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Table of contents

Distribution List	2
1. HOPES white paper	2
2. Ageing well in Europe	3
3. Achieving the main objective: well-ageing at home by socialization supported by technology	3
4. A system to support end-users sharing experiences, animating community(ies) and having benefit from social services	4
5. Potential benefit: curb the evolution	5
6. Involving new partners in win - win partnership (CNSA, Carers UK...)	5
7. Speaking the language of end-users (Web semantic, ontology ...)	5
8. Targeting the right person, and at the right moment with certified solutions	6
9. Still inventive (Get Out social W)	6
10. The global virtuous circle	6
11. The next step (deployment and commercialization of the potential of contagion {intergeneration} and viral marketing / partners)	6

Distribution List

This document is distributed to all the persons involved in HOPES project via the mailing list hopes-all@eurtd.com and also to CMU/AALA and local NCPs.

It is available on the HOPES internal collaborative web site, in the deliverables dedicated space.

1. HOPES white paper

HOPES white paper “Quality of (ageing) life is contagious” The 10 key contagious events for HOPES

The purpose of this deliverable is to summarize almost four years of collective work. The project started in 2008 by gathering Consortium partners to build a proposal for AAL 2009 (May 2009). After being selected (Sept. 2009) and time spent for administrative reasons (almost a year), the project kick off took place in Sept. 2010.

Due to 30 months of intense work of any partner and member involved in the project, the HOPES project has succeeded to achieve its final objective: to validate an e-service to help elderly and their informal carers to share and use e-Social Best Practices for well-ageing at home.

This deliverable presents the 10 key events of the HOPES project.

2. Ageing well in Europe

The impact of Ageing in Europe may have tsunami-like effects in case global and validated solutions are not proposed to support the elderly folk of today and tomorrow. In an ageing Europe, European elderly are living longer but not healthier in a context in which it is a common expectation to live at home in good health for long time. The purpose of AAL is to identify and support the development of potential solutions (products and/or services) to help elderly people to age well, for longer and without major difficulties, continuing to live at home, and supported by technology. The main issue is to transform products/ services into economically viable solutions for the beneficiaries (through a more economical approach to care). Even though the “silver economy” is well defined, its business model is still to be invented, as the main question is still related to how to finance these services. For instance, the return on investment may be problematic for AAL projects.

In response to the potential ageing “tsunami”, the HOPES project proposes an e-service with key attributes that are believed to be successful as:

- **Person-centred.** It responds to elderly demands and to their “unmet needs” through a personalized service (every elderly person must be treated as unique) to be proposed at European level (almost 100% of elderly people across Europe are facing the same daily problems when ageing at home, although the social system is quite different in each member country),
- **a Web 2.0 approach.** While the digital divide is still an important issue, it cannot be excluded that elderly are supported using ICT. The HOPES project addresses social isolation through a “system” for sharing knowledge and experiences among persons who are not “digital natives” as younger persons familiar with Information & Communication Technologies (ICT). The intergeneration support is a key objective for instance. The HOPES platform is an excellent start for developing certified solutions related to life experiences common to many, demonstrating that sharing information between end-users can be cost-effective and socializing!
- **The technical part of HOPES** was designed to (re)create social relations within existing communities and with the intention to foster also new communities. Designed communities stress the importance of emotion as a constitutive element.
- **The HOPES Consortium** mixes different domain expertise coming from several European countries and transforms it due to the combination of academic, economic and technical inputs.
- **In the AAL perspective, the HOPES project main objective** is to add life to years and not only years to life; to give quality to those years.

3. Achieving the main objective: well-ageing at home by socialization supported by technology

- Scientific studies have demonstrated that three main factors have an impact on ageing: physical activity, healthy nutrition and a rich social life (emotion). The HOPES project focusses specifically on emotions, as well as providing advice on the two other factors.
- Public institutions in France (such as CNAV, FNG, BDSF,...) state that primary prevention (changing a behaviour in the absence of alerts) is not as successful as expected. Dependency limits autonomy, self-decision and dignity, so it’s critical to act personally and when it’s still possible to do something (there is not a contradiction here?). While rejuvenating is illusionary, the later someone waits to (re)act, the poorer is the benefit.
- The easiest way to propose and develop a product / service for ageing well is to have a health-centred perspective because physical and mental health are critical for social relations (mobility, autonomy, quality of life,...).
- In the HOPES perspective, a service is more important than a product. For example, falls are major risks and ICTs are excellent at detecting movements (telemedicine or telecare). However, privacy and non-intrusiveness are key elements for the elderly, as for every human beings. The business model for an e-health product can be straightforward (for example software for managing hospital beds). For a service such as HOPES, business models are more challenging, as it is difficult to determine who is the main economic beneficiary for a service that improves social relations.
- As previously stated, primary prevention is not always successful (people do not plan ahead for ageing), so the idea at the basis of the HOPES project was to work on behaviour and motivation when the first age-related threatening events appear. The success of social networking highlights the benefit for reinforcing or creating communities and sharing experiences.

