



European Union
European Regional
Development Fund

Progetto ITHACA

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We are in the Social AGE

In the Social Age, value is created through connected individuals. Passionate individuals are connecting around ideas, which in turn are driving the creation of new businesses that are based on trust, authenticity and purpose.



(Julian Stodd)

Today Focus: Social Innovation

A DEFINITION

Social innovations are **new solutions** (products, services, models, markets, processes etc.) that simultaneously **meet a social need** (more effectively than existing solutions) and lead to new or **improved capabilities and relationships** and **better use of assets and resources**. In other words, social innovations are both **good for society** and **enhance society's capacity to act**.

ITHACA Innovation Approach

Quadruple Helix Approach

“The Quadruple Helix approach contextualizes the Triple Helix by adding as the fourth helix “civil society” and the “media- and culture-based public.” This perspective allows moving towards ‘open innovation’, where **Innovation becomes a process inclusive of “all stakeholders as active players** in jointly creating and experimenting in the new ways of doing things and creating new services and products” (EC, 2015).

SMART HEALTH AREA



The **health sector** represents one Area of the Smart Specialization Strategies (S3) of Friuli Venezia Giulia (FVG), defined by the Regional Administration after an **Entrepreneurial Discovery Process (EDP)**, regarding **biomedical, biotechnological, bioinformatics and Ambient Assisted Living sectors.**

FVG ROP-ERDF 2014-2020

FVG ROP-ERDF 2014-2020 - total financial resource **€ 230 M.**

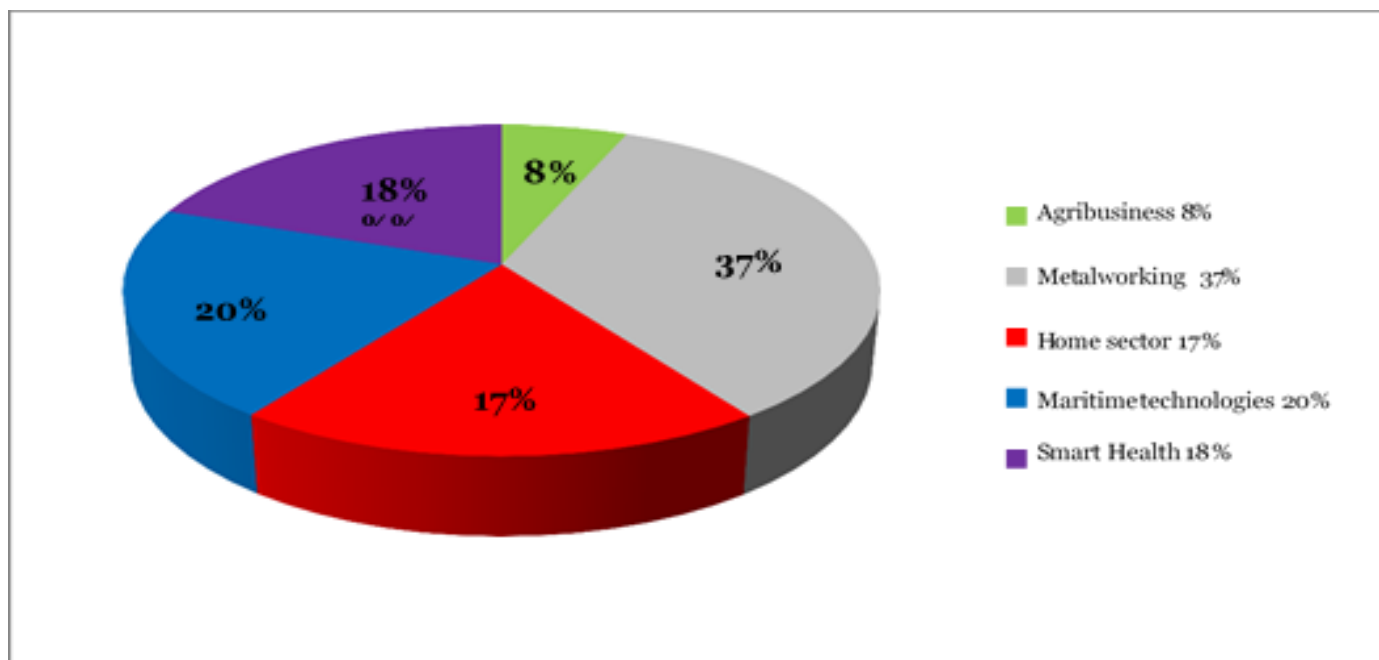
These funds are allocated in five Axis:

