

CreAger

Aging and Innovation

Hand in Hand

Local Hub Standard Template

Foreword

CreAger aims for:

- better opportunities for elderly entrepreneurs and innovators
- better service for elderly
- a strengthened view on elderly as a resource

Elderly are healthier and more active than before and some have the drive and competencies within innovation whether it is as entrepreneurs or as support for others.

At the same time elderly are a target group for development and implementation of new technologies and new services with focus on elderly welfare which is increasingly important.

However, there is a need to change the public perception on elderly and the public debate so their importance becomes more prominent, also with respect to economic development of the society.

Xxxxxxx (city/region) has nearly yyyyyy (number) over zzzz (years), of whom many would like to stay active, also job active. With its.....(business structure)...and...(institutions)....(location) there are good conditions for creating a local eco system around elderly welfare and innovation.

The intentions with this proposal are to initiate concrete activities so measurable results and added value are obtained. Both with respect to the elderly, for....(location)...and for the region.

This requires the attraction of resources which is a significant task for CreAger. For example local and national funds together with EU funds and national, regional and local public-private investments may be relevant.

At the present it is an initiative based on voluntary efforts. But aligned with the ambitious goals for CreAger we hope that the initiative leads to a structure which can attract the necessary investments to move activities and projects forward.

Ultimately, we believe that(location) has the potential to become a role model for elderly welfare in national, European and global perspective.

We hope you will find the considerations for interesting and be involved in further discussions.

XXXXX, Chairman of the Steering Committee (voluntary)

yyyyyy, project leader and member of the steering committee (voluntary)

Date/version



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Mission: To promote elderly welfare and business development on ...(location) and to strengthen the public perception and debate on elderly as a resource.

Vision: CreAger.....(location) should mobilize elderly with ideas, knowledge and competencies within innovation and assist elderly entrepreneurs.

CreAger....(location) is intended as a platform to promote service, technology and competence development aiming to improve conditions for elderly citizens of...(location)

CreAger....(location)

CreAger....(location) shall attract financing from national, Nordic and European public and private sources to promote the strategic goals of the association.

CreAger...(location) will achieve this by:

- Be a platform for public-private collaboration on elderly welfare
- Act as a catalyzer for development of concrete activities and strategies
- Function as a think tank with focus on elderly as a resource, new services and new technologies
- Create visibility not least in order to affect the perception on elderly

Values:

Solve social challenges: CreAger...(location) existence with a huge and increasing number of elderly is justified by the intentions to create better welfare for the elderly, regional economic development and a more positive perception of the elderly.

Independent, neutral and transparent: CreAger...(location) is a neutral, independent, non-profit association. The goals and activities of the association are created by the members and the key word is transparency with respect to public and private interests.

Efficient and service oriented: CreAger...(location) shall create new standards for how and association can contribute in a concrete manner with mobilization of elderly, new solutions and business development. CreAger...(location) shall create measurable results and direct services.

Sustainable development: The association aims to contribute to economic, social and environmental development which promotes sustainability, growth and welfare. CreAger...(location) supports goals for sustainable development as indicated by Sustainable Development Solutions Network Northern Europe.

Equality, respect and trust: These are core values for public-private collaborations in CreAger...(location). It is demanded that the values are respected and that the involved partners and members have mutual benefits while working towards common goals.

Open and active communication: The key to develop CreAger....(location) is that goals and results are clearly visible and understandable for the public and that the association is regarded as trust worthy. There shall never be any doubts about the intentions of CreAger....(location).

Focus Area:

The strategy focus on 3 areas in order to promote mission and vision in agreement with the values:

Elderly as inspirators and innovators

CreAger...(location) enhances the contribution of elderly to innovation and business development by:

- Promoting the involvement of elderly as mentors and coaches
- Promoting new initiatives and upstart of new companies created by elderly
- Promoting better policies for elderly as entrepreneurs and active on the labor market

New services and new technologies for elderly welfare

CreAger...(location) facilitates and implements by:

- Promoting development and match making
- Promoting public-private collaboration on test and validation of products and services
- Enhancing digital literacy among elderly and professionals who work with elderly

....(location) as a role model

CreAger....(location) promotes and creates attention by:

- Implementing strategy processes and develop bench mark tools for the added value
- Attracting investments from local, regional, national and European sources
- Communicates elderly as a resource and a basis for economic development

Appendix 1: Proposals for concrete project activities

The list serves to prioritize the activities of the association and is to be updated in parallel with the progress of the discussion.

Thereby, the list is only intended to be for inspiration and to animate the discussion.

Focus area: Elderly as inspirators and innovators

Elderly innovators: Innovation competition for elderly on(location). Format can be a half day with short presentation, evaluation of short written presentations, a mix or any other suitable format.

The winners can for example receive a number of expert man hours as support to business development from participating partners and be presented on various media platforms. The initiative can create visibility for elderly as innovators and be a tool to affect the public perception.

