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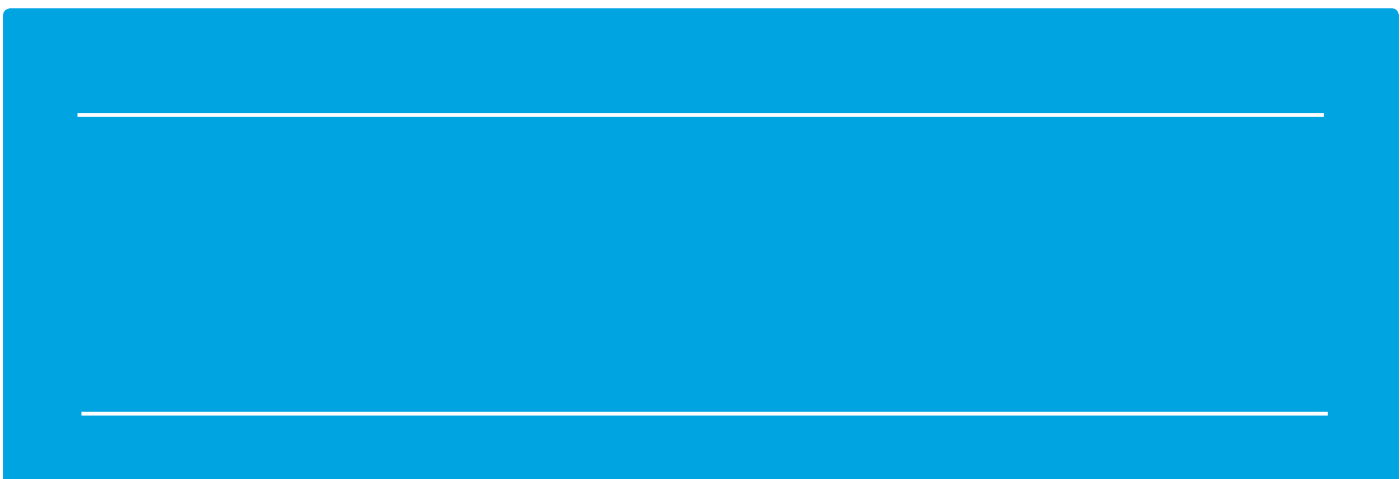
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EUROPE MOVES PLATFORM

Project Proposal

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About Senior-Live

The Senior-Live program is part of the Dutch (end-user) organisation Stichting HierTV, aimed on helping elderly in the Dutch city Almere with the technology of today. Besides workshops Senior-Live creates online services enabled by telecommunication technology combined with video. These services are developed to show elderly people the possibilities of video communication as a relevant and valuable communication channel for social contacts, exercise and future medical communication with the GP or medical specialist.

About Fitness Online

One of the online services is Fitness Online, which is an online, interactive group fitness class. This service is enabled through a safe and easy to use video communication application. The fitness trainer hosts the so-called online 'room' and a maximum of eight participants join the class. The trainer shows and explains the exercises and together the group starts exercising. Some participants, ranging from 70 to 90 years, experience physical constraints. When an exercise cannot be performed, the participant can directly mention this and the teacher can adjust the exercise.

Why Fitness Online

People grow older and people need to live in their own home as long as possible. This is aside from governmental policy (in the Netherlands) a wish from elderly people themselves. Ageing comes along with physical decline, frailty and the risk of falling. A large, substantial amount of evidence shows how exercising can benefit the health of elderly people and prevent faster and more serious physical and mental decline. Though many people know about the benefits of exercising, this does not mean they act upon it. Many barriers exist. For example the sporting location is too far away from their house. Or they are not motivated enough to watch exercise-movies all by themselves. Fitness Online is created to tackle these barriers, whether they are physically or mentally.

About the technology used for Fitness Online

Senior-Live has experimented with several different technologies. Zoom offers a very stable connection, is applicable to Mac, Windows, Linux, and can be used on a tablet, laptop and desktop. Participants need to start their computer, click on the Zoom icon and are redirected to the right webpage. With the Intel Compute Stick (that turns any HDMI display into a fully functional computer), Zoom can be integrated into TVs. The Senior-Live team programmed a solution so that people with no technical skills can join Fitness Online by simply switching one button that activates the video communication on, for example their TV, necessary for the fitness lesson.

USP's of Fitness Online

The unique selling points of Fitness Online are the fact that it is *online*, meaning it is a very accessible service. Anyone with an internet connection, a webcam and a screen (a computer screen, a tablet, a tv) with speakers can participate and join a fitness class from their own living room. Moreover Fitness Online is *interactive*, meaning there is real time contact with the teacher. Thirdly, it is a *group* activity, which adds a social aspect to the lesson.

For whom?