Axis	Themes	€ M
1	Strengthening research, technological development, and innovation	77
2	Enhancing the competitiveness of SMEs	76
3	Supporting the shift towards a low-carbon economy in all sectors	57
4	Urban development	11
5	Technical assistance	9
	TOTAL	230

Collaborative R&D activities for the development of new sustainable technologies, new products and services (total amount 50M) - **around € 20 M are allocated in the Smart health AREA** for projects developed in partnership between industries and public research groups. (Education, Training and Research Area)

FVG ROP-ERDF 2014-2020

SMART HEALTH – 31.12.2018



Breakdown of financial contributions by specialization area

119 projects on Smart health Area (625 projects funded by the ROP ERDF 2014 - 2020)

SMART HEALTH CLUSTER



In 2015, the Regional Administration officially acknowledged the **Smart Health Cluster FVG** and entrusted CBM - identified as Innovation District by Regional Law **3** of 02/20/2015-with the task to foster the development of **MedTech, Biotechnology, IT-HealthCare, and Ambient Assisted Living (AAL)** industries.

AAL PROGRAMME

Friuli Venezia Giulia Region (FVGR) joined the AAL Association on the **8th of November 2017** and, consequently, is eligible to participate as a **full member** in the AAL Programme;

FVGR represents **the first and unique Italian Region** member of the Programme, after the Italian Ministry for Education, University and Research and the Italian Ministry for Health;

Since 2018 FVGR has participated in the management of **the AAL Call** too, as a funding authority, making available a dedicated budget.

a global and integrated approach to Health and Well-being

Regional STRATEGY on AHA

Since **2002 the regional Government** has been working to translate the challenge of ageing into practical actions aiming at boosting new participatory welfare models promoting **public and private partnerships** (participatory foundation) to **move towards deinstitutionalization of older people** (and disabled people) and **promote their autonomy and independent living while fostering their right to participation in community life.**

The regional law no. 22/2014 on Active Ageing

With the **regional law** no. **22/2014** dedicated to Active Ageing, approved unanimously by the Regional Council, Friuli Venezia Giulia Region (FVGR) adopted an innovative policy that seeks to go beyond the traditional approach towards elderly people, setting a **strengthening of policies** and interventions that enhance their **active presence and social inclusion**.

More specifically, regional law 22/2014 supports **eight strategic priorities**, concerning family policies, training, civil commitment, culture and social tourism, social transport, health and wellness, accessibility to information and completion of working life.

General Information

KEY AIM: refine regional policies in order to support innovative businesses, create growth and scale up the deployment of innovative health and care solutions

Programme: Interreg Europe

- **TOPIC:** Research and Innovation
 - **FIELD:** Health and Care/Active and Healthy Ageing
 - **BUDGET:** 2,263,144.00 €
 - **BUGET FVG:**€ 194.760,00
 - **DURATION:** from Jenuary 2017
to December 2021

ITHACA Ecosystem

The challenge and purpose of the ITHACA ecosystem, based on Quadruple Helix approach, is to design an innovation process in AHA and Smart health sectors innovation that results in a triple win of:

- adding years to life of citizens and life to those added years
- economy grows as a result of increased demand for smart-health/care (business growth/healthier workforce)
- Health and care services a) are proactive (rather than reactive) and b) sustainable

A project focusing on peer to peer Learning aimed at influencing two Regional Policy Instruments:

- **FVG ROP-ERDF 2014-2020 – Smart Health Area**
- **Regional Law nr. 22/2014 “ACTIVE AND HEALTHY AGEING»**

THROUGH

- Improvement of the RIS 3 Strategy for Smart Health Area
- Development education and vocational training consistent with the regional RIS3
- Improvement of the GOVERNANCE of the regional AHA and smart health Ecosystems

ITHACA Learning 1.

The activities carried out during the Ithaca project:

- Self assessment of regional smart health ecosystem
- Stakeholder Meetings
- Exchange of good practices
- Exchange of Experience and Peer Evaluation events (EEPE's) and case studies

Peer assessment

CONFIRM THE REGIONAL STRENGTH in smart health and active ageing sectors in terms of STRATEGY, RESEARCH AND INNOVATION INFRASTRUCTURES, SPECIFIC TRAINING, HIGH LEVEL OF EXPERTISE IN ENTERPRISES, CONCRETE AND SHARED ENGAGEMENT OF REGIONAL ACTORS TO TACKLE THE DEMOGRAPHIC CHALLENGE

ITHACA Learning 2.

