SIforAGE
"Food in context: Social innovation for active and healthy ageing"
The Challenge

SIforAGE (Social Innovation on Active and Healthy Ageing for sustainable economic growth) aims at promoting Active and Healthy Ageing (AHA) in society by strengthening cooperation between researchers, product- and service-developers, policy-makers, and civil society organizations across the social spectrum.

Some of the key challenges of SIforAGE are:
- to promote the inclusion of knowledge coming from science into the society, through policy-making and the development of innovation and technologies;
- to promote the involvement of society in research, in order to allow end-users to shape future research that can improve AHA;
- to improve existing mechanisms for the introduction into the market of innovative products and service solutions for older persons.
19 partners in Europe, Turkey and Brazil
Creation of a **social incubator** in which all stakeholders:

- exchange ideas, debate, and collaborate to promote AHA;
- collect and analyze examples of good practice across Europe;
- disseminate results amongst all stakeholders, through five Knowledge Management Units (KMUs).
Knowledge Management Units

Knowledge Management Units (KMUs) are participation forums for stakeholders working in active and healthy ageing, from researchers, civil society organizations, companies, public practitioners, think-tanks... KMUs are the horizontal mechanisms that support and provide foundation data to Work Packages. Five KMUs are effective in SIforAGE:

**KMU1: Healthy ageing for healthier living years**

**KMU2: Mental capacity and Alzheimer’s**

**KMU3: Active participation and inclusion in society. Inequalities associated with ageing**

**KMU4: Social innovation in community partnerships for AHA**

**KMU5: Services and technologies for better ageing at home**
Focus on two Knowledge Management Units

**KMU1: Healthy ageing for healthier living years**
To identify interventions which will support healthy life expectancy and empower people to be responsible for their own healthy ageing.
1. To map the key concepts which underpin “Healthy ageing for healthier living years”;
2. To understand the barriers to increasing healthy ageing and healthy life expectancy;
3. To gather examples of successful interventions across Europe which address these barriers.

**KMU5: Services and technologies for better ageing at home**
1. To achieve a better understanding of the specificities and requirements of innovation in care services and at home combining different points of view: user, stakeholder, ICT developers, gerontologist, etc.
2. To better understand how innovation in care services using ICTs is more than the mere use of a technological innovation. Technologies must be integrated in the home-based care model.
3. To identify / illustrate key elements to success when developing services and technologies seeking to keep older people in their homes.
To enable the dialogue between older persons and representatives of assistive technologies designed for older users.

To engage in this dialogue all stakeholders involved in proliferation of new assisted living technologies to daily lives of older people.
Technology Experience Cafés (TEC)

*for integrating end-users into technology-, product- and service-development*

**Objective:** to open research/innovation activities to older persons, who have the opportunity to directly speak to researchers and developers of assistive technologies, and test and give their opinion about recent devices, solutions and products offered on the market for them.

TEC is the place where *older people* gain an insight into the future technologies; get an aspiration to engage with the technology world and socialize. At the same time, *researcher* and *technology developers* can get an important feedback on their early prototypes to steer the further Research and Technological Development activities.
Technology Experience Cafés (TEC)
TEC: example of technology

Intelligent Kitchen “Kochbot”

enabling independent staying at home for older persons with mild physical and cognitive impairments.

The technology using natural language interface and intelligent environment technology supports the process of cooking and facilitates healthy nutrition behaviour.

https://www.youtube.com/watch?v=hJmrIz3j1E8
The testing scenario consisted of 3 major steps:

**Search view.** Recipes can be chosen either by browsing through categories and ingredients, by textual search in a text input field, or by voice commands.

**Recipe overview.** The recipe overview shows general information about the recipe, a list of ingredients and a list of cooking instructions. Ingredients as well as the cooking instructions can be viewed or read out loud by the text-to-speech module.

**Step-by-step view.** In the step-by-step view, each cooking step is read out loud and the user can interact with the app by using wipe gestures or voice commands to go to the next or previous step, or initiate a question dialog.

The technology allows assisted cooking and tolerates/prevents errors caused by mild dementia and frailty of older persons (clear repeated instructions, automatic reactions of devices such as tap and hob on erroneous actions of a person, automatic provision of water in needed volume and temperature, etc.).
Objectives of WP3

- **Gain better knowledge** on the mechanisms that could facilitate cooperation of CSOs representing older persons and the society with research community.

