



One of the fundamental challenges facing Europe is the ageing of its population. Europe urgently needs innovative solutions and improved policies that enable efficient and effective social and health care services. The Design-led Innovations for Active Ageing project (DAA) brings together eight cities that are determined to come up with sustainable solutions for demographic ageing. The project's ultimate goal is to contribute to social innovation and public sector transformation in the area of senior care, and it wants to do this by combining the experience of senior care specialists with the expertise of service designers.

www.daaproject.eu
info@daaproject.eu



Scenarios

Berlin

The city of Berlin will investigate new educational models that combine design, healthcare, and engineering.

CONTACT

International Design Center Berlin
 Germany
 (IDZ | Internationales Design Zentrum Berlin)
www.idz.de
 Cornelia Horsch
cornelia.horsch@idz.de

Oslo

The city of Oslo will focus on the use of welfare technology to increase the independence and safety of elderly residents. These solutions should be of use in both municipally-owned buildings and private homes.

CONTACT

Municipal Undertaking for Social Service Buildings
 Oslo, Norway
 (Omsorgsbygg Oslo KF)
www.omsorgsbygg.oslo.kommune.no
 Lene Lad Johansen
lene.lad.johansen@oby.oslo.kommune.no

Sofia

Sofia will investigate the barriers and opportunities in the city's strategy to become an age-friendly city. Especially the cooperation with non-profit organizations, charitable institutions and volunteer groups is investigated.

CONTACT

Sofia Development Association
 Bulgaria
 (фондация Асоциация за развитие на София)
www.sofia-da.eu
 Sevdalina Voynova
s.voynova@sofia-da.eu

Stockholm

The City of Stockholm will investigate how local government can facilitate or speed up the adoption of new methods of service delivery. From a very practical perspective, a plan will be developed for the city-wide implementation of mobile sprinkler systems.

CONTACT

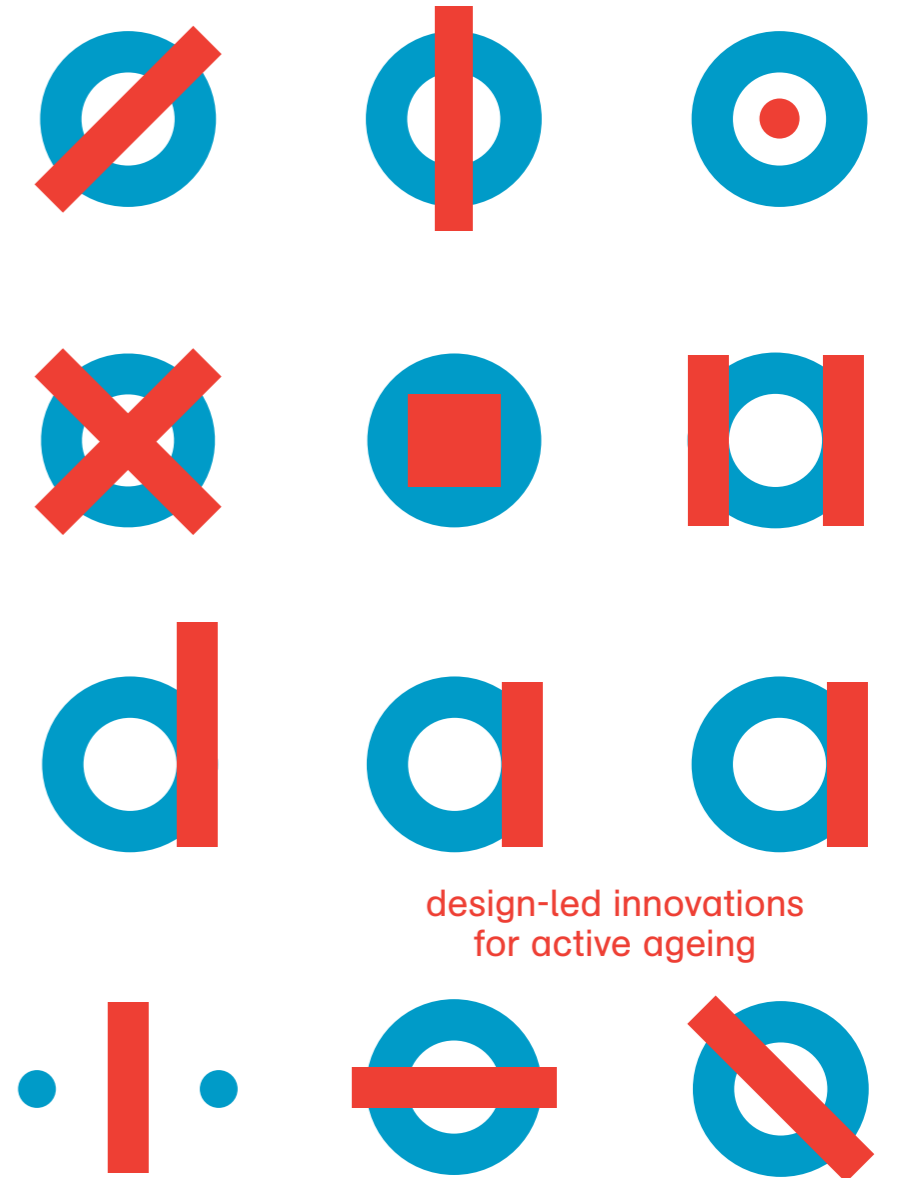
Norrmalm City Department
 City of Stockholm, Sweden
 (Norrmalms stadsdelsförvaltning)
www.stockholm.se
 Maria Kleine
maria.kleine@stockholm.se

Warsaw

DAA's Warsaw partner will investigate the role of educational organizations and so-called 'Universities of the Third Age' (UTAs) in the prevention of social exclusion of the elderly. Also programmes that promote physical exercise will be looked at.

