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## Newsletter 3

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18-09-2013

### *Newsletter 3 - September 2013*

*The main aim of iAge - a project within the NSR Interreg IVB Programme - is 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.*



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### **Health Battle 2013 - Sign up!**

During the Battle you will meet, compete and innovate in a multidisciplinary team of five Talents. Your assignment is to develop innovative solutions for various Health challenges, submitted by renowned companies and organizations (ZZG Zorggroep, iAge, Rijnstate, Janssen and more). Present your idea in a 3-minute pitch to an expert jury who will assess your solution based on three criteria: novelty, utility and being non-obvious of character.

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### **Caregivers want more flexible working hours**

One in eight employees in Drenthe is a caregiver. That means 70,000 and this number is expected to double in the next ten years. On 5th September the Province of Drenthe and the HANNN (Healthy Ageing Network of the Northern Netherlands) organized an 'Xpert Meeting' at the regional government's seat in Assen (Dr).

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### **New technology offers opportunities for self-sufficiency of elderly**

Older people want to live independently for longer, but they often do not know what opportunities are offered by the current technology for this purpose. That is the main conclusion of the study among elderly in Dedemsvaart in the context of the iAge project.

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### **Midterm Magazine**

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

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mobile and qualified, ICT skilled and dispose of more purchasing power than any generation before.

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### **Universities hold co-design sessions on usability**

Five researchers from Abertay University in Scotland made the trip to Norway for the iAge midterm conference. 3 of us headed out on the preceding Sunday to co-host a PHD course in Usability Evaluation at the University of Agder in Grimstad. Working with staff and students from the Hanze Institute and from Agder we spent two days covering psychological issues in usability, research methods and then spent time doing co-design sessions for usable applications for people with low vision.

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### **iAge is halfway**

The iAge project is now halfway; it's time to evaluate progress so far. On 20th June the iAge Midterm Conference was hosted by our Norwegian partners in the beautiful setting of Fevik, near Grimstad.

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Colofon: iAge is an international cooperation project focusing on the improvement of regional development in areas of decline affected by an ageing population. See also <http://www.iageproject.eu>