

SYMPOSIUM

General Symposium

A. SIXSMITH (Convenor). *Technology, innovation, and the emerging silver economy*. *Gerontechnology* 2018;17(Suppl):44s; <https://doi.org/10.4017/gt.2018.17.s.044.00> **Participants** V. DOLNICAR (SI), M. SETINC (SI), T. BURNIK (SI), A. PETROVIC (SI), N. BERZELAK (SI), A. SIXSMITH (CA), S. MUELLER (DE), A. TINKER (UK), A. YOUNG (UK). **Issue** Continued gains in longevity and low levels of fertility in developed countries means that the silver economy will be the growth market of the future: world economies, businesses and governments and societies will need to adapt to these changes; the way we currently provide care to old people will be increasingly unsustainable; the cohort of elderly in 2030 is likely to have different expectations and life experiences; we have to be better prepared for lives that may last 25-30 years longer than the traditional retirement age; and how will structural changes in society and the economy at a global level impact the lives of seniors? **Content** The symposium will comprise three presentations on different silver economy initiatives. A. Sixsmith and S. Mueller will present on the challenges and opportunities afforded by the emerging "longevity dividend" and will talk specifically about the AGE-WELL initiative in Canada (www.agewell-nce.ca) and the newly established Silver Economy Awards (<http://silvereconomyawards.eu>), both of which aim to promote innovative solutions to improve the quality of life for over 50s. V. Dolnicar et al. will present the ITHACA project (<https://www.interregeurope.eu/ithaca>) where nine EU regions share experiences and good practices on smart health and care innovation to refine regional policies in order to support innovative businesses, create growth and scale up the deployment of innovative health and care solutions. A. Tinker and A. Young will present research on 1960s baby boomers in the UK in terms of their life-course experiences, patterns of behaviour in middle age and likely patterns of living, needs and preferences for services and products in late life. **Structure** A. Sixsmith will open the session with a short overview of the silver economy concept and will moderate the symposium and introduce the presentations. The main part of the symposium will comprise three 20-minute presentations (15-minute presentation and 5-minute Q&A on technical issues or matters of clarification). The symposium will conclude with a 20-minute Q&A session and open discussion. **Conclusion** The symposium will highlight the silver economy as a key idea in the way we think about technology and innovation in future years. The symposium will aim to identify common themes across different initiatives and identify key challenges and opportunities for research and innovation in coming years.

Keywords: silver economy, innovation, commercialization, knowledge mobilization, technology

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A. SIXSMITH, S. MUELLER. *Technology and innovation for the silver economy*. *Gerontechnology* 2018;17(Suppl):45s; <https://doi.org/10.4017/gt.2018.17.s.045.00> **Purpose** The paper explores the challenges and opportunities afforded by the emerging “longevity dividend”. **Method** The paper reviews some of the key ideas behind the Silver Economy concept and specifically talks about the AGE-WELL initiative in Canada (www.agewell-nce.ca) and the newly established Silver Economy Awards (<http://silvereconomyawards.eu>), both of which aim to promote innovative solutions to improve the quality of life for over 50s. **Results & Discussion** The paper discusses four key themes: i. The silver market will be the growth market of the future and world economies will start to adapt more to this older demographic; ii. New service solutions are needed, as the way we currently provide care and support to old people will be increasingly unsustainable in years to come; iii. The cohort of elderly in 2030 is likely to be very different, with different expectations and life experiences- many will be fit and active. People’s aspirations about their lifestyle and their care options when they become frailer may be very different to previous years; iv. We have to be better prepared for lives that may last 25-30 years longer than the traditional retirement age- e.g. retraining people for new jobs, workplace technologies to support older workers.

Keywords: silver economy, technology, innovation, markets, demographic change
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V. DOLNICAR, M. SETINC, T. BURNIK, S. HVALIC TOUZERY, A. PETROVCIC, N. BERZELAK. *ITHACA's assessment of regional strengths and weaknesses in the field of smart health and care. Gerontechnology 2018;17(Suppl):46s*; <https://doi.org/10.4017/gt.2018.17.s.046.00> **Purpose** Aim, approach and results of the self-assessment tool developed within the ITHACA (InnovaTion in Health And Care for All) project (<https://www.interregeurope.eu/ithaca>) will be presented. ITHACA's focus is on smart health and care innovation that can support active and healthy living, boost economic growth and improve the efficiency of the health and care sector. In this sphere, it addresses regional policy and practice improvements across the innovation cycle and regional and interregional ecosystems. Scaling up is defined as implementing effective and efficient products and services at scale, and fostering policy development that will accelerate their largescale adoption. Ecosystems are dynamic, interactive networks of different types of stakeholders necessary for the effective development, testing and scaling of innovations. The self-assessment tool draws on tools such as CAF¹, EVALSED², B3 Maturity Model (EIP AHA)³, Reference Site assessment⁴ and the RIS3 Assessment Wheel⁵. **Method** Self-assessment tool consists of (1) online survey (where survey data was collected in December 2017 and January 2018 from 544 stakeholders in nine partner regions), (2) national workshops with core group of stakeholders (survey follow-up to get deeper insight to and better understanding of the survey results with core groups of stakeholders conducted in February 2018), (3) re-implementation of the online survey and national workshops to assess policy enhancement and learning performance in the partner regions, which will help to develop Action Plans (planned for June 2019). **Results & Discussion** Respective region's strengths and weaknesses in the field of smart health and care related to the ecosystems, innovation cycle, policy framework and learning performance will be presented. Baseline profiles of regional development will be presented and later used also as a basis for regional action plans for scaling up of smart health and care innovations.

References

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Keywords: smart health and care, innovation cycle, ecosystem, policy framework

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A. TINKER, A. YOUNG. *The 1960s baby boomers and the silver economy*. *Gerontechnology* 2018;17(Suppl):47s; <https://doi.org/10.4017/gt.2018.17.s.047.00> **Purpose** Recent research has shown how privileged people born in the 1960s in the UK are compared with cohorts both before and after them. A generation who experienced free education, access to help with mortgages and no shortage of jobs is approaching old age with many assets. This paper examines their preferences for policies and services in the future. **Method** This is a desk-based piece of research. **Results & Discussion** This research examined the characteristics of the 1960s baby boomers in the UK in terms of their life-course experiences. It then used this information about patterns of behaviour in middle age to identify likely patterns of living, needs, and preferences for services and products in late life¹. This generation has a youthful self-image with high levels of consumption. Health is the most important issue for them and advances in technology is likely to help them maintain independence in late life². This presentation will examine the likely types of technology for housing and for health likely to be in demand.

References

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2. Young A, Tinker A. The 1960s baby boomers: Future needs and preferences. *Working with Older People* 2017;27(4): 224-238

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