

 <p>Project Title:</p> <p>Network for the Market uptake of ICT for Ageing Well</p> <p>AgeingWell</p> <p>Grant Agreement no. 297298</p>	<p>Deliverable reference:</p> <p>D1.1</p>	<p>Date:</p> <p>09/01/2012</p>
	<p>Title:</p> <p>Network code of ethics and statutory documents</p>	
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<p>Classification:</p> <p>Dissemination Level: Public</p>		
<p>Abstract:</p> <p>This document was designed by the network partners to act as a Commitment Agreement for future members. It aims to provide a definition of our common objectives, some specific guidelines governing current working relationships, and a summary of broad areas in which future cooperation is expected to bring mutual benefits.</p> <p>This document shall be signed by all future members joining the network through our network enlargement procedure, as a proof of their commitment and acceptance of the principles guiding the AgeingWell network.</p>		

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1 Introduction

1.1 Background

The aim of the AgeingWell Network is to **build and animate a European network focused on improving the quality of life of Elderly People by promoting the market uptake of ICT solutions for Ageing.**

To achieve its aim, the following five **main objectives** of the AgeingWell project are:

- **Develop** guidelines for deployment and sharing of best practice between key competence centres;
- **Build** an ICT for Ageing Knowledge Centre with the aim to share the results with the Ageing Well Community;
- **Develop** an ICT for Ageing Society Strategic Agenda, with the aim of providing a study on options for future structure and implementation of EU innovation funding;
- **Promote** the European innovation reinforcement between innovative ICT industries & Ageing (in particular SMEs) and Venture Capital firms, Business Angels and other;
- **Raise awareness** within the European community of ICT & Ageing stakeholders through soft measures (web-based communication), and hard measures (organization of 3 international events and 11 national events).

1.2 Summary

*This document is an agreement between the **AgeingWell** partners.*

The Parties have prepared this Commitment Agreement to provide a definition of their common objectives, some specific guidelines governing current working relationships and a summary of broad areas in which future co-operation is expected to bring mutual benefits.

To establish itself as the Network for the Market uptake of ICT for Ageing Well, the **AgeingWell** Network has adopted a Code of Ethics.

The Code of Ethics has been designed by the network members and it is made up of four elements:

- A Mission Statement
- Core Actions
- Codes of Conduct
- Good Practices Procedures

The aim of AgeingWell network is to build and animate a European network focus on improving the quality of life of Elderly People by promoting the market uptake of ICT solutions for Ageing Well.

Each member of our network should adopt, on a voluntary basis, the **AgeingWell** Code of Ethics. Through its acceptance, the Network will ensure that their staffs share the same important values and will create among its members a strong and sustainable partnership.

Mission Statement

The AgeingWell mission is to create a network composed by experienced organizations in ICT for Ageing well, covering the industry, user organizations, public authorities, investors, housing and insurance companies and ICT solutions providers that will share and animate an interactive online platform, sharing a vision of “Market uptake of ICT for Ageing Well”.

2 Our core actions

The AgeingWell network will strive to achieve the following specific objectives:

- **Objective 1:** Develop guidelines for deployment and sharing of best practice between key competence centres as identified in the call text
- **Objective 2:** Build an ICT for Ageing knowledge Centre with the aim to share the results with the AgeingWell Community.
- **Objective 3:** Develop an ICT for Ageing Society Strategic Agenda, with the aim at providing a study on options for future structure and implementation of EU innovation funding, by presenting and comparing the impacts of different options for the post 2014 EU funding programmes for innovation-related activities.
- **Objective 4:** Promote the European innovation reinforcement between innovative ICT industries & Ageing (in particular SMEs) and Venture Capital firms, Business Angels and other.
- **Objective 5:** Raise awareness to European community of ICT & Ageing stakeholders.

The success of our network will be based on our capacity to successfully achieve the expected outcomes, such as:

- **Setting-up the network** – “Network code of ethics and statutory documents” and “Operational Manual for the Network Members”;
- **Preparing a Guidelines Handbook** – with information about: “Macro and micro environment for ICT & Ageing”, “ICT market barriers in ageing business and mitigation measures to overcome the barriers”, “Public funds road-map at European and National level” and “Private funds road-map at European and National level”;
- **Launch an AgeingWell portal with a Knowledge Centre** with key information on, “Database of EU funded projects”, “Database of National and Regional Initiatives”; “Good Practices handbook with 40 successful good practices”; “Opportunities for investors”; “key documentation” and “Profile of the most active national and European Venture Capital firms, Business Angels and other private equity”;
- **Create an AgeingWell business Community** - animate a business community, composed of SMEs (start ups or well established mature companies) having similar interests and characteristics in terms of needing capital investment to develop business projects and have access to finance;
- **Produce an ICT for Ageing Society Strategic Agenda** - aims to inform policy making (national and European level) and influence the content of the Government’s of ICT for a Positive Ageing Strategy, by identifying sharing the key issues that are likely to emerge and proposing options for change to be considered by policy makers;
- **Organise 3 international events and 11 national events;**

We aspire to be a network of professionals. As a consortium we gather a broad knowledge of ICT for Ageing well, covering the industry, user organizations, public authorities, investors, housing and

insurance companies and ICT solutions providers. We follow best practice standards in all our dealings with both network partners and users. We will use every opportunity to build the network, embrace best practices, and encourage the support of **AgeingWell** colleagues.

