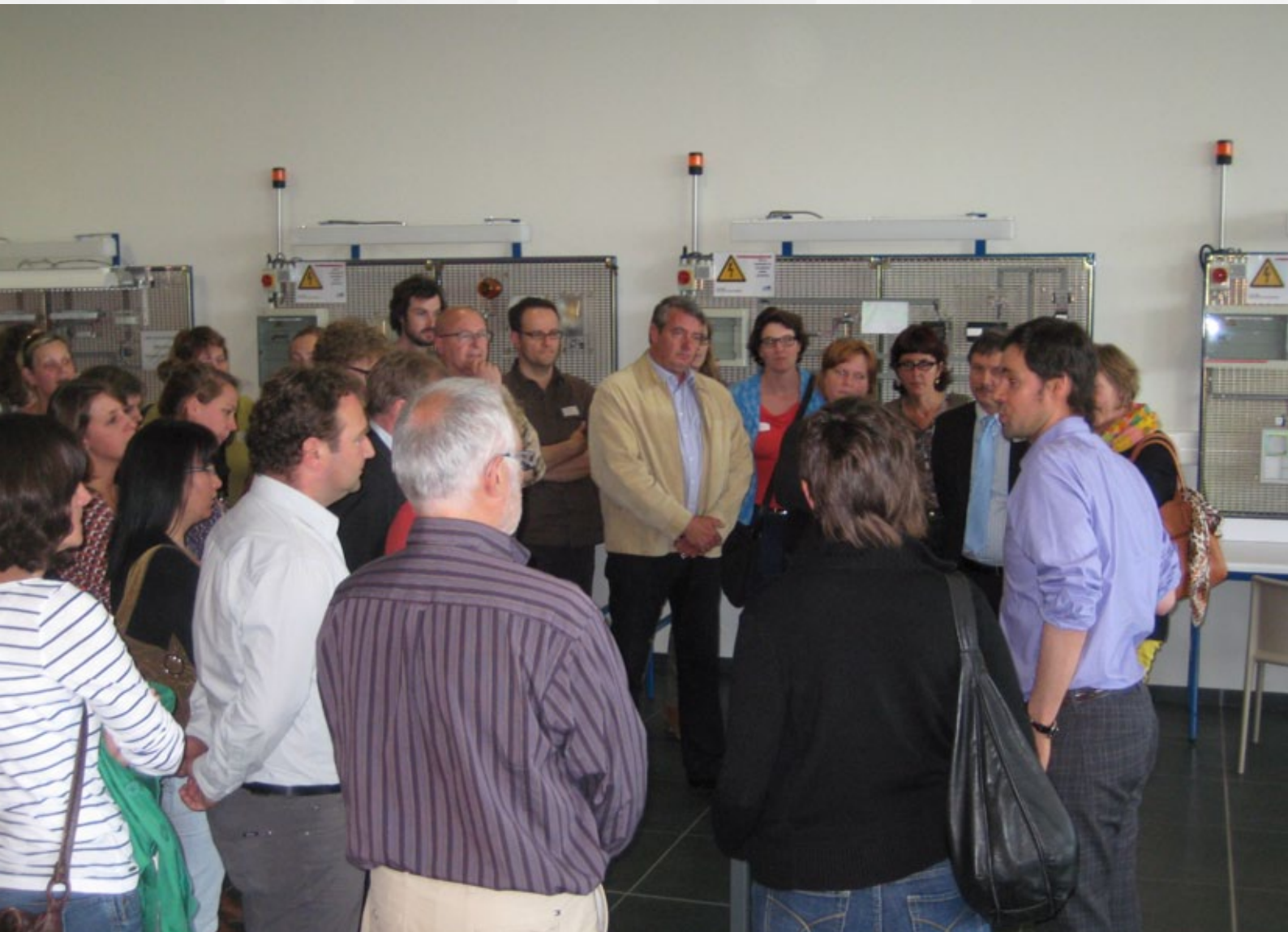
a further enrichment of knowledge and experience.

The knowledge thus obtained will again deliver important input for the application of results on a local and larger scale, with the effect that the elderly can prolong the phase of independent living.

'Now we know more about the target group we can take the next step.'

ICT WORKS!

The province of East-Flanders and its sub-partner 'RESOC Gent en Rondon Gent' have engaged in two activities. The first targets the stimulation of the use of social media, for job search by unemployed 50+ and job promotion of care professions by care ambassadors. The second aims to encourage health care teachers to integrate the theme 'home automation' in health care education curricula.



The Provincie Oost-Vlaanderen is the second biggest Belgian province, with 1.5 million inhabitants (surface area: 3,000 km²). Its number of 65+ inhabitants is expected to rise with 20% towards 2020 (baseline year 2008), to about 300 000 people.

The department of Economics, European and International cooperation of the Provincie Oost-Vlaanderen is partner in the iAge project. The Provincie Oost-Vlaanderen (Province of East-Flanders) is an intermediate government authority. In Belgium there are four levels of government: federal, regional, provincial and municipal.

Sub-partner of the Provincie Oost-Vlaanderen is RESOC Gent en rondom Gent (with ERSV Oost-Vlaanderen as legal entity). RESOC Gent en rondom Gent is an organisation (financed for the largest part by the Flemish government) with as its most important task facilitating the socio-economic development of the region Gent en rondom Gent. This region with about 400,000 inhabitants comprises ten municipalities: the city of Gent of course, and nine neighbouring municipalities: Destelbergen, Evergem, Lochristi, Melle, Merelbeke, Moerbeke, Oosterzele, Wachtebeke and Zelzate.

