

European Parliament Joint Intergroup Meeting

The future of Europe is co-created.
Digital public services for age-friendly cities and communities

Tuesday 29 January 2019 – 10:30-12:30

European Parliament- Room JAN6Q1

Registration is compulsory via <https://goo.gl/forms/FD0pWqFTftO9rHn53>

Rationale

Governments and public services rely on open data to communicate with citizens, to provide specific services, and to shape policies at various level. However, they lack tools on how to involve citizens, especially the digital literate, in the design, planning, implementation and evaluation of these initiatives in order to effectively address citizens' needs and expectations.

The Horizon2020-funded Mobile-Age project, together with older persons, local governments, social care service providers, and researchers, has developed and tested a co-creation methodology and a set of practical and accessible mobile applications in pilot sites across Europe (Bremen, South Lakeland, Zaragoza and Region Central Macedonia).

Hosted by the Intergroup on Active Ageing, Intergenerational Solidarity and Family issues, and the Urban Intergroup, this event offers tools and insights paving the way to European strategies putting citizens' needs on the agenda of European policies.



www.mobile-age.eu

@MobileAgeEU



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 693319

The future of Europe is co-created.

Digital public services for age-friendly cities and communities

Common challenges, common solutions

Demographic change is one of the major driver in shaping public policies, and addressing its challenges is essential to ensure a good quality of life for all generations, safe from discriminations, inequalities and social exclusion.

According to the World Health Organization (WHO), physical and social environments are the key determinants of whether and to which extent people can remain healthy and autonomous into their old age. **Designing and reviewing urban and rural planning with the lens of age-friendly concepts and practices** contributes directly to these goals.

Co-creating age-friendly cities and communities

The cornerstone for accessible, citizens-approved solutions and products is co-creation. Through in-depth qualitative research comprising interviews, focus groups and co-creation workshops, the Horizon2020-funded [Mobile-Age project](#) developed and applied methodologies to **co-create digital public services** with citizens, based on open data. Mobile-Age worked having in mind in particular the older people, often excluded by research and consultations, but who have great interest in exploiting digital public services, and represent a share of the population who can benefit from e-Government services the most.

Co-creation helps smart cities and environments understand the diversity of needs of their older residents. Moreover, co-creation is a valuable and effective methodology to **unpack and understand conditions of access among citizens**. And access and accessibility are essential, when working with seniors, who tend to report a lower digital literacy.

Pathways to access

Shaping policies and processes for smart cities and communities means to set up a relationship of confidence and trust with citizens. Overcoming fears, anxiety and frustration is essential, alongside with building **capacity and literacy**, provide societal support, political networks, and technological infrastructure. Data use and data management cannot fall out from this picture. Older adults have different privacy vulnerabilities than the general public, and specific attention should be paid to the implementation of data protection requirements for ICT aimed to older adults.

Building smart cities for everyone is a continuous journey. Through a co-creation approach, ageing actively, healthy and smartly is possible.



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Agenda

10:30 – 11:10 **Demographic challenges, smart solutions**

- Lambert VAN NISTELROOIJ, MEP, Co-Chair of the 'Active ageing, intergenerational solidarity & family policies' Intergroup
Introduction and welcome by the host of the event – 5 min
- Kieran McCARTHY, European Committee of the Regions and Cork City Council
Creating a society for digital change and innovation – 10 min
- Niall HAYES, Professor, University of Lancaster, Organisation, Work and Technology
The Mobile-Age approach for senior-friendly digital public services- 10 min
- Gisele ROESEMS-KERREMANS, European Commission, DG Connect
European policies for age-friendly environments - 10 min

11:10 – 11:40 **Co-creating age-friendly environments**

- Juliane JARKE, Institute for Information Management, University of Bremen
Participatory digital service design and e-Inclusion – 10 min
- Ulrich SCHLÜTER, Head of District Council Osterholz, Bremen
Feedback from the field site: co-creating digital services with older adults– 10 min

Open discussion – 10 min

11:40 – 12:20 **Pathways to access**

- Niall HAYES, Professor, University of Lancaster, Organisation, Work and Technology
Accessible digital services for older people – 10 min
- Jonathan BROOK, Deputy Leader of South Lakeland District Council
Connecting older adults to technological public services - 10 min

Open discussion – 20 min



12:20 – 12:30 Closure of event

- Jan OLBRYCHT, MEP, Chair of the Urban Intergroup - 5 min
- Lambert VAN NISTELROOIJ, MEP, Co-Chair of the 'Active ageing, intergenerational solidarity & family policies' Intergroup – 5 min

Annexes

A growing number of cities and communities worldwide are striving to better meet the needs of their older residents. The **WHO Global Network for Age-friendly Cities and Communities** (the Network) was established to foster the exchange of experience and mutual learning between cities and communities worldwide. Their efforts to become more age-friendly take place within very diverse cultural and socio-economic contexts. What all members of the Network do have in common is the desire and commitment to promote healthy and active ageing and a good quality of life for their older residents.

https://www.who.int/ageing/projects/age_friendly_cities_network/en/

The European Commission works on the demographic change's challenges, on urban and rural policies, on regional approaches to digitalization and innovation, among others. **DG Regio, DG Connect and DG Research, and the Research Executive Agency** are among the key actors at European level, both in terms of policies, research and projects.

https://ec.europa.eu/commission/index_en

Mobile-Age issued policy recommendations as lessons learnt from the whole co-creation experience. Please find each brief and its direct link on the web:

- [Policy Brief: Pathways to Meaningful Access: Accessible digital services for older adults](#)
- [Policy Brief on co-creation method for e-Government services](#)
- [Policy Brief on e-inclusion of Europe's older adults](#)
- [Policy Brief on privacy implications of technologies to address older adults' social isolation](#)
- [Policy Brief on GDPR and SMEs](#)
- [Policy Brief on loneliness and social isolation amongst older adults](#)

This event has been organised by the Mobile-Age project and reflects only the authors' view. The Research Executive Agency (REA) is not responsible for any use that may be made of the information disseminated.



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