We aspire to build trust amongst network members through our behaviour and responsiveness and to carry out our work with enthusiasm and appreciation. We will not take things for granted. We will champion the **AgeingWell** network and make it not just the largest ICT for Ageing Well network but also a Network of Excellence in terms of quality in the delivery of our services.

3 Our code of conduct

The adoption of Codes of Conduct is increasingly becoming recognized as a key means to increasing transparency and Good Practices. Codes of Conduct are important to set the background and rules for professional and ethical behaviour for all those who are involved in the network and to indicate to third parties the standard to be expected from the **AgeingWell** Network.

Building ... Value and Credibility

- Integrate motivated and suitable Associated Members
- Offer realistic services
- Deliver on practice-oriented promises
 - Be professional: serious, responsive and committed

Building ... Trust & Enthusiasm

- Reply promptly
- Provide complete and correct information
- Maintain an up-to-date status

Building ... Effectiveness and efficiency

- Build Excellence
- Contribute to the continuous development of Excellence in the network
- Provide complete and correct information on time
- Share Best Practices

4 Good Practices Procedures

Good Practice Procedures (GPPs) help standardize and professionalize the way we work as a network and also the range of services we offer our clients. The following GPPs can be found in our Operational Manual:

- Regular and consistent animation of the network;
- Organisation of events with a consistent level of quality and relevance;
- Perform and report the network activities in a consistent way;
- Monitoring, managing and reporting effectively on own performance;
- Win-win cooperation among the consortium and also involved actors from the ICT and Ageing sector.

5 Bad Practices

We should eliminate the following Bad Practices from the network, in case we notice that there are some, as such behavior is unacceptable in a Network of Excellence (non exhaustive list):

- Not responding to a specific email from a network colleague;
- Not providing the full information required when responding to a requested;
- Asking for more information without being specific;
- Not making time for the network partners and supported ICT and Ageing actors;
- Cancelling event participation without notice;
- Operating independently: pursuing your own objectives at the expense of the rest of the network;
- Offering unrealistic services to ICT and Ageing actors.

6 Statutory guidelines to achieve quality

In order to achieve quality within the network activities, the **AgeingWell** network will prepare a series of documents aimed at supporting the partners who will perform them.

The network Quality Assurance plan (Deliverable 1.5) presents the Management structure of the project, but also the tasks/steps involved to ensure quality in the preparation and release of documents.

Similarly, the Operational Manual for the Network Members (Deliverable 1.2) will act as a guide to provide the partners with valuable indications for the successful conduction of activities within the network, namely regarding:

- Organisation of events
- The appropriate use of the network website
- The performance and reporting of actions to be carried out by the partners

With a view to achieve quality, the partners agree to use the referred documents whenever possible and guarantee the quality of the information they will provide to the network, and the events they will organise to promote the network.

7 Potential future developments

The parties recognise that many opportunities exist for future developments and may well include activities of the following types:

- I. **Ensuring the AgeingWell network sustainability:** that is, making sure it continues to deliver benefits to the beneficiaries and/or other constituencies for an extended period after the Commission's financial assistance has been terminated.

This will only be possible if the partners manage to build and maintain a pan-European community of Stakeholders, and User Associations active, build a successful business model for the network, and conduct the network enlargement efficiently.

- II. **Establishing fruitful collaborations with other projects/initiative revolving around the topics of Ageing and ICT:** in practice, creating synergies with other entities which can pass by the co-organisation of events or workshops, but also through the mutual promotion of our respective initiatives. Establishing the **AgeingWell** network as a partner of choice in the sector will be essential and can only be achieved through a coherent and professional work ethic. The positive reputation and consequent visibility we seek to obtain should naturally come as a result.

8 Implementation of the code of ethics and statutory guidelines

Once we have agreed on the content and on every detail of the Code of Ethics and statutory document, its implementation will be the next step.

This document is flexible and broad enough to fulfil the disparate requirements and working practices of the **AgeingWell** network. It provides also the necessary freedom for the PARTNERS to adjust these measures to their own reality.

However, as it has already been stated, quality will not happen just because this document is introduced. If the guidelines defined are not applied in the correct way, no matter how good it appears in theory, it will fail. Most models fail because there is no commitment to improve implement the guidelines defined, which is what motivated to develop this document.