



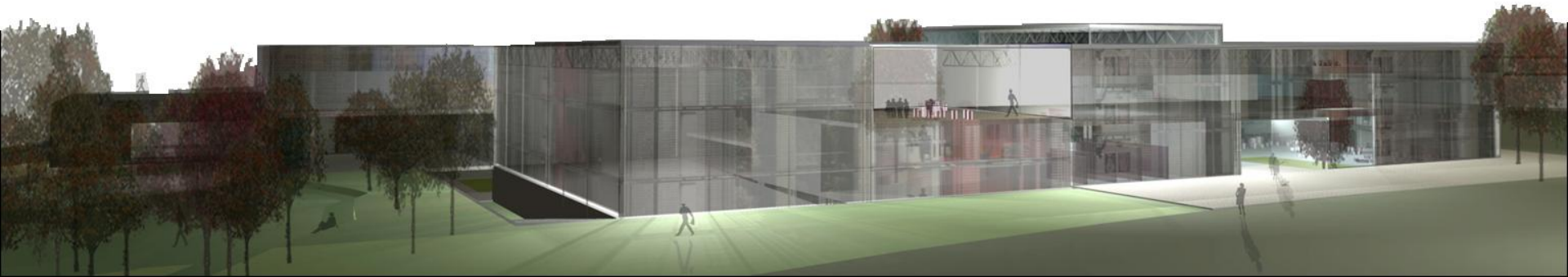
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**TRACK B. Changing the model
of innovation through user
engagement. Odense**

People Led Innovation tools for AAL development and deployment: Social Spaces for Research and Development

Innovate the daily life,
make innovation daily





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Introduction to SSRI in AAL



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People Led Innovation


Reflections on Human-Machine Interactions

FIRMS


Safety companies






Exoskeletons




Telehomecare (Health)




Sensitive Robotics

Gluco-Mobile





Assistential robotics




Domotics

Wireless Weight

Tele-assistance button

Asistive Technologies



PUBLIC ADMINISTRATIONS

**PARTIAL OR SECTORIAL APPROACHES TO DIGITAL DIVIDE:
HIGH RISK OF TECHNOLOGICAL DESPOTISM**



People Led Innovation

Breaking the Barriers

The direct involvement of users in the development of AAL products and services has been clearly identified as a key factor to reduce or even eliminate barriers for AAL deployment related to primary stakeholders. These barriers exist due to the lack of effectiveness of the current AAL solutions as well as the reduced capacity of elderly people (and sometimes their caregivers) to use new technologies (AALIANCE, 2009). There are also important barriers that affect the AAL deployment linked to service providers (especially local service providers) as well as industries and companies



Social Spaces for Research and Innovation

Breaking the barriers

However, user involvement, or participation of potential users in service and product definition in a specific context, has not demonstrated to be a research and innovation methodology as efficient as initially foreseen to bridge the gap between offer and demand in the AAL field.

Besides, the introduction of AAL products and services requires of new technical knowledge, adaptations in the whole distribution chain, solid telecommunications infrastructure, sustainability models different than today's businesses, other ethical approaches and so on.