The matching process between employer and employee occurs increasingly through the use of social media. By lack of knowledge of these social media older job seekers are missing job opportunities. Within the classical job application training for unemployed 50+, offered by the regional public employment services, the attention for the use of social media has proven insufficient. To fill in this void, 12 coaches in such training programs were offered 1 ½ day training program (by an external specialised trainer), covering the

fundamentals of social media and their applications in job seeking, as well as specific use cases. The program also addressed the opportunities and threats of job seeking via social media and general guidelines for dealing with resistance towards new ICT instruments. All coaches involved in this training have since experimented with social media. Some are directly transferring their acquired knowledge to their job application trainees, while others are using them indirectly to facilitate the communication and exchange of information with

their trainees. As a result, roughly 12 50+ jobseekers are familiarized with the use of social media for job applications every six weeks.

As a result of the ageing population, we have a great need for new labour forces within the healthcare sector. For this reason Flanders initiated the campaign 'ikgaervoor.be' to promote the healthcare professions. The Province of East-Flanders supports this initiative through ± 70 care ambassadors. Their promotion and communication is crucial. The ambassadors involved can use the

'As a result of the ageing population there is a great need for new labour forces within the healthcare sector.'





social media as a communication channel in their task, as well as motivate their employers to use these new media. However, the older ambassadors indicated that they were not familiar with the social media that could help them in this task. These professionals, in various branches of the healthcare sector have been offered the opportunity to follow a basic and/or advanced crash course (½ day each) in the use of social media as an extra promotion channel supporting their ambassadorship. On the beginners course we welcomed 28 participants. The advanced course counted 42 participants. Awaiting the final evaluation of this project, we have noticed that some of the participants of these courses have already launched their online ambassador's profile.

Care providers for the elderly are ideally placed to offer advice about the supporting capabilities of home automation technologies. However, as this topic is currently not addressed in their educational programs, they are ill prepared for the task. By sensitizing and supporting the teachers, we hope to change this situation. We will create customized course material about home automation, covering an overview of existing products, their use in supporting the home user and/or care provider and the cost and requirements for their installation. In addition, we will offer training workshops to familiarise healthcare teachers with these technologies and to coach them in the use of the developed course material in their classes. To support us in this activity, we have attracted partners who are specialised in domotics and domotics education.

Work Package 3 – Increase labour market participation of the elderly through ICT

WP 3.1 – ICT training for the elderly to increase labour participation

WP 3.4 – Test and exchange ICT tools and portals for elderly, personnel and informal care-givers

Work Package 4 – Improve the regional development through promoting the use and accessibility of ICT in relation to lifelong living

WP 4.4 – Develop strategies and tools for independent living

Hanze University Groningen

Hanze University Groningen is strongly involved in the iAge project. It participates as a partner with the Centres of Applied Research and Innovation Entrepreneurship, Labour Market and Area Development. Professors, lectures and students of the Hanze University have an active role in research and development to achieve the iAge goals.

Economic (e-)inclusion of older workers is problematic in western societies in general, and in the Netherlands in particular. Only approximately 2% of hired workers are over 50 in the Netherlands, whereas that number hovers around 10% in other countries. Given the current low chances to find a new job for older workers in the Netherlands, this pilot explores the opportunities for two alternative strategies to increase the e-inclusion of older citizens. On the one hand, improving opportunities for gradual retirement can help lengthen careers by allowing for a gradual reduction of productive work rather than a full stop. The term 'gradual retirement' stands for more than a phased reduction of working time. It also includes adaptive modifications of job contents. Gradual worker retirement can, over time, help increase labour participation (and hence, e-inclusion) of older workers.

On the other hand, while gradually scaling back certain

productive activities, older citizens are perfectly capable of starting or expanding others. The second part of this project will therefore focus on increasing e-inclusion of older citizens by stimulating self-employment and entrepreneurship. In the network economy, entrepreneurship exists through networks of meaningful connections among entrepreneurial individuals. In an ageing society, the market, workers and entrepreneurs consist significantly of generations unaccustomed to modern social media supported networking.

This project will, first of all, help develop schemes for gradual retirement in cooperation with stakeholders (employers & workers), and subsequently explore through surveys to what degree and for what reasons these stakeholders are, or are not, in favour of such schemes.

Secondly, the pilot aims to create ICT based networks supporting entrepreneurial activities of an

ageing population, matching individuals, based on their experience and competences, with each other and with opportunities spotted in an ageing society.

For Work Package 3 (Increase labour market participation for the elderly), we designed and distributed an online questionnaire. The research project was presented at a Healthy Ageing conference. An article is being written and an abstract has been submitted for the seminar Preparing Professionals for the Global Workplace. Students of the research group participated during the partner meetings and we shared our knowledge with project partners and stakeholders during project team meetings and with transnational partners. We explored the possibilities to develop a 'virtual incubator' (an ICT-tool) for ageing people above 50. With the virtual incubator people are supported and facilitated to start up their own business. There will be online skills training and exchange, educational



Hanze University Groningen (Hanze UAS)

Hanze UAS is a University with more than 2,700 employees and over 25,000 Dutch and foreign students who have enrolled in one of the seventy degree programmes in the fields of economics, technology, health care, education and teacher training, social work, labour relations, fine arts, and music. Hanze UAS is one of the largest and most all-round universities of Applied Sciences in the Netherlands. Research takes place in our six research centres. Healthy Ageing, Entrepreneurship and Sustainable Energy are strategic aims of Hanze UAS.