- **Engage** the society, and especially older persons, in the definition of research needs and priorities, and to improve the channels of communication with researchers and decision makers.
Focus groups with older persons

Identification of:
- the needs of older persons
- the barriers for contributing to research
- older persons’ perspective on how research could contribute to their well-being

Objective: identifying priority situations and fundamental needs that can become topics of scientific interest.
Good practices examples

Older persons’ active participation and inclusion in society: How to overcome obstacles and barriers? Good practice example

One of the main objectives to be achieved by collecting good practices – and bad practices – is to **identify truly innovative approaches** to the key issues of the WP3.

More than 100 good practice example collected / Examples related to food:

- Administrative support in the frame of the delivery of lunch at home
- Intergenerational garden: sharing knowledge and know-how among generations while gardening and cooking.
- Social urban vegetable gardens: specific training in organic farming for older persons
Social interventions at local level

**Objective:** to involve older persons + researchers + where possible local decision makers into a deliberative dialogue about current research practices and priorities in partner countries and consequently support a more robust, democratic and accountable decision making which better reflects public values.

The envisaged outcome of the workshop was to **enhance participation of older persons in the definition of research priorities** and to **produce concept ideas for two projects involving civil society, researchers and decision makers.**
Social interventions at local level

(a) better **characterise difficulties and concrete barriers** for more effective participation of older persons in processes that shape the quality of communities;

(b) address in particular the challenge of **how to overcome such difficulties or barriers** and identify what could be considered as an **enabling environment** and as **supportive measures** to promote better and more effective participation of older persons in shaping the future of the community;

(c) **describe specific issues or questions that need to be further explored by research** in order to better understand the nature and dynamics of such difficulties and be able to conceive strategies to overcome them by changing

(d) explore **how older persons**, through a structured dialogue with local decision makers, the administration and, ultimately the world of science, **can influence the orientation and the design of related research projects** and accompany their possible implementation.
Intervention programmes with children for preventing ageist attitude

Start activity on equality

This activity has changed the negative view that youngsters have about seniors.
Objectives of WP6

The main objective is to contribute greater insights into the specific ethical and social responsibility aspects raised in research on ageing. Specifically the aims are to:

• Understand what shapes the research choices made by scientists
• Explore if research areas can address with social interest and social impact.
• Recommend ways to measure social impact of research
• Develop best practice in participatory research involving older persons
Objectives of WP7

- To launch a competitive prize aiming at giving recognition to projects that undertake research into Social Innovation for Active and Healthy Ageing.
- To promote the cooperation between different organizations.
- To promote a multidisciplinary approach in the development of innovative solutions.
Goal

The SIforAGE Prize aims to give recognition to projects that undertake research into Social Innovation in Active and Healthy Ageing and that make significant contributions to older communities, their families, and caregivers.

Categories

Eligible research projects will contribute to one, or more, of 5 priority areas:

1. Housing: solutions and innovations foragers that increase their autonomy and independence.
2. ICT: technological and digitalised solutions and innovations that improve and consolidate older quality of life.
3. Social participation: administrative and management solutions that promote active participation and inclusion in their community.
4. Urban planning: adapting cities, towns, and other urban infrastructures to older needs and limitations.
5. Health and well-being: research results that contribute significantly to older health and well-being.

The SIforAGE Project

The SIforAGE Project sets out to strengthen cooperation between stakeholders—scientists, end-users, civil society, public administrations, and companies—who are working on active and healthy ageing.

Eligibility

Each research project entered for the SIforAGE Prize must be presented in conjunction with at least three consortium partners, that is, one consortium partner from each of the following types of institution:

- Public Administration
- Research Institution
- Civil Society Organization

Awards will be made to a total of 3 research projects.

The Prize winners will receive €5,000 for each research project.

How to apply

The Call for Prize Entry Form is to be published in September 2014.

The deadline for the acceptance of entries is 31 December 2014.

Application forms must be filled in and returned to the SIforAGE contact person.

Contact person

Joana Mendonça
Tel.: +351 919 541 661
Email: joana_Mendonca@iscte.pt
Social Innovation in Policy Making

- **WP2** Active Participation of End-Users in Research Activities
- **WP3** What Do We Want from Science and How We Engage,

**Social Innovation in Policy Making**

- **WP1** Social Innovation Incubator
- **WP9** Actively Involving and Spreading Knowledge
- **WP10** Project Management

**Social Responsibility in Research**

- **WP6** What We Research and How We Communicate Science Results
- **WP7** Participatory and Multidisciplinary Prize on Social Innovation

**Emerging Products and Services for Wellbeing**

- **WP8** Innovative Products and Business Models for Better Lives
Analysis report on ways to design policies on active and healthy ageing

Comparison the implementation of active ageing policies in an international and cross-cultural perspective

Identification of innovative approach in policy making in ageing- Evidence-based policymaking
Best practices on evidence-based policymaking and policy recommendations on Active and Healthy Ageing

