



Civil participation in searching solutions for the consequences of ageing

Forum of the Committee of the Regions

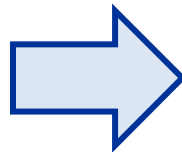
May 2011

SOCIAL INNOVATION

EUROPEAN VISION, local action



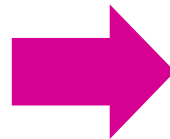
**EUROPA
2020**



**Innovation
Union**



**SOCIAL
CHALLENGES**

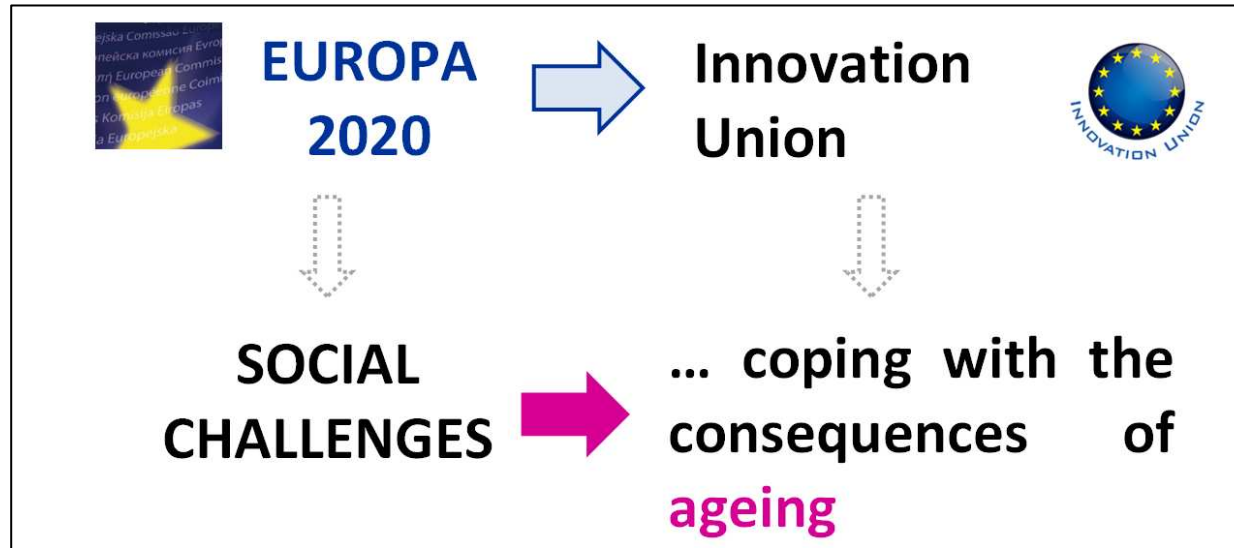


**... coping with the
consequences of
ageing**



Sr. Durao Barroso, 17 March 2011

SOCIAL INNOVATION



CONVENTIONAL POLICIES vs. SOCIAL INNOVATION

SOCIAL INNOVATION as a process of
“changing behaviour”

INNOBASQUE METHODOLOGY

European vision, LOCAL ACTION

PREMISES

- PUBLIC-PRIVATE COOPERATION
- LOCAL LEVEL + VOLUNTEERING
- EMPOWERING AND BOTTOM - UP

S.I. STRATEGY

- CHAIN OF VALUE
 - 8 INNOVATION DOMAINS
- "GEEA with V + 4th S"*



i – TALDE AGEING

Informs OECD about regional innovation in Basque

Country

INNOBASQUE

- Partnership platform
- Public - private
- Active promoter of S.I.

i-TALDE AGEING

WHAT'S AN i-TALDE?

Open space for learning and interaction

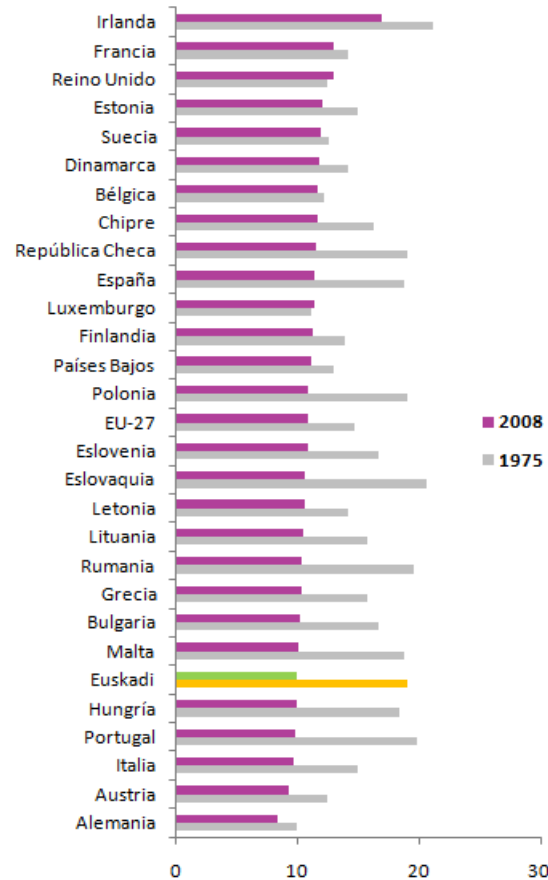
Actors { social economic
scientific / technological institutional

