



## The role of Informal Care as a market factor in SOPHIA presented @ AAL Forum 2014



**Senior Occupation after Profession: Habit Intriguing Adults**

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# Outline



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# 1. Project overview



## Summary:

- network of senior adults after retirement who would like to continue offering their skills.
- network of companies and enterprises needing vanishing expertise
- technology that will handle transactions

## Duration:

30 months, July 2014 – December 2016

# 3. User Scenario



65 years old doctor retirement documents

SOPHIA - a word for wisdom opportunity to continue offer his services

Option to unsubscribe any time agreed to join

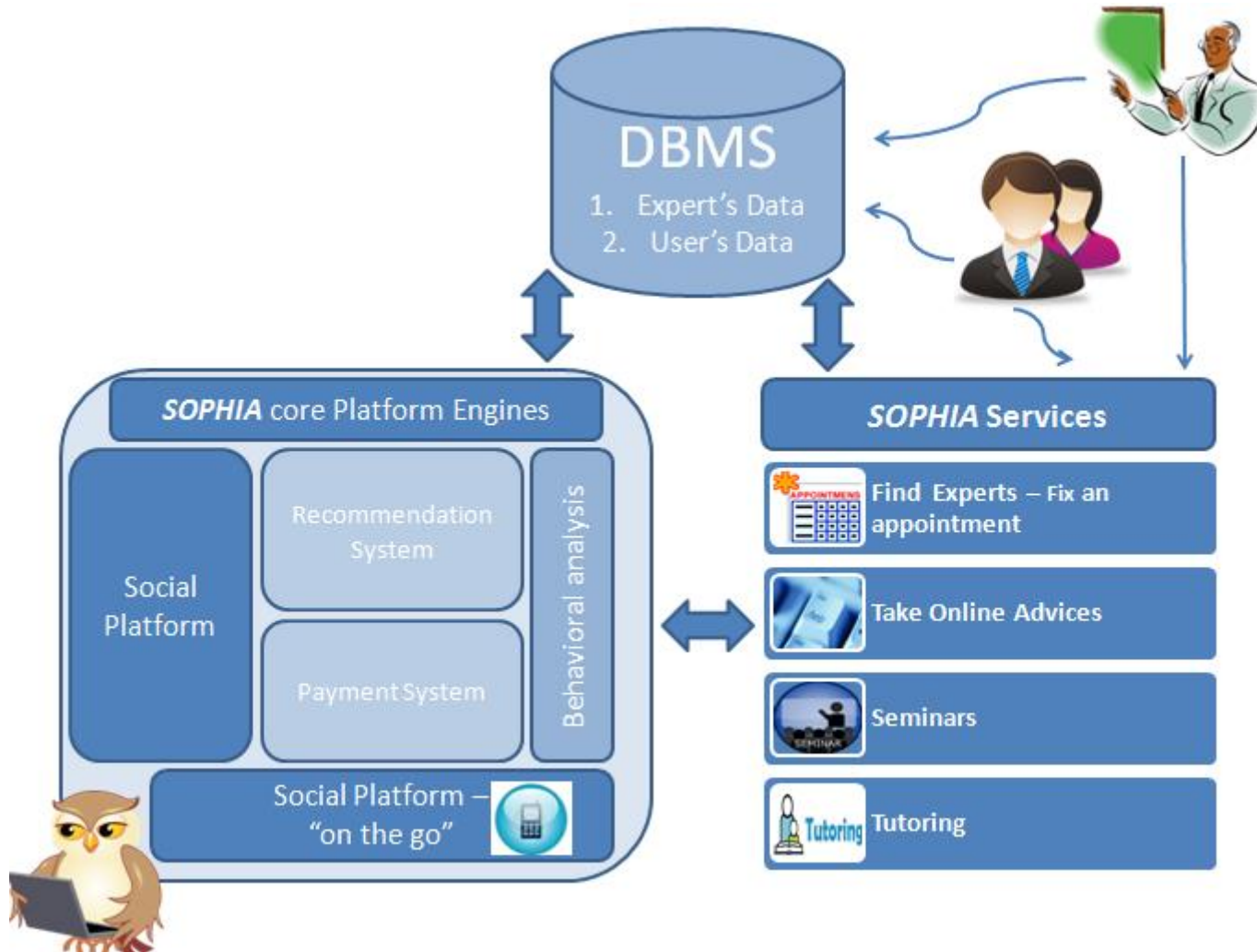
phone rang

meeting George and SOPHIA

speech on heart diseases + demo of platform

George started answering questions every now and then

# 3. Platform and Services



# 5. The role of Users in SOPHIA



Older adults can:

