

SEACW DELIVERABLE D.1.4

“SEACW’S CONTRIBUTION TO POLICY DEVELOPMENT”

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Abstract

This document provides a review of the main policies concerning Active and Healthy Ageing and ICTs. This analysis involves an in-depth review, including a SWOT analysis for identifying the potential contribution of SEACW to Active and Healthy Ageing policy framework.

Table of contents

1	INTRODUCTION	3
2	POLICY FRAMEWORK ANALYZED IN THIS DOCUMENT	4
3	MAIN BARRIERS FOR ACTIVE AND HEALTHY AGEING AND INNOVATION	5
3.1	Social and economic framework.....	5
3.2	Other barriers to innovation perceived by the European Commission	10
3.3	SWOT Analysis of the European policy framework concerning Active and Healthy Ageing through ICT.....	11
4	POLICY FRAMEWORK ADDRESSED BY SEACW	13
4.1	ICT PSP 2012	13
4.2	Europe 2020 Strategy for Smart, Sustainable and Inclusive Growth: the Europe 2020 Flagship Initiatives:.....	13
4.2.1	Digital Agenda for Europe	13
4.2.2	Agenda for New Skills and Jobs.....	14
4.2.3	European Platform against Poverty	14
4.2.4	Youth on the Move.....	14
4.2.5	Innovation Union.....	15
4.2.6	European Year for Active Ageing and Solidarity between Generations.	15
4.3	Intergenerational solidarity.....	15
4.4	Elderly social inclusion	16
4.5	Adult learning.....	17
4.6	UN CONVENTION ON THE RIGHTS OF PERSONS WITH DISABILITIES.....	17
4.7	EUROPEAN DISABILITY STRATEGY 2010-2020.....	18
5	CONCLUSIONS OF THIS DOCUMENT	20

1 INTRODUCTION

As a response to the great impact of the European economic and social crisis, the European Commission has worked hard in order to identify the societal challenges that must be faced under a holistic point of view.

European population ageing implies important challenges in our future, affecting several topics that should be covered: lack of e-skills, loose of economic potential, increase of medical and public spending, intergenerational conflicts, etc.

Digital Agenda for Europe, one of the seven Flagship initiatives under the Europe 2020 Strategy for Smart, Sustainable and Inclusive growth, addresses these issues by promoting job creation under the enhancement and use of ICTs.

Information and Communication Technologies make possible to provide citizens with better and personalised healthcare; in addition, interactions with public authorities will be faster and more effective, promoting users living safely and independently. The objective of the Agenda is that every citizen becomes an active manager of their own health status thanks to the accurate information received at any time from technologies. In the so call Knowledge Society, information plays a fundamental role when it comes to reflect the behavioural change of individuals.

However, the debate about if technologies will promote the behavioural change of citizens is still taking place. Several issues emerge when theorists state that technologies are central for creating better health status on citizenship.

It is expected that, in a close future, population over 60 will be more active than nowadays. The increase of work-life years is already a fact in different Member States; the high percentage of population over 60 will bring a social change unknown in the history of humanity and, probably, elderly will be more integrated in society if social institutions allow them to do it. However, nowadays, some of these facts still seem to be far, since nowadays societies give an overwhelming importance to youth somehow accompanied with contempt to elderly. Individuals are overcome by adverts, products and services that promote our idea of being young but do not prepare us to consider naturally admit our ageing process.

In a different level, the debate on how to increase birth rates in Europe should be of great importance for the European Commission, not focusing only on how to manage population ageing.

To achieve this challenge, it's necessary to use a holistic point of view concerning ageing processes, provided from a multidisciplinary approach.

2 POLICY FRAMEWORK ANALYZED IN THIS DOCUMENT

To create this document, several European Commission policies (including other European bodies as the EIP AHA or the Age Platform) and other international organizations as the World Health Organization have been analysed and deeply reviewed. Hereinafter, there is a list of policies analysed within this document. Among the list of policies and documents reviewed, we can highlight the following:

- ➔ *Active Ageing. A Policy Framework.* World Health Organization (2002)
- ➔ *Riga Declaration of 2006*
- ➔ *Convention on the Rights of Persons with Disabilities.* The Convention on the Rights of Persons with Disabilities was adopted on 13 December 2006 by United Nations
- ➔ *Initiative for Digital Inclusion i2010*
- ➔ *European Disability Strategy.* A comprehensive framework committing the Commission to empowerment of people with disabilities (2010)
- ➔ *Horizon 2020*, the 7-year strategy proposed by the European Commission on 3 March 2010 for advancement of the economy of the European Union. Special attention has been put on:
 1. Digital Agenda
 2. Innovation Union
- ➔ *Age-EDF position on the future EU digital agenda.* AGE Platform Europe and the EDF - European Disability Forum issued a joint position paper on the Future EU Digital Agenda.

These and few other initiatives and policies were also analysed in the DoW and the Deliverable 2.1 *State of the Art* in Active and Healthy Ageing and ICTs.

3 MAIN BARRIERS FOR ACTIVE AND HEALTHY AGEING AND INNOVATION

3.1 Social and economic framework

Several points are to be covered within the next pages. In the last years, the elaboration of studies and publications related to ageing among scientific and political bodies has shown a notable increase.

A remarkable amount of scientific knowledge concerning ageing processes, Active and Healthy Ageing and ICTs have been gathered within the last years. It has enhanced the quality of life of citizens and it will grow during the next decades, enforcing empowering systems for people's health management. By this a notable decrease in public expenditure might be achieved. In addition, policy frameworks have also taken into consideration the advices coming from scientific bodies, establishing novel policies aimed to create inclusive and self-sustainable societies, thanks to the use of ICTs benefits.

