



SOCIALCARE

AAL 2017 call info day

Brussels, 6th of March 2017

EERSTE VERDIEPING
Internet Communities



DIE JOHANNITER
Aus Liebe zum Leben



johanniter
international



LIFEtool
computer aided communication



**nationaal
ouderen
fonds**



worldline

AAL
PROGRAMME



About us

The NFE is a charity that promotes quality of life for older persons in the Netherlands. The primary focus is on preventing isolation, reflected by the Forget-Me-Not Logo.

The NFE develops projects, services and campaigns that:

- Support social inclusion
- Empower older people





About us

The NFE develops projects, offers services and events to older people in the Netherlands.



Elderly Ombudsman



Befriending program



Activity centres



Community Buses



Senior Panel



Sports programme



Digital Access In rural areas

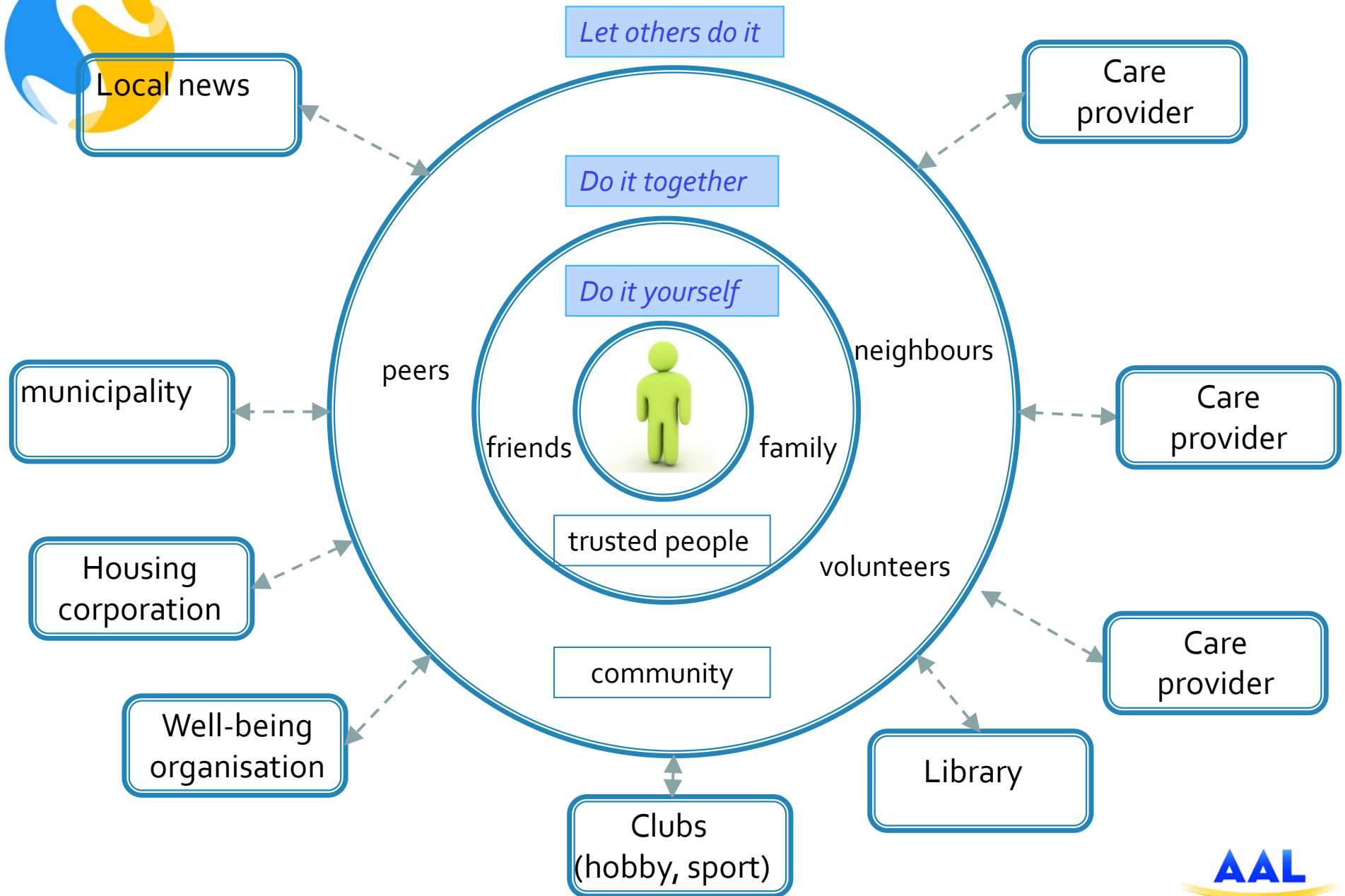


Events



The project

- ▶ SOCIALCARE aims to support transition town initiatives that provide care and wellbeing services for older people in their community.
