



Ministerium für Generationen,  
Familie, Frauen und Integration  
des Landes Nordrhein-Westfalen

**NRW.**



# Report

on the

## **SEN@ER „Ageing Well at Home“ Workshop**

Workshop for the development of European cooperation and project proposals  
for the submission to European Commission funding programmes

on

**23 June 2010, 13:00 – 17:00 h**

at the

**Ministry for Generations, Family, Women and Integration of  
North Rhine-Westphalia, Düsseldorf**

June 2010

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# 1 Background and Introduction

The Ministry for Generations, Family, Women and Integration of North Rhine-Westphalia together with the “Silver Economy Network of European Regions (SEN@ER)” ([www.silvereconomy-europe.org](http://www.silvereconomy-europe.org)) – had to invited you to the “Ageing Well at Home” workshop. Against the background of the upcoming European Year for Active Ageing & Intergenerational Solidarity 2012 the workshop aimed at the development of a European exchange of information on activities and initiatives in different European regions, the identification of areas for cooperation which may lead to the establishment of partner consortia and the development and submission of project proposals to European Commission funding programmes.

At the workshop also relevant funding programmes of the European Commission were introduced and presented. These offer opportunities to different types of institutions in European regions for obtaining funding for a variety of different activities in the topic areas ‘Silver Economy’, and ‘Ageing Well at Home’ which they may like to carry out with partners from other European regions.

“Ageing well at Home” is described as a situation/scenario where a spectrum of services and products is provided that will allow citizens – regardless of their age – to lead an independent and healthy life ideally from their homes and not to be brought to residential care – and if so, be provided with the best possible spectrum of services - but also enhancing their quality of life by enabling them to take part in a full range of social, economic and cultural activities. Independent living is an elementary need of people. The idea of “independent living” and an “ageing well at home” can conceptually vary from “fully autonomous living” to specific forms of “assisted living” that enable older people to lead a self-determined life in their home environment for as long as possible. “Independent living” is seen as a crucial prerequisite to allow for “active ageing” and an “ageing well”.

The interest of the SEN@ER partners is to develop, implement and pilot new services addressed to seniors and family members but also including those target groups actively offering the services which support an independent living at older age and a living at high quality standards.

The spectrum of services is likely to include a multitude of different types of services and can range from those directly addressed to the target group, those addressed to carers including family carers and professional carers but may also include qualification and further training activities addressed to craftsmen for adapting flats and houses following ‘design for all’ principles or even services aiming at the development of quality seals or minimum requirements standards for service delivery and ways of implementing these to increase the quality of services. Thought should be given to also properly address the requirements of minority groups and citizens with a migration background which may require different approaches to be followed.

The present report summarises the results from the workshop by briefly summarising the presentations on initiatives and topics in the Ageing Well at Home domain in which the workshop participants show an interest and would like to proceed with the establishment of partner consortia from different European regions followed by proposal and project development for submission to relevant EU funding programmes.

## 2 Ageing Well at Home Initiatives and Topics of Interest

### 2.1 North Rhine-Westphalia (NRW)

North Rhine-Westphalia is prepared to contribute with a number of different initiatives to the SEN@ER network activities for the coming years under the topic of “Ageing well at home”. These are briefly described below and should be seen as proposals for discussion and basis for decision making. In each case reference is given to potential partners from NRW.

The SEN@ER partners are kindly asked to investigate in their regions whether these activities may find an interest among stakeholders and regional relevant actors and name these. This will allow for moving ahead with concrete activities and actions in relation to joint proposal and project development.

#### 2.1.1 Housing for Elders: qualification and further training activities for craftsmen

The residential surroundings of older people are often not aligned to the needs and necessities of older people especially when suffering from handicaps caused by age or illness. Small and, sometimes, more comprehensive building adaptations and extensions become necessary to allow for a more independent living – ranging from new lighting, door widening, the installation of ramps or showers at ground level, the use of high-contrast colour schemes and adapted cabinets up to emergency call systems and safety engineering.

