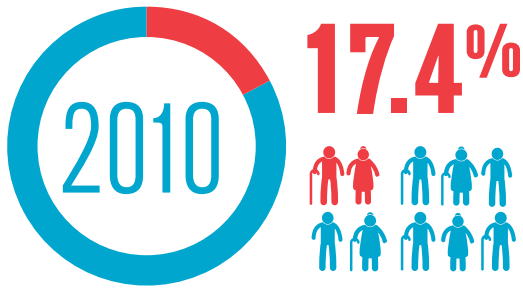
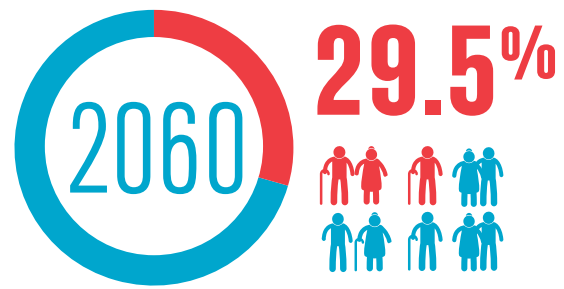


OUR CHALLENGE: AGEING EUROPE



In 2010 the share of persons of age 65 or older was 17.4% in the EU countries.



In 2060 the share is anticipated to be 29.5%.

Demographic ageing is one of the major challenges Europe is facing in the coming decades. In 2060, the share of people over 64 years is anticipated to be almost 30% of the EU population. This will increase the burden on social and health care sectors, meaning that less people will be active in the workforce. The project **Design Led Innovations for Active Ageing (DAA)** brought together eight cities that were seeking sustainable solutions for demographic ageing. Innovations for senior care were developed through service design. The partner cities concentrated on different problems, learned new methods of innovation and gained a deeper understanding of senior care problems.

WHAT IS SERVICE DESIGN?

Service design is a methodology of improving the quality of services and processes as well as innovating new ones.

Service design brings the users' point of view to innovation processes. Taking a design approach ensures that solutions meet the needs and demands of the users. These include not only customers or end-users, but all the people involved in the ecosystem, such as stakeholders and staff who provide the services.

Involving users and stakeholders

Service design is adaptable to different situations or problems. The method is ideally suited for organizations in the public domain; those that provide important services and work in different, often complex, contexts.

Service design is a holistic approach that considers all the factors that influence the context in which a service is rendered. The design process starts from observing the prevailing situation and identifying problems. To determine new solutions, service users and other stakeholders are involved in the innovation process from the onset. This is called "co-designing" or "co-creating".

Interdisciplinary ideation and development

The service design process includes distinct phases such as mapping stakeholders, ideating, and prototyping new practices. Feedback from stakeholders is gathered in every phase of the process to accommodate new insights in a continuous cycle.

In the end, service design should become a specific way of looking at day-to-day service delivery. Service design is a process of constantly analysing, defining, and re-evaluating your service and searching for ways to improve it. "Design" should always be a verb.



User-centered

Service design aims at delivering services that meet the needs and the demands of users. The methodology acknowledges humans as drivers of service innovation and focuses on gaining insights from users.



Contextual and diverse

Service design looks at the complete experience of how the service is delivered. Interdisciplinary work groups include all kinds of insights and forms of expertise – even contradicting ones.



Stakeholder involvement

Stakeholders participate actively in the process, which also helps strengthen their future commitment.



Dialogue tools

Dialogue in co-design workshops and brainstorm sessions is encouraged to inspire new ideas and explore different options.



Visualisation

Often ideas can be communicated most effectively when they are visualised into drawings, models, schemes, or icons. Visualisation is not just reporting, it can simplify complex ideas during the process.



Iterative process and feedback cycle

Often the process must be reassessed to accommodate new insights in a continuous feedback cycle during the design work.



Prototyping, trial and error

Just as in product design, services can be prototyped and tested, using research, analysis, trial and error testing, and simulations.

CREATING ACCEPTANCE OF ASSISTIVE TECHNOLOGIES

WHY Encouraging an older generation to try new technological solutions



Due to a rapidly expanding older demographic and the shortage of care personnel, technology that encourages older people to live independent lives is growing more significant. Several research initiatives are focusing on creating robots and other assistive technologies in the field of Ambient Assisted Living (AAL). These systems aim to help provide for a better, healthier, and safer life in a preferred living environment.

Although these solutions show much promise, gaining acceptance and adoption of new technologies is never simple, particularly with an older generation. When it comes to assistive technologies and robotics, the issue of acceptance is crucial.

GOAL Developing the user environment—from innovation to acceptance

As with any new technology, it is critical that the innovation is accepted and eventually adopted and desired. So far the AAL research has focused on end-user requirements and not yet focused on acceptance needed by other stakeholders.

The Berlin project team identified that support by all stakeholder groups must be encouraged in order to move to the next level in the technology phase. A framework outlining what is necessary for gaining acceptance proved the objective of the project. The goal was to make concrete recommendations for action that will promote adoption in the field of AAL.

METHODOLOGY Multi-disciplinary collaboration to create future pathways



A co-creation workshop was held in Berlin to bring together different European stakeholders from private and public sector with those involved in research on ageing, technology, and design. The workshop discussed these different perspectives and sought to build on the existing acceptance model based on the end users' perspective.

With the help of creative techniques, stakeholders explored acceptance criteria and barriers in AAL/robotics. Participants then presented their individual work to the team, after which the results from each group were discussed.

By creating this inclusive environment, the team was able to create a roadmap for the future. Taken from the fields of creativity and design thinking, the model fulfilled specific criteria: 1) produce new results 2) utilise creativity 3) create a collaborative environment 4) provide ways to track and measure the impact/results and 5) motivate, engage, and secure the commitment of stakeholders.

RESULTS Adoption and acceptance requires a robust framework



The workshop resulted in guidelines and service design principles to drive adoption. In order to implement innovations in the field of AAL, the following issues must be considered:

- Improve planning reliability for all stakeholders
- Reduce uncertainty about user acceptance
- Develop feasible and affordable products and services
- Create sustainable financing models

Planning reliability can be improved by involving all relevant stakeholders in the early phases of product development. Realising more pilot projects and increasing awareness of AAL technologies will reduce uncertainty. The focus should be in developing and funding reliable, cost-efficient products and services that can enter the market first.

WHAT'S NEXT Creating a user environment, practical pathways

The project's final report summarises the research and workshop results. It is disseminated to relevant stakeholders and all interested parties. The report presents recommendations for action that will be crucial to the future success of innovations in the field of AAL.

Only when all stakeholders work together will future innovations in the field of AAL be successfully implemented.