CONTACT

City of Warsaw
 Poland
 (Miasto Stołeczne Warszawa)
www.um.warszawa.pl
 Lech Uliasz
ext.luliasz@um.warszawa.pl



design-led innovations
for active ageing

design - quart

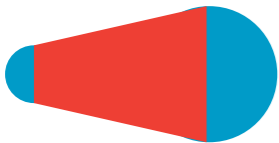




an integrated approach to tackle the wicked problem

How

The project will adopt a holistic and **integrated approach to tackle the 'wicked problem'** of an ageing demographic. Organizations from Antwerp, Barcelona, Berlin, Helsinki, Oslo, Sofia, Stockholm and Warsaw will provide a systems analysis of senior care in their respective cities, thereby placing best practices and existing policies in their proper context. Field visits and intensive workshops will help to define and understand the local complexities and challenges, but also to **uncover opportunities and open up new perspectives**.



uncover opportunities, open up new perspectives

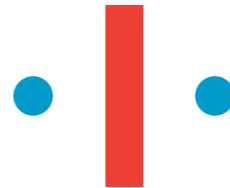
In the workshops participants from different domains are invited to join in the design-led process for innovative solutions. DAA will try to involve all stakeholders that make up the **local 'ecosystem'** of elderly care, both **from the private and public sectors**: technology suppliers, service providers, local authorities, volunteer workers, policy makers, lead users, and many others. All relevant stakeholders will be regarded as co-producers.

Design-led and user-driven

Service design helps to build up the innovation capacity of cities and regions. Rather than being an element of styling, design has the potential to be a strategic instrument and a driver of innovation.



local ecosystem from the private and public sector



radically different viewpoints

Incorporating design expands the notion of innovation beyond technology and puts forward an approach that starts from a demand-driven perspective and a deep understanding of user needs. The ageing population poses a challenge that needs **radically different viewpoints** and a fundamental rethinking of existing issues and the structures in place. Design searches for opportunities in unknown territories while still keeping an eye on the 'bigger picture'.



cross-disciplinary interactions

Designers will lead co-design workshops where they will introduce emphatic methods and visualization tools, in order to make tangible possible scenarios that will support strategic decision and policy making. During the process, designers will facilitate **cross-disciplinary interactions** by bringing together individuals from different positions and organisations, but also by drawing from different areas of expertise. The designers' role in the process is all about providing the right people with the right motivation and the right tools.



step-by-step implementation

The insights that arise throughout the process will be recorded by using visual presentation techniques. However, all design interventions will be geared towards specific solutions and plans for their **step-by-step implementation**. These plans might include measures in fields as diverse as innovative procurement, intelligent service delivery, public-private partnerships, infrastructure rehabilitation, information technology, etc.

Scenarios

Within the DAA project, ten organizations from eight European cities have identified an issue or a 'scenario' specific to their local context. These eight scenarios tackle topics as diverse as housing, budgeting, education and social inclusion. Please feel free to contact your local DAA partner(s) for more information.

Helsinki (Lead Partner)

The city of Helsinki will look into more flexible ways of providing elderly care. The goal is to present senior citizens with a choice of services and solutions tailored to their specific needs. The city's Lattasaari district will be the testing ground for models of personal budgeting.

CONTACT

City of Helsinki

Finland
(Helsingin kaupunki)
www.hel.fi
Iina Oilinki
Iina.Oilinki@hel.fi

Culminatum Innovation Ltd

Espoo, Finland
(Culminatum Innovation Oy)
www.culminatum.fi
Jussi Sorsimo
jussi.sorsimo@culminatum.fi

Antwerp

Antwerp will focus on the detection of socially isolated senior citizens in urban neighbourhoods. In a next step, the promotion of active citizenship will be looked at.

CONTACT

Zorgbedrijf Antwerpen

Belgium
(Care Company Antwerp)
www.zorgbedrijf.antwerpen.be
Tina Janssens
tina.janssens@zorgbedrijf.antwerpen.be

Design Flanders

Brussels, Belgium
(Design Vlaanderen)
www.designflanders.be
Steven Cleeren
steven.cleeren@designflanders.be

Barcelona

In Barcelona the DAA project partner will focus on best practices in the care and treatment of Alzheimer's disease.

CONTACT

Barcelona Design Centre

Spain
(BCD Barcelona Centre de Disseny)
www.bcd.es
Isabel Roig
direccio@bcd.es