However, when it comes to analyse policy frameworks, especially in Europe, a lack of a holistic action plan concerning Active and Healthy Ageing is easily detected. Of course, Horizon 2020 highlights population ageing processes as one of the main topics to be funded, but this funding is based in terms of health and innovation. Officially, the European Union (27 member states from January 2007 onwards) is committed with the creation of an all-inclusive information society. However, just like the U.S., it has adopted a market orientation in technological innovation and diffusion. Of course, improve population's health through ICTs should be the main objective of the European Commission, but the ways to reach this objective, based in innovation and commercialization are not enough. Cultural and social factors, mainly related to social inequalities, are the main barriers to the extended use of technologies and to foster a good status of health on individuals, so the way of achieving this objective must be based in terms of social equity.

Several theories reveal that social inequalities are the main base of health differences among individuals. In accordance with these theories, Richard Wilkinson¹, in the "*Spirit Level*" stated that societies with more equal distribution of incomes have better health and fewer social problems such as violence, drug abuse, etc. These societies show more cohesion than those in which the gap between the rich and poor is greater. Of course, health inequalities should not be measured only in terms of social inequalities; other important factors as culture, gender, genetics, etc., have a significant influence on health status of individuals. However, when we analyse health status country per country, taking into consideration the Gini index, important differences among countries should be mentioned.

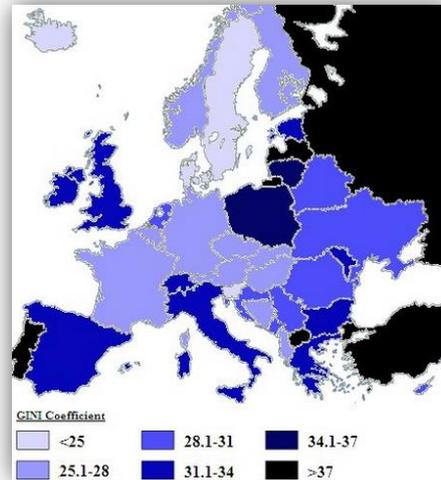
In relation with this, the Gini coefficient is a number from 0 to 1 which represents the equality or inequality of income distribution in a country; 0 is theoretical absolute equality, and 1 represents a scenario where one person has everything and the rest have nothing. In practice, it varies from about 0.2 to about 0.7.

According to this index, Europe ranges from 0,2 to the high 0,3 with a few outliers in the low 0,4. At the most egalitarian end, unsurprisingly, are the states of Denmark and Sweden, as well

¹Richard G. Wilkinson (Richard Gerald Wilkinson; born 1943) is a British social epidemiologist, author and advocate. He is Professor Emeritus of Social Epidemiology at the University of Nottingham, having retired in 2008. He is also Honorary Professor of Epidemiology and Public Health at University College London[1] and Visiting Professor at University of York.

as Iceland. Things get more inequitable into Norway, Finland, France, Germany and Switzerland (which stays under 28, despite being home to a lot of the global super-rich), and then on to Italy, Spain, Britain and Ireland, and beyond that, Poland and Lithuania. The most unequal country in Europe is Turkey, which has a Gini coefficient of 0.436, somewhere between Guyana and Nigeria.

Figure 1. Gini index in Europe (Source Eurostat, 2012)



Taking into consideration the Gini index and the indicator offered by Eurostat *Healthy life years and life expectancy at birth, by sex*, it is easy to detect that most egalitarian European countries shows the highest values on the health indicator, i.e. Norwegian citizens live 16 with a good health status over 65, while in Romania, citizens only have 5 years of good health status.

Of course, several initiatives have been promoted from the Commission for the promotion of the digital inclusion of the European population. The principle of universal service was defined by the European Commission (1996) as “access to a defined minimum service of specified quality to all users independent of their geographical location and, in light of specific national conditions, at an affordable price”.

The Riga Declaration of 2006 could be one of the very first initiatives on digital inclusion; this policy was focused on the analysis of Digital Divide in Europe: “It focused on three facets of e-inclusion: the access divide (or “early digital divide”) which considers the gap between those with and without access; the usage divide (“primary digital divide”) concentrating on those who have access but are non-users and, the divide stemming from quality of use (“secondary digital divide”), focusing on differentials in participation rates of those people who have access and are users.”

In the Riga Declaration six broad policy areas for inclusion were defined:

1. Older workers and elderly
2. The geographical digital divide
3. E-Accessibility and usability
4. Digital literacy
5. Cultural diversity in relation to inclusion
6. Inclusive e-government.

These policy areas have increased the number of digital users, reducing the digital divide during the last years. In addition, the European Commission proposed the concept eAccessibility and usability as a better concept for user-friendly software and services to be obtained by voluntary industry commitments and by EU-legislation for particular standards. According to the Declaration this also means that *“attention must be paid to further improve user motivation towards ICT use, as well as trust and confidence through better security and privacy protection. Furthermore, greater gender balance in the information society remains a key objective.”*

More recently, the Initiative for Digital Inclusion i2010, was focused on the needs of groups at risk of exclusion: *“the unemployed, immigrants, people with low education levels, people with disabilities, and elderly, as well as marginalised young people”*. With this initiative, the EU ministers wished to cut the gaps of literacy by half in 2010 but, Digital Divide persists still.