Available here: www.siforage.eu
Objectives of WP5

- Improve the **participation of policymakers** at different levels in the research making process.
- Increase awareness of the importance of their involvement for ensuring a higher **impact of research in society** and a better coordination with research policies.
WP5: Mutual Learning Activities with Policymakers

Policy Makers Involvement

- **6 local events** for the presentation of the platform to Policy Makers.
- **Tutoring** and **monitoring** on line
- Specific **tools** to facilitate **interactions** and recording communications
- Extensive **involvement of stakeholders**
WP5: Mutual Learning Activities with Policymakers

**HEALTH & CARE MODEL**
- Economical, social, cultural, legal

**HOUSING**
- Living, caring and technology

**MOBILITY**
- Transportations and opportunities

**LABOUR**
- Assets and business

**PARTICIPATION**
- Activities, roles and opportunities

**SforAGE Mutual Learning Contents**

**BASIC KNOWLEDGE**
Introduction, contents and open questions in Europe

**SforAGE KNOWLEDGE**
Studies, outputs and next steps in SforAGE Project

**DEPTH KNOWLEDGE**
WHO, EU, Others project, studies and points of view

**SELF ASSESSMENT TOOL**
Objectives of WP 8

To analyze and improve the existing mechanisms for introduction to the market of innovative products and service solutions for aged people.
Objectives

- **Assessment of the supporting mechanisms** for the creation of innovative companies which can provide technical solutions or service concepts, for better lives of older persons.

- **Assessment of business models and business plans from entrepreneurs** for the creation of innovative companies targeting the market segment of older persons.

- **Analysis of national and EU regulatory/certification/standards barriers**

- **Analysis of conditions for business potential** in the niche markets of services and products for older persons.
Supporting mechanisms for creation of innovative companies that provide technical solutions/service concepts, incl. communication for better lives of aged people.

**Objective**

Development and dissemination of easy to use business oriented tools

**Achievements**

- A guide for assessment of Business models
- Business coaching with companies with different technologies and business models
- Master Classes on H2020 Instrument & Business coaching
Examples of variety of coached companies

Billy Tracker: Easy way to find lost persons

Brain +: Cognitive training

MediSat: Out patient On-line monitoring

Alovita: New type hospital bed

ItselfPrevent: Portable atrial fibrillation detection

InCare: Staff & family supporting system

DUKA PC: Userfriendly PC interface

U-Turn Health: Physical training
The best business model is difficult to decide upon “one size does not fit all”

BUSINESS MODELS

U-Turn health, training concept for active elderly citizens

- the same technical solution but 5 different business models:

- **Model 1:**
  - Deliver all/or training equipment to local fitness centers and provide license to use the training concept and technology. The fitness center buys consumables (e.g. training modules, music etc) from supplier or from third party
  - = “Ikea model”

- **Model 2**
  - Deliver and install the training equipment at the fitness centers, train the trainers and leave operation to the local fitness centers but supply consumables as part of the package.
  - = “Turn key supplier”

- **Model 3**
  - Install training equipment and operate the individual fitness centers on behalf of the owner (which manage sales and marketing functions) at a fixed “operators fee”.
  - = “Build & Operate”

- **Model 4**
  - Provide and install training equipment, operate, market and finance a number of special U-Turn Health centers specialized in the needs and interest for elderly people.
  - = “U-Turn Health Center”

- **Model 5**
  - Deliver to franchise takers all training equipment for a fully operational U-Turn Health center, including providing of training of trainers, sales and marketing material etc.
  - = “U-Turn Health Center Franchise concept”
How can the food sector participate in SIforAGE?

• Inclusion of specific knowledge in food and nutrition, in KMU1: Healthy ageing for healthier living years

• Inclusion of content for Mutual Learning Activities with Policymakers

• Assessment of business models for innovative companies in the food sector

• Testing new Food products/services/technologies in a Technology Experience Café

• Identification of innovative approaches in the food sector that improve older persons’ active participation in research

• Participation of researchers in Food/nutrition in the WP dedicated to Social Responsibility in Research
Envisaged Impacts

- To **improve the governance** of research- and technology-development into AHA and on life-course perspective;
- To **facilitate sustainable and inclusive solutions** to the ageing challenge in European society;
- To **incorporate science in society issues** into the system of ageing research, by creating new forms of dialogue and cooperation at different stages of the research and innovation process;
- To **promote responsible research** innovation and ethics in ageing research;
- To **improve transnational cooperation** within the healthy ageing paradigm.
Thank you for your attention

Contact: xallirot@bculinary.com
Subscription to Newsletters: info@siforage.eu

www.siforage.eu

SIforAGE Project - Ref: 321482 SiS.2012.1