ENABLE THE REGION TO POINT OUT THE FOLLOWING NEEDS AND EXPECTATIONS OF REGIONAL STAKEHOLDERS

need of a broad involvement of citizens and third sector organizations in innovation partnerships

need for greater awareness on the role of the Cluster on SMART HEALTH among stakeholders

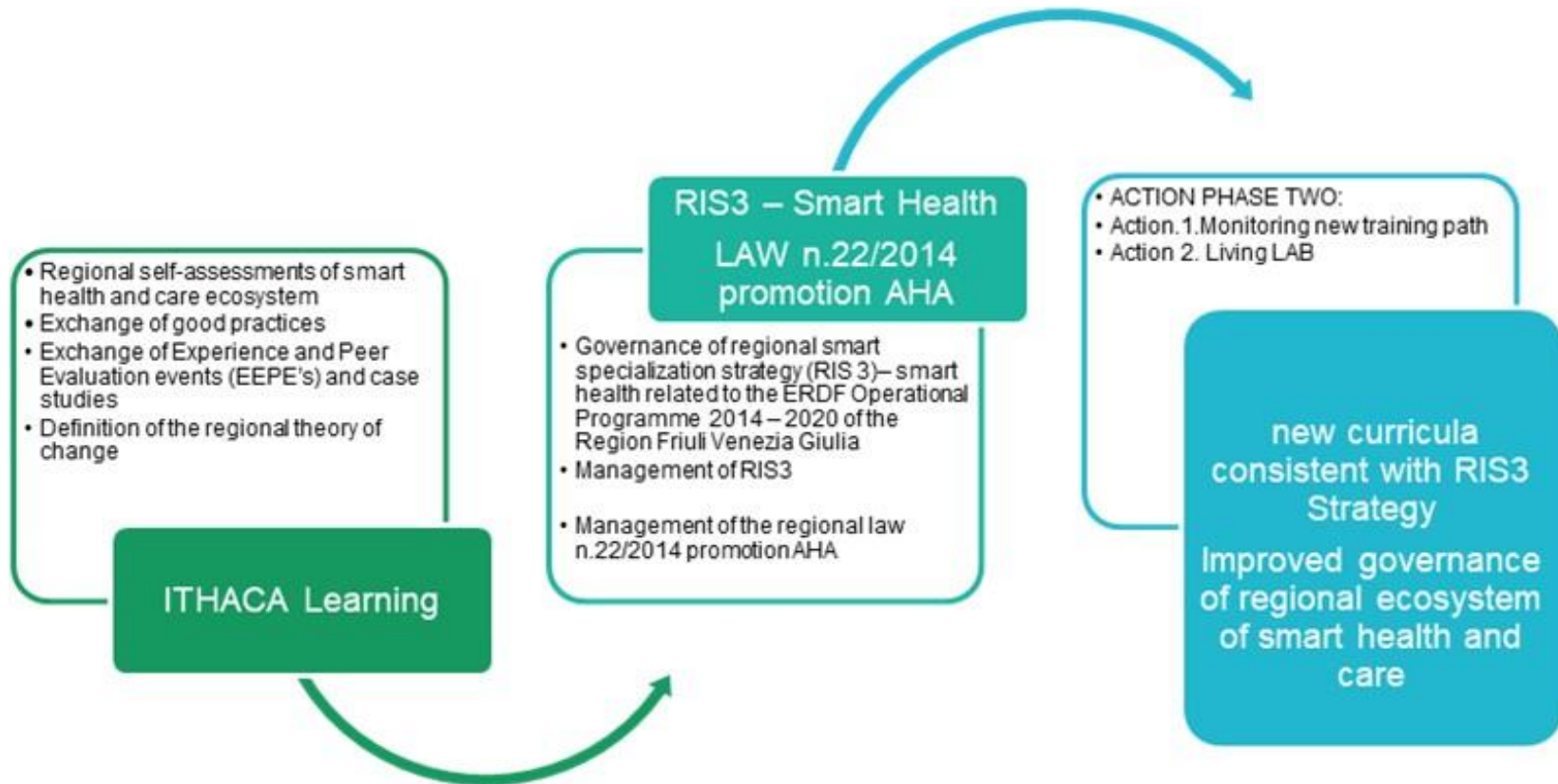
need of coordination and supportive services in particular those related to support on legal aspects and bureaucratic simplifications