Digital exclusion and social inclusion are key barriers for the development of policies to favour Active and Healthy Ageing through ICTs and both concepts seem to be interrelated. Poverty comes to be defined not just as lack of income, but also as lack of access to health, education and other services provided by the Welfare States. As the access to public and private services is being progressively integrated through ICTs, social groups under risk of exclusion, mainly, those who do not use ICTs, find themselves out of the Welfare State benefits. This is especially worrying in certain social groups; as the State of the Art of this project shown, a 70% of elderly over 65 years have never used a computer never in their lives or have never used Internet. In addition, one out of four people in Europe have never used Internet. Despite statistical trends show that Digital Gap have decreased notably during the last years, different studies as the SEACW's Delphi, state that Digital Divide will still be present in the coming decades because of educational, social, economic and territorial differences among individuals.

Trying to promote Active and Healthy Ageing through the benefits of using ICTs is an objective that should necessarily integrate digital inclusion and social equity; on the contrary, Horizon 2020 will maintain social barriers among European population.

In parallel to the use of ICTs, European institutions should promote a cultural change concerning health. It is a fact that customs and culture influence individual behaviours; if individuals are not aware about their own responsibility on their ageing process, rates of chronic diseases will not improve. The way to promote a cultural change should be based in terms of institutional changes in different contexts, not only healthcare, but also education, family models, work, etc. Each individual should understand that there are decisions that affect to their health, so it is necessary to adopt the healthiest decisions. More funds investing in education and promotion of healthy habits among citizens since the childhood are needed.

Despite the number of computers in European schools have doubled since 2006 and students and teachers are keen to 'go digital' (it is not possible to state that Digital Divide exists between the younger European generations), *“ICT in schools survey”*² reveals that 20% of secondary students across Europe have never or almost never used a computer in their school lessons. The following figures are the most remarkable results obtained from the mentioned research:

- ➔ Only 1 out of 4 nine year old studies at a 'highly digitally-equipped school' – with updated equipment, fast broadband (10mbps plus) and high 'connectivity' (website, email for students and teachers, local area network, virtual learning environment).
- ➔ Only half of sixteen year olds are in such 'highly digitally-equipped schools'.

² ICT in schools survey – many children not getting what they need; teachers need more training and support (2013)

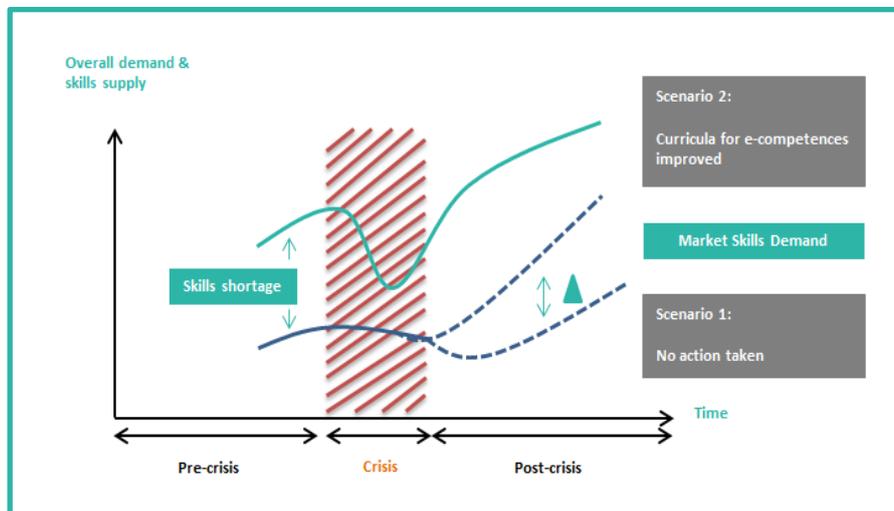
- ➔ 20% of secondary students have never or barely used a computer in their school lessons.
- ➔ Students' frequency of ICT-based learning activities in the classroom increases when schools have specific formal policies to use ICTs.
- ➔ There are marked country differences. Scandinavian and Nordic countries have the best equipment (Sweden, Finland, Denmark); while students in Poland, Romania, Italy, Greece, Hungary and Slovakia are most likely to lack the right equipment.
- ➔ Laptops, tablets and netbooks are replacing desktop computers in many schools.
- ➔ Lack of equipment does not mean lack of interest: some countries with the highest use of computer equipment are the ones with the lowest scores on equipment provisions (e.g. Bulgaria, Slovakia, Cyprus and Hungary).
- ➔ It is essential for students to have access to ICTs at both home and school.
- ➔ Most teachers believe there is need for radical policy change.
- ➔ Teachers are generally confident and positive about the use of ICTs for learning. This confidence is fundamental: skilled and confident teachers are more important than the latest equipment to deliver digital skills and knowledge.
- ➔ However, teacher training in ICTs is rarely compulsory and therefore most teachers devote spare time to privately study these skills.
- ➔ Teachers use computers to prepare lessons more often than they use them in lessons.

It seems that there is a long way until Europe achieves a structural base to create an extended use of ICTs and even an improve of the ICT Curricula. At an economical point of view, European Digital skills seem to be another important gap, even more if we compare e-skills with other countries as Korea. European Union will lose economic potential if an e-skills CV is not developed during following years.

As stated by Francisco Rós Perán, Spanish Secretary of State of Telecommunications and Information Society declared in 2010: *“Europe is suffering from a growing professional ICT skills shortage and a digital literacy deficit. These failings are excluding many citizens from the digital society and economy and are holding back the large multiplier effect of ICT take-up to productivity growth. This requires a coordinated reaction, with Member States and other stakeholders at its center.”* (European Commission, 2011).