It is against this background that it is proposed to establish in other European regions a regional centre each to carry out training courses for craftsmen and representatives from SMEs with the aim to qualify them in building and constructing technical solutions and carry out adaptations in the flats and houses according to the needs of older citizens. Very importantly the training courses also need to provide training on how and where older citizens or their relatives can best obtain public funding for the costs occurring when adapting the buildings and how to best use this knowledge in convincing customers for the need to carry out the necessary changes. The sometimes rather large investments needed coupled with the lack of knowledge about public funding which could be used for this purpose can be seen as one of the key barriers preventing older people or their relatives from carrying out necessary adaptations and installations.

The centres should maintain a detailed register of so qualified craftsmen describing the skills and services offered, with their references and qualifications. Using this service the customer will get pointed and referred to experienced specialists close by ranging from building and construction to orthopaedic technicians. This register should be made available as online register on a website with the experts and specialists from the different regions in the language of each region concerned and constantly updated.

In a further work step the different regional centres could establish a customer information system on the Internet which

- Presents and explains products and technical alternatives to house customisation,
- Shows these products and technical alternatives with photos and illustrations,
- Gives examples of real life house customisation with photographs before and after comparisons.

Each of the above could be linked to lists of relevant craftsmen and providers.

Thought could be given to the development of a telecourse which offers vocational training for employees working in the fields of sanitation, electricity and heating installation sensitising them for the needs of older people. The telecourse could comprise interdisciplinary contents from areas such as medical science, architecture, sanitary engineering and marketing packaged in an attractive format to qualify the course participants for taking actions to adopt homes and houses to the needs of older and handicapped people.

Potential partners from NRW include the Trade Federation of Employers (in the field of sanitation, heating and climate) in North Rhine Westphalia the chamber of crafts and commerce and the centre "Housing for Elders" (Handwerkszentrum "Wohnen im Alter") in the city of Oberhausen.

It is also proposed to start an activity with interested regions which tries to combine the ADAPTAME diagnosis tool from Extremadura (see chapter 2.3.1) with the "Housing for Elders" qualification and further training activities for craftsmen from NRW and develop appropriate services for which a demand may exist.

### **2.1.2 Minimum requirements for home-based services for older people**

The challenge today is to ensure a good quality service delivery to older people through the different providers of services active in this field. Sufficient knowledge at the service providers of what constitutes a high quality service and a list of measurement criteria and a checklist allowing them to check for this could be a simple means to the achievement of this goal.

It is proposed to support to develop such quality criteria for home-based services in a joint activity of all stakeholder and key players concerned through means like roundtable discussion to come to an agreement and a proposal for action. By way of a checklist an orientation can be provided for potential customers as well as for the providers of these services. Service providers adhering to these quality profiles should be encouraged and offered the possibility to sign in and through a voluntary self-commitment signal to potential customers that they are offering services of a high quality and standard.

Through this checklist and voluntary self-commitment a contribution to the improvement and provision of high-quality services for older people but also for any other citizen can be provided.

An (adapted) transfer of an approach implemented in NRW may be of interest to other European regions followed by the establishment and implementation of the same or a comparable model in their region.

In parallel it appears worthwhile to carry out an investigation and find ways of making it a truly European product and offer through cooperation with European level consumer associations.

The consumer organisation in North Rhine-Westphalia (NRW) and by the Ministry for Intergenerational Affairs, Family, Women and Integration of the State of North Rhine-Westphalia would be potential partners for such an activity.

The initiative also has a close relationship to the interests of the NEN – Nederlands Normalisatie-Instituut which are in the area of standardisation of ICT-based health and care services for the homes of older people. NEN is interested in starting a joint European project proposal in this field.