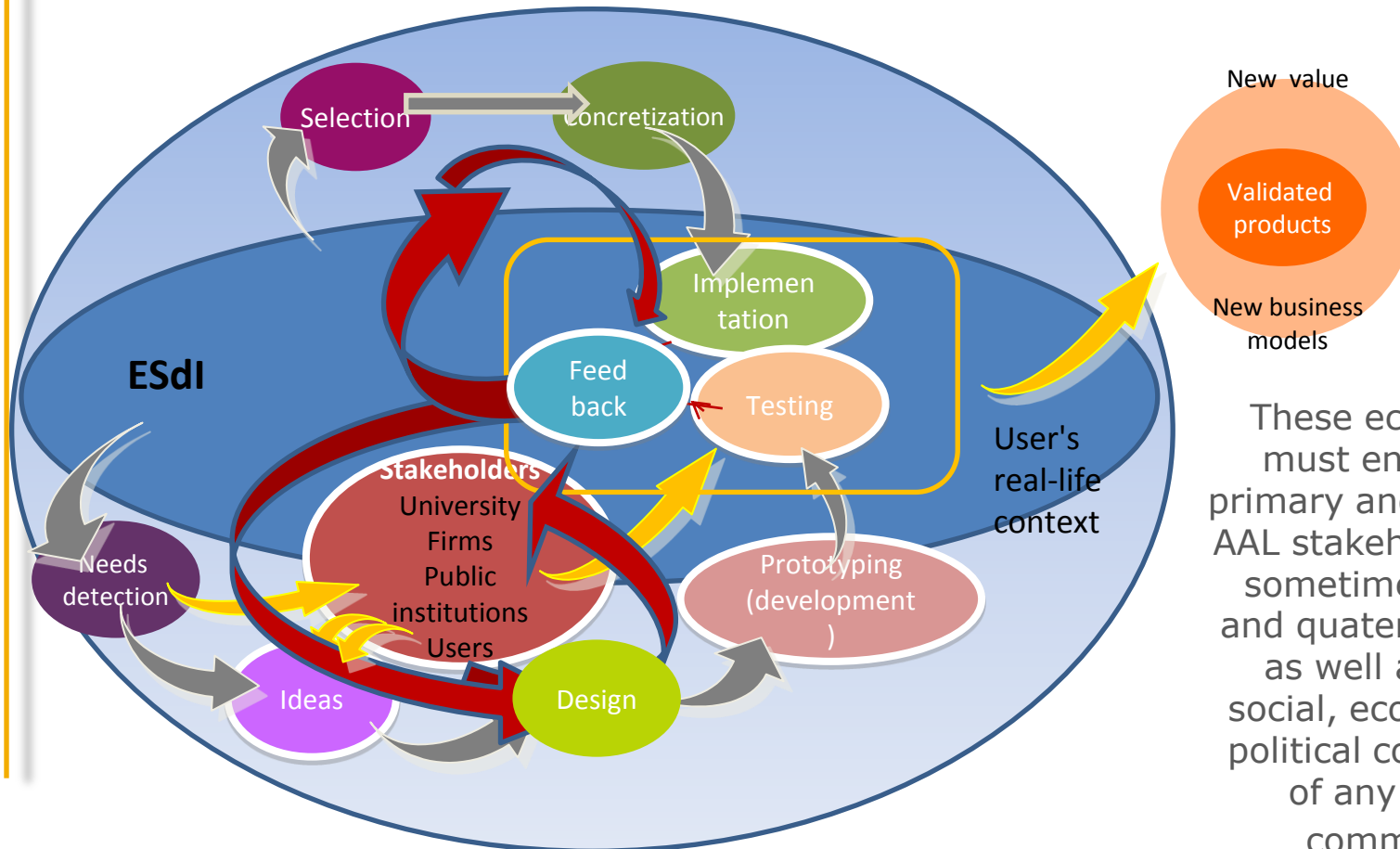
Creation of realistic AAL solutions and associated business models is meant to be done with local players that will locally adapt, commercialise and install the AAL products and services in the community generating social and economic return.

Social Spaces for Research and Innovation are here proposed as an efficient methodology to break all this barriers

Social Spaces for Research and Innovation

A definition

Social Spaces for Research and Innovation (SSRI) are organised ecosystems where the research and innovation activities are led by the needs and restrictions of the communities that will benefit from the results.



These ecosystems must encompass primary and secondary AAL stakeholders (and sometimes tertiary and quaternary ones) as well as all the social, economic and political complexities of any human community.

