iAge: e-inclusion in ageing Europe
Aim, objectives and results

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iAge

- Interreg IVB North Sea Region project;
- Partly follow up of DC NOISE: Demographic Change in Shrinking Europe
- iAge started in January 2012 and ends in December 2014;
- Total project budget: €2,883,893
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
Why iAge?

• Ageing: 65+ will rise with more than 50% in 2030
• Ageing might affect key drivers of regional growth such as productivity, investment and consumption
• Impact on pensions, health care and labour market
• Ageing as one of the main challenges: Europe 2020
  • Right response to the specific challenges?
But...

• Ageing society: wealthier and more mobile than ever -> potential to develop dynamic and successful communities
  • Innovative solutions and positive actions
  • Importance of new technologies for economic activity and new ways of delivering services
  • Stimulate different way of accessibility (economic opportunities, services and social networks)
Main aim

Increase the regional and economic development in regions which face population and economic decline.

through

promoting and increasing economic and social e-inclusion
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
Lifelong living

...refers to meeting the new reality of increasing life expectancies, varying levels of abilities and the needs of all ages. It is designed to encourage dynamic and successful communities through increasing the accessibility of ICT and e-mobility of the ageing population, promoting the adoption and use of ICT to assist in independent living, focusing on the end-user’s needs.
How?

The iAge partners work together to introduce new technologies for economic activity, stimulate entrepreneurship, include seniors in the local economy and experiment with gradual retirement and intergenerational approaches.
For example

ICT training for the elderly
Example

Stimulating self employment using ICT.
Example

Online mentor, coaching and training programmes

e.g. volunteer database in Leiedal, Belgium

Better matching of volunteers and jobs on offer
Example

Test and exchange ICT tools and portals for elderly, personnel and informal caregivers.

Expected results:
1) ICT tool box, including recommendations
2) Overview of different methodologies and tools
Comprehensive toolbox for e-inclusion

Consisting of standards, guidelines, training material, publications tested and evaluated by target users in different countries. Innovative end-user driven ICT technologies representing a new perspective into how ICT technology deals with users where accessibility is the primary issue.

The e-inclusion toolbox is part of the iAge Project.

iAge is an EU Interreg North Sea Region international cooperation project focusing on the improvement of regional development in areas of decline affected by an ageing population.
How?

Improve the regional development through promoting the use and accessibility of ICT in relation to lifelong living.
Examples

Develop strategies and tools for independent living:

- Screen to screen (S2S): video calls to and from nursing staff via a videophone.
- Grandma on web
- Independent housing
- Active ageing
- End-users needs and problems
Example

- Joint testing of user friendliness of ICT apps.
- Joint analyses of the needs of the elderly in relation to the use of ICT.
But also....

- WikiAge
- Newsletters
- Student exchanges
- Meetings and conferences:
  20-11-2014: final iAge conference in Assen, NL!!
- Facebook, LinkedIn, Twitter (@iageproject)
- Website: www.iageproject.eu
- YouTube...
iAge in Hardenberg

http://youtu.be/jKsSHY0c9bA
Thank you for your attention

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