

Exercise: Based on the project description below, do a rough draft of a press release

OBS: Feel free to use your imagination add more information to make the release compelling!

- Decide on the story and angle
- Decide on what type of media you aim for (dailies, TV, verticals?)
- Write a catchy headline
- Write a sharp summary – the story in a nutshell – 2-3 lines
- What sources / spokespersons could enrich the story? Suggestions for illustrations?
- AND: if you could, what more info would you ask the project team about?

Project summary

What is HoCare?

Aging of the population is challenge for all EU regions. But it means at the same time also an opportunity for growth and jobs as there is created great potential to deliver **innovative solution for home care**. Common challenge in all HoCare regions is unlocked potential to delivery innovation it this field.

In total, **3 International Thematic Workshops** will be organized within HoCare project each covering one thematic sub-objective of the HoCare project.

Quadruple Helix Approach

Objective of HoCare project is to **boost delivery of home care innovative solutions** in regional innovation chains by strenghtening of cooperation of actors in regional innovation system using **Quadruple-helix** approach. Quadruple-helix is an **innovation cooperation model** or innovation environment in which **users, businesses, research actors/universities and public authorities** cooperate in order to produce innovations - government, industry, academia and civil participants work together to co-create the future and drive structural changes far beyond the scope of what any one organization or person could do alone. This model encompasses also user-oriented innovation models to take full advantage of ideas' cross-fertilisation leading to experimentation and prototyping in real world setting.

Policy Change

HoCare aims for improvement of **relevant Structural Funds** thanks to the international policy learning. These improvements are planned to be at **strategical level** (by governance improvement) as well as **practical ones** (by support of high quality projects). As result HoCare promises to improve management **structures (governance) of 7 Funds**. This improvements at strategical levels will be complemented at practical policy level by generation of 10 practical projects funded from tackled Funds.

Expected results and Outcomes

These results will be achieved mainly thanks to SMART outputs delivered and thanks to 4-dimensional **international policy learning process**. Initial content for it will be created by partners during **Regional analysis**, further investigated during **3 International Thematic Workshops**. It will formulate **30 transferable Good practices** and enable formulation of high-level outputs: 3x HoCare **Policy Thematic reports** and 3x HoCare **Policy Transfer Reports**. Collected knowledge will enable project to contribute to EU external policy learning by organizing **2 international and 8 National High-Level Policy Learning events**. 800 participants will increase their professional capacities thanks to these events.

One of several good practice activities in the project: SPERO - Social Communication Platform for Seniors

Social communication platform tested to effectively inform elderly at home about all the activities, events and other services that exist in the local community

Seniors living in their home face a great risk of loneliness. The risk is much higher when the extended family is not living in the same house. Usually they are linked to the local environment through church visits, doctor visits, grocery shop, newspapers and television. The project develops an innovative social communication platform and end-user device designed for seniors who can easily communicate to everybody who joins the platform. They are able to read news; they can be immediately informed on the local events, sport activities, clubs' activities. It can be used also as a reminder. The end-user device is designed to have only five buttons. It is connected to TV since it is senior's prime display in the house. By implementing new communication channel to seniors, and sourcing multiple digital communication channels of senior's friends, family, local community and care organization, we can tackle the social isolation problem raised by the introduction of the digital communication in the society. The triple helix cooperation (citizen, business, research) bring to action an awarded prototype of communication platform combined with end-user five-button device, which was positively evaluated by end users. The end user helix were representing in the design, prototyping and testing phase. They have done the needs assessment, help in the design of the prototype and do the final testing. The next step is to design the commercially successful product.



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Resources needed

19.882 €

Since the project is small, it did not have separated budget lines. We estimate that 80% of allocated budget represents Human resources costs and 20% is material costs.

Evidence of success

Raised awareness of local community actors, that population aging is a main concern also in their local community. 10 new connections established between stakeholders from different sectors and the subject of elderly related technologies got place in their vision of the local development (1 regional action plan prepared). The potential of local tech and social SME/NGO was checked and informal actor's network was created. 6 thematic trainings for external experts abroad were organized.

Difficulties encountered

In the test period, all respondents stated that they would much rather use a separate monitor. Connectivity problems, resistance to new technologies by end users. The lack of strong intends from the whole ecosystem and weak support of the local community are two main potential threats.

Potential for learning or transfer

The communication platform is developed till the working prototype phase. Local tech partner should customize (if needed) the prototype and prepare it for the production. There is intent that IPR can be leased or sold to the interested party. The most important condition is a well functioned ecosystem where local community, media, associations and other interested partners have a strong intend to enhance communication to the elderly living in the local community. The leading recipient should have good knowledge in the communication and information delivery. It is beneficiary if it is a well-known "body" in the local community with good brand name and trust. It has to have experience in the work with the elderly population. Last but not least: it has to have capacity to connect all actors working with elderly to the common goal.

Regions which are in the initial phase of introducing smart technologies of homecare can learn what kind of user interfaces elderly prefer.