Social Spaces for Research and Innovation

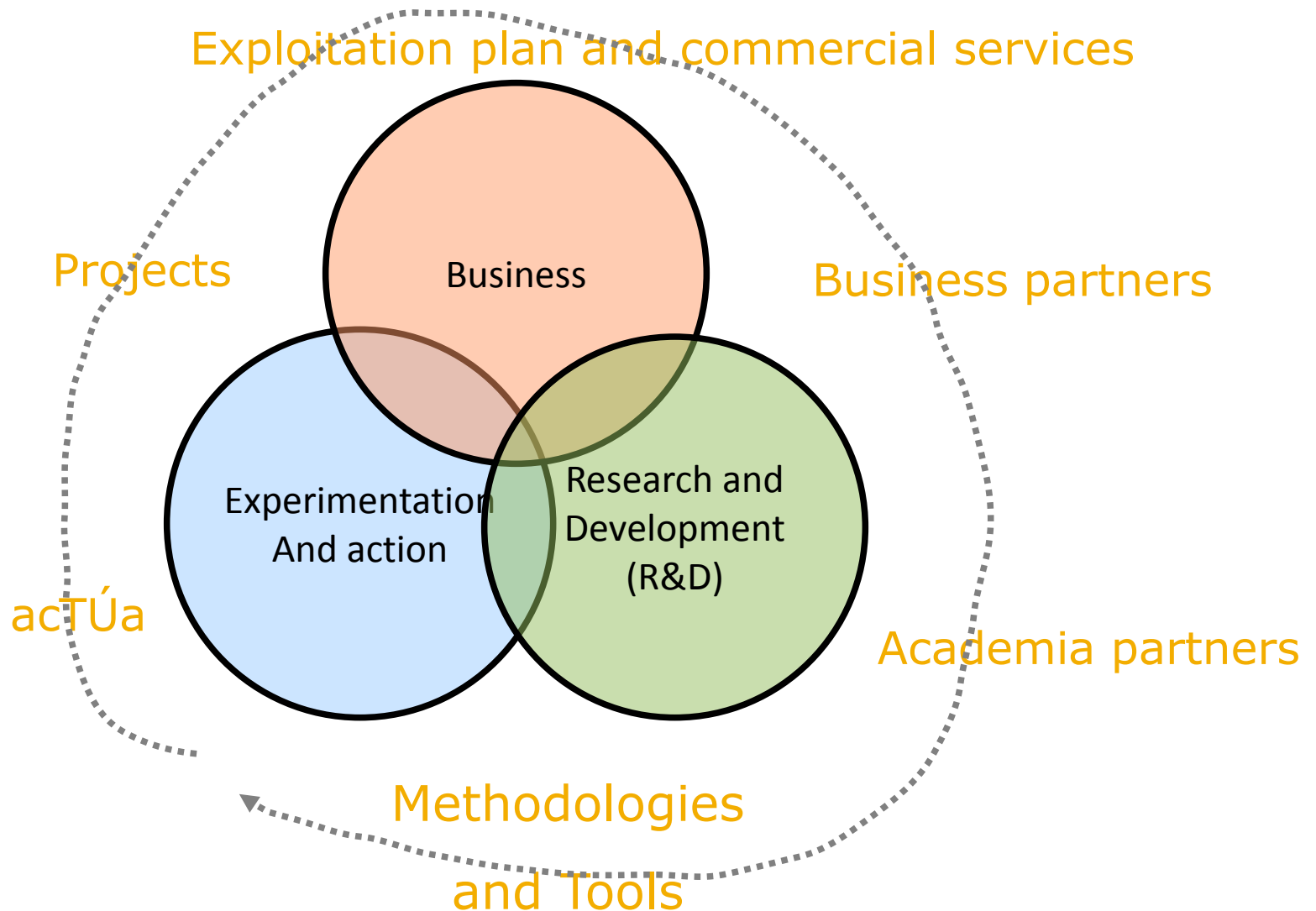
A short and promising history



Local Action Groups
Living Labs
Municipalities

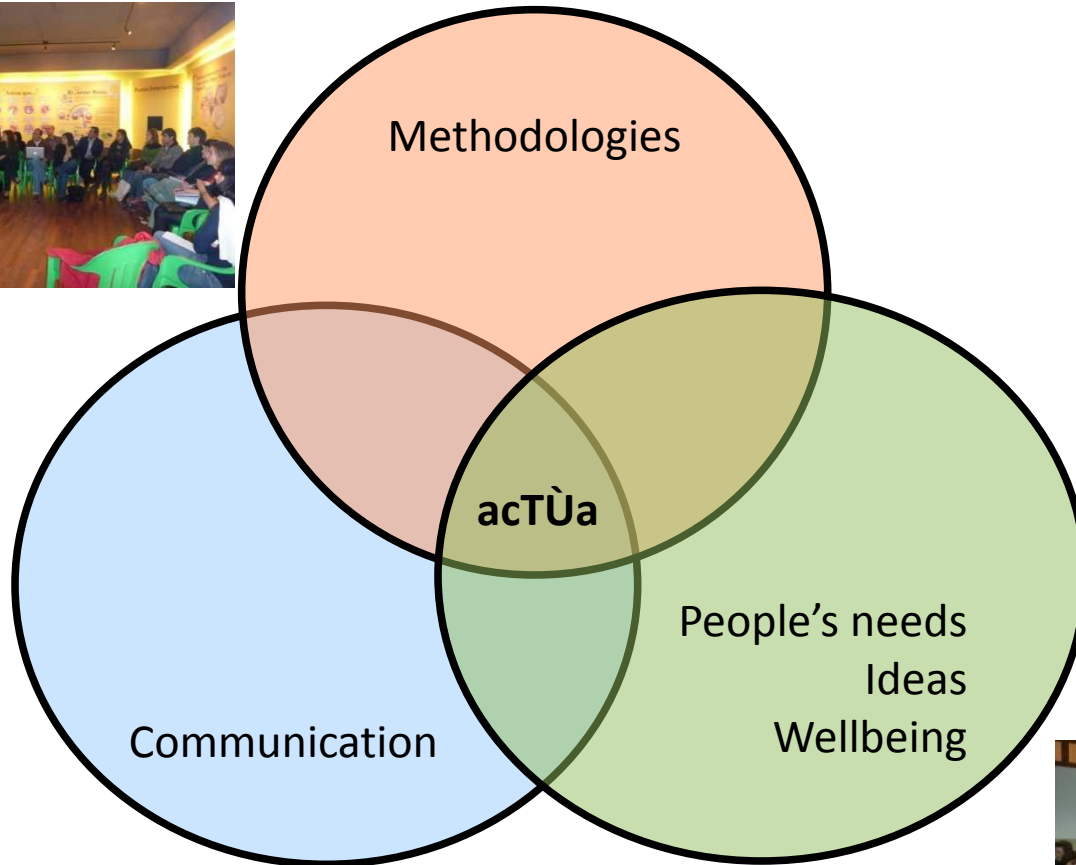
Social Spaces for Research and Innovation

C2ORE: our working approach



Social Spaces for Research and Innovation

C2ORE: Social innovation experiences





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Examples



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Social Spaces for Research and Innovation