- ▶ It brings innovative technologies to the community level and analyses how solutions can be scaled up from a bottom up approach.
- ▶ Older people select the support and technology that suits them and their surrounding.
- ▶ From AAL call 2014 – Care for the future, starting in 2015





The project



SOCIAL Component - Supports community creation (communication, offer-demand, tasks, events and groups)



CARE Component - Tools for an older person and its care group (vital signs monitoring, alarm, fall detection, I am OK)



LEARN Component – Knowledge about care, first aid and easy content creation



IoT Component – Add new solutions



WP Structure

WP1: User centred design and development (M1-20)

User requirements, mock up design and iterative usability sessions.

WP2: Development and implementation (M12-28)

Main technical development

WP3: Social innovation process (M1-28)

Stakeholder engagement, MVA, pilot set up and impact measurement.

WP4: Dissemination and exploitation (M1-28)

Dissemination, business models, tutorials.

WP5: Project management (M1-28)

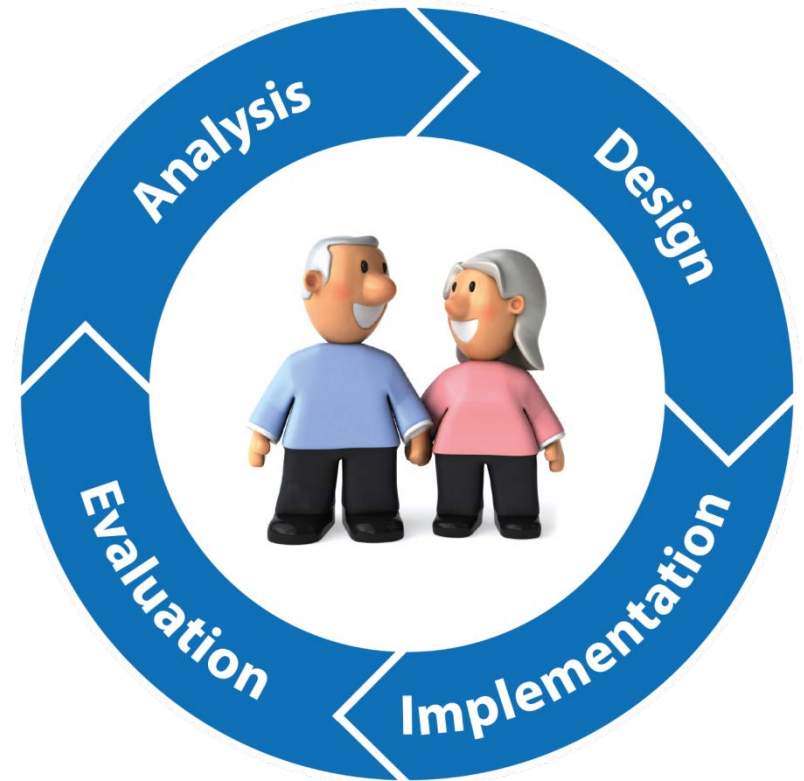
Coordination, ethical watch.