'The use of ICT in and around the house can not only help 'care', it can also enhance comfort and sustainability. The pilot aims to link these benefits.'

services and guidance to build out innovative ideas. During the next Academic year the virtual incubator will be developed.

Lifelong Living

The pilot under Work Package 4 focused on getting a better understanding how elderly people can be motivated to make choices about their living environment that will help them to stay healthy and independent longer. Research shows that many people chose to ignore possible housing problems and the health risks that can come with age. At the same time many people have an interest in creating a nice living environment and are willing to spend time and money to achieve this. We aim to find individual preferences in relation to fitting housing solutions that will stimulate elderly people on their specific path in 'lifelong living'. The basic assumption is that there is no 'one size fits all' solution. The goal is to match possible solutions to different target groups.

The use of ICT in and around the house can not only help 'care', it can also enhance comfort and

sustainability. The pilot aims to link these benefits.

For Work Package 4 (Improve the regional development through promoting the use and accessibility of ICT in relation to lifelong living) we started a new research team with students and staff of Real Estate. We focused on the needs of 50-plussers in relation to independent living and ICT using desk research and interviews. We increased knowledge and knowledge transfer during workshops, conferences and partner meetings. We started an ICT development team of ICT and physiotherapy honours students. This team develops applications based on the research results. The team works together with a team of students and staff from the Universities of Abertay and Agder in an intensive program to develop and evaluate new apps.

Exchange with other partners

Our ICT development team visited the University of Abertay and joined workshops on Qualitative

user testing and Co-Design. While demonstrating their ideas of the to be developed application the

Matching competences of volunteers

The volunteer sector is an underestimated sector in terms of support and policy. With a modified database we should have a more detailed matching tool to combine the offers of employers with the competences of volunteers. The better match between supply and demand should ensure an increased number of older workers in the labour market and an increased regional economic activity.

The organization for social welfare in Kortrijk (OCMW) offers a lot of volunteer jobs, ranging from helping elderly people, serving drinks, reading sessions or doing the groceries to administrative jobs. The social welfare organization screens candidates on their interests and competences. The volunteer submits a handwritten application form,

provided by the department and a volunteer enters the data records in an MS Access database. We analyzed the desired functionality and technical setup and deduced that the current procedure needed to be changed.

Our conclusion was that three changes must be implemented to improve the database:

- The database itself;
- The process to register the information;
- (Questioning the current visitor/volunteer – attracting new volunteers.

In light of regional ambition, the structure had to be an online service, based on principles of a CRM (Customer Relation





Intercommunale Leiedal – Mentor vzw

Leiedal is an inter-municipal organization that supports the broad socio-economic and spatial development of the 13 municipalities in the south of West-Flanders (in Belgium). The city of Kortrijk is its capital. Kortrijk is a 20-minute drive away from the French city of Lille (Rijsel). The region has one of the most dense networks of organizations, governments and institutes, and civil society, involved in regional development. One of the main axes of development is entrepreneurship. In the region about 10,000 companies, mainly SMEs, are active. In the past there was an important flax and textile industry. Nowadays many future-oriented companies are active worldwide in various different product categories, although the textile industry is still important.

In partnership with the 13 local governments, Leiedal aims for a sustainable development of the region, into an optimal area to live and to work in. Leiedal's main activities are economy, e-government, urban development, living and housing, environment, mobility. Mentor is a sub-partner of Leiedal. Mentor vzw is a centre for Life Long Learning and an advisory office for social economy. The mission of Mentor vzw is to promote durable employment of disadvantaged groups on the labour market. Mentor's main activities are education (for jobseekers, workers and employees), guidance, orientation and advice to companies. The organization is located in Kortrijk (in Belgium).

Management). Considering the financial limitations both the database (RDMS) and CRM had, preferably, to be open source/ without license cost. Key however was to select a system where the underlying logic could be adapted to the specific needs of matching volunteers with jobs/vacancies (the so-called 'business logic') but also where the professional model of identifying skills and capabilities (partly transnationally developed) could be implemented. In order to be successful, the project resources focus on the identification and operationalization of the

underlying skills-model and business logic, rather than preoccupation with the technical dimension.

With a modified database we should have a more detailed matching tool to combine the offers of employers with competences of volunteers. The improved matching of supply and demand should ensure an increased number of older workers in the labour market and an increased regional economic activity. The instrument is also meant to make better use of the

potential of the elderly for both voluntary work and paid jobs, to be done on the basis of their skills.

In April 2013 the CiviCRM tests, running over a 3-month period, were started by various staff within the social welfare organization of Kortrijk. Only in this way can it become clear whether this application meets the needs of our target group.

'Start
with the
needs of the
end user.'

Stumbling Block

'Stumbling Block' is a two-yearly national initiative with the goal to demonstrate the day-to-day challenges of being disabled or becoming old in nowadays. It is not always easy for professionals to place themselves in the position of the elderly or persons with disabilities.

Elderly and persons with disabilities do describe the obstacles they face in daily life and the difficulties they have to solve. Yet this remains abstract information to professionals (or students) active in care, cure, health and even lifestyle. To really know how some of these disabilities or limitations feel and what consequences they have in everyday life, it is necessary for them to encounter and experience these challenges. Strangely this also applies to producers and designers of products, instruments and tools meant for elderly and disabled people. Several products are put on the market that, although properly tested from a safety or technical point of view, lack functionalities or even design elements that really are built around the specific needs of elderly and disabled people. This also is true for ICT products (electronics, software, apps and devices). Especially in the care-cure-health-lifestyle sector, it

is important to know exactly what the end user needs and wants (the latter being two different things). With Stumbling Block a trial is organized where visitors can experience at first-hand the obstacles elderly and disabled people face in their daily life.