### 2.1.3 Establishment of regional training and qualification centres for providers of home-based services

Today and quite regularly in practice, home-based service delivery does not adhere to common quality standards. Providers of services addressed to seniors in their homes have also articulated the need for support in the development and implementation of more quality oriented home-based services in their delivery to the target population. The same applies to the individuals (e.g. care personnel) to deliver the service who often lack a sufficient knowledge of quality criteria and their application when dealing with older people when delivering the service.

The proposed activity could be about qualifying the service delivery institutions and their personnel delivering the services to the homes of older people to achieve the necessary knowledge about and high levels of familiarity in high quality home-based service delivery. These could range from learning about the criteria to actually applying these in the service delivery and when dealing with the older people in their homes.

Selected cities in North Rhine-Westphalia (NRW) (e.g. Remscheid, Solingen, Wuppertal) may be interested in moving ahead with such an activity and experimenting with and piloting its implementation in real life settings.

### 2.1.4 Quality seal for generation-friendly retail shops

Retail industry is interested in selling products generation-wide and in order to ensure this reduce any barriers which may occur with customers trying to purchase a product. Barriers mostly occur with older people having difficulties in accessing shops, reading product labels, lacking personal service of shop attendants etc. Those retail shops known for their good service, easy and 'generation-friendly' shopping have a competitive advantage compared to others. A special quality seal will help communicate this more easily to the wider public and will increase the likelihood of further sales, especially to older people.

It is proposed the start an action to create awareness among retail shops and chains for the specific demands of older people and help them in taking proper action in this respect. In a further step a process for developing a quality seal for generation-friendly retail shops could be installed finally leading to its implementation and operated through relevant key players.

Awareness could be created through events and expert roundtables organised by the regional and national wholesale and retail associations which could lead to an agreement on the advantages of developing a quality seal.

The subsequent development of a "Quality seal for generation-friendly retail shops" should be operated by the relevant wholesale and retail organisations and cover the areas of:

- Product range and presentation
- Staff qualification
- Access to and accessibility.

It is proposed that the regional (or national) retail association (in Germany this would be the HDE – Hauptverband des Deutschen Einzelhandels) should become the institution responsible for awarding the seal. The seal would be with costs comparable to ISO certifications.

Finally, thought could be given to making use of Senior Scouts for checking and verifying the adherence to the criteria and agreements signed when having been awarded the quality seal.

Potential partners in North Rhine-Westphalia (NRW) could be the regional retail association in NRW (Einzelhandelsverband NRW), the national retail association (HDE – Hauptverband des Deutschen

Einzelhandels), the METRO Group and the Ministry for Intergenerational Affairs, Family, Women and Integration of the State of North Rhine-Westphalia.

### **2.1.5 Regional policy strategies addressed to migrants**

In regions like NRW we are faced with a situation of rather large number of migrant workers and their families staying in Germany in their second and third generation and a larger and increasing share of them belonging to the older age groups. Due to their different cultural, societal and religious backgrounds they may have different demands and requirements with respect to service and service delivery needs compared to the German population and seniors.

It is proposed to start a project aimed at the identification and specification of migrant-specific requirements with respect to service and service delivery needs with a special focus on services for the older generations. This should be achieved through a participatory approach strongly involving the target groups.

The aim should be to not only define and specify these in some depth but also to develop approaches and mechanisms of how these could be implemented in real life settings and to experiment with and pilot these in neighbourhoods in cities where migrants live.

Potential partners in North Rhine-Westphalia (NRW) could be the associations and federations representing different migrant groups, the Ministry for Intergenerational Affairs, Family, Women and Integration of the State of North Rhine-Westphalia and service providers of different types. Housing and Building societies in the region and cities where an implementation is sought are likely to also play a role.