- With the mobile Web exploding, data communication costs are reducing, giving chance to share a large quantity of data and information. However, the added value comes from the creation of data and information dedicated to specific purposes. In that context, the added value of the HOPES project is due to the provision of **certified** information.
- The main issue was to transform raw data (experiences from many unknown individuals) into certified solutions (the “e-Social Best Practices[®]”) so end-users will trust information provided by HOPES. Two reasons are at the basis of trustful information: firstly information comes from someone similar to themselves, secondly, HOPES adds a relying value (an algorithm transforms raw data into certified e-Social Best Practices – e-SBP by mixing quality containers (HOPES resource centre), human-computer interfaces and contents (e-SBPs).
- More than anyone, elderly people demand quality and expert advice and HOPES will establish a scientific board for governing this process.
- The support question considering that very few people have envisioned the potential of tablets. Written in 2008 – 2009 while ICTs are rapidly changing, HOPES had to adapt its Document of Work in this moving world while it was not possible to develop and test HOPES on tablets.
- The final result demonstrates the real potential of European support and guidance to help consortium members to realize a beneficial service.

4. A system to support end-users sharing experiences, animating community(ies) and having benefit from social services

- While the main HOPES objective was defined in the “DoW”, the solutions had to be created, tested and validated in all participative countries (4) keeping in mind the exigencies of a technologically advancing world (ageing tsunami, emerging ICT,...).
- The HOPES consortium expertise, focus groups and local groups have based their activities on the fact that elderly are oriented toward human contact and are ready to share their experiences even with someone they don't know-However there are some limitations, if there is not an identified “link” (family, friends, community members, ...) and if they have to operate through ICTs they are afraid of.
- The objective of HOPES is not only to share existing experiences (their collection and structure into the resource centre and their proposition as e-SBPs) but to disseminate them after the certification process so that other people may benefit from that experience. Another input / source of motivation from community members comes from the rating and/or comments. They transform raw data into knowledge, then again, through the HOPES certification process, into the final e-SBPs. The importance (a “privilege”) to see the transformation of own experiences transformed into certified solutions.

Regarding this “privilege”, HOPES is developing an original business model for finding financial support without interfering with the quality of solutions. While pure consumers of e-SBPs should pay, HOPES members who are active participants (rating and/or commenting) will pay less; and the HOPES members producing lots of contents will not pay; for those users who are active and sustainable contents producers “rewards” will be provided.

- To transform experiences into e-SBPs, HOPES had to use much expertise and ICT solutions (TextMining, ontology, Web semantic, ...). The first step was to create the system (platform and resource centre) to accept the end-users' experiences. Then those experiences were transformed into secular knowledge and using the HOPES algorithm, finally, e-SBPs took shape.
- HOPES had to transform existing experiences with very specific results (each senior is unique in his/her daily life as solutions to age well) so HOPES created a profiling to personalize proposed contents.
- A great support came from the HOPES members who highlighted the importance of emotions as motivators to a sustainable sharing of contents,
- A key issue for the HOPES consortium was to stay within the social domain and to not get involved in the care or health one considering that most elderly are suffering from at least one chronic disease,
- Having a 1500-elderly panel in the 4 countries was critical for success.

5. Potential benefit: curb the evolution

- Although HOPES does not have to demonstrate its sustainable-ageing benefit, part of the deployment relates to key results.
- By targeting the elderly at an early stage of frailty and vulnerability, and focussing on social relations, HOPES expects to protect autonomy (specifically elderly capability to decide by him/herself about personal issues and to be active, delaying the phase when assistance is needed).
- No scientific analysis was expected within the HOPES project so the potential benefit by using an e-Social Best Practice was not evaluated. On the other hand, this project evaluated the motivation for sharing experiences, for changing behaviour, for becoming an active and healthy elderly, and to be part of a community (public and/or private).
- Focussing on successful experiences from elderly people who have been through weakening and/or events causing vulnerability has led to e-SBPs that are beneficial to ageing-well, staying autonomous and independent.
- By adding ergonomic support, HOPES expects that Web 2.0 strategy, users-centred contents, and certification of proposed solutions can increase potential benefits to elderly.

6. Involving new partners in win – win partnership (CNSA, Carers UK...)

- Specifically for SMEs, to successfully launch a Web service such as HOPES needs not only a “perfect” service, one that is responding to users’ unmet needs and expectations, but a solution that will be popular, appears on blogs, can be tweeted and can achieve high ratings on Google. Because of interest for HOPES service, many new partners shared their expertise with a win-win strategy. A long-term benefit may arise during its deployment due to the “word-of-mouth”, viral marketing, access to large end-users’ database, and so forth.
- So several reasons are at the basis of the necessity to enlarge the partnership. For instance:
 - To collect more data to create the e-SBPs. Since it’s easier to work with data of a certain quality, the HOPES project has searched for existing quality-data sources dedicated to ageing and socialisation. Three French institutions responded because they found it interesting to have their database “TextMined” in return,
 - The analysis of such data sources permitted us to optimize the HOPES lexicon and thesaurus, the e-SBP creation and to detect a potential partner for the HOPES service deployment (see above),
 - To validate the benefit of the HOPES service. While HOPES had a large panel of end-users specifically in Italy and Germany, it’s useful to enlarge the number of testers. In France, thanks to Microsoft relations with Toshiba and the role played by RanD, the HOPES service had the opportunity to be tested in a French region,
 - Viral marketing with new partners may support the HOPES service deployment.