The Stumbling Block event has been organized several times already and usually focuses on persons with disabilities. In 2013, triggered by the iAge partnership, the region now wants to focus on older people and ICT applications. Besides schools, university colleges, universities and health and welfare organizations, ICT companies will be invited and brought in contact with the reviewed experience trial. In this way Stumbling Block wants reduce the distance to the end user, stimulate companies to bring better-adjusted solutions to the market, and put co-design with end-users central in the lifecycle of a product. Hence the central theme of Stumbling Block: start with the needs of the end user.

Besides the trail we also organize lectures. These lectures deal with different themes. The subjects can be about being blind, deaf or living with disabilities, for example. Stumbling Block is also working with the other iAge partners, sharing ideas and experiences. We

invited Allan Milne of the University of Dundee to give a lecture.

Another aspect of Stumbling Block consists of brainstorming sessions. We are planning these brainstorm sessions in collaboration with iDROPS and Microsoft Innovation Centre (MIC). The brainstorming

sessions will involve various stakeholders from the sector.

The purpose of these sessions is to create innovative products or projects customized for the end user. The link with ICT is central to this methodology. In this way we try to create innovative products/services in relation to older people and IT.

**Stumbling Block 2013
is planned for the period
16-27 September**



The Elderly creating active communities

The vision in UCL's activities in the iAge project is to test the possibility of creating active communities in less developed areas where the activities of the elderly people themselves will be a crucial part of the change. The aim is to develop a model of training that makes resourceful elderly people capable of creating and implementing a wide range of activities within the areas of starting up business, informal care-giving and social media for other people of the same age.

The Elderly as agents of change

The basic assumption is that many people in the 60+ group are actually resourceful and want, as volunteers, to give back to society. The central mechanism is to support and unleash this

potential resource. Through the entire activities resourceful elderly project participants will learn – according to their needs – about starting activities for other citizens – mainly other elderly.

The resourceful elderly will be the agents of change – not only the municipality employees or consultants from UCL.

User driven innovation

An action learning approach ensures that the needs, interests and potentials of the participant will be in focus. This is essential when working with experienced engaged elderly people. In this

way, the active and engaged elderly people will develop strategies and activities to involve other people of the same age. The elderly project participants will choose the actual solutions in the

approach to elderly people that have weak ICT-skills, for instance. In this way the mechanism is user driven innovation and strengthening empowerment.

Activities

UCL will have three pilot activities within the overall vision of creating active ageing local communities with elderly people as the agents of change:

- Starting small businesses.
- Starting up informal health promotion & prevention activities supported by ICT-platform.
- Enhancing social inclusion of elderly people using social ICT media.

University College Lillebaelt in Denmark offers the entire welfare package. We educate nurses, occupational therapists, physiotherapists, radiographers, biomedical laboratory technicians, social educators, teachers, social workers and public administrators with a strong theoretical foundation and firm roots in practice.

University College Lillebaelt is one of seven university colleges in Denmark established 1 January 2008. A large number of smaller institutions – of which most offered only one specialized bachelor programme – have merged and most medium-cycle higher professional education programmes in Denmark are now offered by university colleges. University College Lillebaelt covers part of the Southern Region of Denmark and has approximately 7,000 students and 700 employees.





Results

So far we have very good experiences with elderly volunteers who teach immobile elderly in different basic social media. A group of 18 elderly volunteer ICT-mentors have participated in a dissemination course and now they regularly service a growing group of 12 end users who can only move outside their homes with difficulty. This program is an alternative to the normal ICT-courses libraries offer for large groups of elderly.

Progress is also in the field of strengthening health promotion and prevention activities. There are already strong local societies for creating sports activities for the elderly by the elderly. The challenge is to widen the scope of activities and exchange activities cross the villages. A web portal is planned to work as a platform for communication on activities.

All the activities are being implemented in cooperation with the rural municipality of Hedensted. The municipality is affected by the structural changes:

many young people want to live in the larger urban municipalities while the elderly remain behind. The project heightens focus on the health policies of the political level in the municipality. The municipality sees the project as a way to develop existing programmes for elderly citizens, both in the field of preventive healthcare and ICT.

'The resourceful elderly will be the agents of change...'

The Healthcare Innovation Forum

With the financial backing of iAge and health insurance company Menzis, care provider Oosterlengte will support home care by installing 75 telecare video phones or iPads in clients' homes in two municipalities in Northeast Groningen between 2012 and 2014. The state of affairs halfway through the pilot.

'We are facing a revolution.'

It is still at an early stage, but in Northeast Groningen the first steps have been taken on the way to using the telecare video phone- in healthcare. This new means of communication was recently installed in the homes of nine clients of care provider Oosterlengte. The coming months sixty-six more will follow. Clients for whom this is an addition to home care will get a picture phone or iPad. "The people are very enthusiastic up till now", says home care manager Gert Brouwer from Oosterlengte.

"A telecare video phone was installed even in a 98 year-old lady's home. We have consciously chosen for a proven and tested system, recognizable, affordable and reliable." What was most striking on the way to installation? "That there is still a prejudice as if elderly people are not on-line" said Brouwer. "That is nonsense. "Many senior citizens have a computer or iPad. There are people who are a bit hesitant and say; "I cannot do that", but thanks to the touchscreen it's a piece of cake."

