



# LIFE 2.0: Geographical positioning services to support independent living and social interaction of elderly people

# DESCRIPTION

The objective of the project is to raise awareness of older people social interactions on an ITC based format (accessible through web and iOS application interfaces) in order to promote their social activity at a local level.

The project is focused in three main sections:

- “Mutual-help scenario”, where elderly users are able to request of or offer services/activities to other users.
- “Events organization”, where local organizations developing activities or services for elderly can announce these activities.
- “Marketplace”, where local businesses can announce their products specially focused to elderly collective.

In all the sections, the announcements are geolocated according to the offer/demand location.

# THE PLATFORM

The platform has been designed with special considerations on trust, privacy and accessibility of elderly users.

It has been developed with a strong participation of elderly end users based on a Living Lab approach. More than 100 elderly users have been involved in four pilot sites.

Pilot elderly users provided requirements and evaluated the technical implementation of web and iOS applications.

# INNOVATION

Life 2.0 provides indications in how existing technologies can become more age-friendly and the most innovative aspect is the integration of existing technologies, applications and online platform for a specific elderly target group under social innovation proposes.

The service developed offers a new perspective to improve social communication, access to public/private services and safety of older people living independently.

In Life 2.0 project elderly people is considered as the foundation of the project and as a resource: their personal knowledge about everyday life is circulated among the community, thus giving senior people an active role for their peers and possibility also for other people living in the local area.

# OUTCOMES

The main outcome of Life 2.0 is to obtain a platform with a combination of new technological trends, accessible from web and iOS interfaces, as a basis to provide elderly people with and ICT based resource as a sort of “augmented neighbourhood” in which the virtual interaction will overlap and support the personal interaction between people.

Life 2.0 will improve elderly people quality of life by increasing their sense of safety, independence and their capability to find solutions to their everyday problems by visualising the network of people (or other resources such as companies or support organizations) that can be useful for them.

It will enable elderly to create their own content in the system as active providers of information, transmission of personal knowledge, experience and expertise.

Finally, it will offer to local small, medium business and social organizations a way to reach with personalized solution ageing customers in their area.

# TRANSFERABILITY

Life 2.0 project is developed with participation of elderly users from Northern and Mediterranean countries.

Thus, elderly users with different cultural, sociological and economical characteristics have participated in the requirements and validation phase of Life 2.0 in order to assure suitability in other countries not participating in the consortium.

On the other hand, Life 2.0 is developed with a modular technical approach which allows the system to easily integrate third party applications or include Life 2.0 services into other platforms.

# SUCCESS CRITERIA

The main indicators used to measure the progress of the project are:

- Increased use of ICT among elderly people involved in the project.
- Increasing social interaction of elderly people through people providing help in the system.
- Satisfaction of users using Life 2.0 services.
- Offer new business opportunities for private companies and social service providers.
- Rise awareness of community initiatives by increasing the number of events available in the platform.

# WEBSITE

<http://www.i2cat.net/en/projecte/life-20-1>

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