Participants of the current pilot group in the Netherlands are positive and enthusiastic. They see Fitness Online as an appealing solution to several wishes and needs they have. The current participants belong to the Slow-Go-group. We expect that within the huge size of older adults the main target group for Fitness Online will be Slow-Go's. When there are advanced lessons however we see potential for the Go-Go- target group too. (See page 5 for a definition of these distinct stages of retirement.)

There are three distinct stages of retirement. This includes the Go-Go, Slow-Go and No-Go stages.

Go-Go- This first stage of retirement is when you are still quite active. It typically lasts until age 75 and often involves world travel, spending time with grandchildren and pursuing your new passions. You tend to spend more money in this stage of retirement than in any other.

Slow-Go- In this stage people may start having a decreased energy level. I tend to see this shift take place around the ages of 75 to 85. Many aren't buying new cars and often look to downsize their homes. They just aren't spending as much money. Annual expenses typically declines by twenty to thirty per cent, but inflation must continue to be accounted for.

No-Go- This stage of retirement usually begins at age 85 and last for the remainder of life. One's world tends to get smaller and expenses decrease dramatically except for medical and long-term care costs. Managing these uncertain expenses and planning appropriately is one of the principal challenges of a successful retirement.

Roadmap from SCP to CP and beyond: Europe Moves Platform

We aspire to continue after the SCP with a CP and thereafter to develop a matchmaking platform, with the working title Europe Moves. Europe is facing a serious decline in the amount of experts, for example in the health sector, due to retirement. The matchmaking platform Europe Moves could form a way to recruit retired experts to become volunteer trainers, which we call the supply side of the platform. The platform can host a training module for new trainers, with tutorials but also with the possibility to learn through video communication from experienced trainers. Trainers can create a personal profile and introduce themselves. Screening and quality measurements can be performed through the platform too with video communication and with a review-system.

In addition to retired professionals, the platforms aims to target the ageing population in Europe. The platform can facilitate recruitment of participants, elderly adults can follow tutorials how to use the video communication technology and receive support. They can create personal profiles to, for example, receive information about healthy living, collect tutorials that fit their needs, make a personal health plan and track their progress.

Requirements of an AAL project

Precise, creative and beyond the state of the art

The final outlook after the CP would be a matchmaking platform that can be launched per country through a franchise concept or at once for the whole of Europe. The platform combines recruitment, (remote) training of the teachers combined with the recruitment of participants and (technical) support and of course facilitating the Fitness classes themselves.

Ethical aspects

We take into account the ethical aspects that are linked to what we want to do. Within this project the ethical aspects clearly lie in the health domain. Slow-go's can have a fragile health, which raises the question if it is responsible to offer a service such as Fitness Online. Certain safeguards in the process can reduce risks, like a zero measurement to check if people are healthy enough to participate or the requirement to complete an application form beforehand.

Explorative character of SCP

The final platform we envision is complex, non-existent yet with many questions to answer first. Therefore we want to start with a SCP to test certain basic assumptions, before we start working in the CP on developing the platform and focus on all the organizational matters concerning trainers and participants. In the SCP we investigate if such a matchmaking platform is possible and if yes, what is required in general terms. This means we outline the technical frameworks in advance of what we think the platform should eventually be able to provide. In the SCP, we mainly want to test whether the Fitness Online concept is indeed sufficiently appealing for the slow-go target group.

European dimension and its relevance

The relevance of performing an international research is to explore if this solution is valuable for elderly people from different cultures, with unique preferences, habits and degrees of technology readiness. And if so, what are the requirements for transferability to even more countries and expand its scale.

Hypotheses to be tested in the SCP

Even though participants of the current pilot group in the Netherlands are positive and enthusiastic about the service Fitness Online, we need more substantial insights into what kind of issues elderly face and how a final solution and service could provide for this. The current shape of Fitness Online therefore is not fixed, but gives input and helps to test assumptions in practice. The final service could change on the basis of feedback collected during the SCP. The hypotheses to be tested in the SCP can be divided into three elements: Needs and Wishes, Input about the Pilot and Technical framework.

Needs and wishes of the target group

Based on the current service, we have certain assumptions and expectations about the needs and wishes of the target group. The SCP must further test and deepen these, with the CP in mind. The CP will be then focussed on the actual building of the platform, that has been shaped in co-creation with the target group.

Pilot to gather input about the current service

With the Zoom technology, we have in principle everything we need in terms of functional possibilities, including common and future technical possibilities. The pilot is intended to test if the current technology is suitable and user friendly.

Technical framework

The main question is to investigate and report on the technical possibilities that form the basis for a CP. We want to explore the main technical framework of what the platform should ultimately be able to do.

Senior-Live already did a short market scan and for the pilot in the SCP, Zoom came out as the best technology. Aspects like: Is Zoom sufficient? What would be technically possible to improve about Zoom? What about the ultimate platform and the integration of screen to screen in it? will be investigated in the SCP.