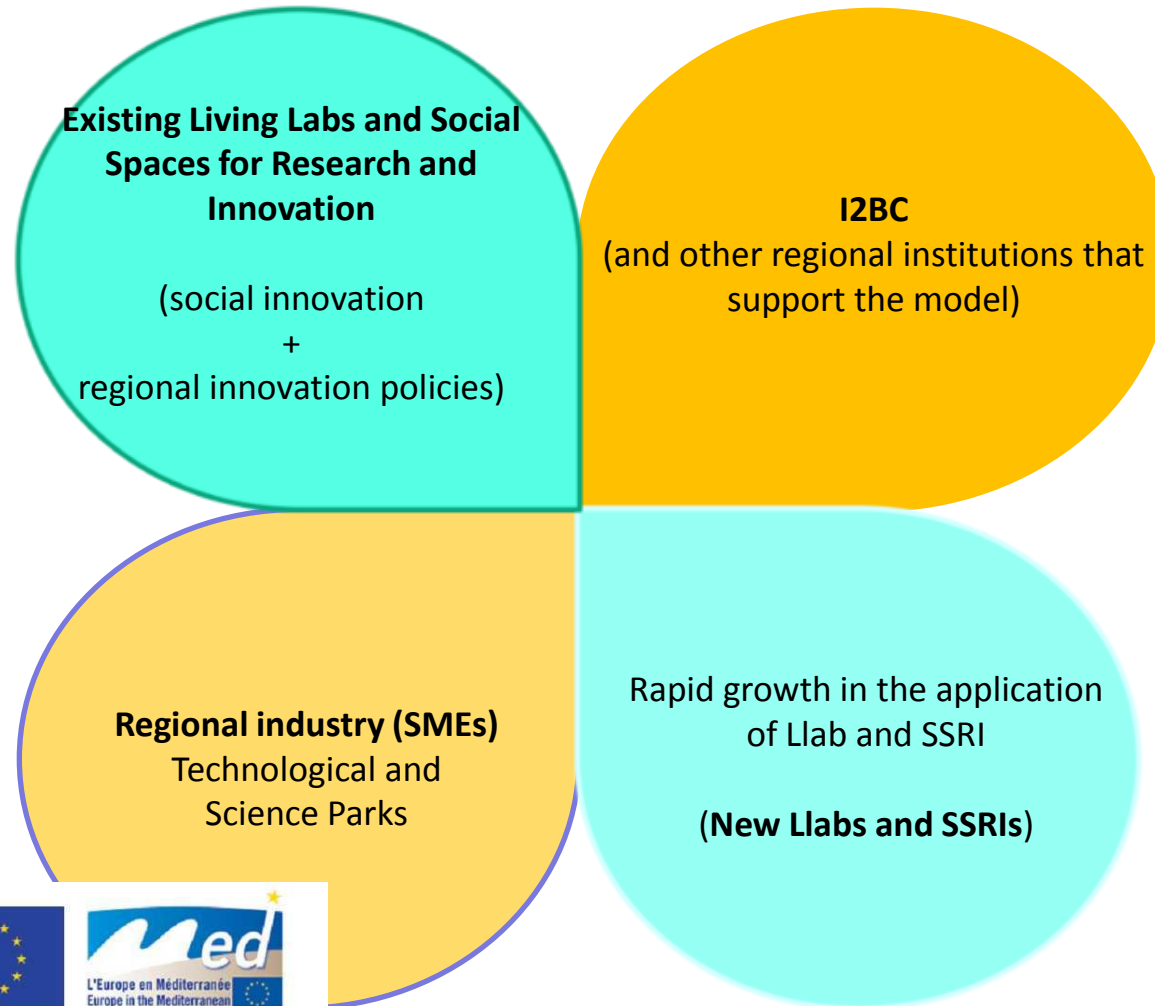
Andalusia Ecosystem of Living Labs and SSRI

CIBIC. Open Innovation Center



Social Spaces for Research and Innovation

Andalusia Ecosystem of Living Labs and SSRI



Social Spaces for Research and Innovation

Andalusia Ecosystem of Living Labs and SSRI



ESdi +LL: Abta (RioNLL), Guadalhorce, S. Nieves, Subbética Cordobesa. **ESdi:** Campiña de Jerez

LLabs: LL Salud Andalucía, Pedroches LL, Quesos Andalucía LL.

Candidatos: Lebrija, Alhama de Granada y Fuengirola.



