

## Design-led Innovations for Active Ageing

Final event  
Disseny Hub, Barcelona  
24 & 25 April 2014

One of the fundamental challenges facing Europe is the ageing of its population. Europe urgently needs innovative solutions and improved policies that enable efficient and effective social and health care services. The Design-led Innovations for Active Ageing project (DAA) brought together eight cities that were determined to come up with sustainable solutions for demographic ageing. The project's ultimate goal was to contribute to social innovation and public sector transformation in the area of senior care, and it wanted to do this by combining the experience of senior care specialists with the expertise of service designers.

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**24 April 2014**  
**Design for Active Ageing**

08:00 **Registration**

08:30 **Welcoming Words**  
Iina Oilinki, DAA Project Manager

// **Design Thinking Workshop**

08:45 **How Design Can Change the World**  
Dan Formosa, Co-founder Smart Design

09:45 **Workshops**  
Preceded by an introduction to service design, design thinking and our workshop topics:

1. Ambient Assisted Living
2. Isolation among senior citizens
3. Activities and social meeting opportunities
4. Housing issues
5. Caregivers and nursing staff in senior care

13:00 **Lunch**

// **Results and Findings of the DAA Project**

14:00 **Opening Speech**  
M. Assumpció Roset, Commissioner for the Elderly of Barcelona City Council

14:10 **Capitalization Report on Demographic Change**  
Roos Galjaard, Bureau PAU

14:30 **DAA Experience**  
Eight cities in DAA represent their case  
Moderated by Lucas Verweij

15:45 **Coffee Break**

16:00 **Exchange of Experience**  
Panel discussion with Cornelia Horsch (IDZ Berlin), AGE Platform, Adrian O'Donoghue (SPIDER Project), Fabian Dominguez (CASA Project), Roos Galjaard (Bureau PAU)

17:20 **Conclusions**

17:30 **Reception**

**25 April 2014**  
**Design for Social Innovation**

09:00 **Registration**

09:30 **How to Tackle Societal Challenges Through the Use of Design**  
Prof. Birgit Mager, Köln International School of Design, Co-founder Service Design Network

10:30 **Workshop on the Implementation of Projects in Public Administration**

Workshop on using service design tools in city implementation plans. What are the obstacles to implementing new practices in a city structure? How can such obstacles be overcome?

Target audience: Public administrators working in elderly care and designers

13:00 **Lunch**

// **End**

Attendance to all events is free but registration is required!  
Register now at  
<http://daaproject.eventbrite.com>

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Participants can enjoy discounted rates at Silken Diagonal Hotel, very close to the venue. Simply use promotional code "DAAPROJECT" when making reservations.