Figure 2. ICT index and European Curricula for ICT

Countries	Rank 2011	IDI 2011	Rank 2010	IDI 2010
Korea (Rep.)	1	8,56	1	8,45
Sweden	2	8,34	2	8,21
Denmark	3	8,29	3	8,01
Iceland	4	8,17	4	7,96
Finland	5	8,04	5	7,89
Netherlands	6	↑ 7,82	7	7,6
Luxemburg	7	↓ 7,76	6	7,64
Japan	8	7,76	8	7,57
UK	9	↑ 7,75	14	7,35
Switzerland	10	↓ 7,68	9	7,48
Hong Kong, China	11	↑ 7,68	12	7,39
Singapore	12	↓ 7,66	10	7,47
Norway	13	↓ 7,52	11	7,39
Macao, China	14	↓ 7,51	13	7,38
US	15	↑ 7,48	16	7,11
Germany	16	↓ 7,39	15	7,18
New Zealand	17	↑ 7,34	18	7,03
France	18	↓ 7,3	17	7,08
Austria	19	↑ 7,1	22	6,74
Ireland	20	↓ 7,09	19	6,99
Malta	26	↑ 6,69	28	6,3
Spain	28	↓ 6,62	27	6,31
Italy	29	6,28	29	6,13
Bulgaria	51	5,2	51	4,87



Another important issue perceived in the European policies of ageing and ICTs is related to the target group considered by the European Commission, the elderly. This focus is wise because it allows industry to start developing specialized products adapted to their needs. These products will be very integrated in our society during next decades. However, as it was stated before, ageing process is a responsibility of each individual since his youth. The promotion of Active and Healthy Ageing must take into consideration all the age groups of society and their needs. This is why European policies should highlight the dissemination of information and

training in health and e-Health through different contexts, not only in health or primary health, but also in family models and education.

3.2 Other barriers to innovation perceived by the European Commission

SEACW project agrees with the EIP AHA on the next limitations to European Innovation:

- ➔ Lack of funding for the implementation stage of novel solutions
- ➔ Lack of integrated reimbursement decision-making
- ➔ Adoption of European technical standards for better interoperability
- ➔ Standards regarding the quality of products
- ➔ Single EU patent
- ➔ Need of definition and implementation of the concept "design for all"
- ➔ Common approach to professional training by offering a platform to share knowledge on skill needs in AHA
- ➔ Training on ICT products related to Active and Healthy Ageing
- ➔ New skills to take care of older people
- ➔ Exchange and recognition of good practices among older people

BARRIERS TO INNOVATION

In addition to the mentioned points, the EIP AHA identifies other limitations to the European innovation processes. These limitations are divided in the next points:

- ➔ Funding issues
- ➔ Evidence issues
- ➔ Institutional framework condition issues
- ➔ End-user's involvement issues
- ➔ Other

Funding

1. Different funding bodies with different priorities
2. Lack of funding
3. Funding only covers part of the innovation process

Evidence issues

1. Lack of evidence for the benefit of specific innovation
2. Evidence of the benefits of innovation is scattered and it is hard to get an overview

Institutional framework conditions issues

1. Patent environment
2. Complex or unclear regulations or lack of regulations
3. Lack of standards
4. Public authorities are not willing enough to buy novel solutions

End-user's involvement issues

1. Lack of training for end-users
2. End-user's resistance to new ideas
3. End-users are not involved closely enough in the development and use of new innovative solutions

Other, including health and social care systems

1. Health and social care systems
2. Other

Involvement of health and social care professionals training in the use of new technologies:

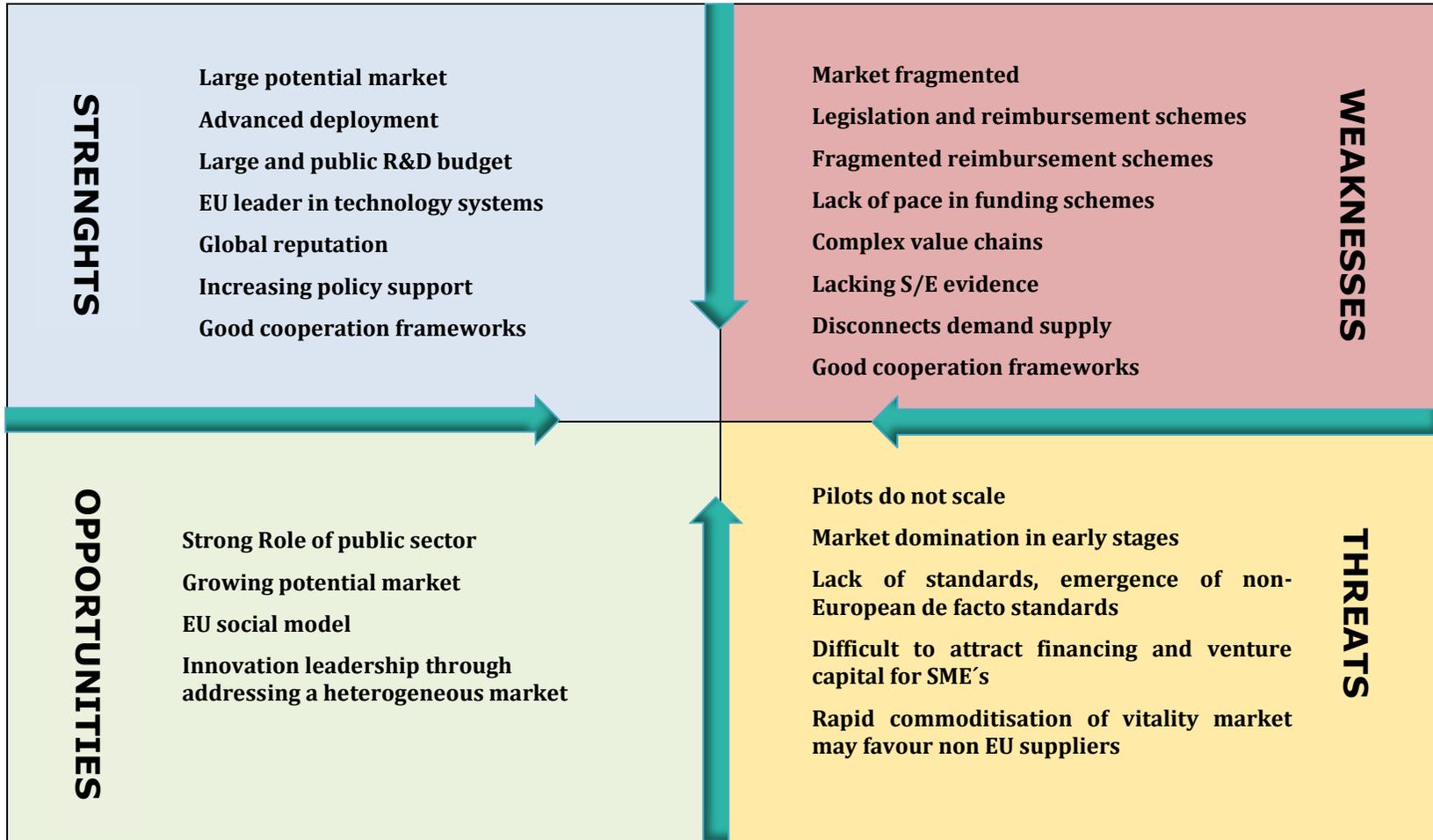
- ➔ Need to improve older patients' health literacy
- ➔ Inadequacy of certain innovations to meet the real needs of older people
- ➔ Negative stereotype about older people, discrimination
- ➔ No evidences on impact for healthy ageing
- ➔ Holistic perspective in Horizon 2020: demographic shift is not only health-related
- ➔ Integrated approach of social sciences ignored within H2020
- ➔ Better understanding on Ageing processes