Together

Before the moment of installation was there, Brouwer first of all fine-tuned matters with all immediate partners in the region, such as housing corporations, general practitioners, hospitals and rehabilitation centres. "In this area the number of people over 65 is increasing by 60% till 2040, while the number of people who can give care is

decreasing", he explains. "We are also experiencing decline here, so a shrinking number of inhabitants. That compels us to ask ourselves: what can we do to guarantee care and what role can home technology play in this? There are organisations that purchase iPads, make a start and gain experience in practice. We have chosen to think first and then act.



ZORG INNOVATIE FORUM

Oosterlengte

Oosterlengte is an integrated care organization in the East of the province Groningen that works in the municipalities Oldambt, Bellingwedde and Pekela. Offering a wide range of care, Oosterlengte operates eight nursing homes and a home care organization with over 1900 clients and more than 1000 employees, a meal service used by 1400 clients and a Member Service (for gardening, job services, pedicure, etc).

CMO Groningen

CMO Groningen is the knowledge centre for care, welfare and education in and for the province of Groningen.

CMO Groningen regulates the provincial coordination regarding family and informal care for the province of Groningen. Within the province there are 20 points of support for informal care and CMO's assignment is to support these.

ZIF

The Healthcare Innovation Forum (Zorg Innovatie Forum, ZIF) is an independent network organisation in the Northern Netherlands consisting of 20 healthcare institutions, healthcare insurers, NGOs, housing corporations and institutes for education and research. ZIF was founded in 2007 and develops a joint vision, stimulates cooperation, prevents fragmentation and creates economic sustainability.

The eastern part of the province Groningen is an economically weak region with a relatively low social standard, low level of education and high unemployment. The region is extensive, meaning that home care involves a lot of time and travel costs, which has financial consequences in these unprofitable areas. The shrinking population and rapidly changing demographics is a problem for healthcare delivery. The financial maintenance of a home care infrastructure in rural areas of economic decline will become increasingly difficult if no change occurs.

We cannot afford a failure after an earlier experiment with picture communication in this region. Moreover, we would like to prevent every organisation from having to come up with their own system. Therefore we came together and fortunately everyone agreed with these starting points. iAge partner Zorg Innovatie Forum, a regional network organisation, supported us with this. Furthermore, we asked our employees: what

Expansion possibilities

Brouwer is convinced about it. "We are facing a revolution", he says, "when you see all that is possible. We can now have contact via the screen with the client whereas before we had to visit six times a day to check if the medication was taken. Wound care can also be checked via the screen connection which can also mean fewer rides. Experience with the telecare video phone elsewhere in Europe has shown that people are of the opinion that thanks to this means of communication they are receiving more attention. We also want to develop services in the social area, for example calling the people a number of times a day, wishing them a good morning and talking to them for a while. In addition to contact with Oosterlengte, three or four other people can be connected to

connects to our clients? What conditions should our hardware or application fulfil? The answer was: it must be recognizable and easy to operate. That is why together we have chosen for the telecare video phone with touchscreen (brandname Zibber), which we can link to several medical and paramedical functions in the nearby future."

the Zibber, family or friends, for example."

Brouwer reports that CMO Groningen, also an iAge partner, wants to join with the support contact-points for informal care. "Via a picture on the screen of the informal care consultant, live contact can be made with the support contact-point", he says. "And think of all that we will soon be able to arrange via the telecare video phone, such as diabetes care. Motion sensors can also be connected to the Zibber as a handy addition to the care for people with dementia. As soon as someone gets out of bed, a signal comes through at the follow up care. From Norway they are monitoring us accurately with regard to this, because there they are not allowed to use the

Oosterlengte and Zibber arrange everything for the client, including the internet connection. The subscription, which is now still paid by the government, is offered by Zibber during the pilot. Under the condition that the participants have a medical indication for personal care and nursing. After a short introduction the client can simply make contact and arrange every matter concerning planned care.

motion sensor with regards to privacy issues. In Norway Zibber is actually a tried and tested system." Brouwer mentions in conclusion that the contacts with the other European iAge partners, a number of times a year, are wonderful. "We exchange experiences and keep each other informed of new developments. In Norway this is the way they train primary school pupils - on the pretext of Grandma's on the web - to help senior citizens with the use of computers. In Scotland they are working on a Wiki Age, in which all sorts of information about our ageing society can be found. Yes, I know for sure: there is much more possible!"



The Elderly & the Labour Market

This article shows a summary of the projects with which the **Wirtschaftsakademie Schleswig Holstein** in Germany supports labour participation of the elderly in Schleswig Holstein, Germany. Our aim is to increase the exchange of knowledge and experiences between the labour market and best agers.



Schleswig-Holstein lies in the north of Germany. It borders on Denmark (Region Syddanmark) to the north, the North Sea to the west, the Baltic Sea to the east, and the German states of Lower Saxony, Hamburg and Mecklenburg-Vorpommern to the south. The GDP/ nominal is € 75.63 billion.

With 2,837,641 inhabitants it reaches a population density of 180 per km². 22% of the population is 65+.

Wirtschaftsakademie Schleswig-Holstein was founded in 1967 and then re-established itself as the new Wirtschaftsakademie Schleswig-Holstein GmbH at the beginning of 2004. As a private service company with the status of a public welfare institution, it provides advanced training courses for the Flensburg, Kiel and Lübeck Industrie- und Handelskammer (IHK - Chambers of Industry and Commerce).

The Wirtschaftsakademie Schleswig-Holstein contributes new perspectives to working life and to the economic success of the companies in the area between the North and Baltic Seas.