Elderly mentors: A number of interested elderly on(location) with the right competencies and experiences are certified as mentors and coaches for business development. A one-stop-entry is created by use of multimedia platforms where the mentors and coaches are presented. The platform will be marketed nationally. The initiatives can additionally serve to affect the public perception.

InnoAge: International conference on.....(location) discussing (1) Elderly as entrepreneurs, coaches and mentors; (2) CreAger best cases; (3) Research results on the creativity of elderly and how to stimulate it. An important aim of the conference is to affect the public perception of elderly.

Creativity of elderly as a topic for research: A research project is created interlinking innovation research, gerontology and socio-economic research. The research shall come up with suggestions on: (1) how to stimulate the creativity and competencies of elderly within innovation; (2) structures and incitements which strengthens the creativity of elderly. Finally the research project should contain a number of pilots testing out the various possibilities and recommendations.

Focus Area: New services and technologies aimed for the welfare of elderly

.....(location) as a test center: Institutions, incubators, business services, hospitals, nursing homes and centers for elderly are connected in a network with companies. The network shall facilitate development and test of new technologies and services aiming for elderly welfare. The intentions are to better match demands and solutions and integrate public institutions more with the process of innovation. The initiative can additionally serve to attract companies and be a tool for international collaboration and internationalization of local companies.

The Digital Health....(location):(location) shall be leading with courses and training promoting digital health literacy among elderly and professionals working with elder welfare and health. This will promote the uptake and efficient use of new technologies. Tools should be implemented measuring digital health literacy and the progress of it.

Focus Area: ...(location) as a role model

Added value of CreAger...(location): The added value shall be documented. Together with external partners a bench mark model is prepared for (1) added value for the members; (2) economic added value locally and for the region. Both task can be subjects for e.g. student theses.

CreAger...(location) as a national innovation network: The association shall be the driver and secretariat for the establishment of a national CreAger innovation network connecting elderly, researchers, companies, authorities and institutions (In DK such networks can obtain funding from ministries).

Ambassador Corps CreAger...(location): A number of ambassadors agree to use their merits and network to promote the vision for CreAger...(location). The ambassador corps can include both younger and elderly ambassadors, the essential is their influence, trust worthiness and believe in the vision of CreAger...(location).

Communication: CreAger...(location) communicate vi e.g. facebook, twitter, linkedin and a web is established with the basic information and with the possibility to register and pay for participation in events, courses etc. CreAger...(location) shall seek to participate in the debate on elderly, on the role of elderly as CreAgers and in the optimal policy framework conditions for CreAgers.

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Appendix 2: Proposal for initial process

Month 1 – 6: The voluntary initiators meet 2-3 times to discuss CreAger...(location). An interim chairman is elected. The project leader plans, coordinates and follows up with reference to the initiators and the interim chairman.

Month 1 – 6: The initiators apply their individual network to explore the interest for CreAger...(location) among relevant target groups and potential partners.

Month 4 – 6: If there is sufficient interest and agreement on the basic principles for CreAger...(location) among the initiators, a meeting is planned for max 25 participants.

Month 7: The proposal is discussed and work groups are founded within the chosen focus areas. The project leader, plans, coordinates and follows up with reference to the initiators.

Month 10: An updated proposal for CreAger...(location) is discussed at a meeting with max 50 participants incl. potential partners in a project application and the key target, the CreAgers. The project leader, plans, coordinates and follows up with reference to the initiators.

Month 10 – 12: Project leader plans, coordinates and prepares application(s) for a CreAger...(location) pilot project in dialogue with the potential partners.

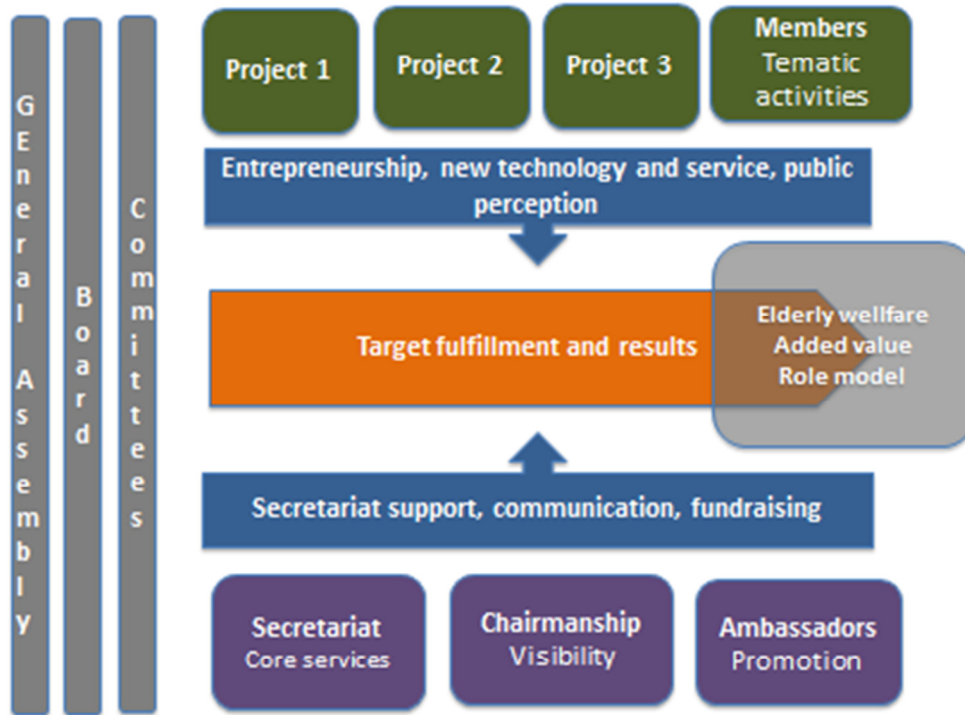
Month 12: CreAger...(location) may be established as an independent association ahead of delivery of the application or one of the partners take the role as coordinator.