7. Speaking the language of end-users (Web semantic, ontology ...)

- Even with the new semantic and wording (SMS, tweets, etc.), specific language had to be developed for the HOPES target: the European elderly. This means not only to translate everything into 4 different languages, but more importantly to use the wording and the semantic elderly are used to, so that to improve the use of the HOPES platform. Specifically this means the shortening of sentences and the use of specific wording. Since elderly are very keen with syntax and wording, the HOPES platform had to adopt the language of its potential user.
- Ageing is problematic in a society “dominated” by youth, by working persons over inactive ones (retirement is similar to inactivity), and by working and well-being. So HOPES had to avoid stigmatizing the user, and to develop a “well-ageing wording”.
- With the ageing epidemic, the number of elderly will overpass that of active adults; ageing tsunami is an issue and an opportunity for a service dedicated to elderly.
- It was crucial not only to “speak” the elderly language (i.e. the elderly persons or seniors, and not “old person”...) but also to develop the HOPES service BY and FOR the potential users.
- Therefore, an adequate platform and contents were developed as Web semantic and a HOPES lexicon dedicated to social issues of ageing persons.
- Another aspect is the “digital divide”. While ICTs are not inescapable, the HOPES platform could not wait for the “next” generation of users (the one that is accustomed to ICTs) such as possible delays and uncertain ROI. Therefore, the HOPES platform had to be “elderly-acceptable” at once.

8. Targeting the right person, and at the right moment with certified solutions

Targeting the right person (with a sustainable ageing; What is an elderly person {SEB}; Proven domains for ageing well) at the right moment (first damaging events (between prevention and {pre}dependence) and in case of fragility and vulnerability) means to:

- Target the ageing person that faces disturbing events, altering his well-ageing perspective and daily quality of life.
 - Catch the moment (between primary prevention (almost no one is ready to change his/her behaviour while facing no problems related to ageing) and (pre)dependence (too late and/or when social system is starting).
 - Provide a solution that may impact the elderly behaviour considering that many others have been through the same problem and have found the right solution for well-ageing / sustainable ageing.
- It became easier when the HOPES platform “discovers” that an ageing person is a person like every adult who would like to live the same way as before, but is unable and/or unwilling and/or incompetent to do so.
 - If an elderly is the beneficiary of the HOPES service, many other people may / should also benefit: the carers (formal and/or informal), the institutions in charge of ageing issues, companies facing absenteeism, worse caring consequences etc. The right person = the target is the elderly person. However, the senior is the beneficiary rather than the only target, because the carers should / could play key roles: as go-betweens if the elderly is not using ICTs or as supporters if the elderly need assistance and support.
 - The right service = the success for HOPES depends on sharing, creating and leading community(ies) and promoting humanism.

9. Still inventive (Get Out social W)

- Because the elderly tsunami is still to come, the new ICT generations will, probably, solve the digital divide's issue and, because of dependence (???), politics will propose new solutions, the HOPES platform has to be inventive and to design a “well-ageing package”.
- While it could be sufficient to follow the DoW and do what has been planned, HOPES partners continue to imagine what could / should be the “ideal” service for well ageing at home for longer. Therefore a few applications were conceived:
 - “Get’Out”: while confirming the benefit to have social relations and active network, it permits to propose a service to the local public institutions so to involve them into the HOPES network as users and supporters,
 - “Social Windows” solve another issue: while the quantity and the quality of information shared by social communities (for Rett Syndrome = parents) with Facebook is tremendous, the absence of a structured data centre, permitting search within contents, is an issue and the “Social window” application is an excellent solution.
 - Other perspectives were: linking services to the resource centre (a single system); e-SBPs in video: “Broadcast your QoL and ageing solutions”; Ontology for certification support (LUISS).

10. The global virtuous circle

- HOPES potential success relies on the dynamic of its service and the activities of its members. Therefore a strategy was defined to motivate members to be active and reactive during the AAL project and also beyond.
- The explored ideas = create a foundation to externalize the economic issue; get support from public institutions for viral marketing at launch, and other potential breakthroughs explored by HOPES consortium.

11. The next step (deployment and commercialization of the potential of contagion {intergeneration} and viral marketing / partners)

- As said before, while the DoW has been realized, the HOPES Consortium is still motivated to continue:
 - For ROI reasons,
 - For being convinced of HOPES potential,
 - For not stopping the dynamic that motivates the consortium for 4 years (AAL project's deposit in May 2009 to today).