Interreg
CENTRAL EUROPE
European Union
European Regional
Development Fund

HoCare2.0

CO-CREATION

Co-creation of Home Care Products & Services and How It Can Help Your Business?

WHY HOCARE2.0?

Our mission is to provide customer-centred home care solutions by the use of co-creation method.

But why? Because that by 2060, every third European will be older than 65 years. The "Silver Economy" is one of the fastest-growing economic domains and one of the most prominent challenges for the public service providers at the same time.

These are the reasons for our work.

HOW DO WE RESPOND?

We see info-communication technologies as very useful tools to improve home care possibilities of the elderly.

Existing home care solutions for the elderly are digital-based and often not well accepted.

It brings a growing need to involve the care recipients in the product design process to ensure it is designed for their needs and they will use it.

So... How do we do that?

QUADRUPLE HELIX

We work with all key actors of home care services – with **representatives of the quadruple helix.**

But who is this? Quadruple helix consists of 4 groups.

1. Industry – SMEs who manufacture products for home care;
2. Academia – Research organizations or Universities providing the industry with innovative ideas;
3. Public and private providers of health or social services;
4. Seniors - the care recipients and their family members.

We have already facilitated an informal transregional network of Co-creation Labs to connect all actors.
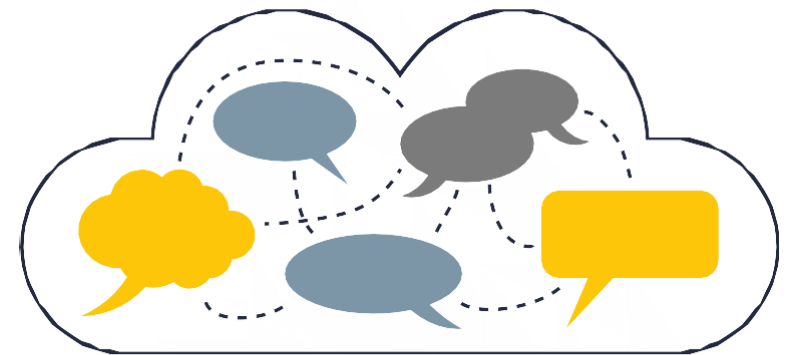
CO-CREATION PROCESS

Co-creation means that end-users can influence the functions of the future product, its look and other features.

One of the many advantages is that using co-creation process gives a competitive advantage.

Quadruple helix actors cooperate inside each Lab to co-create future products and services far beyond the scope of what one organization or a person could do alone.

THE TOOLS

We have developed two tools that serve as guidance in using the co-creation approach. SME Tool empowers SMEs, Policy Tool is designed for social service providers.

The Tools have been developed based on the feedback of all quadruple helix actors. Their usage involves the participation of quadruple helix representatives and gives examples of good practice.

Moreover, you get detailed step-by-step instructions on how to build collective knowledge; organize this knowledge; and based on outcomes of the interviews among Helix representatives, design new products (SMEs) or new service (Social service providers).

SME TOOL

SME Tool empowers SMEs with the information on best industrial praxis for ICT in health & social solutions, capitalize the latest studies, as well as guide them through methodological steps in industrial co-creation, together with the application of extended Lean Start-up methodology.

SME Tool gives:

1. Detailed guidance for cooperation with Co-creation Lab;
2. Guide for SMEs on how to employ co-creation in design in prototyping;
3. And toolkit adjusted for multi-stakeholder co-creation in health and social products.

Let's work on new products!

POLICY TOOL

The Policy Tool for co-creation of public health or social home care services helps the service providers to build on the method for involving citizens and civil servants in the development of Government (primary eGovernment) services.

Policy Tool gives:

1. Detailed guidance for cooperation with Co-creation Lab;
2. Guide for public service providers on how to employ co-creation in the design of services;
3. And toolkit with templates and guidance for every single step of service co-creation.

New, innovative services help both – the service provider and the seniors in need of home care!

HOW TO GET INVOLVED

Join the European community of innovators and develop products and services of tomorrow.

Feel free to contact your local Co-creation Lab.

Hungary:

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Find out more at www.interreg-central.eu/HoCare2.0

Hungary:
www.aeek.hu   www.kdriu.hu

Czech Republic:
www.uss4.cz   www.dex-ic.com

Germany:
www.carusconsilium.de   www.uniklinikum-dresden.de

Italy:
www.cciaa.cremona.it   www.regione.lombar

Poland:
www.rarr.rzeszow.pl   www.malopolska.pl

Slovenia:
www.bsc-kranj.si