For SEACW project, these limitations and needs are good for promoting an Active and Healthy Ageing through ICTs, but as it was discussed in the last point, they are not enough for a holistic point of view for this social challenge.

3.3 SWOT Analysis of the European policy framework concerning Active and Healthy Ageing through ICT

In order to provide an added value to this report, the SEACW team has decided to include a SWOT analysis to try to identify what solutions could the project provide to the European policy framework. This SWOT analysis is based in the previous one defined by the DG Connect concerning Active and Healthy Ageing framework.

Figure 3. SWOT Analysis DG Connect: Active and Healthy Ageing



4 POLICY FRAMEWORK ADDRESSED BY SEACW

As stated in the DoW (page 96), SEACW project addresses several EU initiatives. The project contributes to these EU objectives through its activities with the broad target groups, dissemination, allied entities, and multipliers. Among the list of initiatives addressed, we can list the next:

4.1 ICT PSP 2012

The main objective of ICT PSP 2012 was to promote an extended uptake and best use of ICT and digital content by citizens, governments and businesses, in particular SMEs. This objective was aimed to:

- ➔ Overcome hurdles that hinder the advancement of an information society for all.
- ➔ Develop pan-European, ICT-based solutions and services, most notably in areas of public interest.
- ➔ Through the greater uptake of such ICT services, to open a wide range of new business opportunities, in particular for innovative SMEs.

SEACW will contribute to the objectives of the Work Programme with the development of the first European Ecosystem which integrates active and healthy ageing and e-inclusion. Through this Ecosystem a wide set of target groups of users will interact through several means and tools. In addition, training and information to build professional skills and foster digital inclusion and awareness on active and healthy aging (AHA) will be provided.

4.2 Europe 2020 Strategy for Smart, Sustainable and Inclusive Growth: the Europe 2020 Flagship Initiatives:

European Commission identified 7 flagship initiatives to boost growth and jobs, most of them were presented by the Commission in 2010. These were:

- ➔ **Smart growth:** Digital agenda for Europe, Innovation Union and Youth on the move
- ➔ **Sustainable growth:** Resource efficient Europe, An industrial policy for the globalisation era
- ➔ **Inclusive growth:** An agenda for new skills and jobs and European platform against poverty

The project contributes to the strategy by providing training and capacitation in ICT for social inclusion agents, elderly and their carers and trainers, training and giving awareness to relatives and citizens, tools to help to integrate and participate in society. Also, it has user-friendly ICT contents, methodologies, tools and services. In addition, the Ecosystem will promote business in this field. With the exception of Resource efficient Europe and An industrial policy for the globalization, the project contributes to all the flagships. Following are a summarized explanation for each of them:

4.2.1 Digital Agenda for Europe

In May 2010, the European Commission adopted the Digital Agenda for Europe (DAE), a strategy to take advantage of the potential offered by the rapid progress of digital technologies.

