

2nd International Technology Robotics Applications INTERA 2013

Silver Economy: New business possibilities and concepts based on the future needs of ageing population



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Introduction

By 2050 the number of old persons in the world is believed to exceed the number of young for the first time in the history being this tendency more prominent in developed regions. In this sense, new strategies should be very well planned to address the needs and perspectives of developing countries in order to lower barriers to bring new products or services onto the market for this age sector. Moreover, actions to be taken in the coming decades on this issue should be aligned with other European policies related to the development of high competitive technology and the maintenance of European wellbeing. The aim of this research is to chart the current situation of products and services for senior citizens and also foresee the future service/products based on the needs of ageing population in three key topics:

- Electrical mobility.
- Technology services for wellbeing and health monitoring: Assistant robotics, sensors and systems.
- Health sport, including health tourism and green care.

The project is running till June, 2013.

Objectives

The main objectives of this research are focused on the following topics:

- Approaching the new technology advances/services to the ageing community.
- Strengthening the interregional collaboration by developing a community network.
- Identifying key business opportunities in these fields that covers the elderly needs.
- Assisting the local authorities on the definition and/or implementation of strategies in order to respond to the demographic change.

This research is part of Silver Economy project, included in Creator mini-program, where seven European regions join their forces to create new opportunities from the needs of an ageing population. Outputs are expected to generate new business ideas for SMEs as well as to guide development agencies and end-users in these regions.

Project methodology

Mapping and Research

- Establishing the state of the art related to the key topic of the project.
- Mapping regional activities working on technology/services related to ageing issues. Every partner is in charge to achieve one mapping by technology.
- Identifying and transfer regional good practices.
- Carrying out a sociological study of elderly needs according to technology or new services. Survey was conducted at least 50 seniors in each of the regions participating in the project.

Communication

- Creating a community network in order to facilitate knowledge and experience exchange, business relations, etc.
- Developing project seminars in order to show results and alternatives for elderly.

Elderly strategies

- Publishing project guide with final information and recommendations.

Main results related to the 2nd International Technology Robotics Applications INTERA 2013 are based on the project topic **“Electrical mobility and Assistive robotics”**

Topic: Electrical mobility and Assistive robotics

▪ In general, the elders in every region do not have enough information related to electrical mobility, and they identify this concept with cars and lifts as main products (in particular the Polish, Finnish and Spanish people), showing a little wrong idea about it.

▪ Particularly, seniors in Hungary and Poland have an unreachable image about these electrical mobility products because of these devices are too expensive. In Finland the reasons why they not use these equipments are more diverse and in the case of Spain, they simply do not have the sufficient information from them.

▪ Companies with these kinds of products could carry out advertising activities in order to achieve both, market positioning (with products explanation and the reason of these prices), and such the end users knowledge.

▪ Particularly important are all products and information related to assistance. Thus, the answers shown an independent daily living but, sometimes, this feeling is far from reality or it will change during their life. For this reason, the assistive robotic could play a key role in their daily aid. However, to achieve this goal it's necessary to increase the knowledge of the end-users in this issue and carrying out developing new products easy handling.

Entities and Regions involved

Regional and Local Authorities / Research and Technological Centers from four regions:

• Häme (Finland): Hämeen liitto Regional Council of Häme / Häme Development Centre Ltd



• Wielkopolska (Poland): Województwo Wielkopolskie / Sociology Department-Adam Mickiewicz University



• North Hungary (Hungary): Regional Development Agency of North-Hungary / Bay Zoltán Foundation for Applied Search – Institute for Logistics and Production System



• Asturias (Spain): Instituto de Desarrollo Económico del Principado de Asturias / Fundación PRODINTEC



• Entities from the other CREATOR regions: Västerbotten (Sweden), Lorraine (France) and Brescia (Italy)

Results and conclusions

The main results achieved during the project life and their expected impact could be summarized such as:

▪ Creation of a community network related to the three sectors that facilitates **knowledge and experience exchange, business relations, collaborative project development and technology transfer** between companies, R&D performers, regional/local authorities, etc.

▪ Elaboration and dissemination of a guide where **opportunities for new business, products and/or services** will be highlighted addressing both the elderly necessities and regional characteristics. This guide will help boosting the economical activity of the CREATOR regions by **helping the existing companies and promoting the creation of new ones**.

▪ Social report regarding **ageing needs by examining social phenomena** appearing in social life according to technology or new services regarding health, tourism, well being. This will help local authorities and community members to **design practical strategies and policies to dealing with it**.

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