Social Spaces for Research and Innovation

Examples: Lebrija SSRI [AAL@community]

- **Location:** Lebrija (Seville, Spain)
- **History and current stakeholders:** i2BC, Lebrija City Council and Workers Union signed the Framework Agreement in February 2010. Around 20 associations related to health, ageing and independent living involved and about to officially join the ESdI.
- **Objectives:** establish a participatory model to improve the quality of life and wellbeing of citizens, developing better knowledge and experiences in the field of social and health care, stimulate the local economy based on the integration of new AAL sectors in the territory, set up new communication channels for the citizens and to encourage social inclusion with the support of the new technologies.
- **AAL main topics:**
 - Social Inclusion (participation in community activities, cultural and experience exchanges, creativity, hobbies, etc)
 - Mobility
 - Entertainment and leisure
 - It also covers several aspects of AAL4persons
- Active AAL-related projects: WeCare 2.0 (AAL Point Program call 2)



Social Spaces for Research and Innovation

Examples: Lebrija SSRI [AAL@community]

CIBIC. Centro de Innovación Abierta



Social Spaces for Research and Innovation

Examples: Costa del Sol SSRI [AAL4persons]

- **Location:** Costa del Sol (Málaga, Spain)
- **History and current stakeholders:** Finnish Associations, Lutheran Church, Spanish Associations, Fuengirola Retirees and Pensioners Association, Fuengirola Alzheimer Association, and Fuengirola Council signed the Framework Agreement on 23th of July of 2010
- **Objectives:** to establish a participatory model to improve the quality of life and wellbeing of citizens, promoting tourism potential of Costa del Sol, promoting cultural exchange, enhancing the knowledge of other European Union Languages, and promoting the incorporation of new technologies within Local Government, generating new employment opportunities within Quality of life and Wellbeing sector.
- **AAL main topics:**
 - AAL for Health and healthcare (Person-centred health management, at home and away from home; Tele-monitoring and self management of chronic diseases; Support for caregivers and care organizations).
 - Personal and home safety and security (General requirements of feeling secure at home).
 - Personal activity management
 - Person-centered services (Shopping, Feeding, Personal care, Social interaction and communication)
- Costa del Sol SSRI is also a scenario for AAL in the community
- AAL related projects: SilverSurfer (AAL JP Call 3, under evaluation)



Social Spaces for Research and Innovation

Examples: Costa del Sol SSRI [AAL4persons]



Country of origin	Number of residents
Africa	33.978
Central America	2.793
North America	2.169
South America	49.829
Asia	9.554
Europe (EU15)	133.833
Europe (rest)	35.515
Oceania	137
Apatrids	16
Total	267.824

Country of origin	Number of residents
United Kingdom	67.582
Finland	5.980
Denmark	5.256
Sweden	5.198
Germany	15.991
Romania	12.407



Social Spaces for Research and Innovation

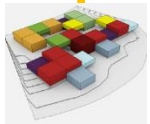
Examples: PTA [AAL@Work]

- **Location**: Campanillas (Málaga, Spain)
- **History and current stakeholders**: Technology Park of Andalucía (PTA) is one of the most active parks of the Spanish Networks. Working in the first steps with interest of IDEA, UMA and some SMEs (all established within the park)
- **Objectives**: get established as a Living Lab and SSRI to introduce a model of open innovation, focused on people and combining top-down and bottom-up approaches to get benefits for companies and institutions based at PTA, their workers and the territory. Promotion and improvement of competitive positioning of the companies. Availability of tools related to open innovation and collaborative work. Linking the “business innovation” to “social innovation” and SSRI.
- **AAL main topics**:
 - Markets activation through promotion and improvement of the competitive positioning of the companies and institutions by specific services
 - Ageing Well at work, innovative solutions for wellbeing at the workplace
 - Incorporation of senior talent



Social Spaces for Research and Innovation

Examples: PTA [AAL@Work]





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People Led Innovation: Quick Approach



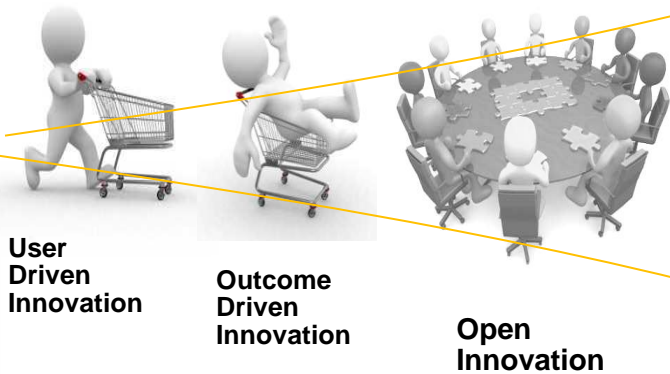
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People Led Innovation

From users to people in Innovation Processes

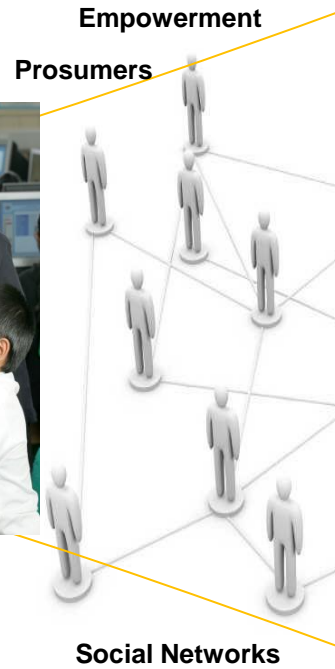
Top-Down Models



Bottom-up Models



Living labs



People Led Innovation (PLI)



Social Spaces of Innovation



CIPRES

Citizens, Prospective and Specifications

CIPRES triad allows to organize RDI projects and partnerships beyond the technological perspective, including human and social elements from the beginning, assuring the incorporation of the person as the central point of the initiative



People Led Innovation

Reference for Certification

With the aim of promoting, helping and improving citizens well being to the highest possible degree, I2BC has produced the following regulatory document based on PLI (People Led Innovation), allowing people to manage this innovation.

