ASSISTED LIVING IN A DANISH PERSPECTIVE

iCREATEe 2017, Kobe
WHO AM I

• Father
• Husband
• Lover of jazz and dance music
• Cook and Reader
• Partner in Creative Impact
• MA, MBA, PMI
• 56
AGENDA

- Denmark
- Political perspective
- Production and Service
- Research and Education
- The Citizen
- Main points
DENMARK
THE KINGDOM OF DENMARK
FORM OF GOVERNMENT: CONSTITUTIONAL MONARCHY
WITH PARLIAMENTARY DEMOCRACY.

POPULATION: 5.7M INHABITANTS POPULATION

DENSITY: APPROX. 132 INHABITANTS PER SQ. KM

GDP PER CAPITA: 344.000 DKK / 46.278 EUR (CURRENT PRICES)
THE POLITICAL PERSPECTIVE
THE SITUATION

CHALLENGES:

Increase in elderly with needs
Increase in demand of quality solutions
Decrease in public funding

RESPONSES:

Longest possible in own home
Longest possible in own life
Co-creation
PROGRAM WELLFARE TECH 2017-2020

• Improve citizens' ability to master their own lives by coordinating and supporting the development and dissemination of mature welfare technology solutions with proven effect

• Improve the quality of life for people with disabilities and socially vulnerable people using mobile social solutions that promote prevention, inclusion
HTTP://WWW.KL.DK/KOMMUNEÅLE-OPGAVER/CENTERFORVELFAERDSTEKNOLOGI/DETVELFARDSTEKNOLOGISKE-LANDKORT1/VELFARDSTEKNOLOGISKLANDKORT/
THE PRODUCTION AND SERVICE PERSPECTIVE
TWO CASES

• Have a thorough understanding of the needs of both staff and citizen – (in all of the phases)

• Deep understanding of the environment and context where the solution is going to operate

• Conduct real-test with feedback and feedforward structures

• And act more as a partner than as a provider of gadgets and services

• Listen to the needs and accept that it is a delicate issue – hot versus cold hands

https://blue-ocean-robotics.com/

http://www.publicintelligence.dk/english.php
RESEARCH AND EDUCATION PERSPECTIVE
THE BIG PICTURE

• Research on technical functions and features
  • optimum and intention
  • functionality, design and user interphase

• Research on organization
  • managerial, technical, practical and not least user
  • utilization AND debate
  • investigation of financial benefits – if any: the ongoing discussion on “hot versus cold hands”

• Research on user-driven innovation
Education has focus on both human and technical sides.

From vocational to PhD.

Both public and private retraining and upgrading.

Lack in inclusion in conventional education – room for improvement.
THE CITIZEN PERSPECTIVE
DIRECTOR MR. KIM KOLBY GIVES A SHORT INSIGHT IN HOW THE DEVELOPMENT CENTER FOR DEMENTIA WORKS WITH TECHNOLOGY
BENT IS 85 AND HAS SCLEROSIS: 
"MY AMBITION IS TO BE WASHED BY A ROBOT"
RECOMMENDATIONS

- Co-create and make people feel important, in particular the users
- Involvement and shared ownership of the process, no matter how small or seemingly insignificant the change
- Share experience – all stories need to be highlighted, both bad and good
- Encourage participation
- Start with one test bed – and then make a plan for the scaling
- Pay attention not only to the financial side of the matter – life quality is an equally important parameter
- Start awareness raising at a very early stage: at home, in kindergarten, in schools etc.
- Involve and empower citizens so that they do not feel shy and embarrassed but become authorized and responsible co-creators of assisted living and their own lives
THANKS FOR YOUR ATTENTION

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