Start date 1st of May 2015



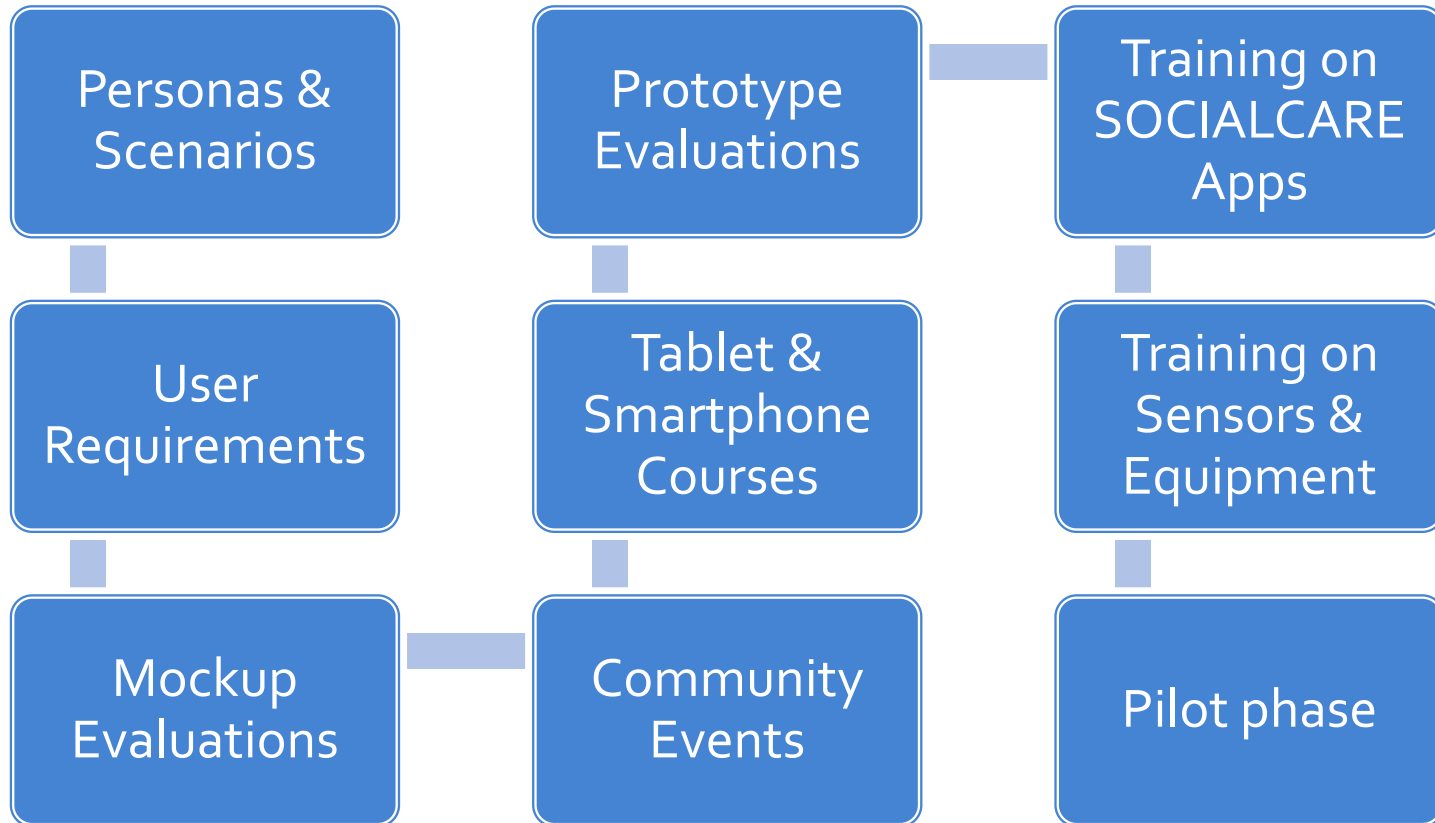
End user involvement

- ▶ In the SOCIALCARE project a user centered design process is followed
- ▶ Users are involved from the beginning throughout design and development
- ▶ The process is iterative and results are refined by user evaluations





