

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

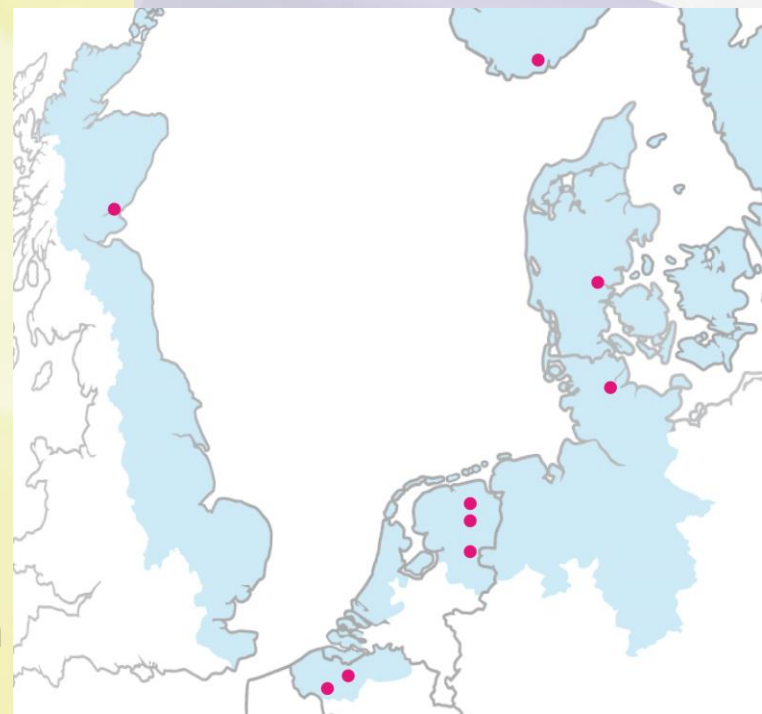
- Wirtschaftsakademie Schleswig-Holstein

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

sentiso - das Netzwerk für Projektarbeit von Fachkräften im Ruhestand


Als Senior-Experte können Sie hier Ihre wertvollen Erfahrungen wieder aktiv einsetzen. Als Unternehmen greifen Sie direkt auf hervorragende Fachkräfte zu. Bei sentiso werden Senior-Experten und Unternehmen zusammengebracht – einfach, schnell, komfortabel.

sentiso Unternehmen
Einzelunternehmer
Gesundheit & Medizin
Landkreis Deggendorf



sentiso Unternehmen
11-50 Mitarbeiter
Maschinen- & Anlagenbau
Landkreis Teltow-Fläming

 Gründe sich als
Senior-Experte zu registrieren

 Gründe sich als
Unternehmen zu registrieren

Aktuelle Informationen

Weitere ➔

Aktuelle Projekte

Weitere ➔

Stimulating self
employment using
ICT.



Opslaan

Opslaan en nieuw

Annuleren

▼ Contactdetails

Voorvoegsel

Voornaam

Achternaam

E-mail [toevoegen](#)

Home

► Handtekening

Telefoon

tst.

Telefoon Locatie

Home

Type telefoon

Phone

[Toevoegen tel.nr.](#)

Blader naar / uploaden van foto

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Controleer op overeenkomende contacten

► Domicilio

► Address

► Interesses en hobby's

▼ Competenties

Aanvulling indien Andere werd gekozen binnen de lijst van interesses / hobby's.

Interesses / hobby's

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



E-Inclusion Toolkit

[Home](#)[About](#)[iAge ▾](#)[Case Studies ▾](#)[Tools ▾](#)[Legislation ▾](#)[Technologies](#)[WAVE](#)[aChecker](#)[AAL Toolbox](#)[Contractors](#)[Available Funding](#)

Comprehensive toolbox for e-inclusion

Consisting of standards, guidelines, training material and ICT technologies 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.

[LEARN MORE](#)

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

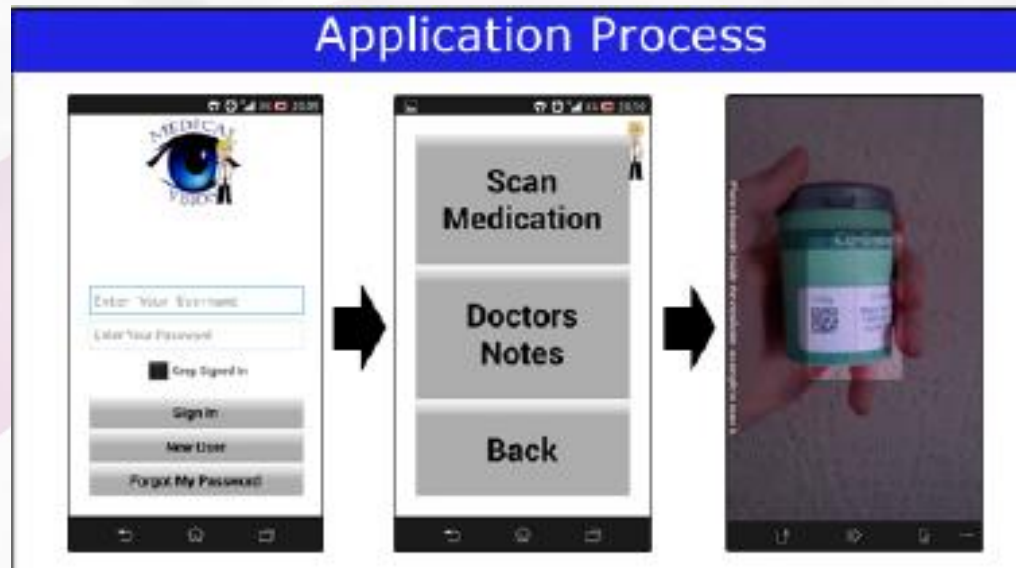
Develop strategies and tools for independent living:

- 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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