### **2.1.6 Barrier-free living and housing: city strategies on “Ageing well in city neighbourhoods”**

Due to the demographic changes and the ageing of society barrier-free living and housing is increasingly becoming an issue not only for the older people and their relatives but also for house owners and especially housing and building societies owning and renting out ten thousands of flats. Adaptations towards low barrier or barrier-free housing occur in situations where flats are re-let to new tenants. However, and especially in residential areas characterised by building blocks owned by an individual housing society whole neighbourhoods may be affected asking for an overall neighbourhood development and strategy to make it a worthwhile place to live.

Cities need to be aware of these developments and needs and respond with appropriate development strategies for city quarter and neighbourhood development which reaches beyond the pure architectural and environmental design and building but also includes services and offers of different type ranging from health and care services to leisure and culture services. Again a participatory approach involving the target groups and/or their representatives is likely to help to ensure proper design and development of physical environments but also proper services development.

It is proposed to initiate and start an activity on “Ageing well in city neighbourhoods in Europe”. The starting point or art of this activity could be a European “Ageing well in city neighbourhoods” good practice competition where cities submit their overall and comprehensive strategies in this area together with other key actors needed to put this strategy into reality.

Potential partners in North Rhine-Westphalia (NRW) could be cities interested in the topic, housing and building societies in these cities where an implementation is sought, the associations and federations representing older people and tenants, the Ministry for Intergenerational Affairs, Family, Women and Integration of the State of North Rhine-Westphalia and service providers of different types.

## 2.1.7 Fraunhofer

The Fraunhofer institute is interested in European projects and offers its facilities and expertise in the 'smart home' area which includes:

- Living-lab type test bed environments and a smart house (INHAUS) ([http://www.inhaus-zentrum.de/site\\_en/](http://www.inhaus-zentrum.de/site_en/))
- Test facilities for testing user acceptance of technical solutions.

Fraunhofer is also interested in projects on the multiple purpose use of technical infrastructures, e.g. telecommunications networks, energy networks for purposes like social care service provision or services supporting energy savings.

## 2.2 Limousin

### 2.2.1 "Pôle Domotique et Santé de Guéret" in the Limousin

The initiative "Pôle Domotique et Santé de Guéret" in the Limousin is an interesting example of a regional approach aiming to capitalise on the opportunities that innovations in domotic services could present for meeting both social and economic needs in the area. A core issue for the region was to tackle the demographic challenge of a low density, rural and ageing population. The domotics project was set up to improve the quality of life of inhabitants, to promote the implementation of domotic services and business that create new jobs and to trigger the growth of a new market for innovative technologies.

The Home Automation Cluster and Santé de Guéret, run by the Guéret St-Vaury Community of Municipalities, is an innovative project which uses integrated technology solutions designed for individual and collective housing to improve the comfort, safety, communications and independence of the ageing population. It sees itself as the benchmark zone for trialling new home automation technology to meet the needs of people of reduced independence. It has become a partner in European R&D projects.

Pôle Domotique et Santé de Guéret: <http://www.limousin-expansion.fr/index.php/table/domotique/>

A good description is provided here: [http://www.ict-ageing.eu/?page\\_id=1581](http://www.ict-ageing.eu/?page_id=1581)

The interest is in European project aimed at transforming people's day-to-day experience of ageing by boosting employment, supporting and improving care for elderly people and developing citizen services.

There seem to be close relationships to the activities of the Fraunhofer Institut in NRW and the plans of Fundecyt in Extremadura for an AAL project proposal in the area of "rural region living labs".

### 2.2.2 Inter-generational housing

Région Limousin set up an operational network (RUR@CT) in 2008 which intended to foster the transfer of experiences between rural regions in Europe. The partner network's ambition is to offer European regions fields of experimentation for an innovative territorial rural development model. As part of this project 15 European rural regions work together within the framework of a network of exchange of good practices and transfer of experience to further exploit the innovative factors of integrated rural development.

As part of the RUR@CT project Limousin has transferred a model of inter-generational housing and support services from Wallonia (Belgium) to its own region where this is now implemented.

The Conseil Regional Limousin is interested in European region partnerships for proposal development in the area of inter-generational housing and support services. There could be close relationships to other project proposals described above.