The Digital Agenda identifies 13 key performance targets to show whether Europe is making progress in this area. The project addresses following objectives:

- ➔ Internet use: the platform is internet based and will promote the use of digital tools through it.
- ➔ Internet use by disadvantages groups: older people and social groups under risk of exclusion will be target groups of this project.
- ➔ Internet regular use: tools for regular life will be part of the training, regarding this objective, daily monitoring tools and apps will be provided for users.
- ➔ SME selling on line: partners will sell their products (tools) and services (help and training) for potential pupils and customers, in addition, three partners of the consortium are SMEs.
- ➔ SME buying on line: healthcare SME, like small care centres and residences for old people will buy products and services, and will offer their products and services in the Ecosystem.
- ➔ Citizens buying on line and citizens buying on line cross border: the Ecosystem is not only oriented to older people and care givers , but also to all citizens, and there will be training products for them available to buy-things like training and ICT tools for anti-ageing, well-being, society ageing and other topics related to the objectives of the project

4.2.2 Agenda for New Skills and Jobs

This flagship aims to ensure that people acquire the skills needed for further learning and the labour market through general, vocational and higher education, as well as through adult learning. Within this flagship, the project contributes by the development of a new profession: “ICT and active and healthy ageing professional social inclusion agent”

“The European Employment Strategy (EES) has a range of actions and guidelines targeted at older people, including measures calling for improved (occupational) health status and incentives to remain in work and discourage early retirement. The guidelines also promote social protection systems that are based on financial sustainability, so as to support participation and retention within the labour market and longer working lives.”

In order to provide solutions to keep elderly active at work and into society, SEACW will give them training in ICT and digital literacy, including tools and apps. Information on volunteering and associative institutions for elderly will be provided, including a Social Network to promote social relations among them.

4.2.3 European Platform against Poverty

It proposes the development of innovative education for deprived communities in order to enable those experiencing poverty and social exclusion to live in dignity and to take an active part in society.

The certification system of SEACW, based in the creation of a new job based in the promotion of active and healthy ageing through ICTs will develop interesting skills for citizens in areas as health, social inclusion and ICTs. This profession will be needed during the next years because of the population ageing trends showed by Eurostat. Many unemployed citizens could benefit of this training, acquiring important skills.

4.2.4 Youth on the Move

Are policy initiatives in education and employment for young people in Europe that aim to improve young people’s education and employability, making education and training more relevant to young people's needs.

One of the targeted user groups of the project is the segment of the population between 20 and 30 years of age (see B1.1). They will receive information and training in this new knowledge and new jobs in ICT and active and healthy ageing and they can acquire the skills for these jobs; also they can receive intergenerational motivation, information, training and tools that can open new career paths and opportunities.

4.2.5 Innovation Union

Innovation Union Promotes excellence in education and skills development in order to ensure future growth from innovation in products, services and business models in a Europe faced with an ageing population and strong competitive pressures. Within this, the initiative Active and healthy ageing is directly addressed by the project:

“Active ageing features as part of the flagship policy – Europe 2020 – a strategy for smart, sustainable and inclusive growth, as announced on 3 March 2010 (5). This growth strategy for the coming decade stressed the ‘importance of the European Union’s ability to meet the challenge of promoting a healthy and active ageing population to allow for social cohesion and higher productivity’.”

4.2.6 European Year for Active Ageing and Solidarity between Generations.

Ref Eurobarometer: *“In response to demographic challenges being faced within Europe, the European Union designated 2012 as the European Year for Active Ageing and Solidarity between Generations. The overall objective of the European Year is to facilitate the creation of an active ageing culture in Europe based on a society for all ages. As Europeans live longer and healthier lives, governments are looking for ways to involve older persons more in society and to keep them active.”*

The project will foster initiatives and create an active ageing culture among European citizens not only with the services offered, but also with the relation among users and stakeholders within the Ecosystem.

4.3 Intergenerational solidarity

The 2012 - European Year for Active Ageing and Solidarity between Generations declared:

“The year is intended to raise awareness of the contribution that older people make to society. It seeks to encourage policy-makers and relevant stakeholders at all levels to take action with the aim of creating better opportunities for active ageing and strengthening solidarity between generations”.

As stated in the DoW, this project looks toward solidarity between generations, because it offers training and tools for all age segments, aiming for comprehension of the ageing process by all of these segments and for awareness of the contribution that older people make to society: *old people themselves must be aware of their value and be motivated to contribute; mature people will be aware of the economic advantage of incorporating older people into society and will be conscious of the importance of ageing damage prevention for themselves; and young people will learn solidarity by working with older people and begin active ageing and health practices from an earlier age- we must not forget that these young people will be older in 2050 and we must look after their future quality of life from now on.*

Inter-generational solidarity and cooperation was included as an explicit aim for the functioning of the EU in the Treaty of Lisbon, and though it has been supported with several initiatives, it is not yet launched as such.

The Eurobarometer for AHA refers to another Eurobarometer Survey from September and October 2011 that found few real opportunities for cooperation between generations: *“This lack of contact and interaction may increase the risk of conflict between generations: younger people might feel they are facing the burden of paying for the pensions and long-term care of increasing numbers of older people, while older people might feel vulnerable or marginalised by changes in society (for example, through the rapid pace of technological change).”*

The project gives place and a vehicle for this cooperation. In fact, it strongly fosters it, both with training and tools, sharing the platform with social relations for individuals- e-learning forums, chats, discussion groups, social media, and connection to social networks.

The name of the project ECOSYSTEM implies that members of all generations- all groups of users- can interact in various ways through several media: TV, mobile devices, and direct web tools. Also, the ECOSYSTEM allows all users to learn, communicate, interact and have an online presence. They will be able, for instance, to access job offers, news, innovation etc.

4.4 Elderly social inclusion

Also, the 2012 - European Year declares that *“Active ageing means growing old in good health and as a full member of society, feeling more fulfilled in our jobs, more independent in our daily lives and more involved as citizens. No matter how old we are, we can still play our part in society and enjoy a better quality of life. The challenge is to make the most of the enormous potential that we harbour even at a more advanced age”*.

