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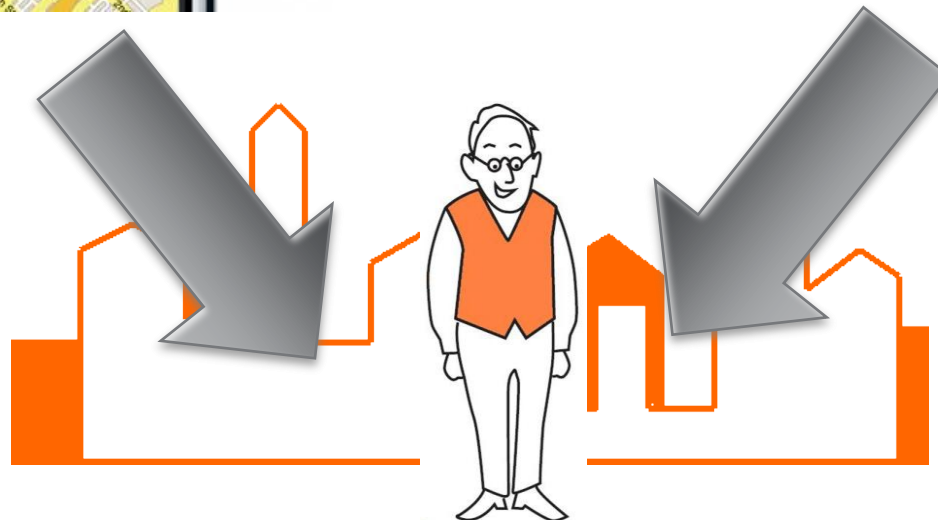
Short about the project



- A project funded by EU- ICT PSP program
- 12 EU partners in Bulgaria, Denmark, Finland, Italy and Spain
- 4 Pilot projects in Aalborg, Joensuu (FI), Milano (IT) and Barcelona (E)
- Denmark team:
 - AAU (AD:MT + CTIF)
 - Aalborg Kommune (ældre og Handikapforvaltning + EU office)
 - IDEAAL
- The project will test technologies on real testers, in order to produce real services

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Geographical positioning and social networking for senior people