The aims of this document are to:

- Specify the characteristics and requirements that need to be met by an organization so that its products or services can be classed as suitable, in terms of technological effectiveness.
- Define valid measurement methods for observing citizen contribution, including them as part of the processes of technological and methodological innovation

**REFERENCE OF CERTIFICATION
FOR SOLUTIONS DESIGNED
UNDER THE PRINCIPLES OF
TECHNOLOGICAL EFFECTIVENESS**

Ed. 1

PREPARED BY:	VALIDATED BY:
 <small>INSTITUTO DE INNOVACIÓN PARA EL BIENESTAR CIUDADANO</small>	Committee of Experts of Certification Services of SGS ICS, IBERICA, S.A

Prepared following UNE EN 45011:
General Requirements for Entities
performing Product Certifications



People Led Innovation

Reference for Certification

Technological effectiveness is understood to be the ability of a solution to be simultaneously:

- a) effective, producing the desired effect in a controlled environment (resolving the theoretical problem or meeting on a technical level the need for which it was designed);
- b) efficient, achieving results with an adequate relation to cost-benefits (responsible use of resources); but above all;
- c) capable of guaranteeing (as judged by the receiver in their own true area of self-assurance) the resolution of the problem or specific need. All this must be achieved without negatively affecting any other essential aspect of their quality of life.

Consequently, the citizen is given the role of leader in the final definition and acceptance of the innovation. This is the only way for the process to remain aligned with the principles of PLI (People Led Innovation).