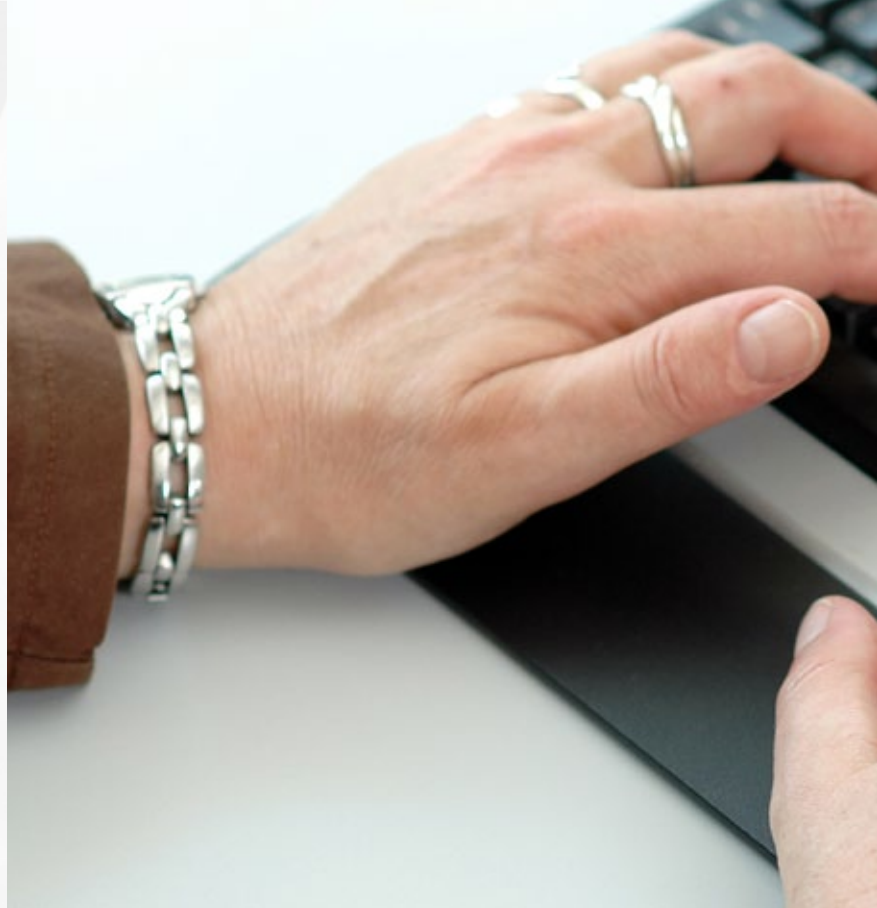
The college offers diverse study courses at 17 locations, covering rural areas state-wide and with own guesthouse accommodation close by e.g. in Kiel, Elmshorn, Lübeck or Husum.

It is a central goal of the pilot to identify instruments with which labour market participation (including voluntary work) of retired persons can be increased. This also includes improving the image of the elderly as skilled e-professionals and encouraging businesses to provide incentives for people of 65+ working after retirement by using IT. The regional demographic report of Schleswig-Holstein shows that the working population in rural areas is shrinking in numbers as a result of demographic change. Due to this fact rural regions will

be more affected by a shortage of skills in comparison to bigger cities like Kiel or Lübeck. Strategies of companies to tackle this demographic trend, (e.g. renewing their know-how exclusively by replacing the older employees with younger ones) are doomed to fail. It is important to keep the knowledge and experience of the elderly in the regional economy in the future.

In this context it is important to keep elderly people within the company after retirement and/or to encourage them as entrepreneurs. Our main aim is to increase active

'It is important to keep the knowledge and experience of the elderly in the area – this is good for the regional economy.'



participation and productivity of the elderly in relation to the labour market in the EU, especially in the North-sea Region.

We have already succeeded in the development and implementation of mentor and coaching programs in cooperation with the job centers and the Federal Employment Office in Kiel. There we were able to empower and coach unemployed 50+ with ICT-courses and consultancy.

Furthermore we improved the development and integration of the online recruiting portal 'Sentiso' to enhance the

connection between elderly people and companies looking for skilled and experienced project workers. This offers an alternative solution – the shortage of skilled labour and demographic change is seen as an opportunity rather than a problem.

A set of short films and documentaries is planned and currently been worked on by the students of the Media School in Hamburg. The goal is to broadcast these films on Youtube and many other channels, changing the perspective and showing the elderly as highly experienced



workers in their field, physically fit, very healthy and agile, and especially very skilled in new technologies.

Retirees searching for work and companies can both enter their profiles. In addition, companies can post vacancies for projects. Interested senior experts have the opportunity to apply for project positions whilst companies can review applications for adequately skilled workers or browse through the profiles and contact the best-suited retirees directly. Furthermore, a first set of online tools for the elderly was

developed in cooperation with the senior network in Kiel and the Berufsakademie of the Wirtschaftsakademie Schleswig-Holstein. This is a BA – College of Cooperative Education; a career-oriented alternative to technical colleges and universities. This tool provides information and tutorials and training for the use of tablet PCs.

iAge is halfway – what has been achieved so far?

The iAge partners include local government authorities, hospitals and client representative councils. We cooperate with knowledge institutes, educational institutions, professional care providers, social welfare organisations, housing associations, GPs, local interest groups, associations of the elderly and SMEs, including ICT companies.