need of tendering rules enabling a real opportunity to act in smart health and active ageing domains for end users (citizens, families, caregivers)

need of advanced technical and technological competencies in smart health

ITHACA ACTION PLAN

ENVISAGED IMPACTS OF THE ACTION PLAN



ITHACA ACTION PLAN

Action 1. NEW PROFESSIONAL PROFILES ON AMBIENT ASSISTED LIVING TO SUPPORT DOMICILIARY CARE

Taking into account the results of the S.A. Tool the Region proposed to insert in the context of new innovative paths related to Industry 4.0 Initiative for the biennium 2018/2020 a new course «Tecnico one health care» managed by the Higher Technical Institute for New Technologies of Life A.Volta.

This course enables the Region to innovate professional profiles through new curricula consistent with the regional RIS3 – Smart Health Area and it was funded by the Regional Operational Programme European Social Fund (ESF) 2014 – 2020 and enabling the achievement of ITHACA long term impacts.

In phase two (2020 – 2021) the Region will monitor the implementation of the path «Tecnico one health care» managed by the Higher Technical Institute for New Technologies of Life A.Volta to ensure the consistency of the learning programs with the needs suggested through the ITHACA Report on the results of Self Assessment.

ITHACA ACTION PLAN

Action 2. Active and Healthy Ageing regional LIVING LAB

The art.4 of the LAW no.22/2014 establishes that:

1. The Region values and promotes the participation of elderly people in initiatives created in implementation of the interventions referred to in this law, in collaboration with:

- a) Municipalities, individual or aggregate.
- b) Healthcare agencies and public companies providing personal care services
- c) School institutions and the LiberEtà and Terza Età Universities.
- d) Social forces and associations representing elderly people.
- e) Associations for the protection of consumers and users' rights.
- f) Non-profit entities and organisations, as well as private entities that in any capacity operate in the areas and for the purposes referred to in this law.

TAKING into account all the ITHACA Learning the Region(PP4) proposed to set up a Multi Level Governance in order to involve all the above mentioned actors in the definition, implementation and evaluation of the Strategy on AHA