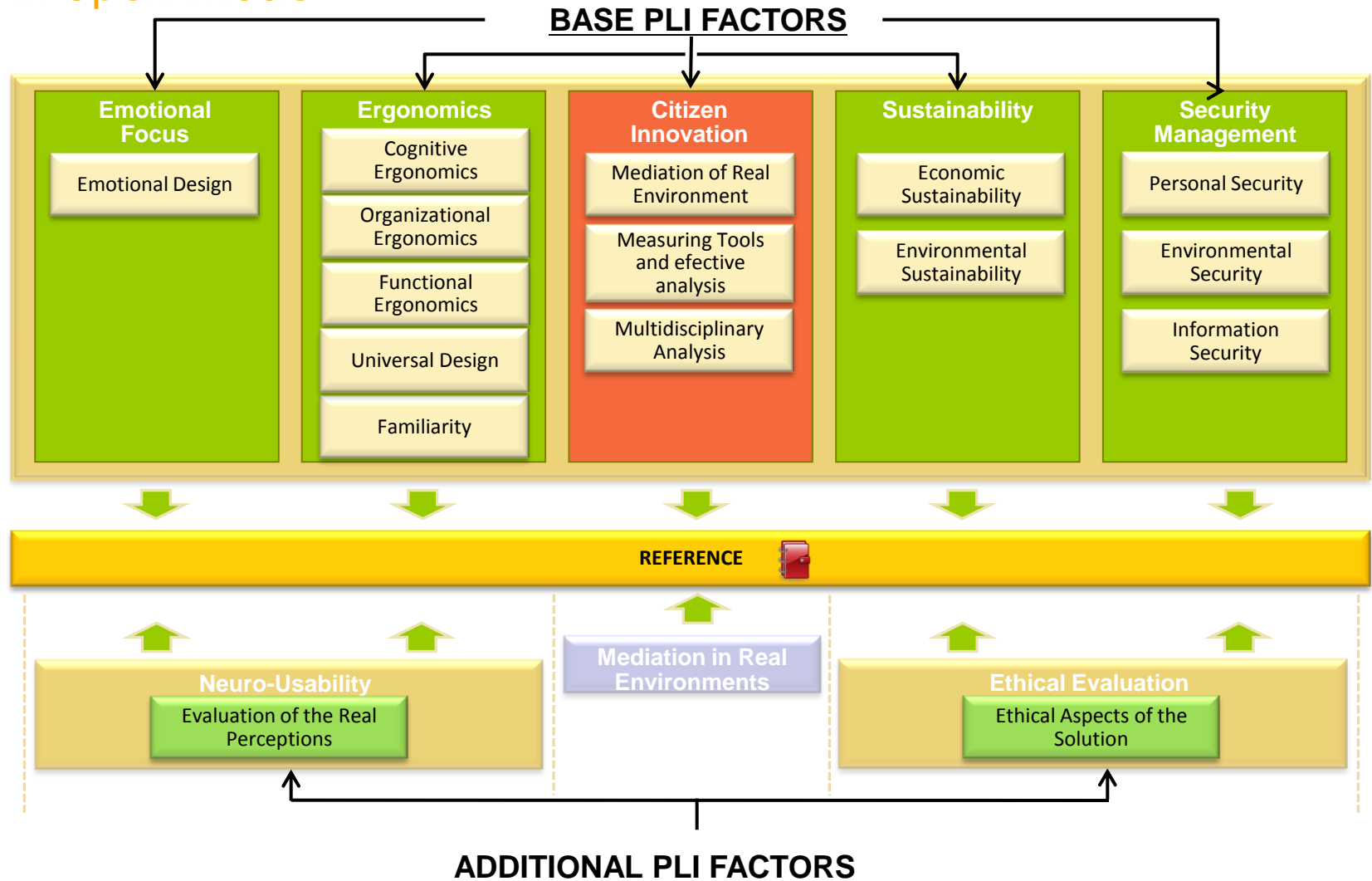
People Led Innovation

An open model



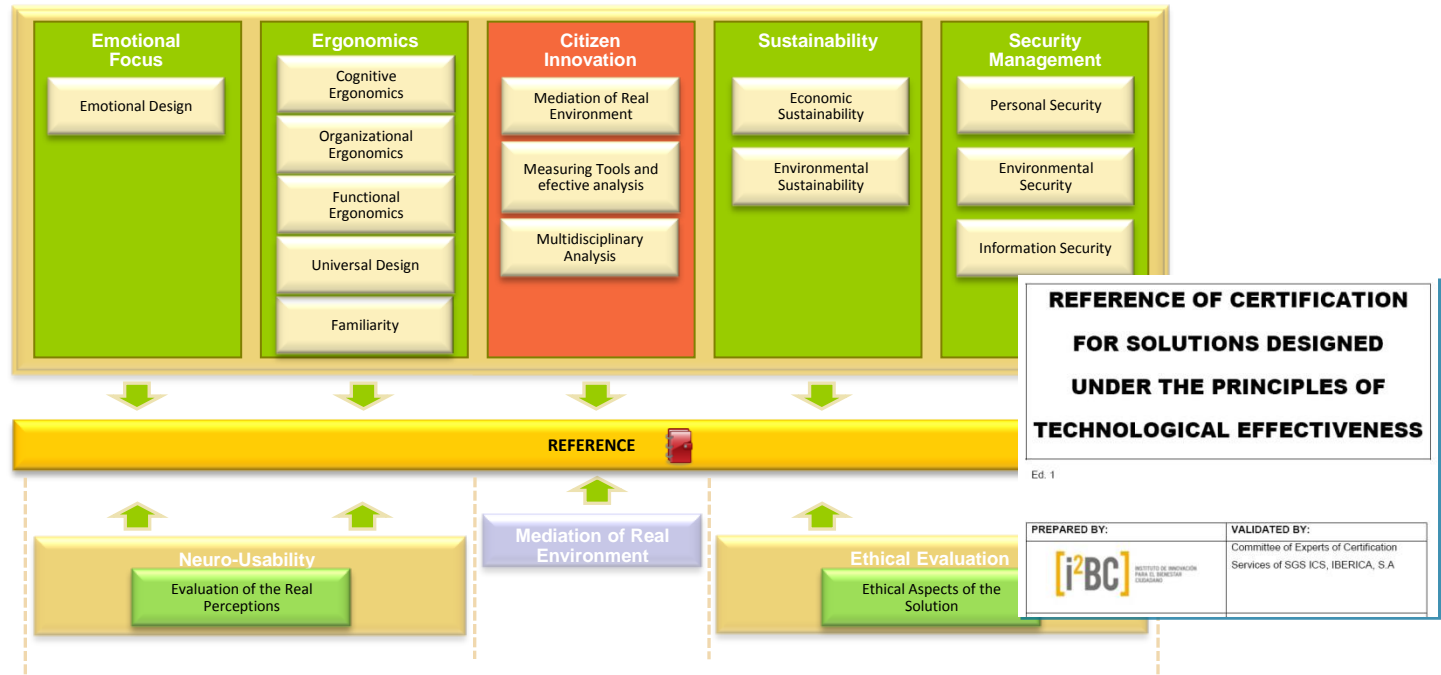
People Led Innovation

An open model



People Led Innovation

Alignment with Ethics and eInclusion workshop output



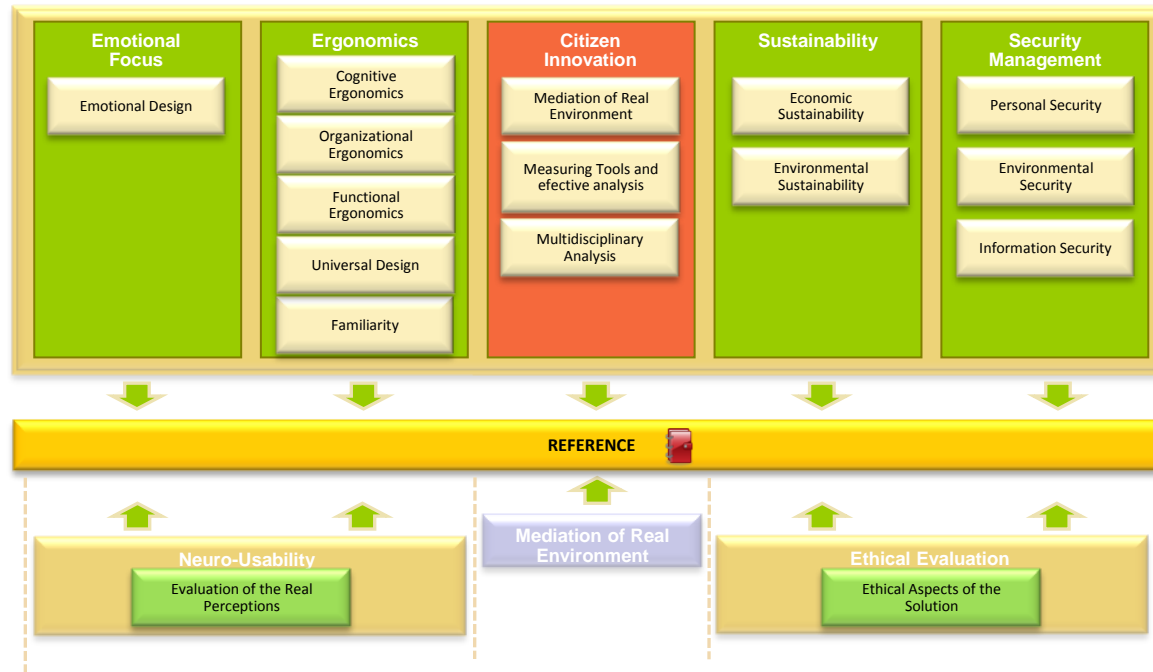
An approach geared towards the protection of human rights would match the different needs of disadvantaged and provide explicit guidance to evaluate ICT services and products

Ethics on eInclusion. September 2008, report of the high level workshop: General concepts and principles



People Led Innovation

Alignment with Ethics and eInclusion workshop output



A **balance** should be struck between autonomy, freedom and self determination on one side and responsibility and beneficence and sustainability (including reliability, resilience, security and affordability) on the other.

Ethics on eInclusion. September 2008, report of the high level workshop: General concepts and principles



People Led Innovation

Alignment with Ethics and eInclusion workshop output



Consultation with all stakeholders, including disadvantaged individuals who will be using ICT to identify their needs and concerns, industry, service providers, authorities and agencies, should take place regarding ICT services and products

