

## Deliverable 5.2

### Description of pilot sites

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## 1. Introduction

In this deliverable the pilot sites are described, in order to favour the evaluation of the impact of the deployed services for improving the autonomy of elderly people in the activities connected to feeding. It is important to understand the regional situation when imple

## 2. Description of pilot site

### 2.1. The Dutch Pilot (Dutch pilot site team)

Eindhoven was chosen as one of the two pilot sites of the HELICOPTER project. Cooperative Slimmer Leven 2020 is in charge of coordinating this pilot and recruiting 45 participants. The Dutch pilot site team consists of the following persons:

- Marcel de Pender (Project manager)
- Joyce de Laat (Project coordinator)
- Marjolein Vincent (Project coordinator Summa College)

#### 2.1.1. An overview of the pilot city

The Brainport region Eindhoven is located in the South-Eastern part of the Netherlands. The region is a European top technology region that is renowned for its triple helix cooperation (collaborations between industry, knowledge institutes and government) and open innovation ecosystem. The region was awarded best regional cooperation in 2010, smartest region of the world in 2011 and Europe's 3th best investment climate in 2014. Therefore, apart from being an innovation hotspot the region is also strengthening its position by attracting investors. The focal sectors of the region are High Tech Systems & Materials, Food & Technology, Automotive, Lifetec & Health and Design.

The unique open innovation system of the region results from collaboration, exchange of knowledge and close proximity. Partners share and multiply knowledge prior to marketing their own products.

Three reasons were at the core of this development:

1. The costs of R&D had grown faster than the revenues of individual companies due to the increased complexity of for example engineering, physics, software and materials.
2. Philips embraced the concept and inspired others
3. Collaborative tradition and proximity

Partners thus started to share ideas, costs, and risks of R&D. This led to a shorter time to market and the combining of internal and external sources for development and commercialization of new technologies and products. In order to stimulate this development of open innovation campuses were developed where companies and knowledge institutes could collaborate and share ideas, facilitated by the government. Triple helix cooperation was thus directly targeted at and encouraged.

Currently 4 out of 10 innovative companies are working together with other companies and organisations and one quarter collaborates with international partners. Today a climate of open innovation prevails in the Brainport region: collaboration is considered to be the prerequisite for success. Companies, knowledge-



and research institutes are together developing the products and technologies of tomorrow. Several parties join forces to come to smart solutions. An international company like Philips Healthcare works for example together with the Eindhoven University of Technology, the Maxima Medical Centre and dozens of SMEs. Trust is at the core of these collaborations and essential for a successful open innovation ecosystem.

Companies in the region are now going more and more back to their core business and work together more closer than ever. They aspire greater flexibility and are transforming into 'lean' companies. Also, quadruple helix cooperation, and thus involving the end-users in the development process, is a development recently seen in the region. This especially applies to the healthcare sector. In this sector, developers test the products and services developed in so-called living labs. In these living labs, they come together with the end-users and ask them to use the technology developed. In this way, they can quickly adapt the technology so that the wishes and needs of these end-users are incorporated in the final design and market implementation is safeguarded.

As already mentioned, the Lifetec & Health sector is one of the focal sectors of the region and to structure collaboration in this sector the Cooperative Slimmer Leven 2020 has been set up in 2011. The cooperative is an organized partnership within the region. The participants share the same ambition: creating significant technology breakthroughs in the fields of care, living and wellbeing that will, in the long term, be cost-efficient for society and generate added economic value. The Slimmer Leven 2020 cooperative encourages international cooperation in the introduction of innovative technology that will enable people to live independently as long as possible and participate in society at the same time. The cooperative exists of 70 participants from care institutions, hospitals and welfare organizations, to government, companies, housing associations and knowledge institutes.

The HELICOPTER project gives the region the opportunity to extend its knowledge of and to gain more experience with living labs and to stimulate the development and implementation of innovative technology in healthcare using the entire value chain.

## 2.2. The Swedish Pilot (Swedish pilot site team)

Skövde was chosen as one of the two pilot sites of the HELICOPTER project. Municipality of Skövde is in charge of coordinating this pilot and recruiting 10 participants. The Swedish pilot site team consists of the following persons:

- Carina Berg (Occupational therapist)

### 2.2.1. An overview of the pilot city

Skövde municipality is located in the south west of Sweden, between the lakes Vänern and Vättern. Skövde consists of a principal town, smaller villages and rural areas. In December 2014, there were 53 134 people living in the municipality of Skövde. It is an expanding municipality, population-wise. The inhabitants is relatively young as a population, the average age was 40,8 years and 19 % of the population is over 65 years of age in 2014. The average age in Sweden is 41,2 years of age and 19,6 % is over 65 years of age.



The relatively young population may depend on the fact that there is a university suited here. The University of Skövde is the smallest university in Sweden but they strive to be the best. They educate within e.g. the area of social welfare, university engineering, computer science and information technology. The university is famous for the development of computer games and they have collaboration called Sweden Game Arena, with the municipality of Skövde and Gothia Science Park.

Gothia Science Park is a technology and research park with IT profile and is located nearby the university. Their innovation environment businesses is growing fast, which contributes to regional growth.

Skövde municipality investments in Gothia Science Park have led to the park being named Europe's best environment for entrepreneurs and for the development of industry and trade. The three main criteria for the decision were originality and practicability, impact on the local economy and improvement of cooperation between local interested parties.

Other working places in Skövde are Volvo Powertrain, Volvo Cars, social services and the national defense.

Already in the year 2009 the contact with Parma in Italy was started due to participation in the "Europe for Citizens" Programme and the project called European network on forward policies and actions for the seniors in Europe (website: [www.glse.eu](http://www.glse.eu)). Then the call came from the AAL, the municipality were approached by the University of Skövde for participation in this project.