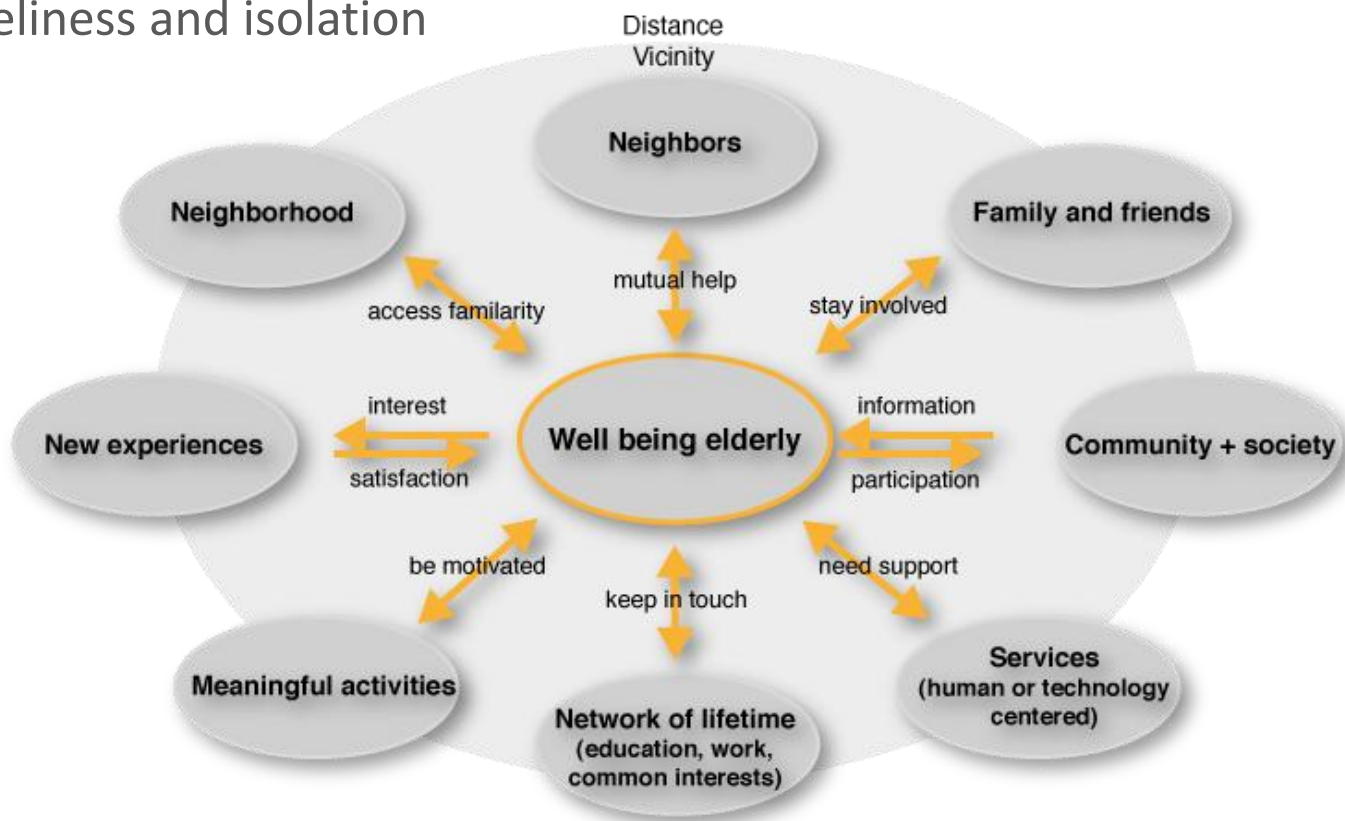




Rationale



- Living Actively and enjoying life
- Bridging distances
- Preventing loneliness and isolation



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The elements of this project



Geographical positioning systems

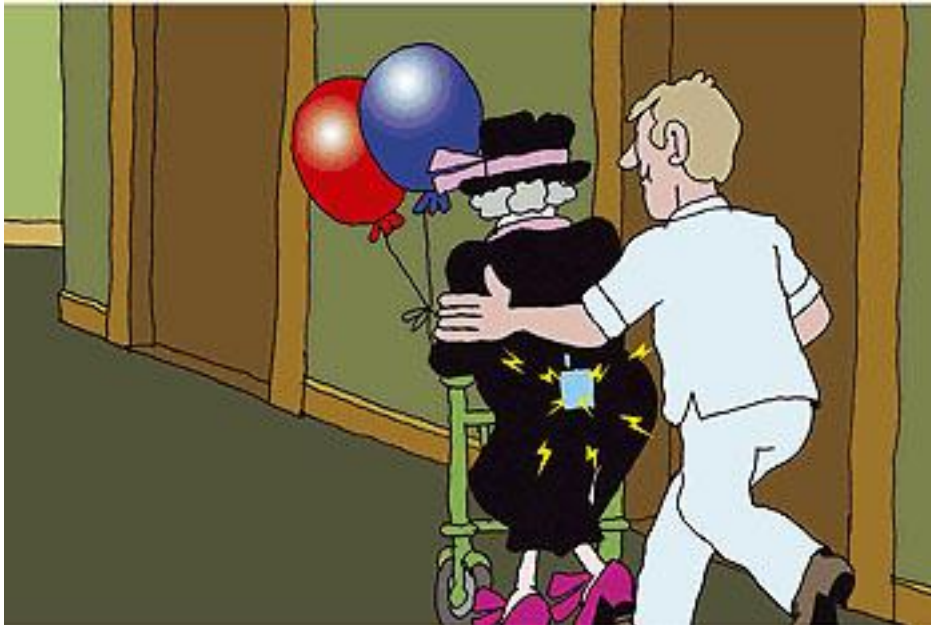
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Social Networks at the local level

