



HOST Project Final Conference

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Summary REPORT



Edited by Francesca Zaganelli

You may access the Host Project website at <http://www.host-aal.eu/cms>

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INTRODUCTION

“There are three main reasons why we are here today. The first, who works in this sector knows that Europe is the oldest continent in the world. We are ‘champions in being’ old and we know that being old will be one of the main shaping points of the 21st Century and it will be one of the elements that will affect the competitiveness of the state. But age is neither a handicap nor a disease. The second reason is that Host integrate perfectly in Europe 2020 strategy on inclusive growth and in the social investments package of the European Commission according to which all euros invested should be at the service of growth. [Third] today’s challenge is to establish how it is possible to move from the evaluation of the efficiency of direct and indirect experimentations to a collective strategy of public policy.”

Muriel Boulmier, Chair of CECODHAS Housing Europe Ageing Working Group



PRESENTATION OF THE AMBIENT ASSISTING LIVING (AAL) JOINT PROGRAMME

by Karina Marcus, Director of the Central Management Unit of the AAL Programme

The Host project is part of the Ambient Assisting Living (AAL) Joint Programme funded by the European Commission to “promote better quality of life for elderly citizens, strengthening the industrial base in Europe and using the Information and Communication Technologies (ICT). Something well reflected in the Host project”.

To success in improving the quality of life of people it is necessary to:

1. Involve end-users and Small and Medium Enterprise (AAL involved around 40 to 50% of SMEs) in order to improve the possibility of the project to go into the market and have an adoption of the solutions either in the housing system or in a care giver, social security system.
2. Try the solutions in order to understand if they really work. The AAL project has set up 6 supportive activities to improve the chances of the project to be successful in Europe, such as “Action 1: **AAL2Business**: to bring their developed solutions to the market within 2 to 3 years after the end of the funding period”.

For more info visit the website at <http://www.aal-europe.eu/>



PRESENTATION OF THE HOST PROJECT

by *Philippe Derumigny, Director of the Opac du Rhône*

The context

“The extension of our life expectancy plays a significant part in the housing needs of older people with other problems such as isolation, health, insecurity or even poverty, it is for this reason that social housing organizations in Europe, which accommodates nearly 27 million households, are working to provides answers adapted to the different needs”.

The host project is based on three social housing providers in Italy, United Kingdom and France. The French generalist model of social housing, representing 20% of housing stock and addressing potentially 70% of households and the Italian and English special models addressed to a more sensitive public in terms of social or economic fragility, including the elderly. The English model represents 20% and the Italian model represents 5% of the social housing package.

Three key points of the Host project:

- Modernize the housing supply for senior people: strengthen the housing supply and adapt it to the demand and explore how technology developments can help us to improve the quality of rendered services.
- Breaking the digital divide for public social housing: there are more technologies but also a big digital divides especially concerning elderly and disadvantaged groups. Demographic and economic challenges that the social housing providers cannot ignore as they are key actors in bringing social cohesion and helps to fight against social exclusion.
- Cooperation and experimentation are keys to innovation: this project allowed the dialogue between businesses, institutional and University research centres. They have different and complementary visions. It is dialogue and mutual listening that allows more than ever a shared outcome [as well as] become aware of ageing as a fundamental aspect of social inclusion”.

Host Project in Figures

Duration: 3 years

10 partners from 4 countries (France, Italy, UK and Spain)

Involved users:

- 20 elderly from the Nottingham housing Association in the UK.
- 20 elderly in 6 different places from all around Italy.
- In France 60 elderly were involved in 2 stages, first in the co-design and second while deploying the experiment, involving 45 more people.

Total budget: 4.9 million euro

Funding required: 2.3 million euro

MAKING A BETTER QUALITY OF LIFE FOR THE ELDERLY POSSIBLE

by Imogen Blood, Director of Imogen Blood & Associates and author of the Report 'A Better Life: valuing our later years'

“Quality of life is shaped by the relationships we have in the community we live in and by the health problem we might develop. Being independent and being in control mean different things depend on people. [Technology] can allow you to retain your own space without going to the proper institutional structures and without affecting your relationships. From the point of view of the public space, we are witnessing constrains due to crisis and with technology, limited resources can be spent more effectively and people can be left in peace. [...] Technology can be a powerful way to build community for people that could be rather in risk of social isolation”.