Communication is key in any project. During the first months of iAge the project website www.iAgeproject.eu was developed and is up and running. The website is also linked to 'wikiAge', a Wikipedia-style application which is used to post information and to upload articles and tools on e-inclusion in ageing Europe. Progress can also be followed through social media such as Facebook, twitter and blog. An iAge flyer with general information about the project, its partners, aims, objectives and activities and contact information has been distributed during partner meetings and conferences organised to facilitate transnational exchange.,

First steps were taken to develop a transnational ICT toolbox consisting of training material and software applications, with contributions (tested in different environments) from all iAge partners. The Trimbos Institute

made an inventory of relevant ICT tools (in development or already running) which provides input for the iAge toolbox and creates an interesting overview of ICT tools that take the needs of the end-users into account. With Trimbos as the hub, this exchange of knowledge addresses the objective of designing local solutions that can be applied globally. The overview now contains some 50 ICT tools.

Many of the regional activities are similar, making transnational cooperation mutually satisfactory, and resulting in greater awareness. The elderly, as potential users, must be closely involved when creating new tools and evaluating usability. New technologies are not always the answer; smart use of existing technologies can work just as well, it is faster to implement and costs less.

Appropriate display techniques for end users are investigated by

the University of Abertay Dundee. Such display techniques are those most suited to the problems of end-users in terms of visualization and understanding the use of current technology. Partners Drenthe, Wirtschaftsakademie Schleswig-Holstein (WAK), Intercommunale Leiedal and Hanze University Groningen have stimulated self-employment using ICT in one way or another. For example: the WAK analyses existing online portals for elderly employees and entrepreneurs in the region of Northern Germany and implemented the online recruiting platform 'sentiso.de' for retired professionals. The platform will be developed further within the iAge project to increase and improve employment opportunities for older people. Track recording has been developed to daily monitor the number of retirees using the sentiso.de platform and to create a report relating frequency of use and usability/ accessibility.



We are currently investigating how to use this platform as a transnational network in the program region, with a concrete exchange from our Belgian partners Leiedal and East-Flanders.

Activities have focused on:

- A detailed matching tool to combine the demand of employers with competences of volunteers;
- Senior e-mentor networks and online mentor and coaching programs;
- Online support for informal carers;
- Learning and mentoring tools for the elderly;
- A seminar concept for improving communication and awareness of cultural backgrounds between younger and older employees;
- A review of the current literature on the state of play in mobile usability, accessibility and inclusive design;
- The development of a Persona concept – a virtual end-user that truly reflects the specific and diverse wishes of a model user;
- Intergenerational training, 'train-the trainer';
- A literature review to find a scientific foundation for the development of a research plan on Independent living and ICT and the needs of 50+ in this regard.



Sharing knowledge and closing the gap

Sharing knowledge about the innovative solutions for e-inclusion in ageing and spreading the results of the iAge project amongst the iAge partnership and relevant stakeholders remains important throughout the project. Authorities, service providers and SMEs are being made aware of the lack of end-user oriented ICT technologies in labour-market services and services related to life long living. There are also opportunities in terms of the enhancement of economic development in areas in decline. We aim to close the gap between developer and end-user regarding e-solutions.

Rather exceptional is the focus from Drenthe on informal caregivers and their clients/patients. Employees working for SMEs, who care for clients or patients in combination with their job, are testing a tablet which is intended to support the caregivers and contribute

to the survival of these small businesses. Whilst the Province of East-Flanders encourages unemployed elderly people (50+) to search for employment by using social media in addition to the traditional application channels, and the University College of Lillebaelt in Denmark is preparing a course for elderly volunteers who, in turn, will teach immobile elderly some basic social media skills. The Intercommunale Leiedal and the Wirtschaftakademie Schleswig-Holstein GmbH (WAK) have carried out some activities to support self-employment. Leiedal offers a lot of suitable volunteer jobs, ranging from helping elderly people, serving drinks and reading, to administrative jobs. With a modified database a more detailed matching tool combines the needs of employers with competences of volunteers. The better match between supply and demand should ensure an increase in numbers in terms of older workers'

participation on the labour market and an improved regional economy.

The WAK had, in cooperation with the regional job centres, 9 unemployed participants between 55 and 64 taking part in a mentor session to build up their own business in the services sector. On passing an exam participants are allowed to build up their business in practice. This approach has been compared with the Danish project and the partners discussed how this can be used as a transnational model concept. The Hanze University Groningen explored the possibilities of developing a virtual incubator (ICT-tool) for ageing people above 50. With the virtual incubator people are supported and facilitated to start up their own business. This includes online skills training and exchange, educational services and guidance to expand on innovative ideas.

Life Long Living

In the field of Life Long Living, partners have started joint testing the user-friendliness of ICT apps and the three universities

involved plan a joint PhD-course on usability. The UAD is working on software applications that will enable the older generation

(55-) to use mobile technology to aid them in their daily life. The applications will help the users to use the technology efficiently and




'Many of the regional activities are similar, making transnational cooperation mutually satisfactory.'

to their own benefit. Functionality will allow for greater and easier communication between the user and their extended network, whether this be family, friends, healthcare professionals or other services. In addition, transnational exchange took place between the University of Adger, Norway and the UAD around the principles of co-design, usability testing, web accessibility and e-health systems. Oosterlengte Foundation, sub-partner of ZIF (Health Innovation Forum), implemented telecare applications and tested user friendliness. A test setting has been created at two nursing-posts and first reactions are positive.

To investigate the needs and problems of the elderly in relation to ICT and independent living several methods have been used; literature reviews, online and face-to-face surveys with residents over 65 years and older informal caregivers interviews with the target group, professionals and representatives of small businesses. Focus groups and representative groups with older people and professionals have been approached and Trimbos is currently collecting the partners' outcomes.

