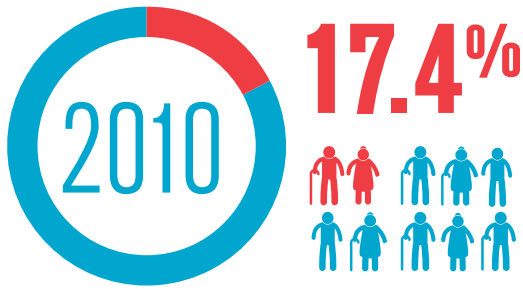
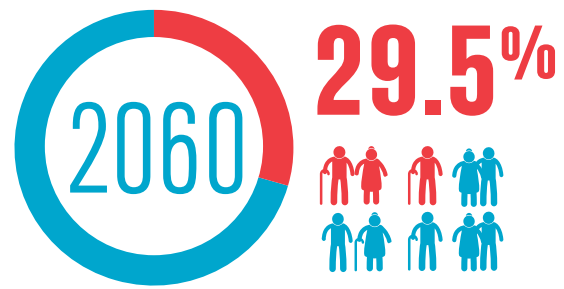


OUR CHALLENGE: AGEING EUROPE



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.



NEW SERVICE DESIGN TO ENABLE WELFARE TECHNOLOGIES

OSLO

WHY **Welfare technologies as a part of the future care model**

Welfare technology is considered to be an important tool in addressing demographic challenges and elderly care. Adapted housing with technological solutions and support to live at home is part of the solution. Welfare technology can keep ageing people both physically and socially active and contribute to longer independent living, thus making care models more economically sustainable.

Besides technology one must consider also how the information and communication channels will create a better system and how rich data environments will help improve healthcare. It is with this viewpoint that the City of Oslo set about rethinking its optimum service design methodology to enable future welfare technology solutions for the elderly.

GOAL **Rethinking elderly care**



The goal of the Oslo project was to better understand the future of welfare technology and then think about how service design can help senior citizens living longer at home or in adapted housing facilities. The team considered factors such as the necessary technology infrastructure that will enable different scenarios as the technology evolves. This project was aimed at studying the future, how data is transferred, how it will be utilised, and how it will improve life. Some of the technology is ready and now it is time to map out how to better use the information to create the right services, eventually creating better lives for the elderly.

METHODOLOGY **Service blueprint**



In order to understand the specific services situation in Oslo, a team of designers developed a Service Blueprint. The purpose of the Service Blueprint is to give both a detailed and an overall picture of the 'user experience'. In this case the designers documented a typical day in the life of an elderly person and examined the person's needs, actors involved, and technologies already in use.

It involved considering the existing solutions as well as how the needs of elderly people could be better met. Need-mapping was important as the needs formed the basis of solutions. Workshop participants also helped to clarify the overall picture and challenges faced when looking to implement new technologies in the future.

RESULTS **Identifying roadblocks is a necessary part of development**

Furthermore, the research and the Service Blueprint identified a number of challenges when implementing and using welfare technology. These challenges included technology, privacy, and staff related problems. Current technology is still unstable and vulnerable as well as difficult to adjust and therefore causes many problems. Lack of ethical and privacy definition in regards to data has made large scale implementation of welfare technology challenging. These elements will need to be addressed.

WHAT'S NEXT **Embedding service design methodology into working practices**

Oslo's project team found the introduction of service design as a method to solve problems in the public sector very helpful. It made the team consider issues across sectors and knowledge areas. After the workshop the design method was used in other projects.

Omsorgsbygg Oslo KF is currently refurbishing a building complex to transform an old building into adapted apartments for seniors that is designed with smart solutions, technology, and design for all. Welfare technology used in the apartments can be transferred to private homes later. Another project in which welfare technology plays an important role is looking at utilising technology in the care for people with dementia. The pilot is called Noras house and will be implemented in the city district of Frogne.

Welfare technologies present a new paradigm as both the solutions and information will be in a constant cycle of change so the services need to help get the most benefit from this.