End user involvement





Exploitation

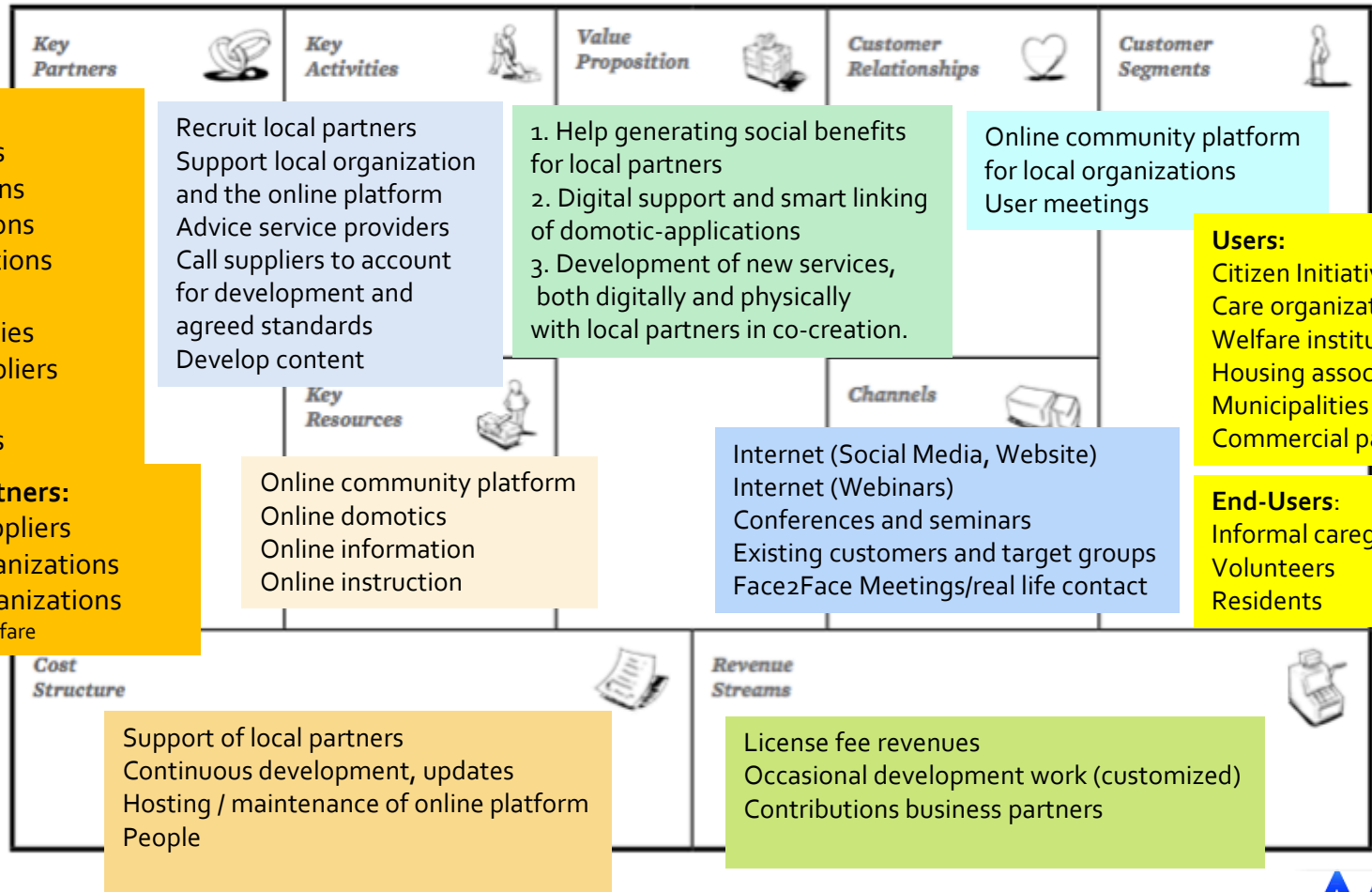
Start from the very beginning of the project:

- ▶ Market and stakeholder analysis
- ▶ Competitor and SWOT analysis
- ▶ Make absolutely clear which partners have a commercial interest.
- ▶ Each of these partners develops their own business model and canvas.
- ▶ Continuous IPR discussions



