

ASSISTED LIVING IN A DANISH PERSPECTIVE

iCREATEe 2017, Kobe



WHO AM I

- Father
- Husband
- Lover of jazz and dancemusic
- Cook and Reader
- Partner in CreativeImpact
- MA, MBA , PMI
- 56



CREATIVE IMPACT

AGENDA

- Denmark
- Political perspective
- Production and Service
- Research and Education
- The Citizen
- Main points



DENMARK



THE KINGDOM OF DENMARK
FORM OF GOVERNMENT:
CONSTITUTIONAL MONARCHY

WITH PARLIAMENTARY
DEMOCRACY.

POPULATION: 5.7M
INHABITANTS POPULATION

DENSITY: APPROX. 132
INHABITANTS PER SQ. KM

GDP PER CAPITA: 344.000 DKK
/ 46.278 EUR (CURRENT
PRICES)









THE POLITICAL PERSPECTIVE



THE SITUATION

CHALLENGES:

Increase in elderly with needs

Increase in demand of quality solutions

Decrease in public funding

RESPONSES:

Longest possible in own home

Longest possible in own life

Co-creation

PROGRAM WELFARE TECH 2017-2020

- Improve citizens' ability to master their own lives by coordinating and supporting the development and dissemination of mature welfare technology solutions with proven effect
- Improve the quality of life for people with disabilities and socially vulnerable people using mobile social solutions that promote prevention, inclusion

[HTTP://WWW.KL.DK/KOMMUNALE-
OPGAVER/CENTERFORVELFAERDSTEKNOLOGI/DET-
VELFARDSTEKNOLOGISKE-
LANDKORT1/VELFARDSTEKNOL
OGISK-LANDKORT/](http://www.kl.dk/kommunale-opgaver/centerforvelfaerdsteknologi/det-velfardsteknologiske-landkort1/velfardsteknologisk-landkort/)



THE PRODUCTION AND SERVICE PERSPECTIVE



TWO CASES

- Have a thorough understanding of the needs of both staff and citizen – (in all of the phases)
- Deep understanding of the environment and context where the solution is going to operate
- Conduct real-test with feedback and feedforward structures
- And act more as a partner than as a provider of gadgets and services
- Listen to the needs and accept that it is a delicate issue – hot versus cold hands

<https://blue-ocean-robotics.com/>

<http://www.publicintelligence.dk/english.php>

Roberta





RESEARCH AND EDUCATION PERSPECTIVE



THE BIG PICTURE

- Research on technical functions and features
 - optimum and intention
 - functionality, design and user interphase
- Research on organization
 - managerial, technical, practical and not least user
 - utilization AND debate
 - investigation of financial benefits – if any: the ongoing discussion on “hot versus cold hands”
- Research on user-driven innovation

Education has focus on both human and technical sides

From vocational to PhD

Both public and private retraining and upgrading

Lack in inclusion in conventional education – room for improvement



THE CITIZEN PERSPECTIVE



DIRECTOR MR. KIM
KOLBY GIVES A
SHORT INSIGHT IN
HOW THE
DEVELOPMENT
CENTER FOR
DEMENTIA WORKS
WITH
TECHNOLOGY



BENT IS 85 AND
HAS SCLEROSIS:
"MY AMBITION IS
TO BE WASHED
BY A ROBOT"



RECOMMENDATIONS

- Co-create and make people feel important, in particular the users
- Involvement and shared ownership of the process, no matter how small or seemingly insignificant the change
- Share experience – all stories need to be highlighted, both bad and good
- Encourage participation
- Start with one test bed – and then make a plan for the scaling
- Pay attention not only to the financial side of the matter – life quality is an equally important parameter
- Start awareness raising at a very early stage: at home, in kindergarten, in schools etc.
- Involve and empower citizens so that they do not feel shy and embarrassed but become authorized and responsible co-creators of assisted living and their own lives

THANKS FOR YOUR ATTENTION



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