


TAKING  
**COOPERATION**  
FORWARD

 Closing Open HoCare2.0 Conference, Czech Republic/Virtual

 **About HoCare2.0 project**

 HoCare2.0 | István Hegedűs

# The silver economy

Ageing population  
1/3 over 65 by 2060

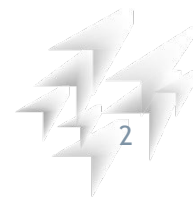
Dynamically growing economic  
sector  
Could be the world's 3rd largest economy

Growing demand  
for silver  
economy  
products

Europe-wide  
impact

Many different sectors  
are affected  
78 million jobs affected

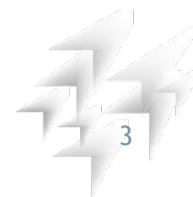
Increasing health and  
recreation expenditure  
30% of EU GDP by 2025



# The problem



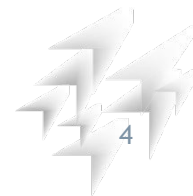
- A rapidly ageing population, especially in the Central European region
- Increased demand for home care
- Not enough carers
- Need to digitise home care services
- Problem: low uptake of digital tools by carers



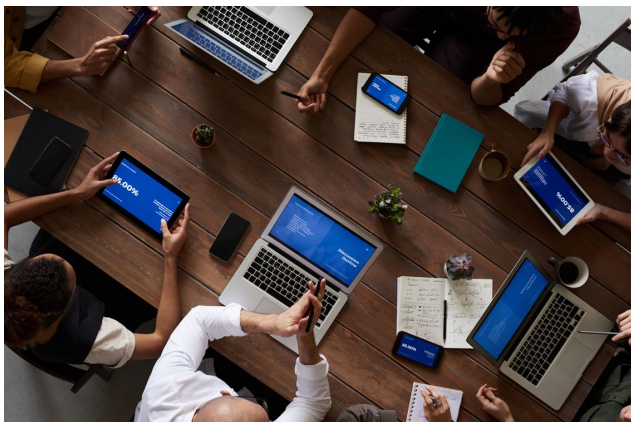
# Proposed solution



- Adapting the method of co-creation
- Wider use of co-creation method by SMEs and public service providers
- Strengthening cooperation between the actors of the Quadruple Helix



# HoCare2.0 project

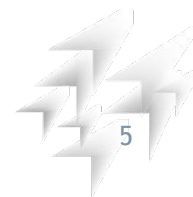


## General information:

- Funding: co-financed by the Interreg Central Europe Programme
- Duration: 01.04.2019 - 30.06.2022.
- 11 partners from 6 countries (Hungary, Poland, Slovenia, Germany, Czech Republic, Italy)

## Partners:

- National/regional public service providers
- Public Home Care Service Provider
- University hospital
- Innovation agencies
- Chamber of Commerce and Industry





## Main goal:

- Developing and adapting a method of co-creation in the home care environment

## Steps of the project:

- Developing local collaborative groups, Co-creation Labs
- Writing action plans to change the local ecosystem
- Practical application of the co-creation method in pilot projects with SMEs (13) and public services (7)
- Following field testing, further development of the co-creation manuals



## Thank you for your attention



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