

# NEWSLETTER



## Final conference in Brussels

26-27.04.2022, Belgium / Brussels

Activities in the I-CARE-SMART project contributed to the creation in the partner regions of an ecosystem of innovation and cooperation of scientific entities, public administration, business and social organizations that work and support seniors and their environment on a daily basis. The conference summarizing the implementation of the I-CARE-SMART project assumes the presentation of innovative solutions to improve care and create new services and equipment to support seniors and their families.

Conference was organized by the Marshal's Office of the Lodzkie Region in Brussels. Among the participants there were partner's institutions from Hungary, Poland, Slovakia, Italy, Czech Republic, Austria, Germany and innovators selected through the SilverStar Challenge.

The addressees of the conference will be representatives of the partnership regions, represented in the Committee of the Regions, councilors, external experts specializing in innovation, aging, silver economy.

Meetings will be held in the form of panel discussions, workshops and presentations of practical solutions, moderated sessions.

The aim of the conference is to present the achievements of the project and to promote the SilverStar Platform (a website dedicated to establishing contacts between innovators from different European countries).

Accompanying event - Opening of an exhibition dedicated to innovative solutions developed in the framework of the I-CARE-SMART project, combined with an exhibition of the pilot actions related to the theme of intergenerational innovation addressed to seniors. Assumptions of the competition developed by the project consortium.

### CONFERENCE SUMMARIZING THE PROJECT COMPLETION

26-27.04.2022  
at 9:30

Venue: Lodzkie House, Sq.  
Marie Louise 2, 1000  
Brussels, Belgium

on-line: Cisco Webex  
upon registration



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# Day 1 - ways of improving lives of seniors around the globe.

26.04.2022, Brussels

On the first day of multi-national conference the audience could hear about ways of improving lives of seniors around the globe.

The main topics of day 1 were Innovative development solutions; The role of ERRIN network in shaping innovation in health and ICT; Presentation of pilot actions carried out in Italy, Poland, Slovakia and Austria and Methods of cooperation of academic and business environment institutions to create innovations for the society.

The listeners had an opportunity to get to know about the SilverStar Platform, which brings many innovative solutions. Its main purpose is to shape a better future for the seniors by allowing the creativity and experience of elders to integrate and later bring new products and services designed specifically for them.

A host reminded about the winners of the SilverStar Challenge. It is a Polish-based company SeniorApp. SeniorApp is a mobile phone app for senior citizens and their families helping them find help with everyday issues and care quickly.

“SeniorApp - help within reach” aim is an implementation of a business model based on innovation, by creating an application compatible with mobiles, tablets and computer websites. It is a platform to cross technological barriers in a simple and intuitive system of everyday help for the elderly and handicapped people according to “Technology for the elderly” rule.

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Below are the photos of representing the main character of the conference.



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## Day 2 - e-health tools in use

27.04.2022, Brussels

One of the main topics of the second day of the conference was the Living Lab. Living Lab both as a method and a physical space focuses on the relationship between the professional medical help and the business sector in order to create a perfect balance to later bring better help to seniors.

The Medical University in Lodz, Poland presented their Living Lab to be open as a designated space for co-creating innovation with the senior end-users.

During the conference there was a debate in which the participants could present different points of view on the topic of e-health. Questions asked concerns 4 topics:

1. Are smart solutions in elderly care used widely in your region/city?
2. How to introduce smart appliances and e-solutions in health care?
3. How to facilitate cooperation off health institutions and innovators creating new solutions?
4. How to finance this change in the approach towards health?

The last discussion panel focused on the I-CARE-SMART Network and the inner works of different countries with the same goal. Experts were presenting a few different perspectives how to make the lives of seniors easier by creating platforms and technologies but also spreading awareness on how aging effects daily tasks.

The participants of the conference took part in an interactive workshop in which they could test the toolbox and methods created in the project. They were divided in to three groups: 🕒 How to use the shadowing method? 🕒 Awareness raising with aging simulation 🕒 Real life testing with think out loud methods.



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## Project Partners



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## ABOUT US

This transnational cooperation project is funded by Interreg CENTRAL EUROPE Programme funded under the European Regional Development Fund.

I-CARE-SMART aims to bring innovation closer to senior citizens by introducing innovative products and services with the active involvement of users and boost the silver economy.



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