

- 1st Open HoCare2.0 Conference 21 October 2020
- Key challanges of the silver economy and home care solutions
- Szépvölgyi Ákos, CTRIA



Silver economy trends

Related special needs

Home care solutions

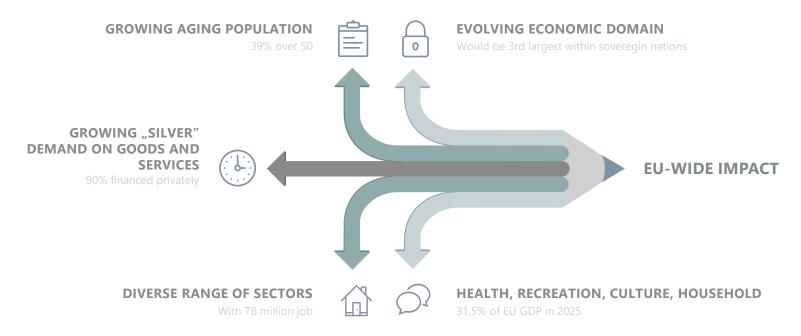
A way to tackle the challange





### SILVER ECONOMY TRENDS









## **DEDICATED NEEDS**



#### **ACTIVE AGING**

Including prevention of health

# HEALTH economy as main

Silver economy as main consumer (+50% share), so health sector is under pressure



#### **DIGITAL INVOLVEMENT**

Connected health, integrated services, increased connectivity



### SOCIAL LIFE AND OPINIONS

Isolation as a core issue



#### **HOUSING AND LIVING**

Institutional housholds, underoccupied dwellings, affordability

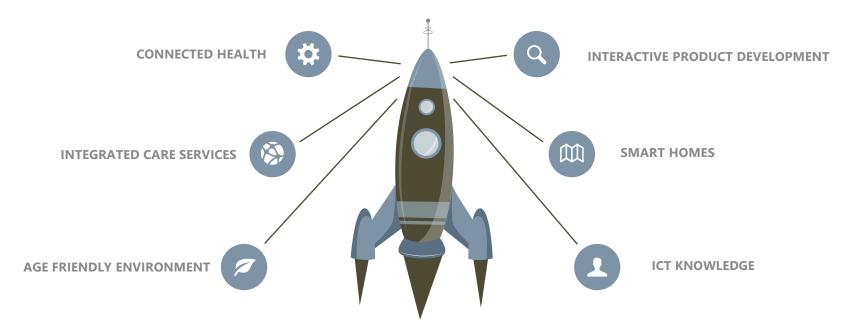






### RAISING IMPORTANCE OF HOMECARE SOLUTIONS











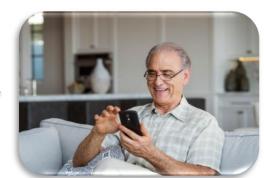
Fast Aging of Population

Not enough carers

Increasing need for innovative home care solutions







### PROBLEM:

These solutions are not well accepted by care recipients





### A POSSIBLE SOLUTION

LINKAGES among

**Quadruple Helix** 

Actors in

**Ecosystems** 



KNOWLEDGE in using CO-CREATION



BOOST usage of CO-CREATION by SMEs (delivery) and Public service providers (deployment)





### Thank you for your attention



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