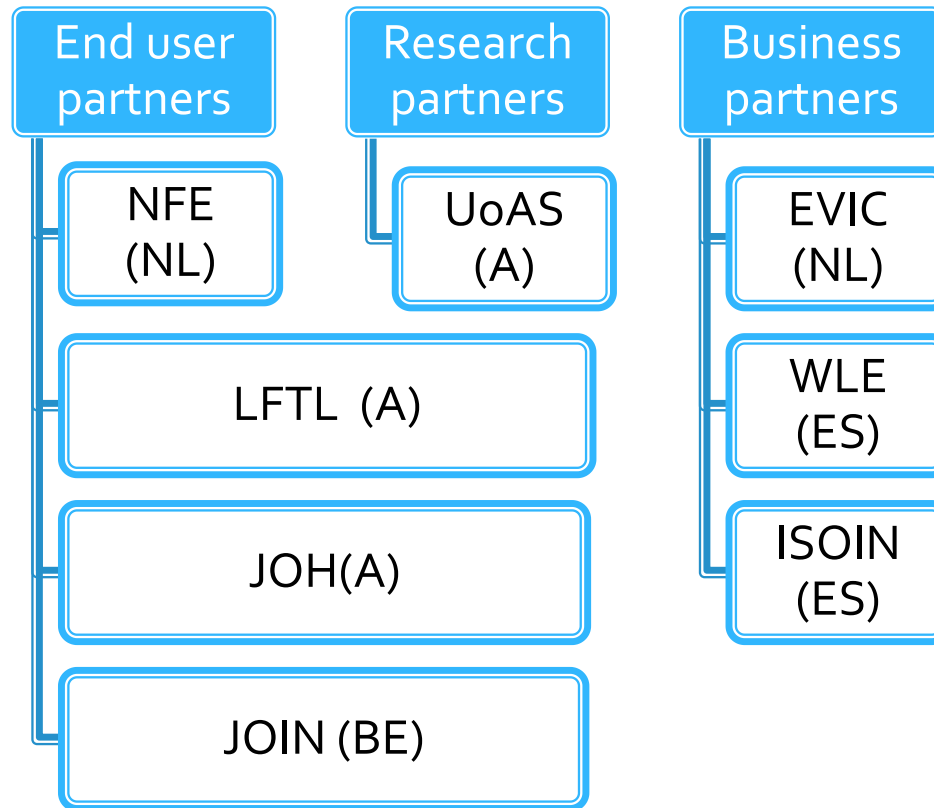
Exploitation

The Business Model Canvas



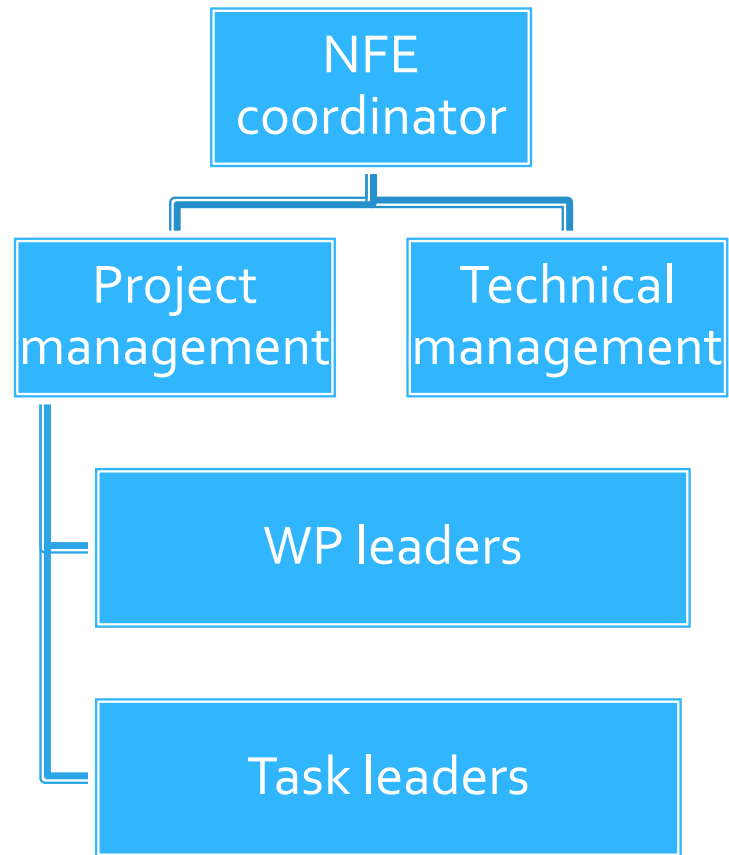


The Consortium





Management and coordination





Thank you!

Nina van der Vaart

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