Month 13 – 14: Application(s) for pilot project funds delivered.

About the pilot project: The aim is to strengthen the network, identify and involve relevant persons, companies and institutions, identify concrete project activities and project ideas and to prepare application for one or more large scale application. In addition the pilot project shall establish communication platforms and promote external and internal communication.

Appendix 3: Proposal for structure of CreAger...(location)

The proposal only serves to support and promote the discussion of the goals of the association and how to reach them:



General assembly: Composed of the members and observers.

Board: Elected among the members and may e.g represent CreAgers, companies, institutions, hospitals, public authorities.

Committees: Ad hoc formed by the members, aiming for preparing new project ideas.

Projects: Externally financed activities and an umbrella for individual activities by the members supporting the vision.

Secretariat: Creates network, supports the chairmanship and the board, communicates and assists with fund raising.

Chairmanship: A sharp and trustworthy profile representing the association.

Ambassadors: Selected persons who wish to do an effort to promote CreAger...(location).

Appendix 4: Budget proposal, pilot project

Below is found a proposal for a 3-year pilot project which aims to strengthen the CreAger...(location) network, demonstrate pilot activities and establish CreAger...(location) on a more permanent basis.

Estimated costs (Danish example and Danish cost levels. Costs given in DKK. 1 EUR = 7.46 DKK):

	Year 1	Year 2	Year 3	Total	Notes
Costs					
Salaries	550.000	550.000	550.000	1.650.000	Note 1
Meetings	25.000	25.000	25.000	75.000	Note 2
Elderly entrepreneurs	50.000	50.000	50.000	150.000	Note 3
Elderly mentors	10.000	10.000	10.000	30.000	Note 4
InnoAge Conference	0	0	150.000	150.000	Note 5
Local test center	25.000	25.000	25.000	75.000	Note 6
Added value	0	25.000	50.000	75.000	Note 7
It and multi media	5000	50.000	5.000	60.000	Note 8
Book keeping	25000	25.000	25.000	75.000	Note 9
Auditing	10000	10.000	10.000	30.000	Note 10
I alt	700.000	770.000	900.000	2.370.000	

Note 1: Salary for project leader (full time) incl. social cost

Note 2: Meetings for members, the board and external meetings.

Note 3: Innovation competition for local CreAgers

Note 4: Certification and marketing of CreAgers as mentors and coaches for business development

Note 5: International conference discussing (1) Elderly as entrepreneurs, coaches and mentors; (2) CreAger best cases; (3) Research results on the creativity of elderly and how to stimulate it. An important aim of the conference is to affect the public perception of elderly.

Note 6: Knowledge institutions, incubators, business services, hospitals, nursing homes and care centers are connected in a network with companies aiming to facilitate development and test of new technologies and services

Note 7: Together with external partners a bench mark model is prepared for (1) added value for the members; (2) economic added value locally and for the region. Both task can be subjects for e.g. student theses.

Note 8: Information and communication via facebook, linkedin, twitter, newsletter nyhedsbrev etc. Preparation of a flyer, pdf and printed. In year 2 launching of web.

Note 9: External book keeping

Note 10: Auditing and preparation of financial report by external auditor

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Appendix 5: Overview over financing sources with respect to activities

The overview is not complete but only serves for inspiration. Some sources demands co-financing from the partners via in kind or in cash.

Activities/Sources	National funds	Ministries	European Social fund	Interreg	H2020	Sponsors
Pilot project	X					
Main project			X	X		
Elderly entrepreneurs	X		X	X		
Elderly mentors, coaches	X		X	X		
InnoAge	X		X	X		X
Research on creativity		X	X	X	X	
Local testcenter			X	X		
Health digital literacy	X			X	X	
Added value	X		X	X		
Innovation network		X				
Ambassadors						
Communication	X		X	X	X	

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Appendix 6: Shortly about the persons behind

Xx, interim chairman (voluntary)

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Yy, interim steering committee member (voluntary)

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Zz, project leader and interrim steering committee member (voluntary)

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