



Online Services
Community – Wellbeing – Care



ThuisVerbonden

- A cooperative network organisation
- 200 + volunteers

Ambition:

- to accelerate the transition to a civil society through the effective use of enabling technology



Projects:

1 Fibre to the home 2008-09

2 On-line Care Services (ZDA) 2010-11

-Project completed

-Citizen's Award of Province

-Learned to manage social innovation

3 Community – Wellbeing – Care (CWZ)



Successes sofar

AAL 2012

- 80 % of the ZDA participants have participated in the CWC kick off
- stakeholder involvement is growing
- open communication and a growing sense of urgency improves teamwork at project level
- growing enthusiasm at all levels



New project

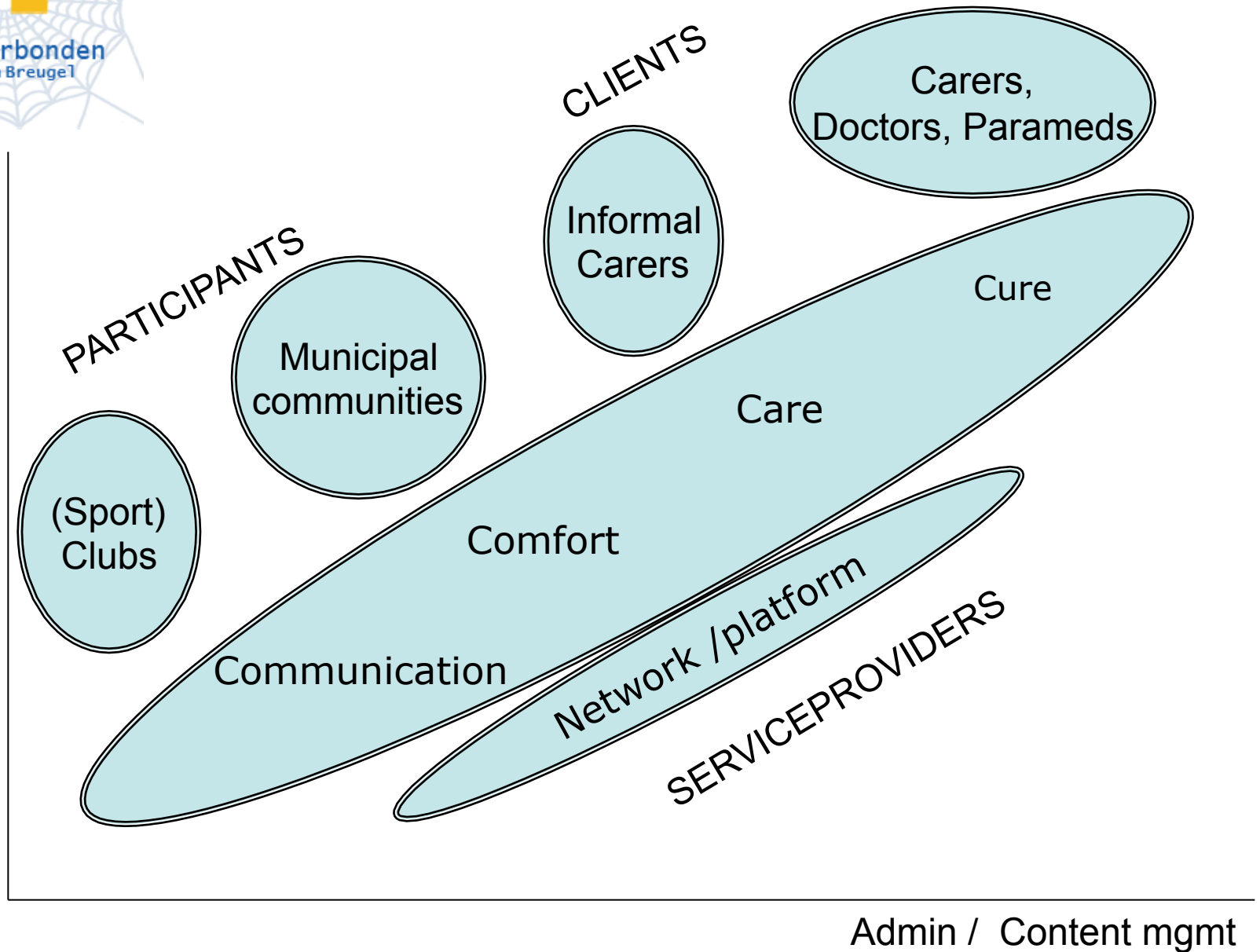
AAL 2012

Characteristics CWC project:

- Modular growth model
- Large public involvement
- Support from Municipal Government
- Stakeholders in steering committee
- End users and focus groups in the lead.



Focus groups





Community – Wellbeing – Care

AAL 2012

Key user requirements for the platform:

- Adds value to the use of social media
- Flexible services and configuration
- Based on standards, open source or escrow
- Simple user interface for different media
- Video call, where necessary secure net
- Solid service suppliers



Worries

AAL 2012

- Introduction of new technologies to older people, requires indepth understanding of the proposed new way of living. End user involvement only works when supplier and customer speak a common language
- Technical innovation needs to be preceded by social innovation, not only at individual level. Stakeholders need to understand that they have to change their own ways of working.
- Current business models do not meet the demanding targets that we have set ourselves. New approaches are required



CWC project philosophy

AAL 2012

- End user in the lead.
- One goal : in search of new forms for a civil society.
Different ways to get there.
- Technology enables the required transformation,
user interface needs to be simple and flexible