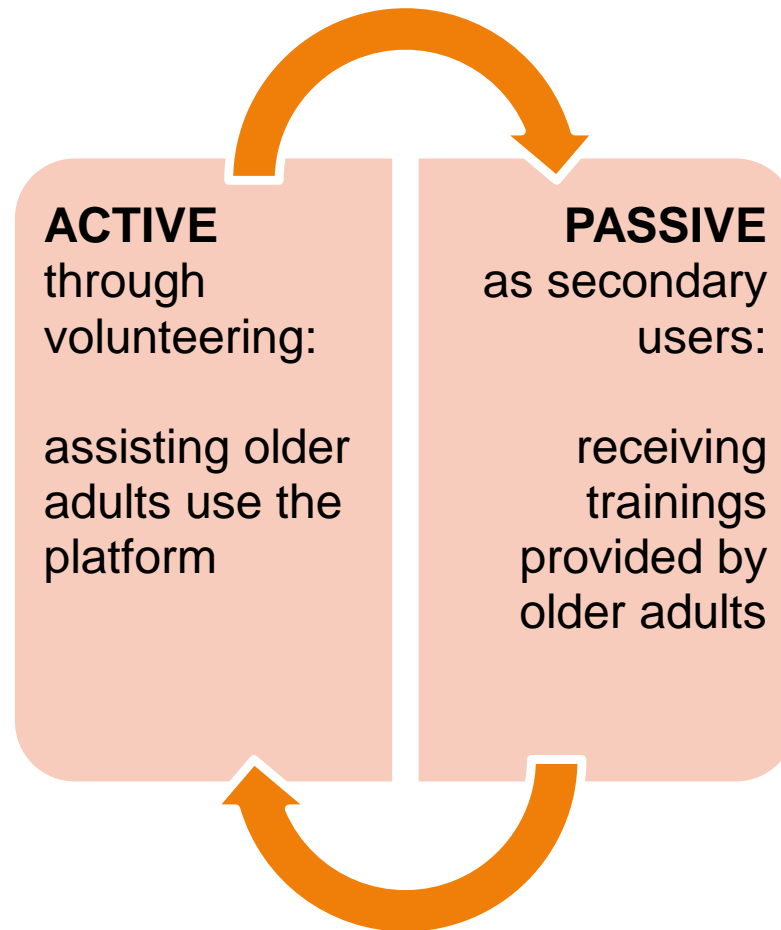
- Continue offering **professional services** as they used to
- Provide **limited services**
- Provide **online advice** through the forum of the platform
- Provide **seminars** to people of their profession
- **Tutor** young people in the beginning of their career or other experts

## 2. The role of Informal Care in EU ICT for Ageing

Geographic regions	Funders	Providers	Direct carers
Anglo Saxon	Strong state funding role (the largest in Europe), with some commercial funding	Mainly commercial sector and the state, with some civil and informal providers	Mainly informals and civil society carers
Scandinavian	Strong state funding role, also insurers, informals and commercials	Mainly commercial providers with some informals and state	Informals, the state and commercial sector carers
Continental	Mixed funding model: state and insurers, also informals and some commercials	Mainly commercial provision and some civil society and informals	Mainly civil society and informal, with some state, carers
Mediterranean	Mixed funding model: state, commercial and civil society, and small informals role	Commercial sector by far the largest provider with others having small role	Mainly informal and civil society carers, with smaller commercial and state roles
Eastern Europe	Mostly only state and commercial funding roles	Mainly commercial with some state providers	Important informal and civil society carers, with some commercial and state role
Europe as a whole	Mainly state funding but all other actors involved	Mainly commercial provision but all other actors involved except insurers	Mainly informals and civil society carers, with some role for commercial and state actors








Source: Study on business and financing models related to ICT for ageing well prepared for the European Commission DG Communications Networks, Content & Technology

## 2. The role of Informal Care in SOPHIA





# 6. Consortium

Participant no.	Participant organisation name	Participant short name	Organisation Type	Country
1	Geolmaging Ltd	GEO	SME	
2	Ingeniería Y Soluciones Informáticas S.L.	ISOIN	SME	
3	University of Bamberg, Department of General Psychology and Methodology	UNIBAM	University	
4	Association of Social Institutions of Slovenia	ASIS	NGO	
5	Infokom GmbH	INFOKOM	SME	
6	Ilumya Ltd	ILUMYA	SME	
7	Wellness Telecom S.L.	WTCOM	SME	

Thank you for your attention!

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