



“Community Driven – Care”

A project by the Cooperative Association ThuisVerbonden Son en Breugel

1. History and background

Since our village Son en Breugel is one of the fastest greying communities in Holland we have initiated a project to create awareness in our community. The project “Is your village senior proof ?” led to more specific projects and the establishment of a Senior Citizens’ Council in 2006. This council is an interest group for older people and acts on their behalf in strategic dialogues with the Municipal Government. The interest group aims to ensure and maintain well being and independence of older people in the village.

In 2007 the Senior Citizens’ Council joined forces with the Association of Handicapped People and the Advisory Council Social Support Act (WMO), a legal council to support the Municipal Government in the implementation of new regulations for society inclusion of people. The three organisations formed the Cooperative Association Son & Breugel (CA S&B) to make high speed internet available for the local community. Nowadays 85 percent of the households have fibre to the home and the triple play is made available to them. The second project of the Cooperative Association focused on the development of network services for our target groups. This led to the ZDA project.

2. On- line Care Services (ZDA project)

The ZDA project targets elderly people and people with mental or physical disabilities. In collaboration with a consortium consisting of technology-, general services - and care providers, we explored the introduction and acceptance of systems designed to support older people in their homes. Fifty end-users have participated in efforts to define user requirements for ICT platform solutions that enable wellbeing and independence of older people in their homes.

The ZDA project has been completed in December 2011 gaining the Citizen’s award of the Provincie Noord Brabant. Smart Homes has evaluated the project and concluded that this was a social – organisational project rather than a technological project.

3. Statements on our learnings

Introduction of new technologies to older people, requires empathy and extensive listening, personal coaching and in depth understanding of the proposed new way of living.

The integral service chain from suppliers to end-user is not yet ready to allow for this new lifestyle.

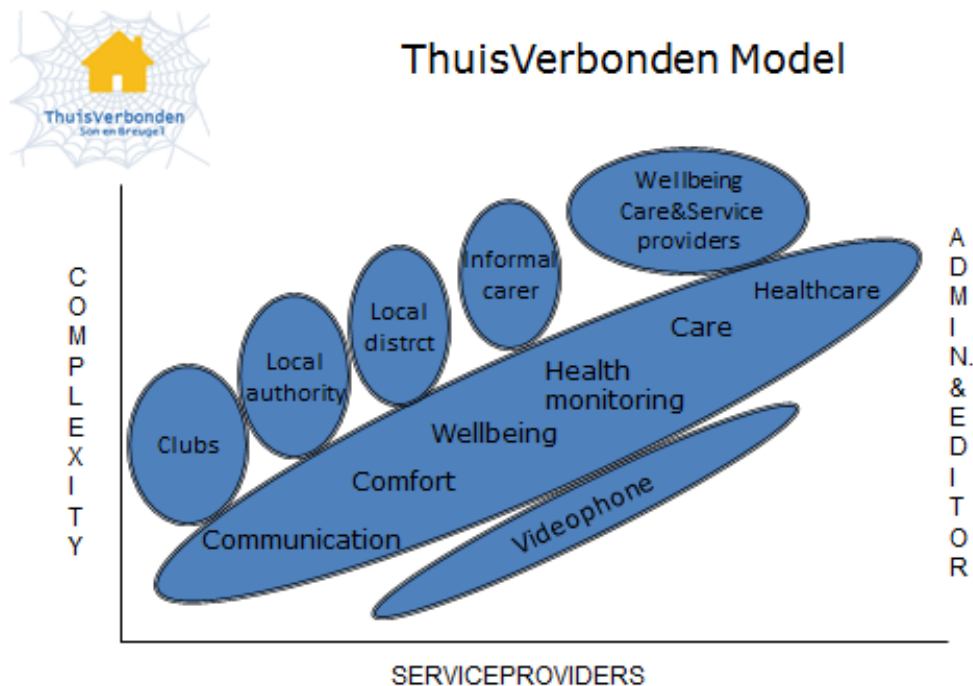
Technical innovation needs to be preceded by social innovation. Social innovation in its turn requires technical innovation. During the project all partners have been working hard to develop a sustainable interaction between these two kinds of innovation.

4. Back to a civil society

In the local community we feel the need to re-invent the civil society. The Municipal Government seeks to empower its citizens and they in their turn look for new ways to re-establish social cohesion. Several focus groups are getting involved in the design of this new form of a civil society. A society that knows how to implement new laws and regulations at local level and knows to bring isolated people back to active life. The new developments make us foster ideas to reinforce the interaction between social and technical innovation.

5. New project: Community – Wellbeing - Care

With strong support from the Municipal Government we are taking up the challenge to build a community wide local network. We aim to build a platform, (where necessary, a closed network) in which end users will be able to personalize their services and support in such a way that they can live longer and more independently in their own environment.



6. We participate in this conference:

- to share our end user frontline experience with you
- to learn from you
- to look for partners

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