Two main points:

1. Connecting people up is not just how we make services more effective. It is about how we can make life better.
2. Older people are not separate speeches, if we are going to make an ageing society work well for all of us we need to break down these barriers between us and them and promote a wider conversation about getting older. How and where we want to live in our later years and how can we work together, plan together, learn from each other in order to get there.

For a free download of the book, Blood, I (2013) A Better Life: Valuing our Later Years: <http://www.jrf.org.uk/publications/better-life-valuing-our-later-years>

*For more about Imogen Blood & Associates: <http://www.imogenblood.co.uk/>
Twitter: @ImogenBlood*



SUMMARY OF THE ROUND TABLES

Over 80 participants from a broad range of housing and other related sectors/stakeholders attended the conference. This report summarises five main points of discussion:

1. Success and difficulties of the co-design model used to involve elderly in the implementation and design of the technological tools
2. Direct experiences of 7 elderly who have participated in the workshops
3. Access into the market (estimated in 2 years) of technologies being nearly ready to use depends mainly on adapted experimentation and a large dissemination. Will the market conditions and social acceptance help this process of adaptation?

Potential of innovation coming from citizens could be further exploited through legislation and funding. The upcoming questions:

4. Are there more measures to be taken at the European and local levels which could help to facilitate this very local mobilisation?
5. Are there more measures to be taken at the European and local level which could help to facilitate and support health prevention, ageing and housing adaptation?



“There is no single type of elderly person, but there is only one figure: the human being” **Francoise Abry, Host project coordinator, Opac du Rhone.**

ROUND TABLE 1 - Success factors: co-design and effective needs assessment

The representatives of the Host Consortium were invited to share successes, obstacles and future purposes of the application of an innovative approach in the housing sector:

What has been the strongest point of the method you used to assess the needs of the seniors?

FRANCOISE ABRY, OPAC DU RHÔNE - “The point of [the co-design phase] was to ask the seniors about their everyday life, needs requests, and expectations before using any technological device. This bottom up approach is a key approach of the host project in each country. But how?”

PATRICK VINCENT, ERASME - “In France the co-design workshop has taken the form of local community building alternating real life meetings and online creations. [...] In one case, we originally asked people to imagine services coming with talking objects that could read their own messages, for examples, and the collective answer was “but object cannot talk, so it is pointless”. So we came to the next session with prototyped talking table with sensors and we plaid with it to imagine something that doesn’t exist”.

FILIPPO FABBRI, FINABITA - “In Italy the main point was to build this experience on national networks of Finabita housing cooperative and elderly associates of volunteers coordinated by the association AeA ‘Abitare e Anziani’ which gave us the opportunity to involve a large pull of different kind of hand users. [...] The use of video calls and e-messaging from our technological partners and daily direct feedback allowed us to improve constantly the applications all over Italy.”

MARK HEPWORTH, UNIVERSITY OF LOUGHBOROUGH - “In UK [the elder] people were drawing pictures and coming up with ideas, working together, laughing and having a very pleasant time [with] real practical benefits where the icons have been jointly created and were meaningful to the people that were actually using the service. The icons was a ‘tea and biscuits’ were people were coming together to talk. This method proved valuable sustainable and practical.”

If you have to work again on this project what would you like to change?

P.V. - “Tomorrow I should use more often this method. It brings in my mind an added value compared with the traditional working group.”

F.F. - “In Italy, in a next stage, we can use clearer case scenarios for examples through stages, videos, demonstrations, live demonstrations with other users that have already experienced this type of technology. In the host we could have started with basic tablets, with basic

functionalities and built there our system, this could have satisfied more needs at the beginning than later in the implementation phase”.

M.W. - “One thing we will change if we have the opportunity will be to involve the technical developers and the housing service providers much more actively in the participative design process”.

What was for you the major founding in this study?

P.V. - “We developed through co-design an application which is called “host communication” which is peer local social network where everybody is represented by face, even institutional people and everybody can build his own community and library. Each one is actively part of the network and peer care induced activity which means that everybody look or take care from each other which has a great value for social residential welfare as well”.