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Enhanced Social Interaction

+ Geographical positioning and elderly people

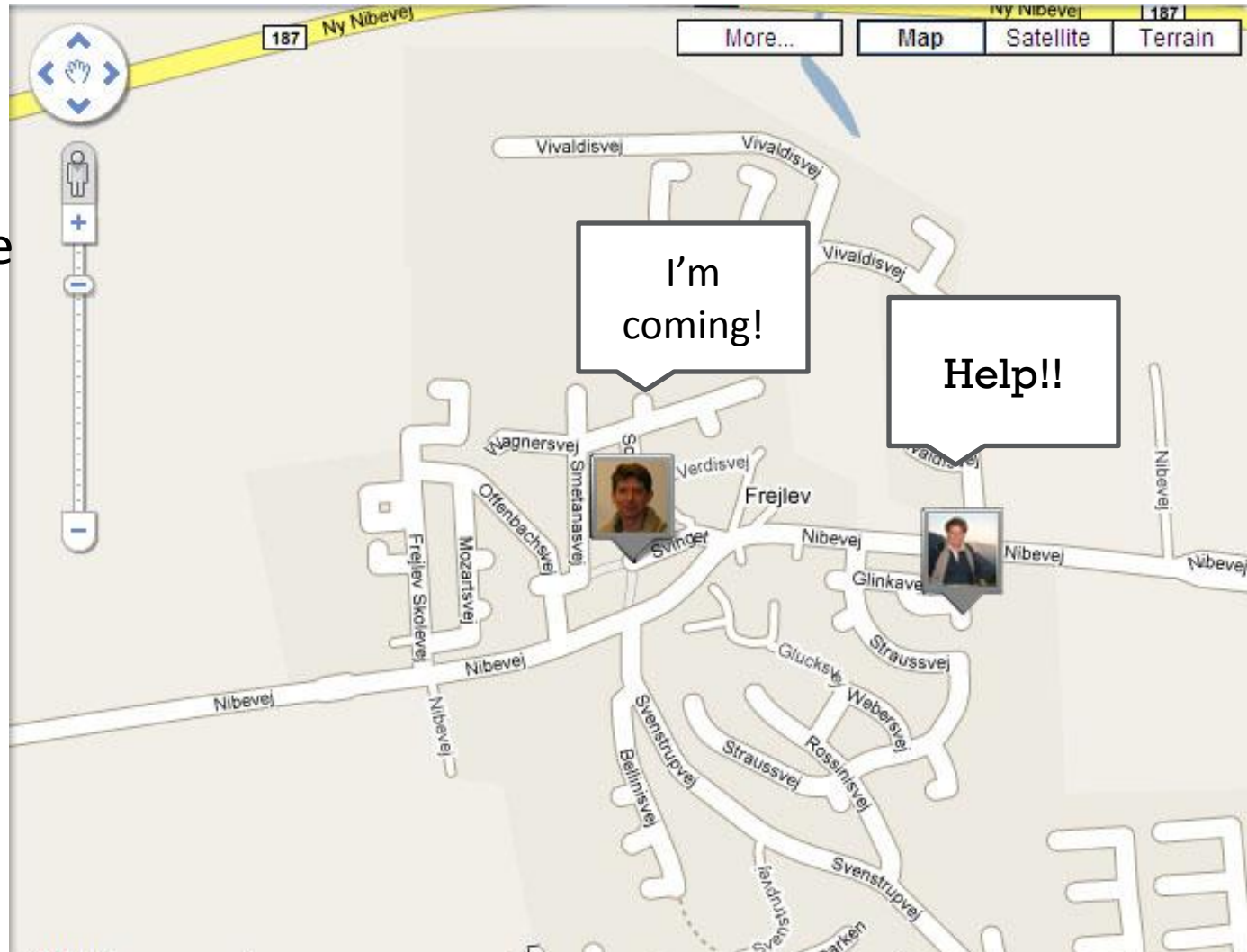


Tracking systems are now used as a control tool for elderly with dementia

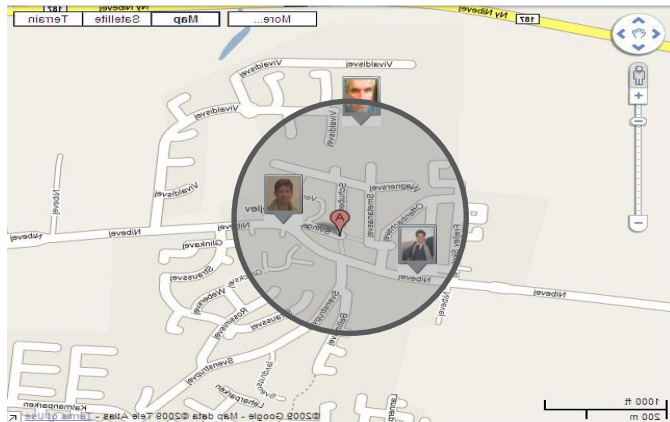


+ Geographical positioning and elderly people

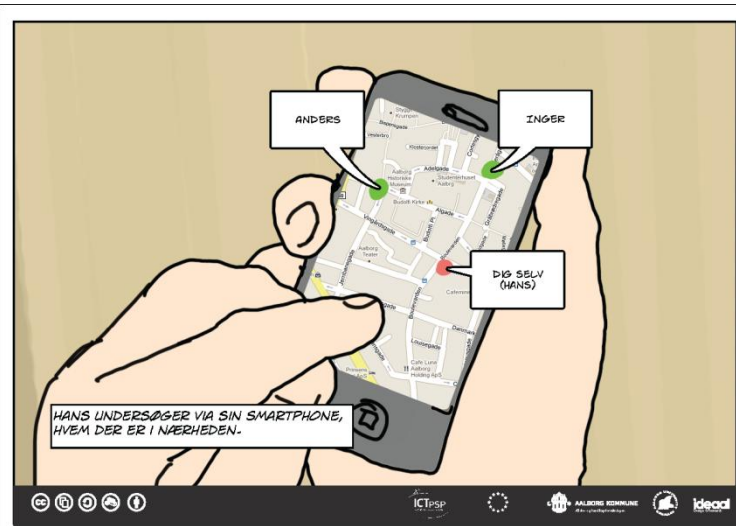
Geographical positioning can be actively used by elderly people to locate other people that are relevant to them



+ Enhanced neighbourhood



+ Supporting social networking



+ Activities



- Having a view of who is around, that can help me
- Looking for someone to go for a walk
- Inviting someone for a coffee/Lunch
- Knowing where the relatives are, in the neighbourhood
- Finding someone to do some shopping for me
- Knowing when visitation personnel is coming
- Letting others know that I'm well

+ Technologies



On the move

@home

Passive

Active



+ How to get there?



●
Opportunities

New services
New technologies
Social innovation

Can we assume that technologies will *inevitably* bring about new opportunities?

●
Skills

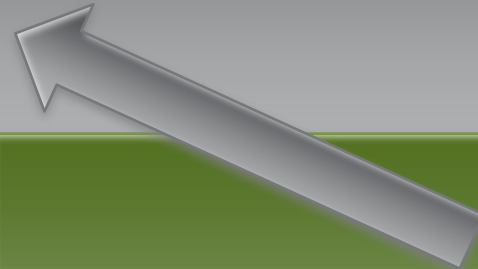
Existing technologies
Existing applications
Existing knowledge
Routines

+ Attitudes



Opportunities

New services
New technologies
Social innovation



Attitudes

Motivations
Learning
Involvement
Activation



Skills

Existing technologies
Existing applications
Existing knowledge
Routines





MILANO	AALBORG	BARCELONA	JOENSUU
Taking care of a family member	Gunnar announces an activity about accountings	What is going on in my neighborhood? events of the city council and service providers - Adding an event on the map	Wanting to help others
Planning social events in group	Gudrun registers on the activity calendar	What I like and dislike of my neighborhood	Social travel pooling possibilities