ICT is a recognised way of participating in today’s life: Internet, Communications technologies, SW applications for work...; physical force is no longer required, but ICT handling is a must. SEACW will take all these objectives and challenges as inspiration for the contents of both training and tools. It is not only training, but motivating and capacitating for ICT use.

As it is established in Eurobarometer Special Survey on Active and Healthy Ageing:

“The European Union designated 2012 as the European Year for Active Ageing and Solidarity between Generations on 23 September 2011. This initiative aims to:

- ➔ Help create better job opportunities and working conditions for the growing numbers of older people in Europe;
- ➔ Help them play an active role in society
- ➔ Encourage healthy ageing and independent living.

The areas in which European Year 2012 seeks to promote active ageing are:

“Employment – as life expectancy increases across Europe... We must give older workers better chances in the labour market”. ICT capacitation is a wonderful way

“Participation in society –. The European Year seeks to ensure greater recognition of what older people bring to society and create more supportive conditions for them”. Through the dissemination and promotion activities, the project will significantly contribute to recognition of what older people bring to society and create more supportive conditions for them.

“Independent living – Active ageing also means empowering us as we age so that we can remain in charge of our own lives as long as possible”. Many helps are based on ICT, so it is necessary to know how to use them.

To those areas, the project contributes providing training and capacitation in ICT for older people, training and capacity for their care givers, training and awareness to their families and citizens, and tools to help them to integrate and participate in society.

4.5 Adult learning

On the learning side, the European Commission declares that *“adult learning is a vital component of EU education policies, as it is essential to competitiveness and employability, social inclusion, active citizenship and personal development across Europe. The Europe 2020 strategy for smart, sustainable and inclusive growth acknowledges lifelong learning and skills development as key elements in response to the current economic crisis, to demographic ageing and to the broader economic and social strategy of the European Union”* (Council Resolution on a renewed European agenda for adult learning, 2011/C 372/01).

“Now the challenge is to provide opportunities for all, especially the most disadvantaged groups who need learning most”.

The Council Resolution continues: *“The crisis has highlighted the major role which adult learning can play in achieving the Europe 2020 goals, by enabling adults — in particular the low-skilled and older workers — to improve their ability to adapt to changes in the labour market and society. Adult learning provides a means of up-skilling or reskilling those affected by unemployment, restructuring and career transitions, as well as makes an important contribution to social inclusion, active citizenship and personal development”.*

SEACW is addressed to giving learning opportunities to all target groups, including these disadvantaged groups.

4.6 UN CONVENTION ON THE RIGHTS OF PERSONS WITH DISABILITIES.

The convention states that its *“purpose is to promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities, and to promote respect for their inherent dignity. Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.”*

The project is not addressed specifically to disabled people, only in a part, when we refer to the target user group of dependent elderly, that is, older disabled people in this case. Also, very old people could be considered as disabled, if they have physical and sensory impairments, though we don't like to call them disabilities; getting old is neither an illness nor a disability; old people just need adapted help.

The more disabled elderly are in fact a target subgroup and they will be considered, with their needs. The project provides information on their social role, their needs, etc. and will give them information; training and tools specifically tailored to them (see table 5, page 24).

With regard to the principles of the Convention, the project promotes respect for inherent dignity, individual autonomy, non-discrimination, full and effective participation and inclusion in society, accessibility, and equality of opportunity (for learning, working, etc.) for these elderly potentially disabled people.

Also, the project contributes to the General obligations of the States; in particular, the project contributes to the obligations in the field of care and the inclusion of the elderly:

- ➔ To undertake or promote development of universally designed services, equipment and facilities, with adaptation to the specific needs of a person with disabilities, to promote their availability and use, and to promote universal design in the development of standards and guidelines;

- ➔ To undertake or promote development of, and to promote the availability and use of new technologies, including information and communications technologies suitable for persons with disabilities
- ➔ To provide accessible information to persons with disabilities about aids, devices and assistive technologies, including new technologies
- ➔ To promote the training of professionals and staff working with persons with disabilities in the rights recognized in the Convention so as to better provide the assistance and services guaranteed by those rights.

Moreover, the project contributes to Awareness-raising, with following contribution in the field of the elderly:

- ➔ To promote awareness throughout society, including at the family level, regarding ageing and the elderly (persons with disabilities), and to foster respect for their rights and dignity;
- ➔ To combat stereotypes, prejudices and harmful practices relating to persons with disabilities, including those based on age, in all areas of life;
- ➔ To promote awareness of the capabilities and contributions of the elderly (persons with disabilities).

Measures that are considered in the Convention that the project tackles are: population awareness campaigns, positive perceptions and greater social awareness towards elderly (persons with disabilities); recognition of the skills, merits and abilities of elderly (persons with disabilities), and of their contributions to the workplace and the labour market and specially Promoting awareness-training programmes regarding elderly (persons with disabilities) and the rights of persons with disabilities.

Also, the requirements on Education are covered by the project: the development by elderly (persons with disabilities) of their talents and creativity, as well as their mental and physical abilities, to their fullest potential, by means of information and training on ICT and active and healthy ageing in the ecosystem, and enabling persons with disabilities to participate effectively in a free society. Also, the ecosystem will train professionals and staff who works with the elderly and the training shall incorporate ageing consequences (disability). A special contribution of the project is: that elderly (persons with disabilities) are able to access adult education and lifelong learning without discrimination and on an equal basis with others...