Hardenberg has conducted preliminary study on national and regional use of ICT, domotics and social media by the elderly, researched what is available in the region and started an analysis of the needs of the elderly in relation to the use of ICT. Various ICT options will be tested on the basis of the results of the analysis. The University of Agder started the evaluation of ICT-training whereby young entrepreneurs from the local Secondary school conducted their first computer training course for persons 65+. The elderly learn how to use the computer and different web portals, such as Facebook, Bank services, E-mail etc. A manual has been made for the course and shared with the iAge partners and other regions in Europe. With this approach – the young teaching the old – a target group has been reached that would never have signed up for a traditional course.

iAge is now halfway. Stay updated and follow us on Twitter [@iageproject](#) or check www.iageproject.eu.

   innovation for life

Seven habits to improve wellbeing via social interaction

1. Express yourself carefully, personal information and feelings
2. Spend time online
3. Communicate with people with similar interests or situations
4. Participate in community activities, preferably 'in real life'
5. Provide and receive support
6. Give and receive appropriate levels of trust
7. Act with respect to your own and to other people's privacy

www.wecare-project.eu

International Health Battle

Upcoming event

International Health Battle: an instrument for Health innovation!

Wednesday 20th of November 2013
@Hanze University Groningen

On Wednesday 20 november 2013 Hanze University organizes, in cooperation with TTA World, the International Health Battle. A League where enterprising students and professionals, from 6 different countries visit Hanze University. During one day they work in multidisciplinary teams on issues related to Healthy Ageing. Companies and organisations active in the field of healthy ageing provide challenging cases. During a 3-minute pitch the students present, at the end of the day, the

results to an international expert jury. Only the 5 best teams may advance to the rousing final held during the Health Valley Event in March 2014.

Your company has a interesting issue that you want talented students to work on? Please contact Rob Hogenelst of TTA World:

- rob.hogenelst@tta-world.com
- +31 6 43 78 65 32

Are you an enterprising and talented student who dares to take part in the International Health Battle? Please send an email to ...

The Health Battle is an initiative from the Interreg IVB project iAge (www.iageproject.eu) and an activity of the anniversary 215 years Hanze and the Global Entrepreneurship Week. Check www.healthbattle.nl for an impression!

More info

The International Health Battle is an event for talented students! Students work together with renowned companies and organisations from the health sector. The companies provide cases varying from healthy lifestyles, life sciences and e-health to medical technology. The Health Battle is organized two times a year in the Netherlands. Students work a complete day

in international multidisciplinary teams of five on a case together with a case instructor from the company. During the day there are experts (for example on finance, business development or ICT) that can be consulted and asked for feedback. The teams present their solution in a 3-minute pitch presentation to an expert jury of directors, entrepreneurs and professors. The jury panel, judges

the pitches based on three criteria: Novelty, Utility and Non-obvious of Character. At the end of the day, the jury will select five teams who got the chance to compete in the finals held during the Health Valley event in March 2014. In the meantime, the teams continue working on the cases with the feedback they got from the jury. Each team pitches their improved idea once more to the jury and

they nominate the winner of the Health Battle 2013.

Last year the finalists were visited by Prime Minister Mark Rutte, he handed out the Health Innovation Award to the winning team of the International Health Battle. Health Valley is the media partner of the

International Health Battle and Health Care insurer CZ is the main sponsor of the Health Battle.

The International Health Battle is a splendid opportunity to innovate and discover potential talent. For the students, this event is an interesting occasion to get

hands-on experience and present themselves towards companies and extend their network. The Health Battle is more than a competition it is the life changing experience you were waiting for! Where only the brightest Global Talents meet, compete and innovate on challenging cases.

Procedure

- Universities select their talented students and recruit the students they want to participate.
- After signing up for the Health Battle, students will be asked to complete his or her profile.

Doing so enables companies to the profile and select students for their team. In addition, students are able to see what talents they have, based on the personality test and it is verification for us that students

are serious about joining. This profile includes for example; a profile picture, resume, (short) motivation for joining the Health Battle and a personality test.

- Hanze University Groningen covers the organizational



costs and costs for catering, equipment, facilities etc.

- Travel and accommodation costs are covered by the University who recruits the students or by the students themselves. Participation of the International Health Battle is

free of charge, including drinks and food.

- The iAge partners got the chance to bring in five cases in total and select five international multidisciplinary teams to work on these cases.

- There will be a live stream connection, so companies/ students /teachers/ the family/ friends etc. @home can follow the activities of the International Health Battle @Hanze University by the internet.

Accommodation

Accommodation is possible in the Simplon Youth hotel www.simplonjongerenhotel.nl.

Hanze University has an option on 33rd beds for 2 nights (1 room for 1 person, 5 rooms for 2 people,

4 rooms for 3 people, 1 room for 4 people, 1 room for 6 people).

Costs are around € 30 per person per night, including breakfast and tax.

Timetable

- iAge partners can bring in cases until 14th of October
- Students can sign up for the Health Battle until 27th of October 2013
- Every company/organization has access to an online global talent pool where they are able

to find top talent for the battle. All the talents that signed up for the Health Battle can be found in this talent pool

- Four weeks prior to the Health Battle, the iAge partners will start with the selection of the teams

- After selection of the students we will contact them between October 28th-31st 2013
- On November 1st all teams will be finalized and locked
- Possible company contact/visit & case preparation: 6th-19th November

University partners

1. University of Agder, Norway
2. University of Abertay Dundee, Schotland
3. Universiteit van Belgorod, Rusland
4. KAHO, Ghent, Belgium
5. University College of Lillebaelt, Denmark
6. Wirtschaftsakademie Schleswig-Holstein, Germany

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North Sea Region
Programme



*Investing in the future by working together
for a sustainable and competitive region*

provincie Drenthe