Knowledge and information needs	Knud uses the website	Time banking	Long distance nature spotting
Everyday's relationships	Ingrid and the "forget me not"	What are they doing?	Daring to call friends
Swap food	"Where are my friends?"	Files interchange	Follow up network, support for changes
	Benny taking care of family	Recommending TV programs	Learning how to cook
		I'm sick, can I participate from home?	Lowering the men's threshold to start dancing
		Watching TV together from different cities?	
		Sharing information	

?



+ Scenarios

- Taking care of family/friends
- Information needs/help others
- Friends/relationships
- Organising events





Opportunities



- A platform for
 - small scale services in the neighbourhood
 - highly personalised services (meals, shopping, personal, cleaning, gardening)
 - Distributed system of self-created services (personal, help)
- Enhanced neighbourhood
 - Increasing the quality and quantity of information about what happens in the neighborhood (teaching how to cook, suggesting a good restaurant)
 - Increasing social cohesion in a neighbourhood (“I know what is going on around me”)

+ Challenges



- A new generation of services for the public sector?
- Who design those services?
- A new approach to service design?

Who needs service designers?

Who designs services?



ARRANGEMENTET AFHOLDES I

Toldboden, Strandvejen 1
(indgang i gården, døren til venstre)

18. maj 2011 kl. 13-16

FOREDRAGSHOLDERE

John Stoddard (IDEO)
Nicola Morelli (Aalborg Universitet)
Tine Park (Region Midtjylland)
Gorm Simonsen (Region Nordjylland)
Christoffer Mørch (IDEAAL)
Troels Nilsson (SEKODIA)

THANK YOU

More on Life 2.0

www.lifeproject.eu

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TILMELDING

Senest mandag den 16. maj 2011
v. Christoffer Mørch
cm@create.aau.dk