In the field of Work and employment, the project contributes to ensure that elderly (persons with disabilities) have effective access to vocational and continuing training and to the promotion of employment opportunities for elderly (persons with disabilities) in the labour market, as well as opportunities for self-employment, entrepreneurship, development of cooperatives and starting one's own business;

With respect to Participation in cultural life, recreation, leisure and sport, the project promotes access to the Internet as a way of learning and communicating, and provides training for Internet use and Social networking, and cultural materials (information) in accessible formats

Finally, regarding International cooperation, we must consider that this is an international project, and that the Ecosystem will have a global scope.

4.7 EUROPEAN DISABILITY STRATEGY 2010-2020

Is the strategy to break down the barriers that prevent persons with disabilities from participating in society on an equal basis, launched on 15 November 2010.

In this case, the consideration is the same: elderly and especially very old people can be considered somehow disabled, and dependent elderly in fact are.

This project contributes to the strategy because it empowers the elderly and elderly with disabilities so they can enjoy some of their rights, in particular they can have access to information and training through Internet and ICT use and access to active and healthy ageing knowledge.

Also the strategy declares that its measures will not only have societal benefits, but also will produce an effect on Europe's economy. SEACW promotes business in products and services for elderly and active and healthy ageing

Among the main actions of the strategy, the project addresses mainly Participation (an accessible website), cooperation between Member States (6 in this project), Awareness-raising, and Data collection on successful support structures put in place by Member States at national level.

The strategy includes a list of concrete actions and a timetable. Among these actions, the project contributes mainly to:

1. ACCESIBILITY:

Support independent living of persons with disabilities and older persons under the innovation partnership "Active and healthy ageing" of the Innovation Union flagship initiative, with timetable 2011-2015

The contribution of the project to this action has been already explained

2. PARTICIPATION

Specific objective: to have full access to cultural, recreational, leisure and sports activities, action, promote the access of people with disabilities to cultural materials and events

The project promotes access to the Internet as a way of learning and participating in social and cultural life, and provides training for Internet use and Social networking, and cultural materials (information) in accessible formats

3. EMPLOYMENT

Specific objective: Encourage social entrepreneurship

The project encourages to entrepreneurship for elderly (self-employment) and for all people as professionals in ICT and active and healthy ageing, and includes training on entrepreneurship.

4. EDUCATION AND TRAINING

Improve the e-skills of persons with disabilities

The contribution of the project to this action does not need to be further explained; it is one of the main activities in the ecosystem and has been widely explained.

5 CONCLUSIONS OF THIS DOCUMENT

According to what analysed along this document, SEACW project aims to provide services that are aimed to fill those gaps left by the AHA/ICTs policy framework. Those services/products are summarized below.

Thus, the services described are a result of the policy framework analysis, where SEACW products and services attempt to cover the weaknesses detected. Hereinafter, SEACW services shall not be seen as a large compendium of services, but also as set of strategies precisely aimed to challenge the socioeconomic context, and the to fill the gaps left by the AHA/ICTs policy framework.

1. Two concepts are key for this project: on the one hand, the promotion of active and healthy ageing; on the other, the extension of the use of ICTs. Both concepts are integrated in a single project that will focus on social inclusion agents as potential multipliers of the promotion of enlarging the healthy lifespan through ICTs.
2. Social inclusion agents are mainly focused on the care and integration of groups under risk of social exclusion; these groups are specially affected by the Digital Gap and many times they face health troubles without resources. Elderly are the main group placed out of the benefits provided by ICTs. Social inclusion agents are understood by SEACW project as a bridge for them in the use of digital technologies.
3. Thus, social inclusion agents will have the possibility to upgrade their knowledge towards the promotion of active and healthy ageing and use of digital tools. But in addition, their skills in the field of inclusion of elderly will be also reinforced. A framework of competences has been developed in order to identify a training certification system that will create a new certificated profession; this will be possibly named "*Social Inclusion Agent for the Promotion of Active and Healthy Ageing through ICTs*". This profession will be a new area of employment aimed to cover social needs derived from the population ageing processes.
4. In addition, specific tools have been developed for social inclusion agents: apps for users monitoring (Deliverable 5.4) and the Ecosystem itself. The Ecosystem will include a social network in order to interconnect all the stakeholders in the area of ageing, giving them the possibility to create a unique vision around AHA, sharing good practices and knowledge among them. Society will be able to accede to special information on active and healthy ageing and specific tools for its enhancement, including the possibility to interact with professionals and experts on this field. Special attention will be given to the promotion of intergenerational relations among the SEACW's social network.
5. Mentioned training for social inclusion agents will be too available for all the citizens willing to obtain certificated training in this area, extending with it the digital capabilities among European population and training and information in health and e-health.
6. SEACW will focus on creating and integrating multidisciplinary points of view around the topic of active and healthy ageing. Both scientific and policy framework will be integrated within the Ecosystem, trying to reach consensus on a single vision of AHA.
7. Stakeholders (industry, public sector, companies, experts, etc.) on this area will be invited to actively participate in the Ecosystem as producers of knowledge that will be of the interest of public institutions on this field. In addition, final users will have the

chance to directly specify their needs through the Ecosystem and their thoughts about the products and services for Active and Healthy Ageing offered.

8. In order to cover standardization issues, SEACW will create a model of certification for those technological developers of software focused on Active and Healthy Ageing (“technological volunteers”). Following the criteria of this process, apps and products will obtain the SEACW stamp. The consortium will reach CEN in order to get an accreditation of this certification process. Within this certification, SEACW stamp will cover the following software features:

- ➔ Quality
- ➔ Interoperability
- ➔ Design for all

More information on this standardization system is provided in Deliverable 1.3 (pages 12 to 16).

Information gathered in the Ecosystem about users will be shared with public authorities; always protecting the privacy of users, in order to get information on the benefits for the quality of life obtained using SEACW and its tools.