"Go Hocare2.0" regional roadshow has been launched by the HoCare2.0 Interreg Central Europe project

In the Hocare2.0 project, 11 partner organisations from 7 European countries are working together in order to foster and enhance innovation in the field of homecare for the elderly. The Hungarian project partners, the National Directorate General of Hospitals (OKFŐ) and the Central Transdanubian Regional Innovation Agency (KDRIÜ), organize this series of events with the aim to promote the new methodology and process of co-creation applied in the project by innovative SMEs and public service providers in Hungary, thus encouraging the spread of open innovation and the development of living lab networks. Products and services developed through co-creation will lead to solutions that are better adapted to needs, and will improve the usability and marketability of new technologies.
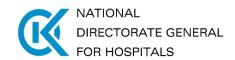
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In the Hocare 2.0 project, representatives of healthcare and social service providers, SMEs (economy), research institutions & universities (academia) and older generation and their families (end-users) are working together in teams to create and design new products and services in the so-called Quadruple helix method. The free training sessions of the "Go Hocare2.0" roadshow are to stimulate opportunities for product and service development using the methodology of co-creation between healthcare providers, municipalities and the SME sector.

The first stop of the "Go hocare2.0" roadshow, to which the organisers invited SMEs and public service providers from the region of Central Hungary (Pest county and Budapest), was a virtual online event held on 24th June 2021, but hopefully the autumn session would be organised as traditional physical events. Participants were introduced to and familiarised with the method of co-creation in the framework of a free training and workshop, including several interactive exercises, which participants of the roadshow can later successfully integrate into their own product or service development practices. Based on some previously agreed problem areas, the representatives of the Social Service

of Újbuda, Bay Zoltán Applied Research Nonprofit Ltd. and E-Med4All Ltd. discussed, modelled and simulated a co-creation process excercise.

The mission of the Hocare2.0 project funded by Interreg Central Europe Program is to provide innovative, digitally based and customer-centred home care solutions for the elderly. The project has targeted this area of innovation due to the aging of European society, as by 2060 one in three Europeans will be over the age of 65 and therefore the so-called "silver economy" will become the most dynamically developing industry in the economic sector.

Many of the services developed for the elderly are already digital-based, but the elderly usually do not dare or cannot use them. There is a growing need to involve older people as end-users in the product design and service development processes which are specifically developed for them. Information and communication technology (ICT) - based tools and products must meet the real needs of end - users, but end - users must also adopt these solutions. One of the most promising new ways of innovation management is co-creation, a process in which end users are involved in decision-making on innovation: the design of future product, their functions, appearance, and other factors. In the co-creation process, end-users' knowledge and experience are incorporated at all stages of the development process, so it can be used as an efficient method for the quality development of home care / and home nursing products and services.

In order to support the design and development phases of the co-creation process, two tools were developed in the project: **Policy Tool** for creation of innovative home care services; and **SME Tool** for development of innovative home care products. Each tool provides step-by-step guidance for how to apply the co-creation approach, define customer's needs, work with representatives of the Quadruple Helix, or how to evaluate the feedback from each actor to achieve the expected result. The tools can be downloaded free of charge:

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

Further information on the Hocare2.0 project:

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

https://okfo.gov.hu/nemzetkozi-projektek

Hocare2.0 projekt