F.F. - “Not only elderly were curious and willing to experiment but they really were in need of this kind of technology to avoid social exclusion, because they are really old and at the end of the project not only they learned to use it but also they establish a new network of social relationships among users and with new care givers and technological partners”.

M.W. - “There are a lot of myths and misunderstanding about old people [...] Technical people think people in general do not know what they want, but it is not true: they know it, but they just need help in defining exactly what it is”.



“We are the elderly of tomorrow” Françoise Abry,
Host project coordinator, Opac du Rhone.

ROUND TABLE2 - Presentation of the experimentations: the users on stage

Seven users from United Kingdom, France and Italy were invited to report on their personal experiences.

What do you and your peers fear about being involved and participating in the host project? What does it mean for you?

GORDON WILKINSON (UK) – “I find that with the elderly people after health confusion is a problem and they couldn’t remember their contact for the surgery doctor but it was in the all system and I got it from there and contacted the doctor for them [...] Another problem is the television; if the television is not working they switch it off. Once they switch it over [...] then they have to relearn the system because it takes time before it is reset again. Having seen the demonstration at skype, they learned they have to wait”.

MICHELINE RANC (FRANCE) – « They gave us a room, empty, without windows and doors. They asked us: how do you see the apartment of the future for old people and handicapped. So we said ‘we need a door’[...] and we need windows, and ‘how would you design the windows?’ I said the windows should be very low otherwise the person in the wheel chair cannot see anything. »

GUY GENÈVE (FRANCE) – « I am the chair of the tenants’ organisation in our city. What was very interesting for us was that we were able to develop better relationships with the central head quarter of our organisation and between the different parts of our organisation. We were able to send emails because you cannot always contact the leader of the organisation on the phone. Thanks to the email we were able to follow the works, to discuss possible relationships problems between elderly people in our building. The project itself, as an elderly person it gave us some confidence, some stamina»

CLAUDETTE GENÈVE (FRANCE) - «It was quite interesting to involve us, to take into consideration that elderly people are still able to do something, to participate in this new technological world»

MARIA SPITALE (ITALY) – “We use internet at home, we have the tablet and the computer, but the tablet is much more useful because it gives you more mobility [...] You saw on the video¹, Leda and Maria, thanks to the tablet Maria will get some medical support. She will be supported by someone who goes to the doctor with her. So it is quite useful for these people who are living in isolation. Leda lives alone [...] Skype was a discovery for all of us. To be able to see the person you are speaking with, we were able to make new freindships. As Leda said the tablet is a friend of her”.

¹ Before the beginning of the Round tables a video presenting the Host project was showed to the public. The video was a collection of stories from Italian elderly who participated in the project. One of these ladies was Leda.

ROUND TABLE 3 - What comes next? Conditions for market uptake and social acceptance

THE POINT OF VIEW OF THE SERVICE PROVIDER

by Rossette Farrugia Bonello, Executive Director of the European Association for Homes and Services for ageing (EAHSA)

Life expectancy of the population in Europe is increasing and the 65+ age group that today represents 17% of the total European population is estimated to grow up to 44% by 2050 (i.e. 2 million persons per annum in the coming decades). This reality represents a challenge for the public and private care services to provide long term medical care towards more effective low-cost solutions that guarantee a better quality of life and person centred care. In 2010, the public health long term expenditure in EU was already very high. Europe is ageing, 50+ represent already 37% of the population, i.e. 190 million citizens.

While the number of elderly is increasing, the working age population, as a result of the lower birth rates, is shrinking, bringing another challenge at stake. In fact, the problem of long term care does not depend on ageing itself but on the relation of dependency that 'taking care of a person' implies. According to statistics the number of carer people available will lower. In 2050, it is estimated that the ration between workers and retired will be 2:1. Hence, we need to find alternative ways and more effective solutions.

Is there a market for ICT for all?

The use of ICT to empower the people will help them living a longer and independent life, lowering the pressure put on family carers, limiting the over restraining of long term facilities and tax on public budget.

For social inclusion everyone should benefit from ICT, especially for low income people who will be called "burden" in the long term care because they will move in the institutional care system in a very early age and use the service for a longer number of years.

