

WEBINAR



EIP ON AHA

Integr@tención

8th October – 14.00 – 16:30 CET



Interreg
España - Portugal



Fondo Europeo de Desarrollo Regional
Fundo Europeu de Desenvolvimento Regional



Outline

- Short description of the project
- How do the project ensure empowerment?
- What are the tools you use for empowerment?
- What is the impact achieved?
- What are the challenges?
- Follow us!



Short description of the project

The Integr@tención ecosystem aims to promote the scaling up of innovative processes, products and services for independent life, resulting from RDI activities in cross-border areas of Duero river (Castilla y León and Northern Portugal), to ensure that elderly people in situation of autonomy loss, disability or chronic conditions can live and can be cared at home even until the end of their lives, if that is their wish.

The Integr@tención Project is funded by the European Union through the INTERREG VA España Portugal (POCTEP) programme. It is led by INTRAS Foundation and formed by a consortium of Spanish and Portuguese institutions: Social Services Regional Authority of Castilla y León, ASPRODES, Inter-University Institute of Community Integration INICO (University of Salamanca), CIM DOURO and Health Cluster Portugal (HCP).



How do the project ensure empowerment?

Older people have the ability to decide if they want to continue living in their homes. Through Integr@tención project we empower elderly people by providing technological solutions to facilitate the independent life in their home if it is their wish.

The Integr@tención ecosystem has developed a person-centered care model supported by innovative technological solutions. The backbone of this care model is the tool, Life Project, which allows the person himself to be self-determining about what he wants to do and what he needs, thus defining the Personal Support Plan (long-term care chain + technological solutions to be implemented).



What are the tools you use for empowerment?

The Integr@tención care model aims to contribute with technological solutions, aligned and in coordination with the long-term care services, to proactively prevent and act on at-risk households, with integrated social-health care processes, giving people living in these homes the elements necessary to make them regarded as safe homes from a quality of life perspective. This person-centered care model is based on the definition of the Life Project.

The “Agenda Integr@tención” represents the set-up and commitment of an innovation ecosystem where public and private collaboration aims at taking further innovation through a structured and planned scaling-up road map.

More information: <http://www.integratencion.eu/images/docs/Integratencion-agenda-ES.pdf>.



What is the impact achieved?

On 17 January 2020, the European Commission, in the framework of the **European Innovation Partnership on Active and Healthy Ageing (EIP on AHA)**, awarded the **Integr@tención ecosystem**, led by the **INTRAS Foundation**, as a **Reference Site**, as a model of excellence for a comprehensive approach to active and healthy ageing.

Another activity that is having a great impact is the **Business Training and Acceleration Technology Program**. Currently, 3 innovative technologies have been selected and these companies are receiving training to facilitate the scaling up of their innovative solutions and their success on the market.



What is the impact achieved?

One of the activities that is having a great impact in the Integr@tención territory is the **technology pilot**. We are currently deploying a pilot action to analyse the effect of the person-centered care model supported by technological solutions. This pilot action is being carried out in elderly homes (minimum at 16 homes) in rural areas. The main challenge to overcome is to face the existing difficulties in rural areas, especially in remote areas of urban areas, considering all the limitations that this implies and the difficulty of coordination of all stakeholders involved.



What are the challenges?

The Integr@tención territory (Castilla y León and Northern Portugal), Spain, Portugal and also the European territory face the challenge of long-term care in a sociodemographic scenario characterized by aging, with the added challenge of providing services in rural areas.

Aspects such as aging and over-aging of the population, an increase in people living alone and the difficulty of bringing closer resources to elderly people living in small rural areas are elements that many regions of Europe share and which are essential to consider when public social policies are being defined and implemented.



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