Ethics on eInclusion. September 2008, report of the high level workshop: General concepts and principles



Social Spaces of Innovation



People Led Innovation

Alignment with Ethics and eInclusion workshop output



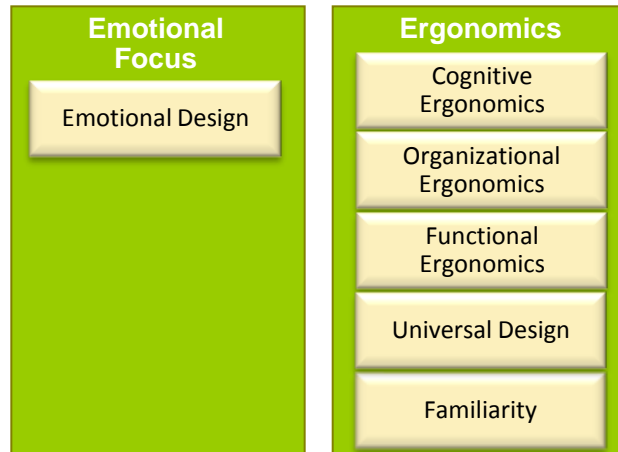
*The relationship between commercial drivers and public policy should be explicit regarding social inclusion to ensure that **solutions are not simply profit-driven** while recognizing that they need to be economically sustainable despite increasing global competitive pressures*

Ethics on eInclusion. September 2008, report of the high level workshop: General concepts and principles



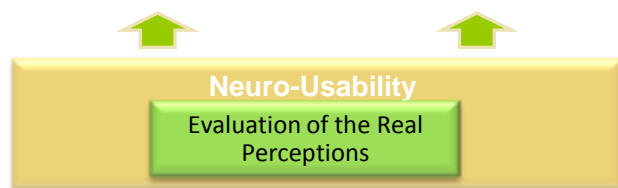
People Led Innovation

Alignment with Ethics and eInclusion workshop output



*Choices about ICT must be **understandable** and **transparent** and reflect the comprehension levels of those expected to use the system*

Ethics on eInclusion. September 2008, report of the high level workshop: General concepts and principles





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