Unfortunately the market is still too fragmented; all stakeholders are working on their own.

Technology is not a magic wand

ICT is not a 'magic wand' for social inclusion it may contribute to social isolation if it becomes a complete substitute for normal social interactions. It may come to be seen as a substitution rather than a complement of the social services. Face to face services could not be abolished; over reliance on ICT should be voided at all costs. ICT as to be considered as a way forward as long as the following sector are taken into consideration: enable and not replace, do things with and not for, not create dependency, not replace the human factor

It is time to act; it is time to get into the real world

60% of population over 50 years old in Europe feels their needs are not fully addressed by current equipment and services, technology lacks a design for all, benefits are not so evident, and many do not know how to use ICT.

To be more effective:

- The government must work with all the stakeholders including older persons themselves.
- Once the policy is in place the standardizations will follow and this will foster the market growth. Policy will also regulate the legal issues, not yet adequately clarified.
- Integrated care: ICT should be part of a care package which is person centred.

BEST PRACTICES:

3millionlives, in UK - The Ministry for care services in 2011 made clear the government commitment to work with industries to improve the life of 3 million people. The objective of the project is to work together over 5 years to develop the market and remove barriers, to create the right environment for industries to work and collaborate with the health and social care sector for a service integration and to promote benefit for ICT. With 60.000 people involved the project lead to an overall reduction of 108 £ per head.

Telecareplus, Malta - Its services, designed for person with special needs enable subscribers to call for assistance when required. This is an example of private public partnership because it is a government service applied by the private sector. Highly subsidised services with no administration fees, addressed to persons who are 60 years over, in possession of the pink form (people with low income) and who live either alone or with two or more elderly persons.

Sozialwerk, Germany - It is a non-profit company with a social purpose. It is an example of how the Technology cannot stand on its own, but should be part of public care and social services. The monthly fee for the service starts from 50 euros and covers technology, including analysis, consultations, regular review of the technology, etc...

THE POINT OF VIEW OF THE SOCIAL HOUSING PROVIDER

by Muriel Boulmier, chair of CECODHAS Housing Europe Ageing Working Group.

Who is going to pay?

In my country [France] where we have a strong tradition of social protection since the 2 world war, the Health Service sustains all the fragilities of our population. Thus, when we are approaching ICT and ageing within the health system it is normal to refer to the social security system or the local authority.

The real challenge for ICT is the Danish model which defines it as the self-responsibility of people who are ageing. But in a department like mine, South-West of France, where the elderly are 4 points more than the national average on age and resources are scarce, asking 25 euro per month in ICT services is unfeasible when pensions are 700 euro per month. Thus, the problem of ICT cannot be compared in the same way of more accessible environments.

ICT needs dialogue

Support is fundamental because first it allows an old person to say that it is capable of doing something and if we don't support him/her the first thing she/he will think is to not being able to do it. The dialogue breaks down the image of what is not feasible.

Older people live in an environment full of automatic system. I remember when I helped an 87 old men to get into his apartment. When we arrived at the door the key was substituted by a card and he didn't know how to use it. The young people who replaced the system have admitted they didn't look at it with the eyes of an 87 years old person. It is for this reason that the ICT should be consumed, tested by elderly and tried in real environment.

We are now at the very beginning of this process.

ROUND TABLE 4 - Can the EU and local authorities support the use of ICT for independent living?

THE EUROPEAN LEVEL, ROLE OF ESF IN PROMOTING INDEPENDENT LIVING

by Anne Marie Paraskevas, from the European Commission unit coordinating EU social funds

The ESF programming period for 2014-2020 will include older people in the following priorities and thematic objectives:

- “active and healthy ageing” under thematic objective 8 "promoting sustainable and quality employment and supporting labour mobility"
- "combating all forms of discrimination and promoting equal opportunities" and "enhancing access to affordable, sustainable and high quality services, including health care and social services of general interest" under thematic objective 9 on "promoting social inclusion, combating poverty and any discrimination"
- "Enhancing access to lifelong learning for all age groups..." under thematic objective 10 on "investing in education, training and vocational training for skills and LLL".
- Also as before two horizontal priorities are maintained, such as transnational cooperation and Social innovation.