Resolving problems → innovative solutions

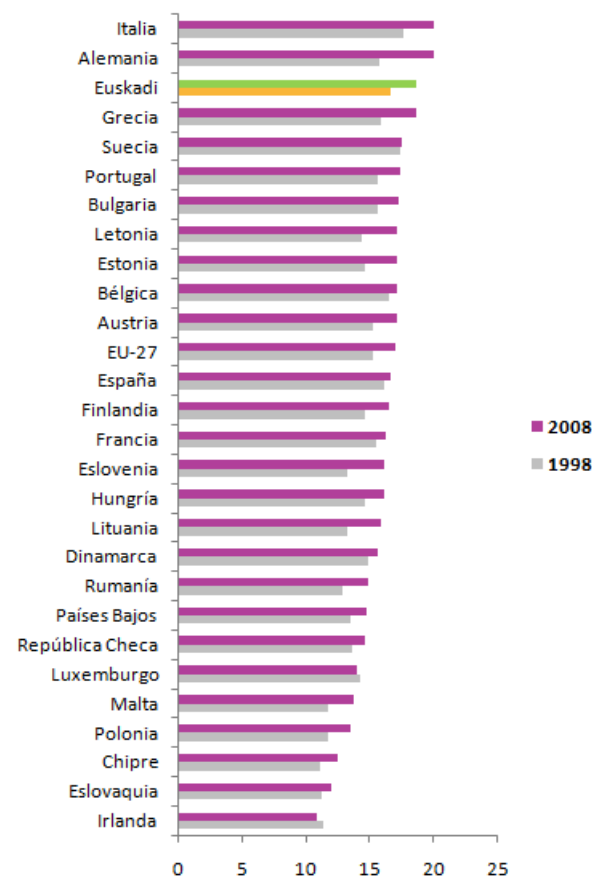
AGEING IN BASQUE COUNTRY

Basque ageing demographics among the highest in Europe

Birth rate per 1,000 habitants



Percentage population above 65



Source: Eustat

Life expectancy (2020): 87.3 years for women, 81.2 for men

i-TALDE AGEING

VISION: “AGEING” IS...

- 1 A PROCESS**
 - Ageing doesn't happen overnight
 - Ageing is not only an issue of older people
- 2 MULTIDIMENSIONAL**
 - Not only social/health-related
 - Employment, education, culture, values, participation, urbanisation, etc.
- 3 A personal and social CHALLENGE**
- 4 An OPPORTUNITY for social and economic DEVELOPMENT**

i-TALDE AGEING

OBJECTIVE OF THE i-TALDE AGEING

Encourage **change in public perception** of age and ageing, by facilitating social cohesion and settings for **intergenerational exchange**, leading to an improvement of **well-being, life quality** and **opportunities for economic and social development.**

AGEING PROJECT

OBJECTIVE

Identify **areas of transformation** linked to the happiness of older people (today and tomorrow) and **change the public perception**

1 FOCUS GROUP



+ 200 ideas

2

WOKA – World Café



Baikorki zahartzen
Envejeciendo en positivo



7 strands identified

- Products and services
- Valorise age and ageing
- Health
- Public policies
- Public awareness and communication
- Spaces for living together
- Education

3

i-TALDE (workshop)

3 strands of action

- Valorise age and ageing
- Public awareness and communication
- Spaces for living together

CHALLENGES AND NEXT STEPS



INNOVATION AREAS

PUBLIC PERCEPTION

- 2. Valorise age and ageing
- 5. Public awareness and communication

INTERGENERATIONAL

- 6. Spaces for living together



Pilot project

Analysis of local and international best practices

Participative



Transforming and innovative

Transversal



Innobasque partnership network

Feasible

Measurable



Possible working topics

Age quotas

“Time banking”

Ageing friendly environment

Media communication

Memorandum with older people

Communication / marketing campaigns

Forums for industry and companies

Self perception

“Slowing down”

Training about ageing: “values of the future”

Reorientation of professional careers

Tool kit public awareness

Training centres

Student brainstorm contest

Meeting older people

Intergenerational actions

HOUSING project

OBJETIVES

Building up the necessary know-how for the design of houses and environments, adapted to active, satisfying and long-term ageing, by developing a broad offer of products and services in different sectors (public health, construction, industry, transport, commerce, leisure, etc.)

GENERAL FRAMEWORK OF THE PROJECT

- **Public-private partnership**

Fundación Matía

Partner network

- **Social Innovation**

Innovative **result** ... transversality

Innovative **methodology** ... multidisciplinary and self-steering teams

HOUSING project

1 Public health



Creating a social and healthy environment, interinstitutional coordination, quality and professionalisation, assisting the care taker, innovation, technology, shared financing, personal coaching

2 Urban and community planning



Appropriate and accessible public transport in rural and urban areas, attractive living areas – with identity, basic accessibility, extra care housing, employment and commerce nearby...

Ageing at home

3 Financial - economic



Adapted housing, fiscal aspects of housing and pension funds, dependency insurance, savings incentives

4 Market opportunities



Adapted housing, i-services, i-health, daily consumption, home services, communication

5 Ageing and active citizenship



Life long learning, social engagement, intergenerational action, flexibility of social structures, supporting networks, ICT, prevention, active and responsible leisure



**Thank you for your
attention!**

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