



TAKING
COOPERATION
FORWARD

📍 Closing Open HoCare2.0 Conference, Czech Republic/Virtual

💬 **Key learnings from SME pilots**

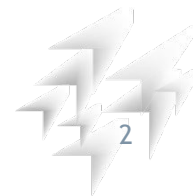
👤 HoCare2.0 | Katarzyna Kielanowska - Rzeszów Regional Development Agency

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Conclusions from
13 SME pilots in
6 European
countries

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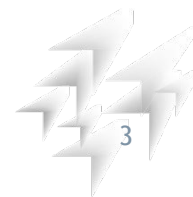


Conclusions from SME pilots.

- **Working with seniors is much less problematic** that one might have thought before the pilot implementation
- Get the **trust** of the end-users and **regular communication** are very vital factors of a successful co-creation
- Silver generation does **not shy away from digital solutions**
- **Good contacts** with various institutions **in the region** is a

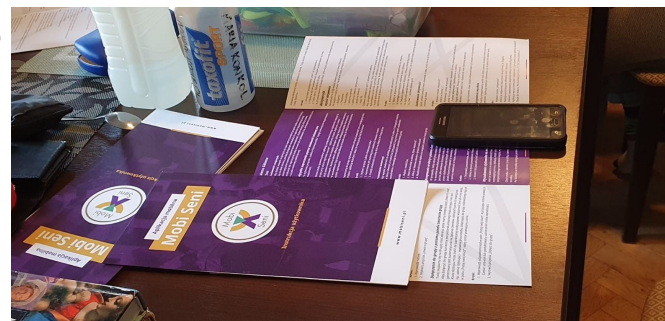


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Conclusions from SME pilots.

- **Listen** to the seniors **actively and carefully**
- **Virtual meetings** should last **one hour maximum**, **physical meetings** should have **breaks frequently**
- **Frequent organization of virtual meetings** among all the key actors involved proved to be very beneficial
- Always have at least one technician / „an IT guy” **present** during the meetings with seniors
- **Regular, physical meetings** are crucial to motivate the



Conclusions from SME pilots.

- **Answer all questions** that come up
- Meetings always should **start with a short summary**
- Use **clear examples** and **detailed explanations**
- **Seniors** involved in the product development have really **good ideas** and if guided they lead to interesting results



Insights on the method.

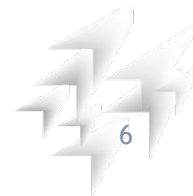
HoCare2.0 SME Tool as
a Bible in the
co-creation process



Various techniques to
be used

An extremely effective
method because **the opinions
of end-users are taken into
consideration** with high
priority

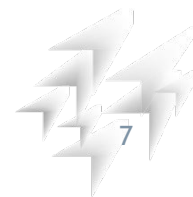
The product are developed
and tested **for seniors and
with seniors**



Working with target groups.



- Bring some **gifts for seniors**
- Have some **talks with seniors** about their interests, what they were doing yesterday, **BUT...**
- Do **set barriers** and be **tough as a moderator/facilitator**
- **Deliver** what you **promised** in the previous meetings
- **It is all about building trust and clear communication**



Target group impact on solution development.

"It was a great opportunity to benefit directly from the help of seniors and experts and to receive on-going feedback for comments on product improvements. Working on the application with the target audience allowed us for better customization and meeting specific needs identified in the co-creation process".

"The feedback from the end-users was very useful and also at some point surprising for the SME. *It was the seniors who suggested some important app functionalities. Such adjustments are only possible with the engagement of end-users of a given product as the feedback is provided from their perspective*".

„The development of any product (not only of an innovative one) makes only sense when the end-users are involved from the very beginning into the development process. Also, before starting working on the 1st prototype of any product, the needs of the end users need to be examined whether a development of such a product makes sense at all."



Thank you for your attention



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