



Project HoCare2.0 has officially started!

The fact that by 2060, every third European will be over 65, makes the “Silver Economy” one of the fastest growing economic domains. Because many solutions for the elderly are ICT based and not yet well accepted by the care recipients, there is a growing need to involve them in the product design process.

The HoCare2.0 project fosters the delivery and deployment of highly innovative solutions for social and health home-care through co-creation approaches. It will systematically change innovation ecosystems and shift them towards “Open Innovation 2.0”.

Innovative solutions will be jointly designed in a co-creation lab, developed by local enterprises and deployed by public providers to ensure that the needs of care recipients are well understood and targeted.

The project will build co-creation labs and tools, set up a transregional network, design a common strategy and action plan, and draw a roadmap for the shift towards “Open Innovation 2.0”. The developed and tested tools will help the regions to address challenges linked to the “Silver Economy” and boost the implementation of smart specialisation strategies.

Kick off meeting in Hungary

Project Partners from 6 territories came together on 13-14th June 2019 in Székesfehérvár, Hungary for a Kick-off meeting to discuss the timeline of all project activities and to get to know each other. The meeting was hosted by the Lead partner – Central Transdanubian Regional Innovation Agency Nonprofit and moderated by DEX Innovation Centre. All partners, including the National Health Service Centre are working on start-up activities now.



The 3 years' long project, funded by INTERREG Central Europe Program, brings together 11 partners from Central Europe (Hungary, Czech Republic, Poland, Germany, Slovenia and Italy) and will be implemented from April 2019 till March 2022.

During this period the project partners will be targeting SMEs, research organisations, providers of public health social services, representatives of elderly care recipients and their family members at territorial & trans-regional level in order to build co-creation labs and tools, with the aim to set up a trans-regional network.

This project's approach is called the Quadruple Helix method, which includes the national service providers, economic actors, the academia and the end-users. The four stakeholder groups will work together to create the needed new innovative solutions with the aim to create a supporting environment that boosts innovation for the elderly in home care, therefore it will increase regional capacities. Project activities will be based on identifying and piloting new innovative solutions that can react effectively to increasing new needs and demands of the Silver Economy, bringing new opportunities for the market in the Central European Region.

Project partners are from Hungary, Italy, Czech Republic, Slovenia, Poland and Germany, including innovation and development agencies, national agencies and service providers from different territorial levels:

- Czech Republic – DEX Innovation Centre
- Czech Republic – Institute of social services Prague 4
- Slovenia – BSC, Business support center d.o.o Kranj
- Germany – Carus Consilium Saxony GmbH
- Germany – Dresden University Hospital
- Poland – Malopolska Region
- Poland – Rzeszow Regional Development Agency Ltd. (KDRIÜ)
- Hungary – Central Transdanubian Regional Innovation Agency Nonprofit

- Hungary – National Healthcare Service Centre (ÁEEK)
- Italy – Cremona Chamber of Commerce
- Italy – Lombardy Region

For further information visit:

<https://www.interreg-central.eu/Content.Node/HoCare2.0.html>

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