Examples of areas of actions:

- Life-long learning
- Healthy working conditions
- Age management strategies avoiding early retirement
- Employment services for older workers: Counselling, placement, reintegration support
- Transfer of experience
- Support for carers
- Health promotion and preventive health care
- Adapted services
- Maximising autonomy in long term care

For more information on the use of structural fund on Active and Healthy ageing
<http://esfage.isfol.it/>

THE LOCAL LEVEL

by Christina Dziewanska-Stringer, Policy Adviser of the Council of European Municipalities and Regions

Ageing population rise challenge for our society both at political and economic level and we, as local organisations, need to think how our communities are affected by these changes, how we can react and how the community living standards are affected by demographic changes.

The main challenges for municipalities are:

- Due to the financial restraint of the public sector, how we can do more with less money?
- We need to work more with other partners particularly on pensions and long term care.
- The structure of the population is not the same as before and there is a need for more services.
- A possible solution can be to apply horizontal strategies, but regional authorities have targeted services for the community which can be an obstacle to collaboration

To overcome these obstacles we should look at the ageing of the population as a positive option for change. Need for innovation, question of co-design, and empowerment of elderly people to use ICT are mutual benefits for the people and the public authority that in the future can work in these projects in a more cost-effective way.

But still some questions need an answer:

What is an age friendly environment? Does age friendly house exist? What houses affordability? Services are they adapted for users? Are they accessible? What level of integration in the community?

The Council of European Municipalities has launched an EU network with local authorities, research institute and civil society, and we are working together on basic solution for ageing environment and help to share them around Europe in order to enhance a proactive role of the municipalities both in the co-design and integration of actual and future services and for a longer term view of thinking to the reform of financing.

For more information on the Council of European Municipalities www.cemr.eu

HELPS PROJECT

by Matteo Apuzzo coordinator of the European INTERREG project HELPS

HELPS is a central Europe program composed of 15 partners aimed at facing some challenges of today housing and home care systems, such as access of information, availability of money and management, application of physical accessibility criteria, Empowerment of persons, contribution of ICT, community based care institutionalization process and sustainability of cost.

Best practices

Within the project each participating country has developed a specific action based on its own skill and capacities:

- **Poland** has developed a participatory research method where innovative and needs-oriented solutions are designed with direct participation of the end users
- **Austria** has adopted AAL solutions in integrated supervised flat
- **Slovakia** has developed an intergenerational self-help group at the local level with the use of ICT for tele-emergencies services
- **Hungary** tested new training activities with the use of ICT for informal caregivers
- **Slovenia** opened an information service office where people can get information on elderly living
- **Czech Republic** has developed an innovative survey for needs evaluation among elderly
- **Germany** is offering an open space to test best solutions for independent living, including bathroom settings and equipped kitchens. The local staff offer counselling to families on how to improve their own homes accessibility standards; moreover, they also offer precious assistance about budgeting and affordability of the costs.
- **Italy** tested private and public partnership (PPP) for home care and housing solution, with the involvement of family in the public services. On one hand, an innovative co-housing solution, supported by the Friuli Venezia Giulia Region, foresees that beneficiaries sign a formal Commitment for Solidarity, a commitment to be responsible for mutual help and formal care. On the other hand, the existing Montebello Residential Complex (in Trieste) is testing advanced integrated home-care and de-institutionalisation processes with the development of a stronger community-oriented network, thanks to the commitment of volunteering families and local associations where family do not pay their rent but offer their work at the community level

Is public and private partnership possible?

In Italy, in some regions, there is a good tradition of cooperation but it is not clear at what extent it can be applied to the housing sector. In the experimentation implemented, it has been difficult

to involve private organisations. There is a more general problem that is to move from pilots to policies: In pilots projects funds are available, thus it is easy to involve people; but without funds the main interest for the private sector is how to gain from the project while the main issue should be to understand the future applicability of the project, which is, instead, a question where the public sector is more involved.

For more information on the HELPs Project: www.helps-project.eu



ROUND TABLE 5 - Health prevention, adaptation to ageing and housing: why and how this could be supported?