Action2. LIVING LAB AHA

Experimentation Platforms

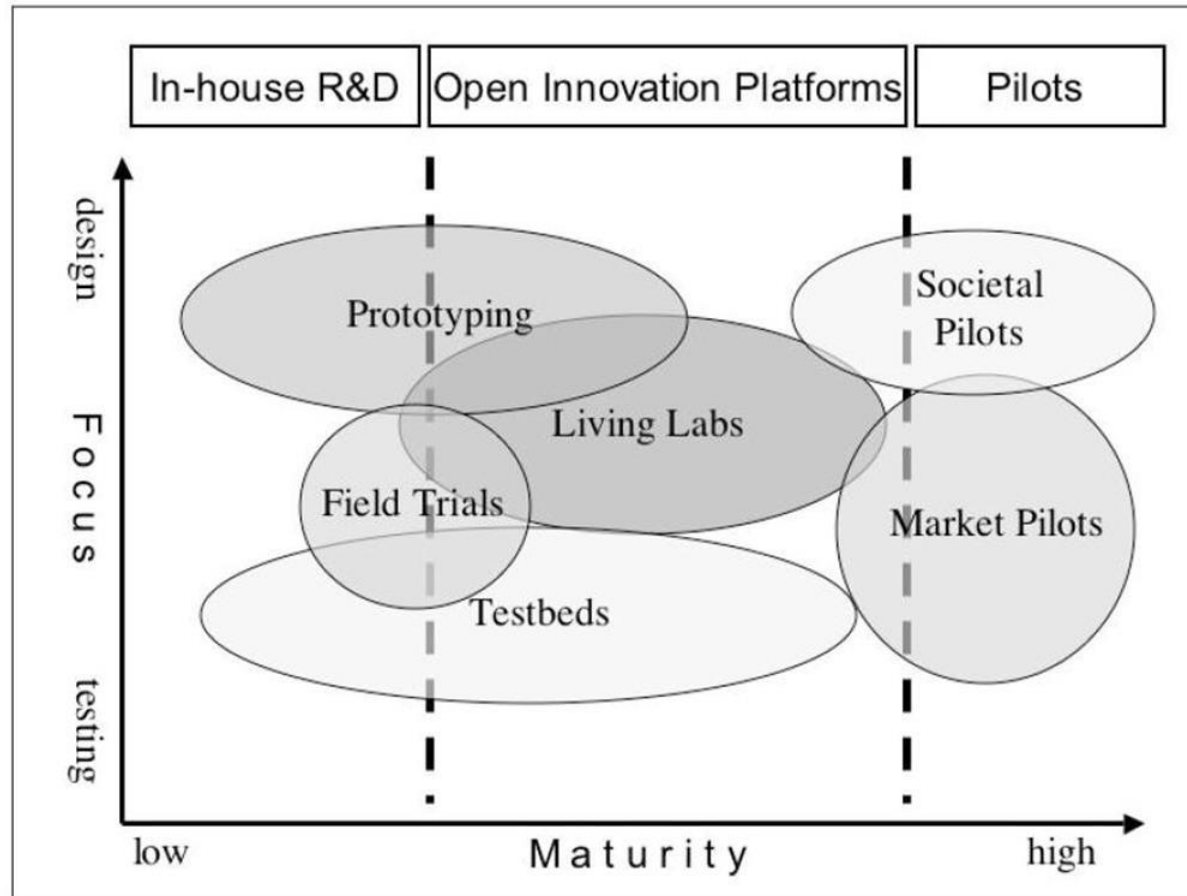


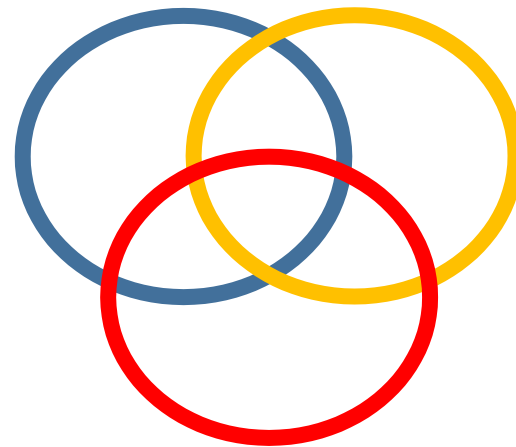
Figure 1: Conceptual Framework of Test and Experimentation Platforms

Action2. LIVING LAB AHA

LIVING LAB METHODOLOGY

Research

Learning



ACTION

FROM USER - CENTRED INNOVATION

TO INNOVATION WITH END USERS



Who are ITHACA Stakeholders in FVG Region?

Citizens

Elderly People
Families
Caregivers

Business Sector

Regional SMEs involved in development of new products
Enterprises and social enterprises involved in the delivery of services

Public sector

Regional and community political leaders working in the field of healthy ageing and smart health and care
Elected and appointed officials who establish the government guidelines that can influence delivery of services related on active and healthy ageing, smart health and care

Education and Research

Education and Training regional bodies in charge of developing paths on active and healthy ageing, smart health and care

Research institution working on R&D in smart health field

NGO and Civil Society

Peers and others who may interact with the same program beneficiaries, and therefore play an important role in the creation of an active and healthy regional community

Others

Subject matter experts and other organizations that can provide guidance and implementation support for achieving the goal of a higher quality of life for elderly people

Why is it important to involve stakeholders?

Stakeholders engagement is a key factor to:

- Understand perceptions related to existing solutions and act to improve them
- Be aware of information and communication GAPS in promoting innovative products and services for elderly
- Align the project with stakeholders expectations
- Co- design solutions that really fit stakeholders needs
- Obtain input on policies related to ageing and health care
- Earn social approval
- Add additional resources, networks, and expertise to the project
- Create new business partnerships
- Support market uptake

ITHACA GPs on Social innovation

The «Saluta il tuo vicino» initiative _ Municipality of Casarsa della Delizia

Move your Minds...Minds on the Move _ Municipality of Udine and Association Alzheimer Udine Onlus

The Ethical fund for ageing people with disabilities
Local Health Authority «Friuli Occidentale»

The local strategy for dependent elderly _ Department of Social Services
«Collinare»

Project «Actives in our community» developed since 2017 in the Communities of Carnia, Alto Friuli – Gemona and «Collinare»

Wellbeing Plan and Senior Centers _ Association of Municipalities of the Friuli Valleys and Dolomites

ilGUADO pole for Social Farming _ Municipality of Cordenons, Local Health Authority «Friuli Occidentale», CoopNONCELLO

At the following link you will find all the good practices developed by regional stakeholders: [EEPE FVG: https://bit.ly/2X1E35i](https://bit.ly/2X1E35i)



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Thank you!

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Project smedia