## 2.3 Extremadura

### 2.3.1 ADAPTAME

Fundecyt would like to propose the ADAPTAME web platform which was completed in 2009 in Extremadura as a starting point for further development and alignment with other related activities which could become a European project.

The objective of ADAPTAME was to carry out a viability research and investigation of a web-based platform for people with disabilities or elderly home adaptation which could operate as a self-diagnosis tool for the target group of older people, people with disabilities etc. and their families to measure accessibility levels of their flats and houses. ADAPTAME operates as a web platform and aims to satisfy two groups at risk of social exclusion needs: elderly and / or disabled persons and their families. The platform addresses the problem of housing accessibility using domotics or digital home services. The platform works through a self-diagnosis that is able to measure the accessibility level of a house or building, starting from several criteria. Together with self-diagnosis, the platform offers an adapted houses and buildings locator. The platform, indeed, turns to a huge database where any person can find a house according to his needs.

It is against this background that it is proposed to start an activity in interested regions which tries to combine the ADAPTAME diagnosis tool from Extremadura with the "Housing for Elders" qualification and further training activities for craftsmen from NRW (see chapter 2.1.1) and develop appropriate services for which a demand may exist.

### 2.3.2 Ambient Assisted Living: Rural Town Living Lab

Fundecyt proposes to submit a proposal to the currently open AAL- Ambient Assisted Living call for proposals (<http://www.aal-europe.eu>) which is dedicated to 'Information and communication technology (ICT) based solutions for the advancement of social interaction of elderly people'. Thus, project ideas submitted should aim to help people to stay active and socially connected as they age.

Fundecyt-Extremadura is prepared to act as the lead partner with the Ministry of Health and Care of the Regional Government of Extremadura.

Further details can be obtained from the attached presentation.

## 2.4 Regions in the Netherlands

The interest of Age Concern BV is in the area of methods for user involvement (here: involvement of seniors) in the specification, design and development of new products and services for the target group of older people. The organisation is prepared to provide these services to a European project which partners may be interested in developing.

A further interest is in developing an online and web-based demand-supply exchange and matching service for social care service provision which they already offer in the Netherlands for 12-18 year old students who have to spend 12 hours social services per year ([www.maxi-mas.nl](http://www.maxi-mas.nl)).

The interest of the NEN – Nederlands Normalisatie-Instituut is in the area of standardisation of ICT-based health and care services for the homes of older people. NEN is interested in starting a joint European project proposal in this field.

### 3 SEN@ER Online Partner Search and Proposal Submission Facility

The SEN@ER network provides access to a 'project ideas and partner search' tool to facilitate the building of partnerships and the development of proposal ideas and outlines. This tool acts as a matchmaker for organisations with common interests and objectives. Organisations from European regions are invited to publish their project ideas. They can also search the online knowledge base for project ideas and outlines per theme or display all the project ideas. The themes addressed are as follows:

- T1: Active employment opportunities for older people 50+ / 60+
- T2: Skills development and life-long-learning for older people
- T3: Ageing well at home
- T4: Regional strategies to prepare for demographic change.

To access the project ideas and partner search online knowledgebase one needs to visit the following website: <http://silvereconomy-europe.org/tool.htm> which provides the possibility of inputting new and viewing existing cases: [http://kb.empirica.biz/kb\\_senwinet/search.do](http://kb.empirica.biz/kb_senwinet/search.do).

Proposal submission is possible by clicking on 'Submit your project idea or proposal'.

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## 4 List of Registered Workshop Participants

### List of Registered Participants

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Marlou	Bijlsma	NEN (Nederlands Normalisatie-Instituut)	Netherlands
Vera	Gerling	GER-ON Consult & Research	Germany
Holger	Kooke	University Dortmund, Institute of Gerontology	Germany
Philippe	Vanderpotte	Conseil Régional du Limousin	France
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