THE EUROPEAN LEVEL

by Eibehilin Manning - Directorate-General for Health and Consumers, European Commission

The European Union launched in 2011 an innovation partnership about active and healthy ageing aimed at bring together private and public sectors and a broader group of stakeholders in the age and care sector. The main goals were:

- improve the quality of life of citizens increasing the healthy life years of EU citizens by 2 years in the EU 2020
- Improve the efficiency of health and care system
- try to promote jobs in this area

6 priority areas were launched with strong focus on prevention, care and cure and independent living in active ageing. Over 3000 partners have been involved.

This partnership has resulted to be a good way to take the stakeholders in the society challenge area and increase innovation capacity in EU. To adopt a bottom up approach to innovation identifying good practices in real life.

*For more information on the European Innovation Partnership:
<https://webgate.ec.europa.eu/eipaha/>*

THE LOCAL LEVEL

Is the housing sector flexible enough to adapt to the ageing of the society?

Mirielle Ducarre-Dubouis, Director Of Client Service Department, Opac Du Rhône - “[...] housing providers come from a background where there is not a fragmentation of products, but a unique product, what we call housing unit fit for all. In the past we would not even bother about ageing”.

Today in France 1 out 4 household ages 60-65 and 8% is aged 80+. The social housing demand for older people is increasing (in Rhones Alpes 10% of the social housing demand comes from elderly). Hence, there is a request from the local authorities which ask us to develop some specific programmes for seniors. More frequent are the cases of low income, single women suffering of isolations living in social housing. Moreover, in France there are 10.000 deaths per year, more than 1.000 disabilities and one hospitalization for each older person.

Facing these numbers, adaptation of the housing stock is a key process of prevention: “[...] that is why we have developed a strategic plan on ageing: we are developing guidelines on specific housing units that will be dedicated to older people, but we also want to have an intergenerational mix and a mix

between different types of housing units and when we develop energy related renovation works we assess the characteristics and the needs of the tenants taking the ageing issue on board and mainly wandering about accessibility of the housing dwellings. When it comes to flexibility [...] we are not yet fully convinced on the way to manage it. Because we want that flexibility to be sustainable. What we do is first spot real people and then develop dwellings”.

“Nowadays, despite all the adaptations, only 50% of our housing stock is suitable for all the tenants. Each time we adapt a dwelling is 7.000 euros that are not subsidized by any organisation but we do invest this money”.

Muriel Boulmier, Chair Of Cecodhas Housing Europe Ageing Working Group – To induce a change in the equipment, ICT should be used. Till now equipped housing units can be rented only to specific category of users and the risk is to have empty units in a particular point in time.

In France the cost for health and security is 2.000 euro per year. If resources can be found to maintain people at home for 2 more years, costs will be reduced and more efficient because ICT does improve the wellbeing of the older people.

Which relationship can better support the introduction of new technologies?

Françoise Abry, Host Project Coordinator, Opac Du Rhône - There is a need to combine professional support and a peer to peer support that, in the experimentation, some people have created naturally. [...] At the beginning we thought the family will have helped, but it is not always like that, so through the project we get to have neighbourhood to help each other. In any case it is necessary to identify what is the characteristic of the ground where the experimentation is taking place and then combine professionals and volunteers which can be peers but also younger people. During the experimentation the social housing provider have created a position for technical support, a young lady with multiple competences, listening to the clients, support, training on the new technological application and during the whole experimentation she ensured a telecare service to the inhabitants and at the beginning, because we are not used to give information, we didn't want to put her name and contacts on the host platform, but then it has been naturally necessary to introduce her in person to the users.

CONCLUSION

“The main challenge today is to give some follow up to this project. We were quite sceptical at the beginning but the different tenants cast a new light on this. One of the learning of our project is that today we have to develop users’ community to help them use the technology and this will make it possible to further develop the social issues. Combining housing policy, users stock and digital tools, this was a human and financial adventure. We still have to validate platforms of services that will be designed by and with the users. This is one of the main objectives identified in the project. I think that the silver economy can help us. How to support the older people? We have to rethink our mandate and this is a consequence of the ageing of the population, I think the future is quite bright for the housing providers and hopefully it will come with the help of public service and will also come with a change in the social perception.”

Mireille Ducarre-Dubouis, Director of Client Services Department, Opac du Rhône



Project Partners



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